

Smokers of the best-selling
regular size cigarette:

CUT YOUR 'TAR' IN HALF



LUCKY TEN

Largest selling dozen cigarettes
yield 20.3 mg. 'tar' on the average
(tar range: 17 mg. to 27 mg.)
Lucky Ten-less than 10 mg. 'tar'.

Lucky Ten "tar" 10 mg.-nicotine, 0.7 mg.
Best-selling Regular Size "tar" 25 mg.-nicotine, 1.6 mg.
Of all brands, lowest "tar" 1 mg.-nicotine, 0.2 mg.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

10 mg. "tar", 0.7 mg. nicotine av. per cigarette. FTC Report AUGUST 72.

LUCKY TEN #152

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