

ATLANTA SMELLS A SUCCESS

NEW CIGARETTE ADDS PLEASANT AROMA TO TOBACCO TASTE

Smokers not getting hassled about the smell of their cigarettes? Sound farfetched? It's happening here in Atlanta, because now there's a new cigarette called Horizon.

The result of a dramatic breakthrough in paper-making technology, Horizon produces a light, pleasant aroma when lit. Consequently, Horizon reduces the problem of unpleasant cigarette odor without sacrificing any of the smooth tobacco flavor that smokers demand.

Already, smokers have been pleased to find that Horizon won't leave their clothes, car, or home smelling like their regular cigarettes. Many have described the



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smell of the new cigarette as pleasant, even enjoyable—not only for themselves, but for those around them.

When asked about the anticipated popularity of Horizon, the tobacco company said, "The idea came from smokers—we just listened. So we're looking forward to a favorable response."

Indeed, Horizon's mild aroma and smooth taste are being well received in the Atlanta area. In fact, a number of smokers have been writing to the company, expressing their appreciation for the steps taken to make smoking more enjoyable for everyone.

Given Horizon's significant difference, it seems certain that the cigarette will get a favorable reception by smokers and non-smokers alike. If early consumer response is any indication, this good-smelling cigarette is going to be a welcome change for everyone.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

12 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

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