



7 mg "tar", 0.8 mg nicotine av. per cigarette by FTC method

68  
B78-  
✓

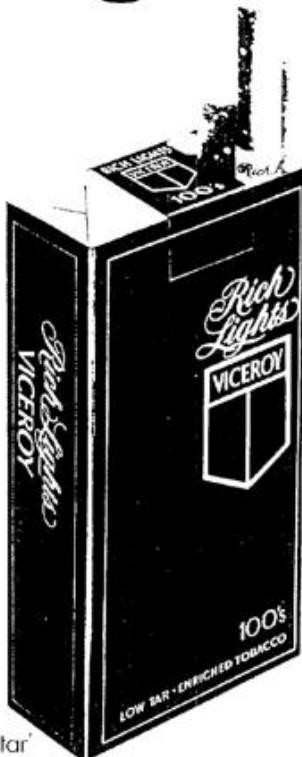
War warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

# Rich Lights 100's

from Viceroy

Enjoy  
the rich tasting  
low 'tar' 100's.

Only 9 mg 'tar'



## The rich low 'tar.'

Also available in Kings

P.R.C. CIGARROGRAM & SMOKING INC.  
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100's - Pack  
Menthol - 100's  
Menthol & Mint - 100's

### NEWSPAPER NOTE:

If your newspaper prints letterpress, use  
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Please caution your printer that when making your publication's  
printing material, the copyright line, the 'tar & nicotine' caution  
copy and the Surgeon General's warning must not be removed  
from the advertisement. Special attention must be taken where  
there is free-standing black type on white backgrounds.

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