



Dear Mr. Retailer:

Carlton — The cigarette that was ahead of its time, the brand that literally created the new "low-tar" cigarette market.

Fact: According to independent reports, over 25% of all cigarettes sold in 1973 were classified as "low-tar" brands, compared with less than 12% in 1972.

Carlton — As increasing numbers of smokers turn to "low-tar" brands, they are discovering that only one brand has been found lowest in tar of all filter kings tested by the U.S. Government for 12 consecutive published reports. And that one is CARLTON.

Fact. Last year, combined sales of CARLTON Filter and Menthol were up 27.6% over 1972. In the first six months of 1974, CARLTON registered a higher percent increase in sales than any other "low-tar" combination, with unit sales up 37.1% over the comparable 1973 period.

Carlton — It's a cigarette people are discovering rapidly, yet, despite its exceptional growth, we're convinced the CARLTON story has reached only a portion of the smokers in this major new cigarette market. That's why we're dramatically increasing CARLTON's advertising expenditures for the balance of 1974. This intensified effort, to commence in mid-September, will feature strong, tell-it-like-it-is double spreads in ten consecutive issues of both TIME and NEWSWEEK (see reverse side). CARLTON ads will continue in TV GUIDE, in U.S. NEWS & WORLD REPORT, in PEOPLE, and in key metropolitan newspapers throughout the country. In addition, our Sales Organization will be heavily promoting CARLTON at point of sale.

Carlton — Have you got it on your cigarette shelf? Is it there in adequate quantities to meet accelerating consumer demand? If you've been slow to stock up on CARLTON, better take another look at your "low-tar" lineup. Don't get caught with an out-of-stock on the fastest-growing brand in the fastest-growing segment of the cigarette business.

Order in CARLTON today! Filter and Menthol.

Carlton — It's a cigarette whose time has come.

Very truly yours,

The American Tobacco Company

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