

# New Marlboro Lights 100's

Lighter in taste. Lower in tar. And still offers up  
the same quality that has made Marlboro famous.



The spirit of Marlboro  
in a low tar cigarette.

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

Kings: 12 mg "tar," 0.7 mg nicotine av. per cigarette. FTC Report Aug. 77  
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.