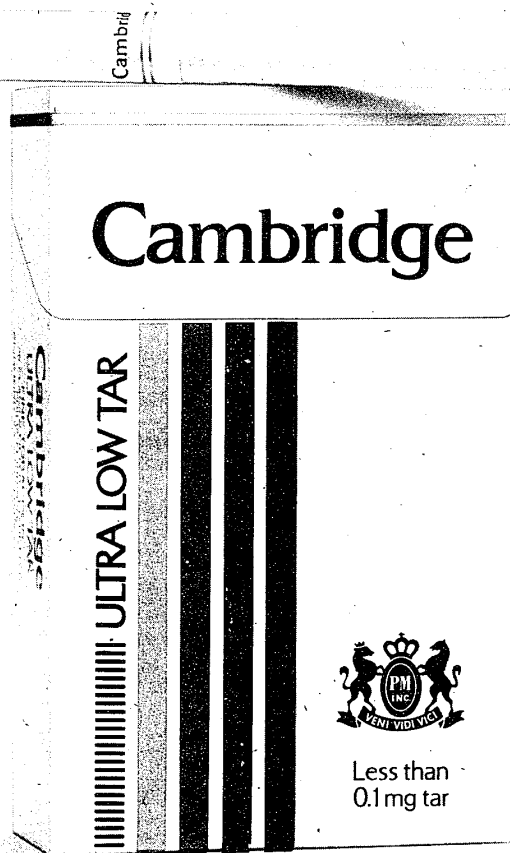


Introducing Cambridge Box:

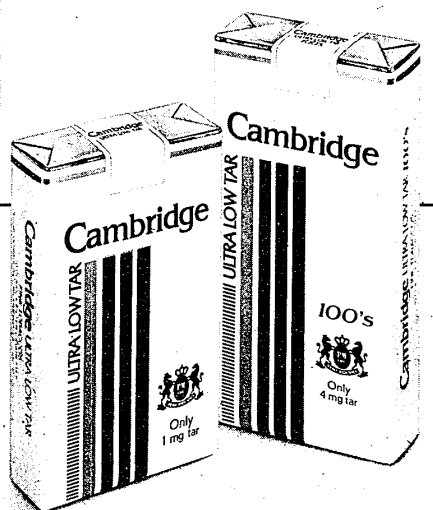
The lowest tar ever.



Discover Cambridge contentment. The very special satisfaction of knowing that with Cambridge Box—less than 0.1 mg tar—you're getting the lowest tar cigarette ever made, yet still enjoying the unique pleasures of smoking.

**Also
available in Soft Pack
and 100's.**

Ultra low 1 mg Soft Pack, 4 mg 100's.



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

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Box: Less than 0.1 mg "tar," 0.01 mg nicotine—Soft Pack: 1 mg "tar," 0.1 mg nicotine—100's: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.