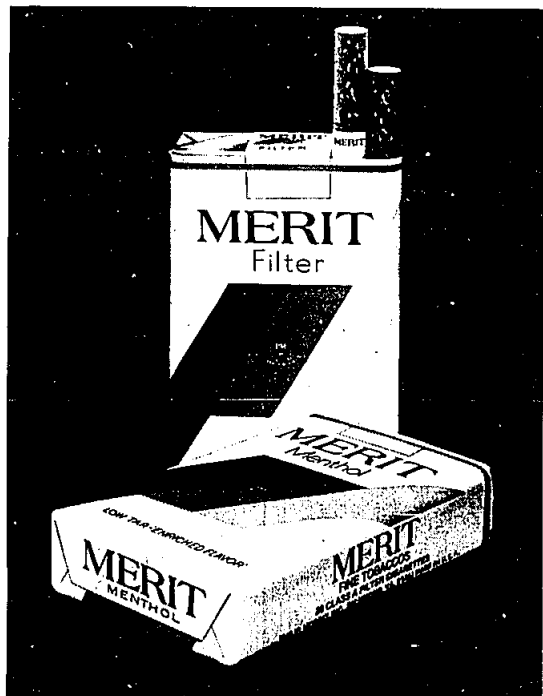


There Is Only One.

Still the only cigarette that delivers the
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It broke all the traditional rules of cigarette-making by concentrating on the tobacco end—not the filter end—of smoking.

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Nothing halfway about it.

MERIT

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

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7 mg "tar," 0.5 mg nicotine av. per cigarette, FTC Report Dec'81