

# New Marlboro Lights 100's

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



**The spirit of Marlboro in a longer low tar cigarette.**

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.

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