

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.