

SUPPORT OF CLAIM OF ADVERTISING SUBSTANTIATION

Brand Advertised SEVENTY

Advertising Claim "a pack of Seventy has about 70mg. less "tar" and 10% less nicotine than a pack of the leading full flavored king-size cigarettes."

Advertisement in which Claim first appeared

Ad Name Checkered Shirt

Code # SEV-M-76-6

Other

Source for Claim

Person Issuing Information for Support of Claim

Name J. R. Hammersmith

Title Chemist

Department Research & Development

Summary of Data

<u>Tar</u> (mg/cig.)	<u>Nicotine</u>		
17.3	1.15	Marlboro 85	} Average of all 1975 B&W smoking data
18.2	1.33	Winston 85	
10.1	0.83	SEVENTY	} Prototype results, J. F. Nail Memo, 3-26-76
10.2	0.81	SEVENTY Menthol	

Methodology involved in accumulation of Data

Routine tar and nicotine smoking procedure.

Explanation of Results

Based on above data a pack (20 cig.) of Marlboro 85 delivers 346 mg tar, 23.0 mg nicotine; Winston 85 delivers 364 mg tar, 26.6 mg nicotine; SEVENTY 202-204 mg tar, 16-2.16.6 mg nicotine. Therefore, a pack of SEVENTY easily delivers more than "70 mg less tar" and greater than "10% less nicotine" than a pack of the leading full flavored king-size cigarette.

W. I. Schermerborn 4/9/76
Brand Manager Date
W. I. Schermerborn

CC: J. R. Hammersmith
Person who issued information
for Support of Claim Statement.

Representative of Date
Law Department

**"Congratulate me.
I'm cutting down."**



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

**Introducing sensible Seventy.
Cut down on smoking, not pleasure.**

They're full flavored, filtered and just about
one of the most sensible ways around to cut down
on your smoking.

Seventy is about half the length of the 120mm
brands, and a pack of Seventy has about 70mg.
less "tar" and 10% less nicotine than a pack of the
leading full flavored king-size cigarettes.

Try new Seventy. It's just short of quitting.
10 mg. "tar," 0.8 mg. nicotine, av. per cigarette, by FTC method.



POST-KEYES-GARDNER INC
Ad No. 86-6-003 SEV-M-76-6
1 - page, B/W
(Checkered Shirt)
TV Guide, 1976
BROWN & WILLIAMSON TOBACCO CORP

Page trim sizes: 5-1/8" x 7-3/8" to 6 1/2" x
9-5/8"

Page square inches: 37.8 to 62.6



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JOB NO. _____ CUSTOMER _____

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