

**Introducing  
Concord.**

**Now you control  
the tar level.**

Introducing adjustable filter  
Concord. A twist of the revolu-  
tionary filter lets you control the  
tar level. From a rich, full-flavored  
15 milligrams tar to a mild 5  
milligrams tar, or anywhere in  
between. The taste you want  
When you want. And only new  
Concord has it.

Twist to thinner bar for lighter flavor.  
Twist to thicker bar for fuller flavor.

**CONCORD**

**You control the  
tar level.**

**CONCORD**

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

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