

If you smoke,

you should know that many smokers who are looking for a cigarette that offers smoking pleasure and ultra low tar have made today's Carlton their No. 1 choice.

In fact, Carlton is America's most popular, best selling ultra low tar brand.

Latest U.S. Government Report—Carlton King, Menthol or Box 100's—10 packs of Carlton have less tar than 1 pack of the following brands:

Brand	Tar (mg.)	Nic. (mg.)
Carlton King	Less than 0.5	0.1
Carlton Menthol	Less than 0.5	0.1
Carlton Box 100's	Less than 0.5	0.1
Winston Lights	1.1	0.9
Marlboro	1.1	0.9
Spice	1.1	0.9
Red Wings	1.1	0.9
Hardy	1.1	0.9
Winston 100's	1.1	0.9
Marlboro 100's	1.1	0.9
Spice 100's	1.1	0.9
Red Wings 100's	1.1	0.9
Hardy 100's	1.1	0.9



Box King—lowest of all brands—less than 0.01 mg. tar, 0.002 mg. nic.

Carlton is lowest.

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

Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine. Soft Pack, Menthol: Less than 0.5 mg. "tar", 0.1 mg. nicotine. 100's Menthol: 3 mg. "tar", 0.3 mg. nicotine. 100's Soft Pack: 4 mg. "tar", 0.4 mg. nicotine av. per cigarette.

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TIME