

August 10, 1982

TITL Report - Market Sample No. 26Comparison of Results for ATC Brands vs Cigarette Specifications*

	TITL			Cigarette Specifications	
	"Tar" (mg/cigt)	Nicotine (mg/cigt)	CO (mg/cigt)	"Tar" (mg/cigt)	Nicotine (mg/cigt)
BULL DURHAM	29.1	2.10	23.1	30±2	2.1±0.2
CARLTON 83 mm Filter Box	**	<0.02	0.0	<0.01	0.002 (Av)
CARLTON 83 mm (Soft Pack)	0.8	0.12	1.8	1 (Av)	0.2 (Av)
CARLTON Menthol 83 mm	0.4	0.09	1.1	<1 (Av)	0.1 (Av)
CARLTON 100's Box	0.4	0.09	0.8	<1 (Av)	0.1 (Av)
CARLTON 100's	4.1	0.42	5.7	5 (Av)	0.5 (Av)
CARLTON 100's Menthol Box	0.6	0.10	0.8	<1 (Av)	0.1 (Av)
CARLTON 100's Menthol	4.1	0.43	5.6	5 (Av)	0.5 (Av)
CARLTON 120's	5.3	0.58	4.6	7 (Av)	0.7 (Av)
CARLTON 120's Menthol	5.9	0.66	5.2	7 (Av)	0.7 (Av)
HALF AND HALF	17.8	1.51	16.9	18±1	1.5±0.1
HERBERT TAREYTON	27.6	1.94	19.2	27±1	1.7±0.1
ICEBERG 100's	2.5	0.28	3.6	4 (Av)	0.4 (Av)
LONG JOHNS 120 Filter	18.7	1.59	19.8	19±1	1.5±0.1
LONG JOHNS 120 Menthol	15.9	1.43	17.9	18±1	1.4±0.1
LUCKY STRIKE	24.5	1.56	16.9	25±2	1.5±0.1
LUCKY TEN	8.6	0.74	10.6	10 (Av)	0.7 (Av)
LUCKY 100's	3.2	0.34	5.0	4 (Av)	0.4 (Av)
MONTCLAIR	15.8	1.11	16.1	16±1	1.1±0.2
PALL MALL	24.8	1.70	17.4	24±2	1.6±0.1
PALL MALL Filter King	17.6	1.29	18.6	18±1	1.3±0.1
PALL MALL Extra Light	6.4	0.64	7.2	7 (Av)	0.6 (Av)
PALL MALL Filter 100 mm	16.0	1.31	16.6	17±1	1.3±0.1
PALL MALL Light 100's	9.0	0.86	8.5	10±1	0.8±0.1
PALL MALL Light 100's Low Tar Menthol	12.8	1.14	12.8	14±1	1.1±0.2
SILVA THINS Filter	12.2	1.15	10.4	12±1	1.0±0.1
SILVA THINS Menthol	11.9	1.14	10.2	12±1	1.0±0.1
TALL 120 Filter	18.2	1.60	20.1	19±1	1.6±0.1
TALL 120 Menthol	16.0	1.42	17.6	18±1	1.4±0.1
TAREYTON 85 mm	14.8	1.12	16.5	14±1	1.0±0.1
TAREYTON 100's	14.3	1.15	17.1	14±1	1.0±0.1
TAREYTON Lights	4.4	0.42	5.1	5 (Av)	0.4 (Av)
TAREYTON Long Lights	7.0	0.68	7.5	8 (Av)	0.7 (Av)
TAREYTON Ultra Low Tar Menthol	1.0	0.13	1.4	2 (Av)	0.2 (Av)

* In effect at time pf pickup (December 1981-February 1982).

** Not possible to determine precisely with current methodology.

MNAT00677884