

N-17

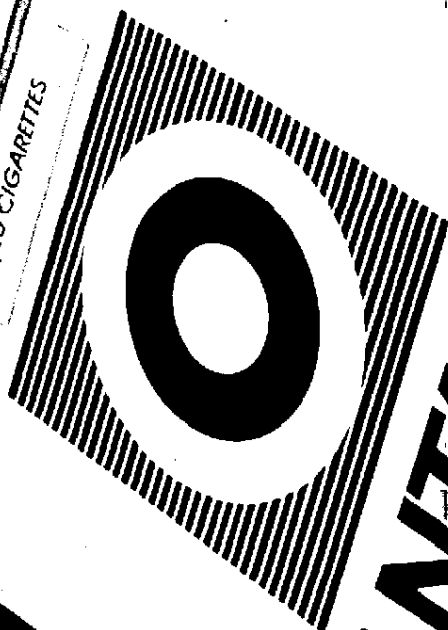
18

ULTRA

ONLY ONE ULTRA

50261 2575A

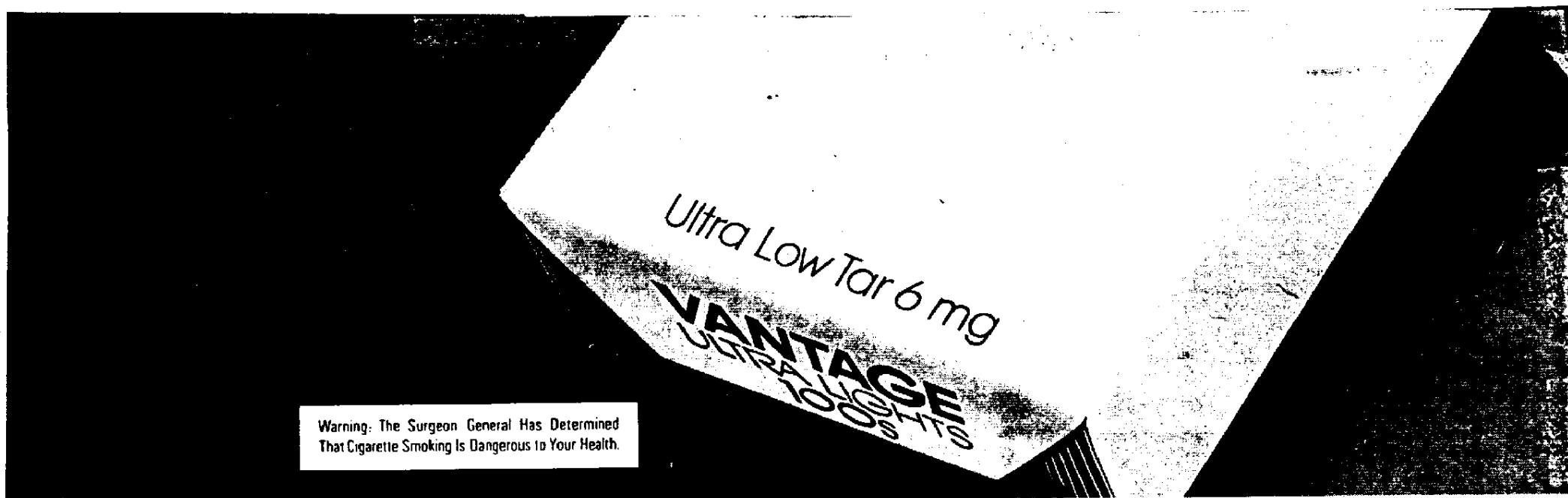
20 CIGARETTES



VANTAGE
ULTRA LIGHTS
100's

ONLY **6** mg tar
Regular and 100's

50261 2575 B



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

R. J. REYNOLDS TOBACCO CO.
THIS ADVERTISEMENT PREPARED BY
LEBER KATZ PARTNERS
AD NO. M127-000521
COPY NAME: "ULTRA TASTE" NEWSPAPER SPREAD (STANDARD) 100'S ON LEFT, 85'S ON RIGHT
PRINTING PROCESS:
SIZE: FULL SIZE NEWSPAPER SPREAD
THIS ADVERTISEMENT APPEARS IN: NATIONAL NEWSPAPERS W/O - APRIL 26, 1987

WARNING: 16 POINT
T & H: 12 POINT

C-B NEWSPAPER GRAPHICS
Division of Quality Photo Engraving Corp
246 EAST 46TH STREET NEW YORK, N.Y. 10017-0462 (212) 682-2670
House No. 91858

50261 2575C

50261 2575 D

tar is
LOW TAR HAS IT.

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CT-10

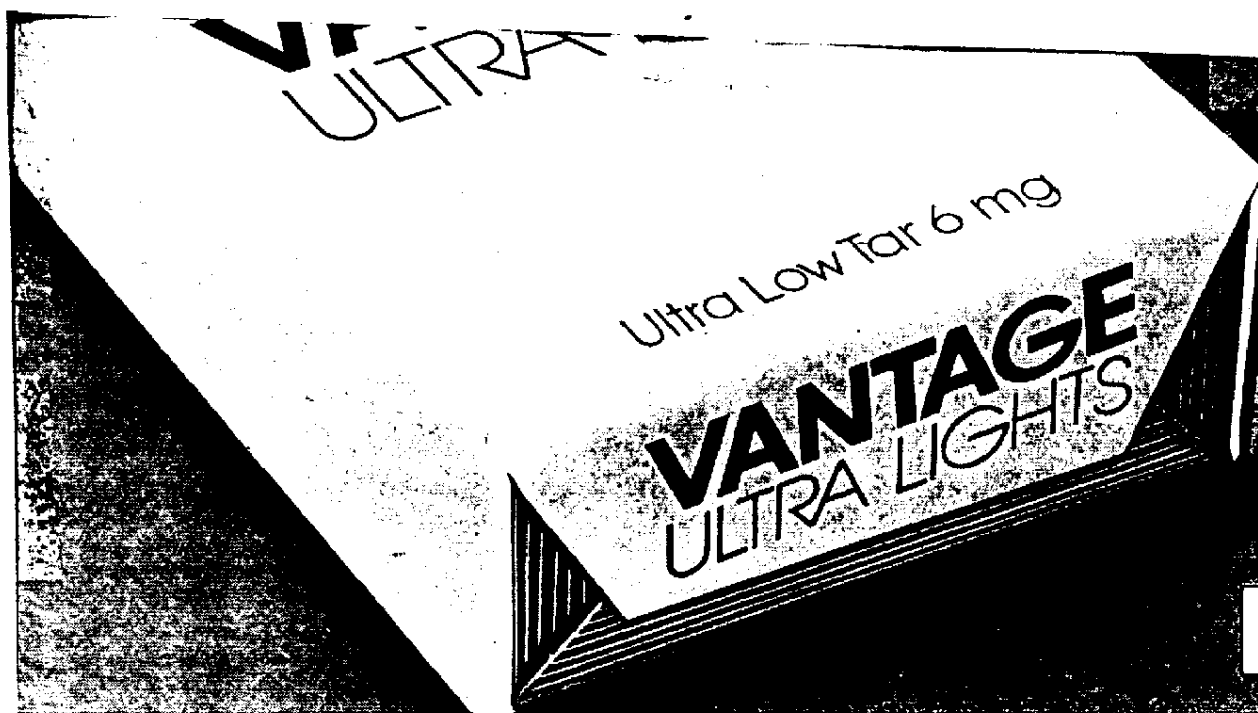
VANTAGE ULTRA LIGHTS.



20 CIGARETTES

VANTAGE
ULTRA LIGHTS

50261 2575 E



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IMPORTANT NOTE

This advertisement complies with the FTC requirement for a warning statement and "tar" and nicotine line which must appear in all cigarette advertising. Check material you receive against this proof to be sure it is correct. Under no circumstances are you to run substitute materials, alter or omit any copy without prior approval from Leber Katz Partners.