

La revue EBONY août 1975

"Why Viceroy? Because I'd never smoke a boring cigarette."



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

Viceroy. Where excitement is now a taste.



Enjoy Viceroy Flavor—now in a bold new pack.

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Today's L&M... Proud tradition. Proud heritage. Proud taste.

The proud smoke.

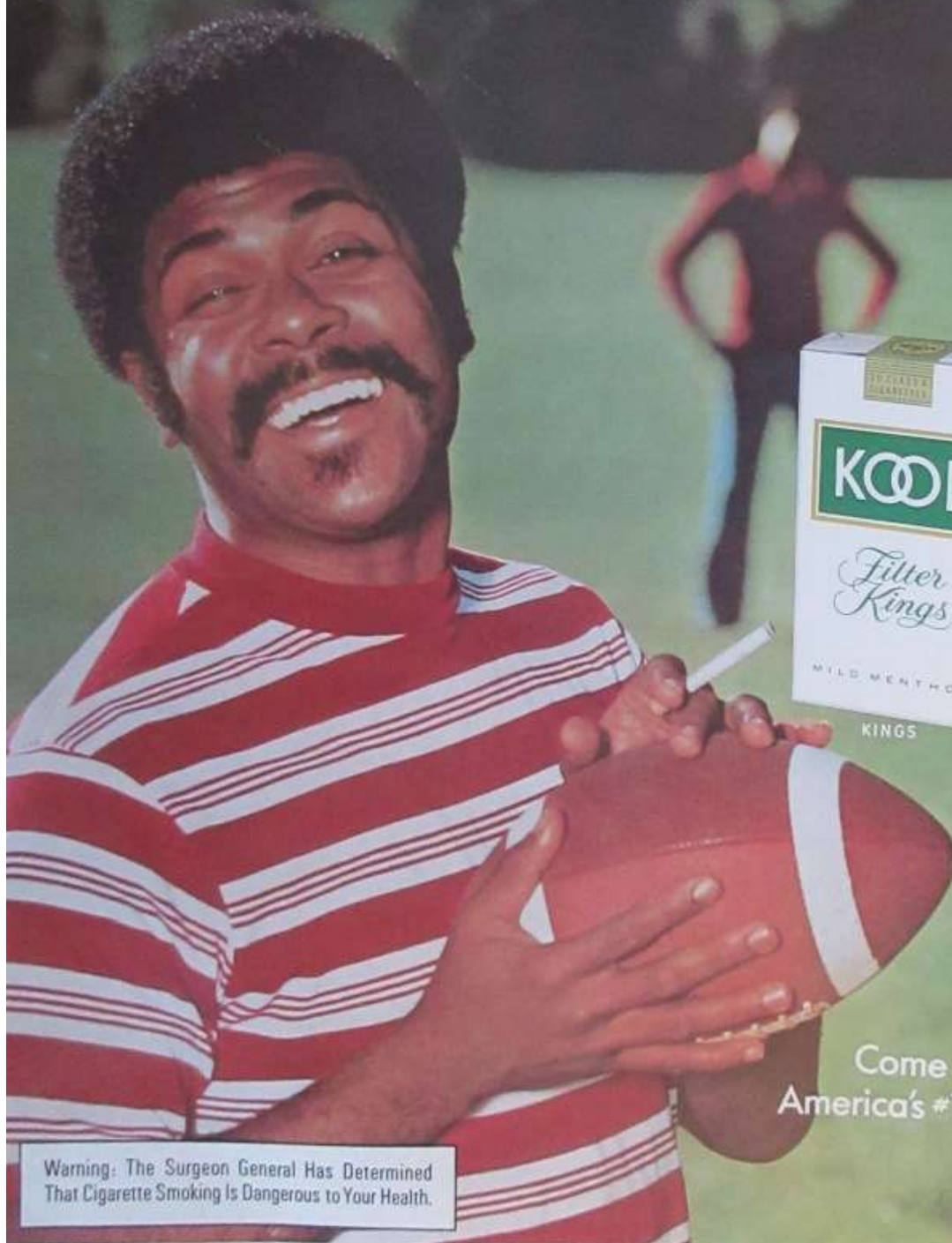


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Filter King: 10 mg. "tar", 1.2 mg. nicotine av. per cigarette, by FTC Method.

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

"Why I smoke KOOL? There's nothing cooler!"



Come up to KOOL.
America's #1 selling menthol.

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That Cigarette Smoking Is Dangerous to Your Health.

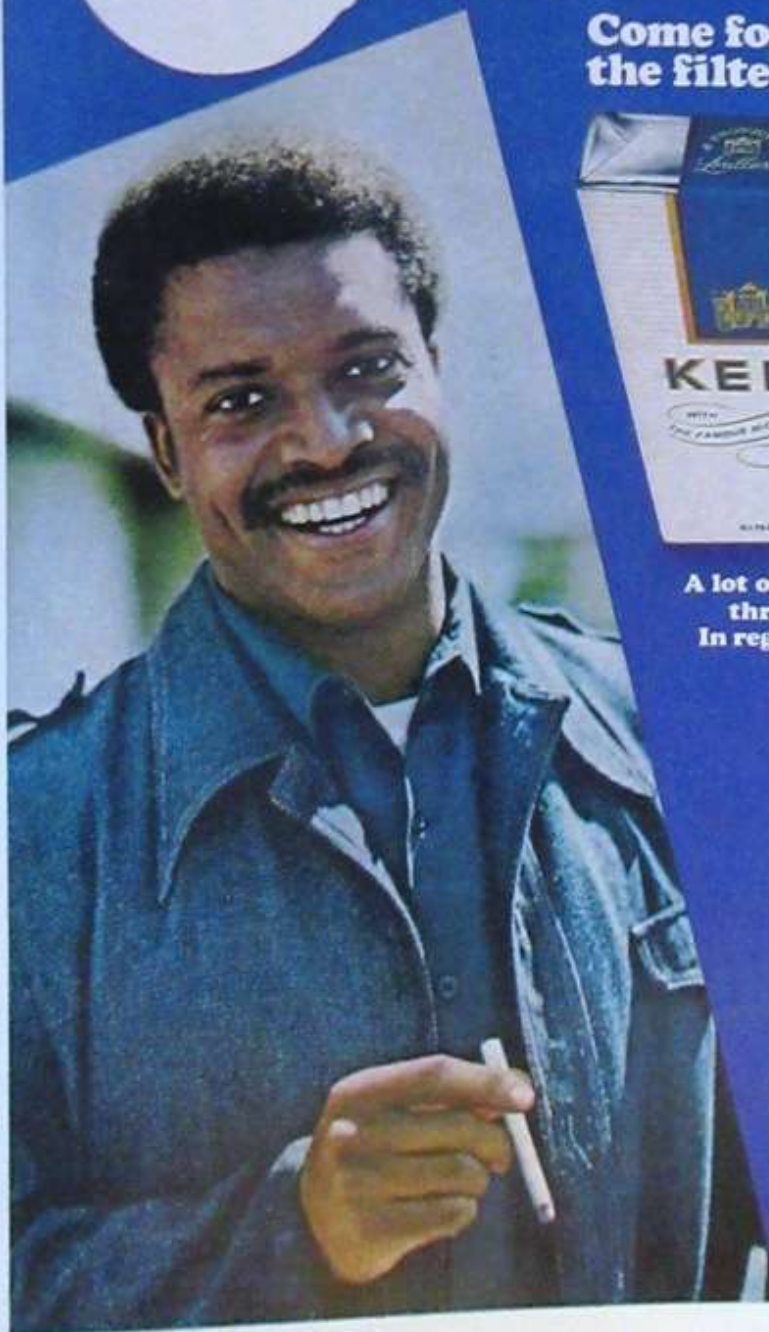
C'mon

**Come for
the filter.**

**You'll stay for
the taste.**



**A lot of good taste that comes easy
through the Micronite filter.
In regular or crisp menthol 100's.**



Kings, 16 mg. "tar," 1.0 mg. nicotine; Menthol 100's: 18 mg.
"tar," 1.2 mg. nicotine av. per cigarette, FTC Report Apr. 75.

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What's More?

It's longer.
It's leaner.
It's slower.
It's easy drawing.
It's a cigarette.

It's a new experience.

It's a whole new look in cigarettes.

A whole new feel.

A whole new length.

More. It's the first 120mm cigarette. Longer and slower-burning than a conventional cigarette, More gives you more time for those relaxing moments. More flavor yet surprising mildness.

More. Put your cigarette against it.

More

FILTER CIGARETTES

120's

More
MENTHOL

FILTER CIGARETTES

120's

It's a cooling blast.

If you like menthol, now you can have More Menthol.

It's the new 120mm menthol cigarette that starts with a blast, then gives you more coolness and tobacco taste.

More Menthol. The longest, coolest menthol experience you've ever had.

More Menthol. Put your menthol cigarette against it.

Over 50% more puffs than a 100mm cigarette.
Yet More doesn't cost more.

The first 120mm cigarette

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Filter, Menthol 21 mg. "tar", 1.8 mg. nicotine-av. per cigarette by FTC method.

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Smoke easy.

Had it with rough-tasting menthols?
Then ease into Salem. Salem's always
smooth, always refreshing. A blend of
menthol and tobacco that smokes E-A-S-Y.
Smoke easy. Smoke Salem.



King or Longs.

100% TOBACCO. 15 mg. "tar", 1.1 mg. nicotine av. per cigarette. FTC Report MAR. 79.

Now in the air-tight pack. Pall Mall Menthol 100's



**Hard pack, soft pack—no ordinary pack keeps
its cool, like Pall Mall Menthol's air-tight pack.**

Ordinary packs let air in, moisture out on the way to you.
But Pall Mall Menthol's air-tight pack is hermetically sealed to hold in all
the menthol so you enjoy mint-fresh smoking when you open the pack.

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17 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.