

LTF/LONG ISLAND
8/18/77

LTF
NPI

NATURAL # 192

The trouble with today's low 'tar' cigarettes is that while they cut down on 'tar' they also cut down on flavor.

Now there's a new low 'tar' cigarette that actually delivers the full rich tobacco flavor you've been looking for.

That's because it's made with only natural ingredients: the tobacco's ~~entirely~~ ^{also} 100% natural with nothing artificial added, the filter ~~contains~~ ^{is made from tobacco} and the wrap is natural tobacco paper.

Your first puff will tell you the difference these natural ingredients make. *e*

EHL:jnh

Note no. 10 of 6000

660045117

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ESSENCE #3

You've tried low 'tar' cigarettes but they just don't seem to ~~satisfy~~ ^{doze} the way your old high 'tar' did. That's because low 'tar' cigarettes reduce flavor as they reduce 'tar'.

Now there's a new low 'tar' cigarette that delivers full smoking pleasure.

That's because tobacco researchers have found a way to extract and add extra natural tobacco flavor essences to a low 'tar' cigarette -- to ^{give it} ~~return~~ the full tobacco ~~flavor~~ ^{smoking} flavor.

So now you can have full high 'tar' pleasure in a low 'tar' cigarette. *e*

EHL:jah

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WALTON #4

Smokers agree that the first puff of a cigarette is the most satisfying of all. That's because the first puff is the cleanest of all. ~~It delivers pure, fresh tobacco flavor. It also is low in tar.~~ Each additional puff you take flows through more and more rough 'tar' buildup, delivering higher and higher 'tar'.

Well, now there's a new low 'tar' cigarette that delivers first puff richness, freshness -- low 'tar' -- all the way through.

The reason is this cigarette is made in a totally new way, with a unique new kind of action that draws the smoke right off the end and around not through the ~~smoke~~ ^{tar content} unsmoked tobacco.

So now for the first time you can have rich, clean first puff taste from your very first puff to your last, without smoking high 'tar'. *[Signature]*

EHL:jnh

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PIPE #5

Here's that not answered
When a cigarette cuts down on 'tar' ~~does it have to cut~~
down on flavor? *No.*

Now there's a new low 'tar' cigarette that delivers the
richer, fuller flavor you've been looking for.

abundant mellow
That's because it's made with the kind of rich, flavorful
tobacco used in pipes *and mixed with low tar tobaccos*
with the 'tar' filtered out but with
all that rich pipe tobacco flavor left in.

So now you can have the richer, fuller flavor you've been
looking for in a low 'tar' cigarette.

EHL:jnh

*That's because these cigarettes low tar
tobacco blend is enriched with
mellow flavorful pipe tobaccos to
provide a low tar cigarette that
rich in flavor taste.*

*And you know it just as soon
as you open pack because*

ROSSER REEVES, INC.

The aroma is so inviting

660045120

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IMPACT #6

Low 'tar' cigarette smokers know that it sometimes takes two or three puffs before they get any smoking pleasure at all.

Now there's a new low 'tar' cigarette that delivers rich, smoking satisfaction from the very first puff.

That's because this cigarette is made with rich, flavorful tobacco and a unique new filter that filters out 'tar' but lets all the rich tobacco flavor ^{right} through ~~immediately~~

So get the full smoking satisfaction you've been looking for from the very first puff to the last. *e*

EHL:jnh

*will you please forward to me
copy of your report on this case
if possible*

660045121

LTE/LONG ISLAND
8/18/77

FRESH
#013T #1

Many low 'tar' cigarette smokers have complained that their cigarettes just don't deliver the fresh, rich flavor they're looking for.

Now there's a new low 'tar' cigarette that can give you fresher, richer, more satisfying flavor than ever before possible.

That's because the tobacco is humidified to bring out more rich, ^{fresh} taste, and then ^{TSE} the cigarettes are packed in a ^{new humidifier} resealable pack to keep the freshness in.

So you get fresher, richer, more satisfying flavor every time you light up. *e*

EHL:jnh

Probe release

660045122

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SLOWER #10

Many smokers have noticed that low 'tar' cigarettes
seem to burn fast and give very little ^{olive} satisfaction.

Now there's a new low 'tar' cigarette that lasts ~~much~~
longer and delivers richer tobacco taste, too. ^{because it lasts longer}

That's because it's made with richer, more flavorful

tobacco ^{that are} packed firmly to burn more slowly, ^{for a longer lasting}
^{now so satisfying taste.}

So you get richer longer-lasting satisfaction from every
cigarette you smoke. ^o

EHL:jnh

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LIT/LONG ISLAND
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THREE PUFF

Many low 'tar' smokers have complained that they get so much less enjoyment from their cigarettes, that they find they're smoking more.

Now there's a new low 'tar' cigarette that's so completely satisfying all you need are just three good puffs.

That's because it's made with rich, full flavor tobacco and a unique easy draw filter that lets all the flavor through while it filters out the 'tar'.

So for the first time you can have full smoking pleasure in a low 'tar' cigarette without smoking more.

EHL:jnh

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