

CRITICS PREVIEW THE BEST OF THE FALL
HARVARD'S SUGAR-PUSHING NUTRITIONIST

02830

AUGUST, 1978

ONE DOLLAR

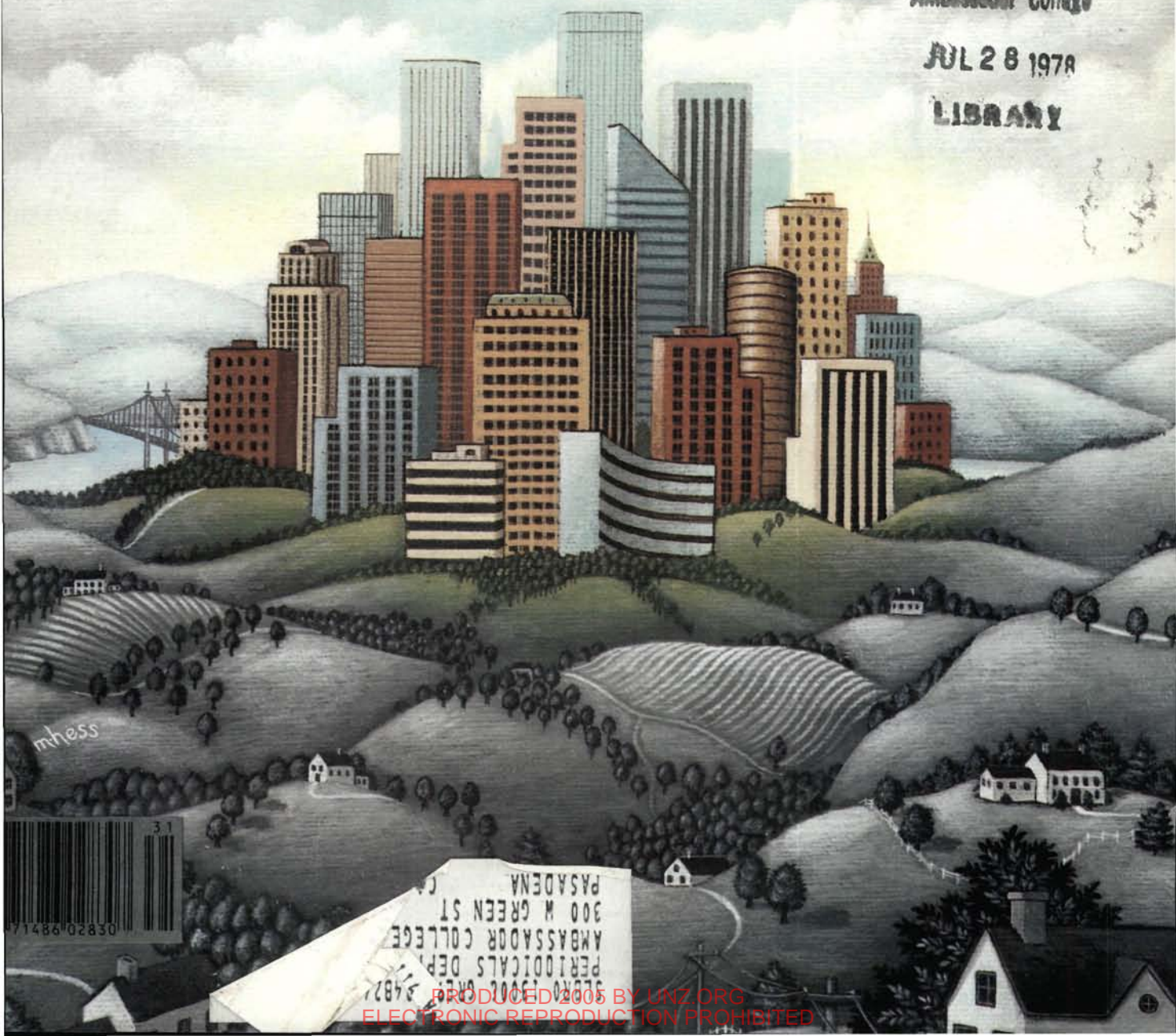
Saturday Review

THE COMEBACK OF DOWNTOWN
America Falls In Love With Its Cities—Again

Amherst College

JUL 28 1978

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Now. It's a satisfying decision.



Like many people you may recently have switched to a lower tar cigarette, with milder flavor.

But as your tastes have changed, you may have found yourself reaching for a cigarette even lower in tar. An ultra-low tar alternative that satisfies your new tastes in smoking.

Then the decision is Now.

Now has only 2 mg. tar. And bear this in mind: today's Now has the most satisfying taste in any cigarette so low in tar.



Only 2 mg tar. Significantly lower than 98% of all cigarettes sold.

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

PRODUCED 2005 BY FILTER, MENTHOL: 2 mg. "tar", .2 mg. nicotine av. per cigarette by FTC method.
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