



Tobaccosmithing.  
It's the art of combining Genuine Tobacco Taste with low 'tar'.  
It's the art of Raleigh Lights.



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

Lights, 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

Genuine Tobacco Taste in low 'tar' Kings or 100s. Double Gift Coupons, too.

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**Art Direction Sample** (rough layout and ad proof)

Continuity from concept through completion. How do you add value to the choice of cigarette brand? By combining it with an enjoyable hobby.

