



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1977

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[[advertisement]]
Benson & Hedges 100's

[[image - color photograph of a man smoking a broken cigarette]]

if it happened to me it could happen to you.

that's the breaks.

[[image - color photograph of gold and silver pack of Benson & Hedges cigarettes, gold pack opened.]]
[[caption]] Menthol and Regular in soft and hard pack[[/caption]]

[[box]]
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
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17 mg. "tar," 1.1 mg. nicotine, av. per cigarette - hard pack, by FTC Method;
18 mg. "tar," 1.1 mg. nicotine, av. per cigarette - soft pack, FTC Report Apr. '76.
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