



**Smithsonian Institution**

*National Museum of African American History and Culture*

## **Playbill for Bubbling Brown Sugar**

Extracted on Mar-28-2024 06:46:23

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[[advertisement]]

Why is Tareyton better?

[[image - a cigarette, showing interior of filter]]

Others remove.

Tareyton improves.

Charcoal is why. While plain white filters reduce tar and nicotine, they also remove taste. But Tareyton has a two-part filter—a white tip on the outside, activated charcoal on the inside. Tar and nicotine are reduced...but the taste is actually improved by charcoal. Charcoal filtration is used to freshen air, to make beverages taste better. Charcoal in Tareyton smooths, balances and improves the tobacco taste. And that's why Tareyton is better.

[[image - pack of Tareyton 100's cigarettes]]

Join the unswitchables and see why...

[[image - man holding a cigarette]]

[[image - an image of Tareyton 100's box next to the man holding a cigarette]]

Tareyton is America's best-selling charcoal filter cigarette.

King Size: 21 mg. "tar", 1.4 mg. nicotine;  
100 mm: 20 mg. "tar", 1.4 mg. nicotine;  
av. per cigarette, FTC Report Nov. '75

[[text in box]]

Warning: The Surgeon General...  
That Cigarette Smoking Is Dang...h.

[[the dotted lines in the box are places covered by the white circle]]

[[ white circle with 1976 hand written in center]]

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1976

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## Smithsonian Institution

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