



## Look what happened to the cigarette holder.

It works like a  
cigarette holder  
works.



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

1972

Kings: 16 mg "tar," 1.1 mg. nicotine—100's: 19 mg "tar," 1.4 mg. nicotine av. per cigarette, FTC Report Aug. 72