

Filters for flavor—*finest flavor by far!*

Tareyton

DUAL FILTER

THE TAREYTON RING
MARKS THE REAL THING!

Tareyton has the taste—
Dual Filter
does it!



HERE'S HOW THE DUAL FILTER DOES IT:

1. It combines a unique inner filter of ACTIVATED CHARCOAL... definitely proved to make the taste of a cigarette mild and smooth...
2. with a pure white outer filter. Together they select and balance the flavor elements in the smoke. Tareyton's **flavor-balance** gives you the best taste of the best tobaccos.

NEW DUAL FILTER *Tareyton*

Product of The American Tobacco Company—"Tobacco is our middle name" © A. T. Co.



Look for Tareyton in this
bright Christmas carton!