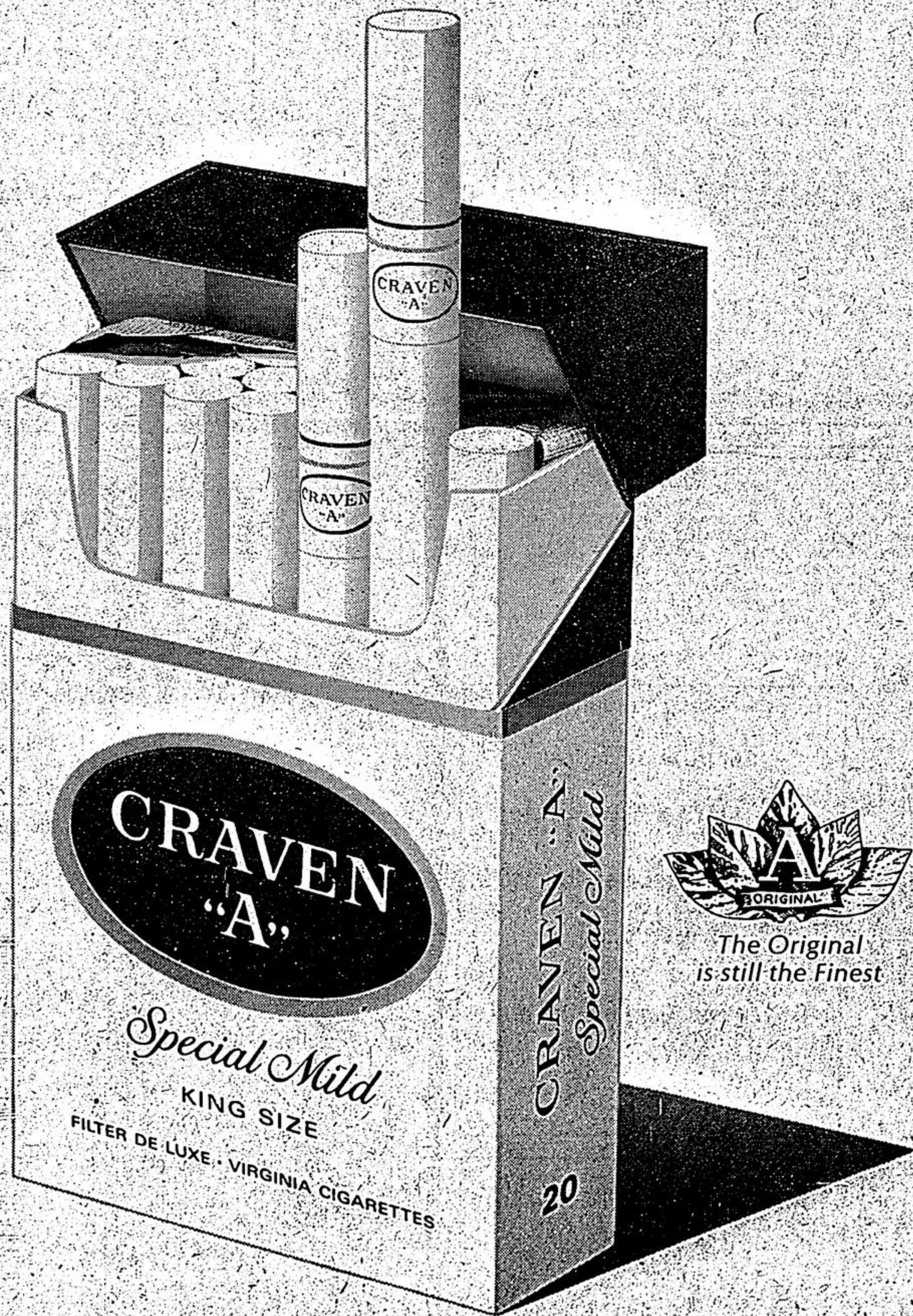


Introducing The Mild One

In 1959, Craven "A" was recognized nationally as the cigarette that filters best for good taste in smoking.

In 1962, Craven "A" again was singled out as this country's best combination of flavour and mildness.

Now, in 1976, Craven "A" proudly announces new Craven "A" Special Mild...a very mild cigarette (milder than 99% of all cigarettes sold in Canada) with the good taste and outstanding quality of the original.



CRAVEN "A" *Special Mild*

The mildest cigarette we have ever made.

Warning: Health and Welfare Canada advises that danger to health increases with amount smoked -- avoid inhaling. Average per cigarette -- Regular Filter: Tar 8 mg. Nic. 0.5 mg. King Size Filter: Tar 15 mg. Nic. 1.0 mg. Special Mild Filter: Tar 5 mg. Nic. 0.4 mg.