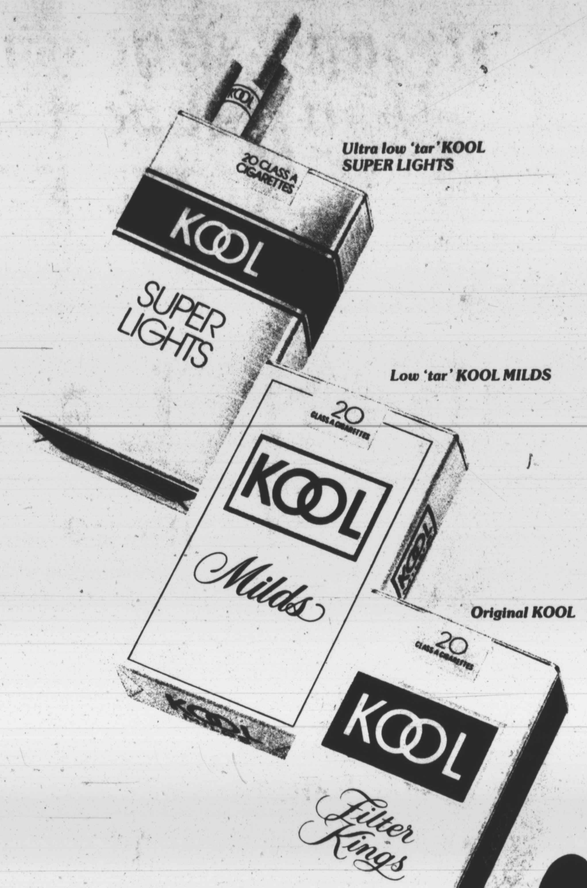
in a world of less and less taste...

KOOL'S refreshing coolness makes more and more sense. It's a sensation that goes beyond mere tobacco taste...in the 'tar' level of your choice. Original KOOL, low 'tar' KOOL MILDS or ultra low 'tar' KOOL SUPER LIGHTS. Something more in a world of less.
C'mon Up!



the coolest taste around C'mon Up!

Super Lights Kings, 7 mg. "tar", 0.7 mg. nicotine, Milds Kings, 11 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method. Filter Kings, 16 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Jan. '80.

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

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Billy Murphy, Jr.

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