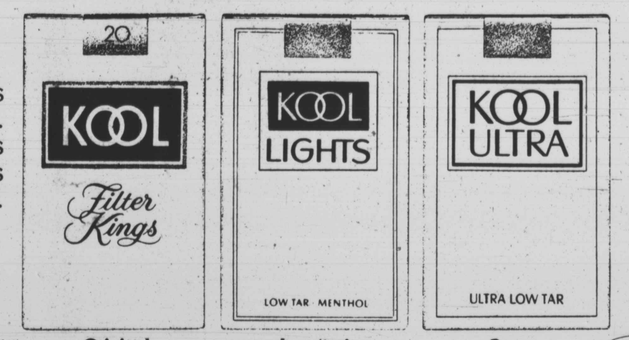
There's only one way to play it...

Wherever the music is hot, the taste is Kool. At any 'tar' level, there's only one sensation this refreshing.



Original Low 'tar' 2 mg.

Ultra Kings, 2 mg. "tar", 0.3 mg. nicotine; Lights Kings, 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. Filter Kings, 16 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Dec. '81

c 1981 B&W T Co

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