

there ought to be a law against blah cigarettes!

Well, there is one. It's the KOOL law, whereby every cigarette has to deliver a sensation so refreshing that it goes beyond mere tobacco taste. Every KOOL does, even ultra low 'tar' KOOL SUPER LIGHTS. So, abandon those dull cigarettes and C'mon up to KOOL. We rest our case.



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.