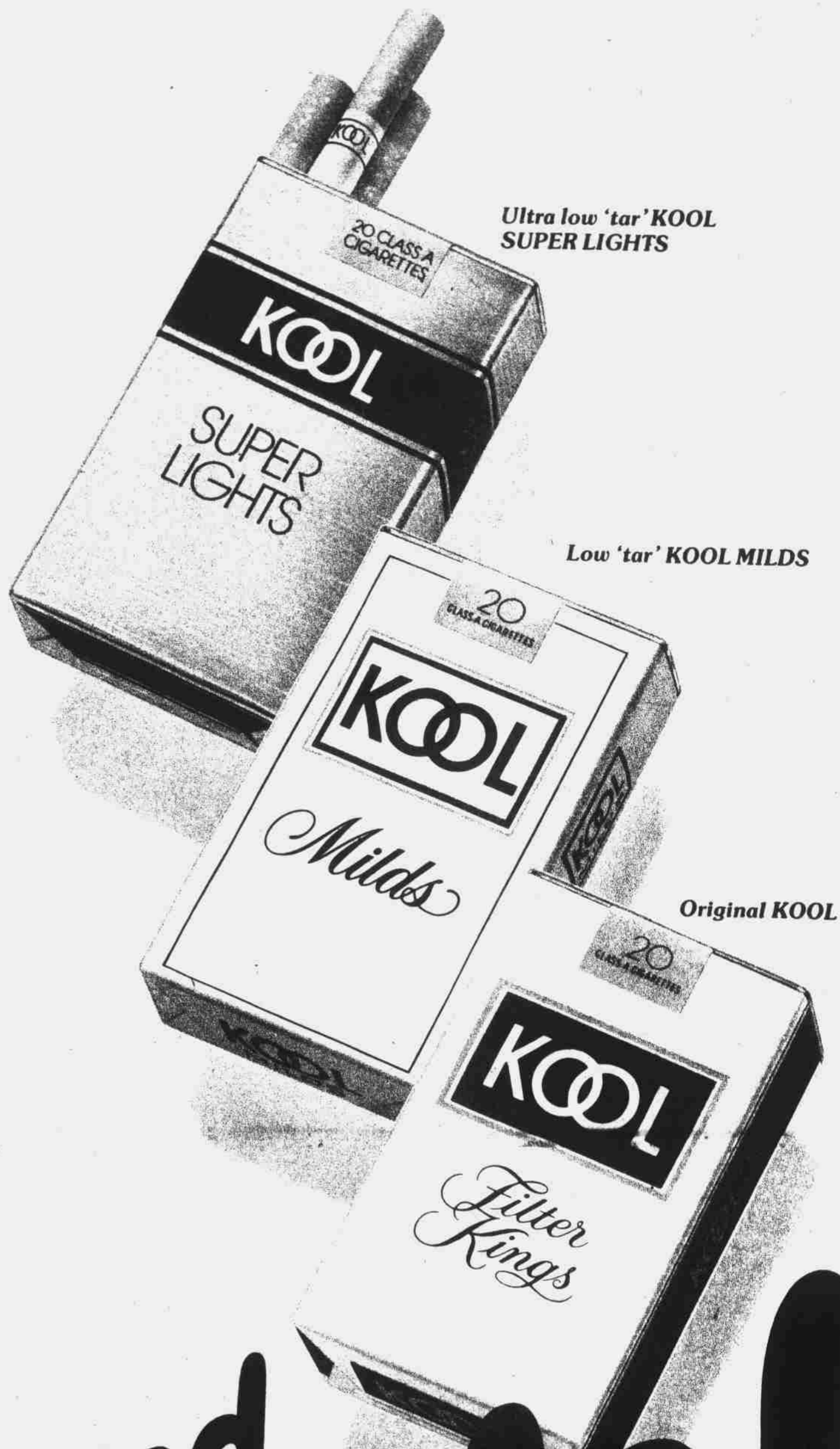


come to where the coolness is!

Come up to KOOL, the only cigarette that offers you a sensation so refreshing it goes beyond mere tobacco taste. Whether you choose original KOOL, low 'tar' KOOL MILDS or ultra low 'tar' KOOL SUPER LIGHTS, KOOL delivers. So pick the KOOL that's right for you, and wild horses won't pull you away.



the coolest
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.