

Exit bland. Enter KOOL.

Here is low 'tar' smoking satisfaction that plays to rave reviews.

KOOL MILDS gives you a refreshing sensation that goes beyond the taste of ordinary low 'tars.'

There's only one word for the KOOL experience: Bravo!



c'mon up!
the coolest low tar

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Kings, 11 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

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