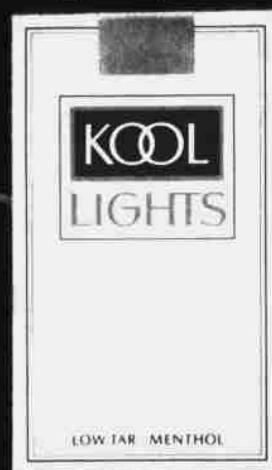


There's only one way to play it.

There's only one sensation this refreshing. Low
'tar' Kool Lights. The taste doesn't miss a beat.
Kings and 100's.



KOOL LIGHTS

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That Cigarette Smoking Is Dangerous to Your Health.

Kings, 9 mg. "tar", 0.8 mg. nicotine;
100's, 10 mg. "tar", 0.9 mg. nicotine
av. per cigarette by FTC method.

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