

New Players Lights 25's

Count 'em.
25 for
the price
of 20.

Kings & 100's
Also available in Menthol.



Count 'em.
25
quality cigarettes
for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.