

Feel the *Mild* side of KOOL. New KOOL *Milds* 100's.

TM
"Menthol Mist" KOOL Milds.
Now you don't have to settle for too
much 'tar' or too little taste. Because
choice tobaccos "misted" with mellow
menthol creates an easy taste that's
mild, but not too light.



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