

FREE

STORE COUPON

FREE

\$2.00

STORE COUPON

\$2.00

**PLAY IT FREE!**  
Get one pack, any style Kool.

CONSUMER: Consumer must obtain the product described on this coupon by 21 or older, and pay applicable sales tax in order to use this coupon. Limit one coupon per consumer. Facsimiles and copies of this coupon are void. Coupon void where prohibited, taxed or restricted. Good only in continental United States, Alaska and Hawaii.  
RETAILER: BMW will reimburse you your current regular selling price on the product and quantity shown on this coupon plus 7¢ handling, if you honor this coupon by giving the consumer the described product and quantity. You grant BMW the right to with-

hold payment on, and declare void, applicable coupon shipments if, when asked, you cannot prove that you complied with the terms of this coupon, or if the coupon is transferred except as authorized by BMW. Please send to BMW, Box 10 BW, Rocky Mount, North Carolina 27801. Cash value: 1/20th of one cent. All promotional expenses paid by BMW.  
My current regular selling price for the described product is \_\_\_\_\_

KOOL

CONSUMER: Consumer must buy the product described on this coupon and be 21 or older and pay applicable sales tax in order to use this coupon. Limit one coupon per purchase. Facsimiles and copies of this coupon are void. Coupon void where prohibited, taxed or restricted. Good only in continental United States, Alaska and Hawaii.  
RETAILER: BMW will reimburse you the face amount of this coupon plus 7¢ handling, if

you honor this coupon for a consumer who buys the described product and quantity from you. You grant BMW the right to withhold payment on, and declare void, applicable coupon shipments if, when asked, you cannot prove that you complied with the terms of this coupon, or if the coupon is transferred except as authorized by BMW. Please send to BMW, Box 10 BW, Rocky Mount, North Carolina 27801. Cash value: 1/20th of one cent. All promotional expenses paid by BMW.

KOOL

**PLAY IT SMART!**  
Get a carton, any style Kool, at \$2.00 off.

FREE

STORE COUPON

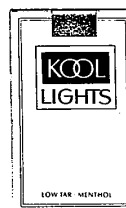
FREE

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**There's only one way to play it...**



Wherever the music is hot, the taste is Kool. At any 'tar' level, there's only one sensation this refreshing.

Ultra Kings, 2 mg. "tar", 0.3 mg. nicotine; Ultra 100's, 5 mg. "tar", 0.6 mg. nicotine; Lights Kings, 9 mg. "tar", 0.8 mg. nicotine; Lights 100's, 10 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method; Milds Kings, 11 mg. "tar", 0.9 mg. nicotine; Milds 100's, 12 mg. "tar", 1.0 mg. nicotine; Filter Kings, 16 mg. "tar", 1.1 mg. nicotine; Longs, 14 mg. "tar", 1.0 mg. nicotine; FDB, 16 mg. "tar", 1.2 mg. nicotine; Plains, 19 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Dec. '81.

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