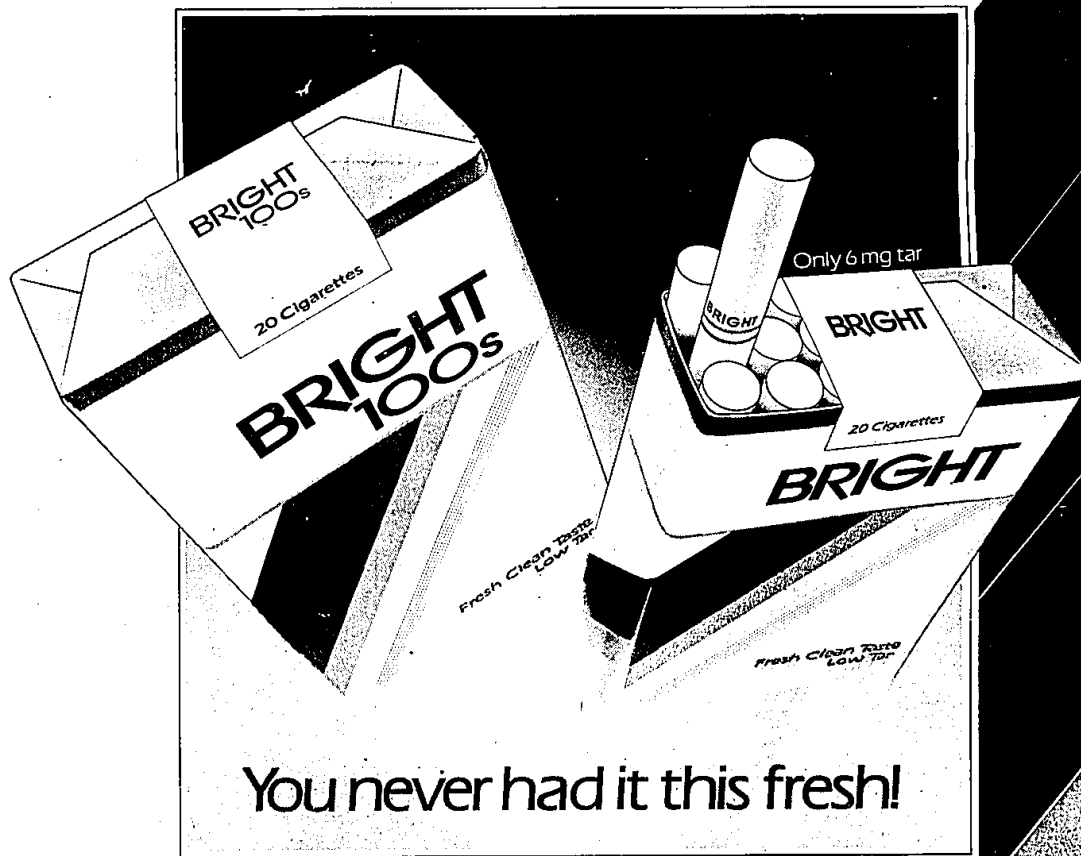


Here comes BRIGHT

A fresh new taste experience
that outshines menthol.

It not only tastes fresher while you smoke.
It even leaves you with a clean, fresh taste.



You never had it this fresh!

Available in limited areas.

6 mg. "tar", 0.5 mg. nicotine av.
per cigarette by FTC method.

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