

New Players Lights 25's

5 GREAT  
TASTING  
SMOKES FREE.  
NO TRICKS.

Kings & 100's  
Also available in Menthol.



Count 'em.

25  
of the finest  
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: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

Mfr's suggested pricing based on full-price brands.