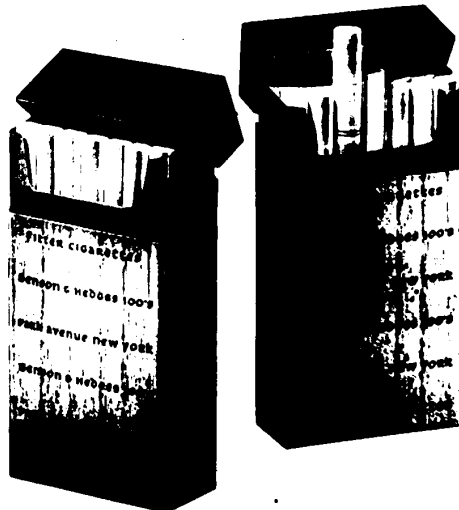


**If you got squeezed at the sale with your soft pack**



**try our new hard pack.  
Benson & Hedges  
100's**



**Regular  
and  
Menthol**

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