

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

FREE! One Pack of Arctic Lights



Discover the Arctic Lights difference.
Low'tar'..more menthol refreshment.

27200 103771

FREE!

One pack of Arctic Lights.

TERMS: This coupon is redeemable at participating stores only in the U.S.A. as follows: OFFER LIMITED TO PERSONS 21 YEARS OF AGE OR OLDER. This coupon is good only on ARCTIC LIGHTS. Any applicable sales taxes must be paid by consumer. Void where prohibited, taxed or restricted by law. FACSIMILES AND COPIES ARE VOID. EXPIRES MARCH 11, 1980.

DEALER: Please give the consumer presenting this store coupon one pack of ARCTIC LIGHTS cigarettes free. Write your regular selling price for the size cigarettes you give to the consumer in the space provided below and send this coupon to Brown & Williamson Tobacco Corporation at P.O. Box 1261, Clinton, Iowa 52734. Upon receipt of this coupon, Brown & Williamson will pay you the price indicated below for the gift cigarettes plus \$4 for handling. COUPON WILL NOT BE REDEEMED UNLESS YOUR REGULAR SELLING PRICE IS INDICATED BELOW. Regular selling prices are optional with dealer. Documentation of your regular selling price and invoices evidencing your purchase of sufficient stock to cover coupon accepted must be shown on request. Your failure to do so will void this coupon not in full compliance with the terms hereof will constitute fraud. Cash value when redeemed other than in accordance with the foregoing is 1/10th cent. All promotional expenses paid by Brown & Williamson.

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STORE COUPON

FREE

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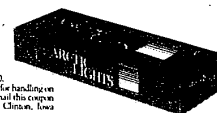
Save \$1⁰⁰

on one carton of Arctic Lights

TERMS: This coupon is redeemable at participating stores only in the U.S.A. as follows: OFFER LIMITED TO PERSONS 21 YEARS OF AGE OR OLDER AND TO ONE COUPON PER CARTON PURCHASE OF ARCTIC LIGHTS KINGS OR 100'S. Any applicable sales taxes must be paid by consumer. Void where prohibited, taxed or restricted by law. FACSIMILES AND COPIES ARE VOID. EXPIRES MARCH 11, 1980. DEALER: To receive reimbursement in accordance with the terms hereof of \$1.00 plus \$4 for handling on a consumer's purchase of one carton of ARCTIC LIGHTS cigarettes, mail this coupon to Brown & Williamson Tobacco Corporation at P.O. Box 1261, Clinton, Iowa 52734. Invoices evidencing your purchase of sufficient stock to cover coupons accepted must be shown on request. Your failure to do so will void applicable coupons. Coupon nontransferable by you except to Brown & Williamson. Any use or transfer of this coupon not in full compliance with the terms hereof will constitute fraud. Good only for ARCTIC LIGHTS cigarettes. Cash value when redeemed other than in accordance with the foregoing is 1/10th cent. All promotional expenses paid by Brown & Williamson. EXPIRES MARCH 11, 1980.

STORE COUPON

\$1



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