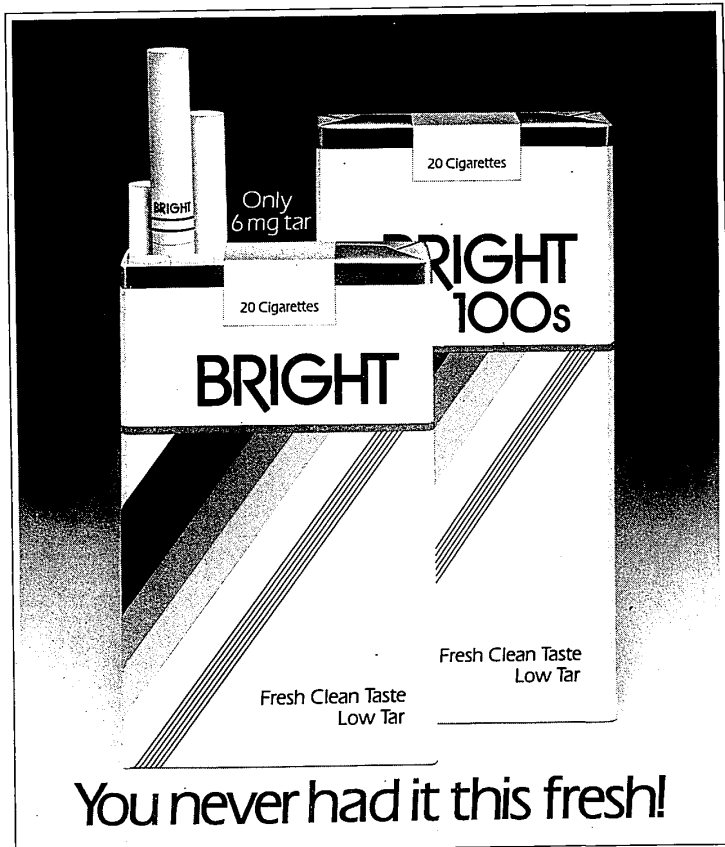


Introducing
BRIGHT

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.



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.