

New Players Lights 25's because...

5 free
smokes
isn't a deal.
It's a steal.

Kings & 100's
Also available in Menthol.

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.



Count 'em.

25
of the finest
for the price of 20.

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