



Their throats feel clearer

This is no idle claim. We recently asked almost 2,000 men and women who smoke **KOOL** if they thought this mild menthol cigarette made their mouth feel cooler. 83% said "Yes." And they *also* said that **KOOL** leave the throat feeling clearer.

Doctors know why this is so. The touch of menthol that is added to **KOOL**'s fine-quality tobacco blend

makes each puff feel cool and soothing to the nose and throat. It's the same pleasant sensation as mint in chewing gum.

Test and see. Any physician may obtain a complimentary pack of **KOOL**s by writing us on office stationery. Address the Brown & Williamson Tobacco Corporation, Box 180, Louisville, Ky.



What every doctor should know—about KOOLS

1. First of all, doctor, you should know why people smoke KOOLS. Our surveys show that 9 out of 10 KOOL smokers first tried this brand because they had a cold.

A cold had
you feeling like
a Poor Skate



So you took
Time Out and
tried a KOOL

("Mmm! How soothing!" you sighed)

3. Next, is it true that KOOLS really make the smoker's mouth feel cooler, his throat feel clearer? Recently we asked 2,000 KOOL smokers this question, and 83.2% answered "Yes!"

If you liked
KOOLS so much
then, even
with a cold



Why Penalize
yourself... Why
not Stick to 'em
all the time?

Here's how to figure it:

Switch from
"Hots" to
KOOLS

—for good!



2. Second, you should know whether or not KOOLS are a cure for colds. They are NOT, doctor, and we've never claimed them to be. KOOLS are a pleasant blend of fine tobaccos, with just a touch of mild menthol added to give the smoker's throat a soothing sensation.

4. And finally, doctor, don't you think you should give KOOLS a try and see for yourself? We'd be glad to send you a complimentary pack. Write (on office paper) to Brown & Williamson Tobacco Corp., Box 180, Louisville 1, Ky.

BUY
WAR STAMPS
AND BONDS

BUY WAR
STAMPS
AND
BONDS

The Cold Facts About KOOLS

1. What have KOOLS got to do with colds? Well, surveys show that 90% of KOOL smokers first tried this brand for the same reason: they had a cold.

A Mountie
named Monty
caught a cold ¹

("Snow use!" he said. "My throat's too raw for smoking!")



So he tried
a pack of
KOOLS ²

("Mmm! How soothing!"
he said)

He liked 'em
so much then,
even when his
throat was horse, ³



That he
decided to
smoke 'em
all the time! ⁴

Get the drift?

Switch from
"Hots" to
KOOLS
-for good!



2. Why KOOLS?
Because they're
a pleasant smoke
—a blend of
choice tobaccos,
with just a touch
of mild menthol
addel to give the
smoker's throat a
cooling, soothing
sensation.

4. That's our
story, doctor.
Why not drop us
a line (on office
paper) and let us
send you a com-
plimentary pack.
You'll like 'em!
Brown & Wil-
liamson Tobacco
Corp., Box 180,
Louisville, Ky.

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