

Their throats feel clearer

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

Doctors know why this is so. The touch of menthol that is added to **KCOL'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 **KODLS** by writing us on office stationery. Address the Brown & Williamson Tobacco Corporation, Box 180, Louisville, Ky.

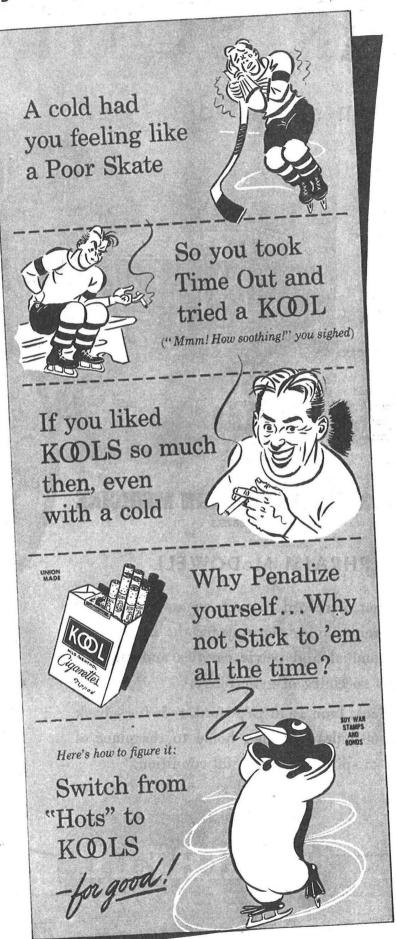


What every doctor should know—about KOOLS

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.

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!"

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WAR STAMPS
AND BONDS



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

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.

The Cold Facts About KOOLS

A Mountie

named Monty

caught a cold 1

("Snow use!" he said. "My

throat's too raw for smoking!")

I. 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.

So he tried a pack of KOLS 2

("Mmm! How soothing!" he said)

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.

3. Do KOOLS cure colds? NO! But in a recent survey of 2,000 KOOL smokers, 83.2% declared that "KOOLS do make the mouth feel cooler . . . the throat feel clearer."

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

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

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

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