



NEW PLAYERS 100's

Introducing Players 100's.
Regular and Menthol
Also available in Kings

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

Kings: 12 mg "tar," 1.0 mg nicotine—100's: 14 mg "tar," 1.1 mg nicotine av. per cigarette, by FTC method.