



BELAIR

Start fresh with Belair.

Just the right touch of menthol.



Get the reel action you want with
this Pflueger ball-bearing
spinning reel. Light salt
water or heavy fresh water.

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coupons, the valuable extra
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BELAIR

Filter Longs
LIGHT MENTHOL

Longs



Kings

Filter Kings
LIGHT MENTHOL

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

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Kings, 15 mg. "tar," 1.2 mg. nicotine; Longs, 18 mg. "tar,"
1.4 mg. nicotine, av. per cigarette, FTC Report Sept. 73

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