



## 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.

Yours for free B&W coupons, the valuable extra on every pack of Belair.

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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

**BELAIR**

**BELAIR**

*Filter Longs*  
LIGHT MENTHOL

*Longs*

*Filter Kings*  
LIGHT MENTHOL

*Kings*

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

OUTDOOR LIFE  
May 1974