

**...TELL HIM
TO SWITCH
TO KOOLS**
and he'll be all right

DOCTORS...lawyers...merchants...
chiefs in every walk of life agree that
KOOLS are smoking in your throat. Is this
cooling process a secret? Not a bit of
it! KOOLS are a blend of the choicest
Turkish and Domestic tobaccos...with
a touch of mild menthol added for re-
freshing, cooling flavor. And each pack
brings you a valuable coupon, good in
the U.S.A. for a wide choice of beautiful,
practical premiums. Switch to KOOLS
and score those coupons! Brown & Williamson
Tobacco Corp., Box 999, Louisville, Ky.

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and the KOOL logo are trademarks of Brown & Williamson Tobacco Corp. All Rights Reserved.

REDEEM COUPONS NOW AT POPULAR PRICES...ALSO CARRY A B & W COUPON

SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS

COUPON: ELECTRONIC CLOCK. World
globe, lamp, filing cabinet, stereo,
television, floor and wall decorations,
merchandise of greatest value...100 coupons

COUPON: LAMP IN PLATE. 10" high
with 15" shade of three foot candle
power. Gifted with decorative base
with gold eagle ornament...400 coupons

COUPON: SHOWER. Automatic
waterless shower. Shout of water on
the regulated hot water temperature
activated...1000 coupons

COUPON: SHOWER. Water saving for 10
gallon. "Shower" Premium"
New addition to the "Shower" line
series...1000 coupons

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

THE SATURDAY EVENING POST

The season's
BEST CATCH!

DOES winter make your head feel stuffy? Steam-heated rooms parch your throat? Heavy smoking "brows" your taste? Then you've three extra reasons for changing to KOOL. They're mildly mentholated. Light up; and feel that instant refreshment. Smoke deep; the choice Turkish Domestic tobacco flavor is all there. Smoke long; your throat and tongue stay cool and smooth, your mouth clean and fresh.

Change to KOOL. It's a change for the better. And start saving those B & W coupons for attractive nationally advertised merchandise.

BROWN & WILKINSON TOBACCO CORP., Louisville, Ky.
MILDLY MENTHOLATED...CORK-TIPPED

15¢
10 in. Cigarettes



...SAVE COUPONS FOR HANDSOME PREMIUMS

[illegible]

1934

Give Your Throat a Rest . .

Save those coupons to earn nifty socks and luggage.



1935

Hot under the collar . . remember . . that's where your throat is so keep
Kool.

WE SAID, "Tongues like fine tobacco, but throats don't like heat." So we've artfully added just a touch of mild menthol to a superior Turkish-Domestic blend. At the first puff your throat relaxes as though a cooling breeze were slipping down it. We've cork-tipped KEOX; they don't stick to lips or shed tobacco crumbs. And each pack carries a valuable B & W coupon good for handsome premiums. (Offer good in U. S. A. only.) Send for free copy of latest illustrated premium booklet, edition No. 10. In a smoking rut? Old brand lost its edge? 15 Brighten the picture and change to KEOX! Brown & Williamson Tobacco Corp., Louisville, Ky.

SAVE B & W COUPONS FOR HANDSOME NOW PREMIUMS

BALMIG CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS



1939

Your throat will like the change.

**Get aboard
and cool off!**

Toss those hot smokes overboard. Here's every-
thing you'd expect of a fine blend of Turkish
and domestic tobacco—plus a touch of mild men-
thol to take the sting out and put coolness in.
KOOL are cork-tipped: the ends don't shed
tobacco or stick to lips. And each pack carries a
valuable R & W coupon good for handsome and
useful premiums. (Offer good in U.S.A. only.)
Blend, coolness, tips, premiums—there's more
for your money in KOOL. Try a few packs and see!

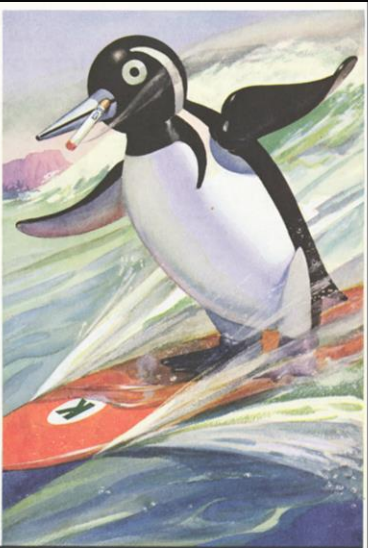
BROWN & WILKINSON TOBACCO CO., LOUISVILLE, KENTUCKY

MILDLY MENTHOLATED...CORK-TIPPED



15¢
100 in Canada

**Look for FREE! Strange Souvenirs, "Beautiful Premiums." Hands
omely illustrated, describe all the more valuable nationally
advertisements. Some you get with the R & W coupons packed
in KOOL. (Offer good in U.S.A. only.)**
**INCLUDES: BEARS (P. 100) in full size color premiums. Made of selected
tobacco or cigarette. Beautiful Souvenirs. Free postage. (Offer good
in U.S.A. only.)**
**INCLUDES: COUPONS (P. 100) in full size color premiums. Made of selected
tobacco or cigarette. Beautiful Souvenirs. Free postage. (Offer good
in U.S.A. only.)**
**INCLUDES: COUPONS (P. 100) in full size color premiums. Made of selected
tobacco or cigarette. Beautiful Souvenirs. Free postage. (Offer good
in U.S.A. only.)**



HANDSOME *new!* PREMIUMS...SAVE COUPONS






RALEIGH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY R & W COUPONS

1935

Toss those hot smokes overboard.

. . . To take the sting out and put c-o-o-l-n-e-s in.

THE SATURDAY EVENING POST

GIVE YOUR THROAT A KOOL VACATION!



LIKE A WEEK BY THE SEA, this mild menthol smoke is a treat to hot, tired throats. The tiny bit of menthol cools and refreshes, yet never interferes with the full-bodied flavor of KOOL's fine Turkish-Chamomile blend. A coupon comes with each pack, good in the U. S. A. for beautiful, useful premiums. (Extra coupons in every carton.) Your throat needs a vacation, too! Get away from the heat, and head into a pack of refreshing KOOL today! Brown & Williamson Tobacco Corporation, Box 599, Louisville, Kentucky.

KOOL
MILD MENTHOL
Cigarettes
COOL TIPPED

HANDSOME NEW PREMIUMS - SAVE 2 & W COUPONS

After 100 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 200 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 300 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 400 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 500 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 600 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 700 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 800 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 900 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

After 1000 Cigarettes, receive premium: elegant silver-plated teapot, sugar bowl, creamer, and 2 & W coupon.

SAVING CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY 2 & W COUPONS

1938

[illegible]

1938 Aug 20th



1934

[illegible]

1934

The season's
BEST CATCH!

DOES winter make your head feel stuffy? Steam-basted rooms parch your throat? Heavy smoking "brown" your taste? Then you've three extra reasons for changing to KOOL.

They're mildly mentholated. Light up; and feel that instant refreshment. Smoke deep; the choice Turkish-Domestic tobacco flavor is all there. Smoke long; your throat and tongue stay cool and smooth, your mouth clean and fresh.

Change to KOOL. It's a change for the better. And start saving those B & W coupons for attractive nationally advertised merchandise.

BROWN & WILKINSON TOBACCO CORP., BRIDGEVILLE, N.Y.
MILDLY MENTHOLATED...CORK-TIPPED

15¢
10¢ to 15¢





.... SAVE COUPONS FOR HANDSOME PREMIUMS





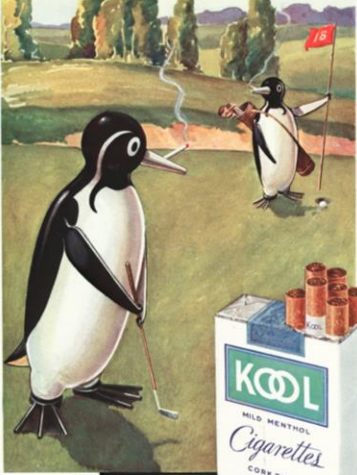
RALEIGH CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS

B & W coupons packed in KOOL are good for valuable nation-wide advertised merchandise. Offer good in U.S.A. only. Read for latest illustrated premium booklet.
CIGARETTES: KOOL—American-made. Premiums included. Choice Turkish-Domestic tobacco. 40 cigarettes. 10¢ to 15¢.
PLAYING CARDS: B & W Coupon-Booklet gift wrap. (Shown on lower left.) 40 cigarettes. 10¢ to 15¢.
TRAY: B&W—Smart, new, surprising way to store home drinks. Four cold-smoke or cigarette packs. (Shown on lower right.) 40 cigarettes. 10¢ to 15¢.
GLASSES: B&W—Four glasses. (Shown on lower right.) 40 cigarettes. 10¢ to 15¢.
COUPONS: B&W—Four coupons. (Shown on lower right.) 40 cigarettes. 10¢ to 15¢.
RALEIGH CIGARETTES: 40 cigarettes. 10¢ to 15¢.
RALEIGH CIGARETTES: 40 cigarettes. 10¢ to 15¢.
RALEIGH CIGARETTES: 40 cigarettes. 10¢ to 15¢.

1934

[illegible]

1939



The
WINNING STROKE
in throat comfort

—and a neat touch, too!—is the way we mildly mentholate KOOLs. Your throat gets an exhilarating refreshment from this cigarette that is definitely cooler. Your tongue gets the full enjoyment of the neat tobacco blend. The mild menthol—like a dash of salt in your soup—brings out to the fullest the flavor of the fine tobacco.

KOOLs are cork-tipped. They don't stick to lips; they don't shed tobacco crumbs. Finally, there's a FREE B & W coupon in each pack good for useful, smart-looking, nationally advertised merchandise.

Try KOOLs. The first puff picks you right up. The last leaves your throat delightfully refreshed.
(Cellophane wrapped).

MILDLY MENTHOLATED

15^c
217 to 220 Cigarettes
CORK-TIPPED

FREE COUPONS....

Save the B & W coupons packed in KOOLs and also in our Raleigh Cigarettes. They are good for worth while nationally advertised merchandise. (Offer good in U.S.A. only.) Some items illustrated here. Send for complete illustrated list.

BEST SELLER: Certificate good for back shoes for continuing sport, each month by the Loomery Guild—at a share of several pair best sellers. (Write for list of available shoes.) Each book 125 coupons

REVERSE COFFER COASTERS:—mirrored and varnished in size. Set of four in gift box 85 coupons

CHROMIUM COCKTAIL SHAKERS:—17 1/2 inch high, contents sealed, with shaking 200 coupons

COCKTAIL CUPS (set of four cups)

BRING HANDSOME GIFTS

115 coupons, TRAY 125 coupons, COMPLETE SET (dishes, four cups, and tray) 400 coupons

CARD TABLE:—A fine 30" x 48" table, extremely sturdy. Three tones of wood, gracefully styled in a sport, modern effect. Legs won't wobble. A table you can lean on 500 coupons

JULEP CUPS:—silver plated. Set of 2, full 14 oz. 100 coupons

INITIALED BRIDGE CARDS:—Gilt, U.S. Supreme Quality. (Detailed or simply facing) 100 50 coupons

BRIDGE SET: two decks, 82 coupons.

BROWN & WILLIAMSON TOBACCO CORPORATION, LOUISVILLE, KENTUCKY

1935

[illegible]

[illegible]

THE SATURDAY EVENING POST

KOO... KOOOL

...IT'S TIME YOU TRIED THEM!

YOU'VE only one threat to last you a life time. And there's **V**one cigarette with a touch of "wild weather" to keep it cool and sure. You and KOOOL might get together. First, because it's a sophisticated blend, judged on tobacco quality alone. Second, because without spilling that fine tobacco flavor, the mild menthol makes each puff as stimulating as a breath of fresh air in a stuffy room. Finally—the coupon on each pack! Have fun for a wide choice of stimulating, useful gifts. (Learn how to find extra coupons.)

Month. A good month to quit smoking that patch. It's time for KOOOL. Brown & Williamson Tobacco Corporation, P.O. Box 100, Louisville, Kentucky.

HANDSOME NEW PREMIUMS—SAVE \$&W COUPONS (also good 2 for 1 @ \$&W)

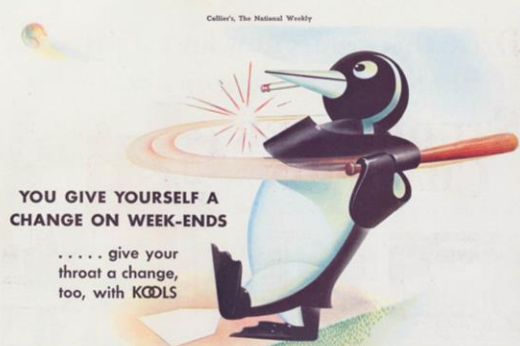
GAMBLERS DELIGHT PLAYING CARDS. Every so handred packs (two for one) bring you 4 decks, 100 coupons.
PREMIUM CIGARETTE PACKS—FREE. In every 100 packs, 100 coupons. Return your coupons for a free gift.

PERFECTLY TASTY. Refreshing TABLE. Every 100 packs (two for one) bring you 4 sets, 100 coupons.
TABACCO TOYS—FREE. In every 100 packs, 100 coupons. Return your coupons for a free gift.

BIGGER COUPONS... NOW AT POPULAR PRICES... SAVE GREAT \$&W COUPONS

TURN IN Jack Frost (Shark Mouthpiece) NO! But Not work, Coast to Coast. Every Monday, 10:10 PM, E & W.

Callie's, The National Weekly



YOU GIVE YOURSELF A CHANGE ON WEEK-ENDS

.... give your throat a change, too, with KOOLS



HANG UP, HENRY! You've worked your week-end! Every one knows that Henry J. Wayne is the hardest-working man in town for the papered days a week. But when the weekend starts, that's when he looks off for a change.

BARBARA, WIFE She used to give Henry the run and look at her! He's retired out on all week long. And here's what he does about smoking. Every week end he switches to the cigarette that gives his throat a much-needed change.

WHY KOOLES? The real reason is you know smoking is a habit that's hard to break, "non-removable" all week. Try a pack this coming week-end... you'll soon want the 7 days round! And see those reasons, good as I, S. A. for the present!

VALUABLE COUPON ON EACH PACK... FOUR EXTRA IN CARTONS
(One of 100 2-cent Kools for choice of accessories, groceries and more)



SMOKE IN THE MORNING



KOOL CIGARETTES (Taste them and you'll know why they're the most popular cigarette in the world.)

U.S. W. COMPANY ALSO PASSES IN VARIOUS & VARIOUS COUNTRIES & THE NEW SPENDING TRAVELER

1939 May 20

Growing
**FAST
in
FAVOR**

AND you don't have to dig very deep for the reason. The choicest of choice tobaccos, neatly blended—and then mildly mentholated by a clever process that preserves the full flavor of the tobaccos.

The smoke is cooler—by several degrees. Your tongue finds all the old pleasure; your throat finds a new comfort.

Finally, Kools are cork-tipped—and that saves your lips. FREE B & W coupons in each pack is good for a choice of handsome, nationally advertised premiums.

Try Kools. You'll find them as refreshing as a long, cool drink.

MILDLY MENTHOLATED

15¢

CORK TIPPED



HANDSOME PREMIUMS...FREE



From toilet table to cards or cocktail set—all are useful, practical, well worth saving for. Premiums in KOOL—also in our Raleigh Cigarettes—bring them. (Offer good in U.S. & only 1¢ bond for complete illustrated list.)

COCKTAIL SHAKER (by Chase)—Bright chrome, with black enamel top. Top has ring drawer which holds contents when shaking. Brimmed bottle holds four drinks. Non-tumbling, won't be polishing. 11 1/2" inches high. . . . **300 coupons**

COCKTAIL SET (by Chase)—Bright chrome, with black enamel top. Top has ring drawer which holds contents when shaking. Brimmed bottle holds four drinks. Non-tumbling, won't be polishing. 11 1/2" inches high. . . . **300 coupons**

COCKTAIL CUP (by Chase)—Bright chrome, with black enamel top. Top has ring drawer which holds contents when shaking. Brimmed bottle holds four drinks. Non-tumbling, won't be polishing. 11 1/2" inches high. . . . **300 coupons**

COCKTAIL TRAY (by Chase)—Bright chrome, with black enamel top. Top has ring drawer which holds contents when shaking. Brimmed bottle holds four drinks. Non-tumbling, won't be polishing. 11 1/2" inches high. . . . **300 coupons**

COPPER COASTERS—Ash tray and corner in one. Set of four, gift box. . . . **85 coupons**

SUPER BRIDGE TABLE COVER—85 coupons

BRIDGE SCORE PAD, PENCIL—85 coupons

CARD TABLE—Folding, extremely sturdy. Easy to set up, moves around at moment's notice. Easy to store. A table you can't beat. . . . **300 coupons**

BROWN & WILLIAMSON TOBACCO CORPORATION, LOUISVILLE, KY.

THE SATURDAY EVENING POST December 24, 1954

**YOU REST
YOUR BODY
WEEK-ENDS**

...REST YOUR THROAT TOO...WITH KOOLS

KEEP YOUR VOICE TO THE GROUND—time all week long, but on week ends, you go after rest, fun and relaxation. Why not give your throat that change—why not rest your throat, too, by smoking KOOLS this week-end? We don't say, "Give up your regular cigarettes for good and all." But just try KOOLS on Saturday and Sunday. When Monday rolls around, your throat'll say: "Thanks for the rest!" It's the quiet comfort in KOOLS that does the trick—just enough comfort to cool the smoke, soothe and refresh your throat. (Yet not so much comfort as to lose the full flavor of the prize Turkish-Domestic tobacco.) That's why KOOLS really rest your throat! Try a pack this coming week-end! P.S. There's a golden coupon on each pack. They're good in the U. S. A. for nationally famous premiums.

Now...FOUR EXTRA COUPONS IN EVERY CARTON OF KOOLS

SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS

SHAVING BRUSH—Get the Shave-Away brush with extra-soft bristles, and a handy comb—\$1.00—\$1.50 coupon	BEAUTIFUL LAMP—In brass, set high or low—\$5.00—\$7.50 coupon	EXPENSIVE Pen and Pencil Set—Fountain pen and pencil set—\$2.00—\$3.00 coupon	BOOK—Choose from 100 titles in the "Read-Away" series—\$1.00—\$1.50 coupon
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B & W COUPONS ALSO PACKED IN RALSTON & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO

THE SATURDAY EVENING POST

AHOY THERE... LEAD ME TO KOOLS!

THREE of hot smokers, mate? Throat all fugged up? Keep your throat shipshape—switch to KOOL. Their touch of mild menthol adds refreshing flavor—like mint in chewing gum. It makes 'em cool as ocean spray. Yet you enjoy all the full-bodied Turkish Domestic blend. Try 'em. And stow away the coupons for handsome, useful premiums. Carton buyers find extra coupons. (Premiums offer good in U.S.A. only.) Brown & Williamson Tobacco Corporation, P. O. Box 599, Louisville, Kentucky.

MAJOR CIGARETTES...NOW AT POPULAR PRICES...ALSO CART'S & W COUPONS

HANDSOME
NEW PREMIUMS
SAVE \$ & W COUPONS
(offer good U.S.A. only)

CIGARETTE PRESENTS AND COUPONS
1957 Award won by KOOL. Premiums: 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 154th, 155th, 156th, 157th, 158th, 159th, 160th, 161st, 162nd, 163rd, 164th, 165th, 166th, 167th, 168th, 169th, 170th, 171st, 172nd, 173rd, 174th, 175th, 176th, 177th, 178th, 179th, 180th, 181st, 182nd, 183rd, 184th, 185th, 186th, 187th, 188th, 189th, 190th, 191st, 192nd, 193rd, 194th, 195th, 196th, 197th, 198th, 199th, 200th, 201st, 202nd, 203rd, 204th, 205th, 206th, 207th, 208th, 209th, 210th, 211st, 212nd, 213th, 214th, 215th, 216th, 217th, 218th, 219th, 220th, 221st, 222nd, 223rd, 224th, 225th, 226th, 227th, 228th, 229th, 230th, 231st, 232nd, 233rd, 234th, 235th, 236th, 237th, 238th, 239th, 240th, 241st, 242nd, 243rd, 244th, 245th, 246th, 247th, 248th, 249th, 250th, 251st, 252nd, 253rd, 254th, 255th, 256th, 257th, 258th, 259th, 260th, 261st, 262nd, 263rd, 264th, 265th, 266th, 267th, 268th, 269th, 270th, 271st, 272nd, 273rd, 274th, 275th, 276th, 277th, 278th, 279th, 280th, 281st, 282nd, 283rd, 284th, 285th, 286th, 287th, 288th, 289th, 290th, 291st, 292nd, 293rd, 294th, 295th, 296th, 297th, 298th, 299th, 300th, 301st, 302nd, 303rd, 304th, 305th, 306th, 307th, 308th, 309th, 310th, 311st, 312nd, 313th, 314th, 315th, 316th, 317th, 318th, 319th, 320th, 321st, 322nd, 323rd, 324th, 325th, 326th, 327th, 328th, 329th, 330th, 331st, 332nd, 333rd, 334th, 335th, 336th, 337th, 338th, 339th, 340th, 341st, 342nd, 343rd, 344th, 345th, 346th, 347th, 348th, 349th, 350th, 351st, 352nd, 353rd, 354th, 355th, 356th, 357th, 358th, 359th, 360th, 361st, 362nd, 363rd, 364th, 365th, 366th, 367th, 368th, 369th, 370th, 371st, 372nd, 373rd, 374th, 375th, 376th, 377th, 378th, 379th, 380th, 381st, 382nd, 383rd, 384th, 385th, 386th, 387th, 388th, 389th, 390th, 391st, 392nd, 393rd, 394th, 395th, 396th, 397th, 398th, 399th, 400th, 401st, 402nd, 403rd, 404th, 405th, 406th, 407th, 408th, 409th, 410th, 411st, 412nd, 413th, 414th, 415th, 416th, 417th, 418th, 419th, 420th, 421st, 422nd, 423rd, 424th, 425th, 426th, 427th, 428th, 429th, 430th, 431st, 432nd, 433rd, 434th, 435th, 436th, 437th, 438th, 439th, 440th, 441st, 442nd, 443rd, 444th, 445th, 446th, 447th, 448th, 449th, 450th, 451st, 452nd, 453rd, 454th, 455th, 456th, 457th, 458th, 459th, 460th, 461st, 462nd, 463rd, 464th, 465th, 466th, 467th, 468th, 469th, 470th, 471st, 472nd, 473rd, 474th, 475th, 476th, 477th, 478th, 479th, 480th, 481st, 482nd, 483rd, 484th, 485th, 486th, 487th, 488th, 489th, 490th, 491st, 492nd, 493rd, 494th, 495th, 496th, 497th, 498th, 499th, 500th, 501st, 502nd, 503rd, 504th, 505th, 506th, 507th, 508th, 509th, 510th, 511st, 512nd, 513th, 514th, 515th, 516th, 517th, 518th, 519th, 520th, 521st, 522nd, 523rd, 524th, 525th, 526th, 527th, 528th, 529th, 530th, 531st, 532nd, 533rd, 534th, 535th, 536th, 537th, 538th, 539th, 540th, 541st, 542nd, 543rd, 544th, 545th, 546th, 547th, 548th, 549th, 550th, 551st, 552nd, 553rd, 554th, 555th, 556th, 557th, 558

THE SATURDAY EVENING POST

YOU GIVE YOURSELF A CHANGE ON WEEK-ENDS

... give your throat a change too, with KOOLs




FRIDAY'S THE NIGHT when Harold Burns likes company as well... and after dark, too. You see, Harold works late a hour or all week long, but when the week-end arrives, he likes to forget work... and take it real easy.

ENJOY YOURSELF, GARD! Just clear your mind of every thought of home and time clocks. See? I see you have a better idea tonight, but why not try smoking those new popular cigarettes - **KOOLs** over the week-end? You'll find them just what you need.

THAT TOUCH of mild menthol feels as soothing to the throat, every smoker should try this week-end plan. It's a sure! You'll soon want **KOOLs** for your daily smoke! And now the company, good to the U.S.A., has promised...

MYSTIC CIGARETTE BOX AND 2 PACKS OF KOOLs

BOX ... \$1.00
2 KOOLs30
Also! Value \$1.30

All for 50¢

See it at the nearest Kool's Cigarette Company
P.O. Box 100, Louisville, Kentucky

Enclosed please find 50¢ stamps or money order or cash of 50¢, please provide for retail and non-retail. Mystic Cigarette Box and two 100 packs of KOOLs Cigarettes.

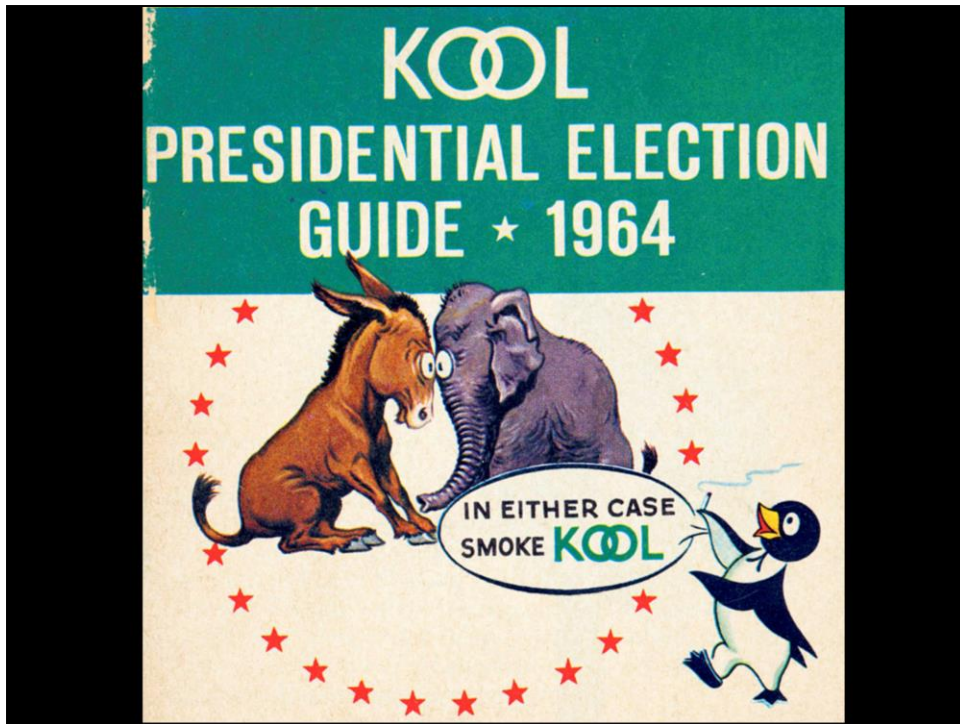
Name _____
Address _____
City _____ State _____
This offer good in the U.S.A. only.



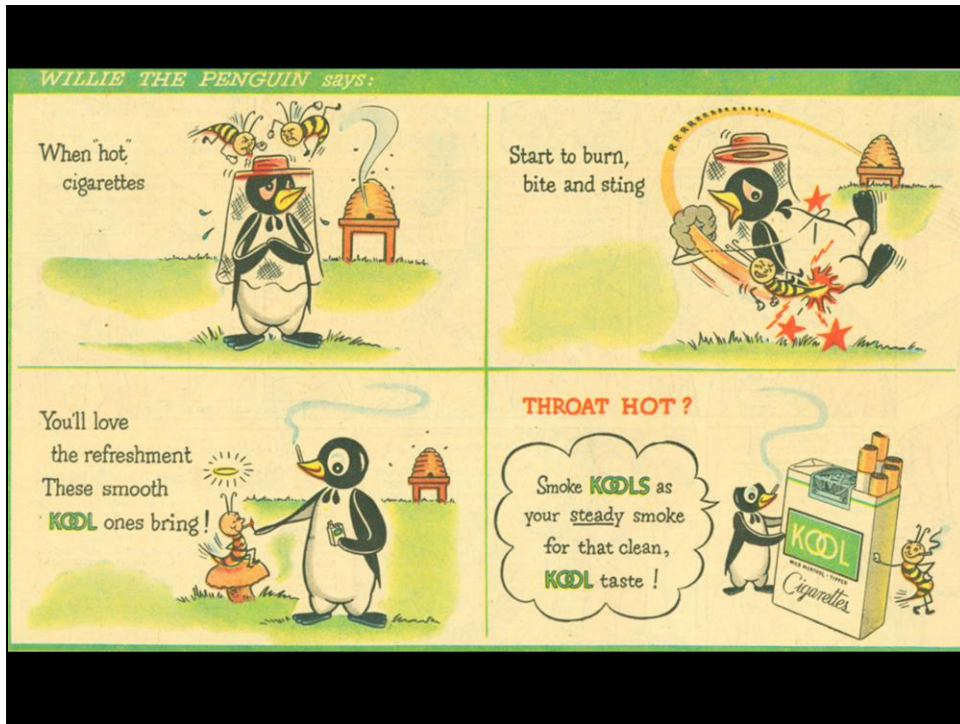
1934

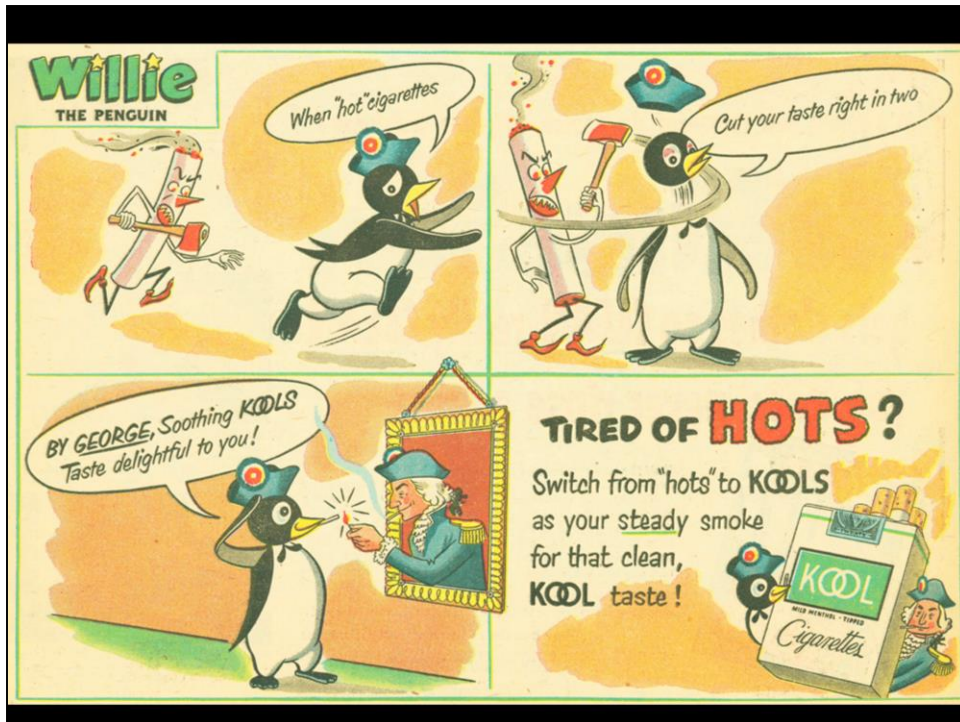


1928



1964









1941

Throat Sensitive? Smoke Kool.

KOOL
MILDLY MENTHOLATED
CIGARETTES - CORK-TIPPED



YOUR THROAT SAYS
...thank you

THOSE cork tips please your lips. The fine Turkish Domestic tobacco pleases your palate. The mild menthol brings a cool and thankful refreshment to your throat. Finally, the B & W coupons in each pack of KOOL is a constant source of gratification. Save them; they are good for a choice of attractive items of nationally advertised merchandise. (Write for latest illustrated premium list No. 10, offer good in U. S. A. only.) For a year of Thanksgiving smoking switch to KOOL!

Brown & Williamson Tobacco Corp., Louisville, Ky.

SAVE COUPONS FOR HANDSOME PREMIUMS



15¢ for TWENTY

SALESMAN CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS



1941

KOOL
MILDLY MENTHOLATED
CIGARETTES
CORN-TIPPED

THE BEST THROAT GUARD...
A cool smoke is better for you. A KOOL smoke is still better! Light ones—draw deep. Refreshing—oh? They're mildly mentholated so that your tongue enjoys the full Turkish Domestic blend while your throat stays cool and relaxed. In each pack a coupon good for handsome merchandise. (Offer good in U. S. A. only.)

SPECIAL OFFER
ROCHESTER THERMOMETER
AND TWO PACKS OF KOOLS
Thermometer 50¢
Two 15¢ pkts. of KOOLS... 30¢
Value 80¢

ALL FOR... 50¢

Rochester Dial Thermometer. Guaranteed accuracy within 1/100th. Three inches high. Useful in home, office, or in auto dash. Limited supply. Send today.

Brown & Williamson Tobacco Corp.
1900 West 10th Street, Louisville, Ky.
1 pouch 10¢—cigarettes, 10¢; money order, 10¢—for special Rochester Thermometer and 2 15¢ packs of KOOLS.

NAME _____ (print plainly)
ADDRESS _____
CITY _____ STATE _____
(Offer good in U. S. A. only.)

1941





DEC 25

...AND DON'T FORGET
A CARTON OF KOOLS!

TEN PACKS of KOOLS (300 refreshing cigarettes) in a colorful Christmas wrapper. Be a real Santa and put this wanted gift in his or her stocking. Each pack carries a B & W coupon good for handsome premiums (offer good in U.S.A. only)—and extra coupons go with the carton. There's a bright New Year coming up—time to switch to KOOLS!

Brown & Williamson Tobacco Corp., Louisville, Ky.

SAVE COUPONS for HANDSOME PREMIUMS

KOOL

15¢ for TWENTY

BLENDED CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS

**CIGARETTE TASTE NEED
WAKING UP?**



Try this idea...

**In between the others...
SMOKE A KØL**

1. It gives your throat a welcome change.
2. The mild menthol is definitely refreshing.
3. You'll enjoy all your smoking more.

P. S. KØL is not an exact science on most
things, but of folks smoke 'em all the time.



VALUABLE COUPON ON EACH PACK...FOUR EXTRA IN CARTONS
Good in the United States for dozens of authentic premiums like these



NOTE: Keep for discount on
cigarettes & 40 premium brands.
No. 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

© & M COPIES ALSO PACKED IN MILDEN & VICEROY CIGARETTES & BIG BOY SMOKING TOBACCO

REPEAT AFTER ME, "WITH THIS RUNS..."

WITH THIS (OLD-FASHIONED) ...
WITH THIS (OLD-FASHIONED) ...

ARE YOU, TOO, GUILTY OF SMOKER'S HACK?

IN thousands of certified interviews with **KOOL** smokers, we asked this simple question: "Do **KOOL** leave your throat feeling clearer ... make your mouth feel cooler?" 88.2% said Yes, an overwhelming majority. Try **KOOL** yourself. Know the joy of that cool, clear feeling in your throat—that clean taste in your mouth. Enjoy the tangy flavor of fine tobacco blended with a single touch of mild menthol. See if you don't say, as "most every **KOOL** smoker says: "My throat feels clearer, my mouth cooler—with **KOOL**." Try it today.

FOR YOUR THROAT'S SAKE
SWITCH FROM 'HOTS' TO KOOLS

NOW AT POPULAR PRICES

VALUABLE COUPON ON EACH PACK...TWO EXTRA IN CARTONS
Good in the United States for dozens of luxury premiums like these:

KOOL... Know the difference with KOOL... KOOL is a premium brand of cigarettes... KOOL is a premium brand of cigarettes... KOOL is a premium brand of cigarettes...

8 & W COUPONS ALSO PRINTED IN BULKIER CIGARETTES & BIG BEN SMOKING TOBACCO



KOOLS NEVER MISS! Do better by yourself this winter — smoke KOOLS. When overheated rooms dry out your throat or sniffling spoils you for hot smokes—smoke KOOLS. Freezing weather, sudden thaws, late nights, early parties—you'd better smoke KOOLS. Their touch of mild menthol soothes and refreshes. Their better tobacco leaves won millions of friends. And each pack carries a B & W coupon good for fine premiums. (Offer good in U.S.A. only.) Brown & Williamson Tobacco Corp., P. O. Box 299, Louisville, Ky.



SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS



Bridge Table—Do Lane table, Shelby, 75¢ coupon. Photo model, 50¢ coupon.
RAISON CIGARETTES—NOW AT POPULAR PRICES—ALSO CARRY B & W COUPONS

FREE. Write for illustrated 20 page B & W premium booklet, No. 12

Cigarette Case—Rembrandt style, 10¢ coupon. All others of five values, 100 coupons

CHANGE FROM HOTS TO KOOLS!



DON'T PUFF, puff, puff through this summer with hots and heavies. Slip into a pack of **KOOLS** and watch the thermometer drop. Like a plunge in a mountain stream, the mild smooth makes your throat feel cool and refreshed. Each pack brings you a valuable coupon good in the U.S.A. for really swell premiums. (Extra coupons in every carton.) Take the sting out of summer and switch to **KOOLS** today. Brown & Williamson Tobacco Corporation, Box 599, Louisville, Ky.

TRADE-MARK: TONY'S HEAD & MARKS HERE
©1957 Blue Diamond Cigarette Co. P. M. S. D. S. T.

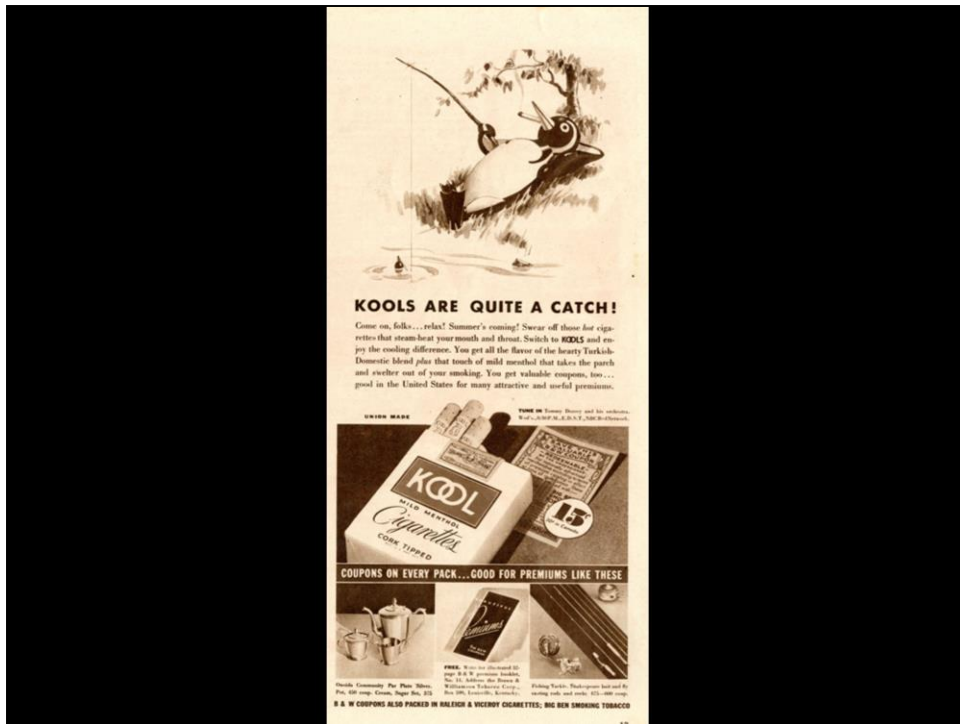


SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS



Packard Pen and Pencil Co. - Golden. Zippo, White for Illustrated Design. Zippo, Green or Bronze, 100 cigarettes. Zippo, W. perma lighter, No. 11. Zippo, Red, Camouflage, 100 cigarettes. RALPH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY R & W COUPONS







KOOL
MILDLY MENTHOLATED
CIGARETTES - CORK TIPPED

MEET THE STAR OF SMOKING COMFORT!

Ladies and Gentlemen! We offer an all-star feature!! The tobacco is choice Turkish and domestic. It's mildly mentholated to give your throat a most delightful, a most refreshing comfort. There are cork tips to save your lips. And—finally—there's a valuable B & W coupon in each pack good for handsome nationally advertised merchandise (offer good in U.S.A. only). So step right up! Buy a pack or buy a carton. Have the time of your smoking lives!! And write today for FREE illustrated premium booklet.

SAVE COUPONS IN HANDSOME MERCHANDISE

KOOL
MILDLY MENTHOLATED
15¢ for TWENTY

Brown & Williamson Tobacco Corp., Louisville, Ky.

SAVE YOUR THROAT!



GET HOLD OF KOOL

They're soothing to your throat. Smoke 'em pack after pack . . . or as a change-off brand . . . the menthol adds a grand, refreshing flavor, yet it's so mild it never spoils the full-bodied tobacco goodness of this fine Turkish-Domestic blend. Get hold of KOOL . . . and save those coupons . . . good in the United States for a choice of several dozen useful, handsome premiums. Brown & Williamson Tobacco Corp., Box 599, Louisville, Kentucky.

POWER ON Tommy Powers' Debut, N.Y. Star Network, Friday 10 P. M., E. S. T.



SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS



Obtain Community For Plain Silver
Glass and Paper . . . 100 coupons
BALDWIN CHARITABLES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

Obtain Community For Plain Silver
Glass and Paper . . . 100 coupons
BALDWIN CHARITABLES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

Obtain Community For Plain Silver
Glass and Paper . . . 100 coupons
BALDWIN CHARITABLES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS



I cannot tell a lie . . .

YOU KEEP A CLEAR HEAD® WITH KOOLS

"I haven't had a sniffle all winter. I did it with my little men-
tha! Why don't you give **KOOLS** a real try—smoke 'em, say, for a
solid week. They're sure to soothe and refresh your throat, or I'm
no penguin! Blended of costly Turkish and Domestic tobaccos, with
just the right bit of menthol added. Play safe and switch today!
Save the coupons too . . . good in U.S.A. for scores of premiums."

UNION MADE

**"THE BENEFICIAL
HEAD-CLEARING
QUALITY OF MENTHOL**

has made it a favored ingredi-
ent in cold remedies for years.
In Kools you get the soothing
effect of mild menthol as an
extra benefit . . . yet you have
some of the full-bodied flavor
of the superb tobacco blend.

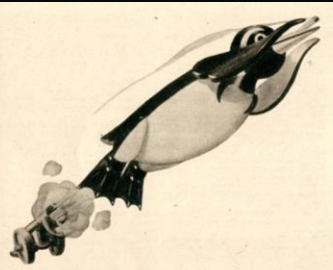
COUPONS ON EVERY PACK . . . GOOD FOR PREMIUMS LIKE THESE

FREE: Now for illustrated 25
¢ U.S. W. premium books,
Rings, Ballpoint Pens, &
Stationery. (Value \$1.00)
Box 100, Louisville, Kentucky.

Illustration: Harnisch; Model: J. Jones.
Adapted: D.W. McNeil; 1950 comp.

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Every Wednesday, 8:00-10:00 P.M., N.Y.C., NBC Red Network.

RALEIGH AND VICEROY CIGARETTES ALSO CARRY S & W COUPONS



Feeling kinda shot?

KEEP A CLEAR HEAD* WITH KOOLS

Start the day with a bang! Like a refreshing morning shower, KOOLS wake your mouth up, soothe your throat all day long, and give you the benefit of head-clearing menthol during these weeks of sudden colds. Smoke this rich, mellow blend of fully ripened Turkish and Domestic tobaccos for pleasure... and save those valuable coupons, good in the United States for your choice of 47 splendid premiums!

UNION MADE

THE BENEFICIAL HEAD-CLEARING QUALITY OF MENTHOL has made it a favored ingredient in cold remedies for years. So Kools give you the soothing effect of mild menthol as an extra benefit... and you have some of the full-bodied flavor of the superb tobacco blend.

COUPONS ON EVERY PACK... GOOD FOR PREMIUMS LIKE THESE

FREE. Value for thousands of gifts. U.S. & foreign. See all Kools for the Kools & Winston-Viceroy Corporation. Box 100, Louisville, Kentucky.

Over 500. Beauty-Full length. Best. Big head. Never shrinks. 121 coupons.

RALEIGH AND VIKROY CIGARETTES ALSO CARRY S&W COUPONS

KEEP A CLEAR HEAD WITH KOOL

ALL the signs seem to point to a tough winter: cold, ice, chills and sniffles. Why not play safe and smoke **KOOL**, a fine Turkish-Domestic blend with just enough menthol added to soothe your throat and refresh your mouth...yet not enough to hurt the hearty rich flavor of the tobacco. Also remember...valuable coupons come with **KOOL**, good in the United States for attractive, practical premiums.

15 COUPONS ON EVERY PACK...GOOD FOR PREMIUMS LIKE THESE

FREE. Write for Illustrated 32 page R & W premium booklet, No. 12, addressed to: Bureau of Tobacco Sales, Inc., 1000 Broadway, New York 10, N.Y.

RALEIGH AND VICEROY CIGARETTES ALSO CARRY R & W COUPONS

IN EITHER CASE...KEEP KOOL!



FOR the hottest campaign in a lifetime we give you the cigarette that pledges itself to keep your throat relaxed and cool! Take a deep puff—feel that mild menthol soothe and refresh. Take another—enjoy that fine, full tobacco flavor. Note the cork tip that doesn't grab your lips. And save the valuable B & W coupons for a lot of great premiums.

Don't vote for hot smokers. Join the landslide for KOOL. Better for you on every count! Brown & Williamson Tobacco Corporation, P. O. Box 599, Louisville, Ky.

(Premiums also good U.S.A. only)



SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS



Ask Your Dealer for KOOL. Keep your coupons. KOOL is the only cigarette that gives you a B & W coupon with every pack. KOOL is the only cigarette that gives you a B & W coupon with every pack. KOOL is the only cigarette that gives you a B & W coupon with every pack.

KOOL CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS



**MY THROAT HAS FOUND
THE SMOKE OF PEACE!**

Have hot cigarettes got you on the warpath, too? Try **KOOL**, the cigarette with just a touch of mild menthol to make each puff soothing. Like mint in gum, the menthol adds a refreshing flavor to the tobacco. Each pack rates a coupon good for grand premiums. Cigarette buyers find extra coupons. (Premium offer good in U.S.A. only). Brown & Williamson Tobacco Corporation, P.O. Box 599, Louisville, Kentucky.

TUNE IN JACK PEARL (Three Merchants)
100% Non-Nicotine, Tobacco (U.S. M. F. S. T.)

SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS

Louise, Inc. - Fine home, hand-crafted, 3 colors - 100% cotton. **FREE** Write for illustrated 20-page 240 premium booklet, No. 10. **Glenn** - Silver handled, 4 lighted, set to ring in 4-10-15-20-30-40-50-60-70-80-90-100.

RAISEN CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS

**YES, SIR!
HERE'S
YOUR BABY**

It's not too late to make the best smoking resolution. "I'm going to save my throat... I'm switching from hats to KOOL!" The reward? A blend of the choicest tobaccos ever put into a cigarette. A touch of mild menthol that cools every refreshing puff. Cook tips to save lips. Finally, a valuable coupon for high-class premiums. (Offer good U. S. A. only.) Do better by yourself in 1937. Get started on KOOL today. Brown & Williamson Tobacco Corporation, P.O. Box 999, Louisville, Ky.

SAVE COUPONS... MANY HANDSOME NEW PREMIUMS

RALEIGH CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS



ROLL UP TO A PACK OF KOOLS and see how much more you get for your money! A blend of tobaccos to win your tongue, mildly mentholated to cool your throat, cool tips to save your lips. And a valuable B & W coupon to save for handsome premiums. (Offer good in U.S.A. only.) Let's go! Brown & Williamson Tobacco Corporation, P.O. Box 599, Louisville, Kentucky.



SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS

Lighter Box—Free choice of four.
Light and Choice Packs—20 cigarettes.
FREE. Write for illustrated 20 page.
B & W premium booklet No. 11.
Illustrated Book—Personal Address,
Name, Address, Age, . . . and coupon.
RAIDERS CIGARETTES—NOW AT POPULAR PRICES—ALSO CARRY B & W COUPONS

7

UP...UP...UP... IN POPULARITY



Sales of **KODL** tell a story. Unknown three years ago—now up among the leaders. The reason? Try a pack. Enjoy the agreeable coolness of the mild menthol. Taste the rich flavor of the better tobacco blend. Notice the easy, on-the-tips touch of cork tips. And in every pack comes a B & W coupon good for nationally advertised merchandise (offer good in U. S. A. only) . . . Smoke up, cool down with **KODL**. They're better for you! Brown & Williamson Tobacco Corporation, P. O. Box 599, Louisville, Kentucky.



SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS

Touchdown Box—Four Boxes, four new baseballs. 3 colors . . . 250 coupons

FREE! Write for illustrated 10-page B & W premium booklet No. 15

Premium Table—Beautifully illustrated and complete . . . 250 coupons

BALLIGAN CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS



