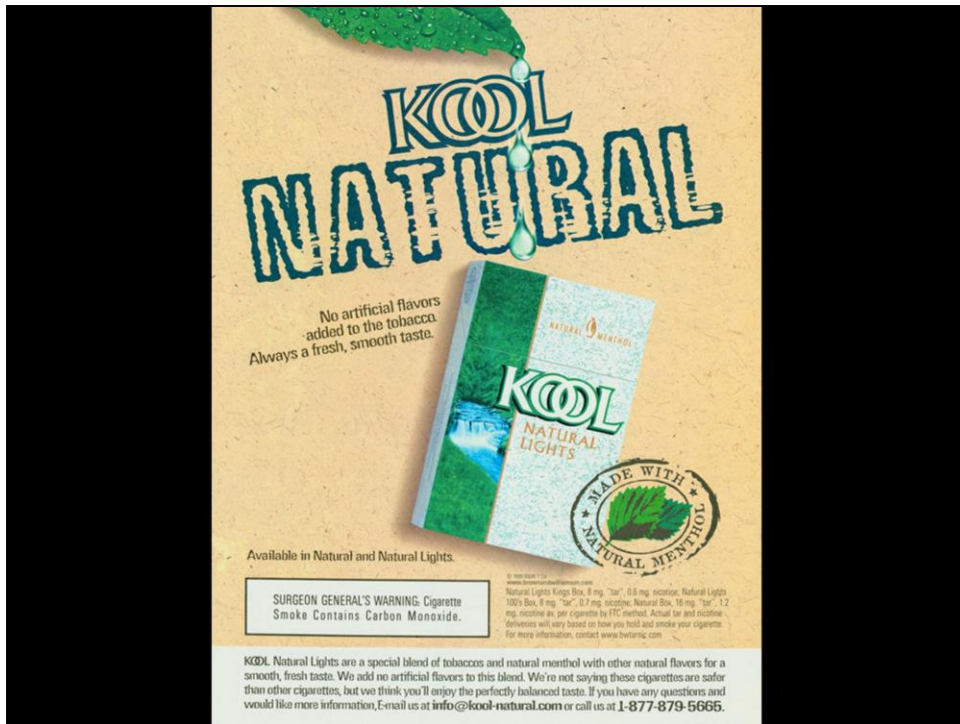




**KOOL
NATURAL**

No artificial flavors
added to the tobacco.
Always a fresh, smooth taste.

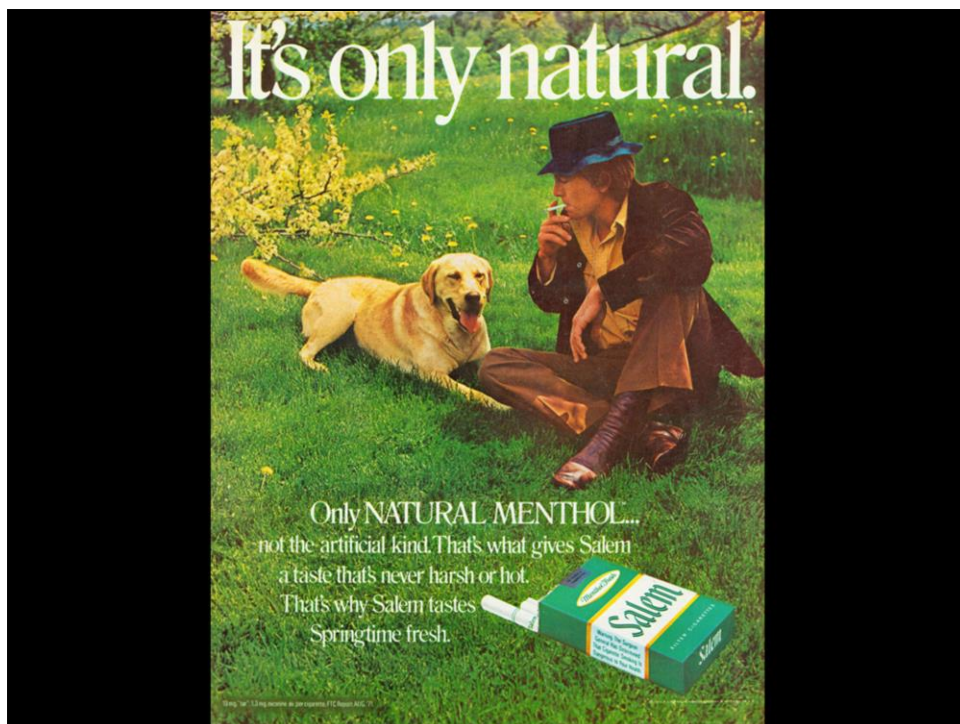
Available in Natural and Natural Lights.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

© 2004 B&W T Co.
www.bwtobacco.com
Natural Lights King Box, 8 mg. "tar", 0.8 mg. nicotine; Natural Lights
100's Box, 8 mg. "tar", 0.7 mg. nicotine; Natural Box, 16 mg. "tar", 1.2
mg. nicotine av. per cigarette by FTC method. Actual tar and nicotine
deliveries will vary based on how you hold and smoke your cigarette.
For more information, contact www.bwtobacco.com

KOOL Natural Lights are a special blend of tobaccos and natural menthol with other natural flavors for a smooth, fresh taste. We add no artificial flavors to this blend. We're not saying these cigarettes are safer than other cigarettes, but we think you'll enjoy the perfectly balanced taste. If you have any questions and would like more information, E-mail us at info@kool-natural.com or call us at 1-877-879-5665.









1971

It's Only Natural.

So is disease and death.







Salem refreshes naturally!

Natural Menthol™ is why.

Salem uses only natural menthol, not the kind made in a laboratory. Like real A.M., full-flavored tobacco, not menthol in naturally grown.

Then we blend natural menthol with our superb golden tobaccos. It is a unique blend found in no other cigarette. A blend that gives Salem a taste that's smooth, fresh as a breeze.

Salem
Natural Menthol
Salem
Salem

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

REG. 16 mg "tar", 1.1 mg. nicotine.
SULFON KING: 20 mg "tar", 1.5 mg. nicotine, av. per cigarette, FTC Report APR 72.

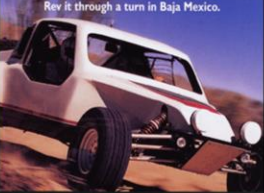
THE KOOL NATURAL SWEEPSTAKES



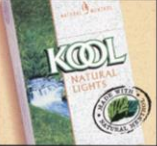
Swim face to face with a Great White in Australia.



Square off against a master kick boxer in Thailand.



Rev it through a turn in Baja Mexico.



DISCOVER WHAT COMES NATURALLY

One National Grand Prize Winner The winner will choose from:
Diving with sharks along the Great Barrier Reef in Australia. Mastering
kick boxing at a dojo in Thailand. Or, four-wheeling through the off-road
trails of Baja Mexico. See back to enter and win!

KOOL Natural Lights are a special blend of tobaccos and natural menthol with other natural flavors for a smooth, fresh taste. We add no
artificial flavors to this blend. We're not saying these cigarettes are safer than other cigarettes, but we think you'll enjoy the perfectly bal-
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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Natural Lights Kings Box, 8 mg. "tar", 0.6 mg. nicotine;
Natural Lights 100's Box, 8 mg. "tar", 0.7 mg. nicotine;
Natural Box, 16 mg. "tar", 1.2 mg. nicotine av. per cigarette
by FTC method. Actual tar and nicotine deliveries will vary
based on how you hold and smoke your cigarette. For more
information, contact www.bwtamco.com

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www.brownandwilliamson.com

**Pall Mall's
natural mildness
is so good
to your taste!**

**So smooth, so satisfying,
so downright smokeable!**
For flavor and enjoyment you just can't
beat Pall Mall's natural mildness. It's so
good to your taste. Never too strong.
Never too weak. Always just right! Enjoy
satisfying flavor...so friendly to your
taste. **Outstanding...and they are Mild!**

COMPARE ALL THREE!

Regular	Filter-tip	PALL MALL
Longer	Longer	Shorter

**Smoke "branded" through
fine tobacco tastes best.**
Pall Mall's famous length controls
the smoke effectively...more tender,
aromatic and stronger the finest
tobacco money can buy. Makes it
mild...but does not alter and that
satisfying flavor!

© 1970, Product of The American Tobacco Company. "Pall Mall" is a well known name.

New PHILIP MORRIS
gives you a natural smoke



Smoke Natural. No filter, no foolin'. It's just good tobacco that tastes *right*. A man couldn't ask for more.

Cashwrap Box or Regular Pack



***It's great to get back
to natural things.***

*Hav-A-Tampa Jewels —
the only cigar with a
natural Birchwood tip.*

Havatampa Corporation, Tampa, Florida

Nature is not negotiable.

Natural American Spirit is the only brand that features both cigarettes made with 100% certified organic tobacco as well as cigarettes made with 100% additive-free natural tobacco.

In our effort to create exceptional products in a thoughtful and sustainable way, we've pioneered our own earth-friendly and organic tobacco growing programs and committed to renewable energy sources, including wind power and reforestation.

We are so confident that you will appreciate the premium, additive-free tobacco used in Natural American Spirit products that we want you to try it for yourself.



the additive-free alternative

Call for your sample carton offer*

1-800-872-6460 ext 79951 or visit www.nascigs.com

*Due to legal restrictions in NY-AR-AK-CT-GA-IA-MA-MD-MN-MT-OR-UT-WA-WI and other locales, alternate offer is available. Offer restricted to U.S. smokers 21 years or older. Limit one offer per person per 12 month period. S&H and other restrictions may apply.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

No additives in our tobacco
does **NOT** mean a safer cigarette.

SMOKING "LIGHT" FILTERED CIGARETTES DOES NOT ELIMINATE THE HEALTH RISKS OF SMOKING. Actual levels of tar and nicotine experienced by the smoker may vary widely depending on how you smoke. For more information, see www.fda.gov

THIS PEST HAS BEEN MADE FROM RECYCLED MATERIALS

**We add
none of
these.**

The only ingredient used in
Natural American Spirit is premium
100% additive-free, whole-leaf,
natural tobacco.



the additive-free alternative

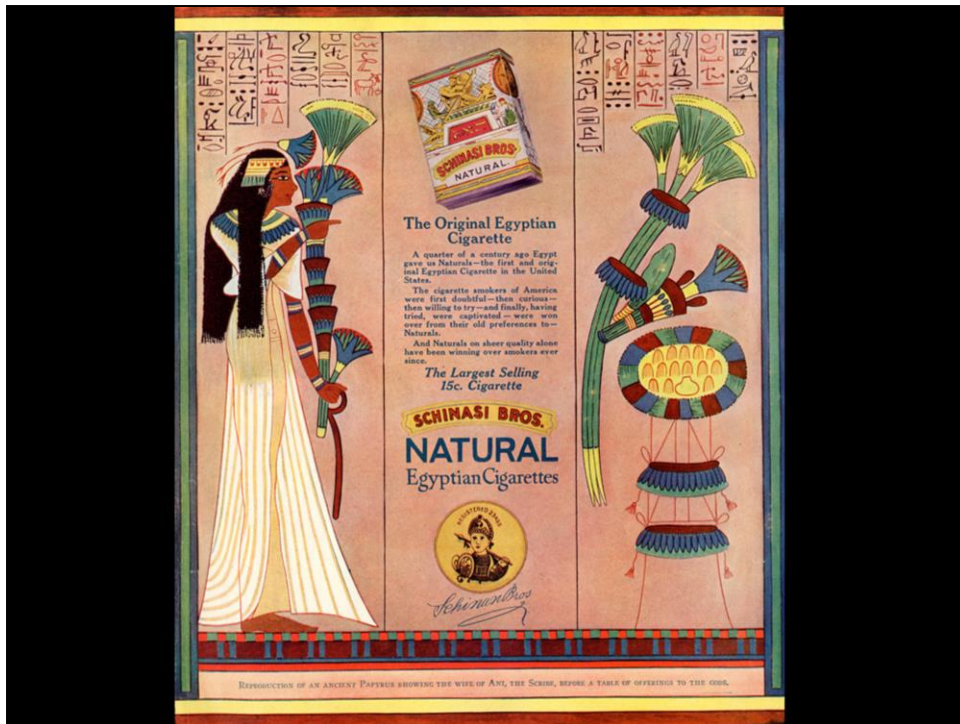
Call for your sample carton offer*
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