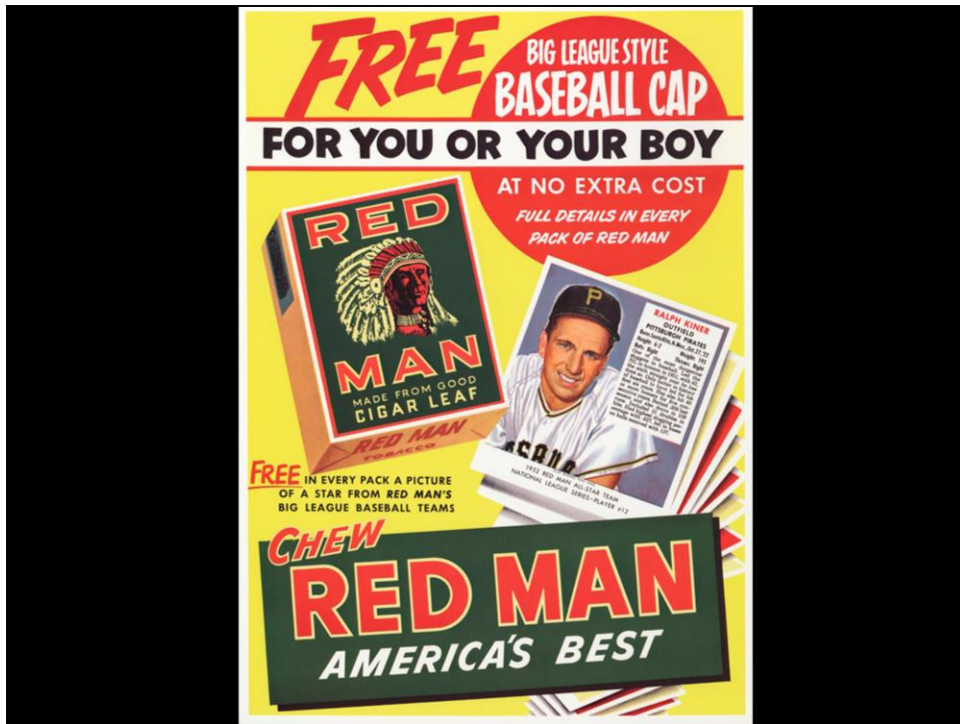




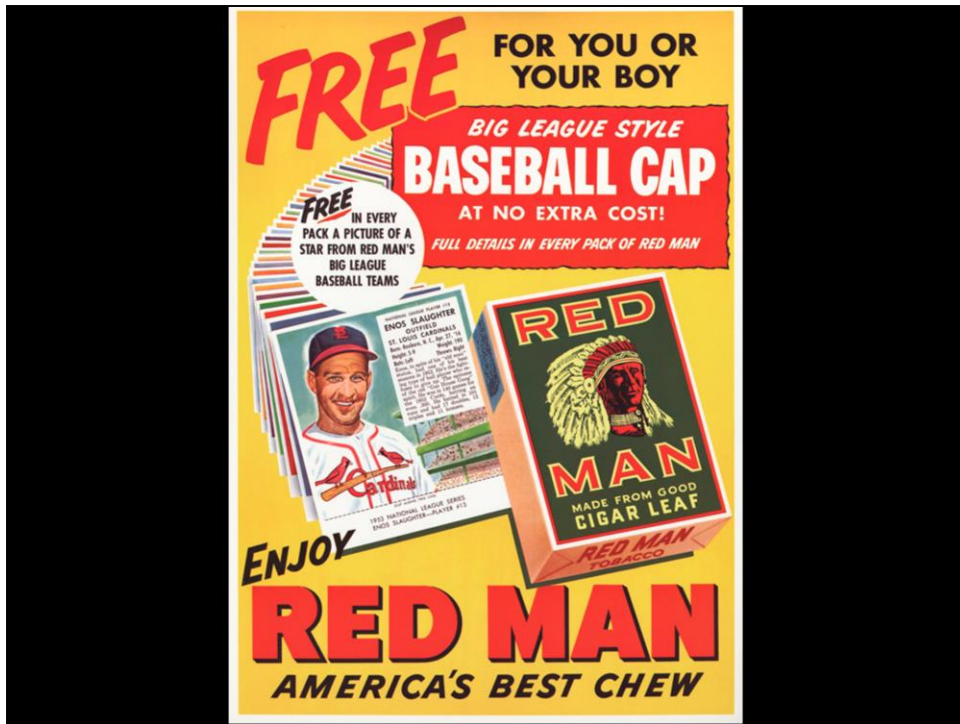
Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



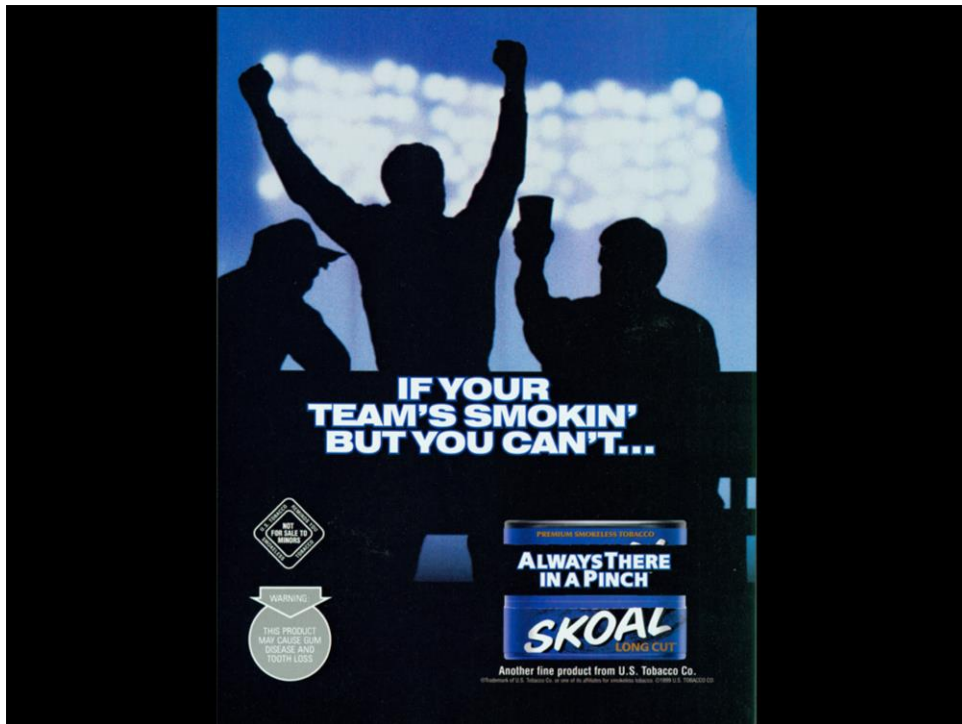
Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



2000



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

**We love tobacco.
We don't smoke.**

Walt Garrison
"For tobacco pleasure without smoking, I go for Skoal with the wintergreen taste. It's the fastest growing smokeless tobacco in the world."

Shep Messing
"Just a pinch of mild Happy Days always gives me the great taste I want. It's also a great way for you to start going smokeless."

Carlton Fisk
"Copenhagen gives me all the rich tobacco taste I'm looking for without the trouble of lighting up."

If you've never tried smokeless tobacco before, we'd like to send you a few free pinches of Happy Days. Write to:
"Smokeless Tobacco," U.S. Tobacco Company,
Dept. PM118, Greenwich, Conn.
06830.

**Smokeless tobacco.
A pinch is all it takes.**

©1979 U.S. Tobacco Co. Other trademarks are shown.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

Carlton Fisk
Baseball star



How you can enjoy tobacco without smoking.

Free. Just fill out the coupon below, send it in and we'll send you a can of mild Happy Days, one of America's favorite "smokeless tobaccos." My brand is Copenhagen. But, if you're just starting out, I'd suggest easygoing Happy Days. It's so easy to enjoy. Just a pinch of mint flavored Happy Days between your cheek and gum gives you real tobacco pleasure without lighting up. And each can is dated for freshness.

Yes, send me my free can of Happy Days.
Fill out and send to: "Smokeless Tobacco"
100 W. Putnam Ave., Dept. SI 001,
Greenwich, Conn. 06830

Name _____
Address _____
City _____
State _____ Zip _____

 **Smokeless tobacco. A pinch is all it takes!**

© 1980 U.S. Tobacco Company. Offer not available to minors. Limited to one sampling per family.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

Earl Campbell
Football Star

Something for nothing.

SKOAL

If the best things in life are free, this is one of them. Just fill out the coupon below, send it in and we'll send you a free can of Happy Days moist smokeless tobacco. Just a pinch between your cheek and gum will give you real tobacco pleasure without lighting up. Go Smokeless. It's the only way to go.

A pinch is all it takes!

SEND ME MY FREE CAN OF HAPPY DAYS
Fill in and send to: Smoking Tobacco Co., P.O. Box 2005, Dept. SK, Greenwell, Conn. 06030. Name and complete address must appear on outside of envelope.


Name _____
Address _____
City _____
State _____
Zip _____
Age _____

SKOAL
HAPPY DAYS
COPENHAGEN

©1980 U.S. Tobacco Company. Quoted name does not imply quality. OFFER NOT AVAILABLE TO MINORS.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

Walt Garrison answers your questions about smokeless tobacco.



Q: Walt, just what is Moist Smokeless Tobacco?
A: It's just what it says. Tobacco you enjoy without lighting up.

Q: How do you use it?
A: First, you don't chew it. Just take a small pinch between your thumb and forefinger, put it between your cheek and gum, and leave it there. The tobacco will slowly release its great flavor to give you real tobacco satisfaction.

Q: Is it hard to use?
A: Not really. When you first try it, the tobacco may move around in your mouth more than it should, and your mouth may water a bit more than you've used to, but getting the hang of "going smokeless" is all part of the fun. In a couple of weeks you'll be a "pro".

Q: Is there a difference between the three most popular brands?
A: Sure...HAPPY DAYS is a mild, satisfying blend of mild-flavored tobacco, while SKOAL is full-bodied with the added good taste of winter- greens. COPENHAGEN is a stronger, natural blend of choice tobacco. All three are packed in convenient cans and each is dated for freshness.


Q: Is the date on the can the expiration date?
A: No, it's the date of manufacture. It's our way of letting you know how fresh and moist our tobacco is.

Q: How much does "Going Smokeless" cost?
A: An average can "dips" about 1½ cans per week, and that's about a dollar's worth. Not bad, when you think how much everything else costs these days.

Q: Do a lot of people use smokeless tobacco?
A: A lot more than you think. Last year we sold over 225 million cans. And more and more people from every part of the country are "going smokeless" all the time. (Even loose-leaf chewers are mixing it in with their brands for extra flavor).

Q: Where can I buy it?
A: Ask for it at your favorite tobacco counter, or mail the coupon below and you'll get a free can of HAPPY DAYS to try.
 Thanks a lot, Walt...

A pinch is all it takes!



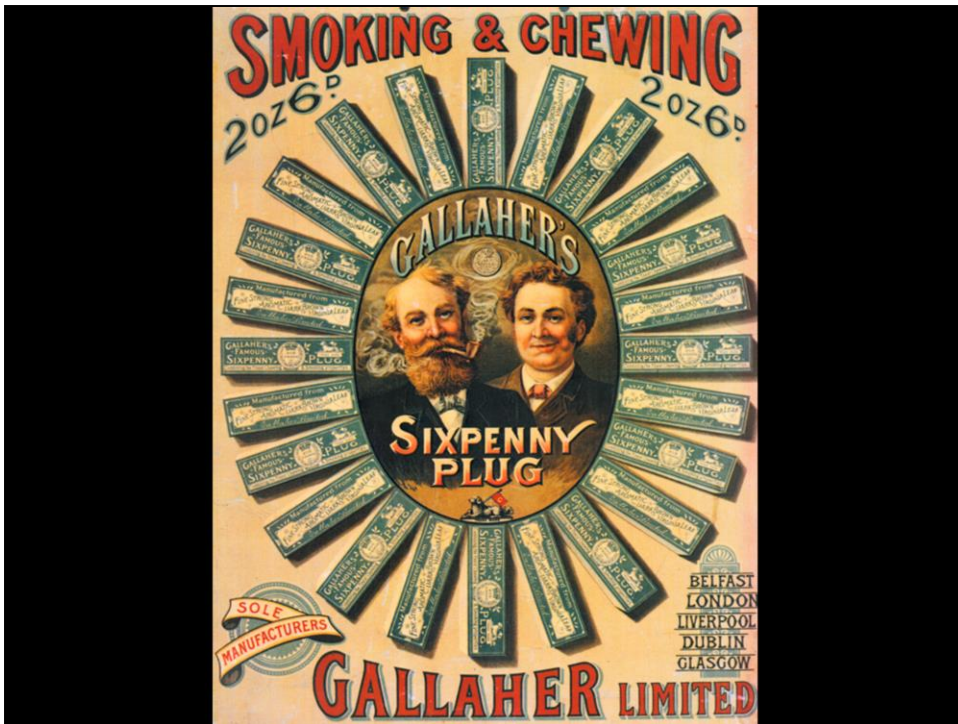
SEND ME MY FREE CAN OF HAPPY DAYS

Fill out and send to: "Smokeless Tobacco", P.O. Box 2000, Dept. 50, 400 Chestnut, Cam., OH 43001. Name and complete address must appear on outside of envelope.

Name _____
 Address _____
 City _____
 State _____ Zip _____
 Age _____

© 1982 U.S. Tobacco Company. COPENHAGEN, SKOAL and HAPPY DAYS are trademarks. "GOING SMOKELESS" is a registered trademark.

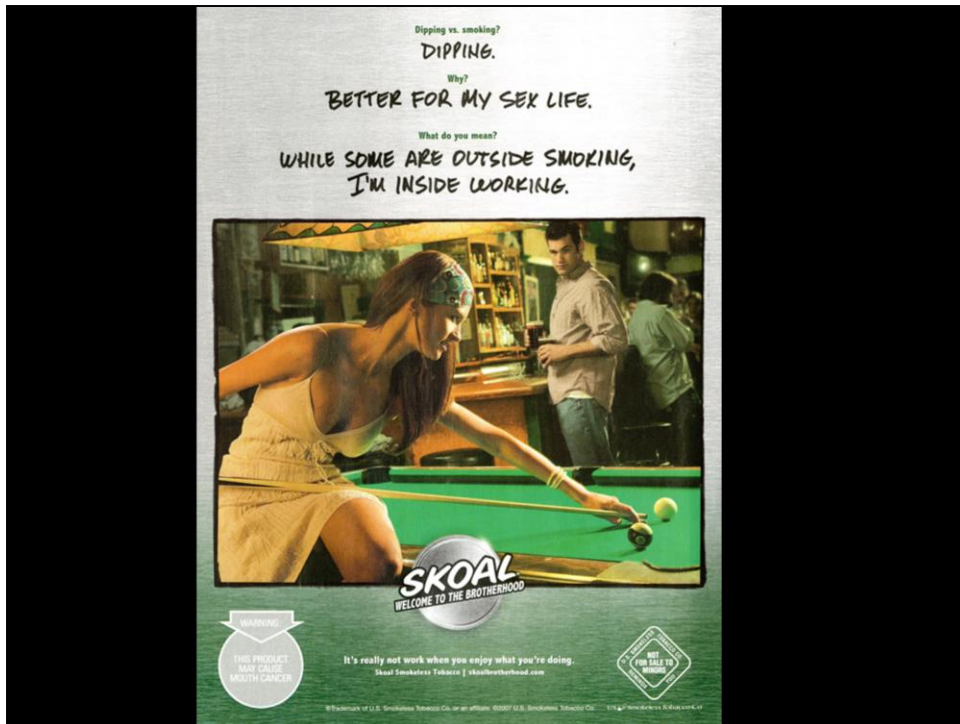
Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



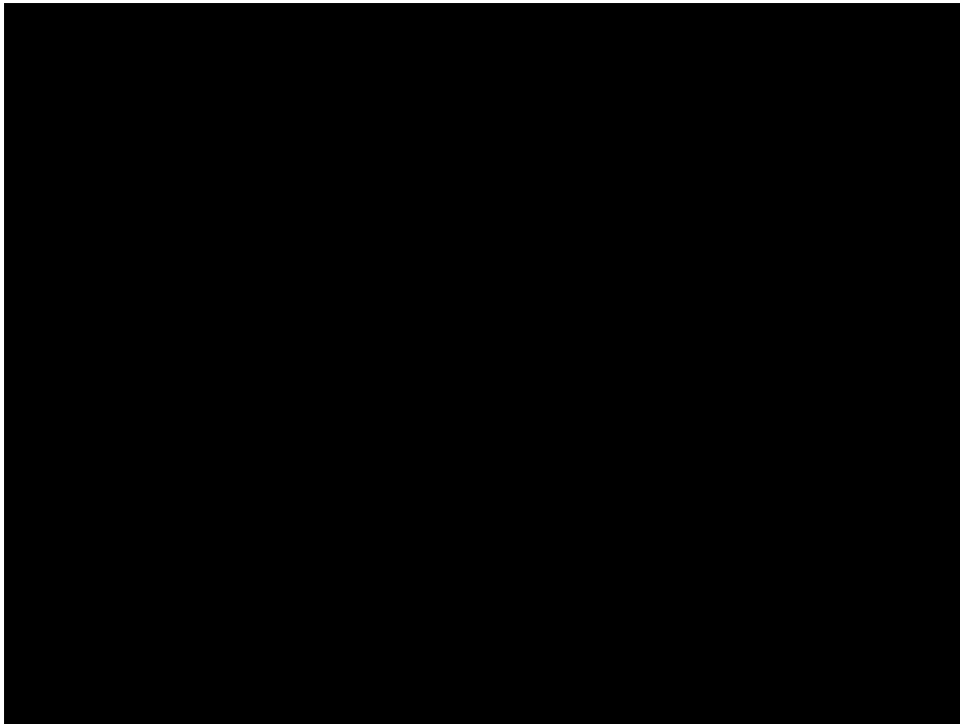
Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.