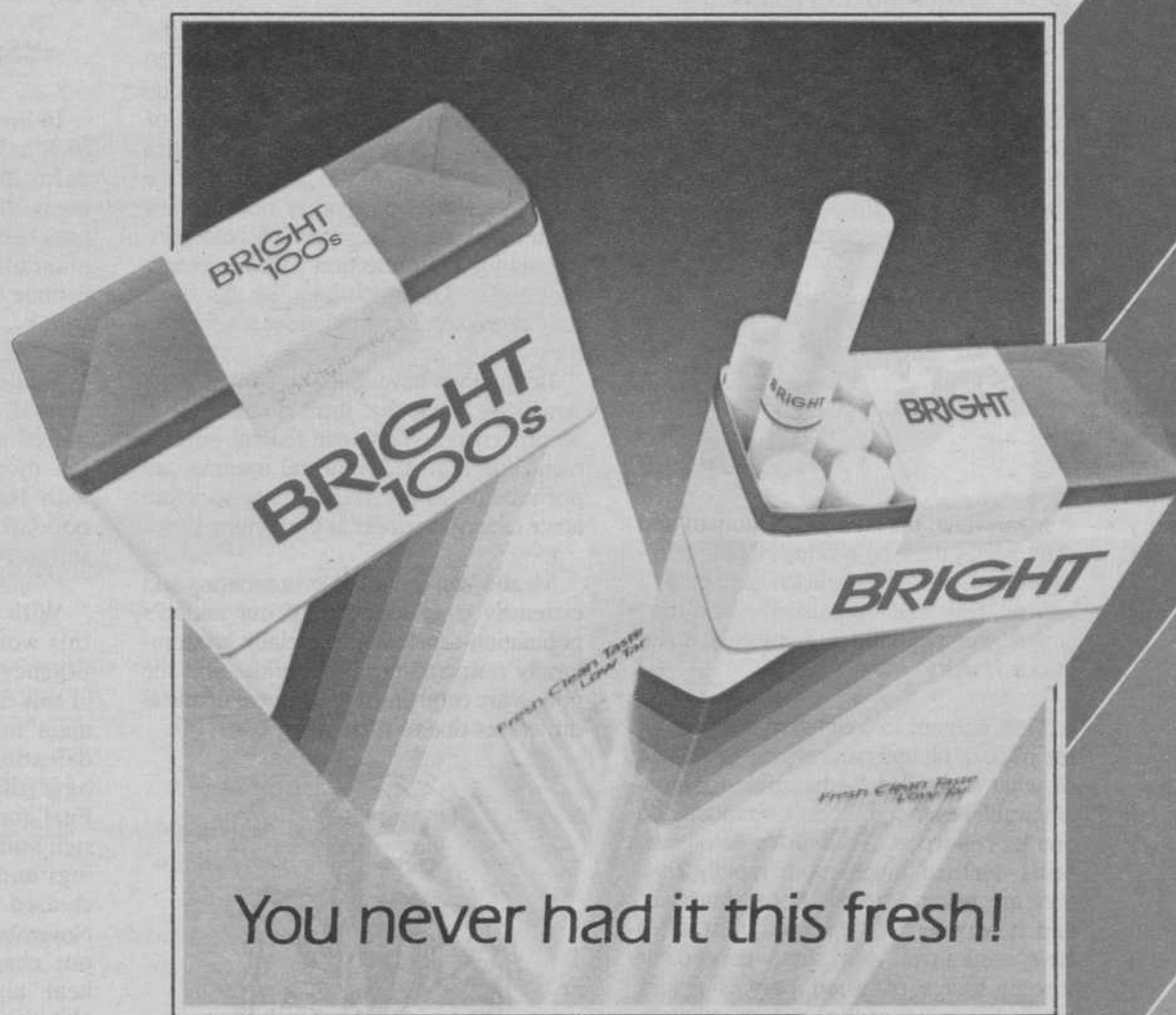


# Here comes BRIGHT

A fresh new taste experience  
that outshines menthol.

It not only tastes fresher while you smoke.  
It even leaves you with a clean, fresh taste.



You never had it this fresh!

7 mg. "tar", 0.5 mg. nicotine  
av. per cigarette by FTC method.

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