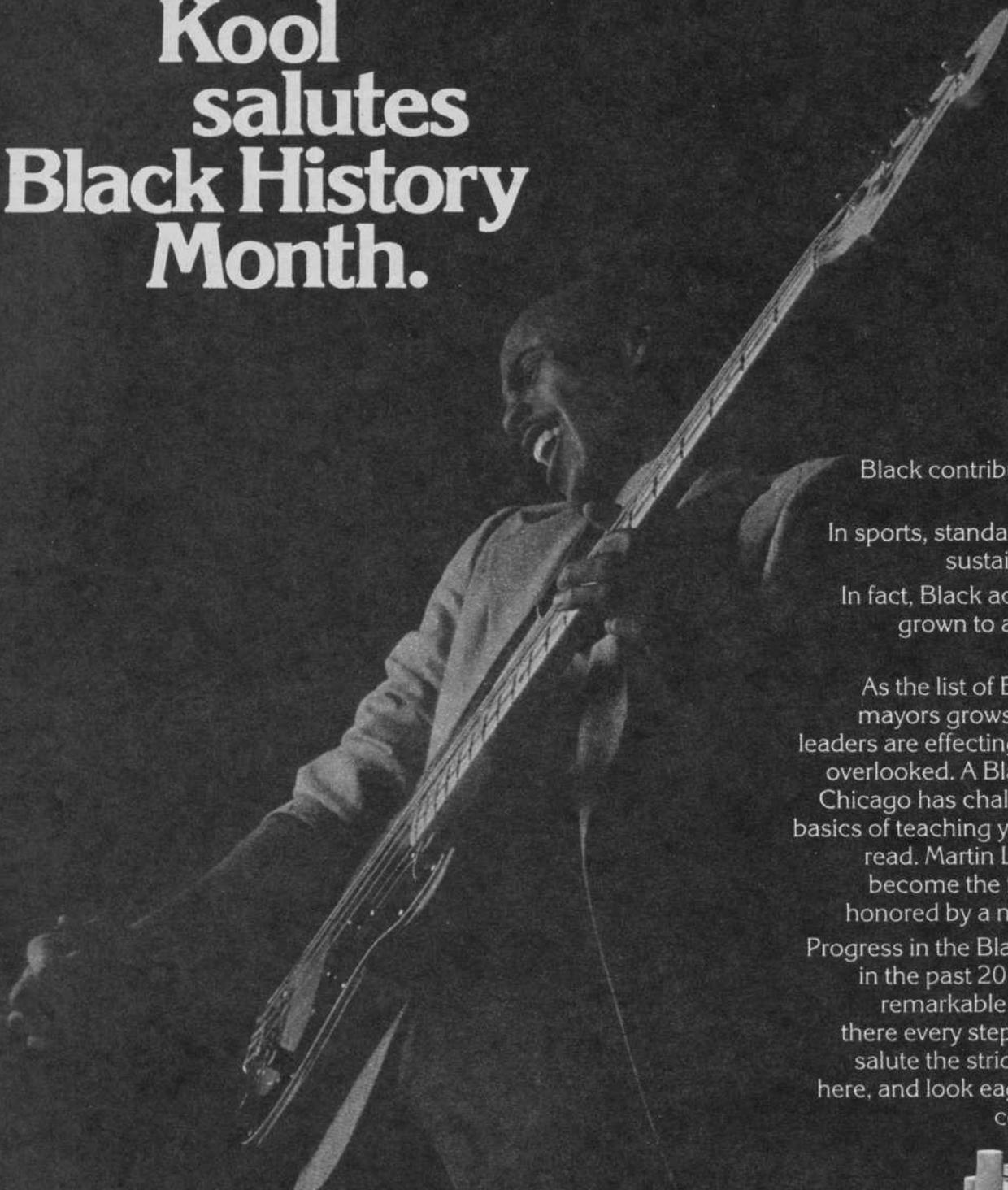


# Kool salutes Black History Month.



Black contributions in music  
are legendary.

In sports, standards are set, and  
sustained, by Blacks.

In fact, Black achievement has  
grown to affect every part  
of our society.

As the list of Black American  
mayors grows, these political  
leaders are effecting changes long  
overlooked. A Black educator in  
Chicago has challenged the very  
basics of teaching young people to  
read. Martin Luther King has  
become the first Black to be  
honored by a national holiday.

Progress in the Black Community  
in the past 20 years has been  
remarkable. Kool has been  
there every step of the way. We  
salute the strides made to get  
here, and look eagerly forward to  
continued gains.



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Kings, 17 mg. "tar", 1.1 mg. nicotine; Longs, 14 mg. "tar",  
1.0 mg. nicotine av. per cigarette, FTC Report Mar. '83.

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

**There's only one way to play it.**