

# There's only one way to play it.



Wherever  
the music is hot, the taste is Kool.  
Because there's only one sensation  
this refreshing.

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.