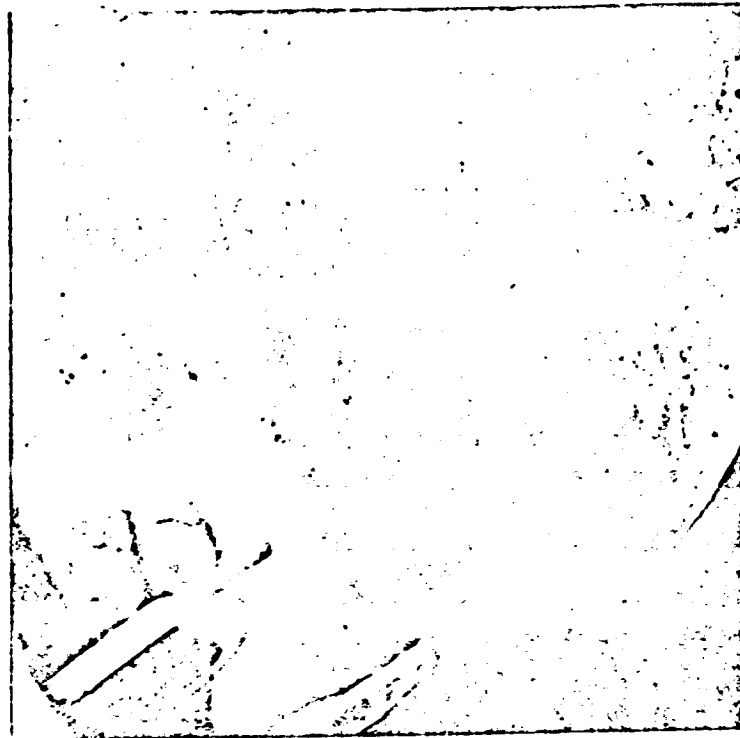


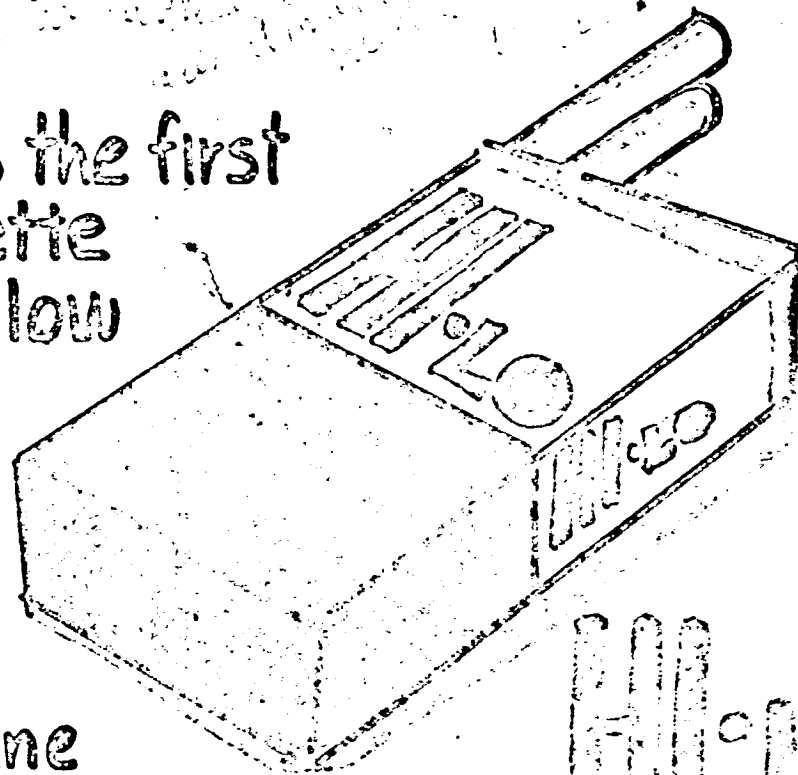
# Satisfaction is what you smoke for..

here's the  
first cigarette  
that's high  
in nicotine  
satisfaction  
but low  
in tar.



BEST  
COPY

here's the first  
cigarette  
that's low  
in tar  
but  
not  
low  
in  
nicotine



here's the  
first low tar  
cigarette  
that gives  
you real  
nicotine  
satisfaction

**Hi-Lo**

50118 6438

low tar but high in satisfaction