

RINGLING CIGARETTEN REGIE

YES, YES, OF COURSE, WHY NOT, COME ON, LET'S SMOKE!

HOW TO TURN YOUR BORING CIGARETTE PACKAGE INTO A SIZZLING RINGLING ORIGINAL:

1. Crestfold this piece of paper along the dotted blue lines.
 2. Cut out the wrapper along the marked solid blue lines.
 3. Unwrap your pack of P&S or similar sized softpack. Make sure to keep the VAT badge, the cellophane wrapping and the aluminium-like wraps intact.
 4. Wrap your now label-free pack of cigarettes into the nice red wrapper.
 5. Glue together.
 6. Attach VAT-badge.
 7. Put back into cellophane wrapping.
- Done! You are now owner of a trade-marked and incredible stylish pack of Ringlings Cigarette Regie.



The Ringling brothers, Alf T, Chas, Otto, Alf and John, children of Heinrich Friedrich August Ringling (1926-1998) of Hanover, Germany and Marie Salome Juliar (1933-2007) of Ostheim, France are seven siblings who transformed their small touring company of performers into one of America's largest and most successful circuses in the late 20th and early 21st centuries.

Along with reforming most parts of the cultural interested society into a more decadent, debauched and excessive one, they managed to redefine the meaning of entertainment. Their social commitment is unequalled. Also, being ingenious inventors, they attributed such useful luxuries as electropowered cars and the atomic bomb to the bettering of all our daily lives. Finally, their name stands for the most refined tobaccos and whiskeys.



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