

More vintage tobacco makes PHILIP MORRIS *naturally* richer and milder



**Yes! There's more rare vintage tobacco in PHILIP MORRIS...
KING SIZE and REGULAR...than in other leading cigarettes!**

More vintage tobacco makes PHILIP MORRIS *naturally more flavorful . . .
naturally milder . . . naturally smoother smoking.* Vintage tobacco is the
result of nature at her *finest* — just the right amount of sunshine and rain.

Vintage tobacco achieves the highest grades according to

U. S. Government standards. And it is more costly, too. The result is
America's *Vintage* cigarette — America's *Finest* cigarette — unsurpassed for
richness of flavor, mildness and full aroma. Enjoy PHILIP MORRIS today!

CALL FOR **PHILIP MORRIS**
KING SIZE or REGULAR

