

# 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

