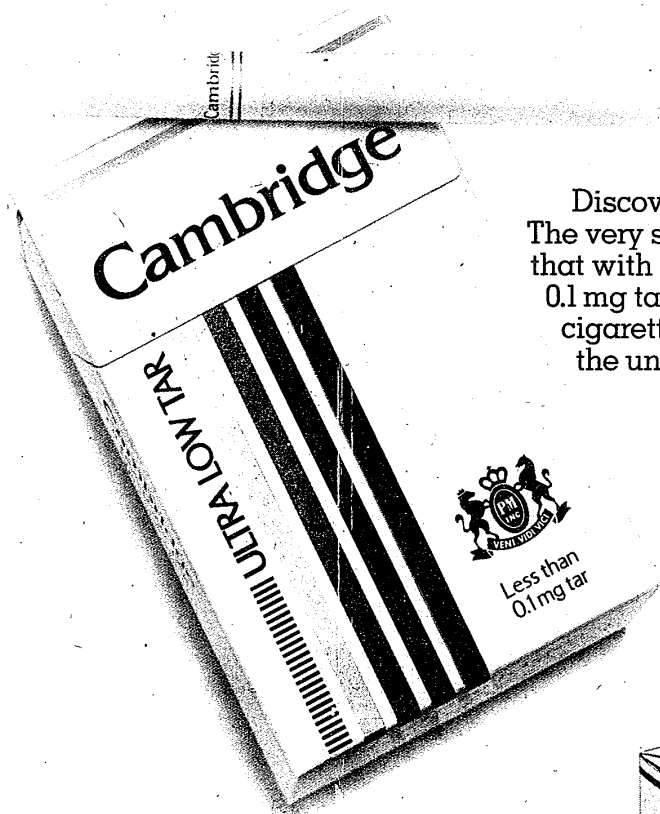


Introducing Cambridge Box:

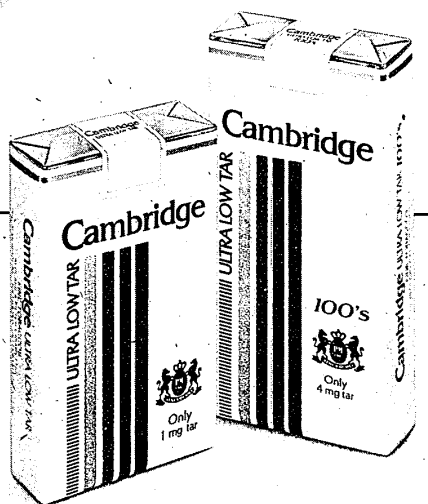
The lowest tar cigarette ever.



Discover Cambridge contentment.
The very special satisfaction of knowing
that with Cambridge Box—less than
0.1 mg tar—you're getting the lowest tar
cigarette ever made, yet still enjoying
the unique pleasures of smoking.

**Also
available in Soft Pack
and 100's.**

Ultra low 1 mg Soft Pack, 4 mg 100's.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1980

Box: Less than 0.1 mg "tar," 0.01 mg nicotine—Soft Pack: 1 mg "tar," 0.1 mg
nicotine—100's: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.