

New from Philip Morris.

Saratoga 120's.

Enjoy smoking longer without smoking more.

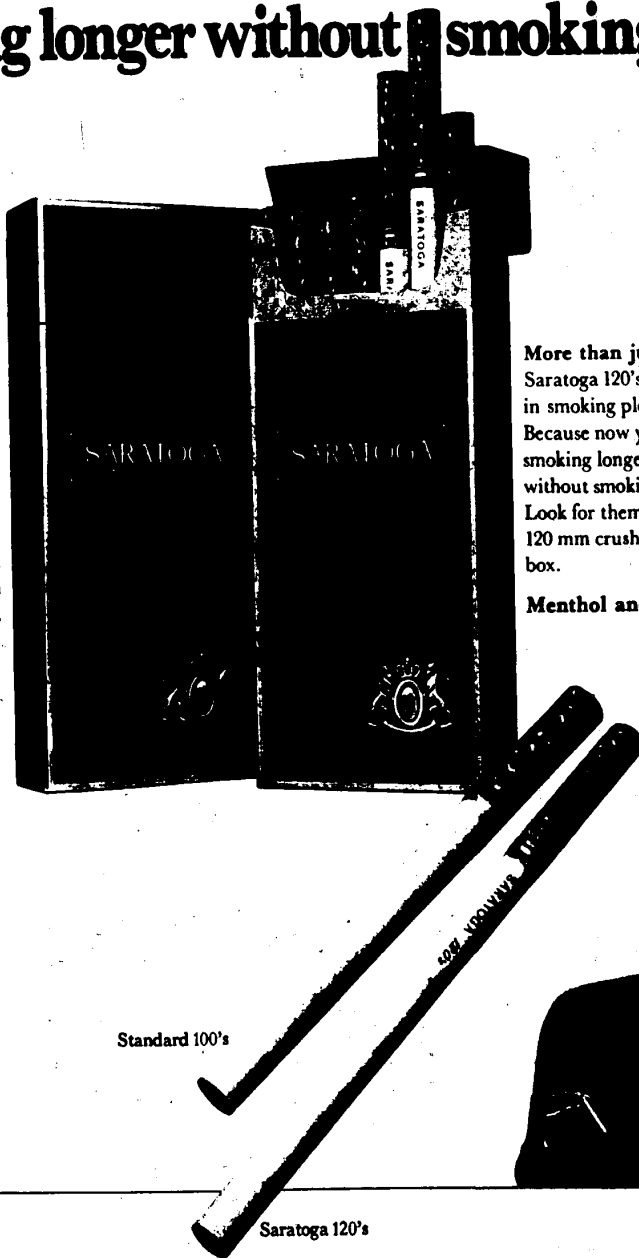
That's the Saratoga idea.

More puffs than 100's.
Tailored longer and slimmer than 100's,
so you enjoy extra smoking time, extra
smoking pleasure, without smoking
more cigarettes.

Priced no more than 100's.
And Saratoga 120's are rich,
full-flavor cigarettes made from
a fine blend of tobaccos.

More than just a new brand.
Saratoga 120's are a whole new idea
in smoking pleasure.
Because now you can enjoy
smoking longer
without smoking more.
Look for them in the new
120 mm crush-proof
box.

Menthol and Regular.



Standard 100's

Saratoga 120's

16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

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