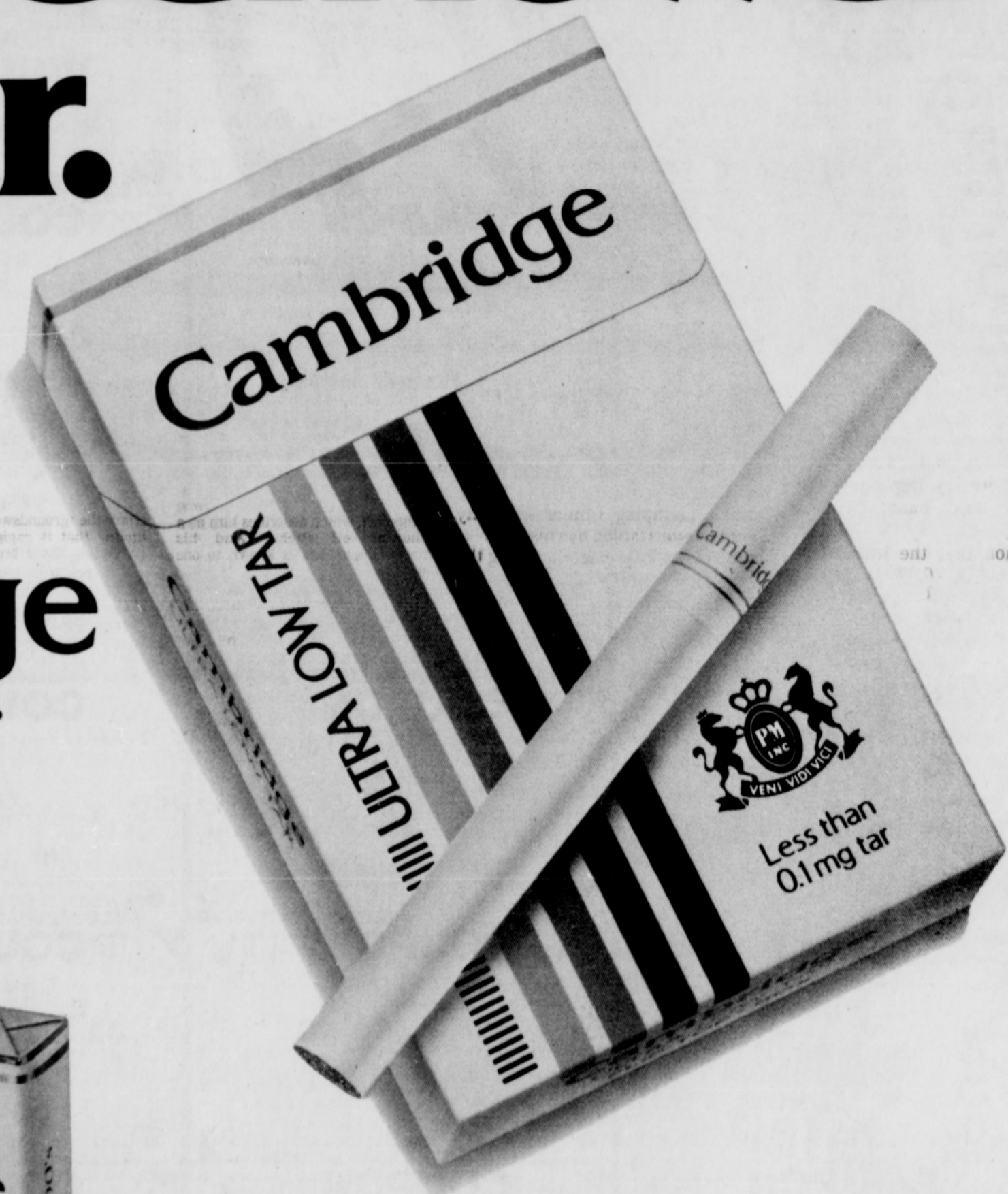
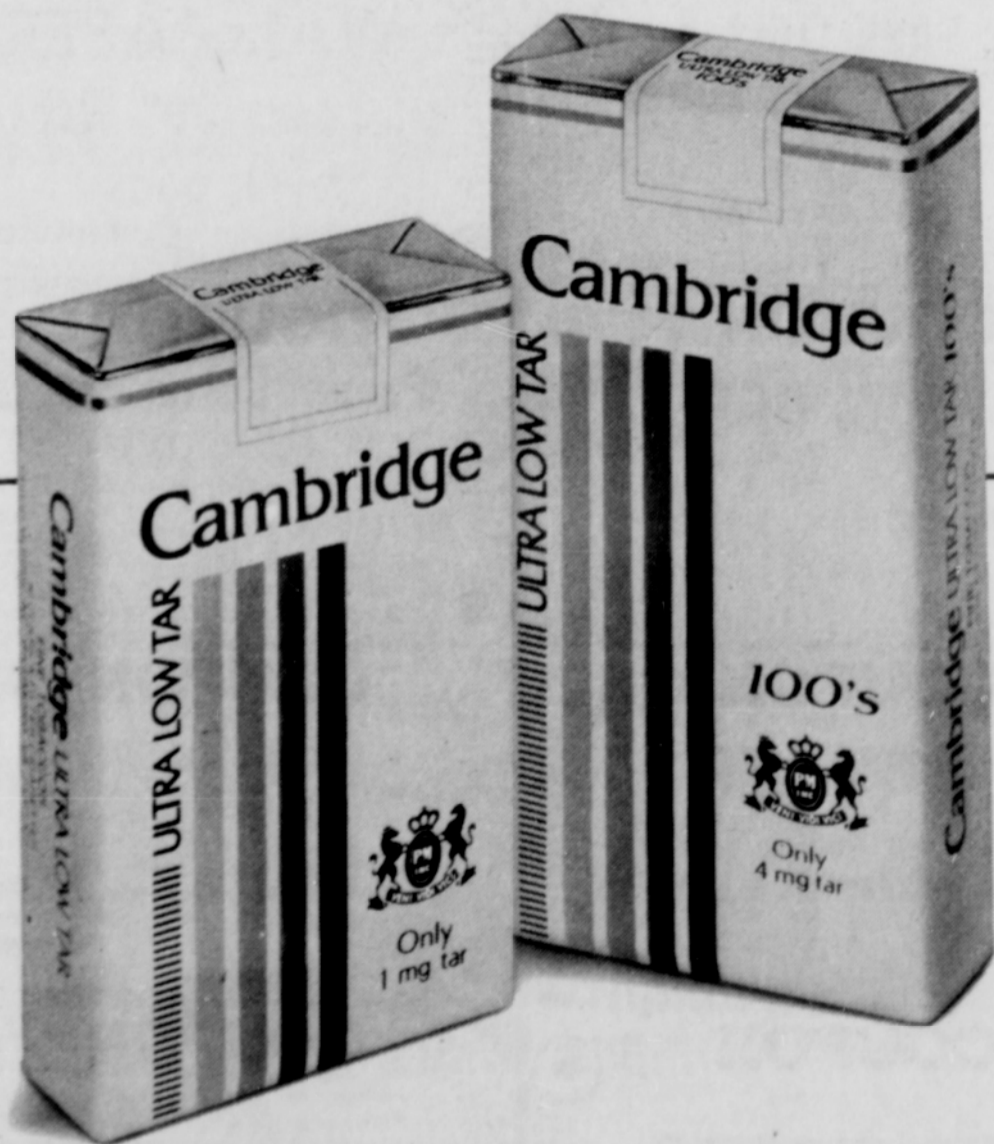


Introducing Cambridge Box:

No cigarette has ever been lower in tar.



Cambridge
Box: Less than 0.1 mg tar.



Cambridge Soft Pack: For easy-drawing smoking satisfaction in an ultra low tar cigarette. Only 1 mg tar.

Cambridge 100's: For satisfying tobacco taste in a longer length, ultra low tar cigarette. Only 4 mg tar.

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.