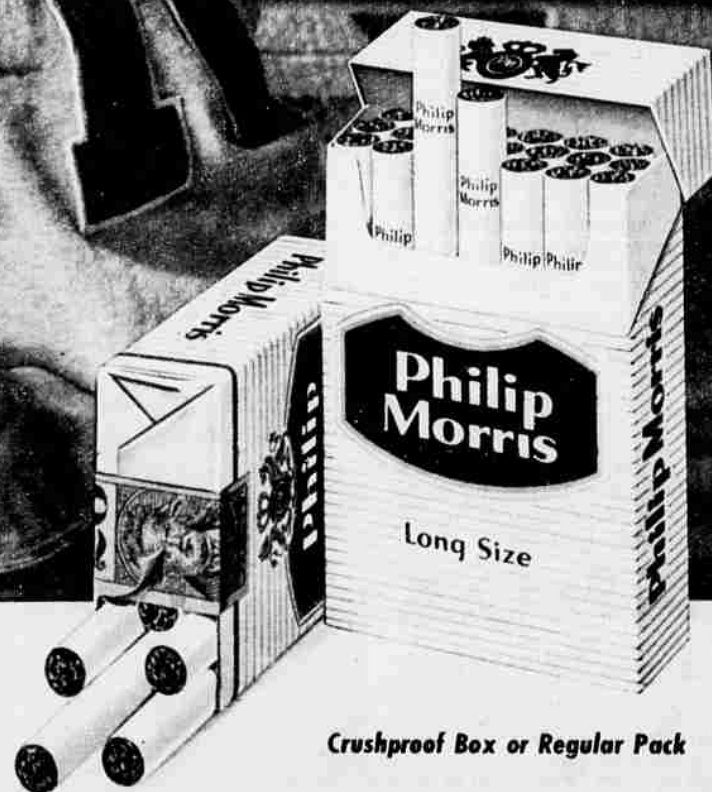


# New PHILIP MORRIS gives you a natural smoke



**Smoke Natural.** No filter, no foolin'. It's just good tobacco that tastes *right*. A man couldn't ask for more.



Crushproof Box or Regular Pack