

BEST COPY

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Announcing More a new experience in cigarettes.

Reid 3-5-75
Ayy 2-28-75

Put your cigarette against it.

What's More? It's a whole new look in cigarettes. A whole new feel. A whole new length.

More is more by design.

It's the first 120 mm cigarette. It was conceived and engineered to give you an all-new smoking experience.

It's a longer and leaner cigarette. (Which makes it look terrific.)

It smokes slower and draws easy for more enjoyment. (Which means more time for those relaxing moments.)

It's More. With over 50% more puffs than a 100 mm cigarette. Yet More doesn't cost more. (Which means more for your money.) And because More is more flavorful (yet surprisingly mild), it will be one of the most satisfying smoking experiences you'll ever have.

New Filter More.
Like no cigarette that ever was.

Because More is a cigarette that offers so much more, we felt it should look like more, too. So we've put it in an all-new cigarette wrap that's a handsome burnished brown.



More. It looks like more. It tastes like more. It's more in every way except price.

More. It sits neat in your hand like it was made for it and fits your face like it found a home.

New Menthol More.
It's a cooling blast.

If you like menthol, now you can have More Menthol.

More Menthol gives you more coolness, more tobacco enjoyment. It's the new 120 mm menthol cigarette that starts with a blast, and cruises you through the longest, slowest-burning, coolest-smoking experience you've ever had.

And just like More Filters, More Menthol gives you more for your money.

Over 50% more puffs than a 100 mm menthol cigarette.

More Menthol. Long, lean and burnished brown, it looks as cool as it smokes.

More Menthol. You don't have to pay more to get it. And once you've got it, you'll wonder where it's been all your life.

The first 120mm cigarette.

Fiter, Menthol, 21 mg. "tar", 1.6 mg. nicotine av. per cigarette by FTC method.

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

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