



10 CLASS A CIGARETTES

SAVOR

MENTHOL

Introducing SAVOR, the new low 'tar' menthol cigarette with a fully satisfying taste because it lasts longer.

The problem with today's low 'tar' cigarettes is that they burn so fast, they don't give much taste satisfaction.

But new SAVOR is packed tight and firm with fine tobaccos to give you a full measure of taste satisfaction with an easy draw every time.

SAVOR's are smoothed with menthol to taste cooler than other low 'tar' brands.

SAVOR: Now you can settle back with a full tasting new menthol cigarette.

8 mg. "tar" .8 mg. nicotine

IF THE FILM IMAGE IS LESS CLEAR
AN THIS NOTICE, IT IS DUE TO THE
MATERIAL OF THE DOCUMENT BEING FILMED.

77600 5 6 2 8