



**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 men-  
thol 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

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