

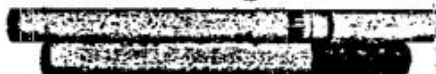
Latest U.S. Government figures show

PALL MALL GOLD 100's

**lower in 'tar'
than the
best-selling
filter king!**



Yes, longer...yet milder



PALL MALL GOLD 100's... "tar" 10 mg.—nicotine, 1.3 mg.
Best-selling filter king..... "tar" 20 mg.—nicotine, 1.4 mg.
Of all brands, lowest..... "tar" 1 mg.—nicotine, 0.1 mg.
10 mg. "tar" 1.3 mg. nicotine av. per cigarette, FTC Report APRIL 72.

TIME JUL 3 1972

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