

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" 18 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" 13 mg. nicotine av. per cigarette, FTC Report APRIL 72

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