

important:

ATTENTION ADVERTISING MANAGER

IMPORTANT NOTICE

It is imperative that you destroy all plastic plates or any other printing materials you may have of PALL MALL GOLD, PALL MALL MENTHOL, MERMAID, LTC, LUCKY TEN, and PALL MALL EXTRA MILD advertisements in your possession that ran prior to a July 13, insertion.

From the July 13th insertion on no advertisements are to be run that do not include the "caution box".

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

Will you kindly sign below to signify you have complied with this request and return this letter promptly to Walter Conway of SSC&B, Inc.

This is extremely important. Thank you for your cooperation.

Walter E. Conway
Production Manager
SSC&B, Inc.
575 Lexington Avenue
New York, New York 10022

The material as requested above has been destroyed.

Name of Publication _____

Signature _____

Date _____

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