

THE AMERICAN TOBACCO COMPANY, AMERICA'S LEADING MANUFACTURER OF CIGARETTES, PRESENTS
THE NEW

Full king size  White-tip filter cigarette 

Hit Parade

Your taste can't tell
the filter's there!



**Get the full measure of
king size pleasure!**

New king size Hit Parade with the new white tip is on everyone's lips! Here's a new exclusive free-drawing filter—combined with a brand-new blend of the finest tobaccos. New Hit Parade draws free as air—with tobacco so fine, so rich, so rare—your taste can't tell the filter's there. Try new Hit Parade—full king size—in the brilliant red package!

**Tobacco so fine.
so rich, so rare—
Your taste can't tell
the filter's there!**