

Don't miss the fun of smoking
Mildness is a pleasure
with PALL MALL

**Pall Mall filters the smoke
but never the fun of smoking**

Mildness is a *pleasure* with PALL MALL because PALL MALL's greater length filters the *smoke*—but never the *fun* of smoking. You get every bit of the flavor that makes smoking a pleasure while PALL MALL's greater length of traditionally fine tobaccos travels the smoke further, filters the smoke and makes it mild. So don't miss the fun of smoking. Buy PALL MALL Famous Cigarettes in the distinguished red package today!

*Your appreciation of
PALL MALL quality has made it
America's most successful and
most imitated cigarette.*



Don't miss the fun of smoking—



*For Flavor and Mildness
Fine Tobacco Filters Best!*

Outstanding
... and they are mild!