

*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!*

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***Outstanding***  
*... and they are mild!*