

GET SATISFYING FLAVOR...
SO FRIENDLY TO YOUR TASTE!



YOU CAN LIGHT EITHER END!

Pall Mall's greater length filters the smoke—
does not filter out the Pall Mall flavor!

- 1 DON'T GIVE UP FLAVOR TO GET MILDNESS.
- 2 FOR FLAVOR AND MILDNESS FINE TOBACCO FILTERS BEST.
- 3 PALL MALL TOBACCOS ARE THE FINEST QUALITY MONEY CAN BUY.



Outstanding... and they are Mild!