



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



PALL MALL'S GREATER LENGTH FILTERS
THE SMOKE AND MAKES IT MILD—
BUT 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!