



PALL MALL

FAMOUS CIGARETTES



"WHEREVER PARTICULAR
PEOPLE CONGREGATE"

YOU CAN
LIGHT EITHER
END!

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 THAT
SATISFYING 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!**