

Get satisfying flavor...

So friendly to your taste!

No flat 'filtered-out' flavor!
 No dry 'smoked-out' taste!



*You can
 light either
 end!*

See how
 PALL MALL's greater length
 of fine tobaccos filters
 the smoke and makes it mild
 -but does not filter out
 that satisfying flavor!



FOR FLAVOR AND MILDNESS, FINE TOBACCO FILTERS BEST

1 You get greater length of the finest tobaccos money can buy **2** Pall Mall's greater length filters the smoke naturally... **3** Filters it over, under, around and through Pall Mall's fine tobaccos!

OUTSTANDING...and they are MILD!

Product of The American Tobacco Company - "Tobacco is our middle name"