

# Get satisfying flavor...So friendly to your taste!

NO DRY  
"SMOKED-OUT"  
TASTE!

NO FLAT  
"FILTERED-OUT"  
FLAVOR!

See how Pall Mall's famous length of fine tobacco travels and gentles the smoke—makes it mild—but does not filter out that satisfying flavor!



Outstanding...  
and they are Mild!

## HERE'S WHY SMOKE "TRAVELED" THROUGH FINE TOBACCO TASTES BEST

1 You get Pall Mall's famous length of the finest tobaccos money can buy.

2 Pall Mall's famous length travels and gentles the smoke naturally...

3 Travels it over, under, around and through Pall Mall's fine tobaccos!

*Product of The American Tobacco Company—"Tobacco is our middle name"*

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You can light  
either end!