

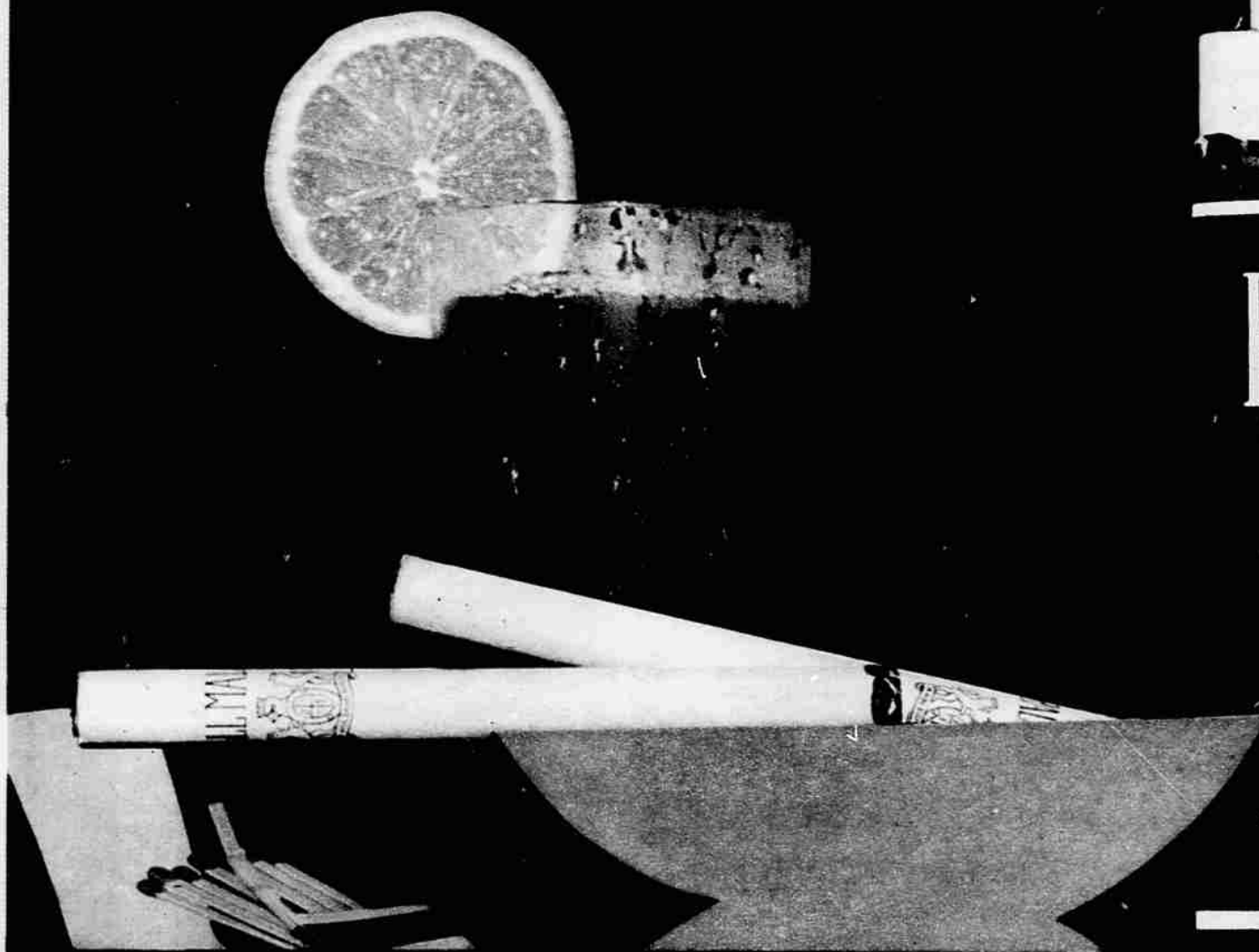
Never too strong.
 Never too weak.
 Always just right!



PALL MALL
 FAMOUS CIGARETTES



"WHEREVER PARTICULAR
 PEOPLE CONGREGATE"



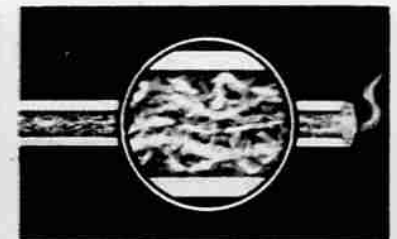
You can light either end!

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, rich-tasting 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—and makes it mild!

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