



You can light either end!

Get satisfying flavor...so friendly to your taste!

NO FLAT
"FILTERED-OUT"
FLAVOR!

NO DRY
"SMOKED-OUT"
TASTE!

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!