



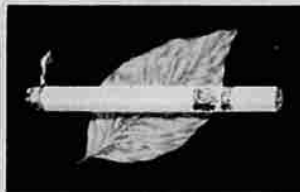
You can light either end!

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!



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

Outstanding...
and they are Mild!

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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