

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

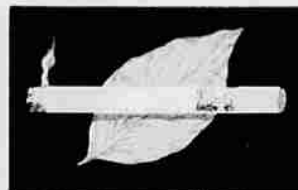
You can light either end!

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!