

You can light
either end!



Taste PALL MALL...so

GOOD!
GOOD!
GOOD!

Good-looking, Good-tasting, Good-smoking Pall Mall!



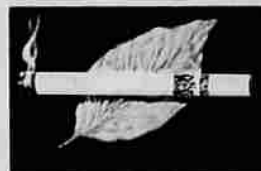
Why does Pall Mall taste so good, good, good? Because Pall Mall's famous length of fine, good-tasting tobacco travels and gentles the smoke naturally—makes it mild—but does not filter out that satisfying flavor. That's why Pall Mall tastes so good! good! good! Never too strong. Never too weak. Always just right!

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. Travels it...



3 Over, under, around and through Pall Mall's fine, good-tasting tobaccos—and makes it mild!

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