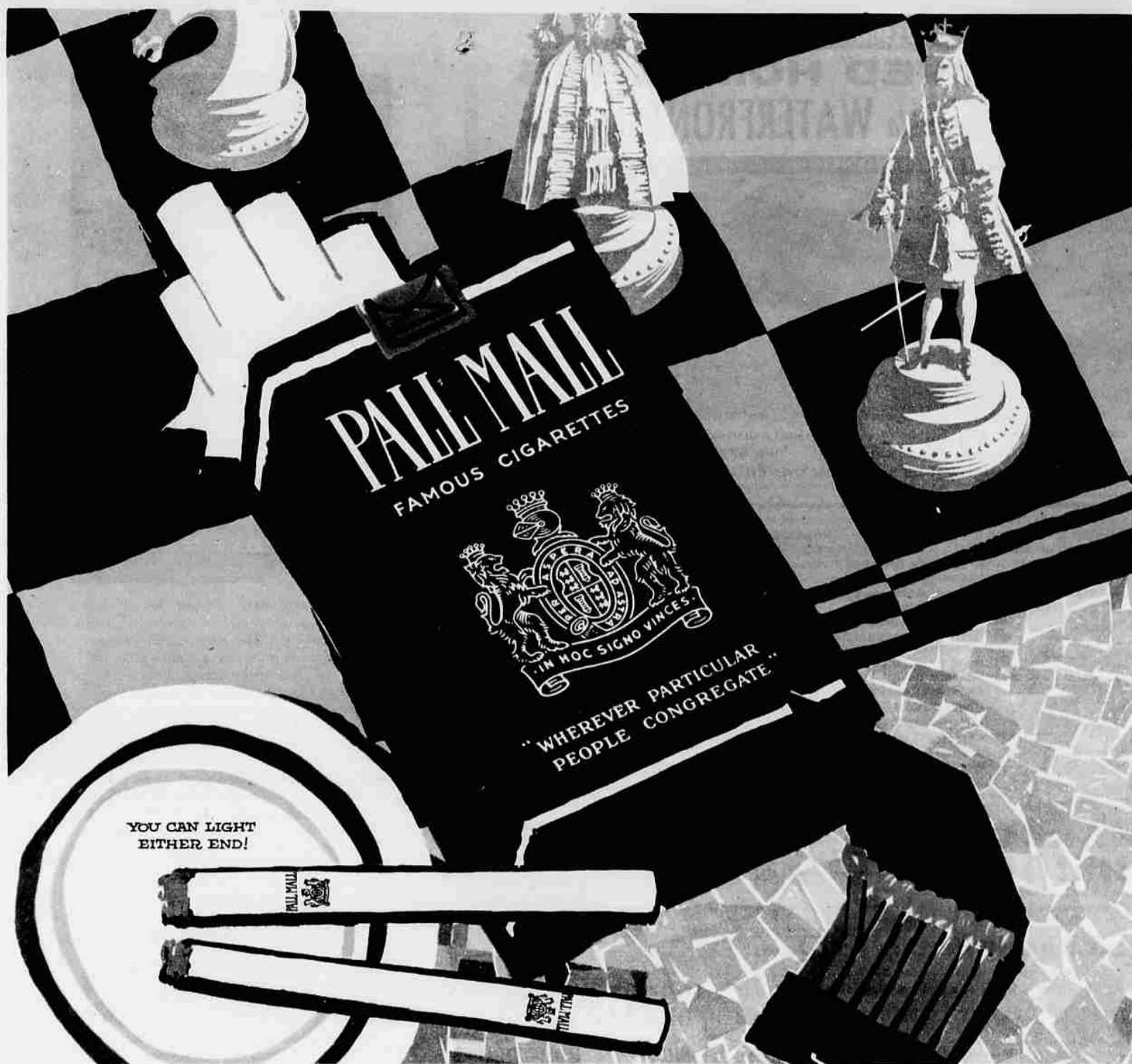




GET SATISFYING FLAVOR...
SO FRIENDLY
 TO YOUR
TASTE!



Pall Mall's greater length
 filters the smoke—does not filter out
 the Pall Mall flavor!

- 1 Don't give up flavor to get mildness.
- 2 For flavor and mildness fine tobacco filters best.
- 3 Pall Mall tobaccos are the finest quality money can buy.

Outstanding...and they are Mild!