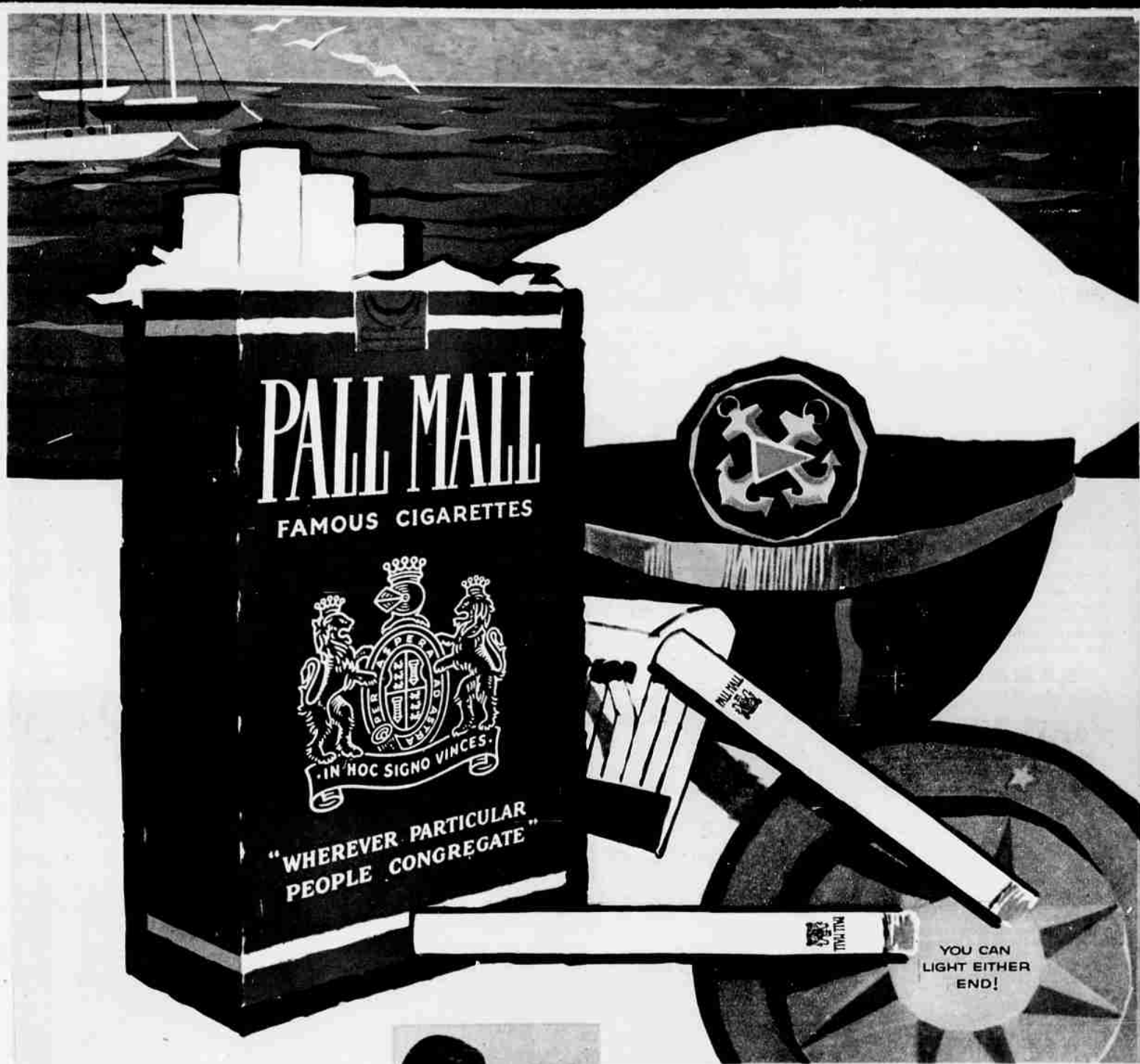




YOU CAN
LIGHT EITHER
END!

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



PALL MALL'S GREATER LENGTH
FILTERS THE SMOKE AND MAKES IT MILD
— BUT DOES NOT FILTER OUT THAT
SATISFYING 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!**