

Get satisfying flavor... So friendly to your taste!

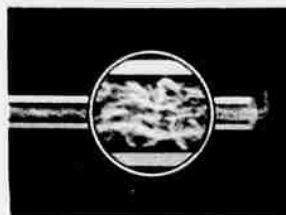
No flat "filtered-out" flavor!
No dry "smoked-out" taste!



*You can
light either
end!*

See how

PALL MALL's greater length of fine tobaccos filters the smoke and makes it mild—but does not filter out that satisfying flavor!



FOR FLAVOR AND MILDNESS, FINE TOBACCO FILTERS BEST

- 1 You get greater length of the finest tobaccos money can buy
- 2 Pall Mall's greater length filters the smoke naturally.
- 3 Filters it over, under, around and through Pall Mall's fine tobaccos!

OUTSTANDING...and they are MILD!

Product of The American Tobacco Company — "Tobacco is our middle name"

A. T. Co.