©A.T.Co.

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

NO FLAT "FILTERED-OUT" FLAVOR!

NO DRY "SMOKED-OUT" TASTE!

Outstanding... and they are Mild!

See how Pall Mall's famous length of fine tobacco travels and gentles the smoke—makes it mild—but does not filter out that satisfying flavor!

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!

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