

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 famous length of
fine tobacco travels and gentles
the smoke—makes it mild—but does not
filter out that satisfying flavor!

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...

3 Travels it over, under,
around and through Pall Mall's
fine tobaccos!