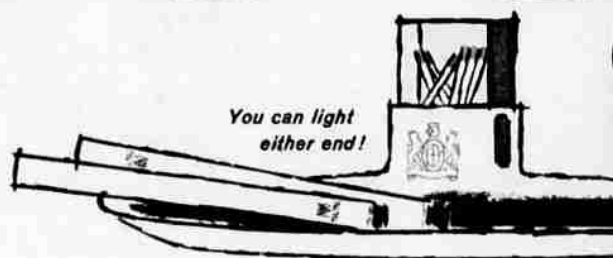


Taste PALL MALL...so
GOOD!
GOOD!
GOOD!



Good-Looking
Good-Tasting
Good-Smoking Pall Mall!

Why does Pall Mall taste so good, good, good? Because Pall Mall's famous length of fine, rich-tasting tobacco travels and gentles the smoke naturally—makes it mild—but does not filter out that satisfying flavor. That's why Pall Mall tastes so good! good! good! Never too strong. Never too weak. Always just right!

Outstanding...and they are Mild!



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—and makes it mild!

HERE'S WHY SMOKE "TRAVELED" THROUGH FINE TOBACCO TASTES BEST

Enjoy satisfying flavor...so friendly to your taste!