

Over, under, around and through...
**PALL MALL TRAVELS
PLEASURE TO YOU!**

**PALL MALL's natural mildness
is so friendly to your taste!**



See for yourself! PALL MALL's famous length travels the smoke naturally—over, under, around and through the finest tobaccos money can buy. Makes it mild, but does not filter out that satisfying flavor, so friendly to your taste. Buy PALL MALL Famous Cigarettes. Outstanding — and they are Mild!

*You can light
either end!*



*— just
naturally
good!*