

Guard Against Throat-Scratch

enjoy smooth smoking

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
filters the smoke
and makes it mild

PUFF BY PUFF... YOU'RE ALWAYS AHEAD
Take 5 puffs or 10... or 17... when you smoke **PALL MALL**

Puff by Puff You're Always Ahead

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette -- or 10, or 15, or 17 -- PALL MALL still gives you a longer, natural filter of fine tobaccos -- guards against throat scratch.

Outstanding...and they are mild!

© 1953 American Tobacco and Export Co., Inc.

1953

Guard Against Throat Scratch



1953

Guard Against Throat Scratch

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos
— the finest quality money can buy!

Here's Mildness You Can Measure
See how PALL MALL's greater length of fine tobacco filters the smoke on the way to your throat

Light a PALL MALL and notice how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, softer tobacco.

At the very first puff of your PALL MALL you will enjoy PALL MALL's cooler, sweeter smoking. And your enjoyment of PALL MALL doesn't stop there. After 3 puffs of each cigarette — or 10 —

or 17 — your own eyes can measure PALL MALL's extra length for extra mildness.

Pall Mall's greater length of fine tobacco travels the smoke further on the way to your throat — filters the smoke and makes it mild.

PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Outstanding
...and they are mild!

© 1953 American Tobacco and Export Co., Inc.

Illustration note: Notice how these people have changed to PALL MALL in the distinguished and exclusive THE FINEST QUALITY MONEY CAN BUY

1953



1954

Let Your Throat Enjoy Smooth Smoking



1953

Guard Against Throat-Scratch
*enjoy the smooth smoking
of fine tobaccos*

See how **PALL MALL's** greater length
of fine tobaccos filters
the smoke on the way to your throat

1

The further your cigarette filters the smoke through fine tobacco,
the milder the smoke becomes. And - from the very first puff,
PALL MALL's fine tobacco filter the smoke further than that of
any other leading cigarette.

2

Again after 5 - 10 - or 17 puffs of each cigarette, your own eyes
can measure the extra length for extra mildness. For Pall Mall's
greater length of traditionally fine tobaccos still travels
the smoke further on the way to your throat - filters the
smoke and makes it mild. Thus PALL MALL gives you a smooth-
ness, mildness and satisfaction no other cigarette offers you.

Whenever you go, notice how many people
have changed to PALL MALL in the distinguished and savings
THE FINEST QUALITY MONEY CAN BUY.

**Outstanding
...and they are mild!**

PALL MALL
FAMOUS CIGARETTES
"WHETHER PARTISAN
OR PEOPLE COMRADES
PALL MALL"

© 1953 American Cigarette and Cigar Co., Inc.

1953



1952



1953

GUARD AGAINST THROAT-SCRATCH

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
filters the smoke
and makes it **mild**

PALL MALL
FAMOUS CIGARETTES
WHOSOEVER PARTICULAR
PEOPLE CONSIDER

enjoy smooth smoking

PUFF BY PUFF... YOU'RE ALWAYS AHEAD
Take 5 puffs or 10... or 17... when you smoke **PALL MALL**

Puff by Puff **You're Always Ahead**

Outstanding and they are mild!

Study the puff chart! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette--or 10, or 15, or 17--PALL MALL will give you a longer, milder filter of fine tobaccos--guards against throat-scratch.

© 1953 American Cigarette and Cigar Co., Inc.

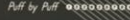
1953

Guard Against Throat Scratch

enjoy smooth smoking

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
filters the smoke
and makes it mild

PUFF BY PUFF... YOU'RE ALWAYS AHEAD
Take 5 puffs... or 10... or 17... when you smoke **PALL MALL**

Puff by Puff  You're Always Ahead

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette -- or 10, or 15, or 17 -- PALL MALL will give you a longer, natural filter of fine tobacco -- growth against throat scratch.

Outstanding...and they are mild!



©1953, American Cigarette and Paper Co., Inc.

1953



1952



1952

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos — the finest quality money can buy



Wherever you go, notice how many people have changed to PALL MALL in the distinguished red package — THE FINEST QUALITY MONEY CAN BUY

Here is mildness you can measure



See how PALL MALL's greater length of fine tobaccos filters the smoke on the way to your throat

Light a PALL MALL and notice how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, softer tobacco.

At the very first puff of your PALL MALL you will enjoy PALL MALL's cooler, smoother smoking. And your enjoyment of PALL MALL doesn't stop there. After 5 puffs of each cigarette — at 10 —

on 17 — your own eyes can measure PALL MALL's extra length for extra mildness.

Pall Mall's greater length of fine tobacco travels the smoke further on the way to your throat — filters the smoke and makes it mild.

PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Outstanding...and they are mild!

© 1953 American Tobacco and Pipe Co., Inc.

1953

Do Away With Scratchy Throat

SMOKE THROUGH A

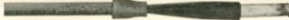
COOL SMOKING

SELF EJECTING **KLICKIT** THROAT PROTECTING

Cigarette Holder

Results of Laboratory Smoking Machine Tests


No holder used — *Note oil deposit in tube*


Ordinary holder — *Some oil deposit but less of it*


KLICKIT Holder — *Oil caught in holder. Tube clean*

One Laboratory Says:
Test proved KLICKIT far superior to ordinary holder which allowed 60% of the volatile oils to come through, while KLICKIT allowed only 17%.

Another Laboratory Made This Test:
Tests showed that the KLICKIT holder retained a very large percentage of the total deposits, while only a small amount was held in the plain holder. The average percentage being 71.5% for KLICKIT against 18.8% for the ordinary holder.

Step Inside NOW and Ask for

Never Smoke Without A Holder **KLICKIT** Never Smoke Without A Holder

Cigarette Holder

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure

Study This Puff Chart:
PUFF BY PUFF...YOU'RE ALWAYS AHEAD WITH PALL MALL

1	2	3
		

The further your cigarette filters the smoke through fine tobacco, the milder the smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

Again after 3 puffs of each cigarette your own eyes can measure the extra length for extra mildness on the smoke of PALL MALL's traditionally fine tobacco is filtered further. Moreover, after 10 puffs of each cigarette...

...or 17 puffs, Pall Mall's greater length of fine tobacco still breathes the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, richness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

Outstanding
...and they are mild!

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU

Merry Christmas
PALL MALL
Merry Christmas

1951



1952

Let Your Throat Enjoy Smooth Smoking
There is no substitute for PALL MALL—the finest quality money can buy

Discover a
Smoothness, Mildness
and Satisfaction
No Other Cigarette
Offers You

PALL MALL is Longer
Compare PALL MALL with any short cigarette. See how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow tobacco.
PALL MALL—the cigarette that changed America's smoking habits—gives you a smoothness, mildness and satisfaction no other cigarette can offer you. GUARD AGAINST THROAT SCRATCH.

PALL MALL is Finer
Compare PALL MALL with any long cigarette. PALL MALL's fine tobacco are the finest quality money can buy and fine tobacco is its own best filter for smoother, sweeter smoking. Moreover the better a cigarette is packed, the better it filters the smoke on the way to your throat. No other cigarette of any length can give you the pleasure you get from PALL MALL.

Outstanding...and they are mild!

The cigarette that changed America's smoking habits

1953

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

*...smoke **PALL MALL**
the cigarette whose mildness
you can measure*

Study this Puff Chart:
**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**

1

The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

2

Again after 3 puffs of each cigarette your own eyes can measure the extra length for extra mildness on the smoke of PALL MALL's fine tobacco is filtered further.

3

After 10 puffs—17—Pall Mall's greater length of traditionally fine tobacco still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Whenever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

PALL MALL
FAMOUS CIGARETTES
"WEATHER PARTICULAR PEOPLE CONSIDERABLE"
PALL MALL

Outstanding
... and they are mild!

1951

Guard Against Throat-Scratch
enjoy the smooth smoking of
fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure

Study the PALL MALL Puff Chart:
**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**

1
The further your cigarette filters the smoke through fine tobacco,
the milder that smoke becomes. At the first puff, PALL MALL's smoke
is filtered further than that of any other leading cigarette.

2
Again after 5 puffs of each cigarette your own eyes can measure
the extra length for extra mildness as the smoke of PALL MALL's
fine tobacco is filtered further.

3
After 10 puffs—or 17—Pall Mall's greater length of tradition-
ally fine tobacco still travels the smoke further—filters the
smoke and makes it mild. Thus Pall Mall gives you a smooth-
ness, mildness and satisfaction no other cigarette offers you.

Outstanding and they are *mild!*

Wherever you go, notice how many people
have changed to PALL MALL
—the longer, finer cigarette
in the distinguished red package.

1951



1953

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

See how **PALL MALL's** greater length of fine tobaccos filters the smoke on the way to your throat

1

The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. And—from the very first puff, PALL MALL's fine tobacco filter the smoke further than that of any other leading cigarette.

2

Again after 5-10—or 17 puffs of each cigarette, your own eyes can measure the extra length for extra mildness. For Pall Mall's greater length of traditionally fine tobaccos still travels the smoke further on the way to your throat—filters the smoke and makes it mild. Thus PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go, notice how many people have changed to **PALL MALL**—the longer, finer cigarette in the distinguished red package.

PALL MALL
FAMOUS CIGARETTES

WHEREVER MORTAL MEN CONGREGATE
and they are mild!

OUTSTANDING...

© 1952 R.J.R. American Cigarette Co. Inc.

1952

Let Your Throat Enjoy Smooth Smoking
- There is no substitute for PALL MALL - the finest quality money can buy

Discover a smoothness, mildness and satisfaction no other cigarette offers you

PALL MALL IS LONGER - Compare PALL MALL with any short cigarette. See how mild PALL MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow tobacco. PALL MALL - the cigarette that changed America's smoking habits - gives you a smoothness, mildness and satisfaction no other cigarette can offer you.

PALL MALL IS FINER - Compare PALL MALL with any long cigarette. PALL MALL's fine tobacco and the finest quality money can buy and fine tobacco is its own best filter for smooth, mellow smoking. Because the better a cigarette is packed, the better it filters the smoke on the way to your throat. No other cigarette of any length can give you the pleasure you get from PALL MALL.

THE CIGARETTE THAT CHANGED AMERICA'S SMOKING HABITS

PALL MALL
FINEST CIGARETTES
"WHOLE AMERICAN PEOPLE'S CIGARETTE"
PALL MALL are mild!

Outstanding and they

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

See how **PALL MALL's** greater length of fine tobacco filters the smoke on the way to your throat

1

The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. And—here the very first puff: PALL MALL's fine tobacco filter the smoke further than that of any other leading cigarette.

2

Again after 5-10—or 15 puffs of each cigarette, your own eyes can measure the extra length for extra mildness. For PALL MALL's greater length of traditionally fine tobacco still travels the smoke further on the way to your throat—filters the smoke and makes it milder. Thus PALL MALL gives you a smooth, easy, mildness and satisfaction no other cigarette offers you.

After 1955 American Cigarette and Paper Co.

Whether you go, notice how many people have changed to PALL MALL—the longer, finer cigarette in the distinguished red package.

PALL MALL
FAMOUS CIGARETTES
"WIDEVIEW, DISTILLER, REMOTE, UNBURNED"
PALL MALL

Outstanding
...and they are **mild**

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos



Whenever you go, notice how many smokers have changed to PALL MALL as the distinguished red package THE FINEST QUALITY MONEY CAN BUY.

See how **PALL MALL's** greater length of fine tobaccos filters the smoke on the way to your throat



1

The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



2

Again after 3 puffs of each cigarette your own eyes can measure the extra length for extra mildness on the smoke of PALL MALL's traditionally fine tobacco is filtered further. Moreover, after 12 puffs of each cigarette...



3

...or 17 puffs, Pall Mall's greater length of fine tobacco still reveals the smoke further - filters the smoke and makes it mild. Thus PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Outstanding
...and they
are *mild!*



Copyright 1959, American Cigarette and Paper Co., Inc.

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos —
the finest quality money can buy

PALL MALL
THE FINEST QUALITY
MONEY CAN BUY

Here's Mildness You Can Measure

See how PALL MALL'S greater length of
fine tobacco filters the smoke on the way to your throat

1

Light a PALL MALL and notice how little PALL MALL'S smoke becomes as it is filtered further through PALL MALL'S traditionally fine, refined tobacco.

2

At the very first puff of your PALL MALL you will enjoy PALL MALL'S gentle, smooth smoking. And your enjoyment of PALL MALL doesn't stop there. After 3 puffs of each cigarette — in 10 —

At 17 — your own eyes can measure PALL MALL'S extra length for extra mildness.

Pall Mall's greater length of fine tobacco traps the smoke further on the way to your throat — filters the smoke and makes it mild.

PALL MALL gives you a smoothness, richness and satisfaction no other cigarette offers you.

Outstanding
...and they are **mild!**

© 1964 American Tobacco and Trust Co., Inc.

Guard Against Throat-Scratch

enjoy the *smooth smoking* of fine tobaccos
— the *finest quality* money can buy

Whenever you go, notice
how many people have changed
to PALL MALL in the
distinguished red package.

THE
FINEST QUALITY
MONEY CAN
BUY

Here's Mildness You Can Measure

See how PALL MALL's greater
length of fine tobaccos
filters the smoke
on the way to your throat

Light a PALL MALL and notice how mild PALL
MALL's smoke becomes as it is filtered further
through PALL MALL's traditionally fine, mature
tobacco.

At the very first pull of your PALL MALL you
will enjoy PALL MALL's cooler, smoother smoking.
And your enjoyment of PALL MALL doesn't stop
there. After 5 pulls of each cigarette—up 10—

or 17—your own eyes can measure PALL MALL's
extra length for extra mildness.

Pall Mall's greater length of fine tobacco
travels the smoke further on the way
to your throat—filters the smoke and
makes it mild.

PALL MALL gives you a smoothness, mildness
and satisfaction no other cigarette offers you.

Outstanding...and they are *mild!*

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos
...smoke **PALL MALL**, the cigarette whose mildness you can measure



Study this Puff Chart:
PUFF BY PUFF...YOU'RE ALWAYS AHEAD WITH PALL MALL

1
The farther your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered farther than that of any other leading cigarette.

2
Again after 3 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's fine tobacco is filtered farther.

3
After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobacco still filters the smoke farther—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Whomever you go today, you will see more and more people smoking **PALL MALL**—the cigarette whose mildness you can measure.

Outstanding —and they are mild!

© 1960 American Cigarette and Paper Co., Inc.

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

See how **PALL MALL**'s greater length
of fine tobaccos filters
the smoke on the way to your throat

1

The further your cigarette filters the smoke
through the tobacco, the cooler the smoke be-
comes. At the first puff, PALL MALL's smoke is
filtered further than that of any other leading
cigarette.

2

Again after 3 puffs of each cigarette your own
eyes can measure the extra length for extra mild-
ness as the smoke of PALL MALL's traditionally
fine tobacco is filtered further. Moreover, after
10 puffs of each cigarette...

3

... or 17 puffs, PALL MALL's greater length of
fine tobacco still travels the smoke further
—filters the smoke and makes it mild. Thus
PALL MALL gives you a smoother, milder
and satisfaction no other cigarette offers you.

Wherever you go, notice how many people
have changed to PALL MALL—the longer, finer cigarette
in the distinguished red package.

**Outstanding
and they are mild!**

© 1955, American Cigarette and Cigar Co., Inc.

GUARD AGAINST THROAT-SCRATCH
enjoy smooth smoking

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
**filters the smoke
and makes it mild**

Don't let throat-scratch spoil your smoking enjoyment.
You guard against it when you smoke PALL MALL.
For PALL MALL's greater length travels the smoke further on its
way to your throat—filters it naturally through PALL MALL's
traditionally fine, mellow tobaccos—guards against throat-scratch.

Let your throat enjoy smooth smoking. PALL MALL's fine
tobaccos give you a smoothness, mildness and satisfaction no other
cigarette offers you. Ask for PALL MALL—the longer, finer
cigarette in the distinguished red package.

©1941 American Cigarette and Pipe Co., Inc.

PUFF BY PUFF... YOU'RE ALWAYS AHEAD
Take 5 puffs or 10 or 17 when you smoke PALL MALL

Puff by Puff  You're Always Ahead

Study the puff chart! At the first puff, PALL MALL's smoke is filtered further
than that of any other leading cigarette. Moreover, after 8 puffs, of each cigarette - at
10, or 15, or 17 - PALL MALL still gives you a longer, natural filter of fine tobacco -
guards against throat-scratch.

Outstanding - and they are mild!

Guard Against Throat-Scratch
enjoy smooth smoking

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
filters the smoke and makes it mild

PUFF BY PUFF...YOU'RE ALWAYS AHEAD
Take 3 puffs or 10... or 17... when you smoke PALL MALL

Puff by Puff You're Always Ahead

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 3 puffs of each cigarette - or 10, or 15, or 17 - PALL MALL still gives you a longer, natural filter of fine tobacco - guards against throat-scratch.

Outstanding... and they are mild!

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

...Smoke
PALL MALL, the cigarette
whose mildness you can
measure

Study this Puff Chart:

**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**

1

The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

2

Again after 3 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's fine tobacco is filtered further.

3

After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobacco still travels the smoke further—filters the smoke and makes it mild. This Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see some and more people smoking PALL MALL—the cigarette whose mildness you can measure.

Outstanding
—and they are *mild*!

PALL MALL
FAMOUS CIGARETTES
"WHEREVER PARTICULAR
PEOPLE CONGREGATE
PALL MALL"





**GUARD AGAINST
THROAT-SCRATCH**

enjoy
smooth
smoking

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
filters the smoke
and makes it mild

PUFF BY PUFF...YOU'RE ALWAYS AHEAD
Take 5 puffs or 10 or 17... when you smoke **PALL MALL**

Puff by Puff  You're Always Ahead

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette - or 10, or 15, or 17 - PALL MALL still gives you a longer, natural filter of fine, mild tobacco - guards against throat-scratch.

OUTSTANDING — and they are mild!

Cigar, American Cigarette and Cigar Co., Inc.



Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

Study this Puff Chart:
PUFF BY PUFF YOU'RE ALWAYS AHEAD WITH PALL MALL

1 The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

2 Again after 3 puffs of each cigarette your own nose can measure the extra length for extra mildness in the smoke of PALL MALL's traditionally fine tobacco is filtered further. Moreover, after 10 puffs of each cigarette...

3 ...at 17 puffs, PALL MALL's greater length of fine tobacco still travels the smoke further - filters the smoke and makes it mild. Thus PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL - the cigarette whose mildness you can measure.

...smoke **PALL MALL** the cigarette whose mildness you can measure

Outstanding
... and they are **mild!**

© 1951 American Cigarette and Paper Co., Inc.

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

*...smoke **PALL MALL**
the cigarette whose
mildness you can measure*



Study this Puff Chart:
**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**

1

The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

2

Again after 3 puffs of each cigarette your own eyes can measure the same length for extra mildness as the smoke of PALL MALL's fine tobacco is filtered further.

3

After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobacco still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smooth, mildness and satisfaction no other cigarette offers you.

Whenever you go today, you will see more and more people reaching for PALL MALL—the cigarette whose mildness you can measure.

*Outstanding...
and they are MILD!*

*Guard
Against
Throat-Scratch*

PALL MALL's
greater length of fine tobaccos
travels the smoke further...
filters the smoke and makes it mild

enjoy smooth
smoking

PALL MALL
FAMOUS CIGARETTES
WHENEVER PARTICULAR
PEOPLE CONVINCE
OF

PUFF BY PUFF... YOU'RE ALWAYS AHEAD
Take 5 puffs or 10... or 17... when you smoke **PALL MALL**

Puff by Puff  You're Always Ahead

STUDY THE PUFF CHART: As they puff, Pall Mall's smoke is filtered further than that of any other leading cigarette. Moreover, after 8 puffs of each cigarette - or 10, or 15, or 17 - PALL MALL will give you a longer, sweeter filter of fine tobacco... greatly reduced throat-scratch.

Outstanding / and they are mild!

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure

Study this Puff Chart:
**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**

1

The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

2

Again after 5 puffs of each cigarette your own eyes can measure the same length for extra mildness as the smoke of PALL MALL's fine tobacco is filtered further.

3

After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobacco still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

PALL MALL
FAMOUS CIGARETTES
"WHEREVER ARTISTICALLY
PEOPLE CONGREGATE"
PALL MALL

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

Outstanding
...and they are mild!

