

Don't miss the *fun* of smoking Mildness is a pleasure with Pall Mall

Your appreciation of PALL MALL
quality has made it America's most
successful and most imitated cigarette.

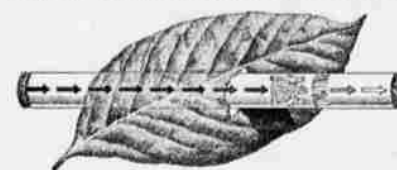


Pall Mall filters the smoke - but never the fun of smoking

Mildness is a *pleasure* with PALL MALL because PALL MALL's greater length filters the *smoke*—but never the *fun* of smoking. You get every bit of the flavor that makes smoking a pleasure while PALL MALL's greater length of traditionally fine tobaccos travels the smoke further, filters the smoke and makes it mild.

So don't miss the fun of smoking. Buy PALL MALL Famous Cigarettes in the distinguished red package today!

Don't miss the *fun* of smoking



For flavor and mildness
fine tobacco filters best

Outstanding* ...and they are *Mild!

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