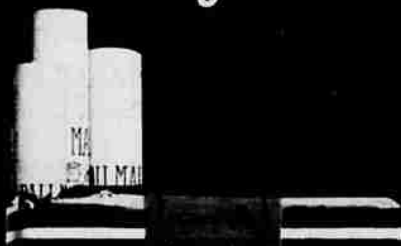


***Pall Mall's natural mildness
is so good to your taste!***



PALL MALL

FAMOUS CIGARETTES



WHEREVER PARTICULAR
PEOPLE CONGREGATE

***So smooth, so satisfying,
so downright smokeable!***

*For flavor and enjoyment you just can't beat Pall Mall's natural mildness. It's so good to your taste. Never too strong. Never too weak. Always just right! Enjoy satisfying flavor... so friendly to your taste. **Outstanding...and they are Mild!***

You can light either end!

COMPARE ALL THREE!



Smoke "traveled" through fine tobacco tastes best. Pall Mall's famous length travels the smoke naturally... over, under, around and through the finest tobacco money can buy. Makes it mild... but does not filter out that satisfying flavor!

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"Tobacco is our middle name"