



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



PALL MALL
FAMOUS CIGARETTES

You can light either end!

***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!***



**"WHEREVER PARTICULAR
PEOPLE CONGREGATE"**

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"