



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

*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!*

COMPARE ALL THREE!	
 Regular	  PALL MALL
 Filter-tip	
 PALL MALL	

**Smoke "traveled" through fine tobacco tastes best.**

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!