

You can light either end!

PALL MALL

FAMOUS CIGARETTES



"WHEREVER PARTICULAR
PEOPLE CONGREGATE"

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

So smooth, so satisfying,
so downright smokeable!

• See how Pall Mall's famous length of fine tobacco travels and gentles the smoke naturally — makes it mild — but does not filter out that satisfying flavor. Never too strong. Never too weak. Always just right! Enjoy satisfying flavor ... so friendly to your taste.



Outstanding
...and they are Mild!

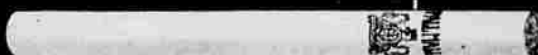
Regular



Filter-Tip



PALL MALL



Compare all three! Smoke "traveled" through fine tobacco tastes best.

See the difference! With Pall Mall, you get that famous length of the finest tobaccos money can buy. Pall Mall's famous length travels and gentles the smoke naturally ... over, under, around and through Pall Mall's fine, mellow tobaccos. Makes it mild ... but does not filter out that satisfying flavor!