

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

***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.

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!

COMPARE ALL THREE!



Outstanding...and they are Mild!



*You can light
either end!*

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