

***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.

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!***

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