

THE
Symbol ^{OF THE} Perfect Host



In the panelled lounge of the
quiet club ; in the bright saloon
of the ocean liner ; in gay hotel
or stately marble house you
will find them, the rich red box
with monogram of gold _____

PALL MALL
FAMOUS CIGARETTES

"THE BLEND OF EXCELLENCE"

H. I. M.



A SHILLING IN LONDON
A QUARTER HERE

IN
ATTRACTIVE
RED BOXES
OF TEN



THE KING'S SIZE
A Long After Dinner Smoke
35c A PACKAGE