



# PALL MALL

## FAMOUS CIGARETTES

THE UTMOST IN  
QUALITY AND APPEARANCE

They lend to the  
most distinguished  
occasion an added  
touch of pleasure.



Ordinary  
Size  
30c per  
Package

IN ATTRACTIVE RED  
BOXES OF TEN.

H. I. M.



THE KING'S SIZE

H.I.M.  
The King's size  
A long after-  
dinner smoke  
40c per package.