MURAD
CIGARETTES

Remember Our Boys At The Front

To them the cigarette is the panacea for all ills. I have seen men die with a cigarette between their lips, the last favor they had requested on earth. If the soldier is in pain, he smokes for comfort, if he is restless he smokes for solace; when he receives good news he smokes for joy; if the news is bad, he smokes for consolation; if he is well he smokes, when he is ill, he smokes. But good news or bad, sick or well, he always smokes.

"The First Canadians in France"
by F. McKelvey Bell.

Canadian Magazine, February issue 1917.

Everywhere—Why?

FINEST QUALITY