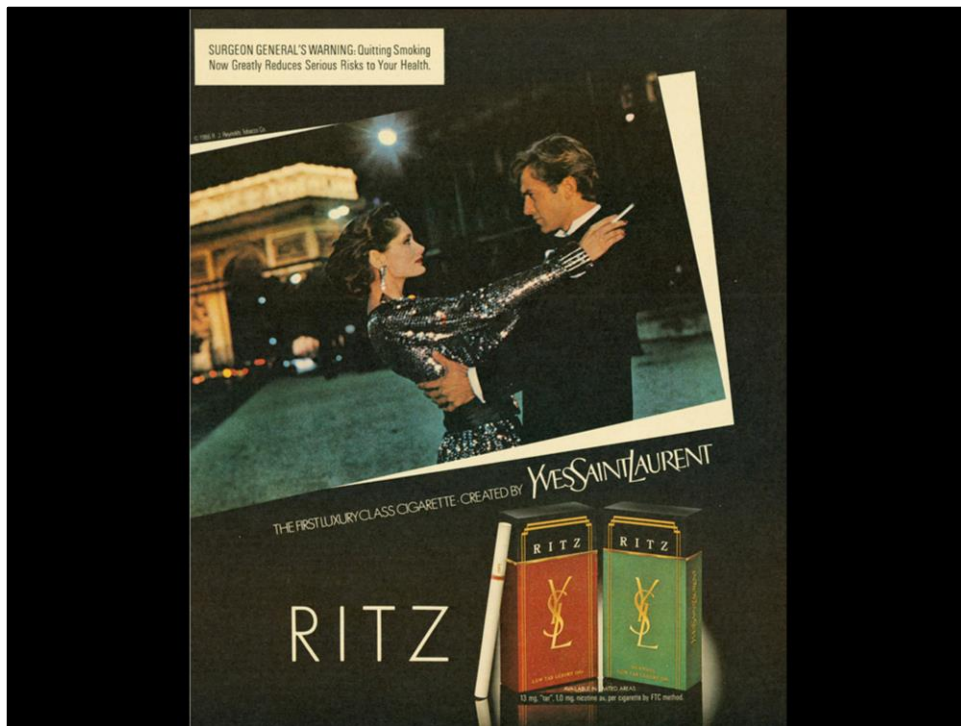




SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

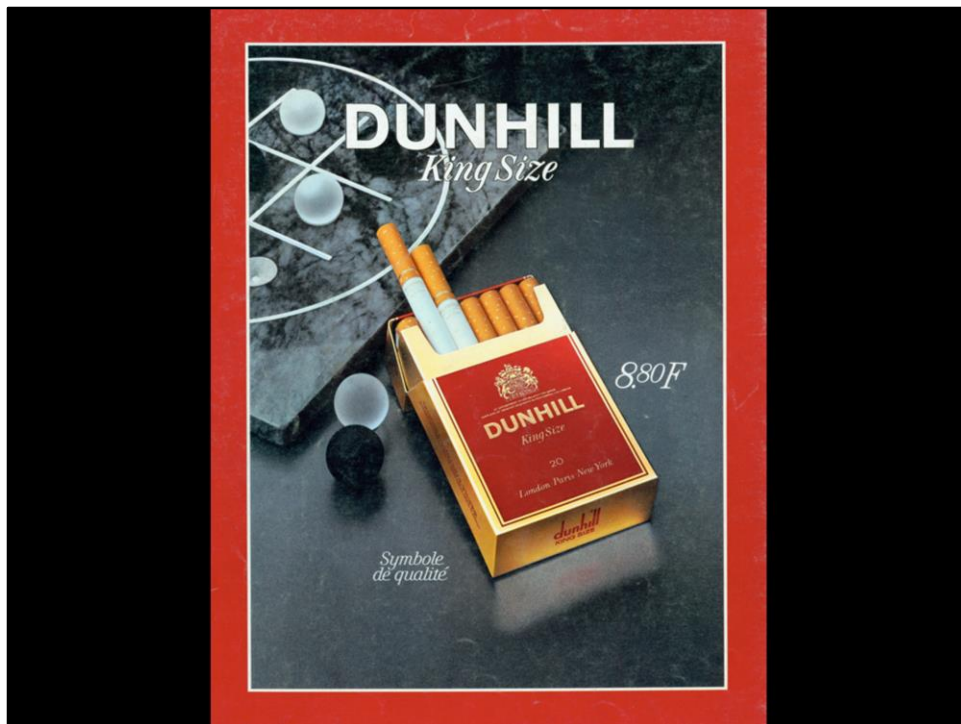
9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

The touch is pure Cartier



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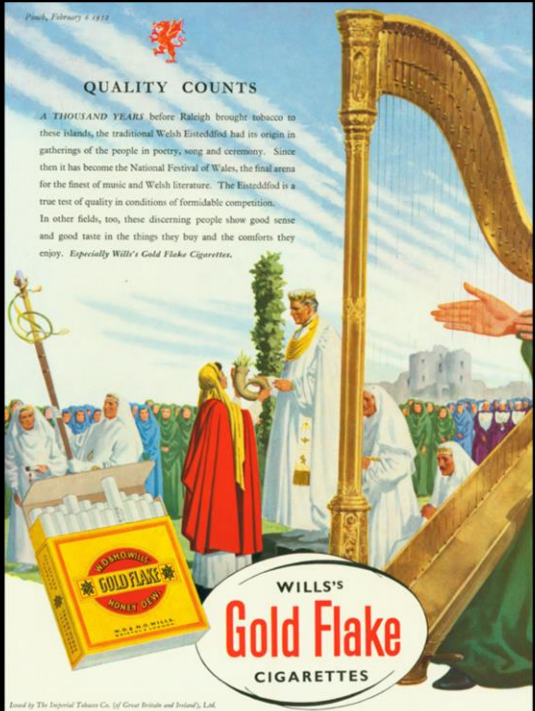




Punch, February 8, 1932

QUALITY COUNTS

A THOUSAND YEARS before Raleigh brought tobacco to these islands, the traditional Welsh Eisteddfod had its origin in gatherings of the people in poetry, song and ceremony. Since then it has become the National Festival of Wales, the final arena for the finest of music and Welsh literature. The Eisteddfod is a true test of quality in conditions of formidable competition. In other fields, too, these discerning people show good sense and good taste in the things they buy and the comforts they enjoy. Especially Wills's Gold Flake Cigarettes.



WILLS'S
Gold Flake
CIGARETTES

Printed by The Imperial Tobacco Co. (of Great Britain and Ireland), Ltd.







You can now get

After 15 years of rationing, restrictions on our purchases of American Virginia leaf have been eased. Now, for the first time since 1939, we can greatly increase the output of our best cigarettes, using leaf tobacco of our own selection.



Rothmans de Luxe cigarettes



Rothmans well known Mail Order Service is therefore being discontinued, and all Rothman shops (except No. 5 Pall Mall, London S.W.1.) are being transferred to the ownership of approved tobacconists. We are distributing our cigarettes through the retail tobacco trade—at first in London only, and later throughout the country.

everywhere[★] in London

There are two superb brands—Rothmans de Luxe, in the black and white pack at 3/9d. for 20, and Pall Mall, *Britain's first cigarette with the built-in filter*, at 3/7d. for 20. Both cigarettes will give you the sheer enjoyment of tasting again real Virginia tobacco. Ask for them at your tobacconist.

★almost, and if not, please tell us.

Rothmans of Pall Mall 5 PALL MALL, LONDON S.W.1.
Makers of Fine Cigarettes since 1890



