Symbols of British Tradition

ST. EDWARD'S CROWN

ROYAL SCEPTRE

IMPERIAL STATE CROWN

THE QUEEN'S STATE CROWN

PALL MALL

THE MODERN BLEND

British in Tradition
Modern American in Taste

The new Pall Mall, designed to please American smokers of popular-priced cigarettes, is true to its English ancestry. The original Pall Mall, famous as "A Shilling in London—A Quarter Here," owes its flavor to a straight blend of the finest Turkish tobaccos, without artificial flavorings.

The new Pall Mall, at 15¢ for 20, gains its flavor and bite for your favor in the same splendid way. Because it uses no artificial flavoring, relying for its flavor solely on fine domestic tobaccos, eulogized by Oriental types, common-sense tells you its tobaccos must be superior.

The new Pall Mall has no imperfections to hide. It is the only cigarette of its type which dares offer you straight tobacco flavor.

One of the benefits of Pall Mall's straight, simple blend of fine tobaccos is welcome relief from the after-taste of artificial sweetening and flavoring.

15 CENTS FOR 20

STRAIGHT TOBACCO FLAVOUR

They're Better... Naturally!

WHEREVER PARTICULAR PEOPLE CONGREGATE

AMERICAN CIGARETTE & CIGAR CO., INC.

MANUFACTURERS