

old days when things were built to last a lifetime-

If you believe in encouraging high standards in industry-

If you are opposed to the slipshod and the specious, and feel it a duty to patronize whatever is sound and enduring-

You cannot demonstrate your message to the world without a

LOCOMOBILE

The best built car in AMERICA

LOCOMOBILE COMPANY 2314 MARKET STREET PHILADELPHIA, PA.



Captain X in the Field

When you wanted a drink of water and couldn't get it-

When the chow was cold or hadn't come up-When life was dreary and rain-soaked, too-

You had one friend that never failed you-

Kounds

That soothing, comforting standby -a cigarette -and the popular cigarettes over there were round and smoked freely.

When Captain X found he couldn't replenish his supply of Pall Mall (plain ends) in the field, he began smoking the popular round cigarettes. Their shape gave him an idea.

Back in America once more the Captain came and gave us his idea, -a big idea. He suggested that we make Pall Mall cigarettes round in shape, loosely rolled-a cigarette that does not have to be tapped, squeezed or loosened, a cigarette with a free and easy draught.

A cigarette made from the famous Pall Mall blend of 42 Turkish tobaccos chosen for richness and delicacy of flavor.

In the new foil package with a patented opening tab.

20 Pall Mall Rounds plain ends 50 cents

"THEY ARE GOOD TASTE"

PLAIN OR CORK IN BOXES OF 10, 50 OR 100 AS USUAL

A big idea-Read the story of Captain X