

YOUR FRIEND ON ACTIVE SERVICE.

He wants Cigarettes to smoke every day, so send him a regular supply of "De Reszkes"—he's worthy of the very best. Buy them yourself and post the parcel with your own hands, then you know it is bound to arrive safely.

SOLD EVERYWHERE.

[Advt.]



TEN MILLION "De Reszke" Cigarettes!

In 4 weeks official Naval and Military orders alone reached this huge figure

FAR and away—our lettering proves it—"De Reszke" Cigarettes hold pride of place amongst the officers of His Majesty's Navy and Army.

Week after week "De Reszkes" are shipped by the million to the Army Canteens and the Officers' Messes. On five hundred ships of "The King's Navy" the "De Reszke" is ever prime favourite with officers and men.

This preference of our fighting forces for one particular cigarette is only to be accounted for by the never-varying quality of a smoke that is always dependable and worthy.

When next you are buying your weekly box, also send one off to your friend in the trenches. He will be glad—and you won't be sorry.

ONE QUALITY ONLY—THE BEST

	100	50	25	10	5
TENOR (large size)	7/3	3/10	2/-	1/8	10d.
BASSO (extra large size)	9/6	5/-	3/7	—	1/2
SOPRANO (Ladies size)	6/3	3/2	1/7	—	8d.

N.B.—YOUR ATTENTION

is particularly directed to the "De Reszke" AMERICAN Cigarette, which is recognised in the Trade as the finest cigarette of its kind in England.

6/- per 100; 3/1 per 50; 1/7 per 25; 1/3 per 10; 7d. per 10.

Sold by all Tobacconists and Stores or direct from—
J. MILLHOFF & CO., Ltd.,
15, Piccadilly, London, W.

