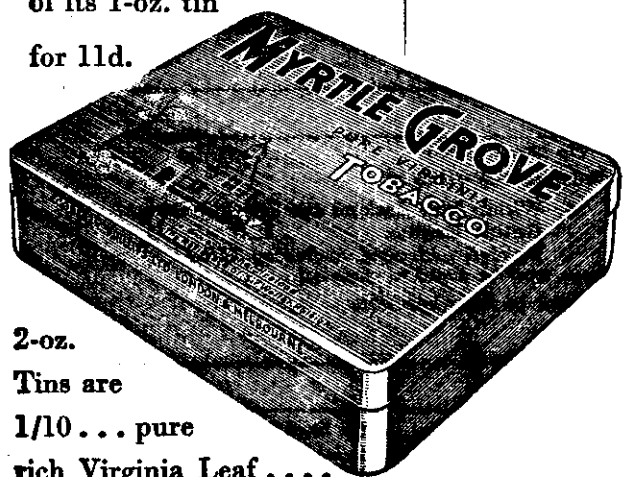




Very Good? . . .

Superlatively good . . . for
if you could see the care
that is taken to ensure
that only the finest of fine
Virginia tobacco goes into
Myrtle Grove, you too
would agree that the qual-
ity of Myrtle Grove is as
perfect as the convenience
of its 1-oz. tin
for 11d.



2-oz.

Tins are

1/10 . . . pure

rich Virginia Leaf

SIR WALTER RALEIGH'S ANCESTRAL HOME

Early Interest in Tobacco

It will interest many smokers to learn that Sir Walter Raleigh was directly responsible for a name that will last as long as fine tobacco is produced. For Myrtle Grove Tobacco takes its name from "Myrtle Grove" the residence of Sir Walter Raleigh at Youghal, Ireland—and it was so named as a tribute to the memory of this most daring navigator and favourite courtier and diplomat.

Queen Elizabeth's Wager

On one of his frequent visits to the Royal Palace, Raleigh, who was particularly interested in the new smoking habit in England, made a quaint (if scientifically inaccurate) experiment. He made a wager with Queen Elizabeth that he could weigh the smoke produced from a given quantity of tobacco. Raleigh conducted the experiment—not by trapping and weighing the smoke as the Queen expected, but by weighing the tobacco before it was smoked and then weighing the remaining ash. He claimed that the difference amounted to the weight of the smoke—an explanation which Queen Elizabeth accepted.

England's First Tobacco Leaf

Raleigh's interest in tobacco extended beyond the Court, for in 1583 the good ship "Golden Hind" left England with an expedition to the New World, led by Raleigh's kinsman, Sir Humphrey Gilbert. But Raleigh himself was the original organiser of this expedition which brought back the first tobacco leaf to be smoked in England.

Worthy of its Name

Any discriminating tobacco smoker will appreciate at once that such a cherished blend as Myrtle Grove is worthy of the honoured name it possesses. For only rich matured Virginia tobacco is used in this blending which gives Myrtle Grove that extra appeal—that fragrance and gentle smoothness which makes Myrtle Grove Tobacco famous.

*Try an ounce of
Myrtle Grove*