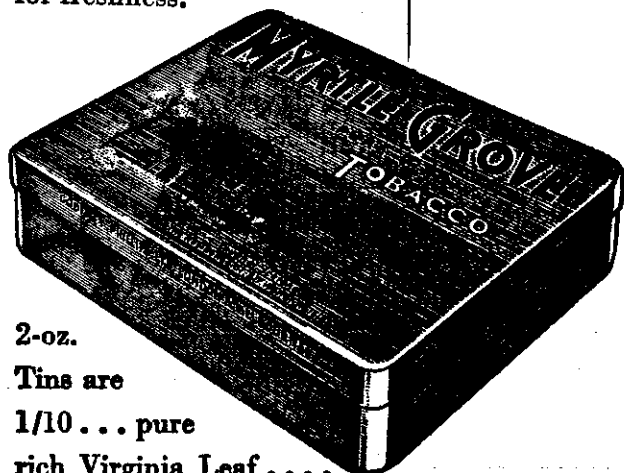




* NO BULGES in your pockets when you carry a one ounce tin of MYRTLE GROVE... sized to fit your vest pocket yet large enough for a packet of papers.

Air-proof, too, for freshness.



2-oz.
Tins are
1/10... pure
rich Virginia Leaf....

SIDELIGHTS ON HISTORY

Sir Walter Raleigh's Interest in Tobacco

In 1576 Sir Walter Raleigh became the owner of "Myrtle Grove," a rambling two-storied mansion situated on the hills overlooking Youghal Bay in the County of Cork, Ireland. English navigator, warrior, statesman, and writer, Sir Walter Raleigh had also a profound knowledge of marketing and merchandise, and thanks to his enterprise, tobacco became available to the average wage-earner in England in the late 16th century. It is indeed a fitting tribute to the memory of this great man that the makers of "Myrtle Grove" tobacco have chosen to perpetuate the name of his Irish home in the minds of discriminating British smokers — descendants of those men who benefited by his early interest in the more widespread use of tobacco.

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*

MT.2.24