

A COMMONWEALTH IN ARMS

The Manufacturers of Player's Cigarettes are proud to publish (with acknowledgements to the British Government) another of the series of announcements concerning the war efforts of the British Commonwealth of Nations, which originally appeared in the English Press. In doing so they pay grateful tribute to the unbreakable spirit of comradeship that exists between all the Dominions and the Motherland.

Their traditionally high quality has made Player's the largest-selling cigarettes in the Empire . . .

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Cork Tipped
or Plain
10 for 7d.



India

From Singapore on the East to Aden on the West, India—a mighty member of the British Commonwealth of Nations—stands on guard against the common enemy.

Hindu and Muslim are at one in their loathing of Nazism, for the Nazis have trampled on the things of the spirit. Again and again India's leaders—in every Province of British India and of every political party—have denounced the Nazi threat to the ideals by which the peoples of India live.

The rulers of the Indian States have offered all their resources: Muslims vie with the representatives of Hindu martial tradition, Marathas, Rajputs and Sikhs.

Recruiting offices all over the country are crowded with volunteers for the Indian Army and the Indian Air Force. Behind India's famous army stand inexhaustible reserves of man-power.

Of the 40,000 pieces of equipment needed to fit out a modern army, more than 20,000 are already being produced in India. Production of iron and steel in India has increased from $\frac{1}{4}$ million tons in 1914 to over 2 $\frac{1}{2}$ million tons in 1939-40. To-day, not only can she meet her own requirements, but she is also exporting steel for the war needs of the Commonwealth in the Mediterranean and the Middle East.

The Royal Indian Navy, trebled in numbers since the war began, works with the Royal Navy to sweep the waters of the Indian Ocean.

India is in no doubt about the nature of this struggle. In their massive strength the 380 millions of her people join with the rest of the British Commonwealth of Nations in delivering the world from the beastliness of Nazi tyranny.

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BRITISH IN NAME --- BRITISH IN QUALITY