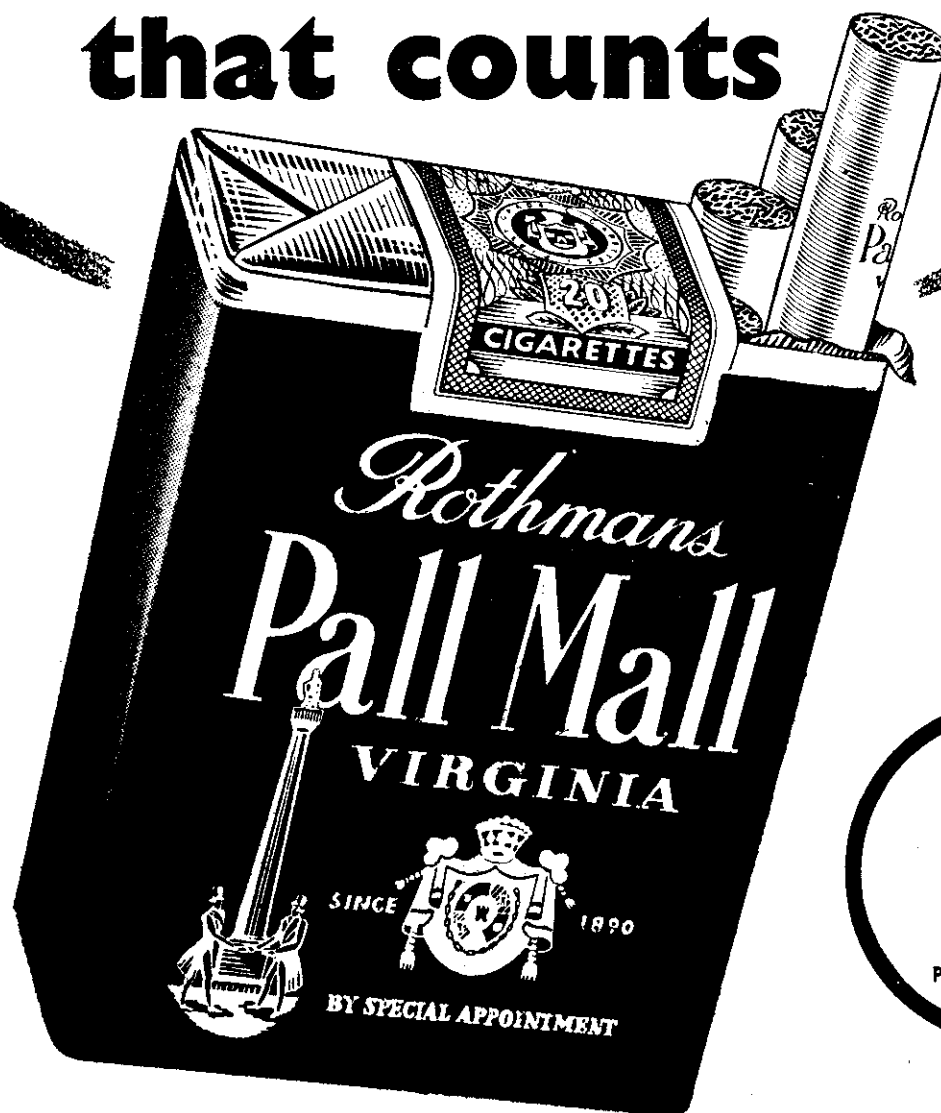


**In Pall Mall it's
100% pure Virginia
that counts**



The pouch pack, first introduced to New Zealand by Rothmans in 1954, has been copied by many brands. But it's the outstanding blend of 100% pure Virginia tobaccos in Pall Mall which cannot be matched.

Rothmans — the greatest name in Cigarettes!