

BENSON *and* HEDGES

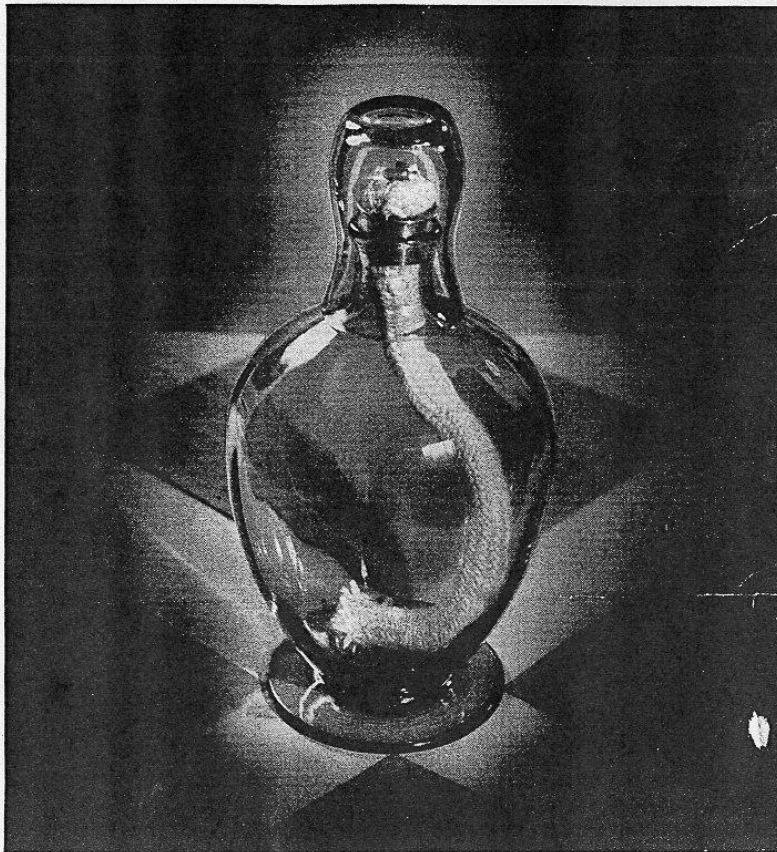
435 FIFTH AVENUE

NEW YORK

Made by Steubenville



For more than one hundred years, first in Old Bond Street, London, and then on Fifth Avenue, Benson & Hedges has continued to flourish. The legend "By appointment to his Majesty the King" is aptly paraphrased "By selection to America's elect."



Like the lamp of Aladdin

THIS Smoke Consumer is alluringly beautiful and performs the seemingly impossible. The fluid within this lamp of tinted glass burns with a tiny flame, absorbs the smoke and keeps the air delicately fragrant and delightfully

pure. This one is Eight Dollars.

At this famous Shop you will also find humidors from fifteen dollars to seven hundred and fifty, ashtrays from two dollars to two hundred, cigarette holders from a dollar to a hundred and twenty-five.

**Benson and Hedges Advertisement
from the November 17, 1928 New
Yorker Magazine**

From Carder's files