

## Heat on Tobacco improves it Like Roasting Improves Green Coffee. Heat Develops the Stimularing Aroma and Taste found in Schnapps Tobacco and Coffee

Three ways are used by farmers for curing and preparing their tobacco for the market; namely sun cured, air cured and flue cured. cured, air cured and flue cured.
The old and cheap way is called air cured; the later discovery and improved way is called flue cured.
In flue curing the tobacco is taken from the fields and racked in barns especially built to retain heat and there subjected to a continuous high temperature, produced by the direct heat of flame heated flues, which brings out in the tobacco that stimulating taste and aroma that expert roasting develops in green coffee. These similar processes give to both tobacco and coffee the cheering and stimulating quality that popularizes their use
The quality of tobacco depends much on the curing process and the kind of soil that produces it, as expert tests prove that this flue cured
tobacco, grown in the famous Piedmont region, requires and takes less sweetening than tobacco grown in any other section of the United States and has a wholesome, stimulating, juicy, full tobacco taste that satisfies tobacco hunger. That's why chewers prefer Schnapps, because Schnapps cheers more than any other chewing tobacco, and that's why chewers of Schnapps pass the good thing along -one chewer makes other chewers, until the fact is established that there are more chewers and more pounds of tobacco chewed to the population in states where Schnapps tobacco is sold than there are in those states where Schnapps has not yet been offered to the trade
A 1oc. plug of Schnapps is more economical than a much larger ioc. plug of cheap tobacco. Sold at 50c. per pound in 5c. cuts. Strictly 10 and 15 cent plugs.
r. J. Reynolds tobacco Company, Winston-Salem, n. C.

