THE PROGRESSIVE FARME



I Here's a new voice for the thirsty rooterhere's refreshment for the excited fan-here's deliciousness for all-Coca-Cola, the beverage that athletes endorse-that wise business men enjoy-that everyone welcomes for its simple, pure wholesomeness.

Carbonated in bottles-at stands and in grand stands -and at soda fountains everywhere.

> C Demand the genuine by full namenicknames encourage substitution.



Here's a smoke without a sting!

520 (20)

3 feet wide

You get on the shady side of the lane long enough to jam your old jimmy pipe brimful, or roll a makin's cigarette with Prince Albert, make fire with a match-and go on. For you've got yours!

That's all there is to it-this having real fun with a pipe or a cigarette -if you follow suit with

men all over the nation and smoke P. A., because it is made by a patented process that cuts out tongue-bite and throatparch! No tobacco ever was, or can be made like

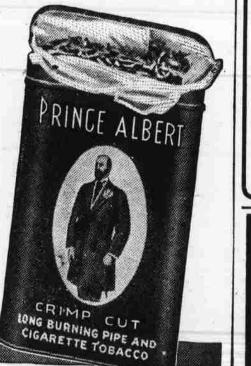


Don't let your palate protest every time a whiff of jimmy pipe joy or cigarette makin's happiness breaks into the

atmosphere! You start in right away with a pipe or cigarette and a tidy red tin of P.A. It is a guarantee that you'll be jimmy pipe joy'us and cigarette cheerful!

Prince Albert smokers everywhere are enthusiastic over the pound crystal-glass humidor with the sponge-moistener top which keeps the tobacco in fine fettle-always. Prince Albert is also sold in toppy red bags, 5c (handy for cigarette smokers); tidy red tins, 10c; and handsome pound and half-pound tin humidors.

R.J. REYNOLDS TOBACCO COMPANY Winston-Salem, N. C.



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