Wednesday, Sept. 8, 1926

THE CONCORD DAILY TRIBUNE

PAGE THREE

## Over two billion smoked a month!

-natural tobacco taste has the "call" these days!

## Men have certainly made their preference clear!

REMEMBER just a few years back you saw but few Chesterfields?

Mighty different today! You see them everywhere! But it's not that fact, but the reason, that's the interesting thing.

Natural tobacco taste - a taste secured by matching one fine variety against another, a taste which retains tobacco character-that's why Chesterfield is America's fastest-growing cigarette, and has been for four consecutive years. Not much doubt nowadays about what smokers want!

Chesterfield

Typewriter with Many Keys Has Forty Alphabets Taking rapid dictation directly



east of Africa. After three years, it was recovered off the coast of Chile, having traveled 2,500 miles

What the World Is As Seen by Popular Mechanics Magazine Old Fallacies about Food Refuted by Doctors

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to younger persons be offset by the int fatal accidents." Lens Mounted on Sewing Table Eye strain can be elin some extent by attaching glass to the sewing table. A

Deatnrate over 1 or 7 Is Increasing The gain in life expectancy is due largely to the saving of lives under thirty-five, according to Dr. J. How-ard Beard, of the university of Illi-nais, because the deathingto over forty Cloth, held on

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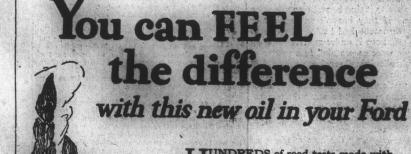
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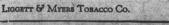
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HUNDREDS of road tests made with the new "Standard" Motor Oil in all types of cars prove that it represents a great advance in motor lubrication.

For instance, a Ford run 609 miles from September 24th to October 22d, 1925, showed 12.8% increase in oil mileage; 12.3% increa



Such popularity

must be deserved

7 Advantages of 'Standard" Mot

