



P. A. punches a new idea right into your system!

Use this prescription immediately after breakfast: You roll up a cigarette made with "stay-put" Prince Albert. Make some fire. Take six pulls—*then* gaze at yourself in the looking-glass! *Get your expression quick!*

Jiminy! Yes, that's the only word not in Webster's that fits the situation. Between men that word says "bully," "one best bet," "peach," "high spot," "the limit"—and down the line! Thousands of men will read this today and beat it around to the nearest store and, for the first time, stake a dime against a tidy red tin of

PRINCE ALBERT

the national joy smoke

We'll just soft pedal it this way: No matter whether you like one brand of "roll-'em" cigarettes, or a hundred, you'll never be tuned up on the tobacco layout until you *taste* and *smell* some Prince Albert.

Men, first, it *can't bite your tongue or parch your throat*. Patented process cuts that out. (No other tobacco can be made like Prince Albert. *Cut* a notch right there!) Every puff, from fire-up to the last pull is cool and fragrant—

downright delicious! And listen, being crimp cut, P. A. stays put, rolling up as you roll off a log—*easy like!* Any wise man can learn to make a P. A. cigarette right quick!

Prince Albert is a double-header smoke, too, for you can play it in a jimmy pipe with just as much joy as you roll it up into the best cigarette you ever put between your lips.

Take that like it's handed out—18 kt. stuff!

Prince Albert is sold everywhere. 5c toppy red bags; 10c tidy red tins; handsome pound and half-pound humidors. Get yours before you're an hour older.

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

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