Your Money Buys Quality!

Coupons or premiums have never been used as an inducement to smoke Prince Albert!

The correctness of our belief that smokers do prefer quality rather than premiums or coupons is proven by the enthusiasm with which Prince Albert pipe and cigarette tobacco has been received throughout the civilized world! Premiums or coupons we never offered as an inducement to smoke it!

Neither national nor state restrictions on the use of premiums or coupons can in any way affect Prince Albert's sale.

It is not to be wondered at that when smokers consider a choice of tobaccos, their tastes—based on quality—instinctively turn them to

**PRINCE ALBERT**

the national joy smoke

Prince Albert is sold strictly on merit. It is a tobacco of choice quality, and made by exclusive patented process that does cut out ste and parf! It took three years and a fortune to perfect that process so that today every man with a desire to smoke a pipe or roll his own cigarettes can do so without a comeback, no matter how tender his tongue or throat may be!

Your taste and satisfaction is proof that Prince Albert quality is more desirable than coupons or premiums.

You buy Prince Albert everywhere tobacco is sold, in top, red bags, $1.00 red tin, 10c; handsome pound and half-pound tin humidor, and in fine crystal-glass humidors with sponge-moistener top that keeps the tobacco in such perfect condition.

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