

Weak Spots

There is nothing like newspaper advertising for strengthening weak territory.

How much is it worth while to spend to capture new trade? A newspaper advertising campaign in weak territory may bring sales up to par before embarking upon more costly general campaigns.

Newspaper advertising is easily and promptly extended or contracted, and its cost exactly controlled.

Read the advertisements. They give you wisdom when you buy

WHEN I first started to smoke a pipe, I looked around me. The fellows who seemed to be getting the most out of their pipes were filling them from a bright-red tin, with a picture of a man in a frock-coat on it. They told me it was the greatest pipe-tobacco ever.

I decided to find out for myself. I bought a tin of Prince Albert. As I opened it, the aroms that floated out of it gave me a real thrift. It reminded me of a trek through the woods when the dew is on the larves and the sum is on the up. I couldn't wait to try it. The very first pipe-load won me. I was ready to sign on the dotted line. It was cool and sweet-flowing as Tennyson's brook. It was mild and mellow as spring sunshine. Yet it had that full, rich tobacco body that let me know I was smoking. You know what I mean.

when I signed

I sure figured right when I signed with P.A. The philosophers say the only real pleasure is that which you share with others. So I'm letting you in on the ground floor. Get yourself a tidy red tin of good old P.A. today. Fill your pipe to the brim-and go to itl

no other tobacco is like it!

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