##  <br> P.A. wins friends without any side inducements-

without any coupons or premiums! The inducement to buy Prince Albert is quality! Neither national nor state restrictions on the use of premiums or coupons can in any affect the sale of Prince Albert because its policy has always been for quality! Coupons or premiums have never been
offered as an inducement to smoke it!
Prince Albert is made by a patented process that cuts out bite and parch and lets men smoke pipe-full after pipe-full or the makin's until the gong sounds, without a kick back or a complaint!


So it's up to every red-blooded man to jump the boundary line between himseff and smoke happiness and know just what all this jimmy-pipe-joy-talk is about|
Men all over the world are today smoking Prince Albert because it meets their taste; because it gives them real tobacco enjoyment they have never found before! Don't you realize that if Prince
Albert, in a few years, has made
thee men smoke pipas where
one was smoked before, it cer-
has the call on you -at least for
-out!
Why, that's ondy being
Wair to yourself!


Why shouldn't the Standard Oil Company make the bestoil-with over 40 years experience in refining-with unequalled plant equipment? And Zerolene is scientifically refined from selected California crude-asphalt-base. Prominent authorities have recently declared that an oil correctly refined from asphaltbase crude can be made not only equal but superior to paraffinebase oils. Next time you empty thecrank-caserefill withZerolene. Dealers everywhere and at service. stations and agencies of the Standard Oil Company.

## Sport News





## SALEM WNS GAME FROM BRAOFORSS IN

- NEW TODAY -


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