"Canadians are becoming as fond as the English of PLAYER'S NAVY CUT CIGARETTES."

"Yes. Their rich, satisfying smoke has a wonderful fascination. They're England's richest, coolest smoke."

These cigarettes have a world wide reputation, due entirely to high quality and excellence of manufacture.

This remarkably pleasing blend is the final result of finest processes and highest quality Virginia leaves. Enjoy them today. All dealers.

PLAYER'S
NAVY CUT
CIGARETTES
10¢ for 10