

The best value for
the least money



Good to the
last pipeful

The perfect smoking quality of ANCHOR plug is largely due to the high-grade leaf, which
--Grown in 1920 and matured in hogsheads for three years--is used in its manufacture.

"Your ANCHOR tobacco
is the best I ever smoked."
Robert Dalley,
Pike's Arm.

"I generally use ANCHOR
and find it the best
tobacco."
Thos. Osborne,
Upper Island Cove.

"I am a consumer of
ANCHOR tobacco for two
years, and I find it far bet-
ter than any other. All my
friends use ANCHOR."
Clarence Hibbs,
Kelligrews.

"I am a user of 'ANCHOR'
tobacco and I appreciate a
smoke of it, as it stands
longer in the pipe than
any other tobacco and can
yet more using out of it."
W. P. Walsh,
Holyrood.

Four months of trekking, made exceptionally
strenuous and exhausting through bad weather in-
creasing the usual difficulties of travel in the rugged,
tangled "Labrador" interior, has given me an ap-
preciation of your ANCHOR tobacco which I would like
to record.

"The cut tobacco which I had included in my stores
for the trip, proving unsatisfactory in its keeping and
smoking qualities, I was forced to try ANCHOR, before
I had finished the plug given me by a fisherman. I'd
bought all the ANCHOR tobacco they could spare me
from a schooner.

"I found it a great tobacco for the open. A tobacco
for hard smoking at hard work during the week days,
soothing and satisfactory on Sundays.

"In fact about the only living things, in my experi-
ence on the Labrador, which did not appreciate and
enjoy ANCHOR, were the ubiquitous, iniquitous black
fly."

T. M. THOMSON,
Mining Engineer,
Liverpool, England.

"I smoke ANCHOR to-
bacco and I think it the
best tobacco I ever smok-
ed."
Vincent St. John,
Brigus.

40,000
Newfoundland
Smokers use
ANCHOR

ANCHOR
Sells six times
faster than any
other brand

"I have been a smoker of
ANCHOR ever since it was
introduced. I think it as
good a smoke as I ever
had."
Alan Smith,
Manuels.

"I have been smoking
ANCHOR for almost two
years, and find no other
tobacco as good."
Wm. Hennessey,
Kelligrews.

"I have been smoking ANCHOR tobacco
for a long while, and I find it the very best
tobacco I have ever smoked. When our Deal-
er hasn't got it in stock, I sometimes walk
half-mile to get a stick of ANCHOR."
James Butler,
Foxtrap.

"I have handled and sold
hundreds of dollars worth
of ANCHOR tobacco since
ANCHOR came into exist-
ence and find it the best
seller."
Robert Jefford,
Long Pond.

"I have used ANCHOR
since it came on the market
and found it O.K."
James Nugent,
Kelligrews.

"I have been telling some of my friends
about the 'ANCHOR' tobacco and they have
started to use it. They have found it better
than all the other they have used. They
have had a lot better smokes since they
started to use 'ANCHOR,' and they have
used as high as three sticks a week."
Edward Butler,
Fox Trap.

"I am a great smoker of
ANCHOR tobacco and like
it so much that I use four
plugs a week."
Raymond Kennedy,
Harbor Main.

"I have been using
ANCHOR tobacco for three
years and I found it the
best."
Arthur J. Tilley,
Kelligrews.

"I have been a consumer of ANCHOR for
quite a while and I find it the best on the
market. While I can get the ANCHOR I
won't smoke another brand, because it
smokes good, lasts longer, and I enjoy a
comfortable smoke."
John Albert Butler,
Fox Trap.

Testimonials similar to the above are continually arriving
at our office.

"Anchor your pipe to a good smoke"

Imperial Tobacco Co.
(Newfoundland) Ltd.