



The advertisement is framed by a thick rope border. At the top, a circular logo with a rope border contains the text "PLAYER'S" at the top and "NAVY CUT" at the bottom. Inside the circle is a portrait of a bearded sailor in a dark uniform and cap, with the word "HERO" on his cap. The background of the logo shows a seascape with several sailing ships and steamships. Below the logo, the word "CIGARETTES" is written in large, bold, outlined letters. To the left of the cigarette pack, there is a block of text. To the right, a pack of "PLAYER'S NAVY CUT CIGARETTES 'MEDIUM'" is shown, with the same sailor logo on it. The pack is tilted and has "10 cigarettes" written vertically on its side.

PLAYER'S
NAVY CUT

CIGARETTES

These Cigarettes have an immense sale all over the world, due entirely to their high quality and excellence of manufacture.

Also sold in tins of 50 and 100.

Beautifully Cool and Sweet Smoking

PLAYER'S NAVY CUT CIGARETTES "MEDIUM" 10 cigarettes