

Every pipe's a jimmy pipe if it's packed with P. A.

You enlist in the jimmy pipe army—whether you boss a briar, clay or meerschaum. Just jam it chock full of Prince Albert, make fire with a match—and *you've certainly got yours!*

Prince Albert kicks the grouch right out of any old pipe you ever saw or smoked—or *tried to smoke!* It tunes 'em up and puts in sweetness and fragrance and *real* pipe joy!

My, how you can go to that old jimmy NOW! Because Prince Albert never bit any other man's tongue. *And it won't bite yours!* The bite's cut out by a patented process. It just makes men pipe happy!

PRINCE ALBERT

the national joy smoke

tells its own story in simple words: "It's the goods." Realize, men, that it has doubled the number of pipe smokers in a few years. Think how downright delicious it must be, to set pipe-shy men "going to it" and to bring into line old-timers who suffered with "biters" and "ranks" till Prince Albert blazed the way!

Most Canadian dealers now sell Prince Albert in the tidy 2-oz. red tin. If your dealer does not handle it, tell him to order from his jobber. Leading Canadian jobbers are now supplied.



P. A.
in the tidy
2-oz. red tin

R. J. REYNOLDS
TOBACCO CO.
Winston-Salem, N. C., U. S. A.