Keep Cool, Lads—Smoke MAYO'S

Even-burning, cool-smoking Mayo's Cut Plug glowing in a pipe is one fire that everyone likes to keep a-going. When one pipeful goes out, light up another to keep up your spirits—cheer up, joy up and brighten up. Thousands of happy, bustling New England smokers know this. Now's the time for you to get acquainted with Mayo's Cut Plug.

As mellow, sweet and fragrant as natural aging for 3 to 5 years can make the ripstake, mildest Burley leaf grown. Cool, pleasant and uncompromising in its pipe, only Cut Plug can be.

Made today by the original Mayo's Process that has kept Mayo's quality "always good" for forty years! Start smoking Mayo's today—and you'll never stop.

Sold everywhere in 5c Packages, 10c Packages and 25c Lunch Boxes.

THE AMERICAN TOBACCO COMPANY