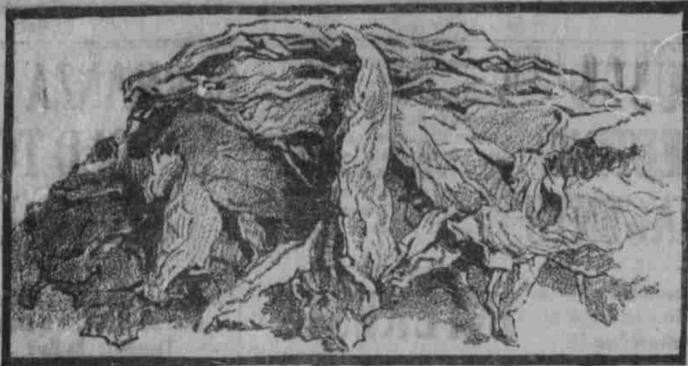


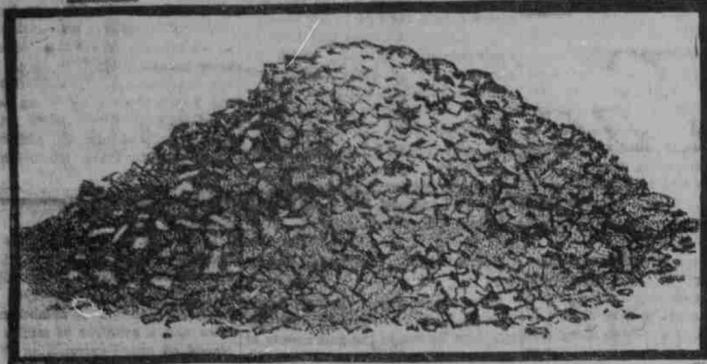
"Bull" Durham is Pure all the Way from the Leaf to the Finished Flake



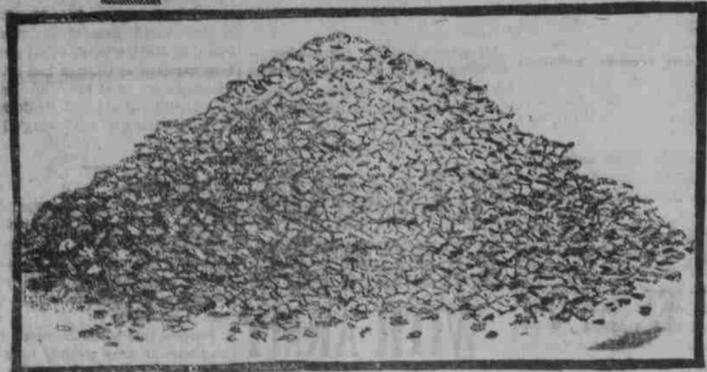
After the leaf for "Bull" Durham Has Passed Through the "Breaker."



After It Has Passed Through the Third Granulator.



After It Has Passed Through the Tenth and Last Granulator.



After It Has Passed Through the Sieves—the Finished Flakes.



Where the Golden Virginia-Carolina Leaf for "Bull" Durham Starts on Its Journey.

## Only Pure Virginia-Carolina Leaf Goes Through the "Bull" Durham Manufacturing System—Only Pure Tobacco Comes Out as "Bull" Durham

Grouped about a moving belt on the top floor of the "Bull" Durham factory at Durham, N. C., are giant hogsheads of tobacco leaf—107 of them.

To the eye they show a mass of color—soft, rich, golden—the distinctive, individual, matchless shades that belong solely to famous bright Virginia-Carolina leaf.

Nothing else ever goes into that big room—nothing but this pure, ripe leaf.

From each of the 107 hogsheads a certain quantity is taken and placed on the moving belt.

The hogsheads differ slightly in character. They are of different crops, are raised in different sections, vary somewhat in body and aroma. All the 107 are required to make up the wonderful blend which has made "Bull" Durham the world's best known and best liked cigarette tobacco.

The freight of golden leaf moves forward on the belt to the "breaker," then on into a series of ten granulators, and finally into a system of sieves, coming out three floors below in fragrant flakes of uniform size—the finished "Bull" Durham.

The entire operation of making "Bull" Durham, from the first "breaking" of the leaf to the final sifting of the tiny flakes, is carried on automatically inside a continuous tight-closed wooden flume.

The pure leaf is kept pure. No foreign matter of any kind can get mixed with the tobacco at any stage of its manufacture.

And that's why "Bull" Durham stands every test for purity.

You can test it yourself. Pour some "Bull" Durham on your hand or a piece of paper. Separate the grains—examine them closely. You will find only tiny flakes of pure tobacco—nothing else looks like the golden Virginia-Carolina leaf used in "Bull" Durham.

GENUINE

# "BULL" DURHAM

SMOKING TOBACCO

Make the test today—learn to "roll your own" with "Bull" Durham. It's easy—a little practice and you'll get the knack. Then you'll quickly find that money can't buy nor machinery make a cigarette like the one you roll yourself with "Bull" Durham.

**FREE** An illustrated Booklet, showing correct way to "Roll Your Own" Cigarettes, and a package of cigarette papers, will both be mailed, free, to any address in United States on request. Address "Bull" Durham, Durham, N. C.

THE AMERICAN TOBACCO COMPANY

