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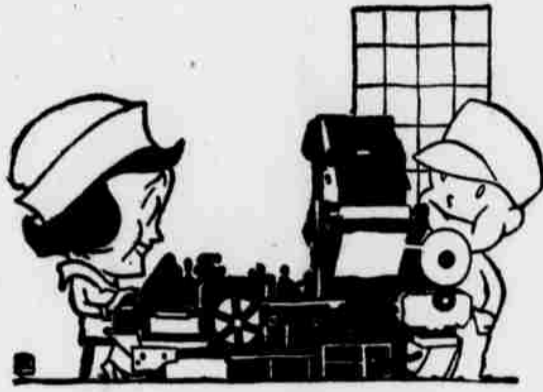
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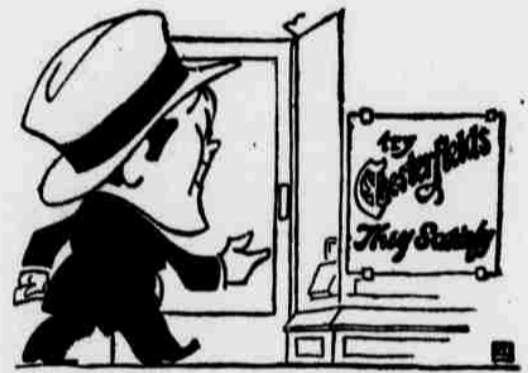
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It's worth the trip to stumble on this



I WISH you all
MIGHT SEE with me.
THAT GREAT clean factory,
DOWN SOUTH, where,
MY CIGARETTES are made,
WHERE COSTLY grades,
OF TURKISH leaf,
(FROM TURKEY, mind you),
ARE BLENDED,
UNDER EXPERT eyes,
WITH RIPE and rich,
TOBACCOS, BROWN and gold,
WHICH HAVE been graded,
STEAMED and dried,
AND STRIPPED and stored away,
FOR TWO long years,
TO AGE and mellow,
AND GROW sweet,
AND THEN the fragrant mass,
IS CUT and fed,
TO MARVELOUS machines,
WHICH ROLL and paste,
AND CUT and stack,
AND PRINT and pack,
WITH SCARCCE a hand,
TO TOUCH them,
BUT AFTER all, you needn't go,
ON THIS long trip with me,
TO FIND out why,
THEY SATISFY,
TRY SMOKING just,
ONE CHESTERFIELD,
AND THEN you'll know,
AS WELL as I.



IT'S good to know how fine those
tobaccos are—how thoroughly they
are aged—how carefully they are blended
—how clean the factory is. But it's
better yet to know the satisfaction of
smoking that can't-be-copied Chester-
field blend.

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The boys that are looking for their first suit of long trousers
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MAN AND WIFE BOTH SAY SHOPPERS TESTIFY AS TO ITS RESPONSIBLE FOR WONDERFUL RESULTS HIGH PRICES

"My wife and I can both testify to the wonderful powers of Tanlac, for before taking it we were right on the verge of a breakdown, but are now enjoying the best of health" recently declared Ben Dell, well-known carpenter living at 2308 Fourth Ave., Tampa, Fla.

"For the past three years indigestion kept me in misery all the time. I couldn't eat a thing without having pains in the pit of my stomach afterwards, and being bloated up terribly with gas. I just felt tired and worn out all the time and was so weak that many a day I had to lay off from work. I lost all desire for food, couldn't sleep well at night, and my nerves became so upset that everything worried me. I tried treatment and medicines of all kinds but nothing did me any good.

"I saw by the papers how many Tampa people were being helped by Tanlac, so decided to give it a trial and I began to improve right away. My appetite picked up and I soon found that I could eat anything I wanted without fear of suffering from pains in the stomach or gas. My nerves are steady and I sleep like a log. I have gained eleven pounds never miss a day's work now and just feel fine all the time.

"My wife was in much the same condition as I was, badly run down, no appetite, very nervous and suffering from indigestion. When she saw the way Tanlac was helping me, she began to take it too, and the results in her case were equally remarkable so that now she is in splendid health."

Tanlac is sold in Lakeland by Henley & Henley, in Winter Haven by Anderson Drug Co., and in Mulberry by S. E. Gibson.

It's not a far cry from manufacturing to shopping—so far as St. Petersburg is concerned. The Sunshine City is becoming noted as a shipping center.

The other day two women of prominent families in Tampa came to St. Petersburg to buy their fall dresses. They came over by automobile and spent the day here visiting the various shops. At one store in this city the party spent upwards of \$200 for dresses that represent the new fashions in women's wear.

Curiously enough, these shoppers didn't come to St. Petersburg with the idea of getting things cheaper than in Tampa. According to the expressed wish of one of the women they "want the best."

Prices, you know, are coming down this fall, and in women's wear particularly there will be a notable difference in the prices that will be paid during the coming winter and those that have prevailed for the past two years.

Our Tampa friends were a little bit surprised at the drop in prices, it is said, and at one store where they examined an evening costume similar to one that last winter was quoted at \$125, they were told the figure for next fall would be \$85.

This made the shoppers a little dubious of the value of the costume.

"I don't think that will do," said the would-be buyer. "I would like to see something at about \$125 or \$150, if you please."

That incident is quoted among St. Petersburg business people to prove that shoppers themselves are in a measure to blame for the profiteering of the last two years.—St. Petersburg Independent.

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