



Anchors aweigh and nosing out to sea . . . and behind her smart efficiency, the powerful force of great traditions handed down from Drake and Nelson.

There is tradition, too, behind every package of PLAYER'S—the traditional quality that has made the name PLAYER'S famous with smokers the world over . . .

"It's the tobacco that counts".

*Be in the fashion — say*

*Player's Please*

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**IT'S THE TOBACCO THAT COUNTS**