

**"It's a way they
have in the Navy."**

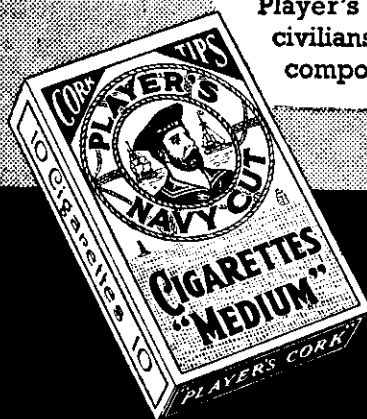


"PIPING THE ADMIRAL ABOARD"

This old Naval custom is a survival of the days of sail, when officers were hoisted on board a warship by means of a chair slung from the yard arm. The salute consists of blowing a series of blasts on the boatswain's call (or whistle.)

LIGHTING UP A PLAYER'S

Throughout the Senior Service this custom is followed many times a day. Lighting up a Player's with sailors, soldiers, airmen and civilians is a custom that brings pleasure, composure and contentment.



CORK TIPPED or PLAIN

*Player's
Please*

BRITISH IN NAME — BRITISH IN QUALITY