The Brisk Smoke—“Bull” Durham

When you see an alert-looking young man in a lively argument roll a “Bull” Durham cigarette—it’s the natural thing. He likes to punctuate a crisp sentence with a puff of “Bull” Durham. His mind responds to the freshness that’s in the taste of it, and his senses are quickened by its unique aroma. A cigarette of “Bull” Durham just fits in with keen thinking and forceful action.

Genuine

Bull Durham

Smoking Tobacco

Made of “bright” Virginia-North Carolina leaf, “Bull” Durham is rich, fragrant, mellow-sweet—the mildest, most enjoyable of smokes. “Roll your own” with “Bull” Durham and join the army of smokers who have found that so good a cigarette cannot be obtained in any other way.

FREE

An Illustrated Booklet Showing How to “Roll Your Own” Cigarettes, and a Pocket-Size Card How to Use an American Tobacco Cylinder in U. S. Post Office Mailing. Ask for it at your newsstand or post office. The American Tobacco Co.