

## B



He was lost in the forest -

But only for a moment. Two things he remembered: That whortle-berries always grow on the north side of ant-hills and that large pine trees bear more numerous branches on their southern side.
Experience saved him from wandering aimlessly. The rest was easy
Many a successful firm is similarly lost in its account Ing department-literally bewildered by ledger problems that seem impassable.
We believe the experience of Library Bureau is your safest guide in finding a way out of your difficulties. Once you get the fundamentals right (and the L. B. Card ledger is fundamentally right) the rest is easy.
The L. B. Card ledger, machine posted, is used today in hundreds of
tanks and commercial houses.
It saves posting time-hours dally. Accounts are easy-to-find. The cards are easy-to-handle. They drop right into place on the posting
machine. They are readily refiled: housed in a special tray that hold them in correct working position. Every account-any aecount-1 cet-at-able at any time.


Banks
and folders:
1266712687 and 7318

## Library Bureau

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## CIGARETTE

 SMOKERS of America: Crack this nut in your own teeth
there were any other tobacco in the world as mild or as good for cigarettes as Turkish tobacco-do you think that S. Anargyros would maintain a small army of trained experts in the Orient, 4000 miles from home--to select, buy, grade and pack Turkish tobacco -then pay ocean freight, plus 35 c a pound import duty?

Of course not-nor would our competitors use a single leaf of Turkish tobacco if in any other tobacco grown they could find a substitute for the "dash" of Turkish which they put into their "bundle" cigarettes to make them smok-able-and without which they would be lost.

Our competitors know all this. They harp on "part Turkish" and "blend of Turkish" and "paper packages" in place of a box. In fact they make many skillful apologies, which they hope will in part take the place of $100 \%$ Pure Turkish Tobacco.


Now here is the nut-and we will crack it for you.
Murads are $100 \%$ Pure Turkish Tobacco, the World's most famous Tobacco for cigarettes. They are the proverbial "whole loaf"- not half loaf or part of a loaf.

They are, for protection, packed in cardboard boxes. A hen lays her eggs in a shell for protection. If you prefer them without the shell, you get scant protection and much scrambling.
You ask the question, "Are Murads so much better than the other kind of cigarettes?" The answer is: More than twice as good-and we have here told you why.

Are Murad 100\% pure Turkish "whole loaf" cigarettes more expensive? YES. All $100 \%$ good things cost more and are worth more than half good or imitation good.
Cigarette smokers of America: People of your class and enlightenment know these things and appreciate them. We are proud to say to you that ordinary cigarettes cost a trifle less than Murads. Think it over. The reasons are before you. Judge for yourself! In the long run the public makes no mistakes.

Remember, every package of Murad is sold under a guarantee.

## Stharques

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

