THEATERS

The

Cream

of the

Tobacco

Crop

WILLIE HOPPE

writes:

"The slightest cough or throat irritation might be fatal during a close match. On this account I prefer Luckies as a steady diet. They have never irritated my throat or caused the slightest cough. I am going to stick with Luckies."

No Throat Irritation-No Cough.

@1928, The American Tobacco Co., Inc.

Champion Billiard Player :

#### JAY WALKING A PROBLEM HERE PRESIDENT ELLERBY DECLARES

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Used Stanolind Aero Oil and Stanolind Aviation Gasoline Products of Standard Oil Company (Indiana)

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One of the most meaning full records in aviation history, this! Not only hours, but days in the air! Eddie Stinson and George Haldeman have given the world a new confidence in aviation by this record.

Endurance-that was the test of the men, the plane and the fuel and oil that kept it going. No weakening! They won! In this telegram the men give credit to the fuel and oil in which they put their trust.

The Standard Oil Company (Indiana) is proud of this appreciation—proud to have helped to make an endurance record. It is one more proof of the absolute dependability of this Company's Products.

In the air-as on the land-men have confidence in its products—confidence born of proved dependability. Every



## Standard Oil Company

BIRMINGHAM, MICHIGAN

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"The Greatest Tire in the World"



### and then some!

Some little time ago when Goodyear announced "The Greatest Tire in the World" we sat up and took notice. Knowing Goodyear, that seemed to us a pretty sensational statement for such a long-established, solid com-

Now that we've seen the tire, tested it, tried in vain to find something the matter with it, we add our bit to Goodyear's statement.

It's the most wonderfully designed and built tire we have ever seen. It's everything Goodyear said, and then some!

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