

IT TAKES MORE THAN SEX TO SELL CIGARETTES.

Those sexy-looking people in your magazine ads and television commercials can't sell your cigarettes unless you've got the right taste. But finding the tobaccos to give you that certain taste is getting harder and harder all the time. Adequate stocks of fine tobaccos are not always available. And if you do find what you want, it often costs more than you want to pay. This is why many companies and monopolies are buying on a direct-order basis through Monk. Direct-order simply means we buy the tobaccos you want while they're available. And process them to your exact specifications. Not only does this help keep your costs in line, it also helps keep the taste of your blend constant. And without that, you're in trouble. Because it takes more than sexy advertising to keep your customers satisfied. MONK A.C. MONK & COMPANY, INC., FARMVILLE, N.C., U.S.A.