

BUSINESS 102

IN BUSINESS ADMINISTRATION, WE MUST STUDY CLOSELY MARKETING, ADVERTISING, MERCHANDISING AND MANY OTHER THINGS.

NOW, A COMPANY'S MARKETING SITUATION IS NATURALLY SUBJECT TO CONTINUAL CHANGE SO IT MUST KEEP IN TOUCH WITH A POTENTIAL MARKET FACTOR..

THE COMPANY MUST ALSO KEEP IN CONTINUAL TOUCH WITH THE PRICE FACTOR AND THE STYLE FACTOR AND THE CHANGING CONSUMER - IN FACT IT IS KEPT VERY, VERY BUSY, NO END. TSK, TSK, TSK!

PLEASURE P.D.Q.

IT'S GOOD BUSINESS TO SMOKE THE RIGHT TOBACCO - ME FOR THE MILDEST, MELLOWEST SMOKE EVER - PRINCE ALBERT

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2 OUNCES OF PIPE JOY!!!

YES, SIR, IT'S PRINCE ALBERT WE'RE TALKING ABOUT, THE MILD, SMOOTH, CRIMP-CUT SMOKING TOBACCO THAT NEVER BITES THE TONGUE. MAN, WHAT A SMOKE - AND 2 FULL OZ. IN EVERY TIN. NO WONDER, "P. A." IS THE LARGEST-SELLING SMOKING TOBACCO IN THE WORLD!

PRINCE ALBERT *the national joy smoke*

