


## To Win More Friends 50 Lucky Strikes TAX FREE

We invite every smoker in this city to take advantage of this startling offer. We've told you about Lucky' Strike superiority. Your friends have told you. Now know for yourself the value of the toasting process! We make this proposition to win more friends:

The regular price of a tin of 50 Lucky Strikes is 40 c We pay the Government Tax of 15c You pay the dealer only 25 c Act quickly, as the dealer's lllamement
Get one tin [only one to $\begin{gathered}\text { a p orson } \\ \text { and home or for ofice. }\end{gathered}$
The regular price will be in effect when the dealeter on this oticr is oold.

Smoke these 50 Lucky Strikes. Then you'll know how the 45 . minute toasting process adds to the flavor and improves the taste.



