

Save from \$52 to \$78 a year

You will be amazed to see how the use of "Bull" Durham will cut down the cost of your smoking.

How is it possible to give you quality at the low cost of 10 cents for 50 cigarettes?

ANSWER: The government tax alone on 50 machine-made cigarettes is 15 cents—5 CENTS MORE THAN THE COST OF 50 "BULL" DURHAM CIGARETTES TO YOU!

The average smoker saves \$1 to \$1.50 a week by "rolling his own" from "Bull"—or from \$52 to \$78 a year. This makes quite a Christmas fund—or pays for a fine trip.



GENUINE
"BULL"
DURHAM
TOBACCO



Guaranteed by
The American Tobacco Co.

50 GOOD CIGARETTES 10¢