

# To win new friends



## 100 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 new friends:

The regular price of a tin of 100 Lucky Strikes is 75¢

You pay the dealer only 45¢

We pay the Government Tax of 30¢

Act quickly, as the dealer's allotment at this price is limited.

Get one tin [only one to a person] for home or for office.

The regular price will be in effect when the dealer's supply on this offer is sold.

Smoke these 100 Lucky Strikes. Then you'll know how the 45-minute toasting process adds to the flavor and improves the taste.

Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED



# LUCKY STRIKE

IT'S  
TOASTED

### Cleanliness and Care in Manufacture

Every Lucky Strike factory is a model of sanitation. Read how Alfred W. McCann, the noted food expert describes one of our factories: "White walls and ceilings, floors as clean as freshly chiseled marble, cutting machines and wrapping machines that take away from the human hand all detail and leave nothing to the human supervision but the watchfulness of trained eyes."