

**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?

Here's one reason: 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.

# 50

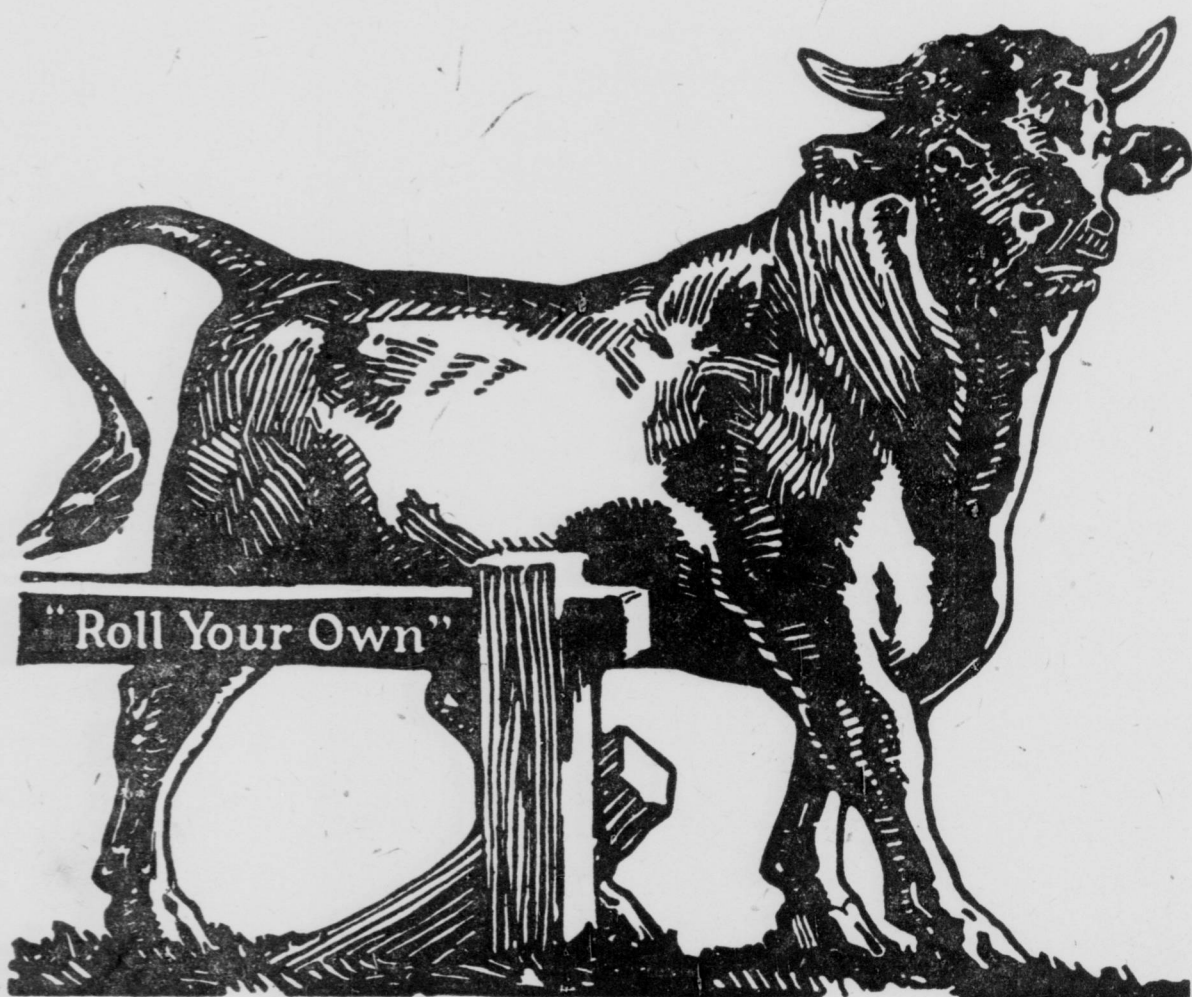
★ **GOOD**

# CIGARETTES

# 10¢

**GENUINE**

“**BULL**”  
**DURHAM**  
**TOBACCO**



★ What a place "Bull" Durham holds in the hearts of Americans! Can you think of any other brand that has been the favorite of three generations?

Look at its history. From the Civil War to the Great War "Bull" Durham has been the American's greatest standby. Sixty years.

There really is no smoke in the world so altogether satisfactory.

A "Bull" smoker never switches. You can't interest him in any new experiments. He carries his preference wherever he goes.

This is because the special flavor and aroma of "Bull" Durham make a cigarette that can not be duplicated.

Find out. You will never know how good a cigarette can really be until you roll your own out of "Bull".



Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED