



To Win More 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 more 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

Facts About Taxes on Cigarettes

TO the general public, we believe it will be surprising to learn that nearly *half* of what they pay for cigarettes goes to the government for taxes.

The internal revenue stamp on a package of twenty Lucky Strike cigarettes costs you six cents. On a 75c tin of one hundred the revenue stamp costs you thirty cents.

So nearly *one half* of what you pay for cigarettes is spent by you for taxes.

This is certainly the heaviest tax on an article of daily and universal consumption.

The Tobacco Industry and Taxes

The aggregate tax paid by the tobacco business is with one exception, *income taxes*, the largest item of internal revenue the federal government receives. Last (fiscal) year it amounted to \$309,014,050.84.

Of this enormous amount of money the cigarette industry paid \$182,715,735.93, or nearly two-thirds of the total tax paid by the entire tobacco business.

We believe you will appreciate that when nearly fifty cents of every dollar paid by you for cigarettes goes to the government, you must receive in cigarettes a value in return for your money that is rarely given in any commodity.

That the public appreciates this great value is shown by the enormous increase in the consumption of cigarettes.

Our reasons for this tax free offer

We know this offer induces men to try Lucky Strikes—it "Wins More Friends."

We know that a large percentage of those who get acquainted with Lucky Strikes adopt them.

This isn't philanthropy nor propaganda—just good business, as you'll agree.

The offer is limited. We cannot afford to keep it up.

We make it generous, to attract attention.

Super-quality

Only by immense volume can we produce such an aristocratic cigarette as Lucky Strike at such a democratic price.

Its quality is supreme because it has that costly extra process, *toasting*, which improves the flavor and adds to the taste of even the finest tobaccos that are used in Lucky Strikes.

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."

We know a trial will make you a permanent customer of ours.

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