

TAX FREE

We pay the Government tax of 6c. Merely hand to your dealer the coupon below with 9c and get a package of **20 Lucky Strike Cigarettes** today only for **9c**

[NOTE: The United States Government, through the Internal Revenue Department, collects 6c on every package of twenty cigarettes as evidenced by the Revenue Stamp.]

Why we want
Every Man in Salem
to try Lucky Strike

*To men who have not yet tried
Lucky Strike*

This is not philanthropy, just business. You are introduced to a cigarette *today* which sooner or later you're bound to try. This merely hastens that happy time. Tear off the coupon *now*.

We have found that 88% of the men who try Lucky Strike immediately adopt them. So to introduce you to Lucky Strike we can well afford to make this special offer of paying the 6c Government tax *today ourselves*.

No words can do justice to the Toasted Process in Lucky Strike. It takes us an extra 45 minutes to toast the flavor in, but it takes you only a moment to try the flavor out—the test of the toasting is the tasting.

Smoke this package *tax free*—you'll get acquainted with a cigarette so balanced in the blend, so mild in the flavor, so smooth in the smoking and so fragrant with the sealed-in-virtues of the toasted process, that you'll change to this brand that never changes—and you'll never change again.

*To men who already smoke
Lucky Strike*

We want you, too, to get this *tax free* package, maybe to pass it on to a friend who doesn't yet know the pleasure you know.

Let him enjoy Lucky Strike as you do. Tell him to try one package and then see if he agrees with you and millions of others that there's no cigarette with such characteristic superiority.

Tell him why you prefer Lucky Strike. Tell him that the extra 45 minutes of toasting insures a flavor that never varies. He'll find, as you have, that this is a cigarette which can be continuously enjoyed. The flavor never varies.

Some one introduced you to your first Lucky Strike and you recall it as a lucky discovery. So pass the good word along. Give some friend the same opportunity. Tear out the coupon *now*.

Guaranteed by
The American Tobacco Co.
INCORPORATED



LUCKY STRIKE

Today!
Change to the
Brand that
Never Changes

The Quality of Lucky Strike

That this wonderful cigarette may reach you in perfect condition, no expense or trouble is spared by the manufacturer. Notice that each package is individually wrapped in glassine paper to protect its fragrance for you, until you yourself open it.

If you live out of town or if for any reason whatsoever you cannot conveniently redeem this coupon through your retail dealer, simply mail it to us with 9c in stamps for the cigarettes, *tax free*, and your name and address plainly written. We will forward you *tax free* a package of Lucky Strike Cigarettes. The American Tobacco Co. of the Pacific Coast, San Francisco

Key No. 106 GOOD for
one package of 20
LUCKY STRIKE
Cigarettes—TAX FREE
GOOD ONLY Saturday, Dec. 15, 1923
Must be presented to your retail dealer
We simply ask you to pay 9c for the cigarettes.
We pay the 6c Government tax today only.

TEAR THIS OUT

To Retail Tobacco Dealers: This coupon must be redeemed by you through your jobber within one week from above date. Redemption will be made only from dealers engaged regularly in the business of selling cigarettes and who have accepted coupons from consumers. The number of coupons you can thus redeem is limited to the number of packages of Lucky Strike Cigarettes you purchased from your jobber for this tax free plan.