

This 'variety box' includes our four principal brands (i.e. blends), and it contains cigars of all the shapes and sizes in those brands.

ANY taste can now be satisfied. Every cigar we make can now be put to the smoke-test. The cost is trifling—just enough to cover the actual cost of making and shipping.

Remember: Thirty-two different cigars are now available to you in this economic form,

—every one different from every other;

every one suited to a different taste.

I am willing to have you try the entire 32 kinds—in order to help you find *the ONE that will suit your individual taste.*

Fill out the enclosed blank—and discover YOUR cigar.

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A letter used in reviving old customers. Its pleasant but incisive style, its brevity and its business-like confidence suggest action.

Mail back the enclosed postcard—and I will be glad to send you, with my compliments, a sample box of five cigars.

I simply want to prove to you (at my own expense) how GOOD our cigars are now running—in Quality, Burn, Fragrance, Aroma and SATISFACTION.

During the past year, our cigars have improved 38%.

How do I know that? Our customers themselves have said so. Through our 'Record of Repeat Orders' they automatically register the exact degree of their satisfaction with our cigars.

This final, absolute verdict shows: 38% *improvement.*

Try a sample of the cigar you formerly smoked—to prove to yourself how much BETTER it is to-day.

Or try a sample of some other brand, shape or size—