

In selecting that particular blend and shape for you, I simply had to trust to luck—*because I do not know your present 'taste.'*

Maybe the cigars I submitted were not the right blend, or size, or shape, or strength, or condition for YOU.

Each of these five things makes a vast difference in 'taste'—and consequently in smoke-satisfaction.

I have several other brands, each composed of different blends of tobaccos. And each blend has a large range of shapes and sizes. And each shape and size has a wide choice of colors and strengths.

Among this great variety, there surely is the particular cigar that will suit *your individual* taste.

Look carefully over the enclosed list. Select the blend, shape and price of cigar that you think will satisfy YOU.

Let me send you a box of each of the various blends, or let me send you various shapes of the same blend.

Remember: They are shipped to you 'on approval'—no payment in advance. And *no charge for the cigars you smoke in testing.*

Isn't that a fair deal? You know, that is more than any Retailer will do. When buying across the counter you have to PAY before you TRY. The cost of the test is on YOU, and not on the Dealer.

But I am willing to have you make the trial at my own sole expense—without any obligation whatever on your part.

Use the enclosed order form, while it is handy.

It will give me pleasure to send you the cigars you request.

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Not every man will like the same cigar, any more than every man will like the same girl.

Tastes differ!

To enable you to find the cigar exactly suited to your individual taste, we have put up a VARIETY BOX, *containing a sample of each of our cigars.*