

Don't rack your brain or waste your time in trying to select appropriate gifts in crowded stores. Let me do your Christmas shopping for you. Just fill out the enclosed blank—and in five minutes the bothersome shopping problem will be off your mind.

Mail your request RIGHT NOW--while the envelope is handy.

This vigorous and pleasant series, following up an inquiry, illustrates two great virtues. It talks constantly about the action to be taken, so that the customer smokes his samples with his mind intent on future purchases. It "puts it up to the customer," it persuades and suggests, but does not plead or dictate.

With pleasure!

The trial box of cigars went forward to you by parcel post yesterday.

These samples enable you to make a fair and impartial comparison with any cigars you have lately been smoking—both as to **QUALITY** and as to **PRICE**.

Now, if my cigar is higher in quality and lower in price than the ones you generally smoke, then, of course, you will want mine.

Otherwise not.

And that is my sole aim in sending you a free sample: To put into your hands (without any expense or inconvenience to yourself) a means of comparing what you *now* smoke with what you *can* smoke.

Don't forget, that **YOU** are both judge and jury."

P. S.—Write and tell me whether the cigars reach you in good condition.

How did you like the sample box of Rio Havanass which I sent you recently?