

jostle and last-minute rushing around. Let me be 'the busy man's Xmas shopper.'

Just fill out the enclosed blank—and in five minutes the whole bothersome shopping problem will be off your mind.

Accept my best wishes for a cheery, joyous Christmas, full of happiness and contentment and "good will toward men."

A letter about the same thing written to a woman.

The
Best Gift
For a Man:

The others are going to give *him* neckties and slippers and handkerchiefs and what not.

If you are puzzled and worried, and don't exactly know what to get, take this little tip from Santa Claus: just you get *him* CIGARS.

Maybe you don't know what a dandy Christmas present cigars make. Just believe Old Santa—that father, husband, brother or sweetheart of yours will exclaim with joy and pride: 'There's one woman who understands a man!'

Nothing gladdens the heart of a smoker so much as a box of good cigars. The anticipation of a few good 'smokes' wins his gratitude and appreciation more than any cold 'utility gift'—some present for which he has no particular use.

There is a world of fragrant pleasure and aromatic delight in a box of fine Havana cigars.

But be sure to get the cigars he likes.

When you give him any of the cigars listed in the enclosed circular—you are sure to be right—for *he has bought them himself.*

Yes, our card record shows exactly the brand and shape and size of cigar he has bought from us before. So you can feel absolutely certain to please HIM.