

**“Tough Guys!” “Tough Guys!” “Tough Guys!”**

*The  
most  
wonderful  
Cigarette  
on  
earth*

THE secret of this Blend has been wrested from science after years of patient research and investigation.

JUST the spice of danger that appeals to a BRITISHER.

JUST the element of luck that appeals to a SPORT. Be a BRITISHER and a SPORT and smoke “Tough Guys.” Send them to TOMMY IN THE TRENCHES. HE will know what to do with them!

A Colonel writes:—

Please send me two million “TOUGH GUYS” cigarettes. They are invaluable. The way they accustom my men to poisonous gas is marvellous. My men do not wear respirators—they smoke “TOUGH GUYS!”

A Company Commander says:—

More power to your famous cigarettes. No German can live near them.

A Sergeant declares:—

There are no flies near “TOUGH GUYS.”

A lonely Soldier writes:—

I have 41 lady friends. They all send me “TOUGH GUYS.” I always smoke one after a letter from home. They make me think of something else.

Hundreds of others have written to us about “TOUGH GUYS.”

*The most intimate Cigarette in the world.*

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*Sgt R. M. Cassie*  
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