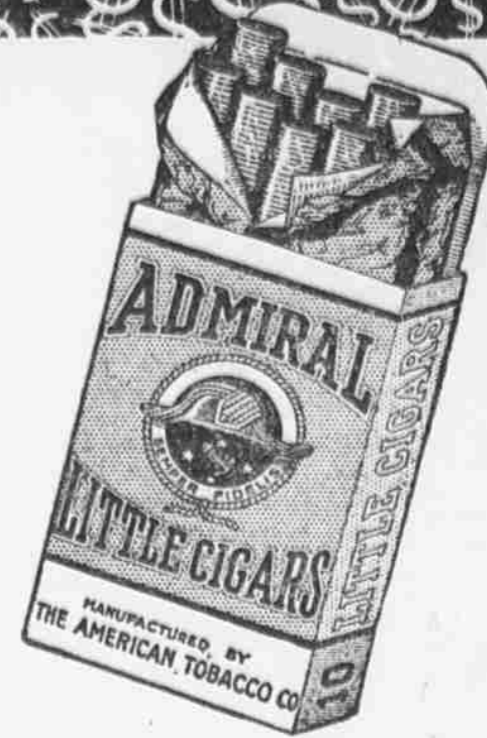


10 for 5¢



THE MILLION DOLLAR WRAPPER

on the ADMIRAL LITTLE CIGARS

This Million-Dollar Wrapper is so-called for two logical reasons:

Reason No. 1—In 1915 there were sold in this country, as the sales of the U. S. Internal Revenue Stamps attest, One Billion (1,000,000,000) Little Cigars.

Of this One Billion Little Cigars, only Eight Hundred Million were smoked. Why? Because Two Hundred Million had crumpled and broken after the buyers had bought them!

Reason No. 2—Since the advent of short smokes there has been, through all the years, an unremitting, constant search for a practical all-tobacco wrapper. The sums spent in this long search were enormous.

The First Reason proves that annually the smokers of little cigars in the United States pay One Million, Two Hundred Thousand Dollars (\$1,200,000) for little cigars that they never can smoke; for the dry, brittle, fragile leaf wrapper will not withstand the slightest pressure or jar. It cracks and falls to pieces.

The Second Reason proves the great value which has always attached to an all-tobacco wrapper for short smokes that would preserve the fineness, the flavor, and the freshness of the filler, and that would not break, crack or crumble.

The answer is the Million Dollar Wrapper on the Admiral Little Cigars. THIS WRAPPER IS OF

PURE TOBACCO, AND OF NOTHING BUT TOBACCO, with the delicate brown hue of the natural leaf.

The United States District Court so declares it to be.

The American Tobacco Company so declares it to be.

And it encases and protects the finest filler we could put into it. The union of the two is, we have reason to believe, a smoke that millions of men have been waiting for.

It is on sale in Philadelphia today. You may like it. We think you will. At any rate, you owe it to yourself to try a package.

10 for 5c

The Million Dollar Wrapper will not break! It is the only all-tobacco little cigar that can be put in foil-lined packages that will preserve the flavor and aroma.

The American Tobacco Company