
$-B E C A U S E$ we pack LORD SALISBURY in the most inexpensive and the most attractive machine-made paper package instead of the expensive hand-made cardboard box, the bulk of production cost is invested in the quality of the tobacco, not in the wrapping.


You can't smoke the box. Then why buy it?

The LORD SALISBURY is the only high-grade TURKISH cigarette in the world that sells for as little money as

## 20 cents for 15 cigarettes

## LORDSALISBURY <br> TURKISH CIGARETTE

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[^0]:    -which means that if you don't like LORD SALISBURY
    Cigarettes you can get your money back from the dealer

