





# TAX FREE

We pay the Government tax of 6c. Merely hand to your dealer the coupon below with 9c and get a package of

## 20 Lucky Strike Cigarettes today and tomorrow only for 9c

[NOTE: The United States Government, through the Internal Revenue Department collects 6c on every package of twenty cigarettes as evidenced by the Revenue Stamp.]



### Why we want Every Man in Ranger to try Lucky Strike

#### To men who have not yet tried Lucky Strike

This is not philanthropy, just business. You are introduced to a cigarette *today* which sooner or later you're bound to try. This merely hastens that happy time. Tear off the coupon *now*.

We have found that 88% of the men who try Lucky Strike immediately adopt them. So to introduce you to Lucky Strike we can well afford to make this special offer of paying the 6c Government tax *today ourselves*.

No words can do justice to the Toasted Process in Lucky Strike. It takes us an extra 45 minutes to toast the flavor in, but it takes you only a moment to try the flavor out—the test of the toasting is the tasting.

Smoke this package *tax free*—you'll get acquainted with a cigarette so balanced in the blend, so mild in the flavor, so smooth in the smoking and so fragrant with the sealed-in-virtues of the toasted process, that you'll change to this brand that never changes—and you'll never change again.

#### To men who already smoke Lucky Strike

We want you, too, to get this *tax free* package, maybe to pass it on to a friend who doesn't yet know the pleasure you know.

Let him enjoy Lucky Strike as you do. Tell him to try one package and then see if he agrees with you and millions of others that there's no cigarette with such characteristic superiority.

Tell him why *you* prefer Lucky Strike. Tell him that the extra 45 minutes of toasting insures a flavor that never varies. He'll find, as you have, that this is a cigarette which can be continuously enjoyed. The flavor never varies.

Some one introduced *you* to your first Lucky Strike and you recall it as a lucky discovery. So pass the good word along. Give some friend the same opportunity. Tear out the coupon *now*.

Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED



# LUCKY STRIKE

## Today!

### Change to the Brand that Never Changes

#### The Quality of Lucky Strike

That this wonderful cigarette may reach you in perfect condition, no expense or trouble is spared by the manufacturer. Notice that each package is individually wrapped in glassine paper to protect its fragrance for you, until you yourself open it.

If you live out of town or if for any reason whatsoever you cannot conveniently redeem this coupon through your retail dealer, simply mail it to us with 9c in stamps for the cigarettes, *tax free*, and your name and address plainly written. We will forward you *tax free* a package of Lucky Strike Cigarettes.  
The American Tobacco Co., Inc., 111 Fifth Avenue, New York City.

TEAR THIS OUT

1288 GOOD for one package of 20

### LUCKY STRIKE

Cigarettes—TAX FREE  
GOOD ONLY — JAN. 14 & 15, 1924

Must be presented to your retail dealer.  
We simply ask you to pay 9c for the cigarettes.  
We pay the 6c Government tax today only.

To Retail Tobacco Dealers: This coupon must be redeemed by you through your jobber within one week from above date. Redemption will be made only from dealers engaged regularly in the business of selling cigarettes and who have accepted coupons from consumers.  
The number of coupons you can thus redeem is limited to the number of packages of Lucky Strike Cigarettes you purchased from your jobber for this tax free plan.



# LET'S HELP RANGER GROW

## *Some Weighty Reasons Why the Citizens of Ranger Should Buy and Own the Water Distributing System*

Because it is a valuable franchise which will become more valuable as the city grows.

Because it may be bought on the credit of the City of Ranger without adding to the burden of the taxpayers, as the income from the water consumers will take care of all interest charges and also retire the bonds within a few years, after which the water plant will be a source of income for the city.

Because by installing a water filtering plant, one of the first things to be done, citizens may be supplied with pure water, fit for drinking, thus doing away with the necessity of buying drinking water, as at present.

Because the cost of water to consumers will be reduced from \$1 for each 1,000 gallons to 50 cents for each 1,000 gallons.

Because improvements to the pumping plant, larger mains, duplication of distributing pipes will reduce the insurance key rate, thus effecting an additional saving to property owners.

Because every city of any importance owns its water distributing system, has found it to be profitable and none would consider for an instant surrendering this valuable franchise to private interests.

Because cheaper water will enable the people to water their trees, flowers and lawns more freely and aid materially in transforming Ranger into the City Beautiful.

Because it is an opportune time to buy the Ranger water system, and never the time will come again, should this opportunity be lost, to buy the water distributing system so cheaply and on such advantageous terms as now.

Because not one adequate reason has been advanced why the taxpayers should not vote the bond issue of \$190,000 with which to buy and improve the water supply system.

So vote next Tuesday, January 15, for the bonds and ownership by the citizens of Ranger of their water distributing system.

## Let's Help Ranger Grow

