War Rolling and the Rolling to Berthe Rolling T.T.C.S.S. S. S. S. S. C. S. S. S. S. THE OMAHA SUNDAY BEE. EDITORIAL SHEET. PAGES 11 TO 20. CONTRACTOR OF STREET ESTABLISHED JUNE 19, 1871. UMAHA, SUNDAY MORNING, FEBRUARY 2, 1902. SINGLE COPY FIVE CENTS. OUNDING when the peg don't fit the hole. **Banners and show** People are Push is a good thing bills and shouting getting wise If direction is right. are in vain. The old on the questime bluster and hurrah tion of material and there is a sure, have lost force. The steady advance of time is fast passing a new order of when the cheap cigar things in a 5-cent which tastes like cigar. The old familiar tactics of "booming" a roll of straw, flavored cheap cigars are causwith verdigris, can be ing people to smile-and EP.+T.L "circus"=ed into poputo appreciate more larity. Its now a question of stock, than ever a real effort gentlemen; "pounding" won't do. to give them quality.

The efforts of Bondy and Lederer of New York, to get right stock are well known. By reason of their success in transplanting Vuelta sprouts to their own plantations they are producing for the first time a five cent cigar with a prime genuine Vuelta filler. The best kind of a properly cured Sumatra wrapper with all bitterness removed, is added. The sweet, coal taste and fine fragrance obtained is very different from the "circus"-boomed 5 cent cigars.

PEREGOY & MOORE CO., Distributers, Council Bluffs, Ia.

