Public announcements have appeared of late regarding the success of the American grown Vuelta tobacco transplanted to Southern soil in the U. S., by Bondy \& Lederer, with the added in= formation about these crops now being used in the Tom Keene clgar. A wholesale price higher than rates on all the oldtitime 5 cent cigars to dealers is found necessary on these goods. To get even or rather ahead more certain dealers have been found to be charging 10 cents each for the goods among customers who have overlooked that the price of the Tom Keene is plainly stated in these announcements at 5 cents.

Enterpriee le one thing; greed is another. Be enterpriting, Mr. Dealernot greedy. It paye better in the end.

## WE WANT THE TOM KEENE SOLD AT FIVE CENTS BY ALL DEALERS.

The TOM KEENE ahways had a Sumatra wrapper, and now, with this filler, is indistinguishable, in tasto as well as appearance, from



 PEREGOY \& MOORE CO., Distributers, Council Bluffs, la.


