# A MATTER OF DOLLARS AND SENSE 

It's sense to smoke a really good cigar---lt's dollars to get it for 5 cents.
The Tom Keene is pure YOU benefit by this. The tobacco in the Tom Keene cigar is the only genuine Vuelta stock ever grown on American soil. Bondy \& Lederer are the FIRST and ONLY cigar manufacturers to produce this result. No one ever attempted such enterprise before. It is new in the tobacco growing world. The saving of inportation duty alone makes it possible to sell a cigar of this peculiar Vuelta coffee-like taste for a nickel.
 Vuelta in every acceptance of the term, and critical smokers will immediately realize it. The delicate, but positive character of taste peculiar to Vuelta is plainly evident to every one in smoking it. It is so noticed in this flavor that we have had occasion to prosecute several dealers for selling the Tom Keene as a 10 -cent cigar. These suits were instituted because we do not wish dealers to frustrate the purpose of our advertising, which is to inform the people that a genuine Vuelta filled cigar can be had for 5 cents, under the name of Tom Keene.

## STATEMENT BY THE PEREGOY AND MOORE COMPANY.


 for 5 cents.

# PEREGOY \& MOORE CO., Distributers, Council Bluffs, la. GEORGE ROGERS, 1506 FARNAM STREET, Local Distributer. 






