

##  cost to you

Here is a seeming long story. But read it. There is information in this. It is more than an "ad."

## It should be of interest to every

 man who buys a cigar to know the condition of affairs now existing in the cigar market.The slam-bang, headiong tendency for years with nickel factories his been to get quantity of out-put and to get the cost of making down to the lowest possible notch. The idea has grown to be general among nickel factories that nickel buyers have 10 taste and that a roll of straw if it could be made to look like a cigar would do as well as anything else. But cost to you has always been the same. And think of the profits! The only drain on them has been the need of tin-horn advertising and blazing the way like a circus.

These factories combined and with the price of their "popular" 5 cent brands down as low as $\$ 17$ a thousand they now feel in a position to dictate the trade of the conntry

Nominally the price is kept up to what a decent 5 cent cigar should cost, but inner schemes on the goods bring it down to $\$ 17$ and the result loads up the dealers and naturally such goods are the plentiful ones.

Bondy \& Lederer were not with the "quantity" crowd. They are today the largest independent factory in America. They got busy trying to do something unusual. With capital and patience they have been able to succeed. The result is their own raising of genuine Vuelta tobacco on American soll from sprouts transplanted from the choice Abajos district of Cuba. Escaping duties they are able to put this stock into a cigar. costing dealers $\$ 35$ which dealers are expected to sell you at 5 cents. That cigar is the "Tom Keene." Just try it and note the exquisite Java coffee-like fiavor. That is the American Vuelta. It is a success. It is a good joke on the American Vuelta. It is a success. It is a good joke on the "quantity" around who now control (not with stiokers who know) the 5 cent market.
PEREGOY \& MOORECO.

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