


## Who Makes the Cigars You Smoke

Perhaps you never thought the matter of very much importance-but considered it enough to know the retailer from whom you bought.
But when you are repeatedly stung with poor cigars you cannot always blame the retailer-that isn't the way to avoid unreliable brands. Because that very same retailer probably carries in stock the best brands of cigars made-if you only ask for them.

## You ought to KNOW

When you get a poor cigar-and you don't know who made it-how are you going to avoid the other brands of the same manufacture? Don't you see that there is no way to prevent dishonest or incompetent manufacturers from repeatedly imposing on you by offering you unidentified brands of different names?

The American Cigar Company stands back of its brands with a responsible guarantee of their quality. We stamp the boxes of our standard brands with our Triangle A merit mark so you can immediately distinguish them wherever you go.
Then we invite you-even urge youto go to any store and ask for any one of our Triangle A brands-then judge it strictly on its merits in critical comparison with the cigars of any other manufacture sold you at the same price.

## Isn't that a square deat?



The NEW

## CREMO

is convincing evidence of the improved quality which
the Triangle A guarantees. Every box is extrawrapped in glassine paper to keep the cigars clean,

Do you know any other cigar manufacturer who stands back of his product in the same unmistakable way and on the same responsible basis, with as plain a guarantee of value?
american cigar company, Manufacturer

