

The Literary Digest for April 8, 1916 1023



"Yes, I'm a doctor—
"And I advise the smokers among my patients to smoke Girard cigars. In fact, I smoke them myself!"
There's nothing unusual about this either. Hundreds of physicians nowadays take the same advanced and reasonable view.

They allow their patients to smoke, but insist on *mild cigars* like the Girard. And thousands of smokers all over the United States are benefiting by this sensible advice.

The Girard Cigar
never gets on your nerves

It is made from carefully selected Havana tobacco—the genuine native leaf grown on Cuban soil, and *mildness by age alone*.
The Girard has all the mild, fragrant, tropic quality so highly prized by veteran smokers. And it is free from ill effects on the heart, the nerves or the digestion.
You can smoke Girards as often as you like with no impairment of your keenness, your active energy and thinking powers.
Girard dealers everywhere will tell you that this is a high-grade cigar, and real money's worth. And it is backed by a real guarantee.
It's take back any part of the dealer's purchase. We authorize him to do the same by you.

14 sizes 10c straight and up
Insist on a trial of this same and satisfying cigar.

Dealers—a word with you
If you are not handling Girard cigars—if you are not getting your share of the all-order business which follows this unusual cigar wherever it is sold—it will pay you to hear what we have to say. Write to us for details. Write today.

Antonio Roig & Langsdorf, Philadelphia
Established 1873



The "Broken"
Amoroso 10c

1916 Apr8

Why Physicians
Call Our New Brand

"A HEALTH CIGAR"

"I recommend Thompson's MELL-O-WELL cigars to any who are interested in regaining or keeping physical fitness."

"I am convinced that irritants, such as nicotine, glycerides, albuminoids and carbons—dangerous when used to excess by those who are physically below par—are largely removed from Thompson's MELL-O-WELL cigars."

"Many former patients, friends and others who have consulted me, and who, ordinarily, would be obliged to greatly curtail smoking, are now enjoying their usual allotment of cigars in Thompson's MELL-O-WELLS—with no loss of satisfaction or good health."

(Signed) G. Edward Roehrig, M. D.
715 South Bonnie Brae,
Los Angeles, Calif.

INTRODUCING

Thompson's
MELL-O-WELL
Cigars

**A New Idea
In A New Cigar**

At Last! Here is a cigar that is satisfying to every average smoker of good cigars. And make no mistake about this—it is a real cigar. Every day it is becoming more and more popular with men who discriminate and know what to look for in a good one.

Thompson's MELL-O-WELL cigars have long since past the experimental stages. Having a fine tobacco flavor with its blend of fine Havana in high proportion, MELL-O-WELLS are truly remarkable because of the almost total elimination of the toxic effects of nicotine and other harsh irritants which are naturally present in all good tobacco, and which are so often detrimental to the health of smokers. Absolutely nothing else has been taken from MELL-O-WELLS that could possibly lessen its smoking satisfaction.

You are invited to try Thompson's MELL-O-WELL cigars—for yourself—in your own way—at our risk and expense. Just sign and mail the accompanying card,—no obligations.

1931

Exposed! Spit is a horrid word,
but it's worse if on the
end of your cigar



One of many actual photographs of "spit-tipping" now makes. The above picture was taken in New Haven, Conn., April 7, 1935. An affidavit from the photographer is on file, showing that this workman used spit to make a cigar.

... the war against Spitting is a
crusade of decency... join it.
smoke **CERTIFIED CREMO!**

Over 7,500 cigar factories are registered by the U. S. Government. Over 7,400 of these hand-roll cigars, producing 50 percent of the output. Every hand-rolled cigar—made by American Cigar Co. or anyone else—is subject to the possible danger of "spit-tipping." Certified Cremo is absolutely free from spit-tipping—No Cremo is made by hand.

Every leaf of the choicest, finest tobacco entering the clean, sunny Certified Cremo factories is scientifically treated by methods recommended by the United States Department of Agriculture. And its purity is safeguarded along every step of the way by amazing inventions that blind, roll, wrap and tip the cigars!

Certified
Crema
THE GOOD 5¢ CIGAR
... THAT AMERICA NEEDED

© 1935 American Cigar Co.

1930 Jul16

Today still! Spit is a horrid word,
but it's worse if on the
end of your cigar

... the war against Spitting is a
crusade of decency... join it.
smoke **CERTIFIED CREMO!**



One of many actual
photographs of "spit-
ting" cigar smokers.
The above picture was
taken in New York City,
March 22, 1933. An off-
shoot from the photog-
raph is on file, showing
that this voracious pit
cigar is harmless and
bit of spit of tobacco.

Over 7,500 cigar factories are registered by the U. S. Government. Over 7,400
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spit-tipping—No Cremo is made by hand.

Certified Cremo is a really
wonderful smoke—mild—mel-
low—nut-sweet! Every leaf
entering the clean, sunny Cremo
factories is scientifically treated
by methods recommended
by the United States Depart-
ment of Agriculture and its
purity is safeguarded along
every step of the way by
amazing inventions that bind,
roll, wrap and tip the cigars!

Certified
Cremo
THE GOOD 5¢ CIGAR
... THAT AMERICA NEEDED

© 1933 American Cigar Co.

1930 Jul30

While a man enjoys his smoke
DEATH works at his HEART

SMOKE ONLY

The Flower Health Cigar

Scientifically treated to
Neutralize the Nicotine
They do not INJURE THE HEART
They do not WRECK THE NERVES
They are Fragrant, Pure and Clean
Nothing out but the Poison

Sent everywhere, { Box of 25, large, - - \$1.25
Postpaid { Box of 25, extra quality, \$2.25

THE FLOWER HEALTH CIGAR CO.
Majestic Bldg., Detroit, Mich.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



"Doctor's orders!"
And it's a pleasure to obey them!"

Heavy cigars threatened to knock this man's nerves sky-high. So he went to a doctor.

"You don't have to quit," said the doctor. "Just cut out the heavy cigars that back-fire on your nerves—be moderate—smoke a milder kind."

"But I don't like a mild cigar, doctor!"

"I'll give you one that you'll like," the doctor replied. "I smoke it myself—the Girard. It's fragrant, full-flavored, satisfying—and harmless!"

Girard
Since 1877, 28 years since

So this man switched to Girard—switched on the doctor's advice—and today you won't find a healthier or a happier smoker in the land.

And he's only one of thousands of smokers from coast to coast who have improved health, efficiency and pleasure by switching to Girard. The doctor was advised him in only one of many places who recommend Girard—and he's still, smokeless.

The Girard is made of real Mexican tobacco. It is age-mellowed. It is rich in flavor and is a cigar that Girard never uses if he cannot afford to make it.

Every Girard dealer will tell you that the quality and taste of a cigar are determined by the quality of the tobacco. So you can get them for 10c.

**14 sizes
10c and up**
The next time you call on the company, ask for Girard.

Dealers—
a word with you

If you are not handling the Girard, there's a big business waiting for you in this remarkable cigar. Drop us a line today.

Antonio Rodriguez & Company
Philadelphia
Established 1877

The "Shogun" brand name, 1916

**Doctors Like This Cigar
So Will You!**

DOCTORS appreciate the value of clear brain and steady nerves. More and more of them are acknowledging that the judicious use of MILD tobacco is distinctly beneficial in the hurly-burly of modern life.

Many doctors are smokers of
WAITT & BOND'S

**Wabon
Panetela**

10 cent cigar

It's made for judicious smokers. Lawyers, corporation and bank officers, business-men of high rating, clergymen,—men of reason and discretion—that is the clientele already built up for this MILD and friendly cigar.

WABON PANETELA has solved a smoke-secret for these men,—and for you.

It's a mild blend of fine, clear upland Havana filler with an absolutely neutral Sumatra wrapper. Thus the strength of the Havana is modified without weakening its fine savor or its exquisite aroma. It's a cigar that makes smoking a calm, soothing and harmless pleasure. It dispels irritation instead of causing it.

WABON PANETELA is made in the largest cigar factory under one roof—the big, white show-place of cigardom, which is a model of modern hygienic conditions,—and it is made under the eyes of visitors.

A box of 25 **WABON PANETELAS** will be sent to you on receipt of \$2.00. Smoke five as an experiment. If any claim of ours seems exaggerated in the light of that test, return the balance and we'll return your two dollars.

WAITT & BOND, Inc.
716 Columbus Avenue, Boston, Mass.



The Literary Digest for May 25, 1918 37



Who Discovered **RICORO**?

"Ricoro? That's what the doctor ordered!" said the Traffic Manager. "My nerves were jumping from overwork, so I phoned the doctor and told him my trouble."

"A common complaint," he said, "You're smoking too many heavy cigars again. Cut them out. Come see me tomorrow."

"Next day, when I called, I found the doctor hiding behind a regular after-banquet cigar."

"Ah Ha! Physician, cure thyself"—I laughed.

"Nonsense, man!" he rejoined, "I said no *heavy* cigars. This is light and mild, and you can smoke as many as you wish. Take one, it's a Ricoro!"

"Doc," said I, after a puff or so, "Ricoro is the pleasantest prescription a doctor ever ordered!"

Sooner or later you'll discover—

Ricoro

the "Self-Made" Cigar

Ricoro is *lightly mild*—you can smoke them all day without feeling them. Their fine, mellow, tropic fragrance and pleasant flavor are thoroughly satisfying. Their prices are low because Ricoro is *imported* from Porto Rico *duty-free*.

Ricoro is made in a dozen sizes and shapes, from 6c to 2-for-25 cents—simply the question of size. The quality is the same in all.

CIGARS

Sold Only in United Cigar Stores—"Thank You."

UNITED CIGAR STORES COMPANY

Over 1,200 Stores Operated in Over 300 Cities. General Offices, New York



Panatela Size
Box of 10—\$1.00

Invincible Size
Box of 10—\$1.00

Imported from Porto Rico

1918May25

That's What the Doctor Ordered



ABSOLUTELY DESTROYING THE POISONOUS EFFECTS OF NICOTINE WITHOUT REMOVING IT, OR AFFECTING IN THE LEAST DEGREE THE FLAVOR OR AROMA OF THE TOBACCO, IS ONE OF THE LATEST RESULTS ACCOMPLISHED BY SCIENCE

The process is the discovery of the eminent Prof. Dr. HUGO GEROLD, of the University of Halle, acknowledged to be the highest authority of Germany in cases of Tobacco Heart and Nicotine Poisoning. It has been investigated and subjected to the severest tests and experiments by medical bodies and physicians in private practice, and has met with unqualified endorsement and approval in every instance. It has made smoking harmless without detracting in the least from its enjoyment.

HEALTH TOBACCO COMPANY'S CIGARS

ARE MADE OF THE FINEST TOBACCO PROCURABLE, WHICH IS TREATED BEFORE BEING ROLLED BY THE GEROLD SOLUTION, THEREBY NEUTRALIZING THE POISON OF THE NICOTINE BUT NOT AFFECTING THE FLAVOR. THEY ARE THE BEST CIGARS ON THE MARKET AT THE PRICE AND

A DELICIOUS SMOKE

Although but recently introduced in this country, the sales are enormous. Everybody likes them, and tells his friends about them. Physicians recommend them to patients, and thousands who have had to give up smoking have welcomed HEALTH CIGARS as a blessing.

If your dealer does not have HEALTH CIGARS, send us One Dollar, and we will send, postage, a box of twelve ten-cent ones. They contain ten, white, light or dark color. If you do not like the color of the first trial, send them back and we will return your money. We have had two boxes returned out of over one thousand sent out.

A pamphlet giving communications of physicians, and an article read before the St. Louis Academy of Medicine on **Health Cigars**, also facsimile of Imperial Physician's letter ordering **Health Cigars** for the Care of Remon, sent on application.

HEALTH TOBACCO CO., Fifth Ave. and 42d St., New York City

PRESBURY, N.Y.

80 The Literary Digest for October 11, 1919



**If you
were a surgeon—**

the nature of your work would require you to keep your nerves true and steady. Therein a surgeon has an advantage over most men. He is compelled to be careful of his nerves.

But this does not mean that a sound nervous system is any less valuable to you than to him.

Everywhere in the world the man with the firm hand, the true eye, the ready and responsive brain gets the most out of life.

Everywhere in America these men are finding in the Girard a cigar that brings them all the pleasures of tobacco with no disturbing reaction. All the only gums that sometimes leave an "after-effect" from tobacco are removed from the Girard—but not one iota of the ripe and mellow Havana flavor is removed!

Baker size 13c 2 for 25c
Other sizes 15c up

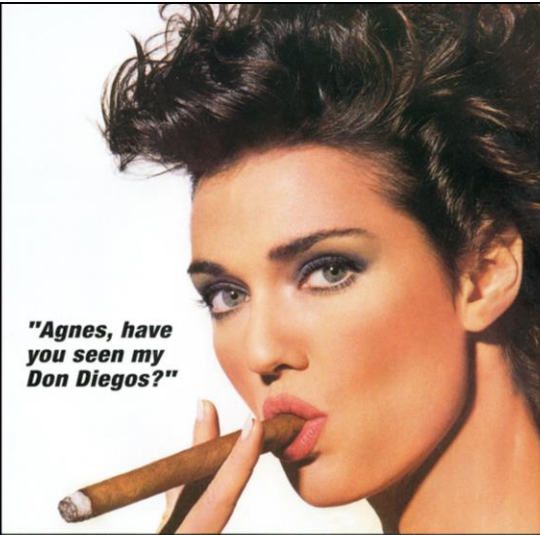
Ask for Girard at the next cigar counter. Sold in every State in the Union. Doctors recommend it and smoke it too.

Antonin Reig & Langsdorf
Established 40 years Philadelphia

GIRARD
Never gets on your nerves



Nurse Lighting Doctor's Cigar



**"Agnes, have
you seen my
Don Diegos?"**

We're so sure you'll love today's Don Diego Cigars, we'll give you a sample box of ten Coronas. Plus a Don Diego Cigar Cutter and a booklet "How to Judge A Good Cigar," (a \$28.50 value), for \$15.00. Send check or money order to: Don Diego Cigars, P.O. Box 407166 2A, Fort Lauderdale, FL 33340-7166. Allow 12 weeks for delivery. Offer expires July 31, 1996. Offer not available to minors. Limit one per customer. Offer available only in the USA.



Coming soon...The Playboy Cigar



Try a Playboy by Don Diego
and fall in Love!

Full-bodied perfection.

**SURGEON GENERAL WARNING: Tobacco
Smoke Increases The Risk Of Lung Cancer
And Heart Disease. Even In Nonsmokers**

For a five-cigar introductory sampler
send a check for \$7.95 made out to
Tobacco Products Fulfillment
along with a copy of your driver's license to:
P.O. Box 409697, Ft. Lauderdale, FL 33340-7967
or order online at www.dadusa.com
or call (800) 442-8262.
Retail value up to \$62.50.

One per household.
Must be 21 to participate.
Available while promotional quantities last.
Some restrictions may apply. Offer expires October 31, 2003.
US addresses only. Allow 10 weeks for delivery.

THE SATURDAY EVENING POST

**IN THE EYES OF HIS OWN FAMILY,
EVERY FATHER IS A SUCCESS.** And the father
who enjoys cigars knows a very special
kind of success. That is the success of knowing
how to relax naturally . . . to reflect calmly . . .
to enjoy life graciously, and with good
judgment. Lucky, indeed, is the
young man who early learns
those secrets. For he is
then likely sooner to learn
the secrets of other successes—
social as well as business.

How to enjoy your cigar
You've probably noticed that your cigar tastes best
when smoked gently from the first and warming whiff
to the last generous puff. And, of course, you know
you need not inhale to get your fullest enjoyment of that
fragrant, molten smoke. When you smoke your cigar
slowly—sincerely—without letting it go out, you give it
the best chance to soothe you into calm contentment.

Cigars  go with Success

CIGAR DIVISION OF AMERICA, INC.





Love and Dutch Masters to Dad!

A son's hug... a daughter's kiss... what is so dear to a father's heart as his family's love! And happy indeed is Dad when this affection is proudly expressed on the day set aside in his honor... Father's Day. Be sure to let Dad know how much he means this Father's Day, June 16th. And give him the gift he's sure to enjoy... Dutch Masters Cigars. At your favorite neighborhood cigar dealer.

3 DUTCH MASTER GIFTS DAD WILL LOVE!

A box of fifty cigars, hand-picked for Father's Day. It will give Dad many hours of flavorful, fragrant smoking enjoyment.

A carton of twenty-five, five individual packs of fine cigars each. The perfect gift for a man who likes to carry a handy supply in his pocket.

The Dutch Masters Crown Blend. Twenty-five superb cigars in smoking satisfaction plus humidor. Built-in moisture preserver barometer. The ultimate in cigar gifts! (Remember, every cigar smoker needs a humidor.)

Mild yes... tastefully mild... **Dutch Masters Cigars**

© 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025



WORD TO WIVES: When you shop for an outing, pick up a few of his favorite cigars.

EVER NOTICE? A MAN WHO ENJOYS CIGARS ENJOYS LIFE

He carries the load—in more senses than one. Pleasant times go where he goes. When he's around, everything runs smoother. The secret is, he relaxes and enjoys life—and likes to see others enjoy it, too.

He's the kind of man who *belongs* with a cigar. It fits naturally into his way of living—because a cigar has more pleasure, more relaxation to give.

How about you? Wouldn't you enjoy life more, with a cigar? No other pleasure so great enters so little—and you needn't inhale to enjoy it.

Today, every day—relax, enjoy life



HAVE A CIGAR!

SMOKING ORIGINATOR OF AMERICA, 1905

1956 Aug 6 Yes Sir! Here's Your Baby!



SUGGESTION TO WIFE: "Draw up" dinner tonight... serve a cigar with his coffee.

EVER NOTICE? A MAN WHO ENJOYS CIGARS ENJOYS LIFE

He smiles often. He's never too busy to be a good father, a considerate husband. When he's around, somehow everything goes a lot smoother. The secret is, he relaxes and enjoys life --and likes to see others enjoy it, too.

He's the kind of man who belongs with a cigar. It fits naturally into his way of living--because a cigar has more pleasure, more relaxation to give. (And he needs to inhale to enjoy it!)

How about you? Wouldn't you enjoy life more, with a cigar? *No other pleasure is great over so little.*

Today, every day--relax, enjoy life

HAVE A CIGAR!

CIGAR INDUSTRY OF AMERICA, INC.

Yes Sir! Here's Your Baby!

MRS. HUMPHREY BOGART SAYS :
(*Lauren Bacall*)

"I love to see a man smoke a Cigarillo"



Lauren Bacall, speaking for style-wise women everywhere, endorses The New Idea in Smoking from the feminine point of view... As for men, they go in a big way for delicious smoking pleasure in a shape, trim and handy as a cigarette... The perfect mild smoke.

Convenient size a cigarette...
For really knowing the smoker's type,
or even a beginner.



Robt. Burns Cigarillos 5[¢] EACH
"IN A CLASS BY ITSELF"

Humphrey Bogart and his wife, Lauren Bacall, on-screen of *Business Partners*, are both ardent, expert smokers.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



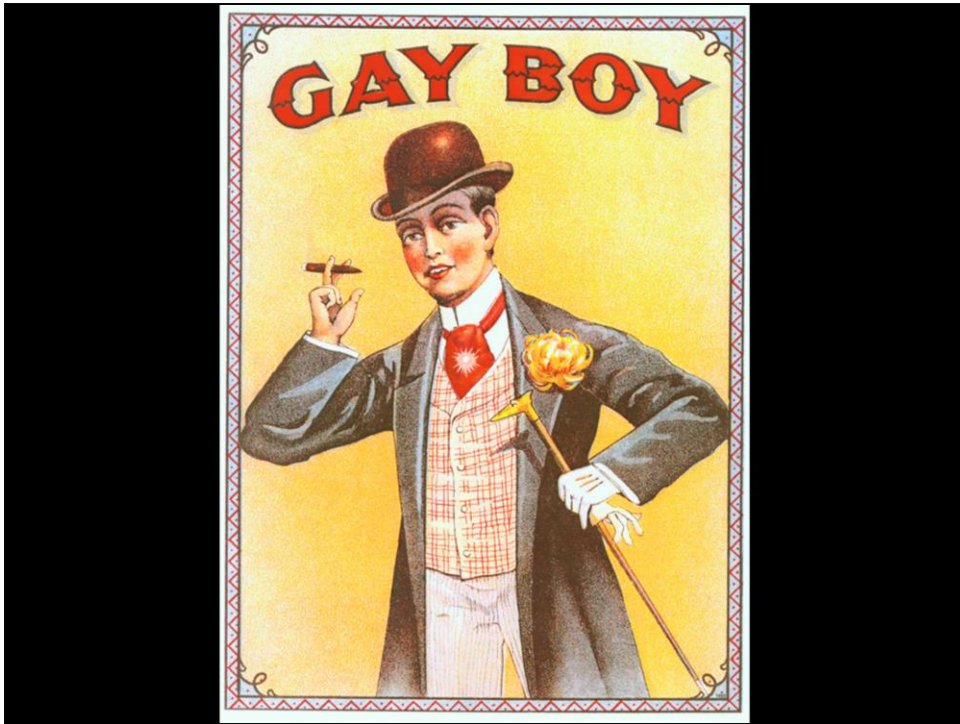
Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.





THE SATURDAY EVENING POST 47



Safe!

It's a good old word, all right, all right: It sounds good to Eddie Collins when he makes one of his famous sliding steals—and to the expectant ears of the rooters in the grandstand. But even Eddie—as clever as he is—is sometimes caught off base.

Not so Cinco! Cinco is always safe. Safe for the smoker because he always gets a cigar of uniformly good quality—the product of 69 years of the most conscientious manufacture. Safe



for the dealer because he always knows that the customer will be not only pleased but satisfied. Safe for the smoker because he knows that he will always get a little more than his money's worth.

And safe again for the dealer because experience has shown him that in the long run—and that's the only test that counts—Cinco trade is by far the most desirable. Yes, there's a world of real, sensible meaning in the old slogan—

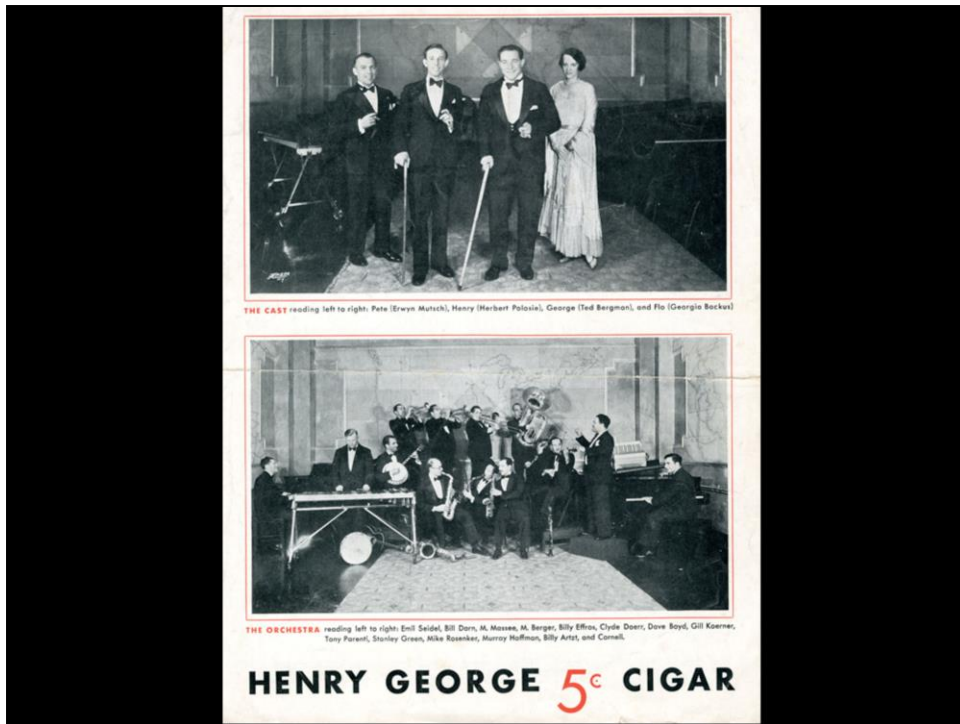
STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS., INCORPORATED PHILADELPHIA Established 1850

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



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Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

Victor Moore and Marjorie Reynolds
SEE THEM IN
"Duffy's Tavern"
A PARAMOUNT PICTURE



884: I've still laughing. "Duffy's Tavern" was very funny!
What did it remind you of?

88: To light up a cigar! You know... after visiting a tavern... there's a good smoke.

884: You men get a lot of pleasure out of cigars, don't you?

88: Certainly! Especially if it's Blackstone.

884: Why Blackstone, especially?

88: My dear girl, if you know that this cigar is filled 100% with the finest and excellent Havana tobacco... that it is full flavored and mellow, yet extremely mild... that it's absolutely superior for smoking enjoyment... you wouldn't say, "Why Blackstone?"

884: That's putting it mildly... meaning no pun!

Thousands of Blackstone Cigars are going to the great stores. No other dealer can sell them here your favorite one. Please be prompt... who couldn't if he for prompt Blackstone cigar. King & Queen, New, Newark, N. J. A.



Blackstone Cigar
the choice of successful men

ONE EIGHTY-SEVEN SEVEN FORTY-SEVEN, LARGEST STORE, NEW YORK, NEW YORK, DE LUKE BARTON





"What should you do when you can't give up smoking?"

A wise move is to switch to a cigar or pipe. Here's why we think you should smoke the White Owl Miniature.

1. You don't have to inhale a White Owl Miniature to enjoy it.
The big majority of cigar smokers enjoy the good taste of cigar tobacco without inhaling. That's because cigar tobacco is smoking tobacco in its most enjoyable form. Cigar leaf is aged for years to achieve its unique mildness and taste.

2. The compact White Owl Miniature shape is easy to adjust to.
Only slightly longer than a king-size cigarette, the Miniature is neat, slim and easy to handle. Later on you might choose a longer cigar. If so, White Owl offers a complete selection.

3. Always time to smoke a White Owl Miniature.
It's short enough to smoke when time is precious yet long enough to satisfy you completely. And the aroma is welcome in any social setting.

4. Enjoy the relaxation of the White Owl Miniature anytime.
Right after lunch or dinner is a particularly good time. Light up. Puff slowly. Sit back. Enjoy the aroma. It's all part of cigar enjoyment. Remember, smoking a cigar is a relaxing pleasure, not a nervous habit. And with a White Owl Miniature you can always feel relaxed.

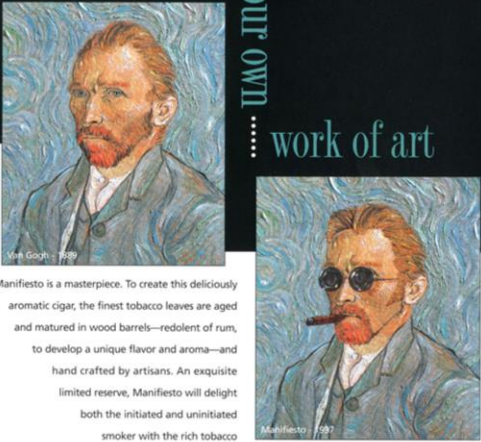
5. Tobacco in the White Owl Miniature are carefully aged for years.
This special aging of cigar leaf gives the White Owl Miniature an unusual degree of mildness. And, of course, there's the famous White Owl taste... the taste that has made White Owl the best known cigar in America.

A word to women.
A good cigar can calm a man down, relax him, settle his thoughts, make your life more enjoyable. Cigars always make good presents for the man in your life.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

We created
OUR OWN
work of art



Manifesto is a masterpiece. To create this deliciously aromatic cigar, the finest tobacco leaves are aged and matured in wood barrels—redolent of rum, to develop a unique flavor and aroma—and hand crafted by artisans. An exquisite limited reserve, Manifesto will delight both the initiated and uninitiated smoker with the rich tobacco flavor and delicate aroma that you expect from a premium cigar.



Manifesto. The signature of a great smoke.

VINTAGE CIGAR IMPORTERS, INC.
2537 N.W. 74th Avenue Miami, FL 33122 • 305-717-3191 • 1-800-536-9160 • E-Mail: vintagecigar@juno.com
Hand Made in the Dominican Republic by Pinar de Villa Gineker, S.A.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

November 26, 1929

**"I used to wonder
what was wrong
with my digestion!"**

"But now I'm as fit as a fiddle. Changing to Girards made all the difference in the world. And the best of it is—I get a full-bodied meal's worth and not one jet cent of harm."

That's what these friends mean. And for a long time that must seem to look and say: "There's signs don't hurt me!" But he learned his mistake—and now he smokes all he needs with perfect safety, because he smokes

Girard
cigar

It's one of the vast army of Girard cigars that give the pleasure of being full-bodied without any harm. You can count on them for health. The Girard is a combination of strength and smoothness that never gives you stress, never hurts of your digestion.

Circle the advertisement, plus one method of mail, leaving by your agent, and have made the Girard that is for the nation.

One doesn't ever smoke even the best of cigars. Ask any of them and he'll tell you that it requires the high price of value in price.

If you want a delicious (and) healthy Girard, then buy the Girard, and ask him to give them to him. Ask him to give them to him.

If you had any part of the Girard's pleasure, you'd be sure to buy the Girard.

16 dms.—16 and up

For details on Girard

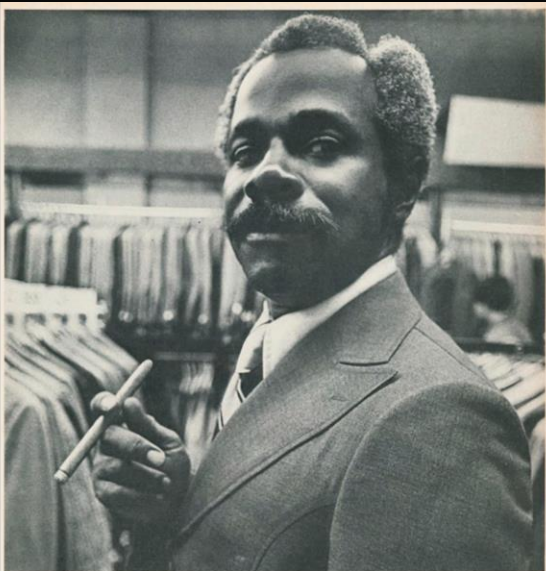
Dealers—

Look at this

If you are not handling the Girard cigar, you are missing the most important thing in the world. The Girard is a combination of strength and smoothness that never gives you stress, never hurts of your digestion. Circle the advertisement, plus one method of mail, leaving by your agent, and have made the Girard that is for the nation.

Atlanta Bay & Lumber
Building Co.
PHILADELPHIA





EL PRODUCTO
we think cigar smokers are somebody special.



In our make each and every El Producto cigar with a special blend of selected tobaccos... such as our stem aging and curing process. To give the cigar smoker a special cigar. One that's as special as he is. El Producto—we think cigar smokers are somebody special.



EL PRODUCTO—we think cigar smokers
are somebody special.



That's why El Producto makes a special kind of cigar. A cigar that's specially mild, specially flavored. El Producto is made with a special blend of selected tobacco. And our own aging & curing process produces a truly special cigar. A cigar that a special kind of man can really appreciate. El Producto—we think cigar smokers are somebody special.

El Producto
is the cigar
for special
occasions...



Like watching TV.

El Producto® cigars make something special out of the most ordinary occasion. That's because they're made in a special way, from finer tobacco...tobacco with age in its flavor. Smoke an El Producto when you're watching TV. You'll find it's a source of pleasure instead of a force of habit.

And since El Producto does wonderful things for a simple occasion like watching TV, just imagine what it could do for a really special occasion...like listening to the radio.



El Producto
is the cigar
for special
occasions...



Like lunch.

El Producto® cigars make something special out of the most ordinary occasion. That's because they're made in a special way, from finer tobacco...tobacco with age in its flavor.

Smoke an El Producto after lunch. You'll find it's a source of pleasure instead of a force of habit.

And since an El Producto does wonderful things for a simple occasion like lunch, just imagine what it could do for a really special occasion...like dinner.





EL PRODUCTO—we think cigar smokers
are somebody special.

**EL
PRODUCTO**

That's why El Producto makes a special kind of cigar. A cigar that's specially mild, specially flavorful. El Producto is made with a special blend of selected tobaccos. And our own aging & curing process produces a truly special cigar. A cigar that a special kind of man can really appreciate. El Producto—we think cigar smokers are somebody special.



The advertisement features two side-by-side black and white portraits of Richard Cardwell, a man with glasses and a suit. In the left portrait, he has a serious expression and is holding a cigar. In the right portrait, he is smiling and holding a cigar. Below the portraits, the text reads: "Settle for ordinary cigars? Not me. El Producto's natural mildness spoils you for anything less." To the left of this text is a small image of an El Producto cigar pack. To the right is a small paragraph of text: "Natural mildness is the reason El Producto's cigars start at 2 for a quarter... a little more than ordinary cigars. El Producto's costlier tobacco is cured slowly, in a special way... that leaves it mellow, flavorful, naturally mild. Why don't you change to El Producto?" Below this paragraph is the slogan: "Yes, small change makes a big change in cigars" with three small coins next to it.

Settle for ordinary cigars? Not me.

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Yes, small change makes a big change in cigars

Never gets on  your nerves



COME ON  OVER! 

COME on over with the thousands of keen-eyed, clear-headed, steady-nerved men who have switched to Girards.

You can light one Girard off another without putting a wire edge on your nerves, or a dent in your disposition.

Girard is mild as Indian Summer, yet so full-flavored that every puff answers your smoke-appetite as spring-water answers thirst.

And—the new Girard is bigger, better, lower-priced than ever. Made by hand, under old-time, ideal conditions, with fine Havana and shade-grown wrapper.

Exacting smokers declare the new Girard the greatest cigar they ever smoked.

Prove for yourself—today —why the new Girard is so popular.

Come on over—NOW!

10c and up
15c size now 2 for 25c
Other sizes price-reduced in proportion

ANTONIO BONO & LANGRISHORF, PHILADELPHIA Established 51 Years

GIRARD
America's Foremost Cigar

Never gets on  your nerves



REGISTERED
TRADE MARK
Copyright 1934
Price 10c per 100

Are you 30 years old? —or 60 years young?

Where do You Stand?

In your cigar a help or hindrance in your busy day? Does it bring enjoyment and satisfaction, and an atmosphere of contentment that makes your mind work more smoothly, more naturally?

Girard is just that kind of a cigar. A mellow influence to smooth the rough edges of work's routine and leave you keen for the knottiest problems.

Girard is a full-flavored cigar that unites true Havana quality with highest-grade workmanship. A cigar that's all pleasure, but with no come-back on your nerves, your heart or your digestion.

For health's sake and pleasure's sake, why not switch to Girards today?

They are sold by progressive dealers from coast to coast.

10c and up
15c sizes now 2 for 25c
All sizes reduced in price

ANTONIO RIGI & LANGSDORF, PHILADELPHIA. Established 11 years

GIRARD
America's Foremost Cigar

64 The Literary Digest for November 23, 1918



Are your nerves like this ?

Are you easily irritated? Easily annoyed? Do children get on your nerves? Do you fly off the handle and then feel ashamed of yourself?

When nerves are right—when health is right—you shouldn't be this way. Ask any doctor.

If you're a smoker, try this: switch to Girards, give them a good, fair trial—smoke a couple of weeks—and smoke nothing else. The Girard is famous for the fact that it never gets on your nerves. Doctors recommend it, and smoke it, too. Thousands of smokers from coast to coast have put Girards to this test—and nearly all of them say that they did it.

First, because it never gets on their nerves; and second, because as a smoke, it's a ripe, mellow, full-flavored, Havana delight—good right down to the last long puff. We have heard men say that they never knew what real smoke-joy was until they switched to Girards. Put it to the test yourself—get a box today.

Any cigar man in America can tell you Girards. If he hasn't them in stock he can get them from us.

Antonio Roig & Langsdorf
Established 1871 Philadelphia



"Baker"
8 for 10c.
To obtain
30 gratuity

The Girard

Cigar
Never gets on your nerves



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Meet the New Yorker... with flavor you don't have to inhale to enjoy.

The New Yorker has taste...
The New Yorker has style...
The New Yorker has character...
And there's peace of mind in every puff.
Here's a big cigar for the big moments, big pleasures.
Here's a skyline of taste at a down-to-earth price—10¢.
A new blend of tobacco gives the New Yorker its unique quality... the good taste of Fifth Avenue, the mildness of a Sunday on Wall Street.

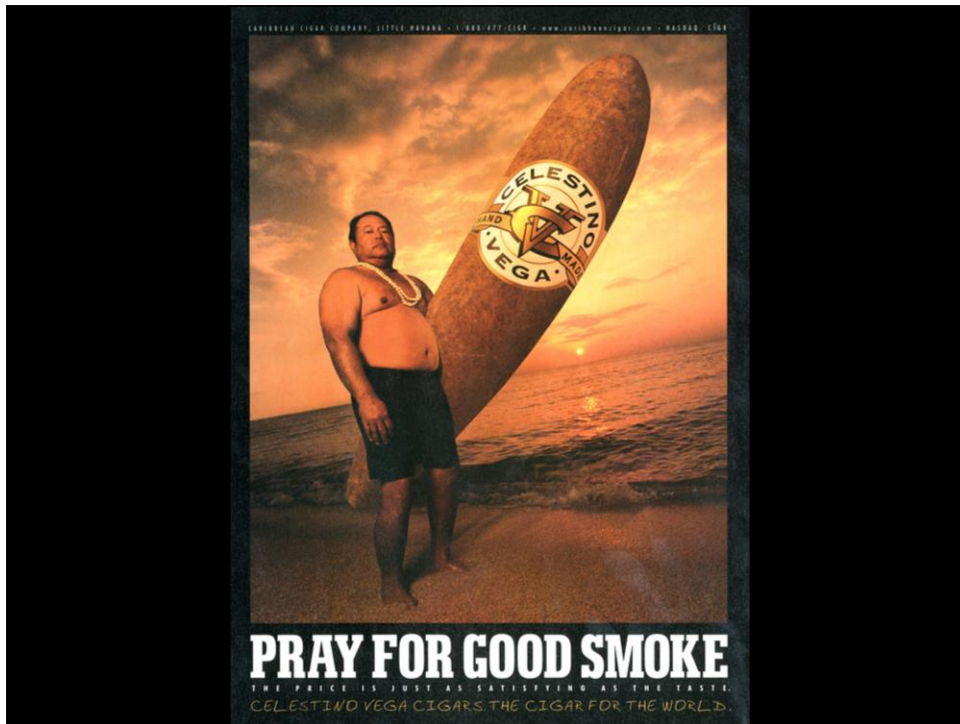
And, as with other White Owl cigars, the tobaccos in the New Yorker are aged the costly way—case-aged for years. That's what makes White Owl America's most expensive 10¢ cigar.

Look for the striking new Royal Red and White box. Introduce yourself to the New Yorker, the big cigar for the big moments, from White Owl.

Visit General Cigar's Hall of Magic—N.Y. World's Fair—meet me under the smoke ring!

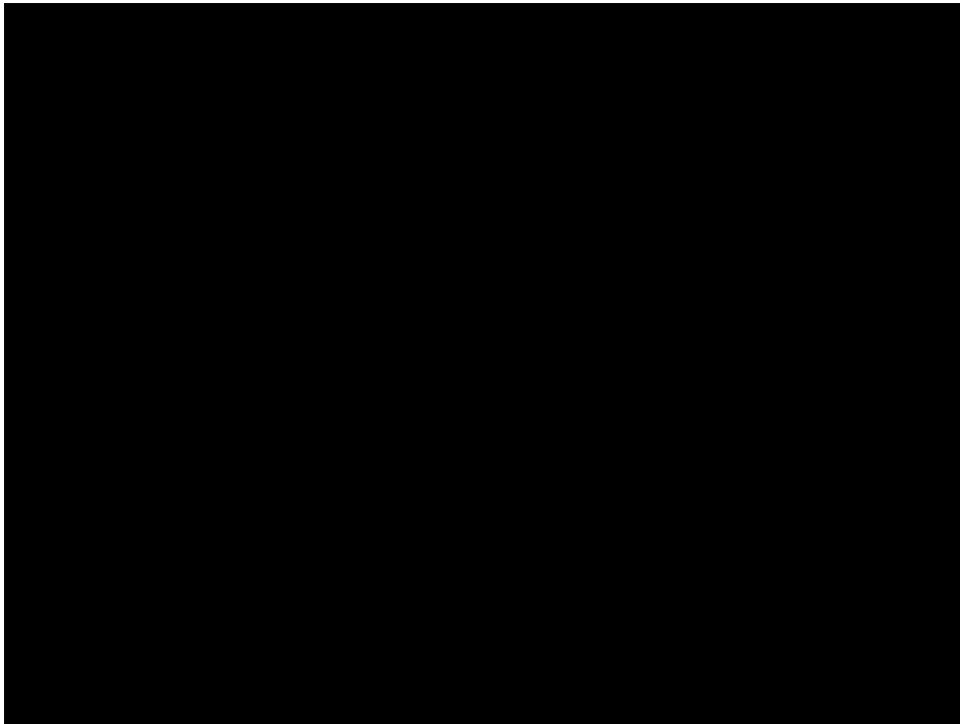
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