

# : " VARSITY " :

A HIGH-CLASS 5 CENT CIGAR, HAND-MADE

CONTAINS THE FINEST HAVANA FILLER

☞ SUPERIOR TO THE MAJORITY OF 10 CENT CIGARS. TRY THEM AND BE CONVINCED. THEY COST THE RETAILER 4 CENTS EACH

## S. DAVIS & SONS - Montreal

THE LARGEST CIGAR MANUFACTURERS IN THE DOMINION.

# × D. Ritchie & Co. ×

(ESTABLISHED IN 1862)

WE ARE THE OLDEST CUT TOBACCO, AND LARGEST CIGARETTE MANUFACTURERS IN CANADA

### FACTS!

- THE -

## " ATHLETE "

AND

## " DERBY "

### CIGARETTES

- ARE -

The Sweetest of the Sweet.

The Purest of the Pure.

The Finest of the Fine.

The Cheapest The Best.

## . OLD CHUM .

PLUG CUT  
PLUG CUT  
PLUG CUT

### SMOKING

SMOKING  
SMOKING  
SMOKING

### TOBACCO

TOBACCO  
TOBACCO  
TOBACCO

IS

## THE SMOKER'S IDEAL

.. OUR ..

# DERBY

## PLUG

## SMOKING

## TOBACCO

IS

### MADE FROM

THE

### Finest Virginia

### GOLD LEAF