

**: " 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.

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- - (ESTABLISHED IN 1862) - -

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

**FACTS!**

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**" ATHLETE "**

AND

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**CIGARETTES**

- ARE -

The Sweetest of the Sweet.

The Purest of the Pure.

The Finest of the Fine.

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**. OLD CHUM .**

PLUG CUT  
PLUG CUT  
PLUG CUT

**SMOKING**

SMOKING  
SMOKING  
SMOKING

**TOBACCO**

TOBACCO  
TOBACCO  
TOBACCO

IS

**THE SMOKER'S IDEAL**

.. OUR ..

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**PLUG**

**SMOKING**

**TOBACCO**

IS

**MADE FROM**

THE

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**GOLD LEAF**