

Simply tell me what amount you wish to spend. I will act as your trusted agent in this matter.

I will personally select the cigars he likes (as shown on his ledger card); and I will have the package wrapped in special holiday paper, and tied with colored silk ribbon, and a pretty Christmas card attached addressed to HIM—so as to make the gift worthy of your loving care and make HIM proud of the thoughtful giver.

He will be glad you chose our cigars, because he knows what solid comfort and cozy contentment they give to the fastidious smoker.

Every time he lights one of our fine cigars, he will bless your thoughtfulness. As he cannot smoke more than one cigar at a time, he is sure to be reminded of your thoughtfulness twenty-five, fifty or one hundred times—it all depends upon how large a box you buy.

We have so many kinds of cigars at so many kinds of prices, that we can please you, no matter how much or how little money you want to spend.

But, don't send any money with your order!

As you will have many other calls upon your purse at this season, you can wait until after New Year's before remitting for the cigars. We also prepay all express and insurance charges, so that you will not be at any expense whatever at this time.

Simply select the cigars you want to give HIM—or tell me the amount of money you want to set aside for that purpose—and I will select the same cigars he bought before *and which he is sure to like*.

Remember in dealing with our Company, all middlemen's profits are saved. You receive the cigars direct from our factory, at strictly wholesale prices.

Send in your request *to-day*, —so that I can give him the pick of our fine assortment before our stock becomes depleted in the Xmas rush. I will hold the cigars in our scientific humidors until it is time to ship them, so as to reach HIM on the day before Christmas.