

# : " VARSITY " :

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.

# X D. RITCHIE & CO. X

- - (ESTABLISHED IN 1862) - -

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

### FACTS!

- THE -

## "ATHLETE"

AND

## "DERBY"

## CIGARETTES

- ARE -

## . 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

Sweetest of the Sweet.  
The Purest of the Pure.  
The Finest of the Fine.  
The Cheapest The Best.