

many other benefits in a rapidly increasing ratio, for the Association is becoming a greater and ever more important factor in the physical and moral improvement of the City, making it a better city for homes, business and pleasure.

Much of your success in business depends upon a greater City. You have profited by its past greatness; you will profit by its future greatness, BUT join hands with the Association in helping develop it along the right lines. You perhaps think that you don't need the Association, but the Association most emphatically needs your financial and moral support and needs it now.

Will you join in this great work?

I should like very much to hear from you.

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Last year, you ordered some cigars to be sent to your friends—as shown on the attached memorandum.

This year, no doubt, you again want to remember them with a gift of cigars.

It is a good, old-fashioned custom which prompts you to remember a friend, relative, employee or customer at this happy Yuletide season—and they will gratefully appreciate your kindness and courtesy.

What could be more suitable and acceptable than a box of good *cigars*—fresh from the factory, in prime condition, full of fragrance and aroma!

It is the one gift that is *sure* to please a man.

On the attached form, fill in the names and addresses of those whom you want to remember. I will send the cigars, to reach destination on the day before Christmas.

Mail your order *to-day*—so that I can give you the pick of our full assortment, before the humidor becomes depleted. I want you and your friends to get the best in the house.

Now, don't rack your brain or waste your time trying to select gifts in crowded stores. Avoid worry,