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## What the

 Triangle"A"Means
## CIGAR EDITORIALS-No. 4

Millions of dollars in money and many years of hard and skillful work have been devoted to making this " $\mathbf{A}$ " (Triangle A) merit mark stand, absolutely and invariably, as THE SIGN OF A GOOD CIGAR

It is not the brand of any one cigar. It is the trade-mark of a system of manufacture perfected by the American Cigar Company, which has revolutionized cigar-making and improved cigarquality 50 to 100 per cent.

It means entire freedom from "rawness" or bitterness.
It means invariable "smoothness," mellowness and fragrance.
It means perfectly blended tobacco, thoroughly ripened.
It means a cigar that will burn slowly and evenly.
It means perfect smoking condition-if the dealer has done his part.

And it means all this wherever you see it, or whatever the price you pay for your cigars.
No one cigar will suit all tastes. There are many " $\mathbf{A}$ " (Triangle.A) brands, and among them you are sure to find the cigar you want. Make a test of any brand on which you find this " $\Delta$ " (Triangle A) Mark. The Buck and Prince George at 5 c . are recent examples of " $\mathbf{A}$ " (Triangle A) superiority. One of the most popular and the latest of " $\mathbf{A}$ " (Triangle $A$ ) productions is

## The New Cremo

## Victoria Size-5 Cents

This recent example of "A" (Triangle A) production is as good or better than any 8 -for- 25 cents cigar except those made under the " $\mathbf{A}$ " (Triangle $\mathbf{A}$ ) processes.
AMIERICAN CIGAR CO., Manufacturer

