



Remember LITTLE BOBBIE, a small cigar, but very high in quality—8c
2 for 15c
Box of 50—\$3.50

ROBT. BURNS Longfellow (Actual Size)

This highly successful shape meets the demand for a size slightly longer than the Invincible. The foil keeps Robt. Burns' fine Havana fresh and tender, and is a protection against pocket breakage identical with the Invincible in quality.
15c
Box of 25—\$3.50

ROBT. BURNS Invincible (Actual Size)

The Invincible is the shape on which mild Robt. Burns has so largely built his fine reputation. Full Havana filler, mild Sumatra wrapper—exactly the same combination of leaf as that in the Longfellow size.
2 for 25c (13c for 1)
Box of 50—\$5.75

Character

THE same *full Havana filler*, made from the same fine Cuban leaf! This choice Havana brought, by the same special curing, to just the right degree of palatable mildness! The same delicately neutral wrapper leaf from the island of Sumatra! The same easy "draft", thanks to the same fine workmanship!

Through all the manufacturing difficulties of today, Robt. Burns remains *the* cigar with the full Havana filler which has not permitted the slightest experi-

ment with his quality. As a result, Robt. Burns stands alone—he cannot be compared to any other cigar.

Robt. Burns has more than eight times as many friends as he had, say five years ago. And by that we mean, *staunch* friends. Ask the experienced dealer. He will tell you how useless it is to offer substitutes.

But let your palate be the judge. Try a Robt. Burns *Invincible* or *Longfellow* tonight. We'll leave the rest to Robt. Burns!

General Cigar Co. INCORPORATED
DEPENDABLE CIGARS

1147 North 4th St., Philadelphia

HAVE YOU TRIED ONE LATELY?



Robt. Burns Cigar

NATIONAL SIZES—2 for 25c and 15c