## What's in a Name?

"That's a dandy cigar, Jim; where did you get it?" Just down the street.
What's the name?
Don't remember the name of the brand, but it's one of those Triangle A brands we hear so much about nowadays.
The name of a brand of cigars is not in itself importantit only makes it easier for you to ask for the cigar you want.
What you want when you buy cigars is a have no way of distinguishing other brands guarantee-something by which you can of the same manufacturer so you can fight distinguish the brands of one manufacturer shy of them. That's why so many poor from another-so that you can tell the cigars are sold. good cigars from the poor ones.
And it's the best reason in the world why
And you have this guarantee in the riangle A merit mark. you should always look for the Triangle A
The American Cigar Company is the one manufacturer to distinguish its brands so that the smoking public may know who makes the best cigars.
Some manufacturers seem willing enough to hide behind pretty labels and cute names, and let you take chances on the You can understand how every Triangle A brand must be good value, because if any brand bearing the Triangle A merit mark were poor quality it would not only kill the sale of that brand, but would hurt our whole business. f hat ber cigars you buy. When you find one of son that you should always buy Triangle a these irresponsible brands is no good, you brands
If you like a really good domestic cigar we suggest you try

## The New CREMO 5. Cents

Every box is now extra-wrapped in glassine paper, sealed at each end with the Triangle A in red. The cigars are kept clean, fresh and in perfect smoking condition until the box opened.
AMERICAN CIGAR COMPANY, Manufacturer


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| When properly pertormed the pas teurization of milk renders it safe and wholesome, without injuring its value as a food, deciares the Now York Globe. In conjunction with inspection and cleanllness thete is every reason to belleve that it would enable the elty to secure a milk supply incapable of spreading the germs ofinfectious disease. Mr. Nathan Straus has for a number of years been conducting in this city an object lesson Hlustrating the number of bables that can be saved by pasteurized milk, and has declared that the same economy of human life could be attained in the casa of adults. |  |  |
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