



*All* over the United States of America  
**UNITED CIGAR STORES** bring smokers  
 close to the source of supply—hundreds of stores in the  
 bigger cities.

Cigars that take your fancy in New York, or Boston, or Chicago, you can buy in San Francisco, Los Angeles or Portland, Oregon, (if you go to our stores)—same cigars, same price, same security in matter of quality. One of scores of brands, the

# ROXBORO (Invincible) CIGAR

The largest good cigar ever sold for 5 cents

See this Cigar?

It is a full fifth larger than the photo shows it. Measure it and you'll find it over five inches long.

Observe its beautiful *full-bodied form*. The picture is as true a portrait as photography can make.

The filler of this cigar is a nc. blend of genuine Havana and thoroughly ripened broad-leaf. Money can't buy much finer flavor than this Roxboro combination. The wrapper is Sumatra of the highest grade, and the photograph shows the workmanship.

**BOX of 25 ROXBORO INVINCIBLES \$1.25 in UNITED CIGAR STORES anywhere—one for 5 cents. Look up the handiest UNITED CIGAR STORE in your town and ask for a ROXBORO. DO IT TO-DAY.**

This ROXBORO is a sample of UNITED CIGAR STORES values.

The quality is only possible at the price through cutting out the intermediate profits between maker and smoker—profits that must come out of quality at *your* expense.

When you find a "smoke" that just suits you in any one of our hundreds of Stores, you can rely upon finding that self-same cigar, self-same quality and self-same value, in every other UNITED CIGAR STORE from Boston to San Francisco.

Buy a ROXBORO Invincible *to-day* and see what you've been missing.

The nimble quarters, dimes and nickels of smokers who drop in for a single cigar of a day's supply are the backbone of the cigar business—ours or anybody else's.

We never lose sight of them.

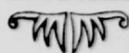
Some day these smokers will buy fifty at a time to save trouble, or to get all there is in that box, which looks so good when they pick out a pocket full.

Whichever way they buy, the price is the same—by the piece or by the thousand—barring a few three-for-a-quarter brands.

*Our prices are at the lowest mark either way.*

Good business, mind you, as we have proved by making it pay us and pay the smokers, too. Right along the proportion of boxes sold to the total volume of our sales has steadily increased in all our stores.

**THE  
 MAN  
 WHO  
 SMOKES**



Quality in cigars linked to our first-hand, fixed price selling methods has dotted the United States map with our stores—hundreds of them all over the country.

If cigars are priced according to quality, as we price them, one or fifty (or any other quantity) should cost the smoker at retail proportionately the same.

After all, the main thing is whether the smoker gets his money's worth.

Quality and price together must settle this question—*quality, more than price*, being the measure of value—our measure always.

Take our measure and see if we withhold a single advantage that we claim to give smokers by reason of the fact that we buy to sell 20,000,000 cigars a month—big figures but true ones.

Go into any UNITED CIGAR STORE and make just one test.

**HUNDREDS OF STORES  
 IN OPERATION FROM  
 COAST TO COAST.**

New York—150 Stores.  
 Chicago, Ill.—37 Stores.  
 Boston, Mass.—16 Stores.  
 Phila., Pa.—16 Stores.  
 San Francisco, Cal.—  
 (10 stores destroyed  
 20 to be established.)  
 Kansas City, Mo.  
 Buffalo, N. Y.  
 Pittsburg, Pa.  
 Providence, R. I.  
 New Haven, Ct.  
 Fall River, Mass.  
 Jersey City, N. J.  
 Newark, N. J.  
 Paterson, N. J.  
 Albany, N. Y.  
 Rochester, N. Y.  
 Baltimore, Md.  
 Washington, D. C.  
 Cincinnati, O.  
 Cleveland, O.  
 Toledo, O.  
 Indianapolis, Ind.  
 Louisville, Ky.  
 Fort Wayne, Ind.  
 Erie, Pa.  
 Grand Rapids, Mich.  
 Saginaw, Mich.  
 Minneapolis, Minn.  
 St. Paul, Minn.  
 Milwaukee, Wis.  
 Houston, Tex.  
 Dallas, Tex.  
 San Antonio, Tex.  
 Galveston, Tex.  
 Seattle, Wash.  
 Los Angeles, Cal.  
 Portland, Ore. Etc., Etc.

Mail orders filled on receipt of price by the Mail Order Service, 214-215 W. 17th St., New York. All shipments express prepaid.

## UNITED CIGAR STORES COMPANY

The largest Cigar Retailers in the world. Because we serve you best.