

## How Cigar Smokers Can Economize

Since the World War it has been very difficult for cigar manufacturers in this country to make a really good cigar to sell to the smoker for 5c!

There are a combination of reasons for this: Good tobacco, labels, boxes, and everything else pertaining to the making of cigars is now much higher than before the war. And last but not least, the cost of all kinds of labor, especially in this country, is considerably higher.

A way to overcome all of the above conditions has been found by The House of Crane, Importers of Indianapolis, Indiana. They now put out a cigar that is made of fine tropical tobaccos which is imported—made in a tropical country where the cost of labor is only a fraction of the cost in this country.

They have produced a cigar that is gaining in sale so rapidly that at times it has been very difficult to supply the demand. This is an imported cigar; made in a tropical country, of fine tropical tobaccos. Its equal can be had only at a much higher price.

This cigar is put out under the name or brand Crane's Imported and sells at 5c.

Thousands of cigar smokers who in the past paid 10c or more for their cigars are now smoking Crane's Imported 5c cigar.

*Just ask your dealer for Crane's Imported.*