



Who Discovered *RICORO* ?'

THERE he stands—the chap who discovered Ricoro—the proudest man in the world! Of course you know him, because he comes from every hamlet—every city—every nation on the earth!

—Who Discovered Ricoro?

We asked the question two years ago, and we started something! The credit for having first smoked this wonderful cigar was claimed by a multitude. And though men could not agree on who *discovered* Ricoro, they were unanimous in calling it the greatest cigar discovery in history.

—Who Discovered Ricoro?

Well, men will argue. But why not let the question settle itself

in a logical way? Let every man discover Ricoro for himself, and find the real joy that comes rolled in these rare leaves from Porto Rico.

We have the Ricoro cigar—you can enjoy its mild and mellow bouquet—you can buy it at the price of domestic cigars because it is imported from Porto Rico *duty free*.

—Who Discovered Ricoro?

Who?—well, we are going to publish the stories of some of the claimants from day to day. Watch for them—read them—learn who really *did* discover Ricoro—if it wasn't you yourself!

Thank you!



UNITED CIGAR STORES

Ricoro
the "Self-Made" Cigar

Entwurf

CARTER HOUSH

Drawing

Inserat für die Marke „Ricoro“ der Firma „United Cigar Stores“, geschaffen von der Reklame-Agentur „Federal Advertising Agency“

Advertisement for the "United Cigar Stores" prepared by the "Federal Advertising Agency"