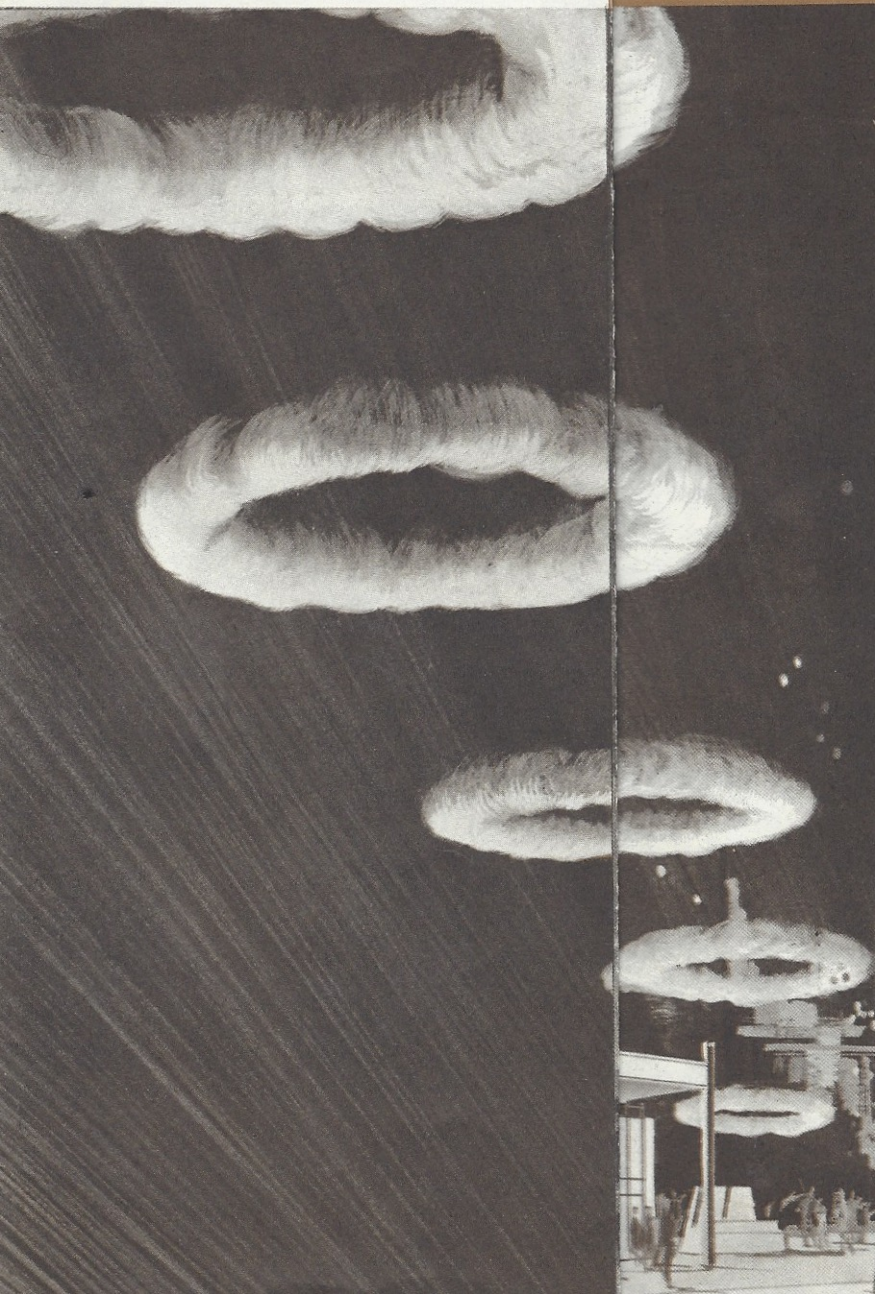


AT THE WORLD'S FAIR...

General Cigar

PRESENTS A

**FABULOUS
FUN-FILLED
EXTRAVAGANZA**



FUN FOR
CHILDREN—
FUN FOR
ADULTS—
ADMISSION
FREE!

The Hall of Magic



Unisphere presented by  United States Steel

© 1961 New York World's Fair, 1964-1965 Corporation

Before your very eyes...

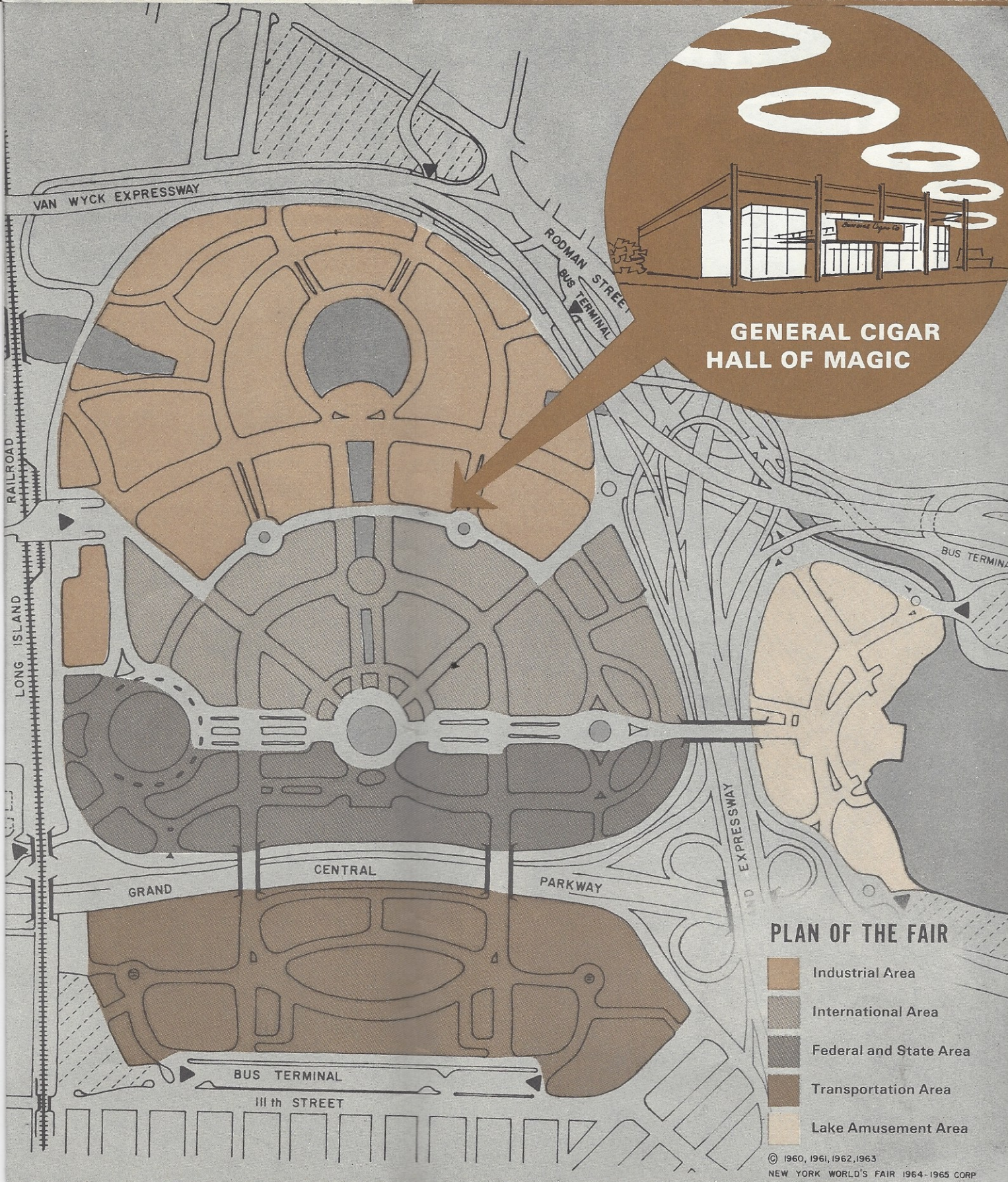
a pretty girl floats in the air . . . another is cut in half . . . a pair of detached hands perform amazing acts . . . and you gasp in disbelief and say "How does he do it?"

That's the fun of magic. That's why magic never loses its entertainment appeal for youngsters and adults alike. And that's why we commissioned Mark Wilson, America's foremost magician, to create a whole new kind of magic for the General Cigar Exhibit. We hope you and your family enjoy it!

Tell your friends about our show . . . and come back again yourself!

USE THIS MAP TO FIND YOUR WAY TO THE GENERAL CIGAR EXHIBIT. LOOK FOR THE SMOKE RING





**GENERAL CIGAR
HALL OF MAGIC**

PLAN OF THE FAIR

- Industrial Area
- International Area
- Federal and State Area
- Transportation Area
- Lake Amusement Area

THRILL

TO THE MARVELOUS
MYSTIFYING
SPACE
MACHINE!



HANDS THAT PERFORM ASTOUNDING,
AWESOME ACTS
DETACHED FROM ANY HUMAN BODY!

MARK WILSON
PRESENTS
**UNBELIEVABLE
FEATS OF LEGERDEMAIN**





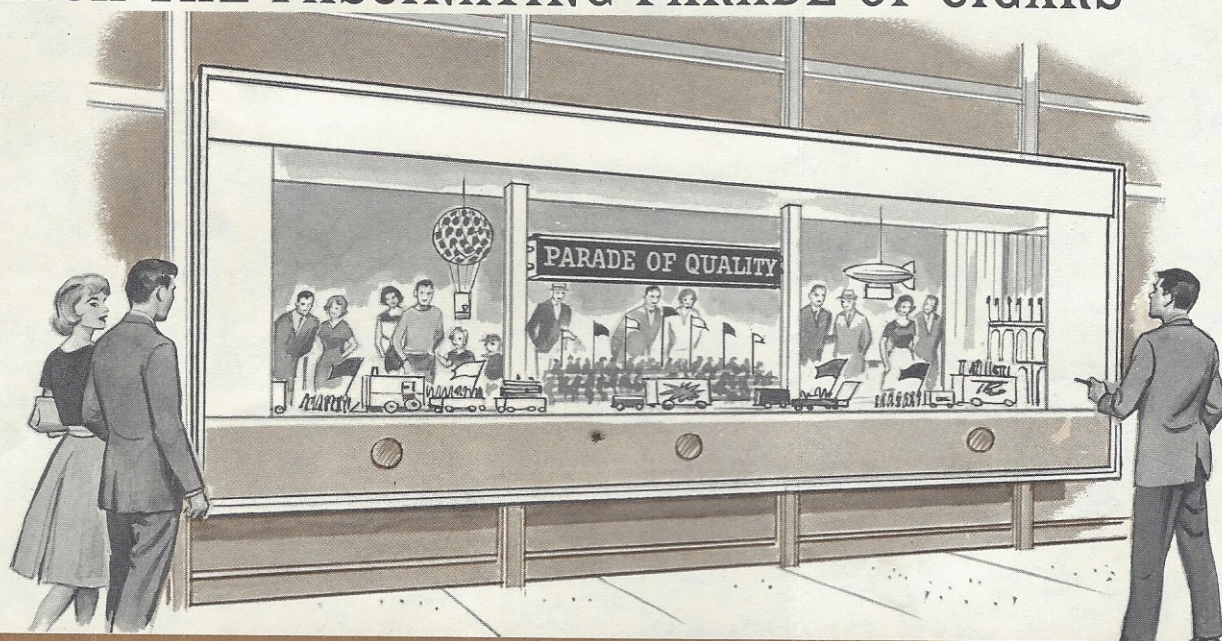
ENJOY THESE INCREDIBLE ILLUSIONS !

TELL YOUR FRIENDS

Meet me Under

(SEE THE GIANT SMOKE

WATCH THE FASCINATING PARADE OF CIGARS



SEE THE WORLD'S MOST EXPENSIVE
BOX OF CIGARS

AT THE GOLD LABEL CIGAR DISPLAY

"LA GALERIE DU TABAC"



the Smoke Rings

RINGS RISE 150 FEET IN THE SKY)



...and in the lobby—

ENJOY SPORTS ILLUSTRATED'S
PATTERNS IN SPORTS

A THRILLING SHORT FILM ON
BASEBALL—FOOTBALL—TENNIS—TRACK—
BILLIARDS—PARACHUTE JUMPING—HOCKEY

All the best bands in the land...

Wm Penn



Van Dyck



Corina



Willows



...including
**GUY
LOMBARDO**

**Free dancing
nightly**

in the

**TIPARILLO
BAND PAVILION**

adjacent to the Hall of Magic

9:30 P.M. to close—

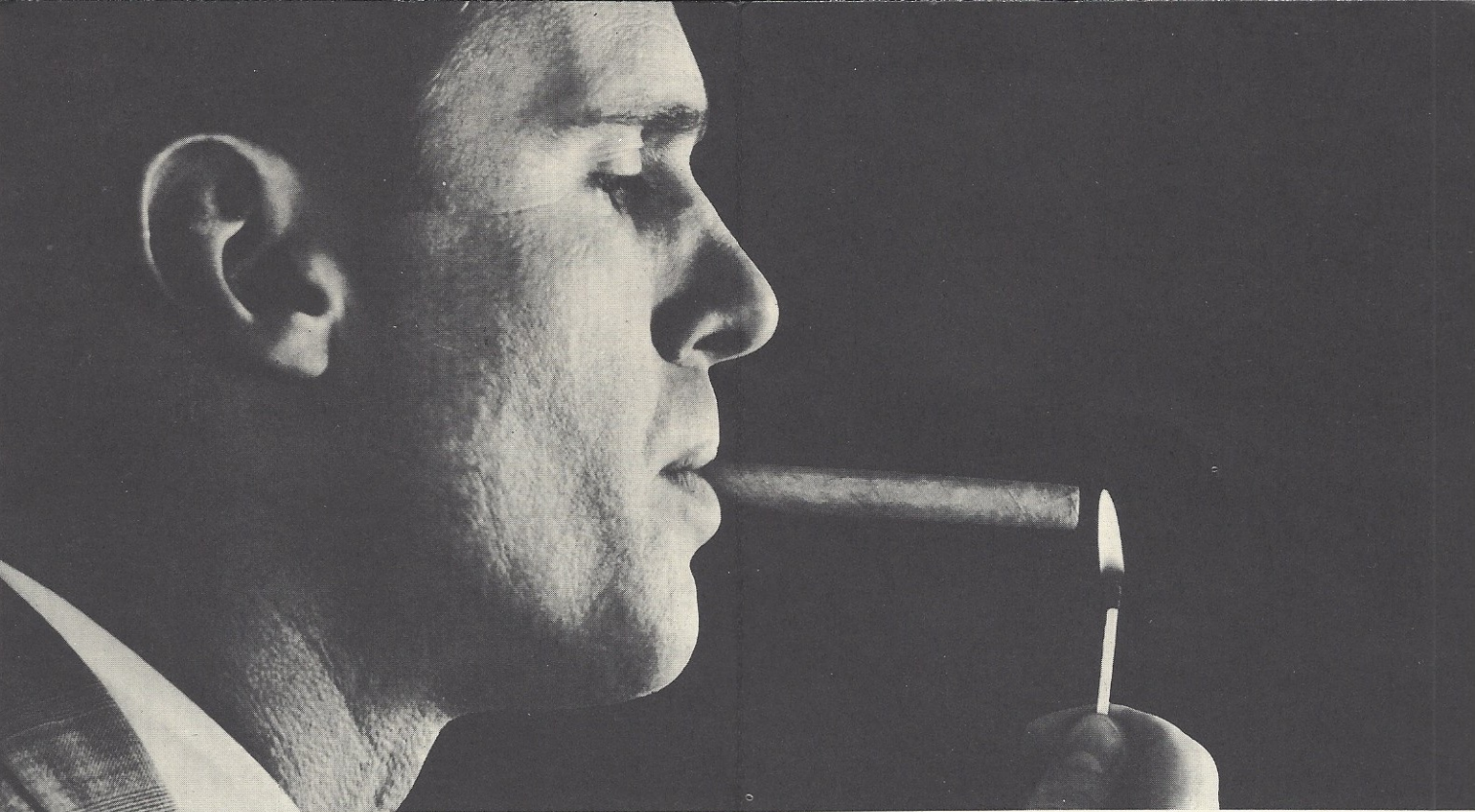
6 nights a week—

beginning Memorial Day—
ending Labor Day

Plus a weekly broadcast
over CBS-Radio Network

THE CIGAR

helpful hints
for
enjoying it more
plus
a short,
interesting history



1 The correct way to light a cigar.

Use a match, but don't touch it to the cigar. Hold the lighted match $\frac{1}{2}$ to $\frac{3}{4}$ of an inch away from the cigar and draw the flame to the cigar end. This method lights the end evenly and prevents match fumes from entering the cigar and affecting the true taste.

2 You don't have to inhale to enjoy.

The big majority of cigar smokers find that the good taste of cigar tobacco comes to them without inhaling. That's because cigar tobacco is smoking tobacco in its most enjoyable form. Cigar tobacco is *aged for years* to achieve its unique mildness and better taste.

3 How to add to your smoking pleasure.

Smoking a cigar is a relaxing pleasure, not a nervous habit. You can enjoy a cigar anytime, but right after lunch or dinner is a particularly good time. Light one up. Puff slowly. Enjoy the aroma. Sit back and relax. It's all a part of cigar enjoyment. (Hint: don't continually flick the ash off. A half inch or so of ash makes for cooler smoking.)

4 Extra enjoyment in the fraternity of cigar smokers.

The conviviality of cigar smoking builds a bond between men. The Chinese called tobacco "the herb of amiability"—and cigars are fine tobacco. Cigars also have status. For centuries they have been the favorites of kings, presidents and prime ministers.

The Cigar Man's Guide

SMALL CIGARS

Robt. Burns Cigarillo 5¢

White Owl Miniature 6¢

Robt. Burns Continental 2 for 15¢

Tiparillo by Robt. Burns 5¢

Corina Sports 2 for 15¢

FULL-SIZE CIGARS

Wm. Penn Perfecto 5¢

Wm. Penn Blunt 5¢

Wm. Penn Panatela 5¢

White Owl Invincible 10¢

White Owl New Yorker 10¢

White Owl Panatela 10¢

White Owl Perfecto Special 10¢

White Owl Ranger 10¢

White Owl Tips 10¢

Robt. Burns Panatela 2 for 25¢

Robt. Burns Perfecto 2 for 25¢

Robt. Burns Corona 3 for 50¢

Robt. Burns Largo 3 for 50¢

Robt. Burns Blunt 2 for 25¢

Robt. Burns Queens 15¢

Corina Panatela 2 for 25¢

Corina Larks 15¢

Corina Westerns 3 for 50¢

Corina Blunts 2 for 25¢

Corina Clipper 3 for 50¢

The romantic history of cigars

Cigar smoking was the New World's first gift to the Old World. When Christopher Columbus discovered America, he saw Indians smoking rolled-up tobacco leaves in the form of a cigar.

The Spanish sailors found that "drinking" smoke was a pleasurable experience. When they returned to Europe, the cigar went with them. The enjoyment spread throughout Europe. By 1800 the height of fashion among English gentlemen was smoking a cigar.

William Thackeray gave this tribute to cigars—"A kind companion, a gentle stimulant, an amiable anodyne, a cementer of friendship."

Passions about the merits of cigars sometimes ran high. When Tennyson left the city of Venice he gave as his reason the fact that he couldn't find any good cigars there.

The list of American men who loved their cigars reads like a "Who's Who of America"—Robert Louis Stevenson, Buffalo Bill, Mark Twain, J. P. Morgan, Oliver Wendell Holmes and many others.

Today you will see cigars smoked by every cut of man. You'll see cigars smoked in green houses, glass houses and white houses.



A word to women. A good cigar can calm a man down, relax him, settle his thoughts, make your life more enjoyable. Cigars always make good presents for the man in your life.