

## Wanted-Experienced Copywriter

 just such equipment as we demand in the man we are seek-
ing; an organization where every phase of the environment is congenial.
This organization is old enough to be well-established, well
known and well-proved. It is young
known and well-ppoved. It is young enough to generate and
inspire enthusiasm, vision, progress.
To the man whom we desire, opp
vo the man whom we desire, opportunity for personal ad-
vancement will be full and constant. His remuneration will
be commensurate with his consall
be commensurate with his capacity and will keep step with
him.
These are our requirements:
Thorough agency experience.
A general knowledge of merchandising and adver
tising.
Ability to plan, lay out and prepare sound copy.
Personality-capacity to work with conireres and
clients smoothly and agrecably.
Loyalty.
If you are our man, write us Now. Your letter will have
immediate attention and, if satisfactory, will lead to a con-
enient appointment. All communications will be confidential.
Address Copy Director
MALLORY, MITCHELL \& FAUST
Security Building

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August the 15th is
THE LAST OPPORTUNITY

to Buy Before the

PRICE ADVANCE
BECOMES EFFECTIVE
FULTON TRICKS
NOW \$1940 DELIVERED
AFTER AUGUST 15TH
\$2245 DELIVERED
FULTON TRUCK CO. OF PHILADELPHIA

T. MELHUISH, Gen. Mgr.
Keyatone-Race
27a.-gros

## Are you a normal Smoker?

This Fatima advertisement may help you find the type of cigarette you will like, whether it happens to be Fatima or not.

WHICH one of the several forms of smoking will give me the most pleasure and solid comfort?'
That is your real question.
And you can answer it best if you classify your smoking likes and dislikes-if you know whether your smoke taste is, or is not, normal, or like that of most men. So the first thing to find is the normal smoke-taste. Which smoke, or type of smoke, do most men prefer?

| All signs <br> point <br> one way | As between cigars and <br> cigarettes, Chart No. 1 <br> tellsthe story-thecigarettes <br> have a "walk away." <br> This is not merely because <br> the cigarette is, as medical <br> men haveproved, the mildest |
| :--- | :--- |
| morm of smoking. Nor is it wholly because of the |  |
| cigarette's cleanness, convenience and moderate |  |
| cost. Beyond question, it is due very largely to |  |
| improvements in the types of cigarettes. |  |


blends of various propor tions; and Fatima was
he first one of this type "Turkish blends" seemed to be the smoke
that this country had been waiting for.
Look at the increase during recent years notice the tre
There is no doubt about it-the "normal" smoke-taste goes straight for cigarettes - and for those of the Turkish blend type.


Perhaps you are a Turkish bend smoker yourself. If
not, your first step towards checking up on your own smoke-taste will be to discontinue yourstraight Turk-
ish or straight Domestic

## cigarette long en

rettes a fair trial.
If-as is quite natural - your taste is unlike
that of the majority, you will, of course,

## But do notent cigarette

 But do not do this sim-ply because sour first ply because your firs
twoor three blendedciga rettes do not ring the bell. There are some pretty bad, as well as some wonderfully good,

## FATIMA

## What the

 Army Doctors smoke:At Pt Riloy, Ransan, whero the
thousands of doctors from allover oner
the U.S.A. wore trained for over.
soas service, Turkish blond oitge
rettes were almoos the onty king
smokod. Incidontally, Fantima was
far in the lead from fros to last.

Every man's taste is his own and it is, of course,

rather ridiculocis to find some cigarettes actually | claiming to suit the taste of |
| :--- |
| every smoker. Fatima | It may or may not be Fatima makes no such claim. But you owe it to yourself to

try Fatima, the founder of try Fatima, the founder of
the whole Turkish blend the whole Turkish blend
family, before you decide on
your final This is the only cigarette above the cheaper brands that has ever won a tremendous, nationFatima's sales nearly double those of all the straight Turkish cigarettes combined; and no other cigaretre costing as much as Fatima has even one-half of Fatima's annual sales.
Even at leading clubs and hotels and at the
fashionable resorts such as Palm Beach and Atfashionable resorts such as Palm Beach and At-
lantic City, Fatima is today outselling the fancy, lantic City, Fatima is today outselling the fancy,
expensive, straight Turkish cigarettes which formerly enjoyed leadership among smokers with plenty of money.

No, Fatima does not claim to suit every one. But its bigsales and high standing indicate that this
cigarette does come nearer than any other to meeting the "normal" taste. The reason may be that Fatima
contains more Turkish than any other Turkish blend. This would meap, in other words, that instead
of containing too much Turkish as of containing too much Turkish as
straight Turkish cigarettes do or straight Turkish cigarettes do, or too little as in the poorer Turkish
blends, Fatima's famous blend conlains just enough Turkish - just
jus enough to taste right and just enough to leave a man feeling right even to leave a man feeling right ev.
after smoking more than usual.

