EVENING PUBLIC LEDGER-PHILADELPHIA, THURSDAY, JANUARY 22, 1920



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told him she needed him desperately, and if he could help her he should come to her instantly dressed in inconspicu-ous garments. He promptly replied that she should be waiting for him in the should be waiting for him in

 $\cdot A$ fact:

At the New York Hippodrome, drawing over three million theatre-goers annually from every corner of the country, Fatima is not merely the largestselling cigarette - it actually outsells any other by more than two to one.

Liggettenlyere Tobacco Co.

A Sensible Cigarette

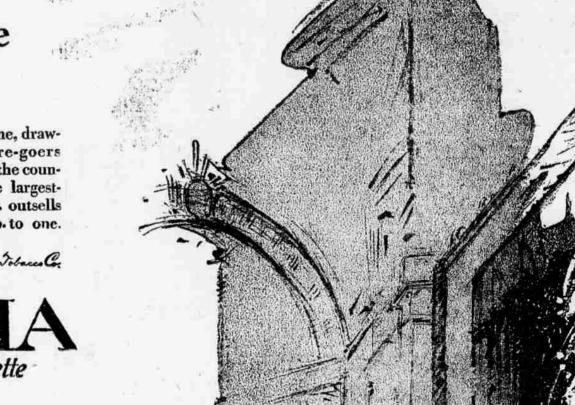




514-516 North Broad Street

Coupe

at Our Showrooms Touring Sport Model Evenings





Five more Gold Medals won by Supplee-Wills-Jones products

CLEAN sweep for Supplee-Wills-Jones products. A This was the comment made at the State Milk and Cream Contest at Trenton, N. J., just closed, when five more Gold Medals were added to the Supplee-Wills-Jones' long list of awards. This was the largest number of Gold Medals ever won by a single exhibitor in any exhibit.

In all five classes Supplee-Wills-Jones dairy products won first, in competition with products of exhibitors throughout the state. The awards, made by U. S. Government experts were as follows:

Class 1-Raw Market Milk99.4	Gold Medal
Class 2-Certified Milk	Gold Medal
Class 3-Pasteurized Milk	Gold Medal
Class 4-Raw Market Cream	Gold Medal
Class 5-Pasteurized Market Cream 98.5	Gold Medal

These fresh winnings are added testimonials to the richness, the flavor, and the cleanliness of Supplee-Wills-Jones products. But final proof is the daily appreciation of more than half a million people who use-this Gold Medal Milk.

Supplee-Wills-Jones Clean Milk GOLD

"Vital food for children" Philadelphia-Atlantic City-Ocean City-Chester



"Just Enough Turkish"

A Hippodrome audience may truly be called "representative" of the whole United States-so this day-after-day prefcrence for Fatima is highly significant. For one thing, it shows the broad sweep of Fatima's popularity.

But-more important-it indicates that men generally are growing more sensitive to the taste-effect of too much or too little Turkish tobacco in their cigarettes.

Fatima's "just enough Turkish" blend, in other words, is the one feature which sets it definitely apart from all other cigarettes-and which accounts for its leadership at so many famous places.