No, It Just Couldn't Be Real
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By Swinnerton



MOKERS keep changing from one brand to another - until they come to MECCA. Then they become permanent smokers of this famousTurkish Blend, because MECCA always affords them perfect satisfaction.

That is how MECCA has built up its present enormous sales. The brand seldom loses an old smoker, and is constantly gaining new ones - the sales are growing steadily, month by month.

The keen, concentrated competition directed at MECCA, has helped greatly to increase the MECCA sales - because this competition has induced smokers to make comparisons.

Try MECCA, in the new foil package of 20 -and learn the quality that makes MECCA the largest selling brand in America. Try it today!

## MECCA <br> CIGARETTES

In the new foil package 20 for 10c

