



The new Oval Foil Package of 20 **MECCA Turkish Blend Cigarettes** is the greatest innovation ever made in cigarettes. It has taken the country by storm, because smokers can now get a double quantity of **MECCA**—in the most compact, convenient form—kept absolutely fresh by the Foil Wrapping.

*"Perfect Satisfaction"*

# MECCA

Turkish Blend  
**CIGARETTES**

*"The Envy of All Cigarette Manufacturers"*

**MECCA Quality** goes back for years. It has always given "Perfect Satisfaction" to millions of experienced smokers. It has placed **MECCA** far beyond the reach of competition.

**MECCA**, in the famous, original Flat Slide Package of 10 for 5c, is today the largest selling brand in America. There is no milder, mellower, more satisfying cigarette made than this distinctive Turkish Blend of the world's finest tobaccos.

First learn **MECCA Quality**, then marvel at the Price.



In the New Foil Package

**20 for 10c**

Also in the Famous Slide Package of 10 for 5c