The athletic young man doesn't carry much baggage as a general thing, but you will most always find a package of Fatima Cigarettes somewhere on him! This is the cigarette that only a few years ago was introduced in the college towns—it was a try-out for pure, good tobacco, and the success that happened you all know about.

Today Fatimas are the biggest selling cigarettes in the country—a triumph never before equaled in cigarette annals—which simply goes to show that real quality is the true winner.

In an unsurpassed package—quality the best—quantity generous.