PRELIMINARY N. E. TRIALS

(Continued from Page 1)

In speaking to friends of ours regarding the marvelous success of our Fatima Cigarettes, it always pleases us to tell, how, after making up a smoke of purest and choicest tobacco, we decided to first place them on sale in college towns.

We didn't have to wait many moons. The students' answer was "more!!" From college the graduates spread the Fatima news in home towns all over the big map, and today more Fatimas are sold than any other cigarette in America.

Quality will tell! In a plain package—quality all in the tobacco—that's the place in which it counts most!

The New No. 5 Printype Oliver Type-writer makes an ideal machine for students' use. It is a marvel of simplicity, durability and ease of operation. Printype your notes and they will be twice as valuable to you.

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