Everywhere—Why?

The Turkish tobaccos in Murad have never been used by any other manufacturer in a cigarette selling for less than 25 cents.

These tobaccos are unmistakable, convincing—irresistible.

They put Murad in a class by itself—25 cent Value, 15 cent Price.

They set up a new standard of quality value for all who love the best in cigarettes.

MURAD THE TURKISH CIGARETTE

REMEMBER—Turkish tobacco is the world's most famous tobacco for cigarettes.