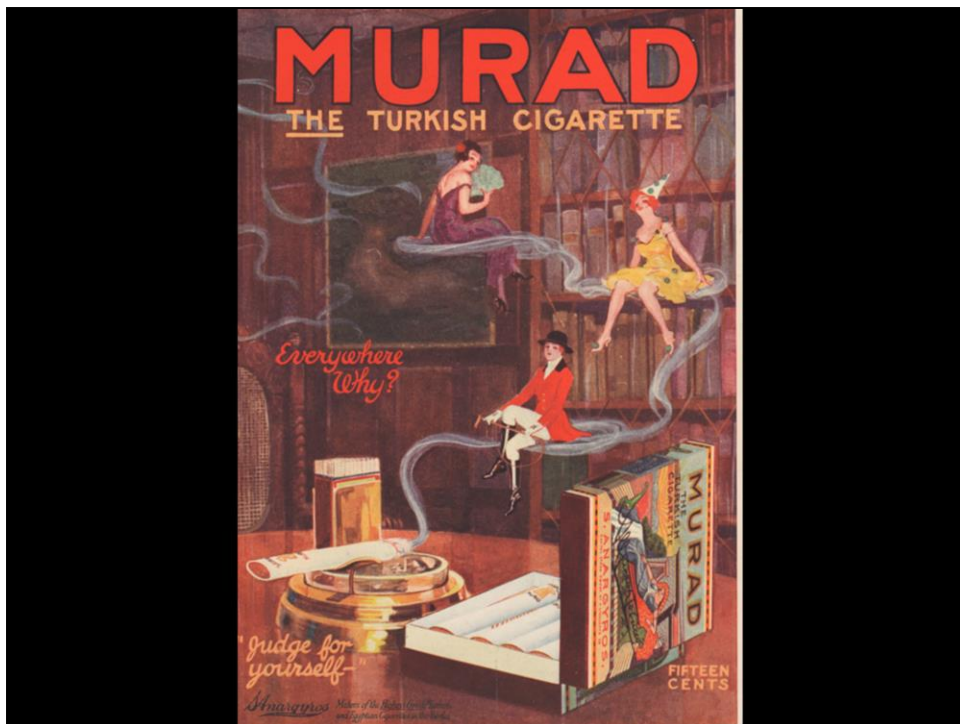
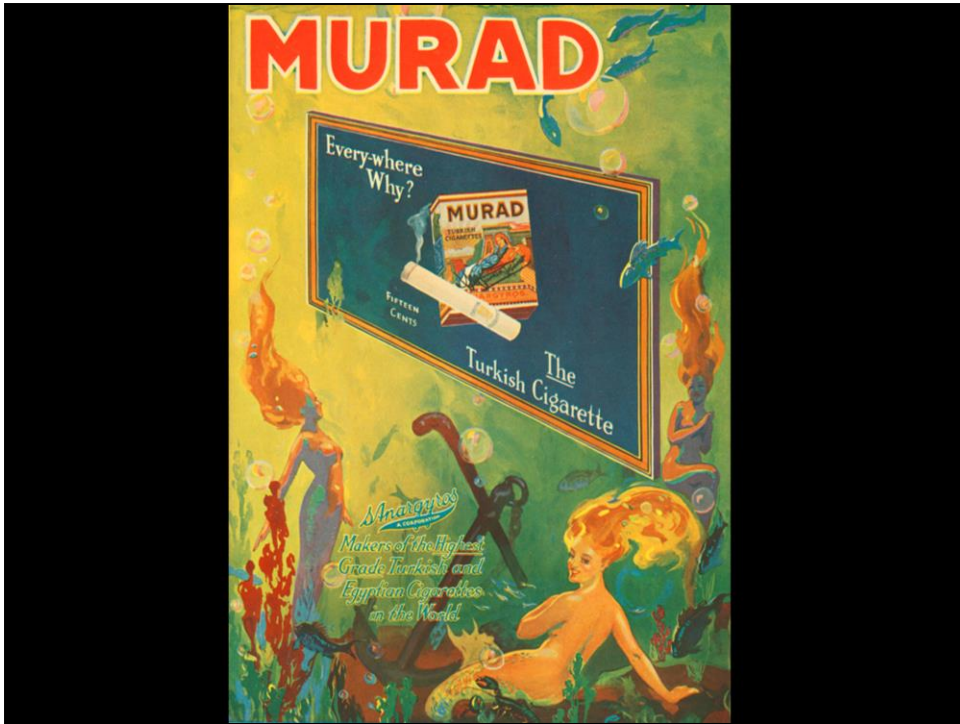
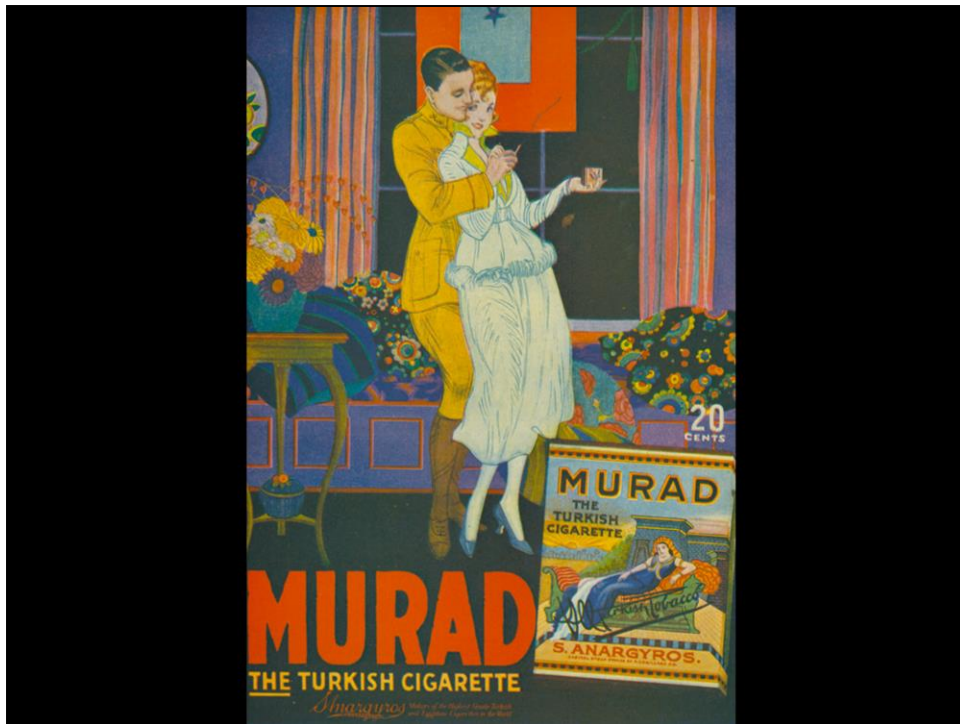




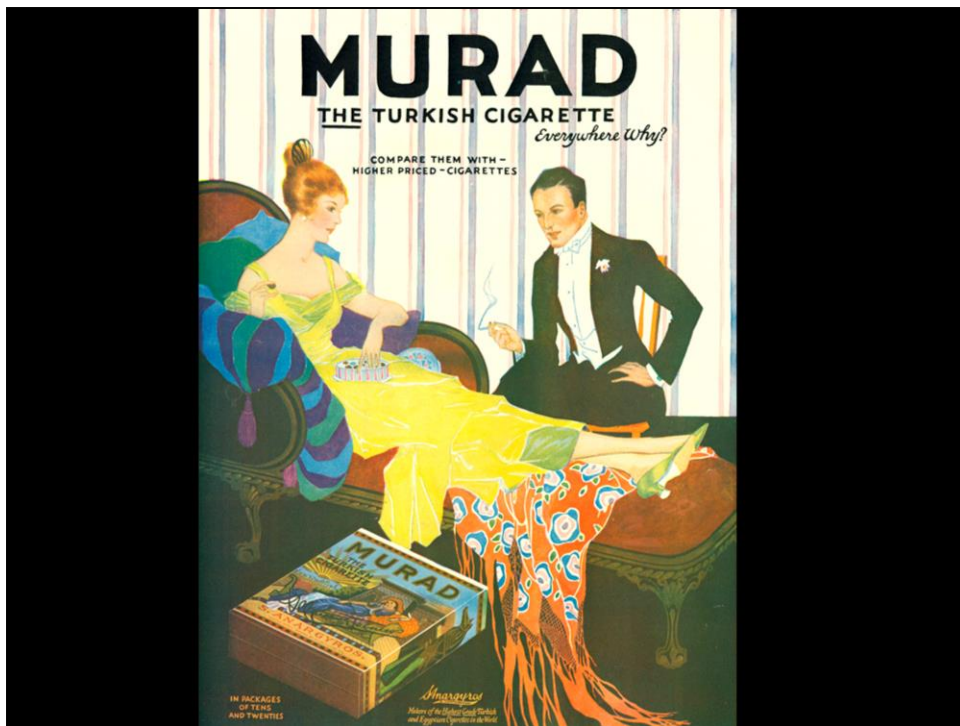




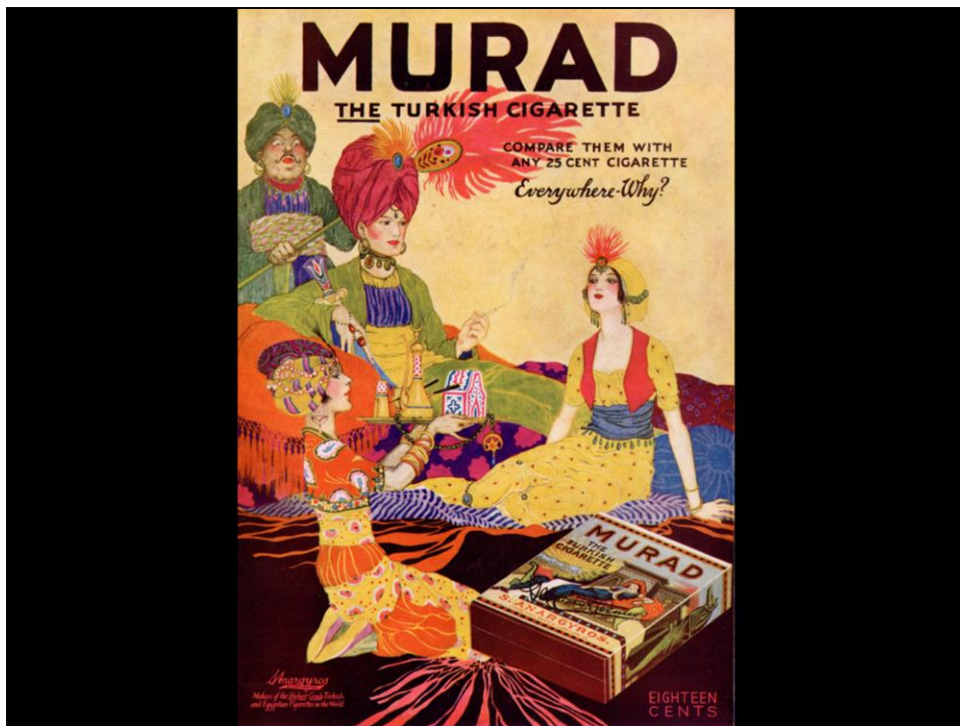


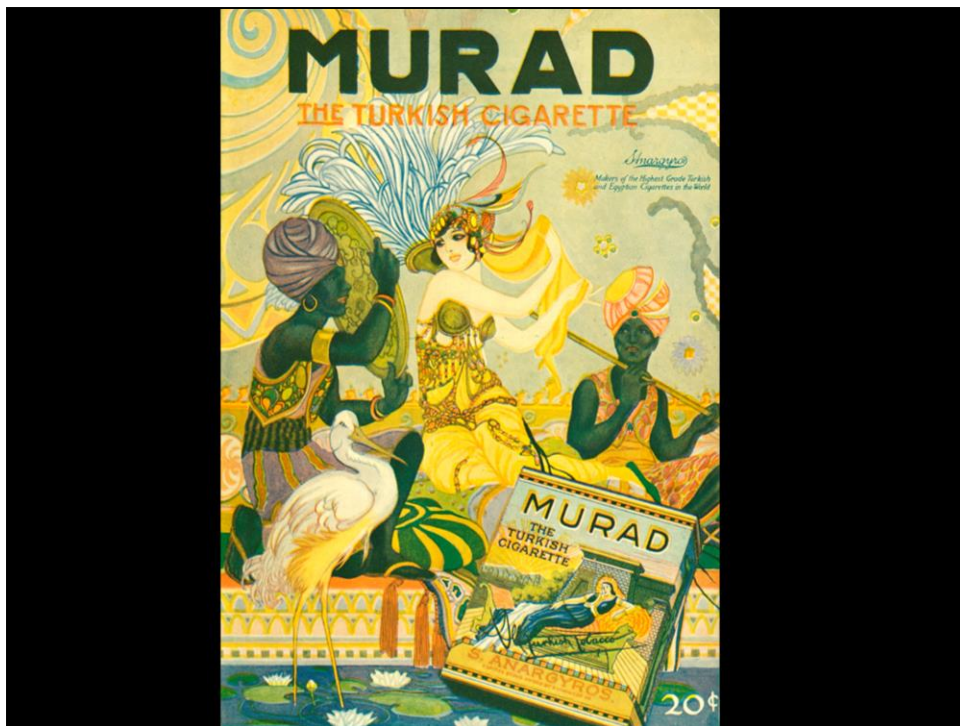


























MURAD
THE TURKISH CIGARETTE

Why do so many men
smoke about half of their
cigarette and throw the
rest away?

Because most cigarettes taste
fine when they're just lighted
—but by the time they're smoked half-way through,
they begin to lose their goodness. They go flat.

NOT SO WITH MURADS

One of the very greatest things
about a MURAD is that its

“LIFE” and FRESHNESS

last down to the very end.

As one enthusiastic MURAD smoker said:

*“A MURAD is perfection when you light
it, and it gets better as you smoke it.”*

Every MURAD smoker knows how
true this is.

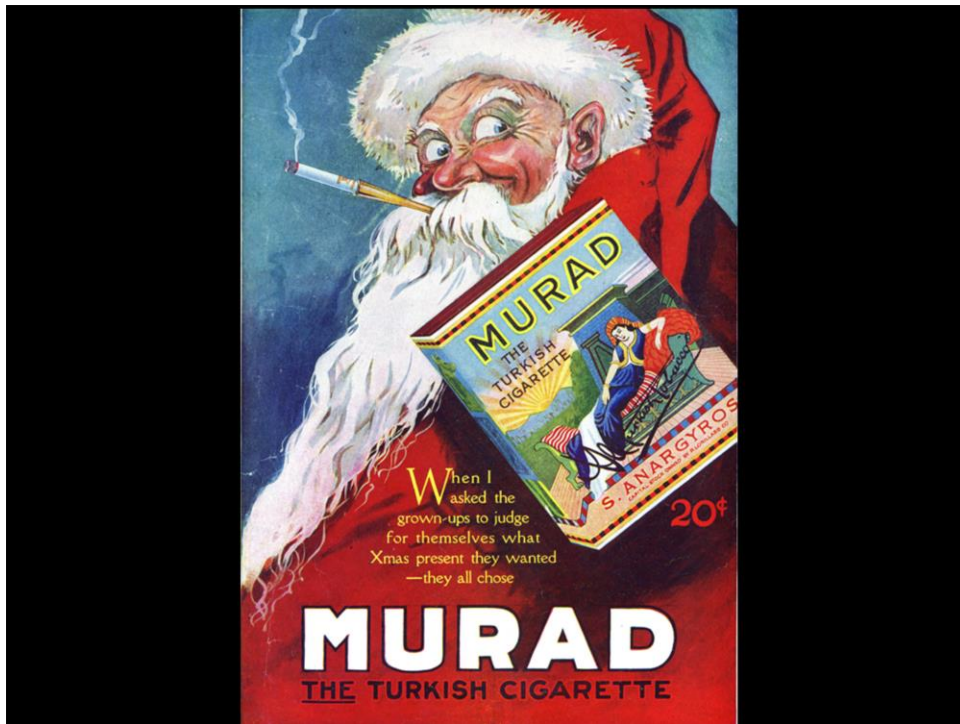
Fifteen Cents

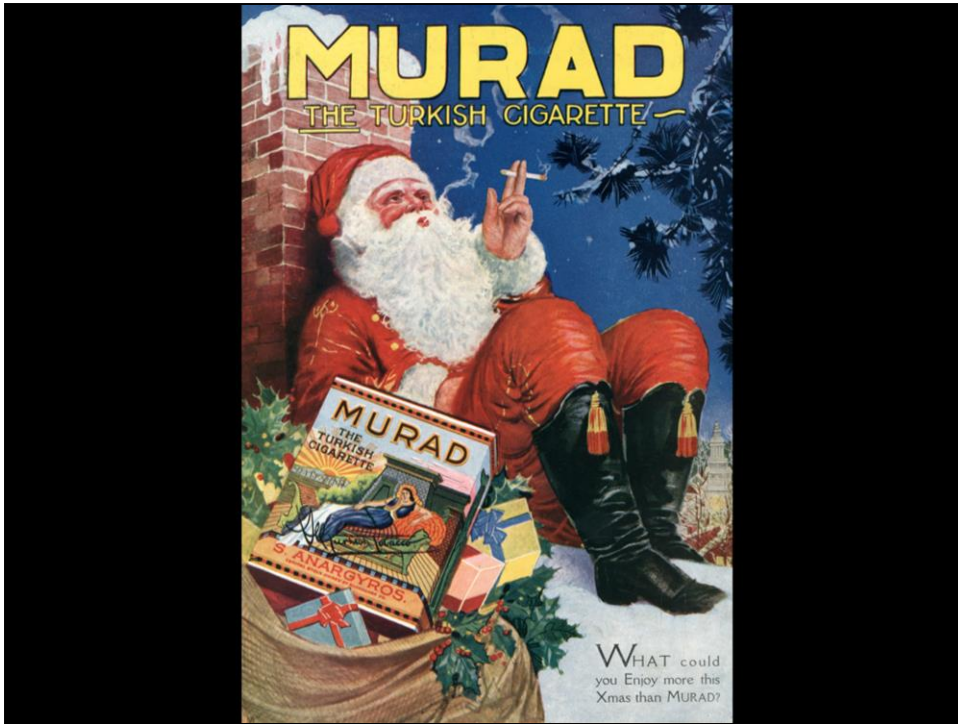
Sanatoglu
Makers of the World's Finest
Turkish and Egyptian
Cigarettes in the World

*Everywhere—
Why?*

MURAD
TURKISH
CIGARETTES
S. ANATOGLOU

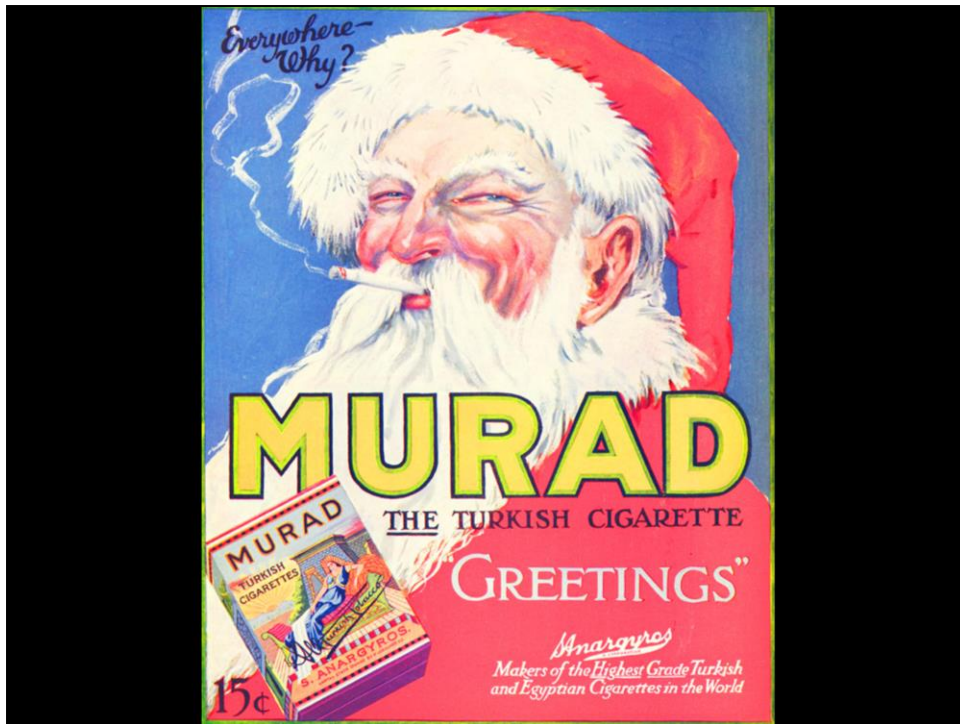






1947

Santa Puffing on a Red and Green Cigarette Holder



1917





1917

Santa With a Huge Cigarette Hanging From His Belt.



MURAD
THE TURKISH
CIGARETTE

Mrs. Fox was bragging one day about the large number of her cubs.
"How many cubs do you bring into the world at one time?" she asked the LIONESS.
"Only ONE," replied the Lioness—"but it's a LION."

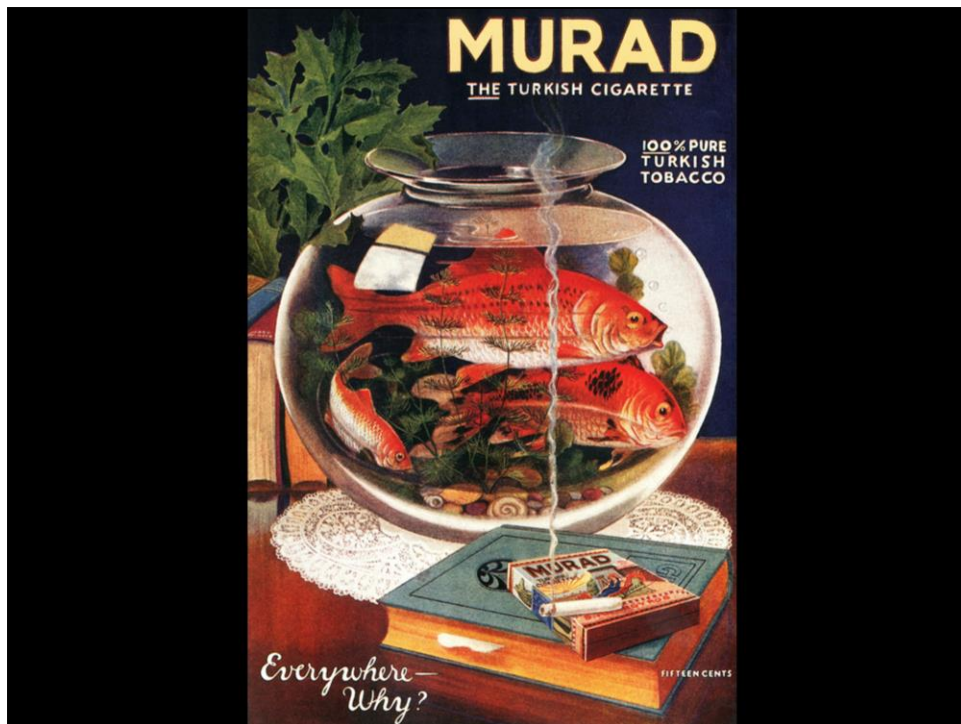
MURADS COST 20 CENTS for a BOX of 10 — BUT THEY'RE MURADS!

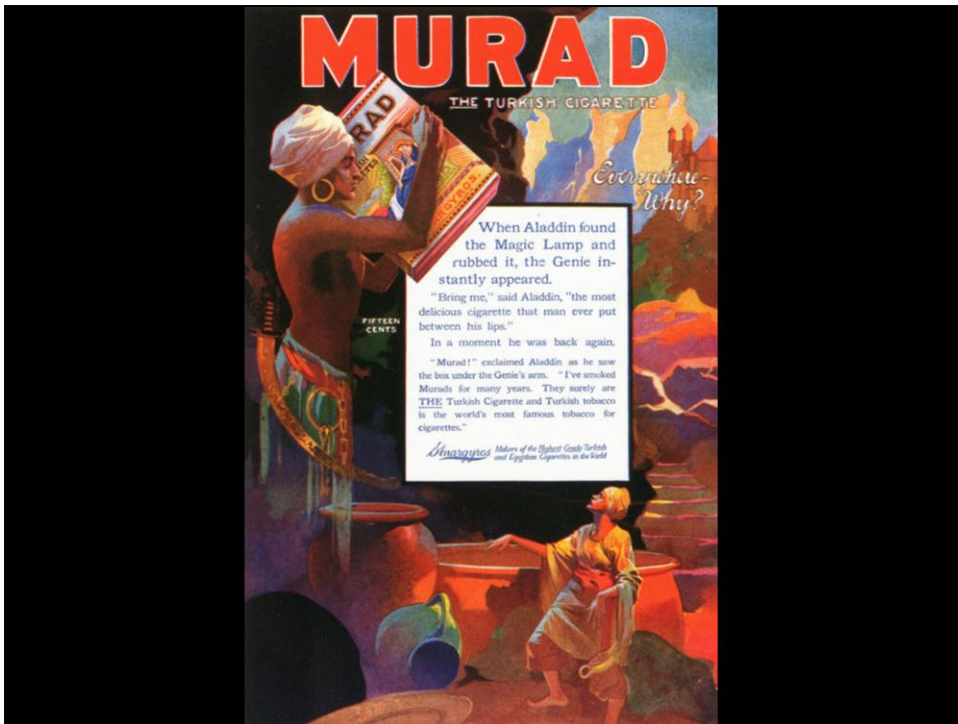
MURADS would be lower priced if we left out all or part of the 100% Turkish tobaccos of the purest and best varieties grown—or if we substituted inferior grades of Turkish tobacco. But they wouldn't be MURADS—they'd only be Foxes!

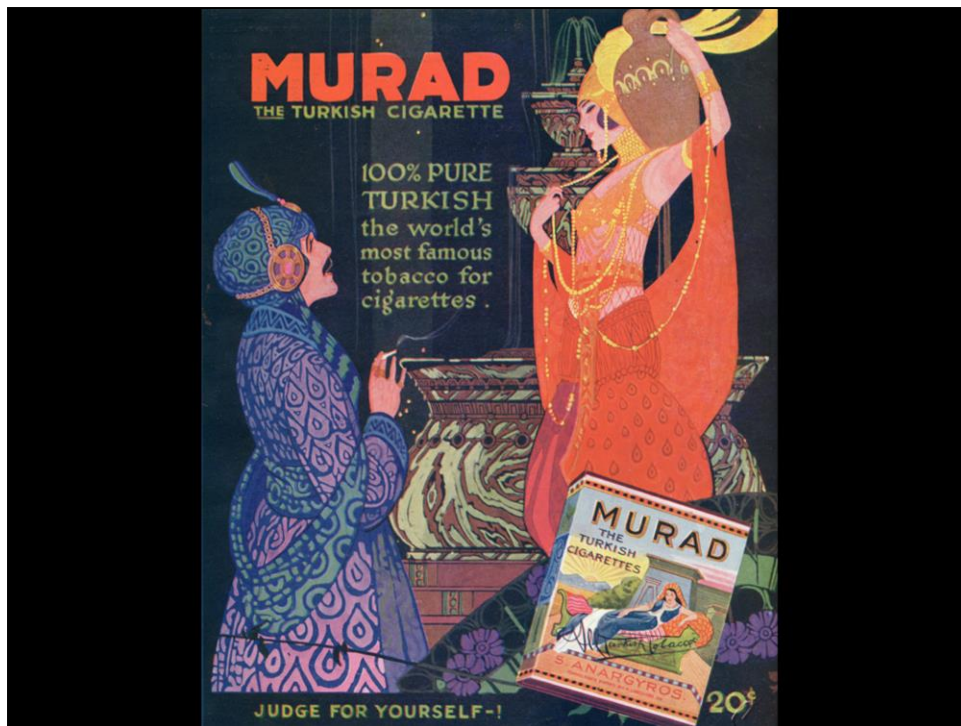
"Judge for Yourself—"

Special attention is called to Murad 20s in Tin Boxes

Manufactured by *Heavenly Bodies* *Notions of the Highest Quality Turkish and Egyptian Cigarettes in the World*









Thousands of smokers have proved it — and now give the verdict to you —

Of all the other tobaccos NATURE has produced — none can approach the finest varieties of pure Turkish for cigarettes —

None has the delicious FLAVOR of the finest Turkish —

None gives the ENJOYMENT of the finest Turkish —

None will SATISFY you as well the finest Turkish —

None but the highest grade and personally selected Turkish tobacco is used in MURAD.

To enjoy 100% pure Turkish at its VERY BEST—to reach the PEAK of cigarette Quality — you have but to smoke MURAD —

Try MURAD today and
"Judge for Yourself—!"

20¢

M. Anargyros
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

Turkish is the world's SUPREME Tobacco for cigarettes. It has no rival, no substitute.

Many "ordinary" cigarettes have some Turkish in them to give them some taste and some character.

MURAD is all Turkish—all Taste—all Character—all Enjoyment.

A *parily* Turkish cigarette is like a *parily* good meal or a *parily* truthful statement.

Food, truth and cigarettes, to be right must be 100% good.



20¢

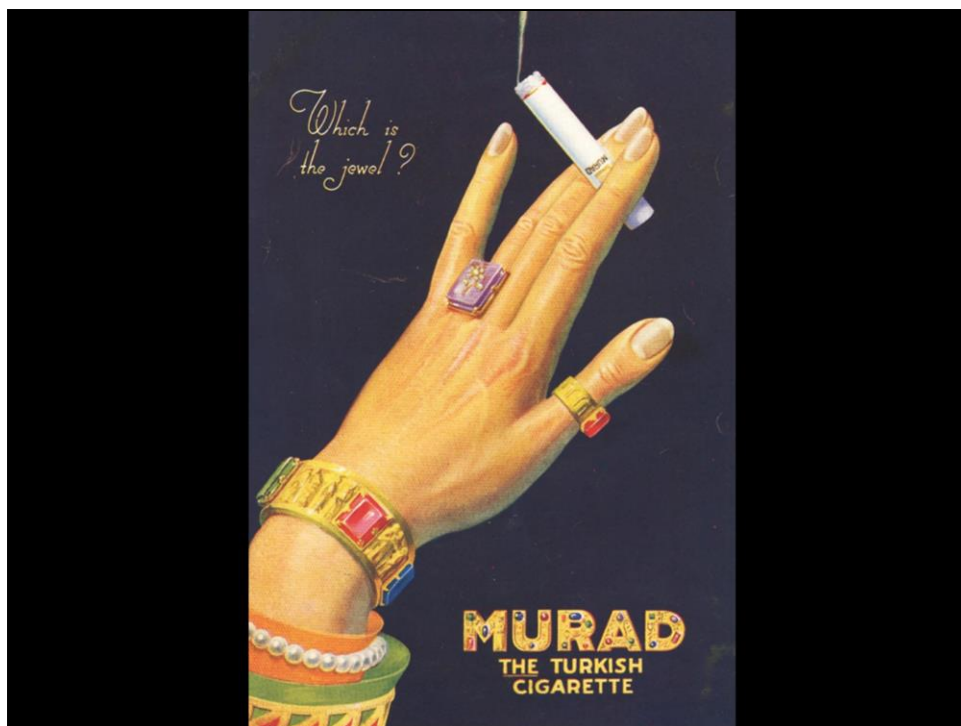
MURAD is made of 100% pure Turkish tobacco—personally selected from the finest and most famous varieties grown.

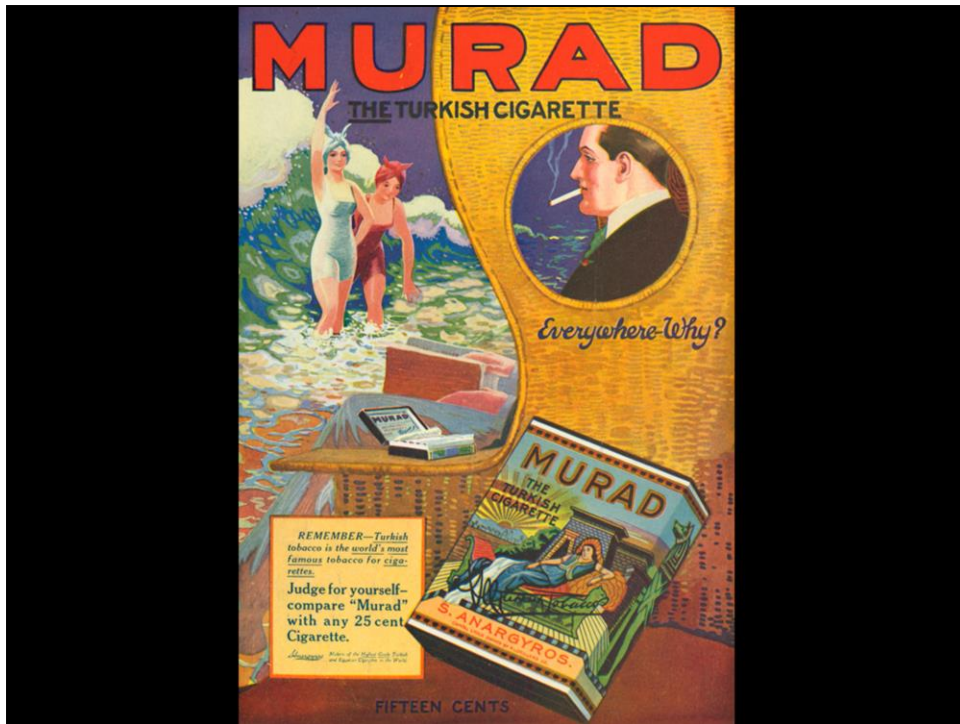
Try MURAD Today, and
"Judge for Yourself—!"

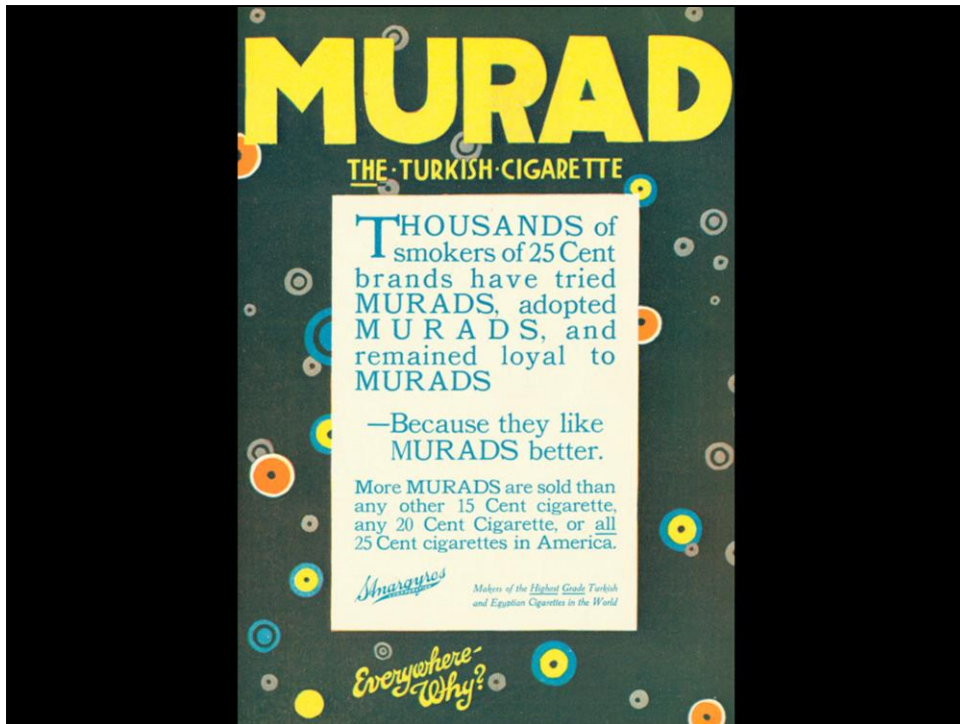
Anagotos Makers of the Highest Quality Turkish and Egyptian Cigarettes in the World













*Everywhere—
Why?*

MURAD
FIFTEEN CENTS
Murados
Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

**Will You Put Aside Your
PRICE PREJUDICE?**

Will you forget you've always thought a really good cigarette must cost 25 Cents? Then we promise you a *much better* cigarette than many of the 25 Cent Brands.

We promise you one of the world's perfect pleasures—the taste of PURE Turkish tobaccos, 17 varieties of which are used in making MURADS.

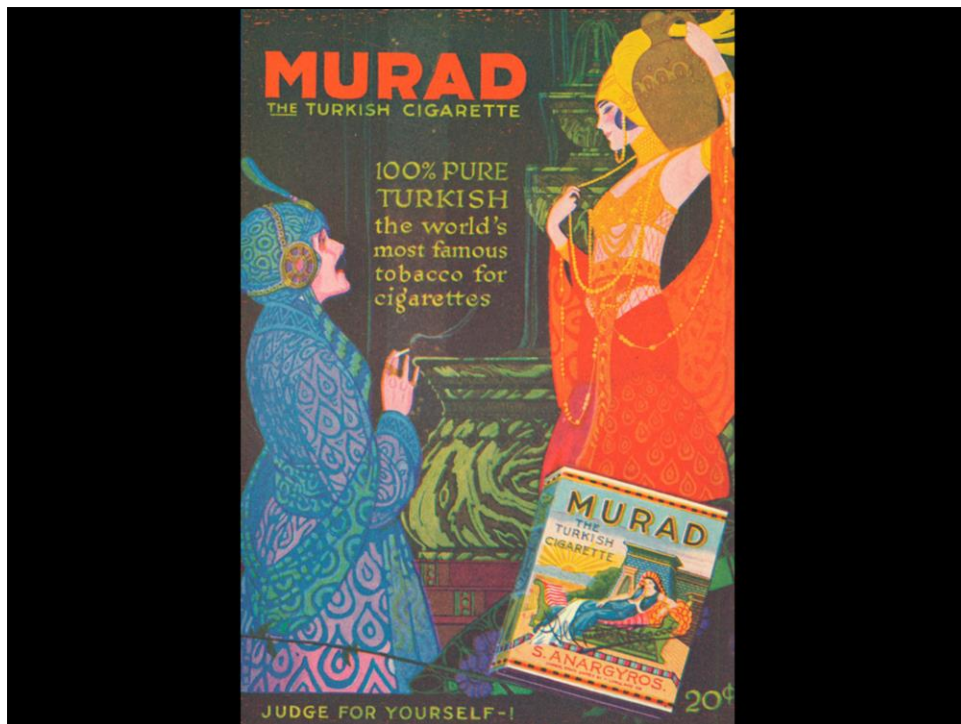
MURADS—Guaranteed by the whole world's verdict.

MURAD
THE TURKISH CIGARETTE



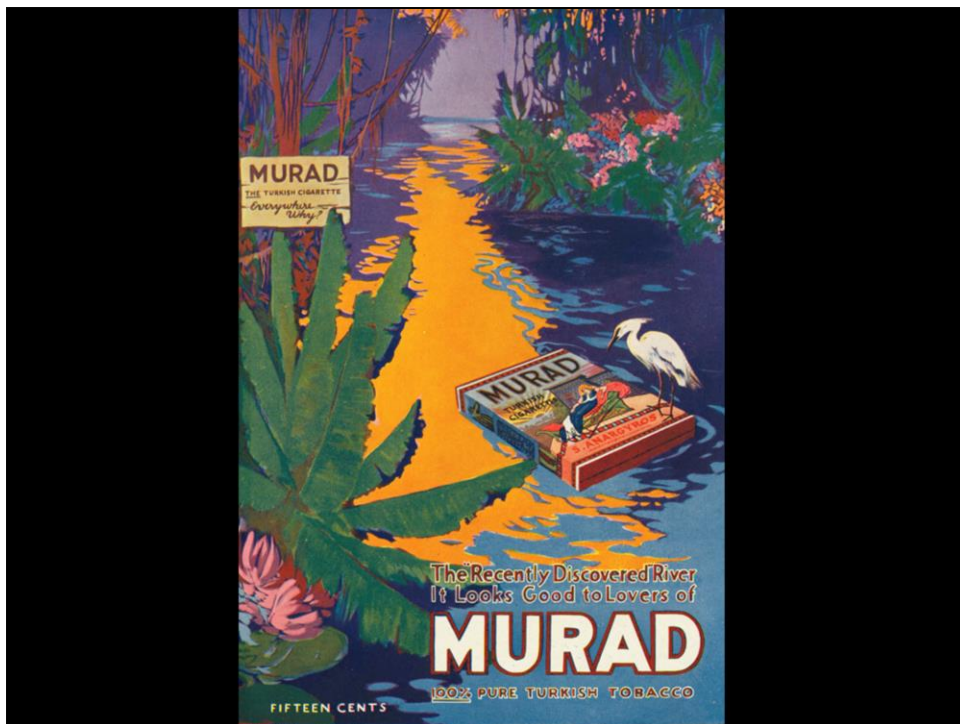


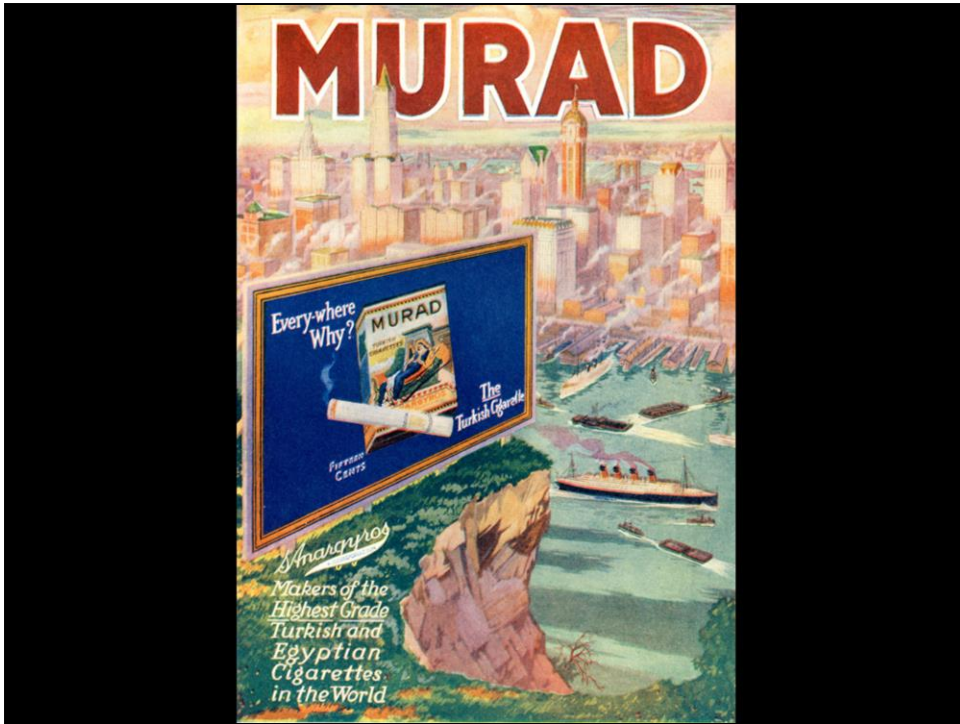


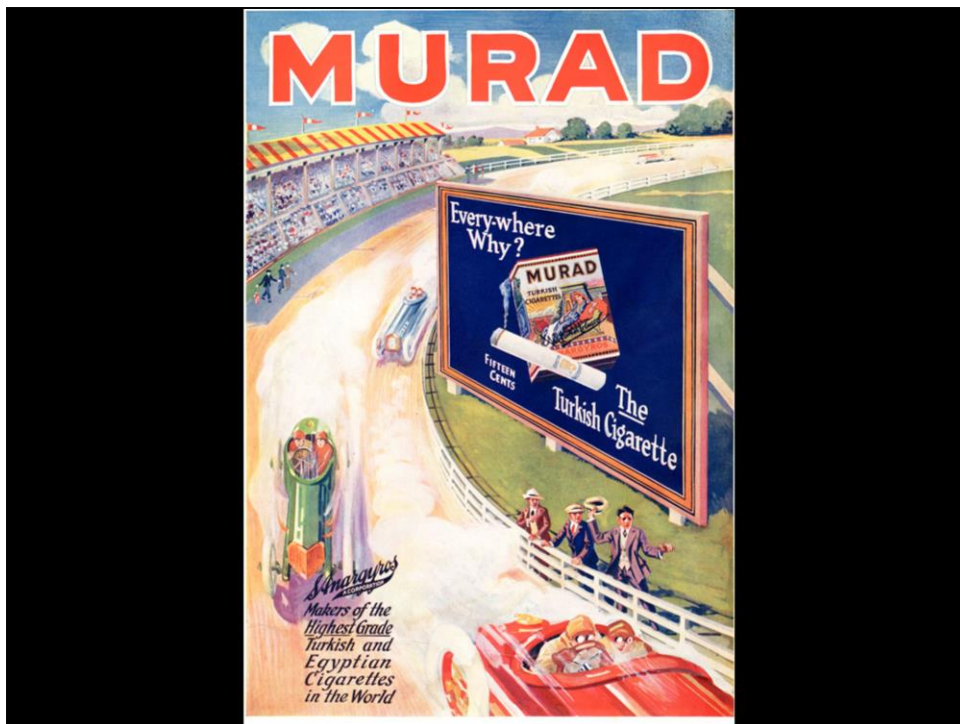










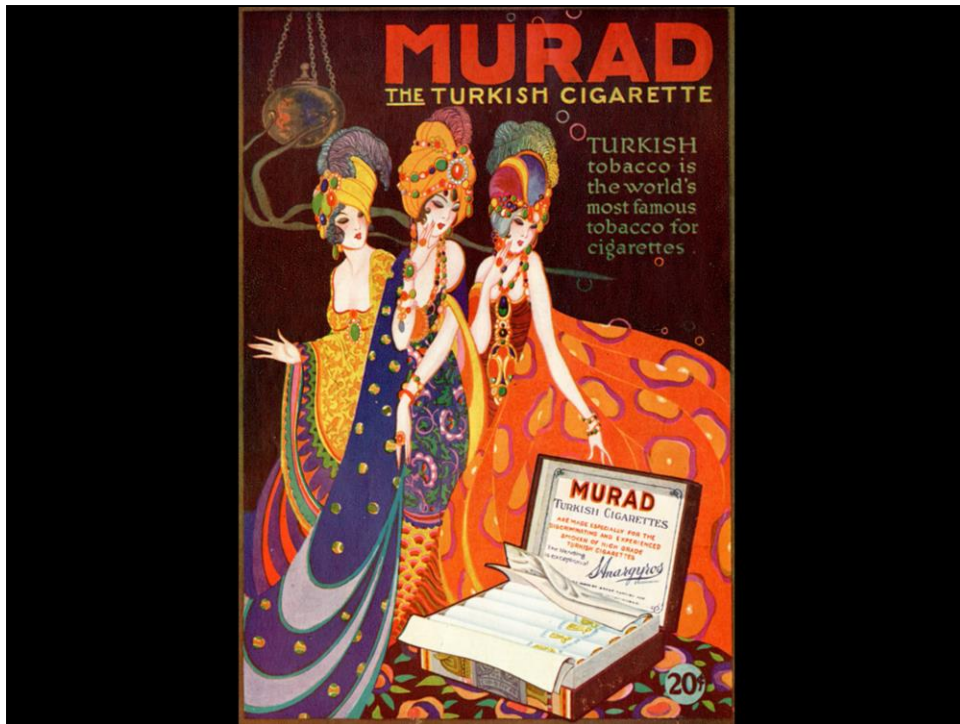


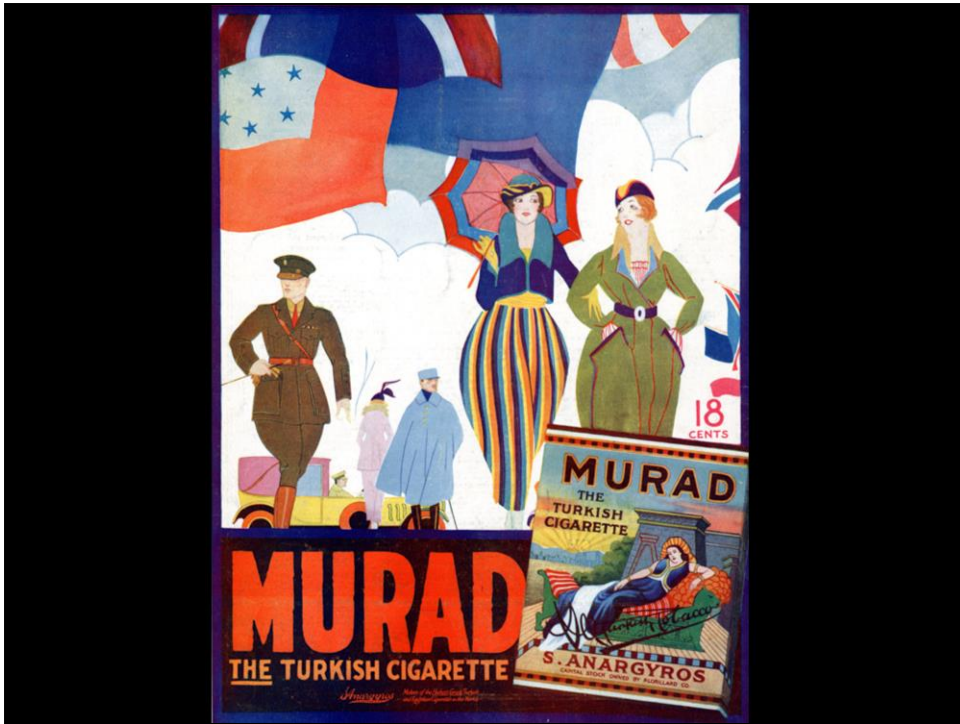


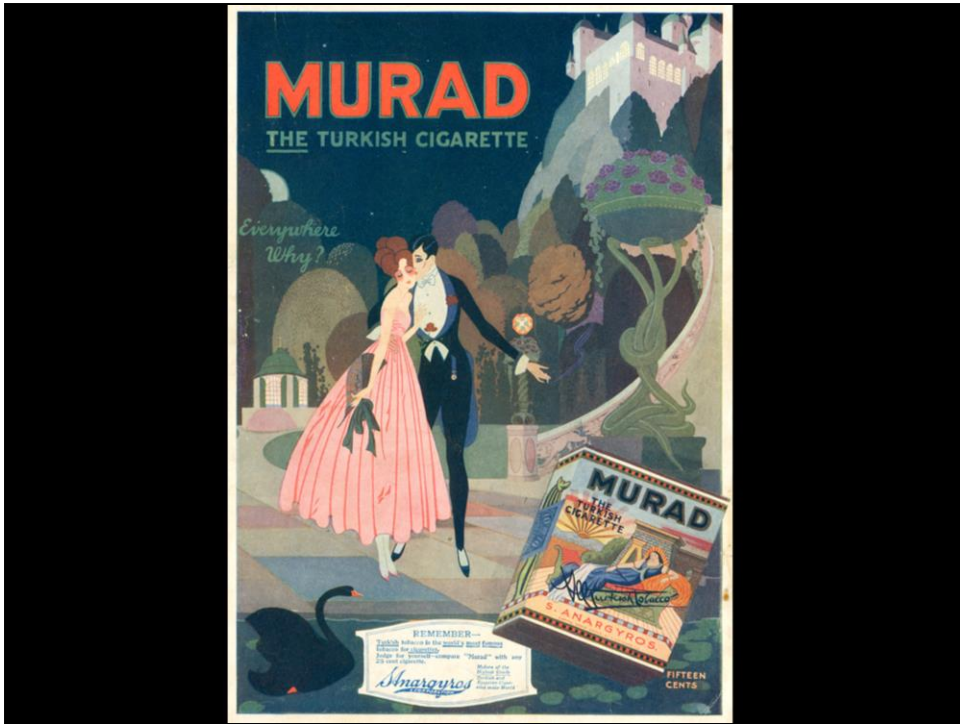


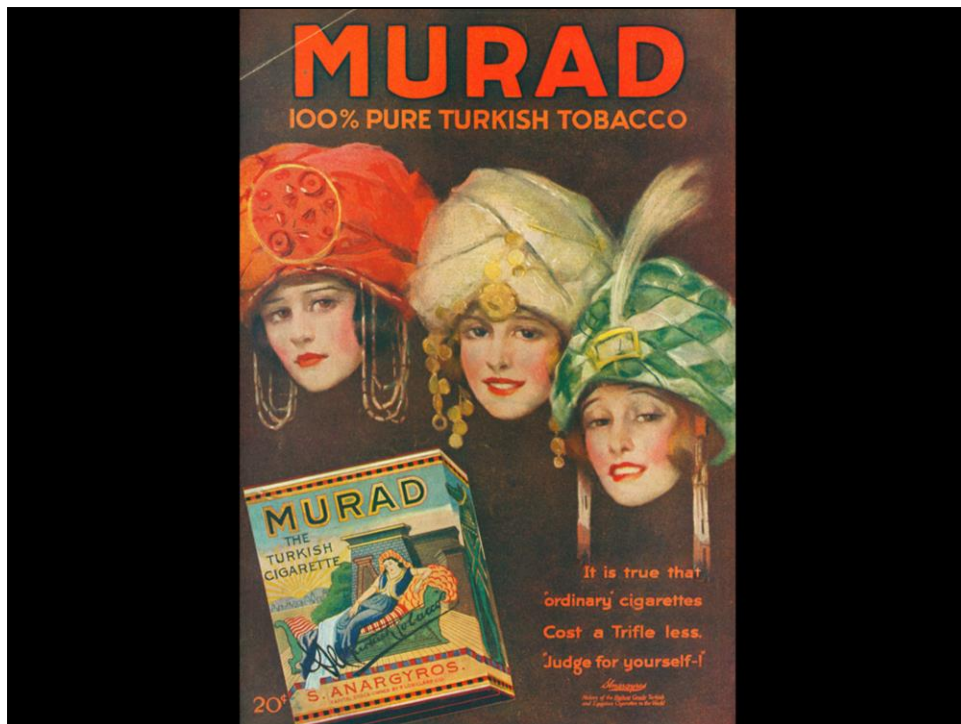


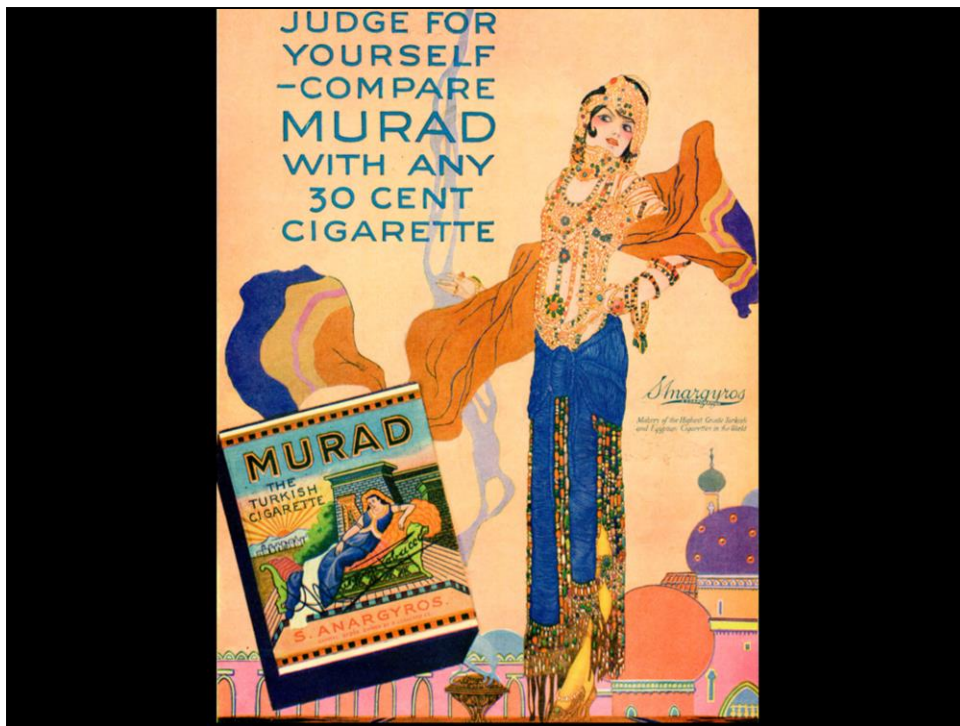
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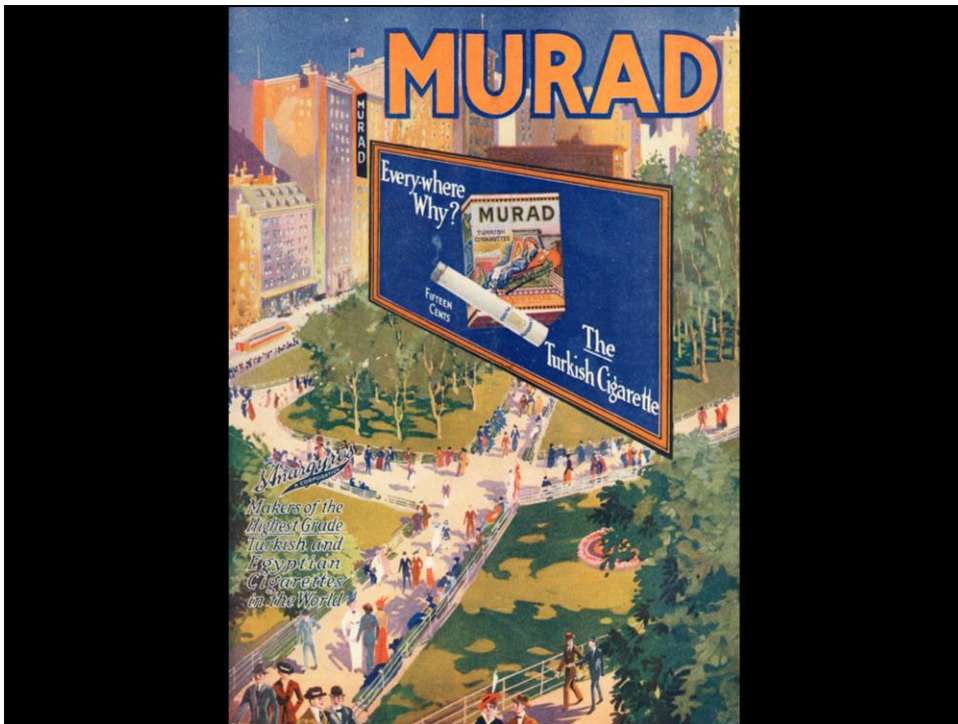








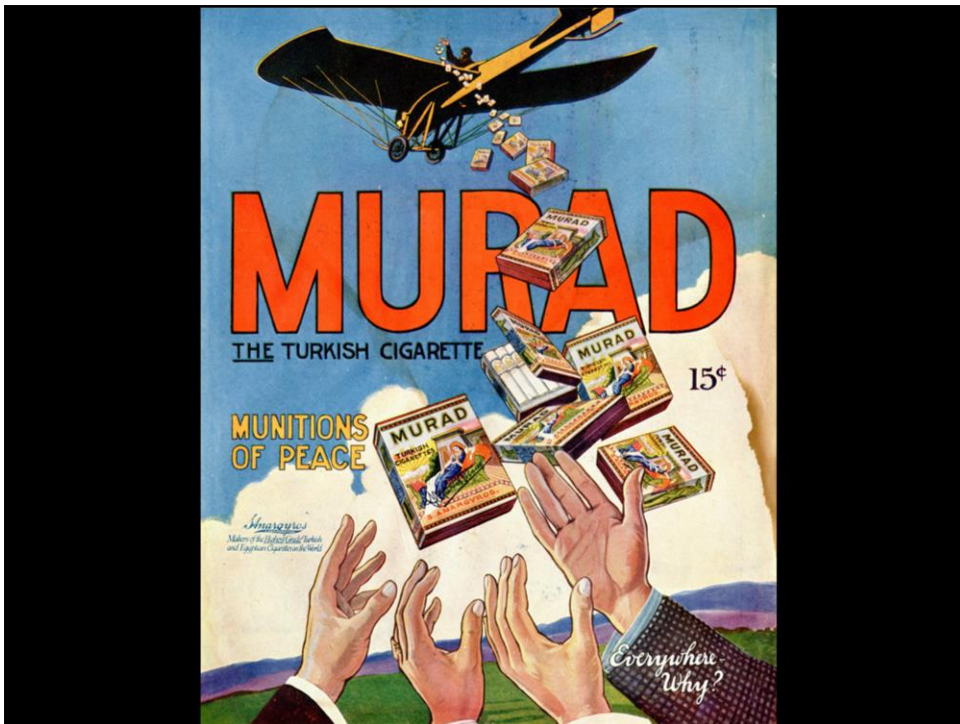
















MURAD

**THE
TURKISH
CIGARETTE**

**GREETING—you
smokers of MURADS,
wherever you are!**

In the offices, banks, mills,
factories, of the big cities
and little towns.

Or doing the work of the
world in the big open—

In frozen Alaska, where
every ounce counts, where
substitution and "half-good"
are dangerous.

In tropical jungles.

In navy ward-rooms, on
far-off army posts, where a
whiff of the right cigarette
is a "wireless" from Home.

On ranches, golf links,
ocean liners, campuses, in
mining camps, clubs, sta-
dios, newspaper sanctums,
hotels, stock exchanges, leg-
islatures, or wherever the
layman or professional man
gathers.

Wherever the FLAG flies
or American genius has
penetrated.

Greeting!

MURADS are THE
Turkish cigarette, aren't
they?

They DO stand the test.

They DO smooth over the
rough places and make the
smooth ones more delightful.

You have smoked MUR-
ADS, and YOU KNOW.

And you have told the man
shoulder to shoulder with
you, about MURADS.

It is YOU who have made
MURADS the greatest sell-
ing Turkish cigarette in the
world.

**Everywhere—
Why?**

Murad
Makers of the Highest Quality
Tobacco and Cigarettes
Known to the World

PACKAGES OF
TENS AND TWENTIES





MURAD
The Turkish Cigarette

PACIFIC OCEAN ATLANTIC OCEAN

WASH. *MURAD* MONT. *MURAD* N.DAK. *MURAD* MINN. GREAT LAKES ME. *MURAD* N.H. *MURAD* V.T. *MURAD* N.Y. *MURAD* PA. *MURAD* OHIO *MURAD* IND. *MURAD* ILL. *MURAD* WIS. *MURAD* MICH. *MURAD* N.J. *MURAD* DEL. *MURAD* MD. *MURAD* VA. *MURAD* W.V. *MURAD* KY. *MURAD* TENN. *MURAD* MISS. *MURAD* ALA. *MURAD* GA. *MURAD* S.C. *MURAD* N.C. *MURAD* TEX. *MURAD* OKLA. *MURAD* NEB. *MURAD* IOWA *MURAD* MO. *MURAD* ARK. *MURAD* LA. *MURAD* CAL. *MURAD* NEV. *MURAD* UTAH *MURAD* COLO. *MURAD*

FROM OCEAN TO OCEAN—
From Lakes to Gulf—N.S.E.-W.—
In every state and territory of our country—
In the big cities and the big, open spaces—
In every little town where there are men who appreciate
the better things of life—

You Will Hear the Praises of Murads
The most enthusiastic, far-reaching and lasting success ever
won by a high-grade cigarette.
No other high-grade cigarette ever delighted so many Ameri-
can smokers of all classes.
This is conclusively shown by the fact that Murads are by far
the greatest seller of all 15 Cent, 20 Cent and 25 Cent Cigarettes
in America.

GUARANTEED BY A WHOLE NATION'S VERDICT
Murad Makers of the *Finest Grade* Turkish
and Egyptian Cigarettes in the World

MURAD
TURKISH
CIGARETTES
15 CENTS
FIFTEEN CENTS

Everywhere — Why?

