

MECCA
CIGARETTES

In the oval foil package
20 for 10c

Nothing can shake the Moham-medan's faith in Mecca. Five times a day the millions of the East turn to the wonderful Turkish city of the Prophet.

Nothing can shake the American smoker's faith in MECCA. Many times a day millions of them turn to this wonderful Turkish Blend cigarette and find "Perfect Satisfaction."

In spite of the fiercest concentrated competition, MECCA remains the *largest selling* brand in America—and keeps right on *growing*—because MECCA *Quality* remains unrivaled.

THE AMERICAN TOBACCO COMPANY

In the handy slide box
10 for 5c



The advertisement is a vintage print for MECCA Cigarettes. It features a central illustration of a man's face in profile, wearing a large, ornate orange and white striped turban with a green band. He is smoking a cigarette. The word "MECCA" is written in large, stylized orange letters with a green outline, and "CIGARETTES" is in smaller green letters below it. To the left of the central text are two cigarette packs: an oval foil pack at the top and a rectangular slide box at the bottom, both labeled "MECCA CIGARETTES". The entire advertisement is framed by a decorative border. Below the central text, there is a paragraph of text and two price points.

The stupendous MECCA success is a distinct triumph of *Quality*—price has been only incidental. The delightful *mildness, mellowness* and *flavor* of MECCA come from the highest types of Turkish and domestic leaf.

Try MECCA—*compare* it—learn the *Quality* that makes MECCA the largest selling brand of cigarettes in America.

In the oval foil package, 20 for **10^c**
In the handy slide box, 10 for **5^c**



1915



1924

