

FATIMA CIGARETTES

"Dragnet"

March 2, 1950 - Thursday, P.M.

WNBC

If you want a long cigarette, smoke the best of all long cigarettes - smoke king-size Fatima! Fatima is THE long cigarette which contains the finest Turkish and domestic tobaccos superbly blended to make Fatima extra-mild, and that's why Fatima has a much different, much better flavor and aroma than any other long cigarette. That's why Fatima has more than doubled its smokers coast-to-coast.