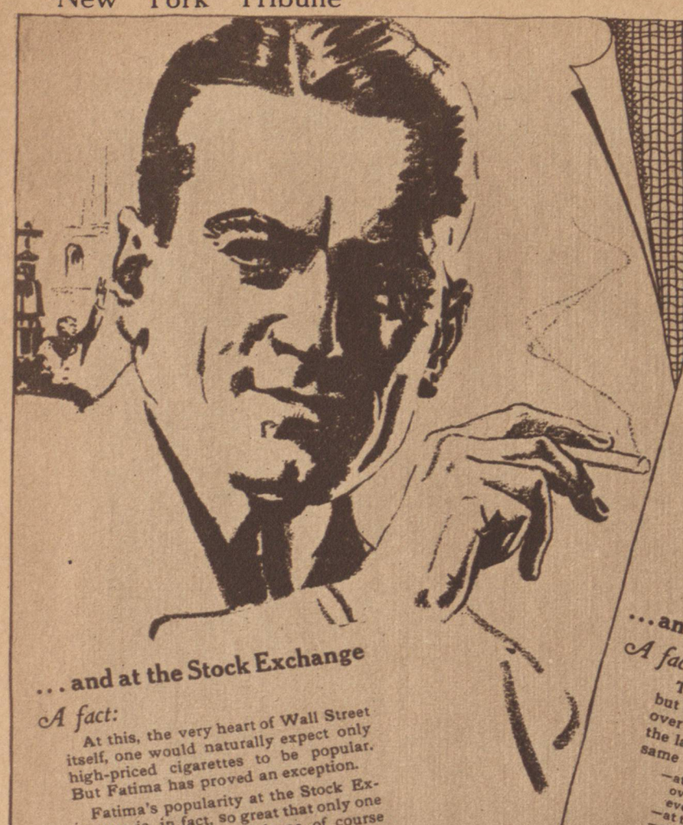


... and at the Stock Exchange

A fact:

At this, the very heart of Wall Street itself, one would naturally expect only high-priced cigarettes to be popular. But Fatima has proved an exception.

Fatima's popularity at the Stock Exchange is, in fact, so great that only one cigarette—a high- priced one, of course—equals or leads Fatima in sales.

Liggett & Myers Tobacco Co.

... and at the Waldorf-Astoria

A fact:

The Waldorf in New York is but one of the many hotels all over the country, where Fatima is the largest-selling cigarette. The same thing is true, for example

—at the Astor, New York, where over 200,000 Fatimas are sold every month;
—at the Willard, in Washington
—at the Gibson and the Sinton, in Cincinnati;
—at the Copley Plaza, the Touraine, the Parker House and Young's in Boston;
—and at dozens of other leading hotels (and clubs, too) all over the country.

Liggett & Myers Tobacco Co.

Where Fatima Stands

These facts are reprinted to show you.

The advertisements reproduced here have all appeared in the papers. Please look at them again. They help to illustrate Fatima's unique position as the only ***inexpensive*** cigarette that seems actually to be preferred to ***expensive*** cigarettes.

For example, Fatima outsells or closely rivals in sales even the highest-priced cigarettes, at such places as

—the Astor, New York
—the Copley Plaza, Boston
—the Gibson and the Sinton, Cincinnati
—the Stock Exchange, New York
—the Touraine, Boston
—the Waldorf-Astoria, New York
—the Yale Club, New York

—and also at many other such places, not mentioned in these advertisements—for instance:

—the Auditorium, Chicago
—the Capitol Building, Washington
—the Congress, Chicago
—the Statler, St. Louis
—the Willard, Washington

Men who buy their Fatimas at such places as these, buy them not because of moderate price, but because they ***prefer*** Fatimas. They prefer Fatimas' taste and they find that Fatimas treat them right.

Liggett & Myers Tobacco Co.

NOTE: More and more men, it seems—both those who care nothing for price and those who feel that they should not smoke high-priced cigarettes—are realizing the common-sense of adopting Fatima as their steady smoke.

Twenty to the package

... and with the 200 men who sailed for the Peace Conference

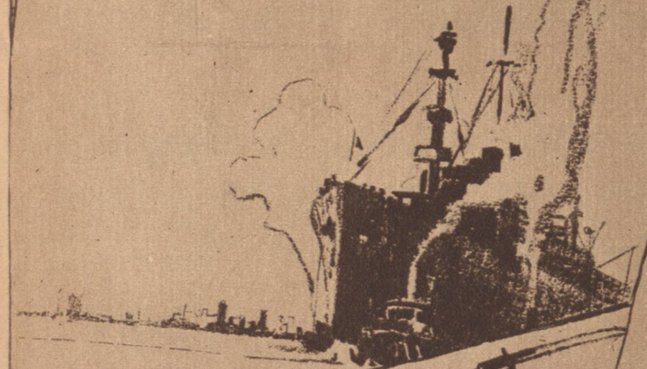
A fact:

For the 200 or more men of note who sailed on the George Washington for the Peace Conference, more than a dozen different brands of cigarettes were carried in stock by the ship's "canteen." Of these, the cigarette carried and sold in far the largest quantity was Fatima.

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette



... and at the Yale Club

A fact:

At this—one of New York's finest clubs—Fatima is the *only* inexpensive cigarette enjoying a large sale. Month after month, Fatimas hold their place as one of the Club's three leading sellers.

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

... and cigarettes helped to win it

What a part the cigarette played! In those grim, tense moments, waiting for the word to "go"; in that blessed lull, hours afterward, just before the relief party came; in those other, sterner moments when his spirit fought to smile, what was the thing he wanted most?

The cigarette!

And now, with the big job done, what so much as the cigarette will help "keep him smiling" until he's home again?

A fact:

Over 740 million Fatimas have so far been shipped to our soldiers abroad. And more are constantly on the way for the boys who still are over there.

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

... and with the every-day man on the job

A fact:

At the Capitol Building in Washington, at the Waldorf-Astoria in New York and at scores of other such places—where you would naturally expect only high-priced cigarettes to sell—Fatimas lead in sales. But important as these sales are, they're but a "drop in the bucket" compared with the MILLIONS of Fatimas smoked every day by the big, plain, "you-and-me" public.

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

... and in Boston, too

A fact:

At the four most exclusive hotels in Boston—the Copley Plaza, the Touraine, the Parker House and Young's—the biggest-selling cigarette is not one of the high-priced brands, as one might expect, but Fatima.

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette