



# The only inexpensive Cigarette that is actually preferred to expensive Cigarettes, as these facts show—

At the following, and at scores of other similarly prominent places, our latest sales reports, carefully verified, show that Fatima is the largest-selling cigarette:



The Marlborough-Blenheim Atlantic City

Atlantic City, N. J.  
Marlborough-Blenheim  
Hotel Traymore

Boston, Mass.  
Hotel Touraine  
Copley-Plaza  
Harvard Club  
Parker House  
Stock Exchange

Buffalo, N. Y.  
Iroquois Hotel

Chicago, Ill.  
Congress Hotel  
Edgewater Beach Hotel  
Hotel LaSalle  
Hotel Sherman

Cincinnati, Ohio  
University Club

Columbus, Ohio  
Deshler Hotel

French Lick, Ind.  
French Lick Springs Hotel

Kansas City, Mo.  
Blue Hills Club

Louisville, Ky.  
Churchill Downs

Milwaukee, Wis.  
Hotel Pfister

Narragansett Pier, R. I.  
Casino

New Orleans, La.  
St. Charles Hotel

New York City  
Hotel Astor  
Hotel Belmont  
Biltmore Hotel  
McAlpin Hotel  
Hotel Pennsylvania  
Stock Exchange  
Hotel Vanderbilt

Norfolk, Va.  
Monticello Hotel

Old Point Comfort, Va.  
Chamberlin Hotel

Palm Beach, Fla.  
The Breakers

Philadelphia, Pa.  
Ritz-Carlton Hotel  
Stock Exchange

Pittsburgh, Pa.  
Fort Pitt Hotel  
William Penn Hotel

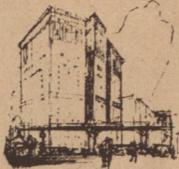
St. Louis, Mo.  
Hotel Jefferson  
Missouri Athletic Association  
Racquet Club  
Statler Hotel  
University Club

Toledo, Ohio  
Elks Club

Washington, D. C.  
Capitol Building  
The Shoreham  
The New Willard



Hotel LaSalle Chicago



McAlpin New York



The Vanderbilt New York



The Breakers Palm Beach



The Willard Washington

### —and the reason?

Not price, certainly. Men who patronize such places as these can buy what they want.

There's no doubt about it—they want Fatimas because of the Fatima blend.

Fatima contains more Turkish tobacco than any other Turkish blend cigarette. Not too much Turkish, like the over-rich straight Turkish brands; not too little, as in cheaper blends which lack Fatima's taste and smoothness. Fatima contains just enough Turkish—just enough to taste right, and just enough to leave a man feeling right even if he smokes more than usual.

Why not try "just enough Turkish"?

*Liggett & Myers Tobacco Co.*

# FATIMA

## A Sensible Cigarette