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

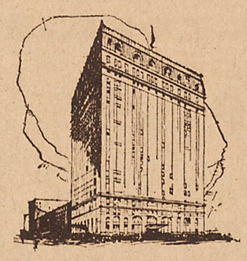
Philadelphia, Pa.
Ritz-Carlton Hotel
Stock Exchange

Pittsburgh, Pa.
Fort Pitt Hotel
William Penn Hotel

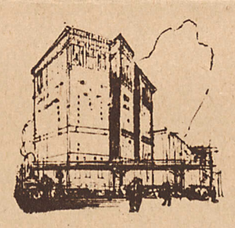
St. Louis, Mo.
Hotel Jefferson
Missouri Athletic Association
Racquet Club
Statler Hotel
University Club

Toledo, Ohio
Elks Club

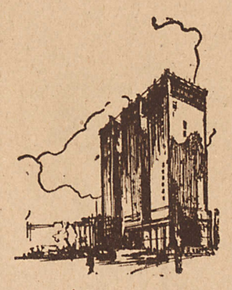
Washington, D. C.
Capitol Building
The Shoreham
The New Willard



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