

... and at hundreds of other places
—big and little

A fact:

Here are several Fatima advertisements that have recently appeared in this paper. A hundred other advertisements like these couldn't tell you all the places where Fatima is a top-notch seller.

- Not only at the Capitol, Washington
- not only at big hotels and clubs, East and West
- not only with the Army and Navy
- not only at the many other places mentioned in these advertisements

But also at hundreds of other important places in every part of the country. In fact, Fatima is the only inexpensive cigarette that has ever won a large sale among men who can afford anything they like.

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

Men who apply the yardstick of sound judgment to their smoking prefer Fatimas, not alone because they give full, honest value instead of "showy" looks, but also because they please the taste and never "talk back"—even though a man smoke more often than usual.

20 for 20c
For Christmas—
cartons of 200

... and with Navy Officers,
it's a little over 80%

A fact:
Sales reports show that throughout the U. S. Navy—on battleships, cruisers, destroyers and all other types of all the cigarettes sold in Officers' Mess are Fatimas. Among the men too, of course, Fatimas are a big favorite.

FATIMA
A Sensible Cigarette

... and at big R. R. stations
in New York, Chicago, etc., etc.

A fact:
From railway news stands sales reports received by us last month, the following extracts are printed as evidence that—with a large part of the traveling public, at least—the preference for Fatima is equally strong, East and West:

New York—Pennsylvania Terminal: "Fatima remains by far the most popular cigarette in the East."
New York—Grand Central Station: "Fatima is the leading cigarette."
Chicago—Park Row Station: "Fatima leads all other high-class brands in sales."
Chicago—La Salle St. Station: "Fatima is the most popular cigarette."
Chicago—Wabash St. Station: "Fatima is the highest-selling cigarette."
Chicago—Grand Central Station: "Fatima is the most popular cigarette."
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... and at the New Willard and
the Shoreham, Washington, D. C.

A fact:
At these, the two leading hotels in the Nation's capital, Army and Navy men, statesmen, leaders of industry and prominent men from all sections of the United States may be found in greater numbers, perhaps, than at any other hotels in the country.
At the Willard, Fatima is by far the biggest-selling cigarette—which bears out, once again, what we have been saying all along about the nationwide preference for this brand.
This is even further borne out by the fact that at the exclusive Shoreham only one cigarette (a 25c brand) outsells Fatima.

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A Sensible Cigarette

... and at all 6 stands
in the Capitol building

A fact:
The 6 tobacco stands in the Capitol building at Washington are patronized mainly by the big business and professional men from all sections of the United States who are constantly coming into and passing out of Washington.
At each one of these stands more Fatimas are sold every day than any other cigarette, regardless of price—which seems to show that the preference for Fatima is really nationwide.

FATIMA
A Sensible Cigarette

... and at big hotels
and clubs, East and West

A fact:
Sales reports from 8 leading cities—just as received at our main office last month:

Chicago—Marble Hotel: "Fatima is the highest-selling cigarette."
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A Sensible Cigarette

... and at the Medical
Officers' Training Camp,
Fort Riley, Kans.

A fact:
Among the thousands of physicians and surgeons, from all sections of the United States, in training at Fort Riley, Kansas, for service here and overseas, it turns out that Fatimas far and away outsell every other cigarette—day in and day out. That fact speaks for itself.

FATIMA
A Sensible Cigarette

... and in the U. S. Army,
here and overseas

A fact:
From all accounts, the most eagerly sought-for cigarette among American soldiers abroad is Fatima. Exact figures to prove this are not available, but it is a fact that Fatima's known popularity with both officers and men still in training on this side of the water, it would seem to be correct. Below are printed a few typical reports on training camps and army posts, received from our salesmen last month:

Fort Monmouth, N. J.: "Fatima is the highest-selling cigarette."
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