

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

A fact:

Here are several Fatima advertisements that have recently appeared in the papers. 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 naval vessels—over 80% of all the cigarettes sold in Officers' Mess are Fatimas. Among the men too, of course, Fatimas are a big favorite.

Liggett & Myers Tobacco Co.

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... 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 biggest seller."
NEW YORK—Grand Central Station: "Fatima is the leading brand in sales."
CHICAGO—Park Row Station: "Fatima leads all other high-class brands in sales."
CHICAGO—Union Station: "Fatima is best seller among the better brands."
CHICAGO—La Salle St. Depot: "Fatima is second best seller."
BRIARCLIFF—Grand St. Station: "Fatima is biggest-selling cigarette."
ATLANTIC CITY—Reading Station: "Fatima is best seller."
ATLANTIC CITY—Union Station: "Fatima is best seller."
CINCINNATI—Grand Central: "Fatima will lead all other brands in sales."
DETROIT—Union Depot: "Fatima will lead all other brands in sales."
DETROIT—Michigan Central R. R. Station: "Fatima sales are heavy."
DETROIT—N. Y., N. H. & H. R. R. Station: "Fatima is the largest-selling cigarette."
HOVALL—N. Y. Central Station: "Fatima is largest-selling 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 nation-wide 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.

Liggett & Myers Tobacco Co.

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... 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:

ARMY AND NAVY CLUB, Washington, D. C.: "Fatima sells best—'superior' of price."
HOLLYWOOD STARBUCK, Philadelphia: "Fatima outsells all other cigarettes, except two or three brands."
COLUMBIA HOTEL, Chicago: "Fatima is one of the leading sellers among the better hotels."
HOTEL ASTOR, N. Y. City: "We sell more Fatima than any other cigarette."
HOTEL GILSON, Cincinnati: "Fatima leads all other brands in sales."
HOTEL NEWTON, Cincinnati: "More Fatimas are sold than any other cigarette."
HOTEL WILLARD, Washington, D. C.: "Fatima is biggest-selling cigarette."
MARSHALL FIELD'S GENTLEMEN'S CLUB, Chicago: "Fatima is the best of our regular sellers."
THE 'TIG' CLUB, New York: "More Fatimas are sold than any other cigarette."
THE PONTIAC TRAIN, Detroit: "Fatima is the second best-selling brand."
RAJAHOTEL, St. Louis: "Fatima is the biggest-selling brand."
THE SUPERIOR, Washington, D. C.: "We sell more Fatimas than any other cigarette."
UNION CLUB, Cleveland: "Fatima is one of the largest sellers."
YACHT CLUB, New York City: "Fatima continues to be one of the three best sellers."

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... 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.

Liggett & Myers Tobacco Co.

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... 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 by 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 nation-wide.

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... 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 in view of 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:

FORTNESS MONROE, Old Point Comfort, Va.: "Fatima is the best seller."
WEST POINT, Officers' Club: "More Fatimas smoked than any other cigarette."
ROCK ISLAND ARMY, Rock Island, Ill.: "Fatima is second best seller."
CAMP MANSFIELD, Dumont, N. J. Officers' Club: "Fatima is largest-selling cigarette."
CAMP MANSFIELD, Dumont, N. J. Officers' Club: "Fatima is most popular high-grade brand."
CAMP JEFFERSON, Tidahatchee, Tenn.: "Fatima is called here 'the officers' cigarette'."
CAMP, Johnson, Atlanta, Ga.: "Fatima is one of the best sellers among the better brands."
CAMP, Johnson, Chickasaw, Okla.: "Fatima is second highest-selling cigarette."
CAMP, Johnson, Mobile Bay: "Fatima is leading seller here in its class."
CAMP, Johnson, N. Y.: "Fatima is leading seller here in its class."
Fort, Johnson, N. Y.: "Most officers smoke Fatimas; very popular also among the men."
Fort, Johnson, Okla.: "School of Pipe."
Fort, Johnson, Montenegro, Ala.: "Fatima is second in point of sales."
CAMP, Johnson, Kansas, Medical Officers' Training Camp: "Fatima outsells all other high-class brands."
Fort Riley, Kansas: "Medical Officers' Training Camp."
Fort Riley, Kansas: "Fatima is by far the biggest-selling cigarette in camp."

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