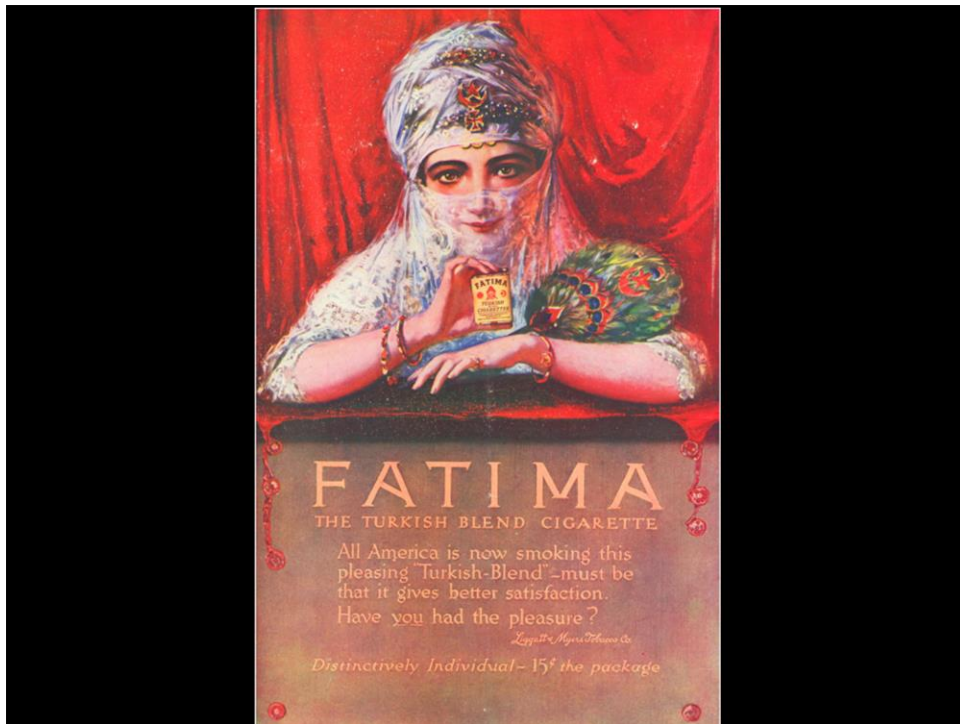
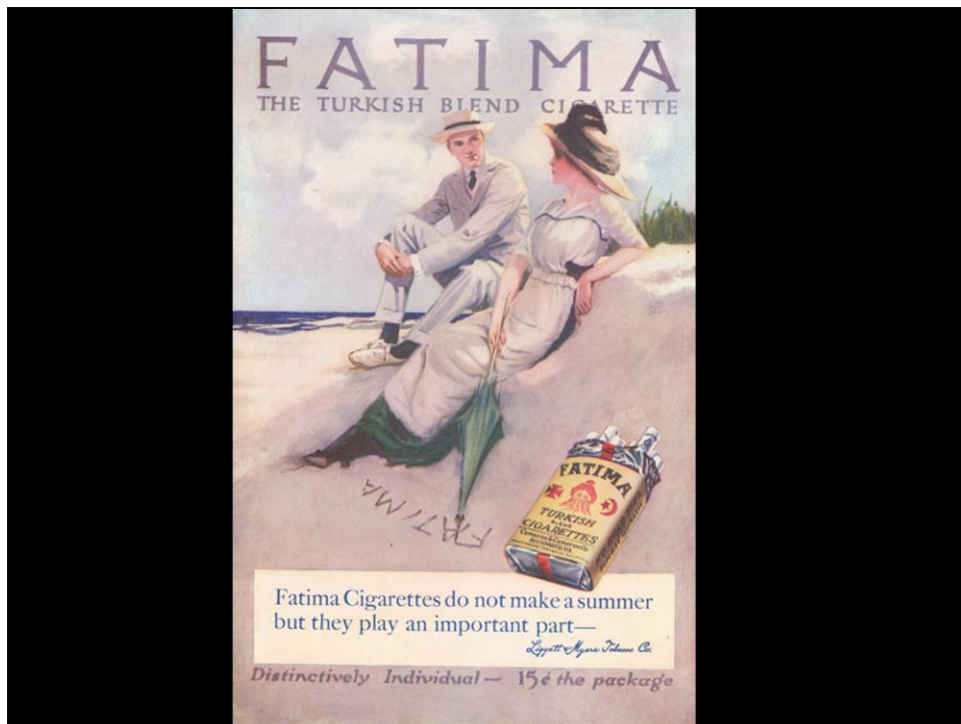










PAINTED FOR LIGGETT & MYERS TOBACCO CO.

DISCIPLINE—in the Army or out of it—teaches men, among other things, to take good care of themselves. Even in smoking, men are coming more and more to apply this common-sense standard. One indication of this is the growing popularity of a common-sense cigarette, such as Fatima. For, not only do Fatimas please the taste—there are other cigarettes of which this is true—but Fatimas' delicately-balanced Turkish blend does not disturb, even should a man occasionally smoke more often than usual.

Liggett & Myers Tobacco Co.

FATIMA
A Sensible Cigarette



PATENTED FOR LARGEST & WHOLE TOBACCO CO.

TODAY, "big" men—young as well as old—know that it is worth while to give some thought even to what they smoke.

Of course, Fatima is not the only cigarette chosen by these men; but it perhaps comes nearer to it than any other.

This is doubtless because men find that, even though they may smoke more often than usual, Fatimas still leave them feeling keen and alert. Fatimas are rightly called "sensible."

Liggett & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

