



To be fashionable a cigarette need not be expensive. In fact, at most exclusive clubs and smart hotels the preference is for a relatively inexpensive cigarette - Fatima.

Of course, it is only logical that Fatima should appeal to the dis-

criminating smoker, for, not only does Fatima's "just-enough-Turkish" blend lack the oily heaviness of the expensive, straight Turkish cigarette, but it retains, at the same time, a smoothness and richness not to be found in any other Turkish blend cigarette.

Liggett & Myers Tobacco Co.

FATIMA

CIGARETTES