

NOTE—So much comment has been aroused among cigarette smokers by the sensible suggestions in this advertisement that we have received several letters from Marshfield men, suggesting that the advertisement be reprinted for the benefit of those who missed seeing it in last week's papers. Clip this out and keep it as it will not appear again.
LIGGETT & MYERS TOBACCO CO.

Reprinted
by request

Find "yours"

Get all the smoke-pleasure you pay for.
Find the right cigarette—a SENSIBLE one that fits your own likes and dislikes.

It may or may not be Fatima

—but this will help you find it.

Tastes differ—in fashions, foods and pretty girls.
Also in cigarettes.
A cigarette that started out to please every man's taste would end up by pleasing none.
Most of us like our cigarette smoke deliciously *cool and refreshing*. The Mexican likes his hot and dry, with a nice little peppery *sting* in it.
Some men like a cigarette wholesomely, fragrantly *mild*. Others of us hunt for a cigarette almost as heavy as a black cigar.
Most of us want an "easy" cigarette—a SENSIBLE one, so that no matter how steadily or how many we smoke, we'll feel as fit as a fiddle. Other men, though, don't care about that. They smoke only a few—so they want a kick like a mule's in each puff.
All of us want our smoke "full-bodied"—it must *satisfy* that smoke-hunger. But the cigarette that just fills the bill for *you* may not do at all for your next-door neighbor.

flavor. But if you smoke quite often—if you would like to smoke whenever you feel like it and without any effect on the tongue or throat or any fear of a heavy or "heady" feeling afterwards—then you should choose some cigarette such as Fatima, a cigarette composed of all-pure tobaccos of considerable aroma, mellowed by being aged and carefully blended to produce a fragrant and wholesomely mild, yet "full-bodied," smoke. And the smoke must be noticeably COOL. For otherwise your tongue or your throat will soon signal you to stop smoking so often.
If you will ask any Fatima smoker, he will tell you that Fatimas never make him "feel mean"—no matter how many he smokes.
That is why Fatimas are considered the *most sensible* cigarette by such a large majority of smokers. *And that is probably the main reason why hardly any Fatima smokers ever switch!* They like a *sensible* cigarette—and one with a good, pure taste to it.

But the Taste is up to You

All cigarettes are pure, but when it comes to the *taste*, nobody can help you choose. You simply have to decide for yourself.
Of course, Fatima's taste *may* not appeal to *you*. But most men who try Fatimas like the taste so well that they seek no further—otherwise Fatimas could never have *won* and *held* their enormous and growing leadership amounting to over one and a half BILLION cigarettes a year.

How to Find "yours"

To avoid blindly trying too many different cigarettes, ask yourself, first of all, this question:
"Just what do I like in a cigarette?"
If you smoke only a few every day, you may prefer a cigarette which is rather rich or heavy and "oily." Or you may like one which has a rather strong "oriental" taste with a pungency almost like perfume. Or you may want a cigarette with that noticeably "sweetish" Egyptian

The one purpose of this advertisement is to ask you in a fair and square way to give Fatimas (20 for 15c) a good trial. If they don't happen to suit your taste, you'll quit smoking them of course. But if you like Fatimas as well as MOST men do, you'll be mighty glad you read this advertisement—and ACTED ON IT!
Below are two simple tests which you can easily make and which may help you find *your* sensible cigarette.
It may or may not be Fatima. But be fair to yourself and find "yours."

Liggett & Myers Tobacco Co.
Largest cigarette manufacturer in the U. S.
as shown by Internal Revenue reports.

den... no foundation for the story that within past unchallenged and unimpaired

TWO TESTS FOR ANY CIGARETTE

The taste of the cigarette—according to a leading tobacco journal—is up to the smoker. But there are other qualities that you should look for in the cigarette that you are going to stick to for your steady smoke. Here are a couple of tests that may help the average smoker to choose more wisely between different kinds of cigarettes.

The first test is for coolness, which means more comfort to the throat and tongue. Light any cigarette. Draw in a cloud of smoke—a small, ordinary puff is not sufficient to make this test. Hold it in your mouth for a few seconds. Let it "float" around against your tongue and throat. Now blow out the smoke. If the cigarette contains a high grade of mild tobacco leaves, combined in just the right proportion, it will always feel cool and smooth both to your throat and to your tongue.

On the other hand, if the proportions are not right and if the cigarette contains inferior grades of tobacco or hidden strands of rank, oily leaf, you will feel a nipping sting at the tip of your tongue or that "sandpaper tickle" in your throat.

Test number two—How do you feel after smoking all day?

If the tobaccos in the cigarette include a correct proportion of mild grades—and if all of the various grades have been properly mellowed by age—and if they have been so blended as to bring out the best qualities and to neutralize any unpleasant qualities in each of the different types of tobaccos, you will be able to smoke practically whenever you feel like it through the day without feeling any effect from it.

But with another cigarette in which the blend is less skillful, even though the tobaccos are of the highest grade, you will find along towards the end of the day that you are likely to have that feeling of having "smoked too much."

Clip out these tests and try them on Fatima

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FATIMA was the Only Cigarette Awarded the Grand Prize at the Panama-Pacific International Exposition.