TENER PROCLAIMED CZAR IN NATIONAL LEAGE RULING-BREEZY BITS ABOUT BOXERS

MAGNATES VOTE ON THREE REFORM MEASURES TODAY Bleacher Seats, Draft Rule and Player Limit

RACING-CRUISING T0 BE BIIGACTOR THIS SEASON
$\square$

YOUNG JACK O'BRIEN'S SPEED BUDDS VIRTUALLY


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\begin{aligned}
& \text { WILLARD-MORAN BOUT } \\
& \text { AT GARDEN MARCH } 8
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## CHAMPIONSHIP

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NOTES FROM BOWLING ALLEYS

FORT SIDE INN CLUB HOLDS SHOOT TODAY
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You can't "spell-bind" many men into liking what they dislike -every man's taste is his own
 his advertising tells you(truthhe "best tasting cigarette in the orid and you believe him, you probably try his cigarette. Itmay eavery good cigarette. But his expect something almost impos ible. You light that cigarett and-
Well, there's a good chance that be the fault of the cigarette. The cigarette may be mighty good But you've been led to expect too much. You've been "over-sold. And besides, tastes differwho can tell what cigarette will best please your taste before you try it?
That's why we leave the taste Fatimas entirely up to you. but you may not. To be sure, most men like the aste of Fatimas better than any other cigarette they ever smoked. Figures indicate that. More

Fatimas are sold than any other cigarette in the world costing over 5 c
But But the taste isn't all If you do like Fatimas' taste as well as these thousands and
thousands of other men do you'll find a second reason for sticking to them for good. And that reason is that Fatimas will give you cigarette-comfort at all time mame of being as SENSIBLE name of cigarette as a man can find any

They are comfortable to the throat and tongue. You'll never experience any sandpape tickle" or "hotness" in the coo smoking Turkish blend of Fatimas. And Fatimas can be smoked more freely than any other ciga any mean after-feeling as some less skilfully blended cigarettesdo If you have never smoked Fatimas-you should try them.

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A Sensible Cigarette


20 for $15 c$
TWO TESTS FOR
ANY CIGARETTE


