## *SPORTIDE: DEWS*

STEELTON GAME WORRIES WHITNEY

Tech Coach Anxious For
tory Tomorrow; Keeps


Harrisburg Academy to Play Wenonah Team;
Hard Game Is Expected








## Readin:

## $\$ 3.00$

New York
SUNDAY
November 14 Hixisisu na $=$


telegraph WANT AD THAT AUTTO

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 Saturday Schedule For Gridiron Battles







 2를 3 Clarkson Tech at Colgate
Mersitht St. Marys at Catholic Uni-
versity.
Prine mexico wants baseball




 Keystoves win Match
 MACHINE ENABLES BLIND
TO READ BY SOUND
By, the invention of an electrical
eye", through the median

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 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 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 bill for you may not do at all for your next-door neighbor

Somewhere-among all the brands on the market-is the one just-right cigarette for YOU

Maybe in's the very one you have now in you pocket-but are you SURE? Maybe it's some entirely "different" cigarette-it may or may not be Fatima.

But "find it!" Until you do, you're cheating yourself out of a whole lot. of smoke-pleasure. Also you're wasting some money.

## How to Find "yours'

To avoid blindly trying too many different cigarettes, ask yourself, first of all, this question:
"Just vohat do I like in a cigarette "
If you smoke only a few every \& \% mou may prefer cigarette which is rather rich or heavy asd "oily," Or you may like one which has a ratkre strong "oriental" taste with a pungency almost fike perfume. Or you may

flavor. But if you smoke quite often二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 shouid choose some cigarette considerable aroma mellowed by being aped tond care fully blended to produce a fragrant and wholesomely maild yet "full-bodied," smoke. And the smoke must be notice ably 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 hat Fatimas never make him "feel mean"-no mattir how many he smokes.
That is why Fatimas are considered the most sensibte cigarette by such a large majority of smokers. And that is probably the main reason rohy hardly An 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 or 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 roon and held their enormous and growing leadership
amounting to over one and a half BILLION cigarettes a
year year.

The one purpose of this adovertisement is to ask you in a fair and square way to give Fatimas ( 20 for $15 c$ ) gou'll quit smoking them of course. But if you like Fatimas as well as MOST men do, yon'll be mighty like 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."

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[^0]:    SHOW CASES AND
    GLASS GUARDS Market Stalls
    

