

THE NEW YORK CAFE

New Throughout and Modern in Every Respect.  
SOLICITS THE PATRONAGE OF OLD AND NEW STUDENTS

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**CLOTHES**  
Ready-made  
And Cut to Order

ESTABLISHED ENGLISH UNIVERSITY STYLES, TAILORED OVER YOUTHFUL CHARTS SOLELY FOR DISTINGUISHED SERVICE IN THE UNITED STATES.

**Charter House**  
Suits \$40, \$45, \$50 Topcoats

Have you a "camera taste"?



The Hindu Fakir tosses a rope into the air, swarms up said rope hand over hand, and pulls it in after him. Marvelous! One skeptical tourist took a snapshot of the miracle. Result: no miracle, no climb, nothing.

You can't photograph a cigarette's flavor, of course. Can't taste it, either, if it isn't there. Mildness can be overdone, you know — to the

point where there's no taste at all. But never in Chesterfields. They've got flavor and body, and it doesn't take a hypnotist to prove it.

Not that there's even a hint of harshness in Chesterfield. There's none smoother. But all the full, rich, subtly blended tobacco flavors are kept intact to do their pleasant duty — to satisfy. Isn't that what a cigarette is for?

CHESTERFIELD

MILD enough for anybody..and yet..THEY SATISFY