

Bulletin Board

Phi Eta Sigma meeting at Beta

All aspiring baseball managers

turn out at the gym tonight at

Alpha Zeta meeting Wednesday night at seven o'clock at Morrill

Kappa Phi business meeting

Curtis, Democrat, Ada, an al-umnus of the university, was on his feet immediately with the counter charge that "certain members" of the house "have it in" for the university. He declared Fleece that Harrington was "suspicious" and that he was moved by "prejudice."

Charges "Crucify"

Then Representative Bailey, Democrat, Nez Perce, entered the argument: "Two thousand years ago Christ was crucified on false reports," he declared, "and it looks ling like being a columnist. We've American importers in Tokyo. like that's what some one wants been having lots of fun throwing to do with the state university.

"Let's get an audit. It is needed. Then we can crucify those that are responsible for any errors if cent.

Graham, Democrat, Payette, in the meantime, slipped into the offices of the state superintend-ent of public instruction and came Thanks a lot anyway, boys, but we've, made it our policy to con-fine our attacks on organizations to slime-slipping in a flower that Winners Enter ent of public instruction and came to slime-slinging in a figurative back with a report signed by an sense. If you can't offer some accountant showing that the last better attractions than your audit of the university records "Queen" and a mud-throwing had been made only a few months gallery, we won't even be tempted to come to your carnival. ago.

tion be passed anyway, since it himself to blame.

asked only that a committee be appointed to determine the cost of such an audit. The resolution was approved by a weak voice vote.

Harrington then asked apologies from Bailey and Curtis, saying: "Where I come from they

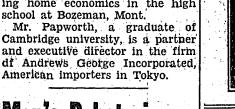
motives were sincere. Would Visit Campus

living in Tokyo. Mrs. Papworth, a graduate in home economics, was a member of Kappa Kappa Gamma sorority, and received her master's degree at Montana State college. She has recently been teach We hear that the "I" men will ing home economics in the high have a booth at their carnival where people can throw mud Cambridge university, is a partner

mud at the "I" club for some time now, and it hasn't cost us a red Men's Debate in

They tell a good one on Will- will be held tomorrow at 7 p. m. em van Hoogstraten, crusty di-rector of the Portland orchestra that played here last Sunday. It ately following dinner. The winem van Hoogstraten, crusty diis reported that while directing ner of the L. D. S.-Phi Delta Theta the New York Philharmonic or debate will take the affirmative chestra one season, his concert against the winner of the Delta peneve what I say. I want these apologies or I'll see you later." Curtis and Bailey rose to ex-plain that they felt Harrington's in out of his hands and cracked motives ware sinceres in a the single search of the belta crusty Willem grabbed the vio-lin out of his hands and cracked against the A T O percetive

him over the head with it. 1 🖉 🖓 🔸



Finals; Championship

To Be Held Next Week house at 4:30 Wednesday. The schedule for round two of Intramural athletic managers the men's intramural debate has meet on the gym steps at 12:45

been changed to this week. The o'clock Wednesday for Gem pic-Pass It Anyway After the report was read Rep-resentative Gossett, Democrat, Canyon, suggested that the mo-the mo-the mo-the content of the mo-the content of the content of the mo-the content of the content of t between the Delta Chi affirma-

tive and the Sigma Nu negative

Wednesday at four o'clock in the women's gym. Finals Next Week Round three will eliminate all

Intercollegiate Knights meeti

A. T. O. house.

four o'clock.

hall

Large Audience Winners Enter Semi-Finals: Champions

More than 3,500 people listened for two hours Sunday afternoon in the Memorial gymnasium to Scabbard and Blade meeting Wednesday night at 7:45 at the A. T. O. house University students, children, townspeople, and residents of towns from all over North Idaho composed the audience which heard one of the best known symphonies on the Pacific coast play a program arranged to please both the music lover and the casually interested. No admission charge was made, the undertaking being

financed by the Associated Students. The concert gave the Moscow

The concert gave the Moscow 32 were reprinted from some other coach and Bank was made his chief audience an opportunity to hear one of the 10 major orchestras should produce more of its own Tulane was undefeated in the

People Hear Portland while several feature writers ad-ded their humorous articles to

manager.

Symphony Orchestra ward making a peppy Blue Buc-**Beth Comments** Professor E. F. Beth of the English department gave the following constructive criticism: "I think the 'Mythical Cur

Awards' page is striking, useful and of value; I especially concur in the selection of Jason for honorable mention. Jason has shown that Idaho students will do constructive thinking on Idaho problems if somebody dates to itter his opinion first.

"If the Blue Bucket is still pri-

ous items in the last issue, about left for Minnesota Cox became head

icism; Two More Issues respected both by students and faculty at Tulane. He has had a successful career there and all in-The All College issue of the deations point to a successful con-Blue Bucket came out last Satur- tinuation of his work in his new day with almost 90 percent of position as head coach at the Unithe copies sold, according to versity of Idaho," he continued; Bank was the unanimous first Wayland Tonning, circulation choice of the advisory board com-Special features for this issue prising faculty, alumni, and stuwere "Idaho's Netted Gem" sat- dent representatives that went irizing the class page of the year-book, and the "Collegiate Dating applicants for the Idaho vacancy."

Under Yost

Directory," listing and catelogu-ing all types of dates. Dolores Bank is a product of the coach-Kenworthy, in her "Cinema" coling of Fielding H. (Hurry-Up) umn, previewed the coming films Yost at Michigan, entering that and Dorothy Brown and Virginia Merrick forecast the leading institution as a freshman in 1919. He promptly became quarterback ion page. Cosmer. Hall and Dallas and is rated as one of Michigan's Approximately 3,500 Watkins contributed short stories outstanding backfield . men, being head man of Michigan's gridiron destinies. In his second year with the Wolverines he was mentioned by Walter Camp for all-American berth at quarter, but failed to get that expected designation his third year because a broken leg

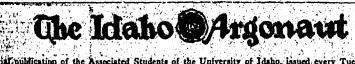
ended his football playing. After graduation he was called to Patterson, La. high school. Though the enrollment of boys was never over 50 Patterson consistently won championships in 1925 not being scored upon although playing high schools of New Orleans, Baton Rouge and other large cities.

To Tulane in 1929

marily a humor publication, the Bernie Bierman called him to staff should produce more orig-1 Tulane in 1929 as freshman coach inal, home-grown humor. Of to replace Ted Cox, promoted to about 40 quips and short humor- varsity line coach. When Blerman



Page Two



Officiely publication of the Associated Students of the University of Idaho, issued every Tucaday Friday of the college year. Entered as second class matter at the postoffice at Moscow, Editorial and business office, 202 Memorial gymnasium, phone 8452.

Member of Major College publications, Represented by the A. J. Norris Hill company, Call building then Francisco, Calif.; 155 E. 42nd street, New York City: 1031 S. Broadway, Los Abgeles, Calif.; 1004 2nd avenue, Scattle, Wash.; 123 W. Madison street, Califago III.

H	ć.	old	B	oya	1		4				•		s Warner	
		Ed			1 1 1 1		i i i Li	; †			,,		mager	a S
			<u>, i</u>	inaj	i El	drid Edi	ge tor		ilia Lin	Ľ		Vince Editor		p t
_	-	<u>,</u>		-		<u>مبيد خ</u>			 	 ÷				- T
N	e	ff :	Ed	itor	14 C.		94, 14		 	 		 AI	Anderson	1 r

Makeup Editor John Lukens Day Editor This Issue Mary Kay Riley

A new coach has been selected to pilot the Vandals through coming years of football activity in intercol-

legiate competition. His name is Theodore Paul Bank.

He hails from Tulane university where he has for the

past six years been a member of the coaching staff. He

boasts an excellant record. He starts at Idaho with

However, no matter how good a coach is he cannot

be expected to produce "something from nothing." He

can't do the job alone and should not be expected to

do so. For the past year the alumni of the university

have shown a peculiar interest in athletics at Idaho.

That interest, in fact, has attained such proportions as to amount to an arbitrary request that the coaching

staff at the university be revised to the extent of alter-

Leo B. Calland, one of the finest men we have ever

known, relinquished his post here in favor of a Califor-

nia, offer. To take his place, a well-recommended

coach from the South has been selected. He can hope

to fair no better than his predecessor if alumni support

"Put up or shut up!" is our verdict as far as the al-ujini is concerned. "Our undivided and whole-hearted

support" is our pledge to Mr. Bank, soon officially to be the head coach of football in Vandalville. "Let's win.

ball games" is our sentiment and that of just about ev-

functions no better than it did for Calland.

Phil Hiaring SPORTS EDITOR WOMEN'S EDITOR. Eileen Kennedy SOCIETY EDITOR. ... Marion Johnson FEATURE EDITOR.Ruth Halle EXCHANGE BDITOR Barbara Mockler ASS'I NEWS EDITOR Bill Ash COPY EDITOR John Brosnan COPY EDITOR Larl Bullock, ass't. rditor, Barhara Mockler, Lewis Orland, Paul Taylor, Harion, Delano, Erma Lewis. WOMEN'S STAFF Nargaret Murphy, Betty Hatifuk Amber Wolfe, Dorothy Walton, Edith Slatter. SOULTY STAFF Kathryn Kendall, Margaret Allingsworth, Fern Leighton, Mar-idn Willsey, Betty Groves, Dorothy Brown, Maïoret Mattee, Marine Berger, Mariorie John Brosnan COPY EDITOR.

tan Willsey, Betty Groves, Dorothy Brown Margaret Mattes, Maxine Berger, Marjorid Blaine.

Blaife SPORTS STAFF Eddie Mayer, ass't. Eddier Bill. O'Neil, Bob Granville, Lawrence Duffit, Jack Daly, Bill Pauley, Glen White-sett, Ed Riley, Halbert LeFebre, James

CAMPUS STAFF Mil dred, Ash, Alline, King, Miriam McFall, Edris dred, Ash, Alline, King, Miriam McFall, Edris Avilliami, Fred Mueller, Pég Rosebaugh, Shirley, Krogh, Kent McQueen, Dick Gudmund-Ben, Mary Curtis, Vivino Larson, Rachael Plätt, Anitne Blackwell, Billye Jane Austin, Mary Elizabeth Kostalek, Marjorie Glenn, Betty, Thouson, Frieda Bethman, Wilbur Vintent, Leona Myrick, Jay Jordan, George Rvänsi, Jean Stewart, Eliza-beth, Coates, Louise Patilsen, John Wright, Constance Turiner, Murva James, Eleanor Echlerinach, Phyllis Rand, Ruth Bevis, Kath-ryn, Whalen, Dora Baird, Mary Wickes,

We Have A New Coach

a clean slate.

ing its personnel.

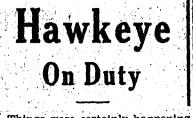
Nancy Chambeilain, Margaret Echternach, Margaret Thornton, Alice Acutf, Mary Eliza-beth Mitchell, Margaret Hansen, Jayne Woodin, Eleanor Jane Lee, Ray Randall, John Gaskill, Betty Peavey, Graco Larsen. son, Marjorie Wurster, Nina Varian.

......Everett Colley, France FEATURES Heath, Donald McKever, Bob Krumnes, Helen McCormick, Jean Pence, Ada Hochel Ruth Runyon.

EDITORIALSFrancis Lancy, Phyl

BUSINESS STAFF

CIRCULATION MGR......Bruce Bowler ADVERTISING MGR: Ray Lincoln ASS'T. CIRCULATION MGR Gene, RyanGerald Crisman PROOF READER. SECRETARY Murva James CIRCULATION STAFF......Dwight Barton Alline King, Audrey Robinson, Allisot Dobbs, Vivian Nover, John Anderson, Kuth ryn Kimball, Harold Smith, Fred RobinsonDwight Barton, Robinson, Allison



a three-day vacation and the a night-mare and that it really Spinster Skip all at once, it didn't happen at all. proved to be quite a job keeqing @ + @ track of the Hawkeye material. In the morning mail: Then too, the latest edition of the Dear Jason. BLUE BUCKET-the campus humor magazine-went on sale Fri-

and GALEN WINTERS are busy sending messages, flowers, etc. We noticed quite a commotion

in front of the Phi Delt house the A. T. O. balcony for hours and hours-BERNICE LEVY being tied the Idaho campus answered the by ropes when she called for BROOKS LONDON...DICK MAX-

WELL and BUD LEWIS pairing up and attending the Skip in LINGSWORTH in doubt as to what to do with CROWLEY'S dow to escape the frosh....MILAN BOTTINELLI sounding off, much to the embarrasment of some of the lady visitors.

The jewelry is still being passed and this time we see that CHAR-LOTTE KENNEDY is wearing PAUL WRIGHT'S fraternity pin... ...also EDITH SLATTER is sport-ing a Beta pin and guess who'sJOHN HAVRE CHESTNUT after a busy night with somebody or other....J. HOMER FISH-ER getting floor wax in his eyes at the Bucket Friday night.. LOUIS DENTON being taken to church by IOLA GROVER... nice work, IOLA....We saw BOE

McCUE carrying a girl down the along the same line, "FAT" HUS-TEAD was seen giving BETTY JEAN FISHER a ride around the block in a wheelbarrow....and EARL RITZHEIMER is sporting

THE GOLDEN FLEECE (Continued from Page One)

THE IDAHO ARGONAUT, MOSCOW, TUESDAY, FEBRUARY 26, 1935

ticket" at the class elections, and then the other party denies the livious to the ominous signs about same thing. Since "candidates" us everywhere, as to believe that for the third ticket have denied humanity can long avoid another knowing anything about it from the war Things were certainly happening first, the only thing left to believe fantastic schemes and plans prothe past week-end. What with is that the whole affair was just

You asked for some commen on the Literary Digest Peace Poll

Spring is in the air. If you like to know is how there can don't believe it, take a look down be 76,441 students in the United on the bleachers some afternoon. States and even more remarkable, Just yesterday, we heard there 552 of them right here on this was a near riot in the gym when VIRGINIA MORAN and JOHN GUIMOND were seen doing a bit stay out of another great war, as of *loving over on the bleachers. you reported in your column last And if you remember that dance week? It would be contrary to of spring that MAX WEBER put history and the laws of human on at the Spinster Skip you nature for such a thing to hapwould be thoroughly convinced pen. I think that those who vot-as to the season of the year. We understand that BEULAH were expressing their hopes ra-

MOORE has the spots (measles) ther than their beliefs, or else fetish for so-called 'liberal thought, and that both ROSS SUNDBERG they were just plain dumb.

H. D. Well, H. D., there is certainly a when JULIE DAVIS christened lot of evidence to back up your side spirits in that bottle and it hurt stay out of another war but wheth-A few of the things that hap-pened during the Skip and before and after are worthy of mention such as: JOHN DALY chained to the A. T. O. balcony for house to before at a star our of war, however, and it is

question in the negative.

You are not without support in your beliefs from other sections spite of the fact that they didn't of the country. Students of the have dates....FRED CLUBB, alias MRS. STICKS, playing house mother to the Sigma Nu's be-fore the Skip...MARGARET IL-LINGSWORTH in doubt for the Pointer West Boint management. Pointer, West Point magazine:

"The loudest expressions of 'peace suit...EARL BOPP getting flow-ers (violets) from that SHORT at all costs' emanate from the coland STUBBY WALKER from the legiste publications.... Now The Kappa house....BOB SEYMOUR Pointer does not decry the eviand LEWIS ENSIGN lowering their dences of militant pacifism thrust suits from the second story win- upon it in this manner. In fact

A STATISTICS

Yours,

group of young deadheads in each ollege, who, while lacking maturty of mind and the judgment Well, here goes: What I would which comes from experience, still feel the need to make a big noise." · @ Strong words, these, from a student who is spending the tax-

We take no notice of the

posed to us, first, because the

schemes themselves are ludicrous

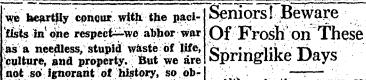
to anyone with a fully developed

und rational mind, and second, because the schemes emanate from

payers' money to learn the very latest scientific methods of "needlessly and stupidly wasting life, culture, and property." A grad-uate of the U.S. Naval academy agreed with the West Pointer

when he wrote: "Statistically, I' think the poll is subject to bias. The academic accompanied by the assertive clamor of the polled generation to assume a significant place in the national spotlight, is going to lead to answers more tinged by the desire to belittle the wisdom of the past generations, and the desire to appear as highprincipled internationalists than reflective though would admit as

J*L*SON



Although the campus soon will seem be-flowered and be-shrubbed don't let that fool you. Spring's not here 'til the seniors all get

tubbed. Distrust all other signs you see, including love or kicks about those synonymous things-

may overrun the place and college romancers sigh, but just say coldly, "It's not here yet. The seniors look dry." Tubbing's become a tradition

dear to every freshman's heart, Even this early in the year he eagerly cries, "Let's start."

In vain the sophomores try to explain, "It's too cold or you could." The frosh reply, "To see them freeze would do my poor heart

the mud and politics. Flivvers good.' STETSON BANTAM Cock-of-the-Walk !

> The Stetson "Bantam" scintillates among ordinary hats like a proud game cock among drab barnyard roosters.

Air-light in weight, mellow in quality—as packed with stamina as it is with style!

Offered for Spring in a new range of gay and subtle colorings.

CREIGHTONS

Plopped by a Playful Pooch?

... light an Old Gold



AIII

SERVICE

For New Low Taxi Rates One Passenger - - - 25c Each Additional - - - - 10c

eny true Vandal supporter. "Co-operation" will do it, we are certain.

"Money Well Spent"

"Well spent" is the only way to describe the amount paid by the ASUI to bring to the Idaho campus the Portland Symphony orchestra last Sunday affernoon. The largest audience to ever gather under the roof of the Memorial gymnasium was held spellbound throughout the concert given by that organization under the able direction of Willem van Hoogstraten.

Through the opportunity afforded by the student body of the university, townspeople, and students were able to hear one of the outstanding musical organizations of the country. Its program was finished and complete, offering for the appreciation of musicians and laymen alike an afternoon of perfect enjoyment. There are legitimate methods and foolish ways of disposing of student body funds accumulated throughout the year. Student elections conducted under the present system are one of the foolish methods-educational and entertaining musical concerts such as that given Sunday are sane and worthwhile projects for the ASUI to sponsor,

Designs On Leather Coats **Produce Insanity**

Next to people who eat pop- less body is enough to give an im-corn in picture shows and aspiring aginative person cold chills for musicians in practice cottage that days.

can be heard distinctly as far away campus-which is just about 900 like a contortionist trying to watch too many.

a game from behind one of the an eagle soaring magnificently baskets on the gym balcony, and over a substantial-looking "I" is permanently ruining your eyesight just about the only really artistic in a futile effort to decipher some or poetic thing we've seen. The of these words, you can doubtless bird has its claws outstreached, and be counted on to support the first the porblem of whether it intends NRA to deal with leather jacketsto light upon the letter or seize it No 'Riting Allowed.

and carry it off has furnished a theme for much deep thought by onlookers.

Unquestionably the most grue- scored 667 points in 51 games. He some design is the black-robed is the highest scorer in the Buckskeleton that stands over a man's eye state.

prone body, dangling a gory head in its hand. This little creation is done in full colors, and the pool of blood around the neck of the headless body is enough to give an im-

But still worse than any of these as the Memorial gym, the things are the vague and quite illegible that drive us closest to insanity are names and initials. If you have the hieroglyphics that adorn fully ever sat through an entire lecture, 800 of the leather jackets on the not hearing a word, or squirming

the athletic department.

cated his acceptance of a position at San Diego, Calif., as coach for a Bernard Berens, Ohio univer- state teachers' college.

Stephens college in Columbia.

sity's stellar cage player, has A famous course called "Artistic Loafing" is being offered by

new bunch of clickers (teetnWonder if SAM JOHNSON is really going steady Our constant aim is to serve our That's all for this time, but patrons in a safe and satisfactory if you have failed to rate this column, don't get careless, bemanner whether their requirecause there will be one in every ments are large or small. issue. Beware of the snoops!!! $\mathbf{N} \mathbf{R} \mathbf{I} \mathbf{N} \mathbf{S}$ 'N TO THE EDITOR FIRST **20 THE EDITOR** Under this head will be published com-munications upon any subject of general in-terest to the readers of The Argonaut. The articles should be brief—not more than 500 words—must be free from personalities and must be signed by the writer. No names or initials will be published unless otherwise re-quested by the writer. This paper is not re-sponsible for any opinions which may be ad-vocated by contributors to this department, but merely serves as a medium through which readers may express their views. The editor reserves the right to aut out parts of or el-iminate any letters which he feels are not pert-iment or in their printing would not be to the hest interests of the student body. **TRUST & SAVINGS** BANK "Largest Bank in Latah County" GERMAN CLASS Ich weiß nicht, was foll es bedeuten, Daß ich jo trauzig hin; Ein Märchen aus alten Zeiten, Looks Like "Burns" Should Be Called in to Solve "Who Did What?" Mysteries Das fommt mir

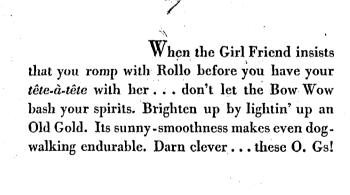
Sir: The Campus party wishes to take this opportunity to inform all members of the ASUI that it was in no way responsible for the nomination and introduction of the "third party" ticket. Neither did it have any part in the drafting of the United Student circular which that party now disowns. The Campus Party

NEW FOOTBALL COACH

Continued from Page One)

from southern California over the Christmas holidays. Calland's resignation came after groups of alumni had criticized his six-year career at Idaho and "demanded" his removal in a "clean sweep" of Calland subsequently has indi-





AT TRYING TIMES TRY A Smooth OLD GOLD



THE

BEL

INGEALBER

C P. Lorillard Co., Inc.



THE NATIONAL





ol-

Say

ırt

you

FILL your cereal bowl with Kellogg's Rice Krispics. A grand breakfast dish. Extra delicious when you add a bit of fruit.

Rice Krispies crackle cheerfully in milk or cream - a sound that appetites can't resist.

They're a satisfying between-meal snack. And just the thing before bedtime. They aid restful sleep because they are nourishing and easy to digest.

At grocers, hotels and restaurants, in the red-andgreen package, ready to eat. Made by Kellogg in Battle Creek. Quality guaranteed.



Listen!get hungry

WHEN YOU WANT TO MAKE UP AND DON'T KNOW HOW ... I'm your best friend

Copyright 1935, The American Tobacco Company

Others may disappoint. I never do. I'm always mild, always fine to taste-because I'm made of fragrant, expensive center leaves, only. Turn your back on top leaves. I do. They're raw, bitter, stinging. Turn your back on bottom leaves because these coarse, sandy, grimy bottom leaves don't belong in your smoke. Before I consider it worthy, every leaf must be a center leaf, mild, fine-tasting, fragrant. That's why I'm your best friend.

9 an your Lucky Strike

LUCKIES USE ONLY THE CENTER LEAVES... CENTER LEAVES GIVE YOU THE MILDEST SMOKE

They Taste Better



individuals who call them-selves "Electrical Engineers" in a clash of physical prowess on the maple court (basketball floor to you mugs) at the Memorial gymnasium.

We shall be ready to thwart the feeble efforts of these so-called Electrical Engineers at any time. We

NOTICE All house intramural managers meet on gym steps at 12:45 Wednesday for Gem

Take a cigarette kike CHESTERFIELD

Beta Theta Pi vs. Tekes

Т

last

dep

gar den is n

he -

that

U. 1

piri

īt i

com

othe

Sucl

atti

enly

exar

war.

372

thin

anot

side

ther

You'

H. O

coho

of the

quot

the

they

indis

sults

guy

ideas

such

Poll

on F

movi

ing

in th

talki

accor

bring

movi

only

will

unde

ter t

see th

on p

word

Intr

Ent

fina]

son

L. C

and

at t

Mar Th

tran Tha

ing Shot

S. d last

whe tean Kini

De firm

Nu 1

ta sche

and

whi illn(

cil of

nou bate the In

bat firn

solv

sen ho Om

ano

win

anc Alp son to

A for Ka

äne

ins

ne

au pia tis ac

dy condition of the diamond, the squad happy.

first workouts will be held in the gym.

picture.

suggest, however, that this group of nincompoops, possessed of such majestic ideals, pull their minds-if. indeed, they have usch-out of the ether, get down to the gym and train faithfully night and day until the fatal hour.

Our only wish is that these misled persons of Idaho's Engineering school can provide us with some little competition.

-The Almighty Civils

To win a first class degree at the University of Llhasa, across the border from India, it is necessary to study 40 years.

PEP ON THE AIR" RUTH ETTING and her melody **RED NICHOLS** and his rhythm **COLLEGE PROM**

IT'S the big night on the air. Dancing. Singing. Sport thrills. With the color and gaiety of the college campus.

KANSAS NIGHT

HONORING DR. J. L. NAISMITH Inator of Basketbal

THURSDAY, FEB. 28th WJZ-4:45 P.M., P.S.T.

Tune in every week at this same time. N. B. C. Blue Network.

Enworthu TUES. WED. THURS. MATINEE WED. 2. P. M. Th, mummy/ eddie Cantor amuel Goldwyn's production of KID MILLIONS ANN SOTHERN ETHEL MERMAN BLOCK & SULLY GOLDWYN GIRLS Vandal WED. and THURS. "THE SILVER STREAK'

You know I like that cigarette ...

I like the way it tastes... there's plenty of taste there.

Chesterfield is mild, not strong ... and that's another thing I like in a cigarette.

What's more, They Satisfy . . . and that's what I like a cigarette to do.

I get a lot of pleasure out of Chesterfield . . . you know I like that cigarette.

On the air _ MONDAY WEDNESDAY SATURDAY LUCREZIA LILY RICHARD BORI PONS BONELLE KOSTELANETZ ORCHESTRA AND CHORUS

6 P. M. (P. T.) - COLUMBIA NETWORK

© 1935, LIGGETT & MYERS TOBACCO CO.