NEW SNACK BAR OPENS LATE THIS WEEK

Over 300 Enroll in Freshman Class

Latest Addition to be Called Harding House; Will Provide New Meeting Place of Campus

By JACK CURTIS

The newest addition to Wilkes College, Harding House, 141 South Franklin Street, in which will be housed a snack bar primarily for use by day students and faculty, is scheduled to open late this week. It was announced over the week-end by Dr. Eugene S. Farley, president of Wilkes.

Dr. Farley told the BEACON in an exclusive interview that the house, the former residence of the Harding family for 175 years, had been purchased by the college last June from the Harding estate. The purchase price was not disclosed.

The new snack bar will replace the cafeteria, rear of Chase Hall, as the gathering place of day students. Dr. Farley explained that the growth of the dormitory population forced the switch of the dormitory dining hall from Sterling Hall to the cafeteria.

Naturally, with the switch, another building had to be provided to house the cafeteria. The Harding estate was one of the most popular spots on campus. Bottom left shows the front view of the building at 141 South Franklin Street. It was purchased by the college from the Harding estate and named after the family which resided in it for 175 years. Lower left photo shows Beacon staffer Jerry Elias, who helped renovate the interior of the building in the doorway between the rear room and the kitchen. Elias points to the actual location of the actual snack bar, which had not been constructed at the time of the photo.

A beautiful interior has been laid out in a theme of green and white with pine floor covering. The college maintenance crew, working on the first floor, will have no trouble with furnishing the different areas. A beautiful interior resulted and work on the outside of the building was started the month. Middle of the block on South Franklin Street, is scheduled for the near future, it was revealed.

The floors of the five-room snack bar are green and white and wall tile and the walls are finished in green with white and pine woodwork.

On the first floor are three rooms with tables, the rear room housing the actual snack bar. The kitchens are at the extreme rear. A room in which smoking will be permitted is on the second floor. It will also have tables as did the second floor of the cafeteria. Also on the second floor is a faculty dining room.

Gilbert McClintock, chairman of the Wilkes board of trustees, stated Saturday that the building would officially be known as Harding House. Funds for furnishings of the building were provided by Attty. McClintock and Mrs. Marian Curtis Wimar, granddaughter of Judge Harding, who built the house 175 years ago. The home is a landmark of Wyoming Valley as are several other Wilkes buildings.
Curtis Appointed Beacon Editor, Falk, Onancock Assistants; Jeter Sports Boss; Hoover Biz Manager

Dr. Eugene S. Farley last week announced the appointment of Curtis Asbell as the new Beacon Editor. The sudden change came just in time for several members of the staff to get busy in producing the first issue of the fall semester.

Curtis, Falk, Onancock and Jeter are assistants, and Miss Onancock and Falk are members of the junior class.

Three Year Man

The new editor of the Beacon has written the paper for three years. "Jack" was sports editor for the last two years and as an assistant editor. A graduate of Mears High School, Curtis is a candidate for a business degree with a major in secondary education. He is also a member of the Sunday Independent editorial staff.

Farley praised considerable experience in the Army as an editor of the Walling Post Argus in Georgia, a tabloid similar in style to the Beacon, and has been professor of journalism courses at Wilkes and has shown himself a bright prospect in newspaper work.

The other assistant editor, Pearl Onancock, has been a member of the paper's staff for two years and one of its most consistent contributors. In addition to work for the Wilkes paper, she has been editor of the Hamptonian at Hanover Township High School and authored the school's newspaper column for the Sunday Independent as a senior.

Caught On Fast

Jeter, Falk and Onancock went to the newspaper field, but one who has much experience is a short time. He wrote for his high school paper in Atlantic City, but never got a letter from his school. He still returned from his second high school newspaper. He was wounded in Korea. Last semester, he was the yearbook editor and quickly earned the job as sports editor for this year.

On a high school newspaper at Newport and has been the business manager of the Beacon. A senior, "Art" is also the president of the Wilkes Student Council and an active member of the basketball team. His work is not limited to the high school newspaper, for with an enlarged paper, the advertising will have a moving money, a better paper, and more work for the business manager.

BEACON STAFF MEETS THURSDAY — INVITATION

The editors of the Beacon invite all students interested in any phase of newspaper work to attend the first meeting of the new staff at the Lecture Hall Thursday morn-

ing at 11:30.

All members, who wish to continue working on the paper, will have an opportunity of becoming freshmen included, who are interested, to race with the new staff and to be included in the social plans of the club, are expected to attend the meeting.

The editors make it clear that no previous experience in newspaper work is necessary. The plans and courses will be offered this year to aid in growing future writers.

Dr. Farley Urges Freshmen to Aim High in College

Freshmen were advised to set their goals high by Dr. Eugene S. Farley, president of Wilkes, at the annual luncheon held at the Hotel Sterling Friday as the wind-up of the three-day orientation period. Equally important, he asserted, is to reach the goal by step by step, doing each task well. It is not enough to have a "can't-do" attitude.

Speaking of his summer tour of the Near East, Dr. Far- ley stressed the need for the Near East nations, where some are growing in importance, of developing "a certain degree of independence and self-sufficiency" of becoming new vigorous nations. Much of the difference depends upon whether their leaders will serve the people, and what they are willing to do to accomplish these ends.

Concluding, Dr. Farley advised the newsmakers to develop a "creed that will outlive them" and not only impress upon their own constituents will enhance the welfare of all.

Dr. Farley's personal welcome to the large freshman group concluded the luncheon at which Miss Helen Reilly, band leader and composer of the Jazz Iff, led the group in a song that sparked memories of the traditional Wilkes songs.

LATEST ADDITION

Consent Form

Dr. Farley also discussed the possibility of obtaining a new telephone set for the second floor room and stated, "We think we have pro-

duced, the section for the students to meet and eat. We have come to great expense to do so.

Each building is expected to be the bee hive of activity on the campus, according to Dr. Irish. Wilkins, and Mrs. James Brennan and her family will be in charge of the student bar. Fred Wall, dormitory chef, is now in charge of the cafeteria.

LEO P. KELLEY

(Special to the Beacon)

Kingston, N.Y.—Leo P. Kelley, Wilkes College junior of Kingston, Pa., received one of the top prizes in the "IF MAGAZINE" $2500 college science fiction contest, it was announced recently by James L. Quine, magazine editor.

Kelley, a member of the staff of the Manuscript, Wilkes literary publication, won third place in the national contest which attracted entries from throughout the country.

Seven winners were named and the winning stories will be published in subsequent issues of "IF," starting with the December issue.

First prize went to Andy Offut, senior at University of Louisville, and second was won by Jack Nelson, senior at Brigham Young University, Provo, Utah.

EDITOR'S NOTE — Kelley has written for the Beacon on a summer income and does editorial work for the New York Times and other newspapers. He has been a member of the Beacon staff since junior year, and his class and a whole.

College to Offer Special Education Courses This Year

Wilkes College will offer the courses in special education to teachers during the fall semester. Those interested in any of these courses are urged to attend "Chase Hall, 184 South Rid-

ing Boulevard, Wilkes-Barre, Pa."

Registrations will close on Sept-

ember 30.

Courses include: Education 100 - American Public Education, One hour. Education 122 - Visual Education, One hour, Wednesday, 6:30-7:30 p.m.; Education 214 - Guidance, Education, One hour, Monday, 6:30-7:30 p.m.; Education 260 - Education in Elementary School, One hour, Monday and Thursday, 2:30-3:15 p.m.

NEW LIBRARY HOURS

The hours that Kirby Hall will be open to the students will be as follows: Monday through Thursday — 8 a.m. to 9:30 p.m.; Friday — 8 a.m. to 5 p.m.; Saturday — 9:00 a.m. to 5:00 p.m.; Sunday — 2:00 to 6:00 p.m.
FRESHMAN HAZING BEGINS, DINKS, TIES COLOR CAMPUS

by DALE WARMOUTH

The blue and gold freshman dinks, with well over 300 specimens beneath, will be bobbing along South River and South Franklin Streets these days as the class of '58 takes its place among the boats at Ivy in Wilkes College. Lying in wait for them are their big brothers and sisters, all of whom have expressed willingness and eagerness to aid and assist the frosh in making the transition from high school to college by enforcing some rules, all in the interest of academic achievement.

In charge of these sessions of sweetness and light is a panel which includes: Dick Carpenter, junior; Les Mis, defense attorney; Jerry Lauf, batboy; and Bob Honte, center. It is reported by the grape vine that these eminent personalities spent the summer with an old established service organization called Murder, Incorporated. Known all over campus as the Kid-Glove Kids, are the two mayhem-minded immature-at-arms, Bill Farish and Neil Dubinski.

Willing to reveal all evidence impartially before finding the ringleaders and offenders wanting will be a jury composed of certain faculty and two students. Presidents, Yestremlski, Irene Collins, Lena Mislon, Jan Zaworski, Irene Schelling, and Phyllis Walsh. Except for the fact that three bear the same given name, only the boys have in common the memory that they took part during freshman once and this is their year for revenge.

In reviewing the list of lovely and drooling people bent on accomplishing justice at all costs, writer Al Jeter commented: "a certain light in his other-eyeball, THAT'S a nifty philosophy reported the freshman notes, to be chosen shortly, probably by:

- Al Jeter (freshman)
- Bob Honte (sophomore)
- Jerry Lauf (sophomore)
- James Zaworski (junior)
- Harry Klee (junior)
- Fred Scholes (junior)
- Dick Carpenter (senior)
- Bill Farish (senior)

The following is a list of activities and the dates requested for them by various campus organizations:

**Tentative**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1</td>
<td>Dance Letterman's Club</td>
</tr>
<tr>
<td>Oct. 2</td>
<td>Soccer, Rider, Home</td>
</tr>
<tr>
<td>Oct. 3/6</td>
<td>One 'n' Curtain, One Act Plays</td>
</tr>
<tr>
<td>Oct. 8</td>
<td>Wiener Roast, Biology Club</td>
</tr>
<tr>
<td>Oct. 9</td>
<td>Soccer, Lafayette, Away</td>
</tr>
<tr>
<td>Oct. 11</td>
<td>Football, Ithaca, At Home</td>
</tr>
<tr>
<td>Oct. 12</td>
<td>Baultwell at Home</td>
</tr>
<tr>
<td>Oct. 14</td>
<td>Square Dance, Chemistry Club</td>
</tr>
<tr>
<td>Oct. 16</td>
<td>Soccer</td>
</tr>
<tr>
<td>Oct. 17</td>
<td>Football, Bloomsburg, Away</td>
</tr>
<tr>
<td>Oct. 19</td>
<td>Social Meeting, I.C.C.</td>
</tr>
<tr>
<td>Oct. 20</td>
<td>Women's Dance, Junior Class</td>
</tr>
<tr>
<td>Oct. 21</td>
<td>Men's Dance, Junior Class</td>
</tr>
<tr>
<td>Oct. 22</td>
<td>Soccer, Swimming</td>
</tr>
<tr>
<td>Oct. 23</td>
<td>Soccer, Home</td>
</tr>
<tr>
<td>Oct. 24</td>
<td>Soccer</td>
</tr>
<tr>
<td>Oct. 28</td>
<td>Science Club, Biology Club</td>
</tr>
<tr>
<td>Oct. 29</td>
<td>East Stroudsburg, Away</td>
</tr>
</tbody>
</table>

**OCTOBER**

**College Calendar**

**Fall, 1954**

**Sept. 29:** Classes begin. Oct. 23: Mid-semester grades.

**Nov. 8-10:** Pre-registration for spring semester.

**Nov. 11:** Armistice Day observance. 11 a.m., 1 p.m.

**Nov. 24:** Thanksgiving recess begins at noon.

**Nov. 25:** Thanksgiving recess ends at 8 a.m.

**Dec. 18:** Christmas Holidays begin at noon.

**Jan. 3:** Classes reconvene at 8 a.m. Jan. 17-25: Final examination period.

**Spring, 1955**

**Jan. 29:** Beginning of spring semester.

**March 20:** Classes begin at 8 a.m.

March 21 - 26: Pre-registration for summer session.

March 26: Annual Careers Conference.

April 5: Easter Holidays begin at 9:00 p.m.

May 23-31: Final examination period.

May 28: Day of Observance of Memorial Day.

June 5: Baccalaureate June 6: Commencement.

**Area Magistrates To Study Local Government Here**

Wilkes College and the Public Service Institute of the Department of Public Instruction of Pennsylvania will cooperate again this year to offer an evening course designed to acquaint magistrates and justices of the peace with the intimate knowledge of duties, procedures and techniques in magisterial work, it was announced yesterday.

Classes will be held at the college each Tuesday evening at 7 for a period of 24 weeks and will begin on September 28, according to a statement by Dr. Hugo V. Marley, chairman of the Department of Social Science.

**Department**

Francis W. Murphy, Alderman from the second ward of Wilkesburg, is the next magistrate to be chosen, according to the statement.

**OCTOBER ISSUES CALL FOR YEARBOOK STAFF**

Cathal O'Toole, faculty adviser to the Wilkes College yearbook, yesterday told the Beacon that the junior class student editor of the publication will be appointed at a meeting starting tomorrow.

That he plans to appoint two, including editor-in-chief, as well as business positions are open to interested students.

Letters of application, stating past experience, if any, and other pertinent data, should be forwarded to the Wilkes Board of Publications, care of Mr. Welton Farrar.

**WILKES COLLEGE Beacon**

A newspaper published each week of the regular school year by and for the students of Wilkes College, Wilkes-Barre, Pa. Subscription: $1.00 per semester.

Editor - John D. Curtis
Asst. Editor - Pearl Orme
Business Mgr. - Arthur Hooper
Faculty Adviser - George Elliot

Editorial and business offices located on second floor of Lecture Hall, South River Street, Wilkes-Barre, on the Wilkes Campus.

Telephone: 4-4651, 5-3.

Mechanical Dept.: Schmidt's Stationery, North Main Street, Wilkes-Barre.
A Chuckle and a Smile

By DICK BRIDGEBY

--The Improving Photographer

(This week's question, to get the ball rolling, is by the editors.)

For this Week

Being an incoming freshman and unacquainted with this college, what was your first impression of Wilkes? (Ridd Circular note--those positively no arm-twisting one way or tuther!)

RONNIE RESCIGNO, Butler Hall dormitory student from Cambr- his Heights, L.I., N.Y.: "The first thing that impressed me was the congenial people I met. After getting around, I also found that Wilkes is a nice campus. One of the things that appeals to me most is the fact that this is a small college. And I think that you have a much better chance to get attention, not with one person in a small college than on a large campus. I also meet several professors and they seem very friendly."

JIM CATELL, Ashley Hall dormitory student from Mount Ver- non, N.Y.: "I think the dormitories were what impressed me most. They give you a homey feeling—just by the way they're constructed. They're made-over homes, anyway, aren't they? Even though you're away from home, you get a feeling of belonging there. Talk about friendly people, boy, Wilkes has got 'em... I think I'm gonna like it."
E-Towners' Strong Test for Partrdgenmen 

BACKS AND ENDS PLENTIFUL, 
RALSTON STEPS UP DRILLS 
AS SEASON'S OPENER NEARS

By AL JETER

Forty ready and willing candidates answered the call of Coach Ralston on Sept. 1 and from the look of things the Colonels may have a few of the backs and ends of the team a month. The team rolled through its initial scrimmage sessions last week with a minimum of injured men, a melody which continues coming strong as the second part of the season.

Ralston and his assistant coach Russ Pitcon seem to have no need for the crying towel (Frank Leahy style) so far. The squad is at least four deep in ends and backs and ready at any minute. The real secret of good material to choose from. The center of the line may be the excuse for our next loss and a double a day. Barring injuries to key men though it should hold up against all comers.

In Picture, Ralston has a good man to braintrust the backs and ends. Now in his second year as a coach, Ralston has plenty of football knowledge. In his playing days he was considered one of the most outstanding quarterbacks ever to hit the campus by the Susquehanna. After a fine football career in the service Pitcon came to Wilkes where he was lined up to set the tempo on the fire until a broken leg put him out of action for good.

Fresh Pleasing

A large number of freshmen are on the squad. None of the freshmen and balloon are thankful that they are ready to go leading the line in Joe Trotsko who was mentioned last year in All State selections. In his time at Wilkes, Trotsko has earned the reputation of being a handy man to have around in a tight squeeze. Another first rate lineman back for his third year is Cliff Brautigam. The New Jersey native showed up more than last year as he has a high opinion for the former high school All New from East Orange.

Paul Gruica, the wonder end of last year is back again. Playing his first year of varsity football last fall, Gruica more than lived up to expectations. The little guy (less than six feet) who coped all state honors is expected to enjoy his best year yet. A second year man, Fritzsche is a little man that you will hear more from the little man with glee fingers.

The backfield this year will boast of Nick Nicolaus, who was given the tag of “Mr. Football” at Wilkes before he did a hitch in the Marine Corps. Back then a good now, Nick has shown that he has lost none of his speed and fire while serving with Uncle Sam in Korea. Another veteran of the squad is Mike Cattell. Also Mike Lanky Fita has been a big threat the last two years running out of the wingback spot.

TRIO OF ALL-STARS

who dazzled opposition halfbacks last year to be on the receiving end of 44 points worth of touchdowns.

Trotsko has been a standout guard for three years and his brutal play earned him All-State honors. He too is a good bet to repeat this year.

COLONEL SOCCER SLATE

SEPTEMBER

25—Eлизabethtown at Kirby Park

SUNDAY

2—Rider at Kirby Park

1—Lafayette at Kutztown, Pa.

12—Becknell at Kirby Park

14—Phila. Textile at Kirby Park

20—Colony at Kirby Park

29—East Stroudsburg at Kirby Park

NOVEMBER

2—Temple at Trenton, N.J.

9—Eлизabethtown at Eлизabethtown,

TUXEDOS TO RENT

Special Trim to Suit Your

139 S. WASHINGTON ST.

BAUM’S

Louis Rosenthal

Men’s Clothing & Furnishings

Wilkes-Barre, Pa.

Toll Gate Restaurant

“On the Boulevard” - Rm. 115

Wilkes-Barre, Pa.

A Full Course Meal Or a Sandwich

It’s a Pleasure to Serve You

Good Food

Reasonable Prices

Feeny of Free Parking Space

Catering to Small Groups

F. DALE, Prop.

THE WRETCH OF JEEVES

Here we go again. Fall comes once a year bringing with it football games, turning leaves, hard cider, and new sports editors. Right now we would like to say thank you to the good people who placed their confidence in us, and we give our word that we will do our darndest to keep this promise.

COACHING For several years the impression that headache pill companies would be wise to promote the game. It seems that there is a clever little more known as bending the ball. The object of the whole thing to intercept the ball with one’s head and send it back in the other direction by the same means. “Touch on noggets,” said we. However, talking it over later with some of the boys who should know we are assured that if done correctly this little trick had no ill effects on the old ball. Still can’t blame a guy for wondering.

NO BO -

Improvement of the year for our money in the new shower system installed at Kirby Park for the football team. If nothing goes astray moonshiners of the “buthouse” crew will no longer be plagued by mail with complaints. Coach Ralston assures us that the new system has enough water so that all the boys can get a hot shower.

This is, no doubt, good news for the fat men who come in on the tail end of the “buthouse” after practice every evening.

On the other side of the fence we find the soccer squad. Strange as it may seem they are still dressing in a garage. Flip Jones, standing out booters for several years aware that the garage is the most luxurious in the east. “They even took the cars out," says the Flipper. Still and also a fit man to choose for casting an envious eye in the direction of the football field house.

SOCCER STARTER

Coach Partridge is looking for a large turnout Saturday when the booters inaugurate the season in Kirby Park with Eлизabethtown. The Colonels will open and close the season with the powerhouse from down the river. Eлизabethtown is the only team that the Blue and Gold meet twice a year and a king size rivalry has grown up during the past few seasons.

It’s pretty early to say anything but from here it looks like (and we hope that it won’t prove a jinx because rivals are unforgivable roll-your into this year the booters could claim a few wins.

Soccer here at Wilkes was pretty much of a joke and then look what happened last year. When the smoke cleared the Blue and Gold had ended up with the first winning season in the history of the sport. Expectations were left with nothing to say but "Well, what-dys know!" Well, stranger things have happened and you never can tell.

Make Thursday ... Dance Night

at South Main Street Armory

LEE VINCENT

and his Orchestra

Direct From

The Steel City In Atlantic City

Hear the Nation’s Big Hitband Play his Record Him — PENN STATE HOF

TOMIGHT MY SWEET

Dancing from 9 to 12 — Only 65c

Surprise Guest Appearance

By a Top Name In Show Business

Introductory Offer - Be a Guest of the sponsor and receive complimentary pass which will reduce admission to 35 cents half the price of a movie. Pick up pass at VAN SCOTT, the Jeweler, SQUARE RECORD SHOP, or of currence.

25¢ Drink

Host Clubman’s Dave Telig and live broadcast over WILK direct from the Armory.

SECOND OF A REGULAR WEEKLY SERIES OF DANCES

Lee Vincent and Jack Melton Alternately

Join the Thong — Make Thursday ... Dance Night

SOUTH MAIN STREET ARMORY

Vets Shape Up

NEW Prospets

Show Promise

By AUSTIN SHERMAN

The Colonel soccer team will kick off their 1961 season tonight when they host Lebanon on Saturday, Sept. 15. It is fitting that the soccermen who along with the wrestling squad, had a winning season in the sports kickoff. Last year both squads had four wins against three defeats.

YOUNSU KOO

Coach Bob Partridge had close to 20 men on hand when he started practice. The squad to graduation were last year’s seniors Jim Teig, Ralph Zezzi, and Dick Hines. The hand was Flip Jones, not co-captain booter last year, and Flip Jones was given the title as assistant to his former coach.

The biggest headache for Partridge was finding someone to play place Mos, who was a top-notch goalie. Goalie is one of the most important positions in soccer and in order to get a player capable of performing net duties, Partrude had to take Jim Ferris out of the line and put him at guarding the goal. Ferris, an all-around athlete, has been hard at work practicing the position and in recent scrimmages has looked good.

Co-captains are Dick Polakowski and Carl Van Dyke, two veteran booters. Dick, who is starting his fourth year of soccer for Wilkes, plays outside right, while Carl, who reported late, in rounding into shape quickly and they are scheduled to go on Saturday also in the line.

Returning lettermen include Ahmed Kazami, Hank Deblo, Glenn Pfeiffer, Tom Jordan, the latter, who learned his soccer fundamentals under the guidance of Jimy Kemp, for his outstanding play last year by being voted an Eastern All-Star by a group of coaches and referees. Ahmed, a popular fellow on campus, from Trinidad and is known for his rough-tough style of play. Another little man and Pfeiffer is a fullback. These above-mentioned are believed to form the nucleus of this year’s soccer team.

A new man who is making a bid for a position is Dave Hoffman of Long Island. Dave played four years of high school soccer and is rated as being a good bet for a varsity post.

This year’s squad will be un- usual in that the majority of the play is the result of action is Mo Batterson, who interviewed his coaching to the Army for twenty-one months. Mo played a lot of soccer before entering the Army and is expected to be in good shape in a few days. Other team members include the Beacon's own Jack Curtis, Dick Heitler, Sam Shugar, and first year varsity star Steve Gollner.


colonnelsstrongtestforpartrdgenmen
TRIO OF ALL-PENNSYLVANIA GRIDDERS ENHANCE FOOTBALL PROSPECTS FOR '54 COLONELS

It's only once or twice in a coach's career that he has a player of All-State caliber under his wing in college, but at Wilkes this year, Coaches George Halsdon and Russ Picton are blessed with three such men of the gridiron.

They, of course, are Paul Gronka, second team All-Pennsylvania last year, Al Nicholas, All-State in 1958 and Joe Trosko, an honorable mention selection on the All-Pennsylvania team as picked by the Associated Press last season.

Gronka (left in photo at left) gets his "travelin' shoes" from Manager Gene Snee, himself a former Colonel star, while Nicholas gets shoes and a pigskin, of the variety he will likewise be tossing to Gronka this season.

Al was one of the leading ground-gainers in the nation in '58 when he ran up over 1800 yards from scrimmage and generally considered the best runner ever to grace a Wilkes gridiron. "Gronk" in the end (continued on page 8)

TO THE CLASS OF '58!

'57 KNOWS IT!

'56 KNOWS IT!

'55 KNOWS IT!

CHESTERFIELD IS THE LARGEST SELLING CIGARETTE IN AMERICA'S COLLEGES

THIS Chesterfield leadership is shown by actual sales alone in more than 500 college co-ops and campus stores from coast to coast.

In choosing YOUR cigarette be sure to remember this! You will like Chesterfield best because only Chesterfield has the right combination of the world's best tobaccos—highest in quality, low in nicotine—best for you. All of us smoke for relaxation, for comfort, for satisfaction — and in the whole wide world no cigarette satisfies like a Chesterfield.

You smoke with the greatest pleasure when your cigarette is Chesterfield . . . . Yes, these six words "highest in quality—low in nicotine" mean Chesterfield is best for you. Buy 'em king-size—or regular.