

Establishment Of Air ROTC Unit Postponed Until Next September

Sewanee's unit of AROTC will not be activated this summer as had been planned. The unit will be established in September.

The postponement of activation is due to several causes. Primary among these is the fact that there were not enough applications for ROTC during the summer. It was also announced by the Air Force that students joining the program this summer could not be put on the quota for draft deferment. A student cannot achieve deferment through membership in an ROTC unit until his training is "in phase"; meaning that he must have had at most six semesters of military training as he has college training before he may be deferred.

MacArthur Declines Sewanee Invitation

According to a letter received recently by the Vice-Chancellor, General Douglas MacArthur definitely will not be on the Mountain for Commencement in June. The text of the letter is printed below.

DEAR PRESIDENT GEORGE:

General MacArthur has asked me to express his appreciation for the medals and letters of welcome which have been extended to him, and to say how much he regrets that it will be impossible for him to be with you at commencement this year on June 11th. The heavy pressure of the current demands upon the General's time has made it impossible for him to accept the many invitations which have been extended to him, but he is hopeful that he will be able to come to Sewanee at some time in the not too far distant future. He has asked me to send you his most cordial personal greetings.

Yours sincerely,
LAWRENCE ELDY BECKER
Colonel, Aide-de-Camp

Full Summer Agenda Lists Seven Conferences, Schools On Mountain

The busiest summer in many years is in store for the Sewanee campus beginning June 13, according to Dr. Boylston Green. The domain of the University will be the scene of seven activities and conferences during the summer months. The coordinator of the various groups which will use the University facilities will be Dr. Ben F. Cameron.

The summer session of the University will initiate the series of activities which it opens on June 13, two days after Commencement, under the direction of Dean Gaston S. Bruton. Women as well as men will make up about 300 students expected to enroll for the summer session.

Laymen To Assemble
The following day, June 14 will see theological laymen from all over the South assemble for their annual seventh-day Laymen's Conference.

About 150 members of Delta Kappa Gamma, woman's teaching society, will meet for the annual state convention at that group on the weekend of June 22.

Beginning on June 25, the Cumberland River Festival will have its second session this summer for nine days. Dr. Roy Harris, Nashville, Tennessee, director, has announced that about 100 artist students are expected to be in the advanced courses of the festival and music compositions will be offered.

Cap and Gown To Arrive Soon

Business Manager Mark Johnson, of the Cap and Gown, urges all students to rush to the dormitory. Cap and Gown representatives at the end of next week to pick up their annuals. The books are expected to arrive on the Mountain by Friday, June 1.

There will be a few extra copies available for students who failed to place their orders at the beginning of the year.

Beta Theta Pi Wins MacKetta Pi Tournament

Beta Theta Pi finally emerged victorious after a heated four-day schedule of events in the annual MacKetta Memorial Speech Contest. Delta Tau Delta finished second-best in the tournament, with the orators from the Sigma Nu house trailing close behind in third position.

The first of the individual events, Original Oratory, was won by Sigma Nu's Bert, a member of the freshman class. Stan Lachman took first place in the Impromptu division. Lachman is the present State Champion in Impromptu speaking. Gil Dent, representing Kappa Alpha, took second place in Impromptu, with Delt Richard Thomas following in third place.

The Declaration Contest was won by Richard Thomas, of Delta Tau Delta. He was the only participant entered in the Declaration event.

Sigma Nu won its third first place in the contest when Freshman Michael Deleauan capped the Humorous Orator title. Second and third places in the humor division were taken by Clarence Keiser and John Broome, both freshman members of Beta Theta Pi.

The finals in the Debate contest were won by Betas Bill Honey and Brown Patterson. The winners argued the affirmative side of the question. Resolved: The Congress of the United States should enact a program of Universal Military Training. Taking the negative, and losing, side of the debate finals was the team from Delta Tau Delta, Alan Bell and Richard Thomas.

The annually-presented Jemison Medal for Debate was awarded this year to Alan Bell.

Oven Bradley, Auburn Knights To Play At Commencement Set

Six Honorary Degrees To Be Presented At June Commencement

Six distinguished churchmen and laymen will receive honorary degrees from the University during graduation exercises Monday, June 11. Dr. Boylston Green announced recently.

Mr. Thomas B. K. Ring, who will deliver the commencement address, will be awarded the honorary degree of Doctor of Civil Law. Mr. Ring, of Green practicing law in Philadelphia, is the senior member in point of service on the Board of Governance of the Pennsylvania Bar. He is also a member of the standing Committee of the National Council and the Diocese of Pennsylvania.

Bishop Baker To Receive D.D., The Baccalaureate speaker, The Rt. Rev. Richard H. Baker, D.D., Bishop Co-adjutor of North Carolina, will receive the honorary degree of Doctor of Divinity for his outstanding contribution to the work of the Church. Bishop Baker was consecrated on January 5 of this year and formerly served parishes in Raleigh, Virginia and Louisiana.

For his meritorious work in the field of Christian Education in the Episcopal Church, the Rev. John Heuss, D.D. of New York will be awarded an honorary Doctor of Divinity degree at commencement. Dr. Heuss is presently the Executive Secretary of the Department of Christian Education of the National Council, Episcopal Church. He has long been active in Christian education and has worked with parishes in and around Chicago and Northwestern University.

DCL To Memphis Leader
Mr. John Bayard Snowden of Memphis will be awarded the honorary degree of Doctor of Civil Law. A graduate of both the Military Academy and the University, Mr. Snowden has been a trustee and a member of the Board of Regents.

He has long been active in the Forestry department of the University and has been active in the campaigns. He has played a large part in the development of the city of Memphis and many of its enterprises.

The degree of Doctor of Science will be awarded Dr. Joseph Gant Gailther of Hopkinsville, Kentucky. An alumnus of Sewanee, where he received his B.A. and M.D. degrees, Dr. Gailther formerly owned the Gailther Drug Company in Nashville, where he developed a specialty in extracting pure alumina from high silica clay. Always active in both civic and charitable affairs, Dr. Gailther is an active supporter of the Church and devotes much of his time to furthering his teachings with youth and adults.

To Honor Texas Suffragan
The Rt. Rev. Francis Burrill of Dallas, Texas, Suffragan Bishop of the Diocese of Dallas, will be awarded the honorary degree of Doctor of Divinity. He is a graduate of the University of Maine and of the Episcopal Seminary. He has had several parishes in and around New York and done much good work for the National Council.

MILK FUND RISES

A recent gift of \$10 was presented to the Acolyte Guild to be added to the Milk Fund Drive. The gift was made in memory of Roy Jeff, who died in an accident here April 20.

The total of the 1951 St. Mark's drive is now \$191.37.

Return Of Popular Bands On June 8-9 Announced

Owen Bradley and the Auburn Knights, two of the most popular orchestras to visit the Mountain, have been contracted for the commencement dates June 8-9, German Club president Jeff Brown announced today. Low prices are expected at the set.

Mystery Veils Contest Entry

Mystery surrounds the prize-winning short story chosen by Sophier for publication in the next issue of *The Mountain Goat*.

The story entitled, "The Pale Intellectual-Looking Martin," was found in the Pevrez Box in Walsh Hall with the name of the author withheld. A viriolic commentary on Sewanee's campus and fraternity social life, the story won by a large margin over the four other entries.

Speculations as to who wrote the story are numerous, but so far no one has recognized the "star" of the piece. Speculation as to who wrote the story is obvious that the author is a well-known and respected member of the staff. Sophier officials stated.

The final issue of *The Mountain Goat* will be ready for distribution before commencement week, according to Editor Carter Smith.

SHUMAN'S LAST

'See How They Run' Wins High Praise Of Audiences

By BEAT HAZEN

Laughter shook stout old Sewanee Inn from its bat-covered rafters to its mouse-filled cellar last Wednesday afternoon as Purple Masque to conclude an exceptionally successful season with a four-night presentation of Philip King's hilarious farce-comedy, *See How They Run*. The play was performed before almost capacity audiences every night except Thursday.

It would be absolutely impossible to single out any one or two performers who recognized the "stars" of the show. The entire cast was good, while most of it was excellent.

Anne Turlington Praised

Anne Turlington, as the tall, comely Penelope (Mrs. Lelon) Toop goes a part which is well only confirmed the opinion we expressed after her March performance in *The Wolf at the Door*: "Mrs. Turlington completely captivated her audience with her hilarious portrayal." "She is capable of supplying a brand of female dramatic talent long needed by Purple Masque." Her actions and facial expressions had her audience in stitches throughout the entire performance of *See How They Run*.

Playgoers expressed a pleasant surprise from Joe Thomas. His interludes in the part of the timid visiting vice was nothing short of wonderful. Thomas's performance was the most nearly perfect job of acting in the entire play.

Mr. Sarah Harris, a newcomer to the Sewanee stage, was well-rewarded in laughs for her performance as Mrs. Scillon, an old maid pillar-of-the-arch with a taste for cooking-theory. Veteran Sewanee actor Stan Lachman was most convincing in his role as the escaped Russian spy. It was a minor part in comparison with some of his past assignments, but as the desperate "Igou" Lachman proved that he is versatile as well as able.

Price Not At Best
Freshman Steve Price, playing the part of Clive Winton, an American soldier stationed in England for the

Bradley's Nashville orchestra, a five-year favorite at University dances, will come to Sewanee for the first time this school year on Friday night. Accompanying the instrumentalists will be vocalists Bob Johnstone and Dottie Dillard, remembered for her renditions of "Uncle Dud" and "Mountain Gals."

Brought back by popular demand, the Auburn Knights will entertain on Saturday night, coming directly from La Grange, Ga. in the midst of a two-week post season tour. Lynn Strzepek, vocalist when the band appeared at the Spring Formal April 21, will again be present.

The twenty-three year old, eighteen-piece orchestra has been voted the top college band in the country by a large appearing at Auburn. Every large name band in the country now has at least one former member of the Knights playing in it.

Time of the dances will be nine until one a.m. Subscriptions will soon be available through members of the German Club.

tion, won hearty applause for his efforts, but in our opinion did not play the role to the best of his ability. At times he seemed to be uninterested in the play, exhibiting little emotion or feeling. It must be said, however, that the Clive Winton part was not written to be as funny as most of the other roles, and Price extracted about as many laughs from the audience as the part warranted.

Donald Van Lenten, as always, gave a fine performance as the Rev. Lelon Toop. At times Van Lenten delivered his lines in so subdued a manner as to be inaudible to some of the audience. Aside from this minor drawback, his acting came up to the splendid standards he set for himself as Hetero in *Her Day*.

Burrie Trethow-MacConnell and Win-brown Catherwood were accorded much applause for their roles of the Cockney cop and the testy, bewildered bishop.

Shuman Turns Cockney
A highlight of the play was the switch in cast made when Mary Carter, cast in the role of Ida, a rough, shrewd, and smart Cockney maid, had to leave Sewanee for a few days, including the first two nights of the show. A hasty survey of the situation showed that the only person who knew Ida's lines was Terry Shuman, director of the play. He took the part of Ida as Oscar, a rough, shrewd, and smart Cockney maid.

Both Oscar and Ida (the latter returned in time to go on for the last two nights of the play) were wonderful in every respect.

(Continued on page 4)

TIGER SPORTS

Just Stalling

By JERRY STALLING

SWIMMING WILL DECIDE IT

Those little groups in the Union these days aren't studying, they've been trying to figure the winner of the Intramural Trophy. And that will be decided tomorrow at the finals of the swimming meet. This has been one of the closest races ever for the big cup, with the issue still in doubt at this late date. However, Monday's playoff game between the SAEs and the ATOs went a long way towards deciding the winner. The Sig Alphas upset the dope bucket to grab the softball title and go to the front in the race for the big cup. They now have a total of 115 points with more coming from tennis. The closest competitor is Phi Delta Theta with 100 points, after defeating the Captains for third place in softball. Phi Gamma Delta and Alpha Tau Omega are close behind but evidently the Sig Alphas have it in the bag.

VARSITY PARTICIPATION

The race for the trophy given by the S Club for varsity participation is going its usual way. The perennial contenders, SAE and ATO, are running neck and neck, and the race will not be decided until tennis and golf letters are announced. Both contenders get a little nervous this time of the year and when the ATOs heard that "Looney" Walker might be used in the pole vault recently, they threatened to hold Bartlett over for PG football next year.

IN SUMMARY

We've done some crowing about Sewanee's athletic program this year, and as the year draws to a close, we feel more than ever that we've had something to crow about. In varsity athletics we started off the year with a disappointing football defeat but a team-that-refused-to-say-beat gave us some great performances, including the win over Washington U. before a few frozen spectators.

Basketball wasn't all we could have desired but there were plenty of thrillers here too. And recent developments point to a different story next year. One highlight of the basketball season was the trip to Nashville where we lost to Vanderbilt but won the noisemaking contest with plenty to spare.

In spring sports there was a change. We won more than our share. In tennis, golf and track we were successful.

The real bright spot, however was intramural sports, where nearly everyone in the college participated in one way or another. They tried to give an intramural participation trophy to the student body as a group. All of these have combined to make a success of Sewanee's athletic program, a program which is sane, interesting, and a lot of fun for all concerned.

CREDIT WHERE DUE

To all those who have participated in athletics this year. . . . To the poor guys who have had to referee and umpire at intramural games. . . . To Lon Varnell for doing all kinds of things. . . . To those, if any, who have read this column.

Sig Alphas Defeat Alpha Taus To Win Intramural Softball

Eyler Takes Sixth In Southern Golf Meet

Sewanee's Gene Eyler showed the favorites of the Southern Intercollegiate Golf Tournament a few tricks on links by shooting a stellar 297 for sixth place. The meet was held in Atlanta, Ga., on May 8, 10, and 11.

Although he didn't finish ahead of four "pros" from the collegiate golfing capital of North Texas State, Eyler did tie such favorites as Georgia's Captain Wilkins Kirby and Florida's Dan Sikes. The winner of the tourney with a record 278 was Billy Maxwell, a junior from North Texas State. His sizzling first round 65 was a record and incidentally he had two three putt greens on his 32 back side. His team mates finished third, fourth, and fifth.

Griffin Moody, whose home course was the sight of the tourney, was second, ten strokes back of Maxwell. Eyler was paired with Maxwell and Ferris (Georgia Tech) and played very well with the gallery looking on. His first two rounds were one-over 73. His first round Saturday morning he had three-putt trouble, losing four strokes to par as a result, but steadied in the afternoon shooting 74.

The rest of the Sewanee team like old soldiers faded away. Several highlights of the tourney were Briggs' topped tee shot on No. 1 and Bomar's two iron shot that traveled at least twenty yards on the same hole. The gallery watched both. Tynes pitched No. 6 well. The gallery wasn't watching but Coach Cheston watched him card a smooth 9 only to be out done by another duffer's 12 on the ninth.

The University of Georgia was second to North Texas State in team score.

Billy Maxwell	65-70-71-72-278
Griffin Moody	71-70-73-74-288
Baxter Reed	70-77-73-70-291
Joe Conrad	70-76-71-76-293
L. M. Crannel	73-77-70-76-290
Tim Holland	73-70-76-74-295
Billy Key	78-73-75-75-299
Gene Eyler	73-72-78-75-297

Porter Bats And Pitches SAEs To Victory In Playoff Game

The SAEs won, and won well as they captured the softball trophy from the retiring champion ATOs. Frank Watkins' big right arm just wasn't enough to keep the fiery Sig Alphas in check for two days running, but it was strong enough to give the spectator athletes two of the season's best games.

SAE-ATO

Netmen Close Season With Two Road Wins

By ANOY DUNCAN

The Tiger Netmen returned from their last trip South, boasting a fast 83% win and loss percentage, having defeated Georgia and Emory to best the record to ten wins and two losses. The racketeers have won seven out of seven on the road.

The Brummenetted Georgia 8-1, with Warden scoring one of the victories of the season, winning over the Bulldogs' M. B. Cheeler, 6-4, 7-9, 6-3. Hooker led the only point to Gimma, coming out on the short end of a 6-2, 1-6, 6-4 score. While, playing at number three, defeated Brail 6-1, 6-2. Jackson trounced Schwartz, 6-0, 6-3. Gibson took Krumbain in a long 2-6, 6-0, 6-3 battle, and Keyed defeated Trimble, 6-3, 6-4.

Jackson and White continued their winning ways at the number one doubles post dispatching of Wheeler and Brail by 6-2, 6-3 scores.

Sewanee's netters moved to Emory on Saturday and handed the Georgia school a 9-0 lacing. Warden trounced Dillard, 8-4, 6-2. Hooker won over You, 6-2, 6-3, and Jackson blanked Haldi 6-0, 6-0. White took Ashbury by 6-3, 6-3 scores, Gibson defeated Kimball, 6-3, 6-4, and Keyser won by a 6-4, 6-2 score over Wallace Rustin.

Jackson and White came a notch closer to an undefeated doubles season, winning their twelfth in a row, defeating Haldi and You, 6-1, 6-2. Warden and Hooker dropped a set but won their battle with Dillard and Ashbury, 6-1, 4-6, 6-3. Gibson and Keyser won their ninth victory as a doubles team, taking the measure of Wallace and Rustin, 6-3, 6-3.

In the Sunday game, Watkins was nothing short of perfect as he held the SAEs to two hits and one run. Bill Porter, the SAE's fine pitcher, also looked great, but his team didn't score enough runs to win. The final score: two to one, with ATO on the win side. Watkins struck out nine men and walked four in his victory.

S	1	2	3	4	5	6	7	8	9	R	H	E
SAE	0	0	0	0	0	0	0	0	2	1	0	1
ATO	1	0	1	0	1	3	2	1	0	0	0	0

ATO—Watkins, McCarty. SAE—Porter, Clute.

The season's end found the SAEs and ATOs tied for the lead, forcing a tension-filled playoff game on Monday afternoon. This contest proved to the bench warmers to be as good or better than the regular season final. Bill Porter both pitched and led the Sig Alphas to a hard earned and well deserved victory. Porter connected solidly on all of his three occasions at the plate, got an RBI to his credit, and struck out two men while on the mound.

Box score on championship game:

SAE	AB	R	H	E
Minkins	3	2	1	0
Chisham	1	0	0	0
Porter	3	1	3	0
Bomar	2	0	1	0
Clark	3	0	1	0
Smith	3	0	1	0
Scott	3	0	1	0
Clute	3	0	1	1
Walker	3	1	1	1
Total	26	2	4	3

ATO	AB	R	H	E
Gunny	3	1	0	1
Moise	3	0	1	0
Watkins	3	0	1	0
McCarty	3	0	0	0
Nichopoulos	3	0	0	0
Jones	3	0	0	1
Bradford	3	0	1	0
Lamb	3	0	0	0
Hall	3	1	1	1
Total	26	2	4	3

SAE	1	2	3	4	5	6	7	8	9	R	H	E
ATO	0	0	0	0	0	2	0	2	2	0	0	0

SAE—Porter, Clute. ATO—Watkins, McCarty.

SAE—THEOLOG

The SAEs during the early part of the week made easy prey of the fading Theologs. Bill Porter pitched his way to a near shut-out win and was ably supported by some hard-hitting teammates. Bill Smith was the big man for the Lion Men at the plate, getting a triple and three singles for six trips. Porter struck out seven while collecting his team's ninth consecutive victory against no losses.

Theolog	1	2	3	4	5	6	7	8	9	R	H	E
SAE	0	0	0	0	0	2	0	2	0	1	0	1

SAE—Porter, Clute. Theolog—Friedrick, Henry.

FDT—PGD

The Phi Delta Thetas, who need only one more victory to clinch third place honors, looked in their top form as they came from behind to take a hard fighting Phi Gam ball club. The Phi, the year's dark horse and fast finishing team, looked like the team to beat, but were just a little late looking that way.

FDT	0	2	3	4	5	6	7	8	9	R	H	E
PGD	0	0	0	0	0	0	0	0	0	0	0	0
FDT	0	3	0	0	0	0	0	0	0	0	0	0
PGD	0	3	0	0	0	0	0	0	0	0	0	0

FDT—Tidman, Fletcher. PGD—Shaw, Adams.

The Men's Shop
Arrow Shirts and Ties
Van Huesen Shirts and Ties
Hickok Belts — Mallory Hats
McGregor Sportswear
Nunn Bush Shoes
WINCHESTER Phone 2360

FLOWERLAND
Flowers for all occasions
Cowan, Tenn. Phone 2811

The Motor Mart
"A-B" GREEN
COMPLETE REPAIR SERVICE
CAL—OIL—AUTO ACCESSORIES
SALES—FOOD—SERVICE
Sewanee Phone 4053

University Supply Store
School Supplies — Drugs
Cigarettes — Tobacco
Pipes — Candies — Meats
Groceries — Soda Shop
"Everything for the Student"

Sewanee's Golf And Tennis Champs



Sewanee's victorious golf and tennis teams pose for the Purplet photographer. In the front row, left to right, are Bayard Tynes, state golf champ Gene Eyler, state tennis champion Gordon Warden (second year), runner-up John Jay Hooker. Second row, racket-men Charles Keyser, state doubles champ Ivoy Jackson, Jack Gibson, and state doubles champ Webb White. Third row, golf coach Charles E. Cheston, golfers Bill Bomar, Bill Beresford, Bobby Briggs, tennis manager Andy Duncan, and Dr. Gaston Bruton, tennis coach. —Photo by Walter Nance

Pic's of the Flicks

By GEORGE LEVINE
Wed., May 23. *The Magnificent Obsession*, with Robert Taylor and Irene Dunne. It may be good, but the only thing I'm sure of is that it is old. Tommy says it will live, would have won three academy awards back in '02. Maybe so. . . .

SEWANEE DRY CLEANERS

"SERVICE OUR MOTTO"
Dyeing Alterations
We Deliver Phone 2761
Sewanee, Tennessee

V. R. WILLIAMS and COMPANY

FRANKLIN COUNTY'S
"Home of Insurance Service"

for over fifty-two years
Special attention to Sewanee Business

PHONE 8-2249
WINCHESTER

Res. Phone 8-2664
V. R. WILLIAMS

Res. Phone 8-2785
W. M. CRAVENS

Mitchells
323 UNION STREET

DELICIOUS CANDIES
AND
BAKERY PRODUCTS
Special Candies and Favors
For Dinners and Luncheons
NASHVILLE, 3, TENNESSEE
"Price List Furnished Upon Request"

PHOTOS TAKEN ON CANFUS

You Can't Cheat An Honest Man, starring W. C. Fields, Edgar Bergen, Charlie McCarthy, and Rochester. I haven't seen this one either, but with such a cast, it can't help but be funny. You might note a few bits of dry wit while you're sitting there for possible inserts on exam papers.

Thurs. and Fri., May 24 and 25. *Henriet*. Some prize fishermen made a remark last year having just seen this, the most acclaimed film in all motion picture history, and I quote, "Boy, that thing sure was loaded with questions, wasn't it?" Incidentally, this time it is at regular prices.

Owl Show. *Surrender*, starring Vera Ralston, Walter Brennan, and William

Ching. Obviously, the company was aiming for topside bookings when it produced this elaborately accoutred costume drama. It's a meaty story, combining movement and action with a four-faceted romantic plot. . . . well worth the time. There is also a prize-worthy short before the flick titled, *Calling All Girls*.

Sat. and Mon., May 26 and 28. *September Affair*. Here's romance, alternately torrid and tender—tender formula. The movie is excellent in entirety; just ask anyone who went down to Cowan to see it last week.

Sun. and Tues., May 27 and 28. *All About Eve*, with Bette Davis, Ann Baxter. According to the boss, what I say about a movie is inversely proportional to the number of people attending. With an axiom to follow, I hereby can this flick. It's miserable, it's dull. . . . don't go, stay away, run. . . .

"SEE HOW THEY RUN"
(Continued from page 1)

To Leave Sewanee
See How They Run was a splendid climax to a deservedly successful season for Purple Masque. It also brought down the curtain on Director Shuman's career at Sewanee. He leaves this summer to begin theatre work in New York City. With reference to his fine work in directing, acting, and introducing Sewanee to arena-type production, we would like to offer a very sincere, "Well done and Good Luck, Terry Shuman."

DINE and DANCE
CLARA'S
AT MONTEAGLE

Owned and Operated by
JETT M. FISHER

THE SEWANEE UNION THEATRE
AND
SANDWICH SHOP
"THE CENTER OF STUDENT ACTIVITIES"

Blue Sky Restaurant
"The Best"

BOB JEWELL AT THE PIANO

FRIDAY, SATURDAY AND SUNDAY NIGHTS

In Monteagle --- Mrs. Edd Asher

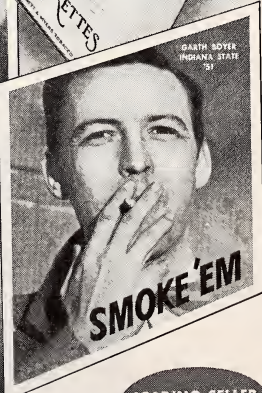
LIKE THOUSANDS OF AMERICA'S STUDENTS—
MAKE THIS MILDNESS TEST YOURSELF AND GET
WHAT EVERY SMOKER WANTS



SYLVIA REAMES
LONGWOOD
14



BENSON OPIE
JOHNS HOPKINS
72



GARTH BOYER
INDIANA STATE
37

For You
MILDNESS

Plus NO UNPLEASANT AFTER-TASTE

OVER 1500 PROMINENT TOBACCO GROWERS SAY: "When I apply the Standard Tobacco Growers' Test to cigarettes I find Chesterfield is the one that smells Milder and smokes Milder."

A WELL-KNOWN INDUSTRIAL RESEARCH ORGANIZATION REPORTS: "Of all brands tested, Chesterfield is the only cigarette in which members of our taste panel found no unpleasant after-taste."

LEADING SELLER
IN AMERICA'S
COLLEGES

ALWAYS BUY CHESTERFIELD