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Council Representatives To Visit Other Colleges For Views on Problems

Plans were set up at the last Student Council meeting for visitations to other midwest colleges with the purpose of determining how they have dealt with problems concerning the general use of campus facilities.

Four council representatives left yesterday for Iowa State Teachers college. These include Ray Bares, Pete Peterson, Jerry Carlson and Alan Cornell.

Next Monday, another delegation composed of Eloise Peterson, Janet Borshiem, John Ryan and Dick Donat will journey to Winona. Here they plan to visit St. Mary's college and the teachers college.

Mike Noeson, John Mann, Don Hill, Lee Drossel and possibly Bob Borgert will pay a visit to Fargo A.C., Moorhead Teachers college and Concordia. The date for this trip has not as yet been set, according to a report from the Council.

Each member of the groups will act as recording secretaries and reports will be made. They will observe what other colleges are doing about such problems as: the college rules and how violators are punished, the smoking and waste-paper problem, cafeteria, convocations and faculty-student cooperation.

Special Convo Set for Next

Tuesday at 4 PM

Richard Brower, former supervisor of visual and radio education at the Minnesota Department of Education and at present attached to the United States Embassy in Athens, Greece, will present a lecture entitled "Films Against Communism" at a special convocation scheduled for the Stewart hall auditorium next Tuesday afternoon at 4 p.m.

During the lecture actual films will be shown that have been made by the United States government or for the government and that are used in combatting communism both in Greece and in other foreign nations.

Mr. Brower states, "... The Greeks perhaps as well as any people in the world know communists and communism, but still in spite of that fact there are a small percentage of the people that are hard core communists known to the government ..."

This group and the people that they influence, in some areas amounting to as many as 30 percent of the people, or more, we teach with films on communism and films against communists."

Mitchell Elected Proxy of A-V Coordinators

Dr. Richard S. Mitchell, audio-visual director, has been elected president of the Audio-Visual coordinators association of Minnesota.

Dr. Mitchell came to St. Cloud in 1949 from Eastern Montana college of Education at Billings. He has an A. B. degree from City college of New York, and an M. A. and an Ed. D. degree from Teachers College, Columbia university. In addition to his teaching experience, he has done production and editorial work for Encyclopedia Britannica films.

Friday and Saturday of this week Dr. Mitchell will attend the state meeting of the Wisconsin department of Audio-Visual instruction at the Wisconsin State college at Stevens Point. He will give a talk at the conference Friday morning on the topic: "How to Prepare Your School Building for Audio Visual use." He will also speak at the Saturday luncheon on the topic: "The Audio-Visual Program in Minnesota."

Measurements for Caps, Gowns to Be Taken Next Week

Cap and gown measurements for all students planning to graduate at the end of the spring quarter will be taken next week in the book store.

These can be taken every day from 8 a.m. to 12 noon beginning Monday. On Wednesday, students may obtain measurements at the same time and also from 4 p.m. to 4 p.m.

The College Chronicle

Volume XXXI
St. Cloud State Teachers College
Tuesday, April 6, 1954
Number 25



Looking over the posters which will advertise the exhibits for the Science Congress are general chairman, Calvin Carlson (left), and Dr. Arthur Nelson, faculty adviser. The Science Congress is scheduled for all day Saturday.

(Staff photo by Bud Ulven)

Plans Readied for Annual Science Congress Saturday

Final plans are being formulated by the committees for the annual Science Congress to be held on Saturday. This affair is being sponsored for the fourth consecutive year by the College Academy of Science.

"Entries to date number 124," states Calvin Carlson, general chairman, "which is well over the number received last year at this date." It is estimated that approximately 150 entries will be received from high school and junior high students in the Central Minnesota area and, in addition, 450 guests.

Exhibits, the result of high school science activities, are in the fields of chemistry, physics, biology, general science, and miscellaneous projects.

Judges selected for the respective categories include: Dr. Ralph C. Wands from Minnesota Mining and Manufacturing company in St. Paul, judging the chemistry exhibits and Dr. Haym Kruglak, University of Minnesota professor of physics, judging that division.

Dr. Blanchard O. Krogstad, professor at St. Olaf in Northfield, will judge biology entries with Dr. James Perleman from Moorhead State Teachers college judging both the general science and miscellaneous divisions.

High School Supplement Published

The high school supplement of the CHRONICLE is being published today.

Students at the college, however, will not receive a copy of this paper. Material included in it is set up mainly for the benefit of high school students in the area. Such items as the curriculums offered, housing, and social life are covered in the issue.

This paper will be sent out to the high schools in the area for the purpose of informing them on what life is at the college. Copies will also be distributed to high school seniors at the annual "college day" scheduled for April 28.

Work on the special edition was divided among five members of the CHRONICLE staff, Betty Jo Peters, Marilyn Kennicutt, Dick Zozitka, Stu McCoy and Vern Bloom. Each had the responsibility of a certain section of the paper.

Faculty adviser for the event is Dr. Arthur Nelson of the science department. Committee heads have been working on the project for approximately two months.

The morning program consists of registration and display of exhibits. Judging will take place during this time. Movies and guided tours of the campus will be provided over the dinner hour.

Presentation of selected projects—the three best exhibits in each category—will allow the judges to decide the final placing. An awards assembly will follow the refreshment hour. The complete program is as follows:

- 9:00—Registration and setting up of exhibits
- 9:30—Exhibition and judging of exhibits
- 11:30—Lunch hour (movies and guided tours of the campus)
- 1:30—General Assembly
- 2:00—Presentation of Selected Projects
- 3:30—Refreshments
- 4:00—Awards Assembly

Deadline Set for Student Teacher Applications

Applications for fall quarter student teaching may be made at the office of student teaching at Room 205 in Stewart hall from April 20 to April 29, according to Dr. William Cotton of the professional studies division.

The deadline for accepting applications is 4 p.m. on April 29. Students are to initiate the application process with their advisers.

The provisional elementary students will meet as a group with their sophomore advisers to make applications. Riverview and city student teachers will meet Tuesday, April 20, in Room 207 at 4:15 p.m. Rural student teachers will meet on Tuesday, April 27, at the same time and place.

A list of the provisional elementary student teachers will be posted today on the bulletin board at the southeast entrance of Stewart hall.

Dr. Cotton wishes to remind degree students that acceptances into senior college and a "C" average in both the majors and professional education courses are among the pre-requisites to student teaching.

Bares, Henshel Represent College at Welfare Conference

Billy Henshel, a junior from Cloquet and Ray Bares, a senior from St. Cloud represented St. Cloud Teachers college at the Minnesota Public Welfare conference in St. Paul, Wednesday, March 31.

Some of the topics under consideration were, "The Delinquent Personality", "Casework with Adolescents", "Community Organization for Mental Health" and "Resources for Delinquent and Disturbed Youth in Minnesota".

"We were impressed by three things," stated the representatives, "the number of excellent speakers on the subjects, the greater amount of younger people in the ranks of Minnesota's social workers, and the puzzlement as to why more college students were not preparing for this up-and-coming profession."

Attention Men:

Helpful Hints for Bashful Bachelors

The following article is for men only. It was written by a man who studied Kinsey.

You can be a big hit with the girl of your dreams and you don't even have to use Listerine, Gleem or Starkist Tuna. All you have to do is ready yourself for the spring formal at the Coliseum this May 8.

Now is the time to buy flower seed. This formal is a corsage affair and if you want to give your girl a big beautiful flower you'd better start planting. And don't forget to use plenty of Vigoro.

Here is some advice about when and how to ask a gal. The sooner the better; this will give her more time to adjust the plunge of her formal's plunging neckline.

There are many ways to ask a gal. Some old fashioned males use the telephone. It is more businesslike to mimeograph 500 invitations and distribute them to 500 girls via the post office. You can select the girl you want to take from those that say yes to your mimeographed invitations. Send mimeographed notes to the others explaining that you are suffering from a sudden attack of puerility and can not make it to the formal.

If you can't dance, don't worry. Remember that it has been said that dancing is only hugging set to music. So, plug your ears with cotton and enjoy yourself.

Few Complaints, But Here's an Explanation

Since the price of doughnuts was reduced to a reasonable amount and the girls in Shoe hall can have their lights on after 11 p.m., there hasn't been much to complain about. It is generally agreed, however, that men's off-campus housing is very bad. And the shack across the street known as "Sutton Hall" is not officially approved. But it sure is close to school.

We wish to explain about the bus to Minneapolis we run every Friday that we can get a load. We need 25 riders to make expenses. Last week not enough students signed up early enough so at 12 o'clock we cancelled the trip.

I'm sure there were a lot of kids that expected to take the bus but didn't sign their names on the poster in the P. O. The day before Easter vacation we expect to run two or three busses to Minneapolis and in any other direction people want to go.

The reason we run the bus is because it is a service students need, it saves them money, gives the bus company some business and we stand to make a couple of bucks ourselves.

—Bob Engelhardt
Ed Gnifkowsk

Photozeteans to Hold Initiation Banquet

The Photozetean honor society will hold its annual spring banquet at the Palms on Wednesday at 6:30 p.m.

New members will be invited to the banquet and will be officially initiated into the society at this time.

The College Chronicle

Published weekly from the third week in September through the last week in May except during vacation periods. Entered as second class matter in the post office at St. Cloud, Minnesota, under the Act of Congress March 3, 1879. Student subscriptions taken from the Student Activity fund at the rate of 50c a quarter.

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No. 25

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EDITOR

Vern Bloom

BUSINESS MANAGER

Jerry Harrington

FACULTY ADVISER

Mr. William Donnelly

Students Find Participation To Be Valuable Experience

By DeLoris Henz

Seventeen students are enrolled in participation experiences in Riverview this quarter as a part of Education 357 and 366. Participation experience is a prerequisite for the off campus student teaching program.

Students who have had participation experience report that they enjoyed this experience and found it to be valuable in bridging the gap between the college classroom and practice in the elementary classroom.

The chief purposes of participation are: (1) to provide the students an opportunity to engage in responsible guidance of children, (2) to provide a gradual introduction under guidance to skills and responsibilities of teaching before student teaching, (3) to help bridge the gap between theory in the college classroom and practice in the elementary school and (4) to make the discussion of curriculum types and patterns in Education 366 more meaningful.

Participation experiences during the winter quarter involved reading stories, working with small groups of children, observing children under guidance, going on field trips with children, telling personal experiences, using records to study children, taking responsibility for activities of an entire class and taking responsibility for children on the way to the library or audio-visual center.

This list is not a limiting factor as students and supervisors may develop new types of experiences.

Three Attend Library Science Conference Applications Open For Next Year's Publications

A library science conference with the state supervisor of school libraries, Miss Ruth Erstad, was held last Friday and Saturday at St. Paul in the library division of the state office building.

Attending from St. Cloud were Miss Edith Grannis, librarian; Miss Lillian Budge, academic adviser for four year elementary students; and Mrs. Emma Duncan, instructor of library science for the summer sessions.

Applications are being received for positions on next year's publications, according to Mr. William Donnelly.

Jobs which must be applied for include the editors of the CHRONICLE, Talahi and Nuance and also the business managers of the paper and yearbook.

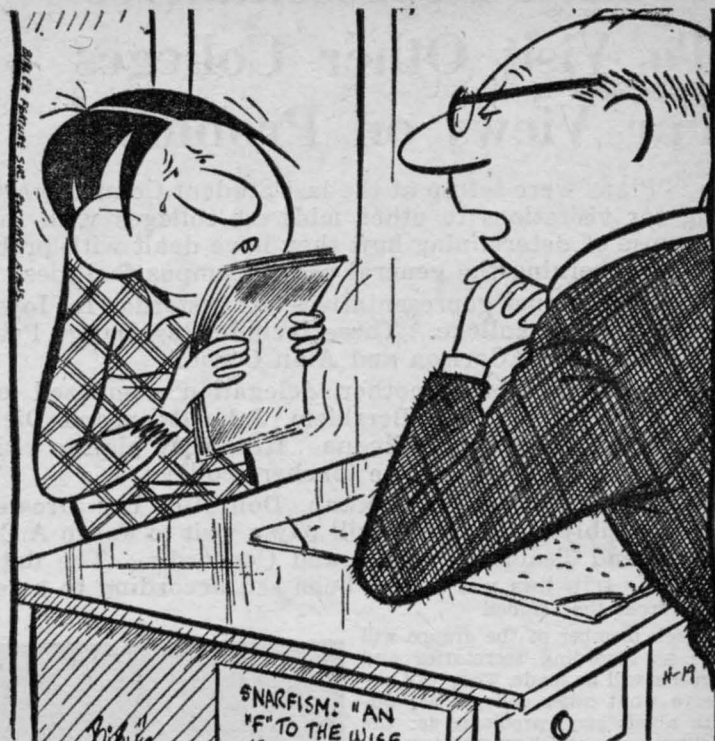
Students interested in any of these positions are asked to write a letter of application to Mr. Donnelly stating their qualifications and reasons for applying. This must be done before Thursday, April 15.

The Publications board will choose those whom they think are best qualified and announcement of the next year's personnel will be made at the publications banquet scheduled for May.

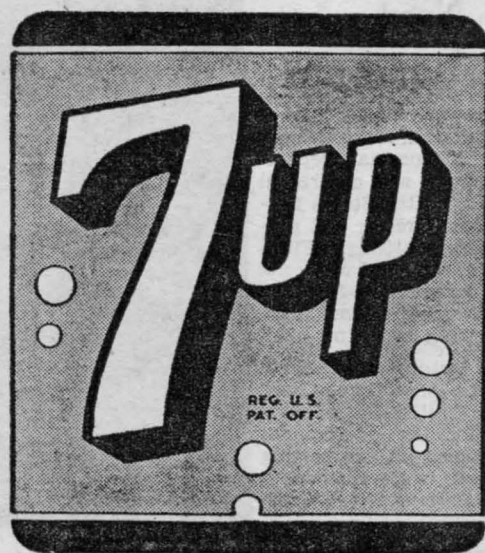
Editors of the CHRONICLE and Talahi receive a scholarship of \$30 a quarter and the business managers receive a scholarship of \$60 for three quarters of work.

Little Man on Campus

By Bibler



"Your paper is obviously worth an 'A' but that would suggest no room for improvement—So I feel you should have a 'B'—follow me?"



How a star reporter got started...



MARGUERITE HIGGINS says: "I was born in Hong Kong. Spoke only French and Chinese 'til 12. When my family returned to America, I studied journalism at California and Columbia. My fluency in French got me my big chance — war correspondent in Europe. I covered Buchenwald, Munich, Berlin — then Korea — and I'm still covering the world."

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Smoke only Camels for 30 days — see for yourself why Camel's cool, genuine mildness and rich, friendly flavor give more people more pure pleasure than any other cigarette!



Marguerite Higgins

Pulitzer Prize-Winning Correspondent

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*Published in Printers' Ink, 1954

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CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!



Here is the 1954 Huskie track squad. Front row (L-R) Wayne Winjum, Harold Krumrei, Ronald Alexander, Jim Boss, Jerry Kaphers, Don McKay and Frank Chappius. Second row (L-R) Karl Deis, Dick Maertz, Paul Petersen, Bob Pernu, Don Hartzell, Jim Warren, Roger Rehkamp, and Marv Brown. Not pictured is Gordon Paulson.

Three Lettermen Bolster Huskie Golf Squad

Coach Robert Brown will have to overcome inexperience and a capable Mankato squad if his Huskie golfers have any chance at all of coping the conference crown. With three returning lettermen and five prospects to bolster his conference contenders, chances of obtaining a better than average record are slim.

Here is a rundown of the players that will compose this year's golf squad.

Sophomore John Fish from Frommald, junior Tom Parnell from Somerset, Wisconsin, and junior Bob Wrase from Hopkins lettered last year.

Other players include Dex Rasmussen, sophomore from St. Cloud, Bob Harris and Dick Jaeger, sophomores from Benson.

Baseball Squad Down To Thirty-Five Players

By Dell Bethel

With only three weeks remaining before the opening of the season, coach John Kasper has cut his squad to thirty-five players.

In this group are eleven pitchers, four catchers, twelve infielders and eight outfielders.

A game has been added on May seventh with Augsburg college, which will give the team a two-day swing through the southern part of the state.

They play Winona in a double header the next day.

This week has been spent mainly on polishing fundamentals and defensive play situations.

The pitchers drew the greater share of the work on fielding of bunts.

Infielders are taking a full workout and are beginning to take on the look of a well polished unit.

John Kasper and his men could really use a break in the weather. So far, the weatherman has thrown them nothing but poor weather, making it impossible for them to get any hitting in.

Some of the highlights of the

last two weeks' drills have been the work of the smooth keystone combination of Bob Kosel and Jerry Reichel.

The outstanding catching of Virg Deering and Bob Hawkins leaves little to be desired.

Rollo Black's "big glove" has been eating up everything around first base.

The pitching staff has good balance with two left-handers in John Houtz and "Lefty" Arndt.

With one eye on the weatherman and the other on opening day, John Kasper and his men are going "full boom" ahead.

Senior Huskies

Rollo Black Hits For the Huskies

"Rollo Black has always been a dependable defensive player," was the comment that Coach John Kasper made about his alert first baseman. Rollo, embarking on his final year of baseball competition, will be out to improve on a not-to-impressive .231 batting average of last year.

Although not as potent offensively as might be expected, the senior from Renville has made up for this by being a stalwart glove man.

Rollo's batting average was good enough to rank second among the team averages. Abe Pitmon finished first with a .296 average. In 1952 Rollo compiled a batting average of .195.

Rollo is one of the many players on this year's roster who bats and throws right handed. He is twenty-one years old, stands an even six feet and weighs a solid 170 pounds.

He will have competition for his

Thinclads Await Favorable Weather

By Don Casey

The weather continues to be the largest single factor preventing the Huskie track squad from opening the much needed outdoor drills.

Net Squad Looms As Dark Horse

By Lloyd Olson

The varsity tennis squad has moved indoors because of the lack of suitable weather. The squad has reserved the north gym from four to six every afternoon.

Last year the Huskies took second place in the conference meet behind the Mankato Indians. In the Bi-state conference meet, held at Menomonie, Wisconsin, St. Cloud ranked third. Mankato again walked off with the first place position and Stout Institute captured second place.

In dual meets each school is allowed a team of six men. Depending upon how many men compose a team, that number of singles matches are played. Each school may enter a maximum of three doubles teams.

Last year, St. Cloud split meets with Mankato Teachers, and also lost one match to Bemidji.

In the conference meet each school is allowed a team of four men. The matches are arranged into three classes. They are number one singles in which the better singles player participates; number two singles, in which the other singles player participates; and the doubles in which the two remaining men play.

Mankato is favored to take the conference again this year. However, the dark horse in the league could be St. Cloud. The additional spark required for the championship could be the new material on the 1954 squad.

About all that the weather has permitted in the way of outdoor drills thus far is some limited road work. Another problem which faces the cindermen is the present poor condition of the Selke field track.

When the weather does break, coach Glenn Gerdes will have an opportunity to time his Huskie hopefuls and to get some idea of the strength of his club.

The indoor workouts have not permitted the squad as a whole to display their respective talents, but the showing of weightman Bob Pernu has been especially encouraging. Pernu has already thrown the indoor shot over 45' several times.

While competing for Virginia Junior college, Pernu set a conference record in the shot with a throw of 45'11" and was undefeated in two years of collegiate competition. He also threw the discus 130'.

It now appears as though the Huskies will open the 1954 season on April 21 at the Carleton College Invitational track meet. The Carleton meet should provide a good indication of St. Cloud's ability and strength in relation to some of the other conference members.

In the 1953 Carleton Invitational, the small Huskie squad placed seventh in the eleven team field. Carleton won the meet with little difficulty.

It seems very doubtful that more dates will be added to the Huskie track schedule because of the very limited track budget.

Eddie Colletti Boasts Varied Athletic Past

Athletic director Edward Colletti has long been a familiar member of the athletic department on the St. Cloud campus.

In addition to his duties as athletic director he is also head of the intramural department. Part of his time is also devoted to helping out on the football coaching staff in the fall.

He has been head coach of four sports during the time he has been here at St. Cloud. He was head basketball coach during the 1933-34 season.

In 1935 he took over as head tennis coach and held that position until 1942. He took over as head track coach in 1946 and in the following year he also took over football. He held these positions until 1949.

He quit full time coaching in 1950 and took over his present position as athletic director and intramural supervisor.

Colletti received his B.S. degree from St. Cloud in 1932. He received his masters degree the following year from the University of Minnesota.

While attending school here, Colletti garnered a large variety of athletic letters, three in football, four in basketball, two in track, two in tennis and one in baseball.

He was picked as a member of the all conference football and basketball teams during his junior year. He was unable to participate in football his senior year because of injuries.

He won the State Teachers College conference tennis title in 1931. Colletti also held the state high school broad jump record for one year. In 1938 he jumped 21 feet 11 inches.

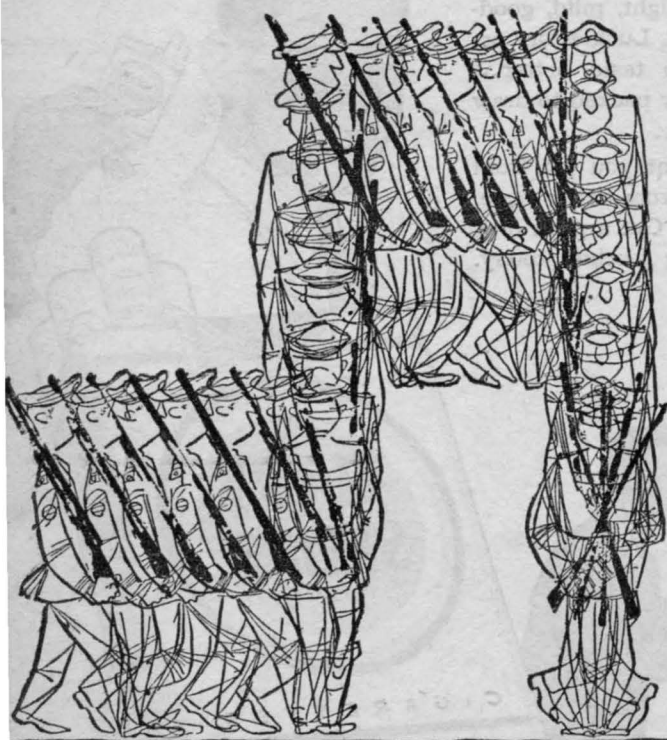
Fresh Basketball Scoring

	FG	FT	TP	Ave.
Miller	59	66	184	10.8
Walker	67	50	184	10.8
Daninger	37	48	122	10.2
Zakariasen	49	23	121	10.1
Furrier	44	38	126	9.0
Kline	40	13	93	7.8
Kendall	39	25	103	6.9
Johnson	37	14	88	5.9
Brandt	25	20	70	5.8
Rehkamp	14	28	56	3.7
Kelly	19	14	52	3.5
Hayenga	16	55	37	3.1
Others*	33	15	81	..

*—Less than 10 games.

Figures compiled by St. Cloud State Teachers College News Bureau.

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Minerva, Al Sirat Hold "Kids" Party

Al Sirat and Minerva recently held a "kid's" party out at the Palms, where the members came dressed as youngsters.

Entertainment was provided by Ted Eastman, George Mantzke, and Whitey Anderson. Refreshments and games completed the evening's activities.

The party was in honor of 13 new Al Sirat members who have recently been formally initiated. These new members are: Rod Molenaar, Jim Zakariassen, Bruce Schmidt, George Ruettmann, Dick Negaard, Jim Mills, Herb Olson, Noel Paetznick, Ron Fasching, Bob Wick, Jim Cashman, Duane Wold, and Tom Peterson.

Clyde Lund Al Sirat member, said, "The new pledges found the party quite delightful, and comment had it that it was one of the most enjoyable events of the year for the members."

Riverview Students Prepare for Future

Mr. Ralph Sorenson, guidance director from Technical high school has been giving tests to the ninth grade students at Riverview to help them plan their future high school program.

The Kuder Preference and Clerical-Mechanical tests were among those given. A unit on vocations has been integrated with this project.

Mr. Sorenson conducted interviews and the class was taken through Technical high school. This was done to acquaint the students with the facilities and faculty of the school before they actually attend it next fall.

Student Council Minutes

The Student Council meeting of March 29 was called to order at 7:05 p.m. by President David Jerde. The minutes were read and approved. Roll was taken and 16 of 18 members were present.

The first business of the evening was to set up delegations for the visitations to midwest colleges. John Mann will drive up Iowa State Teachers college on Monday, April 5. Those going with John are Peter Peterson, Lee Drossel, and Alan Cornell. On April 12 Eloise Peterson, Janet Borsheim, John Ryan, and Dick Donat will journey to Winona. In Winona they will visit St. Mary's college and Winona State Teachers college. A date hasn't been set but the delegation to visit Fargo A.C., Moorhead T.C., and Concordia college is composed of Mike Noeson, Jerry Carlson, Don Hill, Ray Bares, and if possible Bob Borgert. These delegates will each act as a recording secretary in that they will put in writing what they can about the following:

1. The college rules and regulations and how violators are punished.
2. Campus misuse (smoking, waste paper, etc.)
3. Cafeteria.
4. Convocations.
5. Faculty-student cooperation.

President Jerde brought up next year's homecoming appointments, that of faculty and student chairmen. Dave stated that a boy and girl were needed as student chairmen and after Joan Filkins and Jerry Carlson were nominated John Mann moved nominations cease. Eloise Peterson seconded. Al Krommimga moved that the secretary cast a unanimous ballot for Joan and Jerry to act as co-chairmen. These appointments are made pending their acceptance. Roland Vandell was chosen as the faculty chairman.

Committee chairmen were needed for the coming College Day, so the following were nominated:

- Publicity—Lynn Kennicut
- Tours and Guides—Jerry Carlson
- Convocation—Joan Filkins
- Lunch—Lee Drossel
- Consultation—Karen Haugen
- Entertainment—Peg McIntyre
- House—Joyce Ruegmer
- Registration—Chuck Ernst
- Hospitality—Sandy Banker
- Printing—Bill Kemp

Pete Peterson moved we adopt the above committee chairmen pending their acceptance. Mike Noeson seconded and the motion passed.

The next business was that of setting up a nominating committee for next year's Student Council officers. This committee is to have two senior Council members and two other students outside the Council. After Lee Dossel and Don Hill were nominated Bob Borgert moved nominations cease. Dick Donat seconded and it was unanimous that Lee and Don represent the Council on this committee. The following were nominated from outside the Council:

- Dee Schwartzwald, Pat Volbrecht, Sharon Ottinger, Vernon Krier, and Yvonne Legrid.

Jerry Carlson moved nominations cease and Alan Cornell seconded. In voting Dee Schwartzwald and Pat Volbrecht were elected to serve on this committee with Lee Drossel and Don Hill.

Lee Drossel moved we adjourn. Don Hill seconded and the meeting adjourned at 8:05 p.m.

Respectfully submitted,
Peter Peterson, secretary.



Members of the Minerva society and the Al Sirat fraternity recently held a "kids" party at "The Palms." Pictured above in the manner in which they dressed are: seated—Audrey Anderson and Harriet Whipkey. In the back row—(left to right) Clyde Lund, Donn Mattson, Lavaughn Bangston, Sharon Ottinger and Charles "John L." Everhardt.

Clyde doesn't appear too pleased with the problem of trying to hold Donn in his lap. After all, he's an 180-pound bouncing baby boy! !

(Staff photo by Bud Ulven)

Third Grade Tours Newspaper Plant

Third grade children of Riverview went directly to the source Friday as part of their unit learning how newspapers and magazines are made.

The children have been particularly interested in the various jobs of the people who work together to produce a newspaper. To see for themselves what these jobs are and how they fit together they made an extensive tour through the plant of the St. Cloud Times.

As part of the unit, the children are producing their own magazine. Mrs. Algalee Adams, the Riverview art consultant, helped them work out a cover. The children printed the design with a type rubber stamp similar to a linoleum block, and then sent the covers to the college print shop to have the title printed on them.

Original stories, poems, editorials, and many other items are planned as content.

Supervisor of the Riverview third grade is Mrs. Myrtle Schlueger. Student teachers working in the unit are Helen Noland of Winona, Joan Evjen of Starbuck, and Barbara Lamp of Ogilvie.

Sophomores Plan Party for April 26

The sophomore class is planning a banquet and party for Monday night, April 26, at the Palms.

Charge for the dinner will be one dollar a plate. All girls will be given late nights.

Maureen Bergerud is in charge of planning for the affair and anyone with suggestions or ideas in regard to it are asked to contact her.

IT'S ALL A MATTER OF TASTE

Late for your date? She hates to wait?
Need something nice to soothe her?
Give her a round, firm Lucky Strike—
They're cleaner, fresher, smoother!

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University of Virginia

When you come right down to it, you smoke for one simple reason...enjoyment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco...light, mild, good-tasting tobacco. Second, Luckies are actually made better to taste better...always round, firm, fully packed to draw freely and smoke evenly.

So, for the enjoyment you get from better taste, and only from better taste, Be Happy—Go Lucky. Get a pack or a carton of better-tasting Luckies today.

My roommate was a grouchy soul.
No person could be meaner;
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They're smoother, fresher, cleaner!

Chad Fornshell
Indiana University

When you light a Lucky Strike,
You're sure to recognize
That cleaner, fresher, smoother taste
College students idolize!

Jean N. Singleton
San Jose State College

COLLEGE SMOKERS PREFER LUCKIES

A comprehensive survey—based on 31,000 student interviews and supervised by college professors—shows that smokers in colleges from coast to coast prefer Luckies to all other brands! The No. 1 reason: Luckies' better taste!

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LUCKIES TASTE BETTER

CLEANER,
FRESHER,
SMOOTHER