

...in a kick it's **DISTANCE!**

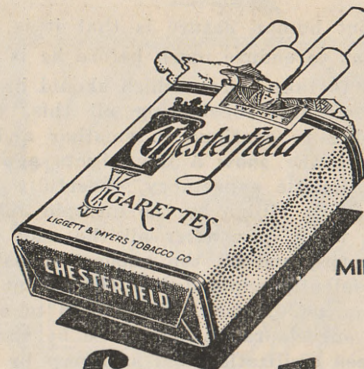


...in a cigarette it's **TASTE!**

"DO ONE THING, and do it well." In making cigarettes, choose the one thing that counts—*good taste*—and give full measure!

From start to finish, that's the Chesterfield story! Good tobaccos, skilfully blended and cross-blended, the standard Chesterfield method—appetizing flavor, rich fragrance, wholesome satisfying character—

"TASTE *above everything*"



MILD... and yet
THEY SATISFY

Chesterfield

FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

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Rules for Kissers

The State Board of Health of Kansas, has issued rules for kissers. They follow:

Never kiss in crowded places or a poorly ventilated room, but if you must kiss, take a hot mustard foot-bath and avoid drafts in case you feel "all in," afterwards.

Guard against sudden changes in temperature when kissing. Kissing in a coonskin coat one minute and a lighter apparel the next is extremely dangerous.

Don't kiss any person who has chills or fever.

At a party where "postoffice" and similar games are played, be sure to gargle frequently.

Extended Extension Service Activities

To the engineering students, this department of the campus is seldom noticed:—to the agricultural students, the Extension Service is usually overlooked until they have left the campus as professional men. It is true that their business does not affect the students as much as a football game, but a slant at the following paragraphs will give you an insight to the popularity and importance of the Extension Service:

Mr. Geo. W. Barnes, beef and cattle specialists with the Extension Service is to judge beef cattle in the breeding classes at the fourth annual Christmas live stock show in Florida November 30 to December

7. This is one of the biggest cattle shows in the U. S., entries coming from all over the West.

A meeting of more than usual importance is that of the Agricultural Committee of the Texas Banker's Association and the Extension Service staff at College Station, October 9th and 10th. Plans are to be laid at this time for working out closer cooperation between Extension workers and the bankers of the state. The scope of Extension work is to be carefully studied and definite ways of cooperation outlined. District agents will arrange with the chairmen of the bankers' districts for district and county conferences of bankers and agents this fall and winter as a means of enlisting the active support of bankers in Extension work.

The registration figures of the Farmers Short Course, which repre-

sent roughly 60% of the total attendance, were about the same as those of a year ago: 3,369 of whom 269 were in camp. Boys were more numerous than ever with a registration of 1043. There were 946 women, 845 girls and 515 men registered. To these must be added those in hotels and residences, and the transients who came by the day.

Milton Wakefield, Ellis county club boy from Midlothian and now a student of this college, was declared winner during the Short Course of the \$800.00 college scholarship offered by Mistletoe-Morning Glory Creameries to the outstanding dairy club member in Texas.

The importance of journalism courses in college is particularly stressed for courses in agriculture. Of the 2,500 extension service agents in 33 states, only two question the value of such courses.