

...on the lot it's **ACTION!**



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

"EASY TO SAY, hard to do." Easy to claim everything for a cigarette; not so easy to give the one thing that really counts: *taste*.

Hard to do—but Chesterfield does it. Sparkling flavor, richer fragrance, the satisfying character that *makes* a cigarette—because, in every step, we aim at taste . . .

"TASTE *above everything*"



MILD . . . and yet
THEY SATISFY

Chesterfield

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

J.C. PENNEY CO.

Brown Kid Romeos

For Men Are Humbly Priced



Romeos, the neat house slipper! Brown kid with elastic sides, and half rubber heels. Slippers exceptional at,

\$2.25

Coolidge Finishes 500-Word History

A history of the United States, 500 words in length, and written by the terse former president Calvin Coolidge, is to be inscribed for future generations to read upon the granite face of the Black Hills mountain, Mt. Rushmore, near here. The letters will be cut five inches deep, and will be large enough to be read miles away.

Geologists estimate the rate of erosion on granite escarpment of Mount Rushmore is an inch in 100,000 years, so that unless radical earth changes take place, or future progress decrees the removal of Mt. Rushmore, the memorial should endure for more than 500,000 years.

VEZEY TO SPEAK TO SEMINAR SOON

Professor Vezey of the Physics department of A. and M. will be the speaker at the meeting of the Science Seminar which will be held February 24th. His talk will be on "Science and the Art of Telescope Making."

This talk was given by Professor Vezey at Texas Christian University a short time ago in return for a lecture given here by a member of the T. C. U. faculty and it made an excellent impression on the audience there. His lecture will not be spoken in technical language and will be of details understandable to the layman.