

"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"

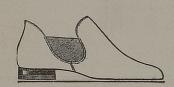


FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

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 VEZEY TO SPEAK 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 a short time ago in return for a leg-

dure for more than 500,000 years. | man.

TO SEMINAR SOON

Professor Vezey of the Physics

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 enclared the mount of the memorial should enclared the memorial should