



Frosh-Sophs Rush for Barnard Queens Or the Saga of the Ladies and the Lions

Either Miss Sue Sayer '53 or Miss Betsy Davis '52 will present a trophy to the captain of the winning team at the annual Frosh-Soph Rush to be held at Columbia's South Field next Thursday afternoon, October 27, at 3:30 p.m.

Candidates for this "honorary" position were nominated by students of the two classes at Barnard. Frances Zirn '50 and Jean Moore '50 chose the nine finalists for each class from this group. The queens themselves were chosen by the Columbia Social Affairs Committee from these eighteen girls.

Three Events

To receive the trophy cup from the queen of their class, each team will participate in three events including a tug of war with a rubber hose, a ball game with six foot diameter balls and the traditional greased pole.

This year as in the past the pole will have a dummy at the top wearing a blue freshman cap and carrying a banner. The frosh will be allowed thirty-five minutes to scale the soph-defended pole and retrieve the cap. Fifteen points will be awarded for this major event.

Competing last Saturday for the position of queen were the

Date Book Sale Begins

The newly-elected Executive Committee of the Student Development Plan met yesterday to formulate plans for the sale of Barnard appointment books. The committee consists of Sue Noble, Marilyn Schulhof, and Victoria Thomson, representing the Class of 1950; Diane Gould, Eleanor Peters and Carol Vogel for the Class of 1951; and Jacqueline Begier and Kathleen Collins of the Class of 1952. They were recently elected by Representative Assembly, which chose Barbara Adlow and Shoshanna Jacobson as freshmen representatives.

Each of the four classes will have ten teams of workers, consisting of 19 girls plus a captain. These groups will sell appointment books to class mates, family and friends, while the executive committee will solicit the faculty. Charts showing the progress of each class will be displayed on Jake and the final results will be announced at the Christmas assembly, December 20. At this time the class, team and workers who sold the most books will be announced.

Book Cost

The books sell for two dollars each and they will be mailed to the purchasers. The Committee points out that the appointment books, which contain several pages of facts about Barnard and are bound in blue leather, make good Christmas gifts.

Beatrice Laskowitz '50 and Joan McMauns '51 who are student representatives on the over-all Development Plan are ex-officio members of the student executive committee. Miss Laskowitz is supervising publicity for the appointment book campaign.

Medical Exams

Dr. Marjory Nelson has announced that senior programs will not be approved for next term unless the student has signed up for a medical examination in the medical office.



Sue Sayer '53 and Betsy Davis '52 elected Queens of the Columbia Frosh-Soph Rush.

nine freshman finalists: Barbara Buttery, Grace Grasselli, Joan Stechler, Carol Ann Brown, Hilda Haemmerle, Jackie Kraft, Carmen Del Rio, Sue Sayer and Sally Hester.

The finalists for the sophomore

class were Mary Hicks, Liana De Bona, Maureen Howley Carol Domez, Ruth Mayers, Jean Elders, Darragh Miller, Carol Leberman and Betsy Davis.

All Barnard students are cordially invited to attend the Rush.

Rep Assembly Adopts WSSF As Charity Drive for Semester

The World Students' Service Fund was adopted as this semester's Term Drive at a meeting of Representative Assembly held on Monday at 12 noon. The other possibilities suggested by Bitten Jensen '50, Term Drive Chairman, included the Friends Service Committee and the Sister Kenny Foundation.

Nancy Miller '51, was elected chairman of the Speaker's Committee. The members include Nancy Heffelfinger '52, Joan MacManus '51, Ruth Markowitz '52, and Gloria Wyeth '52.

Marietta Dunston '52, was elected from a slate of five candidates to fill the post of Secretary of the Athletic Association. She was chosen by a joint vote of Representative Assembly and the A.A. Board.

Development Committee

Since the Development Plan Committee has to begin its work immediately, Rep. Assembly was faced with the task of electing two members to represent the Class of '53. This was done by lots as the delegates felt they were not yet acquainted with the members of the class. Barbara

Opera Tickets Now Available

The Office of Student Affairs has announced that Metropolitan Opera tickets will be available to students for the 1949-1950 season. Six tickets for Wednesday performances, and four tickets for Thursday performances will be available each week.

Subscriptions at \$2.65 each will be on sale at the Office of Student Affairs between 12 noon and 2 p.m., from Monday, October 24 through Friday, November 4. Since only a limited number of tickets will be available students are urged to apply early.

The program of operas for the week will be posted on Monday of the week, on the Student Affairs Office bulletin board. All tickets must be called for by Thursday of the week preceding the performances. Presentation of the subscription to the Student Affairs Office will be necessary before tickets can be picked up.

Honor Board Seeks Changes; To Propose Two Amendments

Honor Board will present two proposed amendments to its constitution at Representative Assembly, Monday, at noon, in an attempt to bolster its code and keep it in step with changing ideas.

Working for the ideal of not perfecting an imperfect system but rather of doing away with the need of a system in its entirety,

Elect Hubert '53 President

Marcia Hubert was elected president of the freshman class at a meeting held in Milbank Theater last Tuesday. She was elected from a slate of four candidates that included French Brown, Grace Grasselli and Dorothy Tunnick.

Miss Hubert is a day student, residing in Greenwich, Connecticut. She was graduated from the Edgewood School, where she held such offices as representative to the Edgewood General Organization, Vice-president, Secretary and Treasurer of the school Social Committee, captain of the basketball team, and cheerleader.

Nominations for freshman president were held on Friday, October 10, when thirty-four candidates were submitted. At that time, the slate was narrowed to eight candidates. Further narrowing of the slate to four was carried out at last Tuesday's meeting. This was a change in the usual procedure of choosing three for the final elections. However, the Board of Proctors felt that the difference in the number of votes was so slight among the top four candidates that the fourth name could not fairly be eliminated.

Honor Board will make the following proposals: (1) That there be on the Honor Board, in addition to the student representatives, two faculty members in the judgement of every case; one of these would be a member of the department in which the offense was committed; not the teacher of the course in which the offense was committed; the teacher would, however, be called upon to testify in the same way in which the girl involved would testify. (2) that the signing of Honor Codes be abolished.

According to Eleanor Holland, Chairman of the Honor Board, the suggestions for the changes in the Code stem from the results of the poll conducted by Honor Board last year. The poll indicated that many students would favor such changes and that their confidence in the Board, especially in the matter of the designation of penalties would be much greater under these new conditions.

Honor Board and the members of the pro tem faculty advisory committee, who represent a large number of faculty members, also deemed these changes an advisable step. It is believed that the age and experience of faculty members would be constructive in formulating an opinion. The faculty Board members, will not be given a vote, however, as a large number of students resent an infringement of student autonomy. It is hoped by Miss Holland that the Board will take into consideration the advice of the faculty and be guided by it in reaching a decision.

Concerning the second change of the Honor Board Constitution, many students have pointed out that putting a student on her honor and then asking her to sign a code is a contradictory procedure.

Nehru Receives Honorary Columbia Degree; Stresses Futility of Current Armament Race



President Dwight D. Eisenhower presenting honorary degree to Pandit J. Nehru, Prime Minister of India.

An honorary Doctor of Laws, highest degree which Columbia University issues, was conferred upon Pandit Jawaharlal Nehru, Prime Minister of India, at a ceremony attended by approximately 650 guests last Monday. Following the conferring of the degree by President Dwight D. Eisenhower, Pandit Nehru defined India's peace policy for the assemblage.

"The more we can succeed" in economically bettering and "raising the standards of our people, the more we can save the cause

of peace in the world," Nehru stated in his speech. Pandit Nehru thus defined the position of India, hitherto attacked as an aloof and indifferent attitude on world affairs, as an attempt to eliminate internally and in a peaceful way, the root causes of war, want, poverty and inequality.

Carrying forward the spirit of his predecessor, Mahatma Gandhi, Pandit Nehru expressed the futility and possible fatality of the current marshalling of the world into two hostile camps. The sole objective of India, and of the

world, is peace, Nehru stated, but that peace cannot be preserved by "surrendering to aggression, by compromising with evil or injustice, or by talking and preparing for war."

India's seeming detachment from world affairs is not to be taken, therefore, as isolationism or indifference or "neutrality when peace or freedom is threatened," the speaker stressed. The policy of India is intended as an inspiration to all nations to eliminate the causes of war within their own boundaries.

Foreign Domination

It is within Asia, and the Indian republic expressly, that the roots of war are so clearly discerned. Nehru pointed to the domination of Asia by foreign powers as one of the basic causes of conflict. In the liberation of India from British rule and the instigation of the East Asian Conference, Nehru declared, are to be found two dominant attempts to overthrow foreign domination in Asia.

As seen by Nehru, the problem of racial relations and the misery and want of the Asian populace are further basic frustrations to the attainment of peace. Indian policy, begun by Gandhi and continued by Nehru, highlights the alleviation of these situations, for the progress and well-being of the continent of Asia "is of the greatest importance to the future of mankind."

Barnard Bulletin

Published semi-weekly throughout the college year, except during vacation and examination periods by the students at Barnard College, in the interests of the Undergraduate Association. Entered as second class matter October 19, 1928, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Subscription rate \$3.50 per year; single copy, 10 cents.

ESTHER J. MENDELSON	Editor-in-Chief
JUNE STEIN	Business Manager
ESTHER JONES	Associate Editors
LESLIE MORGAN	
LAURA PIENKNY	
BEVERLY YAGER	
NORINE McDONOUGH	Feature Editors
ALICE KOGAN	
FRANCES FUCHS	About Town Editor
STACY ROBAK	Staff Manager
IRMA MEINCKE	Staff Manager
FLORRIE LEVISON	Advertising Manager
ADELE ESTRIN	Circulation Manager

On Your Honor

The subject of the Honor System at Barnard has been discussed, disputed and debated on so many occasions in the past few years that the question of Honor itself has had a tendency to become hackneyed. This is an unfortunate situation, and it should not be allowed to continue.

When we enter Barnard as freshmen one of the first things we become acquainted with is the Honor System and how it works in a college community. Fresh from high schools and, for the most part, filled with recollections of seriously proctored examinations, regents and the like, the Honor System at Barnard makes a deep and lasting impression. Who among us cannot recall that amazing hour when we took our first college exam and the professor calmly announced, as he left the room, that he would return at the end of the hour. We were on our honor at Barnard from that time on.

The Barnard Honor System, to a great extent, works with the utmost efficiency because as mature college students we soon realize the value, however intangible, of not only the Honor System but of Honor itself.

The Honor Board which has been set up for the purpose of administering the Honor System has jurisdiction over all academic offences. In addition to a chairman, Honor Board is composed of two representatives from each class, one elected by a majority vote of the class and the other selected from an open slate prepared by the Honor Board chairman with the approval of Student Council.

At the Representative Assembly meeting this Monday, two amendments will be introduced for the revising of the Honor Board constitution. (See p. 1). The first of these is the question of adding two faculty members to Honor Board in the judgment of every case. We stand firmly behind this measure and can only reiterate the reasons exposed by Honor Board in proposing this amendment. There will be those who may object to this move on the grounds that Honor Board is essentially a student group and that the presence of faculty members, particularly if they have a vote, will interfere with the student element in making decisions. We feel that this argument is an invalid one since it is the advice and counsel of faculty members that is sought primarily. Consequently there should be no need for faculty members to have a vote in these cases and thus the student element cannot be destroyed.

The second amendment states that the practice of signing Honor Codes be abolished. We are sure that we echo the sentiments of the entire student body when we say that if we are on our honor to abide by the existing system, the necessity of signing any type of pledge is not only unnecessary but detracts from the fundamental principles of our Honor System. We cannot, by any written pledge, feel any more compelled to adhere to the Honor System than we can by our own inherent, individual as well as collective, desire to do so.

It is hoped that there will be a large turnout at the Rep Assembly meeting this coming Monday to discuss the values of the amendments as well as to voice any other opinions concerning the present system.

Lynne Rosenthal Loeb Edits Mortarboard for Junior Class

By Eleanor Engleman

Marriage, a major in chemistry, and the editorship of a college yearbook are each big tasks in themselves, but Lynne Rosenthal Loeb '51 can handle all three simultaneously and well. As a student, she has decided on a career in science by either going on to a medical school or working for her master's degree in bio-chemistry. Her husband is also a scientist; he is studying at the Columbia School of Engineering.

Lynne's interests are not only scientific. She has taken many courses in philosophy as well as Shakespeare, which she enjoyed very much. She likes music of all sorts, plays swing on the piano, and is a modern dance enthusiast. Her tastes, she says, are simple, whether it refers to food, clothing, or people. She finds that marriage and education make "the best combination."

Extracurricular Activities

Besides being the editor of *Mortarboard*, she was feature editor of *Bulletin* and a member of Honor Board for two years. She is at present a proctor. Lynne feels that the relations between the students and the faculty are not as close as they ought to be. The

members of the faculty are interested in the students only where term papers and exams are concerned; there is no genuine friendliness and no relations outside of the classroom.

The theme of this year's *Mortarboard*, says Lynne, is the realization that the things we do now will have a definite effect on the Barnard of the future. So, this yearbook will deal with past and present. The present will be portrayed by photographs of student activities, the members of the faculty and their children, and the members of the Class of 1951.

Mortarboard Staff

The staff includes Naomi Loeb, Lynn's sister-in-law, Business Manager; Alice Kogan and Nancy Miller, Literary Editors; Marisa Macina, Write-up Editor; Jeanne Colbeck, Advertising Manager; Muriel Turtz, Circulation Manager; Stacey Robak, Copy Editor; Ruth Mayers, Art Editor; Anita Kasnetz, Roster Editor. This staff will add several new features to *Mortarboard*. One will be cartoons representing old clubs, fads and events in Barnard's history; the other is to be a surprise addition to the write-ups under the juniors' pictures.

Completed Work

Under Lynne's supervision the pictures of the individual members of the junior class were taken during the last two weeks by a professional photographer and many of the mechanical arrangements for printing *Mortarboard* have been made. About three hundred students have already pledged to buy the yearbook. In conjunction with the theme of "ROTP" *Mortarboard* booth at the Student Activities Carnival was decorated with yearbooks dating from the turn of the century.

Students Take Campus Jobs

Although statistics have not as yet been compiled for this year, approximately one fifth of the student body hold either regular or temporary jobs during the school term. Mrs. Frederick Burgess of the Barnard-Placement Bureau, has estimated that an additional thirty percent of the students work during the summer.

Many campus positions are open to the students partly because of the new dormitory policy of employing students instead of adults to avoid an increase in the dormitory fee. Approximately one hundred and twenty-five students are employed on the campus with another hundred on the lists for temporary jobs.

In the dormitories, students run the elevators, wait on the Snack bar, and operate the switchboard. In Barnard Hall, they work as checkers in the lunch room, and assist in the library, the Social Affairs Office, the Placement Bureau, the Physical Education Department, and Student Mail.

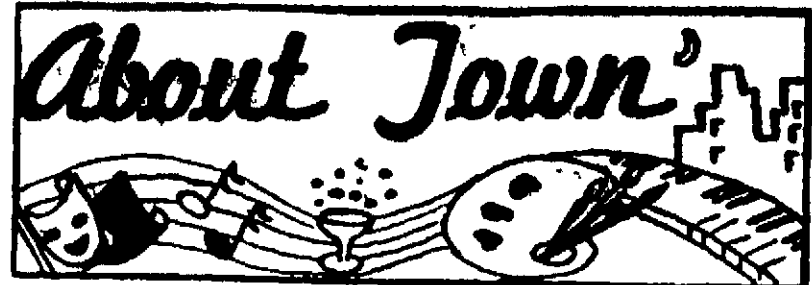
Jobs in Milbank

Milbank offers opportunities for working the elevator and running lantern slides for fine arts courses. The student who is proficient in secretarial duties may do typing and clerical work for various members of the faculty. If she is especially skilled, she may assist in the science laboratories or correct papers for mathematics and science classes. On the other hand, if the student is artistically inclined there is a place for her in Barnard, too. She may paint the blue and white signs that advertise the different Barnard activities. Paid jobs can be had proctoring non-academic exams given at Barnard, such as the College Entrance Board Exam.

Campus Representatives

Those who can sing may join the chapel services of the Columbia choir, which accepts twenty-five to thirty students. Various newspapers in New York City like to have circulation agents on campus, and the Placement Bureau is occasionally able to offer positions as representatives for organizations such as the Camel company.

Of course, the main reason for the greater number of non-paying jobs on campus has to do with the compulsory student work program in the Residence Halls. Students deliver laundry, clean the halls and keep the floor kitchenettes in order, in addition to cleaning their own rooms.



About Town

By Marisa Macina

Twelfth Night, currently playing at the Empire Theater, proves that one aspect of Shakespeare's genius was the realization that comedy styles were not going to change in the centuries following his death. Played with true Elizabethan gusto, *Twelfth Night* uses the modern techniques of "romping all over the stage when faced with a weak plot" that has endeared such comedians as Bobby Clark to millions.

The plot is weak. *Twelfth Night* is one of those mistaken-identity plays of which Shakespeare was so fond. The heroine dresses as a man and everyone mistakes her for her brother except the audience. Even the second balcony wonders how the cast could be making such a mistake.

Thoroughly Comic

The audience, however, doesn't bother about the plot because it is kept busy laughing, which is probably what Shakespeare intended all the time. Frances Reid, as Viola, the masquerading one, plays her part with an agreeable pertness that contrasts nicely with the horsing around of practically everyone else. Arnold Moss, as the nasty Malvolio, has such a wonderful time being as stiff and pompous as possible that no one spoils a pleasant evening wondering whether or not he is wronged.

The production, played on one simple set, is handsomely costumed, and each actor is finely integrated into the performance as a whole. If you are tired of drawing-room comedies and want to guffaw instead of titter, go to see *Twelfth Night*.

Public Relations Office Forms Liason Between Student, Faculty and Press

By Betsy Weinstein

This past year has seen an ambitious reorganization of the Barnard Public Relations Office. The task was undertaken by its director, Mrs. Aileen P. Winkopp, as a step in the direction of a "well thought-out, well-defined, and carefully implemented program of public relations."

In general the work of the Public Relations Office falls into several broad categories. Its advisory services help students, faculty, and administration on intra- and extramural relations. Its news bureau sends releases to the press and supplies material for magazine and feature writers. The Office also publishes promotional booklets, such as *Residence Halls*, *Health Education*, and *Barnardiana*. Its Public Events Bureau sponsors and arranges such programs as Parents' Day, assemblies, forums, and conferences.

Advice to Committees

Mrs. Winkopp serves as an advisor on undergraduate and alumnae committees and has been consulted by students and administrative officers on matters of policy, such as off-campus participation of students, aid to charitable campaigns and alumnae programs.

The Public Relations Office has started two house bulletins this year, a news sheet called *Barnardiana* and a weekly *Calendar* of events. A booklet, *Careers for Today's Woman*, includes a newly-added section on occupations for those taking a liberal arts course and pursuing no further professional training.

Barnard on the Air

In addition to receiving publicity in the press, Barnard has also been represented on radio and television, by the Dean and the Barnard debating team.

In consultation with Public Relations, Elizabeth Hanna '51, prepared a script on opportunities for study at Barnard, which she translated into German. The program was recorded and beamed overseas. A program on Greek Games was supplied to the Voice of America.

The Public Relations Office is working this year in close cooperation with the Development Plan program. It is assisting in planning public events related to the drive, preparing literature and publicizing the campaign.



Mrs. Winkopp (center), confers with Mrs. Florence Goshorn (left) and Miss Marguerite Hume, members of her staff.

Initiate Liberal Action Club; Draw Charter for Approval

"To extend the scope of human liberties and to maintain those liberties already in existence," has been delineated as the purpose and function of the Liberal Action Club, latest political organization to appear at Barnard. The club hopes to serve as an outlet for those unchanneled, unorganized activities of students whose views could find no expression in already existing political clubs.

The nucleus membership of Liberal Action has already drafted a charter subject to approval by those students who eventually join the club. As it now reads, the charter defines the function of the organization as, specifically, "discussion of pertinent issues which shall lead to the formation of a liberal viewpoint."

This Friday at 4 to 6 p.m., Lisl Brown, one of the club's initiators, will hold a meeting in her room, 446 Hewitt, for the approval of the charter and the selection of a committee to draft a constitution. All interested students are invited to attend the meeting and

Solicit Vocational Committee Members

Student Council has put a sign-up poster on Jake for those interested in working on the Vocational Committee.

Last Spring, Student Council devised a new set-up for Vocational Committee to facilitate better coordination among the major departments.

Consequently, the sign-up posters will include divisions for each major department. Student Council will appoint members to the Vocational Committee from the names on this poster. When the committee has been organized, it will elect its chairman. This election will be subject to the approbation of the Student Council.

WANTED

Lady to play chess with lady. Not too proficient. Small remuneration.

Telephone RE. 7-1311

For the Quality Food You Like
At the Prices You Like

drop in to Columbia's favorite

King's Kitchen

2886 Broadway


New Low Rates
for G.O. members

Weekdays to 5 P. M. **60c**
Sat., Sun., hols. to noon

At all other times **\$1.00**

PRESENT YOUR G. O. CARD

Membership admission includes tax, suits, towels, gym, television.

SWIM in natural salt water
ST. GEORGE POOL

HOTEL ST. GEORGE • Clark St., Bklyn., Clark St., 7th Ave. IRT Sta. in Hotel. Open to 11:30 P. M.

Frosh-Soph Plan Party

The sophomore-freshman party, with a pre-Halloween theme, will take place tomorrow from 3 to 6 p.m. in the South Dining Room of Hewitt Hall. Heading the arrangements for the affair is Joan Semerick, sophomore Social Chairman.

Refreshments will include doughnuts, cider, apples, chicken feed, and licorice. The two classes will become better acquainted through a series of activities including charades, square-dancing, musical chairs, comic relay races, and community singing. Decoration colors will feature black and orange, with each guest receiving pumpkin name tags.

Sports Week Plans Highlight Contests

Sports Week, under the sponsorship of Barnard's Athletic Association, will be held from Monday, October 24 to Sunday, October 30. Volleyball and deck tennis are scheduled for Monday from 4 to 6 p.m. The volleyball contest will be co-ed. An informal archery tournament is planned for Tuesday, as well as softball, also from 4 to 6 p.m. A tennis tournament between faculty and students is also on the program of events.

The climax of Sports Week is the Harvest Hop and a co-ed picnic at Barnard camp which will be held Saturday and Sunday respectively. Sign-up posters for the events will soon be put up on Jake.

St. Paul's Chapel

COLUMBIA UNIVERSITY

SCHEDULE OF SERVICES

Thursday, October 20—THE CHAPLAIN, "The Place of Agnosticism in Religion"

Friday, October 21—SERVICE OF MUSIC AND PRAYERS; The Holy Communion: Tuesday and Friday at 8 AM

Sunday, October 23, 11 AM—MORNING PRAYER and SERMON by the Chaplain "The Theology of Communism"—THE HOLY COMMUNION at 9 and 12:30

THE REVEREND JAMES A. PIKE, J.S.D. Chaplain of the University

TILSON'S

PRESCRIPTION SPECIALISTS

A DRUG STORE
prescription specialists
LUNCHEONETTE
from a snack to a meal
COSMETIC SHOP
agents for leading cosmetic houses

ALL THESE

and much more at

at

**BROADWAY and
116th STREET**

UN. 4-4444

We Deliver

FOR THAT SPECIAL OCCASION

A. G. PAPADEM & CO.
FLORISTS

MEMBERS OF FLORIST TELEGRAPH DELIVERY

2953 BROADWAY

MOument 2-2261 — 2-2262

Schleifer's Jewelry Shop

Expert Watch and Jewelry
Repairing — Quick Service

2883 BROADWAY
Between 112th and 113th Streets

UNiversity 4-8697

Engle's Delicatessen

DELICIOUS SANDWICHES
AND COLD CUTS

2855 1/2 BROADWAY
Bet. 110th and 111th Street

Flowers by

Martin Barker, Inc.

We Telegraph Anywhere

114th St. and Amsterdam Ave.
New York 25, N. Y.

On the Campus

Newman Club

Mr. Ed. Willock, editor of Integrity Magazine, will address the Newman Club open house meeting of October 25. The meeting will be held in Earl Hall, from 4 to 6 p.m. His topic will be "Revolution for Sure."

U. C. A.

U.C.A. will have an open house meeting, Thursday, October 20, in Earl Hall, from 4 to 6 p.m. The speaker will be Mr. Alexander Miller, whose topic will be "What is at Stake Between East and West?" This will be the first of a series of talks concerning the world conflict of our time.

Circolo Italiano

A tea in honor of Rico Carr, popular radio entertainer, will be sponsored today at 4 p.m. by Il Circolo Italiano in the College Parlor.

Mr. Carr will entertain the group with singing of Italian songs, and will accompany himself on his guitar.

Meeting for Devotion

Professor John Smith of the Philosophy Department will speak at the meeting for devotion and meditation at noon today in the college parlor. Lunch, costing 25 cents, will be served after the service.

GIFT CERTIFICATE

10%
DISCOUNT

**LOSE FAT
GAIN FRIENDS**

*Open Evenings
One Flight Up*

This certificate entitles bearer to 10% discount when applied against payment of new course. Only one coupon credited to each customer.



Exercise *Vapor-Pane Cabinet* *Rubdown*

10%
DISCOUNT

10
Complete treatments
\$1350
for limited time only

Norma Sherry's SALON • 2836 B'WAY, Corner 110th Street • UN 4-6524

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much more real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! It's a finer, milder, more enjoyable cigarette!

CURTIS A. WALKER, veteran independent warehouseman of Wendell, N. C., says: "Season after season, I've seen the makers of Luckies buy fine tobacco . . . tobacco that makes a mild smoke. I've smoked Luckies myself for 20 years." Here's more evidence that Luckies are a finer cigarette.



COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. - Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed - so free and easy on the draw