

The Technician

North Carolina State College's Student Newspaper

Vol. XLIV, No. 22

State College Station, Raleigh N. C.

Monday, Dec. 7, 1959

For 'Sacrilegious' Article Officials Suspend Duke Student Paper

The *Duke Chronicle*, Duke University's student newspaper, was suspended last week by the university's administration for printing a column entitled "A Christmas Story".

This column, which was written by Steve Cohen of Butler, Pennsylvania, was a parody on the Virgin birth. It included references to prostitution, homosexuality, rape, and sadism.

The suspension of the publication of the paper was officially announced by the university's Administrative Council at its regular meeting last Friday.

In announcing the suspension of the paper, Duke President Hollis Edens stated that "the column goes far beyond the broad freedom within which *The Chronicle* has traditionally operated. The story has the compound fault of mingling the acutely obscene with the offensively sacrilegious. It is the opinion of the Administrative Council that the editorial decision to print the column had the effect of turning freedom into license."

The suspension is pending upon a reorganization of the University's Publications Board. No further copies of *The Chronicle* will be published by this board, whose chairman is Dr. Hubert J. Herring, vice president in the Division of Student Life. The board is comprised of 17 members, from the student body, the faculty and the administration.

The Chronicle is edited by Frederick F. Andrews of Richmond, Va.

President Edens also stated

that "We regret that we have had to take this drastic action." Edens further stated that he "wished to make it clear that there is no disposition to throttle *The Chronicle* in the future; there has been none in the past. We do insist that intellectual activity cannot be separated from individual morality. While responsibility seems often to students to be the less attractive partner of freedom, it is nevertheless fundamental. Our student writers and editors must govern themselves by the same checks upon license employed by scholars and scientists of any reputable newspaper."

Attention

HOLIDAY DOUBLEHEAD-ER

December 11—N. C. State vs. Kansas State
UNC vs. Kansas U.

December 12—N. C. State vs. Kansas U.
UNC vs. Kansas State

Students may pick up tickets on December 7, 8, 9 at Coliseum Box Office between 8:30 a.m. and 4:30 p.m. Tickets will be \$1.50 for students and \$3.00 for date tickets. Be sure to pick up your ticket by December 9 for after that they go on sale to the public.

Half Million Grant Given: Faculty Recreation Center

A State College faculty recreation center, authorized yesterday by a \$500,000 gift from the Z. Smith Reynolds Foundation, will be "an impressive asset" to the college.

This statement was voiced today by Chancellor John T. Caldwell, who said the new facility will not only meet "a very current need but will serve most helpfully the developmental prospect of the college as it

moves toward even greater stature."

Richard J. Reynolds of Sapelo Island, Ga., president of the Z. Smith Reynolds Foundation and alumnus of State College, announced the foundation's gift to the institution.

Reynolds said construction will start as soon as possible and when completed, the facility will be turned over to the college.

In expressing appreciation for the gift, Chancellor Caldwell stated:

"The Reynolds Foundation has made a most generous and timely gift to the State College Foundation. The organized faculty of the College has for several years been dreaming of ways and means to bring into being a recreational facility but was completely stymied on the financing of it.

"The importance of the facility to the College is quite apparent. Professional people on our staff in Raleigh now number more than 800. Each year it grows with larger enrollments and increasing scholarly commitments. As the national competition for able faculty grows, a delightful family recreational facility will prove to be an impressive asset to State College.

So not only will the facility meet a very real current need but will serve most helpfully the developmental prospect of the College as it moves toward even greater stature.

"Calls to my office today reflect the surprise and utter delight of the faculty. We are all most grateful and enthusiastic."

Complete architectural plans have not been formulated, but the donor and the college are working toward the application of the most modern and imaginative planning in the design of the new structure.

Tentative plans call for a basic structure of approximately 11,000 square feet of enclosed, covered space and designed for additional construction at a later date as the need for additional space becomes apparent.

Arab Club To Present Noted Egyptian Speaker

The N. C. State College students, staff, and faculty will have a good opportunity to learn more about the Arab World and to hear the Arab points of view on many international problems when Prof. Hussein K. Selim speaks in the CU ballroom next Wednesday, December 9, at 8:00 p.m.

The topic is "Prospects of the Arab World". It deals with the potentialities, problems, struggles, and culture of one of the most strategic areas in the world.

Professor Selim was born in 1896 in Egypt. He received his education in Cairo and in England. In 1920 he graduated with top honors from the Liverpool University, and 1939 he obtained a Masters Degree in geography from the same institution.

In his academic career, to which he has devoted his life, he held the chair of Economic History at the Faculty of Com-

merce of Cairo University, where he was also dean of the Faculty and later Vice-president of the University. He is an Emeritus Professor at Cairo University, a Member of the Board of Directors of the Cairo Rotary Club and of the Executive Council of the Egyptian Geographic Society.

Professor Selim represented Egypt at various Geographic Congresses and has visited the United States five times prior to his present assignment here. In 1959 he was a member of the

(Continued on page 4)



Professor Hussein Selim

Campus Crier

All students who ordered pictures from their class sittings are urged to pick their pictures up in the basement of the College Union this week.

The Pershing Rifles will hold their regular monthly meeting Tuesday, December 8, at 7:30 in room 129, MS I classroom of the Coliseum.

The Fourdrinier Society will meet Wednesday, December 9, at 7:00 p.m. in the Robertson Laboratory of Pulp and Paper Technology. Mr. Kenneth D. Running, pulp mill superintendent of the Halifax Paper Company, Roanoke Rapids, North Carolina, will be guest speaker.

The EE Wives' Christmas party will be held December 11, at 8:00 p.m. in rooms 256-258 of the College Union.

Smithsonian Exhibit At CU Art Gallery

An imaginative and colorful exhibition entitled "Swiss Children's Paintings", is now being shown in the College Union South Gallery. The show, which is being circulated by the Smithsonian Institution Traveling Exhibition Service, will be on view at the Union through December 16.

The exhibition consists of 45 crayon drawings, watercolors and collages executed by school children of Switzerland representing three of the four linguistic regions of the Alpine Republic: Berne (German), Lausanne (French), and Zuoz (Romansch).

The scenes range from everyday aspects of houses and farms to the fanciful world of "Dancing Leaves" and reflect, both in their brilliant color and freedom of form, the advanced teaching methods prevalent in Switzerland today.

An American art teacher, Mrs. Dorothy Snow of the Boston Museum of Fine Arts, was responsible for the organization of this charming show.

During a visit to Switzerland in 1958, Mrs. Snow was impressed with the fresh and imaginative work being done by school children there, and with the cooperation of the Swiss National Tourist office, she obtained this highly selective group of paintings for exhibition in the United States.

The show had its initial American presentation at the Boston Museum of Fine Arts and is being sponsored during its national tour by the Swiss Embassy in Washington and the Swiss Tourist Office.

Students actively working on displaying the exhibit were: Joe Chipman, Phil Gietzen, and Mark Lynch.



The St. Mary's Glee Club and Vocal Ensemble will present a program of music for Christmas in the College Union Ballroom at 8 p.m., Tuesday, December 8. The group will be under the direction of Miss Geraldine Cate and accompanied by Annette Kahn.

Included in the program will be solos by Betty Ferguson, "I Wonder as I Wander"; Ann Swindell, "Gesu Bambino"; and Vista Edwards, "A Star Was His Candle".

This concert is open to all students and their guests as well as other members of the State College Community. There will be no charge for admission.



These Distinguished Military Students were selected for this honor, according to Colonel Robert C. Paul, Professor of Air Science, because of their outstanding qualities of leadership, high moral character, excellent record of academic achievement, and demonstrated aptitude for military service.

Reading from left to right are: Cadet Colonel Herbert C. Rose, Jr., Raleigh; Cadet Lt. Col. William R. Conley (also outstanding cadet in

summer training), Marion; Cadet Lt. Col. James W. Prim, III, Richmond, Virginia; Cadet Lt. Col. Virgil F. Batten, Whitesville; Cadet Lt. Col. Roy L. Overton, Raleigh; Cadet Lt. Col. Dan C. Johnson, Rocky Mount; Cadet Major Henry D. Cranfill, Raleigh; Cadet Major Richard H. Crockett, Jr., Ames, Iowa; and, Cadet Major Robert L. Wilkins (repeat from last year), Fayetteville, (not shown). (Photo by Kugler)

EDITORIAL COMMENT

Regrettable Episode

Last week, the Duke University student newspaper, *The Duke Chronicle*, was suspended from operating under its present leadership for what Duke president Hollis Edens called a combination of the "acutely obscene with the offensively sacrilegious."

The article which brought about the suspension of the newspaper was one entitled, "A Christmas Story," which mingled some of the more perverted forms of sexual expression with the story of the Virgin birth as it appears in the Bible.

Although most people shudder when such a combination is even thought of, we feel that the administration of Duke University was a bit unwise in suspending the newspaper from further operation until a reorganization can be effected.

Let it be understood before we go further that we also condemn the staff of *The Chronicle*, and especially the editor and writer of the article, for its publication. There can be no excuse for it in other than an amoral or unethical society, and let no one believe that Duke University falls within such bounds.

However, we of *The Technician* feel that the same end result could have been achieved by using a method other than suspension of the newspaper. A severe reprimand from the president, along with a copy in both the editor's and writer's permanent file, would have put an end to handling such obviously indiscreet newspaper material. And, to further insure that the two did not step beyond the bounds of human decency in the future, a faculty member of firm and respectable convictions could be appointed to read all articles appearing in the paper before their publication. Surely, with a faculty as widely renowned as that of Duke University, this second point which we would incorporate would be relatively easy to accomplish.

The reason for our criticism of the method which the Duke administration used to achieve the censorship of the student newspaper is apparent. Duke University has built a reputation during many years which is envied by many of the foremost schools in the country. This reputation was achieved largely as a result of the success that its alumni have made in the business and professional world.

But, as the article concerning the suspension went out to hundreds of newspapers throughout the nation, it is easy to conceive that a great many people found just cause for believing that the quality of undergraduates at Duke is slipping.

It is regrettable if such a misconception may now exist in the minds of some of this nation's leading figures. The whole episode is also regrettable in that such misconceptions could have been prevented had everybody concerned used a little more forethought.

—JM

The Technician

December 7, 1959

P. O. Box 5698—Phone TE 2-4752
137-140, 1911 Building

Editorial Staff

Editor Jim Moore
Managing Editor George Hammett
News Editor Mike Lea
Sports Editor Jay Brame
Fraternity Editor Bill Marley
Photography Skip Kugler
Triloke Khosla

Staff Writers Barry Shaw, Cliff Fuller
Tom Thornburg, Jim Page
Sports Writer Earl Mitchell
Cartoonist Tom Olive
Columns Kent Watson, Nick Ardito
Alton Lee, Harvey Horowitz

Business Staff

Business Manager Penn Cassels
Advertising Manager Bill Adams
Circulation Manager Rolfe Reusing
Advertising Staff Jerry Austin, Tom Colemar

Represented for National Advertising by NATIONAL ADVERTISING SERVICE, INC., College Publishers. Representative, 18 E. 50th Street, New York, N. Y.

Entered as second class matter, February 19, 1926, at the Post Office at Raleigh, North Carolina, under the act of March 3, 1879. Published every Monday and Thursday by the students of North Carolina State College except during holidays and exam periods. Subscription rate is \$2.75 per school year.

LITTLE MAN ON CAMPUS



—NAW, IT'S TO KEEP US FROM SNEAKIN' OUT— HE GIVES A REAL LOUSY LECTURE.

WANTED!

1. Photographer for spot assignments
2. Columnist to attend Student Government meetings and discuss major happenings in Monday issues (Preferably with experience as senator, but not necessarily)
3. Columnist to write serious criticisms of problems confronting many State students

All applicants for the above positions are asked to come by the offices of *The Technician* on Tuesday night before 1 a.m. All applicants must be willing to give up to five hours a week to turn in a commendable job in their respective positions.

Letter to the Editor

'Outstanding Professor' Clarified

To the Editor of The Technician:

I want to be sure that every faculty member at State College is aware that the Senior Class is sponsoring a project whereby the outstanding Classroom teacher in each school here will be recognized at Commencement this year and in years to come.

The statement that appeared in *The Technician* on November 23, 1959, is self-explanatory with regard to eligibility and criteria for selection. Simply stated, the award will go to the person who does the best job of classroom instruction in the eyes of the students. The amount of time the professor spends in helping club work and other similar endeavors (or, whether or not he does this sort of thing or not) has no bearing here. There are other honorary channels for such a professor.

This project is being undertaken due to our concern over the quality of classroom instruction. We firmly believe that the welfare of the undergraduate should be the primary concern of the collegiate structure and that this area is where he needs help most of all. We, therefore, initiate this project with the fervent desire that somewhere along the line we can ignite the spark to make for better teaching. Certainly, we feel that those dedicated educators who do their job best of all should be recognized for it.

I would like to reiterate the fact that only a senior with a high academic average in his department will be placed on the selection committee. Though every senior may nominate, the final selection will be made by a conscientious group who may perhaps have to evaluate the nominator before they can evaluate the nominee.

Since this is a new project, I would appreciate very much your criticism and suggestions. I would be glad to hear from you or even come by your office at your request. If you have any questions, please feel free to call on me at VANCE 8-6382.

Thank you very much for your cooperation.

Phil Carlton

(Editor's note: The foregoing letter was sent out to all Deans and Department Heads by Phil Carlton, president of the Senior Class. The main purpose was so that there would be no question as to the criteria for the selection of these outstanding professors.)

However, it seems that there exists, among the faculty and students of this college, considerable confusion as to exactly what is expected of a professor before he can be considered for the award of "Outstanding Classroom Teacher of the Year" in his school.

First of all, note that the name of the award has been changed somewhat. This alteration was made in order to specify that the professor chosen would have to be the one who contributed the most to the stimulation and motivation of his subjects (the students) when concerned with the subject that he teaches.

Of course, this statement can be construed as can any other statement, because there is no way to list the criteria and, then, plug the different values that a professor would receive into a formula. (A = B =, etc. Most outstanding Classroom Teacher of the Year = 7A minus 3B times the square root of C.)

And, since this cannot be done, it will be necessary for a group of seniors who have been screened carefully by the officers of the Senior Class to evaluate all

L.G.

IV.
The young college man and I had become quite good friends by this time, and he felt it appropriate to invite me to a party which his father, the owner of a prosperous rubber factory, was having for a few friends and business associates: I consented to attend for the purpose of observing a social gathering and recording the happenings for my generation to study. I was told of the proper attire and manner for one of these social meetings by my young host, who was most considerate in filling me in on the latest developments in etiquette since my period. The changes were astounding; I had never thought that there would be more than one way of holding alcohol or an Hors d'oeuvre, but I was shown the different styles of holding food for different types of gathering; and of course, at military functions one held his alcohol quite differently.

Having been briefed on the important facts concerning the party, and dressed in a garb borrowed from my young host, I felt fully prepared to attend the mysterious ritual. I went downstairs exactly half an hour late, according to custom, and was greeted by the other guests, who were just arriving. The party got off to a smashing start when I was introduced to the guests, who had heard of me from my young host. Some had attended the same school from which I had been graduated many years earlier and since I was the oldest alumnus among them, I had the seat of honor for the evening. They seemed to place a great deal of importance on the two numerals which followed everyone's name, the date of his graduation. After the introductions, the alcohol and Hors d'oeuvres were passed around in the manner prescribed; everyone took one of each and sat down to begin an evening's conversation. It was striking to me that so many people could talk for so long about so little, but, again, that was a part of the ritual of party-going. The women withdrew to view the Hostess's house, which they had seen for dozens of times, and the men gathered around me to discuss the hardships of my journey and my future plans.

Greeks On Campus

By Bill Marley
Christmas party for the orphans will be held December 14 from 7 through 9 p.m. Houses should start plans for tree, decoration, etc., because, to these kids, this will be a large part of their Christmas.

Last Monday's special I.F.C. meeting concerning Fraternity Row established a committee composed of Peyton Neal, Bob Davis, Scoofer Jordan, Ralph Edwards, and Bill O'Brien, which will have as its purpose the setting-up of criteria for selection of those fraternities to move initially on Fraternity Row.

After several hours, the women rejoined the men, insisting that it was time to leave (actually the custom dictated that the guests first attempt to leave fifteen minutes before the prescribed leaving time.) After the before-mentioned quarter-hour, the guests, amid entreaties to stay, left, leaving the parlor with the appearance of a Christmas tree decorated with alcohol glasses on Christmas eve.

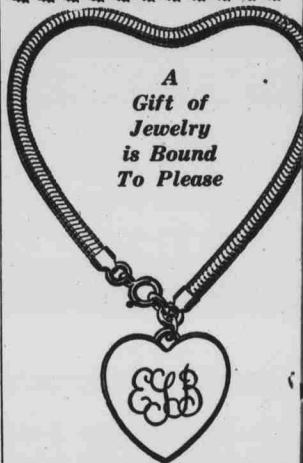
I left within the prescribed five minutes after the other guests, retired to my room, and fell sound asleep on my bed.

the suggestions. There are many details that have not yet been effectively worked out and that is the reason that Carlton is asking for suggestions and criticism.

We all must keep in mind that the initiative taken by the Senior Class is a definite, positive step toward improving the quality of our classroom instructors. We should all, both faculty and students, think deeply before we condemn this system of selection. Although State College is a technical institution, there is a point where technical aspects of a problem cease to bear weight. And often, this point is precisely the point where the intangible aspects must take over and see the problem (or question) through to an effective solution.)

JOE'S '66' SERVICE

Across from Meredith
WE GUARANTEE TO TUNE YOUR MOTOR PERFECTLY
Specializing in Foreign Cars
TE 2-9249



SHOP NOW FOR

Christmas

ALL GIFTS WRAPPED AND MAILED AT NO EXTRA COST.
WEATHERMAN JEWELERS
1904 Hillsboro Street

VISIT US IN OUR NEW, LARGER STATION

GARRIS GULF SERVICE

TIRES—BATTERIES—ACCESSORIES

3020 Hillsboro Street . . . TE 2-7968

Arab Speaker
(Continued from page 1)

Egyptian Delegation to the Fifth General Assembly of the United Nations; in 1951 was head of the Egyptian Mission sponsored by the Town Hall Meeting in New York, and in 1952 he lectured on Egypt and the Middle East in many cities and universities.

In June of 1958, he was appointed Director of the Washington Office of the Arab Information Center, in which post he still serves. He holds the rank of Minister Plenipotentiary in the Embassy of the United Arab Republic.

This event is sponsored by the Arab Club.

WUNC-TV, Channel 4, Raleigh, at 9:30 p.m., December 9, 1959. The program will be introduced by Major Emmett H. Miller, Jr., Executive Officer, for the Professor of Air Science.

"Air Power" will show how the Air Force ROTC Cadet Corps at State College operates. This will be explained on the program by the Cadet Wing Staff Officers and Air Science Instructors. In addition, there will be an "on the scene" movie of the new "Marching Cadet" crack drill team.

Moravians Sponsor Tea

Saturday, December the 12th, there, a traditional "putz" (an elaborate, miniature diorama Moravian Church of Raleigh will sponsor the annual Moravian will be on display, and the Candle Tea. An invitation to attend is presented through The Technician by D. S. Grosch who states: "I believe that anyone, regardless of creed or background, would find the event as rewarding experience in great contrast to much of the commercial emphasis of modern city living."

The Tea will be between the hours of 2:00 and 7:00 p.m. Saturday. For proper atmosphere.

The event is free.

HANDY SHOE SHOP
WELCOME STUDENTS!
★ ★ ★
See Us For
Fine Shoe Repairing
2414 Hillsboro St.
BESIDE UZZLE'S

Hall's Sunoco Service
630 Hillsboro Street
Automotive Needs
and
Heating Oils
Call
Temple 4-9734

ZIPPY'S GRILL
524 Hillsboro
Short Orders—Full Meals—4 a.m.—1:30 a.m.
10% DISCOUNT TO ALL
COLLEGE STUDENTS

COAT STYLE SWEATER
See our complete selection of cardigan sweaters. Choice of 3, 4, or 5 button fronts. Made of fine imported or domestic wools priced from
8.98
varsity
MEN'S WEAR
Hillsboro across from
Peterson Hall

North Carolina State
Student Affairs Bulletin

STUDENT DIRECTORIES — Off-campus students may pick up their student directories at the College Union Main Desk upon presentation of their ID Cards.

NOMINATIONS FOR BLUE KEY open Monday, November 30th, and Tuesday, December 15th. Forms are available at College Union Main Desk and 206 Holladay Hall. Submit all nominations at 206 Holladay Hall before 5:00 p.m. December 15th.

INDOOR TRACK is now starting for both freshmen and varsity. Workouts will be held inside the Coliseum between 4:00 and 6:00 p.m. Monday through Friday. Students interested in participating may contact coaches during workout.

CHRISTMAS EMPLOYMENT in the Raleigh area. The Financial Aid Office, 207 Holladay Hall, annually accepts applications from students who definitely intend to remain in Raleigh during the holiday period, and who have a genuine need for work. Although the Financial Aid Office cannot guarantee a job, it has had some success in making referrals to local businesses.

FREE FLU AND POLIO SHOTS—All students who have not yet received polio vaccine or a flu shot should do so by reporting to the College Infirmary during the hours from 9:00 a.m. to 9:00 p.m. daily. All students are urged to take advantage of this free inoculation and immunization provided by your Student Health Service.

CAPS AND GOWNS FOR GRADUATION EXERCISES FEBRUARY 1, 1960—All candidates for undergraduate and graduate degrees at graduation exercises February 1st, 1960, are advised to place their rental orders and measurements for caps and gowns at the WATAUGA BOOK SHOP at once if they have not already done so.

NOTICE — ALL TEXTILE STUDENTS Pre-registration for the spring semester in the School of Textiles will begin December 1st. As soon as possible, please make out your roster and take it to your advisor for approval. After it has been approved, bring it to Room 116 in the Textile Building, where you will be pre-registered for all textile courses. The last day for pre-registration will be January 22nd.

AFROTC CADETS at North Carolina State College will present a one hour show entitled "Air Power" over

Research Scientist to Speak at CU

Dr. Hugh W. Hunter, Senior Scientist for Engineering and Physical Sciences of the Research Triangle Institute, will speak in the College Union Ballroom on Thursday, December 10 at 8:00 p.m. Dr. Hunter will speak on the work presently being done by the Research Triangle Institute and its future development program.

The Research Triangle Institute was created to develop a 4500 acre Research Triangle Park bounded by Duke University, University of North Carolina, and North Carolina State College. The Institute draws consulting and part-time research participation from the staffs of the three academic institutions. The location of the

Institute at the center of the Research Triangle is convenient to the libraries and special facilities on the three campuses.

Dr. Hunter was head of the Propulsion Department at the U. S. Naval Ordnance Test Station before joining the Research Triangle Institute in September. Holding a Ph.D. in physics from Indiana University, Dr. Hunter has served on the faculties of Indiana University, University of Connecticut, and the University of Colorado. At the Research Triangle Institute, he is responsible for initiating, staffing, and supervising research programs in the physical sciences and engineering, and the planning of new programs.



Gentlemen, we give you **CONTEMPORARY CLASSICS**
Newest look of leisure since white bucks! Traditional as the Dickens (*masterpieces*), modern as jazz. Matter of fact, the perfect combination of what's always been and what's bound to happen. A complete line of men's furnishings and leisurewear—all designed to give you the kind of individuality you want.
VAN HEUSEN "417" COLLECTION

Dear Dr. Frood: My roommate continually steals my Luckies. What should I do?
Sinned Against



Dear **Sinned Against**: The most successful defense is the traditional African one. Mold a small wax image of your roommate. Then, at full moon, insert half a dozen common household pins into the hands of the image.



Dear **Dr. Frood**: I was out with my girl and I saw this old lady and I laughed and I said, "Did you ever see such a worn-out old hag?" and my girl told me it was her mother. What can I do now?
Outspoken

Dear **Outspoken**: Take your left foot in your right hand and jerk sharply until it comes out of your mouth.

Dear **Dr. Frood**: If I were demented enough to want to write to you, how would I go about it?
Pen Pal

Dear **Pen Pal**: Address your letter to:
Dr. Frood
Box 2990
Grand Central Station
New York 17, N.Y.

No phone calls please. Thus far I've been unable to have a phone installed here in the box.



Dear **Dr. Frood**: Our football team has lost 8 games a year for the last 6 years. How can we improve our record without letting the old coach go?
Alumni Pres.

Dear **Alumni Pres.**:
Schedule fewer games.

Dear **Dr. Frood**: I am a 5'11" co-ed with a figure exactly like the Venus de Milo's. Would you say I should be in the movies?
Lovely

Dear **Lovely**: I'll say anything you want me to.

Dear **Dr. Frood**: I told my fiancée we can't afford to get married until I finish college. She insists that two can live as cheaply as one. Is this true?
Dubious

Dear **Dubious**: Yes. If they take turns eating.

DR. FROOD ON HARASSING HABITS OF ROOMMATES



Roommates resent these common faults in roommates: Staring at my girl's picture. Not staring at my girl's picture. Studying when I'm not. Having a homely sister. Having no sister at all. Only one thing is more annoying than having a roommate who always runs out of Luckies: Having a roommate who doesn't smoke Luckies.

COLLEGE STUDENTS SMOKE MORE LUCKIES THAN ANY OTHER REGULAR!

When it comes to choosing their regular smoke, college students head right for fine tobacco. Result: Lucky Strike tops every other regular sold. Lucky's taste beats all the rest because L.S./M.F.T.—Lucky Strike means fine tobacco.



TOBACCO AND TASTE TOO FINE TO FILTER!

Product of The American Tobacco Company—"Tobacco is our middle name"