THE PENiN STATE COLLEGIAY:

 fires cant Lurm it.
To wabc this possible, an eutiraly uav kiend of wire had to be developed. Syrecial insulatiug courpuude, sprecial splicieng mectiods wero devised. Then a siumple, economical methoul of hurial had Then a simple, economical netloul of harial hald
to le found. $\Lambda$ special plow solved this prollewto le found. $\Lambda$ special plow solved this probllew-
ouc that digis a furrow and tucks away the wire in a single operation.
Jutl oue more step in wh process of miking Bell System service coustauly more dependable.
a happier new year ... and more pleasure for the thousands of new smokers who are finding out about Chesterfield's milder better taste. Mild ripe tobaccos and pure cigarette paper are the best ingredients a cigarette can have ... these are the things that give you more pleasure in Chesterfields.


$$
\begin{gathered}
\text { Here's } \\
\text { more pleasure } \\
\text { for '38... }
\end{gathered}
$$

## - youill find MORE PLEASURE in Chesterfields' milder better taste

## SAUERS <br> 109 S. Alleq?

