A CHALLENGE TO EDUCATORS

Over a period of six years, the Carnegie Foundation, under the direction of Dr. William Lorand, has been conducting the celebrated Pennsylvania Study. It is an impartial scrutiny into the advances of collegiate education—an analysis, a cross-examination of "If all this work went wide?"
The Foundation has initiated a quest

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so far as we know tobacco was first used about 400 years ago

throughout the years what one thing has given so much pleasure... so much satisfaction

They came looking for gold

... but they found tobacco

... and tobacco has been like gold ever since!
The tobacco raised in Virginia and exchanged for goods helped the struggling colonists to get a foothold when they came to America.Later on, it was tobacco that helped to clothe and feed Washington's brave army at Valley Forge.

Today it is tobacco that helps—more than any other commodity raised in this country—to pay the expense of running our Government.

In the fiscal year 1933-34 the Federal Government collected $425,000,000 from the tax on tobacco. Most of this came from cigarettes—six cents tax on every package of twenty.

Yes, the cigarette helps a lot—and it certainly gives men and women a lot of pleasure.

Smokers have several reasons for liking Chesterfields. For one thing, Chesterfields are milder. For another thing, they taste better. They Satisfy.