Giants and Senators Forced Into Extra Innings to Win Close Contest

New York Wins Over Phillies on Kelly's Run

Woehrs' Error in 10th Loses Game for Philadelphia by 4 to 2 Score.

PHILADELPHIA, Pa., May 7. — New York was forced to go 10 innings to beat Philadelphia today, 4 to 2. An error of judgment on the part of Third Baseman Woehrs was responsible for Kelly scoring the winning run for the Giants. Score:

NEW YORK.	AB.	H.	O.	A.	PHILADELPHIA.	AB.	H.	O.	A.
S'orth, cf	3	2	3	0	Sand, ss	4	2	3	5
Groh, 3b	5	0	0	4	zWalker,	1	1	0	0
Frisch, 2b	4	2	2	7	H'rich, rf	4	0	0	0
Young, rf	4	1	2	0	Mokan, lf	4	0	4	0
Meusel, lf	4	0	1	0	W'iams, cf	4	0	7	0
Kelly, 1b	4	1	15	1	Ford, 2b	4	1	2	4
Ja'son, ss	4	1	1	4	Holke, 1b	4	2	8	3
Snyder, c	3	0	4	1	Woehrs, 3b	4	0	0	1
xLi'strom	0	0	0	0	H'line, c	2	0	3	0
Clowdy, c	0	0	1	0	Hu'bell, p	3	1	0	2
Barnes, p	3	0	1	0	zW'stone,	1	0	0	0
xTerry	1	0	0	0					
Ryan, p	0	0	0	0					
Totals	35	7	30	17	Totals	35	7	30	16

xRan for Snyder in 10th.
xBatted for Barnes in 10th.
zBatted for Sand in 10th.
xBatted for Hubbell in 10th.

Score by innings:

New York	000 200 000 2—4
Philadelphia	000 020 000 0—2

Summary—Runs: Southworth, Frisch, Kelly, Terry, Williams, Ford. Errors: Young, Heinrich. Two-base hits: Frisch, Kelly. Sacrifice hit: Heinrich. Double plays: Jackson to Frisch to Kelly; Groh to Snyder to Kelly; Holke to Sand to Hubbell; Sand to Holke. Left on bases: New York, 4; Philadelphia, 7. Bases on balls: Off Barnes, 3; off Hubbell, 3. Struck out: By Barnes, 3; by Ryan 1; by Hubbell, 1. Hits: Off Barnes, 6 in 9 innings; off Ryan, 1 in 1 inning. Winning pitcher: Barnes. Umpires: McCormick and O'Day. Time: 1:50.

Pirates Fall Before Bruins

Pittsburgh, Pa., May 7.—Five Pittsburgh pitchers were unable to stop the slugging Cubs and Chicago evened the series by taking today's game, 5 to 1. Kaufmann pitched a brilliant game. "Babe" Adams, one of the Pirate relief pitchers, retired after throwing seven balls because of a sore arm. Score:

CHICAGO.	AB.	H.	O.	A.	PITTSBURGH.	AB.	H.	O.	A.
Statz, cf	5	3	4	0	Bigbee, lf	4	1	3	0
Mich'ls, ss	4	2	3	2	Cuyler, cf	4	2	4	2
G'ham, 2b	4	2	1	3	Traynor, 3b	3	0	0	0
Gri'es, 1b	4	2	8	0	B'hart, rf	4	1	3	1
F'berg,3b	4	0	1	0	G'imm, 1b	4	1	8	1
Miller, lf	4	0	0	0	Wright, ss	4	1	3	4
Vogel, rf	4	2	2	0	M'ville, 2b	3	1	2	6
O'F'rell, c	4	2	8	1	Gooch, c	3	0	4	2
Kauf'an,p	4	1	0	0	Cooper, p	1	0	0	0
					Adams, p	0	0	0	1
					Stone, p	0	0	0	0
					xMoore	0	0	0	0
					St'neder, p	0	0	0	0
					zYde	1	1	0	0
					L'dgren, p	0	0	0	1
Totals	37	14	27	5	Totals	31	8	27	17

xBatted for Stone in sixth.
xBatted for Steineder in eighth.

Chicago	000 310 001—5
Pittsburgh	000 001 000—1

Summary—Runs: Statz. Grantham, Grimes, Vogel, O'Farrell, Bigbee. Errors: Gooch, Cooper. Two-base hits: Vogel, O'Farrell, Bigbee, Grantham. Three-base hit: O'Farrell. Stolen bases: M'Cuyler, Statz. Sacrifices: Traynor, Michaels. Double plays: Michaels to Grantham to Grimm; Gooch to Wright; O'Farrell to Friberg; Grimes (unassisted). Left on bases: Chicago, 6; Pittsburgh, 5. Struck out: By Cooper, 1; by Stone, 1; by Kaufmann, 7. Hits: Off Cooper, 8 in 5 2-3 innings; off Steineder, 1 in 2 innings; off Stone, 1 in 1 2-3 innings; off Lundgren, 3 in 1 inning; off Adams, 1 in 2-3 inning. Hit by pitched ball: By Kaufmann, Moore. Balk: Kaufmann. Losing pitcher: Cooper. Umpires: Klem and Wilson. Time: 1:44.

RUBE MARQUARD CHECKS DODGERS

Brooklyn, N. Y., May 7.—Rube Marquard checked the winning streak of the Brooklyn Dodgers today, holding them to eight scattered hits and beating them, 4 to 1.

Yarrison was knocked out of the box in the third inning after which Henry and Decatur held Boston scoreless. The score:

BOSTON.	AB.	H.	O.	A.	BROOKLYN.	AB.	H.	O.	A.
Powell, cf	5	2	2	0	Nels, cf	4	0	4	0
B'croft,ss	4	1	4	3	Joh'ton, ss	3	2	3	1
C'gham, lf	5	1	1	0	Wheat, lf	3	1	2	0
McInn,1b	5	1	11	0	F'ner, 1b	4	1	6	1
T'rney,2b	4	3	4	5	Stock, 3b	4	0	1	2
Sperber, rf	4	1	1	0	Bailey, rf	3	0	3	1
Padg't, 2b	3	2	0	3	High, 2b	3	2	3	3
Smith, c	4	1	4	2	Taylor,c	4	1	4	1
M'qu'rd, p	4	1	0	4	Y'rrison, p	0	0	0	0
					Henry, p	2	1	1	2
					zDeberry	0	0	0	0
					Loftus	0	0	0	0
					Decatur, p	0	0	0	0
Totals	38	13	27	17	Totals	30	8	27	11

zBatted for Henry in eighth.
zRan for Deberry in eighth.

Boston	013 000 000—4
Brooklyn	001 000 000—1

Summary—Runs: Bancroft, Cunningham, McInnis, Padgett, High. Errors: Johnston, Fournier. Three-base hits: McInnis, Johnston. Sacrifice: Bancroft. Double plays: Padgett to Tierney to McInnis; Bailey to Stock; Bancroft to Tierney to McInnis (2). Left on bases: Boston, 9; Brooklyn, 7. Bases on balls: Off Yarrison, 1; off Marquard, 5. Struck out: By Henry, 4; by Marquard, 1. Hits: Off Yarrison, 6 in 2 innings (none out in third); off Henry, 6 in 6 innings; off Decatur, 1 in 1 inning. Losing pitcher: Yarrison. Umpires: Pfirman, Powell and Moran. Time, 1:54.

Large Entry List in Iowa Track Meet

Des Moines, May 7.—Nearly 200 athletes representing 11 schools have entered annual Iowa conference track and field meet to be held at Des Moines university Saturday, it was announced today. Schools entered include Morningside, Penn, Simpson, Iowa Wesleyan, State Teachers, St. Ambrose, Western Union, Ellsworth, Parsons, Buena Vista and Des Moines university. Local school won last year's meet.

Columbus Tracksters to Compete in Stanton Meet

Columbus, Neb., May 7.—A number of Columbus High school track men will take part in the district track and field meet at Stanton, Neb., Friday. Other athletes will go to the state meet in Lincoln Saturday under Coach Jimmy Rich.

Jefferson League Opens.

Endicott, Neb., May 7.—In the first game of the season for the Jefferson County league baseball teams the following scores resulted:

Harbine, 17; Endicott, 4.
Reynolds, 23; Steele City, 3.
Fairbury, 12; Powell, 5.
Diller, 9; Gladstone, 6.

The game at Diller was forfeited on account of the Gladstone team quitting play in the eighth inning over a decision. Frank Rose, veteran baseball fan of Endicott, was re-elected president of the league again this season.

Shenandoah High Wins.

Shenandoah, Ia., May 7.—A fast ball game was won today from Randolph by Shenandoah high, 1 to 0. Holmes, pitching, and Snook, receiving, featured. Ford and Schlott was the visiting battery.

After Benny Leonard

ROCKY KANSAS, ML

By his decisive defeat of Johnny Dundee, featherweight and junior lightweight champion, Rocky Kansas is believed by many to be the logical challenger for the lightweight championship of Benny Leonard, who hasn't been doing much cash business lately. Kansas already has challenged.

Oilers Break Bears' Winning Streak

Denver, Colo., May 7.—Tulsa broke Denver's winning streak today, winning, 15 to 8, which sends the Oilers back to second place and drops the Bears to third position. The visitors gathered 22 hits off three Bear pitchers and played errorless ball. It was the first defeat for Denver since opening the Western league season here April 29. The score:

TULSA.	AB.	H.	O.	A.	DENVER.	AB.	H.	O.	A.
Austin,lf	6	3	1	0	Gorman,2b	4	2	3	3
Wash'n,2b	5	2	2	5	Berger,ss	5	1	4	4
Davis,rf	5	3	1	0	Ging'l'di,lf	3	2	3	0
Lamb,cf	5	4	3	0	O'Brien,cf	5	2	6	0
Leliv'lt,1b	6	3	10	1	Knight,1b	4	1	8	1
Flippin,ss	4	1	5	5	Roche,c	4	0	2	0
Stuart,3b	5	2	0	4	Falk,rf	3	2	0	1
Crosby,c	5	3	5	1	Hand'y,3b	4	1	1	5
Wiltsie,p	3	1	0	1	Gross,p	1	0	0	1
Black,p	2	0	0	0	Wennb'g,p	1	0	0	2
					Hall,p	1	0	0	0
Totals	46	22	27	17	zWhaling	1	1	0	0
					Totals	36	12	27	17

zBatted for Hall in ninth.

By innings:

Tulsa	104 103 112—15
Denver	310 020 002— 8

Summary—Runs: Austin (2), Washburn (2), Davis (2), Lamb (3), Lelivelt (2), Flippin (2), Stuart, Wiltsie, Gorman, Berger, Ginglardi (2), O'Brien, Knight, Falk, Whaling. Error: Handley. Stolen bases: Austin, O'Brien, Lelivelt, Stuart. Sacrifices: Lamb, Ginglardi, Davis. Two-base hits: Falk, Lamb (3), Lelivelt (3), Davis, Ginglardi, Gorman, Austin. Three-base hits: Washburn, Lamb, Whaling. Home runs: Ginglardi, Knight, Flippin. Double plays: Gorman to Berger to Knight; Washburn to Flippin to Lelivelt (3). Struck out: By Gross, 1; by Wennberg, 1; by Wiltsie, 1; by Black, 3. Base on balls: Off Gross, 1; off Wennberg, 1; off Hall, 1; off Wiltsie, 3. Left on bases: Tulsa, 7; Denver, 5. Runs and hits: Off Gross, 6 and 7 in 2 1-3 innings; off Wennberg, 5 and 5 in 2 2-3 innings; off Wiltsie, 6 and 5 in 4 2-3 innings. Time: 2:02. Winning pitcher: Wiltsie. Losing pitcher: Gross. Umpires: Anderson and Harris.

South Dakota Track Meet Soon

By Associated Press.

Sioux Falls, S. D., May 7.—With the Dakota relays over, all of the 12 colleges and normal schools of the state which are members of the South Dakota Intercollegiate athletic conference are turning their attention to the conference track meet to be held here Saturday, May 17.

Impetus has been given to preparations for the event by news that all of the 12 member schools will participate in this, the third such track meet of the conference. In neither of the previous two years has the meet had all its members on the entry list.

DENVER FAN DISCOVERS LEE

Frank Newhouse of Denver, Colo., writes that he discovered "Dudley" Lee, young short fielder of the Boston Red Sox, and signed him for the St. Louis Browns at a salary of $250 per month.

Newhouse says Bobby Quinn, then business manager of the Browns, wrote him that Lee would never make a big league ball player. Apparently Quinn changed his opinion, which often happens in baseball. Lee seems to be making good with the Red Sox.

Organize Amateur Baseball League at Norfolk

Norfolk, Neb., May 7.—A city league of amateur baseball players representing the various business houses and industries has been formally organized here with William Krustafeldt as president and Emil Nildo as secretary-treasurer. The league will have eight teams and will play for a pennant which was won last season by the team representing the Nebraska Gas and Electric company managed by W. E. McFadden.

Newkirk Wins Bicycle Race Held at Norfolk

Norfolk, Neb., May 7.—Sixty-five bicycle riders participated in the annual four-mile bicycle race here Saturday morning under the sanction of the American Amateur Bicycle association. Walter Newkirk is the 1923 champion and he defended his title in this year's event.

New York—Johnny Leonard, Allentown, Pa., featherweight, posted a forfeit to bind a title match with Johnny Dundee, featherweight champion.

Yanks Button Up Hitting Togs and Win, 7 to 4

Athletics Tumble Down to Ninth Consecutive Defeat as Champs Swat Ball Hard.

NEW YORK, May 7.—Terrific slugging gave the New York Yankees a third straight victory over Philadelphia today, 7 to 4. It was the ninth consecutive defeat for the Athletics. Pennock pitched a strong game until the closing innings when Hoyt had to rescue him. Shortstop Galloway turned his ankle, and was replaced by Riconda. The score:

PHILADELPHIA.	AB.	H.	O.	A.	NEW YORK.	AB.	H.	O.	A.
Dykes, 2b	5	2	4	0	Witt, cf	4	0	2	0
Hale, 3b	5	1	1	1	Dugan, 3b	5	3	3	1
Strand, cf	5	2	2	0	Ruth, rf	4	2	4	0
Ha'ser, 1b	5	2	8	0	Meusel, lf	5	3	2	0
S'mons, lf	3	0	3	0	Pipp, 1b	4	2	9	0
Miller, rf	4	2	1	0	Ward, 2b	3	2	1	2
Gallo'y, ss	1	0	1	1	Scott, ss	5	1	5	4
Ri'nda, ss	3	0	0	1	Schang, c	3	2	1	0
Perkins, c	2	1	2	1	P'nock, p	3	0	0	2
xBishop	0	0	0	0	Hoyt, p	0	0	0	0
Brug'y, c	0	0	2	1					
Naylor, p	2	1	0	5					
W'berg, p	1	1	0	1					
xWelch	1	0	0	0					
Ogden, p	0	0	0	1					
Totals	37	13	24	12	Totals	36	15	27	9

xRan for Perkins in seventh inning.
xBatted for Walberg in eighth.

Score by innings:

Philadelphia	000 000 310—4
New York	201 121 00x—7

Summary—Runs: Strand, Hauser, Miller, Bishop, Witt, Dugan (2), Ruth, Meusel, Scott, Schang. Errors: Dykes, Hauser. Two-base hits: Schang, Meusel, Dykes, Hale. Three-base hit: Strand. Home runs: Hauser, Miller. Sacrifices: Pennock, Witt, Simmons, Ward. Double plays: Ward to Scott to Pipp; Dugan (unassisted). Left on bases: New York, 13; Philadelphia, 9. Bases on balls: Off Pennock, 2; off Naylor, 3; off Walberg, 1; off Ogden, 1. Struck out: By Pennock, 1; by Naylor, 2; by Walberg, 3. Hits: Off Naylor, 15 in 5 2-3 innings; off Walberg, none in 1 1-3 innings; off Ogden, none in 1 inning; off Pennock, 13 in 8 innings (none out in ninth). Winning pitcher: Penncock. Losing pitcher: Naylor. Umpires: Connolly, Dinneen and Rowland. Time, 2:05.

American Association

Kansas City, May 7.—	R.	H.	E.
Indianapolis	3	5	0
Kansas City	6	12	0

Batteries: Petty, Smith and Krueger; Saladna, Dawson, Skiff and McCarty.

Minneapolis, May 7.—	R.	H.	E.
Toledo	8	13	1
Minneapolis	5	8	2

Batteries: Scott and Schutte; Malone, Eng, Erickson and Grabowski.

St. Paul, May 7.—	R.	H.	E.
Columbus	5	6	2
St. Paul	12	10	2

Batteries: Sanders, Ambrose and Hartley, Miner; Markle and Dixon.

Milwaukee, Wis., May 7.— R. H. E.
Louisville-Milwaukee game postponed; cold.

ANNOUNCE DATES FOR GOLF TOURNEY

O'Neill, Neb., May 7.—Dates of the North Nebraska invitation golf tournament, the annual tournament of the O'Neill Country club, will be June 8, 9, 10 this year. The tournament, one of the largest of the state affairs, will be better than ever this year and the list of prizes will exceed any here to fore offered. The completion of the new $10,000 club house last summer enables the club to offer visiting golfers much more extensive entertainment than previously and an extensive program is being arranged.

Browns Rally and Beat Indians

Cleveland, O., May 7.—St. Louis defeated Cleveland today, 10 to 8. After St. Louis drove Coveleskie from the box and scored six runs in the first inning, Cleveland tied it up in the second and went to the front in the third only to let the Browns take the lead again in the fifth when Levsen was driven from the rubber.

ST. LOUIS.	AB.	H.	O.	A.	CLEVELAND.	AB.	H.	O.	A.
Tobin,rf	5	2	0	0	Jamieson,lf	5	3	4	0
Rob'son,3b	5	2	2	1	Fewster,2b	3	1	3	4
Sisler,1b	6	2	10	0	M'Nulty,cf	1	0	1	0
Will'ms,lf	5	0	3	0	Clarke,cf	3	0	0	0
M'M'lus,2b	4	1	2	4	J Sewell,ss	4	0	2	2
Jacob'n,cf	5	5	3	0	Burns,1b	5	2	9	0
Collins,c	3	1	5	0	Summs,rf	5	1	2	0
Gerber,ss	5	2	2	3	Lutzke,3b	5	3	1	4
Shocker,p	0	0	0	0	Myatt,c	0	0	1	0
Voight,p	0	0	0	0	Walters,c	4	1	4	1
Pruett,p*	0	0	0	0	Covel-kie,p	0	0	0	0
Bayne,p	3	1	0	1	Morton,p	0	0	0	0
xSevereid	0	0	0	0	Levsen,p	1	0	0	0
					Edm'son,p	1	0	0	0
					Drake,p	0	0	0	0
					zBrower	0	0	0	0
					zUhle	1	1	0	0
					zL Sewell	1	1	0	0
					zHogen	0	0	0	0
					zGardner	1	0	0	0
Totals	41	16	27	9	Totals	40	13	27	11

xBatted for Pruett in third.
zBatted for Morton in second.
zBatted for McNulty in second.
zBatted for Edmunson in seventh.
zRan for Lutzke in ninth.
zBatted for Drake in ninth.

St. Louis	600 040 000—10
Cleveland	061 000 100— 8

Summary — Runs: Tobin, Robertson, Williams, McManus, Jacobson (2), Collins (2), Gerber, Bayne, Jamieson, Fewster, Burns, Summa, Lutzke, Myatt, Walters, Brower. Errors: Fewster, J. Sewell. Two-base hits: Gerber, Jacobson, Tobin, Burns (2), Uhle, Walters, Jamieson, Fewster. Three-base hit: L. Sewell. Stolen base: Jacobson. Sacrifice, Collins. Double plays: Lutzke to Fewster to Burns; Walters to Burns. Left on bases: St. Louis, 11; Cleveland, 10. Bases on balls: Off Shocker, 2; off Voight, 1; off Pruett, 1; off Coveleskie, 1; off Levsen, 2; off Edmondson, 1; off Drake, 2. Struck out: By Bayne, 4; by Drake, 3. Hits: Off Shocker, 4 in 1 1-3 innings; off Voight, none in no innings (pitched to one batter); off Pruett, 1 in 2-3 inning; off Bayne, 8 in 7 innings; off Coveleskie, 6 in 2-3 inning.

Pacific Coast League

San Francisco, May 7.—	R.	H.	E.
Vernon	5	11	0
San Francisco	6	11	3

Batteries: Vines, Sellers, Keck and Hannah; Geary, Mitchell and Yelle.

Salt Lake City, May 7.—	R.	H.	E.
Sacramento	7	14	0
Salt Lake	11	13	0

Batteries: Prough, Canfield and Schang; Singleton and Cook.

Los Angeles, May 7.—	R.	H.	E.
Oakland	3	12	0
Los Angeles	1	10	1

Batteries: Mails and Baker; Payne and Billings. (14 innings.)

Seattle, Wash., May 7.—	R.	H.	E.
Portland	6	9	2
Seattle	12	17	2

Batteries: Garg...r, Pillette and Query; Sutherland and Tobin.

Husker Nine to Play Kansas Team

Lincoln, May 7.—Nebraska has two baseball games on this week's schedule. The Huskers engage the Kansas Aggies at Manhattan Friday and Saturday. The Nebraskans and Aggies divided a series here last week.

Oklahoma continues to set the pace among Missouri valley teams with four victories and no losses. The standings including the two games series at St. Louis this week in which Washington won one from Kansas the other being a tie:

	W.	L.	Pct.
Oklahoma	4	0	1.000
Ames	3	1	.705
Washington	3	2	.600
Kansas Aggies	4	4	.500
Kansas	2	3	.400
Nebraska	2	4	.333
Missouri	3	7	.300

Jimmy Viox, former outfielder of the Pirates, has been sold by the Louisville American association club to the Mobile Southern association club.

Two Singles in 11th Inning Defeat Boston

Dudley Lee's Fielding Features as Red Sox Lose to Senators; Score, 5 to 4.

BOSTON, May 7.—Boston ended its winning streak today when Washington won an 11 inning game, 5 to 4. The deciding run came on singles by Judge and Ruel, Prothro's infield out and a wild pitch into the dirt by Jack Quinn. Lee's fielding and three Washington double plays were features.

WASHINGTON.	A.	B.	H.	O.	A.	BOSTON.	A.	B.	H.	O.	A.
Rich'rg,rf	5	1	4	0		Flagst'd,cf	5	2	1	0	
Harris,2b	4	1	5	3		Wam'ns,2b	4	1	7	2	
Rice,cf	5	1	3	0		Veach,lf	4	1	4	0	
Goslin,lf	5	2	4	0		J Harris,1b	4	2	15	1	
Judge,1b	5	3	11	2		Collins,rf	3	1	2	0	
Ruel,c	4	1	2	1		Shanks,3b	4	1	2	5	
Proth'o,3b	4	2	1	3		O'Neill,c	3	0	2	2	
Bluege,ss	4	1	3	3		Lee,ss	5	1	0	4	
Mogr'ge,p	4	1	0	4		Quinn,p	3	0	0	6	
						xConnolly	0	0	0	0	
Totals	40	13	33	16		Totals	35	9	33	20	

xBatted for Quinn in 11th.

Washington	012 000 001 01—5
Boston	000 210 010 00—4

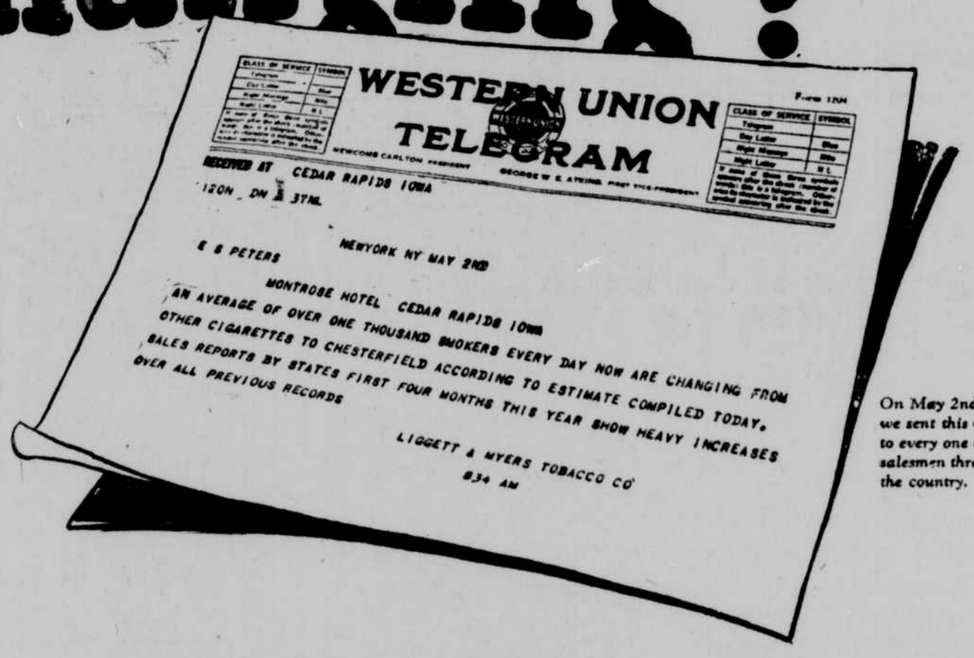
Summary—Runs: Richbourg, Goslin, Judge, (2), Mogridge, Flagstead, Veach, J. Harris (2). Error: Collins. Two-base hits: Judge, Bluege, Richbourg. Stolen base: Rice. Sacrifice hits: Bluege, Ruel, Prothro, Collins, Flagstead, O'Neill, Wambsganss. Double plays: Mogridge to Bluege to Judge; Judge to Bluege to Judge; Prothro to S. Harris to Judge. Left on bases: Washington, 6; Boston, 9. Bases on balls: Off Mogridge, 7. Struck out: By Mogridge, 3; by Quinn, 1. Hit by pitched ball: By Quinn, S. Harris. Wild pitch: Quinn. Umpires: Evans and Nallin. Time: 2:11.

Joe Stecher to Spend Summer on Dodge Farm

Dodge, Neb., May 7.—Joe Stecher with his brother trainer, Anton, are back home for the summer with only one more bout left for the season. The Stecher brothers plan some more bouts next season, but during the next summer they are going to pay attention to their local property and also to their apartment house business in Kansas City. Joe traded some of his farm land in Nebraska for the Kansas City apartment house. A local bank has on display a canceled check for $100,000 which Joe paid in cash for some land during the boom days.

Good Suits to Order
$39.50
Reduced From $55
Made of hard finished worsteds, the goods that wear well.
MacCarthy-Wilson
S. E. Cor. 15th and Harney

Is cigarette taste changing?



On May 2nd we sent this wire to every one of our salesmen throughout the country.

What's back of this big shift? Why are men changing by thousands?

Note—If you have not read the telegram above, please glance through it.

Looking out from behind the scenes

BIG EVENTS happen rarely in the cigarette business—yes.

But if today you were "behind the scenes," you could sit and watch a thing going on that—in a mild way perhaps—might open any man's eyes.

The Man in the Street, the average smoker, is hardly aware that anything's happening.

He might chance to notice that Smith has changed to another cigarette. Or, sitting with a group, it might occur to him that three or four of them have "switched"—quite lately.

No—there's nothing spectacular about it.

But when every small brook starts to rise, there's a big flood in the river—and "flood" is exactly the word to describe this thing we are talking about.

What is it that is happening?

The thing that is happening is simply that, for months now, an average of over one thousand men EVERY DAY in this country (1,000 every day—think of it!) are changing from other cigarettes to Chesterfield.

• • •

Is cigarette taste changing? We don't know. But we do know that *smokers* are changing—over 150,000 have changed to Chesterfield since New Year's Day.

Nothing to get excited about, of course; but not a thing quite to ignore either—if you are interested in "what's what" in smoking.

Why are these men changing? Is it Chesterfield's exceptional tobaccos, the fortunate blend, the unusual freedom from "sweetening," or what? Perhaps you don't care.

Perhaps the only thing you care about is "*How do they TASTE?*" All right. When it comes to that, Chesterfields—if you give them the chance—will tell their own story (and *prove* it!) in a far better way than we can.

Such popularity must be deserved

Chesterfield
CIGARETTES

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