

## Cyril Hoyler Receives Award At Comenius Dinner Tonight

Cyril N. Hoyler will receive the Moravian College Alumni Award at the Comenius Day Buffet Dinner to be held in the main dining room of the Hotel Bethlehem at 6:30 p.m. tonight. His acceptance of the award will follow his speech, entitled "Compass for Tomorrow."

Also included in the program will be the presentation of the Comenius Day Oratorical Contest awards and special music by members of the college choir.

The celebration of Comenius Day is held each year in honor of John Amos Comenius, a bishop of the early Moravian Church, who is considered by many to be the Father of Modern Education. Each year the Alumni Award for outstanding achievement is also presented on this day.

Hoyler is Manager of Technical Relations for the David Sarnoff Research center of the Radio Corporation of America in Princeton, New Jersey. He was born in Edmonton, Alberta, Canada, August 8, 1905, and graduated from Moravian College in 1928 with a B. Sc. In 1935 Lehigh University conferred on him the Master of Science in Physics, and in 1957 the professional degree of Electrical Engineer. He has also pursued specialized graduate studies at Columbia and New York Universities.

Before his association with RCA, Hoyler was engaged in teaching at a junior high school in Irvington, New Jersey. During the years of 1929-1941 he was an instructor at Moravian College. He taught courses in mathematics and developed the department of physics.



Hoyler is the author and co-author of several technical articles and a book on radio-frequency heating and holds a number of patents, including two on an electronic sewing machine. As lecturer he has visited 150 cities throughout the United States and Canada. He is a senior member of the American Institute of Electrical Engineers and a member of Sigma XI of the American Institute of Electrical Engineers. He is also a former member of the Rau Science Club and past president of the Moravian College Alumni Association.

Hoyler is married to the former Ethel Schramko of Hellertown. They have three sons and reside at 183 Hamilton Ave. Princeton, New Jersey.

In an outline of his speech, which was released early this week, Hoyler states that we honor Comenius as a man who was an educator, who had a compelling drive to spread the word of God, and who, although not a scientist in the modern sense, espoused the cause of science.

Continuing, Hoyler notes a review in retrospect. He mentions a few of the bench marks of science in the late '20's, which include the radio, television, the atom and the air age. All of these fields were in their infancy at the time.

He then continues with a probe in prospect. He states that we have an exciting future. However, the path ahead is somewhat unknown, he says, and proposes the four cardinal points of a "compass for tomorrow." These are "N for nucleus," "E for electronics," "S for space," and "W for wisdom."

## USG Presents Honor Code In Few Weeks

This week's USG meeting, the first held by the new president, Joseph Prorok, took place last Tuesday at the Church Street campus. The main business of the meeting included USG approval of committees, a report from the Honor Code committee, and the appointment of a Fund Drive committee.

Nan Gingham, in making the Honor Code committee report, stated that after having gone through faculty discussion the code was changed in a few minor points and will come up for referendum in a few weeks. A two-thirds vote of the student body will be needed to pass this measure.

Committee appointments were passed as stood by the USG. These committees are the Concert-Lecture-Film Committee, Disciplinary Committee, Religious Activities Committee, Freshmen Hazing Committee, Convocation Committee, and the Finance Committee.

The Fund Drive Committee was appointed to look into charities for which this year's funds will go. Paul Meilinger is the chairman, and Sophie Nicholas and Anita Ott make up the rest of this body.

Prorok announced that several organizations have been asked to hand in their constitutions for surveillance by the USG.

Treasurer Ted Lekorenos announced that the present balance in the USG treasury is \$400. It was also announced that elections for the three lower classes will be held on April 17 and 18.

In conclusion Hoyler states that Comenius has shown us the way to be forward looking and that we can emulate him and with his courage move into the future.



## Children's Choir Is Featured In Last Community Concert

The world-famous Obernkirchen Children's Choir will appear on April 12 at 8:30 p.m. in College Hall. This is the last in a series of concerts sponsored by the Bethlehem Community Concert Association.

The 37-voice choir consists of 30 golden-braided girls in traditional bright red skirts and velvet jackets and 7 boys in Lederhosen. They are directed by Edith Moller, who founded the choir in 1949 with Erna Pielsticker, its present administrator.

Originally the choir was started to raise money for a children's orphanage in Obernkirchen by giving concerts in that area. However, their fame spread and after a successful tour of England they entered and won the 1953 International Eisteddford in Wales. During this contest, in which they competed against 25 other European choirs, the great Welsh poet Dylan Thomas dubbed them "Angels in Pigtails."

Since then the choir has toured the United States, Canada, the United Kingdom, the Low Countries, Scandinavia, and their own country. This is their fourth sold-out tour of the United States.

The choir is best known here for their recording of "The Happy Wanderer." This song was written especially for them by Frederick Wilhelm Moeller, the director's brother and well-known composer. It was first presented at the Welsh Festival.

The earnings from their concert tours and recordings are used to maintain a large orphanage near Obernkirchen.

## Saderholm Named Winner Of '58 Oratorical Contest

Brian V. Saderholm, senior from Staten Island, New York, won first prize of \$25 in the annual Comenius Day Oratorical Contest held yesterday morning in College Hall. Other prize winners were Richard O. Steiner, a senior from Dover, Ohio, who won second prize of \$15, and Joseph L. Rosenfeld, a senior from Allentown, who won the \$10 third prize.

The contest was held for the first time at an all-student convocation.

The contestants were selected by Miss Ella Louise Williams and Mr. Walter Beaupre of the Eng-

lish department. Judges for the finals were Miss Anna Todd, supervisor in the Bethlehem Public School District, Dr. J. Walter Gapp, principal and headmaster at Moravian Preparatory School, and James V. Robertson, manager of community relations at Bethlehem Steel.

Saderholm's speech, "The Big Split," discussed the rivalry between campus social groups. Reasons given for the breakup between social groups were that the groups are now coming into their own at Moravian, causing a desire for more prestige, and that the administration is weak on such policy. As possible solutions, Saderholm suggested stronger administration policy, more fraternities and sororities, or to leave the situation alone with the belief that it will work itself out.

"Are We Alone" was the topic of Steiner's speech. He spoke on the mysterious flying objects reported in the U.S. and on efforts being made to justify them.

Rosenfeld spoke on "Concepts of Democracy," citing the virtues of the democratic civilization and the current needs for betterment.

Moravian President Raymond S. Haupt introduced the speakers. Other participants and their topics were Theodore H. Rights, "Security or Challenge"; Theodore G. Lekorenos, "Are You a Hypocrite?"; and Bernard L. Nerling, "If I Had a Million."

## Possibility Of Student Center Discussed By Campus Group

The possibility of building a campus student center was discussed on Tuesday afternoon by the USG officers, editors of *The Comenian*, and administrators Robert P. Snyder and Marlyn A. Rader. Upon general approval of the group, it was decided to gather necessary preliminary details of such a project in order to present them to the USG at its next meeting, Tuesday evening, April 15.

The type of student center outlined to the group by Snyder would include dining rooms for North Campus dorm students, dining facilities for day students, lounges, recreation rooms, offices for some campus activities (including the newspaper and yearbook), the college store and bookstore.

Plans have been completed at other colleges, the group was told, where the dining room was so constructed that it could be expanded for banquets by removing partitions between it and the campus store. Small rooms off the dining hall could be reserved for dinner meetings.

Such a plan would be possible, Snyder said, through a fee which would be paid by all students and matched by the college. The

group expressed the desire to have the plan underway by next fall.

It was decided that if a suitable plan is approved by the USG, it will be referred to the student body for its approval. Thereupon, it would be presented to the college trustees for action.

Dean Marlyn Rader has announced that the Easter Recess will begin with the close of classes at 5 p.m. on Tuesday, April 1, and will continue to the beginning of classes at 8 a.m. on Friday, April 11. The last meal served in the college dining halls will be the dinner on Tuesday, April 1, and the first meal served after the recess will be the breakfast on Friday, April 11. Students have been reminded that they will receive double cuts for missing the last class before the start of the recess.

## Under the Table

by Nan Gingher

Guess that ANT COLONY we mentioned last week won't be with us after all. As a result of the hi-jinx of one of our more active campus groups, the ants picked up their tents and silently stole away. They made their exodus after being plagued by an overdose of LIMBERGER CHEESE.



Seems our little group had some sort of savage ritual in the Arts Building, and the ants couldn't take it. The Comenian staff was barely able to wade through to the office but after using a few brooms and wet mops, only a strong odor remained. Who forgot the basin?

After plodding through snow drifts and groping in the dark hallways last Thursday, those students who finally made it to school found something NEW in the Em-see. The place had real atmosphere for the first time in many a day. There was CANDLELIGHT!

It might have been because of the power failure, but there's a slight possibility that someone appreciates our need for the better things. Nevertheless, everyone liked it. People look much better when you can hardly see them. All we need now are some red-checked tablecloths and a gypsy violin or two. AND a new name for our hideway—how about LE CAFE LEAR?

Read in one of our exchange issues recently that in a campus election in the mid-west, exactly 110 per cent of the women students VOTED! This is, perhaps, one good reason for Moravian having a permanent elections committee—to eliminate all sorts of what is usually dubbed DIRTY POLITICS. So far they've done a top job. Class elections are coming up soon—and this has been troublesome for eons. Let's hope that this year it's legal—minus all the lobbying and shady results.

Moravian coeds have been limping around here lately due to some mighty strenuous exercise "in the German manner." Helga Nehrkorn, who has recently been added to the Physical Education program as an instructor, is really killing the girls with her German gymnastics.

For this week's tip, we have a most stimulating suggestion. Going to chapel may not only give inspirational benefits, but it may also help you decide on your future profession. Chapel-goers recently gained an insight into rural living when they heard a speaker discuss the RAISING OF PIGS.

Ears began to perk up as a few "oink-oinks" could be heard from the back. Perhaps a whole new major course of study could be started, including such courses as "Introductory Piglets," "Hogs 202," or maybe "Sow Seminar." The name of our institution could then be Moravian College and Swinological Seminary. Register early!

## Students Left Out?

The question has been asked among students why the price for the Comenius Day Buffet Dinner should be as high as three dollars. We have heard some express the opinion that they feel such a high rate is intended to exclude the members of the student body, and for this reason, we think there should be an explanation.

For the past two years, Moravian College students have known Comenius Day to be quite a large and important event on campus. The year before last, it marked the kickoff of the Sesquicentennial Campaign. Last year it was a main event in the Sesquicentennial celebration, being held in College Hall with Governor McKeldin of Maryland as the speaker.

However, such elaborate affairs should not, in the student's mind, be confused with how Comenius Day has usually been observed in the past. Comenius Day is normally a much smaller event, and has been considered primarily an opportunity for an alumni academic event between the two social reunions at Fall Homecoming and Alumni Day in May.

This year, the dinner was moved to Hotel Bethlehem specifically to return to the kind of observance it has always been. And due to its being held outside the college, the price of tickets must necessarily be three dollars to cover expenses.

Miss Dorothy Ruyak, Associate Director of Alumni Relations, has explained that by holding the dinner at the hotel, it is not meant to discourage students from attending, but that the group felt that interest among the students would not be great enough to warrant sponsoring another large event.

We would like to think that they are wrong in this assumption. However, we have to agree with their opinion that there wouldn't be enough interest to make another big event successful without some special reason. It is regrettable to say that Moravian students need some kind of "bait," such as Governor McKeldin was last year, to draw them to an academic event.

## Support Your Class . . .

The fourth period of Tuesday, April 15, has been set aside by the USG president for meetings of all classes in order to nominate officers for the coming year.

In the past it has been found very difficult for the members of any class to hold an adequate meeting due to the obvious apathy on the part of students who should attend but don't. It was hoped that by setting aside one day for all meetings, outside conflicts would be eliminated.

Each class is required to have a quorum of one-third (1/3) of its members. This is certainly not too much to ask, although previous meetings have not turned up any number close to the quorum.

The class, for many students, is the only campus group of which they are a member. We hope that they, as well as the active people on campus, will realize their duty to their classes and support these nomination meetings—the most important of the year.

## Junior Class Members Sponsor Dance Tonight In College Hall 9 And 10

Members of the junior class will sponsor a dance tonight, Friday, March 28, in College Hall, rooms 9 and 10. Members of the committee announced early this week that the dance will be held from 8 p.m. until 11 p.m. The cost of the dance will be twenty-five cents per person and free birch beer will be served. The dress for the dance will be informal.

## SOPHOMORES

Dean Rader announced early this week that on Tuesday, April 15, the National Sophomore Test will be administered to Moravian College sophomores. The test will be given in rooms 9 and 10 of College Hall and is required of all sophomores. The Dean stated that all students involved should arrange to be present all day.

The Sophomores will hold a class meeting April 1, 1958, fourth period, North Campus Chapel in order to have nominations for next year's officers.

## I-S Dinner Dance In Americus Hotel Saturday, April 19

The Inter-Sorority Formal Dinner Dance will be held in the Americus Hotel, Allentown, Saturday evening, April 19. Tickets for the dance, which begins at 9 p.m. may be purchased for three dollars per couple from any sister of either Alpha Epsilon Pi or Phi Mu Epsilon.

The dance is open to the entire student body. The roast turkey dinner, which begins at 6:30 p.m., is open only to sorority sisters and their dates.

Music from nine till midnight will be provided by the "Slide Rule Six," a band originally composed of Lafayette College students. Following the dinner, the new sorority officers for 1958-59 will be announced.

Committees for the affair include: Jean Bassford, Audrey Hair, Faith Hartman, and Sophie Nicholas, decorations; Nancy Baker, Mary Lou Clewell, Mary Ann Grube, and Jeanette Mirner, dinner; and Nancy Habern, Lois McDonald, Jane McMurray, Marcia Morgan, and Harriet Peters, publicity.

## Al Bergstein Is New President In TKE's 1958-59 Officers

Moravian's Epsilon Gamma chapter of Tau Kappa Epsilon fraternity elected Alan A. Bergstein Prytranig (president) at a special elections meeting of the fraternity, Tuesday, March 18.

Others elected at that meeting are Paul Meilinger, vice-president; James Cannon, secretary; Ernest Pappajohn, treasurer; Ted Encke, chaplain; Edward Berger, historian; John Casey, sergeant at arms; Charles Bartolet, house manager; Robert Fish, pledgemaster; and Dominic Nolf and Eugene Zweifel, interfraternity council representatives.

Bergstein, a native of Brooklyn, New York, and a junior at Moravian College, is an English major and member of Pi Delta Epsilon, national honorary journalism fraternity. Bergstein is the retiring business manager of *The Comenian* and was formerly the chaplain of TKE and a member of RAU Science Club and Religious Activities Committee.



Newly elected vice-president Paul Meilinger, of Bethlehem, a junior business major, is vice-president of PAC, a varsity football letter winner, and co-chairman of Moravian's delegation to the intercollegiate conference on government (ICG).

Secretary Jim Cannon, a sophomore chemical engineering major, is married and presently living in Allentown. He is a veteran of the Air Force and is a member of RAU science club.

Sophomore business major Ernie Pappajohn, the newly elected treasurer, is a Navy veteran and alumni secretary of the veteran's association. He resides in Bethlehem.

Northampton resident Ed Berger, now elected historian of the TKE's, is a junior chemistry major at Moravian. He is an army veteran, member of the vet's association, member of the college choir, photography editor of *The Comenian*, and a member of RAU science club.

Chaplain Ted Encke, of Philadelphia, a sophomore chemistry major, is a member of RAU science club and acted as TKE float chairman this past year.

Veteran Jack Casey, now sergeant at arms, is a sophomore business major and a native of Bethlehem.

Pledgemaster Bob Fish, a sophomore pre-forestry student from Westwood, New Jersey, is an active participant in intramural sports.

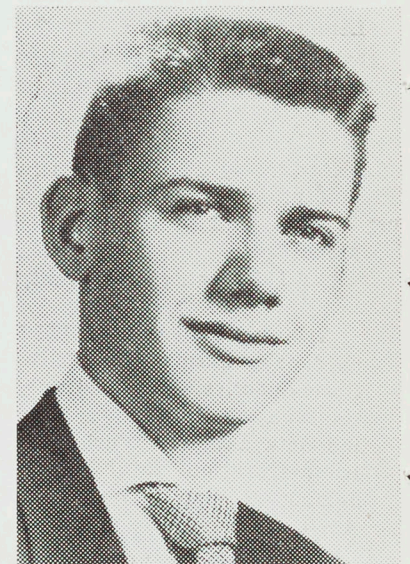
House manager Charlie Bartolet of Easton, is a sophomore history major. Bartolet has recently been appointed to the freshmen hazing committee and is a varsity football player and wrestler defeated in dual meet competition.

Two veterans, Nick Nolf of Allentown, and Gene Zweifel, of Bethlehem, will act as interfraternity council representatives during the coming year. Nolf, a member of PAC, is a sophomore pre-engineering major. Zweifel, a former Sigma Theta, is married, a sophomore, and the business manager of the veteran's association.

## Graver Named Business Mgr. Of Comenian

The editors of *The Comenian* this week announced the appointment of three more positions on the staff of the weekly newspaper. The new appointees are John Graver, business manager; Ron Dodson, advertising manager; and Mary Ann Smodish, copy editor.

Graver, appointed by the Board of Publications, succeeds Al Bergstein. Graver, a sophomore political science major from Nazareth served as advertising manager for *The Comenian* during the past year. He is also a member of the Political Activities Club.



JOHN GRAVER

Dodson is a sophomore math major from Freemansburg. He was a member of the advertising staff and succeeds Graver in the position of advertising manager.

Miss Smodish is an elementary education major from Hellertown, Pa. She has been on the copy staff of *The Comenian* for two years and is a member of Alpha Epsilon Pi Sorority, the Campus Christian Association, and clerk of next year's Religious Activities Committee.

## Senior Farewell Queen Pictures

The Social Activities Committee has set Monday, April 28, as the deadline for submission of snapshots of girls running for queen of the Senior Farewell. Pictures may be submitted to any member of the committee, either the old committee or the one recently appointed by the new USG president.

The committee requests that all pictures be portrait-type photos, and that the name of the girl and the name of her date, who is entering her as a contestant, be printed on the back of the photo.

Any girl may be entered in the contest; she does not necessarily have to be a student at Moravian College. However, no former queens of any previous dance held at Moravian are eligible for the honor.

## Carl's Photo Service

Warren M. Carl, Prop.  
CAMERA SUPPLIES  
Photo-Hobby-Arts Supplies  
49. W. Broad St. Bethlehem, Pa  
UNiversity 7-3331

# Greyhound Gossip

By Dick Steiner

The second blizzard of '58 curtailed the baseball team's outdoor activities for a while. By the time the snow melts and the field dries up, (barring blizzard no. 3), the season should be well under way. This is also the last column I'll have to struggle through with no sports taking place on campus.



From here and there: Tomorrow night in Rockne Hall the Easton Madisons clash with Hazleton in an Eastern Pro-League play-off game. Of interest to Moravian students will be Bobby Jones playing for Hazleton. In the last meeting of the clubs, Bob scored 24 points and collected numerous rebounds — Who would guess that mild-mannered Jack Lawrence is an outstanding Lehigh Valley referee and umpire. By his own admission, Jack is a better ump than ref. Perhaps someday he'll be hollering "Play Ball" in the majors.

In a recent newspaper article, Ted Williams commented on some of his goals for the coming season. The "Splendid Splinter" stated he hopes to bat at least .330 and hit around 30 homers. Caught slightly off guard, he also admitted his desire to be remembered as the greatest hitter of all time. Certainly he will always remain close to if not at the top in this category.

The powerful Celtics will be meeting the Western Division champs (probably the St. Louis Hawks) in an attempt to preserve their pro crown. Look for Boston to accomplish this feat, perhaps in six games . . . Following each basketball season a group of college stars from the Lehigh Valley are sponsored by the Salvation Army and entered in several area tournaments. Fritz Toner is currently playing with this year's squad, along with such stars as Bob Mantz and Clint Jeffries . . . See ya week after next!

## Nineteen Named To '58 'Hound Diamond Squad

After almost two weeks of baseball practice in College Hall and one outdoor practice (two others were cancelled due to the snowstorm), Coaches Gillespie and Garscar posted the names of those who had made the squad. Nineteen men were kept on the team and will continue their indoor and later outdoor practices in preparation for the opener against Haverford on Saturday, April 12.

These players include catchers Hollendersky, Bartolet, and Keller, infielders Schwartz, Wohlbach, Gilbert, Muth, Gaul, Castellano, Christianson, and Gannon, outfielders Matz, Hirsch, Frank, and Hershey, and pitchers, Chergey, Bigley, Lansenderfer, and Matthews.

## Tennismen Begin Preparation For Opener, April 14

At a meeting of the tennis team last Monday, Coach Samuel Kilpatrick announced he would set up a round robin tournament among those men trying out for the team, in an effort to select his first seven men. Returning from last year's squad will be four lettermen, seniors Dick Roth and Dick Steiner, junior Dan Simons and sophomore Ken Pyne.

The men have been holding informal practices indoors at College Hall until the weather clears up enabling them to use the outdoor courts.

Last year's team was the only one that didn't enjoy a winning season as they compiled a 3-10 record.

Varsity Football and Basketball players have been requested to report to Mr. Calvo's office at their earliest convenience.

### McCall's Gown Shop

329 Main St., Hellertown

Girls Bring In Your Gowns  
In Exchange For Others

Mrs. T. McCall TE 8-9177

## Summer School Has 2 Sessions And 20 Courses

Plans are now being made by Professor George Tyler, director of the Summer Session, to expand the summer program so that more students will be able to take courses at Moravian during the summer. At the present time a total of twenty courses is being offered at a cost of \$27 per credit hour.

Due to the wide variety in subject matter two sessions are planned. The first, from June 16 to August 8, is for Chemistry 101, L101, 102, and L102, General Chemistry; and Chemistry 302, L302, 303, and L303, Organic Chemistry. They will be concentrated courses with the Fall course given during the first four weeks and the Spring course, during the last four weeks. Lectures will be held in the morning and labs in the afternoon.

The second session will last six weeks, from June 16 to July 25. In this session there will be two types of courses: intensified courses in which both semesters work will be covered, and courses in which only one semester's work will be covered.

The concentrated courses are as follows: French 101 and 102, Elementary French; French 201 and 202, Intermediate French; Spanish 101 and 102, Elementary Spanish; Spanish 201 and 202, Intermediate Spanish; Latin 101 and 102, Elementary Latin; German; and German 201 and 202, Intermediate German. The first three weeks of the session will be devoted to the Fall semester work, and the last three weeks to the Spring semester work.

The courses which will last six weeks are as follows: History 101, Survey of Western Civilization; History 102, Survey of Western Civilization; History 203, History of the United States; English 102, English Composition; English 312, Creative Writing; English 333, Shakespeare; English 221, Public Speaking; Education 404, Principles of Education; Education 302, Philosophy of Education; Sociology 101, Introductory Sociology; Sociology 212, Criminology; Mathematics 101, College Algebra; and Mathematics 102, Mathematics of Finance.

Lecture classes will be held during the morning for three hours with a break in the middle of the morning. Laboratory periods will be held for three hours in the afternoon.

Mr. Tyler also announced that anyone desiring a third session from August 4 to August 22 should contact him personally or leave a note for him with Mrs. Solt in the reception office on North Campus.

## Boulevard Bowling Center



- 24 Lanes
- Automatic Pin Spotters
- No Pin Boys
- No Tipping

PHONE HE 5-7451

## MILGREEN'S 5 & 10¢ Store

25 W. Broad St.  
BETHLEHEM, PA.

## BOB'S PHOTO SHOP

Everything for the Photographer



568 MAIN ST.  
University 8-6123

SERVING BETHLEHEM FOR 52 YEARS  
With ALL LINES OF Insurance

## THE WOODRING-ROBERTS CORP

459 MAIN STREET  
(3 DOORS ABOVE HOTEL BETHLEHEM)  
TELEPHONE UN 7-4168 — UN 7-4169  
(Brokers For Moravian College)



"COKE" IS A REGISTERED TRADE-MARK. COPYRIGHT 1958 THE COCA-COLA COMPANY

# BMOC\*

\*Big Man On Campus—yea man! He treats the gals to Coke. Who can compete with charm like that. So if you're 5'0" and a little underweight, remember—you don't have to be a football hero to be popular. Just rely on the good taste of Coke. Put in a big supply today!



SIGN OF GOOD TASTE

Bottled under authority of The Coca-Cola Company by

**Coca-Cola Bottling Co.**  
BETHLEHEM, PA.

### KENDALL'S Barber Shop

67 Elizabeth Ave.  
Across from Steel Field

### BERND'S Office Machines

TYPEWRITERS  
ADDING MACHINES

Sales & Service

734 N. New Street  
UN 7-7991

### GEORGE'S MEN'S SHOP

7 W. Broad St.  
Bethlehem, Pa.  
TRUMAN L. FREY, JR.  
ROGER B. FREY

BUNNY HOP  
TONIGHT  
COLLEGE HALL  
9 AND 10  
8 TO 11 P.M.

25c

### The Spinning Disc

88 W. Broad St.

UN 8-9202

### BOULEVARD FLORIST

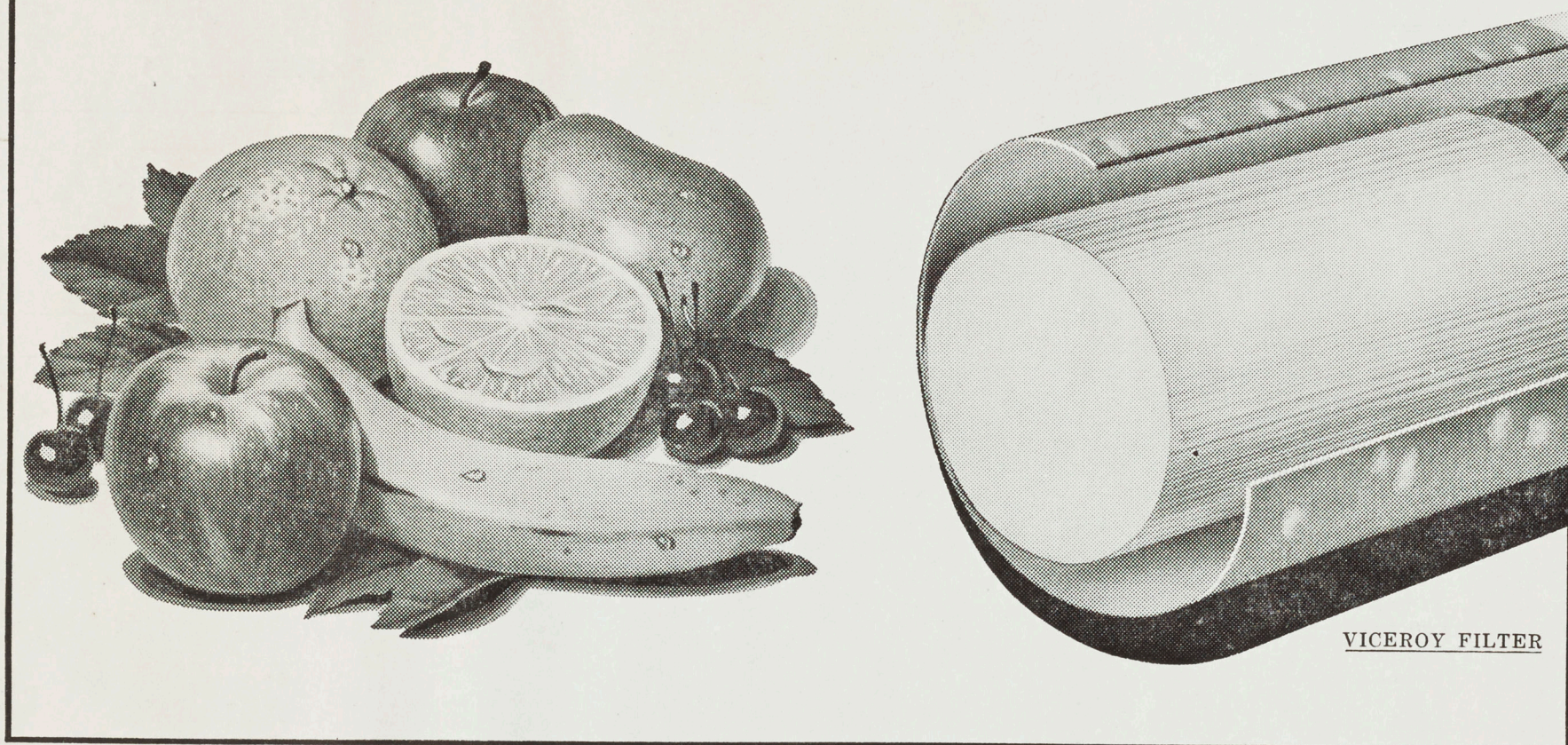
Flowers for all occasions  
BUD AND IRENE PEARCE

Union Blvd. at Main Street

Bethlehem, Pa.

Phone University 7-0181

What does this fruit have to do with this cigarette filter?



# THE VICEROY FILTER IS MADE FROM A PURE, NATURAL MATERIAL FOUND IN ALL FRUIT

—and it gives you **Maximum Filtration** for the **Smoothest Smoke!**

• From the same soft, pure material found in the rich pulp of nature's healthful fruits, modern filter scientists have created the greatest cigarette filter ever designed . . . the Viceroy filter. For the Viceroy filter gives you the *maximum filtration* for the smoothest smoke of *any* cigarette. More taste, too . . . the pure, natural taste of rich, mellow tobaccos. Yes, Viceroy gives you *more* of what you change to a filter for!

New crush-proof  
flip-open box or  
famous familiar pack.

**VICEROY** PURE, NATURAL FILTER...  
PURE, NATURAL TASTE

