...the President of the United States throws out the first ball...and the 1936 season is on

Baseball...it's America's outstanding gift to the world of sport

Senators, representatives, statesmen, judges, doctors, lawyers, businessmen and Jimmy the office boy...they're all out for the opening game. Thrills never to be forgotten...perhaps a home run...an electrifying no-hit game...perhaps some callow recruit, unheard of in the big time, smashing his way into the hearts of the fans.

Baseball brings pleasure to the millions who watch it, and rewards the stars who play it.

Such popularity must be deserved...

At every game and wherever you go you will find people enjoying Chesterfields. Why...because Chesterfields are outstanding for the pleasure they give...outstanding for mildness...outstanding for better taste. More and more smokers, men and women both, enjoy Chesterfield's pleasing taste and aroma...such popularity must be deserved.

Musclin' In
On Other State Press Practice

By Ernie Davis

The Gamecock

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