



The Southwestern

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Memphis, Tenn.



VOLUME XIII

MEMPHIS, TENN., OCTOBER 30, 1931

NUMBER 7

LYNX BOYS BATTLE BULLDOGS

HONOR CLIQUE INVITES GRADS TO REASSEMBLE

Wine and Dine and See Lynx-Howard Game

OLD ALUMNI FEAST

Paul Jones, Pres. O.D.K., In Charge of Doings

Tomorrow Omicron Delta Kappa, honorary fraternity, will sponsor the first Homecoming Day ever held outside of Commencement Week. The plan is to try to get the alumni to come back to the scene of their academic work, with the Southwestern-Howard football game as the main attraction, especially since the alums will be admitted for the sum of 50c, if they present their invitations at the gate.

FEAST ROYALLY

After the game there will be a banquet in the big dining room at which all the old guys will gather to relive the days of collegiate activity. Sad to say, there will be the usual after dinner speeches.

Paul Jones, president of O. D. K., urges that all the Southwestern students cooperate with O. D. K. in putting over Homecoming Day so that a good impression will be made on those alumni who do accept the invitation.

TURKEY INTERFERES

At first it was planned to stage Homecoming Day on Thanksgiving but the difficulty in inducing the good people to leave the Thanksgiving turkey made the plan impossible, with such a short time to give the necessary publicity to the event.

All the alumni are urged to reply to their invitations as early as possible so that Mrs. Daily, dining hall manager, will know just how many people to prepare for.

"S" CLUB GROUP ORDER NEW PIN

Design Pin and Send Off To L. G. Balfour

The recently reorganized "S" Club, consisting of all men students who have earned a letter in varsity baseball, football, or track, chose a pin at the last meeting after several designs were submitted by the Pin Committee of Bill Walker, Harvey Drake, and Perry Bynum. The pin chosen is the two colored letter "S," the upper half red and the lower half black, with a Lynx head in the middle.

An order for a pin for each member of the club has been placed with L. G. Balfour Jewelry Co. of Attleboro, Mass.

The "S" club has made plans for an active participation in campus activities this year and will attempt a comeback to the high esteem and position it held on the campus a few years ago. Twice a month the club meets in the private dining room.

Build Rockne Field

New York.—Plans have been revealed here for the construction of a Knute Rockne Memorial Field in Marine Park, Brooklyn, with a stadium seating more than 100,000 people, to be used in big football games.

Use Orange Ball

New York.—When Manhattan and Ogletorp played here an orange-colored football was used, so that the night lights would not make it difficult to distinguish the former white ball from the players' headgear.

Former Lynx Stars Lead Frosh Teams In Battle of Today

Lamar Pittman and 'City' Thomason Are Rivals

BOBCATS PLAY UNION

Expect Tough Game With Strong Visiting Crew

There's going to be a little "human interest" story enacted this afternoon on Fargason Field, when the Southwestern frosh clash with the Bullpups from Union. The story is that the two teams are coached by two members of last year's varsity football team.

Coach Lamar Pittman is bringing his Bullpups down from Union to struggle with Coach City Thomason's Bobcats. It will be two former teammates pitted against each other in a clash of strategy, power, and finesse.

This is the first time in some years that an incident of this kind has happened at Fargason Field. Pittman will be trying hard to get his charges to defeat the Bobcats while City will be doing his part to repel the invaders.

McLARTY IS OUT

The Bobcats have been put through the paces this week by Coach Thomason and all are in excellent shape except "Red" McLarty, plunging fullback, of the frosh. He has an injured foot which will probably keep him out of the lineup.

The Union frosh have an exceptionally strong team, although they did suffer a 59 to 0 defeat at the hands of the Ole Miss frosh earlier in the season. The Bullpups use the Tennessee system of play, and they will pit their skill against the deception of the Warner system utilized by the Bobcats.

BRING ENTIRE SQUAD

Coach Pittman will bring his entire squad down from Jackson to battle with the baby Lynx. His team is featured by the play of Peterson, at quarter; Belew and Rampley, ends. The forementioned players played havoc with the Union varsity the week of practice.

Coach Is Smart

Ryderwood, Wash.—When the high school coach here called out the football squad he found only thirteen boys eligible to play. So instead of putting them to tackling dummies, he sent them into the gym, gave them a basketball, and prepared to get a three-month start on the other high school cage teams.

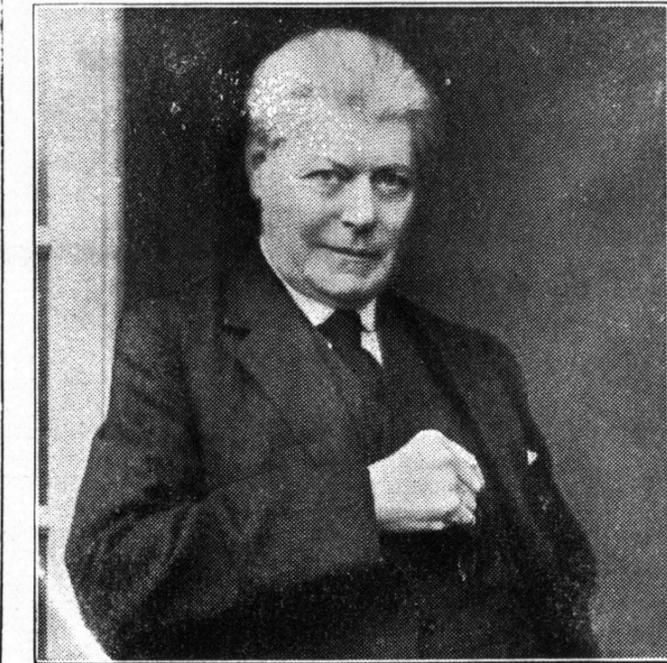
Is It Money or Honey?

By ELIZABETH HAMPTON
"Wherever men live, work, love, and pray, there is woman's place in the world, sharing the lot of her husband, her sweetheart, her father, her son," says Aimee McPherson Hutton.

"I don't think that woman's scope is so limited," counters Texas Guinan. "Life is good; enjoy it; live it to suit yourself."

Thus two famous women representing widely separated walks of life express their views on woman's place in the world. Six Southwestern coeds whose opinions are also worth listening to have the following remarks to make:

"A woman who has talent for other things than making a pretty cake and good biscuits should divide her time between her home and the outside



SIR PHILLIP BL' GREET

Here stands Ben Greet, noted Shakespearian actor and producer whose company, the Ben Greet Players, will present two Shakespearian plays at the Ellis Auditorium Wednesday, November 4.

Beginning at 3:15 p. m. of that date "Twelfth Night" will be given.

At 8:15 p. m. "Macbeth" will be presented.

Special student tickets enabling two to go for \$1.00 are on sale at school and can be exchanged at Fortune-Ward Drug Co. on Madison avenue for reserve seat tickets.

Single tickets are 75c.

SET NOV. 10 TO SUBMIT GRADES

All Students Must Sign a Church Attendance Card

Grades for the first report period will go into the office on November 10 and the reports will be out about a week following the receipt of the grades. November the second, next Monday, is the date set for the signing of the church attendance reports filled out every report period.

MUST SIGN CARDS

Students will not get their reports until they have filled out a church attendance card, stating the number of times that they have attended the church selected by them for regular attendance during each report period.

Stylus Meets, Eats And Beats Retreat

The Stylus Club met last night in the private dining room at six o'clock to dine and discuss original compositions by the members of the club. Several of the members brought over their masterpieces which met for the most part with the approval of the club.

GLEE CLUB MEN READY TO QUIT

Lack Of Interest Causes Fall in Attendance

Small attendances have just about finished the Southwestern Glee Club. Bob Sanders, director, has threatened to resign unless there is an immediate and sudden change. At the first rehearsal there were only about ten present. Last week only four attended.

HAS GOOD PROGRAM

The Glee Club has a variety of interesting numbers to work up and present. The first engagement is at the Hollywood School. A quartette or a double quartette is scheduled to sing there for a special program some time in December.

The rehearsals are held every Thursday in the Hardie Auditorium from 1:15 till 2 o'clock.

FEW PICTURES INJURES LYNX

Only 230 Students Have Photographs for Annual

Progress in the taking of individual pictures for the annual has been very slow and only a little more than half of the student body has been photographed at this time. Editor Berson stated that only 230 of the students had had their pictures made and that the appearance of the book would very likely suffer due to the lack of enough photographs.

SNAP FRAT GROUPS

Fraternity group pictures were taken by Cassidy on last Thursday afternoon and sorority pictures will be taken at an early date. The editor has been concentrating on the getting of photographs, with the view section pictures having been taken some time ago.

Tri-Delts Entertain

The members of the Tri Delta chapter held an informal open house Wednesday night in the home of Olivia Reames on 408 Angelus.

GRIDDERS WAIT WHISTLE FOR A TOUGH TUSSLE

Birmingham Boys Invade Memphis Town

HOWARD TEAM FAST

Southwestern Out to Cop Dixie Conference

Fired with the spirit that tied Ole Miss last Saturday Southwestern's scrapping Lynx trot out on bloody Fargason Field tomorrow afternoon to meet the tough Howard Bulldog from Birmingham, Alabama, in what is expected to be some struggle.

Notwithstanding the impressive moral victory Southwestern staged last Saturday, the Lynx are in for a big job in turning the Bulldog away without the bone of victory. Howard is a fighting aggregation and the fact that they are rated in Southwestern's class will make for a battle that ought to last sixty minutes.

LYNX HIDE TRICKS

Coach Jimmy Haygood, silent when he wants to be and heady at all times, has not let the cat out of the bag concerning the type of play the Lynx will shoot at Howard. Certain it is that Howard is in for a surprise if they expect the same tricks that wrought devastation in the Ole Miss camp. Haygood has some new plays up his sleeve that ought to go good tomorrow.

HOWARD BACKS FAST

Southwestern's big guns, Newton, Knight, High and Hinson, will parade their speed wares but they will be pitted against men who can match them in speed. Sweeney, dazzling Howard leather lugger, is being counted on by the invaders to stem the tide of Southwestern. Sweeney runs, kicks, and passes and from all accounts can even excel the doughty Chauncey Barbour in hurling bullet passes through the ether.

In Barbour for the Lynx and Sweeney for the Bulldog the spectators are certain to see a lot of footballs in the air. The aerial game will be a prominent feature if all the dope bucket isn't wrong.

Howard's line will probably outweigh the Lynx forward wall but that throws no consternation in the local camp. The Lynx linemen whittled the hefty Ole Miss and Sewanee linemen down to their size and they ought to know how it can be done tomorrow.

SHERIFF IS "RIGHT"

Lynx followers are looking expectantly toward Sheriff Knight tomorrow and are primed to see him
(Continued on Page 3)

LYNX BLAZERS SET TO SHINE

Club All Outfitted For a Year of Active Work

Lynx Club members will get their new blazers by tomorrow in time for the officiating at the Howard game. The blazers have been ordered quite a while and were expected to arrive in time for the Ole Miss game but were held up somewhere along the line.

MEMBERS CONTRIBUTE

All new members and many of the members taken in last year contributed half of the necessary funds for the purchase of the blazers and the school furnished the other half. Blazers were not given by the school last year as had been the custom in previous years.

KAMPUS KRAX

Prof.—Can you give me an example of paradox?

Wadlington—A man walking a mile and yet only moving two feet.

A Mississippi river steamer was stopped in the mouth of a tributary stream, owing to a dense fog. An old lady passenger inquired of the captain the cause for the delay.

"Can't see up the river," was his laconic reply.

"But I can see the stars overhead," she replied sharply.

"Yes, ma'am," came back the captain, "but unless the boilers burst, we ain't going that way."

Chinaman—Will you tellee me where the depot is?

Stranger—What's the matter, are you lost?

Chinaman—No, me here, the depot is lost.

Catherine Brown—Can this fur coat be worn out in the rain without hurting it?

Salesman—Now, lady, did you ever see a beaver carrying an umbrella?

Mrs. McIlwaine—Do you like this hat turned down, dear?

Prof. Mc.—How much is it?

Mrs. Mc.—Ten dollars.

Prof. Mc.—Yes, turn it down.

Jinx—Why did you freshmen buy liniment?

Tom—We are going to use it for our own ends.

Policeman—What is your name?

Driver—It's on the side of the truck.

Policeman—It's obliterated.

Driver—You're wrong, sir, it's O'Brien.

Mr. Cassidy — I want to get that good-looking boy in the middle.

Pugh—Who me? I'm not in the middle.

SUE TO LOU

Dear Sue:

It's been terrible trying to settle down to hard study after the excitement of last week end. You should have been here, it looked like a regular homecoming, so many of the alums were back. It seemed like old times to see Hawk and Harry together. Of course that night the crowd all went out to the Casino for the hop which really was a one. There was li'l Mary McCallum having a high time. Beauty Queen Mason kept the stag line in motion as usual. Ruth Billings looked as if she were enjoying the Ole Miss lead out. She looked mighty pretty. This dance was really an affair.

Speaking of affairs, the Kappa Deltas are flinging one tonight to introduce their pledges formally to the social whirl of the school. All will be in costume and ready for plenty of fun.

As I am writing to you I'm snatching time from my books to glance out on the campus now and then. Carefree students, whiling away their off hours, are sitting around on the stone benches, a wonderful convenience for the He and She. On one I see Mary Louise and Comus, on another Miriam and Hinky and last but not evidently not the least I see our li'l Bill, the center of a delegation of A. O. Pi's led by Mahan. What a man Gammage! I tip my Empress Eugenie to him as a real lady-killer.

Speaking of one thing and another I made a canvass of several boys on the campus as to what co-ed they considered the best dancer and the most voted for young lady among the particular group was none other than the Coldwater Queen, Mildred Veasey. Give us a whirl in chapel some morning, Red, and show us gawkiere gals how it's done.

I guess you knew that Guy Lombardo had accepted Bill Taylor's and Bill Brinkley's song they wrote. Isn't that great? A couple of Howard Cook-ie "yea-yeas" for our two boys who made good.

How about going with me to watch us beat Howard tomorrow? After the gallant fight our boys put up last Saturday I'm for 'em more than ever. Let's go early and watch sponsors Miriam Heidelberg and Elizabeth Smith walk in behind their chrysanthemums. I always get a huge kick out of seeing the sponsors come in. I'll see you, won't I?

Till then I'm yours,
SUE.

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TO ALL GOSSIP PEDDLERS

In every small town there is an undercurrent of gossip that filters through devious channels to the ear of the general populace. Gossip mongers spread their wares out for the delectation of the little minds, the pettily critical minds.

On the small Southwestern campus the gossip habit has festered for several years. Everybody knows everybody else's business. Everybody, it seems, talks about everybody.

In one way this condition is healthy. Brotherhood exists more among friends than among strangers.

But in a worse way the condition is evil and should be changed. Too many students take too critical an attitude toward their fellows. They find little faults in them and tell their neighbors what they have found. They compare notes. They delight in hearing a new thing. They do nothing to help the person considered but they do much to privately, and perhaps unknowingly, destroy his good name.

If there is any one thing college should teach, it is tolerance of one's fellows. If there is one thing that destroys tolerance, it is prejudiced gossip.

Let's stop Southwestern's small town practice of trafficking in petty gossip. Let's not make everybody else's business our own.

A DISGUSTING VISIT

It is seldom that the people of Memphis are forced to witness such collegiate crudeness as the Ole Miss student body exhibited at the game Saturday. It was the rottenest show a visiting school has ever put on in Memphis.

We do not intend to keep our mouths shut just because they were our guests for the day. They were crude and that's that. They took advantage of a football game to pull a lot of dirty talk and yells.

Southwestern students did not object to Ole Miss student body tactics as much as the general populace did, but there were many students, especially women, who were annoyed.

Although the referee caused much strife, he was not responsible for the reeling drunks, filthy yells, and catcalls.

The Ole Miss football team was out on the field battling. They didn't let down, they were just tied. It's a pity the Ole Miss student body had to resort to dirty stuff when their team was losing. The team showed better sportsmanship.

We hope the Ole Miss team comes up next year without their student body if they can't do any better than they did Saturday.

May the game tomorrow show no repetition of the crudeness of last Saturday.

JUST A BIT OF DORM LIFE

CALVIN HALL

Wednesday nite as James Overholser, a very studious lad generally, was trying to gather some information from a page of Greek that he had been told by the professor to prepare, his intellectual effort was most suddenly interrupted and hindered by a cold bath of sparkling water from the general direction of the window. Some inhumane student had passed away his spare time by throwing a half gallon of water in his window. Overholser was quite taken aback and the phrases he let forth would not be exactly presentable.

This week the majority of the students have not been able to talk above a whisper, for the simple reason that they hollered their voices away last Saturday. Howard Cook, J. P. Hollifield, Harry Champlin, and Norman Gibbs have the worst cases of sore throat-itis.

The night before a football game the students in the dormitory gather in small groups in various rooms about the hall and discuss the football game of the following afternoon. Conjecture is made as to the outcome. Scores of previous games are compared. Always there is the ever-present feeling that in a few hours the fray will be on and every one will know all there to be known about the game.

Small Brother — 'Betcha he'd kiss you if I wasn't here.
Grace B.—You bad boy, run away this instant!

EVERGREEN HALL

Martha Burton said last Monday that she felt as though she had lost something valuable. She did miss quite a bit when her twin sisters returned to their home in Lewisville, Arkansas, after a visit of several days.

Lorene Mitchell was seen at Evergreen Hall last week-end. She and Harry Walton motored up from Tupelo to see Southwestern tie Ole Miss.

Rosa Rogers of Tupelo was the weekend guest of her sister, Grace Rowland. Marjorie Mitchener was also the guest of her sister, Frances Mitchener. That completes the list of family reunion, with the exception of Mrs. Walls who came over from Holly Grove to see Jimmy.

Margaret Ashley, Mary Moore, Marie Hunt Negus and Mary Wooley were old residents of Evergreen who returned to see the Ole Miss game.

Among those Ole Miss students who

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made Evergreen their "stopping-place" for the week-end were Baby Massey of Greenville and Clyde Bryant of Coffeerville, Mississippi.

Those who like to sleep 'til seventhirty in the morning have beseeched Razz to change the finish of early morning work-outs. At the unearthly hour of six-thirty his yells of encouragement to Riley McCaughan and Porteous break the early morning stillness, shattering sweet slumbers.

Coach Miller—How can I get this half-back sobered up?

Coach Haygood—Show him a bill for his tuition.

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K. D. CREW HURL Daredevil Scorchers PLEDGE PARTY Club Gets New Men

Lodge tonight to be open
For Halloween Hop

The active members of the Kappa Delta sorority will entertain with a Halloween party tonight in honor of their pledges in the lodge on the campus. The house will be decorated in Halloween colors and the same motif will be carried out in the refreshments. All guests are required to come masked and in costume.

PLEDGE DATE LIST

The pledges and their dates are: Dorothy Schoolfield with Bob Pugh; Olive Black with Glen Scott, Nancy Dinsmore with Bob Campbell and Charles Briscoe; Rosalie Keenan with Cy Johnson; Mary C. Whitman with Tommy East and Red Foreman; Jimmy Kate Johnson with Baxter Sloss; Kate Cleveland with Goodlet Brown; Jerdone Kimbrough with Harte Thomas; Mary Converse, Gertrude Pullen, Clarene Wineman and escorts.

ACTIVES AND DATES

Active members and their dates are: Elizabeth Smith with Dr. Gray Williams; Catherine Davis with Mac Elder; Nelle Martin with Billy Armstrong; Margaret Kimbrough with Schuyler Lowe; Mary C. Lee with James Jones; Julia Marie Schinn with Fred Weaver; Ruth Billings with Travis Reid; Harriet Storms with Phillip Syles; Emily Lena Howe with Tom Holloway; Virginia West with Ned Wright; Mary K. Hubbard and Gerald Capers; Frances Durham, Dixie Jennings, Frances Cairnes, Martha West, Julia Walls, and escorts.

Guests from other sororities are: Grace Braun, Nina Stansell, Charlotte Stanage, Marian Woods, Helen Brown, Frances Jones, Elizabeth Marcruen, Marjorie Davis, and Eddie Mae Murray. Chaperons are Mr. and Mrs. H. C. Adams.

LYNX ALUMNUS GROUP AT GAME

Alumni Flock to Campus
To See Ole Miss Fray

The Ole Miss game Saturday brought out many alums and ex-Southwesterners to shout lustily for the Alma Mater. Among those seen registering enthusiasm were: Harry Walton, last year's captain of the Lynx and his brother, Nat; Jeff Davis, Charlie Diehl, George Hightower, and Lamar Pittman, all grid stars of last year; Lorraine Mitchell, Meredith Davis, Jack Chambliss, Helen Brown, Gerry Griffith, Catherine Ritchie, Mary Gardner Patterson, Golden Seats, Catherine Cone, Elmer Drayham, Virginia Davis, Johnson Garrett, Bobby Carpenter, Willie Walters, and several young married couples — Mr. and Mrs. Maury Hull, Mr. and Mrs. T. M. Garrott, Mr. and Mrs. Sidney Cameron, Mrs. Ceylon Frayser, and Mrs. Thomas Appleton.

IS IT MONEY OR HONEY?

(Continued from Page 1)

pends upon the individual. Every woman should be free to make her own choice. And Ella Kate Malone casts her vote for woman and the home but adds that every woman should have interests outside the home—if only to keep the grey hairs away.

"Both a home and career would be nice," Lyle Stanage remarks. "But the home should come first and under no conditions be sacrificed to a career. If a person can manage both she is 'lucky'."

GRIDDERS WAIT WHISTLE

(Continued from Page 1)

cut loose in a big way. Knight "found" himself in the Ole Miss game and is straining on the leash to bite the Bulldog tomorrow.

Howard, parading the spectacular Notre Dame system involving the snappy backfield shift will put pigskin color in their offense. However, the Lynx have been carefully coached to throw a wrench in the well oiled machine so the Notre Dame stuff will be no surprise to the local lads.

Howard is in the Dixie Conference and should the Lynx turn in a victory over them it would put Southwestern at the top of the circuit and pave the way for a possible conference championship.

Prof. Johnson—How is it that you have written only ten lines on "Milk"?

Churchman—I wrote on "Condensed Milk."

The Scorchers, daredevil motorcycle club, announces the pledging of Bill Thomas and Transfer Dabney, who have jointly purchased Keenan Clinton's Indian Go-Buggy.

The two new pledges will have to perform several dangerous feats before they will be extended full membership in the club. They must eat a handful of shelled peanuts while riding down the street at forty miles per. A spill at fifty miles an hour, and standing up on the seat of the machine are two more tests which are designed to try the nerve of the pledges.

Football Family Wars

Cleveland.—When Case School of Applied Science defeated Oberlin on the football field it was what you might call a family victory. At any rate the two Case coaches, Ray Ride and Carleton Mefort are sons-in-law of Dr. C. W. Savage, director of athletics at Oberlin.

"What is a detour?"

"The roughest distance between two points."

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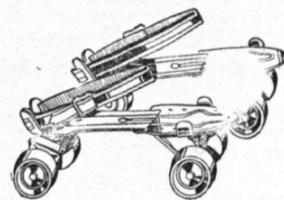
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Pretty good poetry, said Professor Copeland of Harvard, is like pretty good eggs.—David Carb.

As a camouflage for corruption prohibition has been useful. — Ezra Pound.

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Jean Harlow



Jean Harlow first set the screen ablaze in "Hell's Angels," the great air film, and she almost stole the show from a fleet of fifty planes. See her "Goldie," a Fox film and Columbia's "Platinum Blonde."

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FIGHTING LYNX TIES OLE MISS IN STERN FRAY

Southwestern Boys Refuse To Be Trod Underfoot

STAGE A COMEBACK

Overcome early lead and Even Score, 20-20

A Southwestern team that would not be defeated came from behind to overcome a 20 point lead that Ole Miss had piled up in the first quarter and tie the score, in the final minutes of play.

Coupled with some putrid refereeing the Ole Miss boys pushed over three scores, one of which was almost directly responsible from a 30 yard penalty, which placed the ball on the Southwestern 20 yard line.

Ole Miss scored in the first three minutes of play when Bart Herrington, converted fullback from the tackle position, threw a pass to Haynes who scampered 23 yards to a touchdown. Burke converted the extra point.

The next Mississippi score came as a result of a 23 yard jaunt by Haynes around right end. Just as he crossed the goal line he fumbled but the oval was recovered by Britt, Ole Miss stalwart. Burke again converted a placement.

The third score for the visitors came as a result of that muchly disputed penalty which the referee generously gave to Ole Miss. Haynes carried the pellet over for the third score, but the placement was smothered by the Lynx forwards.

As soon as the second half opened, the Lynx started showing their determination. They scored once in the third quarter with Knight entering the game to push the ball over on a 5 yard plunge.

The next Lynx marker came after the last period had opened. Newton rammed the ball across after Barbour had thrown several devastating passes to the Lynx backs. Newton converted the extra point.

The final Lynx score came in the waning moments of play, when Barbour threw a 21 yard pass over the goal line. Newton leaped high into the air to pull the ball out of the ether. The conversion by Newton was wide.

The entire game was marked by the sparkling play of the Lynx throughout the last period and the fine play of the Ole Miss backs in the first quarter. Once the Ole Missers were stopped, they stayed stopped. The fine defensive play of High and Newton was a high light of the game. Once High saved the game when he stopped Haynes who was running behind the screen of a three man interference.

Lineup and summary:

Southwestern (20)	Ole Miss (20)
	Position
Jno. Hughes	L.E. White
Jas. Hughes	L.T. Flowers
Walker (c)	L.G. Britt
Burnett	C. Ruby
McCormick	R.G. Trapp
Hebert	R.T. Turnbow
Perrette	R.E. Montgomery
High	Q.B. Rose
Newton	L.H. Burke
Womble	R.H. Haynes
Knight	F.B. Herrington

Fishbach Reads hot Paper for Thinkers

John Fishbach brought on a red hot argument last night at the regular bi-weekly meeting of the Nitist Club in the Bell Room when he read a paper on "Subsidization of Athletes." A goodly crowd elbowed its way into the inner sanctum of the philosophers to dissertate on the subject of the evening.

Lily Damita to Star In Orpheum Picture

Lily Damita, declared the most beautiful and talented movie actress to come to Hollywood from France, takes the leading role in "The Woman Between," attraction at the RKO Orpheum next Tuesday, Wednesday and Thursday. Opposite her in a story of a very complicated love affair is Lester Vail. Anita Louise, O. P. Heggie and Blanche Frederici also have prominent roles.

"Consolation Marriage," starring Irene Dunne, who scored such a hit in "Cimarron," also offers a very unusual story of a couple who wed to console each other and learn to love each other through devotion for their baby. Pat O'Brien is opposite Miss Dunne and Lester Vail also is in the cast.

Yale Makes Money

New Haven, Conn.—The Yale Daily News has discovered that in 1884 the football season at Yale netted its school \$3,500. Of this amount \$25 was used for training expenses.

LOEW'S PALACE

Week of Friday
October 30th
United Artists Offer

RONALD COLMAN

in
"THE UNHOLY GARDEN"

Thrills—Action—Romance
with
FAY WRAY
ESTELLE TAYLOR
WARREN HYMER

Junior Features Include:
A Comedy—Screen Song
"Strange as it Seems"
Paramount Sound News

Open 11:45
Til 6:30
Then
Children 10c Anytime

25c 40c

MODEL BLUFF CITY LAUNDRY

Where Quality and Service Are Unexcelled

Campus Representatives

Harold High "Cotton" Perrette

RETAIL CLOTHIERS' ASS'N OF MEMPHIS

Beasley Bros., Jones & Ragland
Phil A. Halle
Oak Hall
Walker M. Taylor
Golden Eagle Clothing Co.

SUPPORTERS OF SOUTHWESTERN



Facts.. *FACE-UP*

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Let's talk *Straight from the Shoulder*

WHAT you want in a cigarette is taste. You want mildness . . . smoothness . . . and satisfying pleasure when you smoke.

All right then . . . *get this straight.*

CHESTERFIELD pays top prices . . . yes, and a premium for the ripest, mellowest, sweetest-tasting leaf that grows.

The curing and conditioning is done by specialists . . . men carefully trained in handling these fine tobaccos.

IN BLENDING, also, Chesterfields are different . . . Instead of merely mixing the tobaccos together . . . we cross-blend them. It's like making a new and better-tasting kind of tobacco. That's how we get that *Chesterfield flavor*. Milder . . . and a more pleasing aroma.

Cigarette paper? Only the purest that's made is good enough for Chesterfield.

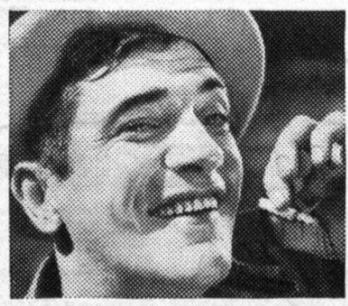
PICK UP a package. Note its clean appearance . . . free from heavy inks. It's moisture-proof, too.

And three big factories at Richmond, Durham and San Francisco—operating under the strictest sanitary standards—rush them *fresh* to you.

Good . . . *they've got to be good.* Because they're made that way. And most important of all . . . you can taste this goodness *in the cigarette.* You can tell it in the smoke.

Light up, Mister! Try Chesterfield. Let the cigarette do its own talking.

You'll get the whole thrilling story, in just two words . . . "They Satisfy"!



"Yes Sir - Mild yet they Satisfy"

Open 11:45

LOEW'S STATE

WEEK OF FRIDAY
OCTOBER 30th
CHARLES FARRELL

in
"HEARTBREAK"

A FOX PICTURE WITH
MADGE EVANS
HARDIE ALBRIGHT

A Love that Defies the Laws of Nations!

Junior Features
M-G-M Comedy
Football Thrills
Scrappy Cartoon
"Globe Trotter" News

25c—Til 6:30—Then—40c

Children 10c Anytime