## THE SOU'WESTER

Student Weekly Publication of Southwestern at Memphis
 To Insure Quiet Students Must Take Exam
In Assigned Rooms THREE HOUR LIMIT Change Purports To Make Students Concentrate the assigned room and must be fin
ished after three hours, according proved by the faculty of Southwester
"These changes have nothing to do
with the Honor System," said Prof

## "The changes," he said, "are adopted to institute a more orderly system with greater concentration on the part of the student. They should reduce to minimum the noise, confusion, and disorder of students wandering in and

 out of examination rooms."Three
Hour Limit Under the new regulations examina-
tions in all regular courses must be
finished in the stipulated three hous finished in the stipulated three hours.
This change, it is believed, will dis-
courage frequent or olong absences
from examination rooms, and both student and professor will profit by
the time saved.
"Quiet" signs will be placed in the
halls during the examination period Quiet signs will be placed in the
halls during the examination period
to remind students that their cooperation is expected in eliminating un-
necessary noise. Examinations must necessary noise. ©xaminations must
alas be taken in the assigned room,
and not, if the student so wished, in
formerly permitted.
Only As scheduled
Examation may be taken only at
the time regularly scheduled by the the time regularly scheduled by the
registrar or at the reeexamination pe-
riod unless permission is secured by riod unless permission is secured by
the instructor from the administrative eliminate the inconvenience to the
professor of making up examination questions at irregular periods for stu-
dents who have missed examinations. will assign the larger classes to the lecture rooms in Science Hall or else-
where. This, according to Prof. ing disturbed in crowded class rooms exams will be given have been
changed. Bible $51-\mathrm{B}$, under Prof. Liston; Economics 3-B, under Prof. Hon, and English 1-C, under Prof. Wolf,
will be given in Room 102. Physics 23, under Prof. Rhodes, will be given
in Room 104s. Sociology 1, under Prof M. H. Townsend, and Economics 21,
under Prof. Hon, will be given in Room 105s. Philosophy 1, under Prof Kelso, and History 21, inder Prof. Cooper, will be given in Room 101s
Prof. Kelso's Contemporary Civilization 1 exam will be given in Room

## Bible Class Plans

Topic Each Month

## Sam Patterson, Class President,

 Appoints New Committee To Fix ProgramThe Men's Bible Class will inaugu next semester. According to Sam Pat erson, president, a topic for each will be asked to give talks on the apiternating each week. A program
alterer will talk twice Charles Orto, John Woolsey and Craft, Kelly will have complete charge. The topic for the month of Febr What Christ Would Do". The two A. P. Kelso and Prof. David M.
An attendance committee, composed
of Harry Phelan, John McGrady, N

at the meetings held each Sunday 8:30 ooleck in the music building.

Marion Keisker
To Star In Play
Three Frats Pick
New Presidents Of "The Dangerous Corner" At Little Theatre Marion Keisker, Southwestern senforthcoming Little Theatre play, "The time this season that Miss Keisker
 January 16th", and "Yellow Jack". "The Dangerous Corner" is a sophis-
ticated drama by J. B. Priestly and is matic theme, how the course of events It is said to be an interesting and en-
ertaining show, full of suspense. That fact that "The Dangerous Corner" had
a long run on Broadway in the midst Others in the cast besides Miss Keis-
ser are Hazel Howard (Southwestern alumna, '32), Virginia Talley, Sammie and Kingsley Hooker. It is being di-
rected by Eugart Yerian.
The show will run Jan. 31-Feb. Tickets will be on sale next week a
the Three Musketeers Bookshop, Hote
Spanish Club Has Meeting Talks on Spain Today
 Harper, Memphis attorney and pro-
fessional lecturer, was presented un- $\qquad$
$\qquad$Ralph Turley; Macon Smith and and

SOUTHWESTERN, FRIDAY, JANUARY 21, 1938

Birthday in March?
You Will Live Longer
Chicago, mil -(ACP)- Research by
Annual Robert E. Lee Banquu
Held Af Univesity Club
Wednessay Night


dancing in the club's ballroom. Mem-
bers of the Southwestern chapter who
attended with their guests were Hotch-
kiss Young, president, with Martha
Moore; Fred Dickson, vice-president,Moore; Fred Dickson, vice-president,
with Betty Blue; Wendell Whittemore,
McBurney with Marjorie McElroy
Mac DeMere with Joyce Canary, He S.
Weaver with Carolyn Carroll, Henry
Walker with Amanda Guthrie, JohnConway with Lelah McClain, Neal
Brian with Roberta Fagin, WilliamBoydston with Martha Forrest, George
Griesbeck with Mary Graham, WilliamGriesbech wish Curama, WilliamWallace Moore with Jo Gilfillan, PyneTucker with Sally Cooke, Walter Halwith Janice Perlitius, J. C. Niehusswith Elizabeth Mullins.
will
Pledges Attend
Members of the pledge group who
William Murra
with Martha Patton, Gene Hardis
with Dorothy Miller, Rowland Darnewith Mary Mac Hines, Harris Patton
with Harriet Pond, Prentiss Lefflerwith Margaret Wardlaw, William Mc-Anally with Jeanne Thourman, JaRuffin with Virginia Mangum, RoberSiedentopf with Virginia Ann Rags-
dale, William Nall with Marion Tuck-er, Frank Jemison with Ethel Merrin,dine Taylor, Bruce Crill with Majorie DeVall, William Derrick with Susan O'Brien,
alyn Allen.
Among the young alumni who at-
tended were: William Kenworthy withended were: William Kenworthy with
Olivia Evans, Oscar McDaniel withLivia Evans, Oscar McDaniel with
Latherine Terry, James Martin
with Anne Draper, Duff Gaither,
fred Page, George Williss, LindAtomic Theory Upsev:
Managing EditorsFor Paper Picked
Departmental Heads Take Week;
Edition On Feb.
Buchman ResignsManaging editors of The Sou'westerfor the five weeks following examina-
tions have selected their weeks totake charge of the paper. Lewis Don-
elson, head of the copy department,
ynn Barnara, society editor, will
erve on Feb. 18. William McBurney,25. Sports Editor Thomas Papgeas and
Campus Editor Claudia Yerger have
and March 11 respectively.cThe Sou'wester are Erin Gary and
Eldridge Armistead

## Men's Pan Group Selects Erskine Falls President

Breytspraak's Graduation To Leave Vacancy
DANCE IS TO BE FEB. 4
Mid-Winter Formal Set To
Follow Exams
Erskine Falls was elected president
ednesday to succeed James Breyt-

## this semester. Falls is a member of

$\qquad$
The Men's Panhellenic Council will
$\qquad$
$\qquad$makingnd three specials.
The dance will be in honor of the
ewly elected council for the secondent, and Sam Hill, secretary-treas
urer. Other members who will serve
or the second semester are: EwingCarruthers, Alpha Tau Omega; Val
Huber and Maynard Dabbs, Pi KappaAlpha; Sam Prest and Hubert Turley,Sigma Alpha Epsilon; John
and Steve Frazier, Sigma Nu.
Foor Committee, will have as his asternities on the campus. The mem-
bers of the committee are Henry Wal-er, John Spence, Levon Self, GeorgeHumphrey, and McKay Boswell. Each
will wear cordons of red and black,he Southwestern colors.In the school colors. Fred Dickson,
Steve Frazier, and Erskine Falls areSingle or double bids may be ob-
tained from Panhellenic Council mem-ers. No outside men except alumni
of Southwestern will be permitted toMembers of the council who plan
to be present with their guests are:
Erskine Falls with Marianne McKel-lar, Ewing Carruthers with Frances
Smithwick, Fred Dickson with BettyBlue, Hotchkiss Young with Geralyn
Allen, Sam Hill, Clark McDonald withElizabeth Cobb, Sam Prest with Vir-
inia Cunningham, Hubert Turleywith Anita Falls, John Ricker with
Marjorie Jennings, Steve Frazier, ValHuber with Bernadine Taylor andMaynard Dabbs.
Members of last semester's council
who will attend are: Levon Self, JimBreytspraak with Elizabeth Jones,
Electrons Do Vary
Indianapolis, Ind.-(ACP)-Findin
that upset the atomic theory of mattewere recently sent from Washingtoncan Association for the Advancemenelieve that instead of one kind of
electron, there are hundreds.tricity, has been considered the small-est building block of matter, a founda-
tion stone for all matter. If the St.Louis discovery is verified by othe
scientists it means the foundations of
matter as now known are upset

| even at the very bottom, matter stands on a structure as complicated as the | signed up for the weeks o and March 11 respectively. |
| :---: | :---: |
| Tower of Babel. | Leslie Buchman, former fe |
| The new evidence is some photo- | itor, has withdrawn fro |
| phs taken showing that electrons | one has been chosen |
| ently range in weight from the | can |
| nary kind, all the way up to that | Added to the reportorial staff of |
| protons, which are heavy positive | The Sou'wester are Erin Gary and |
|  | Eldridge Armistead. |

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## Associated Collesiate Press

## Collesiate Disest



Entered as second-class matter at the postoffice at Memphis,
Tenn., under the act of March 3, 1878
WARD ARCHER
$\begin{array}{lll}\text { W. E. McCORMICK } \\ \text { EDITORIAL STAFF } & \\ \text { Editor } \\ \text { Business Manager }\end{array}$
Campus Editors-william McBurney. Claudia Yerger
Copy Editor-Lewis Donelson.
Society Editor-Rose Lynn Barnara.
Reporters-Marjorie DeVall, Kathleen Fransioli, Rothrock Miller, Mary Eliza
beth Harsh, Frances Manire, George Jackson,
Janet Tucker, Eldridge Armistead, Erin Gary
Puth Niw Th will
Donelson, Meredith Moorhead, Olive Owens.
BUSINESS STAFF
irculation Managers-B. A. Brady, George Sco
dvertising Solicitiors-John Young, John Spence, Charles Freeburg, Jea

## Student Body

Shows It Is Alive
The widespread interest which manifested itself over the campus on the subject of the dance regulation was a healthy sign Most students felt, and rightly so, that when Southwestern dance are as well-mannered and sober affairs as they are it is little shor f insult to impose on them a special commission to enforce good conduct

The idea of the commission, as every one knows now, grew out of the desire of the Student Council to hold more dances in the gymnasium when it is remodeled. The faculty was willing to grant this permission on the condition that a new and careful system for maintaining good conduct be instituted; and the constitution of the commission was an effort to satisfy this condition.

We are sure that a successful compromise, which will not insult student body of ladies and gentlemen, can be reached; and we repeat that interest in a matter of this kind is a wholesome sign.

## On Errors

In The Sou'wester
At the first of the year The Sou'wester announced that its prin cipal aim would be accuracy. This we have striven to maintain an our reporters are still made to kneel daily to the god of sureness. But in spite of it all, errors are being made. This is brought to our attention weekly and we have never run across a suitable alib until we read an article the other day in which some chap had worked it out that in one column of print there were 70,000 chances or mistakes. You see, there are 10,000 letters of type in one news paper column and there are seven wrong positions in which a letter can be set.

Nor is this all, for there are millions of opportunities for trans position. In the short sentence, "to be or not to be," by transposiion alone, it is possible to err in $2,758,009$ ways.
So keep this in mind when yo,
stupid mistake in The Sou'wester.,

Comedy Of Cadet Life, "Brother Rat," Plays Here Jan. 28-29
 Written by two graduates of Vir and directed by George Abbot, "Brother Rat", the comedy of cadet life at V. M. T., will make its Memphis opening at the Auditorium Jan. $28-29$ for two night performances and a paturday matinee with the cast which New York for the first year of the play's run.
"Rat" is the term applied to fresh en at V. M. I. who are known to one another as "Brother Rats". The
incidents and events in the comed are exaggerated versions of thing that happened to the authors, Joh Monks, Jr., and Fred Finklehoffe during their four years at V. M. 1, know as "Tne West Point of the south". ("Honey Chile" of the radio), Jean McCoy, Reese Alsop, James Gillis, Ed die Bracken, Gary Merril, Mary Ella Perry, Anna Frankin, Mary Rolfe Richard Jones, Lyle Bettger, Juan Root, John Foster, Robert Scott, Burke oconnel, Helis hit whe

Prof. Amacker Is Elected
$\qquad$ Peace Council
Prof. D. M. Amacker of the politica ience department, was installe Ionday as the first president of the
Temphis Peace Action Council sut remphis Peace Action Council, su
eeding Dr. Josiah Sibley who wa cting president.
The purpose of the council is to act a clearing house" for the views of cemphis organizations
roups on war and peace.
Prof. Amacker began his study o eace at the close of the World Wa when he was assigned with several
thers to the American peace delega hers to the American peace delega
on in Paris. Through his duties in n in Paris. Through his duties in oreign committees, he became ac uainted with the
uropean politics.
ALPHA THETA PHI MEETS Alpha Theta Phi, honorary scholas ic fraternity, met Wednesday in th Room. Members are Gerald Bur , president; Lewis Doneison, vice EIdridge Armistead, secretary

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chairman.
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```airman.
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s.c.TOOF ${ }_{v \in \mathrm{c}}$.

Fine Printing and Engraving-Since 1864

Panhellenic Councils
$\qquad$
The Men's and Women's Panhel-
The Men's and Women's Panhel-
lenic Councils met Jan. 15, to draw up the calendar of social events for the second semester. The social
announced by the councils are: announced by the councils are:
Feb. 4-Men's Panhellenic Counc Feb. 4-Men's Panhellenic Counc
formal dance. Feb. 5-Open date.
Feb. 12-Delta Delta Delta sororit
Valentine dance.
Feb. 19-Kappa Delta lodge dance
Feb. 19-Kappa Delta lodge dance.
Feb. 26-Alpha Omicron Pi party. Feb. 26-Alpha Omicron
March 5 -Zeta Tau Alpha annua Sailor Dance.
March 9 - Si March 9-Sigma A1ph
Founder's Day celebration. March 12 Chi Omega party honorng new initiates. March 15-S. T. A. B. Founder's Day
Bancuet. Banquet.
March
Mar
Ball.
Mar
Mar.
Ball".
Aprii

## April ance.

April 2-Open date.
inia in honor of founders
April 9-AOPi Sorority Ball."
April 12 - Men's Panhellenic ii spring formal.
April 13-Open date.
April formal in conjunction with dit
rrict convention.
April 30-Zeta Tau Alpha Sorority spring formal.
May $7-\mathrm{Pi}$
Ka
May 7 -Pi Kappa Alpha Fraternity
spring formal.
pring formal.
May 14-Kapp
pring formal.
May 21 -Alpha
jity spring formal.
June 3-Kappa
pring formal.
June 4 Sigma
June 4 sigma Alphat
June 6
ormal.
jan garber to play
Jan Garber and his orchestra wil
stage show opening Saturday through
Tuesday inclusive
Previous to this tour Garber and his
orchestra have played at the Cocoanut Grove and the Payemar in California

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| :---: | :---: | :---: |
| BEGINNING SATURDAY |  |  |
| MAE WEST | "Wells Fargo" | Love IS Ammanache |
| The Best of the West's <br> "EVERY DAY'S <br> A HOLIDAY" |  |  |

FRIDAY \& SATURDAY

Bringing Back Paramount's
Great Romance of the win-
"Wells Fargo"

Beginning Sunday
UNON-STOP
NEW YORK"
COMMISSIONER PICARD SAYS
GOVERNMENT A FINE CAREER
(Ed. Note: This is the second in a ness from a book. Cossitt Library has eries of vocational interviews with books on every occupation from By POT citizens of Government is public relations and ings for ambitious young men than $\mid$ management of public property. Th any other field today," said Ralph |expects them to keep this faith. N Utilities, Grounds, and Buildings, when interviewed last Friday. The new housing projects, the airport, the harbor, the park commission, and numerous other public activities are included his department. ernment" are brought up, one immeThese, however, form only a small
Thislative bodies part of our complex system of governtents, Engineers, economists, archiwell as lawyers and statesmen. According to Mr. Picard there are un
limited possibilities for housing ex perts and
relations.
"Every day the government is taking over more and more, because the
public wants its utilities managed cheaply and efficiently, and the students of today must do this," said Mr
Picard. In answer to the question, "What is the best training for government
work?" Mr. Picard said that economcs probably covered a wider field, but that a course in engineering or housing would fit the young man for an Mr. Picard of positions. he necessity for study. "When you go to the highest men in
various fields will find that they learned their busi


COMMISSIONER PICARD man will remain in government work ho breaks this trust.
Mr. Picard said that he would be
Rink Party Tomorrow nx Skaters to Begin at 10 O'cloc
Kerns, Browne Sell Tickets skating party ill be sponsty at East End Rink Promoters of Fun and Frolie", Promoters of Fun and Frolic", to may be obtained from Vernon Kerns, Tom Browne, or Pete Friedel. Among those attending with guests will be Leonard Ellis, Charles King, John Rhem, Erskine Falls, William Jemison, Frank Jemison, Sam Ander-
son, William son, William Boyston, Harris Patton,
Frank Hammett, Tudor Davis, Gene Hardison, Eldridge Armistead, Rich ard Chauncey, Jacob Niehuss, William Maddox, William Murphy, William oy, James Daugherty, W. J. Hearn, Frank England, Walter Hall, James Campbell, Bruce Crill, William Murah, Lynwood Crane, W. C. Rowan, deorge Jackso


YOU'LL JUMP AT THIS
Ever get that feeling for
sure nuf filling meal? Whe
and go Pig'n Whistle for
steak dinner. Sorved with hrench
frys, pickles and towasted buns



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HOTEL PEABODY

| WARNER | ORPTIEM |
| :---: | :---: |
| THEATRE | st |
| statre pris | -on Stage |
|  | in Perso |
| Love is is headache' | JaN garber |
|  | and his orchestra |
|  | SCRE |
| CECILLIA PARKER MICKEY ROONEY | "THE GIRL SAID MO" |
| "YOU'RE OHLY YOUNG | ROBERT ARMSTRONG |



Collegiate HAIRCUTS

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Southwestern Barber Shop
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Chi Omega Gives Supper Committee Plans Carnival
Informal Party In Lodge Features "Higher Type of Entertainment for Skits By Pledges


Chi Omega sorority entertained with "There will be a higher type of enan informal supper last night at 6 tertainment this year without destroy$0^{\prime}$ 'clock in the Log Cabin Lodge. Mem- ing the spirit of good fun which albers of the pledge chapter put on in- $\begin{aligned} & \text { ways reigns at this time, said Henry } \\ & \text { Mobley, chairman of the committee in }\end{aligned}$ formal skits and impersonations. Ar- charge of plans for the April Fool rangements for the supper were in
charge of Lillian Love, Betty Blue and $\begin{aligned} & \text { Carnival. Other members of the com- } \\ & \text { mittee are Ward Archer, Elizabeth }\end{aligned}$ Elizabeth Ricker.
Campus representatives who attend- Patronize our advertise
DeVall and Marion Delta, Marjorie Delta, Bess Brazell and Patty Tapp Ipha Omicron Pi, Linda Catherine Terry and Beverly Williamson; Zeta
Tau Alpha, Dorothy Steuwer and Frances Walker; non-sorority, Mabel Bennett, Gertrude Smith, Kitty Mc-

## OYSTERS $\star$ SHRIMP $\star$ LOBSTERS

 MADISON SEAFOOD GAFES
## 

$\begin{array}{cl} \\ \text { CLAMS } & \left.\begin{array}{l}\text { BREAKFAST-LUNCHEONS-DINNERS } \\ \\ \\ \text { SCALLOPS } \\ \star\end{array}\right) \text { FISH } \star \text { STEAKS }\end{array}$

After Southwestern
Of Course It's
MILLER-HAWKINS
Memphis' Distinctive Business-Secretarial School" STERICK BUILDING

# HE SELIS TOBACCO TO THEM ALL 

ATAUCTIONSin my warehouse 1 in Farmville, North Carolina, says Mr. Branch Bobbitt, the higher the tobacco sells for, the glad to see Lucky Strike buyers in there bidding. They know what they want and they'll keep bidding ight up unt they it iding right up until they get it Well-in a cigaretre-it's the tobacco that counts. I know tobacco and I know what tobacco is in what cigarettes. So that's one
eason Ive smoked Luckies for 6 years.
Mr. Bobbitt represents the "aris udges the to experts. He grow He'simpartial not growner row.He'sip Many cor are with r. Bobitt Sworn agree with hat, indra xperts, Luckie the xclusive smers an other cigarettes combined.

## Show That...

 WITH MEN WHO KNOW TOBACCO BEST-IT'S LUCKIES 2 TO 1
## Lynx Defeated 4333 By Majors Ending Road Trip

Cagemen Lose 3 Games As Reserves Fail
GAYLON SMITH STARS
Team Will Play Sewanee Saturday Night

Taking it on the chin in three out the Lynx veteran-studded basketball combine returned home Wednesday afternoon. With only two days' rest,
the team journeys to Sewanee, Tenn., The Lynx proved to be an attraction drawing large crowds everywhere they played. In Jacksonville, Ala., the the Teachers, 41-37. Plunkett and coldwel, six foot seven inch center, ace. The Howard game was post-
poned until a later date following the poned until a later date following the
death of a faculty member. With 1 and 10 points respectively, the Lynx halted a Birmingham-Southern rally last Saturday night. On Monday night the Lynx fell before the Mississippi
College Choctaws, Dixie Conference champions, 42-29. Playing their best game before the largest crowd the
Lynx dropped a $43-33$ decision to the Millsaps Majors in Jackson, Miss. Tuesday night.
The Majors, recent conquerors of Tulane and Loyola, were a superio came up from Clinton, Miss., to give
The Lynx were severely handicapped ack inadequate reserve strength an Lynx saw their lead dwindle as the five starters tired or were forced to e sidelines for excessive fouling. six footer in the opening lineup, the with teams boastind several tor six-footers.
Gaylon Smith, Southwestern's numthe crowd with his spectacular and efficient play. In the four games Smith averaged fifteen points and bagged 61 of the team's 134 markers. When asked for a statement Gaylon emarked, "We met some mighty fast Hegwood of Millsaps, gave one of the best performances, and Plunkett, of the Jacksonville Teachers, was the best shot. We understand Howard has a fast team and hope to be able to take them when we meet them later in the season. Judging by the teams e played on the trip the Dixie Confurious.'

Plan Bigger Crowds
Efforts are being made to have larger attendance at the Lynx home games. Memberss of the Thousand Club will be given free tickets to the Delta State Teachers game in the arouse interest in the game
Summarizing the four games, the leys for their opponents. Virgil Cox


## Coaches Schedule Bobcats Meet Teachers 9 Football Games Frosh quintets Tangle Tonight on <br> Next Year's Opponents Include <br> Southwestern's frosh basketball team

 Murray State, Centenary, Mississippi StateSouthwestern's 1938 football sched ule is practically complete. Nine games have been scheduled but only
four are with Dixie Conference foes four are with Dixie Conference foes.
Arkansas State, Vanderbilt, Howard, Arkansas State, Vanderbilt, Howard,
Centre, and Hendrix were dropped and Sewanee, Centenary, Murray State and Mississippi State added.
The Lynx open the season against the Union University Bulldogs in Jackeam meets the State Teachers College freshmen tonight in Memorial sym at 7:30 o'clock.
ffort game is a continuance of the thletic relations fall to re-establish chools. The Bobcats trounced two Tiger Cubs 7 to 0 on the gridiron in avember to resume intercollegiate George after a lapse of 10 years. George Blakemore, that "can't miss" of the forwards for the wom at one son, Tenn. The following week the $\begin{aligned} & \text { Icky Orenstein will play the other. }\end{aligned}$ Cats meet Sewanee in Memphis and Lanky Adrian Vernon will start at then tangle with the Centenary Gen-
center, and Tony Canzoneri and Eu-
gene Massey will handle the On the heels of the Centenary game, , glots
the Lynx take a short road trip and $\begin{gathered}\text { This frosh game precedes the clash }\end{gathered}$ meet Chattanooga University in the of the two varsity squads scheduled Lookout City and Loyola in New Or- for Feb. 14.
Games with Murray away and with Women's basketball practice has be Birmingham-Southern and Mississippi gun and the first game will be played

Ask Ewing (Kampus Kid) Carruthers what's new in Shoes for today-then see'em at

IZZY'S foul ruling. Committing only three fouls, Captain Neal gave his usual outstanding performance. Garrison, one
of the most consistent cagers, was held pointless in the Millsaps game. Self
held up his share in the offensive efforts of the team and collected 28
points. $\begin{array}{lccccc}\text { Player } & \text { F.G. } & \text { F.T. } & \text { P.F. } & \text { T.P. } \\ \text { Smith } & 25 & 13 & 9 & 63 \\ \text { Garrison } & -0 & .02 & 4 & \end{array}$ Garrison
Self Self ...

Roth
Wunderlich
$\qquad$
The Pause That Refreshes


PHONE 8-74II Factory at Fourth at Washington

When the Occasion Calls for a gift-REMEMBER

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MUCH to the value, but nothing to the cost."
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GOLD
AND SILVERSMITH Memphis

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features something.
Chesterfield features the one thing that really counts... pleasure. It all comes down to this: Chesterfields are made of mild ripe tobaccos . . . rolled in pure cigarette paper. . . the best that money can buy.

That's why Chesterfield's milder better taste will give you more pleasure.

