



The Southwestern



VOLUME XII

MEMPHIS, TENN., MARCH 6, 1931

NUMBER 23

CO-EDS CROWN COTTON KING

LYNX GRIDERS TURN OUT FOR SPRING GRIND

Twenty Men Report to New Athletic Mentor.

LETTERMEN WORK OUT

Lack of Reserve Power Is Felt In Lynx Camp.

By PALMER SCHAFFER

The spring football program at Southwestern promises to do more than introduce the Lynx squad to its new coach, Jimmy Haygood, and put the griders through a six weeks conditioning stretch.

It promises to answer the question of how much power will Southwestern be able to put on the field when next fall ushers in a brand-new football season. On paper Southwestern appears sadly lacking in reserve strength.

Loss of nine letter men, divided in the ratio of five backs to four linemen, and withdrawal from school of several of the select members of the freshman eleven have left Southwestern in the lurch as far as abundance of material is concerned. Twelve monogram men are back. They comprise one full team with no player misplaced and an additional end for

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Beta Sigmas Give Their Formal Hop

The members of the Beta Sigma Fraternity entertained last night with a dance at the Elks Club to which a great number of the student body were invited. The music was furnished by B. Smith and his orchestra.

The members and their dates were: Louis Bornman with Virginia Reynolds; Roger Breytspreek with Charline Tucker; Oliver Cobb with Ruth Parkes; William Cobb with Adelaide Anderson; Tom Holloway with Emily Lena Howe; Schuyler Lowe with Margaret Kimbrough; Thad Leggett with Winona Bates; Clark Porteus with Jane Ussery; L. D. Ritter with Marjorie Moore; Malcolm Richie with Mary Allie Taylor; George Seagraves with Corinne Gautier; Jack Renshaw with Dorothy Whitten; James Talley with Louise Barbee; Harold Ohlendorf with Frances Jones; Roger Wright with Mary Woosley; Gordon Fox with Mary McCallum; Howell Tatum with Mary Moore; Gilbert Key with Elizabeth Beasley; Ronald Hayhoe with Peggy Henderson; and Robert Mobley, Sidney Johnson, Sterling Porteus, Raymond Sanders, Robert Sanders, and John Pace.

S. A. E. Initiates

Sigma Alpha Epsilon will hold its initiation tomorrow afternoon at five-thirty o'clock at the Elks Hotel. The honored initiates-to-be are Bill Brinkley, Comus Kelley, Lucius Cook, and Guy Mitchell. The fraternity requires its pledges to make a C average in all subjects before becoming eligible for initiation.

The Memphis alumni have been invited and immediately following the initiation the annual Founder's Day Banquet will be held.

Haden Talks To Class

Dr. Haden spoke to the Bible Class last Sunday morning upon the subject of "Ye are the salt of the Earth."

Co-Eds Help Cotton Men



Compliments Memphis Evening Appeal
Betty Hagan and Dorothy Jane Kerr pose for the cameraman in cotton frocks as proof that the college girls are behind the movement to use cotton in spring wardrobes. Like 'em?

Mary Gardner Patterson Narrates Her Adventures in Labyrinth of Noo Yawk

Former Southwestern Co-ed Has Exciting Escape In Subway Jam. Sees Big City

NEW YORK.—The editor has asked me to contribute occasional articles to the Sou'wester on the subject of New York. I've just been here one month, so don't take the things I say too seriously. The other day I handed in a theme on the subject, "Memphis, Down in Dixie" (this was for an English class at Barnard College, Columbia U.). One student wrote this on my paper: "From my numerous visits to Memphis, I should say that Miss Patterson's knowledge of the place is second-hand and decidedly inaccurate." Well, what does that make me?

I've felt like the man without a country ever since (or the way he would have felt). So, now I've launched on the subject of Noo Yawk. . . . Last week I was in a subway rush—my ribs are mending nicely, thank you, and I found out what all the poor working girls go through with in the novels you read. I waited until 5:30 one afternoon and then descended to a sub station at Times Square—hundreds of people of all sizes and colors were rushing around madly. . . . some woman rushed up behind me and grabbed me around the waist and before I could tell her I wasn't her Aunt Tillie, she was pushing me down the steps and yelling, "I'm coming, Nathan, I'm coming!" I sort of caught the spirit of it and started shouting to "Nathan"

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Student Council Gains Treasurer

There has been created in the Student Council the office of Treasurer, which will have full control of all money handled through the council. Previous to this time all money has been handled through the Bursar of Southwestern and all financial business had to be carried to that office to be completed. With the establishment of this power in the Treasurer of the Student Council, all money due the council will be turned over directly to the Treasurer, and all disbursements will be made by this office with the approval of the President of the council.

Western Union Puts In Lynx Connection

Install Hookup With the College Store

Southwestern will be put closer in touch with Old Man World by means of the installation of a branch connection with the Western Union Telegraph Co., which has been put in the College Store. Instead of wasting a nickle of trick dormitory pay telephones students anxious to send telegrams may go down to the store and have their messages phoned straight in to Western Union without the extra charge of the phone call.

MISS GATES IN CHARGE

Miss Marjorie Gates, manager of the College Store, will have charge of the new connection. Students will pay her for telegrams sent. She will have a box put in the store for telegrams received during school hours. Students may receive messages directly there. Regular telegraph rates will be charged for service rendered.

Southwesterners At O.D.K. Convention

Nate White, Jimmy Hughes, and Dr. John H. Davis left Wednesday morning by car for Lexington, Ky., where they are attending the national convention of Omicron Delta Kappa, honorary fraternity.

The convention, which is being held at the Lafayette Hotel, began last night at 8 o'clock with the opening session of all delegates. Several distinguished members of the fraternity addressed the convention. Nu Circle of Omicron Delta Kappa, hosts of the convention, extended a welcome to the delegates.

BUSINESS TODAY

This morning the first business session was held in the Red Room of the Lafayette Hotel. All delegates had to submit a 200 word report of their circle's activities during the past year. Nate read a report of Phi Circle's activities. A luncheon for delegates followed by committee meetings early this afternoon concluded the day's business program. This afternoon a tour of the Blue Grass Country is scheduled with members of Kentucky Nu Circle as hosts.

ATTEND DANCE TONIGHT

Tonight all delegates will attend a formal dinner dance in the Gold Room of the Lafayette. Addresses by the National President and selected visiting delegates will follow.

Tomorrow morning the final business session will be held. Officers will be elected and committees will read their reports. The convention will adjourn at noon.

White is Phi Circle's official delegate. Hughes is the alternate delegate. Dr. Davis is the faculty representative from Phi Circle.

Cabaniss To Read Paper

Allen Cabaniss' attack on modern educational systems, which was to have occurred at a meeting of the Nitist Club last night, has been postponed until next Thursday night. The Nitist Club, finding college students prone to let syncopated music draw them away from philosophical pursuits, decided to postpone their meeting because of a school party.

Members of the club look forward to Cabaniss' paper, which is said to strike modern so-called "psychological methods" of education a strong blow on the jaw.

COLLEGE GANG PAYS HONOR TO ROYAL COUPLE

Girls Choose Gallants In City Wide Pageant

COURT TOURS TOWN

Royalty Parades In Great Festival Procession

With a blare of trumpets and a mighty tooting of all the whistles on the old Mississippi the mammoth cotton carnival was opened Monday when the king and queen ascended to their throne at 12:30 p. m., accompanied by their princesses and court attendants. Despite the chilly weather a large crowd gathered to watch the picturesque proceedings. Looking at the gala costumes of yesteryear, the horse-drawn carriages and the setting of cotton bales with the boats and river beyond, one could easily conjure up a picture of the old South as it was in the days when the horseless carriage was unknown and the mighty Mississippi was the chief method of transportation.

The twenty-five fair co-eds of Southwestern and their escorts who added color and charm to the splendor of the royal pair were: Margaret Mason with W. H. Razzberry; Jane Barker with Jimmy Hughes;

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Ping Pong Paddlers Practice Patiently

Thirty-four racquetees have put in entry blanks for participation in the Men's Singles Ping Pong Tournament sponsored by the "Sou'wester" to decide which young man will receive the gigantic silver loving cup to be awarded the champeen. The entry list has been closed.

The pairings for the first round of the tournament have been impartially made by the editor by drawing the entry blanks one at a time out of a hat and pairing them in order as drawn. The schedule will be posted in the College Store at an early date and play begun immediately. An announcement will be made in chapel concerning the posting of the schedule.

A match shall consist of one set only for every round of the tournament except the finals. The finals shall consist of the best two out of three sets and will be staged in the College Store after much ballyhoo. The awarding of the cup will be made in chapel and the winner proclaimed to the four corners of the earth.

Miss Gates has complete control of the Dr. Pepper supply and will not allow anyone to enter the tournament without downing at least one of these beverages. Any arguing about this point will disqualify the contestant for further participation in the tournament.

Only four girls, Jenny Puryear, Meredith Davis, Adelaide Anderson, and Barbara Allen, entered the Women's Singles so the "Sou'wester" will not sponsor a tourney for the co-eds.

Kathryn Harris Ill

Kathryn Harris is recuperating at her home on Autumn from the effects of an operation for appendicitis performed last week at the Baptist Hospital. She was taken home in an ambulance Tuesday.

Lampoons

Done In A Nice Way

Malone: I just can't adjust my curriculum.
Bearden: That's all right, it doesn't show.

"That reminds me," said the co-ed, looking at the giraffe. "I have a date with John tonight."

Drink to me only with thine eyes, Murine.

He: I feel just as though we were married.

She: Yes, and you have got to stop it.

"Can you use a typewriter?"
"Yes, sir, I use the Biblical system."

"I never heard of it."
"Seek and ye shall find."

No, dear, a cow-slip is not a bovine indiscretion.

He: What is the matter, don't you love me any more?

She: Sure I do, I'm only resting.

Guest: I sure am thirsty.
Hostess: I'll get some water.
Guests: I said thirsty, not dirty.

We've heard of postmen taking hikes on holidays, but when we saw a medical student in a burlesque show—well!

Clerk: Can I help you, sir?

Shoplifter: No, thanks, I am getting along quite well.

She: How do the freshmen keep those dinky little caps on?

He: Vacuum pressure.

"Whaddya mean, saying I am stupid — apologize — say you are sorry."

"I apologize. I am sorry you are stupid."

EVERGREEN HALL

Mary Selden Helm has been limping all week with a badly sprained ankle. No, she wasn't practicing calisthenics or basketball, but the sprain necessitated a day or two in bed.

Evergreen has recently acquired a new chauffeur along with a sporty green Ford. Not quite every inmate has had a ride yet, but Sternberg bids fair to take them all out at least once.

Virginia West had a telephone call the other night from Clarine down in Greenville, Miss., where she is recuperating from an illness for the past week. Clarine's doctor has forbidden her to return before Sunday.

Speaking of coincidences, Edith Graff of Cleveland, Ohio, met in Evergreen's front "parlor"—of all places—an old acquaintance whom she had known in Columbia University, New York City, and neither were expecting to see the other.

Jimmy is up and out again from the flu after consuming quantities of bicarbonate of soda. It takes something to keep her down!

Mary Moore almost spent the week at home. Lucky enough to catch a ride all the way to Helena, she visited from Friday until Tuesday.

Five ladies-in-waiting set forth from Evergreen on Tuesday, and received the honor of a thorough freezing on the river-wharf, awaiting the Queen, and several other unforgettable experiences during the course of the Carnival.

Famous Remarks

No one has ever succeeded in keeping nations at war except by lies.—Prof. Salvador de Madariaga.

Modern science is very liable to superstition and tends to breed superstition in its devotees.—Prof. John MacMurray.

Our age is more humanist than intelligent.—G. K. Chesterton.

No matter how many millions a man has in the bank, if he doesn't contribute more to life than he takes out he is a beggar.—Bishop Herbert Shipman.

It is only as the audience develops that the moving picture can rise to artistic heights.—Ella Winter.

THE SOUTHWESTER

Published Weekly By the Student Body of Southwestern, the College of the Mississippi Valley, Memphis, Tennessee

Entered as second-class matter at the postoffice at Memphis, Tenn., under act of March 3, 1878.

VOL. XII MEMPHIS, TENN., MARCH 6, 1931 No. 23

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All copy for publication must be in the Sou'wester office by 2 p. m. Wednesday preceding appearance on following Friday noon.

A subscription to the Sou'wester is \$3 the year in advance.

TURN OUT FOR SPRING FOOTBALL

Spring training is now under way and the boys are working regularly under the new coach, Jimmy Haygood. Most of the varsity men and members of last year's freshman team are already tossing the pigskin around, but some potential players are holding out. In a school the size of Southwestern, where football is taken seriously, there is no reason in the world why Haygood shouldn't be literally swamped with candidates for every position. Many of the boys in Southwestern are content to sit back in ease and comfort and let a very small minority of athletes win all the glory and put out all the energy for the school. Things should not be like this. Every able-bodied boy owes it to the school and to himself to report for spring training at least once to see if he hasn't some latent qualities which would make him an asset to the team.

There's no doubt about it—the team has the quality, but the quantity will hit the Lynx hard next year with the tough schedule now on the boards. No football team can run through a hard season without plenty of reserve power. So snap out of it and give the coach plenty of material.

STAY OFF THE GRASS

About this time every year the students begin to stroll more and more about the campus, delighting in the warm rays of the sun and the company of THE one.

The careful observer will discover that there is still some grass on a more or less bald campus but this grass can not thrive if it is crushed daily under the feet of students. There are well defined walks across the campus and it is hoped that the students will confine themselves to them and give the grass at least an even chance.

NOT SO FAST

A recent editorial in this paper urging the students to drive more slowly through the campus doesn't seem to have had much effect on some of the young swain who want to breeze by in a collegiate fashion. A few students seem to have the idea that it is quite the thing to dash at breakneck speed down the drive past Robb Hall and nod in a slightly bored manner to the gaping admirers.

Unless this practice is stopped there will undoubtedly be a serious accident some day.

Skippy In New York

(Continued from Page 1)

But just then we got thrown for a loss of ten yards. A man dropped a huge sack of apples as he was crossing our path and quick as a flash he whipped out a sign: Help the Unemployed. Anybody who would stand up for "America" would stoop to that, and believe it or not, there was plenty of stooping and every apple that was picked up was given back to the man. . . . The Nathan woman abandoned me at this point, so that left about an even thousand pushing behind me. Eventually I was forced into one of the subs and ten minutes later discovered it was the right one. I wanted to get off at a Hundred and Sixteenth, so I insinuated myself into a position about a yard from the door and got pushed off at the right stop. That'll be my last big subway rush until Sears-Roebuck sells suits of armor for \$1.98 or porcupine outfits to ward off the pushers.

Fosdick's church is just two blocks away. It's so crowded that members have to show tickets in order to get in. After they are seated the visitors come in. The church is usually filled long before all the crowd gets in. Last Sunday I went to a Presbyterian church a block down on Broadway. Once away from the street, I could easily have believed myself to be in some quaint little church far away in the country. The quiet interior of the church and the congregation did not seem big city-ish. But outside it was different. After the service I was minding my business and walking back home when one of these really swanky cars drove up to the curb and stopped. The man looked interesting and I liked his smile . . . but I just couldn't . . . especially right after church.

I suppose you have all heard Guy Lombardo's orchestra . . . at last I've

been to the Roosevelt Grill and danced to the languid strains of that orchestra . . . which happens to be my favorite. . . . Saw the play, "Dracula" one night and have slept on my back ever since . . . Too scared to turn on my side and see only half the room . . . Passed a sandwich shop today and a sign outside read: Lunches—we put up to take out. . . . The tallest building in the world, the Empire State, is getting finishing touches. . . . A funny thing about these skyscrapers, you have to get so far from them before they look tall.

The two most impressive signs along Broadway's Great White Way are advertisements of Chesterfields and Pepsodent tooth paste. The brilliant, multi-colored Chesterfield sign shows a girl lighting a cigarette for a man. The object of the game is not to let the cigarette get lit. . . . It sort of wears on one to see this couple spend all their evenings trying to light a Chesterfield. Some drunk on the street got worried about it one night and wanted to climb up on the sign and lend them his lighter. The Pepsodent illuminator shows a child swinging vigorously back and forth on a two-roped swing for hours every night. . . . That's something else for tired housewives to investigate.

Park Avenue and Fifty-seventh is supposed to have the heaviest traffic of any corner in the world. . . . Over 84,000 people pass there a day in cars. A dizzy sight to watch. . . . I keep waiting for symptoms of spring. . . . Riverside Drive has revealed none yet. No foliage. But I always remember, if winter comes, spring comes next . . . I never could quote my own prices, much less another's poetry. I miss Southwestern a lot and everybody in it. . . . You'll be hearing from me again some of these days.

SUE TO LOU

Dear Lou:

More things have happened this week than I could possibly tell you about. First there was the Cotton Carnival, which took up the whole of Monday and the best part of Tuesday and Wednesday. Too bad the weather had to get so awful. In spite of all the disturbance caused as to who should be a lady-in-waiting, those who partook in the festivities said it was great fun and that they enjoyed it lots.

Jenny Puryear was one of the princesses and she was very dressed up in an old-fashioned costume which was quite modern. Alice Cahill looked awfully pretty, if I can trust the judgment of a certain ed on the campus. I hear Dr. Razz had a grand time. Ask him all about it. On Thursday night at the parade great deeds were wrought! About seventy-five boys were transformed from their usual selves to men of different mold. The improvement was appalling!

A great piece of news! Our beloved cheer-leader has taken a large interest in things in general. If you cannot guess my meaning, just go over to the A. O. Pi house and ask

one of their new members. I don't suppose you will have much trouble finding out.

Yesterday I heard Louise Barbee singing, "I'm Tickled Pink With a Blue-Eyed Boy." In fact, I have heard her singing it several times lately. Now, who in the world do you suppose she is referring to?

The Beta Sig party at the Elks Club was simply grand! Everyone has spent the whole day talking about how good it was. I am so tired of hearing about the "adorable Sigma Nu" that Emily Lena Howe met that I don't think I can stand it much longer. Can't somebody do something?

Well, I must be getting to class. Write me soon.

SUE.

More power to you



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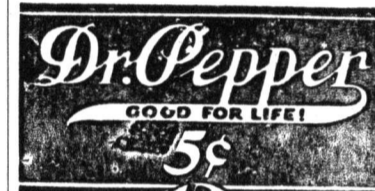
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The services rendered by these two companies are factors in promoting the progress of the community and the well-being of all the people. We count it a privilege to serve the city's economic and social life in such an important way, and try to prove ourselves helpful partners in every worthy endeavor.

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Gridders Work Out

(Continued from Page 1)
a substitute. The task of providing "shock troops" for this team will rest heavily upon the shoulders of Jimmy Haygood.

Nucleus of next year's eleven will be apportioned among the following: Captain-elect, Bill Walker; alternate captain, Johnny Hughes; Marcus Tansey, Elliott Perrette, Paul Johnson, Sidney Hebert, Claude McCormick, Jimmy Hughes, Harold High, Herbert Newton, Zeke "Sheriff" Knight, and Meeks Hinson.

Though limited to four men, the backfield sizes up as a very strong department. Hinson, erratic, brilliant, and a dangerous scoring weapon, will be back for his third season. Paired at halfback with Hinson will be Herbert Newton, all-S. I. A. A. selection in 1930, and a magnificent player. Newton will do the punting, some

passing, and more than his share of ball carrying next fall. Harold High, the little rubber man from Bessemer, likely will continue as quarterback and the thinking end of the Lynx eleven. High and Newton scored 15 of the last 18 touchdowns made by Southwestern last year. Loss of Lamar Pittman, fullback, will offer plenty of scope to the talents of Knight. When the Lynx first string backfield cracked up last year Pittman remained in the line because his presence meant blocking power and experience. Knight lacks experience. His job will be to learn fast and develop a knack of leading the play.

This quartette sums up what should be one of the best backfields in the Dixie Conference next fall.

The Lynx line does not offer any basis for supreme optimism. The wingmen stack up fairly well with Cotton Perette, Johnny Hughes and

Mark Tansey, three letter men back, and Jimmy Wilson, who is taking extra scholastic work at Normal in order to be eligible next fall.

The tackles offer a problem. Paul Johnson has all the earmarks of a coach's dream tackle. He looks the part of a rugged, crashing lineman. Injuries slowed him up last year, but it would be no surprise to see him step out as the Lynx foremost lineman this fall. Sid Hebert succeeds to a tackle post via graduation of Jeff Davis. He will have to battle to retain it.

Captain Walker will play one guard position and Claude McCormick has the inside track on the other. The latter is a good man for his pounds, but he will have no easy sailing to hold his own.

Jimmy Hughes has taken over Frank Thomason's job at center, with

Halburt Scott passing the pigskin, too.

A light and none too secure line with a highly promising backfield and little reserve strength just about covers Southwestern's prospects at this writing.

There is plenty of room for at least eleven more good players and until Haygood uncovers some finds among the freshmen and varsity reserves prospects will remain as they are.

Players who may "uncover class" are Gordon Foxx, Frank Key, Herman Block, Ray Sanders, Wesley Busbee and Joe Wells.

Chi O's Plan Dance

The Chi Omega's are making plans for a tea-dance to be given at their rustic lodge on March 14. The affair will be very informal and the sorority will hold open house for several hours on that evening.

Chi Delta Phi Meets

Chi Delta Phi, girls' national honorary literary society, met on Friday, February 27, with Alice Rogers as hostess. The subject of the program, Danish Poetry, was discussed by Frances Arthur. The next meeting will be held in the Zeta Tau Alpha house with Elizabeth Richey as hostess, and Annabel Cox in charge of the program, which will be on the modern novel.

Women Will Excavate

Baltimore—(IP)—Four women students of John Hopkins University will accompany Dr. David M. Robinson, archaeologist of the university, on his expedition this summer to the site of the ancient city of Olynthus, destroyed in 348 B. C. by Phillip of Macedon.

Why we spend \$2,000,000 to put CAMEL cigarettes in the new HUMIDOR PACK

WE have been in the tobacco business a long time down here at Winston-Salem and we take a lot of pride in the quality of the cigarettes we make.

While we have spent a good many million dollars advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our cigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, ripest domestic leaves that money can buy.

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

As he inhaled the smoke from a Camel we gave him in our offices one morning, he sighed with very evident enjoyment and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him. "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would give the rest of the world the kind of Camels you sell here in Winston-Salem, you ought to have all the cigarette business there is."

THAT statement simply emphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that somehow, something must be done.

Denver wasn't getting a fair break. Neither in fact was any other town. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem.

That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no difference whatever in the quality

of the tobacco in Camels, whether you buy them in Winston-Salem, Denver or Timbuctoo. But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural, not added, moisture content which is prime at about ten per cent.

In spite of our great pains always to make sure Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out.

THERE are three things about a cigarette that can sting the tongue and unkindly burn the throat.

- (1) Cheap tobaccos.
- (2) Particles of peppery dust left in the tobacco because of inefficient cleaning methods.
- (3) A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.

Always certain of the quality of our tobaccos we had already made Camel a "dustless" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perfect a package that would actually act as a humidior and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

We knew what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

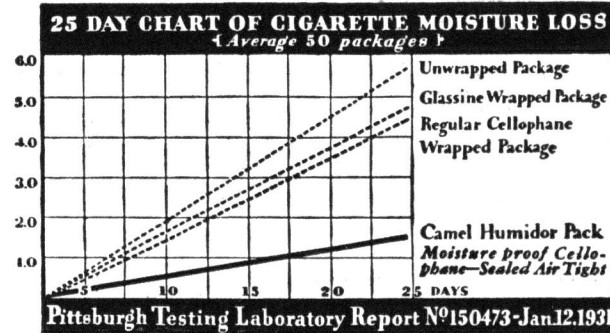
After many experiments and humidity tests covering all methods of packing cigarettes came the detailed report of which this is the net:

- (A) No existing cigarette package, including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.
- (B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.
- (C) Only a waterproof material with a specially devised

air-tight seal could give the desired protection.

(D) This measure, while costly, could be relied on to keep Camels in prime condition for at least three months in any climate.

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.



Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition

YOU may be sure we gave this report a lot of careful study. We checked it and re-checked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

That costs a lot of money, more than \$2,000,000 the first year, but after you have tried Camels packed this modern new way we are sure you will agree it is a fine investment.

For some time now every Camel that has left our factory has gone out in this new Humidor Pack.

We have said nothing about it until now, to make sure your dealer would be able to supply you when the good news came out.

Camel smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

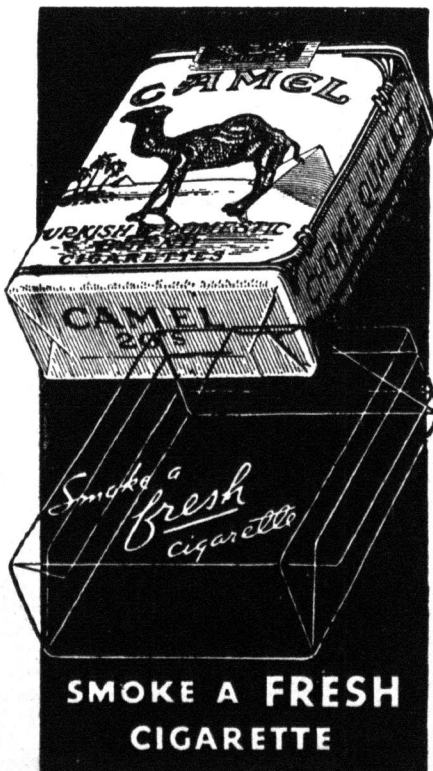
You can feel the difference, you can hear the difference and you certainly can taste the difference.

Of course we're prejudiced. We always have believed that Camel is the world's best cigarette.

Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.



Sororities Clash Today On Court

This afternoon should see two neat scraps when opposing sorority sextets swing into action in the gym in the semi-final round of the intersorority tournament. The game between the Zetas and the D. T. Pi's will determine the leader in the league, since neither team has yet been defeated. After the D. T. Pi-Zeta game the Kappa Deltas will meet the A. O. Pi's to decide who will have the honor of holding down last place in the tournament.

These are not the last games of the season, as two more will be played on March 9, but they have an important bearing on the tournament.

Elimination contests and practice for all who are interested in competing for a berth on the free throw team to be entered in the National Free Throw meet are now being held.

Dr. Nevil V. Sidgwick, of Oxford University, is a special lecturer in chemistry at Cornell University this term.

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Lab Boys Attack Sylvester Thorn

"Extra! Extra!"
"Sylvester Wesley Alytious Thorn loses by a hair or two." with Dr. Swann as audience, In lab. Monday afternoon, Thorn's moustache (or so he alleges it to be) was attacked by a dozen students and four pairs of tweezers. In the twinkling of an eye the masterpiece was reduced to its embryonic stage once more.

This marks the second attempt made by students to erase Thorn's moustache, razors being used before.

Emerging unshaken and cheerful, Silly asserted that these two setbacks would not affect his bet with a friend, made in a moment of abandon on New Year's eve that, the first one to shave his upper lip before June 1 would be compelled to treat the other to a party, the cost of which is not to exceed two dollars.

"I'm still looking forward to June 1," commented the mistreated man. "Such obstacles only spur me on to victory."

Singers Will Soon Rehearse Operetta

Work on the "Pirates of Penzance," operetta to be presented by the Southwestern Glee Club at the Ellis Auditorium April 21, has progressed so favorably that Prof. Haden, director of the singers, has announced a full rehearsal March 23, probably in the school gymnasium.

Lieutenant Morris G. Gillard, of the Army engineers, has been chosen as the leading tenor, Frederic, slave to duty. Lieutenant Gillard is a member of St. Mary's Cathedral choir. Nell Holloway tried out for the part of the leading soprano and received the unanimous approval of the judges. Mitchell Hodges will be the sergeant of the police and the role of the Major-General will be sung by Wilson Mount. No other changes have been made in the cast, which includes Marion Mills as Mabel, Bob Sanders as the King of the Pirates, and Meredith Davis as Ruth.

Members of the Pirates' Chorus practice every Wednesday evening at 6:30. They are J. C. Cloar, Mike Farrin, George Hightower, J. P. Hollifield, Tom Holloway, Smoky Hood, Claude Johnson, Joe Mobley, William Morehouse, John Pace, Sterling Porteus, Jack Slack, John Streete, Bob Siegler, Joe Moss and William Bensberg.

The Police practice on Friday at 6:45 P. M. The chorus is composed of Fred Bearden, J. B. Breazlale, Ray Brown, Wes Busbee, Roger Breyt-spraak, Harry Champlinn, Oliver Cobb, Albert Erskine, Horace Harwell, Cy Johnson, Thad Leggett, Merrill McDougall, Warren Maddox, Billy Marsh, R. Matherson, Marion Painter, J. A. Reed, Scudder Smith, William Walker, and William Wright. "The Pirates of Penzance" will be presented at the Ellis Auditorium on April 21 and will be followed by a dance which the Junior Chamber of Commerce will sponsor.

Reserve Rooms In Dorms On Deposit

The following announcement has been made by Prof. H. J. Bassett, Assistant Dean at Southwestern:

"Men rooming in the dormitories are allowed until April 1st to re-engage for the succeeding year the rooms they are now occupying. The deposit must be paid to the Bursar and his receipt presented to me when application for the room is made.

"After April 1st the rooms will be reserved as called for on payment of the usual deposit to the Bursar and upon application to me. The quota rules will be observed in the case of Calvin and Robb Halls and a specified number of places reserved for Seniors, Juniors, Sophomores, and Freshmen, respectively. An early application is therefore necessary in order to make sure of securing a place in one of these dormitories.

"H. J. BASSETT,
"Assistant Dean."

Jap Visits Georgian

Fort Valley, Ga.—(IP)—Ken Horado, Japanese secretary of the League of Nations, arrived here to visit the Georgia woman who was his instructor while she was a missionary in Japan years ago. The woman is Miss Annie Lyon Howe, who was a missionary in Japan for 40 years.

Harriet Shepherd Will Marry Soon

Former Southwestern Girl Will Go To Altar

Wedding bells have lured another from the cloistered halls of learning. The latest to hear their call is Harriet Shepherd, whose engagement to Mr. Harry Searing Pond, Jr., of New Orleans, was announced Sunday by her mother, Mrs. Sidney Clarke Shepherd of 1617 Forrest Avenue.

When Harriet failed to return to school the second semester a rumor of her engagement found its way about the campus. So the news is not exactly a surprise, though it does give the student body a bit of definite information to base good wishes.

Harriet entered Southwestern in 1927 after having been graduated from Central High as Valedictorian of her class. Her three and a half years of college have brought her a signal number of honors. She was a member of the Y. W. C. A. cabinet for three years, a member of the Shakespeare club in 1928-29, of the Sophoclean Club in '29-30, an active member of the Chi Delta literary society, and she has been selected as one of the beauty queens for the last three years. She also graced the membership role of the late social fraternity, F. T. F. I. She is a member of Alpha Omicron Pi and was president of the chapter this year.

Miss Shepherd is of the class of '31, and would have received her diploma in June had she not preferred the bridal veil to the cap and gown.

Razz and Crew Work On Track

Work on the track is progressing rapidly and if old Jupiter Pluvius will give Razz and his crew a break, it will be in excellent condition for the meets which begin near the end of March. A mixture of clay and cinders has been thoroughly raked and dragged. The old one-lunged gasoline lawn mower was converted into a steam roller and the track was further manicured with its aid. Now the cinder path must dry out thoroughly in order to "set up."

If the track crew could learn the identity of the prospective Barney Oldfield who raced his rattle-trap old Ford sedan around the track the Memphis police would probably have another murder case on their hands.

Those often seen leaning on rakes and sometimes working on the track are "Sheriff" Knight, the 2nd All-Conference Center, Teddy Johnson, "Chicken" High, Fatz Hebert, Herbert Newton, "Goof" Hinson, Chief Moore, Neil Stephens, Westley Busbee, "Cotton" Perette, Clark Porteus, and Pickens.

W. C. Rasberry says that the straightaway will be widened to 23 feet and the rest of the track to 14 feet when completed. All cinders needed for this work are furnished by the American Snuff Company.

Ministers Meet

The Ministers' Club had Professor Haden as its speaker for the regular weekly meeting. His subject was "The Temptations of a Young Minister." Fritz Heidelberg, an alumnus of Southwestern and a former president of the Ministers' Club, spoke for a few minutes at the conclusion of Mr. Haden's talk. Allen Cabaniss led the devotional services this week.

Form Aquatic Class

A life saving school is being conducted each Saturday afternoon at the Catholic Club pool for Southwestern students exclusively. There is no charge for the instruction, the only fee being twenty-five cents to swim. The lady instructor gives these lessons and in May an examination is to be given on the life saving tests. At present there are only a few students who are taking advantage of this opportunity. They are Sterling Porteus, George Foxx, Henry Rice, Helen Brown and Ann Partin.

STEWART STORIES

Here is the best one we have heard this year. Freshman Stoddard packs up his toothbrush and moves out of Robb across the street to the asylum because "the fellows make entirely too much noise in Robb."

Maybe he spends his summers working in a boiler factory or maybe it is because Hightower moved to Calvin. There may be something in this as the plaster has quit falling off the walls since Snooks moved out.

Frosh Cinder Stars Rounding To Form

A large squad of Freshmen tracksters are daily pounding the cinders under the direction of Coach Rasberry in preparation for several meets to be held sometime in the near future. Meets with Ole Miss Freshmen and Union Freshmen are virtual certainties with several more in the offing.

Cinder-pounders abound among the Bobcat prospects, but Coach Rasberry is greatly in need of broad-jumpers and cane-men. Unless several with ability along these lines are uncovered within a short time, prospects for a winning team will take on a decidedly gloomy hue.

Wes Busbee and Gordon Foxx will

probably be the big 'shove and grunt' men as both are fairly good with the weights.

Henry Rice has been nominated for pole-vault duty. Among the runners who are outstanding are Frank Key and Clark Porteus in the dashes, Sterling Porteus, quarter and half miler, and Busbee and Clark Porteus in the distance runs.

Thomas A. Edison recently became a grandfather for the fourth time.

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(Continued from Page 1)
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Johnson; Catherine Davis with Fred Bearden; Dixie Jennings with Smoky Hood; Frances Kimball with Albert Erskine; Virginia Finch with Millsaps Fitzhugh; Virginia Richmond with Nate White; Lyle Stanage with Dabney Crump; Marian Pape with Tommy Drake; Emily Wallace with Harvey Drake; Frances Durham with Herbert Newton; Louise Barbee with George Hightower; Jerdon Kimbrough with Franklin Kimbrough,

and Dorothy Jane Kerr with Fritz Heidelberg.
After a banquet at the Tennessee Club Monday night a series of balls were enjoyed by the king and queen and their court. Leaving the Tennessee Club, they visited the Peabody, the Nineteenth Century Club, the Casino, Ridgeway Country Club, finally ending at the Memphis Country Club where they enjoyed a buffet supper and were hailed in the name

of King Cotton, mighty monarch of the Southland.
Thursday the celebration took the form of parades and street dancing, carrying out a Mardi Gras idea. Seventy-five boys of Southwestern were finally urged, coaxed, and exhorted to cover their visages with grotesque heads to frighten the children and create merriment for the spectators of the mummer and plantation parade, which took place Thursday night, after which Court

Street was filled with the hilarious subjects of King Cotton, who danced and reveled until—well, to say what o'clock would have spoiled the care-free spirit of the affair.
The three-day celebration was brought to a close Wednesday night with the stupendous cotton ball at the Auditorium, which was attended by the entire royal party, many out-of-town guests and a vast crowd of loyal citizens of Memphis, the headquarters of King Cotton.

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NINE COLLEGES IN DIXIE CLAN

Dr. W. O. Swan Elected V.-Pres. of Conference

Adoption of the constitution and by-laws and the admission of Mississippi College as the ninth member of the association was effected at the first annual meeting of the Dixie Athletic Conference in Jackson, Miss., last week. The constitution and by-laws of the new conference is identical with the one in effect in the Southern Intercollegiate Athletic Conference.

Since Mississippi accepted the invitation to become a member of the Dixie Conference before the adoption of a constitution and by-laws, it becomes a charter member of the organization.

By the terms of the constitution membership to the association is limited to ten members. The remaining member will be accepted at a later date. The tenth member was not considered at the meeting last week, since the members of the association are not in any hurry to fill the quota of membership.

The nine members of the Dixie Conference are: Southwestern, Birmingham-Southern, Howard, Spring Hill, Mercer, Centre College, University of Chattanooga, Millsaps, and Mississippi College.

The executive committee is composed of Dean Gilbert Mead, president; Dr. W. O. Swan, Southwestern, vice-president; Prof. O. S. Causey of Howard College, secretary-treasurer, athletic director; Mike Donahue, Spring Hill College, and Prof. C. B. Wray of Mercer.

In order to get the conference to working without any delay, plans were made for the Dixie basketball tournament in February, 1932, and all member colleges are required to play five conference football games during the season of 1931. There will be no Dixie track meet in the spring, all members participating in the S. I. A. A. track meet to be held in Memphis, May 9. Birmingham put in a bid for the 1932 basketball tournament, but no action was taken on it. Boxing was recognized as an intercollegiate sport at the meeting, provided it is under the direct supervision of the school.

The new conference has been recognized by the Southern Association of Colleges as a capable body and fulfilling all of the requirements of the other college associations of the South. This action on the part of the S. A. C. will allow members of the Dixie to withdraw from the S. I. A. A.

The constitution was framed by a committee composed of Prof. J. W. Edwards of Chattanooga University, Mike Donahue, Spring Hill College, and Dr. Swan, Southwestern.

The Dixie will meet again at the last of the third week after Thanksgiving, after the regular meeting of the S. I. A. A. The place of meeting will be decided at a later date.

Knight Earns Berth With Second Quint

Zeke L. "Sheriff" Knight, sturdy center of the Lynx basketball team, was selected by scribes, dopesters, etc., as tip-off man on the mythical all-S. I. A. A. second team at the S. I. A. A. tournament at Jackson, Miss., last week.

The mighty Sheriff, though only a Sophomore and with two more years of varsity basketballing before him, caught the eye of experts and was placed just below the experienced Coffman of the West Kentucky Teachers as second best tip-off man in the S. I. A. A.

This accomplishment is deserving of double credit since Knight participated in only one tournament game which, by the way, was his first of tournament experience. Selection was based almost entirely upon tournament performance. Several dopesters thought Sheriff first string material, but outstanding performances of the West Kentucky man gave him the nod.

Chi Delta Meets

Chi Delta, girls' literary society, met on Monday, March 2, with Jennie Burford Puryear and Virginia Finch as contributors to a program on various types of Russian poetry, especially Soviet poetry. At the next meeting of the society, on Monday, March 9, Annie Lee Early, Elizabeth Smith, and Elizabeth Richey will read from styles of Chinese poetry, dating from the time of Confucius up to modern times.

SPORT SCRIBBLE

Capsule studies of the little complexities of life. Professor E. D. McDougall teaches Bible, but he also is keenly interested in baseball, which is dying a natural death at Southwestern. Professor McDougall would like to see Southwestern at least organize a freshman nine.

Because he has a son Merrill, who is not altogether a tyro in the art of pitching curves and fast ones.

In 1929, Sophomore Chauncey Barbour was a member of the Lynx cage team, which went to the finals of the S. I. A. A. tournament at Jackson, Miss. He received honorable mention on the all-S. I. A. A. selection. Last week Senior Barbour again went to the tournament. A crippled player, he received no notice.

But Sophomore "Sheriff" Knight was chosen second team center on the all-S. I. A. A. selection.

Another Southwestern coach has been sloughed off. Willis McCabe's basketball contract expired last week, was not renewed. Willis handled such Lynx stars as Billy Hughes, the late "Chi" Waring, Chauncey Barbour, Flint Liddon, Dode Farnsworth, Charles Diehl and many others.

Story recently published in a Memphis daily: "Last season Southwestern had one of the best teams of golfers in this section, and they hung up many victories. The same golfers making up last year's team are still on deck, and they're getting ready for another successful campaign." Page Messrs. Cromwell and Williams.

Shoppers Superstitious

New York.—(IP)—First reports on research work being done by the New York University School of Retailing how that shoppers prefer to buy different articles on different days of the week.

Centenary College Crowned Champion

Defeats Louisiana Normal To Win S.I.A.A. Cup

Centenary College of Shreveport, La., crashed through to the Southern Intercollegiate Athletic Assn. basketball title last Friday by crushing Louisiana Normal 35 to 24 in the finals of the tournament at Jackson, Miss.

Weakened by three successive hard fought victories over Southwestern, Mississippi College, and Western Kentucky Teachers' College, the smooth working team from Natchitoches withered before Centenary's powerful attack. Centenary had comparatively easy sailing in its climb to the finals until Birmingham-Southern was met in the semi-finals and narrowly defeated.

Scores of the quarter-finals, semi-finals, and finals follow:

- QUARTER-FINALS
 - Western Kentucky Teachers' College 34, Howard 26.
 - Centenary 29, Eastern Kentucky Teachers' College 20.
 - Birmingham-Southern 37, Millsaps 28.
- SEMI-FINALS
 - Centenary 21, Birmingham-Southern 20.
 - Louisiana Normal 39, Western Kentucky Teachers' College 34.
- FINALS
 - Centenary 35, Louisiana Normal 24.

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Co-eds Dress In Cotton

Columbia, O.—(IP)—Co-eds of the University of Missouri have come to the rescue of the distressed southern cotton planter by adopting a resolution that they make their spring wardrobes out of cotton, including their stockings.

Praising the co-eds in the U. S. Senate, Senator Heflin urged all Americans to follow their example.

As yet no one has spoken a piece for the silk manufacturers.

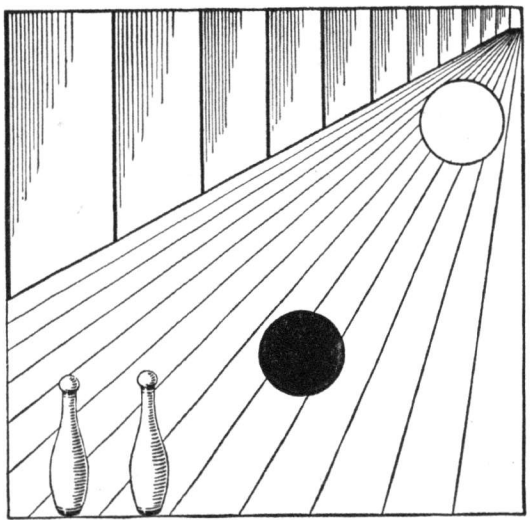
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