

North State Conference Representatives Met Here Monday

Tentative Baseball Schedule Drawn Up

Dr. D. E. Faust, of Catawba, Elected Secretary of the Association

DR. HINSHAW PRESIDES

Representatives from six teams of the North State Conference gathered in High Point Monday afternoon, elected Dr. D. E. Faust, of Catawba college, secretary of the association and drew up a tentative baseball schedule.

Appalachian and Western Teachers were not represented but it is believed that these two schools will sponsor baseball his year and will enter the conference race.

Rules were adopted at the meeting and it was decided that for a team to be eligible for the baseball championship it must engage in at least 10 games. A committee was appointed to select an official ball for the league.

The following representatives were present:

R. M. Shore, Lenoir-Rhyne; D. C. Walker, Elon; J. Anderson and F. C. Shepard, Guilford; F. A. Hodges, Atlantic Christian; H. B. Warner, F. W. Summersett, Jr., and D. E. Faust, Catawba; A. J. Marrow, Lenoir-Rhyne; C. R. Hinshaw, N. P. Yarbrough, C. V. Yow and Julian Beall, High Point. Dr. C. R. Hinshaw, president, presided at the meeting.

The schedule follows:

High Point
April 1—Atlantic Christian, here.
April 4—Catawba, there.
April 11—Guilford, there
April 13—Elon, here.
April 15—Guilford, here.
April 21—Elon, there.
April 29—Catawba, here.
May 4—Lenoir-Rhyne, there
May 6—Guilford, there.
May 9—Atlantic, there.

Guilford
April 5—Elon at Guilford.
April 8—Atlantic C. at Guilford.
April 11—High Point at Guilford.
April 17—Elon at Guilford.
April 22—Elon at Burlington.
April 25—Guilford at Elon.
April 28—Lenoir-Rhyne at Guilford.

Atlantic Christian
Mar. 21—Elon at Elon.
April 1—High Point at H. P.
April 6—Atlantic Christian at Catawba.

April 7—Lenoir-Rhyne at L. R.
April 8—Guilford at Guilford.
May 6—Catawba at A. C. C.
May 9—High Point at A. C. C.

Catawba
April 9—High Point at Catawba.
April 6—A. C. C. at Catawba.
April 17—Lenoir-Rhyne at Lenoir.
April 29—High Point at H. P.
May 5—Elon at Elon.
May 6—Atlantic Christian at Atlantic Christian.
May 9—Lenoir-Rhyne at Catawba.
May 11—Elon at Catawba.

Elon
March 31—A. C. C. at Elon.
April 5—Elon at Guilford.
April 13—Elon at High Point.
April 17—Elon at Guilford.
April 21—High Point at Elon.
April 22—Guilford at Burlington.
April 25—Guilford at Elon.
April 27—Lenoir-Rhyne at Elon.
May 5—Catawba at Elon.
May 11—Catawba at Catawba.
May 12-14—Lenoir-Rhyne at Lenoir-Rhyne.

Lenoir-Rhyne
April 7—A. C. C. at L. R.
April 17-18—Catawba at L. R.
April 26—High Point at H. P.
April 27—Elon at Elon.
April 28-29—Guilford at Guilford.
May 4—High Point at L. R.
May 9—Catawba at Catawba.
May 12-13—Elon at L. R.

NEW SERVICE LAUNDRY
CRAVER AND WILLIAMS
Representatives
PHONE 3364

Sport Spats

Lovers of the "great American pastime," baseball, will be glad to learn that High Point college is to be represented again on the diamond in inter-collegiate circles. The sport, which had been discontinued for the past two years, is to be resumed this year. Eleven conference games appear on the tentative schedule as was released after a meeting of the representatives of six colleges in the North State Conference here on Monday afternoon.

Prospects for a winning club in this camp could be worse. There are a number of experienced ball-tossers among the upper-classmen—to say nothing of the flock of stars in the freshman class.

The basketballers romped back on the campus Friday afternoon with a couple of close wins chalked up. A. C. C. and E. C. T. C. were the victims.

Broadus Culler, sharpshooting Panther forward, is setting a dizzy pace at 'hoop hitting.' Almost 50 points in two games is good enough for anybody's basketball player. Barring such accidents as a broken leg or pink toothbrush—the little forward is a cinch for all-conference honors. With a year of experience he should make sport writers sit up and take notice when they begin looking around for an all-state team.

Babe Ruth, the mighty Sultan of Swat, is now getting his usual publicity over a little matter concerning a proposed salary cut of only a few thousand dollars. And while they are about, some of the big major league moguls might propose a cut on general admission prices. The public won't give them much argument.

Tony Simeon made his debut as a wrestling coach last week when his local high school "grunt and groan" artists tied the Thomasville high lads in several variations of knots for a 33-3 win.

And now it is rumored that Donald Knopp is a basketball player. It seems that someone heard one of the girls tell Don that he was a little forward.

Edison and His Mother

I was always a careless boy, says Thomas Edison in his biography, and, with a mother of different mental caliber, I should probably have turned out badly. But her firmness, her sweetness, her goodness, were potent powers to keep me in the right path. I remember I used never to be able to get along at school. I don't know now what it was, but I was always at the foot of the class. I used to feel that the teachers never used to sympathize with me, and that my father thought I was stupid, and at last I almost decided that I must really be a dunce. My mother was always kind, always sympathetic, and she never misunderstood or misjudged me. But I was afraid to tell her all my difficulties at school, for fear she, too, might lose her confidence in me.

One day I overheard the teacher tell the inspector that I was "addled," and it would not be worth while keeping me in school any longer. I was so hurt by this last straw that I burst out crying, and went home and told my mother about it. Then I found out what a good thing a good mother was. She came out as my strong defender. Mother-love was aroused; mother-pride wounded to the quick. She brought me back to the school, and angrily told the teacher that he didn't know what he was talking about. In fact, she was the most enthusiastic champion a boy ever had, and I determined right then that I would be worthy of her, and show her that the confidence was not misplaced. My mother was the making of me. She was so true, so sure of me; and I felt that I had someone to live for, someone I must not disappoint. The memory of her will always be a blessing to me.—Selected.

BASKETBALL RESUME

To date the Panther basketball team has been highly successful having won six games out of ten played.

Coach Yow's charges opened the season with a victory over Randleman. The boys from Randolph County put up a hard fight but were unable to overcome the Panthers and High Point won 35 to 30.

The next practice game was against the local Y. M. C. A. and when the final whistle blew the Panther basketballers were out in front 36 to 32.

Kannapolis Y. M. C. A. proved a little too much for the local aggregation winning 33 to 30. In this game High Point ran up against an old enemy in Rollins, former Elon star.

The boys atoned for this defeat by swamping the Tom Cats of N. C. C. W. 52 to 8. The Tom Cats presented a game team but were unable to match the deadly shooting of Culler and Roneyez.

The Panthers then played two games on the local Y court, winning from the local Y. M. C. A. 40 to 28 and from the Gibsonville Y. 58 to 25.

The first Little Six Conference game was played against Catawba. The battle was hard fought throughout, Catawba finally winning by the slim margin of 2 points. The score was 29 to 31.

The following night the powerful Appalachian quintet fell before the Panthers 30 to 29. It was a nip and tuck battle but the accurate shooting of the High Point boys during the second half brought home the bacon.

A last minute rally gave Lenoir Rhyne the next game. The Panthers fought gallantly but it seemed that the Bears could not miss the basket. The final score was 40 to 35.

After returning from their trip into the western part of the state, the boys played a return game with Catawba. The Panthers were leading up until less than 10 seconds before the end of the game but a foul an instant before the gun sounded paved the way for the two points Catawba needed to tie the score. The local boys were forced to play a part of the extra period with but four men on the floor and the Indians won 52 to 47.

BOOKS WORTH READING

"Fool's Goal," by B. M. Brower, is a recent addition to the college library. Those readers who like books flavored with the element of mystery will thoroughly enjoy this story.

Dale Emery was a young man just out of college. Instead of going West to find his fortune, he reversed the process and took his fortune with him. Despite the protests of his advisors, he started away, exact destination unknown, carrying with him fifty thousand dollars in cash.

"A fool and his money—" you know, but many searches and hold-ups were carried on before they were parted. The reader is assured of an interesting hour or more, spent in finding out whether or not the fool's goal is attained.

"A White Bird Flying," by Bess Streeter Aldrich, is a story of the conflict existing in a young girl,

which delayed her decision as to what her real niche in life was.

Laura Dean, growing up in the prairie state of Nebraska, was a girl full of ambition and a yearning to write. At college she learned among other things, that it's a wise sorority that knows its own child, and that no fraternity can read all there is in the stars and in the crystal ball in one mad week of rushing.

All her life, Laura had been preparing herself so that she could do big things in the literary realm. But, after all, what were the really big things in life? You must read the book and find out what Laura decided as to the course worth pursuing.

"A Lantern in Her Hand," also by Miss Aldrich, has become one of the most universally loved books. She received her suggestion for the title of "A White Bird Flying" from a poem by Margaret Widdemer.

JOHN TAYLOR IS TO LEAD TENNIS TEAM

With the coming of spring, thoughts of the college racketeers turn to prospects of a tennis team to represent the college in inter-collegiate meets. At a meeting held some time ago, John Taylor, winner of last year's tournament, was elected captain of the team, and John Austin was elected manager. Winfred Beck, local student and Y. M. C. A. worker, is coaching, and states that he expects to have a team in shape by the time of the first match. Professor N. P. Yarbrough is the faculty advisor of the team and is largely responsible for reviving interest in tennis in the spring of '31. He has secured nets for the matches and hopes to obtain some financial aid for the team. So far, no matches have been definitely arranged, but letters will be sent to all members of the Little Seven Conference with the hope of arranging a schedule. Also, if sufficient progress is made, the team hopes to enter the Little Seven Tournament in the spring.

The college was not represented by a tennis team last year because of the lack of equipment and funds. Much interest was displayed in the tournament held on the campus, and with the number of freshmen who have had previous tournament experience, High Point should be able to win some matches.

Influenza germs are blue. Those of pneumonia look like strings of minute pale sausages, and those of scarlet fever like ropes of scarlet rings, under a microscope.

DR. HUMPHREYS GUEST AT STAG DINNER MON.

Dr. Humphreys, president of the college and pastor of Grace church in Greensboro, was a special guest at a stag dinner given by the Baracca class of that church Monday night. Several members of faculty took part in the program.

The dinner was held at Odell Club house and was attended by a large group of men. Each member was asked to bring a guest. Bill Hunter, an alumnus of this college and president of the class, presided. Mr. J. Norman Wills is teacher.

After a three-course dinner the following program was given with Dr. Humphreys in charge: a short talk by Dr. F. W. Stephenson educational secretary of the M. P. denomination; three solos by Miss Sloan; Mr. Stimson followed with two numbers; Dr. Kennett recited several poems of John Charles McNeil's in negro dialect; Miss Bellamy sang several numbers with ukelele accompaniment; Mr. Harrison spoke about the progress of the gymnasium.

An interesting feature of the program was the fact that the men waited on the table and prepared the food.

There are over 200 rooms, including 40 bedrooms, 10 private apartments for the queen and king, 30 state apartments for the king and queen, and 20 luggage rooms in Buckingham palace, England.

Wood for walking sticks and umbrellas is grown like corn or oats. Small saplings are planted and are cut in about four years.

Basketball Schedule

There are nine games remaining on the 1933 Panther basketball schedule, seven of which are conference games. The next game appearing on the card is on January 28 when Kannapolis Y is met on the local Y court.

The schedule follows:

Jan. 28—Kannapolis	Here
Feb. 7—Guilford	There
Feb. 9—Appalachian	Here
Feb. 11—Elon	There
Feb. 14—Atlantic Christian College	Here
Feb. 16—Guilford	Here
Feb. 17—E. C. T. C.	Here
Feb. 23—Lenoir-Rhyne	Here
Feb. 25—Elon	Here

Spring Program for Girls' Physical Ed. Is Outlined

In an interview with Mrs. Geddy Strickland Tuesday she outlined the spring program for the girls' physical education classes. Mrs. Strickland is doing this that there may be no conjecture to what the work will be.

It is divided into three general divisions. On Monday and Tuesday German and Swedish gymnastics, corrective exercises, soccer, volley ball, and other games. The classes on Wednesday and Thursday are devoted to athletic and Morris dancing, folk plays, and aesthetic rhythmic training. Friday and Saturday primary and grammar grade methods in exercise, plays, and games.

Beginning with the spring semester notebooks will be kept.

A definite point system leading to letters and other insignia will go into effect second term. Girls may make points in track work, tennis, games, hiking, etc.

Steady improvement in posture is stressed.

The girls of High Point college want a more definite place in the athletic life of the college. They are hoping for tennis courts that can be easily kept, for an athletic field large enough for soccer and field hockey. The opening of the gymnasium is expected to usher in a new order in the life of the girls' athletic life.

The girls are pleased with the physical education work this year and are looking forward to the work next semester.

CONTESTS LAUNCHED IN STUDENT DRIVE

(Continued from page 1)
at High Point college for the school year 1933-34.

Both of these contests are to be staged in Columbia, S. C., and in Birmingham, Ala. The date of the one to be held in Columbia is April 6-7, while no definite date has been set for the other. Both of these contests are to be state-wide in scope, and will hold the same awards in both places. At each contest, judges from the city in which the contest is being held will be selected to grade the contestants on their composition.

According to a statement from Mr. Harrison, registrations for the two contests promises keen competition for the event.

Germany now has 27 political parties; Greece requires all its canned goods to bear the date of packing, and Russia pays a regular allowance of nearly all its university students.

A. C. C. BULLDOGS FALL BEFORE PANTHERS, 40-38

Game Closely Played — Spurt In Final Minute Brings Two-Point Win

CULLER LEADS SCORING

High Point college basketballers outscored the Atlantic Christian Bulldogs Wednesday to capture a nip and tuck battle 40 to 38. The game was played in Wilson, the first of a two-game trip.

The contest was closely played throughout with the Panthers having a slight edge at times. The score was even several times throughout the game. After being tied near the end of the half the Panthers forged ahead to earn a five-point lead at the half way mark.

The Bulldogs came back strong after the interval and tied the Panthers at 22-all. With the aid of the sharpshooting forward, Broadus Culler the Purple clad lads gained an eight point lead only to be overhauled again. The Panthers spurred in the final minute of play when Culler and George sank field goals to give the High Pointers a two-point lead as the game ended.

Broadus Culler, scintillating forward, continued his sparkling play by amassing 27 of the Panther points. Captain Swart and Smith were sprinkling in their floor play.

Traylor, Bulldog pivot man, bagged twenty points for his team despite the fact that he was closely guarded.

After meeting the Bulldogs the Panthers will continue to Greenville where they met the Eastern Carolina Teachers Thursday night.

Line-up:

High Point (40)	(38) A. C. C.
Pos.	
Culler (27)	Bell (C)
F.	
Morris	(2) Bass
F.	
Graham (2)	(20) Traylor
C.	
C. Smith (2)	(8) Rogers
G.	
Swart (C) (2)	Amerson
G.	

Substitutions: High Point—Roneyez (2), S. Smith, Bryant, George (5). A. C. C.—Gulghum (6), Winfield (2). Referee, Hayles.

W. C. Brown Shoe Shop

Work Called For and Delivered
PHONE 4313

GOOD PICTURES
MAKE BETTER
SCHOOL
PAPERS

DIEDMONT ENGRAVING CO.
WINSTON-SALEM, N. C.

High Point Steam Laundry

Dry Cleaners and Dyers
PHONE 3325

RAYMOND NORTHCUTT, Representative

H. P. T. & D. Fact No. 10

Geofge T. Penny, addressing the American Business Club recently, stressed the idea that "Discouragement never pays dividends." This has always been a part of H. P. T. & D. philosophy and directs our efforts to serve our patrons. Improvement is progressive, not retrogressive. Encouragement is for the future. Let's work together.

High Point, Thomasville &
Denton Railroad

"Nothing But Service To Sell"

Blue Bird Ice Cream

MADE IN ALL FAVORITE
FLAVORS

SOLD AT THE COLLEGE STORE

Men!

Big Shirt Sale

Is Going on at Meyer's All This Month

This group includes our famous Hardwick Shirts, as well as the Willow Shirts tested by the U. S. Testing Company. Attractive patterns, sizes 14 to 17. \$1.19 3 for \$3.50

MEN'S SHOP, STREET FLOOR

Meyer's

PHOTOGRAPHIC WORK FOR 1933 ZENITH COMPLETED

All Pictures Made on Campus—
Work Done By Dunbar and
Daniel Studio

ADOPT UNUSUAL THEME

Photographic work for the 1933 edition of the Zenith was completed this week. All of the pictures were made on the campus including the individual sittings.

The work was done by Dunbar & Daniel of Raleigh. This is the first time that the photographers have come to the campus to make the individual portraits. An improvised studio was erected for their use while on the campus in the home economics laboratory in Roberts Hall.

The photographers spent three days on the campus. During that time a majority of the students had their pictures made and all of the group pictures were made. Proofs of the pictures were returned at the last of the week.

Work on the annual has been delayed until the present day due to the financial conditions and the fact that the staff was not able to arrive at a satisfactory method of finance.

According to the editor, Dwight Davidson, the book will adopt an unusual theme this year. Davidson would give no suggestion as to the motif that will be carried out but it is understood that the new book will embody several new features.

Despite the prolonged delay work will be pushed by the members of the staff in order that the book might be released from the press before the close of the school year.

SEVERAL NEW BOOKS DONATED TO LIBRARY

Several new books have been donated to the library by Dean Lindley. They are current books of fiction, as follows: "Basque People," "Dorothy Canfield," "Roper's Row," "Warwick Deeping, two mystery stories," "Death Tray" by Strahn, and "Anne's Crime" by Scott; "Fool's Goal," Bower; "Last Days of September," Wynne; "Listening Post," Richmond; "Faving Life," Founce. Dr. Lindley also gave a complimentary copy of his own book, "Human Nature and the Church."

Two other outstanding books that have been procured for the library are "Josephus" by Leuchtwanger, and "Success" by the same author.

Other interesting books are "Who's Who in America, 1932-33," "The Ring of the Lawensolds" by Roger Lof, "London Omnibus," a collection of short stories and plays. A very good non-fictional bit of reading is "America as Americans See It."

Miss Jennings hope that during the spring semester she will be able to secure some of the best fiction and non-fiction of the present time.

Little Edith: "I'm going to marry a Dutchman when I grow up."
Mother: "But why a Dutchman?"
Little Edith: "Oh, I so want to be a duchess."

From the extreme south point of Texas, due north to the boundary of the United States, the air line distance is about 1,600 miles.

DR. NAT WALKER EYES EXAMINED

Glasses Fitted—Repairs

ARTIFICIAL EYES

Over Hart's Pharmacy
Next to Post Office
HIGH POINT, N. C.

NELL O'NEIL 106 S. Main St.

SHOES FOR LADIES



AND GENTS



PRICED TO FIT THE
STUDENT'S BUDGET

THE PLAYGIVERS

The High Point College dramatic organization has adopted the name "Playgivers." The club is sponsored by the play production class and is supervised by Miss Ruth Bellamy, instructor in speech and play production. The seal of the "Playgivers" has on it a dancing satyr, symbolic of comedy. It is the purpose of the club to build up a strong dramatic department at High Point College.

Officers of the club are, Ina McAdams, president; Eloise Best, business manager; Ken Swart, vice-president; Wilma Rogers, secretary; and Tony Simeon, treasurer. Any member of the student body may become a member of the organization by passing the entrance requirements specified by the membership committee.

Two major productions will be given by the Playgivers each year, one in three acts, was given in December,

and plans are being made to present another play in April or May.

Besides appearing in plays, the members of the club are receiving practical training in stage designing, make-up, lighting, directing, stage managing and the building of scenery. The set used in the play "Hot Copy" was constructed by members of the organization.

The club is a member of the Playmakers Dramatic Association, an organization sponsored by the Carolina Playmakers, and is eligible for entrance into the play production contest in April, and individual members may enter the contests in play writing, make-up, stage designing, or costuming.

The main project of the "Playgivers" at the present time is to buy drapes for the stage in the college auditorium and hangings for the windows.

her father is makes the story gripping. There is much comedy throughout, supplied by the maid, butler, and cook.

The characters are Judge Barry, Joe Craver; Mrs. Barry, Frances Taylor; Gaylla, their adopted daughter, Hildreth McCellan; Clark, the butler, Dwight Davidson; Lora, the maid, Adylene McCollum Reeta a two-faced friend, Jacque Gwyn; Burt, her brother, Larry Yount; Carolina, the maid, Edith Guthrie; Royal, in love with Gaylla, John Ward; Mr. Rankin, Ben James.

A small fee will be charged and the proceeds will go to the Christian Endeavor society.

Population of the Netherland East Indies have increased about 23 percent since 1920. It is now about 1,000,000.

"EYES OF LOVE" TO BE PRESENTED JANUARY 27

This Play Is Being Sponsored
By The Christian Endeavor Society

MISS YOUNG DIRECTOR

A play, "Eyes of Love," will be presented Friday night, January 27, at eight o'clock in the college auditorium. This play is being sponsored by the Christian Endeavor society and is under the direction of Miss Young, dean of women. She is being assisted by Edith Hughes.

It is a sweet, sentimental story of a girl adopted by a prominent judge and his wife. How she finds out who

THRU THE KEYHOLE



"This pleasant to see one's name in print."

Chunker Hight is of the opinion that a change of the menu would be more welcome on Monday than the customary change of the seating arrangement.

Have you heard the latest one on Admiral Kitty Finch? Harry Brown was taking off for a double date with none other than "Woman's Heart Breaker" Pinky Williams. As he, Finch, walked out of his room he picked up the recent issue of the Liberty and put it in his pocket as he remarked "I've been on this date before."

Girls, Mike Hritsik is back, unmarried. What a break.

Brown Dave, Neville's first nurse, after C. T. Morris was called away by Uncle Sam. He had taken the examination for the Navy and received notice to report at Raleigh.

Dwight Davidson is supposed to take the limelight in this issue of our spying through the keyhole, but he left his key in our ordinary port hole. However, we are not to be discouraged. We find another mode of entrance—the window. Dwight has ten pic-

tures on his dresser; five of them are of different girls. The other five are D. M. Davidson, Jr. "Bright" says he has an inferior complex. We says that he is only inferior. We would tell you more about his life but space does not allow for biographies. He was born at Gibsonville, November 11, 1644. We are not sure of the year but the other data is correct. His hobby is looking in the mirror. His best friend is Dwight. He is a senior which means that the campus will not be graced or disgraced by his presence next year. His defects are:

Rooms with John Ward
Associates with Joe Craver
Speaks to George Pusey
Has to be called for breakfast and chapel
Uses the wrong brand of tooth paste.

You may add to the list.

And How we wish unconcerned people would stay away from the material for the Hi-Po as we begin to get it ready for the press.

Jupiter Waldo no longer writes this column. Had you noticed the change of style?

Quite a few of the boys have fallen in line with Howard Agnew Pickett in studying the medical profession.

Probably you wonder why we have not written about the fairer sex this week. The reason is simple. We have

not been looking through their keyholes.

George Ingle is patiently awaiting the arrival of an epistle from Uncle Zach, containing five greasy Williams. The next issue of this column will be devoted to the girls.

—Tanglefoot Trixie.

Mildred Russell has trouble thinking of someone deep down in Randolph. Carl Smith has the same trouble.

Ed has been around this place almost as long as anyone else.

John Pendleton breezes by singing "She broke my heart when she went away but I'll die if she ever comes back!"

John Morgan likes to play checkers; Chunker Hight prefers nose poker.

Married life may be O. K. but we have noticed some radical changes in one of our professors this year.

Girls don't get the breaks they did in the past. Had you noticed it? Oh yeah.

Why do some boys make so much noise.

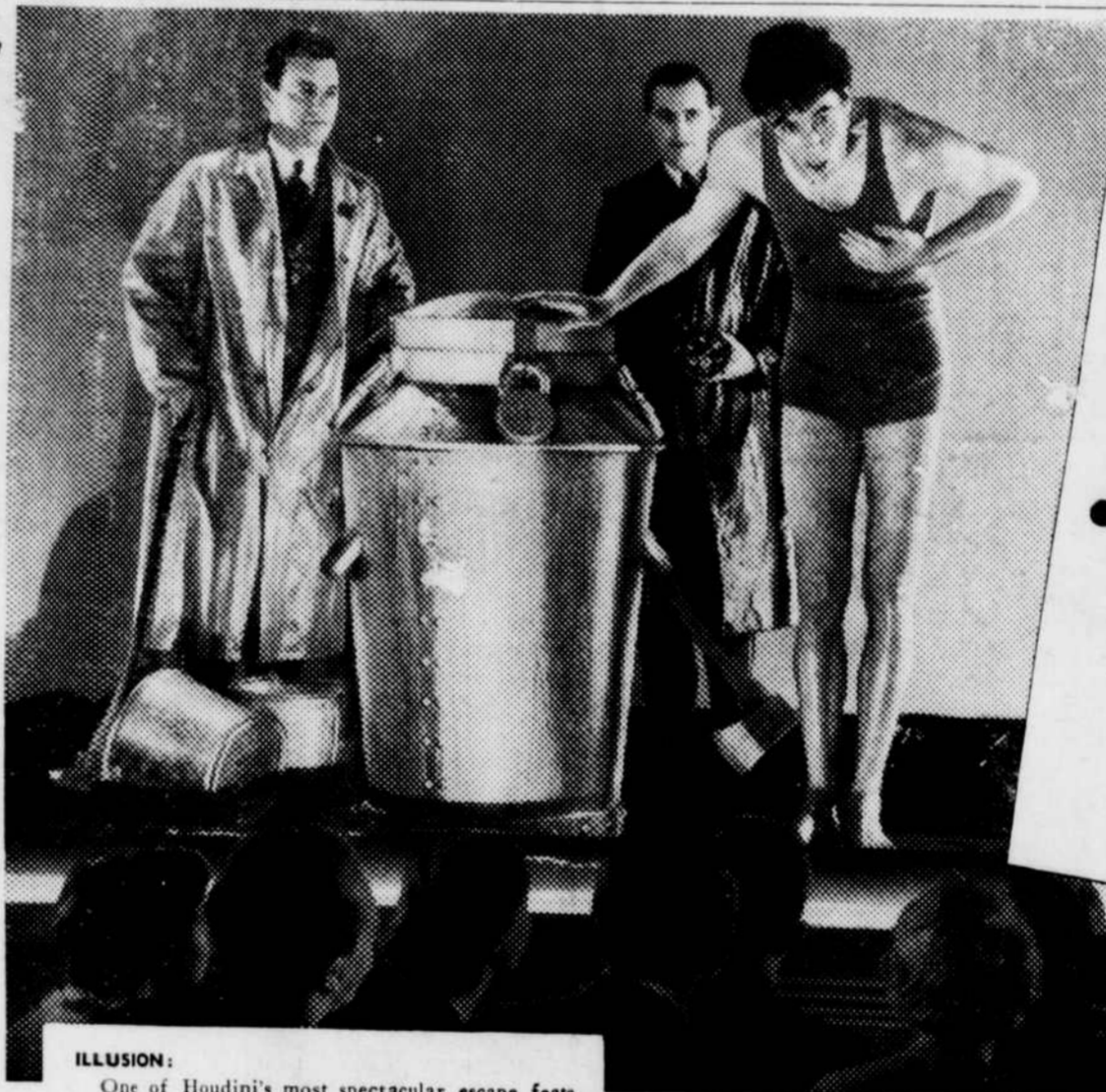
Ollie Knight's red necktie takes the cake.

Clarence Morris after talking to his girl over the telephone for about two hours dropped his head and began to sob in a manner somewhat mournful "All that I'm asking is sympathy."

TEN MINUTES BETWEEN CLASSES — PAUSE AT
THE COLLEGE BOOKSTORE
and
Satisfy Your Thirst and Hunger

TRY OUR REGULAR 30c DINNER
QUEEN ANN CAFE

Open—5 A. M. 'Til 1 A. M.
211 East Commerce Street



ILLUSION:

One of Houdini's most spectacular escape feats was performed with a huge milk can filled with water. He invited persons of the audience to bring padlocks and lock him into the can. He got into the can, the lid was put on and fastened with several padlocks. A screen was placed in front of the can. Assistants stood by with stop watches and fire axes to save him from drowning after a certain time. About a minute later, the screen was removed, Houdini was seen panting and dripping...the padlocks remaining intact!

EXPLANATION:

The usual method of escaping from a milk can is as follows: The lid of the can is apparently securely padlocked to the lower portion, but actually the metal band to which the staples are attached is the top of a short inner lining. The performer, after being locked into the can, pushes the lid upward, with his head and the short inner lining is forced out of place, permitting his escape. The screen is then removed.

It's FUN TO BE FOOLED

...IT'S MORE FUN TO KNOW

What exciting magic there is in cigarette advertising!

Let's look at one of its greatest illusions...that cigarettes can be mysteriously given superior "FLAVOR."

THE EXPLANATION: Just three factors control the flavor of a cigarette. The addition of artificial flavoring...the blending of various tobaccos...and the quality of the tobaccos themselves. Quality is the most important. Artificial flavoring can never wholly disguise the poor flavor of cheap tobaccos.

The blending of several cheap, raw tobaccos cannot improve the flavor of any of them. A fine cigarette is a cigarette blended from costly, ripe tobaccos.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

This is why the Camel flavor has never been rivaled... why Camels have given more pleasure to more people than any other cigarette ever made.

In more costly tobaccos lies the secret of Camels' delicate "bouquet"...of their rich, cool flavor—of their non-irritating mildness.

It's the tobacco that counts. All the natural goodness of Camel's tobacco is kept fresh and rich for you by the air-tight, welded Humidor Pack. Don't remove it. Its moisture-proof cellophane also protects your Camels from dust and germs. Put a pack in your pocket today.



— NO TRICKS
..JUST COSTLIER
TOBACCOS
IN A MATCHLESS BLEND



CAMELS

Extensive Athletic Program Is Begun

Gymnasium Expected To Be Ready In February

CONTEST WITH GUILFORD FEB. 16 WILL BE OPENER

New Structure to Embody Very Modern and Up-to-Date Features

WILL BEAUTIFY CAMPUS

The new gymnasium of High Point college, which when completed will compare favorably with the best in the state, is rapidly assuming form, and it is the opinion of the workmen that it will be ready for use of February 16, when it will be formally opened with a game between the High Point Panthers and the Guilford Quakers. Work on the gymnasium is being done under the direction of Mr. C. F. Finch of Thomasville. Plumbing is now being installed and promises adequate equipment for the shower and locker rooms.

The foundation for the building was laid several months ago, and since then additions have rapidly been made until now it is complete except for the plumbing, flooring, and veneering. Seating accommodations will be available for several hundred spectators and the playing floor will be of regulation size and surface. Hardwood is to be used on the floor, making it standard in this respect. The general plan of the structure includes shower and locker rooms, dressing rooms, sleeping quarters, and offices in the wings for the coaches and directors of physical education. No statement is available as to the system of heating to be used, but it is ascertained that a heating system of suitable proportions will be installed. Sleeping quarters for visiting teams will be provided in the basement, thereby eliminating the need for opening more sections of the dormitory. In short, the building is to be a modern, well-equipped gymnasium.

The interest of the students has been keenly aroused by the construction of the gymnasium. Several of them loaned their support by helping to nail the base floor. Many of the beams and rafters bear the inscriptions of well-meaning freshmen, who used a claw-hammer to drive an eighty-penny nail. Coach Vergil Yow was supervisor of the college nailing squad.

During the holidays, work was begun on the roads leading in to the college. The main road, leading from the gate on Montlieu Ave. to Robert's Hall was graded and drained. Also, the road leading to and behind the boys' dormitory was graded. At the present time a road is being constructed from the main gate to the back of the gymnasium and out to College Drive. The improvement of these roads is expected to lend much to the general beauty of the campus. Also, it is the general opinion among the students that the addition of the gymnasium will add a great deal to the school spirit.

HIGH POINT COLLEGE HOUR IS PRESENTED

The first program of the year of the High Point College hour was broadcasted from station WBIG, in Greensboro, on Tuesday, January 17.

The students appearing on this program were Dorothy Hoskins, Vera Smith, Alma Andrews, and C. L. Gray. Dorothy Hoskins, soprano soloist, sang, "Love's in My Heart," by Woodman, and "Home" by MacFadyen. The numbers sung by Vera Smith were "I Bring You Hearts-ease," by Branscombe, and "When I Cease to Dream," by McGill. Alma Andrews played "Prelude" in B Minor by Chopin, "Valse-Caprice," by Cyril Scott, and "Erotik," by Grieg. C. L. Gray tenor soloist sang "The Enchanted Glade," by Barker, "Senerane" and "By the Sea," by Schubert. The accompaniments for all the vocal numbers were played by Prof. E. B. Stimson.

Different musical organizations and groups of students will appear on each program. High Point College hour will be presented over station WBIG every other Tuesday from 12:20 to 1:30 o'clock.

To Be Formally Opened Soon



It is expected that the new gym will be opened February 16 when the Purple Panthers meet Guilford Quakers.

Furr-Davidson Head Thalean And Akrothian Lit. Societies

TO PRESENT 'HOT COPY' AT GIBSONVILLE SCHOOL

Playgivers to Give Comedy-Drama on Friday Evening, February 10.

PROCEEDS FOR DRAPES

"Hot Copy," a comedy-drama in three acts, will be presented by the "Playgivers" of High Point college in the auditorium of the Gibsonville High School on Friday evening, February 10. The play was given at High Point in December. The proceeds of the performance will be applied toward the purchase of drapes for the stage in the college auditorium. It is probable that the play will be taken to another section of the state after the production at Gibsonville.

The cast of characters for the play is: Kenneth Wade, owner of a small town newspaper, John Ward; Bill Gregory, assistant editor of the paper, Larry Yount; Sylvia Dale, society reporter, Dorothea Andrews; Hazel Winston, young social climber, Adylene McCollum; Peggy Wilson, a tramp printer, Lillian Varner; Bud Rice, printer, Paul VonCannon; Randolph Peters, speedy messenger boy, Burt Asbury; Mrs. Devine (whose husband's name is Elmer), Eloise Best; Dudley Kay, politician, Ben James; Jane Corwin, also in the newspaper business, Edith Guthrie.

Others who will make the trip to Gibsonville are Jacques Gwyn, who has charge of the make-up; Virginia Bennett and Joe Coble, who have charge of the properties and stage setting; and Mavis Heater, prompter.

College Bookstore Finds New Location

The college bookstore, which once graced or disgraced the college campus directly in front of the boys' dormitory, has been moved to a more suitable location behind Robert's Hall. Here it stands on a new foundation, ready to serve the needs of the students as before. The moving of this building was an interesting process and was closely followed by the majority of the students. The moving was under the supervision of Mr. Cummings, brother of Dr. Cummings, of High Point college. As was clearly shown, the moving of such a building is an intricate and delicate process. The various beams and jacks have to be placed just so, before any progress can be made. A small tractor was used to pull the bookstore upon its new location.

This moving was done in order to make way for the new road, which is being graded behind the gymnasium. The bookstore stood directly in the path of the road and was moved to maintain the general layout of the college drives.

During the moving, the roof of the store buckled and caused a slight unevenness in the floor. This is to be remedied as soon as possible. All of this work is in keeping with the general renovation of the college campus.

Both of the New Presidents Are Prominent Members of Senior Class

TO BE INSTALLED LATER

Lester Furr and Dight Davidson will head the Thalean and Akrothian societies for the spring semester. These leaders were elected at the annual spring elections held this week. Both the new presidents are very prominent members of their societies and members of the senior class.

Furr, president of the Thalean society, succeeds Ralph Jacks, as the head of that organization. The new president is an outstanding member of the Ministerial Association and the college choir. He has held many other responsible offices in the society as well as in other groups on the campus.

The Akrothian head succeeds Tony Simeon as president. Davidson's home is at Gibsonville, N. C. He will be entering upon his second term as president of the society, having served in that capacity last year. Davidson is a member of the debating squad and editor of the college annual aside from holding a position on the Hi-Po staff and other duties.

The new presidents face strenuous duties in the spring semester. Society day programs and banquets fall to their lot in seeing that the members of each society contribute in order that the celebrations may be successful.

The Thaleans elected Vernon Canney, vice-president; Howard Pickett, secretary; John Austin, assistant; Millard Isley, chaplain; G. W. Apple, sergeant-at-arms; Forrest Wagoner, assistant; Hoyt Wood Forensic representative; Jasper Jones, press reporter; Ollie Knight and Ralph Jacks, critic to serve with Furr during the coming semester.

Other officials elected in the Akrothian society were: John Taylor, vice-president; John Ward, secretary; Paul Von Cannon, assistant and Donald Hunter, marshal.

The new officers will be installed at the next meeting of the societies and will assume their duties immediately.

WATER BOYS!

Water fights are the vogue in the boys' dormitory as the season welcomes several new water slingers of no mean repute. Each section has its own brigade and all the equipment necessary for this popular form of warfare. Now, before entering his room, each boy pushes his door wide, for after all, who wants a bucket of water to fall on his head?

Six Debaters Selected In Preliminary Of Last Week

Davidson And Morgan Are Veterans Around Whom Team Is To Be Built

QUESTION IS WAR DEBTS

Six debaters were selected last week to represent High Point in the forensic circles this year. The preliminary was held in the college auditorium under the direction of Dr. P. S. Kennett, debate coach.

Contrary to the usual custom a squad was selected this year instead of the customary four who have done all the debating. The squad has been divided with three speakers on either team. Before each debate Dr. Kennett will select the two who will represent High Point. The debate coach plans to use all of the men at sometime during the season.

Dwight Davidson, John Morgan, Aubert Smith, Clarence T. Morris, John Ward and Hoyt Wood were the six chosen in the trials. Davidson and Morgan are veterans with two years' service to their credit while Smith has debated one year. With the aid of these three experienced men Dr. Kennett has hopes of building a strong forensic team to represent High Point this year.

Not only will the team be exceptionally strong this year, but prospects point toward a successful year next season. Of the six to make the team this year only two are seniors, Davidson and Morgan. With four to return the coach will have a strong nucleus around which to mold his team next year.

John Morgan, Clarence T. Morris and Hoyt Wood will argue the affirmative side of the War Debt question while Davidson, Smith and Ward will defend the negative side of the same query.

Nine candidates entered the trials held in Roberts Hall. They were: Joe Coble, Dwight Davidson, Harris Jarrell, John Morgan, Clarence Morris, Leo Pittard, Aubert Smith, John Ward and Hoyt Wood. The contest was very close with no speakers having a decided edge. Exceptional talent was displayed by the ones who

(Continued on Page 2)

NIKES ENTERTAIN ARTEMESIAN GIRLS

The Nikanthan Literary society entertained the Artemesian Literary society at a party Thursday night at eight o'clock in the college auditorium.

An interesting program was given. The first number was the college song. This was followed by a brief talk by Elizabeth Gurley, president of the Nikanthans. After this the following vaudeville acts were given: "Meet Me at the Corner," "When Old Friends Meet"; Negro skits; Madame Humann Schwamm; reading; analytical discourse.

These members took part in the program: Clare Tanner, Virginia Massey, Virginia Grant, Lois Hedgecock, Hazel Welborn, Annie Laurie Moss, Lake Montgomery, Mildred Leonard, Margaret Pickell, and Laura Braswell.

This is the first time in several years that the two girls' literary societies have entertained each other. There has always been a spirit of friendly rivalry between the two organizations and this is the beginning of a new social order that will mean much to each society.

EXAMINATION SCHEDULE

Monday January 30
9 a. m. All Monday, Wednesday, Friday 9:00 classes.
2 p. m. All Tuesday, Thursday, Saturday 8:40 classes.
Tuesday, January 31
9 a. m. All Monday, Wednesday, Friday 10:00 classes.
2 p. m. All Tuesday, Thursday, Saturday 9:40 classes.
Wednesday, February 1
9 a. m. All Monday, Wednesday, Friday 11:00 classes.

2 p. m. All Tuesday, Thursday, Saturday 10:40 classes.
Thursday, February 2
9 a. m. All Monday, Wednesday, Friday 12:00 classes.
2 p. m. All Tuesday, Thursday, Saturday 11:40 classes.
Friday, February 3
9 a. m. All Monday, Wednesday, Friday 2:00 classes.
2 p. m. All examinations not otherwise scheduled.

Debate Veterans



Dight Davidson, of Gibsonville, who is entering his third year as a member of the debating team.



John Morgan, of Farmer, who will be debating his third season under the Purple and White.

Contests Launched In Student Drive

Oration-Essay and Music Contest Open To High School Seniors and Grads.

SCHOLARSHIP OFFERED

According to information recently released by Mr. N. M. Harrison, promotional secretary of High Point college, an extensive drive for new students will be launched soon in the form of an oration-essay contest and a music contest, winners in each contest receiving a tuition scholarship at this institution. High school graduates who have had no college work, or seniors, who expect to graduate before September, 1933, are eligible to enter the contests.

The subject for the oration-essay contest is, "What I expect College to do for me." The judges will grade the oration or essay on the following basis: composition seventy-five per cent, and delivery twenty-five per cent. The subject matter, style and originality, as well as the accuracy of the composition will be considered. Those whose composition is below the standard will be eliminated. Results will be sent to all contestants. The awards for the oration-essay contest will be given as follows: first place, free room, board, and tuition for one year; second place, tuition scholarship (\$100); third place, tuition scholarship (\$100). All awards must be used by the winner during the school year 1933-34.

The music contest is open to High School graduates, without college training, or students expecting to graduate before September 1933. Each piano contestant must have had, at least, three years training in piano, and each voice contestant must have had at least, two years training in piano. The winner in either piano or voice will be awarded a music tuition

(Continued on page 3)

TO SPONSOR MID-STATE HI BASKETBALL CONTEST

New Athletic Field Being Laid Out In Conjunction With Program

TO BE VERY UP-TO-DATE

The basketball game between Guilford college and High Point college on the 16th of February, will mark opening of the new gymnasium. Mr. Harrison, promotional secretary of the college, states that he expects everything to be in readiness for the gala occasion. The city fathers and other dignitaries of High Point will be there along with representatives of the civic clubs of the city. At this time, the donors of the gymnasium will be recognized. Notice of the occasion will be sent out to the alumni and a large number of the former students are expected. High Point college has planned to make this night one never to be forgotten.

Following the opening of the gymnasium, it will be in general use for the remainder of the school year. The Mid-State High School Basketball Tournament, embracing Guilford, Rockingham, Stokes, Forsyth, Davidson, Randolph, Alamance, Chatham, and Caswell counties will be held in the gymnasium March 8th, 9th, 10th, 11th. The tournament will be conducted under the eligibility rules governing High School championship play. Teams from High Schools with an enrollment of a hundred or more boys will compete in Group A; those from schools with less than a hundred, in Group B. Each team will be allowed eight players, a manager, and a coach. A silver trophy will be awarded the winning team from each group. An All Star team of eight players will be selected and a gold basketball will be presented to each of these. To the best all-round performer in the tournament, a tuition scholarship will be presented. This falls directly in line with the oration-essay and music contests, in that it procures more students for the college, besides spreading goodwill among the high school students. Letters have been written to all the high schools in the counties previously mentioned, and replies indicate a full four days of play. The size of the new gymnasium is such that, when completed, two teams will be able to play at the same time. A small admission will be charged for spectators and passes for the entire series may be secured. Free lodging will be given in the men's building for all teams traveling thirty miles or more to reach High Point. The Chamber of Commerce of High Point is planning to take the visiting teams on a tour of the city, and the theatres of the city will entertain the players with passes to the shows. A banquet will be held in the dining room when the presentation of awards will take place.

A new athletic field is being laid out in conjunction with the gymnasium. This feature is expected to add much to the athletic program of the college. A modern baseball diamond is to be located east of College Drive. It is to be of official size and will have a seating capacity of 3,500.

The football field is to be above and on a higher level from the baseball diamond. A quarter mile track with a 220-yard straightway will be constructed around the playing field. On the side of the track will be a vaulting pit, high jumping and broad jumping pits, together with reservations for the hammer throw, discus, javelin, and all other field and track events. Bleachers will be provided on the west side with a seating capacity of 2,000.

If sufficient funds are available, a concrete grandstand, seating 2,000 will be built on the west side. Underneath the stand will be the field house, locker rooms, dressing rooms and a room for the storing of athletic equipment.

Mr. George Ingle and his roommate, Josie Phillips, state that day students enter their room at their own risk, and that if they do enter and find no one at home, to please keep their feet off Mr. Ingle's sheets. They also state that they are not responsible for any lost books or hospital bills.

THE HI-PO

Published weekly by the students of
High Point College.

Member of the North Carolina Col-
legiate Press Association

EDITORIAL STAFF

Editor-in-Chief..... John Ward
Managing Editor..... Robert Williams
Ass't. Managing Editor..... John Taylor
Associate Editor..... Dwight Davidson
Associate Editor..... Frances Taylor
Feature Editor..... Frances McCreary
Exchange Editor..... Emma Carr Bivens
Faculty Advisor..... Mrs. H. W. White

BUSINESS STAFF

Business Manager..... Arthur Dickens
Circulation Manager..... Harry Finch

Address all communications to
THE HI-PO
High Point College
High Point, N. C.

Subscription Rate.....\$1.50 Per Year

Entered as second-class matter Jan.
uary 28, 1927, at the Post Office at
High Point, N. C., under the act of
March 3, 1879.

To Professor J. Har-
ley Mourane, the faculty
and student body wishes
to express their deepest
sympathy for the recent
bereavement of his fa-
ther.

SCHOOL SPIRIT

School spirit and cooperation are
terms that are now found in no other
place on this campus than in the dic-
tionary.

This is a young school, however,
the lack of these two qualities so
necessary in the success of any school
seems to become greater with age.
The deplorable condition affects not
only the student body but the faculty
and administration as well. Very re-
cently an opportunity was offered the
school to attend a concert, one of the
most unique of its kind, at a nominal
price. The audience attending would
have shamed a beggar singing in the
streets for pennies.

When we consider the fact that
until this condition is remedied no
traditions can spring up we realize its
seriousness. The student body and
the faculty and administration must
cooperate—and in that cooperation a
deep school spirit will be founded.

THE GYM

A castle in the air, not only for
the present student body but for those
of the past, is rapidly taking on the
more substantial form of wood, brick
and concrete.

The completion of this building
comes after much effort and sacrifice
on the part of many supporters.
Classes of past years have worked
toward this end. Local business men
have shown themselves very much
interested in the project and it was
largely through their efforts that the
"final push" that was needed to assure
the erection of the building was
delivered.

And now we come to the part that
must be played by the present and
future student bodies of the institu-
tion—that of keeping the gymnasium
in the best of condition at all times.
With the proper care we shall have a
gymnasium of which we can be proud
for many years.

Doubtless many of the organiza-
tions which each year undertake some
project for the advancement of the
school will turn their efforts toward
the gymnasium. If such is the case,
the cooperation of all will make pos-
sible, with little sacrifice on the part
of any, one of the best equipped gym-
nasiums in the state.

HELP, DON'T KNOCK

"If you can't help a fellow, don't
knock him." Some wise old sage
several decades ago got ambitious and
grew several new gray hairs think-
ing up this adage. Little did he know
that the same could ever apply to
High Point college. But it can.

It should be a common practice
among everyone in the world today to
adhere to this policy. If you can't
help the other fellow along by speak-
ing a good word for him, don't hinder
him in his work by kicking him or
talking about him.

High Point college is a youth in
the adolescence stage and needs help
and good words; not knocks and
bumps. The Panther school has a
hard road ahead and the students are
the ones who can do the most towards

helping this school reach the upper
levels.

The student body here is small.
For the number to grow, a great deal
of reliance has to be placed on the
present students and the out-going
ones. However, when one may hear
remarks from members of the senior
class and others to the effect that
they would never allow any of their
relatives or even any of their friends
come to High Point for an education,
something is radically wrong. Per-
haps it is not entirely the students
fault that they feel this way about
the matter. The faculty may be
responsible.

In many cases the radical students
may go to the bottom of the affair
and find that they are to blame. Re-
gardless of where the blame may rest
it is the wrong attitude for the stu-
dents to assume.

If one feels this way about the
matter there is nothing to be done,
but the discouraging person should
have enough respect for the place that
has attempted to enable him to have
an education, not to make remarks of
this nature. He may feel this way,
but above all he should keep it to him-
self. To talk will spread the "germ"
and cause others to assume the same
attitude. Some young men and wo-
men may like High Point college and
want it to grow.

If you don't like the place, keep it
to yourself. "If you can't help, don't
knock." High Point needs the help,
give all you can and see it grow.
Everyone is not of the same nature.
Help, don't know!

SIX DEBATERS SELECTED
IN PRELIMINARY

(Continued from Page 1)

made the team and also by the ones
who failed to do so.

Judges for the contest were: Dr.
Kennett, Dr. Lindley, Professor Yar-
borough and Dean Spessard.

No definite schedule has been drawn
up yet. Plans are underway for a
Tri-State tournament to be held in
Salisbury early in March and it is
likely that the local teams will enter
this contest.

Norman Brokenshire Tunes Up Chesterfield
Radio Stars for the New Year

Reading from left to right, Tom Howard, George Shelton, Ruth Etting, Bing Crosby, Norman Brokenshire and Lennie Hayton.

STAGE AND SCREEN COMIC MAKES RADIO DE-
BUT WITH BING CROSBY AND RUTH ETTING

Tom Howard's Droll Comedy Will Contrast in Chesterfield's Broadcasts
With Popular Singers and Hot Band

Six nights a week — every day ex-
cept Sunday — at 9:00 p. m., East-
ern standard time, stars of comedy,
music and song will come through the
Columbia Broadcasting System over
the largest coast-to-coast hook-up in
radio.

Tom Howard and his partner George
Shelton are new to the ether waves.
An exclusive Chesterfield find, they
are reported to have turned down
some attractive stage offers, includ-
ing one with "Of Thee I Sing," for
an opportunity to present a new co-
medy-team idea on the radio. Thea-
tre-goers all over the world are fa-
miliar with Howard's famous comedy
sketch "The Spy," introduced in the
"Greenwich Village Follies" of 1928.

It subsequently won the N. Y. Critics
award as the best comedy sketch of
the year and was translated into many
languages. Howard is a real "scoop"
for Chesterfield. In the past ten
years the famous comedian's time has
been filled to capacity with stage and
movie productions, and he was finally
persuaded to carry his inimitable
drolleries into the realm of radio. The
team of Howard and Shelton will be
on every Tuesday and Friday. An
added feature on those two nights
will be Elizabeth Barthell, novelty
singer, in special vocal numbers.

Ruth Etting, who as Chicago's
"Sweetheart of the Air" rose via
Ziegfeld's Follies and other stage suc-
cesses to be America's "Queen of the

Air," continues singing those heart-
throb ballads for Chesterfield fans
on Mondays and Thursdays. It was
her voice, listeners will recall, that
made "Ten Cents a Dance" a nation-
wide hit over night. Bing Crosby,
who seems to conquer all fields of
popular entertainment, takes over the
Chesterfield microphone on Wednes-
days and Saturdays. The romantic
baritone's latest triumphs were in
Hollywood where he starred in the
"Big Broadcast" and other pictures.
Crosby's Brunswick recording of the
song "Please" from that movie out-
sold all other Brunswick records dur-
ing the month of October, and for
the past nine months Crosbys record-
ings have been the best sellers among
individual vocalists.

A nightly feature of Chesterfield's
stellar series is Lennie Hayton's Or-
chestra. Hayton is another Chester-
field discovery—one of Broadway's
younger successes. Under Chester-
field's sponsorship Hayton makes his

first appearances as a Star Conductor,
well qualified by his experience as
former assistant conductor for Paul
Whiteman and musical arranger and
accompanist for various radio and
stage headliners.

Norman Brokenshire, Chesterfield's
popular Master of Ceremonies, pro-
mises the year's outstanding fifteen-
minute shows to his thousands of fol-
lowers. "Like Chesterfield," says
Brokenshire, "this new line-up is sure
going to satisfy!"

THE SCOURGE OF
NATURE

(A Parody on Beowulf)

Roaring rhinoceroses, prancing and
dancing,
Galloped with fear over valley and
hill,
Sleek clawing tigers, with sinuous
grace,
Slipped in and out twixt the tall trees
and vine.
Ponderous pachyderms bellowed in
anger,
Trumpeted and thundered o'er the
broad grassy plain.
Graceful giraffes raced stiffly, yet
swiftly,
Tearfully fled from the terror of all.
Thin slimy snakes slipped from cov-
er to cover,
Venom forgotten in terror, in fear.

Swiftly behind raced the oncoming
monster,
Devouring the laggards, the living,
the dead,
Felling the forests and eating the
grasses,
Spreading destruction, revulsion, and
death.

Thin tenuous arms of the terror sped
forward,
Grasping and growing with marvel-
ous speed.

All of the animals fled swiftly before
it,
Repulsion repulsed in terror of FIRE.

—C. T. Morris.

Old Lady: "Son, can you direct me
to the Peoples Savings Bank?"

Boy: "Yessum, for a quarter."

Old Lady: "Isn't that a mighty
high pay, my boy?"

Boy: "No, ma'am; not for a bank
director."

"I'm working and Smoking overtime— hence a Milder Cigarette

"WHEN I work hard, I usually
smoke more; and when I smoke
more, I usually work harder—and that's
why I want a cigarette that's milder."

We use in Chesterfield Cigarettes
mild, ripe Domestic and Turkish tobac-
cos which have been aged and re-aged.

These good tobaccos in Chesterfield
are used in the right proportions—that's
a very important matter.

These good tobaccos in Chesterfield
are blended and cross-blended—welded
together; that, too, helps to make a
milder cigarette with better taste.



THEY'RE Milder—THEY TASTE BETTER

