

COMING EVENTS

Military Ball, Tonight
Basketball, Tomorrow

Michigan State News

EAST LANSING, MICHIGAN, FRIDAY, FEBRUARY 12, 1937

EDITORIALS

Endeth the Strike
Looking Ahead
In the Poor Chairman

Seniors To Present Emil Velazco's Band At Masonic Temple

Famous Maestro Will Bring His \$25,000 Pipe Organ to Party, Which Will be Held Feb. 26; He Has Played for Two Years at Hotel Taft in New York.

Emil Velazco, president of the senior class, and Donald McLaughlin, general chairman of the senior ball, announced today that arrangements had been made to present the internationally famous band of Emil Velazco at the senior ball to be held in the Masonic temple.

In addition to the twelve-piece orchestra, Velazco will bring his \$25,000 pipe organ to the party, which will be held at the Masonic temple.

Hines to be Broadcast

Blue Key Orchestra Set for Full Hour Over WJLM

The music of Earl Hines will be broadcast on the Blue Key Orchestra set for a full hour over WJLM.

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Griggs Will Speak Here Wednesday

Brooklyn Institute Man Will Make Special Trip to Talk on Series.

Prof. Edward Griggs, head of the department of philosophy at the Brooklyn Institute of Arts and Sciences, will make a special trip to East Lansing, Wednesday, February 17, to appear on the Student Lecture course series at the Peoples church.

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To Play Here Soon



Ted Weems

Ted Weems and his brilliant band will play in the Lansing Academy Saturday, February 20.

This party is not sponsored by a college group.

Concertist To be Heard

Enesco Will Play at Eastern School Auditorium Monday.

Of Georges Enesco, who will be heard in the Eastern high school auditorium in Lansing at 8 o'clock Monday evening, February 22, the college music department makes the following statement:

Georges Enesco, composer-violinist-conductor, is frequently referred to as the "Master Musician". Although the world thinks of him as one of its greatest violinists, his compositions have made him internationally famous.

His reputation is that of a forceful speaker who has a pleasing voice and manner. He is tall and distinguished-looking, which adds to his popularity.

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31 Initiated New Publications Constitution As Members Of Honorary

Phi Kappa Phi Honors Seniors at Banquet Tuesday.

The local chapter of Phi Kappa Phi, national scholastic honorary society, held initiation ceremonies last Tuesday evening in the Union dining room for 31 new members.

J. B. Hill, professor of farm management, presided at the initiation. Professor Hill is president of Phi Kappa Phi at Michigan State.

Prof. W. S. Kimball assisted at the service as marshal. Following the ceremonies a social hour was enjoyed at which Dean Marie Day and Prof. Norma Russell presided.

Dr. Eugene B. Elliott, state superintendent of public instruction of Michigan, and Dean W. S. Kimball were among those initiated. Prof. Emmett W. Kiebler of the education department was also made a member.

Phi Kappa Phi was inaugurated at Michigan State in 1927. Thirty-five members of the college faculty are members of this scholastic honorary group.

Members invited to Phi Kappa Phi must be of senior standing and are selected on the basis of scholastic work and character. Those selected must have maintained at least an average of 2.2 during their years at college.

Five of the group initiated Tuesday were invited to membership at fall, at which selection a 2.5 average is prerequisite. These five, however, were unable to attend the fall initiation and had to wait until last Tuesday to be initiated.

The members initiated, besides Dr. Elliott and Professor Kiebler, are: William Augsburg, Mosley, Arthur Robert Bessy, Frank Reese, Dallas Chapin, John Davidson, Gordon Dudley, Harold Fairbanks, William Friedrich, Lowell Genson, Daniel Hankinson, Dorothy Hilliard, Marion Huff, Richard Johnson, Alice Koenig, Martin Krause, Elmer Kropf, Ellen LaForge, Arthur LaRoque, Athia Lull, T. R. Martin, Phyllis Meyer, Norman Sagerman, Bernita Taylor, Stanley Thompson, Jean Warren, Louis Wagner, Edwin Willet and Violet Wornick.

Can you imagine your voice moving before your eyes? Or the notes of a piano thrown in a pattern of light on a screen? At first thought it might appear only a figure of speech. But that is what actually will happen at the illustrated lecture, "The Secrets of Musical Sounds," which Dr. William Brad White, director of acoustic research of the American Steel and Wire Company, will give a week from Monday on February 22, at eight o'clock.

The music department, with the cooperation of the physics department and the engineering division, is presenting Dr. White in the chemistry lecture room. This lecture has been given before audiences at Princeton, Cornell, Columbia and Vassar. The lecture has met with great interest by technical students and the public. All interested may attend.

Farm Crops Prof. is Testing Mich. Potatoes

Prof. H. C. Moore of the farm crops department is in Wharton, Texas, testing lots of Michigan certified seed potatoes. He has with him about 360 samples which is about the same number as last year. This is the third year such a test has been conducted.

The samples of seed will be planted there and will come up soon enough for Professor Moore to determine any diseases which may be present in the seed, before planting time in Michigan. Any seed showing disease will be refused certification.

New Publications Constitution Endorsed by 618-99 Vote Count; Two Classes Hold Eliminations

COMMENCEMENT DAY INVITATIONS

John Bingham, Alpha senior, has been appointed to head the committee in charge of commencement day invitations.

Contrary to the practice of the past few years, the invitations will be handed directly through the treasurer's office and Vanderburg.

The student's place in the world of affairs will be discussed by Dean W. Whitehouse, in his speech titled "Squaring Up to Our World."

People's church Sunday afternoon at 8 o'clock. He will be at the fourth speaker on the religious lecture series on the theme "Let's Think Straight," sponsored by the college Y. M. C. A.

Dean Whitehouse was scheduled to speak here last year on the same series, but was unable to come because of illness.

The speaker is particularly fitted to speak on current social problems because of a wide background of education and experience. Born in Yorkshire, England, he received his higher education at Northwestern university, law school, in Wisconsin, and at New Jersey. He is a member of the American Sociological Society and the American Society of Political Science.

During the war, the speaker acted as educational director at Camp Castle. In 1922 he became professor of sociology at Albion college, and seven years later, he was advanced to his present position as dean. Since the war he has visited nearly every European country, writing, speaking, and studying.

Fred T. Mitchell, dean of men, will act as chairman of the program. The women's gym club, under the direction of Miss Josephine Kackley, will present the following numbers: "Ave Maria" by Brahms, "Hear My Prayer, O Lord" by Mendelssohn, and Bartleby's arrangement of "Wee Wee There."

The series will be closed Sunday, February 21, by Dr. Wilhelm Pauck, of Chicago Theological seminary, who will speak on the subject "The Call of God to the Present Generation."

The Student Forum will meet Sunday at 12 o'clock in Peoples church to discuss Dr. N. A. McCune's sermon, "What is the Christian Life?" This may be attended by any person from Michigan State college.

This club will have dinner at 6:30 in the social hall, served and prepared by the students. Dean W. W. Whitehouse of Albion will be a guest at this dinner.

At 7 o'clock this association will meet in the student pavilion for an hour of free open discussion. They will be given the opportunity to ask Dean Whitehouse any questions they wish and to discuss freely his topics.

Patton to Speak

Dr. Harold S. Patton, economics head, will speak next Tuesday at the Case County Farmer's day. His topic will be "Michigan Agriculture and the Trade Agreements Program." A similar talk will be given by Dr. Patton at a meeting of the Charlotte Rotary club at a later date.

Gough, Dennis, Robie, and Blunt are Nominated by Sophomores for Student Council Posts; A. W. S. Also Lists Candidates.

Castling a total of 217 votes, the college Thursday turned out and approved the proposed Board of Education, constituted by a landslide, 618 to 99. Under this constitution, editors and business managers of the State News and Wolverine will be appointed by that organization.

The poll, taken from a small ballot in the evening in the Union ballroom, was supervised by the Student Council.

On the sophomore Student Council ballot, the four sophomore men were Gough, Dennis, Robie, and John Blunt. Two more will be elected from this list for Student Council positions at the freshmen election.

Margaret Gough and Ruth Marshall and Dale Granger and Gander Stickle were the four sophomore women who will serve in the race for Union Board from the sophomore class.

The Liberal Arts board, for which only sophomores were eligible for election, also elected Gough, Dennis, Robie, and Blunt. First report to the News office showed Margaret Gough to be victor over Blunt. But a sample ballot, showing statistics later proved the success of the latter. The men's vote were Gough, Dennis, Robie, and Blunt.

At Haledon and Phillip Ramm were the victors in the race for freshman president nomination. Roy Smith was eliminated.

Martin Patch and Dorothy Mitchell were the winners in the competition for the year-end student post. Ruth Eleanor Taylor and Rita Kasper ran close third and fourth.

Becky Lind and Barbara Sears will oppose each other next Thursday in the fight for the secretary post. Jeanne Bradley was barely eliminated in a close race.

Candidates for the freshman college, in Wisconsin, and at New Jersey. He is a member of the American Sociological Society and the American Society of Political Science.

The next president of A. W. S. will be either Nancy Farley or June Lyons, both running close in the nominations.

Senior representatives to A. W. S. council will be selected from six girls nominated. They are Barbara Lee Bratton, Leah Collins, Norma Ellinger, Ole Gilzer, Dorothy Hasselberg, and Myrtle Patton.

Junior representatives to A. W. S. council will be chosen from six girls. Susan Blackney, Betty Hart, Linda Evans, Elmer McKinnin, George Ann Shaw and Margaret Stanton.

Rebecca Ford, Marian Patch, Janet O'Hara and Barbara Sears are freshman girls competing for sophomore representation on the A. W. S. council.

Fourteen hundred girls at Michigan State college are enrolled in home economics, but more than twenty thousand rural women are studying homemaking under the direction of Miss Edna V. Smith, head of home economics extension, and her staff.

Regulations Are Changed

Athletic Eligibility and Military Exemption Rules Altered

Faculty action last week proved three changes in the regulations which govern the student body as to eligibility in collegiate athletics, exemption from military training, and absence from class.

These amendments to the school's regulations for eligibility, changed the position of transfers in regard to military training, and defined the term "incomplete."

The changes in regulations read as follows:

1. Rule 2 concerning eligibility for competition in college athletics has been changed by read:

"No student who is deficient in more than eight points is eligible to participate in intercollegiate athletics." This change becomes effective September 1937.

2. Item 1 (Transfer Exemptions and Exemptions from Military Service) now reads as follows:

Students transferring from other institutions with 92 or more credits which apply toward graduation or when they attain junior status.

Note: Students whose entire course has been taken at Michigan State College must complete six terms of Military Science.

3. The rule concerning the use of "incomplete" under Attendance Rules and Regulations now reads:

A student who for illness or other satisfactory reasons has been absent from any given class not more than twenty-five per cent of the class periods throughout the term may, on authorization of his dean, be given an "incomplete" if in the opinion of the instructor his work has been satisfactory and if the back work can be made up, otherwise "N" (Incomplete) shall be given. If his work has not been satisfactory, a "Failure" shall be given. All students absent twenty-five per cent or more will be reported as having dropped the course with a grade of "F", except in case of illness or other satisfactory reason, when the grade may be either "N" or "F".

Newman Club Brings Symposium to M. S. C.

The Newman club, Catholic student organization, will present nine students from the University of Detroit in a symposium under the direction of Rev. Joseph A. Luther, S. J., dean of men at the Detroit institution, in the Union ballroom at 3:30 o'clock Sunday, February 14.

The plans for the symposium grew out of interest in youth organizations and conferences as a result of visits to the radical conferences at nearby universities. The realization of the need of presentation of Christian ideals in opposition to the communistic ideas forms the basis for the meetings.

The speakers have been presented before assemblies throughout the state. The symposium Sunday is open to the public.

The "Hell Week" practice at Northwestern university has been severely circumscribed and restricted by resolution of the interfraternity council.

Order your coverage from Gene Averill, Florist, 211 Abbot Road.

Diesel Companies Bring New Course

Special Two-Weeks' Course Open to Mechanics.

Beginning next Monday and continuing for two weeks a special course in Diesel engineering will be presented in Olds Hall.

The course is arranged through cooperation with four Diesel manufacturing companies, Caterpillar, Teledyne, International Harvester and Hercules. It will be offered simultaneously in six other and grant colleges, Minnesota, Nebraska, Iowa State, Wisconsin, Purdue and Ohio State.

Each of the manufacturers will send equipment and instructors for a half week, with Prof. G. W. White, Prof. W. E. Reuling and Prof. L. G. Miller representing the college.

The course is primarily designed for mechanics, of which about 35 are registered. There is still room for a few more, however, and application should be made either to the short course office or the mechanical engineering office.

Physicist Speaks

On Thursday afternoon at 5 o'clock Prof. C. W. Chamberlain of the physics department gave his second lecture on "History of the Development and Overthrow of the Concept of Surface Tension in Liquids."

This second lecture was given at the request of members of the staff who attended the lecture given on the same subject last month when Prof. Chamberlain lectured on the theory he developed which maintains that there is no such physical phenomena such as has been known as surface tension.

English Prof is Also an Author

Clark Writes and Then Teaches History of Criticism.

John A. Clark, M. S. C. faculty member, has been doing a considerable amount of writing for magazines. One of his more recent articles, "The Middle-West—There It Lies in the Winter," in The Southern Review, January 1937, has been the subject of editorial material in some of the leading newspapers.

Other recent articles by Mr. Clark include "H. L. Mencken: An Obituary" in the current issue of the American Spectator and "Cotery, Criticism and Common Sense" in the Saturday Review of Literature for May 30, 1936. Articles are forthcoming in the North American Review and in The Commonwealth.

Mr. Clark, who teaches freshman English, history of criticism and critical writing, has been an instructor at Michigan State for nine years. He has received degrees from Missouri Wesleyan college and the University of Kansas.

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Fund Received For Research

Chem and Zoology Departments to Study Tooth Decay.

The National Research Council recently gave \$500 to Dr. H. R. Hunt of the zoology department and C. A. Hoppert of the chemistry department for the study of the role that heredity plays in tooth decay.

Dr. Hunt, in enumerating the causes of tooth decay, mentioned bacteria and improper diet, and poor care of the teeth.

Nearly 100 rats are to be used in the effort to determine possible hereditary influences on the texture of the tooth and on tooth decay. The rats are to be kept under close surveillance, their diet will be the same, each will receive equal care, and bacteria will be kept at a minimum. With all the rats treated on an equal basis in regard to causes of tooth decay, Mr. Hoppert and Dr. Hunt hope to discover the nature and effects of tooth heredity.

Davis in Philadelphia

J. C. Davis of the economics department is attending the personal conference of the American Management association being held in Philadelphia this week, Wednesday through Friday. Although the conference is attended primarily by business executives, Mr. Davis is attending because he is an instructor of personnel management.

Sem. Bot. Initiates

Sem-Bot, local botany honorary, initiated E. J. Airolo, J. R. Meyers, J. Shappee, Margaret Thurlow, R. M. Kirk, and E. W. Roloffs at semi-annual ceremonies in the Botany building Wednesday evening.

Hort Grad Gets Job

Sam Tremblay, who graduated from the horticultural department here in 1934 and since has been leasing and managing small orchards near his home in Lennon, recently accepted a position as manager of an orchard in the northwestern part of Oakland county, which belongs to Hugh Martin of Detroit.

Mr. Tremblay is to begin his duties this week.

Sanford Schlusell, accompanist.

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TUXEDO AND DRESS SUIT RENTALS - TWICHELL'S

SMALL'S
212 S. Washington Ave.—Strand Arcade

STATE GIVEN LITTLE CHANCE TO BEAT MICHIGAN HERE

Colina Takes Position

Richard Colina, C. E. 1936, has accepted the position of industrial hygiene inspector for the federal government.

Colina will work under the supervision of Mr. Henler of the state department of health. His duties will be to inspect every industrial plant in the state for hygiene and sanitary conditions.

Sigma Kappa

Sigma Kappa are concentrating on their term dinner-dance which is to be held at the Hotel Olds tomorrow night. Frankie Pando and his orchestra will play.

Patrons are Dean and Mrs. R. C. Huston and Prof. and Mrs. W. I. Mahan. Dean Elizabeth Connors, Dean Marie Dye, and Mrs. Walter E. Moore compose the guest list.

Two Sigma Kappas will attend the Ann Arbor J-Hop tonight. Rosa, a graduate of last June, will attend with her fiancé, Dick Wilson, who is one of the Junior committee for the hop. Dorothy Campbell is going as the guest of Miss Hubbard, a Sigma Kappa friend.

The nine Sigma Kappa initiates were guests of honor at a banquet held at Santa's Saturday night. Serving on the program included Corinne Kenna, as toastmistress; Frances Bates, Sally Langston, Miss Alberta Young, Bobby Arquette was awarded a bracelet for having the highest scholastic standing during her residence.

Loomis Looms As Swim Great

Coach "Jake" Daubert, diminutive mentor of Michigan State College swimming teams, for several years, is wearing a broad smile these days, and for good reason.

Not only has his varsity already broken four of the new marks which were set up last year by one of the school's most successful swimming squads, but indications are that he will have one of the greatest swimmers ever to swim for the Spartans by the time next season rolls around.

Last season, in the Michigan meet, Jack Kasey, national intercollegiate recordholder in the 200 yard breast stroke event, playfully splashed to a new Michigan State pool record in the time of 2:30.2.

This season, Coach Daubert has a serious faced, eighteen year old youngster under his tutelage who threatens to better this mark in near future—Ladd Loomis.

Ladd Loomis, who never swam in competition until his senior year in high school, and then was not fast enough to win a varsity letter, threw being two swimmers in the Northwestern (Detroit) high school team who had little chance of beating him, will become a national star in his event.

Coach Daubert's plans for him do not end there.

"Laddie" is a tall boy, six feet tall, and is still growing, having

Plays for R. O. T. C.



Roy Pearl

gained ten pounds since he began training for the swimming season. His high school coach, Leo Mase, watched him swim the breast stroke after a tiring practice one night when Ladd was a senior.

Seeing possibilities in the lanky kid, he invited him out to practice and talked Ladd into seeing his own possibilities as a swimmer.

But Ladd had a job. When he got out of school, he wanted to go ahead to school. So he secured employment in a Detroit dairy, where he put in long hours and was forced to give up his swimming almost entirely.

Then Loomis entered Michigan State. He went out for swimming, and at his first time trial, astonished his coach with his speed. Coach Daubert prescribed a series of exercises to build up Ladd's shoulder muscles, which are called upon for term, punishment in swimming the new butterfly stroke of breast stroke made famous by Kasey.

The afternoon before the first freshman meet with Lansing Central high school, Coach Daubert put Loomis through his paces, and the result—2:43.6, three and seven tenths seconds better than the present varsity record held by Al Black.

True, this is a far cry yet from Kasey's pool record of 2:30.2, but bear in mind that Ladd is but eighteen years old, three years younger than Kasey was when he set the mark. Moreover, Ladd is still putting on weight, good hard weight in his shoulders where he will need it. And Loomis' long legs give him a tremendously powerful leverage in their long sweep as he kicks, an exact quality Kasey lacked to a certain extent due to his shorter stature.

Yes, Loomis is a comer, and Spartan supporters will see a lot of his churning feet in front of them in future varsity meets. Coach Daubert has a right to be proud of his smiling, and serious, perfectly justified in predicting a new pool record for the 200 yard breast stroke event, with Ladd Loomis' name following the new mark.

Star Cager Appears in 'M' Lineup

Spartans Seek to Avenge Earlier Season Loss at Ann Arbor.

"Wait 'til we get 'em up here," barked Michigan State's basketball players after they lost to Michigan at Ann Arbor last December.

The Spartan cagers were infering by that statement they would square matters with Cappy Cappon's Wolverines, who by winning at home, had chalked up their third straight win over State.

Rivalry of bitterest standing Michigan and State club on the Demonstration hall court tomorrow night. The Spartans are out for revenge, but their chances of accomplishing it appear very slim tonight.

Since meeting the Wolverines, State has lost eight games against only four victories. And two of the wins were at the expense of teams which an average club could beat without trying.

In the meanwhile, Michigan has won two out of three games over Washington University, conquered Butler and Toledo and triumphed in four of its six Big Ten games. Despite these two losses, the Wolves still loom as a threat for the conference crown.

If Coach Ben Van Alstyne of State had his way, tomorrow night's game would end "after about 35 minutes of play. For the length of time, the Spartans are good ball club, but after that, well, just peep at the records.

State Five Weakens

Michigan pulled away from State to clinch the game in the final minutes. Carr, Kenback, Marquette, the Hawtins, Hope Wisconsin and Butler each conquered the Spartans with a final stretch drive, after State had run most of the way.

So you can't blame Van for desiring to cut the playing time down to five minutes.

Just what procedure Van Alstyne will follow in trying to upset Michigan is uncertain tonight. According to the coach, it all depends on how Michigan ticks.

The Wolves haven't played for over two weeks, due to mid-year examinations, and may be off their game. If they are, Van Alstyne will use two teams against Michigan.

If Michigan is hot, Van plans to keep his regulars in the battle.

Townsend Coming

Regardless of the outcome, Ladd will see one of the greatest, if not the greatest, collegiate basketball player in the country in action when John Townsend takes the court with the Ann Arbor crew. Townsend is a star, anyway you look at him.

With six-foot, nine-inch John Gee, center, Michigan should control all the jumps. Gee, a senior, will be making his final appearance against State. Townsend, incidentally, is only a junior.

The rest of the Michigan starting team will be composed of fellows who have given State trouble in other sports, in addition to basketball. Bill Barclay, the football quarterback, and a top notch

golfer, will team with Townsend at the forwards.

The guards are assigned to Matt Patanelli, the end, and Hesman Fishman, the southpaw, pitching sensation of the conference last season. Fishman won eight games last season, and among his victims, was the State nine.

For State, Len Osterink and Harold Sholtz probably will get the call at the forwards with Howard Kraft held in reserve. Ben Dargush is in line for the center job over Dolan Wilkinson, with Ron Garlock and Leo Callahan at the guards.

The game will start at 7:30 p. m. and the band will be on hand to lead color to the occasion. John Schummer and Eddie Power, will officiate.

Tonight, State's freshman basketball team meets Jackson Junior College in Demonstration Hall at 7:30.

Kappa Kappa Gamma

This week-end finds four Kappas trotting off to Ann Arbor for the U. of M. J-Hop. They are Ruth Carr, Kay Burke, Elizabeth Armstrong, and Rita Kasper.

Ruth, Bloomington, new initiate was chosen at the model pledge at the K. K. G. house not so long ago.

After spending the week-end in Potosky offering her inspiration to the winter carnival, Lou Maystock arrived home safely following a perilous return trip.

Elaine Ihlen, who graduated last term, is now studying for her master's degree in mathematics at the University of Michigan.

Fran McIntyre is awakened every morning by a special delivery letter, and a bit goodnight every evening with a fond telephone call from that Hoopie in Detroit.

A chapter of Mortar Board was installed recently at the University of Denver.

Kappa Alpha Theta

Kappa Alpha Theta announces the pledging January 28 of Carmen Moones, Grand Rapids; Rose Marie Jackson, Clare, and Evelyn Siebert, Detroit.

Fifteen girls were initiated Sunday, February 7, at the chapter house. They were: Betty Anderson, East Lansing; Josephine Besancon, Detroit; Mary Bowers, Detroit; Jean Bradley, Detroit; Margaret Bingham, Alpena; Jean Helen Oveson, Margaret Hammond, Flint; Dorothy Holcomb, Cass City; Max Jean Matze, Lansing; Mary Milward, Detroit; Janet O'Hara, East Lansing; Marion Radcliff, Detroit; Marie Richardson, Detroit; Betty Robertson, Detroit.

and Ruth Taylor, Albion. Following initiation, a banquet was held at the house for the new initiates and the actives.

House guests last week-end for the J-Hop were: Roberta Lesche of Detroit, a Theta pledge at the University of Michigan; Marjorie Chase, an alumna from Detroit, and Jean Stewart of Pontiac who was guest of her cousin, Lucille Powrie.

Margaret Guloway was the guest of Marjorie Gilray for the Girl Reserve convention last week-end.

Alpha Xi Delta

Rushes were entertained at a dessert bridge on Saturday afternoon. In spite of the fact that the

J-Hop was the night before and some of us were a "little the worse for the wear" everyone reported a good time.

He are happy to announce the pledging of two girls: Alice Williams of Plymouth and Katherine Butterfield of Olivet.

Ester Ruth Vyn of Grand Haven was formally initiated on Sunday, January 30.

Lucille Kelly, one of last year's graduates, is now working in Lansing and is staying at the house with us.

O'Coat Sale

Choice of the House

\$17.45

Yes, the Balance of Our Stock at This Low Price. Come Quick.

Homburg Hats

The Best Shape for Young Men in the City. Let Us Prove It.

\$3.50

Madras and Corduroy Jackets at reduced prices.

MAY BROS. The Hat Store of the Town

235 S. Washington Ave.

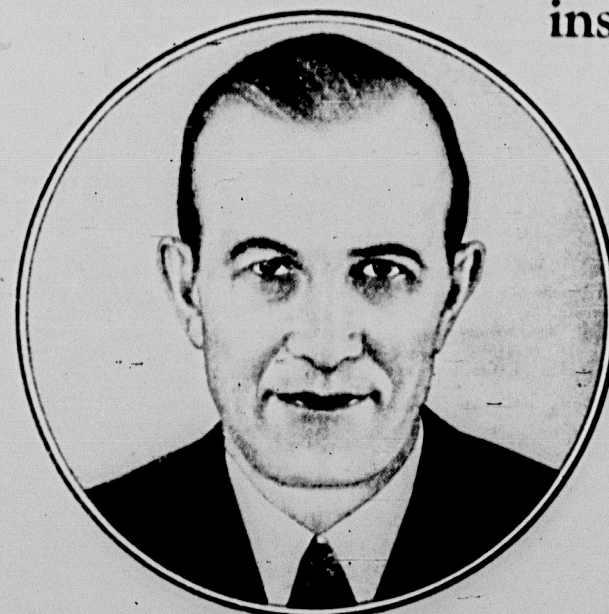
The nicest Valentine for the Nicest Girl in the World

An invitation from you for

Sunday Dinner at

The Hunt Food Shop

"The Voice of Experience"...
the man with the million dollar throat
insists on a light smoke



"My voice is my career. It has inspired more than five million people to confide in me their personal problems. During 25 years, first on the lecture platform and then on the air, I have never missed a single engagement because of my throat. I am a steady smoker, and because my throat and voice are vital to my career I insist upon a light smoke. In Luckies I find a light smoke plus the enjoyment of fine tobacco... and that's why Lucky Strikes have been my choice for 14 years."

"The Voice of Experience"

FRIEND AND COUNSELOR TO MILLIONS OF RADIO LISTENERS

An independent survey was made recently among professional men and women—lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, more than 87% stated they personally prefer a light smoke.

"The Voice of Experience" verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.



THE FINEST TOBACCOS—
"THE CREAM OF THE CROP"

A Light Smoke
"It's Toasted"—Your Throat Protection
AGAINST IRRITATION—AGAINST COUGH

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SENIOR GETS PIPE AND SMOKE SAVINGS

SAVE JACK! YOU WANT THIS NEW PIPE? BUY IT NOW! IT'S A SAVING!

RIGHT NOW! YOU GET IT! SAVED ENOUGH MONEY TO BUY A PIPE! BUY IT NOW! IT'S A SAVING!

CAUSE THERE'S NO WASTE! SMOKE SWEET AND MILD DOWN TO THE HEEL! IT'S GREAT!

HOW COME? THE COLLEGE MAN'S SMOKE

EDGEWORTH 15¢ A TIN

TOBACCO

"Cellulose wrapped"

AMAZING VALUE! \$1.00 POUCH FOR 10¢

IN YOUR COLLEGE COLORS

We make this amazing offer of a \$1.00 English Type Folding Pouch in Reg. Cloth with Rubberized Lining for only 10¢, and one wrapper to persuade you to try Edgeworth Jr. Send the inside white paraffin wrapper, and your choice together with the coupon for print your name, college and address on the wrapper—and we will send your pouch. Only one to a customer.

SPECIAL OFFER

Name _____

Address _____

City _____

State _____

College _____

Arrow Collared Shirts \$2 up

NEW SPRING ARROW SHIRTS NOW READY

HARD'S LANSING AND EAST LANSING



Close Harmony

If you're in tune with the tunes, you'll wear only Arrow shirts with their proper team mates. Arrow ties. The fellow on the right wears the Kent model, an Oxford shirt in new polychrome stripes—\$2. The Arrow tie is particularly designed to go with it—\$1. On the left is Arrow Hitt with the Arosset willless collar—\$2.

Mitoga—tailored to fit

Sanforized Shrink



IN LANSING

Headquarters FOR

ARROW SHIRTS

And Other Fine Men's Clothing

Arbaugh's Men's Store Street Floor

