

State College Roadrunner

CAMEL Knows, "Roadrunner Pays" Read the Magic Ads and Learn the Truth

Get Your Symphony Tickets Now; Let's Have a Sell-out

COLLEGE STAGES ANNUAL SYMPHONY

Local Sororities Climax Rushing Week with Ceremonies for 42 Pledges

COMPETITION FOR 'NUGGETS' NETS DELTA ZETAS 14 COLLEGE CO-EDS

Gamma Delts Get 10
Florence Clark Acts as Rush Lawyer for Pledges

Climaxing a week of rushing, forty-two college women were pledged Monday night to the seven campus sororities, at formal ceremonies held by the local chapters. Bids were received by the rushees Monday morning, through the office of Miss Florence Clark, rush lawyer.

Delta Zeta Delta led the pledging with fourteen pledges. Gamma Delta Chi was second with ten, Delta Sigma Epsilon pledged eight; Areta, six; Phi Kappa Gamma and Alpha Theta Chi, five each; and Tau Gamma Sigma, two.

Delta Zeta Delta pledges are Florence Hellman, Margaret Bedome, Josephine Covelli, Betty Duffee, Lillian Cook, Dorothy and Kathryn Cox, Mary Bess King, Elizabeth Leonard, Carol Zerby, Betty Peter, Florence Stewart, Helen Morris and Katherine Good.

Pledges to Delta Sigma Epsilon include Evelyn Maitland, Vivian Rodriguez, Mercedes Jewett, Lucille Bolton, Elaine Littlefield, Elizabeth Hartwell, Evelyn Sims and Betty Thomas.

Gamma Delta Chi pledged Frances Baril, Phyllis Emry, Ruth Johnson, Florence Longawa, Betty Mercer, Mervilyn Shaw, Stella Smead, Thelma Terris, Frances Warring, Idalbeth Watkins.

Mercedes Berger and Marjorie Williams are wearing the pledge pin of Tau Gamma Sigma.

The five women pledged to Alpha Theta Chi are Louise and Esther Funk, Ruth Carter, Mary Jane Nielson and Audrey Gill.

Mea the Schwartzberg, Kathryn Gaines, Beth Blodgett, Dorothy Hadley and Betty Raulston are wearing the Phi Kappa Gamma pledge pin.

Gamma Areta pledged Grace Juhl

WISCONSIN MAY DROP HELL WEEK

MADISON, Wis., Feb. 28.—(CNS)—"Hell Week," long a fraternity institution at the U. of Wisconsin, would be abolished if new regulations recommended by a faculty committee and under consideration by university authorities are adopted.

The committee's recommendation climaxes an intensive campaign by The Daily Cardinal, student newspaper at the university, against "Hell Weeks," feared and dreaded by every fraternity pledge.

The new rules include the following paragraph:

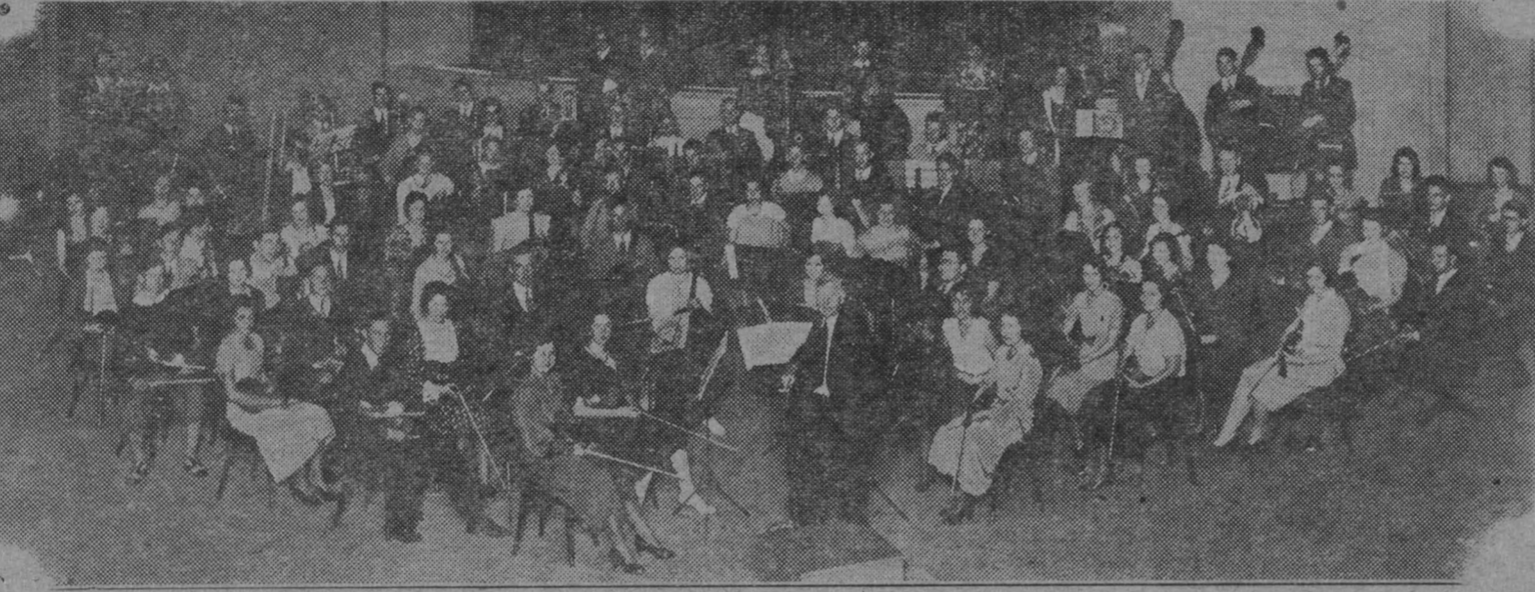
"Whenever initiation or pre-initiation practices on the part of any social organization shall be found by the committee on life and interests to have interfered with the scholastic work of initiates or active members or to have been brutal or indecent or humiliating, the offending organization will in each instance be penalized by the committee at its discretion."

Stanford Co-ed Sued for Alleged Killing

SAN JOSE, Calif., Feb. 28.—(CNS)—Damages amounting to \$100,000 this week were demanded in a suit filed against Miss Eunice Foree, Stanford University co-ed, whose car was alleged to have run down and killed Professor Theodore S. Dunn of the university. Professor Dunn's widow and a step-son brought the action.

All-College Symphony Orchestra Gives Concert Here Tuesday

Pictured below is the second Southern California All-College Symphony Orchestra, approximately half of the members of which will convene again on the Santa Barbara campus, Sunday, when eighty Southern California college musicians arrive here to begin rehearsals for the third-annual All-College Symphony, Tuesday night, March 7.



MRS. PRICE IN EDUCATION TALK TO INSTRUCTORS

Speaking before the elementary education department yesterday morning, Mrs. Price, department head, described the meeting of the Santa Barbara Schoolmasters' club held last Monday evening at Buelton. After a dinner at the Buelton hotel, Mrs. Price spoke on "the way we teach social studies."

"Several years ago, if I had tried to speak on our methods of teaching social science," Mrs. Price declared, "there would have been nothing like the response and interest at this meeting. A few years ago, our ideas were considered too experimental and not even feasible. Now all of the school superintendents want up-to-date teachers."

Mr. Robert Bruce, president of the Schoolmaster's club, and superintendent of the Santa Maria elementary schools, has invited Mrs. Price to speak before his teachers. Mr. Caywood, principal of the Goleta elementary school and Mr. Linz, principal of the Carpinteria elementary school, also wish Mrs. Price to speak before their teachers.

In the discussion which followed the talk, the opinion was expressed that two factors will favor the schools from now on. Mr. George Bliss, district assemblyman, would work toward the interest of education, it was felt, because this department has made a sacrifice of \$48,000,000 more than any other State organization. More money was spent by the United States on the World War, it was observed, than has been spent on education since 1776.

The other factor is the statement made by William Randolph Hearst, after an interview with Vierling Kersey, state superintendent of schools, to the effect that he would support the schools in his chain of newspapers.

Symphony Leaders in Concert Radio Talks

Last night's weekly State college broadcast over the KDB forum was devoted to publicity for the coming All-Southern California College Symphony concert to be given in the high school auditorium next Tuesday evening. Clifford Leedy, director of men's musical activities, was the principal speaker, giving a short address on the origination and development of the college symphony.

Leedy is the originator of the symphony idea. Miss Betty Procter, student chairman of the symphony executive committee, gave a short address, and Inez Cash delivered a speech on the value of publicity.

Cooperation Marks Efforts of Committees and Council to Put Finances on Sounder Footing

- Calendar**
- March 1.—Gnome club.
 - March 2.—Kindergarten department meeting. A. W. S. board.
 - March 3.—Council. Kindergarten department party.
 - March 4.—Basketball game with Redlands at Redlands. Kappa Omicron Phi bridge party. Delta Zeta Delta alumni party.
 - March 5.—Symphony concert meets. Kappa Omicron Phi, Delta Phi Delta, Mups, Hui Eleu, Kappa Psi. Symphony concert dance.
 - March 7.—Deans' meeting. Kappa Delta Pi. All College Symphony Orchestra concert.

Plans are Suggested for Raising Money

With what might have been unanimous action and totally unselfish cooperation, if it had not been for the Women's Athletic association, the student council, meeting at 7 o'clock Friday morning, heard and approved the report and recommendations of its Ways and Means committee for balancing the student body budget.

Florence Longawa, representative, offered the only dissenting voice in the meeting when she informed the council that the W.A.A. executive board had voted to publish its handbook this semester, in spite of the Ways and Means committee's recommendation to the contrary. "If the band is in such a bad shape and can still send telegrams, we see no reason why we cannot publish our handbook," she said. (Paul Hylton, manager of the band, later stated that the telegrams were sent with the understanding that the funds therefor were to be contributed by band members, and will be.)

The committee's recommendations for budget-balancing, presented to the council by Paul Hopkins, student body treasurer and chairman of the committee were as follows: (1) The Men's club has no expected balance for this semester; but they propose to cut out two items on their budget which, while important, they are willing to do. This will release \$40.00 toward clearing up of the deficit. (2) The A.W.S. budget, after being reduced to its minimum, can

STATUS REPORT WILL BE GIVEN STUDENTS HERE

The Standard Scholastic committee of State college has received the ruling on the scholastic standing of all students. Notifications will be sent out informing students if they have a provisional, probational, or disqualification status, according to Mrs. Jane Miller Abraham, registrar.

"When the students receive these notices they are to report to the registrar's office to sign their official status cards," she says.

Another rule that will be rigidly enforced is that students are unable to change courses or take up a new subject after the third week of the semester. The dead line for the present term ended last Friday, February 24.

Notice

An examination in English A, which is required of all students, will be given tomorrow between 3:30 and 5:30 p.m. in room 42, Dean William Ashworth announced yesterday.

Phelps Busy Says Message to Trautz

Minneapolis, Minn., Feb. 27, 1933
Feb. 27, 1933
Oscar Trautz, Pres. A.S.B. State College Santa Barbara, Calif.

Deeply appreciate your letter of greetings and good wishes stop am spending a strenuous but enjoyable and profitable life here attending three meetings a day besides numerous luncheon and dinner meetings stop have heard many statesmanlike addresses dealing with the present crisis stop best wishes to yourself and student body.

C. L. PHELPS

ERICSON PLACED ON STATE GROUP OF CREDIT STUDY

Meeting in Los Angeles Wednesday with the State committee on granting college credits, E. E. Ericson, head of the industrial education department was appointed a member of the committee to make a study of requests for college credits on the basis of practical experience.

A request that colleges recognize such experience came in an organized form through a committee appointed by the California vocational association. This committee was appointed by Vierling Kersey, State superintendent of schools, at a meeting in the Carrillo hotel in Santa Barbara last summer.

After thoroughly discussing the problem, it was recommended by the committee to Superintendent Kersey that the scheme as used at Santa Barbara State was the only safe and sound method by which vocational experience can be recognized in terms of college credits leading toward a B. A. degree. The practice of granting blanket credits which has been tried by some institutions outside of the state was frowned upon by the committee as being worthless both to the student and the college because of the impossibility of receiving recognition when transfers are made.

The practice of the industrial education department and the credentials committee at Santa Barbara State in evaluating credits was commended favorably by many during the discussion, according to Mr. Ericson.

NEW COURSE IN H.E.

A new course, elementary foods and nutrition, has been added to the curriculum of the home economics department. The course, taught by Miss Ebbets, is required by state law of all nurses.

EIGHTY MUSICIANS TO ARRIVE SUNDAY AS PRELIMINARY IN PRESENTATION OF ALL SOUTHERN COLLEGE CONCERT

Dinners at El Paseo, Dance at Rockwood Planned for Collegians' Amusement; Eichheim Will Direct Concert

By BERNICE BETHELL

With the arrival of approximately eighty southern California college musicians on the Santa Barbara State college campus next Sunday afternoon, the first step towards presenting the third annual Southern California All College Symphony concert Tuesday evening, March 7, will be completed. Since 40 of the participants expected to register have appeared in either one or both of the previous concerts, a greater unity will be added to the orchestra this year, according to Clifford E. Leedy, manager of all three of the annual college concerts in Santa Barbara.

Registration at 1:00 P.M.

Registration of the visiting musicians will begin at 1:00 p.m. under the direction of Clark George, librarian an registrar for the meet. To cover the expenses of renting music, a registration fee of fifty cents was inaugurated this year. Student participants in the orchestra will receive a registration booklet containing a schedule of events, general instructions and meal tickets. When the visitors have learned the individual arrangements made for them by the housing committees, guides will conduct them to their quarters.

Tryout Sunday

Tryouts for chair positions in the orchestra will occupy the remainder of Sunday afternoon. Mrs. Helen M. Barnett, head of the Santa Barbara State college music department Antoni Van der Voort, local violin master; Roderick White, noted violinist and the conductor of the Santa Barbara Community orchestra; Harry Kaplun, director of orchestras in the secondary schools of the city; Harold Walberg, head of the music department of Fullerton; and Fred Beidman head of the music department of San Diego State Teachers' college, will assist in trying the various sections of the orchestra.

To fulfill the fifteen hours of rehearsal scheduled before the concert at 8:30 Tuesday night in the high school auditorium, the orchestra will meet at 7:00 p.m. Sunday.

(Turn to Page 33, Cols. 6-7)

ROGERS SELECTS DEBATE SUBJECT

PULLMAN, Wash., Feb. 29.—(CNS)—"Ignorance Versus Knowledge" will be the subject of the proposed debate between Will Rogers, cowboy humorist, and Professor Cladius O. Johnson of Washington State college—if Will has his way about it.

Although the date this week had not yet been fixed, plans were going ahead for the debate, which is planned as a result of Dr. Johnson's published statements concerning Rogers' asserted lack of knowledge concerning national and international affairs.

Which gave Will an idea.

"We'll argue about 'Ignorance Versus Knowledge,'" he said, "and I'm goin' to be Ignorance. Knowledge has got us where we are today, and we'd be better off turning the country back to Ignorance. The kind I mean is Ignorance as knows it's Ignorance. This is premeditated Ignorance!"

The whole northwest is waiting with bated breath for the great word battle.

To Honor Symphony Visitors With Dance

In honor of the visitors here for the Southern California All-College Symphony, a dance will be given by the student body on Monday evening, March 6, at Rockwood. This is an annual affair, given each year when the orchestra convenes here.

Low Tide Results in Cellophaned Shrimps

"Pink elephants on the table!" This isn't exactly the situation; but an uninformed observer, straying into one of "Pop" Wells laboratories would almost distrust himself as he viewed the green shrimps, lavender and ivory sea snails and jelly fish, wrapped in cellophane.

It's easily explained, however, by Professor Wells himself, who states that, "due to the low tides this week, the botany and zoology classes have made excursions to various spots along the Santa Barbara coast in search of marine plant life." (By the way, congratulations are in order—yesterday was Mr. Wells' birthday.)

Birds-I-View

Perhaps the greatest shock of the week-end was the gigantic score by which the ambling lawyers from Southwestern took the Roadrunners. Someone, judging by the respective abilities the two squads showed in the warming-up exercises just preceding the game, was heard to say that the hilltoppers would trounce the lowlanders by a 50-20 score. Unfortunately, that count was practically reversed.

No coach was in evidence with the Southwestern squad. Apparently the boys from Los Angeles do all their own coaching and training, and their unusual ability resulting from such a course is a good argument for something or other.

There was some wonderment, it seems, among the dozen or two spectators on the arrangement of the lineup Coach Davis injected into the game. Greeson was playing a shooting-guard role, and Hopkins was converted into something of a forward. With such a splendid guard as Hopkins playing up-court, his absence from his usual position was obviously a sore handicap to the Olive and White.

"Sarnoff is the best shot on the coast." So said one of the boys on the Southwestern squad, and the marked dexterity with which he flipped in basket after basket from all parts of the court past the center circle certainly brands him as one of the dearest of dead-eyes seen here in many moons and equinoxes.

Perhaps the most unconcerned coach during a game is Lee Eisan, the husky midget dictator of La Verne Leopards. Not a smile, not a frown, not a word; these are his three characteristics while his boys are in action. Compare him with the verbose and gesticulating Sam Barry of U.S.C. Eisan's calmness during action is what probably helped to make him the outstanding safety man in the Pacific coast conference when he played with the Golden Bears some few years ago. Every Californian swears that California would have won the Big Game with Stanford in 1929 (wasn't that the one that ended 12-12) if "Nibs" Price hadn't yanked him in the last minute or two of the game. It seems that the man substituted insisted upon playing his safety game close behind the line of scrimmage, whereupon some astute Stanford Indian raced down the field, snagged a well-directed pass, and sped over the goal line, knotting the score. Cal was able to block the kick, but the Bears' long string of Stanford defeats went on unchecked.

With four games played by Southern Conference teams over the week-end, one tie has been eliminated and another created. By thumping Cal-Tech, Occidental's Tiger moved above the .500 mark out of an equality with San Diego, but the Bengal put itself on a par with the Redlands Bulldogs, who split a pair with La Verne.

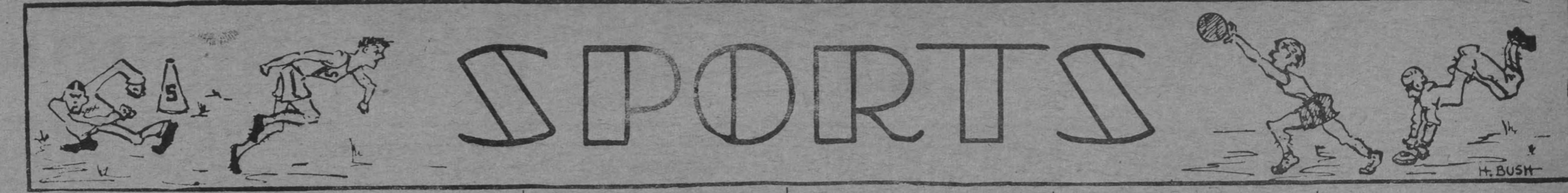
We fear the Roadrunners are going to be snowed under some horrible track scores this season if lack of practice here and evidenced ability of the other conference members indicate anything. Pomona topped the conference teams in the southern California college meet at Long Beach last Saturday. The reign of Occidental has evidently come to an end, though the Tigers were no weaklings by any means in the southern meet. They had little difficulty in pruning two strong J.C. teams in their opening meet, and they must still be considered one of the powerful units in the conference.

Fraternity Men Down Grad Five by 21-16

Surprised by the determined resistance of their opponents, the Tau Omega basketball team managed to eke out a close victory, 21-16, over the Tau Omega alumni five last Wednesday night on the Recreation Center court.

Led by Ardie Pierce, ex-'32, the former stagers put on several determined rallies, but the more experienced fraternity quintet were always able to meet each attack. Pierce was high point man of the tussle with nine points, followed by Polley of the winners with six tallies.

A NEW SERVICE For Students
 Leave Laundry, Dry-Cleaning, and Pressing in Locker Room With Walter Lord.
 —our driver will pick it up and return it to the School.
Pacific Laundry
 110 State Street



SOUTHERN FIVE TROUNCES LOCAL QUINTET 60-19

Again up against a too stiff competition, the Roadrunners varsity basketballers took a severe 60-19 drubbing at the hands of a much superior Southwestern university team in a game at the Flying A gym last Friday night. Sarnoff, left forward for the visiting team stole the show with his uncanny shooting which gave him 31 digits on the score card. Practically every time he took a shot the ball would arch nicely and drop for two points.

The southern boys took an early lead and never relinquished their hold. The score at halftime was 32-5 for them. Winter and Shaw, also of the visitors, made 12 and 11 points respectively to take all the scoring honors away from the Roadrunners.

Tom Cram played a good game on both the offensive and defensive. He shot two field goals and two free throws for high honors of the Roadrunners. Ralph Stockel and Pinky Greeson both connected for five points while Paul Hopkins and Bob Main accounted for the other three.

Goofs Win Revenge by Lacing Goletans

The "College Goofs," coached by "Tuffy" Treloar, gained revenge for their defeat at the hands of the Goleta Athletic club last week by whipping them 34-26 in a game played last Wednesday night at the Flying "A."

The "Goofs," the varsity reserves and ineligible, played good ball throughout the game. They showed much improvement over their first game with the Goleta boys. "Doc" Kelliher, "Red" Stuart and "Scotty" Tranberg playing outstandingly for the "Goofs," scoring 8, 4, and 6 points respectively.

Bob Richards of the athletic club was high scorer with 12 digits. Rae and Winters were good on defense and made 8 and 6 points to advance their team's score.

State Students Win Pair of Net Titles

Francis Manis and Mary Tomlinson, students here, are both co-holders of tennis championships won last Sunday in the finals of the annual mid-winter tournament held on the Biltmore courts.

Manis, paired with Phil Carlin, downed J. R. Whitmore Jr., and Dave Conrad, 6-4, 10-8, 8-6, 6-3, to take the city doubles title for men. Miss Tomlinson, after dropping her final woman's single match to Betsy Thatcher, 6-2, 1-6, 5-7, returned to the court with Dave Wilson as her partner, and the two trounced Margaret McDougall and Edward W. Smith, 6-2, 6-3, to win the mixed doubles championship.

In the exhibition matches, Alice Marble, talented young San Franciscan, trounced Don Conrad, former State student, 6-1, 6-3. Tommy Cram student here, and Miss Marble then defeated Dorothy Workman and Henry Culley, 6-4, in the only set played in the second exhibition match.

CONFERENCE STANDINGS

	W.	L.	P.c.
Whittier	6	1	.857
La Verne	5	2	.714
Redlands	4	3	.571
Occidental	4	3	.571
San Diego	2	2	.500
Pomona	2	5	.286
Cal-Tech	1	4	.200
Santa Barbara	0	4	.000

Last week's results
 La Verne, 32-27; Redlands, 30-29.
 Whittier, 31; Pomona, 24.
 Occidental, 38; Cal-Tech, 30.

Touring Stars of Racquets Perform Here

Playing before 300 students Eleanor Tennant of La Jolla, third ranking woman player in the United States in 1921, and Alice Marble of San Francisco, national champion for girls under 18, played exhibition singles and mixed doubles tennis matches on the campus courts last Thursday with Tom Cram and Francis Manis, State college stars.

In the first set of mixed doubles, Mary Tomlinson, State student, and Francis Manis defeated Eleanor Tennant and Tom Cram, 6-2, rallying in the second set Miss Tennant and Cram won with a score of 6-4.

Alice Marble and Tom Cram displayed some excellent shots in their singles set, which Miss Marble won by a score of 8-6. In the second set, with Manis, Miss Marble lost, the score being 6-4. Miss Tennant and Miss Marble are touring the state in the interest of "more and better tennis."

WOULD STOP BOOING

LAWRENCE, Kan., Feb. 28.—(CNS)—Dr. F. C. Allen, director of athletics at the University of Kansas, this week said he would head a campaign to eliminate booing at basketball games. The practice, if unchallenged, will ruin the game, he said.

TRIMBLEMEN IN WIN OVER GOOFS

With a flash of baskets in the last quarter, the Roadrunner frosh snatched victory from defeat in a game played last Friday night in the Flying A gym with the "Goofs". Chet Warring found that he had his eye in this last period and sank enough baskets to assure another frosh victory. The final score was 34-23.

The game started with Coach "Tuffy" Treloar's team taking the lead in a flurry of good shots at the hoop. Bill Bell and "Doc" Kelliher lead the Goofs in this attack with "Tiny" Homfeld helping things along. Early in the game Pat McCullough was taken out because of an injury to his ankle. Tom Dornan, "Red" Stuart and "Tuffy" Treloar were the other main cogs on the Goof outfit that had a lead of 16-14 at the half over the freshmen.

Coach Luke Trimble of the Frosh announced that so far there were not any more frosh games on schedule, but that they will probably play in some more prelims to the varsity games. He also announced that the frosh were supposed to go down to Fillmore and play the Fillmore Athletic Club in a return contest. Whether or not this game will be played will be announced later.

IT PAYS TO ADVERTISE IN THE ROADRUNNER

Substitutions Lose Fracas to Pirate Quintet

Substituting without any regard to the outcome of the game, Coach Hal Davis, in an effort to give every available man practice for the Southwestern University basketball fray to be played three nights later, sent in new players to replace a quintet which had overcome the Ventura Junior college's lead and put the Roadrunners out in front for the first time in the game, and as a result the State college cagers dropped another game a week ago last night by the score of 26 to 21. The tilt was played on the Venturans' home court.

With a three point lead and but seven minutes to play remaining in the game, Coach Davis inserted an untried team into the fray, and the Pirate crew broke loose to tally time and time again to cinch the game in but a few minutes of play.

There was not an outstanding player on the floor, all men playing equally well, passing with accuracy to take the ball down the court into scoring territory only to fail in hooping the necessary two points. Eleven men, all that made the trip south, were used in the game while the southerners substituted but twice during the whole battle.

TAU OMEGA WILL MEET A-M FIVE

In the feature game of the coming week's intra-mural basketball schedule, the Tau Omega fraternity five will clash with the independent A-M aggregation in what will have a decisive bearing on the league championship. Both teams are undefeated, the Tau Omegas winning two games while the A-M's came out ahead in their lone game, 35 to 15 against the N-Z's.

The above game will be played a week from today along with the battle between the Beta Sigma Chi and the Sigma Alpha Kappa fraternity teams in a double bill. Next Tuesday the Beta Sigs will meet the Roadrunner Y five, after which the Sig Alphas will tangle with the N-Z quintet. All three of these games promise to be exceptionally close battles with high point scoring contests a feature.

Because several players on the teams were away with the band on its trip last week, no games were played, the schedule being postponed a week.

STUDENT KILLER SENTENCED
 AUSTIN, Tex., Feb. 28.—(CNS)—John M. Pickett, charged with shooting and killing Edgar C. Arledge, University of Texas senior last year, this week began a sentence of from two years to life for the crime.

ROADRUNNERS TO MEET REDLANDS

After a week's rest from conference games the State college Roadrunner basketball squad will meet the strong Redlands Bulldogs in two league battles this Friday and Saturday evenings on the southerners' court. By virtue of their win over the La Verne team last week, the Bulldogs will reign as big favorites to cop both encounters; but if the Davismen catch the Redlands team off balance with a case of over confidence, they are likely to come back with their first conference win of the year.

The Roadrunners will leave early Friday morning for the southern city, planning to arrive in plenty of time to limber up and recuperate from the ride so that they will be at their best for the opening game. While the locals are considered a push-over by most of the conference teams, the Roadrunners have given their opponents a fierce battle every game only to come out on the short end of the score every time. They have lost two games by one point margins, falling behind in the last few minutes of play before a rally by an opposing team.

FOR THE BEST RESULTS ADVERTISE IN THE ROADRUNNER



ILLUSION: Look at this remarkable lady... with three lovely and perfect heads... all attached to a normal body. She appears to sit on the stage, with the lower part of her body concealed by flowers. She can wink, smile, and nod. She can talk, laugh, and sing—all at the same time. Thousands of people have seen this feat of magic and pronounced it a wonderful sight!

EXPLANATION: Audiences used to pay an extra fee to go behind the scenes to see how this trick was worked. They discovered that the three-headed woman was merely a reflection in a mirror. The glass showed the heads of three girls but the body of only one. The other two were cleverly hidden so that only their heads showed in the mirror.

SOURCE: "Magic Stage Illusions and Scientific Diversions" by Albert A. Hopkins... Munn & Co., New York

It's fun to be fooled — ...it's more fun to KNOW

This "three-headed woman" trick goes 'way back to the early days of magic. Also old is the suggestion that protection for your throat and freedom from coughing can be achieved through some magic trick.

THE EXPLANATION: The easiest cigarette on your throat is the cigarette that is made from the choicest, ripe tobaccos. Cheap, raw tobaccos are, as you would naturally expect, harsh to the

throat. Ripe, costly tobaccos are mild, mellow—gentle. The question is whether a cigarette is made from cheap tobacco or the more expensive grades.

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

American men and women have smoked more billions of Camels than any other brand because of the appeal of more expensive tobaccos and matchless blending. Won't you stack up your own experience with a cigarette made from milder, costlier tobaccos... against magic claims about "cigarettes and your throat"?

Try fresh Camels—in the air-tight, welded Humidor Pack that seals the freshness and coolness, the mildness and flavor of Camels... inside.



NO TRICKS ..JUST COSTLIER TOBACCOS
 IN A MATCHLESS BLEND