

THE KENTUCKY KERNEL

OFFICIAL NEWSPAPER OF THE STUDENTS OF THE UNIVERSITY OF KENTUCKY

PUBLISHED WEEKLY DURING THE SCHOOL YEAR EXCEPT HOLIDAYS OR EXAMINATION PERIODS

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Classroom Cheating—The Waif On UK's Doorstep

Not necessarily accurate, the YWCA survey published in today's KERNEL does indicate a tendency in cheating which is not too encouraging. We may console ourselves by saying we're no worse off than many other state colleges, but that really is only a defense mechanism which alters in no way the facts.

By examining the figures, it will be noted that those students in the higher scholarship brackets cheat less than those of the mediocre class. Another interesting conclusion to be reached from the data is that instructors are to a great extent responsible for this laxity in ethical conduct. But most enlightening of all are the reasons given for cheating. Afraid of flunking, momentary lapse of memory, and less trouble are listed first, second, and third, respectively, as primary causes.

The findings present a problem made to order for members of the recently-organized student standards committee but we do not envy them their job. Possibly little can be done, but the committee can not ignore this "call" of social service. The survey has left a howling hark on the doorstep which needs attending to—prompt!

First Farmers Came With Horse And Buggy

It was in 1911, when most people were driving horse and buggy or riding horseback to the "city," that College of Agriculture authorities conceived the idea of a general "get together" at which Kentucky farmers could discuss problems of agriculture.

The convention that year was a cooperation meeting of many farm organizations with an attendance of six hundred men from all sections of the state. T. R. Bryant and George Roberts, who really started the idea, gave the farmers a good show. There was a display of farm implements, a poultry show and corn and small grain show.

The affair proved to be a success and the Farm and Home convention has grown from "Farmers' Week" to a state wide convention held early each year.

Nationally known speakers and specialists in all fields of agriculture come to the University to consider basic problems of farm life with men and women who have made agriculture in the state a systematic and scientific profession.

Such meetings as the Farm and Home convention to be held this year January 30 through February 2, are only one means which the College of Agriculture has of keeping its fingers on the pulse of Kentucky farming and of keeping Kentucky abreast of the times in agriculture.

L. C.

An Occasion To Puff Out Our Community Chest

Of all the institutions in the land which devote their time and energy toward relieving the suffering which we somehow permit to go on around us even though we know better, probably none is more ably administered or more widespread in its benevolence than the American City Community Chest.

The Lexington and Fayette county organization, which this year is conducting its 20th anniversary campaign, has long received meritorious support of citizens in this area. Last year, it

reports, 643 families and 5,336 homeless or transient human beings were given aid and courage by central Kentuckians acting through the Community Chest group. Even so, officials point out, there is much room, and indeed a demand—for improvement. They note that the county population has risen 48 per cent in the last 19 years, while the amount given has decreased 22 per cent. Their solution to this not-so-laudable civic situation is that more subscribers and larger subscriptions are needed.

Here is where we University students can be of real service to the city which we claim as our home for some four years (although seldom is it that we are conscious of the fact), for from February 13-15, Mortar Board and ODK will conduct the University phase of the local Community Chest campaign. The drive will be an entirely student-managed affair, with all fraternities, sororities, dormitories, individual students and general campus organizations being called upon to aid in some way. A goal of \$500 has been set, a figure which should be surpassed with ease if the campaigners are given anywhere near the support the drive merits.—J. C.

Behind The Eckdahl By ANDREW C. ECKDAHL

It's been in the air for the last week or so. Everywhere you go you are met by harassed looks; even the professors seem to be getting a little haggard.

Books have appeared in the arms of those who never carried books before. You hear glibly tales of midnight oil. The word "term paper" is bandied about freely in conversation.

It's practically impossible to get into the library, now turned into harsh reality rather than a cool's reason for signing out at the dorm.

Old friends shun you to the extent of locking you out. Students are studying, studying, STUDYING. In the oddest places you find them; yesterday one chap was even seen at a desk in the main hall of the Administration building, delving deep into some book.

And time, the element with which we deal from day to day and not the magazine, surges relentlessly onward. That margin between now and then grows steadily, zero hour. The big push. Exams start tomorrow.

But all is not as black as it seems. As rays of light we would like to remind you that:

- 1. You've attended class consistently and promptly.
2. You've taken part in all class discussions and have made complete notes.
3. You've been studying faithfully throughout the semester and have outlined the text.
4. You've done all the outside readings the prof required, plus quite a number of those just suggested.
5. You've been reviewing since you got back from the Christmas vacation, and there is no necessity for that harrowing experience of cramming.

So there's really not a thing in the world for you to worry about. You can't fail.

The following communication has been received:

Mr. Eckdahl:

In your column this morning you had the following two lines:

Women in pants Don't entrance. Here is my reply: Women in pants May not entrance, But they keep us warm So what's the harm? If men would wear A dress and hose, They'd understand How we have froze.

-Nancy Thornberry.

Well, we see by the press that the House of Representatives has spent another good \$75,000 of the taxpayers money to continue the investigation by the Committee on Un-American Activities. So we'll have some more of that stuff Kipling wrote about. You know, "The tumult and the shouting Dies."

We have a pair of earmuffs of which we were very proud. They were causing no end of comment, and they were keeping our ears warm. Then a psychologist happened to tell us that if the metal band got too cold and froze, it would affect some sort of nerve in our head and we wouldn't be able to see.

There's always someone coming along to take the joy out of life.

Snowed Under . . .



We were floundering through the snowdrifts Tuesday afternoon in an apparently fruitless attempt to get to class, when suddenly a frigid, drooly snowball wapped us up beside the ear. Under the impression that we had wandered erringly onto Finnish territory, we involuntarily threw up our hands and cried "Tovartisch!" but we soon discovered our pardonable mistake, and, turning around, saw an irate universityke bearing down on us like the Burlington Zephyr.

Military Science Department Uses Films To Show Tactics

The University's department of military science, along with all other senior ROTC units, is presenting a series of training films on modern warfare and tactics. These films, sent to all units from Fort Hayes, headquarters of the Fifth Corps area give cadets a chance to actually see things described in their text books demonstrated. The pictures, accompanied by a sound track, are shown by ROTC instructors, during regular class hours in Room 203, Barker Hall.

Today's Kernel Is Last One

This is the last edition of The Kernel for the first semester. Next date on which the paper will be published will be February 9.

his work if students would occasionally note these conditions. He suggests that when a pyronicist that a room is overbooked, look at one of the wall thermometers and note the temperature. If it is known accurately just how much, if any, excess heat there is, the condition can easily be corrected.

The committee further urges that students and faculty members answer this request if they have complaints, protesting to one's close friends accomplishes nothing whatsoever.

Sincerely yours, Jim Caldwell

We have been asked to state that the letter as published in last Tuesday's issue of this column, and signed, The American Student Union, was not the letter originally submitted. Unfortunately, copy on the letter was not held and there is no way for us to check on the accuracy of these complaints. If the copy was changed, it was unintentional and without the editor's knowledge. We hope this "correction" is satisfactory to everyone concerned and that the matter is settled.—Ed.

Letters To The Editor

The welfare committee of the student government has been asked by Mr. Crutcher, head of the department of buildings and grounds, to help in registering whatever complaints there are concerning heating and lighting of buildings on the campus.

He has expressed special interest in the library about which there have been numerous complaints on the contention that it is under-lighted and overheated in certain spots. Mr. Crutcher is working on these problems at present, and says that he would be pleased to assist in filing these returns.

Income Tax Reports

W. A. Rambo, manager of the Lexington office of the state department of revenue, located at Room 709, Bank of Commerce building, wishes to remind members of the University staff and the students who are required to file state income tax returns for 1939 that at the present time this office offers assistance in filing these returns.

Weather Report

Increasing cloudiness and cold today and tomorrow. Temperature dropped to between 5 and 10 degrees below zero last night.

SEATS NOW ON SALE "Gone With The Wind" STARTS FEB. 9

Advertisement for Strand and Kentucky theaters. Strand: Red-Blended Drama, Drums Along The Mohawk, The Secret Of Dr. Killbuck. Kentucky: The Most Exciting News Story Ever Told In A Beautiful Setting, This Girl Friday, Congo Maisie.

Campuscene

By JIM CALDWELL In Which The Communist Inaugurates A Rich, Beautiful Press Department.

It was the hour when the waters are asleep. A strip of yellow gold on the edge of the world marked the spot where the sun had fallen off. The flowers had lost their courage with the coming of autumn and the meadows now lay a tarnished green in the fading light of day. The smell of oak and of fallen leaves hung in the air, mingled with the pungent odor of burning peat. In tufts of whitish wool it clung to the naked branches of the willow trees.

For no apparent good reason at all, "Time" magazine occasionally slips into its flippant pages near little bits of fluent prose which seem to have no connection whatsoever with the rest of its contents. The best one we have encountered as yet is this one, which, approximately, was written as the lead to a murder story:

"On a clear summer night in Texas the moon hangs like a huge crimson lantern; the stars sit like fat, cool diamonds on a sky of jeweler's plush; the earth is silent with the windless quiet of a thousand miles of sheeping land." We don't know why we're telling you all this, though.

There is something fine about that paragraph, something which conjures up things as they might have been; much as it is when you walk meditatively through wet leaves in autumn, and are somehow reminded of things you wanted to do the summer before and didn't.

Nearly everyone, however outwardly hardened he may appear, carries in his mind some favorite verse of a poem, or some specific passage of a book which he likes to quote. It is human nature to do so. Often have we run

across bits that we cannot forget and peculiarly enough, we find them more often in contemporary writings than in the so-called "classics." The above excerpt from "Background for War" is a typical example.

Another passage of present-day prose which we never have been quite able to forget is this bit from Pierre Van Paasson's "Days of Our Years." It is a description of the coming of fall to his home town in Holland:

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Bull Session

Something must have happened between Successor KA Bob Gilling and Ruth McClung last Saturday night. When Ruthie gets huffy enough to all of a sudden say "Take me home" at 11:30 we know there's something wrong or is that a woman's privilege?

"I'll say thirst knows no season"



Coca-Cola had to be good to get where it is... the drink that people the world over enjoy... winter... summer... every day in the year. Its clean, exhilarating taste brings a happy after-sense of complete refreshment that everybody welcomes.

THE PAUSE THAT REFRESHES

Advertisement for Coca-Cola featuring the classic logo and the slogan 'THE PAUSE THAT REFRESHES'. It includes the text 'Bottled under authority of The Coca-Cola Co. by COCA-COLA BOTTLING WORKS' and '5¢'.

About Those Top Scores

Last year's record must not stop just at basketball since he cut out completely Beta Ballad Smith (son of Chairman) for the attention of Edna Herring. Speaking of Herring reminds us of his partner Lee Hubbard who has been courting Kappa Ruth Ware. Lee, have you told Ruth all there is to tell about Edna? Nuggit, Louisville's beauty who got much attention during registration at the gym last September?

We wonder if Billy Spicer told Judge Wheeler of his date with Mary James on one Thursday night? . . . Mae Christian Deadman's rock on that certain finger from Harold Bush caused a great deal of excitement one night in the dorms. It's a beauty and, boy, is the proof of it. Jane Bayham of "Shoes with de-tines" has done a fine job of holding both Phil Dell, Bob Hansen and last year's football star, Sherman Hinklein.

Get Pat Penzabaker to tell you about her speech on how you can be the cause of every cold in double talk. She's a master at it. . . . If you've ever around Jean Douglas (Continued on Page Three)

Opera House advertisement for Friday-Saturday. Features Peter Loree, Mabel Lovens, and other performers. Also mentions 'Wizard of Oz' and 'The Heritage of the Desert'.

Ben Ali advertisement for 'The Fighting 69th'. Features a photo of a soldier and text about the movie.

"Colonel" of the Week



George Lamason This week's "Colonel" goes to George Lamason, who has held the position of News Editor on the Kernel for the past year. Beginning with the new semester he will resign his position on the paper.

On the campus George is very active in problems of student government, and was an important member of the committee which organized the new student government.

He is a member of Sigma Alpha Epsilon, social fraternity, and Delta Sigma Chi, journalism honor group.

To show our appreciation for your work on the Kernel and other projects come in and enjoy any two of the delicious dinners from our menu.

Cedar Village Restaurant advertisement. Features the text 'Cedar Village Restaurant' and 'THE PAUSE THAT REFRESHES'.

CASH for Used Books NOW -- Campus Book Store

Huber And King Favored By Miseries As Cats Face Loop Foes

Calling 'Em Wild

By JOE CREASON

It sounded a lot like hearing Tom Thumb boast he could turn a triple-somersault over six elephants when I heard Charles C. Peterson's modest challenge: "Show me a billiard shot I can't make."

The scene was the Union game room Wednesday afternoon and, although the purpose of billiards was as foreign to me as the inner functionings of a Diesel engine, it seemed only logical to assume there must be some shot the medium-sized, deaconish looking Mr. Peterson couldn't make. That's what I thought and so did the large crowd that was out to see if the fustler of the cue ball could make his press clippings come to life.

But the exhibition he presented is forever enshrined in my garden of memories. To be blunt as a hammer, there wasn't a shot he couldn't make.

Honestly, the man was unbelievable. In his way he ranks along with the Grand Canyon, the Leaning Tower of Pisa and the Sphinx as sights to see. What Fritz Kreisler is to the violin, Peterson, who had better never get his gleaming nose too close to a billiard table or there might be a little confusion, is to the cue stick and ball.

Concerning Trick Shots
I strained every eye of my tottering grey cells in an effort to conjure up difficult shots that would literally put Peterson behind the eight-ball, but the more difficult the position the easier he made the finished product seem.

When there was no possible way of making a shot by using ordinary tactics, Peterson would dip deep into his barrel of tricks, come up with some sort of baffling reverse-English that made the cue ball curve or hop across the table and complete a perfect shot. That's how I decided it was with

BOTH REGULARS NOT TO SEE ACTION

Unbeaten in its one Southeastern conference start, a jinx-plagued Kentucky basketball team, with two regulars currently appearing on the hospital ward, will face two bitter doses of league action that opens in Birmingham tomorrow night against Alabama and concludes with Vanderbilt in Nashville Monday night.

Sick List

Late yesterday afternoon Lee Huber and Jim King, starters against Tennessee last week, appeared lost to the Cats as they prepared for their initial invasion of Dixie. Huber, who pairs with Layton Rouse to form one of the best sets of guards in the nation, has been ill all week with a cold, while King is suffering from a cold and trace of streptococcal throat infection.

Kentucky was dealt another low blow when Marvin Akers, sophomore guard, fell ill on Wednesday afternoon with miseries similar to those of King and was immediately ferried to the hospital. Then to deepen the furrows on Coach Adolph Rupp's brow, Kilt Parsley, regular forward, was ailing early in the week but apparently is now recovered.

The absence of Huber and King will find a drastically altered Kentucky team taking the floor against Michigan tomorrow night and against Arnel Allen will probably open at forwards with either Marion or Stan Clugish. The team that represents a height of 13 feet, 1 inch, starting at center, Carl Stone, is scheduled to handle the many post vacated by Huber, who with 84 points is the team's leading scorer. As usual, the dependable Rouse will guard the other back court spot.

According to Coach Rupp, the prospect of the team season that is scheduled to lead today for Birmingham was not definite yesterday.

Strong Tide

Against Alabama the Wildcats will be facing one of the strongest teams in the conference. Six of the 13 Tide courtiers were members of the squad that dropped the four games last season. Thus far Alabama has sacked up seven wins in four Big 10 conferences. Led by George Frather, who was named all-conference center last year, Alabama presents high pressure offense that also features such time-tested veterans as Ed Robertson, Jim Busby, and Tom Stone. On comparative scores Kentucky is held a slight advantage since the Cats trimmed Tennessee by 35-26, while the Tide, without the aid of Frather, was damped by the Vols, 29-23.

Last year Vanderbilt proved to be the sleeping giant of the annual conference tournament and led by a red thatched forward entitled "Frank" Lipcomb, who tossed in points from every angle and position, came in for show money behind Kentucky and Tennessee. Except for Ed Hunter, who was a victim of graduation, the Commodores tested off practically the same team this season.

Probable Kentucky-Alabama lineup:
Kentucky: Rouse, Frather, Stone, Akers, King, Huber, Parsley, Clugish, C. O. Brantner, Stuker.
Alabama: Hudson, Robertson, Frather, Stone, Clugish, C. O. Brantner, Stuker.

CATS WILL PLAY AT MILWAUKEE

Kentucky's basketball Wildcats, making their third successive foreign floor appearance, will travel with the Marquette Hilltoppers, an annually a mid-western powerhouse, in the nation's number one inter-collegiate bout February 3 in the Milwaukee auditorium.

Marquette publicity indicates that the Hilltoppers, victims of the Cats by narrow margins for the past two seasons, are pointing for a revenge tin over Kentucky. In fact, some 2,000 state high school students will be Marquette guests for the game.

That the "Toppers are as powerful as usual is indicated by their record to date which shows wins over such teams as Iowa and Northwestern. Big 10 conference giants, Iowa was spanked by 49-43, while Northwestern, ranked eighth in the nation two weeks ago, was massacred by a 46-30 margin last week.

This far there has been no individual star outstanding for Marquette. So well balanced is the scoring that the two forwards, Bill McDonald and the veteran Bob Deenen, each have tallied 26 field goals while center Ralph Anderson has found the range with 27. The other cog in the Marquette scoring unit is Bill Kosenowich, dead-eyed guard, who rang up the shot against Iowa that necessitated an overtime session.

ODK's Johnson



Lequette Stading feathers in Community Chester's caps. . . See page 1.

CAT COURTIER OUTSCORE FOES BY WIDE EDGE

Kentucky Averages 46 Points Per Game To Date

In nine games so far this season the Kentucky basketball team has averaged 46 points per game while holding the opposition to an average of 24 points each bout. It was revealed through a checkup of Cat scores.

Kentucky, winner in seven of its nine starts, has rolled up a total of 419 points compared to 307 for the opponents. Only Cincinnati and Notre Dame hold decisions over the Cats, who are defending champions of the Sugar Bowl and South-eastern conference.

To date the Wildcats have faced teams representing seven different conferences: Buckeye, Eastern Intercollegiate, KIAA, Big 10, South-eastern, Big 6 and Southern. Kentucky, Southern king and Ohio State Big 10 champ, have been defeated by Kentucky.

A pair of guards with telescopic basket eyes, Lee Huber and "Mickey" Rouse, are leading the individual point makers with 84 and 82 points, respectively. Marion Clugish, Keith Parsley and Jim King trail the pace setters in that order.

CAT-TECH GAME MAY BE PLAYED AT MANUAL STADIUM NEXT FALL

Only an agreement over rental of duPont Manual stadium and official provide by the advisory athletic council remained to be settled today in a drive to shift the battle site of the 1940 Kentucky-Georgia Tech football game to Louisville.

According to a report Wednesday, Tech officials have granted their consent to the change of venue, but an agreement has not yet been reached concerning rental of the field. The Kentucky athletic council would also have to take the plan before a change in the game's location could be made.

Originally scheduled for Stoll Field on November 9, the shift was considered after the Kentucky-University of Georgia game in Louisville last year was a huge success. The game, marking the first appearance of a Cat grid team in the Falls City since 1921, found Kentucky pushing over two touchdowns in the final seven minutes to win by a 13-6 margin as 15,000 wild-eyed customers screamed their delight.

Last fall Kentucky, undefeated in six previous starts, dropped a thrill-stuffed 13-6 decision to the Engineers before 25,000 fans in Atlanta. Tech was undefeated in its remaining games and clinched its most successful grid semester since the Rose Bowl days of 1928 by smacking Michigan in the Orange Bowl post season classic.

It was through the persistent efforts of alumni and Abbiele Director Bernie Shively that the Kentucky-Georgia bout was changed from Lexington to Louisville. Since that game proved to be a veritable gold mine and in view of the fact that both the Cats and Engineers are expecting banner 1940 goals, a complete sell-out would be expected.

Provided Louisville is selected as the game site, the bout would be considered a home game with student tickets being accepted for attendance. As the year's war-draw stands, without any alterations, the Cats will make five of their ten starts at home.

The Cat card:
Sept. 28-Baltimore-Walters here.
Sept. 28-Xavier, Cincinnati
Oct. 12-Washington and Lee, here.
Oct. 12-Vanderbilt, Nashville
Oct. 12-George Washington, here.
Oct. 26-Georgia, Athens.
Nov. 9-Alabama, here.
Nov. 9-Georgia Tech, here or Louisville.
Nov. 16-West Virginia, Morgantown
Nov. 23-Tennessee, Knoxville.

There are 294 newspapers in Kentucky, including 168 weeklies, 28 dailies, and eight semi-weeklies, according to a list compiled by the journalism department.

For Real Results Patronize Kernel Advertisers

Guignol Troupes

Troupes for parts in Thornton Wilder's "Our Town," Pulitzer prize winner and fourth Guignol play of the season, will be held from 3 to 5 p.m. Sunday in the Guignol theatres. Forty parts in the play will be cast, it was announced.

Honorary Picks

(Continued from Page One)
A queen for the ball will be picked by Scabbard and Blade members on February 10. She will preside as honorary colonel during the dance, and the ceremony at which the pledges are accepted as active members of the fraternity.

According to Lloyd Ramsey, captain, members of the decoration committee have not yet decided definitely on the method of decoration for the Bluegrass room of the Union building, but some phase of military life will be featured in their work.

CLASSIFIED ADS

WANTED: Ride to New York or vicinity and return between semesters, or guarantee of ride back about February. Call 1256.
FOR RENT: A new 1/2 size floor Account. Will sell for half price. Good location. Call Mr. J. B. Hickier, Phone 2112.
FOR RENT: One newly papered and painted room, first floor with private shower, single beds, furnace heat and side entrance. Also one second floor room, 288 Harrison Ave., Phone 5897-7.
FOR RENT: Five rooms bungalow with private bath, 111 Graham, \$38 month. Phone 2481-X.
LOST: A K. M. A. mail box bottom corner where between McVey Hall and Science Hall. Please return to Box 283, Pitt Hall.
LOST: Bakers yellow gold wrist watch. Same blue with red and gold. Believed to have been lost in or around Dan's Drug, Beyond. Call 288.
TYPING: Excellent work. 6c per page double spaced, the single spaced. Dorothy Perry, 301 S. Main, Phone 4163.

Farm And Home

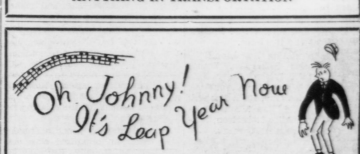
Dr. and Mrs. McVey will give a tea honoring delegates and speakers at the convention from 4 to 6 p. m. Wednesday, January 31 at Maxwell Place.

All general sessions of the convention will be held in the judging pavilion on the Experiment Station farm. Women's sessions will be held in individual rooms in the judging pavilion.

LEXINGTON YELLOW CAB CO. Inc.

Phone 8200 TAXI Phone 8200
Lexington Yellow Cab Co. Inc., (Busses)
ANYTHING IN TRANSPORTATION

Oh Johnny! It's Leap Year Now



... Confidentially, Johnny, the best Leap Year popularity insurance is an adequate supply of good shirts and ties. . . . That vital triangle where shirt and tie meet is one of the first things girls notice, and with it at perfection . . . 1940 will be under control. . . . Better stop in at GRAVES-COX today for your insurance Johnny. Their shirts and ties are tops.

GRAVES-COX AND COMPANY, INC. Established 1858

Ad drawn by Russell Wright, Pay. of Adv. Class

MICHLER Florist CUT FLOWERS and CORSAGES 417 E. Maxwell PHONE 1419



WHITE TAVERNS 5c HAMBURGERS 5c Buy 'Em by the Bag 285 E. MAIN 518 W. MAIN 112 N. LIME

Box Ball Leagues Note All League Games Called Off Week of Jan. 29th Because of More Important Business (Examinations)

Jones Box Ball Alleys A-X From S. U. F. PHONE 1159

FOUND—Ladies scarf, spectacles, ear muffs, note books, etc.

BASKETBALL TRUNKS ON SALE Basketball Trunks and Shoes that are ideal for intra-mural use are now being sold at wholesale prices Fine stock on hand Smith-Watkins Co. 236 E. MAIN

Specialist to Speak Miss Iris Deavenport, clothing specialist of the extension department, will speak to members of the Fayette and Jessamine county Homemakers at 10 a. m. today.

HE PILOTS THE FAST-STEPPING "CENTURY" but he smokes a slow-burning cigarette for

EXTRA MILDNESS EXTRA COOLNESS EXTRA FLAVOR

MY JOB IS SPEED— BUT MY SMOKE IS SLOW-BURNING CAMELS

TAKING IT EASY, Engineer Bronson says: "No speed for me in my cigarette. That slower-burning feature makes me to me. I've been a Camel smoker for years. I know Camels are milder and always taste swell. And on the side—I don't object a bit to getting those extra smokes per pack."

FAST BURNING—hot taste in smoke... SLOW BURNING—protects natural qualities that mean mildness, soothing taste, fragrance... 5 EXTRA SMOKES PER PACK!



THE CENTURY READY TO "HIGHBALL," as they say in railroading! Engineer Walter L. Bronson (above) swings up into the cab of Number 5449, one of the big Hudson type locomotives which flash at 80 miles an hour across the landscape between New York and Chicago in a day-in, day-out epic of modern railroad speed.

HERE'S EXTRA MILDNESS, EXTRA COOLNESS, AND EXTRA FLAVOR, and here's why: Camels are slower-burning. They have thoroughly quality through and through. Finer, more expensive tobaccos are used, in the first place. And these choice tobaccos are combined into a matchless blend.

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them. That means, on the average, a smoking plus equal to 5 EXTRA SMOKES PER PACK!

CAMELS—the cigarette of Castlier Tobaccos