

The Kernel Editorial Page

May 14, 1943

THE KENTUCKY KERNEL

OFFICIAL NEWSPAPER OF THE UNIVERSITY OF KENTUCKY

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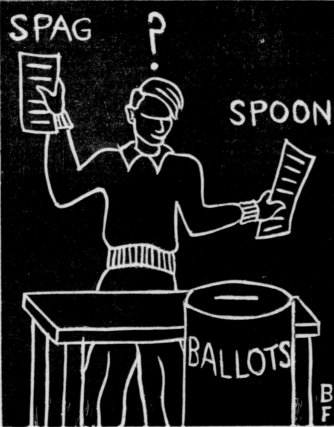
All signed orders and columns are to be considered the opinion of the writers and do not necessarily reflect the opinion of the Kernel.

Editorial Note: Since the political policy of The Kernel is non-partisan, we make no comment today on the respective qualifications of the candidates for SGA offices. We present here

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• Features • Gossip • Letters • Columns • Opinion

The Question Of The Day



WISE . . . and otherwise

By PVT. BOB AMMONS

We don't know who started this business of making over men's suits into women's suits, but we only hope—for his sake—that we don't meet in a dark alley one of these nights. Because we have a terrible grudge against him. Ever since someone let fall the evil idea that a minor alteration or two can change a man's suit into a slick little outfit for six or seven, we have found no peace. No sooner were we tapped by the army for good than our feminine acquaintances descended upon us and began dividing up our wardrobe. That gleam in our mother's eye, we have learned, is not maternal affection. She's thinking of how she's called to make use of our good Sunday suit. But the worst blow of all came last Saturday night, as we were taking our little girl friend home from a picture show. In the stillness of the spring night, we suddenly became aware of her soft caress on our right arm. "Aha!" we breathed, "love has come at last into this cold and desolate life," and we turned expectantly to see what comes next. And then, O friends, we learned the burning truth. She was only feeling the material in our sport coat. If you see a bewildered man in uniform—any kind of uniform—wandering blankly about the campus these days, stop and say a kind word. It will probably be us. Ever since we've been called to active duty Monday, we've been scratching our head, trying to figure it out. You see, as a private, we have been assigned to Company A of the 3518th Service Unit, which is sometimes called Company D or the ROTC company to distinguish it from the Company A of the ASTP, which is located in the men's dormitories. However, in Company D (or, really, Company A) we operate as a platoon guide, normally a sergeant. And then, for the hours when we are not in class, we have been attached to Company B (of the ASTP, not the 3518th S.U.), serving some of the time as a section corporal, which is normally a major. Three days a week, we drill with the ROTC basics, and here we are a platoon sergeant. However, in the ROTC we rank as a second lieutenant. On the Army's books, we are a private in the Enlisted Reserve Corps, on active duty, and in some ways, we are considered a

Constitutionalist Platform

Political promises are seldom kept. Therefore, we prefer not to compose a platform of specific "planks" which will sound good but which will mean little. We wish, instead, to state our qualifications and our general plans and to ask you to vote with these as a basis. Always the President of the Student Government association has been a man. That has been as it should be because until the present quarter the number of men has exceeded the number of women enrolled at the University. Now, however, the situation is reversed. If the President is to be a true representative of the student population, the office should be filled by a woman. The women will return to school next year and will remain. Perhaps they will enter military service. Continuity of personnel is a

the platform of the two parties and urge all students to read them carefully before deciding for whom they will cast their votes.)

Our candidates have worked with the Association and understand thoroughly its problems. They will cooperate with Independents and Constitutionalist alike because they realize that governing the student body and serving their needs is not a matter for politics.

It elected, our candidates will continue to strive to maintain students' rights and powers. They will aim at closer cooperation with the University administration in order that the students may benefit in every possible way. They will serve always to the best of their ability in making SGA the powerful organization which it should rightfully be.

Independent Platform

We firmly believe that this election ceases to be on a two-party issue, but rather one on the qualifications of the candidates seeking office.

We believe that regardless of affiliations, the students should weigh the ability of the candidates concerned. Because none more ever, the students will need an organization powerful enough to see that the needs and desires of the student body are fulfilled. In cases of overwhelming odds, you may rest assured that we will carry the fight to the opposition, when we believe the students' cause is right.

We also ask you to make an unbiased search of our record and look at the past to find who have been outspoken friends of the students.

then draw your own conclusions on who will exert their efforts on behalf of the student body. Rather than make a platform of political promises, which are seldom kept, we do adopt these policies: (1) Since we believe that the Kentucky Kernel is the official organ for student, faculty, and administration expression of opinion concerning University affairs and matters of local and national importance, we promise to cooperate in every way with the present administration in order to maintain student privileges, and to present student desires and needs forcefully and truthfully with every effort to harmonize the attitudes of the administration and the students.

Soldier Wants Date Bureau For Speed Up In Social Life

By Mary Lyle

"I want a date bureau so we can meet the girls." This statement was made by one of the soldiers in the book store the day I started out interviewing one boy on his impressions of Lexington. He had a dozen boys anxious to give their opinions too. The boys seemed to enter into the interview not because they had so much to say, but often because at last they could talk to a girl who would answer. That seemed to be one of the major complaints. "The girls on the campus won't speak to us."

Wants Date Bureau A Cleveland boy says "the girls are swell and the city itself is all right." But he does not like the dances because the soldiers are not allowed to escort the girls home. He suggested having a service club or date bureau where the boys can meet some girls and have dates. "The trouble is that the girls won't speak to a soldier," he sighed.

A Los Angeles boy says he likes the people because they are so friendly, but the town is too small and consequently, boring. He likes the women, but they don't seem to like him. "Maybe it's the look in my eye," he suggested. One amazing statement he did make was that he liked Kentucky weather because he loves rain. "The merchants are trying to take the soldiers for all they are worth, though, and I don't like it," he declared.

"Girls Aren't Human" A Minnesota boy thinks Lexington is a nice town as far as "towns" go. He feels the girls on the campus think the soldiers are lower than ordinary men. "If I say 'Hello,' the least they could do would be to say 'hello' too. They just aren't human."

"Lexington is a swell place to be from all right," says a San Francisco boy. "An improvement could be made on the dances if three-fourths of the girls would learn to dance. They just aren't smooth. When you go to a dance in Frisco, you go to meet people and get to know everyone there and can break a girl if you know her or not. Here all they do is dance with people they already know. There should be boy-

break dances for the soldiers here and I know the boys would be glad to break." He also added that he thinks Lexington is swell.

Too Many Women A boy from Alaska thought there were too many women on the campus, but since he does not dance, he has no complaints.

"There are too many distractions on the campus—but it's wonderful," said a Connecticut boy. He, too, wants the girls to speak. In his opinion Lexington really does need a few night spots.

A Mississippi boy thinks this is wonderful compared to Ft. Leonard Wood, Mo. "The girls are all right as far as girls go, but I don't like girls."

Femme Grad In Shipyard

Dear Editor: I was quite amazed to find myself mentioned in the "Then and Now" column of April 16. If I had had an idea my address was to be published I would have included my occupation. I'm a Shipfitter Trainee working in Kaiser's Richmond Yard No. 2—which yard proudly holds the world's record of a 10- and a half days on construction of a 19,000-ton Liberty ship. I'm quite proud to be working in this yard and thus doing my bit to aid in winning this war.

I really enjoy receiving the "Kernel" and I read it more thoroughly than I ever did while in school. That's probably true in most cases. I liked your editorial. Most people are too indifferent to take an interest in public affairs school also unless it affects them personally. I find myself taking that attitude! Keep up the good work. Sincerely, NORA BILLINGSLEY

Editor's note: Miss Billingsley refers to an editorial in which we scored students for their lack of opinion on campus and national affairs.)

"Bargains In Brains" For '43 Gets Jobs For All Graduates

By Marshall Smith Miss Virginia Campbell and Ernest Chern, Maroon graduates, took jobs offered by the Eastman Kodak company in Kingsport, Tennessee, and both are drawing salaries of \$2,000 annually. Contacts Pay Dividends The contacts built up over the last decade with the nation's employers are paying off big dividends. These steady contacts are the result of knowledge of markets for graduates on the part of the association and this year's benefits definitely need as never before. The greatest need, according to Dr. Carter, is for accountants, both men and women with large accounting and business firms. Sennegrubers rank next with secretaries and typists also receiving a high salary. Personal administration work is high on the list this year because of the lack of good men to handle the problems confronting a firm which has increased its output with additional laborers. The reason "Bargains In Brains" is issued annually around April is because the largest number of students graduate in June. However, the book contains the pictures, vocational preferences, a calendar of events, campus activities and personal data of every Commerce graduate for the scholastic year. The cover design, white ink on a black background, depicts the stages of study from the time the Commerce student takes notes until the time he receives his B. S. degree and any student majoring in the college is eligible also—following a new policy in effect for the past two years.

From The Type . . .

It is a theme song at Northwestern University that "Freshman Green has gone to War." The traditional burning of the freshman caps has been abolished for the duration, and the 500 green wool caps are being turned over to the Red Cross for reprocessing and use in military uniforms. Girls saw little about the home nowadays. And as they saw, so do they weep.

The purpose of "Bargains In Brains" has shifted in the eleven years that it has been compiled. The main idea now is not to find jobs for commerce graduates but to help them select the best of the six or seven jobs that are offered them. When Lloyd Averett, a commerce college instructor, organized the association in 1932 and published the magazine as the only one of its kind in the nation, times were bad and jobs were scarce. Now, however, industry is clamoring for help and the graduating college student can just about pick and choose. Salaries plus overtime this year will average at least \$300 a year higher than in 1942 and you can imagine the increase over the wage paid ten years ago when America was in the midst of a depression. As an example of this, employers are stanching up U. K. graduates whom they have selected from the pictures and data supplied by this book. Winwood Charner graduated in December of last year and went immediately to Detroit to take a position with General Motors at their home office and is now drawing down a measly \$2,100 a year—that's thirty dollars each week. Two women graduates,

Taxicabs! Phone 8200 LEXINGTON YELLOW CAB CO. Incorporated

RENT A CAR! —NEW— Fords and Plymouths Phone 648 FORD U-DRIVE-IT 139 E. Short Street

Calling All Graduates And Undergraduates Trained office workers needed now! Prepare for a successful stenographic career and fit yourself to fill a vital war job. Crump Commerce College MARY F. CRUMP, Manager 300 W. High St. Phone 2773

Research and Engineering Keep General Electric Years Ahead

"PAPER DOLLS" RIGHT out of the kindergarten is the latest metal-saving technique in General Electric. Many thousands of complexly designed parts are required for intricate electric apparatus—and all must be cut from flat sections of scarce metal.

LEND-LEASE REVERSED USUALLY we think of the United States as the arsenal and machine shop of democracy, but actually the Atlantic is a two-way ocean. And General Electric recently announced that since early in 1942 the Company has been using five giant English metal-cutting machines in the production of vital ship-propulsion equipment. The machines were sent from England in separate ships on different dates, to forestall their destruction by German submarines. One of the ships was attacked during the crossing and was damaged but made its American port safely. The arrival of the machines was really a stroke against the Nazis, for had they remained over there they might not now be producing for the United Nations. One of them had been installed in a plant in Sheffield, and another was destined to go there and that city was later bombed to the Axis.

Frequently it is possible to redesign the parts when it is found that slight changes in the length, width, or thickness will allow more parts to be cut from the same layout. Photographs of this technique may be obtained free by writing Campus News, General Electric Co., Schenectady, N. Y.

There's A Dixie Dealer ENJOY Dixie ICE CREAM CREAM OF THE BLUE GRASS Near You DIXIE ICE CREAM CO. INCORPORATED Rose at Chesapeake

CLEM STATE BARBER SHOP Across From Memorial Hall Haircuts . . . 40c Shaves . . . 25c

GENERAL ELECTRIC

ADPI Observes Founders Day With Breakfast

Beta Psi chapter of Alpha Delta Pi sorority will hold its annual Founders Day observance with a breakfast at 10:30 Sunday morning in the Red room of the Lafayette hotel. It is the celebration of the 29th anniversary of the founding of the sorority.



Carolyn Spicer... is in charge of the arrangements for the Alpha Delta Pi Founders Day celebration.

Kappa Delta Gives Annual Breakfast

Epsilon Omega chapter of Kappa Delta held its annual spring breakfast at 10:30 o'clock Sunday morning in the cold room of the Lafayette hotel, in honor of a group of 50 rushers from Central Kentucky.

Slaton-Davis

Miss Dora Louise Slaton, daughter of Dr. and Mrs. J. T. Slaton, Lexington, became the bride of Lieut. John Douglass Davis, Hazard, son of Mrs. Winnie Davis, Cincinnati, at 3 o'clock Friday afternoon at her home, with Dr. Robert W. Miles officiating.



Sara Ewing... is the recently elected president of Kappa Kappa Gamma sorority and the Panhellenic council.

Zeta Tau Alpha Holds Tea Sunday

Zeta Tau Alpha sorority entertained with a tea from 4-6 p.m. Sunday at the chapter house in honor of the faculty of the University, housemothers, and presidents of the sororities and fraternities on the campus.

In the receiving line were Marjorie Wilson, president; Mrs. J. M. Collier, housemother; and Essie March, vice-president.

Alpha Xi Hold Spring Rush Week

Alpha Xi Delta will entertain high school senior girls at their annual spring rush tea between 3 and 5 p.m. tomorrow at the chapter house. Invitations have been sent to approximately 400 throughout Central Kentucky.

The tea, which will be formal, is being planned by Margaret Stokes, rush chairman. Members of the committee for arrangements are Patricia Lewis, Dorothy Doad, Jane Morrison, and Ann Caroline Smith.

ADPI Entertains With Picnic

Beta Psi chapter of Alpha Delta Pi will entertain the dates of the pledges and actives of the sorority with a picnic at 5:00 Saturday afternoon at Lemon's Mill.

Billie Dale, social chairman, is in charge of the arrangements. Chaperons will be Mrs. A. M. Hale, housemother; Mr. and Mrs. Tom Porter; Mr. and Mrs. Arthur Anderson; and Mr. and Mrs. Henry Morrison.

One of the most important war essentials never has been restricted: nettle.

Go into Business Prepared to Slay

With Katherine Gibbs' secretarial training, you will be prepared to succeed in any business. You will also be able to hold your own in business. You will be able to handle the most difficult situations. You will be able to handle the most difficult situations.

Poindexter-West

Miss Doris Poindexter, Lexington, daughter of the late Mr. and Mrs. Charles King Poindexter, Danville, became the bride of John M. West, son of Mr. and Mrs. Edward H. West, Nicholasville, at 11 o'clock Saturday morning at the home of Miss Ira Howard, Lexington. Rev. Howard Baxter, pastor of the Methodist Christian church, officiated.

Mrs. James B. Curry, Louisville, was the bride's only attendant, and Dexter Curry, Louisville, was the ring-bearer. Staff Sgt. John L. Russell, Syracuse, N. Y., served as best man.

The bride is a graduate of the Good Samaritan Hospital School of Nursing and attended the University.

ALUMNI NEWS

THEN and NOW PERSONALITIES

Smith-1929 Charles H. Smith, of Lexington, who was graduated from the Commerce college at the University in 1929, has been promoted to the rank of major at his post somewhere in the Caribbean, according to word received Monday by his wife, Mrs. Betsy Allen Smith of Paris.

Major Smith received his basic army training at Fort Benjamin Harrison before graduation. He was employed by the Gulf Oil company in Lexington before being called to active duty. Smith, 26, is the older brother of Doris Smith, UK band sponsor, and of Marshall Smith, senior in journalism.

1929-1929 Penrose T. Eason of Baton Rouge, La., has been named marketing specialist at Louisiana State University. Mr. Eason received both a baccalaureate and master's degree from the University and has been agricultural agent for the Illinois Central Railroad for several years and for six years he served as president of the Louisiana Railway Agricultural Agents' association.

Griffing-1929 Miss Margaret Griffing of Lexington, who is a graduate of the University and has been a graduate student at Purdue University, has been awarded a fellowship in Chemistry at Purdue where she will continue her work until her doctorate in chemistry is completed. The fellowship award is restricted to students residing in the midwestern states and has never been awarded to a girl student before. The award is known as the J. T. Baker fellowship.

Griffing-1929 Miss Virginia Griffing of Lexington, a graduate of the University, is a member of the faculty of Morehead State Teachers' College.

Meeks-Ex Eugene Meeks, former student and football player is with the preflight school at Cookeville, Tenn.

McLean-1926 Dr. C. G. McLean of Lexington is now at Station hospital, Camp Van Dorn, Mississippi, with the rank of major.

Dallas-Ex Aviation Cadet Raymond D. Dallas, former student and athlete of the University is now with Squadron 104, San Antonio, Texas.

Tunstill-Ex Aviation Cadet Jesse Tunstill, Wildcat letter man of past two seasons is now with Squadron 104 at San Antonio, Texas.

Portwood-Ex William E. Portwood, private first class, former University football player, is now with the Technical School Squadron, Co. 302, Kester field, Miss.

Gregg-Ex Major Ed Gregg, former student of the University, is now on overseas duty. Mrs. Gregg, the former Cissy Peterson, is at their home in Louisville and is a writer of a column on foods which appears daily in the Courier-Journal.

Difford-1926 David Difford of the class of 1926 has been made a captain at the End, Oklahoma, Army Flying school. An officer since 1941, Captain Difford received his commission in March, 1937.

Coots-1928 Pfc. James T. Coots, a graduate of the University in 1928, is a member of the 6th Photo Squadron Completion group at Army Air Base, Colorado Springs, Colo.

Arnold-1940 Lieutenant H. N. Arnold of the 8th Ferry Squadron, Memphis, Tenn., was a member of the 1940 graduating class and his brother Lieutenant C. K. Arnold, who was graduated in 1939, is now overseas.

MICHLER Florist and CORSAGES 417 E. Maxwell Phone 1419

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WHITE TAVERNS Delicious 5c HAMBURGERS 5c "Take Home A Sack-full" 800 E. MAIN 518 W. MAIN 113 N. LESLIE

To You Who Are Graduating Yes, the time is almost here— Graduation Day. Have you had your picture made yet—one that you can always look back on, recalling all the joys and sorrows in the best years of your life? If not, make an appointment for your personal sitting today.

Lafayette Studio Phone 6271 141 N. Lime

COLONEL Of The Week CELIA BEDERMAN This week's "Colonel of the Week" goes to Celia Bederman, Arts and Sciences Junior from Lexington, who is editor of the Kernel.

EVENT OF THE WEEK Kentucky vs. Vanderbilt BASEBALL Friday & Saturday 2:30 Stoll Field Cedar Village Restaurant

Scouting the Shops By BETTY BOHANNON Pick a cotton! So many to choose from, but you will choose when you see the assortment of practical and pretty tubable dresses at the 1000M AND N E D L E. You'll need plenty of these to start each day crisp and fresh.

Attention Juniors! Scads 'n scads of regular junior cottons from 9-15 are waiting for you to come get 'em at TOTS & TEENS. Dressy things and tailored frocks for school and play. They also have teen age sizes from 10-16, so fat or thin, rush right in!

Just when you need them most MEYERS has two-piece frocks for casual and campus wear. These chambrays, linens, and gingham are in stripes, plaids or plain, and some have a lingerie trim. Prices range from \$5.95 to \$12.95.

Phone your friends because they're UNRATONED, and I do mean the play shoes at MITCHELL BAKERS. The ones with rope soles are in beige, red or green, have the heels and toes out, of course, and are only \$1.15. The ones with plastic soles are in beige and cost \$4.95. Take your choice.

Never expected to find a white purse that wouldn't turn pink from wear, but they have just that at MITCHELL BAKERS. It's called Opalastic, and is made of plastic nylon. You just wipe it off with a damp cloth, and it looks like new. Better hurry!

Page Four

Four Teams Play For Championship

Intramural Director A. T. Guillet announced that four teams will participate in the Intramural Softball Championship tournament, the date for which is still undecided. The teams are AGR, B-19's, ACS, and PD. The AGR's and B-19's were undefeated in regular season play, although the B-19's were charged

with two forfeits. Guillet said that the date for the tournament was uncertain because of the conflict of some of the advance military plays with their schedules. Since they are on active duty, the advanced military students could not play at the accustomed 4 p.m. Although nothing definite has been decided, the games probably will be played on Saturday afternoons of this week and next week.

'Cat Nine To Meet Commodores In First Of 2-Game Series Today

Vandy Will Fight To Keep Top SEC Place From Tulane

Vanderbilt's peppy, conscious Commodores pulled into town today for a two game series with the Wildcats—a series which will determine the campus on which the pennant flag of the Southeastern Conference will wave. By upsetting the highly regarded Vandy squad in one of the games, the 'Cats can make Vandy share first place honors with the Green Wave of Tulane, and by doing the impossible of sweeping the series, the 'Cats will be handling Tulane the championship on the proverbial golden platter.

CINCINNATI BASEBALL GAME RAINED OUT

The double-header originally scheduled with the University of Cincinnati's baseball team for Saturday, May 8, was postponed until 1:30 p.m. Tuesday, on Stoll field. After two men had been retired in the top half of the fourth in the first game, the twin bill was called off because of rain. The Cincinnati tallied three runs in their half of the fourth, but the score was tied at 3-2 at the end of the last complete inning.

Two markers were counted by the Bearcats on an error, two hits, and a fielder's choice in the top of the

third stanza. For the Wildcats, Bauer singled and Mullins walked, but the next three batters went out in order. In the fourth, three runs were made off two singles, a walk, a wild pitch, and a hit batter by the University of Cincinnati's nine. At this point the game was called off.

ROTC's To Play

The Athletic department has announced that all baseball players who are members of the advanced ROTC unit which has been placed on active duty will be allowed to continue playing until the end of the season.

What animal would you like to be on a cold day? A little otter. **FLEISHMAN'S** Phoenix Flower Shop Flowers For All Occasions. Telephone 1599. New Location 192 W. Main. Third Door West of Lime

On Her Way To The Colonial For That Special Student Plate. Meat, 2 Vegetables, Salad, Drink, Homemade Hot Rolls. Colonial Bowling Lanes.

Illustration of a woman in a dress. "It's O.K., lady—my Arrow shirt won't shrink!"

No small help in a social way is an eye-filling Arrow shirt. Arrows are Mitiga cut for proper fit, and the Sanforized label (fabric shrinkage less than 1%) guarantees that fit for life.

ARROW SHIRTS • TIES • HANKERCHIEFS • UNDERWEAR • SPORT SHIRTS • BUY WAR BONDS AND STAMPS

Ed Graham and Ryan Ballenger, both of whom turned in creditable performances against the 'Cats at Nashville, are expected to tote the rubber for the Vandy crew. These two moundsmen held the 'Cats to ten hits in the two game series at Nashville last month. However, the 'Cat batters are confident that they can surpass that figure in the coming series.

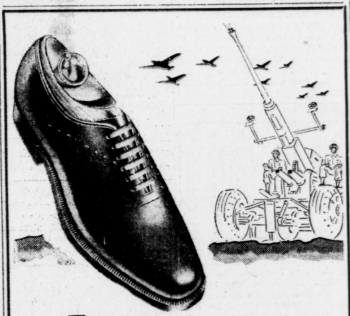
Baseball Highlights Week In Physical Fitness Program

By Betty Tevis. With rain and soggy courts holding up the proceedings in tennis, the game of baseball has been highlighted during the past week in the women's physical fitness program. A few faithful "timber swingers" have been trotting over the field behind Platt hall for some three weeks.

Those hardy souls who, each morning, drag themselves up to Jewell road deserve real credit. Ask Miss Peiker about them. They're easy to recognize now. They wear that pained expression of martyrdom upon their faces and they creak every time they take a step.

Over in the Women's gym, the badminton charts show very little change. Only a few scattered games have been played and the major part of both singles and doubles games remain to be played. These charts, carrying complete records of the games thus far, are cleverly illustrated and every participant should follow them.

Personalities in the sports program have begun to be noticed. Anne Elliott is the girl who bunted in a close minute of the game and



PUT YOUR FEET ON A FIGHTING BASIS *** IN Nettletons. Officers in the United States armed forces have been wearing Nettletons for three wars. They know the importance of Nettleton comfort, wear and always smart appearance. They set the highest standards... and Nettletons measure up with leathers and craftsmanship that have been a tradition for three generations.

GRAVES COX. Illustration of a shoe. "Illustrated: The Margate—a plain-toed mill-tan-and-brown oxford made from one-piece of hand-boarded, dark brown calf \$12.95"

Famous Palm Beach Comfort. These Cool Army Officers Summer Uniforms. Palm Beach. \$19.95. Illustration of a man in a military uniform.

CLASSIFIED ADS

- WHY THROW AWAY YOUR OLD CLOTHES WHEN WE PAY CASH FOR THEM. No way cash for men's used clothing, shoes, hats, suits, overcoats, anything in men's apparel. 123 Water st. ATTENTION MEN STUDENTS: Do you have extra? We will pay you well for used clothing and shoes. ECONOMY STORE, 122 E. 2nd St. LEARN TO DANCE. Private or class lessons. HALL SCHOOL OF DANCING, Phone 5674. LOST: Algebra book with name Franklin P. Cole in it. Call 5677. PLEASE return brown leather jacket with name "John C. Hubbard" burnt on back side of collar. Call 381-7 or Mr. Box 3129. LOST: Kappa Kappa Gamma sash belt with name "Bath Allen" on it. Lost between McVey Hall and Frazer Hall on Wednesday. Reward Call 528 or Kappa house. LOST: Pair of horn-rimmed glasses in Alumni Gym. In black leather case. Call 5611.

New under-arm Cream Deodorant safely Stops Perspiration. Arrid is the largest selling deodorant. 39¢ a jar. Illustration of a deodorant jar.

IN THE NAVY they say: "BUBBLES IN THE TANK" for kids, "JACK O' THE DUST" for man in charge of store-room, "DOG IT DOWN" for tie it down, "CAMEL" for the favorite cigarette with men in the Navy. STICK TO CAMELS! THAT EXTRA MILDNESS AND FULL FLAVOR GET TOP RATING WITH ME! FIRST IN THE SERVICE. With men in the Navy, Coast Guard, Army, and Marines, the favorite cigarette is Camel. (Based on actual sales records in Canteens and Post Exchanges.) THE "T-ZONE"—where cigarettes are judged. Illustration of a man's face and a Camel cigarette pack.

ASK THE FLYER ON A CARRIER. "HOW ABOUT A COCA-COLA?" "LECTURES OVER, WE'RE ON OUR OWN NOW" "HELP YOURSELF, MEN, I KEEP A FEW DOLLARS IN NICKELS JUST FOR 'COKE TIME'" "THANK YOU, SIR—I'VE GOT A REAL THIRST" Remember reading that in your newspaper? That's a real story from the South Pacific. When it's time to stand by for refreshment, that's the job for ice-cold Coca-Cola. Goes right where thirst comes from and refreshment comes to take its place. That's why nothing takes the place of ice-cold Coca-Cola. It has a taste and refreshing qualities all its own. 5¢. BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY COCA-COLA BOTTLING WORKS, INC. Lexington, Kentucky