#### TUESDAY EDITION

SEMI-WEEKLY KERNEL

# THE KENTUCKY KERNEL

AMATEUR NIGHT MEMORIAL HALL 7:30 O'CLOCK THURSDAY

VOL. XXVII

LEXINGTON, KENTUCKY, TUESDAY, APRIL 13, 1937

### Kappa Delta Irene Sparks Victor In Sweetheart Stakes As Polls Lure Record Vote

Heavily Backed Fraternity
Combine Entry Maintains
Long Lead Throughout Race
Irene Sparks, Ashland, a member
of Kappa Delta social sorority, was
elected "Campus Sweetheart" in

of Kappa Delta social sorority, was elected "Campus Sweetheart" in the second annual contest conducted by Sour Mash, campus humor magazine, Ross Chepeleff, edited annual contest conducted by Sour Mash, campus humor magazine, Ross Chepeleff, edited by Sour Mangazine, Ross Chepeleff, edited by Sour Mangazine, and the Campus Campus

being placed on the cover of the book.

Also included in the magazine will be the columns, the "Mash Barrel" and the "Biological Dirge." In addition to the sponsored by Sour Mash, will appear. This contest is offered in cooperation with a national advertising concern. The deadline for entries in this contest is today.

Billie Holliday, Winchester, also a member of Kappa Delta social sorority, was the winner of last year's "Campus Sweetheast" contest.

## **UKY ENGINEERS** IN CELEBRATION

College Of Engineering To Toast Fiftieth Anniversary With Class Recess and Dinner On April 30

Dinner On April 30

The fiftieth anniversary of the founding of the University College of Engineering will be celebrated April 30 with the dismissal of an April 30 with the dismissal of an April 30 with the dismissal of the University, and a dinner meeting at 6:30 o'clock at the Largette hotel.

an inspection of the new buildings of the University, and a dinner meeting at 6:30 o'clock at the Largette hotel. The state of the American Society of Civil Engineers will be in charge of arrangements for the anniversary day. President MeVey will open the inspection of new campus buildings.

MeVey will open the inspection of new campus buildings, with the control of the Kentucky state highway department, who is a graduate of the university, will be the principal speaker at the banquet. Talks also will be given by Gov. A. B. Chandler and Lieut.—

The program will be open to the public and the dinner meeting will be given jointly by the Kentucky Section of Professional Engineers and the Society of Civil Engineers.

# Library Receives Book Collection Of Late Professor

large number of books from the rate collection of the late Dr. unville Terrell, Louisa county ginia, has just been received by library. At the time of his th, Doctor Terrell was professor critus of philosophy at the Unistre

emeritus of philosophy at the University
versity of Terrell gave the library
nearly 800 volumes when he left
Kentucky in 1929 to make his home
in Virgina. Nearly 300 magazines
and 670 volumes are included in
the new consignment.
Doctor Terrell served university for more stayled for the servers of the serv

#### THOMAS WINS SCHOLARSHIP

Walter C. Thomas, Ashland, senor in the College of Arts and
etiences, has been bettined that as been grate as \$800 graduate
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Margaret Markley, Bradford, was hosen as president of Phi Upsilor chosen as president of Phi Upsilon Omicron, honorary home economics traternity, to succeed Nell Shearer. Lexington. Other officers elected were Incs Baisden, vice-president; Julia Hall, chapiain; Ann Todd, secretary; Jessie Whitfield, treasurer; Bina Baird, cutodian, and Mamie Hart, editor. SWEETHEART



IRENE SPARKS

# ANNUAL POLLING

Candidates Are Selected By Nominating Committee On Basis Of Service and Gen-eral Leadership

### Audrey Forster **Elected Sponsor** By Pershing Unit

Popular Kappa Delta Chosen Over Ten Other Candidates

DEBATE TOURNEY POSTPONED

## DOCTOR M'VEY HEADS LIST OF **KEA DELEGATES**

Many UK Officials To Attend Annual Educators Meeting At Louisville

SESSIONS TO START WEDNESDAY, APRIL 14

Dean Taylor To Preside At National Educators Meeting, Friday

r. Frank L. McVey, as president he Kentucky Education associ-n, will head the list of Univer-officials and faculty members will take part in the annual ting of the association April 13-t Louisville. President McVey address the opening session

chillips and Bradshaw Voted To Other Offices By Dele-gates From Eight Other Kentucky Colleges

#### History Honorary To Present Award

#### **Cundiff Secured** For Summer Term

the summer session announced yesbate tournament scheduled to be
held Friday and Saturday has been
indefinitely postponed, Prof. W. R.
Sutherland, department of English,
announced yesterday.

LEWIS TO ATTEND R. E. A.
John Lewis, director of the band,
will attend a meeting of the Kentucky Band Directors association in
tender to the proper session of the properties of

# Best Newspaper

che Kernel, for being adjudged the ulatanding college newspaper in ulatanding college newspaper in the college period of the college newspaper in the college newspaper in the college newspaper in the college cents of the centre College Cents. Other college newspaper in the college newspaper in t

#### YM Offers Prize For Best Poster

Student Is Eligible To Submit Their Works In Competition

In Competition

A cain prize is being offered for
the best "Peace Poster," autable for
display in peace education, which
can be submitted by any student, to
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#### Dr. P. Clyde Accepts Duke U. Position

Will Teach History At Dur-ham, N. C. Beginning Next September

# Given Notice

The 1937 Kyian will be ready for distribution early in May. Those students who have paid deposits are urged to make final payment at the Kyian office as soon as possible.

# At KIPA Meet OF MONASTERIES Semii-Annual Meeting Ends By Presentation Of Spring Awards "The Memority Control of the Memority Con

The Monastic Complex I Modern Education," Sub-ject Of Talk By Chicago's Liberal Arts Professor

Work Of Group Investigating Trends Of Education Is Described By Speaker

The influence of the mo

# AWS WILL FETE

ham. N. C. Beginning
Next September

Dr. Paul H. Clyde, authority on Far Eastern relations and assistant professor of history at the University, has accepted a position in the history department at Duke University, Durham, N. C. Re will begin his duties there at the close of Linuversity, Colimbus, Ohio, where he will teach several course.

Dr. Clyde, who is well versed in Far Eastern arfairs, is the cuttor of trip to Japan and Mandachuria, made on a grant made for this purpose by the Carnejae Endowment of New York. In the wine ten of 1934-3 he again visited and the companient for his exemplary work in a marica in regard to Japanese. Dr. Clyde has been attended to the control of the contr

## Kernel Adjudged VISITOR TALKS Women's Town Unit And Delta Tau Delta Win Cwens-ODK Sing

#### Petitions For Publication Heads Due

Petitions are now due for ditor and business manager if The Kernel and the editor of the Kentuckian. Thurs-lay, April 15, is the deadline or these petitions which are o be submitted to Mr. James S. Shropshire, secretary of the board of student publica-

# AMATEUR NITE

Cups Will Be Awarded To The Boy and Girl Excelling In Dramatics and In The Sing-ing Division

ing Division

Strollers, student dramatic society, will presen its annual mateur Night at 7:30 o'clock, Thursday, April 15, in Memorial hall Cups will be awarded the boy and girl adjudged best in the musical division. Fred Fugazzi will be master of ceremontes at the contest, which is held each year to give students in the state of the formatic that the contest of the dramatic contest were Antoinette Bergeron and Don Irvine. Strollers also plan to give a musical comedy later in the semester as their spring production. Fashion, 'a melodramatic comedy was the 1936 presentation of the dramatic contest of the dramatic contest were Antoinette Bergeron and Don Irvine. Strollers also plan to give a musical comedy later in the semester as their spring production. Fashion, 'a melodramatic comedy was the 1936 presentation of the dramatic contest was the 1936 presentation.

### **Music Students** To Give Recital In Memorial Hall

Public Is Invited To Attend Program At 4 P. M. Wednesday

very construction of the Open. Prank La Porge Louise Meholis Chellis de in E flat minor ... Chasins Elina Winkler VIII.

Half Clara Edwards art That's Pree Alfred Robyn

### LARABEE SPEAKS

Dean F. H. Larabee, Asbury College; Dr. T. W. Rainey, of the Kentucky Rural Church Council, and the Rev. J. B. Daily, Fayette county, were speakers at the final sessions of the third annual short course for town and country pastors held Friday in the College of Agriculture.

Kappa Delta, Kappa Kappa Gamma Second In Wom-en's Competition, Kappa Sig's In Men's

UKY RADIO STUDIOS TO SPONSOR WINNERS

Three Men's, Five Women's Groups Compete For Honors

Honors

A group of Lexington women students, and Delta Tau Delta fraternity were the winners of the annual Cwens-Omicron Delta Kappa and Memorian M

pulsed second.

Other groups competing were Patterson hall and Alpha XI Delta, in the women's group, and Sigma Alpha Epsilon in the men's group, and Sigma Alpha Epsilon in the men's group, and Sigma Miss Lella Mason, superintendent of music at the University Training school, and Dr. Blaine Ewing of the Winning medical suit, under the direction groups and suit, under the direction groups and suit, under the direction groups and suit and suit

school, and Dr. Blaine Ewing of the department of English.

The winning men's suit, under the direction of Morton Potter, the direction of Morton Potter, or the direction of Morton Potter. The winning men's group was presented a cup by Omicron Delta Kappa, and Cwens presented a Kappa and Cwens presented a Kappa and Cwens presented a kappa control of the Competion. It is planned to broadcast the two chrouness over the University studios of WHAS, Louisville, at an early date. The competing men's chorouses resignately with the competing men's chorouses. The competing men's chorouses are significant to the work of the competing men's chorouses are significantly of the competing and period to the competing of the co

### Kampus Kernels

o'clock Thursday in the Agricultural building.

The freshman group of the Y. W. C. A. will hold a meeting at 3 p. m. Thursday in the Woman's building.

A luncheon will be given by the Pikkin club at 12 noon Thursday at the Maxwell Presbyterian church.

Cwens will hold an important meeting at 5 p. m. today in the Woman's building.

Members of the Y. M. C. A. freshman cabinet will meet at 2:15 clock tonight in the "Y" rooms in the Armory.

**Best Copy** 

#### THE KENTUCKY KERNEL

ered at the Post Office at Lexington, Kentucky, as sees matter under the Act of March 3, 1879.

Lexington Board of Commerce attacky intercollegiste Press Association

A member of the Major College Publications, represented by A. J. Norra Hill Co., 410 Lexington Ave., New York City, 39 & Wacker Drive, Ghicago, Chi Buiding, can Francisco, 941 Westwood Birds, Los Angeles, 1995 Sequid Ave., Sentile.

COMPLETE CAMPUS COVERAGE

.Business Manager .....Betty Earle
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.....George Turner .Eleanor Randolph

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DITEM Malcolm Patterson Sidney Buckley
Tom Humble

Alfred H. Voge

## HERE SHALL THE KERNEL ALL STUDENT RIGHTS MAINTAIN

#### RHYTHM IS OUR BUSINESS

RHYTHM IS OUR BUSINESS
In eight days an empire might fall, the Supreme Court might be packed and unpacked or vice versa, a weapon such as the sit downs might be evolved to sweep every labor area in the nation, every building on the campus could be burned or razed, or some of the older ones might collapse, the University might receive an appropriation of \$4,800,000, a couple could easily fall in love, and, the season being what it is, might marry...

If you care to look back over the eight-day period which ended Saturday at midnight, you will be somewhat surprised to note that six dances of the major type were sponsored by six different campus groups.

Anyway you look at it, six dances in eight days is a pretty well-filled social program for college students. The University might begin an advertising campaign to compete with Palm Beach for this year's crop of debutantes, or to draw some of the movie actors from Palm

#### THEM'S FINE WORDS, GOVERNOR

Acting-Gov. Keen Johnson, himself a news paperman, told delegates to the Kentucky In paperman, told delegates to the Kentucky In-tercollegiate Press association convention in Danville Friday in effect that new ideas, new political, economic or social theories, no matter how outlandish, strange, or — to use that great-est of all misappelations—radical, should be studied carefully, tolerantly, and intelligently, not superficially examined, then to be cast aside labelled "Sush." labelled "slush.

These words, particularly because they come from the second highest executive in the state, are hart-warming. They speak well for the future of the Commonwealth, too.

#### EVALUATING THE HONORARIES

EVALUATING THE HONORARIES
On a campus which possesses so many honorary organizations that three-fourths of them are unknown to the average student, we hear the criticism that many of them are losing sight of their purposes, that they are accomplishing nothing useful, and are existing only to give individuals an opportunity to wear a pin or possess a key. Most of the members of such honoraries never know the purpose of their organization, have no knowledge of what the large national taxes are used for, and feel by the time of graduation, that membership was a useless waste of money.

There are, on the other hand, honoraries which are filling a definite need on the campus, which are giving to their members a sense of cooperation and a chance to do useful work with congenial students, and whose absence would deprive the University of very necessary groups.

deprive the University of very necessary groups

Tonight in Patterson hall, all students are being given the opportunity, at the forum spon sored by the Y. W. C. A. and Y. M. C. A., to op sored by the Y. W. C. A. and Y. M. C. A., to openly discuss the entire question of honoraries, to evaluate the organizations on the campus, and to hear what other students think about the same question. The forum will conclude the series, based on the "Students' Bill of Rights," which have been held weekly on problems of student government, student religion, and student freedom of opinion.

The discussion togicals will, if the students

dent freedom of opinion.

The discussion tonight will, if the students speak frankly and objectively, in all probability be an eye-opener for freshmen, a stimulant to sophomores, and a chance for juniors and seniors to "get plenty off their chests."

### CUTTIN' UP THE CAMPUS

SPEAKING IN SUPERLATIVES

The most disagreeable surprise is slipping The most disagreeable surprise is slipping on a banana peel... the most frequent surprise is a "pop" quiz...the most frequent surprise is a sudden kiss...the most irritating surprise is a slap on the back...the most amusing surprise is an elaborate Christmas greeting received on St. Patrick's Day...the most embarrassing surprise is walking in on two love-bug bitten romancers...and the most unsurprising surprise is, "This is so sudden!"

\*\*PON'T LOOK NOW, BUT—the hand

DON'T LOOK NOW, BUT - the hand you're holding so romantically under the Library table doesn't belong to me!

STUDENT HONORARIES
is the fact that they are most severely criticized by the members, themselves! Which

is an indication of a need

#### CAMPUSOUNDS WE COULD DO

WITHOUT:

1. "I made an A— what did you make?

- "Aw, stop worrying. They won't campuou. You're only ten minutes late."
   "What Student Union Building?"
- 4. "Of course it's true, but I wouldn't discu
- it if I were you."
  5. "Go right ahead, you too. Don't mind

#### UNIVERSITYPES:

UNIVERSITYPES:

The Campus Bromide — She revels in phrases like, "But where is your school spirit?" and "I don't think people ought to criticize!" everytime a thoughtful student questions a University custom...She's a mixture between a campusheep, following the herd, and a campusap, spouting conventional generalities that mean nothing...In arguments she puts a stop to all discussion by the bromidic phrase, "You may be right, but I prefer not to think so...She's more frightened of a new idea that may shake her prejudices than she is of an earthquake... and is angered by a frank statement which may open her eyes to the fallibility of one of her illusions...Anything which custom has sanctioned lusions. Anything which custom has sanctioned is good... anything which looks "different" is bad...and she'll probably go through life blindtioningly acquiescent - and in ly happy, unquesti tellectually dead!

# Seemingly So...

Thursday, April 22, the students of the University of Kentucky will participate in a national peace strike demonstration. The supporters of this strike have never experienced war. It is their desire not to experience it. Before their minds is the pittival picture of Europe as a result of the World War.

"Devastated Beigium presents a joyless landscape. Cemeteries and monuments preserve the geometry of artillery bombardments, observation posts, and gas infested sones.

"The sorrowful fields of Flanders remember the war. From the hilltop on sees the hills and valleys where hundreds of thousands of men learned the greatness of oblivion. The tremendous struggle that was unfolded over Flanders' field carried whole towns away, and the naked upturned soil, unadorned by a single house or tree now surrenders itself to the peace-time occupations of man. "The land that begins at the French frontier is 20 erears oil. Not a single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been in executed to the single house or tree has been and the single house or tree has been as the single h

grove.
"Meager trees tremble in the wind that blows from
"Meager trees tremble in the wind that blows from
the North Sea, timidly marking the roads they skirt
and the peasant huts receive almost no shade from
their follage.
"Only the cemeteries are monumental. The white
English cemeteries, with their upright slabs, the
gloomy German cemeteries with rows of black crosses
hundreds of thousands of graves laid out in battle
array—columns of those who fell, legions of those who
perished, divisions of those who suffered gas poisoning.

"Green crosses more numerous that road signs indicate the direction of the cemeteries. Beautiful
monuments and statues of sorrowful women with
their hands crossed on their breasts, arches and slabs
with names engraved upon them crown their triumphant oblivion.
"To this day craters made by artillers' shells are
filled with dark water. For man has not yet redecemed all the land.
"Every year when the peasants start their plowing
they find thousands of grilliery cartridges, which
houses. For 20 years the earth has been bringing
forth this yearly harvest. It seems to have no end."—
Vladimir Lidin in Izvestia Moscow.

Five students at the University of Michigan one of whom was a reporter for The Daily, were arrested for participating in a strike. The reporter, whose bail was paid by the paper, had a by-line story on page 1 about details of the event porter.

## This Campus That World

ENTUCKY IS ANXIOUS to go "big time' in a dancing way, but there are many things that are going to have to be troned ou before this Blue Grass institution can hope to have dances as muressive as those held by bigger and wealthier schools. The junior prom should have served as an eye-opener to those interested parties. When asked what sort of a time he had at the dance, one of our

ressive as these held by bigger and wealther schools. The junior prom should have served as an eye-opener to those interested parties. When asked what sort of a time he had at the dance, one of our senior journalists replied:

"Oh, I had a good time all right. I made a short gain on every play, made my share of the tackles, and did as much blocking as anyone else." Which was in no mean sense, essentially how the battle raged.

The single file line into the gym in the morning. Southerners can stretched intermittently to Limestone as the tenth of a dollar tax tax on the tenth of a dollar tax tax on the foor than anything else, was exacted of all who entered, and all who entered's must have the same and they came from miles around to crowd the junior promp ast dancebility.

Limiting of Bids

Just how many bloss were faked, no one will ever know. It would be well in the future to limit the blos to the dancable expacity of the gym and stamp the blds in such a way and stamp the blds in such a way tate as the solders did for their civil war this year. We don't have that 1,0000 seat field house yet.

It has been rumored that both the President and Dean Jones are not, in favor of giving expensive diames. They fear the worst, know and the mestro's time sliming programs. In the case of Littline deaness. They fear the worst, know and the mestro's time sliming programs. The results of the same and the president and Dean Jones are not, in favor of giving expensive diames. They fear the worst, know and you didn't you and you didn't you and you didn't you have the pageantry is its excuse for being. They was a supplied to the process we you and you didn't you have you and you didn't you have you and you and you didn't you have you and you didn't you have you have y

The Vice

Of the People

By GEORGE KERLER
The dances within 24 hours
were on our week-end social menu.

ur stamina, both physical and
nental, had long fed. We were
ired of hearing "Goona-Goo" and
Boo Hoo." If we ever struggle
hrough another such week-end,
were going to train at zioc Sprinss
salurday midnight solitude was our
mly ambition.

The Kappa Delta cancan was
pared our presence. We were in
my ambition.

The Kappa Delta cancan was
pared our presence. We were in
my ambition.

The Kappa Delta cancan was
pared our presence. We were in
on and all. Centre College was
sent Kentuelky collegiate present.

The powwow brought two
orthy results: The Kerne was
indiged the best college paper in
the state and all representatives
me state and all representatives
hythm scrimmage.

RECORD HEN PASSES AT AGE OF 7 YEARS

#### By MARTHA MOORE

#### QUALITY CLEANING

50c

Felt Hats Cleaned, Blocked-25c Suits Pressed—25c

Free Call and Delivery Service

### STATE CLEANERS

er of High and S. Lime

explaining to the Trask eroonerette, the problems of leading a dance band. He talked for hours. Bob band. He talked for hours. Bob Mills and Frank Ellis were as gay and as comprehensive in the Centre conservatory as they are back home. Younger Alexander and Johnny Creech found the maids as agreement, but we could not learn their names.

# No Butts About It!



#### STUDENTS

#### **CUT PRINTING EXPENSES**

The Kernel maintains a commercial printing department for you. Take advantage of this convenience when you have dance bids and programs printed. Equipped to satisfactorily

"Your Print Shop on the Campus"

# The Kentucky Kernel

### THE PHOENIX HOTEL

LEXINGTON, KENTUCKY

Solicits the Favorable Consideration of University of Kentucky Fraternities and Sororities For Their

Luncheons — Dances — Dinners And Other Social Functions During This Semester Service Unexcelled

ROBERT H. HAYS
President

JOHN G. CRAMER Manager

Delta Chi Buffet Supper

centucky cnapter of Delta Chi
re guests at the home of Mrs. J.

Skain for a buffet supper Friday
ning. Mr. Nathan Blair, field
retary of the fraternity, was the

Tuesday, April 13, 1937

## "Man of the Week"



# George M. Spencer

# Cedar Village Restaurant

### Social Briefs

Alumni News





"Think nothing of it, my boy.
My shirt can't shrink. It's an Arrow."

Arrow shirts are fashioned of superb fabrics—tail-ored by expert fingers—crowned with the world's best-looking collar. Look for the Arrow label. \$2 to \$3.50

ARROW SHIRTS



Collar of NEW TRUMP outwears all others



HERE IT IS AFTER 60 LAUNDERINGS

• Sixty trips to the washtub (equal to 2 years' smooth and fresh all day
laundering) . . . and the
collar on Arrow's New
Trump shirt still looks
brand-new.

Sixty trips to the washsmooth and fresh all day
long. It will not wilt or
pucker.

The New Trump shirt is
Miloga form.fit

Trump shirt still looks brand-ness.

The Ness Trump shirt is brand-ness.

The Ness Trump shirt is ditional form-fit . . and Sanforized (a new shirt of it! Here, at last, is a free if one ever shrinks).















pipefuls of fragrant tobacco in every 2-oz. tin of Prince Alber



## ARE YOU READY FOR THE Chi Omega Formal?

<b>Evening Dresses Cleaned Perfectly</b>	\$1.00
Evening Dresses Pressed	.50
Tuxedos Cleaned	1.00
Tuxedos Pressed	.50
Tuxedo Shirts Laundered	.20
Collars Laundered	.03

# Lexington Laundry Co.

PHONE 62

THE KENTUCKY KERNEL

## Seeing Sport Stuff

Kernel Sports Editor

SERIOUSLY HAMPERED by the absence of key men, the Wildeat basketball squad has undergone over a week of intensive practice for the annual spring drills. Walter Hodge, Fred Curtis, Joe Hagan, and Bob Davis, all members of the varsity squad and lettermen of the past season, are at present lending their talents to the spring footbal drills. Lawrence Spears and Sam Duncan, freshman pivot men, are also attending gridiron sessions. In spite of this impediment to the effectiveness of practice, several stirring scrimmages have been staged by Ocach Adolph \*

the effectiveness of practice, several stirring scrimmas been staged by Cosch Adolph 2 been staged by Cosch 2 been sta

Bert Combs, senior in the College Law, was the recipient of a \$:

before they equal the feats of departed golf heroes for dearlies and the college of Education, is challength and the Lafagette hotel.

Kercheval, the only professional was the guest speaker of the Optimist (Link) and the Lafagette hotel.

Kercheval, the only professional was the Lafagette of the Optimist the Lafagette hotel.

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KAMPUS KERNELS BERT COMBS AWARDED SCHOLARSHIP BONUS Initiate 13 Men In Exercises Today

Alpha Zeta, national honorary ricultural fraternity, will hold

P. T. A. BROADCAST PLANS

OST-American Government book last week. Name Robert Ritter. Return to ternel Business Office. 49 FOUND-Brown purse. Can have same by paying price of this adv. Call 7253-Y.

#### TIME FOR TENNIS!

JUST RECEIVED! New, 1937 Stock Pennsylvania and Oxford Tennis Balls



PENNSYLVANIA \$1.00 OXFORD 23c, 3 for 59c

HART'S RATE DRUGS

112 W. MAIN

Good things from far and near

Thursday, April 22

Smokers always get more pleasure from a cigarette made of the right combination of our best homegrown tobaccos blended with the best aromatic Turkish.

That's why Chesterfield tobaccos come from far and near...aromatic tobaccos from the Near East ... sun-ripened tobaccos from our own Southland.

Our buyers pay the price and get the best tobaccos from all the leading markets of the world to give men and women the best things smoking can give them . . . refreshing mildness, pleasing taste and aroma.

world's finest cigarette tobaccos

.. a balanced blend of the

ight 1937, LIGGETT & MYERS TORACCO CO