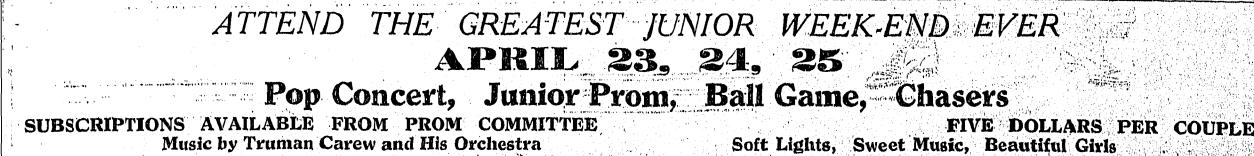


dents cooperating in the survey. The questionnaire which is pre-	Colby on Friday afternoon and even- ing of May 1. Representatives from	Joint Assembly Hears	performance decidedly different and will cause everyone to be waiting for her next entrance.
sented to each student is exactly like the specimen printed in this ECHO. In order that much time may be saved around the theme of world fellow	an extension of time from April 1 to April 18 has been granted in which	Commissioner Packard	Under the expert direction of Pro- fessor Cecil A. Rollins, every detail of staging, lighting, and acting has
in making the survey, the specimen questionnaire has been published. By carefully answering the questions in the specimen it will save time both the decorations, waitresses' costume	expected that more schools and more students will be enrolled than last year when the total number of con-	Speaker Says Maine Ranks Low In Education Support	been carefully worked out and a rec- ord performance in every respect is assured.
for you and the student who calls upon you with the final questionnaire. An examination of the specimen ques- installation of new Y. W. officer	$of \begin{bmatrix} 0 & 0 \\ 0 & 0 \end{bmatrix}$ The schools on the list thus far in- clude the following:	That the state of Maine is not sup- porting education in proportion to its ability was the statement of the State	
tionnaire shows that it is divided into eight parts. The introduction gives (Continued on page 3) (Continued on page 3)	bor high, Worcester North (Mass.) d high, Dorchester (Mass.) high, Brew- er high, Washington academy, Island	Commissioner of Education, Bertram E. Packard, in his talk before a joint assembly in the Alumnae building,	Dr. Arthur Haas Will Address Phi Betes
Sophomores Plan For French exchange student, will spea as a representative of the practice	k Falls high, Gorhan (N. H.) high, al Thornton academy, Bar Harbor high, Wohurn (Mass.) high, Howland high	Commissioner Packard pointed out that, although Maine stood fifteenth	Dr. Arthur Haas, professor of physics in the University of Vienna,
Be on hand for a gala night of fun at the Semi-Formal Soph Circus Dance to be held at the Alumnae huilding, Saturday, April 18, at eight	Rangeley high, Winterport high, Mat- tanawcook academy, Lee academy, Hartland academy, Maine Central in- stitute, Mechanic Falls high, Brown-	education, it stood lower in 1932 in the amount spent per capita than all but the southern states. He further showed that Maine is spending for other things in proportion to its abil-	Austria, and visiting professor at Bowdoin college this year, will deliver the annual Phi Beta Kappa address at Colby college on April 10. He will speak on the subject, "Is the Universe Infinite?"
o'clock sharp. Refreshments will be served circus style in the "big tent." Through the combined efforts of the entire committee, the admission for this dance has been set at one dol- lar per couple. Bids should be se-	 ^{A.} Houlton high, Bridge academy, Oro- is no high, Worcester (Mass.) High School of Commerce, New Bedford (Mass.) high, Lincoln academy, Lim- erick high, Revere (Mass.) high, Co- burn Classical institute, Bowdoinham 	Pointing out that only three of the Middle Atlantic and New England states, Massachusetts, New York and Delaware, had put their educational houses in order, he went on to trace the beginnings of public education in	Professor Carl J. Weber, secretary of the Colby chapter of Phi Beta Kappa has announced that the ini- tiation ceremony will take place at 5:30 in the Elmwood Hotel, at which thirteen honor students from the
cured early from the following mem- bers of the committee: Heinie Kam- mandel, Dot Trainor, Wendel Ander- son, and Carroll Danforth. Music will be pounded out by P. T. Harnum's White Mules.	y high, Holden (Mass.) high, Worces-	lings to the antiquated methods of local support originated almost three centuries ago.	senior class at Colby will be taken into membership. Following the in- duction will be the banquet which is open to members and their guests, after which will come the address of Professor Hnas.





can improve quite a bit. Hannigan's arm isn't in shape yet, so judgment on him will have to wait for a few days. Cleveland is a freshman with a wide assortment of "stuff" and may Ineligibilities Cause

to feel justly proud of him. --- C ----Following closely the news of Ross' lington. Coach Perkins has been esrrival comes the disappointing report pecially pleased with the recent work-Brows To Wrinkle that Laare Seay, popular and brind looks forward to a well-balanced that "Eddie" Seay, popular and bril. outs of his sprinters and hurdlers and One of the largest ineligibility lege. It seems unfortunate that Fate group in both events. Cecil Daggett, Seay's athletic prowess is well known. gett should be better than ever out-Two boys, Avery Smith and Tom, "Eddie" came here after a sparkling doors and expectations are that he

great job and Colby has every reason

for the University of Vermont dual Think of meet to be held on April 25 at Bur-HAGER'S

make the grade.

The infield looks like Jack Sheehan on first, Charlie Geer at second, Rum Lemieux, short, and Don Maxim at lists in history is making the Colby should have been so cruel as to ruin diminutive sprint star, is at present third. In the outfield will be Tom coaches wonder whether they are go- the career of as promising an athlete hampered by an ailing ankle but Yadwinski, Ray Farnham, Doc Ran- ing to be able to do as well next year as ever entered Colby. The story of should round into shape soon. Dagcourt, Maynard Irish and Val Duff. as they had been planning.

The capable Brown will handle most of the catching ably assisted by Heal, have recently dropped out of career at Portland High School and will step the hundred in 10 seconds Johnny Pullen and Charlie Mac- school and won't be able to play for Bridgton Academy and at once prov. flat on several occasions this spring. Gregor. The team is expected to be Colby in the future. Smith was a ed himself worthy of his advance rep. Turbyne, a rangy and powerful lad, in perfect shape by the time the lid freshman back last fall; while Heal utation both in football and basket. is also due for big things this spring. blows off for the annual Patriot's Day was developing into something of a ball. Last fall "Eddie" launched his A scorer in the Eastern Intercollegigame with Maine on the 20th.

4:30, D. U. vs. T. K. N.

4:30, L. C. A. vs. T. D. P.

tackle.

varsity football career and played ex. ates a year ago, "Bob" should rate Tel. 399

Mule track squad is daily preparing



When You Think of CANDY



THE COLBY ECHO, WEDNESDAY, APRIL 8, 1936

The National Council of

(Continued from page 1)

The complete cast is as follows:

Simon Bliss, would-be artist,_____

Clara, Judith's former dresser____

Judith Bliss, retired actress_____

David Bliss, author and feminine

Sorel Bliss, ingenue__Pauline Walker

Willard Dunn

_____ Catherine Laughton

Iola Chase

psychologist _____Fred Demers

Sandy Tyrell, boxer__Robert Moore

down on "Hay Fever," it is safe to

assert that the audience will declare

Myra Arundel, vampire_____

the Veterans of Future Wars.

"HAY FEVER"

America. for Americans.

CURTAIN RISES ON

COLBY IS FIRST SMALL COLLEGE CLANCY IS V. F. W. COMMANDER we shall mutually pledge our undivided and supreme efforts.

(Continued from page 1)

5

5

briefly the aims and objectives of the survey. This is followed by methods of procedure, the names of all the organizations in college, athletic activities, fraternities' activities, sororities' activities, individual economic activities, and eating facilities for men students.

The department of Sociology under whose direction this survey is being made urges every man and woman in college to cooperate with the fifty students that are engaged in collecting this data. The questionnaire is designed to reduce to a minimum the time necessary to secure the desired information. This is a Colby student project. What is accomplished by the survey will be largely the result of how much Colby men and women are willing to cooperate in doing the task.

Already a large number of American colleges are making inquiries about our project. Success is possible only if each student does his part.

1. Read carefully specimen questionnaire published in this issue of the ECHO.

2. Answer carefully all questions as they affect you.

3. When you are presented with the actual questionnaire, copy your answers from the specimen to the actual questionnaire.

4. Place the completed questionnaire in the envelope in which it came, seal it, and return it to the student that presented it to you.

JOINT ASSEMBLY

HEARS PACKARD

(Continued from page 1)

of a state controlled equalization program for education in Maine by quoting statistics which showed many towns in a class with less than two or three thousand dollars of taxable wealth per child of school age and others in a class with three and four times as much. He said that where of our noble future dead and will deone community in the state has as low prive many American women of their as seven hundred dollars of taxable subsequent means of support, the wealth per school age child, another holy pilgrimage must be made now has \$50,000 worth.

These facts, Mr. Packard stated, showed Maine must do as her sister state of Massachusetts, the great

(Continued from page 1)

it is by all accounts likely that every man of military age will have a part in this war,

We, therefore, demand that the Government make known its intention to pay an adjusted service compensation, sometimes called a bonus. of \$1,000.00 to every male citizen between the ages of 18 and 36, said bonus to be payable the first of June, 1965. Furthermore, we believe a study of history demonstrates that it is customary to pay all bonuses before they are due. Therefore we demand immediate cash payment, plus three per cent. interest compounded annually and retroactively from the first of June, 1965, to the first of

June, 1935. It is but common right that this bonus be paid now, for many will be killed or wounded in the next war, and hence they, the most deserving, will not otherwise get the full benefit of their country's gratitude:

ica will suffer no less than the men in the coming strife,

We, therefore, offer to the Amerispect, is one of the most successful can women the following subsidiary in years. For students, tickets are organization: The Home Fire Division only thirty-five cents; other tickets of the Veterans of Future Wars are fifty cents. No one can afford to which shall be open to all mothers and future mothers of male children. and to future wives of Veterans of 'Hay Fever."

organization shall be to obtain for all aforementioned mothers an immediate trip to Europe in holy pilgrimage to view the future battlefields of their present and future children, and to

obtain for the future wives a pension of fifty dollars per month during the remainder of their natural life.

We reiterate that the immediacy of proaching said bridge were politely the Red Cross Emergency Relief staour cause is two fold: (a) inasmuch requested to get out and walk. A few as the coming war will otherwise de- timid souls obeyed and had a de- their real names at the station. prive the most deserving bloc of lightful time splashing about. The Veterans of Future Wars of its bonus bus followed, still heavily laden.

by causing its sudden and complete News reached us later that that very demise, the bonus must be paid now; bridge had fallen through five min-(b) inasmuch as the coming war will utes after our crossing. I'm telling both obliterate the future battlefields you, Noah had nothing on us!

Portland reached, we felt really as if we'd accomplished an achievement. Again students parted in their several directions. and the pension to the Home Fire Di-

vision, as a partial compensation for inevitable loss, must commence immetogether: the night some of the less train. Kaufman, after many false

planes that finally left, that sinking he stayed two days. It rained hard feeling when we land, and the handsome young pilot; God's gift to weary travellers in the person of a middleaged salesman with a regular bag of tricks; the girl who made sixty-five miles in ten hours; someone's home town down in Massachusetts where pigs, chickens, kitchen ranges, and everything imaginable came floating down the river for the benefit of tireless sight-seers; the poor unfortunates left in Waterville pacing the floors, wondering what the next move would be; the telephone call we attempted to put through to them, charges reversed; martial law reminding us of dormitory regulations.

But as I think of all these, that which I remember most clearly and which really left the deepest impression were the rivers themselves. I had the opportunity to make the acquaintance of the Merrimac, a much more turbulent, larger, rushing Merrimac than one usually pictures. As if its great bonds had been cut, it surged over tops of buildings, over bridges and streets, carrying in its wake a mass of debris, the greatest part of which was human.

For one thing I have been glad: those first few days after vacation were somehow changed in tone for miss it. The time is eight o'clock; instead of the everlasting "Did you the place, Alumnae building; the play, | have a nice vacation?" our contemporaries have been thoughtful enough to ask, even if they were not interested, "How long did it take you to get home?"---And it's really a distinction to be able to say honestly, 'Three days."

> Several very resourceful Colby students who found themselves marooned overnight in Lewiston on their way home procured a free meal from tion there. Most of the boys gave

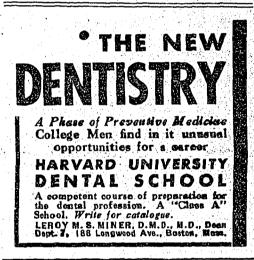
The Kaufman-Schreider Ford (1922) never got those two boys (and Rando) home. The three boys started Thursday afternoon but had to turn back after they had repeatedly gotten stuck on a very muddy road. The next morning they reached Lewiston all right but were unable to go farther with the car because of closed bridges. Schreider (because Judy Then there were the stories that al- | was on the train) and Rando gave ways leak out when good fellows get up and went the rest of the way by

fortunate spent in Lewiston; the starts finally got to Portland, where most of the time and the Ford refused to start. Kaufman finally gave up and went the rest of the way in a truck. It is rumored that the 1922 bus resides peacefully in the Portland junk yard.

3

A couple of Colby students from New Hampshire spent an unrestful night in the Police Station at Concord, N. H. It seems that the room regularly reserved for wanderers was crowded so the night attendant kindly opened the chief's office for the tired pair.

Being forced to go home on Thursday because of the rising water Bill. Early and Lop Hersey started hitch hiking. On the road to Pittsfield the fellows saw much damage caused by the flood. Several times the water in the road almost stopped the motor of the car which they were in. Bill left Lop at Pittsfield surrounded by a crowd of M. C. I. girls and continued along his way. He managed to get a ride from Newport to Guilford where he stayed all night. Here, while in Guilford's only theatre, the lights went out and it was found that the ice was going out of the river. After spending most of the night watching the ice destroying property, he set out for Willimantic some six miles away. The roads were muddy and in many places covered with water. Not being able to wade or swim through this, Bill tried walking along the top rails of fences beside the road. Finally he came to the river beside his home. The bridge had gone out. He was forced to take a canoe across this swollen stream and managed to arrive safe on the other shore. Home, at last after taking 24 hours to go 60. miles.



_____ Anita Thibault Richard Greatham, diplomatist____ Harold Kimball Jackie Coryton, flapper_____ Thelma Beverage When the curtain has been rung

And whereas the women of Amer-

that this play, modern in every re-

Future Wars. The purpose of this

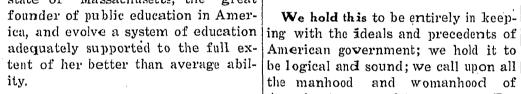
fences showing above the water to in-

dicate what had been roads. Then there was the bridge! We were in the last of the vehicles and upon ap-

(Continued from page 1)

EXPERIENCES IN FLOODS

STUDENTS HAVE NOVEL



We hold this to be entirely in keepbe logical and sound; we call upon all the manhood and womanhood of Dean Ernest C. Marriner intro- America to respond to our cause. For the realization of these just demands,

diately.

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Phone 80

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duced Commissioner Packard.

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colleges have since adopted the plan for their own campuses. At the present time we are witnesses of another endeavor on the part of Colby which seems destined to meet with achievement. We refer to the survey of extra-curricular activities which is being conducted by the Department of Sociology, complete details of which appear elsewhere in the ECHO. Our institution is the first small college in the country to attempt such a survey. Again Colby leads! Already, several colleges in various parts of the nation have written for details of the plan. Without doubt many small colleges will follow the trail which Colby has blazed.

fore attained here. So great is its success in operation, that many other

college in America seemed likely to national peace, are limited to 1700 by Maddocks'. A social register will succeed. Harvard, Williams, Union, words, and the first prize winner in be printed in the ECHO next week so leave the name of your person to be Pennsylvania, Georgetown, Stanford, a State contest is eligible to particiescorted with the fraternity represen- Georgia Tech, Southern Methodist, pate in the National contest by subtatives in your house. The represen- Connecticut College for Women, New mitting his address to a board of

tion of establishing a chapter in every some method of bringing about inter-

It is urged that all students cooperatie to the fullest extent in order that the needed material may be collected for the results. Help Colby to lead again by doing your part.

Spring And The Studies . . .

C PRING is almost upon us, and with its arrival there comes also a strong tendency for us to let the studying slide a bit and to turn our attention to outdoor activities more and more often. It is a recognized fact that "in the Spring a young man's fancy lightly turns to thoughts of" many things. It is also true that the thoughts are inclined to turn away from studying. We should, however, realize that the purpose and aim of the college does not alter in any way with the advent of Spring. We are still in college for the expressed purpose of gaining an education.

The spring athletic activities, social affairs, and walks in the evening, all play their part in the life of the college student; but they should cast no shade upon his educational advancement. The trite old adage about there being a time and a place for everything might well be kept in mind during the warm spring days which lie ahead.

Perhaps at no time in the history of the college were there so many midsemester warnings meted out as there were at the close of the mid-semester recently completed. In many cases the handwriting on the wall clearly indicates that application of the student to his books must increase rather than decrease during the remainder of the college year if the happy ending is to be reached in June.

You may object that the foregoing remarks are self-evident, and require no place in such a column as this. We would remind you, however, that their essence is in the back of every professorial mind, and that spring does not change the numerals inscribed in those little red rank books.



York University, Chicago, the Unitatives are: Lambda Chi Alpha, versity of Wisconsin, and Washington Arnold Holt; Delta Upsilon, Tony University of St. Louis were quick to DeMarinis; Alpha Tau Omega, Gerald Ryan; Zeta Psi, Edson Goodridge; Phi get on the band wagon, with others Dorothy Gould Speaks

Delta Theta, Bill Deans; Theta Kappa | coming fast. Nu, Howard Wilcox; Delta Kappa Epsilon, John Sheehan; Kappa Delta Rho, Paul Palmer; Tau Delta Phi, port coming from students, faculty Arnold Green.

A feature of the Thursday evening's program will be the work of George Clancy and Bob William with the mike. These two men about town are remembered for the swell job they did at introducing the leading personalities in college to the audience at the Opera House last year. This effect also lends the desired air of a first night. The catering is also expected to be appreciated by the Week-End crowd at the Pop Concert. It is hoped to have the concert followed by an hour of dancing with music by Bernie Stallard and his White Mules, Hal Hickey may also

be induced to handle the baton through a couple of the "scorching" numbers. There will be more room to dance at this entertainment than there was at the first concert as only

a strictly Junior Week-End crowd will be allowed to enter the building.

Saturday will be the grand finale to a great Week-End. In the afternoon there will be a baseball game garbled war dispatches," against Lin Wells' Bowdoin Polar

Bears. The Mules will be out to avenge their unexpected football defeat of last fall. In the evening a hilarious crowd will attend the house

to house chasers which last year went over in a big way. General arrangecommittee.

"Just Across the Bridge" Proctor & Bowie Co. HARDWARE, PAINTS AND OILS LUMBER and CEMENT Telephone 456-457

Criticism and approbation were divided about fifty-fifty, with most supmembers and outside liberals, charges

Judges

of Communism and "un-Americanism" from the American Legion and other veterans' organizations.

Mrs. Mathilda Burling, president of the New York State Chapter of Gold Star Mothers, called the movement "unpatriotic and ill-manered," and James E. Van Zandt, commander of the Veterans of Foreign Wars,

said the students were "too yellow to go to war." The future veterans replied that Mr. Van Zandt was a Red, challenged him to debate.

A self-appointed strong-arm squad of athletes attempted to prevent formation of a V. F. W. chapter at Rice Institute, Texas, with a barrage of mud-balls and cries of "Communists!" but were unsuccessfully repulsed.

City college of New York announced formation of a specialized affiliate: an Association of Foreign Correspondents of Future Wars, with 'the purpose of training its members in the writing of atrocity stories and

A stiff course in logic should be renuired of English teachers, says Professor Charles Swain Thomas of Harvard.

If your grades average 90 or betments for the Weck-End are in the ter, you will find a job easily, increase hands of President Sheehan and his your salary \$1000 a year, say M. I. T. analysts

> Elmwood Barber Shop REQUESTS YOUR PATRONAGE Felix Audet, Proprietor

In Women's Assembly

Dorothy Gould, '36, as a representative of the Women's Athletic Association spoke in women's chapel Monday on posture, as this week has been set aside as Posture Week. Miss Gould emphasized particularly the advantages of having good posture which always indicates, according to psychologists, a good personality.

"I hope you have become conscious that we all have postures to look out for," Miss Gould began .--- "How much more we'd think about this if we were able to see every move we made in a mirror."

The speaker defined posture, saying it is the essence of grace which is the essence of femininity. She emphasized particularly the carriage of the head, quoting as a reference Shakespeare's, "See what a grace is seated on this brow."

Y. M. C. A. CABINET ELEC-TIONS

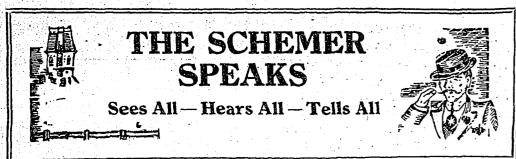
The annual election of officers to serve in the Colby Y. M. C. A. will be held next Friday at 10:00 a. m. in the Chapel. The nominating committee has selected the following slate of officers: For President:

Willard Libby Anthony DeMarinis For Vice President: Edwin Shuman For Secretary: Fred Emery For Treasurer:

David Eaton Harry Hollis,



THE COLBY ECHO, WEDNESDAY, APRIL 8, 1936



peared on the horizon . . . promises to be an outstanding affair . . plenty of joviality . . . ask those who have attended in past years . . the pop concert should be an appropriate warm-up to the gala main festivities . . . the prom naturally brings to the fore once again the selection of the Junior Queen . . . not to influence the Junior class in their voting . . . but this colyum tosses the award to Kay Cobb . . . who has a wealth of points in favor of her selection . . .

BITS FROM AROUND . . .

We don't give a darn about the petty pranks of our pupils when such as this comes to our ears . . . Prof. Eustis moseyed into Welch's the other eve and queried as to whether his "Atlantic Monthly" had arrived yet. The clerk went about some fussing and hunting and seemed unable to find the mag . . . so the Prof. came thru with a search-ender by uttering, "Well, give me a Cosmopolitan." . . . 'Twas amusing to watch Steve Young and Charlie Dignam vieing for the right to walk home with the Fales girl t'other eve . . . both left with her . . . Al Berrie seems to have a longing desire to meet petite Cleo Tuttle . . . The appearance of the faker Kirma at the Haines Be it ever so embaring and embar-Theatre during these days insults the rassing to her now . . . Fran Loughintelligence of the people of Waterville . . . Butch Burchell and Bets MacLeod still get along in the best of ways . . . Ruth Fuller has been supping at Frost's ever so frequently of late . . . Frosh Vale of Roberts Hall of striking out towards New London takes it easy in the shower . . . receives the aqua while reposing on a chair . . . Lop Hersey and Bill Earley going hard for a couple of Fairfield damsels at the Winslow affair very shortly ago . . . Ask Clarence Dore any time about the most beautiful girl he has ever known . . . name's Beatrice Weymouth and good-bye to . . . Doug Dunning was

Junior Prom festivities have ap-|this institution persist in hanging on me moniker "Flush" . . . Franny Loughman should hurry in her return . . Kay Watson sashayed up to the railroad station to chirp a fond adieu to her heartache, Johnny Pullen . . . Anita Thibault gozinta the spot this week by virtue of her constant palling about with Royal Luther . . . Stan Paine seems to have arisen victorious in the race for Lucille Jones' hand .

_____S____S____

FLOOD FLIPPANCIES . . .

The flood produced some of the queerest of experiences . . . but midst all the trials, tribulations, and waits romance was not ignored . . . For instance there was the sneak away from the bright lights of Howard Brackett-Wiletta Herrick, Bob

Haskell-Charlotte Fairbanks to the darkness and seclusion of one of the less-lighted parts of the Bangor railroad station . . . they were there in an enjoyable tete-a-tetery for hours during the small, wee hours of that cold, windy nite . . . and didn't mind the elements a bit . . . Virginia Kingsley sleeping alternately on the shoulders of Joe Dobbins and Ed Cleveland on the trip to the Aroostook section . . . Mary Ewen up Caribou way to visit her gentpal Irving Gammon . . . visiting at various co-ords' houses en route and en return . . . Which brings to mind the fact that Al Piper went also up Houlton way to visit his galpal . . . man on Avery Smith's lap all the way from Readfield to Lewiston . . . tsk, tsk, tsk . . . Hillie Wheeler likewise up to Aroostook during the vacation interval . . . Julie Haskell, instead way, followed her heart and went calling in Houlton . . . we'll bet our last penny it was Floyd who received the little lady . . . Bob Hunter down to see Jane Lewis off . . . but so crowded was the train car that he went away disappointed . . . for the girl was not to be seen nor bidden

she's his very good friend . . . has stranded in Bangor with nothing but

Congregational Church religious genius." His originality,

Sponsoring the third discussion of Dr. Sharon L. Finch on the Recovery of Jesus, Student Forum on Sunday night held the first of its meetings at the Congregational church. After a supper given by the ladies of the church and group singing led by "Tony" DeMarinis, Dr. Finch consid-Jesus' religion.

like that of a Shakespearean in literature, is of the sort that puts new meaning into old patterns.

"His teachings were much greater determine the will of God.

Jesus' message, according to Dr. altogether. Jesus had complete confi- cents.

Forum Was Held At Finch, was primarily a religious one: dence in God and also in his own "Whatever else Jesus was, he was a powers of judgment. He required continual growth of both himself and his disciples—the characteristics of "a little child": curiosity and openmindedness.

The annual Easter Sunrise Service will be held this year at Mayflower than if they had been new." Relig-Hill at 7 a.m. Although students ion with him is largely a personal are urged to hike, transportation may matter, between man and God, and be obtained by communicating with his life was a continuous struggle to "Andy" Mellon '36. Tickets for the Easter breakfast at the Alumnae As a classicist, Dr. Finch stressed building may be purchased from ered his third topic-the recovery of Jesus' critical use of his inheritance. Elizabeth Solie, '39, or Fletcher The modern student often neglects it Eaton, '39, for the fee of fifteen



Each Puff Less Acid

pictures of her galore . . . says she's Colby bound next annee . . .

SOCIAL DATA . . .

from the fall months . . . Art Brown and the now Newport Mrs. were secretly jelled in Bangor on the day of member, was there as a delegate from the Colby-Providence fracas last Fall Farmington . . . Many witnessed the ... Rhoda Wein tripped to Boston a while back and returned with a ring bearing the initials R. S. thereon . . . had a great time frequenting the nite clubs, jernts, et al . . . The organization of "Veterans of Future Wars" founded at Princeton is fast gaining momentum . . . Alice Whitehouse scooped her into his arms and swung and Jimmy Salisbury on a dating spree on last Sun. eve . . . There's an ATO pin on Betty Herd's person of the journey she slept peacefully on . . which we alluded to two weeks Bud's shoulder . . . the reward of before the vacation . . . I would cer- accomplishment we'd venture to say. tainly like to know why the gents of

a thin dime for kael . . . walking many miles was in store before the home fires were felt . . . Elinor Ross and Kay Harvey on returning to Col-A note that we've kept in secret by-land knocked away a few hours at the Republican Convention in Bangor . . . Pete Mills, whom some of us relate arrival of Helen Lewis on the scene . . . was just emerging from the station ticket office when the much-delayed train was pulling out things looked bad but she pursued

LIGHT SMOKE OF RICH, RIPE-BODIED TOBACCO yelling to the conductor to give her a break . . . whereupon the fellow Over a period of years, certain basic her easily onto the train platform advances have been made in the . . . was she happy! . . . for the rest selection and treatment of cigarette tobaccosfor Lucky Strike Cigarettes. THE SCHEMER.

They include preliminary analyses of the tobacco selected; use of center leaves; the higher heat treatment of tobacco ("Toasting"); consideration of acid-alkaline balance, with consequent definite improvement in flavor; and controlled uniformity in the finished product.

All these combine to produce a superior cigarette-a modern cigarette, a cigarette made of rich, ripebodied tobaccos—A Light Smoke.

IATIONS	Copyright 1936, The American Tobacco Company Luckies are less acid
ville, Maine	Recent chemical tests show [*] that other popular brands have an excess of acidity over Lucky Strike of from 53% to 100%.
KOF	*RESULTS VERIFIED BY INDEPENDENT CHEMICAL LABORATORIES AND RESEARCH GROUPS
VK OF	Rickies - "IT'S TOASTED"
one 467-W	Your throat protection — against irritation — against cough

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