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WHAT'S a Queen if she's elected by a commercial process? See today's editorial "Bad Taste."



NOTE carefully the changes in the A. B. requirements in the arts college.

VOLUME 35

Huntington, West Virginia, Tuesday, April 27, 1937. NUMBER 46

Committees Dr. Reaser To For Pageant Speak On Poe At Assembly WorkChosen

Fifty Students Picked To Aid Faculty In Organizing Centennial Display

At the first organization meeting for the Centennial pageant Buell Whitehill, director of the year. pageant, presided.

"The student response to our music department, will play call for help on the pageant has been very encouraging," White-hill said. "Students are anxious to help; I haven't seen such student enthusiasm for years," he continued. Whitehill said that he had received offers of group aid from both Alpha Theta Chi and Phi Kappa Nu fraternities.

The committees appointed by Whitehill are as follows: Costumes: Prof. Theeta Lyon,

chairman, Ruth Seeley, Bella trice Hardwick, Olga Lipscomb, clock in the auditorium. Lucille Bryant, June Hartman, Glenva Starcher, Eunice Byrn- tors of the entertainment. side and Maxine Mariani.

chairman, Lovell Higgins, Aldo Del Checcolo, Malcolm Tabor, Kenneth McKown, Charles Hes-Old Man of the Storm." Members son and Fred Fearing.

chairman, Maxine McCarty, Eileen an offering as yet untitled. Groves, Maxine Mariani and Marjorie Null.

chairman, Mary Hart, Margaret Underwood, whose indescribable pett announced last night that MacNeely, Virginia Honnold, Mar- grace while swinging over a barn the election board would sit in tha Ann Armstrong, Jane Kin- floor has been the topic of much the Club Room of Student Union caid, Kathryn Maurice, Mike comment. Rose, Eloise Taylor and Joe And H Swann.

chairman, Mike Rose, Martha Ann Armstrong, Georgia Wilby and Well-nigh professional melancholy. Detitions must bear the signa-tures of 10 per cent of their

Prof. W. Page Pitt, chairman, Slutz, Kay Dibbs and Odell Cre- for the taking. means. Sound: Prof. R. P. Hron, chairman, Robert Coakley and

student president will be made from the floor of the auditorium mittee members to watch the College Theatre bulletin board men shall be given feiency test upon their enroll-ment...and all those failing will GIVE Recital at the close of the assembly perifor further announcements con-Pitt Dean Is cerning their committees. be required to take three hours Madrigal Club To Supplement of speech. Organ Program At Trinity In group B of the specific re-Cecelia Wagner Wolfard Made AcademyGuest Church Tonight quirements future graduates are offered an alternate course of Is Convalescing Financial Head study. Three subdivisions of the Dr. Harry E. Mueller, of the courses offered in this group are Charles S. Tippetts Will Address Science Meeting music department, will give an Dr. listed and two of these are to be organ recital tonight at 8:00 o'-Cecelia Wagner, freshman resi-President James E. Allen has announced the appointment of clock at the Trinity Episcopal dent of College Hall who was completed to qualify for the de-Here Friday Prof. Lee A. Wolfard, head of the church, under the auspices of its stricken with an attack of apgree Commerce Department, to take rector's Guild. These groups are: Dr. Charles S, Tippetts, dean pendicitis last Tuesday is reportof the school of business admin- a. Either physics or chemistry, 8 Asisting soloists in the regital ed progressing satisfactorily. charge of the financing of the nours. istration at the University of are Mrs. Mildred Holmes Stin- Officials at St. Mary's hospital Centennial celebration. Pitsburgh, will address the an- b. 4-hour lab course in botany During the month of May Prof. son, soprano and the Madrigal where she is confined have stated and 4 hour lab course in zoonual meeting of the West Virgin-Wolfard's classes will be conduct- club. that an operation will probably logy, 8 hours. The program will include the not be necessary. ia Academy of Science to be held ed by Huntington business men here Friday and Saturday, April C. Mathematics or geology, at and by other commerce instruc-30 and May 1, according to Dr. least 3 hours. tors. Mr. Wilbert H. Norton will have charge of the Business Law herd of Israel,' by Bortniansky, CLASSICAL ASSOCIATION Leslie J. Todd, chairman of ar-Any combination of two of the above three groups will fulfill the class, Mr. Monte Little will con- "Beautiful Saviour," arranged by The Classical Association will rangements. Dr. Tippetts will speak at the Minimum requirements of Group duct the Advertising class, and Christianeen, and "Hospodie Pom- meet in room 20 of Main build-Mr. Pryce Haynes will lead the Selling class, Prof. Wolfard sta-ted that he would be with his Bossi, "Dreams," by Stoughton, have charge of the program, Governor Cabell, coaking on were formerly required to preclasses once a week to make aswhich will be taken from Pet-(Continued on Page 2) (Continued to page 2) signments. ronius "Trumalchic." (Continued on page 4)

Dr. E. F. Reaser, head psy-chiatrist of the Huntington State Hospital, will speak on "A Psychological Study of Edgar Allen Poe" Wednesday on the regular assembly program at 10:00 o'clock.

Devotionals will be in charge held last week, in the auditorium of ministerial students of the approximately fifty students were senior class. Prof. K. K. Loemappointed to assist the faculty ker, chairman of the assembly chairmen already chosen. Over committee, has announced that seventy-five interested students at- they will supervise the chapel tended the meeting at which Prof. devotionals for the rest of the

Tonight - - In TheAuditorium-- Let's Sing!

The Fourth Student Swing Sweig, Frances Snyder, Virginia program will be presented this slinging", if any, would have to Gibson, Kenneth McCallister, Bea- evening from 7:00 to 9:00 o'-

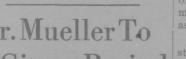
Song sheets will be compiled Adelia Bell Calloway, Edna Leon-ard, Georgia Wilby, Virginia Honnold, Margaret MacNeely, has been arranged by the direc-

Pledges of Delta Sigma Epsilon Lighting: Prof. Walter Dove, will present a skit savoring of of Phi Kappa Nu will also take

A group of master swingers will offer a square dance under Makeup: Prof. Gertrude Mudge, the leadership of "Buckshot"

cided upon, but the show will be class.

Music: Dr. Harry Mueller, chair in the deft hands of Master of man, Louise Hart. Publicity: Ceremonies Lovell Higgins.



New A.B. Requirements Are Announced By Dean Independents To Back

Jacobs For President

Progressives Announce Partial Slate

A new political party, the Independent Progressives, the first cohesive non-Greek organization since the campaign of 1934-1935 Dr. Harry E. Mueller, of the that swept an Independent student president and council into office, yesterday annouced an incomplete roster of candidates for student government posts with Eph Jacobs as its candidate for the student presidency.

Party spokesmen stated that the party would endeavor to improve the campus, strive for a more democratic type of student government and in general place the affairs of the college in the hands of the student body. It 100 Expected To Attend Annual was further stated that the campaign would be carried out in as clean a fashion as possible. "Mudcome from the opposition.

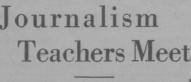
Partial List Made

The party roster, headed by Eph Jacobs for student president, has Joe Schmedding for senior class president, Sam Stout and Dan Churton for senior council seats, Rebecca Blizzard for junior Coakley for sophomore council Properties: Dr. L. B. Murdock, part in the Swing program with members. The several vacancies in the roster as it now stands will the asemblage. be filled later, according to the campaign manager.

Student president Larry Tipto receive the petitions of the And Hansel (Hamlet) Warner candidates for council members will interpret the tribulations of and class presidents at 10:00 o'-Art: Prof. J. S. Jablonski, Shakespeare's gloomy Dane with clock Wednesday, May 5th. All

Ten Positions Open

Offices to be filled by this The seats are free, the time spring's election are: student Louise Hart, Billy Wolfe, Gene is tonight, an the fun is yours president, three class presidents, three freshmen to serve as sophomore councilmen, two sophomores and two juniors to serve



Convention of W. Va., Association Here

school journalism and advisors will include all the subjects (exof high school papers in the cept physical education) listed state will convene at 9:00 o'clock Saturday morning as the ments, as well as geography, mu-West Virginia Journalism Teach- sic, art and Bible." ers Association meets in conjunction with 500 delgates to the cific requirements must be com-United High School Press con-pleted before the student is adgress, Prof. W. C. Tucker of the mitted to the junior year, with journalism department and executive secretary of the association education which must be completanounced. Dean Otis G. Wisson, of teachers college will welcome

George H. Turley, of Clendenin high school will preside over two years." the two sesisons of the convention at 9:00 o'clock and at 2:00 o'clock.

Prof. L. Neil Plummer of the University of Kentucky will ad- for the A. B. degree must take dress the group of "Blackboards 20 semester hours in their field and Galley Proofs". Prof. Plum- of concentration in courses nummer holds a master's degree from bered 200 and above in a dethe University of Wisconsin and pariment (or departments) with has had wide experience in prac- the advice of the chairman of the tical journalism. He conducts a department in which they select weekly news program over a most courses. This is not to be Louisville radio station.

Advertising Typography."

as senior councilmen. Nominations for the office of vey department of journalism will be noted. Hereafter all fresh-Prof. Whitehill advised all com-

Changes Do Not Affect Present Seniors; New Arran, ments Optional Until 1941

Changes in the general and specific requirements for an A. B. degree in the college of arts and sciences which will be contained in the next edition of the college catalog were announced yesterday by Dr. W. E. Greenleaf, dean of the arts college.

The present requirements will continue in effect for those graduating in 1937. Those graduating in 1938, 1939 and 1940 may choose either program of requirements in their entirety. Those graduating in 1941 and thereafter will follow the new program of requirements.

Liberalize Curriculum

Three additions to the general requirements were aimed at liberalizing the arts college curriculum. The first is "Of the 128 hours required for graduation a total of 60 hours must be About 100 teachers of high earned in cultural subjects. This under the specific group require-

The second states "All the spethe single exception of physical ed before admission to the senior year. Before admission to the junior year, each student must show a "C" average for the first

Defines Major Field

Providing for the establishment of a more comprehensive definition of the major field, the department of journalism at the third requirement is "Candidates counted as a part of the required Prof. Royal H. Ray of the 60 hours in cultural subjects. school of journalism of Ohio Uni- An elementary or 100-199 course versity will speak on "News and may not be counted toward the concentration requirements.

Folowing these addresses, Prof. In the specific or minimum W. G. Shover of the Morris Har-In the specific or minimum Dr. Mueller To

PAGE TWO	TI	HE PARTHENON		TUESDAY, APRIL 27, 193
The Parthenon Student Newspaper of	Students Of App	plied Design	Parthenon Staff	PITT DEAN IS GUEST (Continued from page 1) "Business and Government."
Marshall College Published Every Tuesday and	Aid Centenn	ial Preparations		Other speakers on the progra will be Dr. Frank Cutright Concord State Teachers' Colleg
Friday of the School Year	By ELMORE S. MOSSMAN	and glazed. The medallion car-	at 3:30 o'clock tomorrow after- noon in the office of the jour-	Athens and W. A. Cresh, head
Subscriptions, \$1.50 per year. Intered as Second-Class Matter in the Postoffice, Huntington, W. Va.,	1	ries a relief esign of John Man shall with lettering around the	nalism department to elect the staff for next year.	Friday afternoon, the scienti
Juder Act of Congress, March 3, 1879.		outer edge, and will be made in two styles, solid green and green	the consideration of plans for the	will attend group meetings subjects for discussion on biolo chemistry, geology and mini
1936 Member 1937	dents who enroll in this class are	ed by the glaze used, it being	tennial celebration.	mathematics and physics, the cial sciences and junior acade
Associated Collegiate Press	alowed to choose from a large variety of meterials and are in-	they are fired and allowed to	ItRaymond Hage, Marjorie	sponsors. The West Virginia Jur
Distributors of Collegiate Digest	structed in their use in creat- ing objects or art.	A few of these medallions, Prof.	Null, Cecelia Hornbrook, Eloise Fisher, Dorothy Kelley, Wilburn	Academy of Science meeting hold its meeting in conjunct
Member Intercollegiate Press Association of West Virginia	One of the crafts undertaken by students this semester is jew-	Jablonski said, will be on sale at the book store.	Folden, Esther Craddock, Anna Virginia Smith.	with the senior group. Speak for the general program Fri
Vational College Press Asociation	elry-making. Students who desire	Another project upon which Prof. Jablonski is working is a		afternoon will be Dr. Morris
HENRY G. KING Editor-In-Chief	to engage in this craft design pins, rings, brooches, and other	pedestal for the bust of John	Bouldin, Marie Clarke, Annette Cropper, Virginia Max Ervine,	Liuucucion Concor, mino 2
iome Phone 6570. Bus. Phone 8000	carefully, and then make them	for the Centennial celebration. A	Margaret Floyd, Mervin Hall,	Chapman, of South Charles Prof. Lyell Douthat, of the
BUSINESS OFFICE Phone 8000	from silver, gold and other ma- terials which they may desire to	made to the scale of one inch to	Audrey Harris, Ann Hooper, Fran ces Jones, Mortimer Lette, Ruth	NT TO XIT A D
EDITORIAL STAFF	use. Frequently the metal is melt- ed and cast in molds which have	being about five feet high and	Lindbeck, Lester Lovejoy, Nola Moore, Gaynell Pauley, Harlan	REQUIREMENTS
Managing Editor Paul H. Becker	been made for this purpose.	wide. The shaft is square with	Pennington, Dorothy Plymale, William Ranson, Margaret Shack-	ANNOUNC (Continued from page 1)
News Editors Betty GarrettFriday	Linoleum block carving is an- other favorite craft, one block	a subut caper a neuro abore da	elford, Myrtle Simms, Glenva Starcher, Madeleine Sudderth, Lu-	sent 18 hours in any three the subjects listed, the group
Muncy Kegley Tuesday Asst. News Editors	which is being cut at the pres- ent time representing a centen-		ther Wallace, Margaret White,	quirements now include 6 h in either history, economics,
Virginia Daniel	nial card in colors. Wood carving, sheet metal embossing, pottery,	pedestal with the bust will be placed to the right of the main	Juniors	political science, and 6 hours vided as the student may ch
Jack Murphy Sports Editor	and engraving are also being pur- sued by students in this class.	entrance of Main Building.	itWatson Curry, Sr. Mary	between psychology, sociology
Dallas Higbee Asst. Sports Editors	Working with his class Prof.	support for the large electric clock	Constance Domning, Magdalene Smith, Balmaine Hunter, Mel-	The other requirements will
Chas. Hickerson Paul Lilly	Jablonski is also busy design-	which is being presented to the College by the Daughters of the	ville Gill, Kathleen O'Farrell.	main as stated in the catalog
Society Editor Marian Snyder	in connection with the Centennial celebration. One of these pieces	American Revolution. Prof. Jab- lonski will design this shaft also,	William Bolyard, Jr., Virginia Brandum, Paulina Burke, Nash	III . 7 ·
Feature Editor Ruth Dickson	is a medallion about six inches in diameter, molded in bisque	although no definite design has	Campbell, John Dawson, Eliza- beth Foster, Annalee Gillespie,	
Circulation Manager Phil Bee	-	· · · ·	Mary Jo Grass, Mary Hart. Thel-	1
Staff Reporters	Gracie & Sons	107 Listed On	ma Jones, James Kessell, Edna Leonard, Mary McClure, Frances	TENNI
Eugene Henkle Richard Hobson	Get Contract	Teachers Roll	Perry, Mary Plymale, Hilda Lee Pratt, Margaret Reasor, Edward	
Faculty Adviser		survey were	Thornbury, Louise Watts. Seniors	RACKETS
W. Page Pitt	For Pedestal	Five Straight "A" Averages Are	i courrortin, irachiteen	BATTS
Bad Taste		Included On Mid-Semester Honor Roll	Curry, Frances Waring Fletcher, Lucille Hamilton, David Winters,	
	The contract for the cutting of the shaft or pedestal for the	With five students making	Clara Mae Boster, Brooks Lock-	
The anounced plan of the Stu dent Council to elect a Centen-	awarded Gracie and Sons of this	G. Wilson lists 107 students on	Berisford, Velma Capps Lotts,	
nial Queen to preside over the	city. The pedestal will be com-	the teacher's college mid-semes- ter honor roll with averages of	Byrna Legg Cavendish.	Restrung \$2.50 - \$3
Centennial Ball is an excellent one, but as much cannot be said	May. It will be five feet high, 24 inches wide and 20 inches	D on above The firs newlast	Frances Allen, Belle Brasley,	\$5.00 - \$7
of the method that has been	deep. William C. Estler, alumni sec-	Beata Ruggle and seniors Mary	tha Morton Butler, Velma Car-	Experienced Workmansh
devised for her selection. The Council proposes to SELL	retary and chairman of the sta-	Frances Waring Fletscher and	penter, Eula Butridge, Marian Hank, Eleanor Hardman, Mary	
votes at the rate of 50 votes for	the deal, did not make known the	Lucile Hamilton.	Helwig, Kathleen Hodge, Helen Montague, Virginia Power, Anna	
five cents, and the woman re- ceiving the greatest number of		lege honor roll:	Carolyn Seiber, Joseph Swann, Omah Mae White.	1004 4TH AVENUE
	be placed on either side of the pedestal will not be ready in		GraduatesLouise Callison.	
next two highest in the balloting will be her attendants.	time for the Centennial, but will be placed about the statuary at	Baldwin, Grace Greenawalt.		1.
There appears to be as much	a later date.	Others arranged alphabetically		PALA
sense and reason in this proce- dure as in the cautious and pre-	- Richard Flesch, sculptor of - Washington D. C., who is execut-	Alice Butts, Odell Cremeans,		
cise manner in which the coun-	_ ing the bust of the Chief Justice,	' Massie, Billie Morrison, Orei		
cil determined that votes should sell at the rate of 50 for five	plaster model of the subject and	Edith Richardson, Ruth Rothgeb		1 Alla
cents. Why 50? Why not one, or	r likeness, which will be of Ala-	Augusta Runion, Nellie Maud	e	
ten, or one hundred? The futility of attempting to answer tha	y bama carrara marble. The busi	t baugh, Paul Taber.		e filing
avostion is closely akin to the	high and is proportionately wide	Som h ama amag		

dure as in the cautious and pre- Washington D. C., who is executcise manner in which the coun- ing the bust of the Chief Justice, cil determined that votes should sell at the rate of 50 for five working on the marble cents. Why 50? Why not one, or likeness, which will be of Alaten, or one hundred? The futility bama carrara marble. The bust of attempting to answer that will stand two and one-half feet question is closely akin to the absurdity, no, the out and out impropriety of defiling an honor of this degree with 'uch mer- Faculty Motion cenary practices.

Sophomores 2.5 or better in order of mer-

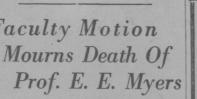
For

If we designate one woman upon the campus to preside as the Queen of the Centennial Ball let it be one who deserves the office only through her own charm and popularity.

It may be argued that the The resolution charcterized Prof. replenishment of the Student Myers as a wise counsellor, a de-Council coffers by this method voted friend and a stimulating will enable it to do this or that teacher who not only founded the for the Centennial or to perform art department, but who, in his thirty-five years of service, took some other honorable function. an active part in its development Whatever may have been the and growth. intentions of the Council we main "Be it resolved that we, the

bounds of good taste when it de- shall college, take this means of

and provide for the election of and whose genial sympathetic nathe dignity of the position.



A resolution mourning the death of Prof. E. E. Myers, was passed last week by the faculty.

tain that it overstepped the members of the faculty of Marvised this plan. It is plecessary that the Coun-cil immediately revoke its action a Queen in a manner benefiting ture endeared him to all, and our sorrow at his passing."

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TUESDAY, APRIL 27, 1937

THE PARTHENON

PAGE THREE

Green Loses To Miami, Meets Charleston Today K. A. Wins Bowling Crown; A.O.X. Downs **Redskins Trim** Team Rolls Ohio State Sunday P.T.A., 9 To 8 **Farleymen By** Keith maintained a higher aver-10 To 5 Count Champions Retain Undefeated age than Higbee, but he rolled in Koontz Walks In Winning Run only six games while Higbee roll-In Fast Game; Jones Gets

P. K.

P. Т.

Errors Are Costly As Green Loses; Cincinnati Tilt Loses; Rained Out

league members, at the Capitol the Alpha Kappa Pi rollers in the City.

Friday afternoon saw the first defeat of the Big Green. Miami university's Redskins took advantage of a big fourth inning teams, Phi Kappa Nu and Phi and trimmed the Green 10 to 5. Saturday's scheduled clash with the Cincinnati Bearcats was rained out.

In sustaining their first loss in Buckeye conference competition for the season the Big Green pounded the Redskin hurler Heldman for a total of 10 bingles, outslugging the Miami team by 2 hits. Errors figured heavy against the Green. They committed five during the nine hectic innings.

Errors Costly

Johnny Casey, tasting service for the first time, held the Redskins for the first three innings but a series of costly errors paved the way in the fourth for the Ohioans to tally nine runs. Nelson Bragg took up the pitching burden late in that fatal inning and pitched two-hit ball for the remainder of the 5 and 2-3 innings. He gave up one run.

Coach "Skeets" Farley will take his team to Charleston today, hoping to turn the same trick that the Morris Harvey Eagles did a few days ago. They trimmed the Senators by a 12 to 8 score.

Senators Strong Little is known of the power of the Senator nine, but potental-(Continued on Page 4)

Record; Harrell Cops High Average

Fraternity bowling drew to a schedule was completed. Kappa

Alpha Theta Chi turned back playoff of a postponed match and annexed second place in the final loop standings. Following Alpha Kappa Pi in third place were two K. A. Tau Alpha, deadlocked for fourth A. O. place. Epsilon Delta drew a complete blank, losing ten straight games to end up in the cellar.

Henry Harrell, Kappa Alpha, E. D. retained his lead as individual high scorer, finishing the card with an average of 180 pins for eight games. Following his was Bob Jones, Alpha Theta with an average of 165 for ten games. Ben Keith, Kappa Alpha tallied 149 in six games; Nash Campbell

Alpha Kappa Pi rolled up 148 in ten games; Eddie Altizer. Kappa Alpha scored 147 pins in 8 games; and Dallas Higbee, Phi Kappa Nu, rolled 145 pins in ten games.

The personnel of the team which will meet Ohio State bowlers at Columbus next Sunday has not been determined. Harrell, Jones, Campbell are certain choices. Higbee and Keith will

roll to determine who will be the fifth member of the team.

Hats Cleaned . . Shoes Shined

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COLUMBIA

HAT

ed ten. The complete team will be announced Friday.

In Sunday's regular schedule close Sunday afternoon when the results gave Alpha Theta two last of the twenty-five match victories over Phi Kappa Nu by scores of 668 to 611 and 723 The Big Green will step out Alpha continued their unbroken to 613. Alpha Kappa Pi trouncof intercollegiate ranks this af- string of victories to emerge from ed Phi Tau Alpha by scores of ternoon and invade the profes- the first annual league with ten 539 to 521 and 615 to 568. Ep- son, Alpha Theta Chi second sional field, meeting the Char- wins and the intramural crown. silon Delta forfeited to Kappa leston Senators, Middle Atlantic Alpha Theta Chi turned back Alpha.

Alpha Theta Chi defeated Alpha Kappa Pi and Kappa Alpha beat Phi Tau Alpha in postponed games.

Finat	Standings			
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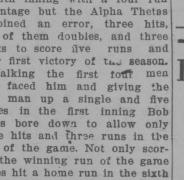
NEWMAN CLUB MEETS a meeting tonight in the C. D. Casey, president, announced.

Circuit Clout

By PAUL LILLY

With two men out, the score tied, and the bases loaded in the seventh, Charles Koontz, ed four balls to "Turk" Robertbaseman forcing in Bob Jones and a 9 to 8 victory for Alpha Thetas yesterday afternoon on the lain drenched intramural field.

Phi Tau Alpha went into the seventh inning with a four run advantage but the Aipha Thetas combined an error, three hits, two of them doubles, and three walks to score five runs and their first victory of the season. Walking the first tour men who faced him and giving the next man up a single and five tallies in the first inning Bob Jones bore down to allow only The Newman club will hold three hits and three runs in the rest of the game. Not only scor-A. room of St. Joseph's High ing the winning run of the game school at 7:00 o'clock, John Jones hit a home run in the sixth with one on hasa



playing



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PAGE FOUR

Date Set For Track Meet

May 6 Is Date Announced By Gullickson; Entries Due This Week

The annual intramural track and field meet will be held Thursday, May 6, according to an announcement made yesterday by Prof. Otto A. Gullickson, intramural director.

All entries are due in this week. Prof. Tom Dandelet and his track class will handle the meet, scheduled to take place in Fairfield stadium.

Last year Phi Kappa Nu won the meet.

dash, 220 yard dash, 440 yard Dash, 880 run, mile run, 120 high hurdles, 120 low hurdles, high and the 880 relays.

THE PARTHENON

111 Mar 199

TUESDAY, APRIL 27, 1937



cigarette. They're always good to the throat, and taste so much better than other cigarettes that it seems to me this 'Toasting' process is a swell idea. Yes, a light smoke like Luckies rates aces high with both my throat and taste."

APPEARING IN THE NEW COLUMBIA PICTURE, "WHEN YOU'RE IN LOVE"



An independent si vey was made recently among professional men and women-lawyers, doctors, lecturers, scientists, etc. Of those who said

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TOM TRUE

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they smoke cigarettes, more than 87% stated they personally prefer a light smoke.

Mr. Grant verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies-a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.



THE FINEST TOBACCOS-"THE CREAM OF THE CROP"

A Light Smoke "It's Toasted"-Your Throat Protection AGAINST IRRITATION-AGAINST COUGH

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