

SCIENCE ACADEMY MEETS AT STATE NEXT YEAR

Dr. Derieux, President of the Academy, Presided At Duke University

The North Carolina Academy of Science held its 29th meeting at Duke University on Friday and Saturday of last week. The Academy is composed of 260 of the leading teachers and research workers in the field of science in North Carolina.

Dr. J. B. Derieux, from State College, as president of the Academy, presided at the meetings. In his presidential address on Friday evening on the Corpuscular Theory of Radiation and the Wave Theory of Light, he reviewed the late discoveries indicating the corpuscular character of radiation and the wave property of matter. The methods by which X-rays and light have been found to have a corpuscular nature were outlined. He also explained how the electron and the hydrogen atom have been found to have wave characteristics.

The following scientists from State College presented papers:

Dr. E. E. Randolph, Dr. F. W. Sherwood, Dr. J. O. Halverson, Mr. F. B. Meacham, Mr. F. H. Smith, Dr. Z. P. Metcalf, Mr. F. P. Goldson, Dr. J. L. Stuckey, Mr. L. G. Willis, and Mr. J. R. Piland.

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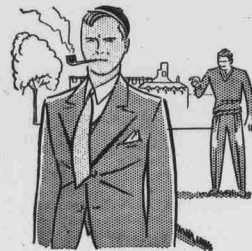
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Monday-Tuesday-Wednesday
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Thursday-Friday-Saturday
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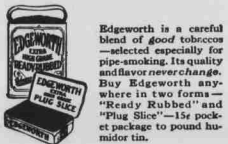
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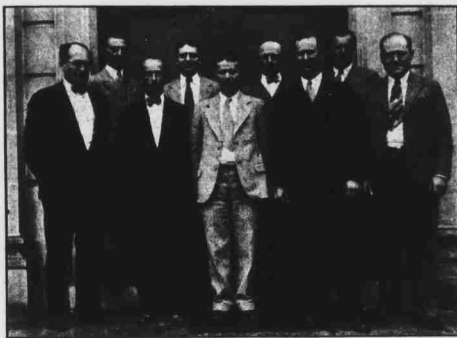


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THE MEN BEHIND THE TEACHERS



Reading from left to right: Professors M. C. Leager, R. W. Green, Elmer Wood, Hayes A. Richardson, Dean Benjamin Franklin Brown, C. B. Shulenberg, J. B. Schneider, R. O. Moen.

Business Society At State College Has High Rating

(Continued from page 1)
of festivities; E. M. Overton, Delta Sig correspondent. Dr. R. O. Moen is faculty advisor.

Mr. Mast will be the delegate of the chapter to a national biennial convention of the fraternity, which will be held next fall at Detroit. E. A. Rutter is the alternate delegate.

No Seniors Accept Jobs In Carolina Businesses

(Continued from page 1)
H. McKinnon, Albert C. Ruggles, and S. B. Shore will work with the Eastman Kodak Company, Rochester, N. Y. McKinnon being engaged in foreign service and will probably be located in South America; Z. O. Plank and C. E. Rogers will go with the Liberty Mutual Insurance Company, Boston; J. W. White, D. C. Rathbone, and J. C. Edwards have been employed by the Bell Telephone Company, of Philadelphia; and R. E. Singletary will work for the same firm in New York; C. C. Crofts and A. A. Jackson will work with the Westinghouse Electric and Manufacturing Company, Pittsburgh, Pa. the latter to be a consulting engineer; G. N. Owen has been employed by the Standard Oil Company of New Jersey; G. H. Parham, the Equitable Assurance Society, New York; W. C. Rockett, the International Machines Corporation, New York; H. J. Wood, the Kellogg Sales Company, Richmond, Va.; C. J. Mizelle, S. H. Kress & Company, New York; H. M. Cannon, C. L. Cannon & Bros. of South Carolina; E. C. Bailey, International Motor Company, Allentown, Pa.; and Lester H. Williamson will teach school. B. J. Kaston will probably do graduate work at Yale University and I. S. Kleiger and S. B. Mathers will study medicine.

Professor Richardson Views Much Discussed Chain Store

(Continued from page 1)
independent pays more for his goods than the sum of the profits and the fees the chain store pays. Some of the arguments in this group are unfair and independents are not generally subscribing to them.
Arguments that fall into the real social and economic class are as follows: (1) That the distribution of our necessities should not fall into the hands of a small group. (2) From a social standpoint it is desirable that local merchants and the small independent be preserved. (3) That the manufacturer will be helpless in the hands of a large chain and he will be forced to sell below cost. Even these arguments are losing their force when we see that the chain stores even in the grocery field only have 2.9 billions of retail sales as compared with 7 billions by independent grocers. Also for every large chain grocery store there is one of equal size run by independents. The condition of the independents has been magnified as a result of the economic condition generally throughout the country at the time of the greatest opposition to the chain store.

There are a number of reasons why I do not believe the chains will increase their proportionate part of the retail business of the country. (1) The independents have been forced to become better merchants. (2) They are competing strenuously with each other. (3) They have gotten stores into their cream territory and the rest of the stores will be run on the principle of increasing costs. (4) The voluntary chains and buying associations are becoming more important. The chains will always be here, but as there are limits to the economical size of the manufacturing unit, it is more quickly approached in the distribution field. The chains have not been very successful in the distribution of any but standardized products. There are many products that are susceptible to only partial control by a large organization. It would seem that things that can be standardized will have their demand created by advertising and the merchants will only stock and economically distribute rather than create the demand. There are a number of goods that cannot be distributed

FRATERNITY HEAD



WILLIAM T. MAST, of Valle Crucis.

Junior in Business Administration, is president of Delta Sigma Pi, honorary commerce fraternity.

like this and others of high value will still require personal salesmanship.

The chains will, I believe, in the future (1) Increase the size of their units rather than number. (2) Begin to decrease expenses more than they have in the past due to chain and independent competition. (3) Secure a more adequate personnel and, as the older and well established chains have found, find that their future will be dependent on their human organization.

The chains have been helped by their critics as well as the independents. They are realizing their responsibility to the community affairs in which they are located and are entrencing themselves as a permanent fixture. They no longer can be intelligent merchandising expect to get the business without effort, but will have to fight for it. The service they render will determine their success, and their attackers cannot oppose them long on any other basis. In every change some persons will be hurt. Factories were burned that brought in labor-saving machinery during the industrial revolution. Those who thought they had "vested interest" in their particular business are finding that they have to render it at a cost commensurate with the lowest costs to remain in business. Monopoly is not going to be the result in the distribution field, but distributors must watch their business and cut costs or their competitor who is applying better methods will get the business. This field is one of the most profitable for the young college graduate who is well trained. As a result of the recognition of the fact that the "personnel" makes a company, inde-

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School of Science and Business Divided Into Three Departments

(Continued from page 1)

The curriculum in business administration is designed to train the student in the broad fundamentals underlying the administration of successful business enterprise. The courses are so arranged that the student will receive four years in the methods, practices, and problems of business. The prescribed course of study for the first two years is the same for all students. During the

last two years training is given in three major fields of business activity—marketing, accounting, and finance—from which the student may make his selection. The purposes of the courses given are to prepare the student for executive and other positions in various industries.

The course in industrial management is to assist the student to develop toward the management and executive positions in industry from the production side of manufacturing.

Journalism, general business, public administration, and rural and industrial sociology make up the third division of the school. This department is also headed by Dean B. F. Brown.

Professor Stewart Robertson is head of the journalism department,

which prepares students for journalistic work as a vocation.

General business is designed for a less specialized man than business administration. Students who expect to go into real estate business will find that this is the logical course to prepare them for their life's work. The course in public administration prepares young men to be city managers.

The major objective of the rural and industrial sociology group is the preparation of specialists for rural and social research work under the Purnell Act; industrial social workers; institutional directors; boys' work; and, after sufficient graduate training, teachers of rural, general, and industrial sociology.

A very diversified course in sociology is available at State College.



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Five State Men Off For Conference Track Meet

BIRMINGHAM PLACE OF ANNUAL FROLIC FOR SOUTH'S TEAMS

Good Showing Expected From State Sprint Stars

A crew of State trackmen, five in number, left late Thursday night at 7 o'clock for Birmingham, Ala., where they will participate in the annual Southern Conference Track Carnival, which is to be held today and tomorrow.

The men making the trip were: Mac Stout, Captain Bill Ottinger, George McGinn, Henry Ricks, and "Tweet" Floyd. All these men have been showing up exceptionally well this season and they are expected to do equally as well in this meet. Stout, who has won most of his races this year, will enter the 100, 220, and the relay; McGinn, former State record-holder in the half-mile, will try a comeback in that event; Ricks, the sophomore star, will run in the mile and the relay; Bill Ottinger, present State 440 champion, will enter the quarter-mile and the relay, as will his running mate, Floyd.

According to Doc Sermon, tutor of the State tracksters, the men are out for laurels, and should place in several of the events. The cinder-path mentor is optimistic in the announcement of Captain Ottinger's run in the 440, as of Hicks in the mile. Due to lack of promising material in the weights, State will be minus the services of men in this form of the carnival.

About a dozen schools will be represented in the events of today and tomorrow, with the cream of Southern trackmen participating. Such schools as Georgia Tech with their Ed Hamm, Carolina with Charlie Farmer, and Tulane with the blonde wizard, "Whittle" Banker, will be among the

Big Five Standing

	W.	L.	Pct.
Duke	5	2	.714
Carolina	4	2	.666
Wake Forest	4	4	.500
Davidson	3	5	.375
State	2	5	.285

Including State-Wake Forest and Duke-Davidson of yesterday.

Games to be played; Carolina-Duke, Saturday; State-Carolina, Monday.

contendants taking part, and furnishing competition for the Staters.

The preliminaries are scheduled for today, with the finals being run off tomorrow. The officials report that this year's meet will be in many respects the best yet, and that a fast track is being prepared. Word received late last night from the Alabama city forecasted a clear day, with ideal weather conditions prevailing.

The State proteges left without the guidance of Coach Sermon, their tutor being held here on athletic business. The men will return to Raleigh Sunday night about eight bells, and the meet bringing down the State curtain of track for this season.

V. P. I. Holds Lead In Tri-State Play

Virginia Polytechnic Institute held its lead in the tri-state league of the Southern conference by taking two games out of three played during the past week, and made itself the paramount contender for the season's honors. The tri-state schedule will be completed this week, except for a game between North Carolina and North Carolina State.

The league standing, including games of Saturday, May 10, as announced by Tal H. Stafford, league statistician, follows:

	W.	L.	Pct.
V. P. I.	9	2	.818
V. M. I.	5	2	.714
Maryland	6	4	.600
Washington and Lee	4	5	.444
N. C. State	4	5	.444
North Carolina	3	6	.333
Virginia	1	8	.111

Most men would be ashamed to preach half what they practice.

State Plays Heels For Season's Last

Baseball Year Closes With Carolina and State Clashing In Chapel Hill—Locals Lose First Game To Heels.

Monday will write the end to all State sports for this year as the Doakmen and Carolina clash in Chapel Hill. State lost to the Heels in the first game between the two schools by a score of 6 to 2.

The squad will leave the Capital City Monday morning, and the entire group of ball players will make the trip, it was said. The game starts at 4 o'clock, and a special section of the stands has been reserved for State students.

The result of this game will decide more definitely the final standing of the Big Five teams, as both State and Carolina are in no bragging position at present, and each fighting, as a result of their past game, to win the coveted position.

The Staters have not had their hitting clothes on lately, and counting bingles are expected to be heard popping from the College Caps' bats. Bill Averette or Captain Sandy Shore is Coach Doak's choice for mound duties, it not having been definitely settled yesterday, but it is thought that the captain would be given the preference.

Deacons Defeat N. C. State 2 to 0

Wake Forest, May 15.—The Deacons of Wake Forest defeated N. C. State here today in a game played in record-shortness by the score of 2 to 0.

Wake Forest scored one tally in each the first and fifth frames, while the superb fielding of Allen and Cobb, Deacons, kept the Tech's score down.

Captain Shore, State, had the edge on Pitcher Tom Lanning of the Deacons, yielding only four hits. State collected six bingles from Lanning.

STATE TENNIS TEAM WINS FIRST MATCH OF SEASON

Deacons Defeated In Brilliant Playing Here As Locals Take Four Matches To Two

The N. C. State tennis team defeated the Wake Forest players here last Tuesday on the courts of the Raleigh Tennis Club, four matches to two. It was the first win of the season for the local racquet awingers.

Tomorrow will end the year for State's club, as they journey to Durham to meet the fast-stepping squad of Duke University. The same lineup as was used in the Deacon clash will represent State tomorrow, it was announced.

The Staters, using a four-man team, won three of the four singles matches with a well-rounded brand of tennis in all cases. Captain Bill Brannon, State, lost his singles match to Vernon of Wake Forest, after having taken the first set. Brannon, with Milton Vipond, came back brilliantly in the doubles to defeat the Deacons.

This is the first year that this sport has been recognized as a minor event at State, and the showing produced is gratifying. Interest has been so keen that a larger appropriation will be asked for next season, it was declared.

Summary

Singles: John Vernon (W. F.) defeated Bill Brannon, 4-6, 6-3, 6-4; Milton Vipond (State) defeated Sykes, 6-3, 3-6, 6-2; Skip Merriam (State) defeated Griffin, 1-6, 6-3, 6-4; Leslie Vipond (State) won over Frank Fletcher, 0-6, 6-2, 8-6.

Doubles: Bill Brannon and Milton Vipond (State) defeated John Vernon and Sykes, 6-3, 6-4; Frank and Fred Fletcher (Wake Forest) defeated Skip Merriam and Leslie Vipond, 6-3, 9-7.

The State freshmen concluded the 1930 baseball season yesterday with a 6 to 3 decision over Campbell College. The Camels won from the locals in an earlier tilt.

State Freshmen Lick Champion Deacons

Wake Forest Youngsters Lick Staters To Annex State Crown, Then Tebbelmen Turn Tables

The N. C. State freshman baseball club defeated the 1930 state champion aggregation from Wake Forest here last Monday by a count of 12

The freshman baseball club of N. C. State lost to the Duke Imps last Friday by the count of 10 to 2 here on Riddick Field.

The small Staters never got started and Duke had very little opposition in taking the game. Bob Coombs, nephew of former big leaguer and present coach at Duke, pitched for Duke and had things well under control.

The young Wolflets fell before the Baby Deacons previously in the season.

The State freshmen amassed a total of 16 hits off three of Pat Miller's hurlers, while Jacob "Lefty" Wade limited the Wake Forest youngsters to five bingles.

Wake Forest started the scoring in the second frame, but Troy Goodman tied the count in State's half of that inning, and from then on it was a merry-go-round for State.

Goodman led the hitting of the day with a triple, two doubles, and a single out of five trips to the plate. Joyner, nice-looking first-sacker for the visitors, had the Wake Forest honors at the bat with two out of three, one going for a homer.

Freshmen Beat Highs

The freshmen added an extra game to their schedule and played Raleigh High School last Tuesday, winning the game, 5 to 2.

The contest was more of a practice tilt for the Highs, but they furnished nice opposition and played heads-up ball in tight pinches.

The game with Raleigh High was not announced until the last minute and marked the final appearance for the young Staters here this year.

STATE TO REVAMP STAFF OF COACHES FOR NEXT SEASON

Van Liew To Replace Tebell; Warren Gets Drennan's Shoes

Quite a change is to be made in the coaching staff of N. C. State College for the coming year. Gus Tebell, who resigned his position here as head football and basketball coach to accept a position at the University of Virginia, will be replaced by John Van Liew. Van Liew will report for duty late in the summer.

Bob Warren, former State football and basketball star, will take over the position of freshman coach, left vacant by the resignation of "Buck" Drennan.

Johnny Miller will continue as head of the physical education department, and "Butch" Slaughter will continue as grid line coach and also assistant to "Shorty" Lawrence with freshman baseball. Doc Sermon in addition to varsity track coach will, in all probability, coach the varsity basketball team. "Chick" Doak will remain as varsity baseball coach.

To date it is not known whether John Lepo will be on the coaching staff for the coming year, but something definite is expected to be known within the next few days.

With the new coaching staff and the very promising material, the State followers are already predicting a very successful athletic season for the next year.

The Blue Devils of Duke University handed the State varsity baseball team a 3-to-2 licking last Saturday. The teams were battling in the tenth frame when Jenkins won his own game with a circuit clot.

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The Technician



Published Weekly by Students of North Carolina State College

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PRESS ASSOCIATION

Entered as second-class matter, February 10, 1920, at the postoffice at Raleigh, North Carolina, under the Act of March 3, 1879.

Retiring Editors Weaver and Roberts are largely responsible for this special edition.

N.C.S.

Golden Chain tapped twelve men Thursday, and there's not a weak link in the bunch.

N.C.S.

War may be hell, but military training looks like heaven here lately, with all the dances, lawn fetes, etc., the Colonel is giving.

N.C.S.

Over at Duke drinking is punished by compelling the drinker to attend chapel for a definite number of times. A branch of Keeley?

OPPORTUNITY UNBRIDLED

We are citizens of America, often portrayed as the land of opportunity where all men are born free and equal. Yet few Americans stay for long in this line of equality. And training is the major factor that causes divergences in the line of entrants racing toward success. In olden days physical prowess was a determining factor in a person's success. A strong body still is important, but not to such a great extent, for machines have revolutionized the world. Brute strength is now subsidiary to executive ability and adept minds. High school graduates, you already have bested many entrants in the race who have fallen by the wayside while in grammar and in the first three years of high school. Don't give up the race! Just around the track one more time four years away and the lap will have been completed and you will receive your reward—a college diploma, a better understanding of life, and preparation for a better and more beneficial life. Keep going till you break the tape.

Every high school boy in North Carolina is familiar with the great changes that have taken place in this state during the past few years. He has seen the log hut and the old schoolhouse give place to the comfortable home and the consolidated school. He has seen the narrow, bumpy roads smooth out into inviting highways. He has seen wandering streams and neglected waterfalls turned into veritable engines of power, and grimy factories in ugly districts transformed into modern industrial plants in cheery mill villages. Everywhere he has beheld in his Old North State a new order, a new beauty.

This transformation is the result of greatly increased activity in the agricultural, industrial, and commercial life of the state, which in turn has resulted in greatly enlarged occupational opportunities for men adequately trained.

The School of Science and

Business at North Carolina State College prepares young men for participation in the various fields of science and business.

The curriculum in business administration is designed to train students in broad fundamentals underlying the administration of a successful business enterprise. The courses are so arranged that the student will receive four years of preparation in the methods, practices, and problems of business. In this course instruction is given in four major fields of business activity—marketing, accounting, finance, and industrial management.

For those interested in science State College offers training in physics, biology, and chemistry. Social science offered includes training in journalism, general business, public administration, and rural and industrial sociology.

Limited means do not bar students from the state's most economical college. Opportunities for work abound in Raleigh. Attendance one full year costs less than \$500. A self-help bureau is operated in the "Y" to aid the needy student secure work. Do not let needy circumstances rule you out of the race!

COMMENTS from other COLLEGES

At the University of Michigan fire recently caused damage of \$1,000 to a fraternity house because no one in the house had a nickel to call the fire department. A freshman, sent across to a neighboring house, borrowed five cents to call the firemen and returned in time to prevent total loss of the building.

Play Ball!

A young man of 19 years became so disappointed at being able to make the Redwood Center, California, baseball team, but heard San Quentin prison boasted of a fine nine. Accordingly he committed a robbery, stating his reason being to make the prison team. We wonder when the prison will start outbidding the colleges for athletics.

We'll Be

Minnesota co-eds found wearing fraternity pins are subject to fines of \$50 or six days in jail. As though a co-ed was worth approximately \$5 a day.

Here's another: At the University of Bombay, India, cheating is considered a crime, second only to refusing to marry at a father's command, or eating the flesh of the sacred cow.

Oh! What a break for the boys.

Strange People

More than forty-five members of the faculty of the University of Pittsburgh are now taking lessons in tap-dancing. How about the "Barn-Yard Shuffle"?

While over at William and Mary the Y.M.C.A. is collecting pictures of the faculty when they were babies, for a coming contest. The student identifying the largest number of pictures will be given a prize. Oh, how thrilling! Why not try this at State?

HECK TELLS HECTIC STORY OF STATE RESEARCH WORK

Head of Physics Department Relates Joys Brought About Through Research

By C. M. Heck

What have been the means used by professors to teach you? If compared with the means that life has employed to teach you one thing stands out in contrast: how many more are the means life employs to prepare you to meet its requirements. In life you are taught by your play with associates, by your effort to build or acquire, by your avoiding dangers, by seeking food, shelter, and raiment; in fact through countless types of activities you are taught by the great teacher—life.

The college professor relies mainly on your study of books, listening to lectures, performing exercises in laboratory and writing down your ideas in essay form. All these are good, but year after year of activity in these four educational avenues makes one long for something new to be added, some new activity by means of which he may learn. Very fortunately there is a fifth activity, and one that has a freshness to it that has power to renew the enthusiasm of the student, even for the other four he has practiced so long. That inspiring and revivifying method of learning is research.

In research the student, so to speak, is let loose in the field of possible knowledge much as a young colt is let loose in a pasture. A problem is given him, or better, is taken by him, as

having appealed to him as worth while, and he starts out on the great adventure in search of new truth. Immediately he finds himself face to face with nature, whose secret he seeks to wrest from her. Immediately he lines himself up with the great army of scientists, present and past, who have, like him, with enthusiasm and determination, worked to learn, and not merely to learn, but better, to serve, and add to the sum of knowledge and possible well-being of humanity.

DEAN CLOYD URGES FROSH TO BETTER COOPERATION

"I Hope the Cap Will Be Abolished," Says Dean At Freshman Assembly

Dean E. L. Cloyd, at the regular meeting of the freshman class Wednesday noon, urged that the Class of '33 cooperate in developing a better spirit between the freshmen and upperclassmen next year.

"I hope that the cap will be abolished, but I do not know what action the Board of Trustees will take," stated Dean Cloyd; however, the abolishment of the cap would not help matters unless a better spirit is shown by the two groups. Hazing is contrary to the laws of North Carolina and the college has outgrown such conduct on the part of its students."

In speaking of the student government, Dean Cloyd stated that State College has the machinery to operate without such unnecessary outbreaks as occurred during the past year concerning the freshman cap and the duties of the freshmen.

"Loyalty cannot be forced on a person, but the person must catch a vision of the cause. Do not try to use force in dealing with freshmen, but show them the correct way and urge them to follow."

"Milo" Stroupe, president-elect of the Class of '33 for next year, has already stated his views on the cap question in a previous issue of THE TECHNICIAN.

COMPLETION OF PEELE HALL GIVES BUSINESS SCHOOL HOME

Erected At a Cost of \$114,000; One of Finest Buildings On Campus

With the completion of Peele Hall in the summer of 1923, the School of Science and Business first found a home in which it could really work as a unit. Built by Jewel & Riddle, contractors of Sanford, N. C., and designed by Ross Shumaker, of the Architectural Engineering Division, the structure was completed at a cost of \$114,398.86, exclusive of fixtures and equipment. Equipment added later was installed at a cost of approximately \$5,000.

In naming the building, W. J. Peele, one of the heartiest supporters of the college, was selected for this honor. Peele was a member of the Watauga Club, a prominent lawyer of the city, and on the board of trustees of the college. Through his whole-hearted support many improvements in the institution were realized before and after his death.

Although the building was completed in the fall of 1923, it was not occupied by the Science and Business School until the fall of 1923. For the past school year the offices of the administration were lodged there while Holladay Hall was undergoing a complete renovation.

Peele Hall contains classrooms for the Science and Business School, offices of the dean of the school, laboratories for statistics and accounting, offices for the heads of Graduate School, the Sociology Department, and Modern Languages Department.

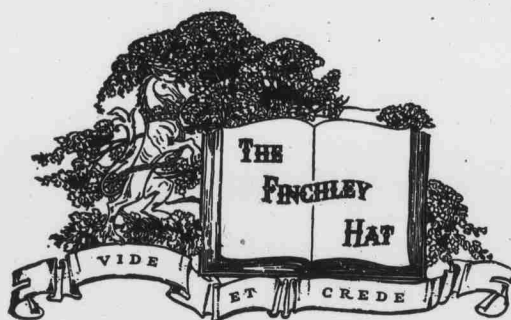
Wells Gives Address To Agriculture Club At Tuesday Meeting

Dr. B. W. Wells, of the Botany Department, gave a very interesting and instructive illustrated lecture at the meeting of the Agricultural Club Tuesday evening.

His lecture was about the "Open Land Country," a section of Carteret County covered by a very large shrub bog. The soil supporting this shrub bog vegetation, he pointed out, is a distinct type of peat, not suitable for farming land. "Be careful of the peat soils, for some of them are the most tricky of any soils," he said. He told how a group of Chicago people had spent about \$1,000,000 in attempting to develop this area—because it was black land like they had seen in the middle west—only to meet with absolute failure.

On behalf of the family and myself, I wish to express heartfelt gratitude to the Business Seniors and the Student Body for the sympathy extended us during the hour of our bereavement occasioned by the death of our mother.

ROBERT A. HARKEY.



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Gamma Sigma Epsilon Has Chapter At State

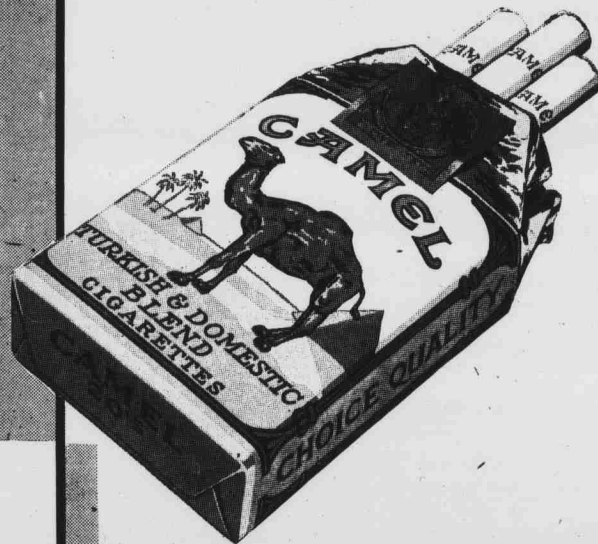
Gamma Sigma Epsilon was founded at Davidson College during the year

of 1919. In 1921 the Alpha Beta chapter was installed at N. C. State College, the purpose of this fraternity being to promote an organization which stood for the advancement of Chemistry and Science.

This fraternity is strictly honorary

and the requirements for entrance are very high. To belong to this fraternity a man must have a high average, must be majoring in some phase of chemistry, must be an outstanding man in campus activities, and of high personal character.

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DON'T DENY YOURSELF the enjoyment of smoking Camels. You pay as much whatever you buy. Why not have the real smoke-luxury that Camels alone can give?

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Camels have won a wider friendship among the millions who appreciate the luxury of a perfect smoke than any other cigarette ever made.

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SCIENCE AND BUSINESS DEAN HAS FORTY-EIGHT ASSISTANTS

Practical Knowledge As Well As Theory Is Found Among Teachers

Assisting Dean B. F. Brown on the faculty of the School of Science and Business at State College are 48 professors, assistant and associate professors, and instructors.

Dean Brown himself is head of the Business group which includes Prof. C. B. Shulenberg, head of the division of Accounting; Prof. R. O. Moen, heading the courses in Banking and Finance; Prof. J. B. Schneider, heading the courses in Industrial Management; Prof. M. C. Leager, head of the Statistical courses being taught; Prof. H. A. Richardson, head of the Marketing Division; Prof. Elmer Wood, head of Economic Theory; Prof. E. E. Goehring, instructor in Accounting and Economics, and Prof. R. W. Green, heading the courses in Business Law and General Business.

Heading the department of Physics is Prof. C. M. Heck, who has quite a record of study and accomplishment behind him. Graduating from Wake Forest College, he got his M.A. at Columbia University, spent one year at the University of Nebraska, a year of graduate work at the University of Wisconsin, and topped it all off with two years of graduate work at the University of Berlin.

Assisting him in the Department of Physics are: Professors J. B. DeW. Gardner, and H. H. Smith, Rieux, A. A. Dixon, J. S. Meares, L. Dr. A. J. Wilson, also a man of many accomplishments, heads the Department of Chemistry. He graduated

SENIORS IN SCIENCE AND BUSINESS



SCIENCE AND BUSINESS PEDAGOGUES



from State College in 1907, got his M.S. in 1908, received his Ph.D. from Cornell in 1911, then taught and was also head of the Department of Chemistry of Lombard College for a year. Then after spending six years each as head of the Departments of Chemistry in Chattanooga and Wabash College, he came to State College in 1924 and was made the head of the Department of Chemistry in 1928, which position he now holds.

Working with him are: Professors L. F. Williams, W. I. White, W. E. Jordan, G. H. Satterfield, A. D. Jones, H. L. Caveness, J. L. Cummings, and J. A. C. Z.

The Department of Foreign Languages is headed by Dr. L. E. Hinkle, who took his B.A. at the University

of Colorado, his M.A. at Columbia, and over a year of graduate work at Princeton University, University of Chicago, and Harvard University.

He is assisted by Prof. S. P. Balenger.

The Department of Sociology is headed by a man who is doing much in the field of sociological research for North Carolina and for State College. This man is Dr. W. A. Anderson, first getting his diploma at Garrett Biblical Institute and then his B.S. and M.S. at Iowa State College and further graduate work at the University of Minnesota.

Assisting him in this department is Prof. S. R. Winston.

The Department of History is headed by Prof. Hugh T. Lefter, who took his B.A. at Duke, followed by a M.A. and then three years of graduate work at the University of Pennsylvania.

Assisting him are: Professors L. W. Barnhardt and J. T. Nelson.

Heading the Department of English is Prof. J. D. Clark, who has also had a varied career. Graduating with a B.A. at Columbia University, he took his M.A. at Harvard, and has done further graduate work at the University of Virginia, Chicago University, and Oxford University.

Five years he spent in teaching in public schools and a total of seven years in college. A part of two years was spent in Uncle Sam's army following the path of war through the fields of France.

On coming back to America he spent a year teaching at V. P. I. and then came to State in 1924, and has been here since.

Others in the department are: Professors T. P. Harrison, E. H. Paget, Stewart Robertson, T. L. Wilson, C. G. Keoble, R. P. Marshall, A. I. Ladu, L. C. Hartley, and H. J. Oberholzer.

Courses in Geology are taught by Dr. J. L. Stuckey, formerly head of the North Carolina Department of Conservation and Development, who is assisted by Asst. Prof. J. H. Swain.

At the head of the Physical Education Department is found J. F. Miller, who took his B.P.E. at Springfield College of Physical Education.

Others in the department are Dr. R. R. Sermon, C. G. Doak, J. F. Drennan, G. K. Tebell, E. R. Slaughter, and "Shorty" Lawrence.

Twelve Juniors Tapped Thursday By Golden Chain

(Continued from page 1)

society, stating that "golden" emblemized that which is valuable, eminent, and excellent, and "chain" means linked together. A chain is used, he said, for restraint, support, ornament, and transmission of power. He then diverted his speech from the "now undesignated, but soon to be named" and admonished the students attending to continue to grow mentally, morally, and physically, to become a fit link of the "golden chain of human life," which is composed of college men all over the world.

The twelve old links are: E. H. Roberts, W. T. Garibaldi, A. D. Stuart, J. P. Choplin, E. W. Buchanan, W. E. Koonce, H. G. Love, W. W. Weltmer, and R. S. Dunham.

Joe Moore pinch hit for "Dad" Dunham, who is teaching vocational agriculture at Cary.

The solemnity of the occasion was broken for a brief moment when Henry Love met with difficulty in getting the ribbon over the large head of William Mast.

Golden Chain was founded at State College, April 24, 1926.

MOEN WRITES ARTICLE ON BUSINESS PROGRESS

Author of Story Is Professor of Finance At N. C. State College

By Dr. R. O. MOEN

The administration of business has come to be a profession like engineering, law, medicine, etc., with its standards of performance and its ethical conduct that are making it a profession and keeping it in step with the rapid progress which is being made in the world of affairs.

Everyone is able to see many evidences of progress and every one is affected by it. Contrasted with 100 years ago when 75 per cent or more of the population were required in agriculture to furnish food for themselves and the 25 per cent engaged in business, today 25 per cent of the population with the aid of animals and machines supply the farm products for the 75 per cent of the population engaged in other walks of life and giving the human race the highest standard of living yet known.

Little does the average person realize the rapid rate our knowledge in business is accumulating—rolling up like a snowball. Every year our problems are becoming larger and more complex. How recently have we been introduced to such new plans as expressed in chain, group, or branch banking, retail stores of all kinds, department stores, wholesale houses and even factories? We have our universal communication systems, giant powers, seemingly limitless factories, transportation network that covers land and water, and next the air.

Only the rare person with vision, or perhaps the dreamer, can picture the future. With the present-day grocers, druggists and their fellow merchants soon give way to the experimental business men who propose a 24-hour service with slot machines selling standard priced packages, and assisted by a recent change-making machines which gives you correct change for one, five, or ten-dollar bill—just a photo-chemical process.

About us are plenty business expe-

Rest Here--

Between classes and after classes. You'll find here cool fountain drinks to cool you off and plenty of lounging space.

And, too, we have the largest stock of toilet articles for your use, on the Court.

College Court Pharmacy

CADER RHODES, Proprietor

periences to make it evident that knowledge of one's own business should be strengthened by the knowledge of conditions in the business of which he is a part, both present and future. The business man must exercise judgment based on facts instead of relying on guesses, speculation, or approximations.

The problem of keeping abreast with the progress in business has become a gigantic task, but anyone who is in business or aspires to a career in business must not only get informed, but keep informed, if he intends to keep his present position in the business world, to say nothing about the extra effort which will be required for progress. We will soon become "back number" and may actually "lose out" by clinging to our present methods.

Knowledge with its practical application is forcing itself upon the average mind. We think we are familiar with radio, airplane, transportation, the movies, the latest advancement in business, art, and industrial affairs, yet the average man is too close to a few scattered results to understand what is happening in a large way. The present situation has in it many new elements. Foreign trade conditions following the war are new; international financial relations are new. Gold movements and gold supply problems are not to be overlooked. Gullible citizens of small or average means have participated in stock exchange speculation only to find that they are lambs to be fleeced. Industrial methods and industrial technologies have improved. Our banking system is more or less in experimenting hands. Even our human hopes, desires, ideals, and confidences hesitate to respond to their traditional palliatives.

The world of business is moving forward—you may coast a way, but not forever.

How About Your College Expenses for Next Year?

Write us immediately for a good money-making proposition selling (1) college and fraternity jewelry, including class rings, (2) attractive high-grade individual stationery printed to customer's order, (3) complete line of felt and leather goods, and (4) all styles of college belts carrying buckles with or without your college colors. In your letter state which of the above four interests you, and be sure to give two references and your summer address.

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HE TORE OFF HIS FAISE WHISKERS— AND IT WAS JACK

"Lucinda, my love, I knew you would be true. 'Tis I... your own Jack Delavere!"

"Jack," replied Lucinda blushing prettily, "must I confess? I recognized you from the first. That honey-smooth voice... those golden tones... that perfect throat-ease can belong only to a man who smokes OLD GOLDS. You wag... you thought to confuse me, but nay! The mild and mellow queen-leaf tobacco sets its OLD GOLD mark upon you as sterling upon silver. There's not a bark in a billion."

OLD GOLD

FASTEST GROWING CIGARETTE IN HISTORY
.....NOT A COUGH IN A CARLOAD



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SOCIAL ACTIVITIES

Lambda Chi Alpha Hosts
State College Chapter of Lambda Chi Alpha fraternity will be hosts Saturday to the other two chapters of the fraternity in the State, from Carolina and Duke.
A meeting will be held in the early afternoon, followed by a tri-chapter track meet on Riddick Field. A banquet will be held at Wilson's Coffee Shoppe at 7 o'clock, followed by a dance at the home of the fraternity on Clarke Avenue.
Lieutenant and Mrs. P. C. Elms will chaperone the dance.

Blue Key Banquet
The Blue Key honorary fraternity of State College held its annual banquet dinner at the Carolina Hotel, Tuesday evening, May 13. Charles H. Belvin acted as toastmaster for the occasion. President E. C. Brooks and Professor A. Mac. Greaves-Walker were the principal speakers.

Scabard and Blade Dinner-Dance
Tonight, at the Carolina Country Club, the Scabard and Blade, honorary military fraternity, will entertain with a formal dinner-dance. This is an annual event, and this year the figure will be led by Cadet Lieutenant-Colonel W. H. Garibaldi with Miss Annie Laurie Underwood of Raleigh, assisted by Cadet Colonel C. H. Belvin with Miss Eugenia Riddick of Raleigh and Cadet Major W. H. Jordan with Miss Margaret Watson of Durham.

Kappa Alpha Banquet and Dance
The Wake Forest Chapter of Kappa Alpha will give a formal banquet and dance at the Sir Walter Hotel in Raleigh on Friday evening, May 16. The banquet will be followed by a dance, to which Kappa Alphas from the neighboring chapters will be invited. Music will be furnished by Braxton's Orchestra.

Governor Gardner Will Review Corps Monday Afternoon
(Continued from page 1)
President E. C. Brooks, and invited members of the faculty and cadet corps will be the guests of Col. C. C. Early, head of the Military Department.

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MARRIED BUT ADORED



Mrs. E. O. Roberts, nee Mary Honeycutt, has been Dean Brown's chief aide in piloting the Business School to the heights of approximately 400 students.
Mrs. Roberts entered the office of Dean Brown as an employee January 1, 1924. And, according to growth and increasing popularity of the commerce school, it was a lucky beginning for the dean when this comely secretary took her place behind the typewriter.
Mary was married to O. A. ("Bob") Roberts, November 28, 1928. Mr. Roberts is employed in the sales force of a local automobile sales concern.
In addition to keeping transcripts of 400 students up to date, Mary takes care of the dean's correspondence.
She has attended Raleigh High School and later received two years training at Flora Macdonald College, at Red Springs.

ANNOUNCEMENTS

Sophomore
class meeting, Wednesday, May 21, at 6:30 p. m. Y. M. C. A. Auditorium. Election of class officers.

LOST-AND-FOUND BUREAU

FOUND: Rifle, books, gloves, sweater, caps, keys, fountain pens, and many other articles.
LOST: Slide rule, books, fountain pens and a coat.
If you have lost or found any article please come by the bureau and notify us. Located in room 3, Y. M. C. A., open from 1:15 to 1:45 p. m., and 8:45 to 9:15 a. m. on Saturday.

Cotillion Club will meet in the college Y. M. C. A. Tuesday night at 7 o'clock to elect officers for next year. All members be present.

Science-Business Graduating Class Are Rating High

(Continued from page 1)
was the winner of the Norris Athletic Trophy.
Zeb Plonk is the hard-hitting catcher on Coach Doak's crack baseball nine. "Sandy" Shore is captain of this year's baseball team.
Johnny McKinnon, who finishes in marketing, was winner of the State oratorical contest.

Business School Founded in 1923 At State College

(Continued from page 1)
Instructor in Business Administration; Professor W. A. Anderson, instructor in Agricultural Economics and Rural Sociology, and Professor R. C. Journey, associate professor of Business Administration. The first three of these are still with the college.
With the inauguration of the administration of President E. C. Brooks in 1923, the college was reorganized into four schools, of which the School of Science and Business was one. The new school at first included, besides the business and science departments, practically all the service departments of the college, with more than half the faculty of the college. Curricula were offered in biology, in chemistry, in physics, in Agricultural Administration, in Business Administration, in Industrial Management, in Rural Sociology and history, and in Vocational Education.
From a resident student enrollment of 170 in 1923, the school has grown to be the second largest on the campus with an enrollment this year of 384. The faculty may be divided into three broad groups. (a) the service departments, including English, history, sociology, economics, and physical education; (b) the science departments which besides service teaching also offer curricula including chemistry, physics, and geology; and (c) the business group including accounting, marketing, finance, and industrial management.
The School of Science and Business at present offers curricula, leading to specialization in the fields of business administration, industrial management, general business, chemistry, physics, and biology.

FRESHMAN HONOR SOCIETY ELECT TEN NEW MEMBERS

Only Frosh Fraternity At College That Permits Men To Wear Keys

Phi Eta Sigma, national freshman honor fraternity, will have its North Carolina Alpha chapter installed at N. C. State College Friday afternoon at 5 p. m. The national chapter is sending a special representative to State to conduct the installation ceremonies and to assist in the initiation of the pledges from the present freshman class. The installation and initiation ceremonies will be combined with a formal dinner at the Carolina Hotel.

The class of '32 is responsible, through Dean E. L. Cloyd, for having the chapter installed at State.
The sophomore members of the fraternity will be: C. E. Brake, H. Y. Brock, Jr., D. W. Finch, G. N. Gross, D. L. Hogsett, W. G. Kirchheimer, C. C. Lane, W. E. Lynch, A. P. Moss, Miss Maude K. Schaub, J. W. Southland, Miss Mary Jo Swicegood, and J. C. Whitehurst.

The freshman pledges are Miss Elizabeth Gaither, A. L. Drumwright, J. Lee, A. Zimmerman, K. L. Ponzer, F. R. Nall, C. F. Knott, Mark Wilson, Jr., L. A. Moss, and Finch White.
This will be the only chapter of Phi Eta Sigma in the State and possibly in the South. It will be the only freshman fraternity at State College that allows its members to wear keys.

SCIENCE AND BUSINESS HOLD PICNIC SATURDAY

The Business and Science School of State College is giving its faculty-senior picnic Saturday, May 17. Dean Brown states that the picnic will be held at the Boy Scout Camp. The party will include about 60 seniors and the faculty of the school, and will meet at Peele Hall at 2:30.
The students on committee of arrangements are: J. H. McKinnon, chairman; J. B. Smathers, and H. G. Love. The transportation committee is composed of Frank Goodwin, chairman; A. L. Weaver, and W. C. Roebuck. Fred Plonk is treasurer.
A fee of 50 cents is charged each student and this fee should be paid to Mrs. Roberts in Dean Brown's office.
A faculty-senior baseball game will

PERSONNEL HEAD



PROF. H. A. RICHARDSON

be one of the features of the afternoon and accompanied by other contests.

DR. T. P. HARRISON GIVES AIMS OF BUSINESS SCHOOL

Senior Professor of English Is Oldest Member of Teaching Staff

"Before the School of Science and Business was organized State College provided for two of the three phases of modern economic life. Agriculture, the elementary production of economic needs, and Manufacturing, the changing of these products so that they may be used, comprised the extent of educational facilities," stated Dr. T. P. Harrison, senior professor of English, and the oldest teacher in the Science and Business School. "It was obvious," he continued, "that State College should provide for the final step—the distribution of these products. This department was established early in President Brooks' administration. Its growth has fully justified the wisdom shown in adding this new school to complete the work of State College. What is known under the comprehensive name of 'Business' includes the important and immense work of transportation, banking, wholesale and

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retail distribution. None of these departments can be considered as yet perfect in operation. And in the growth of North Carolina in years to come the problem will increase in complexity. It shall be the high duty and the great opportunity of State College to assist in the solution to the advantage of no one class, but to all the people of the entire State." Dr. Harrison came to State College in 1909 as professor of English, succeeding D. H. Hill, who had just been made president of the college. In 1910 he became dean of the college (an office now removed) and continued in this capacity until the reorganization of the college in 1923. This service was broken during one year of the war abroad with A. E. F. in service with Y. M. C. A. and Army Educational Corps.

Modern Language Department Is Equal to Any, Says Hinkle

(Continued from page 1)
most popular departments at State College.
Growing out of the department of language and the interest manifested in foreign languages is the Honorary Modern Language Fraternity, Los Hidalgo, which stands for improvement in the teaching of language.
Dr. Hinkle is recognized by the leading universities of the country as an authority on languages and frequently conducts examinations for degrees in language for the University of Chicago, Cornell, and other institutions when they give extension courses in this section of the country.
Etiquette note: Do not break your bread or roll in your soup.

Graduation Gifts--

Whether you're in the market for a gift to your "kid" brother or sister just getting out of high school, for your girl, or helping your parents to select your own graduation gift, ... you'll find it good business to look at our stock before buying.

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... off the springboard it's **FORM!**



... in a cigarette it's **TASTE!**

GETTING DOWN to brass tacks, a cigarette is a smoke—made and bought for your own enjoyment.

But between just something to smoke, and tobacco character, richness, delicate aroma—in short, something to *taste*—well, that's the difference that accounts for Chesterfield's ever-mounting popularity—

"TASTE above everything"



MILD...and yet THEY SATISFY

Chesterfield

FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED