

Passing the Bottle. Smith, presidential candidate in form. 1928, Chairman John Raskob and Senator Robinson of Arkansas, all big men in the party, failed to agree with each other on the drink question and now the party is drink

question and now the party is grop-ing about for some factor upon which to unite. It's a Habit.

LIMA, Peru.-For the fourth time in the last month Peru has changed governments. Samanez O'Campo vill be the new president, having displaced Colonel Luis M. Sanchez Cerro, former constitutional presi-dent the new president for the same set of the set of

dent who, supported by a large force of national troops, had again become president after he was force of national troops, had again become president after he was forced out of office a couple of weeks ago by the navy because he delayed regular elections

the great attractions in William years ago. Hale Thompson's dally parades as the handsome young hero fit when he was running for the re-publican nomination for mayor in the recent primary elections, and into his role perfectly. As the plot-now that he has won, no less than 50 people have asked to borrow the burro. cellent bits of acting, the audience burro.

burro. To meet the demand, the suc-cessful candidate has ordered a whole carload from New Mexico. They will be gifts to his friends. Legge Quits Hoove^r. WASHINGTON.—President Hoo-ver has accepted the resignation of Alexander Legge of Chicago as Gibbs. Moscow, all contributed to-

ver has accepted the resignation of Alexander Legge of Chicago as chairman of the federal farm board and has appointed James C. Stone to succeed him. Stone, the board's tobacco expert, has long been associated with co-operative organizations and for two years has been vice chairman of the federal farm board. Ah! Prohibition. et Gibbs, Moscow, all contributed to-Gibbs, Moscow, all contributed to-ward the success of the lay. Produced under the auspices of the Curtain, honorary dramatics organization, and staged and di-rected by Profesor Fred C. Blan-chard, "Tob Cobb" was a departure from the usual. Full of laughs from start to finish, never once did the play deviate from the spirit of 1875. Versatile members of the cast put

Ah! Prohibition.

WASHINGTON. — While Demo-crats insist that economic rehabili-tation be made the issue in the next presidential campaign, repub-lican drys, following the call of Senator Capper of Kansas for the next snapped up the prohibition CI ACC AFFICEDC

wASHINGTON.—The meeting of the way showed best for the men the state bar and students and fac-the Democratic national committee of Anderson while the jumpers and ulty of the law school for a publi-was an explosive affair when pro-hibition came up for discussion. All Coy, showed excellent early season centrate on legal matters affect-Smith, presidential candidate in form.

field of law, whether it be Idaho law or not, will be covered.

"TOM COBB"; GETS CRITIC'S APPLAUSE

weeks ago by the navy because ne tunes roy of the southern junta and backed by the army, made so impressive a showing that Cerro decided to resign. Elections are now to be held and order restored.

Borrowing the Burro. CHICAGO —A burro was one of iniscent of the road show of fifty Book Reviews.

views dealing fully with important publications. This work done lo-cally is supplemented by work of students of the law school who have written case notes of recent important Idaho decisions. The whole work is considered an outstonding accomplishment which

Versatile members of the cast put on entr'act entertainment between

A to make a many service of the faculty for th Massen in the scondulation of president in a composition of president in a composition

With the leading lady question do much more working with the settled, the Pep band went to work merchants than by working in op-tains 110 pages of articles, case notes, and critical material which will be of help and interest to prac-ticing lawyers as well as to those staded of picking one co-ed to car-ticing lawyers as well as to those staded of picking one co-ed to car-search. Of special note in the is-search. Of special note in the is-sue just completed are three arti-cles dealing at some length with particularly interesting points of law. The article on "The Rule Against Perpetuities" was written by a practicing attorney, Walter H. Anderson, who is an authority and specialist in such law. The articles under the headings of "The Law of Y Community Property in Idaho" by Y Francis W. Jacob and "The Work-men's Compensation. Law" by Charles M. Kahn are the first ar-ticles ever written on those subjects as a complete treatment of them. The as a complete treatment of them.

 The Addition of the show of the provided states of the show of the provided states of the show of the provided states and the show of the provided states of the show of These articles are exceptionally walden, and Don Wolfe are collastic or point in Idaho an other western states.
Book Reviews.
Also of importance are four book reviews by members of the Idaho law faculty. Dean William E. Mashington State, terson and Professor Pendleton How will feature college songs of 'California, Washington State, terson and Professor Pendleton Martin Keibert, electrician, is they day and inventing lighting publications. This work done lo- cally is supplemented by work of the law school who have written case notes of recent important Idaho decisions.
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dents, members of the town groups are also included in the report. Daare also included in the report 175-leth Teth Gimel, the town women's group with 102 members, has an average of 4.676. The town members group, Tau Mem Aleph, with 35 members, had an average of 4.555.

COACH ANNOUNCES SPRING PRACTICE

Will Issue Call March, 23; Expects Big Turnout



e tor Two Leading Ladies With the leading lady question settled, the Pep band went to work Monday on its annual show. In-stead of picking one co-ed to car-ry the load of the show, the Pep

Wagner Bill Doomed. WASHINGTON.—President Hoo-ver has announced that he will not bill because it "unfortunately abolishes the whole of the present well John Thomas. developed federal employment Helen Tellife service

up of employment agencies under state control with the federal gov-ernment paying half of the cost. Morris O'Donnell will be in

Nice People.

MEXICO CITY.—One hundred sixty-four Indians, the forgotten remnants of the Seris tribe exiled in 1749 by the Spanish to an island 200 miles south of Arizona in the Gulf of California, have been re discovered.

These Indians, entirely unacquainted with modern civilization, believe that the pelican created the world, they worship the sun and the moon, gamble habitually, hate white men and auction off their marriageable girls.

How About a Library. STANFORD, Cal.—Robert Swain, acting president of Stanford uniacting president of Stanford uni-versity has announced the receipt of an anonymous gift of \$2,500,000 to be used to build a new building for the Stanford medical college in San Francisco. The new building would take the place of the present structure. The gift is conditional upon the raising of \$1,125,000 by Stanford as an endowment.

One Way Out. ROME.—The automobile own-ers of Rome have found an inexpensive accident insurance. Hav-ing decided for some unknown rea-son that Santa Francesca, pious Roman widow who died in 1440, is spiritual protectress of motorists, they will drive their cars to church in the forum and have them blessed and declared preserved from accidents during the coming year.

WASHINGTON — President Hoo-ver has announced that he will not sign the Wagner unemployment chairman will be Winfred Janssen,

Helen Tellifero will be chairman ervice." of the decorations committee. Ray-The bill provided for the setting mand Davidson, Frank Schissler

By Bill Pohlman Idaho's varsity baseball club has passed the warm-up stage with indoor workouts and are all set for the opening trial on McLean field, which will start them along

Scarce

charge of songs, and stunts will be handled b. Bertram Wood. The mixer committee chairman will be William Blake, aided by Virginia Knee, Harriett Wallace,

and Ira Rohrer. The freshman class general com-mittee has been appointed by William Tuscon, class president. Richard Stanton is chairman of the committee, assisted by Harriet Eaton, Eleanor Merriam, and Harold

Fisher. Other freshman class committees will be appointed later.

CATHOLIC STUDENTS

n.TO BE ENTERTAINEDthis spring.veterans ScarceMembers of De Smet club, Cath-
olic students' organization, will be
guests of the Catholic Women's
n league at a breakfast next Sunday
morning at nine o'clock in the par-
ish reception hall of the old church
huilding.The veterans are scare in the
vandal camp this season and Fox
access me for every position. The
dopesters point to a weak batting
nine unless some more .300 slug-
gers pop up before the first battles.
The squad boasts only one exper-
ienced infielder, two outfielders
and three chuckers while the rest
of the prospects handle the ball in
for their respective groups, before Wednes-
day noon.veterans corre
value at a breakfast next Sunday
outfielders
and three chuckers while the rest
of the prospects handle the ball in
their ability against the tougn con-
ference hurling they will facevalue inter-
the indeers group internet indeers
the indeers group indeers point in the spring.0DEFICER CETE DDUZEDEFICER DDUZE

a day noon. V-OFFICER GETS PRIZE Captain B. M. Crenshaw, of the Idaho military faculty, has recent-ly received a prize of \$10.00 from the Universal Pictures corporation. The prize was won in connection with a prosperity contest sponsored by the organization. Captain B. M. Crenshaw, of the Idaho military faculty, has recent-ly received a prize of \$10.00 from the Universal Pictures corporation. Captain B. M. Crenshaw, of the Idaho military faculty, has recent-ly received a prize of \$10.00 from the Universal Pictures corporation. The prize was won in connection with a prosperity contest sponsored by the organization.

SITY TOSSERS IRON OUT KINKS IRON OUT KINKS an Ready for Outdoor the opinion that it would be made more successful that the

assised by Catherine Brandt and John Thomas. Helen Tellifero will be chairman Work; Sluggers

for the opening trial on McLean field, which will start them along the road toward the big conference pennant race. The Vandals have been getting the feel of the roschide and work-ing the winter's kinks out of their arms while "Rich" Fox has been tending to his spring basketball campaign which will end this week. The diamond mentor has been biding his time until the weather permits outdoor practice interval and the per-terval and the per-terval and the per-terval and the per-tending to his spring basketball campaign which will end this been biding his time until the weather permits outdoor practice interval and the per-tending to his spring basketball campaign which will end this been biding his time until the weather permits outdoor practice interval and the per-tending to his spring basketball campaign which will end this been biding his time until the weather permits outdoor practice interval and the per-tending to his spring basketball campaign which will end this base been biding his time until the weather permits outdoor practice interval and the per-tending to his spring basketball campaign which will end this base been biding his time until the weather permits outdoor practice interval and the permits outdoor practice interval and the permits and the permits outdoor practice interval and the permits outdoor practice interval and the permits outdoor practice interval and the permits outdoor practice promoted from the permits outdoor practice the permits o

campus. Usually given during the last of March, this dance festival in pre-vious years has been of wide inter-est. Under the auspices of the the affirmative. weather permits outdoor practice with the idea of getting a line on the new men who will be counted on to form the basis of the club

e of Idaho Art and Architecture ex-hibit. The exhibit this year will be much more elaborate than at any previous time, according to Prof. Theodore J. Prichard, head of the department. Exhibits will be on display in the U Hut and Science Hall and tentative plans for the production of a play in connection with the exhibit are now underway. With the exhibit are now underway.

IDAHO AUDIENCES day. Prof. Carl Claus, who also re-ceived injuries to his hand in the

Men's Semi-Finals and Wo-men's Finals Come Next Week Semi-finals in the men's intra-mural debates will be held next week, according to Walter Slaugh-ter, manager. The Phi Delts and Takes met last night and a decision

be much more successful that the present plan of enforcing unpopu-lar traditions. WOMEN TO OMIT ANNUAL DANCE Women Vote to Postpone Yearly "Taps and Terpsichore", the "Taps and Terpsich

Coach Calland will have letter-men back for every position on the club, besides most of the members of last fall's powerful yearling el-even. These men together with the newcomers are expected to swall the total number of suits. issued to nearly a hundred. Schutte, Spauev, Hanford, Bath-er and others from the varsity be-sides several frosh stars will be working out in spring sports will

ACCIDENT PATIENTS IMPROVE RAPIDLY Ast Friday by a 40-10 decision given by the audience. Idaho had the affirmative. Try-outs are to be held soon to determine who will represent the university at the meeting of the Pacific Forensic league in Seattle, according to Charles Herndon, var-sity manager. The try-outs will be held March 24 and 25 in oratery and extemporaneous speaking. NEALE TO ADDRESS NEALE TO ADDRESS

ALPHA CHI'S GIVE

THE IDAHO ARGONAUT, MOSCOW, TUESDAY, MARCH 10, 1931.





pipe tobacco

this FAVORITE

612 N. Michigan Avenue, Chicago, Ill.

Charles Walker, Richard Hearn, Howard Berg, Don Modie, William Pohlman, Murray Estes, Harry Horswill, Robert Reynolds, Keith Evans, Robert Fleming, Hal Kelly, John Hanson, John Wurster, Aldon Hoffman, Robert O'Brien, Wesley Nock, and Kenneth Newcomb.

SENIOR BALL IS GALA EVENT

IS GALA EVENT The Senior Ball which was held at the Elks' Temple Friday night was one of the prominent social events of the year. The hall was very cleverly decorated with can-dles and spring flowers of pastel shades. Entertainment was fur-nished by John Thomas, who acted as master of ceremonies, "Rosie" Lane's orchestra, and John Milner who played two numbers on the xylophone. The receiving line was composed of Dean Permeal French, Theodore Turner, Dean and Mrs. I. C. Crawford, Mr. and Mrs. George I. C. Crawford, Mr. and Mrs. George Horton, Dr. and Mrs. J. A. Kostalek, and Mr. and Mrs. Leo Calland. Russell Randall and Ardith Mellin-ger led the grand march.

PHI CHI THETA HOLDS LUNCHEON

HOLDS LUNCHEON Phi Chi Theta, women's business honorary, held a luncheon at the Blue Bucket Saturday noon in honor of their new pledges, Helen Carney, Helen Benson, Helen Pow-ers, and Lura Sharp. Dean R. H. Farmer spoke on honorary societies. Dorothy Shears was toast-mistress. Saturday night dinner guests of Kappa Alpha Theta were Blanche and Dolores Wernette of Coeur d'Alene.

GAMMA PHI BETA ENTERTAINED AT FIRESIDE

d'Alene.

Alpha Delta Gamma of Pullman entertained the Idaho chapter of Gamma Phi Beta at a fireside, Sunday afternoon in Pullman. Dursummay alternoon in Pullman. Dur-ing the fireside which lasted from 4:00 to 6:00, refreshments were served and entertainment was furnished by a trio of piano, violin, and xylophone.

Sunday dinner guests of Sigma Nu fraternity were, Mr. and Mrs. Erwin Graue, Mr. and Mrs. Edward Livin Graue, Mr. and Mrs. Edward Jarboe, Melton Carns, and Daniel

Mrs. L. M. Guay, of Kellogg; Mrs. J. H. Miller, Sunnyside, Washing-ton; and Mr. and Mrs. D. P. Woods, Spokane, were week-end guests of Delta Gamma.

David O. Ehrenburg and T. Eh-enburg were dinner guests of renburg were dinner guests Kappa Sigma Friday evening.



and Yale agrees

TOOK UP at the windows of Harkness to find out what the Yale man smokes. In the springtime you'll see him sitting in his window seat with a pipeful of Edgeworth between his teeth.

On Chapel Street ... out at the Bowl ... everywhere the Yale man goes, his pipe and Edgeworth go with him. And at 42 out of 54 of the leading colleges and universities Edgeworth is the favorite tobacco.

A tobacco must be good to win the vote of so many discriminating smokers. And Edgeworth is good. To convince yourself try Edgeworth. You can get it wherever tobacco is sold...15¢ a tin. Or, for a generous free sample, write to Larus & Bro. Co., 105 S. 22d St., Richmond, Virginia.



of fine old burleys, with its natural savor enhanced by Edge-worth's distinctive DGLWURT EXTRA worth B distinctive eleventh process. Buy Edgeworth any-where in two forms -"Ready-Rubbed" and "Plug Slice." All sizes, 15¢ pocket package to pound humidor tin. KH COADE READYRUBBEI

EDGEWOR7



LAWNS - FLOWERS - SHRUBBERY - TREES DUTHIE SEED CO. Keith A. Schumacher Mgr. Phone 2303 204 Main St.

SCHROETER'S BREAD

the Finest bread because-

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•X•X•X•X•X• It is milk rich & firm in texture and

It is scientifically baked in our Sunshine Bakery.

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SCHROETER'S Empire Bakery Since 1900



wins her greatest

triumph in



No More Use for the **BLUES**

You new Spring Suit is here.

We are ready to answer-WHAT ARE THE YOUNG MEN WEARING? - with a big lot of new spring suits that just arrived.

Come In and Look

\$35.00 \$40.00 \$29.50

With plus 6 knickers to match your suit.

Boyd Clothing Co.

Page Four

THE IDAHO ARGONAUT, MOSCOW, TUESDAY, MARCH 10, 1931



Two firsts were all that Idaho was able to garner in the indoor track meet held with W.S.C. last week. These were registered in the broad himp and discus. In both events the men showed signs of form that will enable them to capture first later on if they continue the improvement. One thing was distinctly brought to Conch Otto Anderson's attention and that is peor condition of the Idaho men.

One thing is certain and that is that the Vandals are further behind in their condition than was thought and the Cougars are much farther advanced then was inticipated. The advantages of a field house were clearly shown last Saturday.

b Coach Carl Schlademin predicts W.S.C.'s greatest year. He says if they don't win from every team in the northwest this year, they never will. His assertion is based on the fact that there are sure point winners for every position, and in most of them, four and five.

Even if Idaho should be fortunate enough to take a majority of the firsts, the well-balanced crew from Washington can tally enough in the seconds and thirds to enable them to win.

• Paul Swift will need all his speed to tap the tape before Sig Jossis; if Jossis is able to continue the improvement he has shown before he was injured. Jossis and Hanford complete the sprint team and they should be able to finish in the money.

Starting blocks were used by the W.S.C. sprinters but were not used by Idahos. Couch Anderson is undecided at present whether or not to use this "so-called" aid. The value of the blocks lies in their ability to get a man away while the others are starting because the runners are already up. According to the Vandal coach, they are advisable for every man because some men need that initial zoom to drive them out of their holes.

The starting block controversy began when Paddock used them in the 220 but the record was disallowed. The guarrel has been raging ever since, the leading exponents of them being Christle and Cromwell of the California schools. The Big Ten has voted them down, and a record set by Simpson was ruled out because he had used the forbidden blocks. Anyway, if they make the boys run faster, lets get a pair and argue afterwards.

Johnny Thomas, showing great promise from last year's frosh club, failed in his first race of the year. Thomas showed that he was woefally out of condition and that a great amount of work will be required before be gan compete with the Cougars, who have four men that can crack gwo minutes in the 880.

the third position with three won and one lost.

e fast maple floor men from

TWO UNDEFEATED			
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I WUI LINU	JEFF.AILU	1	and c
			Fiv
Tht 21	MURAL RAC		the S
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Ridenbaugh2	2 Delta Chi2	2	B
	3 Lambda Chi2	3	
			Tuesc
Beta2		2	7:3
Sigma Chi2	3 T. K. E0	4	8:3
	6 T. M. A0	6	Wedr
			7:3
	· · · ·		8:3

The Beta Chi's retained their po-The Beta Chi's retained their po-sition in second place in A league last night when they defeated the Beta's by a 19 to 11 score. In the second game of the evening a Kap-ph Sigma tide swamped the Town Men 32 to 19. This assures the men from T. M. A. of the cellar with six straight losses. Thurman and Janssen rang the

Thurman and Janssen rang the most baskets for the Beta Chi's, while in the Beta five the score was well divided. Sommercamp turned Jose seven crack shorts to score 14 points for the Kappa Sig's. T. M. A. played a lose game, missing many set-ups. Hunt was high marker with six dounters

with six counters. The Coaches still hold on to the first position in A league with only two games won. Right behind them are the Beta Chi's who have played six games and lost only one. A. T.

Sigma Nu house are on the top of the B league ladder with wins and no losses. Close bethem are the Fiji's with four one and the S. A. E.'s and In-endents with three and one te to various causes five games been postponed. Because of e and the numerous other rets for postponements, games be played as they are scheduled bunced intramural manager today. GAMES THIS WEEK. iday— 30 Coaches vs A. T. O. 30 Independents vs Sigma Nu. 1:30 Lindley vs Phi Delta Theta. 2:30 Delta Chi vs Fiji.

Thursday— 7:30 Sigma Chi vs BetaChi. 8:30 Lambda Chi vs T. M. A. Saturday— 1:30 Ridenbaugh vs A. T. O. 2:30 S. A. E. vs Sigma Nu.

> **BOYS!** BRING THOSE BOOTS TO US NOW! JANTZEN'S

FROSH END YEAR WITH EASY WIN

The yearling basketball five end-ed their schedule Friday night by sweeping the Spokane university team before them with a 56 to 25 score. The Babes seemed to be able to score at will, the University five being helpless before their fast-breaking attack: The game was unusually fast with the Babe's passing and scor-ing ability outstanding. They worked the ball, through their op-ponents' defense for several close to run the score up to 19 to 9 at half to run the score up to 19 to 9 at half time. During the second half the frosh, with Herman, Geraghty, and Grenier leading the scoring at-tack netted 37 points.

Every man on the squad played and all turned in first-rate games. Carlson, forward, was outstanding for his cool floorwork and close checking. If he continues with the style of ball he has been playing lately he will give somebody a fight for his position on the varsity next

vear. Herman, guard, turned in one of the best performances this year, or the best performances this year, playing an excellent floor game and scoring 15 points to be high point man of the game. He was closely followed by Grenier with 14, and Geraghty with 12. Gilman was high for Spokane with 12 tal-lies followed by Light with 8. Coach Glenn Jacoby developed a

strong freshman five this year, which won the majority of their games. Several of the squad show promising signs of putting in strong bids for berths on the next year's varsity. • Although the pres ent season has ended, Jacoby plans to hold a short spring practice to line up the boys for next year.

THETA SIGMA FETED WRESTLERS DROP Theta Sigma, Idaho women's journalism honorary, was enter-tained Sunday afternoon in Pull-man by the W.S.C. national chap-ter of Theta Sigma Phi. There are eight women in the Idaho chapter

LECTURE ON TRAVELS Virgil McCroskey will lecture Thursday at the Presbyterian church on "World Travel". Mar-garet McCollie Moore, will give some readings. The program will start at 8:00 p. m.

matches. The best bout of the card was in the heavyweight class between Stanley Bishop, W.S.C., and Dan Lopez, Idaho. Idaho's only win came when Lopez planed Bishop's shoulders to the mat after seven

NOTICE 41144 **15-cent Taxi Fares**

matches.

BEGINNING MARCH 7, 1931 Again the Blue Cab Co. takes the lead in taxi fares with same prompt service as always.

15c per passenger, any place in town.

10c per passenger from office to campus. No credit on 10c and 15c fares. We have tickets that will be very handy for you to use. 15c fares are between 6:00 A. M. and 12:00 P. M. midnight.

15c fares any place in town on a graveled or paved street and on the other streets when they are not muddy.

You can ride in a Blue Cab cheaper than you can drive your own car.

A BLUE CAB IS AS NEAR AS YOUR PHONE Blue Cab Co.





Quality Plus Service **BLUE BUCKET INN**

Vhy we spend \$2,000,000 to put CAMEL cigarettes in the new HUMIDOR PACK

MATCH TO W.S.C.

Th W.S.C. wrestlers took their second victory from Idaho in the Memorial gymnasium Saturday af-ternoon, by winning seven of eight matches

WE have been in the tobacco business a long time down here at Winston-Salem and we take a lot of pride in the quality of the cigarettes we make.

While we have spent a good many million dollars advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our eigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, ripest domestic leaves that money can buy.

of the tobageo in Camels, whether you buy them in Winston-Salem, Denver or Timbuetoo. But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural, not added, moisture content which is prime at about ten per cent.

In spite of our great pains always to make are Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out. air-tight seal could give the desired protection.

(D) This measure, while costly, could be relied on to keep Camels in prime condition for at least three months in any climate.

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.



DAVIDS' "New Things First"

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

· As he inhaled the smoke from a Camel we • gave him in our offices one morning, he sighed with very evident enjoyment and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him. "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would give the rest of the world the kind of Camels you sell here in Winston-Salem, you ought to have all the cigarette business there is."

THAT statement simply cmphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that somehow, something must be done.

Denver wasn't getting a fair break. Neither in fact was any other town. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem.

That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no differcnce whatever in the quality

LHERE are three things about a cigarette that can sting the tongue and unkindly burn the throat. /

(1) Cheap tobaccos.

(2) Particles of peppery dust left in the tobacco because of inefficient cleaning methods.

(3) A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.

Always certain of the quality of our tobaccos we had already made Camel a "dustless" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perfect a package that would actually act as a humidor and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

> We knew what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

After many experiments and humidity tests covering all methods of packing cigarettes came the detailed report of which this is the net:

(A) No existing cigarette package, including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.

(B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.

(C) Only a waterproof material with a specially devised



Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition

You may be sure we gave this report a lot of careful study. We checked it and re-checked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

That costs a lot of money, more than \$2,000,-000 the first year, but after you have tried Camels packed this modern new way we are sure you will agree it is a fine investment.

' For some time now every Camel that has left our factory has gone out in this new Humidor Pack.

We have said nothing about it until now, to make sure your dealer would be able to supply you when the good news came out.

Camel smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

You can feel the difference, you can hear the difference and you certainly can taste the difference.

Of course we're prejudiced.

We always have believed that Camel is the world's best eigarette.

Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

R. J. REYNOLDS TOBACCO COMPANY Winston-Salem, N. C.



SMOKE A FRESH

CIGARETTE