Death Strikes Faculty Men This Summer

Professors C. C. Vincent and J. E. Retherford Die Suddenly

Retherford Succumbs to Heart At-tack While Enroute Home From Eastern Trip

Within three weeks the university suffered the loss of two professors by death. August 19 Dr. C. C. Vincent, 50, professor of horticulture and horticulturist of the agriculture experiment station at the university, died suddenly at the Deaconess hospital in Spokane following an operation for hernia Wednesday, August 15. Jesse Edward Retherford, professor of European history and civilization, died from a heart attack at Missoula, Mont., early the morning of September 6 while at a Missoula tourist camp. Professor Retherford, his wife, and their four children were enroute to Moscow after a summer in the East visiting relatives.

Professor Vincent was one of the oldest members of the university faculty in point of service, joining the staff of the College of Agriculture in 1910. He was born in Middleton, Ore., May 3, 1884. He grew up in the Willamette valley and received his bachelor's and master's degrees from Oregon Agricultural college at Corvallis. He received another master's degree in agriculture from Cornell university and recently received his Ph. D. degree from the Massachusetts Agricultural college where he studied during his sabbatical leave of absence from the university a few

Came in 1928

Professor Retherford joined the faculty here in the fall of 1928. At that time he had been studying in the East, on leave of absence from the deanship of the southern branch at Pocatello. He came here to teach American history during the year Dr. C. J. Brosnan was on leave of absence studying at the University of California. Professor Retherford received his A. B. degree from the University of Indiana and his master's degree from the University of Chicago. He was a member of the Knights Templar at Moscow and of the Masonic lodge

at Elizabethtown, Ind.
The deaths of Professors Retherford and Vincent are the second Argonaut Staff Is Open and third among prominent faculty members within the year. Dean G. Miller of the School estry died early this spring.

Ambitious Musicians Will Find 12 Vacant Places In Pep Band

Tryouts Will be Monday and Tuesday, According to Bob Campbell

Twelve new men will find places on the University Pep band at the tryouts to be held next Monday and Tuesday, according to Bob Campbell, leader. Only eight of last year's membership are return- am planning to make more of than ing to school. The first tryout will be held Monday afternoon at is that of feature stories. At the 4:00 o'clock. The final tryout will be held Tuesday at the same time. in this work, but it is important All men trying out should get in and requires someone who is willtouch with old members of the ing to work." band, Bob Campbell at the Phi Delt house, or Frank Lutz at the Sigma Nu house in order to find out where the tryouts will be held.

Places to be filled in the band are one trumpet, five clarinets, three horns, two trombones, and bass drum. The eight old members returning are: Elburn Pierce, Fred interested in editorial writing or Sanger, and James Armour, trumpets: Bob Seymour, trombone; Parris Kail, drum; Frank Lutz, sousaphone: Bill Hudson, clarinet; and Jack Snodgrass, piccolo.

'Although there are not many old members of the band returning to school, I look for a big year for the Pep band," said Campbell 'The large number of vacancies to be filled makes trying out worth while for everybody,

"There is a good schedule of games this year although no definite trips have been planned for the band. Because of the new bus, ARRIVES IN MOSCOW we should be able to travel a good deal since the university is now planning to use the band for advertising.'

MOSCOW CHURCHES ENTERTAIN STUDENTS

Friday evening, September 28, vited to spend the evening in the social halls of the churches, where Fort Benning, Ga. informal programs of entertain- He is accompanied by Mrs. ment have been prepared.

No Fear of Drought At Delta Chi House; ... May Take Up Boating

"Who stole them oarlocks?" password. Put yourself, in the place of Tom Smiley, '36 Bovill, and imagine how he felt when he opened the door of the Delta Chi chapter room and gazed into a cool sheet of water.

This time it wasn't the traditional bathtub overflow, nor was a shower left running. The most recent explanation has it that Vincent Here Since 1910 recent explanation has it that leaky hose connections resulted in the foot of water that rippled over the floor of the room. A number of books on lower shelves were ruined, while a val-

uable German painting escaped by

J. W. Finch Named As Mines Director

President Roosevelt Makes Coveted Appointment On August 16

On August 16 President Roosevelt appointed John Wellington Finch, director of the Idaho state bureau of mines and dean of the Idaho School of Mines, as director of the bureau of mines of the United States. Dean Finch had been here since 1930 and now replaces Scott Turner of Lansing, Mich., named by President Coolidge in 1926.

From 1901 to 1906 Dean Finch was state geologist for Colorado and from 1925 to 1929 professor of mining geology at the Colorado School of Mines.

With Railroad

The new director's technical experience includes that of geologist for the Roch Island railroad in Texas and Oklahoma and consulting geologist and engineer for several mining companies. His experience covers service in various parts of the United States as well as in Canada, Mexico, South Africa and numerous Asiatic countries

Finch is a former department of justice investigator looking into frauds in mining stock sales. He has taught at Colgate and Chicago universities. Dean Finch plans to return to Moscow to clear up his affairs here soon before making his permanent residence in Washington, D. C.

His successor had not been named by the board of regents in session in Boise when The Argo-

For New Writing Talent

Editor Harold Boyd Calls First Meeting For Wednesday At 4 o'clock

A great number of excellent editorial positions are open on The Argonaut, according to Harold Boyd, editor, and a meeting is to be held in Ad. 201 on Wednesday for the purpose of giving new students as well as old a chance for these jobs.

"The major positions are in the campus reporting staff," said the editor today. "However, there is one division of the paper which I has been in the past. The section most, only three can be given jobs

Varied Jobs

Other jobs include society staff, copy desk, secretarial, rewriting, women's staff, sports, and art. In connection with the art the editor pointed out that anyone who could make linoleum cuts was practically assured of a position. Anyone columns should also make it a point to attend the Wednesday meeting.

"I hope that those interested only in adding to their list of activities will forget about coming, he said. Every year it is a problem to weed the slackers out and there will be no room for them this year. There is a rumor around that we are going to put out a newspaper.'

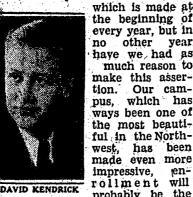
ARRIVES IN MOSCOW

Major Augustus B. O'Connell who is being detailed here from Fort Benning, Ga., by the War department as professor of military science and tactics arrived on the campus recently.

Major O'Connell graduated in will be observed by Moscow College of the City of New York, churches as Student night. As is and from 1925 to 1930 was on R. the custom, both new and old stu- O. T. C. duty at that institution. dents and faculty members are in- In 1931 he completed the advance

Student and Faculty Officials' Greetings

We welcome you, new students, and invite you to take part in one might well become the Delta Chi of the biggest years Idaho has ever password. Put yourself in the had. Perhaps that is a statement which is made at



every year, but in no other year have we had as much reason to make this assertion. Our camwhich has pus, ways been one of the most beautiful in the Northhas been made even more impressive, rollment will probably be the largest in years, and the spirit pervading the cam-

pus is one of "We are going places."
This year, the ASUI offers for your use, a large and varied list of activities. We invite you to participate in them for your own and the school's benefit. They will help you to discover unsuspected talents, to become acquainted with the practical aspects of different fields of endeavor, and to meet other students on grounds of common interests. Introduce your talents to a job, and make them go to work for you.

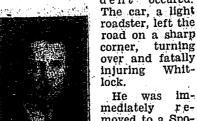
The benefits the university will receive depend upon you of course We have capable and experienced heads of the different activities, but they cannot do it all. You will have to contribute time and effort to help make them more useful organs of advertisement and train-Can we count on you?

> Sincerely, David Kendrick. President of ASUI

L. Whitlock Dies After Auto Crash

Car Leaves Road Near Spokane; Was Prominent Campus Musician

The many friends of Lloyd Whitlock, '35, were shocked late this summer to learn of his death in an automobile accident near Medical Lake, Wash, the evening of August 31. Lloyd was riding with two friends, Charles Mason and James Ennis, both students at the university, into Spokane to entertain at a sorority party when the accident occured.



roadster, left the road on a sharp injuring lock. He was immediately re-

Lloyd Whitlock early the following morning. Death came as a re- back of the bus; none will be carsult of internal injuries. Neither ried overhead.

Mason nor Ennis suffered more than scratches and bruises. Whitlock is survived in Newberg, Ore., his home town, by his mother and a sister. He came to Moscow to attend the university in 1929 and was particularly outstanding in musical circles. He directed the

Blue Bucket band last winter. He was enrolled in business adminis- two 40-gallon fuel tanks give it a tration while in school and planned to finish his course this year. During the past summer he was employed at the Washington state sanitarium at Medical Lake.

R.O.T.C. Officers Bring University of Idaho Marksmanship Trophy

Set An All-time Record For ROTC Competition At Fort Wright

Marksmanship of 44 cadet officers at the recent R. O. T. C. summer encampment at Ft. Wright, Spokane, has brought the University of Idaho the Doughboy of the West trophy.

In winning the trophy, the Idaho cadets set an all-time record for R. O. T. C. competition at Ft. Wright. This award, a bronze statuette of a doughboy, is held for a school in the Ninth Corps area, which comprists the states of Idaho, Oregon, Washington, Montana, Utah, Nevada, Wyoming, and California.

Idaho's score of 433.07 is within a fraction of a point of the last score to win the Warrior of the Pacific trophy two years ago. This 1915 with his A. B. degree from the cup, offered by the University of Hawaii in competition with all schools in the United States and its possessions, was not awarded last year, but will be presented again this year. Those "in the a total of 656,334 tons the last year. know" in military circles concede When bees were first brought to the University of Idaho an excell-this country the Indians ent chance to win this award also. them "white men's flies."



The faculty and administrative staff of the university extend to all of you a cordial welcome. To old students we feel that this is in many ways a welcome home. For new students we hope that everything, turns out so that you will soon come to look on the university as another home.

I am sure that I speak the sentiment of all those connected with the university when I say that we hope for you an interesting, happy and successful year.
M. G. Neale,

President

New Bus Arrives On Idaho Campus

Was Purchased to Cut Down High Cost of Travel

The Vandal Special, new 25other student groups, has arrived faculty of the University of Idaho. at its home quarters in Moscow,

worth & Irwin company of Port-cutting down quantity to replace land according to specifications it with higher quality. According of any college on the Pacific Coast

The bus was purchased as an economy measure to cut down the standing talent will be high cost of travel. It will be used principally for transporting athletic teams, but will also be in de-mand by the Pep band, Vandaleers, dramatists, judging teams, and other student groups. It was purchased entirely from student body corner, turning funds, and it has been estimated over and fatally that it will pay for itself in only two years on the savings it wil make possible.

Streamlined The ultimate in bus design and moved to a Spo- luxury, the vehicle is streamlined, kane hospital tapering to a point at the rear where he died Provision for baggage is made in a 62-cubic foot compartment at the

> Every safety feature known in bus construction is employed, including a welded steel body, low center of gravity, air brakes, safety glass, and a four-speed motor. It is powered with a special GMC bus motor. Enlarged and lighter pistons give the bus a faster cruising speed over standard makes, and

> cruising range of 800 miles. The attractive interior of the bus provides both comfort and practicability. Brown leather upholstery covers the air-cushion seats inside, which are provided with rounded head rests. Three Tropic-Aire heaters and a ventilating fan, all controlled from the dashboard, are included. Twentyfour inch baggage racks run the entire distance of the bus on both sides. No-draft ventilating features are included, front and back Individual lights and mirrors are beside each seat, and the safetyglass windows, which can be raised a foot, are provided with high qual-

ity curtains. The outside of the bus is painted in silver and gold colors with red trimming and red letters, "University of Idaho," on both sides. A similar lighted sign appears above

the windshield. Graduate Manager George Horton said he could not state at this year at a time by the high scoring date what the destination of the bus would be on its "maiden voyage." He said he was convinced however, that considerable mileage would be rolled up on the speedometer this fall. A qualified driver will be engaged for all trips.

> An electric light and power company in Stockholm is planning to use a photo-electric cell for longdistance control of that city's street lighting system.

> The tonnage of cargo handled at the Oakland, Cal., port has in-creased 107 per cent since 1928 to When bees were first brought to his country the Indians called

Registration at the University of Idaho promises to be the largest in its history. Also there is evidence that those students who are making up this increased regis-tration have done

yery excellent work during the time of their preparation for college. Fortunate are those students entering college now. The University of Idaho sincerely we lcomes them and hopes that every

day spent here FERMEAL J. FRENCH will mean great development for them and an increased capacity for the enjoy-ment of all that Idaho has to offer.

Permeal J. French

Dean of Women

Assembly Thursday

Will Open 1934-35 Academic year; Introduce New Faculty Members

President Mervin G. Neale will be the principal speaker at the general convocation to be held Thursday morning at 10:00 o'clock in the University auditorium. This assembly will mark the formal opening of the 1934-35 academic year at the University of Idaho. Last year's speaker was Dean C. S. Boucher, University of Chicago.

Besides President Neale's talk, several musical numbers will be presented by the Vandaleers and other campus musical organizapassenger bus purchased by the tions. For the benefit of old and student body for the use of athletic new students alike, President will eams, musical organizations, and introduce new additions to the

The recent trend has been to where it was driven from Portland. make these ASUI assemblies well
The bus was made by the Went- worth the time of the student by drawn up by George Horton, grad- to T. S. Kerr, Dean of the Junior uate manager, and is the first bus | College and assembly chairman, it to be owned by the student body is imperative that students attend these assemblies which will be fewer but more excellent in quality than those of past years. Outthroughout the year.

"This is our first assembly of the year and we would like to have everyone present," stated Dean Kerr. The general public is invited to attend the opening convocation.

ceived a permit to register.'

fore beginning registration.

201 during the following hours:

nated for that purpose.

card with registration blanks.

follows:

versity library on September 18.

Neale and all announcements for the week.

Over 2000 Students Expected In 1934-35

Record Breaking Enrollment Prophesied By School Authorities; 1,990 Here in 1930-31

To say that enrollment figures at the university this fall threaten to establish an all-time record established in the years B.D., "before depression," is to put it mildly.

Several registration records have already been eclipsed, according to Miss Ella Olesen, registrar, and some campus prognosticators say that nothing short of the south Idaho

Desiring University Men

and Women

FERA funds have been allowed for the appointment of 50 girls and

140 boys to work during the school year, according to Miss Sweet and

Dean T. S. Kerr, respective admin-

istrators of the FERA on the Idaho

campus. The plan allows for the

students appointed to receive an

average of \$15 a month, depending

upon the recommendations and the

financial statements presented be-

fore the students may be certi-

For certification of applications

the student must present recom-

mendations from parents along

with financial statement includ-

ing resources, income, and expense

accounts. In many cases it has

been possible to adjust the expense

accounts so that a FERA appoint-

ment is not necessary for the stu-

371 Applications

been 371 applications in his de-

partment, out of which 75 have

been rejected, mostly on account

of scholastic standing. Those who

have been certified, but cannot yet

be placed are put on a reserve list

to fill openings as soon as they oc-

CWA workers have also been

active during the summer months

school year. Following is a list of

the men who worked during the

summer. They are the pick of the

(Continued on Page Two)

year last year.

The yellow sheets with the program and rules of procedure for registration days have been issued by the registrar's office and are ready for

distribution to new and old students when school convenes. "It should

be brought to the attention of the new students that those who have not

received a permit to register by mail should go to the admission rooms,

Ad 206A, at their krst opportunity during registration days, or to the

registrar's office after September 19," said Ella Olesen, registrar. "No

registration blanks will be prepared for new students who have not re-

New students who have had military training in a junior R. O. T. C.

unit, C. M. T. C. camps, or military service, should present credentials

covering such work to the commandant in the Memorial gymnasium be-

PHOTOS TAKEN

have identifying photographs (identographs) taken before entering the

library to complete registration. They may attend to this detail in Ad

Students who are transferring from the southern branch should remember that those who do not have a notice of acceptance of transfer

should go to the admission room, Ad. 206A, during registration days or

the registrar's office after September 19. Transfer students must have

identograph photos taken before they can complete registration. I Their

registration blanks can be obtained beginning September 17 in the office

of the college in which they plan to register or an adjacent room desig-

OLD STUDENTS

Old students returning to the university who have not applied for a

registration blank by mail should go to the registrar's office and fill out a

card for that purpose. A check of the student's credits is made. He may

then apply to his dean for a registration blank. Those desiring to change

their curriculum must secure their registration blank and a change of cur-

riculum card from the dean of the college in which he was last registered,

have his duplicate record transferred to the college he expects tol enter,

finish registration in the new curriculum, and file changes of curriculum

NEW STUDENTS FIRST

New students only will be allowed to complete registration in the uni-

"In case you do not live with your parents in Moscow or in one of the

organized group houses on the campus, secure approval of your living

arrangements from the Dean of Women in Ad 106, in the case of women

students or the faculty committee on student housing who will have a

MONDAY, SEPTEMBER 17

representative at the library entrance on September 18 and 19."

All students entering the university for the first time are required to

Monday, September 17, 11 a.m. to 12 noon and 2 p.m. to 4 p.m.

Tuesday and Wednesday, September 18-19, 9 a.m. to 12 noon and

Dean Kerr stated that there have

dent to attend the university.

"special's" rolling into the Colum-bia river and failing to come up will **FERA Allows Students** keep the figure under the 2,000 mark by the time the last weary student has shuffled his way To Attend University through the registration maze in the Funds Provide Schooling For Many

library. They base their predictions on some of the figures given out by the registrar's office. For instance, advance registration of new students set an all-time daily record on September 8, when 151 permits to register were mailed from the registrar's office. Total advance registrations when the office closed its record day were up to 581, as compared to 394 on the corresponding date last year. This represents an increase of 45 per cent in advance registrations of new students over 1933, when the university enrollment was 4.5 per cent greater than for the previous year.

Record Threatened The all-time Idaho record of 1990 students was established in 1930-31. Application for registration blanks sent in by former students show an increase of 8 per cent above the highest previous total on record one week before the opening days. This would indi-cate that old students as well as new will be more numerous than

usual this year. Permits to register mailed to new students up to August 25 were 50 per cent ahead of the corresponding date for last year, when the total enrollment was only 71 below the Idaho record of 1,990. Inquiries from prospective students have been more numerous than ever before in the university's history.

and will continue through the Some university authorities have indicated that all these reports of record-breaking registration figures should be taken with a grain CWA workers during the school of salt because they might mean that students have just found out what they wanted to do earlier than in previous years, but none of them will deny that present indications point to the argest enrollment in the history of the insti-

Several members of the campus "old guard" claim that never before have so many students arrived on the campus the week before the opening of school, which indicates, they say, that students were never so anxious to get back to college.

Newspaper Problems To Be Studied Only For One Semester

"Problems in Newspaper Publishing" Replaces "The Community Newspaper"

Problems encountered in the management of weekly and small daily newspapers will be stressed in "Problems in Newspaper Publishing," a reorganized course which replaces "The Community Newspaper," declares Elmer F. Beth, assistant professor of journalism. The new course will be offered this semester, and will not be given again until the fall of 1936. "All majors in journalism are required to take the publishing course," Professor Beth explains. "The old community newspaper course was elective, but we discovered that some graduates were seriously handicapped because they had completed the required journalism work without ever having studied the problems of circulation, promotion, advertising soliciting, job estimating, country correspondence, community survey, cost finding, etc.

"The new course is designed to emphasize consideration of such problems. This change should help to train journalism majors more thoroughly for the positions which will be open when they graduate. Idaho and its neighbor states are in a region of small newspapers."

TO GIVE NEW COURSES

Four new courses in sociology are being offered this year according to Dean T. S. Kerr, head of the The registration and freshman week program for new students is as sociology department.

These courses are part of a plan of expansion which will enable the student to major in this field 8 a.m.—Assembly in the auditorium, required attendance for all new students. There will be an introductory address by President M. G. of work. The Modern Family, Social Pathology, Criminology, and Social Case Work are the new courses to be inaugurated.

9 a.m.—Uniform English test, required of all new students who do not (Continued on Page Four)

Yell Duke Try-outs

Two Assistant Yell Kings Will Be Chosen By Paul

Day: Thursday Time: 5 p. m. Place: Memorial gym Who: Everybody interested

What for: Yell/Duke try-outs
The above outline just about
covers all the information that
prospective yell duke aspirants will want to know before they report for the try-outs scheduled for Thursday after-noon on the bas-ketball floor of



ball games and conducting pep rallies, will be chosen by Kerr after the tryouts. The names of those selected will be announced in next Friday's isnaut.

sections at games and

sue of The Argonaut.
Chance for Advancement There are no restrictions as to the eligibility of the aspirants,, although members of the first three classes in school are given preference as the yell duke positions us-ually serve as stepping stones to the higher post of yell king

Kerr stressed the importance of everyone interested in the activity trying out for the positions whether they have had previous exper-ience in leading yells or not.

Big Year in Prospect "High school cheer leading ex-perience will help to some ex-tent," he said, "but it is not necessary. The men will be selected on the basis of their co-ordination and natural aptitude they display toward developing into first class yell leaders. Freshmen are particularly urged to try out."

Considerable honor is attached to these yell duke positions on the Idaho campus as they are the in-

WelcomeBack

Fountain Service Newspapers

> Smokes Candy

Magazines

Guns

Famous for Milk Shakes

Take Place Thursday
Memorial Gymnasium stigators of one of the oldest uni- billed as the "Fiddlers. Three" on season and other student active pany hook-up. The violin arrange-ities, Kerr is particularly anxious ments are among the few instruto secure two capable assistants to mental numbers featured on this Paul Jones, '37, Jay Conguest, '36, help with the rally committee in program arousing the student body to back the teams.

> University Violin Trio Now Heard Over

Gang of Radio Entertainers

of Idaho violinists, Bill Ames, Boise; but E Wendell Olsen, Montpelier; and Dick Edwards, Kellogg.

Heard in Spokane

The University of Idano trio re ceived its first audition with Al Pierce's Gang early in May when he and his troupe appeared in Spo-kane. For the second time in the National Broadcast history of these popular radio entertainers, they included outside Are Now Featured With Al Pearce's talent in their program by having as guest stars the Idaho violinists.

At the University of Idaho last year, the trio played for musical shows, assemblies, and dances. From university musicales to a shows, assemblies, and dances. featured spot with Al Pierce's Gang of radio entertainers is the step band for two year. Both Ames and Olean were arreducted in June recently taken by three University and Olsen were graduated in June, of Idaho violinists. Bill Ames. Boise: but Edwards will be a junior this

Formerly known as the "University Trio," the young men now are ast red color.

Growing tomatoes in sun that is too hot does not produce the richast red color.

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for All University Courses

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NOTICE TO NEW STUDENTS

The location of Hodgins' Drug and Bool; Store is just north of the Hotel Moscow

(Continued from Page One)

Ralph W. Villars, '35, James Woolston, '36, Ben Phipps, '37, are not students of the university: Bradley Joice, '37, James Keyes, '37, "Brick" Driskill, Walter Schumach-Herbert Angell, '36, Preston Morti-mer, '36, Bill Gauss, '36, Evert Don Orcutt.

Dobbs, '36, Earl LeRoy Smith, '36, Del Andrews, '35.

Five Moscow boys worked on the campus this summer though they

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Magazine

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Get Your School Supplies Here at

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Several Changes Occur in Faculty

Board of Regents Will Appoint Men to Fill Remaining Vacancies

Three new deans, two professors, and a bandmaster make up the major changes in the faculty this year, according to records in the president's office. Other faculty changes approved by the board of regents represent a normal turnover in personnel—many of the changes being of routine na-

Three important positions, dean of the School of Mines, professor of European history, and professor of horticulture, have yet to be filled. The board of regents will appoint men to fill these vacancies at a meeting of the board in Boise this

The mines post was left vacant when John W. Finch, dean of the School of Mines since 1930, rethe department of the interior. The recent deaths of Prof. J. E. Retherford and Prof. C. C. Vincent left vacancies in the history and horticulture departments.

New Deans

New deans of forestry and law at ume their posts this year. Dr Richard E. McArdle, associate silviculturist with the Pacific Northwest Forest Experiment station at Portland, becomes dean of forestry succeeding the late Francis G. Miller, whose death this spring terminated 17 years as head of the Idaho forestry school.

Dr. Pendleton Howard, professor of law since 1929, is advanced to the deanship of the law school, fillyear's leave as visiting professor of from Washington State, where he law at Northwestern university.

of the industry. Dr. McArdle received the B. S., M. S., and Ph. D.,
degrees from the University of
Michigan.

And Experience covers an phases
graduate student and part time
teacher at the California Institute
of Technology, where he received
his Ph. D. in June.

Robert B. Lyon assumes the post of assistant professor of music and director of the R, O. T. C. military band, succeeding Bernt Nielson, from Ohio State in 1933. Five in-leader of the military band since 1918, who died in April. Mr. Lyon comes to Idaho enthusiastically of absence of other faculty memendorsed by national authorities bers. John L. Barnhardt joins the in hte field of music.

At Evanston year. Positions of similar rank will The music appointee holds two be held by Katy Rae Boyer, indegrees from the University of Illinois and during the summer has been doing graduate study at Northwestern. He has been con-nected with several prominent signed to become director of the bands, was a trumpet player with United States bureau of mines in the Chicago symphony orchestra, has been director of high school and college bands, and a judge at a number of state and national band concerts.

Clarence H. Schowalter, a Wisconsin graduate, has been appointed an instructor in mechanical engineering. He has had three years' experience on aircraft engine design with two large eastern manufacturing companies



ing the vacancy created by the resignation of Dean W. E. Master-faculty as an instructor in botany, son to become dean of law at the University of Missouri. Dr. How-ard returns to the campus after a from Indiana, and his doctorate

The new forestry dean come to Idaho preceded by glowing recominations from leading men in Johns Hopkins university graduate. lumbering and forestry throughout the United States. His training and experience covers all phases matics. Since 1931 he has been a graduate that the state of the sta

Dr. Michael Peech is the new assistant in agricultural chemistry. He received his doctorate degree year. Positions of similar rank will

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40 years of continuous laundry and dry-cleaning service together with NEW AND LOWER PRICES THIS YEAR assures you of quality work whether it be shirt or suit.

MAY WE SERVE YOU BEST!

MOSCOW STEAM LAUNDRY & DRY CLEANING WORKS

A Hearty Welcome

STUDENTS

The Blue Bucket Inn is an institution. It is a part of the college life here at the University of Idaho. Every effort is extended in order to make your life that of enjoyment and pleasure. We stand ready to serve you.

The Blue Bucket, famous throughout the state for its home-cooked meals, snappy fountain service and college dances, is already known to the older students. It's more than a restaurant—it is an institution. The coolest, happiest, most home-like inn imaginable. Make it your headquarters-meet your friends at "The Bucket". The service is excellent and prices reasonable.

DINE AND DANCE

BLUE BUCKET IN

DIAL LEPARD'S GROCERY DIAL 2353

This Grocery Store, home-owned and operated, in the Masonic's Temple building near the Walgreen Drug Store on the corner of Sixth and Main Streets, takes this opportunity to welcome the students returning to the University for this term of school. "To serve you Right and serve you Well" is our motto.

Look for our weekly specials in the Star-Mirror and News-Review

Know how it feels to wear a suit made for you Personally

N. M. PENNELL, Tailor

6th Below Main Street

tailors them for \$22.50 up. Wide range of newest fall styles to select from.

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A Clean, Restful Place to Eat

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QUICK SERVICE

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On the Campus

GET YOUR ROOM FURNISHINGS WHERE YOU SAVE

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A Man AND HIS CLOTHES

No other possession so definitely designates a man's he goes, or whatever he does, they are virtually a part of his personality—a criterion of his taste, his standing, his success.

WE CLEAN CLOTHES

The Spot Shop

Welcome Students

You'll need clothes this next school year and CREIGHTONS have just the right clothes you need. They are inade of finest quality materials fashioned with every style detail that will make fashion history this fall. Clothes for both men and women.

CREIGHTONS



BUSTER BROWN SHOE STORE

The Store That Really Fits Your Feet

Suede Leather Coats

CRAVENETTE PROCESSED TO TURN RAIN

in Black — Brown — Green — Navy Sizes 14 to 20

\$10.95

Wool Tweed Skirts

For Campus Wear All New Fall Colors

\$2.50 to \$4.50

The Parisian

The Idaho Argonaut

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|-----------------------------------|----------------------------|
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| John Lukens | Makeup Editor |
| John Brosnan | Copy Editor |
| Marion Johnson, Christine Orchard | Society Editors |
| Mary Ellen Brown | Women's Editor |
| Ruth Haller | and Feature Editor |
| Barbara Mockler | Exchange Editor |

Welcome Home To School

We wish to extend a sincere welcome to both old and new students coming to Idaho this fall."

What a worn out and tattered old phrase! Yet it is one which has never meant more in its repetition than it does right now. Every year that same expression appears on these pages in some form or other and every year it is made just as sincerely. It was never said before, however, with as great a feeling of optomism for a great school year as this has every indi-

Registration forecasts tend to predict an enrollment above any in the history of the university. Old students are returning in numbers exceeding our fondest hopes. Group houses are experiencing a much greater chance of getting the required number of "bean eaters." Businessmen in Moscow and all over the state have expressed themselves as being in a better position financially than has been true for some time.

Striking such a pleasant note at the beginning of another year at Idaho is not propaganda. It happens to be the truth and all the more pleasant because of its truthfulness. Idaho students will have every opportunity to make the most of some of the most favorable conditions with which they have been surrounded for many moons.

To the new students who step into our halls for the first time it is our wish to make you doubly welcome. Idaho has many traditions and customs to which it clings tenaciously and in which we feel are the foundations of the "Idaho Spirit" of which we are so proud and which we cherish so ardently. Some of these customs may seem silly or, in the vernacular, "small time," to you. We know, however, that when you get acquainted with Idaho students and Idaho's many friends your attitude can be none other than one of whole hearted support of "that old Idaha" spirit" which exists, not only on the athletic field, but on the campus, in the houses, and wherever there are Idaho students.

(Continued from Page One)

transfer credit in English I. All those whose names begin with initials A to S in Ad 102 and those from T to Z in Ad 311.

10:30 a.m.—Psychological test, required of all new students, same room

assignment as for English test.

1:30 p.m.—Conference hours with deans and directors. All new students are required to attend conference with deans, directors, or advisers of the divisions in which they intend to register. Attention will be called to the objectives and requirements of the curricula and complete directions will be given for registration. Opportunity will also be given for the asking of questions.

Assignment of conference rooms is as follows:

Agriculture, Mor. 117; Business administration, Ad. 311; Education, Sc. 110; Engineering, Sc. 29; Forestry, Mor. 335; Junior college, Ad. 102; Pre-Legal studies, Ad. 206; Letters and Science, Ad. 301; Premedical and pre-nursing studies, Ad. 312; Home economics, Ad. 304; Mining, metallurgy and geology, Geol. 1; Music and music education, Ad. 207; Graduate school, Mor. 224.

3 p.m.—Freshman assembly in university auditorium. Community singing under direction of the music department. University health service and conservation of student health, Prof. C. W. Chenoweth, chairman of committee on health and housing. Talk, "What is the University?," C. W. Chenoweth, professor of philosophy.
TUESDAY, SEPTEMBER 18

8 a.m.—New students will obtain registration blanks in the following places: A to G, hall adjoining Ad. 102; H to Q, Ad. 102A; R to Z, Ad. 104A. After obtaining your registration blank, take it with your photocard and permit to register (and evaluation sheet if you are entering with freshmen should complete registration and pay fees before 4:30 p.m. WEDNESDAY, SEPTEMBER 19

9.a.m.—Freshman assembly in university auditorium. Music under the

direction of the music department. Talks to Freshmen:
"General Courtesy," Miss Permeal J. French, dean of women. "Athletics and Physical Education Activities," Leo B. Calland, profes-

sor of physical education and athletics.

"Planning Your Work," T. S. Kerr, dean of Junior college.

2 p.m.—Freshman assembly in university auditorium. Activities of

the ASUI, David Kendrick, president of the ASUI. Organization of the class under direction of the ASUI president.
THURSDAY, SEPTEMBER 20

8 a m.—University classes begin.

10 a.m.—General university convocation, Memorial gymnasium.

Carter's Drug Store

Drugs — Drug Sundries — Toiletries — Stationery

Sheaffer's

PENS

PENCILS

SKRIP

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\$2.00 to \$5.00

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A complete stock of the Eaton-Crane-Pike Line Pound paper with envelopes to match....50c to \$1.00

Box paper, 24 sheets and 24 envelopes....50c to \$4.00

Old S.A.E. House To Be Fourth of

For Rooms

ized, and will accomodate approx- will be assisted by George S. Tan-Student Co-ops imately 40 university men.

More recently known as the Plan Worked Well Last Year; Community hospital, the two-story houses which were inaugurated dining room, and second floor will wastes 160 gallons a day; it is estimated.

Charge Only \$1 A. Week building situated on the corner of last year will continue. The plan be at the disposal of the students. Deakin and College avenues will be equipped so that living expenses So successful was last year's will be cut so low that many will venture in providing three co-op- be able to attend the university erative rooming and boarding who ordinarily could not. The nouses for university students that men will be charged \$1 a week for another is being added for the their rooms, and will do all of the coming year to take care of the waiting and a certain amount of iteadily increasing number of ap-kitchen work.

FOUR FAMOUS LINES IN OUR

FALL SHOE Showing

Capital —Blue Ribbon — Naturalizers — Brown hilt

Here you will find the most complete collection of smart fall shoes to be seen! It pays to choose from a large variety of exquisite footwear such as this!







New Fall Shades in Beautyweave and Strutwear Ringfree Hosiery.



The Store That Really Fits Your Feet.

Saints institute.

pha Epsilon fraternity will be util- will be in charge of the house. He Senior halls for men and at the raised by the government on a large A photographic studio will con-

tinue to occupy the front rooms of The three successful "co-op" the building, while the kitchen stream the size of a common pin

was carried out at Ridenbaugh and Parasites of insect pests

Water leak from a faucet in a

STUDENTS' SUPPLIES AT LOWEST PRICES

100 Sheet Note Book Fillers. Twice the Usual Number!

Except one size

Only the combined buying power of the National Association of College Stores can make this value possible. The paper is twenty pound plate finished bonda much finer paper than has ever before been used for note book fillers. There are one hundred sheets in each filler. All but the one largest size are 15c. Size $11 \times 8\frac{1}{2}$ 25c. All others sizes 15c.

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1934 Vandal Gridders Given Stiff Workout In Initial Practice Saturday

Squad Working Hard to Get In Shape for Huskies

A Vandal horde, forty strong, moved out on MacLean field at 1:30 Saturday afternoon to start the initial football practice at the University of Idaho: Eager to get underway, one of the gridsters, asked Coach Leo Calland to "give him the works," and the Idaho mentor surprised him and his teammates by doing that very thing. He started putting the squad through as stiff a workout as it will probably get all year.

In top condition after doing manual labor during the summer, the varsity candidates showed to advantage in the drill. Most of the men have been employed during the last three months in blister control, bucking sacks of grain, hoisting lumber and in other capacities which make football seem a mild pastime. HEFTY TACKLE FROM

WAY BACK JOINS SQUAD

Standouts among the hefty linemen to report, were Bob Mc-Cue, Harold Klumb, and Bob Moser, all tackles who will sag the scales at 200 pounds or better. The blonde head of Art Roose from Kellogg, who played on the 1929 freshman squad, stood out above the other six feet and some inches in the air. He weighs about 225 pourids, and plays at either guard or tackle. He is entering college again after being out for four

Heaviest damage done in the line by graduation last June centered Oliver Davis, is ready for distributhe loss of Orville Schmitz, LaVerne This book is the university guide Randall, Nels Fowles and Russell for new students, and is published Garst, all regular ends. Being and presented to them by the assogroomed for these positions this clated students of the University year, are Norman Iverson and of Idaho. It, is published for the George Rich, a pair of 180-pound purpose of explaining to new stulettermen; Earl Ritzheimer, 185, dents the traditions, activities. and team; and Harvie Walker, 170, var- and by-laws of the ASUI. sity reserve IT'S UP TO BERG

THIS SEASON Looking very promising among the backfield candidates, were Paul Berg, Idaho Falls leterman, who was an understudy to John

Norby in the blocking halfback role last year. This job is just about up to him for the 1934 sea-

Elbert "Lefty" Inman, quarterback from Lewiston, was tossing the unfamiliar, smaller sized tootball with lightning effectiveness McCue, who made the third longest scoring pass in the United States last year, complained of the light weight of the new ball. He was having difficulty getting off some of his famous 70-yard thrusts down the field. The ball seemed to wobble at 65 yards. LEO TO WORK 'EM

LONG AND HARD

Practice will be every afternoon for the next two weeks and the sessions will be long," said Calland. "We will probably hold our first scrimmage Thursday.'

The Idaho mentor is not kidding himself about Washington, with whom the first game of the season will be played, September 29. He is convinced Washington has ore of the toughest teams in the conference, with a backfield that slows up for no one.

PRAISE MRS. MASON'S WORK

Iowa newspapers are comment ing enthusiastically on the ability of Mrs. Edward F. Mason, wife of the former professor of journalism at the University of Idaho, as sculptress. Two years ago Mrs. Mason started studying sculpture and since that time has molded busts of eight prominent Iowa persons. Mrs. Mason had little art training before she began studying at Iowa. Experts have declared that her work is of the finest quality, considering the comparatively little art training she has had.

Oil is being substituted for molasses and water in grasshopper bait because it dries out less quick-

Two Gridsters Featured On Cover

Two University of Idaho football stars, Bob McCue, hefty tackle, and Paul Berg, blocking halfback, are featured on the cover of the new 1934 Football Annual now on the news stands.

The oil painting on the cover, done by a New York artist, is taken from two action pictures of the Idaho gridsters. The original photographs were taken by Charles Dimond, Moscow photographer, Wishing to express the utmost in football action, the artist in his painting did not cover up the torn jersey of McCue, which the big tackle insisted on wearing most of the year.

Berg and McCue are both outstanding men on the 1934 Idaho squad. Berg is taking over the blocking halfback job of John Norby, and McCue is rated as one of the best longdistance passers on the Pacific coast.

The football annual, featuring these two men, gives a nationwide survey of the coming

FROSH BIBLE READY FOR DISTRIBUTION

The 1934-35 Handbook, edited by around the end positions, due to tion when the freshmen register. 1933 freshman squad; Frank Gwil- social life of the campus. Included liams, 190, also from the freshman in this booklet is the constitution Return Rate 3rd in U.S.

Giant Tackle's 53-yard Toss to Iverson Recognized by Parke Davis

Pacific Coast football fans expect to see some A-No. 1 aerial work when the Idaho Vandals go on the field this fall.

Bob McCue, 210-pound tackle, who will be in grid fighting clothes again this year, now rates with the best passers in the nation. He holds third place in the United States for the longest forward pass of 1933 to score a touchdown, according to a new set of statistics recently compiled by Parke H. Davis, famous football authority, who died shortly after completing them.

Davis gives John Walton (Denver) credit for the longest scoring pass, a thrust of 58 yards made in a game with Utah. The 55-yard pass of Thomas Leech (Lawrence) in a game with St. Norbert, was second longest. McCue's pass to Norm Iverson in last season's Whitman game, which ranked him third place, was 53 yards. In the same game, the big Vandal tackle made a total of 161 yards in completed

Third in the United States last year for longest scoring runs in re-Davis, was a teammate of McCue, the one and only "Little Giant" Willis Smith, now with a professional ball club, the New York Giants. The long run by Smith was his 86-yard dash in the 1933 homecoming game with Washington State college, James Boring (Penn a 100-yard run, and James Peele

Gold in paying quantities was re-cently reported discovered in Coleman county, Texas.

McCue's Pass -- Smith's Calland's Huskies Keep In Trim During Summer Doing Blister Rust Control Work

Indians Most Trouble,

Says Leo

1934 Pacific Coast Football con-

ference race shows Stanford lead-

ing the field. The Idaho football

have much trouble—that is, not

opposing teams. Stanford, how-

ever, though scoring only 53 points

Calland figures U.S.C. will prob-

ably give Stanford most trouble

for claiming conference honors this

year, and California will also be

somewhat of a nuisance. He gives

strong ratings to Washington and

Washington State. Any further down the list, he said he would ra-

ther rate them from Saturday to

NOTICE All candidates for freshman foot

ball managerships report to Bill Hunt at MacLean field any time

You'll get that same good

service again this year at

CAMPUS

BARBER SHOP

C. L. JAIN

gridiron home stretch first.

Rose Bowl game.

"Calland's eye view" of the

Calland Gives Stanford har mount ins, stranger!" If you don't believe it, read the roster of University of Idaho gridders who kept in top physical (and

financial) condition this summer by doing blister rust control work: By shifting a couple of men in the line, Coach Leo Calland can boast a complete eleven who worked in the tall timber, though he adds that no conference rules against early practice were broken, as the team was scattered over every

mountainside in northern Idaho. From the tree troupers whose first love is football under the silver and gold banner, a complete backfield can be formed. They include Cy Geraghty, veteran quarback, Spokane; Russ Honsowetz, letterman halfback, Harrison; Paul from Chaffee Junior college; and ference with 85 points to 23 for "Suitcase" Ward, highspeed fullback

In the line are Norm "Kid" Iverson and Harvie "Slug" Walker, ends; Harold "Kewpie" Klumb, tackle; Alfred Berg, guard, Idaho Falls; and Ralph Spaugy, center, Moscow, By shifting two of the Vandal woodsmen, "Piano Joe" Wheeler, 200-pound center transfer from Chaffee, to a tackle berth. and Earl Ritzheimer, end from turning back kicks, according to Coeur d'Alene, to guard, the eleven is complete.

EVERETT MOLANDER DIES

Word was received here recenty of the death of a former Idaho student, Everett Molander of Buhl, State) was first in the nation with 1930 and 31, enrolling in engineer ing. Death was caused by compli-(Purdue) second with a 90-yard cations following an appendicitis operation at the Twin Falls general hospital on September 4. He is survived by his parents, Mr. and Mrs. Ernest Molander, and a brother and sister.

NORBY AND SMITH WITH PRO LEAGUE

Edge in Coast Battle

Heading for another griditon round-up, John Norby, Rupert, former Idaho star halfback, and Willis Smith, lightning quarter-back of last year, are now with the Idaho 1934 graduates who make New York Chants in the National Received Football league. They started practice September 1.

inevitable and outstanding pair, Eiden Boise guard will direct ath, Beeg John-holding back the enemy, mentor figures the Indians will not while Wee Willie scampered around, over, or through.

too much in coming down the Norby was rated by coast sports authorities as one of the finest de-Last year, Leo Calland rated Southern California as the strong-Last year, Leo Calland rated Southern California as the strong-topping off his amateur career and Afton Barrett, Pocatello Both with a smashing exhibition of played three years as varsity forwas almost right, as the Trojans blocking and tackling in the an-"Nutz" Wise, a halfback transfer were the high scorers in the con-nual East-West Shrine classic at Rich Fox. Wicks goes to Craig-San Francisco on New Year's day, mont, and Barrett to Troy. Smith, who never weighed more than 160, was regarded as one of quarterback on the Idaho 1930, 'aly to 23 for the opposition, won the the most dangerous open-field and 32 teams, will coach at Endiright to represent the Coast in the runners in the country.

Idaho Athletic Stars. of Former Years Land Many Coaching Posts

Professional Football league. They clude the former Vandal football started practice September I. stars, Orville Schmitz, Lewiston, "Beeg John!" and "Wee Willie" veteran end, who will be at Emwere two of Idaho's most popular mett; and Oliver Davis, Boise gridsters last year. They made an guard, who goes to Challis. Max letics at Boise Junior college. William Felton, Moscow, quarterback,

will coach at Enterprise, Ore. Former Vandal hoopsters who go into coaching jobs for the first time wards under Basketball Coach

George Wilson, Moscow, flashy cott, Wash.



son. Charging across the backfield at a speed that is going to be an important scoring factor for Idaho this year, was Theron Ward, fullback from Jerome

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We are now ready to accept deposits to be known as "Customer's Cash Accounts."

These accounts are carried without service charge and are not subject to check tax.

You are invited to come in and let us explain them to you.



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MOSCOW, IDAHO

Moscow Grocery Has Joined the I. G. A.

THIS GIVES US ENORMOUS BUYING ADVANTAGES. THESE AD-VANTAGES MEAN TO YOU LOWER PRICES. AND FRESHER MORE COMPLETE STOCKS OF THE SAME HIGH GRADE MERCHANDISE THAT YOU ARE ACCUSTOMED TO BUYING.

VISIT OUR NEWLY REMODELED STORE, AND BE AMAZED, AS WE WERE, AT THE DIFFERENCE - DIFFERENCE IN STORE -DIFFERENCE IN SAVINGS TO YOU — AND DIFFERENCE IN CONVENIENCE.

-- Last But Not Least --

THE MOSCOW GROCERY CORDIALLY WELCOMES NEW AND OLD STUDENTS. COME IN AND BECOME ACQUAINTED WITH

Moscow Grocery

— WE DELIVER

OPENING ALL-COLLEGE DANCE

Dance to the Music of Bob Campbell and His New Blue Bucket Band. —New Musicians ——New Tunes — New Beautifully Decorated Hall

Don't Miss It

Per Person

BLUE BUCKET INN

Monday, September 17

Per Person

Season Tickets Again This Year — Only a Limited Number — —Get yours early.— — On Sale Until Sept. 22nd.

12 Dances for \$3.00

Many Parties For Fall Rush

With the new Pan-Hellenic rules calling for more parties than ever before held during rush week, every sorority house on the campus is bussing with details for enter-taining the 200 or more new women who are arriving on the Special Sunday morning. And yet, according to the stories heard of summer parties, this first week will only be the climax of a series of brilliant parties held in all parts of the state wherever a number of university women wearing the same pin could get together. These summer rush parties were of all types, ranging from formal dinner dances or teas to very informal tavern dinners or

women are settled in the house or home was in Seattle, but she was

have attended the University for the last two years. Mr. Patterson is a member of Sigma Chi. Mrs. Patterson is a member of Delta Gamma. They will live in Rosalia,

New Rules Forbid Rush Week Dates

Men Must Forego Dates of the College of Agriculture; and Prof. E. E. Hubert of the School of With Frosh Women for Week

Perhaps the most interesting change made in Pan-Hellenic rush-ing rules this year is the fact that during the week when freshmen women are being rushed, they can-not accept dates with men. This includes dates in the daytime as well as dates at night. It is absolutely necessary that the rushees observe this rule because penalities for breaking it is the loss by the rushee of a group of parties (first, second or third parties).

Because of the fact that in recent years the system used was very unsatisfactory, the whole principle of the thing has been changed with the idea of making it more com-

petitive than before.

The Pan-Hellenic tea will be the same as usual on Sunday afternoon, the time being changed to three o'clock. On Monday and Tuesday, first parties are given, the rushee being allowed to go to any of the eight parties to which she is invited. Wednesday and Thursday are filled with a second group of parties, the rushee being required to eliminate four out of the eight houses. On Friday, each house gives two parties, making a total of sixteen parties in all, of which the rushee can go to only two. For the purpose of simplyfying this, date cards will be issued to the rushee before each group of parties. These cards must be filled out the same night and turned in to the representative at the hall. There are no conflicts in parties between houses.

Formal Important Invitations to formal dinner on Saturday night are of greater importance this year, acceptance of which being acceptance of a bid Pledging will close at eight o'clock on Saturday night, thus eliminating the "parade" on Sunday. It

SUNDAY Cary Grant and Genevieve Tobin

--in--"KISS AND MAKE UP"

Mon., Tues., Wed. "DOWN TO THEIR LAST YACHT"

Thursday and Friday Diana Wynyard —in—

"ONE MORE RIVER" SATURDAY Paul Lucas

—in— "LET'S TRY AGAIN"

Sunday, Monday, Tuesday Marion Davies and Gary Cooper —in—

"OPERATOR 13"

Wed., Thurs., Fri., Sat. Aline MacMahan —in—

"SIDE STREETS" tem will prove more satisfactory lations are not applicable to mar-than that which has been used be-ried couples or to faculty members.

fore. It is not adopted from any other school, but has been worked out by the members of Pan-Hellenic to fill the individual needs of this school. Certain features have been taken from several different universities and combined to form universities, and combined to form a system which should be far better than any which has been used before at the University of Idaho, according to rushing officials.

HOUSE MOTHER DIES AFTER OPERATION

The death of Mrs. M. G. Reed; Alpha Phi house mother, September 9, at the Deaconess hospital in bridge parties.

The next week will be filled with such parties, as under the new rush system each sorority will hold a breakfast, luncheon, fireside, and formal dinner before all the new Phis for the last two years. Here hall of their choice for the year.

The latest campus marriage is that of Lois Naylor and Wade Patterson, both of Moscow. They were is survived by Mrs. Starkey and two married Sept. 8, at Moscow. Both is survived by Mrs. Starkey and two grandchildren, Katherine and Jane Starkey.

HOUSING COMMITTEE ON INSPECTION TOUR

The keynote of the housing regulations at the University of Idaho is briefly: men students living off the campus must live in places approved by the housing regulations committee. This committee is composed of Dean T. S. Kerr, Junior College head; Prof. J. M. Reader

Welcome--

We greet you with the same snappy service and high quality merchandise at popular prices.

is to be stressed that once invita-tions are answered, the answers ing made by the committee and a are final and cannot be changed list of the places passed by them It is to be hoped that this sys- will be soon completed. The regu-

An increase of 91 per cent in the number of visitors to General Grant National park in California this year brought the number of visitors to nearly 4,000,000.

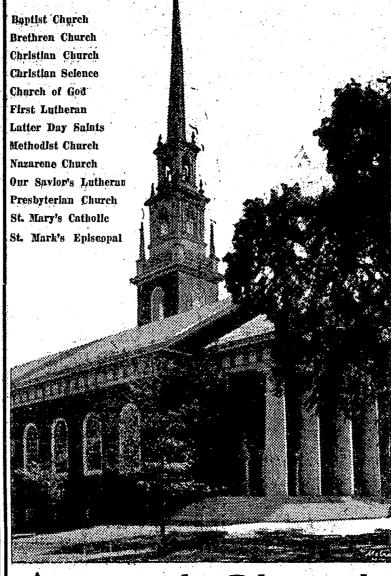
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Attend Church

Button! Button! D—! these sox!

We Mend Your Clothes and Darn Your Sox Free of Charge

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Old and New Students

We greet you with the same reliable watch repair service

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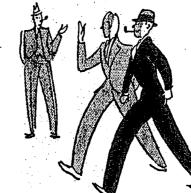
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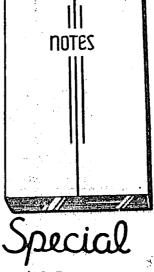
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4-There's a real reason too-you future Phi Beta Kappas. It's because DAVIDS' are a season ahead in style — because they have just what you want when you want it—and because all this just doesn't cost one red cent more. This year, more than ever, come to DAVIDS'.



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