



## Jackets Capture Ninth Post Season Game

### Rich Computer Building Construction Underway

Ground was broken on Thursday, December 16, 1954, at the Georgia Institute of Technology for the two-story building which will house the \$1,000,000 Rich Electronic Computer Center. Officiating at the brief outdoor ceremonies was Vice President Cherry L. Emerson. Ben R. Gordon, executive vice president of Rich's, Inc., and recently elected member of the board of trustees of the Georgia Tech Foundation, operated the power shovel which broke the ground.

Among the audience of more than 100 were Georgia Tech President Blake R. Van Leer; Walter M. Mitchell, president of the Georgia Tech Foundation; A. Thomas Bradbury, architect for the building; Dr. James E. Boyd, assistant director of the Georgia Tech Engineering Experiment Station; Dr. Irwin E. Perlin, acting director of the Com-

### Chairman Of 'Y' Board Presented Scroll By President Van Leer

After the regular business of the last meeting of the Tech YMCA Board of Directors, Georgia Tech's President Van Leer presented a scroll to George Winship for his fine work while serving as chairman of the board for the past twenty years. President Van Leer expressed his appreciation and the gratitude of the board of directors for Mr. Winship's exceptional work.

The scroll is inscribed: To George Winship on the occasion of his retiring as Chairman of the Board of Directors of the Georgia Tech YMCA, the members of the association express their deep sense of gratitude for the patient wisdom and the warm, creative generosity which have characterized his twenty years on our board in the service of the administration, the faculty, and the student body of Georgia Tech.

### Council Announces Design Contest For Architects

A national design contest open to architectural students at Georgia Tech has just been announced by the Tile Council of America, in cooperation with the Beaux-Arts Institute of Design, New York.

The competition requires planning the headquarters of a corporation in a suburb. In the industry concerned, clay tile is widely used for construction because of its sanitary features and its durability.

John Wellborn Root, Chicago architect, who designed the Daily News Building there, drew up the problem. Mr. Root is a partner in Holabird, Root and Burgee.

A first prize of \$100, a second of \$50 and five of \$25 will be awarded winning designs by the Tile Council. The Council is made up of the 20 leading American manufacturers of clay floor and wall tile.

The contest closes May 1 and will be judged May 21. Detailed information on it can be obtained by writing to the Beaux-Arts Institute of Design, 115 East 40th Street, New York 16, N. Y.

### Bulldog Club Adds New Projects

The Georgia Tech Bulldog Club has undertaken two completely new projects this year with money obtained from the homecoming dance they sponsored during football season.

The Bulldog Club sponsored a Christmas party for some children from the Jolley Home at Conyers, Georgia. They presented the children with \$150 worth of coats, sweaters, socks, and other clothing. The Jolley Home is a faith memorial for the underprivileged children of the State of Georgia. This home is caring for seventy children, boys and girls.

Since the Bulldog Club is primarily a sports-minded organization, it is fitting that its other project should be connected with

(Continued on Page 2)

### Humphreys Chosen By Writers As Game's Outstanding Player

Georgia Tech's football team wrapped up its ninth bowl win in eleven attempts New Year's Day as they defeated Arkansas 14-6 before a crowd of over 75,000 in the Cotton Bowl at Dallas.

It was the fourth straight year that the Jackets have won a bowl game. They have now won six bowl games under the coaching of Bobby Dodd and have not dropped one. Georgia Tech also became the only college football team to win a game in all four major bowls.

Senior fullback George Humphreys was voted the outstanding back of the game by the sports writers present. Quarterback Wade Mitchell was runnerup for the honor. Humphreys and Mitchell were chosen over All-Southwest Conference fullback Henry Moore and highly touted George Walker, Arkansas tailback.

The outstanding lineman award went to All-American guard Bud Brooks of Arkansas.

The Jackets had to come from behind the second half to win the ball game despite the fact that they had been able to move the ball better than Arkansas during the first two quarters. Arkansas drew first blood early in the second period as Walker scored from the one. But Arkansas failed to convert and their six point lead proved to little advantage.

Twice during the first half Tech

had penetrated Arkansas's ten yard line, once to the five and then to the eight, only to have their attack die completely because of incomplete passes.

In the final two periods Coach Bobby Dodd decided that the Engineers should use a ground game almost entirely and at the close of the third quarter Tech had a 7-6 lead. The tally had been earned on a three yard end skirt by halfback Paul Rotenberry.

A pass interception by Mitchell stymied Arkansas's only half-hearted drive of the second half. From here the Jackets drove on to their second score with Mitchell sneaking across from the one. Mitchell added both extra points.

Arkansas's offense was able to penetrate Tech's side of the field only three times all afternoon, once for their score, once to the 27, and finally nine yards inside to the 41. The Jackets penetrated the Razorback's 20 yard line five times before the afternoon was over.

### Board Of Regents Receive Resolution From Alumni Club

Mr. Robert O. Arnold, chairman of the Board of Regents of the University System of Georgia, announced that a resolution from the New York Georgia Tech Club concerning Dr. Blake R. Van Leer had been received and acknowledged with gratitude and pride to the officials of the Club.

The resolution passed unanimously by the Club at its meeting of December 2, 1954, reads as follows: "Whereas the fifth President of the Georgia Institute of Technology has now completed the tenth year of his stewardship; and Whereas the physical plant, student body, and national and international reputations of our Alma Mater have had their greatest expansion during this period; therefore

Be It Resolved by the Georgia Tech Club of New York, assembled in its Fall meeting this second day of December, 1954, that our congratulations on and confidence in the administration of President Blake R. Van Leer be extended to him; and

Be It Further Resolved that notification of this action be transmitted to the Chancellor and the Board of Regents of the University System of the State of Georgia, along with the commendation and gratification of the Georgia Tech Club of New York, and that this has been possible through their continuing President Van Leer in office and supporting these policies which he has advocated during this period; and

That the Secretary of the Club be instructed to spread this Resolution upon the minutes of the Georgia Tech Club of New York; and make the necessary transmittal to the Chancellor and to the Chairman of the Board of Regents of the University System of the State of Georgia."



PERCY GRAINGER

### Student Lecture Committee Presents Renowned Pianist

An afternoon of Chopin, Bach, Strauss, Tcharkovsky and Grainger selections will be featured by the world famous pianist, conductor, and composer, Percy Grainger, in his concert on Sunday afternoon, 3 o'clock, January 16, in the Georgia Tech Auditorium-Gymnasium.

Presented under the auspices of the Georgia Tech Lecture and Entertainment Committee, the concert will be open not only to students, faculty, and alumni but also to members of the general public.

A native of Australia, Percy Grainger first appeared on the concert stage at the age of ten in Melbourne and since then has played in practically every part of the world. In 1915, he made his American debut and became an American citizen in 1918, while serving as a bandsman in the United States Army.

As a composer, Grainger is no less famous than as a piano virtuoso. His "Country Gardens" is a "best seller" and his pieces such as "Molly on the Shore," "Irish Tune from County Derry," and "Shepherd's Hey" are played wherever music is made. Among his published compositions are "Marching Song of Democracy," "The War-

riors," about 40 settings of Kipling's poems, and about 80 settings of British, Scandinavian and American folk music.

At his Georgia Tech concert on January 16, Percy Grainger will play Bach's "Toccatto and Fugue"; Chopin's "Etudes" in A flat major, F major, and C sharp minor, and "Polonaise in A flat major; Grainger's "Shepherd's Hey," "Colonial Song of Australia," and "Scotch Strathspey and Reel"; Richard Strauss' "Love Duet" from the opera, "The Rose-Bearer"; and Tchaikovsky's "Opening of Piano Concerto" in B flat major.

Free student tickets for the concert are now available at the three cashier's desks in the Bradley Cafeteria of the Administration Building and also in the music lounge of the Price Gilbert Library.

Records by Percy Grainger will be played in the music lounge upon request of students. These include some of his best selections.

### Twenty-Three Men Chosen By Council For 'Who's Who'

Tuesday night, December 7, the Student Council elected 23 seniors to represent Georgia Tech in "Who's Who in American Colleges and Universities." These selections were made on the basis of leadership displayed in the various campus activities.

A committee composed of the four class presidents was studied the took recommendations and secured names from the blue print files, and after studying the list carefully made recommendations to the council. Nominations were also made from the floor in the Council meeting.

The following students were named to "Who's Who":

Eugene Dunwoody, Charles Davis, Raymond Willoch, John Vinson, Virgil Tedder, Leon Scott, Cecil Phillips, Gordon Travis, Michael Cady, Larry Morris, Alfred Blair, William Cheek, Ronald Jordan, Lynwood Johnson, William Mitchell, Ralph Paden, Neal Smith, William Orth, Hugh White, Thomas Ellerbee, James Dallam, Robert Sharp, and Pierre Sovey.

### Students Offered Financial Aid Plan For Advance Study

A program of financial aids for students who will study for advanced degrees in the School of Industrial Management at the Massachusetts Institute of Technology during 1955-56 was announced today by E. P. Brooks, Dean of the School.

Assistantships and fellowships, Dean Brooks announced, will be available to a number of students (Continued on Page 4)

# SEC Stronger In Sportsmanship?

By GORDON OLIVER

As the victorious football team and the enthusiastic supporters returned from Dallas and very exciting New Year's Day activities, well deserved laurels were passed out by the students, the fans, and even the Atlanta papers. The team and coaching staff have done an exceptional job this year and ended a successful season in high style by defeating a very powerful troop of "Hawks" in what was perhaps the most thrilling game of the season. But in the spirit of the New Year and the excitement of winning a fourth consecutive bowl game, per-

haps many students and fans were unaware of the good sportsmanship displayed at the game and the atmosphere of hospitality and friendship that prevailed throughout the various Cotton Bowl activities.

That atmosphere—typical of Southwestern Conference athletic events—is due largely to an annual sportsmanship award which is presented during the halftime of the Cotton Bowl Classic. This is the eighth year of the award's existence. Using as a yardstick the best display of sportsmanship by both the student body and athletic teams

in intercollegiate contests, members of the Associated Press, 16 conference officials, the executive secretary of the conference, the secretary of each school's alumni association and each school's athletic director cast votes to determine the outstanding school.

Three times each year, students from the seven conference schools meet to discuss methods of enhancing sportsmanship and ways of broadening the scope of the committee. The term "sportsmanship" has been broadened to include the behavior of each school's teams, students, alumni, and fans in connection with every type of intercollegiate activity.

Georgia Tech has long been a leader in trying to create better sportsmanship in the SEC. This is evidenced by the existence of a Better Relations Board which meets with Auburn and the University of Georgia to perform essentially the same purpose as the committee in the Southwest.

It would be wise to extend the influence of our Better Relations Board so that it would encompass the entire SEC rather than our two close rivals. It would be well for this school if some organization—such as the Student Council—would take the initiative and contact students of other campuses to see if they are interested in such a plan. The end results would certainly be worth any effort expended in such an endeavor.

## Bulldogs Begin New Projects

(Continued from Page 1)

The Bulldog Club is outfitting four basketball teams from the Atlanta Boys' Club with \$275 worth of basketball uniforms. These teams consist of ten boys each ranging in age from fourteen to sixteen years. One of these is an all-colored team. The Tech Bulldog Club is partially sponsoring these teams and will have its name on their uniforms.

# THE Technique

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### EDITORIAL STAFF

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**On Campus** with **Max Shulman**  
(Author of "Barefoot Boy With Cheek," etc.)

## CLOTHES MAKE THE BMOC

A few weeks ago I discussed fashions for coeds. I pointed out then that any girl who really wanted to go places on campus had to be bold and ingenious when it came to clothes. This is no less true for the male student.

Believe me, men, you'll never get anywhere if you keep skulking around in those old plus-fours. What you need is some dash, some verve, some inventiveness in your apparel. Don't be imprisoned by the traditional conservatism of men's clothing. Brighten up your appearance with a single earring, or a cavalry sabre, or a gold derby.

However, guard against gaudiness. If, for instance, you are wearing a gold derby, do not also wear a cavalry sabre. This is too much. Wear a dagger instead, or, for informal occasions, a Bowie knife.

(Speaking of Bowie knives, I wonder how many of you know what a great debt this country—indeed, the whole world—owes to the West Point class of 1836? You all know, of course, that Colonel James Bowie of the Class of 1836 invented the Bowie knife, but do you know of the many other important contributions to cutlery that were made by classmates of Colonel Bowie's? Are you aware, for example, that Colonel Harry Clasp invented the Clasp knife? Or that Colonel Harry Jack invented the Jack knife? Or that Colonel Harry Putty invented the Putty knife? Or that Colonel Harry Cannon invented the towel?

By a curious coincidence, every member of the graduating class at the U. S. Military Academy in 1836 was named Harry, save for Colonel James Bowie. This coincidence is believed unique in the history of American education, though, of course, quite common in Europe.)

But I digress. We were talking about men's campus fashions. Let us turn now to a persistent rumor that a garment called the "suit" is on the verge of making a comeback. Some of you older students may remember the "suit." It was an ensemble consisting of a jacket and trousers, both of which—this'll kill you—both of which were made out of the same material!

The last "suit" ever seen on an American campus was in 1941—and I ought to know, because I was wearing it. Ah, 1941! Well do I remember that melancholy year. I was an undergraduate then and in love—hopelessly in love, caught in the riptide of a reckless romance with a beautiful statistics major named Harry Sigafos. (She is one of the two girls I have ever known named Harry. The other one is her sister.)

I loved Harry though she was far too expensive a girl for me. She liked to eat at fancy restaurants and dance at costly ballrooms and ride in high priced cars. But worst of all, she was mad for wishing wells. It was not unusual for her to drop coins into a wishing well for two or three hours on end. My coins.

Bit by bit I sold off my belongings to pursue this insane courtship—first my books, then my clothes, until finally I was left with nothing to wear but a "suit." One night I came calling for her in this garment.

"What is that?" she gasped, her lip curling in horror.

"That is a 'suit.'" I mumbled, averting my eyes.

"Well, I can't be seen around campus with you in that," said she.

"Please, Harry," I begged. "It's all I've got."

"I'm sorry," she said firmly and slammed the door.

I slunk home and lit a Philip Morris and sat down to think. I always light a Philip Morris when I sit down to think, for their mild vintage tobacco is a great aid to cerebration. I always light Philip Morris when I don't sit down to think too, because Philip Morris is my favorite cigarette, and I know it will be yours too once you try that crazy vintage tobacco.

Well sir, smoking and thinking thus, my eye happened to fall on an ad in the campus newspaper. "WIN A COMPLETE WARDROBE" said the ad. "Touhy's Toggery, the campus's leading men's store, announces a contest to pick the best dressed man on campus. The winner of the contest will receive, absolutely free, a blue hound's tooth jacket, a yellow button-down shirt, a black knit tie, a tattersall vest, gray flannel trousers, argyle socks, and white buck shoes with two inch crepe soles."

My mouth watered at the thought of such a splendid wardrobe, but how could anybody possibly pick me as the best dressed man on campus—me in my "suit"? Suddenly an inspiration struck me. I seized pen in hand and wrote a letter to the editor of the campus newspaper:

"Dear Sir, I see by the paper that Touhy's Toggery is going to give a complete wardrobe to the student picked as the best dressed man on campus. What a ridiculous idea!

"Obviously, to be the best dressed man on campus, you must first have a lot of clothes. And if you have a lot of clothes, what do you need with another wardrobe?

"Touhy's Toggery should give a new wardrobe to the worst dressed man on campus. Me, for instance. I am an eyesore. There isn't a crow in town that will come near me. Three times this month the Salvation Army salvage truck has picked me up. Esquire has cancelled my subscription.

"I submit that a vote for me is a vote for reason, a vote for equity, in short, a vote for the American way."

With a flourish, I signed the letter and sent it off, somehow feeling certain that very soon I would be wearing a complete new wardrobe.

And I was right—because two weeks later I was drafted.

©Max Shulman, 1954

This column is brought to you by the makers of PHILIP MORRIS who think you would enjoy their cigarette.

## School AC Network Calculator Aids Design Of Power Plants

A half-billion dollars of new electric power plants and facilities, mainly in the Southeast, have been designed with the aid of the Georgia Tech A.C. Network Calculator since its installation in November 1947, according to Walter M. Mitchell, president of the Georgia Tech Foundation, which is the nominal owner of the calculator, the purchase of which was made possible by a contribution from the Georgia Power Company.

Millions of dollars of new Southern dams and pipe lines were designed and tested in the Foundation-sponsored Georgia Tech Fluid Flow Laboratory, one of the most complete of its kind in the country. Over a million dollars a year of research in the peace-time uses of atomic energy is carried out at the Oak Ridge Institute of Nuclear Studies, of which Georgia Tech is a charter member through the financial support of the Foundation.

Georgia Tech has received not only national but also international

recognition through the many outstanding professors and research scientists who have joined the staff since the Foundation inaugurated a supplementation and financial aid program. Through its support of Georgia Tech's membership in the University Center in Georgia, some of the world's outstanding scholars and scientists have been invited as guest lecturers to the various colleges and universities of Georgia. The extensive guidance and testing program for students of Georgia Tech has been aided by the Foundation.

These achievements are just a few of the many made possible in the last decade through contributions from alumni, friends, and industries of \$806,000 to the Foundation, which is a non-profit educational organization established to advance engineering and scientific education and research in Georgia and the South, reports Mr. Mitchell, vice-president of The Draper Corporation, Atlanta, Ga., who heads the Foundation Board of 21 trustees. All of the trustees were re-elected for the coming year on Saturday, December 11, 1954, by the executive board of the Georgia Tech National Alumni Association.

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# Basketball Team Meets Nation's Best

Kentucky, the nation's number one basketball team at present, will entertain Tech's quintet tomorrow night in Lexington. This will be the first conference encounter for the Jacket squad.

Despite the fact that Wildcat Coach Adolph Rupp lost his three All-Americans, Frank Ramsey, Cliff Hagan, and Lou Tsioropoulos—his team has thus far remained undefeated.

### Vanderbilt

Monday the Engineers will entertain Vanderbilt on the Tech gym floor for their second conference encounter of the season. In their first five games the Commodores came out on the long end of the score four times.

Prior to last Thursday's game with Sewanee Coach Whack Hyder's charges had won two and lost three games. Two of these losses came in the Queen City Tourney in Buffalo. Despite these two losses the Jackets copped fourth place among eight competing teams.

### Sewanee Defeated

In play other than the tourney the Jackets were host to Sewanee on December 18 and two days later entertained South Carolina. The Jackets defeated Sewanee 74-57 in

the season opener with Center Lenny Cohen paving the way with 17 points.

The South Carolina game was a heart breaker for the Jackets as the Gamecocks won the game in the final five seconds of play. Tech Guard Bobby Kimmel tossed in 25 points to take scoring honors for the night.

The next action after the South Carolina game for the Jackets came in the holiday tourney from December 27 to January 1.

In their opening encounter against Idaho State the Jackets looked doomed to defeat shortly after the game started. At one stage of the contest they were trailing the Westerners by the score of 33-10. But the Engineers came back to tie the score and send the game into an overtime. At the end of the extra five minute period the Jackets had won 72-69. Transfer guard Joe Helms was the

leading scorer for the Jackets as he racked up 17 points.

Coach Hyder's team was not so fortunate against Canisius in second round play. Canisius won 70-56 and then went on to win the tourney. Once again Lenny Cohen was high man for the Tech squad with 17 points. The Jackets made more points via the field goal route than the Canisius team but 50 free throw attempts ruined the Jacket cause.

### Bill Cohen

In the consolation game against Georgetown for third place Tech lost a close contest 63-62. Bright spot of the game was Bill Cohen who had not started the game for the Jackets. Using his 6-5 frame to its full advantage Cohen grabbed rebound after rebound and in addition tossed in 13 points.

The top five scorers in the tournament for the Jackets were Lenny Cohen with 42 points, Kimmel with 30, forward Gary Phillips with 31, Helms with 26 and Bill Cohen with 21.

## Computer Laboratory

(Continued from Page 1)

the building by the University System Building Authority. Through the efforts of Mr. Gordon, it was reported by Mr. Emerson, additional funds and equipment amounting to almost \$700,000 will be made available in the next few months.

## Winter Intramural Meeting To Be Held Monday Night

The GeeChee club won the school football championship as they defeated the Kappa Sigs, fraternity champions, 8-0 Tuesday, December 14. This was the first time in recent years that an independent organization has been able to turn the trick.

The game was played on a muddy field with the weather on the cold side. What should have been a fairly high scoring contest was turned into a defensive battle with the GeeChees coming out on top.

Volleyball playoffs were not held last quarter due to a lack of time. However, the top two teams from each league will participate in the playoffs and they will be contacted

soon as to when they will play.

Alpha Tau Omega and Phi Delta Theta will represent the Gold league, Kappa Sigma and Beta Theta Pi the White league, Phi Kappa Sigma and Sigma Phi Epsilon the Tornado league, Theta Xi and Phi Sigma Kappa the Yellow Jacket, and the GeeChees and the Pan American Club the Spike league.

An intramural meeting will be held Monday night in the Naval Armory at seven p.m. Paddleball, basketball, and bowling will be discussed. A member of all fraternities and clubs that plan to participate in the play this quarter must be present at the meeting.

## Frosh Quintet Opens Twelve Game Season Against Young Harris

Georgia Tech's freshman basketball team will open its season Monday night against Young Harris College in a preliminary game before the varsity encounter with Vanderbilt.

Football Coach John Bell has taken over the reins of the freshman squad. At present he has 41 boys trying out and has had little chance to look at many of his boys.

In their first of a 12 game schedule the Baby Jackets will probably start Jimmy Johnson at center, Hammond Stith and Darrell Koun at forwards, and guards Al Mosny and Rudy D'Alonzo.

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largest and most complete of its type in the South. The services of its medium-size and large digital electronic computers will be made available to southeastern industry and business.

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# Foreign Study Grants Offered

Opportunities for foreign study in fifteen countries are listed in **Foreign Study Grants, 1955-56**, pamphlet published today by the Institute of International Education, 1 East 67th Street, New York City.

Study awards at the University of Ceylon, the University of Teh-

## Students Offered Financial Aid

(Continued from Page 1)

in the two-year course which leads to the degree of Master of Science in Industrial Management. This educational program, he said, is planned as preparation "for effective and imaginative leadership in the field of industrial enterprise."

The program is especially intended, Dean Brooks points out, for college graduates in fields of science or engineering.

Assistantships, with a stipend of \$1,640 for each academic year, are available to certain men with an educational background which permits them to carry a reduced course load. For these assistantships the tuition is \$540.

Fellowships to enable a number of students of unusual ability to attend the School are available each year. These fellowships typ-

ran in Iran, and the Free University of Berlin are described, as well as other awards administered by the Institute. Universities, private groups, and governments in Europe, Asia, and Latin America have offered fellowships to American students for the 1955-56 academic year. More detailed information on these grants is available from the offices of the Institute.

Earliest deadlines for applications are January 15 for the two awards at the University of Ceylon and January 22 for advanced study in Brazil. Closing dates of other competitions are in February, March, April, and May.

General eligibility requirements

ically provide full tuition as a minimum and range upward to \$3,000 for married men or \$2,300 for those unmarried.

In both cases, applications should if possible be filed before March 1, 1955.

Further information about the School and about this program of financial aids may be obtained from the Chairman of the Graduate Committee at the School of Industrial Management, Massachusetts Institute of Technology, Cambridge 39, Massachusetts.

for the fellowships and scholarships, designed mainly for graduate students, are: U. S. citizenship; proof of good academic record and capacity for independent study; good character, personality, and adaptability; and good health. Ability to read, write, and speak the language of the country of study is a requirement for most competitions.

A private donor will give five grants for study in Spain. Other countries in which awards are available are Austria, Brazil, Ceylon, Cuba, Denmark, Great Britain, France, Germany, Iran, Italy, Mexico, the Netherlands, Sweden, and Switzerland.

Largest number of grants is offered by the French Government. Forty assistantships and thirty fellowships are offered. February 1 is the closing date for these awards. Under the French Government assistantship program Americans will teach English conversation classes in French secondary schools and teacher training institutions. A few teaching appointments in French universities will be made to applicants with special training in American literature and some experience in college teaching.

## Job Interviews Begin Monday With Seniors Object Of Search

Interviewing begins next Monday, January 10, for seniors and graduate students, the first one being held by DuPont. Listings of companies who will conduct interviews on the campus have been placed in seniors' post office boxes, and tentative schedules have been released.

Representatives from the top industries and companies in the

country will be arriving on the campus to talk to prospective job holders from now until mid-April. Dean Ajax has tried to ensure that all seniors—with no exceptions—know what to do, and at the end of last quarter all seniors were briefed on interviewing procedure.

Industries have estimated that their needs for engineers will be approximately the same this year as last, with starting salaries of about 370 or 375 dollars. Dean Ajax reminds all seniors and advanced degree students to check their post office boxes regularly for notices.



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CURB SERVICE

# THE VARSITY

Our Small Variety Insures Freshness



When a roommate gets you a blind date with his younger sister . . .



and she turns out to be a real doll . . .



M-m-man, that's PURE PLEASURE!

## For more pure pleasure... SMOKE CAMELS!

No other cigarette is so rich-tasting, yet so mild!

P.S. No other brand has ever been able to match the pure pleasure in Camel's exclusive blend of costly tobaccos! That's why Camels are America's most popular cigarette!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.