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1937-10-29

### The East Texan, 1937-10-29

East Texas State Teachers College

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THE EAST TEXAS



Throw Those Cowboyboys

COMMERCE, TEXAS, FRIDAY, OCTOBER 29, 1937.

NUMBER 39.

Go Get 'Em Lions!

VOLUME XXVII

7000 Expected To See Boys Play Lions Here Tonight

Joel Berry invites Alumni To Be His Guests Thanksgiving

Joel Berry, of Houston, and distinguished alumnus of East Texas State, has invited the East Texas Alumni Association to be his guests for breakfast in his home, during the Texas State Teachers' Association which is to be held in Houston during the Thanksgiving holidays.

Board of Directors For Choral Club Is Chosen Tuesday Night

Tuesday night at their regular meeting the Choral Club elected their officers and board of directors. The nominating committee had been made the week before and the usual campaigning had been carried on by the members of the board who were chosen so that there would be a representative from each section of the club. The officers elected were: Mrs. Williams, Claudia Smitty, Floyd Boat, and Leland Aldredge.

Two other officers have been recently filled. These are Ibrahan and Helenia. Margaret Knight and Zita Parsons were chosen respectively.

T. S. to Stage Big Halloween Carnival In Court Saturday

Spooks and phantoms will hold their sway at the Demonstration School Saturday night, October 30, when the annual Halloween Carnival is staged at the open court. The money raised by this event has been planned to be given by the mothers and children of the Demonstration School as it has become a part of that school's annual tradition.

Flash Freshmen -- 19 Sam Houston 0

Thomas, Magician, to Present First Novem Program Here Nov. 8

November 8 marks the date for the first Novem program to be presented in the Ferguson Auditorium this fall. Thomas Magician and company will stop here on their transcontinental tour to entertain with their usual program, "Oriental and Occidental Fantasies." The program provides a wholesome outlet for new sparkling mystery acts, and various illusions. It is something new and different and will appeal to every individual.

Unique Panomine Staged in Chapel Tuesday Morning

Dr. Butler and Bobby Lockhart, with the assistance of other students, rendered a very interesting assembly program Tuesday at the regular chapel period. "The Old Hungarian Trap" was pantomimed by the following students: "Roder," Bobby Lockhart, "William," H. O. Holloway, "The Wife," Tommie Cobler, "Little William," Robert Cox, "The Doctor," Herbert Cox, "The Morician," William Sparkman.



The Cowboy Is Headin' For The Last Roundup

Mrs. Groneman Gives Violin Selections in Chapel Tuesday

One of the most interesting assembly programs presented this year was a group of violin selections given by Mrs. Groneman in assembly Tuesday morning. The program consisted of three numbers: "Spanish Dance" by Robert; "Two Gallars," a Russian folk song; and "Play Fiddle-Play" by Emory Deutch.

The new register of Hardin-Simmons published recently lists alumni living in 84 countries.

Dent and Holloway Elect Themselves Heads of World Affair Club; Two Vacancies

"I am indeed happy to fill the chair in the absence of the chairman of this World Affair Club," Russell Dent proclaimed lustily to the empty seats and H. D. Holloway on Wednesday evening of last week. "The house is open for nominations for president," Shorty beamed. There was a long silence. "I say the house is open for nominations, for president," Shorty repeated.

Girl Drill Team to Perform at Football Game Friday Night

Forty-two gold and white-drill girls will perform for the spectators Friday night between halves of the East Texas-Hardin-Simmons game. These girls are members of the East Texas drill team. They will present several "snappy" formations which they have been practicing for the last two weeks under the direction of Holloway and Gertrude Wurmack, women's physical education instructor.

VARSITY To be Sold TONIGHT

Varsity for October 30 to be sold at the football game tonight. The copies were originally prepared for use on site Wednesday but were later in being printed. Copies may be obtained from the general admission for the game at the stadium.

He told me to put my arms around her because it was cold and she wasn't.

Cowboys Are Favored Over Lions in Season's Feature

Aldredge To Head Etex Choral Club For 1937-38 Season

Climaxed a week of strenuous campaigning, the Choral Club held its elections Tuesday night. The meeting began with the singing of one of the special arrangements of "On the Road to Mandalay," after which the director, Roy Johnson, addressed the club.

After voting, the meeting was dismissed, and the balloting counted in the presence of the candidates of the new officers were made the following morning at the two noon district meeting.

The Choral Club is a new organization and is entering its first year. It is composed of about twenty members, being one of the largest club groups on the campus. The club already has a variety of music in its library, but the new arrangements have been ordered. Among them are included two operettas and one light opera.

Mr. Johnson has been placing voices and testing tone quality in preparation of getting the members covered and situated in learning their abilities thoroughly.

French Club Plans "Varsity Show" At Meeting Tuesday

With Louise Aron as hostess, Les Cerve Francaise met in regular session Tuesday night, October 10, in the absence of the president, Jerry Dismore, the vice president, Sam Sipars, called on Dismore to report on the items were discussed for Varsity show to be presented on December 12.

Gossip was played in French. The club is followed by the presentation by Frances Wenzel John McCarry, and W. P. Ruby. The meeting was adjourned.

One of the first game courses given in an American university will start at the University of Wisconsin next. It details how to play the game in a wide diameter ring. It includes the appreciation of the out and out of position.

Before what is hoped to be the largest crowd ever gathered to watch a football game here, an estimated 7,000, the East Texas Lions tonight will attempt to make their perfect football record held by the Hardin-Simmons Cowboys. The East Texas' most important grid battle of the 1937 season.

The Lions go into tonight's game suffering from no severe injuries, although they will be forced to begin without the services of Cyclone Wyle Hunkle who is in the college hospital with tonsillitis. Other East Texas stars are in shape except for a few minor injuries.

Co-Captains Burns McKinley and Ed Cherry also set-backs the Cowboys and the two were district winners all season. It was Coward McKinley who lagged the leading score in last Loyola University three weeks ago. McGowan has been successful from a mine injury received in scrimmage but will be ready to meet the Lions tonight.

Probable starting lineup for Hardin-Simmons: Quarterback, left end, 185 pounds; Center, left tackle, 200 pounds; Nose, left guard, 175 pounds; Fullback, left guard, 175 pounds; Right guard, 150 pounds; Right tackle, 160 pounds; Right end, 175 pounds; Linebacker, right tackle, 227 pounds; Tackle, right end, 180 pounds; Halfback, quarterback, 160 pounds; Fullback, 175 pounds; Linebacker, 185 pounds; Quarterback, 185 pounds; Fullback, 185 pounds; Quarterback, 185 pounds; Fullback, 185 pounds; Quarterback, 185 pounds; Fullback, 185 pounds.

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Mackey Elected To Head Education Club

The Association of Childhood Education Club met Thursday night, October 21, in the Ferguson Auditorium to elect new officers for the coming year.

Twenty-three members were present. The program was opened with the song, "Hunt for the Wild Thumbs" followed by the Lord's Prayer.

The club will meet the first Thursday night of each month. The next meeting will be on Thursday, November 11, at 8:00 p.m. The next meeting will be on the first Thursday night in November, at Burns street.

H.S.U. COWBOYS advertisement featuring a cowboy illustration and the name 'MCKINNEY'.

ED CHERRY advertisement featuring a portrait of Ed Cherry and text about his role in the Varsity show.

BILL DEWEE advertisement featuring a portrait of Bill Dewee and text about his role in the Varsity show.

THE EAST TEXAN

East Texas State Teachers College, Texas, Commerce, Texas, October 29, 1937

Official student newspaper, published every Wednesday during both long and short terms by the members of the East Texas State Teachers College, Commerce, Texas.

Published by the East Texas State Teachers College, Commerce, Texas, October 29, 1937. Entered as second class matter, December 1922, at the post office at Commerce, Texas, under post office number 3723.

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1937 Edition: 1938 Associated Collegiate Press

District of Columbia District

LOREN CATO Editor-in-Chief

ODELL BOWEN Business Manager

News Department Editor: Joe Allen; Assistant: Ernestelle Traylor, Robert Palmer, Joe Job-Johnson.

Sports Department Editor: Joe Edinger; Assistant: Nancy Smith, All Clair, Roseporters.

Wills Forehand Editor; Assistant: Oliver Barber, Desmond Collins.

Literary Department Margaret Curran Editor

Business Department Rex Newcome Asst. Bus. Manager; Charles Gibbs Asst. Bus. Manager; Julius Hickerson Advertising Mgr.; Dorothy Lanier Circulation Mgr.

Specialties Department Mary De Young Editor; Assistant: Beatrice Porter.

James Sue Brandon Copy Editor; Thomas Stealy Desk Editor

WE WANT 7000 WITNESSES

This year we have had unusually small crowds out to watch the games played on the Lion field. We won't play on this year on the home field, so we will want our attendance record by coming out to our other important contests this fall. One important game will be played on the Lion field Friday night when the Hardin-Simmons Cowboys come to East Texas as for what they termed a "warm-up" game. We have coasted along all season without being "swayed" up too much, but now we admit we're afraid that the Cow boys are after our souls in this game. Be well along about, whether we win or lose, this will be the best game of the year, including the traditional heated battle with North Texas.

Last year when North Texas took our measure by the exceedingly close score of 6 to 0 (and we weren't even it yet), more than 2,000 people saw the two games play. But since Commerce fans won't be allowed to see this year's game without leaving town, we want that big crowd out tonight to see the best of the Cow boys. Tonight we want 2,000 witnesses.

Out of this capacity crowd we are exciting thousands of the people to be selling their souls off for the Lions. The boys are going to have a tough assignment in making the West Texans, and we need to do everything within our power to help them along. So, won't you come along to the game and help us boost the Lions toward a victory over the Hardin-Simmons? We will allow the Athletic boys two out of the 7,000 fans. The two we want to be helping for the Lions. We want 2,000 witnesses. Won't you be one of them?

WE CANNOT AFFORD TO LET THE ACCIDENT OF BIRTH CRIPPLE THE EDUCATIONAL OPPORTUNITIES OF YOUTH OF PROMISE. Our colleges and universities must extend their open doors until they reach all classes of society. Harvard's President James Bruce Conant justified Harvard's new policy of awarding more and bigger scholarships to promising students.

MEAL OF THE WEEK: Eat it and you will find that it is good for milk and milk and regular guys.

This Week

... goes to Rock West and the round of gay parties... might mention the big black sign that the Marjoriss bestowed upon the boys for favoring their day Xmas party. Monday night... PERRY ANDERS... and ERLANK HATTEL taking the prize for the best dressed of the group... mentioning goes to the garden that the Kalls rubbers were seen wearing... in the "Madeline" Home... and the Lass (Clifford) Row tea was offered... Toonhouse loving their Barn Dance early this year in order that some of the rudeness that they look at long rolling and such likes.

VARITY: These two blunders which look just alike are LOURIS and DOROTHY TAYLOR... some enough they are twins and are from Sulphur Springs... we saw CATHLINE HENNING during ORRILL BOWEN on a Sunday afternoon... JERRY DIMMICK not taking pictures for all events... BUTCH CALLING is the ever-holding librarian who works out in the Reading Room of the Library... MICKY PAE... and DOT LAKER... to lead the fifty girls who compose our drill team... MARGIE MCKENZIE... during the night on this week... and so R. T. FLETCHER has been doing some heavy court-jug with LUCILLE LEWIS.

SCENES: The Press Club Open House Tuesday night... November second... and the joint nation classes planning a trip to Dallas... the dormitory furnished the background for the coming done by W. T. WAFFEN... ELIZABETH SANDERS... DESMOND COLLINS drifting into the office at the last minute to perform his weekly duties on our campus publication... DOROTHY PORTER says that she was working real hard drumming up trade for the underaker back home.

TALK: AND AMBIVALENCE is to make its appearance on the campus this week... featuring articles by JACK HICKERSON... WILLIE FOREHAND and an ex-student RALPH WEBB... then there are some notes... those famous party jokes... MARTHA and ARAN... who stay in the dorm are sisters... imagine them rooming together... CLAUDIA... WILLIAMS sent... and LANE WILLIAMS... and NELA MAXLIN... HELEN ARNOLD taking a trip to... Denton Saturday afternoon... BILL PETT... SMITH and RAY LAURENCE... and AVON JAMES driving the family's Packard.

PERSONALITIES... HUGH CARSON... freshman football player... from Hope, Arkansas... TOMMY WELLS... song harkener... from near football... and has his hair cut short... CLIFTON STEWART... JIM RAMSAY... works on the side and goes steady... LEON WILLIAMS... plans to put out a student directory... RYDICE... KEATHEY... sleep... first his education classes religiously... JANE NORRIS... read head from childhood... ETTINA CONINE... heard her lying bureau.

SCOOP... the roses that PAMMY COBLEER got... and an unknown... BRUCE TRACHTER-GIBBER out of the game... Wednesday night and slinging a single leg... NITA FLETCHER thought that she was on the wrong party one night... we wonder how she felt when she was called down for her manner of dancing at a party by night... DEB BAY... pulled the dorm twenty-two times, different girl each time... the rated under-an-

EXES SEEN... KATE REID who is still brooding... CHRISTINE WOOLEY... MADYLENE BLACKBETTER... WOODROW GRAEHER... HELEN CONALLY... ROW KEAHEY... HELEN CONALLY... ANN BODGENS... HELEN WHITESIDE... LOLA BETH WOOD... ROSAMARY GLASS... JANABEL HART... FRANCES LOUISE ROGERS.

A woman's college is not concerned with the war between men and women... The action that women's colleges were designed to give women to fight men is out of date... Welby College's youth... president Mildred H. McMane... her hope of training young women... take their places in society... not militant... but intelligently aware of their responsibility as citizens.

Clippings

By MARGARET CORNELIUS

"I want to be very dry for two years and what you think was the result? She married the postman."

"What have you done?" St. Peter asked. "That I should admit to being 'I'm a paper', the editor said. 'At no college for one long year'."

Dent

(CONTINUED FROM PAGE 1) At the next meeting of that organization, Harold Dent, president, and H. L. Holloway, vice-president, will have to divide the remaining two offices of secretary-treasurer... a "d" reporter... large group of students... at club meetings, but none seem to be turning out this fall. Most of the likely first two new members will get these two remaining offices.

Halloween

(CONTINUED FROM PAGE 1) Carnival is two-fold... First, it gives students a certain amount of pent-up Halloween energy, and second, it is the one money-making project of the Parent-Teacher Organization of the Demonstration School during the year. The Carnival this year promises to be one of the most original and entertained events of the year and it is not to be missed. No admission is to be charged.

St. Peter pitched about his head. And gravely touching the bell. "Come in, poor thing," select I tharg. "You've had your share of Hell!" -- Los Angeles Collegen.

"HAWDHOOPING AGAIN!" said Adam as his playmate fell out of the apple tree. If money talks I wonder why I only hear it. Say "Goodbye?"

Joe Bob Johnson: "Oh, I adore that net step you have acquired. Where did you pick it up?" Jerry Dismuke: "Funny step, wouldn't my 'sanders' just busted. "College men are a lazy lot. They always take their ease. Even when they graduate. They do it by degree. Indiana Italy.

THERE'S AN OLD, OLD ADAGE THAT HOLDS GOOD TILL YET: "Whatever you pay for, you always get."

And ladies, gentlemen, this is better illustrated than at

Marinello Beauty Shop

For expert beauty work of all kinds by expert beauticians see our new operators: Marie Bivens, Ruth Plapp, Mildred Wilkinson, 1222 Main. Phone 685

DR. HUGH H. WHITLEY Dentist Over Grand Leader Office: West Side Square. X-Ray Diagnosis PHONE 51

WHEN IN TOWN VISIT BARNES SANDWICH SHOP All Kinds of Sandwiches, Drinks, Cakes, Tobaccos North Side Main St.

PANGBURN'S HALLLOWEN Conides For All "Sports" ALL WOOL SWEATERS \$1.98 \$2.98 TWINs Turle at 2222 week style news for sports, grand for warmth. In bright colors.

JORDAN'S Specialty Shop 1200 Main St. Phone 199

DEFINITIONS Pain-Ugly, deep divers that swirl and moan. Peace - White tapes on an all-glass and still music. Death - A long slow step and forgetting.

Howse and Son Photographers Let Us Develop Your Kodak Rolls

See For Yourself The lovely lasting beauty of our permanent... Oil Waves \$1.50 to \$5.50 Machineless Waves \$2.50 \$1 Push up wave, plain shampoo set, dry 35c Oil Shampoo set and Dry 50c Wet Set 15c Set and Dry 25c Manicure 35c Facials 70c

Lemons' Beauty Shop Ella Mae Stanford, Ila Akerson, Mary Lou Foster, Elsie Pritchard, Pauline McCurdy

At the University of Alabama, the sorority average was 1.32 and the fraternity average 1.23 for the last semester - the greatest difference the university has ever had.

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Let Us Take Care of Your JEWELRY AND OPTICAL NEEDS A New and Complete Line of WATCHES AND JEWELRY GUS WHITE Jeweler and Optometrist Phone 417. Watch Repair

FRANKLIN'S SHOE SHOP North Side Main St. De You Appreciate Comfort and Quality - If You Do You Will Take Your Shoes to Franklin Shoe Shop

GET YOUR CAR READY FOR WINTER Believe Yourself of the Worry about water freezing in your automobile by letting us service your car with Anti Freezes.

HUMBLE SERVICE STATION HARLEY HENSON, Mgr. IF IT'S IN A DRUG STORE We Have It

Call No. 38

For Free Delivery Garron's Drug Store

When In Need Of Something To Eat Or Drink, Come To See Us

CITY CAFE Our Prices Are Reasonable And WE NEVER CLOSE

# Lions Overpower Trinity Tiger 13-0; Montgomery And Pirkey Take Honors

## Lions Stage Poor Fight Against Tigers In Non-Conference Game

How to make the greatest number of points with the first and fewest downs and the Lions did that behind the poorest back line in the state today when the Lions Friday night won their second successive game while lagging in the statistic column. The victims were the Trinity Tigers, who went down before the East Texans by a 13-0 score although they outdid the Lions in every department but scoring, which is generally conceded to be the Lions' specialty.

# Bobcats Play Lumberjacks; Kats Meet Eagles in Conference Games This Week; Lions Engage Cowboys

A hasty mid-season check-up on the 1937 Lone Star Conference football teams from the coffee-sugared around the East Texas State Lions and the Sam Houston Bobcats at Nacogdoches. Both teams are sleek and ready for the coming grid season.

## T. S. Cubs Beat Sulphur Bluff Team 32-0 Last Thursday

Playing their second string most of the second half... The Lone Star Conference... The Cubs scored twice in the second quarter... The Cubs were never in serious trouble... The Cubs scored twice in the second quarter... The Cubs were never in serious trouble...

# Wrangling With Willie



This is his big tough, rough, and experienced... He is an undisciplined and unsmoothed expert... He is an undisciplined and unsmoothed expert... He is an undisciplined and unsmoothed expert...

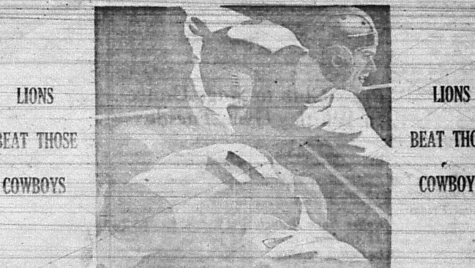
# Basketball Squad To Begin Workouts Here December 1

Remnants of the last year's letter team and squad... Basketball workouts... Basketball workouts... Basketball workouts...

# Two Professors Build Attractive New Homes

Two of the new homes built by the East Texas State... Two of the new homes built by the East Texas State... Two of the new homes built by the East Texas State...

# Lions Fight -- 'Em



BEAT THOSE LIONS BEAT THOSE COWBOYS

There Is No Denying It. MODEL DOES IT BEST

Figure it out any way you like and it'll come out the same. It pays to send your clothing...

MODEL CLEANERS

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"SELL US YOUR USED SUITS"

Now On Display The NEW 1938 CHEVROLET The Complete Car

Tobin Chevrolet Company USED CARS AUTO PARTS

Students Commerce Business Men Support Your Newspaper. They Merit Your Patronage

Lions College Barber Shop We are for you on hair and hair Dressing.

College Grocery and Market 801 Monroe St. PHONE 371

Lions Harris and Brown Say "GO GET 'EM"

Lions Shoe Hospital First Class

West Side Barber Shop Fight, Fight, Fight!

Lions I and I Service Station In Bound You

M. & P. Sandwich Shop Before and after the Game

Wheeler's

Radio Repair Station Cameron's Service Station

Another week still finds the Berryman of East Texas... Another week still finds the Berryman of East Texas... Another week still finds the Berryman of East Texas...

College Eat Shop Doughnuts and Coffee is one of the many delicious things served at College Eat Shop.

Hamburgers-Sandwiches and Drinks

Honorable Last Week Stephens F. Austin 6 North Texas 10 East Texas State 13 Trinity 0 Sam Houston 14 Lamar 37 Southwest Texas 13 Hardisty Field 6

Game 7th Week Friday-East Texas vs. Hardisty-Simmons at Commerce, Sam Houston vs. North Texas at Denton. Stephens F. Austin vs. North Texas at Denton. Stephens F. Austin vs. Southwest Texas at San Marcos.

FORMAL OPENING OF THE

Next Week

Magnolia Service Station

Next Week

ASB... The ASB... The ASB... The ASB...



# Colorful Feas Open Rush Week Activities For Clubs

## Parties Fill Week Of Entertaining; To End Saturday Night

Rush week, which began last Thursday and ends Saturday night, was opened with the Original Kaiti Klub tea Thursday afternoon. The colonial club tea was continued on Friday, Saturday, and Sunday with the Maypole and the Maypole and the Maypole. The club tea was continued on Friday, Saturday, and Sunday with the Maypole and the Maypole.

The Maypole club's tea on Friday was carried out in the house. The tea was continued on Friday, Saturday, and Sunday with the Maypole and the Maypole.

The Les Chateaux party on Friday was held in the house. The tea was continued on Friday, Saturday, and Sunday with the Maypole and the Maypole.

The Virginia Bronze Tea given at Phillips Home last Friday was held in the house. The tea was continued on Friday, Saturday, and Sunday with the Maypole and the Maypole.

The reception table was decorated with flowers. The tea was continued on Friday, Saturday, and Sunday with the Maypole and the Maypole.

The Phi Omega Psi tea on Friday was held in the house. The tea was continued on Friday, Saturday, and Sunday with the Maypole and the Maypole.

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## Ogimas Observe Club's 11th Birthday With Big Dinner In Greenville Last Friday

With a big dinner in the ballroom of the Washington Hotel in Greenville, members of Ogima Club and their dates celebrated the club's 11th birthday last Friday night.

Members of the club and their dates who were present were: Howard Montgomery, Audrey Watts, Charles Miller, Margie McKenney, Jim Ramsey, Genevieve Jones, Wynneley, Charles Maxwell, Louis Taylor, Miriam Wheeler, Woodrow Vandorick, Mary Drake, Woodrow Kelley, Helen Arnold, Jack Foshen, Margaret Guthrie, Wendell Jordan, Virginia Spakman, and Mary Frances Salzman.

## Press Club to Stage Dance In Whitley Gym Tuesday

Postponed several times and plans completely changed, the East Texas Press Club will stage its first semester Open House Dance in Whitley gymnasium Tuesday night.

Members of the Press Club are: Mary Louise Jordan, Catherine Young, Virginia Lou Stockman, Miriam Wheeler, Annie Lou Goshen, Betty Whitehouse, Claudine Lancaster, Pauline Nichols, Elizabeth Sanders, Jane Williams, Marjorie Lynch, Mary Wren, Jane Norris.

Original Kaiti Klub had the first in a series of parties for Rush Week, Thursday afternoon at the home of President and Mrs. S. H. Whitley. The silver and white tea carried out the motif in decorations and service.

The centerpiece was a bouquet of California birds of paradise flowers. Tall ferns and gladioli were used throughout the house. Dr. Mand Noyes and Madie Miracle poured tea during the second hour. Annie Lou Goshen and Angela Stern were in charge of the register.

Guests were met at the door by Mary Will Smith. In the receiving line were Dorothy Kabb, Joy Edgar, and Mrs. Whitley.

## Alpha Phi Omega Seek Admission Into National Fraternity

Monday night the Alpha Phi Omega fraternity had its regular meeting with Samuel Fayer, president, presiding. A vote was taken on the application for charter, and approval of the national chapter. The Georgia fraternity should be made the following day. If the application is accepted, the new chapter will be the third in Texas to be admitted. The other two chapters being located at Texas University and Pennsylvania State University. Sam Sparks was voted to become a pledge.

For Sheer Joy  
Wear Sheer HOSIERY

No matter what the occasion you will glory in glamorously sheer stockings like these!

In all the new fall shades  
Both Sheer and semi-sheer ices weights

59c to \$1.25

Breathtakingly sheer stockings... like the kind all women delight in! These have fine weaves, French heels, pointed toes, glowing copper and rich ivory shades.

Arthurs Drug Store

"Is a Student Needs It We Have It"

# Palace

FRIDAY AND SATURDAY  
OCTOBER 29-30  
BRET HARTE'S IMMORTAL STORY  
"OUTCASTS OF POKER FLAT"  
with Preston Foster and Jean Muir  
-Added-  
"TREAT MAN SAMSON"

SUNDAY-MONDAY  
OCTOBER 31-NOVEMBER 1  
IT'S A PRIVATE FIGURE  
...but you're invited to the fun!

Just by keep from screaming... when Bill gets "wounded" in their gallant, married escapade! "The Road to Nowhere" - a story by Dorothy B. Parkes

William POWELL  
Myrna LOY  
Florence Rice - John Beal  
Jessie Ralph  
Eddie Kennedy

"SOX PUP!"  
The Newest Color Cartoon and LATEST NEWS

TUESDAY ONLY  
NOVEMBER 2-3 ADULTS 25c

Hold Onto Your Heart! Here Comes a NEW  
Kay Francis  
"Confession"  
IAN HUNTER  
BASIL RATHBONE  
"AVIATOR SHORTY"  
"PARAMOUNT PICTORIAL"

The strongest statement - the best advertising - is to tell something about a product that the user can prove for himself...

A lot of smokers have found that Chesterfields have a taste they like. They've found out for themselves that Chesterfields are MILDER.

You can prove for yourself that Chesterfields SATISFY.

...they'll give you MORE PLEASURE

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