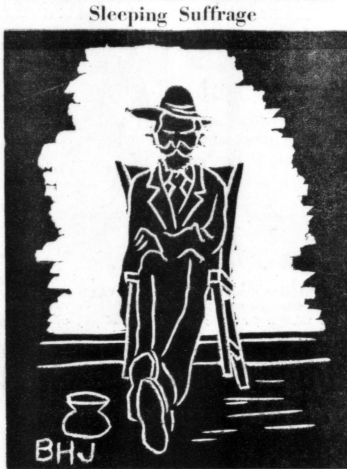


The Kernel Editorial Page

FRI., FEB. 28, 1941

Opinion Columns Letters Gossip Features

THE KENTUCKY KERNEL OFFICIAL NEWSPAPER OF THE STUDENTS OF THE UNIVERSITY OF KENTUCKY



The Vice Of The People

By FRED HILL

A man in the Black Hole of California couldn't help hearing the re-perussions emitting from last Sunday's interfraternity council meeting.

The Greeks pay... and everybody pays. In a sudden sweep of anti-propaganda that seems to have killed Conard's unhappy thought we see the master tool of Rollins Wood, politician extraordinary, reputedly retired.

Slips that Pass in the Halls... Eloise Palmore on the arm of John Coker. AGR bagging at the intramural basketball games Tuesday night.

Urges Increased Expenditures For Negro Education

To the Editor of The Kernel:

Although I consider myself a Southerner and thus am subject to this prejudice, either consciously or unconsciously, certain simple facts about the situation appear obvious:

- 1) Due to great differences in early economic conditions the social life and customs differed greatly and still differ in the South and the North.
2) The South is fully industrialized if it ever is these economic differences will continue.
3) As brought out during the Reconstruction, the South strongly resents any direct interference from outsiders and should be allowed to think it is solving its own problems in its own way—even if it does not.
4) Attitude toward the Negro has changed from one of indifference to one of resentment. It is easy to see that the Southerners can never recognize their former slaves as equals even though they should be superior.

Due to discrimination and lack of opportunity the average Southern Negro is not equipped to assume responsibilities equal to those of the average white Negroes... it is probably better for both groups that a definite separation continue even if it is one of equality.

Hooey Pollui

By LYN WALLACE and BROWNE

If Winter Comes, can Spring be far behind?—Shelley. Finnings are a sure sign of spring in anybody's language and the campus is full of signs.

After a struggle of three years Bruce Price has pinned Helen Cullis. Alie Garnett Kendall has given Ernal Allen the go-by for a Phi Delta pin belonging to Harry Taylor.

A delegation consisting of Dot Stiles, graduate Miriam Gardhouse, Edna Lausman, Delis John Meredith and Billy Hopewell made a quick trip to Hazard Saturday to see friend and cohort Athlene Evans who had gone home to spend a quiet restful weekend. They refuse to comment on their trek to the mountains.

What's this about Pi Kapp Alpha Sanders courtin' the Chi O Chapter on mass? Mr. Prewitt's interested, said Barney Stoll and Owen Cox about their cross-country tour and be sure to quit Alpha Gcm Anne Roan who she spent her first evening in Pineville at home with mother.

Good news to the girls: Robin Sevency of the dimples and devilish twinkle is back on the campus. He is sharing an apartment with the U. P. and TIME correspondent Harry Williams, who incidentally is still in school.

Embarrassing moment of the week: Robert Gaines trying to crown Mattie Queen of the Military Ball without a crown. Seen around: Big "Steamboat" Reid being cussed by Kappa, Jans Baynham, Louise Bailey and Allen Parr holding hands; Phi Delta Billy Floyd squaring KD Sara Lee Meek; Mark "never-give-up" Jacobs re-bounding with Chi-O Ruth "Honey" Harris; lawyers Jimmy Wine and Joe Johnson holding court over Tai Allen; Hal Rucker alternately lunching Tri-Delt Julia Johnson and Kappa Anna Pettit; Wynne McKinney dating here for the first time in four years; "Peaches" Snyder and Johnny Featherston jiggerbugging at the basketball game to the tune of "Darktown Strutter's Ball."

Jim Doyle comes all the way from Fort Wayne every weekend to see pimkie Marjorie Schroeder—must be love. Congratulations to newly-weds Glenda Burton and Peller Ramo and to newly-weds Mary Gore Rodes and Bob Taliaferro. ... and that clears up the matter. —Parker

Claims Southern Conservatives Are 'Armchair Fascists'

To the Editor of The Kernel:

I have been noting with interest the current rebirth of the Civil War. I have hesitated in writing another letter after such a brief interval, but Mr. J. M. Prewitt's letter of February 21 is the last straw. I can no longer contain myself when such blatant bigotry is expressed in print.

He says he dislikes "damn yankee selfishness, bluntness, coldness, lack of respect for family name or prestige and their 'always in a hurry' attitude." It has been my experience that Northerners have no monopoly on these characteristics, and even if they have that is no excuse for adopting a "holier than thou" attitude.

The only explanation I can advance as to why many self-styled "Southern Aristocrats" peep at the slightest mention of a fact derogatory to the South is that they are still suffering from an inferiority complex due to the loss of the Civil War. I have often speculated as to what the South would be like today if it had won. In a serious condition, I suspect, if the South is ever to solve my problems, it will not do so by building up a "Majestic Line" psychology and calling anyone a "damn yankee" who dares to suggest that the South is not Triopia.

To Mr. Prewitt and others of similar viewpoint: I say join the Ku Klux Klan, former Coughlin's ranks, or some organization of like vein where your narrow-mindedness will hold sway with no opposition, but

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Victor Only 50c Do I Worry? Tommy Dorsey YOU STEPPED OUT OF A DREAM Sammy Kaye JENNY Leo Reisman FLAMINGO Duke Ellington OPEN HOUSE Lionel Hampton

Boston Miller 232 EAST MAIN STREET

Letter Takes Trip 1750 Miles Long, Goes Three Blocks E. G. Sulzer, head of the University radio studios, received a letter last week which had traveled 1750 miles to reach a destination three blocks from the place it was mailed. The letter addressed to the Mutual Broadcasting system, New York city, an forwarded by them to the local station, was written by fifth grade students in the University training school. The students requested information regarding a program broadcast from the studios in McVey hall.

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"Colonel" of the Week

Hear the Latest in Victor Records BLUEBIRD Only 35c

Mattigene Palmore THIS week's "Colonel" of the week goes to Mattigene Palmore, Independent from Horse Cave. This charming beauty has recently been selected honorary colonel of the R.O.T.C. regiment, and regent queen of the Seaboard and Blade Military Ball. Mattigene is this year's sponsor of Kentucky's "Best Band in Dixie." She went to the Mountain Laurel festival last year as the university representative and is active in Y.W.C.A.

THIS WEEK'S COMMITTEE Bob Hillenmeyer, Chairman Bill Erwin—Alpha Tau Omega Peggy Shamate Delta Delta Delta Martin Packman, Independent

Cedar Village Restaurant

Two-Dollar Feudalism

Several days ago in Richmond, Virginia, Mrs. Franklin Roosevelt spoke before a group of aroused Southerners on the injustices of the poll tax, one of Dixie's twentieth century brand of feudalism. Next morning Virginia Dabney, editor of the city's ultra-respectable old Times-Draft, sat down at his typewriter and worried painfully about the First Lady's "strange faith in universal suffrage."

As do numerous other Southerners, the paper skipped conveniently over the fact that the Constitution of the United States guarantees to every sane adult American the right to vote in public elections. "The right of the citizens of the United States to vote," the Fifteenth Amendment says, "shall not be denied or abridged by the United States or by any State on account of race, color, or previous condition of servitude."

Yet today seven states out of the forty-eight have discriminatory poll taxes. In those seven states, an average of one out of every four eligible voters voted in the election last November. In the other forty-one states, an average of three out of every four eligible voters voted in the election last November. The same general ratio has held for several years; the trend, if any, is for an even lower percentage.

The Virginia editor who expressed concern for Mrs. Roosevelt was equally qualified to do so; the state in which he lives is an excellent example of the poll tax at work. In Virginia 17.9 per cent of the populace actually vote. (The state is not the extreme example—in South Carolina the percentage is 13—but it is a typical one.) Only eighteen per cent may cast a vote—and on the home grounds of Thomas Jefferson, who said and believed that all men are endowed with certain unalienable rights.

Across the line—in West Virginia, where they have no poll tax—the average vote is 76.9 per cent. Across another line—in Kentucky, where there is no poll tax—the percentage is in the neighborhood of 70. Ratios of other nearby states—Maryland, Pennsylvania, Delaware—are too consistently larger for the situation to be a freak of nature, or an accident, or a coincidence; it's the poll tax that does it.

It would be naive indeed to say it is unfortunate that the South has to resort to an undemocratic practice in order to raise revenue to run its state governments. It would be naive because that simply happens; not to be the purpose of the poll tax. It's real aim is to gain precisely the result accomplished: to keep large groups of the populace from voting on election day.

As a matter of fact, the poll tax is not really a tax at all. It is a deliberate barrier. It consists in most cases of a fee of \$1.50 or \$2.00 per person, payable six months before the date of election. Now, theoretically, a buck and a half is not a lot of money, but when one stops to consider the fact there are about 11,000,000 people in the South who belong to families having yearly incomes of \$250 or less, the figure begins to take

MUSICAL MUTTERINGS Let's Welcome The Wildcats

Probable top female vocalist in hit his last lick and passed on in the orchestra world in America today is Ella Fitzgerald. Ella has for the past four years won almost every popularity for girl vocalist conducted, both from the general public and musicians. The story of her rise to success is by no means an easy one. Ella really did it the hard way.

Two melodies, The One I Love and Three Little Words, and a couple of hits tunes of the day, Wishful Thinking and Hello Mr. I Done It Again, are the ones released. Ella handles the vocals on all four, and we think her chirping on The One I Love is the best with her best vocal. The release of her recordings are a little reminiscent of her recording of Baby, Don't You Please Come Home, released last year. Consistently her versions of tunes of the moment are most enjoyable and we believe you'll find these the same.

It's Yours So Take Advantage of It. Have your Haircut at THE UNION BARBER SHOP DELICIOUS --- DINNER, SHIRT ORDERS, HOT DOGS, SOUPS, CHILI, COLD DRINKS THE DUTCH HUT 216 S. LIME

SIDNEY - - - The Chef, RECOMMENDS "The delicious meals served daily at the STUDENT UNION COMMONS. The tasty foods prepared in true Southern style are sure to tempt you. Stop in tomorrow. It's convenient and, what's more important, it's economical." BRING A DATE TO OUR SPECIAL SUNDAY DINNER! Our Sunday Night Suppers are becoming a campus habit!

Pledged... To Omicron of Alpha Gamma Rho...

Cadets appears in the human body (chiefly the bones) in greater quantity than any other element.

The UNION BARBER SHOP Offers Service and Satisfaction

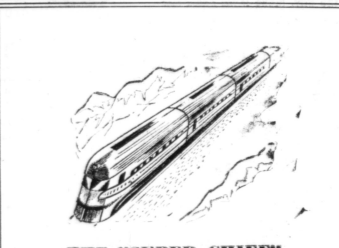
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That's the Santa Fe's crack train and that's Mangel's crack fur trimmed tweed coats. Super in every sense of the word.

MANGEL'S 210 W. Main

Law Honorary Announces Officers

Mallon Shebourne, Paducah, was elected justice of the University chapter of Phi Alpha Delta...

Other officers elected were Donald Moxony, vice justice; Elmond Martin, clerk; W. L. Mathews, Jr., treasurer...

The fraternity also pledged Charles Landrum, Lexington.

Alpha Sigma Honor New Initiates The members entertained with a formal dinner Wednesday night at the chapter house...

TRY KERNEL CLASSIFIEDS

Three Sororities Plan Open Houses Today

Parties Scheduled From 4-6 O'Clock At Chapter Houses

The members of Delta Delta Delta will entertain with an open house for the actives and pledges of Kappa Sigma this afternoon from 4 to 6 o'clock...

KDs Give Buffet Supper The members of Kappa Delta entertained with a buffet supper Tuesday night at the chapter house...

The house was decorated with spring flowers and the colors of the sorority, green and white.

Alpha Gamma Honor Rushes With Tea The members of Alpha Gamma Delta entertained with an informal tea Wednesday afternoon at the chapter house...

Chi Os Give Coffee For Alpha Gamma Deltas Xi of Alpha Xi Delta announced the election of the following officers...

Alpha Xi Deltas Announce Officers Xi of Alpha Xi Delta announced the election of the following officers...

ROTC Applicants Called All men who have finished the basic ROTC course and who are interested in entering the advanced course...

Flower-Judging School Planned A flower-judging school will be held March 5-6 in the Union building...

Advertisement for Strand featuring 'The Invisible Woman' and 'Temptation'.

CAPTAIN SHORT TO BE HONORED MONDAY NIGHT

Military Services Planned For Officer Retiring From Duty



Arrangements have been completed for military services honoring Master Sergeant John A. Short at 5 p.m. Monday in Buell armory...

Kappa Kappa Gammias Announce Officers Beta Chi of Kappa Kappa Gammias announces the election of the following officers...

STOP! LOOK! and GLISTEN!

By JANE BAYNHAM Even if Spring does lag on the calendar, and tantalizes us one day with a few gorgeous rays of sunlight...

Shoulders Are Soft If so, you discovered that coats and suits are gently tailored, subtly turned for a feminine look...

Reserve Officers To Report Here Capt. Leroy Miles, and Capt. D. C. Carpenter, officers in the army reserve...

The Social Whirl

Recent luncheon guests at the house were Margaret Mitchell, Dorothy Brougher, Patty Stern, Mary Lee Brockman, Lavenia Wainer, Martha Durham, Dot Dunham, Mary Davidson, Helen Smith, Viola Duncan, Joe Adams, and Louise Black.

Alpha Tau Omega Luncheon guests at the house this week were Sue Ewing, Ted Allen, Frances Beard, Pat Doyle, Jean Poley, Martha Thompson...

Delta Delta Delta Helen Taylor, Margery Thomas, Helen Cary Blackburn, Gaines Seebree, Joe Burnette, and Elsie March...

Chi Omega Jean Jones, Mary Ann Wallingford, and Ann Ricketts were dinner guests Monday night.

Zeta Tau Alpha Sara Fisher spent the weekend in Somerset. Mrs. A. F. Hicks, of Paducah, spent the weekend at the house.

Club Will Give Chili Supper A chili supper, sponsored by the Home Economics club, will be given at 8 p.m. Monday, March 16, in the Stock Judging pavilion.

Two Are Pledged To Cub Club

Pat Hanauer, Fort Thomas, and Ann Louise Sanders, Flemingsburg, were pledged recently to the Cub club, sophomore women's journalism honorary...

Advertisement for Spring Brings Tea Dances at the Phoenix Hotel, featuring a dress illustration.

Club Changes Membership Rules

In order to establish the Philosophy club on a more permanent basis, members shall be selected from invited persons who attend three out of the first four meetings...

Club Call Career as Job—you're off on the right foot with Celine...

Advertisement for Katharine Gibbs shoes.

BAYNHAMS Shoes of Distinction

Beauty on a Budget

Advertisement for Ben Ali Double Horror Show featuring a woman illustration.

Advertisement for Townwear stockings, featuring a woman illustration.

Large advertisement for Philco Radio, 'WIN A PHILCO RADIO DRAWING EVERY TWO WEEKS 407 JIMLES 407 SOUTH BOWLING BOX BALL LIME' with details on prizes and terms.

Rifleman Better 1940 High Score

The University ROTC rifle team scored 1808 points in the third stage of the Fifth Corps rifle competi-

tion area, it was announced yesterday. This is 10 points above the mark set by last year's winner, Ohio State university. The local team first 1943 and 1888 points in the first two stages of firing.

In the third-stage firing, Mitchell scored 178 points; Brown, 186; Davis, 186; H. Gravis, 185; Woolton, 169; Hylth, 176; Hays, 168; Pomeroy, 184; Prather, 186; Wilson, 178; Peyton, 176; Maxwell, 162; Coon, 150; H. Gravis, 148; and Seay, 171.

HAIRCUT UNION BARBER SHOP

Kentucky STARTS FRIDAY ANDY HARDY'S PRIVATE SECRETARY

There's A Dixie Dealer Near You! ENJOY Dixie ICE CREAM CREAM OF THE BLUE GRASS DIXIE ICE CREAM CO. INCORPORATED Rose at Chesapeake

Spring Is In The Air and KA's Grant Lewis, Bob Fishback and KKG Lina Barrow's Thoughts turned to



Individually Tailored SPORT COATS

Both GRANT and BOB selected smart individually tailored sport coats for spring when seems to have met with the approval of MISS BARROW. GRANT selected an imported tan tweed coat in the new two button straight front model with flaps on breast pocket, railroad stitching on flaps and collar and center vent to button. BOB preferred an imported natural camel hair coat in the three button slightly rounded front coat; he also liked railroad stitching with side vents that button.

Sport Coats \$29.50 Up - Suits \$37.50 Up

"HANK" BOWMAN MANAGER TAILORING DEPARTMENT P. G. MANZI DESIGNER

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Intramurals

Basketball

In the highlight of the Independent League, the Grave Diggers took over undisputed leadership of the league by defeating the high-ranking "K" Club.

The ATOs took the spotlight in the Kappa Sigma 19-9 and the Phi Kappa Taus won over the Lambda Chi Alpha, 22-13 in the other A division game.

Sigma Nu was handed a 15-6 defeat by the underdog Delta Tau Delta, the SX's doubled the score on the Kappa Sigma, 19-9 and the Phi Kappa Taus won over the Lambda Chi Alpha, 22-13 in the other A division game.

Four games were played in the B division. The Alpha Gamma Rho's best beat the Triangles, 16-8; the Delta Tau Delta's had little trouble in beating the Phi Kappa Taus, 24-11; the Sigma Nu's barely edged out a 15-10 victory over the scrappy Kappa Alpha's, and the SAE's ran true to form by running up a 26-16 triumph over ATO.

Jakes Independents scored the most decisive victory in the Independent Handball.

The intramural handball tournament is in the semi-final stage. In the upper bracket, John Samara, PKT, plays J. Thornton, ATO, while the lower bracket finds Spicer, PKT, pitted against Freck, KA. The winners of each bracket meet for the championship.

The handball doubles are also nearing an end, with two teams in the semi-finals. The upper bracket semi-finalists are Petro and Mitchell, Sigma Nu, while the lower bracket finds the PKT team of Samara and Spicer in the semi-finals.

Ping pong Delta Tau Delta Emery Horn, as a result of his triumph over Jackson, Kappa Alpha, meets the winner of SX Miller-ASP Simpson match in the finals of the intramural ping pong singles tournament.

In the doubles, Moorhead and Horn, DTD, face Lewis and Jackson, KA, for the championship.

Jakes Independents scored the most decisive victory in the Independent Handball.

The Dairy Club extinguished the Fleming County Firecrackers, 34-18. The Hound Dogs handed the Wolf Patrol their second straight defeat, 19-9. The Dare-devils crushed the Quadrangle Quintet, 31-9.

Running Wild

By JOHN CARRICO

It's a far cry from Shakespeare to a zone defense, but Dr. George K. Brady, English professor, makes the transformation with little or no difficulty. Although he has devoted his life to the study of literature, Dr. Brady is a rabid basketball fan and enjoys seeing the Wildcat cagers as much as any enthusiastic freshman.

Basketball to him is a game for the spectators. The small number of players and the limited area of the floor make the game easier for the spectator to watch. When he goes to a basketball game he has the intention of expressing his opinion on the play—not by booing, as his fellow patrons sometime indulge in, but by vociferous dissent to unvarnished decisions.

"I like to let go" is his way of putting it. And if anyone has ever heard his interpretation of some of the characters in Macbeth, you know that the good doctor can really "let go."

The lovest object in his contempt is the namby-namby who sits through a basketball game with folded hands and doesn't venture even a pip-squeak about the type of play he is getting for his money. And rest assured that when he threatens violence to the officials, it is in the best of Chaucerian "mirthful."

With regard to this year's edition of Wildcats, Dr. Brady thinks that poor shooting may have been responsible for the team's early setbacks. But, win or lose, he ardently believes in supporting the Wildcats and his presence at every home game has been mute (?) testimony to his loyalty.

He thinks Lee Huber and Jim King are the outstanding players this year—Huber for his able leadership and excellent floor work, and King for his aggressiveness.

When asked about Kentucky's chances in the Southeastern conference tournament, he replied that "If Adolph says we'll win it, then I think we will."

In his 15 years at the university, Dr. Brady has had the opportunity to witness the ability of many outstanding Kentucky basketball players including such stars as Frenchy DeMoisey, Ellis Johnson, Warfield Donahue, Bernie Oppen, and many others. But his favorite will always be "Little" McGinnis, the man who, when the way was blocked by some towering guard, calmly proceeded to pass through the legs of that astonished colossus.

Also close to his heart was the sparkling combination of Ellis Johnson and Charley Worthington and the "free wheeling" of Frenchy DeMoisey.

Basketball is the sole sport Dr. Brady thoroughly enjoys. Home runs and touchdowns are just "Much Ado About Nothing" to him.

Lettermen Begin Practice Monday

With the addition of 23 lettermen, the football team will swing into spring practice at top strength on 3 p.m., Monday on Stoll field.

The lettermen have been enjoying a three weeks exemption from practice, and Monday's practice will be their first spring workouts. Several lettermen, including Ernal Allen, are on the basketball team, and will not report for football practice until after Saturday.

Frosh Swimmers Will Go South

The cracker-jack freshman swimming team, fresh from triumphs in the A.A.U. meet at Louisville, will journey to Lebanon, Tenn., Saturday morning to meet the Castle Heights Military academy squad.

The Kentuckians brought home seven medals and a trophy from the Louisville engagement. The combined freshman and varsity team also annexed team honors, making more points than any other men's team entered.

Tech, Cincinnati Will Fence Here

The University fencing team will be host to teams from Cincinnati and Georgia Tech Saturday in the first triangular meet of the year. The meet will be one of the few of its kind held in intercollegiate fencing.

The following men will compete against Tech: Al Jones, Johnnie Jones, and Virgil Beasley, fobs. John Carson, and Wharton Nelson, epee. Cliff Bailey and Carl Holland will fight with the sabers. Against Cincinnati, Bob Drake will replace Nelson in the epee class.

Cheered by the return of Johnny Jones and Holland to the team along with Beasley's return to form, Acting Coach Scott Breckenridge Jr. is confident of a good showing by his team.

The matches will be held in Alumni gym starting at 2 p.m. Students will be admitted upon presentation of their ticket books.

CLASSIFIED ADS

FOR SALE: Toledo, Nev. Will sell at great reduction. Size 36. Call at 272 Kalamia Place.

FOUND: High school class ring with initials "K.H." May be had by paying for this ad and calling James Lee at 3221.

TUXEDO FOR SALE: \$10.00. See Fred Koenig at call 3882-X.

THRILLER JOHN PAYNE

DISCOVER A NEW THRILL Smoke the One and Only Pipe

DR. GRABOW THE ONLY SLOW BURNING

Dr. Grabow pipe advertisement with image of a pipe and text: "There's only one correct way to 'break in' a pipe... that's by smoking it... only Dr. Grabow pipes are pre-cooked with fine tobacco (aged) and liniment... NO BREAKING IN NO BITE NO BITTER TASTE NO GRABOW'S PATENTED CLEARANCE MADE BY H. LINEMAN & COMPANY

"Old Utah," a juniper tree near Logan Canyon highway, Cache National Forest, Utah, is about 3,000 years old. An elephant's ears serve as a cooling system. A network of veins runs close to the surface throughout their entire area.

WING'S Tasty American Luncheon Only 35c. Come in And Try Our Chinese Food.

Coca-Cola advertisement: "It's part of the game... to pause and Turn to Refreshment. Here's a drink that is unique. It never loses the freshness of appeal that first charmed you. You drink it and enjoy an after-sense of complete refreshment. So when you pause throughout the day, make it the pause that refreshes with ice-cold Coca-Cola. YOU TASTE ITS QUALITY. Drink Coca-Cola. Delicious and Refreshing. Bottled under authority of The Coca-Cola Company by COCA-COLA BOTTLING WORKS (Incorporated) 541 W. Short St., Lexington, Ky., Phone 641

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR

Camel advertisement featuring Dick Durance: "AMERICA'S No. 1 SKIER DICK DURANCE VS. THE STOP-WATCH AT SUN VALLEY. He's a little man to look at—but on a pair of 'hickories' he's a mighty giant. He's held virtually every major down-hill and slalom title in North America. He smokes... as much as he likes... but note: He smokes the slower-burning cigarette that gives extra mildness and less nicotine in the smoke... Camel. IT'S SWELL TO GET THAT EXTRA MILDNESS IN A SMOKE AS TASTY AS A CAMEL. THERE'S NOTHING LIKE A CAMEL FOR FLAVOR.

AND 28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself

FIVE of the largest-selling cigarettes... the brands that most of you probably smoke right now... were analyzed and compared by tests of the smoke itself. For, after all, it's what you get in the smoke that interests you... the smoke's the thing. Over and again the smoke of the slower-burning brand—Camel—was found to contain less nicotine. Dealers everywhere feature Camels by the carton. For convenience—for economy—get your Camels by the carton.

AT THE ROUNDHOUSE high up on Sun Valley's famous Baldy Mountain, Dick Durance (above) takes time out for another Camel. "That Camel flavor is something special," he says. "Never wears out its welcome." And the answer is Camel's costlier tobaccos in a matchless blend—they're slower-burning!

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to 5 EXTRA SMOKES PER PACK!

CAMEL THE SLOWER-BURNING CIGARETTE

Camel cigarette pack image and text: THE SMOKE'S THE THING!