

Editorial Conference Ends at Banquet Tonight

Footo Relates Experiences In Press Sessions

Novel White House Press System Began During Taft Administration

SPOTTESVILLE DISS UNDER COOLIDGE

Hoover Does Not Discuss Government Problems With Press Men

"The White House Spokesman," how he was born under Taft and assassinated by Coolidge, was described today by an eye-witness, Marke Footo, veteran Washington newspaper correspondent, for editors and publishers attending the Southern Editorial Institute here.

Footo told the inner side of press conferences which he has attended twice weekly at the White House for the past fourteen years and gave a new man's estimate of the last four presidents.

Taft was the originator of the regular press conference, Footo said. He talked with correspondents once a week. Wilson then went him one better, granting two, one after each Cabinet meeting. This custom has continued.

"Wilson reserved the privilege of answering any one of the barrage of questions fired at him, or not answering; and he insisted he was not to be quoted in the first person. Out of this grew the custom of ascribing conference news and views to the White House Spokesman," the correspondent explained.

"The Spokesman developed, or may we say deteriorated into a sort of smoke screen behind which the President was privileged to send up trial balloons to test public opinion, and then repudiate them, and brand the public press as unreliable, if the reactions were not favorable." This custom continued until Coolidge's second term.

"As a natural result, editorial writers, columnists, cartoonists, and comic strip artists began to poke fun at the White House Spokesman and to refer to conferences as 'scances.' Senator Pat Harrison ridiculed the Spokesman in the Senate and the whole situation became irritating to the Chief Executive.

"From that time on during the Coolidge Administration, the conferences were more and more hedged with restrictions. Finally the President at one fell stroke assassinated the White House Spokesman. He forbade correspondents to use the term, and even forbade an announcement of this ban."

President Hoover at first endeavored to open wide the White House door to newspaper men, Footo said.

"In my opinion the President was entirely sincere in announcing this program, and has made a sincere effort to carry it out.

"What criticism there is of the President among the correspondents is a concomitant of the general critical attitude of any and all peoples in a time of depression. Mr. Hoover is not a man given to small talk. He cannot, or will not, like his immediate predecessor, 'make news' by discussing subjects extraneous to governmental problems."

The President, he said, entered office with a more complete knowledge of the government than any before him. The cares of office have shown perceptibly on him, the correspondent remarked.

"It is really too bad Herbert Hoover does not possess some of the traits of Uncle Joe Cannon, late speaker of the House," Footo continued. "I refer to his ability to 'get along' with newspaper men."

The speaker then told of Uncle Joe attributing his reputation as a wit and critic to Washington correspondents who knew he would never repudiate a newspaper story, and, therefore, quoted him on every conceivable subject.

"This is the only kind of president who would ever satisfy newspaper men as a news source," Footo concluded.

Press conferences with Mr. Wilson, before he was broken by the war, were described as a "delight."

Gaines Addresses Body on Newspaper Education

A plea for journalistic education of young men so that "when the press of the world is in their hands humanity's faith will be stronger" was made by Dr. Francis Pendleton Gaines, president of Washington and Lee University, at this morning's session of the Southern Editorial Institute.

Attacking cheap sensationalism in the press, Doctor Gaines declared that it was his personal conviction that "no scheme of education is adequate for journalists which forgets the immense influence newspaper men are to have in the world."

To illustrate the newspaper man's influence in interpreting the news, Doctor Gaines gave the example of a scandal in city hall. One reporter treats it simply as a huge break, a sensational story. Another reporter weaves into it his own philosophy of cynicism and misanthropy. Another reporter conceives the occasion "as

a trumpet call to all the forces of good citizenship." "To educate a journalist," said Doctor Gaines, "is to do three things: first, to give culture to a man; second, to give expert preparation to a specialist; third, to give competence to an influence."

"The training of the journalist should fit him to radiate in helpful fashion the influence that will certainly be his. He should have a wide background and should know all the roots of this complex modern organism. He should have at least a brief insight into science and the potent changes of its action and reaction. He should know something of the technique of the social sciences. He should understand the trends of economics and the theories of government. His fellowships in readings should be with those minds of all ages and (Continued on Fourth Page)

Noted Editor Speaks Here

'Make-Up' Is Subject of Talk Given by John E. Allen

John E. Allen, editor of the Linotype News, New York City, yesterday addressed the first annual Southern Editorial Institute, at Washington and Lee, on the subject of newspaper pages.

"The subject of makeup is an important one to any newspaper editor or publisher," Allen said. "An attractive makeup not only attracts readers and advertisers but usually saves money for the publisher. Careless makeup is costly. It actually wastes space, and impresses readers and advertisers negatively."

"In virtually all other lines of business radical changes for the better have occurred in recent years. Good looks have come to have cashable values. Men want good-looking homes, motor cars, wives. Women want good-looking husbands, clothes, and bridge prizes. Clever salespeople know these things, and so do alert manufacturers. They know that beauty brings a high price in the market place. Notice the attractive cartons, boxes and bottles designed to promote the sale of candy, cigarettes, perfume, face powder and so forth. Notice how alert merchants dress their display windows to attract attention. Notice how magazine publishers dress up their magazines to catch and hold attention—attractive covers, attractive type faces, attractive layouts."

"More care should be given to the appearance of the newspaper itself than of the front office of the plant from which it is published. More people see the paper than the front office and they judge those behind the paper by what they see."

Allen continued with a discussion of technical aspects of newspaper makeup, and answered questions put by editors and publishers.

Highway Conference Sponsored by V. M. I.

The sixth annual highway conference is to be held at Virginia Military Institute on February 5 and 6. Robert L. Jeffreys of Chase City is chairman of the house of delegates' road committee. Many prominent men are to speak at the gathering.

The conference is sponsored by V. M. I. in connection with the board of supervisors of Rockbridge county and the United States' bureau of public roads. The purpose of the conference is to aid counties in their road problems.

LUDLOW EXHIBIT TO BE OPEN FOR STUDENTS MON.

In order to give students taking the Journalistic Course an opportunity to study the Ludlow All-Slug System of display composition, the Ludlow Exhibit, located at the School, will be held over until Monday. Milton O. Jones, Jr., Ludlow representative, will explain the uses and advantages of this equipment in newspapers and job plants, at 10:00 a. m.

Registration Is Complete Today

More Than 125 Attending Institute—Many Enroll This Morning

More than one hundred and twenty-five had registered for the first annual meeting of the Southern Editorial Institute at noon today. Delegates from all over the South are in attendance. The complete register of those attending the conference, where they are from, and the newspaper on which they work, follows:

- Harry Burn, Birmingham, Ala., Ring-tum Phi.
- Jack G. Marks, New York, Ring-tum Phi.
- G. M. Lapsley, Richmond, Va., Ring-tum Phi.
- J. A. Cox, Atlantic City, Goss Printing Co.
- W. M. Donaldson, Ridgewood, N. J., Ring-tum Phi.
- W. T. Sale, Beattysville, Ky., Ring-tum Phi.
- F. T. Bready, Philadelphia, Penn., Ring-tum Phi.
- C. H. Edwards, Altavista, Va., The Journal.
- E. D. Bethel, Richmond, Va., Nat'l. Lead Co.
- B. F. Harlow, Lexington, Va., Lexington Gazette.
- G. A. Skinner, Lexington, Va., Virginian Pub. Co.
- Marlen E. Pew, New York, Editor and Publisher.
- Merle E. Selecman, New York, American Bankers Ass'n.
- Fred Fuller Shedd, Philadelphia, Pa., The Bulletin.
- Ingrif D. Carson, Philadelphia, N. W. Ayer & Son.
- Franklin M. Reck, Detroit, The American Boy.
- James H. Furay, New York, The United Press.
- F. H. Cunningham, Chicago, College Humor.
- W. S. Barker, Montclair, N. J., Ring-tum Phi.
- Milton O. Jones, Washington, D. C., Ludlow Typograph Co.
- J. Franklin Jones, Pittsburgh, Pa., Ring-tum Phi.
- James C. Latimer, Farmville, Va., Secretary Virginia Press Association.
- R. T. Carbell, Leesburg, Va., London-Times Mirror.
- E. R. Price, Blacksburg, Va., News.
- Lloyd C. Iredell, Allentown, Pa., Ring-tum Phi.
- S. S. Buzzard, Berkeley Springs, W. Va., The Messenger.
- J. Rion McKissick, Columbia, S. C., School of Journalism, S. C. U.
- Mrs. J. Rion McKissick, Columbia, S. C., School of Journalism, S. C. U.
- George N. Buck, Front Royal, Va., Warren Sentinel.
- W. P. McGuire, Petersburg, Va., Southside Virginia News.
- Josiah P. Rowe, Jr., Fredericksburg, Va., Free Lance Star.
- Mrs. Josiah P. Rowe, Jr., Fredericksburg, Va., Free Lance Star.
- Charles S. Gunn, Washington, D. C., Linotype News.
- C. W. Wessel, New York, The John Budd Co.
- G. F. Ashworth, Kensington, Maryland, Publicity Department, Washington and Lee.
- R. R. Dedison, Bowling Green, (Continued on Fourth Page)

Pew and Shedd Are Speakers Friday Night

110 Press Delegates From Virginia, Faculty And Students

CRITICS OF PRESS ANSWERED IN ADDRESS

Journalism in 1950 and Public Service Journalism Are Subjects

One hundred and ten newspaper men and women from over the state of Virginia, delegates to the first Southern Editorial Institute, members of the faculty of Washington and Lee, and students of the Lee School of Journalism attended the Journalism banquet at the Robert E. Lee hotel last night.

Marlen E. Pew, editor of Editor and Publisher, praised the American newspapers for their attitude toward the economic and social ills of the present time, and stated that there is no other country with such a press.

He said that the American Press as a mirror of men and events, is called upon today to reflect an unpleasant picture. "We do not like to read of our failures. We do not like the bearer of bad news. Thus the public reaction against unpleasant news is not so much against the truth as against the medium which records the truth, he said.

"Some would have us laugh at our troubles," Pew said, "others would have us merely hide the dirt. But I ask you how well is this dangerous sophistry being resisted by the rank and file of newspapers." Censorship never corrected anything thus the newspaper has printed the news, as it was, and stood by its post serving the people.

"Every public cause is a newspaper trust. Newspapers are about all that is left in civic life which lawlessness and big business have to fear. The American Press has resisted all muzzles." Pew predicted the rise of this public service journalism to unheard of heights in the future.

Pew defended the newspapers against the charges of commercialism. "The rights of the common citizen are the problem of the newspaper. Robust leadership is reasonably sure of success." Most newspapers run as (Continued on Fourth Page)

Indoor Track Starts Soon

First Meet Will Be With Virginia on February Seventh

The Washington and Lee track team, indoor champions of the Southern Conference, will open their winter season on February 7, playing host to the University of Virginia trackmen in the first intercollegiate track meet which has ever been held in Doremus gymnasium.

The Generals will be the guests of the Cavaliers the following week when most of the colleges of this district will run against each other at Charlottesville. The Blue and White runners will close their indoor season with the Southern Conference meet on March 7 at Chapel Hill, where they won the first Southern Conference indoor championship last year.

Coach Fletcher says that in his opinion the indoor meets are much more interesting than the outdoor meets from the spectators' point of view, because all the events are run off right under the eye, instead of being spread over a great expanse. The events which will be run at the Generals' home meet are: the 40 yard dash, 40 yard high hurdles, 40 yard low hurdles, 440 yard run, half mile, mile, two mile, high jump, pole vault, and shot put.

The following are the outstanding candidates for the team: dashes, Edmunds; 440, Shepherd; half mile, Broderick; mile, Bidde; Gladden, Gilmore and Marler; hurdles, Finklestein, Armour and Spear; high jump, Cook, Curtis and Rivers; pole vault, Maxey, Sanders and Duncan; shot put, Stevens and Bailey.

V. P. I. Only Team To Escape Defeat

The V. P. I. five was the only team in the Big Four of Virginia to escape defeat last week. V. M. I. fell before the invading teams from Maryland and St. John's. Washington and Lee managed to turn back the attack of the Johnnies, but the fast-moving Maryland team proved to be too much for the Generals. Virginia lost a hard fought game to St. Johns by the narrow margin of 22-20. However, the Cavaliers were swamped by the Navy in a later game.

No Conference games are scheduled for the Generals this week, as the Maryland game has been cancelled and Georgetown is a non-conference opponent.

Advertising Is Subject Friday

Selecman and Carson Talk on Phase of Business in Afternoon

How to get a bank to advertise and how to make the advertising pay was described by M. E. Selecman, secretary of advertising of the American Bankers' Association, of New York, to the Southern editors yesterday afternoon in Lee Chapel. Mr. Selecman's subject was "The Banker and Advertising."

"The confidence of the public in a bank is necessary before the bank is a success," Mr. Selecman said. "Advertising builds up this confidence. The recent depression caused the confidence in many banks to be lost. Banks should advertise more now than ever before in an effort to restore that lost confidence."

The speaker told of the kinds of bank advertising that get the best results. There has been too much institutional advertising. The advertisement of a bank should convey the personality and tone expressive of the bank. This can be done by the continued use of the same type face and the wording of the advertisement to best characterize the bank.

"There have been many radical changes in bank advertisements in the last decade," he said. Examples of old style advertising were given. The hardly intelligible bank statement and the flowery type of advertising were given as examples of poor advertising.

"The best advertising today is the simple, direct, personalized copy," Mr. Selecman said. He then gave examples of good advertising as it was being used today. The conversational type is the friendly direct chat with one man. A bank statement that is easily read can also be used to good advantage. The narrative style of advertising in which a story is told that emphasizes the importance of saving was described.

Another good example of advertising, according to Mr. Selecman, is the use of actual incidents as a basis for advertising copy. Human interest is made use of in the most effective way. The advertising man must supply a "nose for news" that the banker lacks to furnish copy for this type of advertisement.

"Help your banker to appreciate the importance of advertising," Mr. Selecman concluded. "As things are today it would be far better to go after business than sit around and wait for it to come."

Major I. D. Carson, public relations executive for N. W. Ayer & Son, Philadelphia, followed Mr. Selecman with an address on "We're In The Advertising Business."

The importance and uses of advertising were told of by Major Carson. He described the functions of the advertising agency with which he is directly associated. He told of how the agency started out with a capital of \$250 in 1869 and has grown into a business with an annual turnover of more than \$40,000,000 each year without any capital being added.

Mr. Carson touched on the different phases of advertising such as publicity. The delegates were told that the publicity was sent out because of its news value and if the editor didn't want to publish it, it didn't have to be published.

Persons and Events Parodied for Diners

James Henry Furay Speaks on Subject, "America Goes Abroad", and Describes the Expansion of American News Gathering Associations Abroad

Calvin Coolidge, Graham McNamee, the ten greatest news stories of 1930, and other personalities and events of the journalistic world were parodied here tonight at the Gridiron banquet held in connection with the first annual Southern Editorial Institute, sponsored by the department of Journalism.

In the serious address of the evening, James Henry Furay, vice president of the United Press Association, describing the expansion of American news gathering associations abroad and showed how this expansion is a compliment to the American sense of justice, fair play, and impartiality. Furay spoke on the subject, "America Goes Abroad."

"The Lindbergh baby in baby clothes, Robert Tired Bones (Bobby Jones) in plus thirty-twos, Cussed and Bologna (Coste and Bellonte), Mahatma C and y and his spinning wheel, Pluto (Planet X.) and other figures in recent news appeared in a satirical news-reel pantomime. A burlesque Graham McNamee announced with enthusiasm, and a burlesque Calvin Coolidge found progress and prosperity in the American newspaper.

Peculiarities of modern newspaper offices were taken off by members of the Washington and Lee chapter of Sigma Delta Chi, who offered several skits showing the hard-boiled city editor, the cub reporter, and other newspaper types in action.

Franklin M. Reck, managing editor of the American Boy and national president of Sigma Delta Chi, presided as toastmaster. The Southern Collegians, Washington and Lee orchestra, furnished music for the banquet.

"I am beginning to believe that about all the young men in the United States want to get jobs in Buenos Aires, or Tokio, or London, or Paris," Mr. Furay said in discussing the widespread desire among young men to become newspaper correspondents abroad. "Too many young men get the idea that the job of foreign correspondent is beer and skittles, romance, beautiful adventures, and the gay life of Riley, as it were. The ones I have met mostly have been quite serious young men who had to work just as hard as their conferees in this country."

Furay called a thorough conversational knowledge of foreign language indispensable for foreign newspaper work. In closing, he pointed out the invaluable service performed by the news associations in bringing nations towards permanent world peace.

Following the banquet, delegates witnessed the Washington and Lee-North Carolina State boxing meet as the guests of Washington and Lee University. The session of the Institute, which began Friday morning, ended tonight.

Alumni Association Activities Featured in Recent Magazine

The January issue of the Alumni Magazine, which made its appearance early this week, contains a number of articles which should be of interest to the general student body.

There is one article entitled "The Endless Chain of W. and L." that should be read by every senior. Doctor Gaines, as shown in this article, has already begun his constructive work for the Alumni by planning to visit all the local Alumni clubs during the year. The workings and purposes of the entire Association are very clearly defined and their importance to the good of the University is by no means forgotten. There is also a short review of ten of Washington and Lee's most prominent alumni now serving on the bench.

The issue carries a complete calendar of events taking place in connection with the life of the school. There are a number of high spots that are worthy of note among them being the coming of a new President to Washington and Lee, a Southern Conference title in indoor track, the installing of the Journalistic laboratory, and other things of importance.

There will be an important meeting of all men attending the University for their fifth year, who are not in the law school, at the Beta Theta Pi house Wednesday evening at 7:30 o'clock. The meeting will not last long, but is of vital importance.

Boxers Meet Tarheel Men

North Carolina State Is First Opponent of Coach Malone's Squad

The boxing team will open its season tonight at 8:30 in the gymnasium against North Carolina State College. Although the Wolfpack was beaten by a strong Duke team last week, 6-1, there were no knockouts and several of the decisions were very close. "As the Generals are in the best shape a boxing team has ever been in at this school, the meet will furnish plenty of excitement," says Coach Malone.

The team has been having stiff workouts all week, the Varsity men boxing four rounds of three minutes each, and each round meeting a fresh man. The eliminations were also held this week, and Coach Malone has decided the men who will fight Saturday. Robertson has clinched the 115 pound division and in all probability should win without trouble. Captain Slosberg will represent the team in the 125 pound class. The 135 pound group has been the most fiercely contested, but Surlowitz has finally gained the honor though he may have some difficulty in getting down to weight. McKinney also has to beat a lot of competitors but finally came through in the 145 pound class. Pound, one of the cleverest men on the team, will fight at 160 pounds. Bacon, after a hard fight with Mundy, has come to his own in great style and will be carrying the banner of the 175 pounders. Faulkner has never been seriously threatened all year and will meet the biggest man on the Carolina team. Robertson, Slosberg, McKinney, and Faulkner all fought on the Varsity team last year, while Pound and Bacon both fought on the freshman team the last season.

Thomas to Receive Proofs Until Monday

Orders for Calyx pictures will be received until Monday, January 19, by W. O. Thomas at the Beta House. Thomas has the samples, formerly on display at the Y. M. C. A., and is now taking orders for extra prints.

Juniors Must Pay Dues Immediately

All Juniors who expect to receive favors at the Junior Prom must pay the six dollars dues to President Ray Ade immediately. Orders for the favors will be sent to the manufacturer this week. The favors for the dance have already been selected and are unusually attractive. Checks postdated until the 25th will be accepted.

R. G. WILLIAMS SPEAKS AT ASSEMBLY

Robert Gray Williams, prominent Winchester attorney, will make the principal address to the student body at the Founder's Day assembly, 11:30 Monday morning, January nineteenth is the one hundred and thirty-first anniversary of the birth of General Lee.

IMPORTANT MEETING

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The Ring-tum Phi

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SEMI-WEEKLY

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Cardwell.

FANCY DRESS

We wish we had an issue of the Ring-tum Phi just before Fancy Dress Ball. We'd like to have everybody in the spirit of the occasion as they read it, if they do. But, after all, we're here to study and campus activities must suspend until after examinations.

As we recall it, there has already appeared in these columns one previous editorial on Fancy Dress and one editorial on dances in general here. Therefore, there is little need to repeat the fame and popularity of Fancy Drss or that the spirit of the affair goes far in making the dance a success.

Rather would we write on this Fancy Dress Ball. Bill Tallyn and his assistants have worked hard, and are still working hard, to make this dance one of the best ever held at Washington and Lee. The best band available was signed to play for the dances and the best arrangements possible have been made.

Tallyn started out this year under a handicap that few other Fancy Dress leaders have experienced. For years the dance had been run by Mr. Carl E. L. Gill, former professor in the School of Commerce. Mr. Gill's work with the dance has made it one of the most famous collegiate social events in the United States. His wonderful decorations and intricate figures were the whole backbone of the dance.

This year Tallyn started out with Mr. Gill gone. But he set to work and indications now are that the dance this year will equal, if not surpass, previous years. Mrs. Beverly Tucker is the decorator this year and the mingling of new ideas with the old has brought about some remarkable results.

This year permanent decorations will be used for the ball. Instead of crepe paper, cloth will be used in all the decorations, which, besides adding to the beauty will make them useful for some other occasion. Another innovation is the manufacture of costumes for the figure. Heretofore costumes had been rented from costume houses, but this year Mrs. Tucker insisted that the costumes be made to order. Many other minor details have been added which will aid materially in the success of the dance.

Tallyn expressed the fear that students were of the opinion that the decorations would not be as good as in previous years because fraternity pledges had not been asked to aid as in the past. before the dance to aid in stringing up the decorations is so complicated that only a few people can do it. A few people have been working incessantly on them for the last few weeks.

Pledges will be called out, however, the day before the dance to aid in stringing up the decorations. We plead now for Tallyn that fraternities send their pledges out to help in this.

We can only wait now until the Ball to see if the work is a success. We predict that it will be. We wish Fancy Dress Ball all the luck in the world.

THE RELEASE

The next two weeks, or shall we say the week after next, will be filled with the two extremes of college life. Hard, honest-to-goodness study and carefree, hilarious celebration will be crammed into seven days.

After days of study, staying up perhaps all night and taking examinations lasting for several hours, we are released suddenly, and it is suddenly, into a world of gaiety, vivaciousness, and color.

Instead of diligently studying calculus, physics, english, or any other course, suit yourself, we are easily looking at beautiful girls or listening to good music, or what you will.

The release is sudden, which probably accounts for the intensity and fervor of the celebration. One morning we are writing voluminous pages in a class room and the same night we are in the midst of a light hearted and carefree group, thinking of nothing but fun and life. The Magic Carpet could make no more radical change.

We hope everyone will enjoy the dance set. We know we will. Then is the time to forget everything except that you are having the most enjoyable time of your life. Enter into the spirit of Fancy Dress. But we're not the counsel giver. Just get into the affair and enjoy it. You can't help it.

THE CONVENTION

From one who has yet to receive his Bachelor of Arts degree, an editorial on a convention of Southern editors seems almost preposterous. But since the convention is being held on the Washington and Lee campus and since we are a member of that student body it doesn't seem so bad after all.

We sincerely hope the visitors have enjoyed their stay here. The University is always pleased to play host, but this time we are hosts to "Gentlemen of the Press" and we are doubly glad to see them here. We feel we have done our best to make your brief stay a pleasant one. Since it is almost all over now, the only thing further we can do is to hope we have succeeded.

We know a little of newspaper work. Our life, as young as it is, has virtually entirely been spent in a newspaper office. We know that newspaper men have to work hard. This convention has not been entirely a plaything, but it has been a relief to most of you, we think, to get away from the routine of the office for a short time. You have talked of the office and of newspaper affairs, but it has been different from saying and hearing the same things at your desk. You're out of your own environment here. You're away from the smell of ink, worries about "dead line," and other such things like that. Perhaps you're glad you're away and perhaps you're not.

We hope, also, that you have derived some good from the convention. Something you have heard here may help you immensely some time. We're glad you came to Washington and Lee and we hope this visit isn't your last.

THE SWING

In a recent Grantland Rice "Spotlight" at the New Theatre, a group of people sang the Washington and Lee Swing, only they didn't sing the Washington and Lee words but the words substituted by some school out in Colorado. This was a violation of the copyright. Other schools use the Swing and get as much or more advertising from it as Washington and Lee. The Swing has probably been the best advertising medium the University has ever had. It is constantly being used by other schools and the copyright violated. It is about time that something be done about it. The Swing is the Washington and Lee song and we should make endeavor to keep it so and keep other schools from using it for their benefit.

The Columaniac

SEE AMERICA FIRST

Because I believe in what is right,
I turn on the radio every night,
I see my dentist twice a year,
Look for the return of Light Wines and Beer.
I eat Tastyest, and use Listerine—
Only after I shave—I mean.
I wear Hickok Belts, and Holeproof Hose,
Arrow Collars and Fashion Park clothes.
When I buy my ties I go to Saks,
My hats come from Macy's—I call 'em Mac's.
I subscribe each year to Judge and Life,
I think Ann Harding the Ideal Wife.
I'd walk a mile through a muddy field
For a—Lucky Strike, or a Chesterfield.
The women I know wear School Girl complexions,
They all eat Lowney and Whitman confections.
I play Miniature Golf, Backgammon and Rummy,
I like to play Bridge, and I'm always the Dummy.
I drink Ovaltine to frustrate that "Tired Feeling,"
I like Studebakers with improved Free-Wheeling.
I buy The New Yorker straight from Times Square,
Read Time, Walter Winchell, and Vanity Fair.
I wear Paris garters, my socks stay where they're put,
But I suffer from Dandruff, and Athlete's Foot.
I go to the talkies, the screen is my diet,
I remember "Hell's Angels" and "All Quiet."
I like Bulova watches, White Sulphur Springs,
Those tricky cloche hats, and Unmenticable Things.
I use Tom Collins, Jr., and Canada Dry,
(My friends manage somehow to scrape up the rye.)
But—I won't go to Europe, in spite of my thirst,
I'm going to see America first!

—THE MANIAC

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Our Contemporaries

Yale is planning to build a new gymnasium that will cost in the neighborhood of \$4,350,000 and take about three years to complete.

Mr. David Fulles Ash, instructor at the University of Missouri, recently was married to a graduate student of that school, Miss Margaret Adel Smoke. It must have been rather a hot wedding, to say the least.

One of South Carolina's fair co-eds, Mary L. Cobb, junior at the University, was waiting impatiently at a street corner for the red traffic light to change. When it finally flashed green, she started her auto with a jerk and drove directly into an uncovered manhole. When asked why she ran the front wheel of her car into the opening, she gave "because" as sufficient explanation and sighed, "I am only thankful that I was not driving an Austin."

Freshmen at the University of Hawaii are subject to certain very unusual rules. The men, for instance, are required to carry at least two brands of cigarettes around in a clean sock, with no holes, and pass them out upon request. The co-eds must wear grass skirts and goggles and dispense candy instead of cigarettes.

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At the Fordam University game at Detroit this season Sergt. Frank Dombecky, eagle-eyed ace of the anti-pickpocket squad, and 39 other plain clothes men were assigned to watch the crowd to see that the "dips" kept away from the pockets of excited fans. So successful was the work of Sergeant Dombecky and his associates that only one instance of pocket picking was reported. A bill fold containing \$8 was taken from the hip pocket of Sergeant Frank Dombecky.

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Everything Is Ready for Set January 29-30

Dansants to Be Given By Two Fraternities and on Saturday Morning

DECORATIONS READY TO BE HUNG

No Makeshift Costumes to Be Allowed at Fancy Dress Ball

SOCIAL PROGRAM FOR FANCY DRESS
 Thursday, January 29
 Junior Prom 9 a. m.
 Friday, January 30
 Beta Theta Pi House, Dances 10:30 to 1:30.
 Alpha Tau Omega House, Dances 2:00 to 5:00.
 Fancy Dress Ball 9:30 p. m.
 Saturday, January 31
 Fancy Dress Dansant in Doremus Gymnasium, 11:00 to 2:00.
 Other fraternity dances may be arranged for Saturday afternoon and Saturday night.

With the announcement of the activities program for the Fancy Dress Dansant Set January 29, 30 and 31, all is in readiness for the 1931 mid-winters. Besides numerous fraternity dances the set will comprise Junior Prom, January 29, Fancy Dress Ball, January 30, and a morning dansant January 31. Hal Kemp and his twelve piece recording orchestra will play for all the dances in Doremus Gymnasium, and probably for the fraternity dances.

The decoration committee is busy administering the finishing touches to the designs, replicas and 18 point stars, and will call the freshmen to aid in decorating the gymnasium the day prior to the ball. Changing the floor and balcony to a portion of Sherwood Forest and King Richard's Palace, the theme of the ball—Robin Hood, will be carried out to the minutest detail. Even the orchestra stand will bear colors applicable to a scene in the England wood.

Realizing the unnecessary crowding at the door for previous balls, William Tallyn, president of the dance again asks for the cooperation of the student body in buying their tickets before the night of the ball. He says:

"It is our desire to do away with the long line of people waiting to get in the door that has characterized other balls. Men with tickets purchased before the last night will be conducted through a railed off portion of the entrance."

The office on the balcony formerly used by Captain Dick Smith will serve as a cloak room for the girls. The athletic room on the ground floor will be used as a girls' rest room and an overflow room for wraps. After the intermission all men must stay down from the balcony, so the final rush for coats at the end of the dance will not end in a free for all.

After the Grand March starts at 9:30 p. m. no one will be allowed to enter the gymnasium until after the figure is finished. In an endeavor to attract the crowd early the committee has decided to start the march immediately at 9:30 p. m.

Personally supervising a motion picturing filming of the ball, Ralph Daves, manager of the New Theatre, will take films of the figure and other outstanding features of the dance. If the pictures turn out satisfactorily they will be shown at the New Theatre. If acceptable they will be put to sound and shown throughout the country by the Universal News Reels.

That the committee expects to eliminate any makeshift costumes or extra-brief affairs is indicated by the action of the leaders of the dance to see that every costume is passed by a door committee. Tallyn says:

"No makeshift costumes will be allowed. Three doormen will inspect every costume as the wearer enters the door. All costumes must be approved that are not ordered through the committee."

While the Fancy Dress Ball will be the climax of the dance set, the Saturday dansant the morning after the ball is expected to attract the majority of the student body and visitors. Tallyn says that this will be the last time for the entire student body to hear Hal Kemp during this set and he wants a big crowd.

Junior day is set for January 29. All members of the class who have paid their dues will have a place in the figure. They will wear a white carnation the even-

GENERAL GOSSIP

Edited by J. M. Dean

Washington and Lee's cagers engaged a team wearing yellow and black uniforms Wednesday night with Lenoir-Rhyne written across the front of their jerseys. Outside of their earnest attempts to play basketball little more can be said of the team. The real mystery seems to be in how they ever were placed on the General schedule. Ray Ellerman is being handicapped in introducing his system by the lack of first rate teams to play against and, that he does not help make out the schedule.

Bob Morris sprang from an orphan to the hero of the game. Everyone on the squad got in the game with the exception of Morris when the crowd began to yell for him. As a result he received the greatest ovation of the evening when he walked out on the floor.

With Algy Speer burning the midnight oil with his law books and Nace Collins temporarily out of competition because of scholastic difficulties it looks as though "Deacon" Armour will be the only hurdler that Coach Fletcher will have for indoor track. For the low timbers he has the fast stepping Finklestein.

Shifting Williams to guard and placing Hardwick at center made the teamwork of the General cagers improve but Ellerman is not quite satisfied yet. Hardwick lacks the necessary experience to be a regular when the going gets tough.

Jack Jarrett came into his own against Lenoir-Rhyne with twelve points, followed closely by Leigh Williams. Williams is playing better, but perhaps more individual basketball, this year than he has previously done. This is due to the necessity of adding strength to the weak cogs in the Ellerman machine. Cox is slow to round into form because of illness.

Cy Twombly and manager "Wop" Walton took nine freshmen swimmers over to A. M. A. Thursday afternoon in order to get a line on the natators in competition. Burn, Moody, Preston, Fowlkes, Phelps, Cheatam, Stern, Dye, and Almond made the trip for the frosh.

Washington and Lee's two candidates for College Humor's Interesting Collegians section are Leigh Williams and Charley Day.

Bus Malone will have Johnny Faulkner, the people's choice, fighting North Carolina State's heavyweight Saturday night. Johnny is a popular man in the roped arena inasmuch as he goes in their either to knock out his man or to be knocked out. To date he has come out on the short end of only one encounter.

Two transfers from Gettysburg College are aiding Bus Malone to get his protégés into shape. James Cherry works out with Robinson in the 115 pound class daily while Dick Spina works out with Pound, varsity 160 pound representative, although he weighs only 145.

Both Cy Young and Ray Ellerman are taking charge of the freshman basketball team. So far Musovich, Steinberger, Sauerbrun, Wilson, Sawyer, Wallis and King are the most likely looking of the candidates.

Two days before the ball the representative from Van Horn & Son, Philadelphia costumers, will be here to give out the costumes. H. M. Minniece, who has charge of the measurements for the costumes here will send in the measurements taken the past week sometime within the near future, so it will give the dressmakers ample time to finish each order. Spanish costumes seemed to prove the most popular selections from the list of 50 different types submitted to the student body.

Still intent on eliminating all crepe paper and other forms of decorations that are applicable only to one dance, the decoration committee hopes to dress the gymnasium in cloth and other material that can be used in future dances. In contrast to former years, the ceiling will serve as the height of the decorations instead of having streamers entangled from the roof to the balcony rails.

Visitors cards, tickets or information concerning the Ball may be obtained from William Tallyn at the Lamba Chi Alpha House, H. M. Minniece, Sigma Epsilon House, or F. M. Smith at the Alpha Tau Omega House.

At the next assembly the final plans for the dance will be announced.

Matmen Meet N. C. S. in Dual Match Today

New Line-Up For Generals To Be Lead By Evans

An almost entirely new lineup will face the North Carolina State wrestlers when they come here Saturday afternoon to meet the Fighting Generals. Evans, 115, Abramson, 125, and Mitchell, heavyweight, will continue in their old positions, but the remainder of the team will be radically changed for this meet.

This change is due, according to Catch Mathis, to the proximity of examinations as he does not wish to overwork the varsity men by attempting to get them down to their normal wrestling weights. Therefore, the following changes have been made: Davidson, monogram man last year at 125 pounds, will wrestle in the 135 division. Osterman, varsity 135 this year, will move up a notch to the 145 pound section, which Thomas, regular 145 pound wrestler, will fill Wayne Mathis's shoes in the 155 pound class.

Wright will probably be the 165 choice, but there is a possibility that Mathis will wrestle here. Either Tilson or Wofford will be the choice for 175 class, and Pat Mitchell will continue as heavyweight Coach Mathis, in explaining this move, said, "I do not want to overwork the men too much so close to the mid-years by making them get down to weight, and I would also like to give some of the other men a little experience in a real meet. 'Dynamite' Evans will be Acting Captain."

The strength of the Wolfpack is not definitely known. Last year Washington and Lee defeated them early in the season by the score of 29-5. Stults, 115 pounds, being the only member of the Big Blue to lose, but later in the season the North Carolina aggregation, using several men who had not appeared here, defeated the strong Duke team. However, it has not been ascertained how many of last year's men are back and they will come here almost a complete mystery to the Generals.

The meet will be held in the gym Saturday afternoon at 4 o'clock. The next meet of the varsity will be February 5 against Davidson college. Davidson has a strong team this year and a hard meet is expected. Tryouts for this competition will begin next week and will be held from 5 to 6 o'clock. The time of wrestling practice has been shortened because of the exams.

The first meet of the frosh will be about February 1. Either A. M. A. or Greenbriar will furnish the opposition. The probable lineup is as follows: 115, Messick; 125, Taylor; 135, Thomas or Austin; 145, Pritchard or Shively; 155, H. Smith; 165, Brennan; 175, Eicholtz; heavyweight, Bolland.

"The freshman squad looked rather weak at the beginning of the season, having no experienced men trying out. They are improving fast, however, and by the first meet should be ready to give a good account of themselves. The men in the lighter weights are especially good," says Mathis.

Homebake really has good sandwiches and hasn't raised the price either, he delivers, phone 43. Adv.

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The Critic's Seat

Remote Control

Bill Haines broadcasts again in "Remote Control." Bill wise cracks himself out of a job in a music store into a job of radio announcer, and wise cracks some more until he is kidnapped by some gangsters. But he eventually talks himself out of this into the arms of the heretofore cool heroine. Bill is not quite up to his usual form but is still very good.

Boudoir Diplomat
 "The Boudoir Diplomat" takes place entirely in some heretofore undiscovered country of Europe. It tells how Ian Keith manages to get some good treaties fixed up for his country by having love affairs with important men's wives. It is all pretty thin but it runs through eight reels without being painful in any and is quite amusing in some. Keith is supported by Betty Compton, Mary Duncan, of "The River," fame, and Jeanette Loff. All are master technicians in the poses of love.

Sunny
 Marilyn Miller, who knocked them out of their seats with her dancing in "Sunny," on the musical comedy stage some years ago, is scoring again with the same piece on the screen. The story, told in the usual musical comedy manner, is about a girl who runs away from her home in England to escape marrying a man she doesn't love, weds another one on shipboard so that she can enter the United States, and then dances herself into the heart of the man she really loved all the time. Miss Miller can dance and does, and makes the show a hit.

Other Men's Women
 "Other Men's Women" with Mary Astor, Regis Toomey, and broad faced Grant-Withers in the cast, is just another picture and not a very good one at that. It is all about how two pals who work on an engine have some fights and disagreements, because the second accuses the first of unwanted attention to his wife. It is all very tedious and finally comes to an end. Even Mary Astor's good looks and charm fail to lift this picture out of the hum class of movies.

Hook, Line and Sinker
 Bert Wheeler and Bob Woolsey are teamed up again in "Hook, Line and Sinker." The plot, such as it is, tells the familiar story of two saps who get tangled up with a bunch of gang men. It is told to the accompaniment of an almost continuous round of laughter due to the wise cracking of the comedy pair. It is good amusement for the fans who enjoy slap stick stuff.

The Bat Whispers
 Remember "The Bat" the first of the more or less modern mystery mellers of the button-button-whose-got-the-button type? As "The Bat Whispers" it is now a

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Swimmers At Duke With Strong Team To Open Schedule

The Washington and Lee natators will open their season tonight swimming against Duke at Durham.

The General tankmen have been practicing since November and are in good shape. Coach Twombly hopes for a repetition of last year's victory. The Blue Devils who will likewise be participating in their first meet of the season, have not yet had a chance to display their strength against competition; but they are known to have a strong team.

The Washington and Lee team is composed of: relay, Rivers, Moreland, Nichols, and Stapleton; dives, Rivers and Walker; 50 yard dash, Stapleton and Nichols or Rivers; 200 yard breast stroke, Rudes and Weinstein; 440 yard dash, Musser and Harris; 150 yard back stroke, Nichols and Richmond; 100 yard dash, Rivers and Stapleton. Manager Walton will accompany the team.

talkie with Chester Morris as the killer and thriller, who made a monkey out of the police departments and detectives everywhere. You know the sort of story it is—a haunted house, hidden money, young lovers and all that sort of thing with trap doors and secret hiding places. It has been done a lot of times on the stage and screen since. "The Bat" first flew in and the present version is no worse and no better, than all the others.

Min and Bill
 "Min and Bill" is another one of these pictures of supreme human sacrifice. The picture is just average but the work of Marie Dressler and Wallace Beery is very good. The scene is on some water front. The whole thing centers around a little girl who eventually grows up and gets herself a rich husband in reel eight.

Man to Man
 "Man to Man" is a story all about how a young son is ashamed of his father for committing a murder he had to do. But it all works out in the end and the son gets a pretty girl in the deal. The cast includes Grant Mitchell.

Paid
 "Paid" is the best picture that Joan Crawford has ever made. For the first time she has a real dramatic role. It is well worth seeing. In spite of the fact that it is another crook and underworld picture it is well worth seeing.

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Protestant, Catholic, Jewish, Mohammedan and Hindu Views to be Given

NOTED MEN IN EACH FAITH TO LECTURE

Program Sponsored by Christian Work, to Start February 4

Five prominent religious heads, representing the dominating religions of the world will address the Washington and Lee student body in a series of speeches during February and the first week of March in Lee Chapel, according to Munsey Gleaton, secretary of the Christian work here.

All the speakers have not yet been definitely engaged, but they will be known soon. Rabbi Berman on the Hebrew Orthodox and Dr. man of New York City, is to speak Joseph Fort Newton of Philadelphia will talk on the Protestant religion. It is hoped that Father John Fulton Sheen, of Washington, will discuss the Catholic faith. The Mohammedan and Hindu speakers have not yet been chosen. The first talk of the series will be given February 5 by Rabbi Berman. Efforts will be made to have the speakers meet students of their faith if the students so desire.

Rollo W. Brown will precede the first of the religious speakers when he returns to the campus on February 4 to address the University assembly. He is one of the most popular speakers in collegiate circles and is remembered for his interesting talk, "Do We Need Creative Minds in America?" last year in Lee Chapel. So popular was his impression that he has been asked to return again and will speak to the assembly on "The Romance of Being a Student."

Rabbi Berman is assistant to Rabbi Steven S. Wise, noted Jewish leader and speaker. He will talk on the afternoon of February 5 and "The Jew's Interpretation of the Crucifixion" and in the evening on "Why I am a Jew." The first of these talks should be particularly interesting, coming as it does from a man high in the Hebrew Orthodox Church.

During the second week it is hoped that Father Sheen, a member of the faculty of the Catholic University of America, in Washington will be the speaker. He is to talk on "Why I am a Catholic." Father Sheen is noted as an author and philosopher.

For the third week the Christian Activities Association will have a Hindu speaker. The explanation of this Oriental faith, of which so little is known, will be given by one of its leaders.

"The Distinctive Elements in the Christian Religion" is to be the subject of Dr. Newton's speech. He comes from St. James Church in Philadelphia and is regarded by many people as the foremost preacher in America today. For three years he was pastor of the City Temple in London, at which time he was assisted by A. Maude Royden, famous woman preacher of England. Doctor Newton is the author of many books on biographies and religion.

In the first week of March the Mohammedan religion is to be discussed by one of its leaders. Little is known by the students of this religious sect and the talk by its representative should be of great interest.

Gaines Pleads For Newspaper And Education

(Continued From First Page) all countries who have crystallized man's best thought. Above everything else, he should have some direction in establishing the scale of life's values; he should be encouraged in the formation of good taste; he should have the nobler sympathies awakened and made enduring.

Doctor Gaines saw no real conflict between technical and background preparation for journalism, between sociology and type-setting, between poetry and the printer's chart. "Between technique and background there is no necessary conflict," the President said, "but it will be a sad day for the nation when courses in narrow expertise shall have uprooted courses in wide background. If a man's to be a mere jack-leg, the argument is of little consequence, but if the newspaper man is to be that influence he ought to be, then there should be no room for debate between technique and background. "Let the newspaper man talk and think as a newspaper man

Registration Of Visitors Complete

(Continued From First Page) Va., Bowling Green Progress. L. R. Davis, Bowling Green, Va., Bowling Green Progress. R. T. Nelson, Richmond, Va., Virginia Magazine. A. S. Jones, Mt. Sterling, Kentucky, Ring-tum Phi. John E. Allen, New York, The Linotype News.

John Griffiths, New York, John Griffiths & Co.

R. Crabill, Galax, Post Herald. J. B. Crane, Washington, D. C., Southern Collegian.

V. C. Jones, Gordonsville, Va., The News.

W. C. Stouffer, Roanoke, Va., World-News.

C. D. Hewlett, Roanoke, Va., Times.

William Pollard, Richmond, Va., Yorktown Sequi-Centennial.

C. E. Allen, Jr., St. Louis, Ring-tum Phi.

F. S. Squires, New York, W. and L.

P. E. Chabot, Roanoke, N. and W. Magazine.

R. R. Horner, Roanoke, N. and W. Magazine.

J. P. King, Franklin, Va., Tidewater News.

Paul Scarborough, Franklin, Va., Tidewater News.

R. H. McNeill, Blacksburg, Va., V. P. I.

B. Elman, Roanoke, B. W. Wilson Paper Co.

P. H. Appleby, Radford, Va., News Journal.

R. H. Jones, Christiansburg, Messenger.

Erby A. Johnston, Raleigh, N. C., Reporter.

D. B. Taylor, Saltville, Va. C. P. Lee, Jr., Pine Bluff, Ark. C. W. Day, Jr., Tulsa, Okla. Hallie Jenkins, Washington, D. C.

Tom W. Moore, Pulaski, Tenn., Ring-tum Phi.

Billy T. Jones, Frankfort, Ky. Richard L. Hopper, Trenton, N. J., W. and L.

William G. Stevenson, Blackstone, Va., Blackstone Courier.

W. C. Coleburn, Blackstone, Va., Blackstone Courier.

T. E. Mears, Lexington, Va., W. and L.

W. Clement Moore, Philadelphia, Wolf & Co., Philadelphia N. E. A.

William H. Wranek, University of Virginia, News Service.

George W. Eutsler, University of Virginia, Extension Department.

A. C. Schultz, Reading, Penn., The Abrighton.

Louis Spilman, Waynesboro, Va., News-Virginian.

George O. Greene, Clifton Forge, Va., The Review.

J. L. Goodman, Covington, Va., Covington-Virginian.

Powell Glass, Lynchburg, Va., The News.

M. C. Gunn, Lynchburg, Castle Paper Co.

H. I. Hundley, Lynchburg, Cas-kie Paper Co.

Jack Caskie, Lynchburg, Cas-kie Paper Co.

J. T. Norris, Ashland, Ky., Ky. Press Ass'n

Mr. and Mrs. Mark Foote, of Washington, D. C., Booth Newspapers.

Thomas P. Doughty, Jr., Lexington, Va., W. and L.

W. C. Mulligan, LaGrange, Ill., W. and L.

W. C. Capel, Candier, N. C., W. and L.

C. H. McMillan, Jr., St. Louis, W. and L.

E. R. Felts, Roanoke, Tradesman.

W. A. McDaniel, Salem, Newspaperman.

F. M. Vaughan, Norfolk, W. Va., Tri-District News.

Harold Sullivan, Oklahoma City W. and L.

E. F. Pelonze, Richmond, Va., Pelonzi Printers Supply Co.

Ralph Berlin, Norfolk, Va., W. and L.

B. M. Osowitz, Trenton, N. J., W. and L.

E. E. McCarthy, Orlando, Fla., W. and L.

D. E. Clark, Watertown, N. Y., W. and L.

J. Lord, Brooklyn, N. Y., W. and L.

John W. Barger, Keyser, W. Va., Ring-tum Phi.

E. N. S. Girard, Hazelton, Pa., W. and L.

J. H. Hughes, Richmond, Va., W. and L.

H. A. Bray, Baltimore, Maryland, Imperial Type Metal Co.

J. A. Collison, Trenton, N. J., Ring-tum Phi.

R. G. Roberts, Culpepper, Va., Virginia Star.

J. G. Miller, New Market, The

and let him respect enormously his profession; but give him glimpses into the wider world whose evangel and scribe he is to become, and his adjustment to the more mechanical details of his work will be a mere matter of routine.

Pointing out that the newspaper is a far greater influence in average life than the average citizen ever imagines, the speaker said: "Cussing" or caressing, endorsing or denouncing, Mr. Average Citizen is all the time and quite unconsciously paying tribute to the incalculable influence of the newspaper as a factor of our social order."

Shenandoah Valley.

H. Olinge, New Market, The Shenandoah Valley.

J. M. Friedman Danville, Va., Ring-tum Phi.

L. E. Lockabill, Roanoke, Va., Sunday Critic.

M. W. Paxton, Jr., Lexington, Va., Rockbridge County News.

T. M. Belser, Columbia, S. C., Ring-tum Phi.

M. W. Adelson, Covington, Va., W. and L.

Pew and Shedd Are Speakers Friday

(Continued From First Page) commercial enterprises have failed or merged to cover their defeat. There is a rule of economics which "makes publishing hazardous if undertaken purely in the spirit of commercialism and avarism." A newspaper is a business plus an array of spiritual and aesthetic factors. The choicest of a newspaper are not for sale. Thus advertising does not control the editor.

Pew concluded by saying, "The pride of the American press is that it is the model of the world."

Fred Fuller Shedd, editor of the Philadelphia Evening Bulletin, predicted that college trained men would make up the personnel of newspapers in 1950.

"Journalism in 1950 will be a product of schools of journalism. If the present schools are to furnish the men depends whether

Warner Bros.



Program Thru Exams

Friday Night - Late Show

Saturday Regular Schedule

William Haines

"Remote Control"

Monday, January 19

Mary Duncan, Jeanette Loff

"Boudoir Diplomat"

Tues.-Wed., Jan. 20-21

Marilyn Miller

"SUNNY"

Thursday, January 22

Reginald Denny

Jeanette McDonald

"Oh! for a Man"

Friday, January 23

Grant Withers, Mary Astor

"Other Men's Women"

Late Show Friday

Saturday, January 24

Bert Wheeler, Robert Woolsey

"Hook, Line and Sinker"

Monday, January 26

Chester Morris

"The Bat Whispers"

Tues.-Wed., January 27-28

Marie Dressler

Wallace Beery

"Min and Bill"

Thursday, January 29

Phillips Holmes

"Man to Man"

Fri.-Sat., January 30-31

Joan Crawford

"PAID"

February 3-4

"Just Imagine"

they improve their opportunities and do their duty. A school of journalism must teach what can not be gotten on the paper itself."

Shedd paid a tribute to Lee for his foresight in establishing a school of journalism and understanding the need of college trained men for newspaper work. Shedd prophesied that the newspaper readers of the future would be more widely and better educated, and that they would have a greater interest in scientific and foreign affairs. To meet this interest, the newspaper man will not only have to be proficient in journalism technique to report and interpret this news but will have to have a broad background, and be equipped to serve the public accurately and intelligently.

Lenoir-Rhyne Defeated In Third Game

New Line-up With Williams At Guard Impressive In One-Sided Game

That Coach Ray Ellerman has been doing a bit of deep contemplating this past week-end over the lack of a guard with initiative was made apparent on Wednesday night when he defeated Lenoir-Rhyne of Hickory, North Carolina, with an unorthodox, but clicking combination. This rejuvenated lineup with Leigh Williams shifted to guard, and Jack Hardwick jumping center looked impressive in defeating the North Carolinians by a 49-18 score. The score at half-time was 32-7.

For the first time this season "the boys in blue" used to good advantage the system that has been taught them since last November, and the scoring spree they engaged in brought fond reminiscences of the General net quints of 1929 and 1930. Coach Ellerman seems to have hit on a working combination, after the three disappointing starts the Generals have made. Williams played an ideal game at guard. He started the plays with reckless abandon, and then flashed into the offense the moment there was an opening, yet he was consistently the first man to reach the back court when the enemy gained control of the ball.

Jack Jarrett turned in a splendid performance to lead the "Blue" scoring with 11 points. He was followed by Williams, Cox, and Hardwick with 10, 8 and 8, respectively. The entire General squad saw service in the tilt.

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Advertisement for the movie 'PAID' featuring Joan Crawford. Includes a photo of Crawford and promotional text: "A new kind of LOVE, THRILL... exotic... reckless... gorgeous beyond words... her greatest... her achievement... as an empress of emotion... Never before have you seen THIS Joan Crawford... never again such a vehicle... as the greatest play of the holidays... gripping... spicy... thrillingly romantic, delectably dramatic... such is... PAID... with a sensational supporting cast, featuring ROBERT ARMSTRONG & MARIE PREVOST... JOHN MILJAN • KENNETH DOUGLASS • GEORGE COOPER... An MGM Production. Directed by Sam Wood... NEW THEATRE FEBRUARY 3-4"

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