BEAUTY - Ella G. Cheate, sophomore Pi Beta Phi, is the new University of Louisville campus queen.

EARL MEADOWS, University of Southern California, won the Far West indoor track meet pole vault event with this jump of 13 feet, 8½ inches.

MERRITT BUSH, University of Chicago all-conference tackle, lead the Maroon water polo team against Big Ten contenders for the tank game championship.

A N'END RUN AROUND A CUTICLE is grid star Harry Ream's 'sport' these days, for he's working his way through Columbia University doing manicuring in a near-campus shop.

PHOTO ELECTRIC CELLS are now used in cold cure research in the Northwestern University laboratory of Prof. Robert Cashman, one of the outstanding scientists searching for a cure for the common cold.
QUALITIES OF A TRUE EDUCATION were outlined by President Roosevelt following his receipt of a Doctor of Jurisprudence degree from Temple University. "First among these attributed is a sense of fair play among men . . . The second great attribute of education is . . . a sense of equality among men when they are dealing with the things of the mind . . . Finally, a true education depends upon freedom in the pursuit of truth. No group and no government can properly prescribe precisely what should constitute the body of knowledge with which true education is concerned."
For Digestion's Sake—
smoke CAMELS

"BONING UP" puts extra strain on your digestion. Camels help you ease off, by stimulating and promoting digestion. Camels are mild, smooth. They set you right. And never get on your nerves.

Smoking Camels found to have a positive beneficial effect upon Digestion...

Our modern "eat-and-run" way of living is hard on digestion. Experiences with indigestion are all too common! Hence unusual interest attaches to the following fact: that smoking Camels has been found to have a marked beneficial effect in aiding digestive action. You'll find Camels milder too, more delicate in flavor, packed with the rich enjoyment of choice tobaccos.

Turn to Camels for your digestion's sake...for the greater pleasure to be found in smoking Camel's costlier tobaccos. Camels set you right!

A SENSATION!
Henry Taft Snowdon, '34, intercollegiate wrestling champion. Snowdon says: "Smoking Camels after meals and between meals aids digestion."

OTIS BARTON, scientist-inventor, who dives in the "bathysphere," says: "Camels make my food taste better and help it to digest."

CAMELS HAVE LONG BEEN A FAVORITE with us here," says Mr. Joe Moss, who presides over New York's Hollywood Restaurant (above), where diners flock to enjoy fine food! "As I look over the crowd, I see Camels on lots of tables. We've found that success comes through giving people the best. The fact that Camel uses costlier tobaccos and people prefer Camels shows that they appreciate the same policy in other lines too."

CAMEL TOBACCO COMPANY
820 S. Wabash Ave. Chicago, Ill.

COSTLIER TOBACCOs!
Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.
NEW SUBWAY
This novel car was built by Harvard University engineers to carry them through a two and a half mile subway when they inspect the pipes which carry heat to Harvard buildings.

PITTSBURGH'S DOWNTOWN TRAFFIC was tied up when Duquesne University's Monogram Club held its initiation on the city's busiest street corner.

YOU'VE HEARD THE STORY many times, but here's definite proof that Austin owners must tie their cars to hitching posts if campus pranksters are to be foiled. Miss Prescott of University of Redlands is the cautious one.

Speed Graph Records
Moreau's Winning Form

The Magic Eye camera blinks eight times and catches Alvin Moreau, ace high hurdler of Louisiana State University, in eight phases of his running leaps over the barrier. His perfect form is recorded with remarkable clarity in this speed graph which starts at the left and finishes at the right with Moreau completing one complete cycle of his record-breaking stride.
Rhode Island State, throws the 35-pound weight 58 feet, one such to set a new A. A. U. record.

NuCLEUS OF AN ATOM has been weighed by Yale scientists Ernest Pollard and Charles Brasefield with this intricate device with which they completed the feat by bombarding sulphur with an electric charge of 10,000 volts.

MARJORIE JOHNSON, a member of Delta Delta Delta, is one of the leading women student journalists on the Ohio State University campus.

DOROTHY DIX, niece of Mickey Mouse's creator, officiated over the annual Los Angeles Junior College freshman-sophomore brawl.
A VGUS'T is the title of the Picture of the Week winner by G. Weisman, Harvard University student photographer. Each week Collegiate Digest features one picture that is the outstanding photo submitted by students or faculty members, and five dollars is paid the winner of each week's contest. Send your photos to: Editor, Collegiate Digest, P. O. Box 472, Madison, Wisconsin.

SONGSTRESS Ruth Clair, Rider College student, recently won a nationwide amateur contest conducted by a New York radio station. She is shown with the trophy presented to her at the close of the contest.

On With the Dance

More than 3,200 University of Michigan students crowd around the bandstand to listen to Jimmie Lunceford and his music.

Washington University (St. Louis) students donned old-time costumes for the T-Square Trail.

Virginia Kuning and Darrell Martin (right) receive the gloves emblematic of their reign as King and Queen of Handshakers at the Coe College Plunkers' Frolic.

Coronation Ball dancers at the University of Mississippi had to wait for Mardi Gras King Dave Bernard and "Miss Ole Miss" Rebecca McCormick before they could begin to dance.

SONGSTRESS Ruth Clair, Rider College student, recently won a nationwide amateur contest conducted by a New York radio station. She is shown with the trophy presented to her at the close of the contest.

HUNTER COLLEGE students cheered when they arrived in the morning to find their Park Avenue class building burned to the ground.

WESLEYAN UNIVERSITY is the second campus to be featured in the special Collegiate Digest series of aerial photographs of colleges taken by the McLaughlin Aerial Surveys.
A trial offer of interest to every pipe smoker!

**THE CRIMP-CUT MAKES R.A. SLOW-BURNING**

"And slow burning," adds Porter McKeever, '36, "means a nice cake in the bowl. Prince Albert is smooth, mild, and flavory."

**THE OFFER CONVINCED ME**

"That first tin of Prince Albert sold me," says Paul Mac Cutcheon, Jr., '36.

**I GET AROUND 50 PIPEFULS FROM EVERY TIN**

James Coit, Jr., '36, says: "I've never smoked anything as mellow as P.A."

**YOU CAN'T LOSE BY ACCEPTING THIS OFFER!**

Smoke 20 fragrant pipefuls of Prince Albert. If you don't find it the mellowest, tastiest pipe tobacco you ever smoked, return the empty tin with the rest of the tobacco in it to us at any time within a month from this date, and we will refund full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Co., Winston-Salem, North Carolina.

PRINCE ALBERT
THE NATIONAL JOY SMOKE

50 pipefuls of fragrant tobacco in every 2-oz. tin of Prince Albert

**THE PERILOUS ASCENT** of Grand Teton Mountain, 13,775 feet high, has been completed by Robert Sanford (above), University of Michigan sophomore, and Donald Anderson, New York University student.

**TAP DANCING** is the latest "sport" to capture the interest of university women. Rebecca Averill (right) is shown giving instructions to her class at the University of Kentucky.

**DELEGATES FROM FIVE COLLEGES** attended the Amherst College meeting of the second annual New England Intercollegiate Flying Club Conference. The group was formed to promote interest in flying among colleagues.

**RESEARCH** is the title of this unusual photo taken by John Barry for The Bomb, Iowa State College yearbook.
EXACTLY 1,500 packages of gum are consumed every day by University of California at Los Angeles students. And here’s Tom Dyer, starting Virginia Corbet on the marathon that would take 965 days if she were to chew the same amount used by her 6,500 classmates in one day.

SPEED CHAMPION Eddie O’Brien of Syracuse University finishes the 600-meter event in the record time of one minute and 21 seconds at the A.A.U. indoor meet.

Prof: Why was Ben Hur sentenced to the galleys? Soph: Because Valerius Gratus didn’t have a chariot with a “Turret Top”.

FORDHAM FLASH Bill Giesen is the outstanding contender in the short distance events in metropolitan New York aquatic meets.

REPUBLICAN BOSS John Landis, 23-year-old University of Nebraska law student, rules the G. O. P. activities in Nebraska these days while former governor Sam McElvane winters in the south. He is also junior president of the Founders’ Day organization in that state.

Solid steel over your head certainly makes modern automobiles safer, and this improvement like many others has resulted from the pioneering work and vast resources of General Motors. Few people realize the initial cost of developing the “Turret Top,” and it is only the fact that it is used on millions of GM cars which enables the average person to afford its benefits.

GENERAL MOTORS
A Public-Minded Institution