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| viII. No. 16. | CENTRAL HIGH SCHOOL, OMAHA, NEBR., FRIDAY, MARCH 2,1934 |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| ractice |  |  |  |  |  |
| Show |  | Most Vital of |  | ompared to Europe's |  |
| dvancing |  | Functions | Arthur Evans First Heard of Omaha in Verne's |  | Critical State |
|  |  |  |  |  |  |
| Are More Elaborate |  |  | $\begin{aligned} & \text { mater) } \\ & \text { ure } \boldsymbol{r} \end{aligned}$ |  |  |
| S Jones directs |  | AD' ${ }^{\text {Trade }}$ Growing |  |  |  |
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| and elis eveything tio un | Primary Election |  |  | man | The frutation of |
|  | eld |  | made more progress in the same length of time than any other nation |  | 20,00 |
|  |  |  | Three Girls Win |  | tom or the bond mat |
|  |  |  | Highest National |  | ${ }_{\text {a }}^{\text {mom }}$ |
|  |  |  | Scouting Award | - |  |
| the first ha | mar |  |  |  | tor |
| Prs Hatan 1 spon | the remaining senior class to run in the finals today, |  | agie |  |  |
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|  |  |  |  | Project Exhibit |  |
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|  |  |  | tral Hish troo. These will be the |  |  |
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| The other C.O.C. play |  |  |  |  |  |
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| nitasive oestues will | den | Reaires a wide kinmeage of ree |  |  |  |
|  | d |  | Pianist to Present |  |  |
| dand |  |  |  | Popular Books Added To Library Collection |  |
| Mr. ca |  |  |  |  |  |
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| State |  |  |  |  | Shoo |
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|  |  |  |  |  |  |
| Displayed Outside 215 | marrell churchill prestien |  |  |  |  |
| Students of Art clas | mat | Twenty-six students have dropped |  |  |  |
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|  |  |  | Gieeerins 1 sa a artstat of raie eenst. |  |  |
| Sesarem now onimpy |  | 边 |  |  |  |
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 SPORTS EDITORS.
$\left\{\begin{array}{l}\text { Malvern Do } \\ \text { Joe Mattes }\end{array}\right.$ STAFF CARTOONIST.



BUSINESS MANAGER. ADVERTISING MANAGER.
ASS'T ADVERTISING MAN
.Daniel Muler ASS'T ADVERTISING MANAGER....WINSTON AIRRY
CIRCULATION MANAGER...........Morton BADock exchange managers... Christine Ross
Eanne Van Buskirk




## OVER CONFIDENCE

I REMEMBER in 1928 and 1929 when everything went smoothly, nobody expected anything would go wrong, prosperity forever was a
foregone fact -and then all those events came which we call the great nightmare of 1929-33, which we call the great nightmare of $1929-33$,
with the crash in Wall street, the government scandals, the republican turnover, etc.
And when it came, we all grew "Who'd a thought it?" "I didn't think it was coming." "Well, the broker said we'd never have to worry." Wouldn't it be much better if we had taken things for granted, if we had all in readiness for anything that might happen whether complete crash of business?
Self-confidence is a fine thing, but over-con-
fidence is a curse Taking things for has led to murder and hate, misunderstandings and war. Don't be too sure of anything-think things through first, analyze the facts in the case, balance everything first, and then see whether or not you may be confident about the matter.
Success to me is the ability to meet a great

UNPARDONABLE SIN
"LEND me a pencil, will you?" "Got a piece of paper?" "Give me your eraser a minute?" "Let me see your paper a minute?" These and many others are questions asked by that group and neglect, have come to habitual "sponging" off their fellow students.
Some of these make a racket of it. They have
come to the stage where they feel that they come to the stage where they feel that they
needn't buy their own supplies because they can needn't buy their own supplies because they can always borrow from somebody. They borrow a
sheet or two each day from a different student, thus spreading out the burden and increasing the chance of getting another sheet some other the time.
Sometimes the victims are unaware of the fact that the borrower never buys his own paper. They think, "Well he hasn't borrowed since
last Tuesday and maybe he did forget." Some borrowers, however, get the habit from carelessness rather than a desire to save money. They are probably thinking of the evening before or the coming evening rather than about
school. Habitual borrowers are leeches and noschool. Habitual borrowers are leeches and nobody likes leech
Milwaukee, Wis.

## POPULARITY

$\mathbf{H}_{\text {The }}^{\text {AVE }}$ youre cer considered popplar people? They.are, eas anule the perosons woon jive
 nowledges the frat. He doestrit begruduge agrin for the girl friend or Aunt Ella or the twins next door. In school he may or may not rank high in scholarship, but at least he doesn't brag less; everyone including faculty, cadet officers, office girls, football players, dancers, debaters,
actors, orchestra players, and janitors. He may say "hello" a thousand times a day, but what
matter? matter?
A popular girl may or may not be a classy dresser and may or may not be an "A" scholar. But she does little things charmingly. For instance, she knows how to talk to people. She
sees the best things in everyone all important sees the best things in everyone all important and the worst things least in importance. She she wouldn't think of snubbing anyone at any-
time. That's why she's a popular girl!
We all feel sometimes that life is unfair, because some people are blessed with more beauty or talent than others. But no matter how rich ented or untalented, we all have the same op-
portunity for making friends and being popular portunity for making friends and be
And, truly, friends are worthwhile!

* Central Stars *

President of the French club, member of the Cen-
tral committee, library monitor, secretary in Miss Bess tral committee, library monitor, secretary in Miss Bess
Bozell's home room, most dated member of the senior

class-well, it's about time you tumbled. Miss Betty | chase |
| :--- |
| carr |
| cher | She likes Dorothy Parker, red fingernail polish, and anything that looks like a man. She wears very. littl never get them small enough so that they won't slip never get them small enough so that they won't slip

off her wrist. She doesn't use rouge, drink, smoke, nor pluck her eyebrows. Always had a su
those Elsie Dinsmore books originated. She always wears one ring, uses Ipana, and collects "things" as a hobby. Doesn't care for low heels be fer sport clothes to any other kind. She has ambitions to become a buyer or an actress and is just practicing don't get angry.
She wears sw wears a size five phoa perfume (February flowers), her escorts are blonde or brunette. She does think that Franchot Tone is just about perfect, but hasn't any
particular Central partner in crime. Marg Blaufuss says Potter, but Betty's protests must be registered Now if we could
ton III has to say

## Foothills of Parnassus

Every time I turn my back it snows.
I come without my coat, and how it blows I come without my coat, and how it blows
In swirling flakes that laugh at my distress And dance so dizzily down to make their mes. Then when I rozen thin up my look to mee Then when they've had their fun, they scurry off To make a place for more snow, in the trough.
Yea! Spring is here, supposedly, but bet 'Twill, when you change your flannels, colder get.

## GOODBYE TO WINTER

GOODBYE TO WINTER
The little snowfiakes have gone for goo 'Til another year rolls by;
The sparkling ice could stay if it co But our lady spring says "Die"
The hills were once in their white overcoats But now there are flowers instead, All the lakes are deep blue with gay little boats,
The rose has arisen from bed.

The trees are budding in glory fine
The birds all chirp with glee
And give notes of sweet harmony
Oh, winters are a glorious thing
But for me, I'll take the spring
Cause it makes me feel like a joy
Of all the many living things.

Doris Johnson '33

## On the Magazine Rack

## In Tomorrow May Be Too Late in March's Good Housekeeping Dr. John Dewey, perhaps the foremost

 American educator, advises us to save our schools now. It in cheaper to pay $\$ 91$ a year now for the ed-ucation of a good citizen of tomorrow than to spend $\$ 300$ a year later on to keep a criminal in prison. Dr Dewey speaks of problems we face today in our own
high school, those of overcrowded classes, shorter terms, fewer subjects, out of date text books, and out moded equipment. Although the farmers, manufac deal, American children are getting a "raw deal" in being deprived of the so-called "frills" that enable great country the school systems have been able to weather the depression because they are well organ ized under ministers of education. Let's see where the
fault lies in our system and then remedy it. Let's do it
The February 19 issue of Time gives under Foreign The February 19 issue of Time gives under Foreign
News a concise but very complete survey of the French hours of serious fighting, the 70 year old Gastond 48 mergue, recalled from his farm, took over the government with a coalition cabinet of former premiers, rep
resenting every party except Royalists, orthodox So cialists, and Communists. In the peace that followed Paris had time to take toll of the casualities and re ported 21 dead and 2,400 wounded. Leading the rebel 50,000 in all France, the Communists, and the Francists, the French Fascists. It was against Fascism in strike. Will this cabinet of premiers save the republic? Or is the w
and ideals?

## Through the Telescope

He: Did you ever see a dream walking
Him: No, only silly looking girls walk.
Soap ad: May I hold your Palm, Olive? Not on you
Jane: "Has horseback riding helped Miss Stout Jean: "Oh, yes. She began to fall off right away."
Ed: "Jeanne certainly is polished, isn't she?" Joe: "Indeed she is., Everything she says cast

Gallinagh Knows All Old Stars
Orpheum Publicity Manager Has Completed Series of Moving Lectures

## By Jerene Grobee "Garbo? Certainly, I know her. And Lon Chaney, Joan Crawford, And Lon Chaney, Tom Mix, Clara Bow, Mary Piekfor, Norma Shearer, and all the movi Norma Shearer, and all stars that were prominen five years ago." Not a ch "Our Secret Ambition" but Edwin Orpheum, who for three years cov ered the Hollywood studios for mag Mr. Gallinagh went into theatrical work before he had graduated from St. Thomas. Military Academy and knew all the "old timers" of the le- gitimate theater-Julia Marlowe H. Sothern, James K. Hackett, and otis Skinner, whom he was servin <br> ambitions should become thoroughly acquainted with the customs of the before determining to go on th stage," he declared. "In most case they are merely stage struck and unable or unwilling to endure the hard- ships which go with that kind of caMr. Gallinagh has compiled a se- ries of motion picture lectures, the ries of motion picture lectures, first of which shows a trip through Hollywood and gives the first au- <br> BDOKS

SEA WALL
By L. A. Strong
Twin houses standing side by side of Ireland, Sea Wall, by L. A. Strong. Now in one, now in the other of the Irish boy, Nicky D'Olier; he is a sensitive child, and spends much of $h$
time fishing on the sea wall where $h$ can sit and think about situations which mystify him. Many questions bewilder th
thoughtful Nicky. Why are his moth er and father gone from home so much? Why does the Doctor sit al
day looking out the window? Why the Duchess extravagant at the beginning of the month and thrifty at the
end? Why does George, his ill-fated end? Why does George, his ill-fated ing trains or trams? Not until Nicky diturns from the War and is wound ists of Ireland does he learn the answers to these puzzling questions an
the secret of the tragic, old Doctor the secret of the tragic, old Doctor
Nicky has a deep and lasting lov for the sea wall and the whole Irish
countryside. When he is near death countryside. When he is near death
from a bullet wound, pictures of the
sea wall, correct even to minute details, appear in his imagination. Dur himself that he is fighting, but the people who love Ireland. We can countryside in a clear light as Mr Strong describes Nicky's love for his
home.
Around Nicky are many interesting nd real characters - fat, snobbis rich food and then calls on the Doc or for help; Paddy, the typical,
uick-tempered Irishman, who teache Nicky all there is to know about fishing; the hunch-back, Burns, who has a strange friendship with the Doctor-
From these people Nicky learns that life is made up of a pattern of many hreads, bright and somber, soile on into a single stand the thread of his life, of the Doctor's, of the Duch ess', and of his mother and father. Mr. Strong's prose is at times a
nost poetical; his descriptions Kingston and the surrounding cou try are beautiful. Exquisitely written yet simple, Sea Wall will not be eas
ily forgotten by those who read it.

## NEWEST BOOKS IN THE PAY COLLECTION Phy COLLECTI Rhodes: Trusty Knaves

 Gibbs: Cross of PeaceHauck: Bill Had an Umbrella Whitfield: Danger Circus
An old lady paid a visit to the jail
and asked of a young man $=$ "Because I
was his reply.
as his reply.
"But surely you meat
"No, too slow. The owner caug
Evelyn Thomas '35 has been chosen make-up mistress for the Road
Show by Mrs. Doris Hahn. Evely Show by Mrs. Doris Hahn. Evelyn
will be assisted by Beverly Weaver will be assisted by Beverly Weave
' 34 and Marion Harriss and Lucill '34 and Marion Harriss and Lucil
Suing, both ' 35 .
thentic inside view of the studios, picture making, and the lives of ac
tors. He is starting a series of local bookings in about three weeks and expects to make
sometime next fall.
$\qquad$
$\qquad$ han for a man because directors
know that they have a greater chance or fame by molding a woman star," he remarked. "There is however a
great need for masculine men on the tage because men of that type do not usually have
oward the arts."
oward the arts."
Omaha is noted theatrically as a bad town; in fact, one of the stage
proverbs is, "There are three bad peiods: Easter week, Christmas week, and Omaha week." The stage shows
which come to the city usually use
$\qquad$

$\qquad$ Hart Jenks for attempting to carry "the classical drama. | on |
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|  | e to state definitely what will hap en in any of the creative arts," Gal nagh said, "but I believe that the han the legitimate theater and will entually nearly replace stage pro-

Elmer True to Elvira, Sends for Red Flannels I Maw:
I jest got hear and did I git a walcom. It wus tin belo zero. Gosh, what
a day-and the hals of this hear a day-and the hals of this hear
shcol wus froze so hard thet they hed

$$
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\end{gathered}
$$

$\qquad$
Common Herd
Dear Sears:
Well, playmates, here we are aga with more obstemious prognostica-
ions and a few of the bare facts (with apologies to Miss Rand).

In spite of Bob Bonekemper, Jepson managed to drag him
first place as the best hopper, Arst place as the best hopper,
per, and jumper the other night

Boy: Will you marry me?
Heiress: No.
Despite the efforts of Betty Bar Alice Indoe and others, Stan Potter ed condition.

Happy birthday, Quady. You we
ucky to get off without a claude fa Monday.
Mr. John Wesley Samuelson ma aged to trump his partner's ace $t$ other night.
Sammy?
Dearie, do you mind if I dye n
Dye it henna color at all. I don

Fine dog you have there.
Yep, only he's consumptive
Consumptive?
High-splz blood.
arin wen our weary way tone gathers no moss but it gets

MUGGSY

## Alumni

Max Emmert ' 31 has had charge ing Riffes, honorary basic military cience organization, this last week. He has been capta
for the past year.

Marvin Pizer '32 has been elected historian of the Zeta Beta $T$
ernity of Nebraska university

Marian Finlayson ' 32 is on Beloit, Wis.

Elizabeth Shearer '32 is the new editor of the women's organizatio
department of the Cornhusker, N braska university yearbook.

Marian Smith '31 is managing t junior-senior pron
versity March 9.

Joan Guiou '31 and Esther Web 30 are both taking part in Ahead," the 1934 Mirror March 2 and 3 at Mandel hall on the university campus.

William B. Hart ' 33 has pledged Phi Delta Theta fraternity at Chicago university.

Browning Eagleston '32 and Max
Resnick '32 were elected to Creighton's Chamber of Commerce.

## Current Cinema

ther day that he liked Marjorie be ause she's such a "home" girl. W

The theater was dark. The audi nee sat breathless. The hero, in the epths of despair, threw himself upo Addie Armstrong yelled, "The sis

Teacher in interior decoratin lass: A hall should lead you grace
Harriet Hoenig: Oh yeah? ith my big feet!

What kind of a car is Bob Niema soing to get with the profits of the
Run-Trip-and-Stumble? We didn't know Ge

Franny Gordon has purchased a haw chaw!
When someone asked Myra Piesch who the sculptor of youth was, sh
replied Madam Sylvia of Hollywood

What did Kermit Hansen have on his finger tha
Sturtevant?
Smile like
"Hips, Hips, Hooray!" Intriguing! arnicent! Stupendous! Colossal! al which opened yesterday at the ey start out as peddlers of fruit-fl ored lipsticks (which go turing a huge cosmetic concern hea
ed by Thelma Todd and Dorothy hem involved in a robbery, and the ace across country in an unoccupi people killed! And with Ruth as the undertaker, what m
The second feature stars Char Shakel and Bette Davis in
who doesn't hesitate to put his ow
her for another light o, love.
The old maestro, Ben Bernie, a
the Orpheum tomorrow with an ela
directly from this engagement
Hollywood where they will be f
tured in a picture. Don't miss t
ceremonies in person.
The screen feature will be Adolphe
enjou and Genevieve Tobin in "Easy
o Love," a story of the modern girls
who Love," a story of the modern girls
who every year a leap year and
whose only com
$=\quad$ Friday, March 2, 1934
SIDELIGHTS
Faculty Plays Students
Present Journalism Play Teachers Turn Actors
Tanning Animal Hides



Former Student in
Parisian Uprisings
Edwina Morgulis States SituaEdwina Morgulis States Situa
tion in Paris During Revolts
 bonne university, was not in Paris at
the time the rioting began but when
of
she returned a few duys later the sit-
th,
nation was an tith height. The people
nof Paris wer preparing as though
ons



## The radio club of the Lewlis and High school, Spokane, Wash.

High school, Spokane, Wash.,
wanted a change. Former Premiers
Herriot and Daladier are very unpop-
ular with the public which feels that
ular with the public which feels that
a government under either of these

## ro-

 lepporic. Gaston Doumergue on thatother hand who is now premier,
much beloved by the much beloved by the people.
Students at the Sorbonne who a
tempted to see some of the stree tempted to see some of the street
fighting received cracked heads for
their curiousity. The greater majority their curiousity. The greater majority
of the French people are not particl-
pating in these riots. They are con-
Bugle Notes
tent to sit at home and let those who
are so inclined fight it out.
$\qquad$ Courtesy week.," Dul., is is its yearly
Coring this week the students try to help one another
as much as they can. Courtesy is dib-
layed as all

spiration to Centrall's students.
 Central. As he roams the dear on
halls of this great institution h
leaves a trail of swooning maidens in
his wake. But no fooling, that man
 son,
first class orivates, Company D ,
corporals of the same company.
George Edgerly: I hope you' George eagerily.
dance with me tonight.
Mary Laura Vance. ort, certainly.
I hope you don't think I came down Tere merely for pleasure.
In a few more weeks there will be
outside drill. Concentration on your
hen
drill now will mean a marked im-
provement. Listen for your captain's
order and pay attention to your iliu-
orenants. Now is the time to be look- tenants. Now is the time to be look
ing forward to the annual encamp Ing forward
ment and company competition.
Room 117 philosophy. (Don
$\qquad$
See ya next week.
Everybody get ready to dig out
their shekels when the o o club dance their shekens when
rolls around on March 23. It's some-
thing no ene should miss.

CENTRAL HIGH REGISTER

|  |  |
| :---: | :---: |
| Dorothy Baldwin ' 35 , who has been absent for two weeks, is in the Lu-theran hospital for treatment of infected knee, |  |
|  |  |
| infected knee. $\qquad$ <br> Liberty Cooper ' 35 has been absent from school for two weeks be cause of an appendicitis operation. | Since 1920 Three High Schools Eleven Grade Schools Were Entirely Built <br> (Continued from page 1) |
| cause of an appendicitis operation. |  |
| Mary Alice Nelson, Maxine Hub |  |
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| he Road Show this ye |  |
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|  |  |
| week because of the death of |  |
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| Miss Jessie Towne, dean of girls is one of a group of students who |  |
|  |  |
| studying Italian this winter so that she could read Dante's Inferno in the original. Professor C. S. Espinosa of |  |
|  |  |
|  |  |
| the Municipal university of Omaha, conducts the class. Miss Delitziadone, who has substituted at Central, is also one of the students. |  |
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|  |  |
|  |  |
| Miss Rose Waerdeman substituted for Miss Harriet Rymer last Friday. |  |
|  | the future payment on terest on bonds: |
| Miss Delitzia Rindone substituted for Madame Barbara Chatelain last | 1933-34 |
|  | 1934-35 |
| Monday. | 1937-38 -----------------852, |
|  | 1940 |
| Dorothy Lindquist ' 34 was absent three days last week because of influenza. | 1913 |
|  |  |
|  |  |
| Question Box | 1948-49 $\qquad$ 577,083.34 After the year 1949 the bond payent and interest on bonds decrease |
| Question: What is your favorite comic strip and why? |  |
|  |  |
| Marjorie Bullock, H. R. 240 : Harold Teen because he looks like the |  |
|  |  |
| boy I go around with. <br> Donald Silvers, H. R. 341: I like |  |
|  |  |
| Popeye because Wimpy is always eating hamburgers. |  |
|  |  |
| Dorothy Backlund, H. R. 129: Jungle Jim. I guess it's the beast in me Miss Nelle Randall, Room 330 | fa |
|  | is used for all school purposes mea |
| Miss Nelle Randall, Room 330: The Gumps because they are so fool- | tha |
| ish. <br> A1 Murdock, H. R. 338: Buck Rog- |  |
| ers because I know the artist who is a good fellow. |  |
|  |  |
| Pearl Osoff, H. R. 132: Tillie the Toiler because she wears such cute |  |
|  |  |
| Toiler clothes. <br> Richard Grabow, H. R. 49: Wimpy |  |
| because he is always looking for hamburgers. <br> Miss Helen Sommers, Room 239 |  |
|  |  |
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| Skeezix. It is the only "funny" that is |  |
| not funny. <br> Lennart Lofberg, H. R. 239: Pop- |  |
|  |  |
| ${ }_{\text {ey }}^{\text {it. }}$ |  |
| Frances Bergman, H. R. 129: Ilike Bunky because he always says |  |
|  |  |
| "Youse is a viper!" Angelo Costanzo, H. R. 330: Jiggs |  |
| because there is so much humor in it. Gladys Nielsen, H. R. 38: Dan |  |
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 *Mellett: Pig Skin Soldier
Miller: Gowns by Roberta Meler: Gowns by Roberta
Pedlar: Greater Courage
*Saint-Exupery: Night Flig *Seltzer: The Great Western Spe-
cial Sherman: Fight 'Em, Big Three;
Hold That Line; Goal to Go!;
Touchdown; One Minute to Play
Turner: Jonathan's Daughter
Mulberry Square; Robin Hill *Siodmak: F. P. 1 Does Not Reply *Wodehouse: Heavy Weather
MOST POPULAR MYSTERIES Eberhart: Dark Garden Queen: Siamese Twin Mystery
Wright: Dragon Murder Case Williams: Clock Ticks ${ }^{\text {O }}$
NON-FICTION

## Hitler: My Battle

Marquis: archy and meh
archy's Life of mehitabel Moser: Franklin Delano Rooseve
Wise: Swastika, the Nazi Terror

Shlink: $\mathbf{1 0 0 , 0 0 0 , 0 0 0}$ Guinea Pigs
Beals: Crime of Cuba
Pickard: Your Job
Langsam: World Since 191
*Are most popular books.
The best way to correct a fault is

| T U T O R I N G |
| :---: |
| High School Subjects-Especially Latin, |
| Math., English, French |
| Individual...........11 per hour |
| Groups (limited to 3).75c per person |
| wa. so71 |

Special Offer to
June Graduates
$\left.\begin{array}{c}\text { One dozen } 5 \times 7 \\ \text { One } 8 \times 10\end{array}\right\} \$ 5.00$
$\underset{2494 \text { FARNAM }}{\text { MATSUO }}$ STUDIO

Page Three Are Now Salesmen To Reach Top One Must Have
Knowledge of Advertising, (Continued from page 1) 000 to $\$ 7,500$ a year is regarded as
of only mediocre ability. The really good salesmen are remunerated far
more liberally. When a salesman is of the company
One starts in an advertising agency ing campaigns of its clients (manufacturers usually). To write advertis-
ing copy, to select magazines, news-
papers, or other mediums in which papers, or oasements are to appear, or
the advertiste
to see that the advertising is properly if you are ambitious to reach the
presented ma be the firs task. top and become an executive in or a
part owner of an agency, you will
need to have an all-round knowledge
$\qquad$
$\qquad$
$\qquad$ preparation, for in such training are ics, copy
Assuming such training, but no
practical experience, you may expect to start in an agency at a salary from
$\$ 20$ to $\$ 30$ per week. From then on your advancement is largely a matter
of your own personal qualifications.
. Yearly earnings as high as $\$ 50,000$ cause of their lack of ability or of
proper training never get beyond $\$ 75$ a week. So much depends upon the
ability of the individual to produce results that nothing definite can be
said as to the salary to be expected after the first year of work.
As a general thing, you will need
to be of the creative type to succeed to be of the creative type to succeed
in advertising. If while in high school you liked to write for your school pa-
per or magazine and if you did good
wor work in English composition, you
might consider becoming a copy writ-
er Bur you, you may find that you will be of advertising. Seldom is the copy-
writer as $\$ 10,000$ a year or over) as those en-
gaged in some other field of advertising, but the work is of a pleasant
nature and is particularly appealing to those who have imagination and
writing instinct. The big salaries in advertising go
to those who have talent for what is called "marketing"-who have the
aptitude for devising the most effecaptitude for devising the most effec-
tive ways and means of getting the manufacturer's products into the
homes of consumers at the least cost and with the least inconvenience.
This type of work engages some of the keenest business brains in the
country-men who receive large salaries in keeping with the business
value of their ability. The outstanding requirement for success as a mar-
keting or merchandising man is intel lectual keenness and creative ability. ing for advertising is that contained
in the usual four-year course of the modern university that offers (in ad-
dition to the customary cultural courses) sound instry
nomics and marketing.

## What Are YOUR

Plans for this Week-end?



# Central Quint Ends Basketball Season in Game at North Tonit 

## EaGLeS SEEK To REPEAT VICTORY OVER NORTH HICH

5 Coaches to Use Reserves in

Eye Opener for
Yearest
Yeatert North favorites


5 Wrestlers Left in Intercity Mat Contests at Tech

## ALUMNI SHOW POWERFUL ATTACK IN NOSING OUT CENTRAL VARSITY, 24-21



SECOND ROUND OF HR CAGE TOURNE TO BEGIN MONDAA
With just two seconds to play and

| Tech heading by one point duee to Sal- |
| :---: |
| yards' |$|$

Cooks Display A; 149 Looks Strong
in Junior League in Junior League 16 TEAMS ELIMINATE keteers will enact the grand finale of the current cage season tonight
when they engage the North Vikings at North. Both squads have had d
astrous records for 1934. Coach F. Y. Knapple of Cent
and Coach J. W. Jackson of Nor
will probably give their substitu
material every opportunity to displ will probably give their substitu
material every opportunity to displa
their ability, as an eye-opener for t
 ples downed the Vikings for the
second win of the present year, 1
15. But despite this fact the Nort 15. But despite this fact the North
men are favored to win as they hav
shown marvelous improver shown marvelous improvement sinc
that game. The Jackson-coached me
occupy fifth place in the Intercit standings while the Eagles
legated to seventh position.
Eddie Horacek, who has be nering most of the points for then
Knapplemen this season, will start one of the forward positions whil
Bob Robertson, fast-developing bal
hawk, will probably be at the other forward post. The pivot post will be has been displaying a superior bran and will probably be a very efficien Eugene Stoetzel, one of the mai cogs in both the Purple offense and
in Final Mat Meet
Coach Bexten took his bone bend-
ins to South last Friday night and
brought them home nursing and

 hold down the Viking attack. Game starts at 8 o'clock
North gym.

Maroon Cagers
team could not be stopped and as result the Eagle cagers dropped thei second contest to the Maroons, 34 t gym. This loss leaves Central occupy ing the cellar position in the Missou the Intercity loop.
the way, Central being held scoreles
while the Cuming soreres was 19 tos osin of ot the halt the

 field goal to make the count, 19-11,
Tech awoke, however, and with Salyards finding the hoop the Techsters were able to run their total to 23 be-
fore the Eagles hit the scoring column with baskets by Horacek and

In the last quarter, Central out
scored the Maroons, 8-7, but Tech lowed Coach Drummond to send in a of play. Horacek scored his fourth ples' count to 17. Horacek again
bucket by Gesman ended Central's

## yards and Davis played best for the

Mrs. Glee Meier's Rhythm I and classes entertained the Engineers'
$\qquad$
$\qquad$ mer, an oriental dance, was given by
$\qquad$
$\qquad$
$\qquad$

e Good Old Summer Time," a clo waltz. Those taking part were Betty a Gee, Eugenia Anderson, Mary
rbitman, and Dorothy Basl, all ' 35 , Morris Lerner, and Albert Lustgar

