

**CHEDSIN URGES COURSES IN GEO-PHYSICS, COAL CLEANING**

Courses in geo-physics and coal cleaning have been proposed as additions to mining curricula for next year, according to Professor William R. Chedsin, head of the department. The study of geo-physics is a recent development in science, dealing with the relationship of physics to geology. It will be an elective. The proposed course in coal cleaning will supplement a subject offered now.

**LIBRARY RECEIVES SURVEY**

Filling a need of the College, the Carnegie library received this week copies of "Survey of Land Grant Colleges and Universities," a two volume compilation by Arthur J. Klein, of the United States Office of Education. A first comprehensive treatment of the subject, the book was released

**Campus Bulletin**

Spring football candidates will report at Recreation hall at 4 o'clock Monday for uniforms.

Favorites engaging cat-taming service at the Sophomore Hop tonight.

must have punch bowl, ladle, and table in their booths by 7 o'clock.

A Wesley league fellowship meeting will be held in the foundation auditorium at 6:15 o'clock Sunday night. Rev. A. S. Asendorf, pastor of the Reformed church will speak on the topic "My Philosophy of Life."

Trekking club members will hold an over-night hike to Andy Lytle's cabin tomorrow and Sunday, leaving McAllester hall at 2 o'clock tomorrow. Members should present membership cards. Non-members will be charged fifty cents. Hikers must furnish their own blankets, which will be taken to cabin by cat.

All juniors are urged to have their pictures taken for 'Lafie' at the time designated in the notices sent them.

**CLASSIFIED**

WANTED—Extra typing of any kind. Heatherbloom Apt. 3 Phone 243-W 11p

LOST—Delta Tau Delta fraternity pin (not a co-ed) Initials W.S.F. Finder please call 149 compST

LOST—Black and white wire haired Irish terrier, male. Had Pittsburgh license, and name "Mickey" on the collar. Call Theta Xi, 170. ItcompG

LOST—Parker Pen, black and white mother of pearl with a carved "S". Please return to Collegian office, compST

FOR RENT—Single room for man. Private entrance from outside. Orlando Apt 31 11pB

BALLROOM DANCING INSTRUCTOR—Private dancing instruction for

beginners. Call 19-J or see Mr. F. J. Hanrahan, Five Apts. 11cHJ

UPPERCLASSMAN (Senior), desires room in quiet home. Warmth and quiet must be guaranteed. Do not reply unless really interested. S. K., Gen Del 21p

PERSONAL—Mr. Andre Br. o, please return my girl friend's (D.B.) affects to me. You heart-thief! Answer me immediately. "Heartbroken," 609 S. Allen St., phone 237-R


WANTED—Position as cook and caretaker in club or fraternity by man and wife. Experienced. References. Inquire G. R. Waggoner, Yeagerstown, Pa. or call Lewistown 2184 3tpdCA

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**The First National Bank of State College**  
DAVID F. KAPP, Cashier

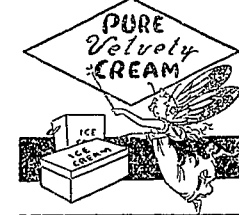
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Direct Buying Big Turnover  
Fresh Tobacco and That is What  
Makes Good Tobaccos

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Everyone Else Does!  
  
No man is well dressed without the proper hat.  
Wear a  
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**College Cut Rate Store**  
Watch the Windows for Specials Friday and Saturday  
**2 FOR 1 SOAP SALE**  
For a limited time only—with every cake of JERGEN'S FINE SOAP we give ONE FREE  
Regular 15c Brands—Now ..... 2 for 15c  
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Special Tickets for Your Select Groups—For Details See  
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BLUE RIBBON ICE CREAM  
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Punch and Fancy Cakes  
**HARVEY BROS.**  
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**Why we spend \$2,000,000 to put CAMEL cigarettes in the new HUMIDOR PACK**

We have been in the tobacco business a long time down here at Winston-Salem and we take a lot of pride in the quality of the cigarettes we make.

While we have spent a good many million dollars advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our cigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, ripest domestic leaves that money can buy.

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

As he inhaled the smoke from a Camel we gave him in our offices one morning, he sighed with very evident enjoyment and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him. "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would give the rest of the world the kind of Camels you sell here in Winston-Salem, you ought to have all the cigarette business there is."

THAT statement simply emphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that somehow, something must be done.

Denver wasn't getting a fair break. Neither in fact was any other town. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem.

That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no difference whatever in the quality

of the tobacco in Camels, whether you buy them in Winston-Salem, Denver or Timbuctoo. But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural, not added, moisture content which is prime at about ten per cent.

In spite of our great pains always to make sure Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out.

There are three things about a cigarette that can sting the tongue and unkindly burn the throat.

- (1) Cheap tobaccos.
- (2) Particles of peppery dust left in the tobacco because of inefficient cleaning methods.
- (3) A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.

Always certain of the quality of our tobaccos we had already made Camel a "dustless" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perfect a package that would actually act as a humididor and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

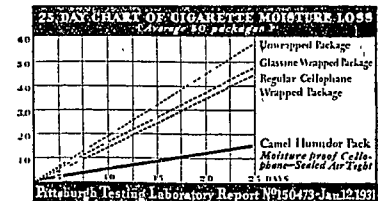
We knew what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

After many experiments and humidity tests covering all methods of packing cigarettes came the detailed report of which this is the net:

- (A) No existing cigarette package, including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.
- (B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.
- (C) Only a waterproof material with a specially devised

air-tight seal could give the desired protection. (D) This measure, while costly, could be relied on to keep Camels in prime condition for at least three months in any climate.

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.



Pittsburgh Testing Laboratory Report No. 150473-Jan. 12, 1931

Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition.

You may be sure we gave this report a lot of careful study. We checked it and re-checked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

That costs a lot of money, more than \$2,000,000 the first year, but after you have tried Camels packed this modern new way we are sure you will agree it is a fine investment.

For some time now every Camel that has left our factory has gone out in this new Humidor Pack.

We have said nothing about it until now, to make sure your dealer would be able to supply you when the good news came out.

Camel smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

You can feel the difference, you can hear the difference and you certainly can taste the difference.

Of course we're prejudiced. We always have believed that Camel is the world's best cigarette. Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

R. J. REYNOLDS TOBACCO COMPANY  
Winston-Salem, N. C.

