

Reviews

MEMORIES AND VAGARIES

By Axel Munthe

If ever the power of the printed word to actuate human feeling be questioned, let the works of Munthe speak. Eloquence, realistic beauty and a most touching humanity mark everything he attempts.

"Memories and Vagaries" is a collection of sketches written early in his life, just at the commencement of his professional career. Though he was still young enough to express himself with spontaneous youthfulness, he had already acquired a poetic personality, quick to sense the moods of people, quick to visualize their feelings and imagine their thoughts. The result is delightful.

The stories in "Memories and Vagaries" deal, for the most part, with the poorer class of Italians in Paris and Naples in whom the young doctor was especially interested. These are grimly pathetic and so essentially human that we feel we know his characters intimately. Sympathy and an astonishing humanness are the domi-

nant notes; there is no attempt at sneering superiority or detached impersonal analysis. Meet Don Geatono, "who did not die of starvation, and that was about all he asked of life"; Monsieur Alfredo, wrote wrote wildly tragic plays which no one ever saw. "The only audience the poor old man ever had was me; why then, shouldn't I applaud him a little, he whom life had so unmercifully hissed?" And Raffaella and Philomene and the Salvatore family; all so real that we expect to lift our eyes from the page and see them before us in the bitterness and sorrow of actuality. There may be humor, but it is grim stuff.

Other sketches possess a light touch which everyone can enjoy. These are not about people; they are about the dogs of a small island off Naples, "who, like the Ancient Romans, devote a greater part of

their day to public life." Munthe, with apt metaphors and brilliant consistence of personification, presents an almost rollicking description of their organization and duties as an integral part of the scene of Capri, the island. Because of his deep love for all living things and his sympathetic nature, he is able to ascribe to their every action a motive so human that we cannot fail to be amused.

A few short essays are included in the book. These, because they are simply expressions of opinion, are perhaps not as suited to the author's style or special ability. They are exactly what we might expect of any intelligent, educated young man; no better and no worse.

I liked "Memories and Vagaries" for its beauty, its touching appeal to the senses, and because it was the most interesting writing I had seen for many months.

FRATERNITY NOTES

BETA PSI

Mr. C. I. Carlson, M. E. '22, and Mr. W. Mathews were visitors at the house on Friday, February 27. They are instructors in the East High School of Aurora.

April 11 has been set as the date of a Hard Times Masquerade party. The orchestra has not, as yet, been selected.

Brother McGee, formerly of the Delta Beta chapter at Middlebury, visited us on Saturday, February 28. He is now studying at the Coyne Electrical School here in Chicago.

KAPPA DELTA TAU

The social committee is busy formulating plans for the annual East Dinner Dance.

Friday night started probation week for the following men: Morris Wise, Arch., '33; Milton Glazer, Arch., '34; Harold Goldman, Ch. E., '34; Norman Krause, Ch. E., '34.

DELTA TAU DELTA

The annual Delta Prom was held last Friday night, March 6, in the Bal Tabarin, Hotel Sherman.

Henry W. Clausen, Armour, '04, paid the chapter a surprise visit last Tuesday night.

James M. Alear is convalescing in Prairie du Chien, Wisconsin from the effects of an appendicitis operation.

TRIANGLE

Roy Young and Vernon Alexander are in charge of the Initiates Dance that is to be this coming Saturday evening.

Brother Geiss, Purdue alumnus, paid us a visit and later drove to

PHI PI PHI

Gamma Chapter announces the pledging of D. Story, C. E., '34.

Probation week, better known as Hell Week, started yesterday for the following pledges: James Castanes, LeRoy Lynch, Robert Simpson, Richard Kamp, Thelford Kelch.

PHI KAPPA SIGMA

Several of the fellows from Alpha Epsilon attended a smoker at the Chicago chapter of Phi Kappa Sigma last Friday. There has been a trend lately to exchange invitations to various social functions, and in this way the three chapters in the Chicago area will be brought closer together.

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 tobacco.
- (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 humidifier 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.

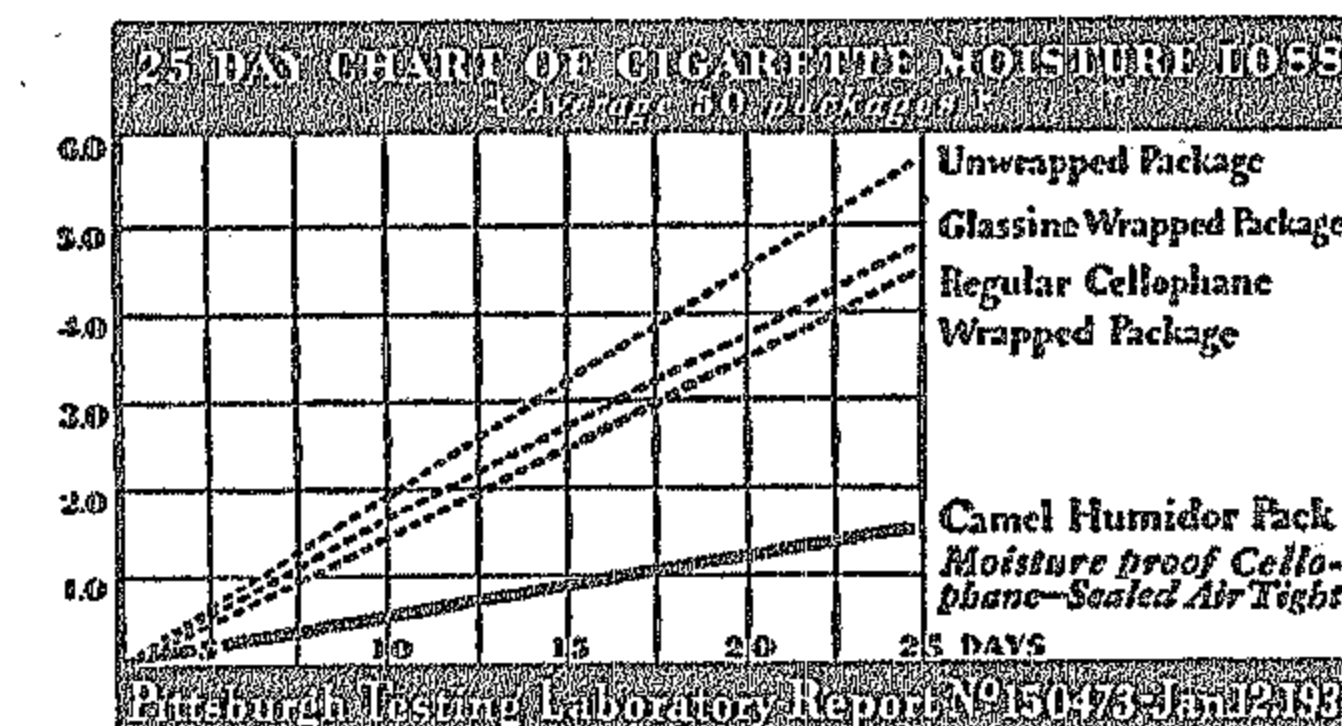
(B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.

(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 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.

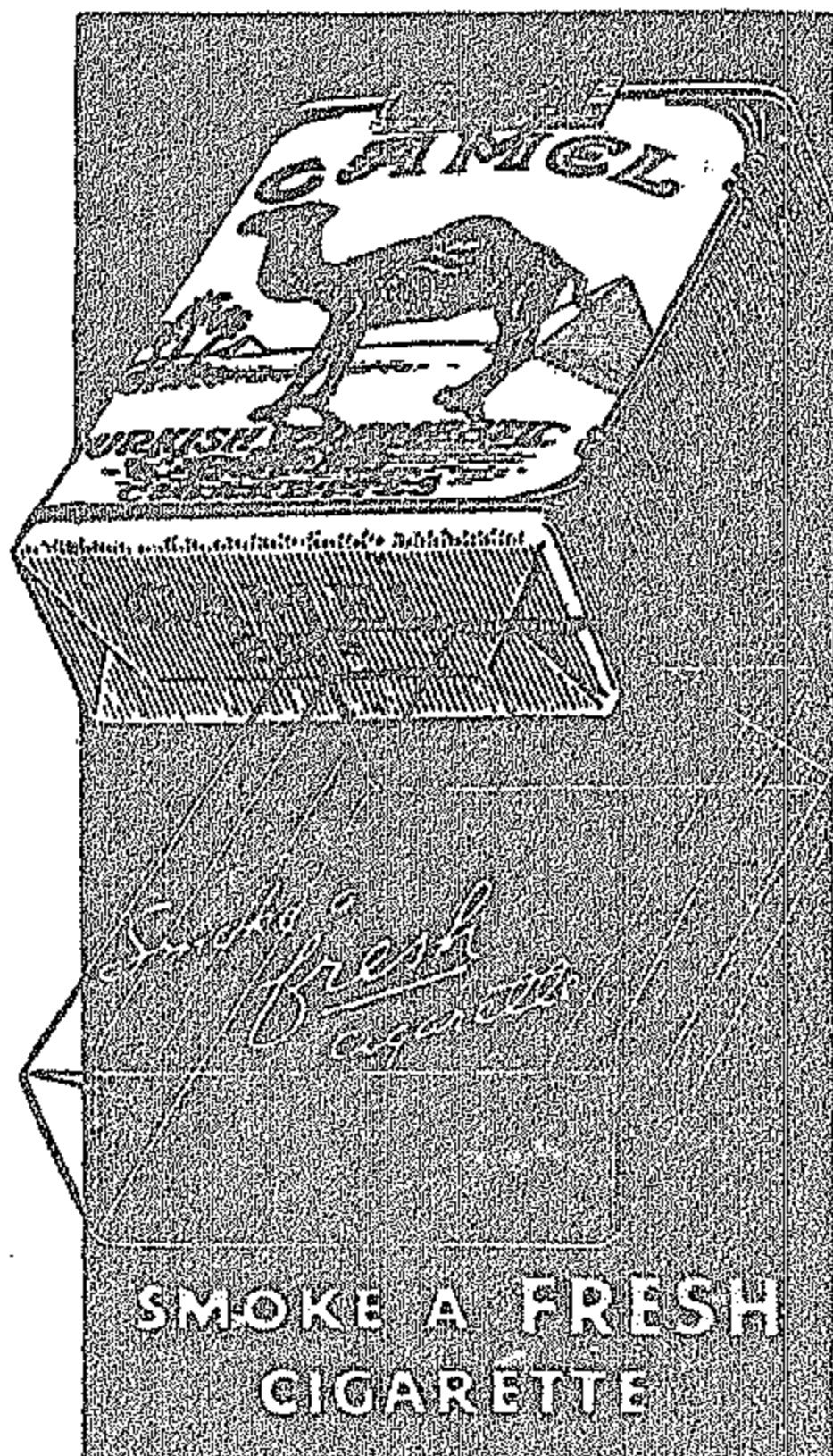
Of course we're prejudiced.

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.



NEW BOOKS

NON-TECHNICAL

Coblentz, Stanton A.
Shadows on a Wall (poetry)

Tousley, Albert S.
Where Goes the River

TECHNICAL

Jones, David Louis
Diesel Engines

Macmillan, Wm. Duncan
Theoretical Mechanics

Lloyd, Thomas Cox
Electrical Equipment

Timoshenko, S.
Strength of Materials 2 v.

Junior Fire Protects Witness Oil Cracking

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partment where it was melted, dyed, and poured into huge moulds. Every type of candle is made from this wax, some being made for ornamental purposes, some for the light that they give, and still others for religious uses.

Arriving at the end of the wax trail, the fire protects again looked to the oil. By this time it had been separated from the wax and was being distilled in huge tanks. Then, the heavy hydrocarbons that were left were pumped to other stills where they were cracked under high pressure and temperature. The first two products were gasoline marketed by the Standard Oil Stations.

The next batch of distillate was made into kerosene. The heavier hydrocarbons that were left from the other processes were made into oils. Finally, the heaviest of the paraffins became greases of various kinds. The remainder, a black, gritty-appearing mass, was then shoveled into a car to be sold as coke.

A new improvement over the old method of purifying oils, that does away with the irritating odor of sulfuric acid has been perfected. An innovation in this design prevents fumes from getting into the air.

One of the interesting plant features was a huge battery of printing presses that made all the boxes and containers for the by-products. By-products include candles, medicines and furniture polishes. Professor Schommer and the twenty men who accompanied him were very much impressed with the completeness of the refinery. Laboratories are busily at work to find other uses to add to the many already in existence for the complete and economically successful disposition of the portion of the oil left after the gasoline is refined.

On Friday 27, the senior fire protects visited the Wabash Exchange of the Illinois Bell Telephone Company. The fire protects who made this trip were very much interested in the clever manipulation of cords by the operators as well as the fire hazards involved.