

Lip-rouge second-hand—that's the only way University of Wisconsin men will smear it on.

An emphatic "phooey—never," went up on the Badger campus in answer to the appeal of the Columbia College Men's Make-Up Society that men use lipstick in order to prevent winter-chapped and summer-dried lips.

"There can be hardly any doubt about the fate of potential lipstick users at Wisconsin," said one student. "They would be hooted en masse."

IT USED TO BE THE CLOCK-WATCHER WHO WAS PRODDED TO WORK WITH BOTH EYES ON HIS TASK. NOW THE CLOCK-WATCHER IS BEING WARNED.

IF YOU BECOME SO ENGROSSSED IN DOING A THEME OR ANY OTHER KIND OF WORK THAT YOU SKIP MEALS AND GLANCES AT A TIME-PIECE, YOU MAY BE HEADED FOR ONE OF TWO THINGS—GENIUSDOM OR A PADDED CELL.

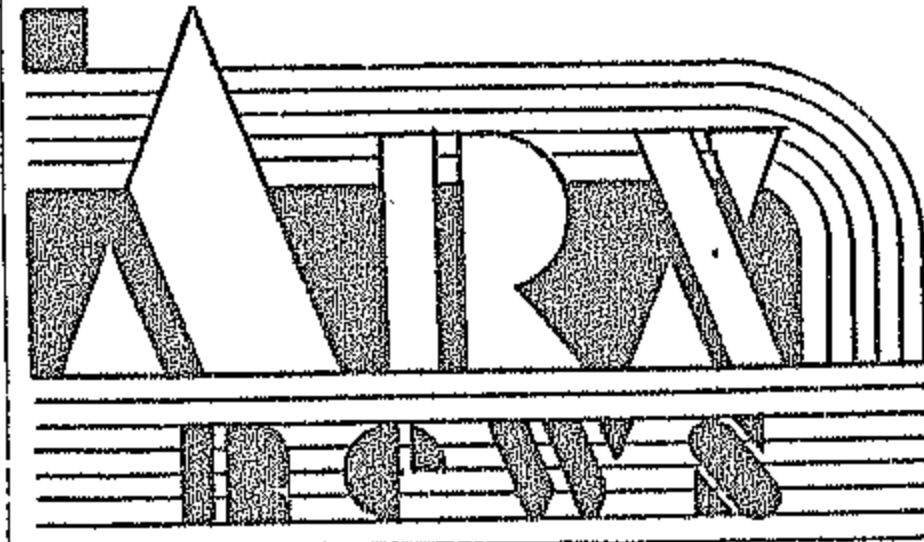
SO SAYS PROF. G. D. HIGGINSON, OF THE PSYCHOLOGY DEPARTMENT AT THE UNIVERSITY OF ILLINOIS.

IT IS A WELL KNOWN FACT, EXPLAINS THE PROFESSOR, THAT THERE ISN'T MUCH DIFFERENCE BETWEEN A GENIUS AND AN INSANE PERSON. BOTH HAVE INTENSE POWERS OF

CONCENTRATION FOR A CERTAIN SUBJECT. BUT A GENIUS CAN THINK OF OTHER THINGS WHEN HE TRIES; AN INSANE PERSON CAN'T.

Because he cribbed on a two-hour exam, a student at Nebraska State College stood up before the 100 members of his zoology class and apologized to them, the instructor and the school.

A "THANK-GOD-IT'S-FRIDAY CLUB," INTERCOLLEGIATE CHAPTER 2, HAS BEEN ESTABLISHED AT WASHINGTON UNIVERSITY TO PROMOTE "END-OF-THE-WEEK RELAXATION WITH TEMPERATE BEER DRINKING AND SCHOLARLY DISCUSSION OF THE WEEK'S EVENTS."



The fellows in the department are congratulating Beckman, who was awarded a graduate scholarship to the Massachusetts Institute of Technology. He has worked hard here at Armour and was given the scholarship on his excellent record as a student.

Old man Webster's dictionary hasn't the word in it that describes the height of elation that permeates and emanates from Schmaltz's rotund figure. "It's the nuts!" says he, and so would you if you had won a Second Medal in the Beaux Arts. This is the first Medal award that Armour has received in several years. On the same problem, The Illuminating Prize, Becker, Hrachowsky, Johnstone, Lohmiller, and Saletta received Mentions. Down among the now humble Class B men Richardson and Muttley did very well on an Esquisse-Esquisse and now have Half-Mentions where there were none before.

The mudslingers (Modelers to you) did a projet, strangely enough, and rated very well on them too. Pelz, Skubic and "Sammy" Parks received First Mentions.

Product of a philosophical reverie: Life is something that, if you haven't got it, you aren't.

ART GUM



By A. N. Schrieber

America's Sweetheart

A feather in the wind that indicates the American temperament is the quarterly survey of Fortune Magazine, the aristocrat of elite American publications. In a question endeavoring to find the habits of the public in regard to comic strips, they found last month that over fifty per cent of the entire population has a favorite comic strip. Thus the comic strip becomes the most widely read feature of the newspaper. More astounding is the fact that everyone is guilty of the pastime: children, bank presidents, students, professors, wash women, skilled labor. Among high salaried executives over sixty per cent have favorite comic strips. Most popular are "Little Orphan Annie" and "Popeye," followed by "Dick Tracy" and "Bringing Up Father."

Orphan Annie has always been the symbol of sweetness and homely virtue. Even Shirley Temple is a poor rival to "America's Little Sweetheart." Fortune concludes her popularity to the "desire for the escape of the social conscience" of the reading public. So popular with all classes is Orphan Annie that in 1933 when Sandy was supposedly lost, author Harold Gray received the following wire: PLEASE DO ALL YOU CAN TO HELP ANNIE FIND SANDY STOP WE ARE

ALL INTERESTED HENRY FORD. Popeye is the epitome of physical vigor and derives the energy for his mighty swinging arms from his favorite food: spinach.

Among other items on the current Fortune Survey is the following current opinions of the American Public.

- 1. The third term precedent is dead and President Roosevelt will be reelected if his present term is successful.
2. The Republican Party is not yet dead but needs an immediate shot in the arm of liberal leaders.
3. Three out of four approve the Social Security Act.
4. Lip Service to purity is a national refrain, but any sexual freedom should be shared by men and women alike.

Commentators

The American scene is producing a new kind of world critic: one who is getting the daily attention of thousands and who is producing a marked effect upon the political and social opinions of the Great Middle Class. He is the gossipy key-hole correspondent and commentator in the newspapers and on the radio. Such men as Boake Carter, Edwin C. Hill, Walter Lipmann, Mark Hellinger, David Lawrence, Westbrook Pegler, and a host of others are doing more to opine America than perhaps any other single force.

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Dean Tibbals Returns From Texas Meeting

Dean Tibbals represented Armour at the convention of the National Association of deans and advisers of men which was held at the University of Texas during the first week in April. The association meets annually to discuss their common problems and to compare their notes for the year.

Dean Tibbals said, "An excellent program was presented, and I found the meeting very valuable and inspiring. There were deans present representing many colleges of all classes from the state universities to the small colleges. This group impresses me as one which is particularly cooperative and closely united."

Vertical Evaporators Show High Efficiency

Mr. H. D. Grant, Vice President of the Whiting Corporation, spoke before the A. I. Ch. E. last Friday on "New Developments in Evaporation Design."

Mr. Grant traced through the development of evaporators as a unit process from the old type horizontal evaporators to the latest vertical high speed evaporators. The vertical evaporator has been found more efficient and prevents excessive foaming.

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Special 30c dinner

Advertisement for Chesterfield cigarettes featuring a baseball player (Al Schacht) in a 1937 uniform, a large pack of Chesterfield cigarettes, and the slogan 'Today's the day'. Includes text: 'Wow! ... says Al Schacht ... the Clown Prince of Baseball whoops it up for the grand opening of the 1937 baseball season.' and 'for big league pleasure... Chesterfield Wins'.