



Desert air is wet ... by comparison!

Making telephone equipment presents many an interesting problem to the engineers of Western Electric—manufacturer for the Bell System.

A case in point is the drying of telephone cable before putting on the protective lead sheath. This step is of utmost importance, for the tiny copper wires cannot carry your voice properly unless their paper insulation is thoroughly dried. To this end, Western Electric engineers devised special drying ovens in which the air is *thirty times drier* than desert air!

The same ingenuity and thoroughness go into every step of making cable, telephones, switchboards and many other kinds of telephone equipment. The dependable apparatus that results is one reason why Bell System service is dependable.

BELL SYSTEM



A NATION-WIDE SYSTEM OF INTER-CONNECTING TELEPHONES

The Greater Palace

THURSDAY — FRIDAY — SATURDAY

THE PICTURE *that* CAPTURED THE HEART of the WORLD!

Norma SHEARER
Smilin' Through

WITH FREDRIC MARCH

Preview 11 P. M. Saturday

ALSO SHOWN SUNDAY - MONDAY
EVERY STAR OF RADIO LAND IN
A HEART-STIRRING ROMANCE!

Everyone famous... appearing together in a drama of the microphone... revealing their trials... their struggles... their loves... their hates... the real story of the men and women of the air.

THE BIG BROADCAST

- STUART ERWIN
- BING CROSBY
- LEILA HYAMS
- BURNS & ALLEN
- KATE SMITH
- MILLS BROTHERS
- BOSWELL SISTERS
- ARTHUR TRACY
- VINCENT ROPEZ
- CAB CALLOWAY

Bargain Matinee
1 - 2 P. M. — 25c

Show Talk

By Lewis Gross

At The Palace - - -
Thursday, Friday and Saturday
"Smilin' Through."

Tuesday and Wednesday
"Hell's Highway."

At The Queen - - -
Friday and Saturday
"My Pal, the King."

Sunday, Monday and Tuesday
"Thirteen Women."

At the Assembly Hall - - -
Saturday Night
"Street of Women."

Wednesday Night
"Washington Merry-go-Round"

"Smilin' Through" portrays a beautiful story of old England. Though it is sentimental it will appeal to the most sophisticated as a beautiful ballad placed on the screen. The tale itself is one of a love that survived fifty years of hatred. Norma Shearer, Frederic March, Leslie Howard, and Ralph Forbes, all famous screen actors, play their parts sincerely.

Following the latest trend in motion pictures, "The Big Broadcast" has in its cast the pick of radio's headliners: Bing Crosby, Vincent Lopez, Kate Smith, the Boswell Sisters, the Mills Brothers, Arthur Tracy, and Cab Calloway are the radio stars and Stuart Erwin, Leila Hyams, and Sharon Lynne the Hollywood stars in the picture. The story is taken from a Broadway stage hit and is well worked in with the cast.

Essentially entertainment, Hell's Highway will arouse comment as an indictment against prison camps. Richard Dix and Tom Brown are brothers in the prison camp. The hardships of the prisoners' life leads to a jail break that ends in a series of complications. Rochelle Hudson and C. Henry Gordon are the other outstanding actors in the picture.

Tom Mix will appear at the Queen in a story of the part played by a wild west circus in a mythical European kingdom. The cowboy and his famous horse, Tony, rescue the boy king, Mickey Rooney, from the hands of intriguing politicians.

"Thirteen Women" are woven together in a weird tale of murder. Myrna Loy, imagining that she had been insulted by twelve classmates at school, sets out to cause their deaths. The climax of the story is the struggle between the minds of Irene Dunne and Myrna Loy. Ricardo Cortez is a suave detective who tries to solve the mysteries of the case.

After helping Allan Dinehart complete his skyscraper, Kay Francis is unable to glory in his fame for he is already married. The trouble began when her brother returns from South American and finds that his employer is her lover. The "Street of Women" is a sophisticated movie but is amusing, nevertheless.

With the attention of the nation focused on the presidential election, the engagement of "Washington Merry-Go-Round" is a timely one.

If you have been disappointed in the prompt delivery of your

UNIFORM

there is no need to wait—We can fit you in the best grade Regulation Uniforms at the lowest prices in history.

- This Week Brings Us
- New
- Trench Coats
- Dobbs Hats
- Aggie Unionalls
- Insignias
- Leather Jackets

and many other needed Uniform supplies.

WALDROP & CO.

Two convenient Stores
College and Bryan

IDLE RUMORS

Last week the presence of the carnival in Bryan kept the Campus Snooper working overtime following up the numerous bits of comedy enacted by cadets and profs.

The outstanding performance by cadets was that staged by Thomas Vaughan, major on the field artillery staff, and we Vaughan to tell you all about it. Thomas, that handsome, six-footed he-man, was standing head and shoulders above the colorful mob assembled in front of that crowd-gathering Hula show, when he fell under the eagle-like glance of that old super psychologist, the spieler. That old devil barker, recognizing the dire potentialities that might result from Tommy's admittance said, "We will not admit that man! The show girls might follow him out." By dint of much arguing on the part of Tommy's following he was admitted. Contrary to the spieler's expectations, Leota, the carnival's Little Egypt, speeded up Tommy's pulse and it was some task getting him away from the show.

Another who is being subjected to the columnial jibe is Sydney Harding, financial wizard, who in endeavoring to increase his bullion, scowled off his sous to the tune of sixteen pesos at the carnival last week. Next time if you try to outwit those sharks, Sid, keep an eye on the foot that controls the brake.

Abdul "Airmail" Ismail, while attending the AIEE convention at Norman, Oklahoma, met Professor Wienbach, teacher of electrical engineering at the University of Missouri. Professor Wienbach is the author of the book on Transmission Circuits used by the EE students here. When Abdul proceeded to call his attention to several mistakes in the text, the professor told him that he thought it was a good book, in fact an excellent one. "Why you can even use the formula on page 62 to determine a man's age and nationality if you know certain constants," the professor told Abdul. When Abdul got back he spent the night substituting in the formula on page 62, to see if he could determine his pedigree, and is still puzzled.

Again we must pause and go through the formality of welcoming to the world renowned Prince of Wales Club, another dashing horseman who made a forced landing. This time the honor goes to Colonel A. R. Emery, who made a

STILL OFFERING THE SAME

Excellent Food, Faultless Service, Charming Atmosphere, and FOUNTAIN DRINKS OF DISTINCTION Visit Us After the Shows and Dances

Deluxe Cafe & Confectionery

Across from the Palace Bryan ALWAYS OPEN

"What on earth are you up to now?"



FINDING things out, smarty! I thought I'd examine the tobacco in a cigarette.
"Look here...this is Chesterfield tobacco. Notice its lighter color...you don't see any dark heavy types, do you? I guess that's why Chesterfields are milder.
"I'm told that uniformly lighter color is due to cross-blending. It sort of welds all the tobaccos into one.
"And here's something else. Notice that these long shreds are all cut the same width. It stands to reason they burn smoother and cooler.
"I don't pretend to be an expert but it looks to me as if they make Chesterfields right.
"Here, light one. That's the best test after all. They Satisfy."

The Cigarette that's Milder and TASTES BETTER

Chesterfield