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Don't waste aesthetic effort on the kind of slicker that won't last. Use a genuine Tower's Fish Brand Slicker—a background worthy of your masterpiece.

Fish Brand Slickers are not only better looking—they stay that way. They're built to take any sort of beating you or the weather can give them.

The "Varsity" model is a big, handsome, roomy coat, full-lined. It has a corduroy-faced collar, with or without a strap. Buttons or buckles as you choose, and the patented "Reflex" edge that keeps water out of the front. The pockets are wide and deep and rip-proof. Your choice of colors.

Best of all, a Fish Brand Slicker—"The Rainy Day Pal"—costs not a bit more than others. And you can buy it anywhere. A. J. Tower Company, Boston, Mass.



NOTICE

All students who have made their appointments with the Yackety Yack photographer for this week and the following weeks, be sure to keep them. In case you happen to break your appointment, a new one will have to be made and the cost of 50c will be added.

BUSINESS MANAGER

Greensboro Hi Wins Cup

It has just been announced by the Extension Division of the University that the Thomas Hume Cup, awarded for excellence in high school journalism, has been won by the Greensboro High School for the year 1927-1928. The publication is High Life. Their magazine, Homespun, also took first place in the magazine contest.

The Hume Cup, donated by University of North Carolina alumni, is given in honor of the late Dr. Thomas Hume, who for a number of years was head of the University's English Department. This is the fourth year that Greensboro High School has won the newspaper trophy and the third year that it has won the magazine contest. The Hume Cup was not donated until the school year 1926-1927, however.

Professor Oscar J. Coffin, of the school of journalism, and Dean Addison Hibbard, of the College of Liberal Arts, acted as the judges for the contests.

Greensboro, Durham, Asheville, Wilmington, Goldsboro, and Albemarle entered newspapers in the newspaper contest, while only Greensboro and Asheville entered magazines.

Science added six years to our lives and then gave us the auto and the plane.—Atlanta Constitution.

Jack Lipman Moves Into New Quarters

Jack Lipman, genial proprietor of Jack Lipman's University Shop, has announced a sort of "At Home Party" this week, with every student invited as his guest, the occasion being the celebration of his long anticipated moving into larger quarters.

Mr. Lipman has taken over the old Pender location between Foister's and Gooch's cafe and completely refitted and equipped it to meet the expansion which his five years in business here have produced in his shop.

The owner made a week's trip North last week and put in a complete new line of suits, topcoats and furnishings, to carry a much larger stock than was ever possible in his old cramped quarters next to the "Pick."

With a new and larger stock and adequate room Mr. Lipman believes he will be able to take the proper care of the business he has built up with students.

AT THE CAROLINA

Another outstanding picture will be presented in Chapel Hill when Street Angel is shown at the Carolina Thursday and Friday. Aside from the unusually fine acting of the principals, Janet Gaynor and Charles Farrell, the picture is remarkable for the beautiful pictorial effects achieved. Entirely new camera ideas were used to get the artistic waterfront and Italian street life scenes. These sequences are considered among the finest yet produced by the movie camera.

Mordaunt Hall, film critic of the New York Times, devoted a good part of his enthusiastic review to the scenic effects of the film. "It is evident," he says, "that an unusually careful effort has been made to reproduce the atmosphere of a wretched section of Naples, but with all its squalor, dingy structures, its red-lipped wantons, its chilling mists, there is a definite charm about the lighting and shading of the scenes, the rhythm of the movement, the appealing beauty of Janet Gaynor and the naturalness of Charles Farrell.

"The old-fashioned structures by the dismal waterfront convey a suggestion of a Whistler canvas. The thin and bent iron railing over the worn steps is assuredly something far more interesting to look at than a new bronze railing outside a modern mansion. The first might move a composer or a painter to do fine work, while the latter might only inspire a new jazz tune or a cover for an up-to-date magazine."

It is this attention to artistic detail on the part of the director, Frank Borzage, that makes Street Angel one of the most beautiful and noteworthy pictures of the year.

What's Happening

TODAY

7:15 p. m. All Y Cabinet Meetings. Y Building.

7:15 p. m. Phi and Di Literary Societies.

9:00 p. m. Republican Club, Saunders Hall.

7:45 p. m. Rev. J. Clyde Turner will Speak, Baptist Church.

WEDNESDAY

7:15 Julius H. Harden will speak in Gerrard Hall.

7:00 p. m. Phillips Hall. Moving pictures.

8:30 p. m. Memorial Hall Concert by the Little Symphony Orchestra.

The University cross-country teams have not lost a dual meet since 1922, but the Tar Heels find themselves hard pressed this fall. The coaches must find men to replace such runners as Captain Galen Elliott and Hoyt Pritchett, All-Conference stars who graduated last June. Johnnie Henderson, lanky captain of both track and cross-country, is one big bet for individual honors this fall.

Many Leaders Expected To Attend Education Meet Here

(Continued from page one) quiet at the Carolina Inn, at which the principal addresses will be made by Dr. Douglas Freeman, editor of the News Leader of Richmond, Va., and by President Chase of the University.

Friday's sessions will be devoted to the general question of the relation of the public schools and colleges, and on Saturday the conference will take up the question of financing public school systems.

Among the prominent speakers who will speak at the sessions are President Lotus D. Coffman of the University of Minnesota; Superintendent Frank D. Boynton of Ithaca, New York, who is President of the Department of Superintendence of the National Education Association; and Dr. George D. Strayer, of Teachers College, Columbia University, generally regarded as one of the

foremost authorities in the country on financial trends and policies in public education.

The 25 college presidents who have already made reservations for the Conference are: H. T. Hunter, Cullowhee State Normal School; Raymond Binford, Guilford College; Howard Rondthaler, Salem College; R. E. Blackwell, Randolph Macon College; Julian A. Burruss, Virginia Polytechnic Institute; W. A. Harper, Elon College; E. W. Sikes, Clemson College; Robt. P. Pell, Converse College; Wm. J. Martin, Davidson College; Edwin A. Alderman, University of Virginia; D. M. Douglas, University of South Carolina; J. N. Hillman, Emory and Henry College; C. C. Sherrod, East Tennessee State Teachers College; M. L. Brittain, Georgia School of Technology; Wm. H. Frazer, Queens College; R. C. Granberry, Limestone College; E. C. Brooks, North Carolina State College; Ernest L. Stockton, Cumberland University; C. O. Gray, Tusculum College; Leroy F. Jackson, Carolina New College; John E. Calfee, Asheville Normal and Associated Schools; V. C. Kays, A. and M. College; F. P.

Gaines, Wake Forest College; Mrs. J. H. McCoy, Athens College for Young Women; and Dr. B. M. Walker, Mississippi A. and M. College.

State Superintendents of Public Schools who have signified their intentions of being present are:

D. L. Harned, State Department of Education, Tennessee; R. E. Tidwell, Department of Education, Alabama; Harris Hart, Superintendent of Public Instruction, Virginia; A. T. Allen, State Superintendent of Public Instruction, North Carolina.

Governor Flem D. Sampson of Kentucky will be present and possibly

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governors from other Southern States.

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COMING THURSDAY-FRIDAY

The most talked about picture of the year!

"STREET ANGEL"

CAROLINA THEATRE

What Shakespeare says about Coca-Cola



"The glass of fashion and the mould of form, the observed of all observers"

Maybe Shakespeare never knew Coca-Cola. But he couldn't have written better about it if he had tried—

8 million a day—Coca-Cola has made the soda fountain the meeting place of millions.

HAMLET Act III, Scene 1

The Coca-Cola Company, Atlanta, Ga.

IT HAD TO BE GOOD TO GET WHERE IT IS

CAROLINA THEATRE NOW SHOWING VICTOR McLAGLEN --in-- "The River Pirate" Added COMEDY — NOVELTY

WEDNESDAY Can a Man Ever Forgive His Wife's Past, really? NOW you can peer behind the scenes of America's fast set! Luxury and beauty, jewels and clothes parade on the screen in a drama of scions of wealth. JOAN CRAWFORD --in-- "OUR DANCING DAUGHTERS" Added Tuxedo Comedy "Blondes Beware" THUR.-FRI. "Street Angel" MIDNIGHT SHOW FRIDAY, OCTOBER 26th

Have you ever tried asking your friends? Any man who wears John Wards will tell the same story. The leathers in John Wards are choicer, wear better. The fit and workmanship are more expert. They have more style appeal to men of the better class. The prices? \$7 and \$9. John Ward Men's Shoes INCORPORATED — REG. U.S. PAT. OFF. Stores in New York · Brooklyn Newark and Philadelphia On display at Stetson "D" Shop Klutz Bldg. Chapel Hill, N. C. A good shoe to ask for by name —HORSEGUARDS



Here's some "inside stuff" on smoking

SOMEWHERE in the neighborhood of your center of gravity there's a spot devoted to smoke appreciation. We could describe it more fully, but this is no organ recital. The point is: Light a Camel, pull in a fragrant cloud of cool joy—and listen to your smoke-spot sing out—"Haleeloooya!" As the noble redskin puts it—we have said!

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