## Covering The Campus



Gift-Wrapping Is Always On The House At

THE INTIMATE BOOKSHOP

205 E . Franklin St .
Open Till 10 P.M.


(1)
 ChCampus , witum ADVENTURES IN SOCIAL SCIENCE: NO. "The proper study of mankind is man," said Geoffrey Chaueer thene tangled times it is particularly proper to study man-how he fives and works. Acoordingly, this column, normally devoted to slapdash waggery,
on the socinl scienees.

In making these occasional departures, I have the hearty ap
proval of the makers of Philip Morris Cigarettes, whose interest winot only in providing young Amerieans with fine ciegrette
matchlessly matchlesty blended of vintage tobaccose, grown with lovin
are and harvested with tender mercy, then cured with com pesionate patience and rolled into firm tasty eytinders an brought to you in long size or regular, in soft peck or flip-to box, at prices which wreak no havoc on the most stringent
budgets, but who are equally concerned with broadening th budgets, but who are equally concerned with broadening the
minds and extending the intellectual vistus of every college

1, for one, am not unmoved by this great-heartedness, and
hough $I$ know it is considered chic these days to disparage one
 and "Olfel" and "Oehichoonya?
But I digress. For our first lesson in social science, let us (Surn to economies, often ealled the queen of the social sciencess
(s the king of the social sciences. Advertising in the jenc.)



Eronomies was discovered by the Englishman, Adam Smith.
He published his findings in 1786 , but everybody giggled so hard that Smith, bluahing hotly, gave up the whole thing and
went into the cough drop businese with his brother. For long years after that economise lay neglected white the
world busied Itself with other things, like the birth of Victor Hugo, the last days of Pompeli, and the Buiny Hug.
Then ope day while flying a kite during a thunderstorna, the covered the law of diminimsing returns, and then, boy, the fot
was in the fire! Before you could say " knife" the Induatrind Whe In the firel Before you could say " "knife" the Induetrind
Revolution wait onl. Mechanization and steam power reented in prodigies of production. For example, before the Industrial in prodigies of production, For example, before the Industrial
Revolution, i Welkh aitiuin, named Dylan Sigatoon, uxed to make horse-shoes by hand at the rate of four a day. After the
Industrial Revolution, with the aid of a stem engine, Sigafoos was sble to make entire horses!
And so it went-factories rising from the plains, cities bur-
gmoning around the factories, transpport and commerce keepink


The makers of Philip Morris are no economists, but they tio
underat and supply and demand. Some people demand Difter


Davis Crownèd
As 'Rose'
At Weekend
Kitty Davis, junior from Pine-
hurst, was crowned the "rose" of
Delta Sigma Pi business fratel Delta Sigma Pi i business fraternity
at the annual pledge dance and banat the annual pledge
quet Friday night.
During the dance in the Crystal
Ballroom of the washington Duk Baulroom of the Washington Duke
Holel in Durham, Miss Davis. was presented with a dozen American Beauty roses by Delta Sig President
Norm White. Her escort at the banNorm White. Her escort at the ba
cuet at dance was Ron Harris.
Quest speaker at the banquet was
Richard Cathoon of the School of
Richard Calhoon of the school or
Busininess Administration, who was introduced by Delta, Sig adviser Dr.
Claude George, also of the Business Claude George,
Scliool faeulty.
The annual pledge banquet and
dance were held in hoonor of the 17 tew members of the profession

Of Course

The
Intimate
Has
Lolita!

| Summ | Lolita! |
| :---: | :---: |
|  |  |
|  | Christmas |
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| Season's Spirit | Specials |
| Takes 'Tut' Beating |  |
| Sioul stooest | Simbeam |
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| Of Course | Regular Pr |
| The | NO |
| Intimate | NO |
| Gift-Wraps | \$17.50 |
| Books | ELectrical |
| Free | companr |


dexo Shortening 3 is 77 dexola 0il ※27c 49\%

 SAVE ON COFFIEE!

 Jane Parter large ste Lemon Pie se. 43c
 Bread pandidtoef 15 c


## $80^{\prime} \mathrm{CLOCK}=59 \mathrm{cos}=1{ }^{180}$

## "Christhnas Tamkers!


 GRADE 'A' DRESSED AND DRAWN YOUNG
TOMS
10 n n Lb NONE PRICED HIGHER NONE AVERE PRICED HIGHER Young Beltsville Turkeys ${ }^{4}$ tose ${ }^{8}$ Smoked Hams sor hant io 59 C
 CHUCK BLADE ROASTS is 49c FRESH CHICKEN HENS $\operatorname{si}$ 35C



 Fresh Cranberries
Wines op Aples 4 be 45

$\qquad$

Crisp Celery stise 250

Fresh Lettuce inds 29

Nabisco Animal Crackers 2 pros 19c
Chicken of the Sea Tuna $61 / 2$-2 con 33c
A\& Phicken Packaged Mince. Meat
 Layer Figs s.ozz 25 Glaced Red Pineapple
Glaced Red Cherries

## Nuts in the Shell <br> Clean Brazils Fancy Filberts Foncy Mixed 

${ }_{\text {Bas }}^{802} 43 \mathrm{C}$
$\qquad$59c

## Gerber Baby Food <br> Fudge Sandwich, lb. bag ...... 39c

Pfeffernusse Cookies, 10 oz. bag 35c ankern woum Super Markets

