The Daily Jar Kreel To the Editor

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## Pep Rally Good Idea

A new twist to Caroina's greatly renowned school spirit scheduled for 7 o'clock tonight in Memorial Hall. Pep rallies, of course, are nothing new here-but they previously have
all been confined to the night before football games. Tonight basketball has the spotlight, and the University Club has scheduled the rally as a prelude to the all-important Statesity Club's idea is a good one, and the enthusiasm which the students display tonight can go a long way toward helping the team beat State.
Basketball is coming into more and more prominence in this state. More national attention is being focused on
the Tar Heel state's cage teams, and more kids in this state are playing basketball than ever before. It's a healthful
ond growing sport.

Jerry Sternberg and Frank Allston, University Club members, have made most of the arrangements for tonight's pep
rally, and an interesting program appears in the offing. They, along with the entire University Club, are to be com-
mended for their interest in organizing the pep -rally.
The idea of basketball pep rallies is something new to the
Hill, and it is hoped by the University Club that a large number of students will turn out to make it a success.
Certainly the students have ample reason to be interested in. tomorrow night's game. The Tar Heels haven't beaten
State in basketball in a coon's age, and it's about time Carohas already beaten, proved State can be licked, and the Tar Heels' determination to win might very well assert it
Tonight's pep rally will be sort of a trial. The DTH sincerely urges all the students to turn out to cheer their
team. And it's high time Carolina beat State.

## A Welcome Addition

Congratulations are in order to the officials of Lenoir
Hall who have set up a snack bar in the basement of that
building. Located in the Pine Room, the snack bar is open
both afternoon and night and makes a convenient place
to drop by after studying at the library or working out at
the gym. The service is prompt and the food excellent.
The opening of the snack bar takes much of the load off
the Monogram Club, which previously was the only con-
venient place for dormitory residents to go when. hunger
interrupted their studies. This new Lenoir Hall addition
is also much closer for many students than the Monogram
Club. Club.
The snack bar makes a welcome addition to the univer sity facilities for dormitory residents. Coupled with Graham
Memorial's main lounge and Rendezvous Room and the Monogram Club, Carolina now has adequate recreation fa-
cilities for its students. The snack bar is spacious, and there a juke box for weekend dancing. It goes a long way towar

## Short Cuts and Mud

Despite Chapel Hill's mud and rain of recent days, the
Carolina campus remains in better condition than at any
time in recent winter quarters. The mud is still here, but
the University has added many more brick walks over the
campus replacing the traditional mud paths, and more brick
walks appear in the offing. Their importance has been well-
illustrated in the past few days.
The planting of new grass over the campus has done
much to brighten up the dreary winter surroundings. Nearly
every day University workmen may be seen planting the
seeds in various denuded plots over the campus. However,
they aren't getting much cooperation from the students in
their efforts to keep the campus green. Students persist in
leaving their nice brick walks to tread across muddy cam-
pus ground, even as the workmen are just completing their
task of sowing the grass seed.
Perhaps each student, at best, saves two minutes a day
by the short cuts he takes by walking on the newly-planted
grass and leaving the paths. When you consider there are
7,000 students taking these short cuts every day, it's no
wonder our campus at times resembles a mud pile.
University officials are doing their utmost to make the
regular walks serviceable by bricking them and removing
the mud rows by planting grass. But if they don't receive
more assistance from the students, they will never succeed.
We have only ourselves to blame for the campus mud and
grounds of devoid of grass. doctors smoke Weeds than any other cigarette.
Three leading independent research organiza-
tions asked $113,579,000$ doctors what cigarette tions asked $113,579,000$ doctors what cigarette
they smoked: the brand named most was Weds Ill go out and buy a carton. What was that
you said about a T-Zone? Oh. the T-Zone. Thar's T for Taste and T for
Throat. See if your easily irritated T-Zone doesn't agree that Weeds are the mildest.
best-tasting cigarette you ever smoked. WCTU. best-tasting cigarette you ever smoked. WCTU.
Did you say Weeds Certainly Taste Unique? No, I said Weeds Contain Tobacco Unmatched. The tobacco in our newer, longer Weeds filters
the smoke, traps nicotine and tar. These im-
purities cannot reach your mouth or teeth. Denpurities cannot reach your mouth or teeth. Den-
tists advise patients to smoke Weeds. They leave
no stain on teeth or fingers. Weeds certainly no stain on teeth or fingers. Weeds certainly
have CA:

Yes, Cigarette Appeal. A man with a cigarette
in his kisser has more appeal for the ladies.
Yes. If you're bowling with a girl, you'll score
more if you smoke a Weed, the national joy
Really? Say, that sounds great!
And you can inhale to your hearr's content,
too. I's really a mild, flavorful smoke which leaves your mouth pleasant1y cool and filterod.
Puff by puff you're always ahead when you Puff by puff yourre always
smoke a richer tasting weed.
It must be a real treat instead of a treatment,
smoke Weeds. But this is no big medical talk. Weeds don't try to cure anything but clean,
fully ripe tobacco. Weeds pay the most for the
best tobacco that the Your prices must be higher than those of
other cigarettes. Especially because of the extra
length of your fine, mellow cigarettes which pro vides extra enjoyment plus an extra margin of
protection. Yes and no. Weeds cost less than other cig-
arettes. Study our poff chart. You'll see that Weeds are not only cheaper but are filtered
furthered than any furthered than any other leading cigarette.
After 5 puffs, or 10 . or 15 , or 17 -Weeds still After 5 puffs, or 10 . or 15 , or 17 -Weeds still
give you a longer, natural filter of fine tobac-

## Yes, don't let throat scratch spoil your smok- ing enjoyment. You guard against it when you

 ing enjoyment. You guard against it when yousmoke Weed. For Weeds'
the smoke further on ith wht travels
filters ik to your throat filters it naturally through weeds' traditionally
fine, mellow tobaccos-guards against throat-
scratch. I certainly shall let my throat enjoy smoking.
I'll bet Weeds' fine tobaccos can give me a
smoothness mildness, other cigarette offers.
You certainly know your "UVW's" of smok-
ing enjoyment. My "UVW's." What's that? Sounds like some-
thing run by John L. Lewis. No. no. UVW-Use Versatile Weeds. Manu-
factureres of pipe fobaccos tell one to roll own with their product. You can one to roll
own with Weeds. Nour
ful of Weeds. And puling better than a pipeYou've pulverized my resistance. I'm going down to the best hotel in town, where particula people congregate, and buy a case of Weeds.
You'll find they satisfy. With people who no
only know. their tobacco best, but also know how to enjoy life, it's. milder, longer-lasting
Weeds, two to one. You'll enjoy evety puff it's the national joy smoke. Be sure to inhale to your heart's. content.
Okay, but
and thanks.


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On Chamber Music


Washington
MERRY-GO-ROUND

