

Society

WOMEN'S PAGE

Features

Social Committee Schedules Events For Fall Semester

Addition of Saturday Dates To Complete Calendar Next Tuesday

Tentative dates for social and other campus events were made by the calendar committee at a meeting held Tuesday night.

Arrangements at present include: Friday, Aug. 29—Open. Saturday, Aug. 30—Open. September Monday, 1—Labor Day.

October Friday, 3—Game at San Francisco. Saturday, 4—Open. Friday, 10—Pi Beta Phi, Phi Sigma Kappa, Delta Delta Delta and Kappa Alpha Theta.

November Saturday, 1—Game at Albuquerque and Sundowners. Friday, 7—Kappa Alpha Theta and Delta Delta Delta.

Women's Activity Schedule Outlined

Alice Martha Troner, AWS president, announced tentative plans for women student activities this week.

An assembly for the entertainment of the student body will be held by the women students in the near future, and later in the semester a speaker will be sponsored for a meeting of the AWS.

A new plan is being formulated whereby freshman women may serve on committees in the type of work in which they are interested.

Sororities Climax Semester's Rushing

With silence going into effect following sorority teas this afternoon, campus rushing is now in its final stages of activity for this semester.

At 10:00 am tomorrow morning pledge bids will be signed at the office of the Panhellenic lawyer, Dr. Jeanne Elizabeth Wier.

Pledging ceremonies will be held by the various houses Saturday afternoon and Sunday.

Formal sorority rushing started last Sunday when the four Nevada houses, Delta Delta Delta, Kappa Alpha Theta, Pi Beta Phi and Gamma Phi Beta, entertained rushees at house teas from 3 to 5 pm.

Plans for rush week were made by the Nevada Panhellenic council in accordance with the rules of the National Panhellenic council.

Each sorority entertained prospective pledges at a tea, dessert hour, and dinner during the week, and today the Greek houses are holding teas from 4 to 6 pm.

During the silence period sorority women cannot talk to prospective pledges, and rushees may not accept dates for Friday evening.

Wednesday, 19—Play. Thursday, 20—Play. Friday, 21—Sigma Alpha Epsilon, Alpha Tau Omega and Gamma Phi Beta. Saturday, 22—Inter-fraternity Council.

December Friday, 5—Gamma Phi Beta, Manzanita Association, Kappa Alpha Theta. Saturday, 6—Junior Prom. Friday, 12—Lincoln Hall Association, Pi Beta Phi, Alpha Tau Omega, Delta Delta Delta, and Phi Sigma Kappa.

Dinners to Honor Sorority Pledges

Nevada sororities will terminate a week of extensive rushing with the formal pledging of freshman women tomorrow afternoon.

Delta Delta Delta will hold pledging ceremonies Saturday at 2 pm at the chapter house. At 7 pm a formal preferential dinner will be held at the Riverside Hotel in the new pledges' honor.

Margaret Reading is chairman of the affair, with Harriet Morrison, Betty George and Jane Reading as her assistants. Patronesses will be Mrs. Charles Mapes, Mrs. Tasker L. Oddie, Mrs. Harry J. Gosse, Mrs. George Brown, Mrs. Jesse Beatty and Mrs. C. H. Raymond, housemother.

Pledging will be held at the Kappa Alpha Theta chapter house Saturday afternoon, followed by a banquet at the Trocadero in the evening. Decorations for the dinner will be carried out in pastel shades.

It was announced that about fifty guests will be in attendance including alumnae, new pledges, active members and patronesses. Fritzl Jane Neddner, social chairman, is in charge of arrangements, assisted by Billie Jean Stinson, Jean Caple, Marianna Smith and Doris Post.

Members of Pi Beta Phi announced that their preferential dinner will be held either Tuesday or Wednesday of next week, and that no definite time or place has been decided upon.

Gamma Phi Beta has made no definite plans to date, but Jane Moyer, social chairman, announced that the banquet will probably be held Sept. 21.

MAN O' THE WEEK

Well, sir, we think it's high time that everybody became better acquainted with the gentleman on this campus to whom we are all going to have to cow-tow sooner or later.

Besides, the freshman girls might like to know a few details about the lad who introduced all the bigwigs during, and generally presided over, orientation.

He looks slightly like Li'l Abner (but he was born in Reno instead of Kentucky), has the strong arm of an FDR, is busy as Winston Churchill, thinks up more things to be done than Donald Duck's triplet nephews, and belongs to more organizations than there are letters in the New Deal alphabet.

For instance, he is a member of the Sagers, Coffin and Keys, Blue Key, Forensic Key (you'd think he'd get confused over which key to use when he gets home at night!), the Ski Club, and, besides bossing the campus, he is also head man over at the Sigma Alpha Epsilon domicile.

Not content with just being around the campus, Charles does a bit of studying on the side. He is majoring in economics and English, but plans to go on and be a lawyer.

So some day we will all probably be listening to Fireside Chats featuring President Mapes over our television sets, or at least be discussing what Senator Mapes has to say about the new World Disarmament Program.

U. N. Faculty Club Releases Program For Fall Period

A complete program of events planned for the University of Nevada Faculty Club for the coming semester was released today by Prof. A. L. Higginbotham, chairman of the program committee.

Activities of the faculty group will get underway Sept. 5 with a meeting in the Home Economics room of the Agriculture Building at 7:30 pm. This will be a joint meeting with the Women's Faculty Club, at which time all new members of the faculty will be presented to old members.

Cecil W. Creel, director of agriculture extension work, who recently returned from Washington, D. C., will address the members on the subject, "Washington in Defense Time," Tuesday, Oct. 7, at 7:30 p.m., in the Home Economics room.

Tuesday, Nov. 4, James Aiken, head football coach, will appear. The subject of Coach Aiken's talk will be, "The Joys and Sorrows of a Coach." "National Socialism—Its Theory and Practice," will be the subject of discussion by Albert G. Weiderhold, instructor in philosophy and psychology, on Dec. 2, closing the activities of the Faculty Club for the fall period.

All of the meetings will be held in the Agriculture Buildings.

English Society To Hold Meeting

Chi Delta Phi, honorary English sorority, will hold its first meeting of the year next week, Teddyanna Pease announced. A definite meeting time for the rest of the year will be decided upon.

New members for the sorority will be announced about the first of October. These will be women students who possess the necessary requirements for admission. They must be students of upperclass standing, with a general average of 2.2 or better, a "B" average in English, and they must also be elected by the old members.

Mary Catherine Carroll, program chairman, is working on plans for the sorority during the year, and other officers are Molly Morse, treasurer; Patsy Prescott, secretary, and Lois Coffin, editor.

Miss Coffin sends in news of the Nevada chapter to the national Chi Delta Phi magazine, the "Litterateur."

Temporary Schedule in Effect at Libe

With a temporary library schedule in effect until Sept. 2, Miss Thea Thompson, head librarian, this week warned students to plan their study hours accordingly. The hours will be from 8:00 a.m. to 6 p.m., Monday through Friday, and 8:00 a.m. to noon Saturday.

Miss Ailene DeRuff and Miss Karen Bratton will go on duty as loan desk assistants Sept. 2, Miss Thompson said, and at that time, the regular library schedule will be resumed.

Miss DeRuff, a former University of Nevada student, received her library training at the Riverside Library School at Riverside, Calif., and Miss Bratton attended the Wisconsin Library School.

A girl with cotton stockings never sees a mouse.

A shining example of old fashioned simplicity is an unpowered nose.

YWCA Sponsors Frosh Coed Tea

A puppet show will feature the YWCA tea for freshman women to be held in Manzanita Hall Friday from 3 to 5 pm.

Mary Ann Lockridge, president, announced that Varol Gottschalk, freshman, and her mother, Mrs. E. L. Gottschalk, will enact several short plays with marionette characters during the afternoon.

The affair will be an attempt to acquaint freshmen and transfer coeds with students living in Manzanita and Artemisia Halls.

Aiding Miss Lockridge are Mary Higgins, Charla Fletcher and Terryanna Pease.

Women's Pep Group Appoints Committees

An organization meeting of the Blue Peppers, women's pep organization, was held yesterday. Various committees were appointed, and plans for a no-date dance sometime during the fall semester were discussed.

Marianne Smith and Jane Dugan, sophomore coeds, were appointed as the calendar committee, and Katherine Maloney and Hazel Inman, sophomore students, were placed on the uniform committee.

A meeting to elect new officers of the organization will be held Thursday, James Kehoe, student director, announced.

Manzanita Association Holds First Meeting

Manzanita Association held its first meeting of the fall semester Monday evening. Plans were discussed for a forthcoming tea with Lincoln Hall, and for a joint Harvest Ball of the two associations later this fall.

At the next meeting of the organization an election of officers will be held to fill present vacancies.

"Why are men's eyes like the sparrows?" "Because they flit from limb to limb."

We Specialize in Permanent Waves LUELLA V. HARSH HOME BEAUTY SHOP Up-to-Date Equipment, Experienced Beauticians and Sanitary Methods Are Our Best Recommendations DIAL 6684 639 N. VIRGINIA ST.

Whole Wheat Waffles Our Specially TINY'S WAFFLE SHOP 235 North Virginia Street WE NEVER CLOSE We Serve Full Course DINNER and LUNCH

Practice for Messiah Starts on September 2

Rehearsals for members of the Reno Choral Union, which annually presents the Messiah and Elijah, will start Sept. 2, Prof. Theodore H. Post, director of the group, announced this week.

The University-Community Orchestra will open practice for the Messiah on Sept. 3. The chorus and orchestra roster members of the University student body, faculty, and Reno townspeople.

Members of the executive board of the Choral Union met recently to discuss plans for a dance to be given in the near future to raise money for robes to be worn by members of the chorus in oratorio and concert programs. Charles Yetter, student last year, has been in charge of arrangements for the dance.

A concert of light classical numbers will be staged in about two months, according to board members.

The executive board of the Choral Union consists of Miss Helen Judd, president; Doctor Loring Williams of the University chemistry department, vice-president; Emogene Byars, senior student, second vice-president; Mrs. Leonard E. Chadwick, treasurer; Mrs. Susan Kearney, secretary, and J. L. Williamson, Mrs. L. A. Sweatt, Charles Yetter and Mrs. Arthur Daniels.

Football: A game in which one side of the stadium wants to see eleven men killed and the other side of the stadium wants to see eleven men killed.

Paul Hartman Visits Campus on Vacation

Paul Hartman, '34, oldest son of President Hartman, has been visiting in Reno for the past ten days with his wife.

Hartman is connected with the Bell Telephone Company's laboratories in New York, doing research work.

After graduation from Nevada, he took his Ph. D. in physics at Cornell in 1938 and has since been connected with the Bell laboratories that time.

NOTICE All organizations wishing to submit budgets for the consideration of the finance control board must have them in the office of the graduate manager before Wednesday, Sept. 3. JOE T. McDONNELL, Secy. Finance Control.

Reno Press Brick Company Office and Plant at End of West Fourth Street, Reno Common and Face Brick Fire Brick, Floor Tile and Hollow Wall Tile All Grades of Fuel Oil A. J. CATON, '04, Manager

DR. VICTOR W. POULSEN, Opt. D. AND DR. RUSSELL V. POULSEN, Opt. D. ANALYTICAL OPTOMETRISTS Careful Examination 28 WEST SECOND STREET RENO, NEVADA

SPECIALS ON PEN AND PENCIL SETS WATCHES OF QUALITY AT REASONABLE PRICES SORORITY AND FRATERNITY JEWELRY R. HERZ & BRO., Inc. The College Jewelers Since 1885 237 North Virginia Street Phone 8641

REMEMBER! PENNEY'S CLOTHES FOR COLLEGE FELLOWS Complete Assortment of Sweaters Shirts Socks Shoes Slacks Cords Sport Clothes PESNEY'S CLOTHES FOR COLLEGE GIRLS Skirts and Sweaters Afternoon Frocks Hosiery Bags Jewelry Lingerie PENNEY'S J. C. PENNEY COMPANY, Inc. 211 Sierra Street Reno, Nevada

HALE'S DRUG STORES No. 1 RENO, NEVADA 47 East Second Street No. 2 Second and Sierra Streets

FIRST LESSON Today's Text Proves You Can't Beat SIERRA! Axiomatic... but fun to keep proving it! Sierra Beer MADE BY THE RENO BREWING COMPANY

AT LAST! HOT LUNCH Soup, any 15c Sandwich and any 5c Drink 25c HOT PLATE Big Patty of Meat, Vegetable, Mashed Potatoes and Gravy 25c WE FEATURE THICK SHAKES AND MALTS UNIVERSITY FOOD CENTER AND BOOK STORE In the Wolf Den

House Mother Is Honored at Gamma Phi Tea An informal tea was given last Friday afternoon by the Gamma Phi Beta's in honor of their new housemother, Mrs. Celina Francis, formerly of San Francisco. A color scheme of yellow was carried out in house and table decorations. Guests were the sorority housemothers, and presidents, women faculty members and faculty wives. Jane Moyer, social chairman, was in charge of the tea. Others on the committee were Martha Vandewark and Betty Nash.

Dracros PROTECTED FINEST QUALITY & COMPLETE PROTECTION Better Milk in a Better Bottle MODEL DAIRY Phone 3581

SHEAFFER'S ARMANKO THE FINEST GIFT, as a rule, is costly—but not SHEAFFER'S LIFETIME. The finest pen the world affords is not an expensive gift. And it lasts, and is worn proudly, with the White Dot reminding the recipient of you every day for the rest of his life! FEATHERTOUCH Pen points and FINELINE Pencils make writing a pleasure! Where else can so much be purchased for so little? Matched sets, \$3.95 and up. Pens, \$2.75 and up. Pencils, \$1.00 and up. "Dry-Proof" Desk Sets for home or office, \$5.00 and up.

Parking Program Goes Into Effect Starting Tuesday

Close on the heels of the naming of the men's upperclass committee, Charles Mapes, student body president, announced that the Blue Key parking program would go into effect upon the return of Paul Seaborn next week. Parking violators will be apprehended as soon as Seaborn can set up the machinery of judging and fining all offenders, Mapes announced.

Upperclassmen Function
Wesley Schlager, chairman of the upperclass committee, has instructed his assistants to hand out tickets on Tuesday.

255 Register
Late this afternoon only 255 drivers had registered. Of this number, 91 were underclassmen, 15 members of the University staff, and 140 were upperclassmen.

Regulations
Chief among the regulations attending the year-old program is the provision placed restricting the parking of cars on the campus between the hours of 7 am and 4 pm. Four areas only—between the Mackay Stadium and the old gymnasium, beside the electrical engineering building, behind Mackay Science Hall, and between the gymnasium and the Agriculture Extension building—will be open for parking after the regulations go into effect. Every other area or road on the campus will be open only to moving traffic, except those areas specially set aside for faculty cars.

Rules of the plan are as follows: Upperclassmen will be allowed to park their cars in the space across from the education building and in front of the gymnasium. Underclassmen will be required to park behind the gymnasium. A few faculty members will be allowed in the upperclassmen's lot.

The small spaces behind Mackay Science Hall, and beside the electrical engineering building will be used only by upperclassmen and faculty members. Faculty members only may use the area behind the Agriculture building.

The streets in front of the hospital and Lincoln Hall must be kept open at all times. Students living in the hall may park behind that building.

The line marked on the east side of University Avenue on the campus are for parking only after 4 pm.

A 10-minute parking rule will be put into effect for the area in front of Morrill Hall with the idea that this space will be reserved for visitors to administration offices.

As the drivers who intend to park on the campus were registered Monday and Tuesday, they were given colored stickers which must be prominently displayed on the vehicle. Different colors, each designating that the owner is a member of a particular class, have been used for identification purposes.

Enforce Rules
Members of the men's upperclass committee and members of Blue Key will be in charge of patrolling the campus for violations of the parking ordinance. Violators will be fined one dollar which may be collected from the \$10 general deposit fee, according to the regulations as they were accepted last fall by members of the faculty, University administration and student body.

On the Hill it's "Hello."

RENO, NEVADA
THE RIVERSIDE
NEVADA'S FINEST HOTEL
Arthur V. Allen
Manager

HOTEL GOLDEN
Nevada's Largest and Most Popular Hotel
Recently Remodeled and Refurnished Throughout
Earl W. Harrington, Asst. Mgr.
Gordon A. Davey, Asst. Mgr.

The above hotels are owned and operated by Reno Securities Co.

Aiken Shifts Men To Put Speed in Offensive Line

Frosh Ball Packers Look Fast, Tough In Varsity Tilt

Experiment, which put backfield men into line spots, linemen in the press box and Coach Jim Aiken in a pessimistic frame of mind marked an intersquad game tonight in which frosh backs took the ball through, around and over the varsity.

Drumming up enthusiasm for the great game of football, Coach Aiken gave the varsity candidates the defensive end of the stick throughout most of the afternoon. Frosh Backs Robinett and Eaton looked especially impressive in the workout.

Stressing defensive fundamentals, Aiken put Rube Boyce, one of the fastest men on the varsity squad, into the line at the running guard spot. Boyce teamed with Marion Motley, another speedster, in backing up the defensive line.

"Our running guard is in reality a fifth backfield man, and Boyce's speed makes him especially valuable at that position," Aiken stated. "One of the glaring weaknesses to date, and a contributing factor to some of our poorer showings last year, comes from having a running guard who is too slow to keep ahead of the play. Our backs this year are unusually fast, and the interference must pull out of that guard slot, cut behind the line of scrimmage and bust into the quick opening holes ahead of the ball carrier."

When asked whether Boyce's transfer to the line would precede a series of plays taking advantage of the new ruling which enables a "forward-reverse" to be executed in the secondary with the passer handing the ball forward, Aiken stated that some plans had been formulated, but that the stress will remain on fundamentals for several weeks yet.

Alan Bator, negro center from Weber (Utah) Junior College, reported for practice early in the week, and Hugh Smithwick is back in a suit after a year's absence from the Nevada squad. Smithwick, big and fast, will alternate between guard and tackle for a while, Aiken stated.

In a dress rehearsal last night, Aiken sprinted his backs, with Ray Freeman, halfback from Weber J. C., finishing first. Motley, touted as the fastest back on last year's squad, came in third behind Boyce and Freeman, while John Polish was in fourth place.

Jim Peterson, Sacramento Junior College transfer and former star of the Winters (Calif.) High School line, turned out last night and impressed Aiken with his rugged play.

SKI PROPHETS HIT NEVADA'S CAMPUS

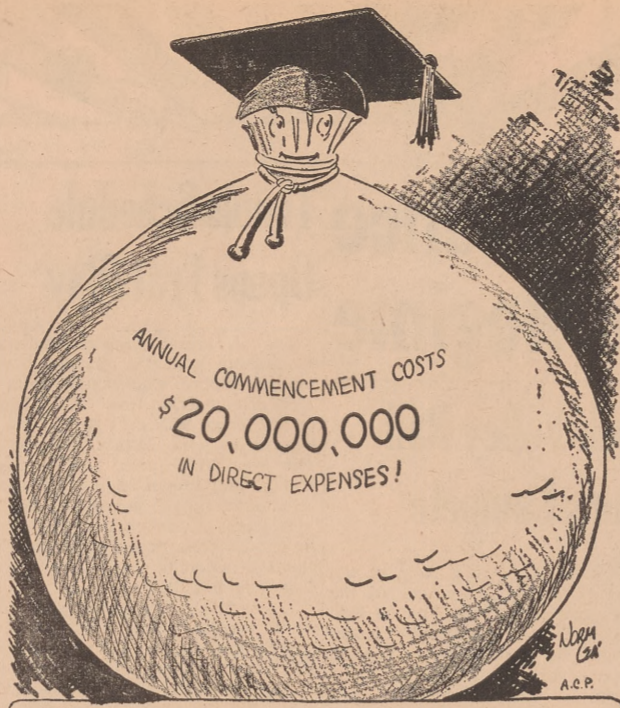
The skier's version of the Hot Stove League, the baseball fan's off-season pastime, with local headquarters in the Waldorf was functioning full steam this week with fraternity skiers and ski fans already placing bets on the far distant interfraternity ski meet.

And don't sneer that the skiing season is too far off to be talked about—it snowed, lightly, but nevertheless, it snowed this morning on Mt. Rose. So there.

But to continue—the bet was three cases of fraternity brew, and the participants were members of Sigma Nu and SAE. The bet was on which of these would win when the campus daredevils cross skis (literally) in February.

Ski enthusiasts from other fraternities were not around at the time that the bet was made, and it is believed that they will not stand idly by without wagering some more brew. Frat men in the know are beginning to have hopes that the thing may develop into a fine binge for the winning fraternity, and with this thought in mind are optimistically looking around with pledge pins in their hands for any freshmen who can ski. More realistic members of frats whose skiers are all of the Waldorf variety are beginning to attempt a combine for purposes of cornering brew with more athletic tongues.

Nobody knows where the thing may end. Thank God we know where this story is going to end.



THE CLASS OF 1941 - 160,000 STRONG - WILL START TO EARN 29 BILLION DOLLARS IN JUNE! EACH GRADUATE WILL EARN APPROXIMATELY \$194,000 BEFORE RETIRING OF OLD AGE IN 1981

Blue Key Dance Is Big Success

The guys and gals strutted their stuff for the first time this semester at the Blue Key Get-together. The dance itself was a huge success and some of the oldsters termed it the best ever.

For the first time in many years the percentage in attendance seemed to favor the boys. That is to say, one could take four steps instead of the usual three before being tagged.

From official figures obtained from the graduate manager's office 394 boys passed through the turnstiles and 270 girls. The gross gate for the affair totaled \$264.50. From the concessions came \$32.05, making a total gate of \$296.55. This made a net profit, after expenses had been paid of \$206.58.

Paul Seaborn, Blue Key president, had as committee members Bob Haulley, John Gabrielli and George Basta.

Aggies Plan Watermelon Bust for September 5

Plans for a "watermelon bust" featured this year's first meeting of the Aggies Club. The affair will be held in the old park at Verdi Friday, Sept. 5. On the committee for the bust are Bill Helphinstine, George Frey and Don Questa. Some of the events planned are softball and cigarette rolling contests.

DIAL 4231
NIGHT 21284

AUTO TOPS
SEAT COVERS
AUTO GLASS

JACK'S AUTO METAL WORKS
J. C. REIFSCHEIDER
Proprietor

24-HOUR
TOW SERVICE

AUTO BODIES
FENDERS
RADIATORS
AUTO PAINTING

412 North Virginia Street
Reno, Nevada

Other plans of the club for this semester include at least two special meetings, to which guest speakers and members of the faculty will be invited. A Homecoming float committee of Noel Willis, Bill Eccles, John Gamble and Hugo Smith was also appointed. The Aggies will have the Homecoming dance this year as usual, and they are making early plans for the affair.

Patronize "Brush" Advertisers.

TELEPHONE 4372 — Res. 21464
LOCKS INSTALLED

Dunseath Key Co.
24 W. DOUGLAS ALLEY
RENO, NEVADA

DOOR CLOSERS
Sold—Installed—Repaired
KEYS, GRINDING, SAW
FILING, SAFE REPAIRING

RED RIVER LUMBER CO.
Building and Construction Materials

500 Evans Avenue Phone 4137

TELEPHONE 3191

NATIONAL COAL CO.
Coal - Wood - Fuel Oil
DISTRIBUTORS OF RAY OIL BURNERS

318 SPOKANE STREET RENO, NEVADA

A COMPLETE STATEWIDE BANKING SERVICE

FIRST NATIONAL BANK OF NEVADA
MAIN OFFICE, RENO

BRANCHES: Reno, Elko, Carson City, Winnemucca, Fallon, Sparks, Tonopah, Yerington, Lake Tahoe, Las Vegas
Member of Federal Reserve System
Member of the Federal Deposit Insurance Corporation

The Sad Lament of Josephus Gopher

Joe Gopher digs no more. He cares not for digging, for he is sad. Interviewed as to the reason for his slipping spirits, he came forth with the following.

"My life here in the Experiment Station in Chemical Laboratory is a lonesome one, but it has not always been so.

"One April morning eight years ago a small round object was given to Mr. M. R. Miller, the head of the department, and placed in a box next to mine. The animal refused to be sociable at first, but under the kind and careful care of Mr. Miller and his staff, the creature began to get friendly and I discovered my new neighbor was none other than Gophorus Agassizi, to become later known as Myrtle the Turtle.

"Myrtle was a marvelous creature. She, or he (sex doubtful), weighed but three-fourths of a pound when she (for the sake of convenience) moved in. According to the lines on her back, she was seven years old.

Myrtle was a fine companion during those eight years, and she set a fine example for any other animal that may inhabit her cage in the future. Myrtle never hit the bottle. In fact, in all her

eight years here she never drank a drop of anything."

Myrtle got her sleep. Not eight hours a day, but five months a year. Myrtle put herself to bed in November and didn't get up 'til the alarm rang in March.

Of course, Myrtle watched her figure. She lived on nothing but fruits and vegetables, and would eat anything in that line. Among her more favorite foods was the dandelion of which it is claimed she ate one hundred and eighty at one sitting.

But the pampered life of the laboratory child was too much for Myrtle. She longed for the desert, the cactus and

the burning sun. And Myrtle, six and one-four pounds heavier, has gone.

ROSS - BURKE COMPANY
Funeral Service
101 W. Fourth Telephone 4154

For Appointments, PHONE 7521
DR. CHRISTIE G. BROWN
OPTOMETRIST
28 E. Second St. Reno, Nev.

Quality Furniture
Rugs - Carpets
Draperies

Suggestions for
Interior Decoration
and Estimates
Without Charge

Flagg Furniture Inc.
339 NORTH VIRGINIA STREET

THE GRAND CAFE

MEALS A LA SUPREME

Evening Dinners . . . Choicest Sandwiches

OPEN DAY AND NITE 33 EAST SECOND ST.

Colombo Cafe

DINE AND DANCE

WITH
OTILIO RIVERA

AND HIS
Rhumba Orchestra

LUNCH—11 to 2 p.m. also DINNER—11 to 2 a.m.

FOR BETTER BUYS

SEE OUR
USED CAR LOTS

ALL MAKES AND MODELS
AT REASONABLE PRICES

HOME OF
DODGE and PLYMOUTH
CARS

O S E N
MOTORS
600 South Virginia

PRINTING

College Printing is a specialized job. Whether it be the "hair-line" color work for a year book, or a small letterhead run for a student . . . college printing is DIFFERENT! It has to be a "class job" and the price must be held down.

We've specialized in this type of college printing for many years. The Artemisia, many programs, fraternity and sorority printing, and hundreds of student affairs have had careful printing at our hands at "sub-normal" prices. Bring your printing problem to us.

RENO PRINTING CO.

George Basta, Campus Representative

Harry Frost, '27, Manager

PHONE
2-2133