

# Bold, Breathtaking Labels Are Attached To Perfumes

For you coeds who are tired of your humdrum scholastics existence, glance at the lofty tales told in the perfume ads and lift your spirits.

"Trifling"—that perfume of "audacious charm . . . charged with expectancy" is purchased (as its name suggests) at a mere pittance, only \$6.50 for 1/2 ounce.

We applied a bit of "April Showers" to the tips of our ears believing all that the ad told us. "Take a generous portion of adventure, spice it with gaiety and laughter, and last . . . add mystery" . . . we then went off to see the Grey Mask out-slug another vegetable-eared local.

**Breathtaking**  
Charberts' "Breathless" will make you feel either ready for romance or like a fish out of water. "Suivez-moi," alias "Follow Me" brought a suggestion to our mind. We put on the scent and trekked across the campus waiting for something to happen.

"Chanel," the most treasured name in perfume, is one of those items that is still raking in the American soldier's money in France and is manufactured in New York.

**Intoxicating**  
Another attempt is "Intoxication" which the advertisement said was "the cool tinkle of glasses, the music on the roof garden, and heady pulse-stirring." We immediately went to the "Side"—no beer.

That scent which calls for a gab session is the fragrance of intrigue, "Secret de Suzanne."

For the pun's sake, we have "Taya" meaning "For You Alone" or "I belong ta ya."

**Litling**  
If you are having trouble with that one term, Shelley, just try that litling fragrance "Sky-lark." The professor will be pleased to see that you are so clever.

Dana puts out an odorous liquid called "20 Carats" guaranteed to make your hair curl.

Here is hint to your olfactory organs, Prudence—"Old Spice," early American in spirit and quality.

**Conversation Aid**  
For those of you that are shy, may we suggest "Essence Conversation." Wear it, and you will soon be climbing the social ladder as the life of the party.

"4711" comes in a box that looks like a front door to a speak-easy. We expect that little door to open at any time and a face appear to say, "you smell."

"Cobra," the Webster dictionary says, is any of several very venomous Asiatic and African snakes which when excited, expand the skin of the neck into a broad hood by a movement of the ribs. This gives us no information; however, because it does not tell what the animal smells like.

## HERE 'N THERE

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plentiful on the campus now. We bet that theater managers are sad to see it come back.

An eastern poll of college men showed bathing suits and strapless evening gowns to be their favorite costumes for women. It's a good thing warm weather is coming.

Confusing not amusing: The differences in time registered by all of the campus place clocks.

Question? What has happened to the supply of folder matches? We're getting tired of packing huge, bulky boxes around with us.

Looking ahead: Spring vacation, need we say more!

Something we'd like to see: Local weather predictions published in the Emerald so we can know

## Telling the Editor

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ers, propose an answer to this enigma.

On our travels with the armed services we were fortunate enough to chance upon a delightful little retreat in southeastern New Mexico. Here, surrounded by the glowing beauty of the desert and covered by azure (and blazing) skies, nestle the Carlsbad Caverns. It is our suggestion that this ample formation (about 150 miles long) be utilized as living space for veterans attending school.

The advantages of this proposition are numerous and easily seen. The caverns are blessed with a constant temperature: 58 degrees F., the year around. Several

thousand bats which also have found a home there would provide a food supply. The bats, incidentally, would not interfere with studying since they leave the caverns every night at 8:30. Then there is the housing problem—but at Carlsbad, with 150 miles of caves, there is no problem. And lastly there is the railroading difficulty. Vets need have no fear of being railroaded into anything at Carlsbad—there are no railroads.

We realize that this proposition, like the Klamath Falls idea, may meet with a limited amount of dissatisfaction from the "leftish" elements. However, there could be no possible interests involved; no student's father would

favor the suggestion, and the whole thing could be decided on a non-partisan basis.

Unfortunately, the undersigned know little of the educational facilities at the caverns, but then nothing is said of this factor in regard to the Klamath Falls proposal either.

Two tools of a pressure group,  
F. Muldoon  
Morris Nagle

The reason Cupid makes so many bad shots is that he is aiming at the heart and looking at the history.  
Tadcen Topics

If you're caught in hot water, be nonchalant—take a bath.  
Uni-Hi Lights

whether or not to take a bandana along.

Happy thought! To hear the robins chirp that "cherries are ripe," but "my thesis is tyred."

# Spring Fashions

Blouses  
Fresh as Spring

Casuals

Vibrant Makeup

A Lovelier You In a New Spring Suit

Better Halves



Sparkling white blouses that fairly shout that spring is here. Many styles to choose from. All sizes, reasonably priced.



Casual shoes for fun and comfort. Just the right accent for spring cottons. Different styles and colors just for you.



A new COTY presentation, "Vibrant Makeup." A novel gift package containing powder, rouge, and lipstick in metal cases. \$2.25 plus the tax.



Skirts for spring weather. Pastels in plain and plaid styles. Pleated, gathered, and plain skirts.



Suits to wear to church, suits to wear to classes. Just the type you want will be found at Gordon's. Colors to match your personality.

## Gordon's

of course . . .