FOCUS YOUR LENS

To serve our readers with the latest and best photographs of college activities, we welcome help from every student, and of course are willing to pay for this assistance.

We want photographs but from the campus. We want unconventional and unusual pictures—the kind that can come only from students.

And we'll pay for every photograph used. Blow the dust off your camera and get busy.

Submit photographs to the Editor.

Radcliffe Rambler—wends its way along the beautiful New England and furnishes an outing as well as profit for its enterprising entrepreneurs. Margaret Fisher, Brookline, Massachusetts, left and Miss Barrows, Cambridge, Massachusetts. A plenty supply of the newest and best books are carried on a specially built motor truck.

(service and Atlantic)

Choose Your Shoes. All ready for the annual shoe rush at the University of Cincinnati, the students belong to the faculty. The six heeling to the upper classes. The paddles may be used as lifeguards and even as such shoes. West holds the familiar "choo" sign to sell and she is about thirty.

(Edward K. Lane)

"Twas a Dark and Stormy Night! Here's a gloomy view of the "Club" of the University of Oklahoma at Norman. The bareback probably isn't enjoying himself at this instant—but, on the other hand, he's probably not enjoying himself at the instant of his young life—so it's hard to tell about such things.

The Smartest Coat of the Season

THE NEW ALLIGATOR AVIATION MODEL

The new Alligator Aviation model breezes into the Fall season with all the freshness of a crisp autumn day. Alligator has gone far beyond prevailing standards of swagger appearance, fine tailoring and distinctive design. The famous Alligator line includes a wide range of models, attractively tailored from Alligator Balloon Cloths, Alligator Silk and Alligator Slicker fabrics. The exquisite Alligator process makes all models absolutely waterproof under the most drenching rain. Alligators are sold at the best stores and all genuine Alligators bear the Alligator label.

THE ALLIGATOR COMPANY, St. Louis