# Unparalleled Duke PRESIDENT FEW Endowment Hailed GUEST SPEAKER OF ROTARY CLUB In Press Decade Ago Civic Organization Observes Duke Bay at Their Annual Lunckoon

ws Service Scrapbook Contains Sensational Headlines Clipped From Nation's Journals Heralding Estab-lishment of \$40,000,000 University

STORY "BROKE" IN CHARLOTTE DECEMBER 8, 1924

Headlines in a scrapbook in the Duke University News Service

Made in Ten Years Since

Indenture of Trust Headlines in a scrapbook in the Duke University News Service world one of the most interesting and succine stories of the cent- ol occasion just ten years ago when James B. Duke, seated at a block at his home in Somerville, N. J., signed the Indenture of Trus hich created Duke university.

medicine created Duke university.

"Brodee" in Charlette
the stury of Mr. Dukes gignated
the s

INSITY IN N. CAROLINA." be three-line sub-bead was:
IX MILJON DOLLARS WILL
MADE AVAILABLE AT ONCE
LAUNCHING DUKE UNILAUNCHING DUKE UNI-

ADDRESS IS BROADCAST OVER LOCAL STATION

# SR OF CHANGE OF POT PITESTERS OF THE CONTINUE OF DESCRIPTION OF DE With Growth Of Decade

DUKE BUILDINGS AND THE MAN WHO MADE THEM POSSIBLE



North Carolina Philosophical Society Formed Saturday at Widgery's Residence Frosh Net Star in Finals, 6-2, 6-1, 6-0

**DUKE STUDENTS TAKE** PART IN LOCAL SHOW

## ORGANIZATION OF WELSH ANNEXES FIRST 'BLUE IMP' PHILOSOPHY MEN PINEHURST TITLE OUT AFTER XMAS

CONCLUDED HERE BEATING COLLINS | Freshman Humor Magazine | Will Publish Trial Issue; Future Is Indefinite

# University Life Was Gay Affair In Early Days Of New Duke

Frequent Shirt-tail Parades, Games With Pitt, Columbia, L. S. U., and Navy, Moonlight Screnades, and Gory Battles Featured Wild Campus Life in Gay Twenties

Putting aside the unal reporterial forms, I shall review some of the colorful history of the Dake and Trinity activities, sampling there and there the spirit mastires in computing, for the most part-since the signing of the Dake Endowment indenture, and allowing the reader to form his or her own contrasts and opinions, which well not be at all difficult.

### GLASSON RESTING WELL FOLLOWING SEVERE ACCIDENT

Graduate Dean on Road to Recovery After Serious Mishap Friday Night

COMING FROM RALEIGH

# Recent Dance Series Is Financial Success

Annual

Pre-Holiday Clearance

> We're Carving Prices

Silk mufflers... Half price All golf hose ... Half pric Neckwear to \$1.50

### THE DUKE CHRONICLE

Subscription			82.	00 per	00	llege	3.08
Entrog	 14			John	L	Moon	rhea
Issue Entrons:							

### THE REAL TRIBUTE

# A STROLL THROUGH DOWNTOWN DURHAM'S CHRISTMAS-LIGHTED STREETS WITH YOUR FEATURIST

### FROM ANOTHER CAMPUS

### OPEN FORUM

ing estimates from printers. That done, we hit get the scheme of getting the financially strong Paul Deering Lecture literary spricties as backers. He was a Hestorian

# Delta Delta Delta Initiates

Honors Grand President

Kappa Kappa Gamma Entertains Pi Phi Officer The Kappa Kappa Gamma ch

# Avoid The



Special Price!

### MALBOURNE SHOPPE

Congratulations 10th Anniversary, DUKE!

Insurance Specialists DURHAM, N. C.

# Duke's Mixture

### AFTER THE BALL

LOOK KOOK KOOK KOOK

Congratulations

DUKE UNIVERSITY

10th ANNIVERSARY

from the

AUTHORIZED DEALERS

BUICK and PONTIAC

-and-

GOODRICH TIRES

TRY

THE A & P

LUNCHEONETTE UP TO THE MINUTE MEALS POPULAR PRICES

The Great Atlantic & Pacific Tea Co.

When Winter Comes Come Here First!

Half Price

### Other Highlights

Shoe trees, \$2.85 All knickers to \$8.50 . . . . 3.95 Melton cloth jackets .... . 2.95 Sweater group to \$4.50 .... 1.95



Savings on Underwear No Bull!

Duke University Haberdashery

Johnson Motor Company EAST MAIN STREET - . . . DURHAM

THEOR WELL AND A SECOND SECOND

### Sports Parade

WORTH LEADS PACK

### Y'SPONSORS TWO **GUEST SPEAKERS**

Sheppard and Derring Cor ing Here Thursday For Two Addresses

### Behind the News

Mark down the date!

Saturday Night, December 15 8:30-Midnight

Gala Opening of DURHAM'S FINEST NIGHT CLUB Offering Attractive Entertainment at Moderate Prices Doug Motley and His Ambassadors Broadcasting from 8:30-9:00 For Reservations Call WDNC, J-1001 COVER CHARGE, \$1

The PALAIS D'OR

HOW COLLEGE GIRLS

Keep their skin above the Passing Mark!

Helena Rubinstein, authority on skins, tutors them when beauty begins to fail. They quickly learn that BLACKHEAD AND OPEN PORE PASTE answers the problems of blackheads, large pores, oily skin. 1.00.

ACNE CREAM makes the grade against "breaking out" skin. Excellent for pimples, "spots", blemishes. Medicated—healing—soothing. 1.00.

HAYWOOD & BOONE



PHOTO TAKEN DURING CONSTRUCTION PERIOD

perclassmen Accept Offer University Shop to Han-dle Class Rings

# CAMPUS STORE NEGRO MALE QUARTET FEATURED IN MUSICALE

### Players' Meeting

A meeting of the Duke Players business staff will be held in the play production lab tomorrow afternoon at 3 o'clock.

**INANITIES** 

### CLASSIFIED AD SECTION

'Red" Bassett, Classified Adv. Mgr

# Collegiate!

Sure—That's what you're looking for—a store that knows the wants of Duke students, and that's the-

THOMAS-QUICKEL CO.

gift boxes of the famous "Hurds" and Entons stationery. Regular 60e items at a special price of 39c. (A nice gift.)

Books For Every Age and Taste

Ash Trays - Book Ends - Diaries - Duke Souvenirs — Leather Goods — Mirrors
Fountain Pens — Desk Sets
Make-up Boxes

Christmas Cards-For Everyone

Come In and Browse

Thomas-Quickel Co.

# OF CHANTICLEER

Launch Four-Point Attack on Yearbook at Forum Meet

CLAIM COST TOO HIGH

### NATIONAL OFFICER WILL ADDRESS TECHS

### "Y" REPRESENTATIVES hurting ATTEND STATE MEET

# CO-ED STUDENTS News Around The World DECRY POLICIES With United Press Service





The Young Men's Shop 126-128 E. Main St.



Even a sword swallower can tell Old Golds are easier on the throat says W. C. Fields

and if a quis I had tomorrow, I should find out

-G. E. HEWETT.

See W. C. FIELDS in "It's a GIFT" . . . a Paramount Picture



# DUKE UNIVERSITY

Just ten years ago today, December 11, 1924, Mr. James B. Duke signed the Duke Endownent, by which Trinity College became Duke University. At that time the co-eds were officially members of Southgate College, and lived in Southgate building, which is now used by the Engineering school. The main section of the campus was where the new group of East Campus buildings now stands.

This new group of buildings on that campus was completed by 1927, and the entire student body continued there until September of 1930, at which time the West Campus was officially opened.

The university has made rapid progress during the past decade, in spite of many obstacles, including one of the most severe depressions in history. We are well established, though the job is not yet complete. We may well look forward to the coming ten years as of unusual importance in the building of the university.

The business groups which serve you in the Union building wish-to congratulate the university upon its tenth birthday. We have watched Duke grow, and we are growing with the university to bigger things.

### THE BARBER SHOP

The Duke University Barber Shop began operation under its present management in August of 1924, just four months before the official establishment of the university. The shop was in the basement of Jarvis building, with two chairs, and in a rather dark room, and continued there until 1920.

For one year, from 1926 to 1927, the shop was in the West Duke building. When the new buildings were completed on that campus in 1927, Mr. W. M. Erwin, manager of the barber shop, moved into the Union building with a modern shop including six barber chairs, giving adequate equipment to serve the entire student body, which was at that time entirely on the East campus.

In 1930, with the completion of the West campus, the shop was moved into the Union building here, leaving the Beauty Shoppe to serve the co-eds on what then became their campus (engineering buildings excented).

The Barber Shop has grown in size, equipment, and service to the students along with the university during these ten years; under Mr. Erwin's management it is now the most modern and sanitary shop in Durham, and serves over 90 per cent of the students, and a number of friends from the outside.

# THE STORE

The Duke University Store was organized in 1927, at the time of moving into the new buildings on the East Campus. Mr. O. G. Sawyer, now purchasing agent for the university, was manager, and the entire shop was then where the Women's college store now is in Brown house.

Brown house.

Before that time there had been several shops, and at times a book shop and store in separate offices; for years a store was kept open in the basement of West Duke building. These smaller shops, however, were not run by the university, but part of the time under management of the athletic association and part of the time under lease to managers not employed by the university.

From its establishment in 1927, the store has had a rapid growth. Mr. Sgewick and the first firs

Since July I, 1933, when Mr. Sawyer took up his present work as Purchasing Agent for the university, Mr. Meredith Moore, class of '33, has been in charge of the Store.

### THE UNIONS

The establishment of the D. U. Unions under this name began under the management of a Mr. Long, of Philadelphia, with the completion of the new buildings on the East Campus in 1927. At this time the men students occupied the main section of the East campus, with the Women's college using Southgate building for their dormitory, in which there was also a dining hall to take care of about 175 girls.

Before this time there had been a small dining hall in Alspaugh house seating about 25, and a cafeteria run by Pete Dorton (now of the Goodie Shoppe) in the building which is now The Ark. However, most of the students were of necessity taken care of by boarding houses on the north side of the campus: Windley's, Brown's, Thompson's, and several others.

In the summer of 1928, Mr. Jim Thompson, who finished his course at Duke in June of that year, succeeded Mr. Long as manager of the Unions. Since that time Mr. Thompson has been in complete charge of the organization, of which the largest section was transferred to the West campus upon its completion in 1930.

The Unions have grown steadily under Mr. Thompson's manage ment, and this year are serving more students than ever before.

# THE LAUNDRY

This service was initiated in 1928 under the management of Messrs, J. H. Judd and W. E. Whitford. The organization, beginning while the whole of the university was yet on the East campus, had its offices in The Ark, opening in this building when it had been remodeled and repainted after the close of the cafteria there. Pete Dorton was now busy with the Goodie Shoppe about three blocks from the campus, and the cafteriar was no longer necessary due to the establishment of the Unions during that year.

From the pointming the sweet, include 3 to 1.

From the beginning the service included both laundry and cleaning, and shoe repair, and the same student representative system now used was introduced, both in the men's dorms, then the main group on the East campus, and in Southgate, which was then used for Women's college students.

At the time of the completion of the new West Campus in 1930, the laundry was transferred into the new Union building on this campus, with Mr. Judi in complete charge of the organization. Mr. Whitford had been transferred to his present position only a few months before.

Mr. Judd, whose managing work has done much to build up the service of the laundry since its establishment, was a member of the class of '24.

# THE BANK

In the fall of 1931 the Citizens National Bank opened its branch on the Duke campus. Mr. Fred Anders, of the Class of '30, became its first teller. Fred had been instrumental in getting the co-operation of Duke University and Mr. M. E. Newsom of the Citizens National for the establishment of the branch.

From its opening in the office it now occupies in the Union basement the bank has been of unusual service to the university community, handling checking, savings, and Christmas club accounts. It also

furnishes travelers', cashiers', and New York Exchange checks, being ready to perform almost any of the normal services which the main office offers. In January of 1934 Mr. Anders was transferred to the Citizens down town office, and Mr. Alexander McLean, the present teller, took change of the branch here. Mae was of the class of '33,

The growth of the branch on the campus has been rapid, with large increases in deposits each year, and more and more students are coming to take advantage of the services which the bank offers.



DUKE UNIVERSITY BARBER SHOP DUKE UNIVERSITY STORE DUKE UNIVERSITY UNIONS DUKE UNIVERSITY LAUNDRY CITIZENS NATIONAL BANK DUKE UNIVERSITY BRANCH



# Duke Court Squad Narrows To Final Week Of D

# WITH THE BLUE DEVILS

### A Natatorial Survey In The Gym

### Durham Realty & Insurance Company

Insurance — Real Estate — Investments

Paid in Capital \$100,000.00

Trust Building DURHAM, N. C

# HOME FOR THE CHRISTMAS HOLIDAY? Will handle your baggage QUICKLY and ECONOMICALLY

UNION PASSENGER STATION Durham, N. C.

RAILWAY **EXPRESS** 

NATION-WIDE RAIL-AIR SERVICE

Past-Frozen
"Blue Ribbon Ice Crea

Durham Ice Cream Company

We Make any Color Block Ice Cream for Fraternity and Sorority Banquets

PHONE: Dial L-963 MAIN AT DUKE

FANCY ICES Made With Pure Cream BLOCK CREAM

RIDE THE BUSSES Durham Public Service Company

### BOXERS POLISH FOR FIRST BOUT: YEARLINGS GOOD

MENTION THE CHRONICLE WHEN SHOPPING WITH ADVERTISERS

TOMORROW

(Wednesday, Dec. 12) Quadrangle

Leslie Howard

"THE LADY IS WILLING"

### BLUE DEVIL VARSITY MONOGRAM WINNERS AWARDED SWEATERS

**CHRISTMAS CARDS NOW!** 

CHRISTMAS CARDS
are a genuine
expression of the
Christmas spirit of
friendship and good
will. Remember your old
riends with them — use

DIAL

F-0821

CHRISTIAN

PRINTING

COMPANY

# Cameron Releases Duke 1934-35 Basketball Card Pro Football Attracting Class Of College Stars

Records of National League Studded With Names of Former Undergraduate Idols; Beattle Feathers Shines as Freshman in Big Circuit

EARLE WENTZ VOTED

### GRAPPLING BOUT PUGILISTS OPEN IS RE-SCHEDULED I-M GLOVE TILTS

Student Wrestling Postponed and Basketball Schedule Is Rearranged Ardolino, Little, and Pickard Head Impressive Field in Annual Tilts

### VARSITY WHETS VETERAN OF COURT **QUICK OFFENSE**

FOR TRIP SOUTH Two Quints Will Make Flor-ida Jaunt Next Week; May Play Five Games

MOST VALUABLE MAN

# Carolina Theatre

THURSDAY and FRIDAY DECEMBER 13 and 14

DURHAM AMERICAN LEGION POST NO. 7

THE SMARTEST OF MUSICAL COMEDIES

### 'The Talk of the Town'

Catchy Tunes, Peppy Dances, Solos, Duets, and Dancing Ensembles

BENEFIT AMERICAN LEGION CHARITY FUND

Seats Now Selling at The Carolina Box Office Lower Floor-\$1.00 and \$.75 Balcony \$1.00, \$.75, and \$.50

# Auto Supplies

### AT MONEY-SAVING PRICES

HOT WATER HEATERS \$6.95	
ANTI-FREEZE \$1.15	
MANIFOLD HEATERS \$1.98	
DEFROSTERS 48c up	
CHAINS—all sizes\$2.69 up	

# Myers-Glenn, Inc.

Chapel Hill Street Opposite Washington Duke



# Congratulations ... DUKE

Christmas is approaching fast, and we know that every Duke woman will want her hair beautiful before going home. Come in and visit us; we guarantee satisfaction.

Permanent Wave Studio

Lobby, Snow Building

on Your 10th Anniversary! As you already know, this shop particularly lesires the trade of the Duke women.

**OPENS SATURDAY** 

### Advice To Lovelorn; The Pinning-Up Art

be program which was closed with be group's singing "Silent Night," MENTION THE CHRONICLE WHEN SHOPPING WITH ADVERTISERS

More Than Six Years of SERVING A NEED

- has made QUADRANGLE **PICTURES** AN INSTITUTION WITHIN AN INSTITUTION

**DURHAM BOOK &** 

STATIONERY CO.

MANY PARTICIPATE IN SQUIRES' STORY USED CAROL SINGING UNDER IN LATEST ANTHOLOGY





"THAT'S GRATITUDE"

## Fashion Notes







NEW NIGHT CLUB Best Blocker Title Won By Snyder; Ward Second

### M'DAVID DISCUSSES POEM BY WM. MORRIS

Kleig Eyes

KING AND RAMSAY

NOW BEING EXHIBITED

HOME INSURANCE AGENCY, Inc.

2121/2 North Corcoran Street

DURHAM, N. C.

Xmas Suggestions Whether it's Gifts or Personal Needs

PRITCHARD-BRIGHT COMPANY

A Step Ahead—Tomorrow's Style Today

Washington Duke Hotel

