

living. The girl, who possesses more delicate fibers of physical and moral makeup than the boy, will be a ready subject for this new discovery. This panacea will embody the principles of courage, self sacrifice and rugged endeavor plus action combined with sportsmanship qualities which we are happy to believe obtain in boys competitive interscholastic athletics.

While educators and parents are constantly striving for the betterment of youth, certain commercial concerns are endeavoring to sell their products at the expense of the health of our youngsters.

The highest crime against our plastic American youth today is the nefarious practice of such advertising lines as these - (it's toasted" -- "doesn't cut my wind" -- "not a cough in a carload", etc. These rank misrepresentations and exaggerations are accompanied by a picture of some of our national professional or amateur athletic stars. No coach or athlete who has the interest of the American boy at heart will ever sell out to the American Tobacco Trust for "thirty pieces of silver." It is the acme of all arch betrayals.

There will never be a General Grant cigar. The tobacco interests know full well the toll of life that has been taken and they much prefer to have a picture of a young American school girl or the