



THE CHEF TURNS MEDICO!

and righty so—for in the spring a good chef's fancy rightly turns to thoughts of tonics.

Spring tonics! What crimes have been committed in thy name—all the way from nasty bitters to sulphur and molasses.

But today there's a NEW DEAL in spring tonics. Have you tried it—the new delicious rebuilding spring tonic—Buttermilk!

There are those who build their lunch around it. No matter what else—but buttermilk for sure!

Then there are those who have discontinued all sorts of expensive juices and are having this new frugal spring tonic in fancy little glasses at breakfast time!

And we've heard of real he-men who drink it right out of the bottle—before breakfast! They say it dispels "the morning after" and makes you forget "the night before"!

Try Buttermilk this spring. It's nature's own spring tonic. You'll be surprised how goodnatured it makes you in the mornings!

Ohio Valley Dairy Council

Off the Record

FORTUNE
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Dear Mr. Strauss:

In Mr. Luce's absence I am replying to your letter of the 24th. FORTUNE will be delighted to have the Cincinnati use it as a pattern for its Feature Section, and greatly appreciates your kind words regarding the magazine.

Very truly yours,

E. D. Jackson
E. D. Jackson
Assistant to the President.

Mr. Victor Strauss
The Cincinnati of 1934
University of Cincinnati
Cincinnati, Ohio

Black Wednesday

Politics, as you may know, plays a very unimportant part in the life of the students of Cincinnati. Once, or twice, a year, however, enough excitement is aroused about the impending elections to make fraternities—and sororities—drop bonds and ally with one another to elect their chosen people—and to promptly forget whom they have elected two days after the polling. It has always been a rather drab affair patterned faintly after the actions of the political parties out in the cold world. This year, however, a ray of sunshine broke the monotony.

The campus politicians have always been divided into two schools—the Red and the White tickets. This year a new star appeared on the horizon. The independent students joined together, became no longer independent, and took as their name the last half of the Red Ticket's cognomen—**Independent**. Neither of the two tickets took the newly formed party as a serious threat, but continued to carry on much the same sort of campaign as they always had. Early in the year the