



**A**N example of the kind of advertising the overcrowded colleges ought to do is given by that accomplished word, foot and feature artist, Charlie Chaplin, who is quoted in the paper as saying:

From what they've said about Hollywood, one would imagine that it was filled with hop joints, wild women and all that sort of thing. I wish it were. It's the deadest, dullest hole in the world. I only stay out here because I can make my pictures outdoors. If I made my pictures in a studio I could make them just as easily and as cheaply in New York.

That is the way to talk of *E. S. M.*