

'Campustown' Is New Name Of South Side

"Campustown" is the new name for the South Side business section. A contest, conducted recently by the merchants of the Fourth ward, resulted in the selection of this name for the Lincoln way business street.

Ford K. Edwards, freshman electrical engineering student, and John N. Thurber, enrolled in Ames high school and a son of Prof. J. M. Thurber of the English department, both suggested the winning name. The prize of \$25 offered by the merchants will be split by these two men.

The the "Campustown" merchants have been in business for years along Lincoln way, no suitable name had ever come into general use by which to designate this part of the business district. "Campustown," it was felt, will not only be an appropriate name but it will be distinctive of the business section bordering the south side of the campus.