

Write Letters,
Win Smoke—
See Page 2

The Sou'wester

Southwestern at Memphis

Write Letters,
Win Smoke—
See Page 2

31st Year

MEMPHIS, TENN., NOVEMBER 10, 1949

Vol. 31, No. 7

Campus Maid Contest To Be Held Monday

Entry Deadline Is This Saturday
WILL BE IN HARDIE

Four More Beauties Enter During Week

The contest for the selection of a campus Maid of Cotton will be held in Hardie Auditorium this Monday, November 14. The process of selection will begin at 7 o'clock that evening. Admission will be 40 cents. The contest is sponsored by *The Sou'wester*.

The contestants will be judged for the same qualifications that are looked for by the board of judges in the national contest. These are the personality and the beauty that will fit a girl to appear before the public as goodwill ambassador for King Cotton.

Contestants To Talk

The girls will appear in a street dress and then in an evening dress. No bathing suit appearances will be made. Each contestant will make a talk, of less than three minutes, telling why she thinks she would make a good Maid of Cotton.

Entries will be accepted 'til noon Saturday. There is no entry fee for the contestant or her sponsoring organization. Girls may enter without an official sponsor, but no group may put up more than two contestants as their official representatives.

Four New Entries

Four new entries in the contest are announced this week. They are Jackie Roland, Patty Smith, Nancy Wilson and Betty Tatum.

Jackie Roland, a member of Kappa Delta sorority, has interests ranging from the fine arts to athletics. She is a voice major and hopes to go into the concert field after graduation. Jackie has also had several years lessons in the piano. She is interested in painting, sculpture, and drawing. For her sorority she has been a star basketball player.

Has Been Model

Patty Smith is sponsored by Sigma Nu fraternity. She holds an office in her sorority, A.O.P.I. She was recently elected Homecoming Queen by the student body; last year she was a football princess. She has worked as a model for Frances Ross Shops this past year.

Nancy Wilson represents Chi O sorority. At Southwestern she has become a member of YWCA. At Randolph-Macon, from which she transferred this year, she belonged to the dramatic society, was advertising manager for the school paper, and belonged to Omega, corresponding to Pi or STAB at Southwestern. She wants to be a model professionally, and has made a start in this field by modelling for Goldsmith's summer before last.

Transfer Enters

Alpha Tau Omega has put up its entry in the Maid of Cotton Contest, Miss Betty Tatum, a Junior at Southwestern from Union City, Tennessee. Betty, or "Tootie," as she is better known, is a transfer from Judson College in Marion, Alabama.

While in school at Judson, Betty was chosen to appear in the beauty section of the college yearbook. She was also a member of the choir and active in many other phases of campus life. At Southwestern Betty is a Sociology major, and a member of the Southwestern Singers.

Enter 'Til Saturday

Marilyn Green, Chi O, was entered last week. Entries will be accepted up to noon Saturday.

The national contest will take place early in January here in Memphis. Entrants from Southwestern will not be restricted to the representative sponsored by *The Sou'wester*, but this title should be helpful to the winner.

KD's All Sing For Greeks Is Nov. 18

Members Selling Tickets To All—Even Participants

The big night for the KD All Sing will be November 18, beginning at 7:30.

Melodious notes can be heard rising from each fraternity and sorority house in preparation for the All Sing. Last Monday, the sororities and fraternities drew for their place on the program.

Tickets are being sold by all Kappa Delta members. Those who are participating in the All Sing must have tickets.

Proceeds To Charity

Proceeds from the All Sing will go into the KD Philanthropic Fund for the adoption of a European war orphan. Part of the profit will be given to the Crippled Children's Hospital.

In each group there can not be less than 15 or more than 20 participants. A group must sing two songs. There can be no solo of a whole number but there can be a solo within a song. There can be no outside direction and no director on the stage. A group cannot wear costumes or use any props.

The board of judges will consist of four members. They will judge on the interpretation, intonation, pitch, and diction of each song.

New Members Of Council Installed

Honor Group Discusses Revised Constitution

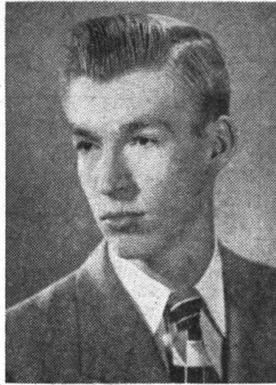
Three new members of Southwestern's Honor Council were installed at the Council's regular monthly meeting last Wednesday.

The recently elected members are Mary Woods, who fills Selva Roark's place as Sophomore delegate; Bob Crumby, Freshman delegate; and Mary Myers, Freshman delegate. Selva Roark's place was left open when she transferred to Memphis State this fall.

Some time was spent in the meeting discussing the new Honor Council Constitution, which went into effect at the opening of this college year. It was announced that one of the requirements of the new Constitution had been fulfilled when cards explaining the Honor System were posted in all the classrooms at Southwestern last week.

Roll, Lynx Cats—Here Is New Fight Song

Roll, Roll, Roll, Roll, Lynx Cats, Roll on.
Fight, Fight, Fight 'Till Victory is won.
Our team will stand; Let's give a hand.
Cheer on ev'ry man, RAH! RAH! RAH!
L - Y - N - X -, Lynx Cats, Roll on.
Vict'ry is our goal . . .
Come on and Fight-Fight-For Southwestern
Roll, Team, ROLL!



Jimmy Cobb

Players' President Is Bob Edington

Fifty-two Students Are Members Of Group

Fifty-two students now are members of the Southwestern Players. At a recent meeting, the club elected these officers:

President, Bob Edington; Vice President, Ann Brown; Secretary, Walter Lazenby.

Two members (Ann Brown and Bob Edington) are also members of Alpha Psi Omega, the national dramatic fraternity. By the end of the semester, at least a dozen others will probably have earned sufficient points by participation in campus dramatic activities to be initiated into the society.

Social Meeting

As the next meeting falls on December 1, the day after *Lost Horizon* opens, it was decided to make this meeting a social affair complete with refreshments. The main feature of this meeting will be a discussion and criticism of the previous night's performance.

It was voted to form a theatre party of Players' members to attend the December 16 performance of *A Streetcar Named Desire* at the Auditorium.

Plans are also being made to convert part of the speech office into a Players' reading room where such drama publications as *Theater Arts*, *Variety*, *Theatre Time*, *Dramatics*, and others will always be available for members' use.

'Prometheus Bound' To Be Read By Players

The special series of readings of selected classics for the 'Man' class will be continued this Tuesday, November 15, at 2:30 p.m. with the reading of Aeschylus' tragedy, *Prometheus Bound*. The public is invited to attend the performance.

Members of the Southwestern Players and Alpha Psi Omega will take part in this performance. They are:

Bill Rawlins—Prometheus; Bob Craven—Force; Henry Freund—Hephestus; Ann Brown—Io; John Lovelady—Hermes; Charles Clifton—Oceanus; Vivienne Chilton—Chorus Leader.

Jimmy Cobb Wins Song Contest

Winner of the pep song contest sponsored by SABA and the Student Council is Jimmy Cobb, a Senior at Southwestern from Philadelphia, Mississippi. Jimmy is a voice major, and has been active in many things on the campus. He is vice president of ATO, soloist with the Southwestern Singers, a member of the Ministerial Club, a former cheer leader, member of SABA for three years, and a columnist for *The Sou'wester*. As winner of the contest, he was presented this morning in chapel with a silver plaque by Jud Williford, vice president of the student body. The pep song will be played by the band and sung by the student body at the game with Centre College Saturday at Hodges Field.

Symphony Plans Concert Program

The Southwestern Symphony Orchestra has been concentrating for the past few weeks on the program for its first concert of the year. The date is set for November 22 at 8:15 in Hardie Auditorium.

Last year's successful concert aroused new interest in the symphony, which promises even better and more programs this season. For the first concert the program reads as follows:

Overture to the Opera "Der Freischutz"—Weber. "Piano Concerto in C No. 1," First Movement—Beethoven, Bedford Watkins, Pianist.

Aria, "Let the Bright Seraphim" from Sampson—Handel, Reba Mostellar, Soprano, Dhane Basen, Trumpet obligato.

"Elegy"—Tuthill. "Piano Concerto in A minor," First Movement—Schumann, Dorothy Steindorff, Pianist.

"L'Arlesienne Suite" No. 1—Bizet. For this number the full orchestra is used including the Harp played by May Mount and the Alto Saxophone played by John Vance.

Roll, Roll, Lynx Cats, Roll on your way;
Red and Black means vict'ry today.
Fight 'till we win . . . vict'ry again
Lynx Cats won't give in, RAH!
RAH! RAH!
L - Y - N - X -, Lynx Cats, Roll on
Vict'ry is our goal . . .
Come on and Win-Win-For Southwestern
Roll, Team, ROLL!

Hill Names Staff For 'Lost Horizon'

Brown Stage Manager, Assistant Director

The following persons or groups have been announced by Professor Hill as belonging to the production staff for the coming presentation of Hilton's *Lost Horizon*:

Stage Manager and Assistant to the Director: Ann Brown; Business and Publicity Director: Bob Starr; Bookholder: Betty Grace Oller; Publicity Committee: Roscoe Field, Carolyn Kennedy, Carol Heyer, and John Lovelady; Property Crew: Iolis Robbins, Suzanne Stillinger, Martha McClannahan; Building and Paint Crew: Mary Louise Barton, Norma Keisling, Robert Barrows, Ken Forbes, Henry Freund, Carolyn Kennedy, John Lovelady, Carol Heyer, John Van den Bosch, Buford Young, Jim Lapsley, Iolis Robbins, Robert Bennett.

Costume Crew: Betty Sue Wilcox, Nancy Hamilton, Betty Wade. Make-up Crew: Nancy Schroeder, Vivian Rogers, Vivienne Chilton. This play will be presented in Hardie Auditorium on the evenings of November 30 and December 1 and 2.

Completed Cast For 'Horizon' Given

Prof. R. P. Strickler of the Greek department will be president of the new organization.

Dinner Meeting

Following the installation service December 5 will be a dinner meeting for the Memphis Alumni Chapter and for the newly created Gamma of Tennessee Chapter, to be given in Neely Hall. Dr. White will address the group.

At the time when Southwestern was making a bid for acceptance into the organization, a comprehensive report on the many phases of the college was submitted. It consisted of about 130 typewritten pages and ten pounds of exhibits, consisting of printed material and publications. A member of the Committee on Qualifications personally examined all phases of the operations of the college and submitted a report which formed the basis for the final action of the Council.

Experiences In Europe

Mary Ann Ramsey described her adventures in Europe during her stay there last summer to the History Club at its first meeting of the year.

Campus IRC Host To AUC Forum Tonight

Phi Beta Kappa To Be Installed December 5

Strickler To Head Campus Chapter Of Honor Society

Installation of Southwestern's chapter of Phi Beta Kappa, highest ranking honorary scholastic fraternity, will take place on December 5, the fraternity's Founders' Day. Dr. Goodrich C. White, president of Emory University in Atlanta, will install the chapter. He will represent Dr. Guy Stanton, president of the United Chapters of Phi Beta Kappa, who will not be able to attend.

Applied In 1948

Application for membership was made by the college in February, 1948. Entrance is granted to those colleges which have not only the highest academic standards, but also the greatest efficiency and integrity in all phases of operation, particularly in finances.

Dr. Diehl points out that Southwestern would probably have been chosen some years ago except for the fact that, on account of the war, the Council had not met for the purpose of granting chapters since 1941.

Charter To Faculty

The constitution of Phi Beta Kappa requires that the charter for new chapters be granted not to the college, but to those members of the faculty who wear the coveted key. Professors who have this honor are: President Peyton Nalle Rhodes, David M. Amacker, (professor of political science, now on leave of absence), H. J. Bassett (professor emeritus of Latin), V. P. Davis, Dean A. T. Johnson, T. M. Lowry, Miss Laura Robinson, Gordon D. Southard, R. P. Strickler, R. B. Vowles, J. L. A. Webb, and B. A. Wooten.

Professor R. P. Strickler of the Greek department will be president of the new organization.

Following the installation service December 5 will be a dinner meeting for the Memphis Alumni Chapter and for the newly created Gamma of Tennessee Chapter, to be given in Neely Hall. Dr. White will address the group.

At the time when Southwestern was making a bid for acceptance into the organization, a comprehensive report on the many phases of the college was submitted. It consisted of about 130 typewritten pages and ten pounds of exhibits, consisting of printed material and publications. A member of the Committee on Qualifications personally examined all phases of the operations of the college and submitted a report which formed the basis for the final action of the Council.

Atlantic Union To Be Topic

BRANDON TO SPEAK

College Club Host To Memphis Committee

The problems of Atlantic Union will be discussed tonight at 8 o'clock in Hardie Auditorium with Southwestern International Relations Club plays host to the Memphis Atlantic Union Committee's monthly forum.

The meeting will be open to the public, and all Southwestern students are cordially invited to attend.

Denby Brandon, president of the student body and a member of both the IRC and the AUC, will open the session with a talk on "A Student Looks At Atlantic Union."

Following Brandon's talk, there will be an open discussion led by Brandon and four other members of the Memphis AUC: Miss Eleanor Bosworth, History Instructor at Southwestern; Irvine (Dusty) Anderson, a Southwestern student; Dr. William M. Lovejoy; and Mr. Fred Bauer, Jr., Sec.-Treas. of Bauer's Inc.

"Atlantic Union," says Brandon, "is a plan for a federal union of the nations who sponsored the North Atlantic Treaty. It has been widely discussed in the United States, and lists many prominent men as supporters."

Schools Answer Forum Invitations

Proposal To Make Meet Interracial Declined

To the approximately 350 invitations sent out by the Intercollegiate Forum committee, only about a hundred schools have answered as yet. The reason for this relatively small number of answers is that a considerable length of time is often necessary for records to be cleared.

At the present time the Forum is sending to the different schools a list of topics. Each school ranks in order of importance the subjects which it most desires to discuss. The topic receiving the highest number of votes will be highlighted by a prominent speaker, who will be brought in to discuss it.

A petition unanimously carried by the student council requesting that this year's Forum be interracial on the grounds that the purpose of the group is to foster unity of thought and aims among all students of higher education, was unanimously declined by Southwestern's Executive Committee, the governing body of the college. No grounds were given.

Debaters Name Rawlins President For Year

To Debate on Socialized Medicine At Millsaps

The following officers were elected by the debate club at the November 1 meeting:

Bill Rawlins, president; Gerald Pierce, vice president; Leo Fisher, secretary.

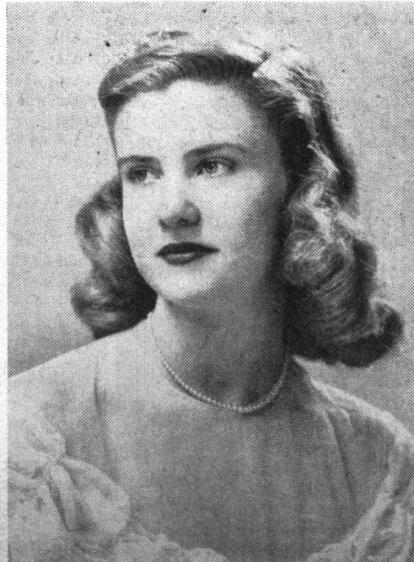
The invitation to participate in a debate tournament December 9 and 10 at Millsaps College in Jackson, Mississippi was read. The invitation suggested using socialized medicine as the topic to discuss replacing the topic of nationalization of basic industries.

The members voted unanimously to agree to this change of topic.

Three More Beauties For Sou'wester Maid Of Cotton Contest



Patty Smith



Nancy Wilson



Jackie Roland

THE THREE BEAUTIES at the left are the latest entries in the campus Maid of Cotton Contest sponsored by THE SOUTHWESTER to be held Monday at 7 o'clock in Hardie Auditorium. Miss Betty Tatum also entered this week, but her picture was not available as the paper goes to press.

It is not too late to enter the contest. The deadline is Saturday.

The Sou'wester

MEMPHIS, TENNESSEE



ESTABLISHED 1919
PUBLISHED WEEKLY
By The
STUDENTS OF SOUTHWESTERN
Memphis, Tenn.

Entered as second-class matter at the post office in Memphis, Tenn., under the act of March 3, 1878.

Subscription Rate: \$1.50 per semester or \$2.25 per school year. Published weekly except during vacations and examination periods.

REPRESENTED FOR NATIONAL ADVERTISING BY
National Advertising Service, Inc.
College Publishers Representative
420 MADISON AVE. NEW YORK, N. Y.
CHICAGO · BOSTON · LOS ANGELES · SAN FRANCISCO

OFFICE TELEPHONE7-3278
HAROLD L. NANCE.....EDITOR
Trailer B-8 Telephone 4-9444

LOUISE OSBORN.....MANAGING EDITOR
Voorhies Hall Telephone 36-9396

WILLIAM A. RAWLINS.....BUSINESS MANAGER
684 White Station Rd. Telephone 4-2115

Bob Starr.....Copy Editor
Bill Boyce.....Sports Editor
Nancy Hill.....Society Editor
REPORTERS.....Vivienne Chilton, Bob Craven, Jimmy Cobb, Bob Matthews, Russell Bruce, Mary Frances Reese, Eldon Roark, Jeanne Roberts, Carol June Williams, Joan Smith, Sarah Cheshire, Bobbie Rhodes, Emily Jefferson, Ben Shawhan, Sue Carrell,
Nancy Carrell, Vivienne Rogers, Joan Stewart, Irvine 'Dusty' Anderson, Roseco Field, Don Ramier,
CIRCULATION STAFF.....Sancy Hamilton, Rita Cunningham, Sue Pingree,
COPY STAFF.....Ann Walker, Christine Austin, Rita Cunningham, Jimmie Dee Watson, Peggy Pence,
PHOTOGRAPHERS.....Jimmy Springfield, Bill Brasleton, Virginia Ozier, Staff Artist Berta Radford, Secretary



Still Stands The Humble Edifice

Basketball season rapidly approaches and the temporary gymnasium, "Old Eyesore Field House," still stands. Plans for a new gymnasium have been in existence for some time. Finances, it is reported, prevent beginning of the new building.

Last winter, THE SOUTHWESTER proposed a student drive to raise money for the new gymnasium. Soon after the proposal was made, a Memphian, not a student, contributed \$25 to start the fund. To date, the fund consists of \$25.

Many people who visit the campus for the first time enter by the drive that comes by the gym. We have been in the car with people who look to the right, see Neely Hall and the Science Building and remark on the beauty of the college. They then turn to the left, see "Old Eyesore," and say, "It's a shame the college has no control over its neighbors. That building ruins the beauty of the campus." It is hard to have to say, "That is the campus."

If memory serves us right, it was Dr. Rhodes that announced in Chapel one morning, "Please do not smoke in Fargason Field House. It isn't that we mind if the place burns down, but someone might get hurt in the rush to fan the flames." It seems that we all feel the same way about the structure. Isn't there anything we can do?

Use Scotch Tape—Tacks Hurt

The doors to Neely Hall and White Hall look like a gun battle was fought in front of them. They are full of holes, the wood is splintered, and the varnish cracked. Thumb tacks instead of bullets did the damage however.

Posters and notices should be fastened on doors with scotch tape instead of thumb tacks. We have a beautiful set of buildings on the campus (ignoring the "G. I. Gothic" temporary structures) and there is no sense in ruining the doors to these buildings.

Try Harder; We Can Be Found

Several persons have voiced the complaint that the editors are too hard to find. Here is how to get in touch with us. (Of course, those that are too blind to have found out before probably will not see this, but here goes anyhow.)

- 1) Come by the office, in the basement of Neely Hall, between 2 and 4 o'clock Monday, Wednesday, Friday, or Saturday afternoon.
- 2) If no one is in the office, drop a note through the slot, plainly marked, in the door.
- 3) Leave a note on the wireless outside Chapel.
- 4) Leave a note in the mail box in the registrar's office.
- 5) Call one of the telephone numbers listed with the staff members at the top of this column.



"One pint of fluid and check the flat."

Advisor Lists Out; Get Acquainted

The faculty advisor list has gone out to the faculty members and each student is urged to become acquainted with his advisor.

Freshmen are especially urged to see their advisors if they need help in mapping out their major fields or if they are having any difficulties with their progress in class work here at Southwestern.

Our READERS Say

"What do you think of the new system of eight weeks pledging as compared with the old semester system?"

Jim Wood, Pi Kappa Alpha: The eight weeks pledging system is a tremendous improvement over the one that was in operation for the past two and a half years. It is a compromise between immediate pledging upon entry into college and pledging at the end of a full semester.

The former system is one that does not permit the new students to become well acquainted with fraternity and sorority students while the latter allows the Freshman to forget some of the rush parties which are extended over a long period of time. Since these rush parties are the only opportunities the new students have of learning about the Greek organizations, it is an advantage to both new students and the organizations not to have to wait a semester.

MARY CLAY FARR, Chi Omega: I am very much in favor of eight weeks rushing. It eliminates a great deal of tension created between Freshmen and fraternity and sorority members. Also, semester pledging interferes with studying for exams.

The sooner the Freshman can settle down and relax, by sorority requirement, study in earnest, a better harmony will be created. I think it is a good idea to have rushing as soon and as conveniently as possible. Eight weeks rushing seems to be the ideal time.

JOHN M. SPRINGFIELD, Sigma Nu: It seems to me that eight weeks rushing is the best system that has been tried at Southwestern. It allows both the Greek organizations and the new students sufficient time to observe each other. It has a decided advantage over semester rushing in that it does not conflict with exams which inevitably show up that time of year. The absence of the over-abundance of unenforced rules last year seems to me a bit more sensible. I think the Pan-Hellenic Council should be commended for its realization of the problem and its effort to make the needed changes.

THELMA NICHOLS, Kappa Delta: I prefer the eight weeks rush because it gives the new students the feeling of belonging and makes them feel a part of the social life sooner. To me the most important part of a student's college career is his Freshman year, and he or she should be given an opportunity to show his talents as soon as possible. As to the advantage to the Greek organization, eight week rushing gives the organization longer to develop and train its pledge.

TOM BELL, Kappa Sigma: I was a member of the Pan-Hellenic council last year that requested eight weeks rushing. The merits of this system had been discussed at great length, and the factors in favor of eight weeks rushing greatly overbalanced those of the semester system. First, eight week rushing gives the pledge a longer period for training before initiation. Second, it takes the strain off both the Freshmen and upperclassmen around semester-exam time. Third, it gives the Freshman the help of his brothers when exam time does roll around. This year eight weeks rushing is in the experimental stage. There are some problems to be worked out, but I am confident that the fraternities, sororities, the Pan councils, and the administration will solve these problems to the best of their ability.

PATTY SMITH, Alpha Omicron Pi: I favor eight weeks rushing. One advantage it has is that the period of fright and concern is not so close to the semester exams. The student is not so burdened with studies this time of the year as he is later on. Another advantage is that it gives the new pledges an adequate opportunity to enter into the extra-curricular activities of the group he pledges, such as intramural sports and parties.

Upstairs In Palmer



By HELMINTH
The Bookworm

I was crawling over the shelves the other day in search of some diverting reading for a rainy afternoon when I discovered an unusually interesting book which has been added to the Library shelves recently.

History of World Art by Edward M. Upjohn, Paul S. Wingert, and Jane Mahler, has as its purpose the interpretation of the arts "in terms of their historic backgrounds." I believe that the intention and actual achievement became one form.

For those individuals who prefer to acquire their knowledge visually, thereby saving a certain amount of wear and tear on the brain cells, the illustrations are grouped together in a separate section. This section provides in itself a graphic record of the arts.

Text Follows

But for those who like a bit of solid reading matter to go along with their pictures, there follows a section of text, which makes easy and pleasant reading.

For those who are interested in architectural history, the book offers a complete factual exposition of architecture, covering Egyptian, Assyrian, Persian, Greek, Gothic, and Renaissance architecture quite thoroughly.

Now I know all the Man students will make a rapid dash for the book, for they are now informed as to the importance of such things, but I also hope that some of the less fortunate students who are doomed to lead a life sans Man Course, will realize what they are missing and take the opportunity offered by this book to acquaint themselves with art history.

Anthology Of Art

While we're on the subject, there are two more books in the art section which should not go unnoticed. Milestones of American Painting in our Country by Frederick S. Wight is an anthology of American art. While it still leaves something to be desired in its completeness and treatment, many reviewers consider it the best American Anthology of art produced.

Lavish Illustrations

For those who tolerate, or perhaps even admire, modern art, Painting and Sculpture in the Museum of Modern Art, should prove of interest. The chief emphasis of this volume is upon its lavish illustrations: nearly 400 works of art are reproduced, many of them in full page, and most of the cuts are of very high quality. This book is of value for reference as well as pleasant reading.

There are many more fascinating art books in the 700 section, including both anthologies and editions devoted to single artists. Many pleasant hours can be whiled away just browsing through the Library's collection. If you have not yet tapped this source of pleasure, you're missing something, believe me.

Now this sounds like so much double talk. If his verses are unintelligible, would someone please explain how they can be dangerous? Frankly, I have no sympathy with Pound or the Cantos, but as a matter of fact, the men who made the award to Pound (T. S. Eliot, Allen Tate and others) seem to make little more sense in their writings (with exceptions, of course) than Pound himself. Of course, it could be that they have all teamed up together and plan to overthrow the country, and all of their "unintelligibility" is some sort of code which tells the Russians about the atomic bomb.

But anyway the Nine Muses have been getting it from all sides. Wagnerian soprano Kirsten Flagstad can't sing in the San Francisco War Memorial Opera House "because of the controversial character of her public appearances elsewhere in the United States." Paul Robeson probably can't sing anywhere. Pianist Walter Gieseking had to go back to Europe.

Now of these people's actual political views I know nothing. But there seems to be a paradox in the people who criticize the loudest. A few years ago, they were bemoaning the fact that the arts counted for so little in America. And now, they quiver in their boots because the arts are so powerful—powerful enough to ruin our country.

I have a feeling that these people can see nothing in the arts or artists that is subversive. What they do see is something they can't understand. So it must be subversive.

The OLD TIMER Says

By VIVIENNE CHILTON
FIVE YEARS AGO

The Christian Campus Mission will open at 7 o'clock on November 20, with a faculty meeting and an address by a Southwestern alumnus, the Reverend Warner Hall. The primary purpose of the mission is to lead students into a knowledge of the realization of the purpose of religion in vocation, not only of full time Christian service, but of any task in which people are concerned.

Reverend Hall's subject will be "Religion As An Integrating Force in Education."

TEN YEARS AGO

Professor Ralph C. Hon, of the economics department, was elected last week to the office of vice-president of the Southern Economic Association at the annual meeting.

Question: Would the fraternity and sorority houses in which the members lived be an improvement to Southwestern?

Answer: No. Southwestern is not large enough to support them. Furthermore, the dormitory life does very well in taking their places.

FIFTEEN YEARS AGO

Students will gather at 6:30 tonight for a pep meeting in anticipation of the Kentucky-Southwestern game. A large stack of boxes has been gathered by the Freshmen and will be lighted by Dr. Diehl. Speeches will be made by the Coach and members of the football squad. The cheer leaders will lead the students in college yells and songs.

TWENTY YEARS AGO

Southwestern co-eds are not willing to admit the supremacy of men in any branch of college activity. The boys' tumbling team will receive a bit of stiff competition between halves at the game with Hendrix-Henderson College. At that time a group of girls under the direction of Miss Louise Strattmann will give an exhibition of pyramid building and stunts.

TWENTY-FIVE YEARS AGO

There was no publication of The Sou'wester in 1924.

THIRTY YEARS AGO

We would like to ask if it is absolutely necessary that the library be used as a place of wooing? It seems to some of us that a much more romantic spot could be found for this noble purpose.

Musical Memphis

By JIMMY COBB

It is all too seldom that Memphis has the opportunity to hear an artist of Guiomar Novaes' standing. In her concert at the Goodwyn Institute last Sunday afternoon this Brazilian pianist presented a brilliant program of Beethoven and Chopin.

Madame Novaes began her concert with an unusually satisfying interpretation of the "Sonata Op. 81" by Beethoven.

Her second number was to have been Schumann's "Papillons Op. 2," but Madame Novaes played instead Chopin's "Fantasy in F Minor." A more delightful substitution could not have been made.

Sensitive Performance

The remainder of her program was devoted to twelve preludes, two mazurkas, and the "Scherzo No. 4" by Chopin. Her performance of these selections was sensitive, delicate, and imbued with a feeling of carefully suppressed emotion.

Among the several encores with which she was so generous, were the "Hornpipe" and "March" by Pinto.

Seldom have I felt an audience so completely responsive to the personal warmth and musical imagination of a performer.—J. S.

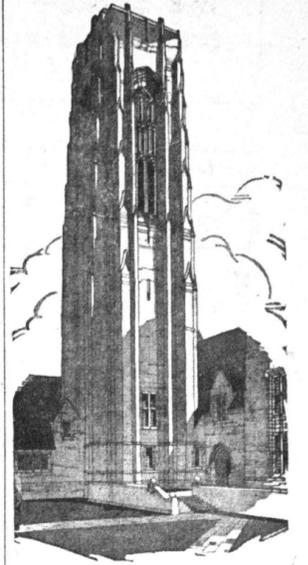
The Southwestern Chamber Music Society, which presented the first of its four concerts for this season last Tuesday evening at 8:30 at the Memphis College of Music, is a group of which Memphis and Southwestern can be justly proud. The opening program consisted of Beethoven's "Quartet in D Major, No. 3"; Randall Thompson's "Quartet in D Minor," a new work yet rather conservative; and Schubert's "Octet in F Major" for string quartet, bass clarinet, horn, and bassoon.

An excellent job was done in this latter work by the assisting artists: Miles Markusch, horn; Dr. John H. Davis, bassoon; W. A. Ward, bass; and Dr. Burnet C. Tuthill, clarinet.

On Tuesday evening November 15th, the Memphis College of Music is presenting a clarinet, horn and piano trio recital by Dr. Burnet Tuthill, Miles Markusch, and Myron Myers.

While in England Professor Cooper served as a captain in the British Army. Professor Cooper has been a member of the Southwestern faculty since 1920.

Chapel Chimes



By THELMA NICHOLS

Do you make the most of your opportunities or do you let them slide right by you unnoticed? How often do you feel that life is forever opening opportunities for other people and not for yourself?

Look at the people about you, who are constantly "getting ahead." They look the same as you look; they act the same as you act, and yet they have the determination and perseverance to make the most of every situation.

Get Into Game

They do not sit on the sidelines and watch the game, but rather they get into the thick of the fight. They never complain of what has to be done. Instead they get busy doing it and therefore they do not have the time to complain.

I think that people of this kind have as their motto the saying of Jesus' "Work for the night is coming when man can work no more." Jesus always made the most of his time and talents. He constantly worked for God in any way possible.

Don't Complain, Work

Let us strive to be more Christ-like in our everyday living. Never fail to make the most of every 24 hours. Don't complain, work!

Make opportunities by being able to cope with all situations. Above all set your goal and aim for it.

CU Forum Discusses Ethics In Business

Lloyd Ramsey Addresses Group On Subject

The Christian Union Forum met Nov. 4 at 3:45 in the Kappa Sigma House. Lloyd Ramsey, member of the Million Dollar Life Insurance Company, and salesman for the Metropolitan Life Insurance Company spoke on "Christian Ethics in Business."

The ethics of business today are based on the morals or "mores" of the present, he said. Mr. Ramsey challenged the future businessmen to raise their morals toward the ethics of "what can be."

Mr. Ramsey urged the young people to formulate for themselves while in college certain principles which will guide them in deciding business problems of the future.



Cigarettes Will Be Given To Writer Of Best Letter

Starting with the next issue of this paper, a carton of Chesterfield cigarettes will be awarded each week to the student who writes the most interesting letter to the editor.

Letters, which must be in The Sou'wester office by Saturday of each week, may be on any topic, and will be judged on the basis of student interest in the subject, originality, and clarity of style.

The winning letter each week will be selected by the editorial board of The Sou'wester, and the carton of Chesterfields will be awarded by Irvine (Dusty) Anderson, campus Chesterfield representative.

Dr. C. L. Townsend has had the longest length of service with Southwestern. He joined the faculty while the college was still in Clarksville, Tennessee, in 1917.

Basketball Team Practices For Opening Game

All Last Year's Starters Except Goostree Return

Some 22 men have been working out every day for some weeks now in preparation for the 1949-50 basketball season. Included in the group is last year's entire starting team with the single exception of Guard Jimmy Goostree. Four weeks remain until the opening game of the season, tentatively set for December 3, with Arkansas State Teachers.

The quintet that is expected to bear the brunt of play, at least in the early season, is a veteran group including Bill Coley, Judd Williford, Art Derr, Roy Gwin and Eldon Roark. All five are lettermen—Coley and Williford with three, Roark with two, Gwin and Derr with one.

Schedule Attractive

Several more experienced men will furnish hot competition for the starting jobs. Milt Newton, Jack Doyle, Speros Vryonis, Marvin Shimbaum, David Thomas, Billy Pridgeon, Lester Graves, and Johnny Austin all have playing experience.

An attractive schedule has been arranged by Athletic Director Al Clemens. It includes the usual two

Lynx Cats Who Will Go Against Centre In Finale

SOUTHWESTERN'S LYNX will meet Centre in their season's finale Saturday night.

Front Row: (left to right) Whiteside, Jackson, Bruce Blair, Durbin, Tom Smith, Flaniken, Crumby.

Second Row: Marris, Allen Smith, Nail, Remmers, Russell, Crain, Sparks, Crisamore, Hamlet, Peeples, Ashley.

Third Row: Hyde, Geisler, Kinsinger, Bryant, Ping, Hemmen, McKee, Shrader, Doyle, Dunnavant, Landrum, Cody.



Subsidization Of Athletics Is Topic Of Debate

"Should College Athletics Be Subsidized?" was the topic taken by last Monday evening's Public Affairs Forum, held at the city YWCA.

Professor John H. Davis took the negative side, presenting the line of thought which Southwestern has held for several years. Arguing for subsidization was C. C. Humphreys, the director of Athletics at Memphis State College. The Rev. Alfred Loaring-Clark acted as moderator.

games with Memphis State and Ole Miss, as well as numerous other contests with teams throughout the Mid-South. The total number of games will probably be about twenty.



Is On INTRAMURALS

SAE clinched a tie for the touch football league title by winning their fifth consecutive game last week. Second place is occupied by ATO and Kappa Sigma in third. ATO is the only team standing between SAE and their second straight unbeaten season.

Last Tuesday Sigma Nu rang up their second victory over PiKA 12-0. The game was close all the way, but Bobby Briggs' two touchdowns swung the scales to Sigma Nu. On the same day ATO defeated the Independents 26-19. The losers rallied from a two touchdown deficit, and were only three yards away from the tying touchdown at the end of the game. Bob Montgomery scored twice for ATO and Roxie Lee performed the same feat for the Independents.

Two days later the Independents got back in the win column with a 19-6 victory over Kappa Alpha. Winfield Hudson, Roxie Lee, and Charles Nickas tallied for the winners and Bob Allen went over for KA. ATO won their third straight Thursday from Kappa Sigma 13-0. Lloyd Smith and Jimmy Caldwell were the touchdown makers in this contest.

Friday saw SAE and PiKA making up their game which was originally scheduled for October 20, but was rained out. SAE experienced little difficulty in winning 44-0.

Ted Fox scored four times and Billy Brazelton, Stratton Hill, and Hayes Hoover got one touchdown apiece.

Some three weeks ago the Independents defeated Kappa Sig 6-0. Last week the decision was reversed and the win was given to Kappa Sig, due to the fact that the Independents used an ineligible player in the contest. The score will be recorded as 1-0 in favor of Kappa Sigma.

The individual scoring race tightened considerably as the last two weeks of the season arrived. John Kurts of PiKA finished the season with 49 points to his credit. He is closely threatened by Ted Fox of SAE, who has 48 with one game yet to play.

Frosh Hold Lead; Chi Omega Takes Second In Play

Tournaments End With Games This Week

The Freshman team strengthened its grasp on first place in the girls' intramural basketball league by remaining undefeated throughout another week of play. The Chi Omegas overthrew their rivals for second place, and are alone among the Greek teams in losing only one game.

AOPi did not give up its tie for second to the Chi O's without a tough struggle. In the game between them last Tuesday night the AOPi's stuck with the Chi O's all the way, leading 11-10 at the half and coming into the final seconds with an 18-18 tie. Then Newman of the cardinal and straw tossed in the winning basket for the Chi O's, time running out before the AOPi's could retaliate.

Martha Beggs shone for the Alpha O's tossing in ten points during the game, to be high scorer for the day, followed by Chi O's Jackie Newman and Betty Rhodes of Chi Omega who chalked up eight tallies each.

Zeta Downs Tri Delta

Zeta won its second victory of the season by overcoming Tri Delta 20-13. The Tri Deltas got off to a fast start and led at the end of the first quarter 6-3, but slowly and surely the Zetas managed to pull ahead under the eagle eye of Captain Wendell Phillips who racked up seven points per half, thus alone scoring more points than did the Tri Deltas as a team.

AOPi came back Thursday night to thrash the Transfers 21-2, allowing only one shot, made in the first half by Mollie Christian, to sneak into the basket. The scoring on the AOPi team was generally distributed among the forwards, with Barbara Flippin, Patty Smith, and Martha Beggs making six points each, and Carrie Mae Johnson flipping in three before she retired from the game.

Frosh Overwhelm KD

The Freshmen made easy work of a strangely weakened Kappa Delta team to capture a 24-9 victory. The Frosh's guards displayed wonderful teamwork to hold down the KD's forwards to three field goals during the game.

The game between the Freshmen and Zeta Tau Alpha scheduled for last Friday afternoon was called off until this Monday since it interfered with a regular campus activity. Other games this week were AOPi vs. the Freshmen and Zeta vs. Transfers Tuesday night, Chi O vs. Transfers and KD vs. Tri Delta tonight, and the Transfers vs. the KDs tomorrow afternoon.

This completes the regular basketball season. However, there will probably be a play off for Greek second place next week.

The final basketball scores plus a coverage of the terminal games in the ping pong tourney will appear next week.

The badminton tournament began last night and will continue up through Thanksgiving. Each organized group is allowed one singles and one doubles entry. All games must be played in the gym.

Rhodes Scholars on Southwestern's faculty include: Dr. John Davis, Dr. R. P. Strickler, Dr. R. W. Hartley, and Dr. A. P. Kelso.

Lynx Cats To Battle Colonels Saturday

Ten Lynx Cats To Play Last College Game Saturday

Ten members of the 1949 Lynx Cat gridiron team will be playing their last game for the Red and Black against Centre College Saturday night.

Rounding out four years of service which began when Southwestern revived football following World War II are: Forrest Flaniken, Johnny Bryant, Sam Blair, "Beefy" Dunnavant, and Mark Harris.

Also scheduled to get their sheepskins in June are Ray Ashley, Captain, Jack Doyle, and Frank Hemmen. Ashley and Doyle played for the University of Tennessee and Vanderbilt respectively in their Freshman years before coming to Southwestern. Hemmen did not participate in football until his Junior year.

Added to this already impressive list are Bill Durbin who plans to get his degree in August and Sophomore center Bill Cody, who is entering medical school next year.

Roy Page Beaten By Student Gang

One Boy Held, Fined By Police After Incident

Roy Page received several cuts and bruises and two chipped teeth last Saturday night when he was beaten up after the homecoming dance by a gang consisting mostly of Messick High School students.

The incident occurred at the Town and County Drive-in. Roy had just given his order when he felt someone bouncing his car. He got out expecting to see several of his friends, but encountered strangers.

Roy, not knowing them, asked where they went to school. The next thing he knew, someone had hit him from behind. He doesn't remember much after that, but the waiter told Roy that he tried to get up several times only to be knocked down again.

One boy was held in custody by the police and stood trial, at which time he was fined fifty dollars.

Dr. Martin W. Storn, Professor of Spanish, is a native of Washington State.

Team In Good Shape For Final Game

SAME STARTERS

Centre Has Rugged, Veteran Team

The Southwestern Lynx will finish their 1949 season Saturday night at Hodges Field against Centre. This will be the sixth and final game for the Lynx, who so far have won one, tied one, and lost three, all by close margins. A victory would give Southwestern its most successful postwar season.

Ten Southwestern men will be playing their final game for the Lynx. This group includes three fourths of the regular backfield and two linemen.

Bring Veteran Team

The Praying Colonels from Danville, Kentucky, will bring a veteran team to Memphis for the game. Many members of the Centre team are veterans of three or four football campaigns.

The Centre offense is expected to be built around John Brummett, flashy halfback, who has been a thorn in the side of the Lynx for two years.

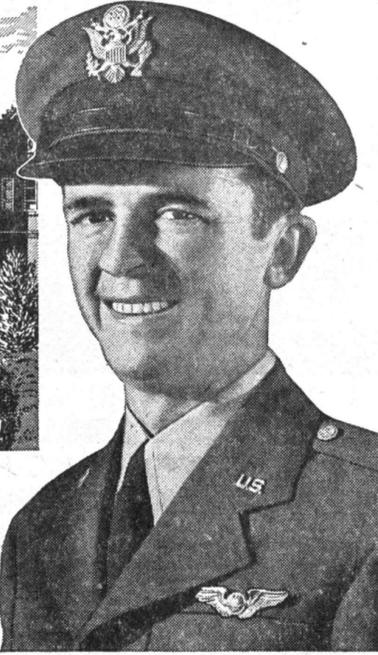
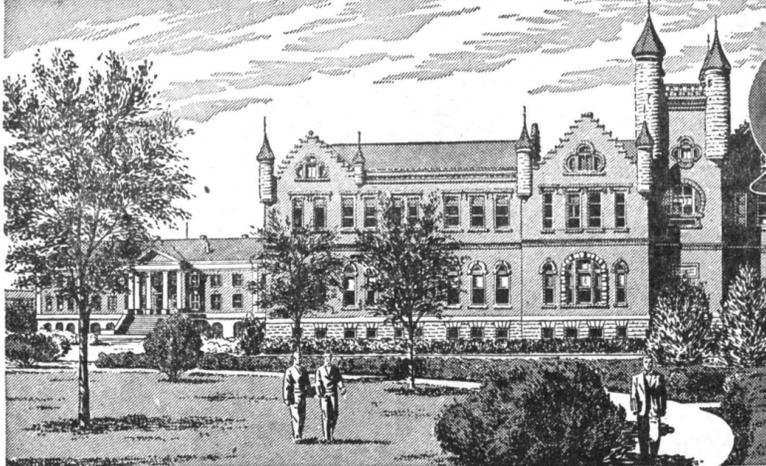
Two years ago in Crump Stadium Southwestern and Centre played a 6-6 deadlock, and last year in Danville, Centre tripped the Lynx 28-19.

Southwestern will be in its best physical shape since the early part of the season. Most of the cripples will be back in action for this last game. The starting lineup will probably be the same one that has started most of the games this year: John McKee and Bob Whiteside at the ends, Chuck Hamlet and Charlie Ping at the tackles, Ray Ashley and Billy Joe Crisamore at the guards, and Mark Harris at center. Bob Crumby, Jack Doyle, Forrest Flaniken, and Johnny Bryant will operate in the backfield.

"It Pays To Play"

LAWSON-CAVETTE SPORTING GOODS COMPANY

9-11 No. Third St. 5-2725
Memphis, Tenn.



Major Norm Hays, Oklahoma A&M, '40 -Aviation Executive, U.S. Air Force!



A native of Grove, Oklahoma, Norman Hays graduated from Grove High School in 1935. The following year he entered Oklahoma A&M, where he majored in engineering; also took public speaking.



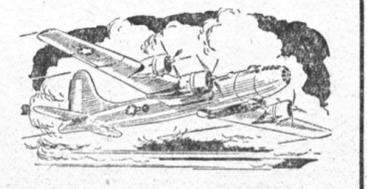
Active in national 4H Club work while in college, he helped organize its statewide activities, won a national 4H championship in Public Speaking. In 1940 he received his BS degree in engineering.



A month later he began navigator training as an Aviation Cadet. In 1941, he received his navigator's wings and a commission as Second Lieutenant... married his college sweetheart.



Sent to an RAF Navigation School in Canada, he graduated with the highest possible rating of Specialist. Norman served overseas for 18 months in the Aleutians, Italy and Saipan.



Accepting a regular commission after the war, he was assigned to development of navigation instruments; navigated the B-29 "Pacusan Dreamboat" on its famed Hawaii-Cairo non-stop flight in 1946.



Typical of college graduates who have found their place in the U. S. Air Force, Major Hays is Chief, Navigation Section, at Headquarters in Washington... with a secure career... a promising future.



If you are single, between the ages of 20 and 26 1/2, with at least two years of college, consider a flying career as an officer in the U. S. Air Force. You may be able to meet the high physical and moral requirements and be selected for training. If you do not complete Aviation Cadet training, you may return to civilian life or have opportunity to train for an important officer assignment in non-flying fields.

Air Force officer procurement teams are visiting many colleges and universities to explain about these career opportunities. Watch for their arrival or get full details at your nearest Air Force Base, local recruiting station, or by writing to the Chief of Staff, U. S. Air Force, Attention: Aviation Cadet Branch, Washington 25, D. C.

U. S. AIR FORCE

ONLY THE BEST CAN BE AVIATION CADETS!

Verley's CLEANER
BACHELOR LAUNDRY
Let a S'wester Alumnus Serve You
Serving East and North Memphis
3436 Summer Phone 48-8066

PHONE 5-4411
FOR QUICKER DEPENDABLE COURTEOUS CAB SERVICE
phone 5-4411
JOLLY CAB CO.

WHEREVER YOU GO GO JOLLY

ESTABLISHED 1894
PRITCHARD BROTHERS
PLUMBING CONTRACTORS
433 MADISON AVENUE
MEMPHIS, TENN.

JARMAN'S
Campus Sensation
DRESS BOOTS YOU'LL WEAR EVERYWHERE

"Leatherneck Boots"
Made Exclusively by JARMAN

Mellow Burgundy and Tan Leathers crafted for Style Supremacy **g95**

DR. NICK SAYS:
Make yourself at home at the **SOUTHWESTERN GRILL**
635 N. McLEAN

Buy Friendliness of Fit Today
Jarman
30 No. Main

Social

SAE Has Shipwreck Party For Rushees

Sigma Alpha Epsilon entertained with a rush party last Saturday night. Members and guests met at the house at 6 o'clock for a stag dinner and smoker. The principal speaker was the Honorable Cliff Davis, member of the House of Representatives.

A shipwreck party for members, guests, and their dates was given at 8:30 in the Good Ship SAE. The party entered the ship by crossing a gang plank. Each guest was piped aboard and Captain Curtis Kent assisted each one aboard.

There was entertainment in the bow of the ship by the SAE South Sea Islanders.

In charge of arrangements were Bob Atcheson, Ham Smythe, and Frank Hitchings.

Chaperones were Mr. and Mrs. John Rollow, Mr. and Mrs. Bill Maybry, and Professor Julian Nall.

KLINKE BROS. ICE CREAM
Served at
LYNX LAIR

CAR and TRUCK RENTALS
TO DRIVE AS YOUR OWN

phone 8-3400 for CARS
110 So. SECOND ST.

phone 5-5776 for TRUCKS
282 COURT ST.

JOLLY'S MOTOR LIVERY
DRIV-UR-SELF
HERTZ DRIV-UR-SELF SYSTEM

Sigma Nu Rush Party To Be Held Friday

Epsilon Sigma Chapter of Sigma Nu Fraternity will entertain with a stag rush party Friday, November 11, from four until eight, in the fraternity lodge on the campus. Dinner will be served at five-thirty.

Welcoming the guests will be John Reid Bell, president, Forrest Flaniken, vice-president, Christy Morgan, Chaplain, James F. Springfield, Treasurer and Bobby Briggs, Social Chairman. Assisting the active chapter in entertaining the guests will be Jesse Anderson, Inspector of the twentieth division of Sigma Nu Fraternity, Judge W. W. Hughes, Kenny Holland, and Rick Mays, all members of the Memphis Sigma Nu Alumni Club.

YWCA Installs New Members At Meeting

At the YWCA meeting held last Tuesday in Voochies Playroom, there was an impressive ceremony during which the new members were installed.

Erleen Downs made a report on the leadership training convention that she attended in Nashville last week-end.

Plans were made for the Thanksgiving Basket.

The principal speaker of the meeting was Miss Ella Turner, program chairman for the business women's division of the community YWCA. She spoke of the functions of the national YWCA.

Frances Nix was in charge of the refreshments.

Southwestern Barber Shop & Beauty Salon
649 N. McLean 36-8025

Big Smile For The Dream Man



Photo By Brazleton

DREAM DANCE—Mary Myers, Freshman, is shown taking the special dance which she won with Dream Man Judd Williford at last week's Torch Backward Dance. Her ticket was drawn from a box containing stubs of all tickets sold.

The proceeds from the dance, approximately fifty dollars, will be used to pay for the annual Torch luncheon for girls making a 'B' average.

Chi O, Zetas Slumber On Same Saturday Night

Chi Omega sorority entertained its members with a slumber party last Saturday night. Earlier in the evening, members attended the wedding of Mary Jane Millard to Mann Wills Oglesby. Mary Jane was a Chi Omega at Southwestern the past two years.

In charge of food for the slumber party were Nancy Wilson and Allison Brush. Chaperones were Miss Eleanor Bosworth and Mrs. Annie Tuthill Reynolds.

Zeta Tau Alpha sorority held its slumber party Saturday night at the Kappa Delta house across the street from the Zeta lodge which is nearly completed.

Betty Robinson, Winfield Gillespie and Ethel Hurt were on the food committee. Chaperones were Mrs. John T. Lee and Mrs. O. V. Slaughter.

Couples Club Has Dinner Party; Elects Officers

The Couples Club, social organization at the Trailer Village, elected officers at a dinner party held last Saturday night in the Lynx Lair. Jack Carrigan is the new president, Jimmy McDonald is vice-president, and Martha Nance is secretary.

Baked chicken was served at dinner to those present. Dorothy Carrigan was in charge of the serving committee. The Lair was decorated on a Thanksgiving theme with shocks of corn stalks lining the walls and black and orange crepe paper hanging from the ceiling.

SABA Honors Footballers With Dinner Last Night

SABA gave a dinner for the football team last night. SABA members and the team met at the Chi Omega House at 6:30.

Following dinner, entertainment was provided by Babbie Morris, Judy Newton, and Anne Marie Caskey. Mary Clay Farr was in charge of arrangements.

After Frat. Meeting, Meet at
ADOLPH GRISANTI'S CAFE
STEAKS—CHOPS
Italian Spaghetti—Raviola
2374 Summer At Trezevant
Phone 48-7622

COMPLETE STUDENT LAUNDRY
8 lbs. washed and dried
50c
Laundry Rite
Our service is the best for student laundry. Have your clothes washed and dried. Cheaply and quickly.
206 N. EVERGREEN

Political Ethics Is Lecture's Subject

Prof. James F. Bruce of Oxford University lectured on "Political Ethics" last Thursday in Hardie Auditorium. The lecturer is the father of Prof. Bruce, of the Political Science department. The elder of this academic family has traveled the world over, and has written many books.

After being introduced by Dean Johnson, Prof. Bruce began his lecture, by stating that we are historical animals, products of European society, whose endless memory distinguishes us from other animals. He defined the words, ethical, social, and moral, as having similar meanings and developed his theme around these three words. Prof. Bruce holds that our political state exists for social welfare, and that as our personality changes, so changes our political state.

A blotter is something you look for while the ink dries.

"Where Fine Haircutting is an Art"
Snowden Barber Shop
575 North McLean Blvd.
C. B. Canada, Prop.

Quality Cleaning
Fast Laundry Service

PHONE
2-2143

MODEL
Laundry-Cleaner

ZTA'S To Be In Charge

Zeta Tau Alpha will hold vespers Sunday, November 13 in the band house at 5 o'clock.

Virginia Jones will be the speaker and Mary Catherine Hurt will be in charge of the music.

TRI-STATE PRESS, INC.
188 Jefferson Ave. Phone 5-6171
Printers of
PUBLICATIONS OF THE BETTER CLASS
—Including This One!

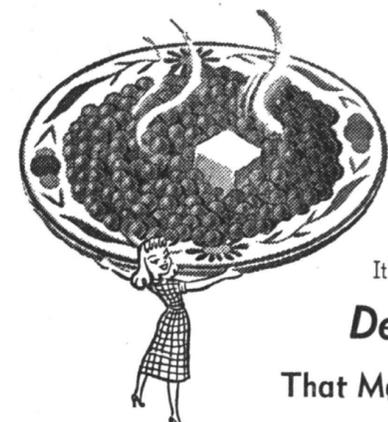
Evergreen Dorm Students Choose Governing Board

Evergreen Hall elected its council and governing board November 1.

Marlene Weigel will be president of the council. She is from St.

Louis, Missouri. Members of the board are: Rebecca Blanton of Paris, Tennessee; Joyce Sweat of Talladega, Alabama; Mary Taylor of Winston-Salem, North Carolina; Mary Myers of Spartanburg, South Carolina; Ann Taylor Walker of Lebanon, Kentucky.

FRANCES ROSS SHOPS
"Styles That Are Smartly Different"
83 UNION AVE.—LOEW'S PALACE THEATRE BLDG.—8-5535
1648 UNION AVE.—BELVEDERE SECTION—36-1648
MID-TOWN SHOP—1350 OVERTON PARK AVE.—7-2657
MEMPHIS 4, TENNESSEE



It's The
Details
That Make A Meal

Discriminating People
Select Vieh's for Catering

Vieh's
36-6322
12 N. McLean Blvd.
At Madison

THE CAR CLINIC, INC.

Complete Automotive Service
Let A S'western Alumnus Serve S'western Students
—Dave Jolly Jr.
230 Gayoso 37-0328

Propriety.....

Definitely essential in all details of good stationery!

"TOOF'S"
of course!

S. C. TOOF & CO., 185-203 MADISON AVE., MEMPHIS

University Daily Kansan

Truman Proposes Health Bill For Country
Climax Forecast For KU Rivals
Exposition Has Many Displays In Engineering
2,220 To Compete In Kansas Relays



Dine-A-Mite Inn
Lawrence, Kan.

Meeting the gang to discuss a quiz—a date with the campus queen—or just killing time between classes—the Dine-A-Mite Inn at the University of Kansas at Lawrence, Kansas is one of the favorite places for a rendezvous. At the Dine-A-Mite Inn, as in all college off-campus haunts everywhere, a frosty bottle of Coca-Cola is always on hand for the pause that refreshes—Coke belongs.



Ask for it either way... both trade-marks mean the same thing.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
COCA-COLA BOTTLING COMPANY OF MEMPHIS

© 1949, The Coca-Cola Company

"I PASS THE WORD ALONG TO
MY FANS AND FRIENDS...
CHESTERFIELDS ARE MILDER.
IT'S MY CIGARETTE!"



Marta Toren
CO-STARRING IN
"SWORD IN THE DESERT"
A UNIVERSAL-INTERNATIONAL PICTURE

A always **Buy** **CHESTERFIELD**

They're MILDER! They're TOPS! — IN AMERICA'S COLLEGES WITH THE TOP MEN IN SPORTS WITH THE HOLLYWOOD STARS