

# The Sou'wester

Southwestern at Memphis

31st Year

MEMPHIS, TENN., APRIL 27, 1950

31  
Vol. 32, No. 26

## Zetas To Hold Stardust Ball

### Intermission Party To Be Given At House

Beta Sigma Chapter of Zeta Tau Alpha will hold its traditional Stardust Ball Saturday, April 29. Johnny Long's orchestra will play for the dance which will be held in the gym from 8 to 12.

The ceiling will be canopied with white balloons and silver stars. There will be clusters of blue and white balloons scattered about the walls.

The leadout will be through a silver and blue crest, a replica of the pin. Mary Catherine Hurt will sing *My ZTA Girl* during the leadout.

### Intermission Party

Refreshments will be served at intermission in the new house to members, representatives and escorts. Winifred Gillespie is in charge of the intermission party.

Chaperones will be Dr. and Mrs. P. N. Rhodes, Dr. and Mrs. E. L. Queener, Dr. and Mrs. C. L. Baker, Professor Julian Nall, Dr. and Mrs. W. R. Cooper, Dr. and Mrs. R. C. Hon, Dr. and Mrs. A. I. Smith, Dr. and Mrs. V. P. Davis.

### Officers and Escorts

Those in charge of decorations are Sara Ellen Mays, general chairman, Ruth Salley, Frances Freeman, Norma Keisling.

Officers attending and escorts will be Patricia Tomlinson, president, with Jimmy Williams; Mary Catherine Hurt, vice-president, with Bob Matthews; Norma Keisling, secretary, with Charles Landrum; Jean Hand, treasurer, with Al Clemens; Frances Freeman, historian, with Andy Orr; and Ruth Salley, rush chairman, with Buddy Bishop.

## Senior Class Holds Barbecue At Shelby

### Committees Appointed By Class President

Yesterday, April 26, the Seniors traveled to Shelby Forest on hay trucks, where they had their class party. Johnny Bryant and his hill-billy band entertained, along with group singing. Barbecue and cokes were served.

Paul Currie, president of the class, appointed the following committees: entertainment — Johnny Bryant; refreshment—Millen Darnell, Mary Clay Farr, and George Comes; location—Forrest Flaniken and John Pyles; transportation—Bedford Dunavant and Marvin Shinbaum; and finance—Wendell Phillips, Richard Dixon, Peggy Haire, and Mary A. Davis.

### Annual To Have Signature Pages

Something new will be seen when the 1950 Lynx appears.

The editors and the business manager have decided to print signature pages with the printed autographs of Southwestern students on them.

A booth has been set up in the cloister, and any student may have his or her John Henry in the Lynx by signing one of the pages and paying 25 cents.

## Musicians To Be Initiated

### Pi Kappa Lambda Taps Four Students

Pi Kappa Lambda tapped four students and one faculty member in chapel yesterday. Initiation will be held Saturday. They are: Dorothy Steindorf, Dorothea Bond, Jack Funkhouser, James McNulty and Ialeen Dunning, faculty member.

They will be guests at a luncheon in their honor Saturday in the Bell Room. Besides the officers and members of Alpha Epsilon chapter of Pi Kappa Lambda, other guests will be Dr. Charles E. Diehl, Dr. Peyton N. Rhodes and Mr. C. L. Springfield.

This will be the first initiation held by the local chapter. A year ago when Pi Kappa Lambda was installed at Southwestern two students, Clifford Tucker '49 and John Vance '49 were taken into membership along with the petitioning faculty members. This national music fraternity was established at Southwestern to give recognition to outstanding achievement in musical performance and scholarship.

Members of the local chapter are: Neumon Leighton, president; Myron Myers, vice-president; Lois Maer, secretary-treasurer; Gladys Cauthen, Harry Edwall, Mary Jane Kirkendol, Virginia Myers, Ruth Wood Tuthill, Burnet C. Tuthill.

## French Club Meets For Slide Program

### New Officers Announced For Coming Year

By ROSCOE FEILD

A group of slides in color were shown this month to the French Club, which met Wednesday, April 19, in the KD House. The slides were about places of interest in England, France, and central Europe.

This was the first meeting over which the new officers presided. They are: president, Eleanor Clark; vice-president, Ann Dean; secretary, David Morelock; treasurer, Jean Hand; and publicity chairman, Roscoe Feild.

At the next meeting a dinner will be served in the Chi O House. Plans will be made later.

### NEW CONTEST

Would you like to win a carton of Chesterfields? Well, here's your chance!

Chesterfield's new contest is the Chesterfield Co-ed of the Week contest.

All you have to do is recognize the Co-ed of the Week by the clues published each week in the Sou'wester. This week's Chesterfield Co-ed is wearing Green Socks.

Be on the look out for her and if you see her, all you have to do is ask her if she is the Chesterfield Girl of the Week; then see Sammy Reese, campus Chesterfield representative, and get your carton of Chesterfields.

Be on your toes, because the first to recognize her is the winner.

## Shakespeare's Play To Run

### Memorial Gardens To Be Setting

Fisher Memorial Gardens will be transformed into Shakespeare's idyllic Forest of Arden when the Southwestern Players present the Bard of Avon's *As You Like It*.

Three performances of the comedy will be given, one at 8 Thursday, May 4, and matinee and night showings May 5. The Friday matinee will be especially for Memphis high school students and a student's admission of 30 cents will be charged. Admission for the evening shows is 60 cents.

Heading a cast of more than a score of players will be Ann Brown as Rosalind (a role currently being played in New York by Katharine Hepburn), and Walter Lazenby as Orlando.

Supporting them Albert Nelius as Jacques, Johnnie Lovelady as Touchstone, Vivian Rogers as Celia, Woody Morris as Oliver, Crawford Belser as the Duke Senior, David Morris as Duke Frederick, Jackie Newman as Audrey, Sue Cabe as Phebe, Tommy Kilough as Silvius, Jimmy Cobb as Amiens, David Morelock as Le Beau, Mark Harris as Charles, Jim Lapsley as Adam, Bob Starr as Corin, Bill Boyd as Jacques de Boys, Roscoe Feild as Sir Oliver Martext, Charles Clifton as William, and Bob Edington and Jack Worthington as lords.

## Zeta Tau Alpha Entertains Memphis Pan Association

Zeta Tau Alpha Alumnae were hostesses for the meeting of the Memphis Panhellenic Association Monday, April 24. This was the first time the Zeta's entertained in their new lodge.

Following the meeting tea was served from a lace draped table adorned with spring flowers.

Guest speaker was Dr. Ralph Braund, head of the cancer research here.

## Westminster Fellowship Retreat Enjoyed By Southwesterners; Todd Named Prexy

Last Friday afternoon forty Southwestern students left via Greyhound Bus for Chickasaw State Park to attend the spring conference of the Westminster Fellowship of the Synod of Tennessee.

The Southwesterners were joined at the camp ground by students from Memphis State College, Austin Peay, and Vanderbilt. After supper, party games introduced the students to each other. Turtle races and three-legged races followed a session of human bingo. The group was divided into four teams, who selected competitors for the

Southwestern. Team competition in softball, volleyball, and horseshoes filled Saturday afternoon. In addition, a few hardy souls got up nerve enough to break the ice of the lake with a short swim before supper. After dinner, those who had any energy left participated in a lively square dance, called by Bob Montgomery. Evening worship closed the assembly.

Sunday morning services were conducted by Rev. Bob Muir. Dr. Simril F. Bryant of Tuscaloosa, Ala., preached the sermon. A double quartet, composed of members of the Southwestern Singers, sang "O Sacred Head Now Wounded," as an anthem.

## Student Council is Installed For '51

### Two Place At Lit Festival

### Six Delegates Go To Festival

Southwestern students took two places in the thirteenth annual Southern Literary Festival held on the Mississippi State campus last Friday.

Mark Harris, Styluser and author of the April Fool play, took a second honorable mention in the one act play division. His play, "He Walked With God," was in the style of a church pageant, based on scripture. It was divided into three short scenes, separated by lights instead of a curtain.

Bob Craven, another member of Stylus, won a third honorable mention with his formal essay.

Southwestern had a delegation of six students and one professor at the convention. Those attending were Professor Earle McGee, Andy Orr, Joan Stewart, Jack Sisler, Helen Walker, Betty Lou Wood, and David Morris.

### New Pledges Announced

Two more Southwestern fraternities have announced the names of new pledges.

Sigma Nu has pledged Bill Q. Allen, John McConnico, Joe Strickland, Don Morgan, and Jimmy Sappington.

Meredith Bollinger has pledged Pi Kappa Alpha.

### Marzette Smith Is New Pi

Marzette Smith, sophomore, is the latest co-ed to wear the green and white of Pi. She was brought out by the intersorority April 25.

## Take Oath Before Mass Chapel

### BUNN SPEAKS

Officers of the 1950-51 Student Council were installed yesterday in a mass chapel service held in Fargason Field House, Denby Brandon, retiring council president, administered the oath of office the new president Toby Bunn, vice-president Bill Sparks, and secretary-treasurer Jeanne Roberds.

The commissioners and class presidents are automatically installed in the ceremony.

Bunn delivered a short speech of acceptance in which he expressed his appreciation to the student body for electing him, reaffirmed his and the other new council members' willingness to assume the responsibilities of their offices, and called for unity in the student body and Student Council.

The new officers presented gifts to the retiring officers on behalf of the student body. Brandon received a gold pocket watch with his name, office and the year engraved on the back from Bunn. Sparks presented a cuff link and tie clasp set to retiring vice-president Judd Williford, and Jeanne Roberds presented an engraved cigarette case to Wendell Phillips, council secretary for 49-50.

## Zeta Tau Alpha Holds Initiation On Monday

Last Monday, April 24, Beta Sigma Chapter of Zeta Tau Alpha held initiation in its new lodge. The following were initiated: Anne Marie Barnes, Sarah Cheshire, Mae Sue Harris, Ann Lacy, Marjorie Murphy, Norma T. Robinson, Juliette Read, and Mary Frances Steen.

The traditional best pledge ring was awarded to Sarah Cheshire for outstanding service in her pledge class. After initiation a party was given for the new initiates. Members of the alumnae chapter of Memphis and province officers welcomed the new initiates to Zeta Tau Alpha.

## 'All For Fun' Gets Good Review in Press-Scimitar

The recent players production got a good review in the amusements section of the Press-Scimitar after opening night when Edwin Howard, the paper's critic wrote that "All For Fun" at Southwestern was just that.

The original musical review which ran for three nights in Hardie, was premiered at Southwestern. Words and music for the greater part of the score were written by two college friends of Prof. Raymond Hill, Southwestern's dramatic instructor.

However, Mark Harris did an original skit for the show, and Marec Norment wrote words and music for one song.

# The Sou'wester

MEMPHIS, TENNESSEE



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

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.

## Il faut payer

The French have a phrase for it, "Il faut payer." Which means, liberally translated, one must pay. Our Extra, the first, incidently, in the history of **The Sou'wester**, cost, to say the least. In order to put it out it was necessary to pay overtime in every section of the print shop, on the linotypes, the make-up tables, and the press.

Also, we turned out to be our own worst enemies. In putting out the extra we fiendishly swiped all the news stories that would have regularly gone in this Thursday's paper. So in a way we were lucky that all our ads broke this week. We are able to pay for the extra and in the same fell swoop of circumstance fill space that could not otherwise have been filled.

While we're on the subject of ads, we wish you'd take a glance at the ones in this issue. The advertisers not only make this newspaper possible, they are interested in the welfare of Southwestern as well. So read their ads, drop in to see them, and mention seeing their ads in **The Sou'wester** when you do.

## Starrgazing

Who said softball can't be dangerous? The other day the ATO's were playing a team composed of Independents and several recruits from Trailer Village. In the course of the game, which the Alpha Taus won, Jack Collins and Alan Parker, both students at the Southern College of Optometry living in the Village, collided while trying to field a ground ball. A hasty trip to the hospital was in order. One of them received nine stitches above the eye and the other an uncounted number on the cranium. The game continued without them, and not many innings had passed before Bob Richardson was toted from the field of combat with a wrenched knee. Three casualties in five innings, 16 and 2/3 percent. That's a pretty good average.

## Musical Memphis

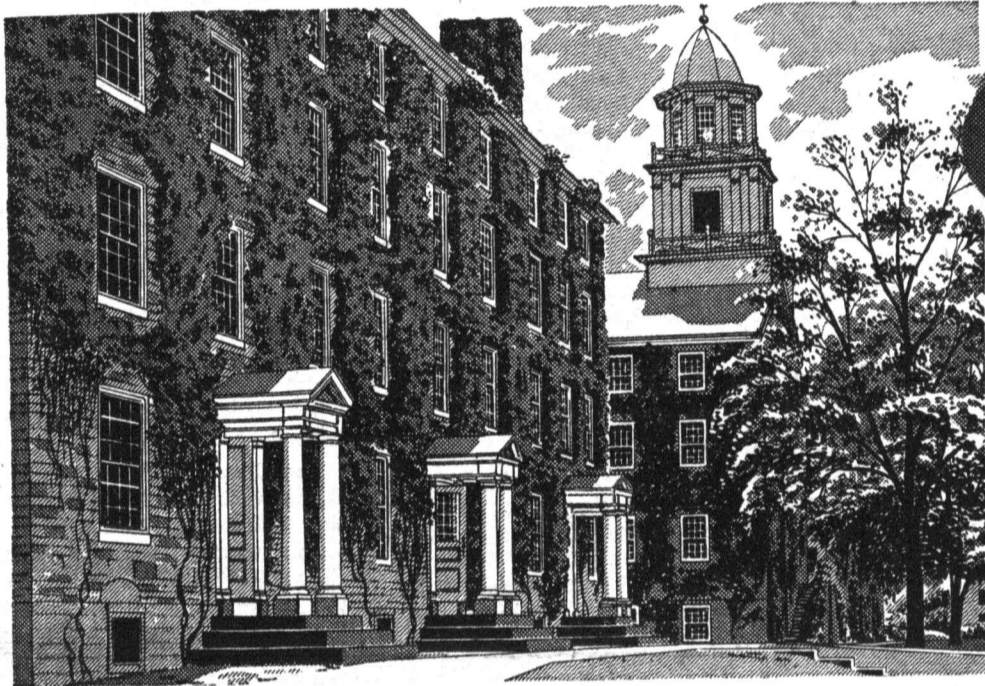
By JIMMY COBB

Joy Masino, last Sunday afternoon, gave the first of this spring's student recitals, of which there are fourteen more scheduled. These will be either voice, piano, or organ programs, given either at the Memphis College of Music or at Calvary Episcopal Church. Those scheduled are as follows:

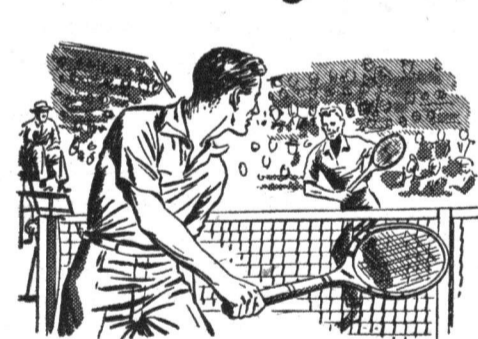
- Friday, April 28, 8:30  
Margaret Boisen .....C of M
- Friday, May 5, 8:30  
Helen McGee .....C of M
- Saturday, May 6, 8:30  
James McNulty .....C of M
- Sunday, May 7, 4:00  
Myrle Augusta Oliver.....C of M
- Tuesday, May 9, 8:30  
Gene Canastrari, assisted by  
Ann Humphries .....C of M
- Wednesday, May 10, 8:00  
Dorothy Steindorff .....C of M
- Friday, May 12, 8:30  
Bob Wade .....C of M
- Saturday, May 13, 2:30  
Jo Phillips .....C of M
- Sunday, May 14, 3:00  
Richard Tumilty .....Calvary Church
- Tuesday, May 16, 8:30  
Anne Davis .....C of M
- Wednesday, May 17, 8:30  
Lee Pattee .....C of M
- Sunday, May 21, 3:00  
Reba Mostellar .....C of M
- Dorothy McGhee .....Calvary Church
- Sunday, May 28, 3:00  
Dorothea Bond .....C of M

Tonight at Ellis Auditorium The Metropolitan Opera Company will present Puccini's "La Boheme," starring Jan Peerce and Licia Albanese. This is the only opera which the Met will present in Memphis this year.

Don't be surprised at seeing familiar faces in the crowd scenes, because several Southwesterners are going to be used as extras in the performance. Tickets are now on sale at the Auditorium Box Office.



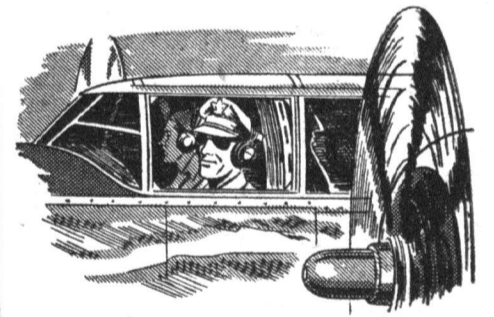
## Capt. Paul Buskey, Middlebury, '38 Air Intelligence, U.S. Air Force



An excellent student at Middlebury College, Vermont, Paul found time to win the coveted All Sports Trophy in his senior year. He graduated in June, 1938.



He then joined a coated paper mill firm as research and control man. Pearl Harbor changed all that—Paul went to Maxwell Field to begin Aviation Cadet training.



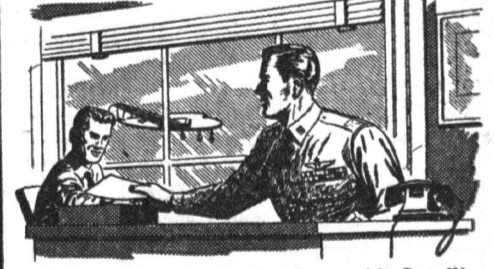
An outstanding Cadet, 2nd Lt. Paul Buskey was held over as an instructor after graduation. Then he was assigned as a pilot in the Air Transport Command.



His big plane education was topped with 23 missions over the far-famed "Hump," flying C-54 transports. After V-J Day, he stayed on in the Far East until March of 1948—specializing in Air Intelligence.



Back home, after accepting a Regular Air Force Commission, Captain Buskey went to Air Tactical school, was there rated an outstanding student, and won assignment to Command and Staff school.



Today, Captain Buskey is an Air Intelligence Officer on MATS Headquarters Staff at Andrews Air Force Base near Washington, D. C. He looks forward to a rewarding future in the U. S. Air Force.

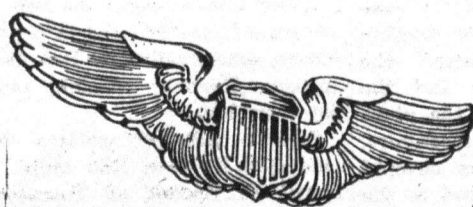
Hi! Neighbor

**Gotton Boll**  
DRIVE-IN

444 East Parkway North

**Southwestern Barber**  
Shop & Beauty Salon

649 N. McLean 36-8025



If you are single, between the ages of 20 and 26½, with at least two years of college, consider the many career opportunities as a pilot or navigator in the U. S. Air Force. Procurement Teams are visiting many colleges and universities to explain these career opportunities. Watch for them. You may also get full details at your nearest Air Force Base or U. S. Army and U. S. Air Force Recruiting Station, or by writing to the Chief of Staff, U. S. Air Force, Attn: Aviation Cadet Branch, Washington 25, D. C.



U. S. AIR FORCE

# ONLY THE BEST CAN BE AVIATION CADETS!

# Lynx Netmen Swamp State Eight To One

Southwestern's netters continued their winning ways last Friday with a convincing 8-1 walloping of Memphis State. This was their third win in six starts, and gives Southwestern a leg toward the city collegiate tennis crown.

The outstanding match of the afternoon was the number one singles, pitting Eldon Roark, Jr., of Southwestern against heavily favored Glen Turpin of State. Turpin was in control of the first set all the way and took it 6-2. In the second set Roark got off to a 3-0 lead, but Turpin rallied to tie at 4-4, then went ahead 5-4 on his own serve. Now it was Roark's turn to rally, winning his own serve, breaking through Turpin's, and going on to win 7-5. The all-important third set was much like the second. Roark

seemed on his way to an easy victory, winning the first four games, but then dropped the next four. With the score tied, each lost his own serve, then Roark broke Turpin's.

(Continued on Page 4)

# Sportsman's Corner

By BOB WHITESIDE

We think anyone who saw the tennis matches last week when the Lynx met and defeated Memphis State saw some of the best matches that have been played in this city in some time—especially the one in which Roark came from behind to take Turpin in the last two sets. However, we have a complaint—or rather the team has a complaint. We wonder if the spectators around this school have ever heard of a thing called "tennis etiquette."

The sportsmanship of the two teams was above criticism but we cannot say the same for the people who insisted on acting as if they were at a baseball game. The one sport in which a respectful silence is traditional and we have cheering. Where were you during football and basketball season when we wanted someone to lend a bit of moral support?

The sentiments of the team ranged all the way from mild disapproval to utter disgust. Sure, they want your support and backing but they do not want to be embarrassed before a visiting team. We would like to point out the fact that one is never supposed to cheer or applaud during play nor to distract the players in any way. Nor is one supposed to applaud an opposing player's error. Applause is to be reserved for a well played point. Never distract a player by calling out his name during the game—not even to encourage him—for tennis is a sport requiring concentration; 50 per cent of the game is played on a 6 inch court between the ears.

We do not intend to suggest that a tennis match is to be played in a mortuary silence but for the sake of the team try to use some tact and good manners during the play. Save the clever remarks and go out to one of the baseball games and ride the opposing pitcher.

# Golf Team Fails In Two Recent Meets

Southwestern's golf team dropped two meets last week, losing to Ole Miss Wednesday 17½ to 6½, and falling before Memphis State Thursday 22½ to 4½. These losses give the Lynx a record of one win and two defeats.

Highlight of the match against Ole Miss was the hole in one scored by Southwestern number one man Jack Hudgins on the ninth hole. Hudgins went on to gain medalist honors with a par 72 over Jim Peques of Ole Miss who had a 73. Hudgins was the only Southwesterner to win an individual match.

The following day against Memphis State Reynolds Beal turned in the sole Lynx win, defeating Bob Crenshaw 2½ to ½. Hudgins again was low man for Southwestern with a 73, although he lost the day's medal to Jack Russell of State who had a 72.

**WHITFIELD KING & CO.**  
 Incorporated  
**GENERAL INSURANCE**  
 Phone 5-3581      81 Monroe Ave.      Memphis, Tennessee

**TOWN & Country** Drive-In Restaurant  
 2842 Poplar

Propriety.....  
 Definitely essential in all details of good stationery!  
**TOOF'S** of course!  
 S. C. TOOF & CO., 185-208 MADISON AVE., MEMPHIS

The **DUKE'S** Drive In  
 Hot Pit Barbecue 2536 Summer Ave.

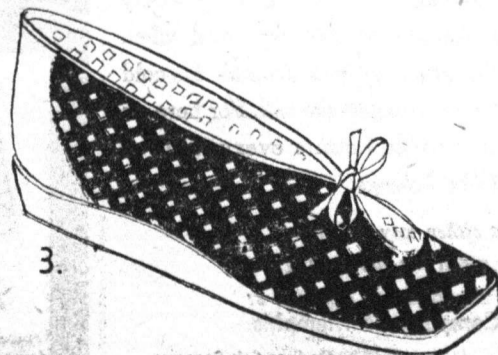
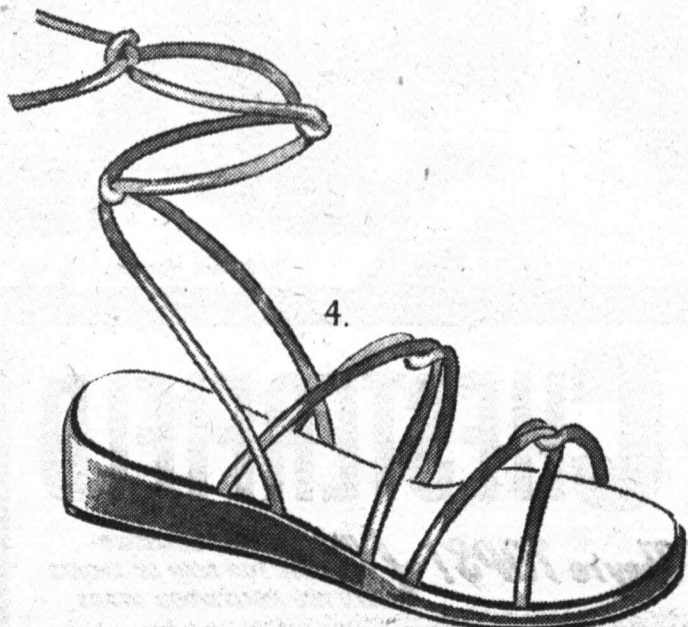
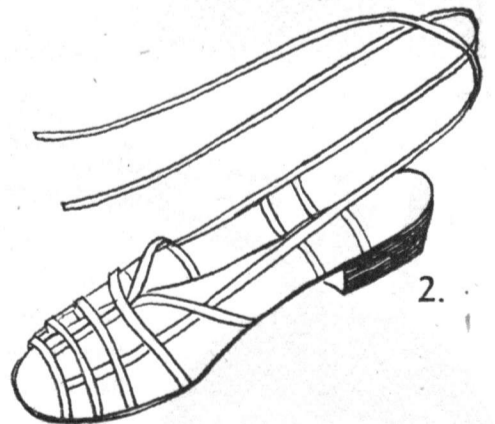
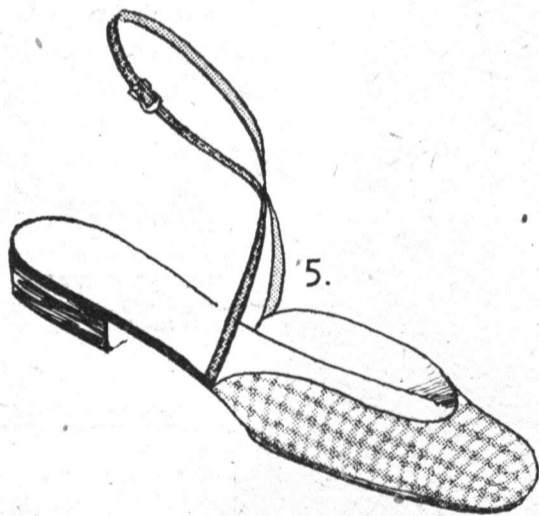
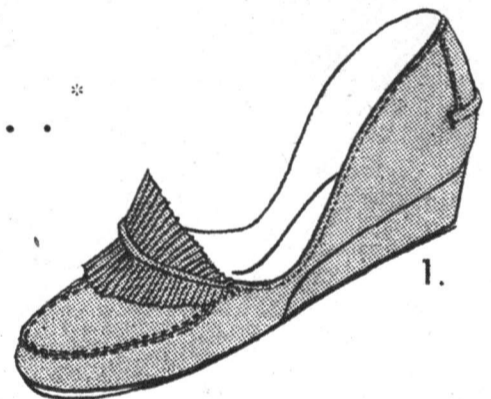
Ronson Service      Watch Repairs      Phone 37-2961  
**Maydwell Jewelers**  
 HAMILTON & ELGIN WATCHES  
 68 Park Lane, Falls Bldg.      Memphis, Tenn.

**TRI-STATE PRESS, INC.**  
 188 Jefferson Ave.      Phone 5-8171  
 Printers of PUBLICATIONS OF THE BETTER CLASS  
 —Including This One!

## trust Levy's shoes to make you THE SMARTEST GIRL IN SCHOOL . . .

Smart in more ways than one, 'cause we have the shoes for you in the delectable styles you like, at the price your budget will let you pay!

1. Tom-Tom by Old Maine Trotter in Camel or Antique brown calf. **9.95**
2. Capezio's stripling sandal in tintable white linen; pink, aqua or white doeskin. **10.95**
3. British Brevitt's "London Wall Bounder" in suede and calf combinations: navy suede with biscuit calf, green with biscuit, beige with rust, grey with red, white with tan, blue or brown with white, all-navy or all-black **12.95**
4. Joyce's "Voodoo" in all-white or multicolor kid strips. **9.95**
5. Capezio's slipper in blue and white or red and white checked gingham; tintable white linen; natural burlap. **9.95**



\*And they're easy on the allowance too!

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

**LETTERS to the EDITOR**

Editor, *The Sou'wester*

I think it is time the student body woke up to the fact that the Players are putting on shows that are really good. It is ridiculous for students to loaf in the afternoons and have to study at night and let the plays have no audiences to speak of. It is more ridiculous for the loafers to do nothing either in the afternoons or at night.

When nobody turned out for "Lost Horizon," I thought it was because it was a serious play; when the "Potpourri" was unattended, I thought the time was not well selected. There is no excuse for a student body that is too dead to go to "All for Fun."

Name withheld  
 By Request

**RITZ THEATRE**  
**GUILTY OF TREASON**

*The Story of the Infamous Trial Behind the Trial of Cardinal Mindszenty*

Starring  
**CHARLES BICKFORD**  
 as  
**CARDINAL MINDSZENTY**

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

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

**"MUSIC IN THE FOSTER FASHION"**  
 by

**CHUCK FOSTER**  
 and his orchestra

Featuring:  
**MILLY COURY**  
**LEE SHEARIN**  
 at the

*Skyway*

Floor Show Nightly  
 8:30 p.m.  
 Except Saturday  
**Hotel Peabody**

**Tennis . . .**

(Continued from Page 3)

in's again, and held his own to win 7-5.

In the other singles matches Southwestern had little difficulty. Ted Fox, Paul Currie, Judd Williford, John Austin, and Jimmie James all turned in straight set victories. Memphis State was able to garner only twenty games in all ten sets.

Southwestern was also impressive in doubles. Fox and Williford won in straight sets, although they were forced to go to 10-8 in the second one. Ed Wills broke into the lineup for the first time, and helped Currie to an easy win. State avoided a shutout in the final match of the day, as Turpin teamed with Bubba Fields to edge Roark and

Austin 6-4, 8-6.

Another busy week is in store for the Lynx netmen this week. The second meet with Memphis State will be next Monday on the State campus. Wednesday Sewanee will invade Memphis for Southwestern's only meet of the season with the Tigers. Southwestern will be out to avenge the only defeat suffered last year, and are rated a fairly good chance to succeed. The Tennessee Intercollegiate Athletic Conference tennis tournament to be held this year at Memphis State, will get underway next Thursday.

**KLINKE BROS. ICE CREAM**  
 Served at  
**LYNX LAIR**

**University Park Cleaners**  
 613 N. McLean  
 Phone 7-5851

**"It Pays To Play"**  
**LAWSON-CAVETTE SPORTING GOODS COMPANY**

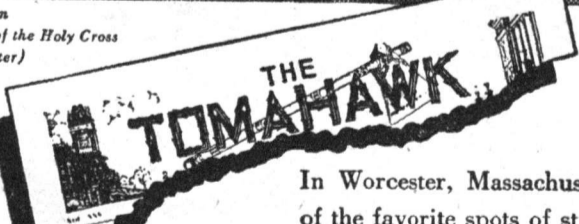
9-11 No. Third St. Memphis, Tenn. 5-2725

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

**At Colleges and Universities**  
 throughout the country **CHESTERFIELD** is  
 the largest-selling cigarette.\*



Day Room  
 College of the Holy Cross  
 (Worcester)



In Worcester, Massachusetts, one of the favorite spots of students at the College of the Holy Cross is the Day Room on the campus. They like the Day Room because it's a cheerful place — full of friendly collegiate atmosphere. And when the gang gathers around, ice-cold Coca-Cola gets the call. For here, as in college haunts everywhere—Coke belongs.



5¢

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

© 1950, The Coca-Cola Company



**BRENDA MARSHALL**  
 Famous North Texas State  
 Teachers College Alumna says:

"Chesterfields are so much milder and better-tasting that I find them completely to my liking."

*Brenda Marshall*

STARRING IN  
**"IROQUOIS TRAIL"**  
 AN EDWARD SMALL PRODUCTION  
 RELEASED THRU UNITED ARTISTS

ADMINISTRATION BUILDING  
 NORTH TEXAS STATE TEACHERS COLLEGE

\*By Recent National Survey

**Always Buy CHESTERFIELD**

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

Copyright 1950, LOOSETT & MYERS TOBACCO CO.