

# The Sou'wester

Southwestern at Memphis

33

33rd Year

MEMPHIS, TENNESSEE, NOVEMBER 9, 1951

Vol. 34 No. 8

## Blood Donor Drive To Begin Next Week, Last All Month

### Campaign To Collect Blood For Defense Is Part Of Red Cross Program

The Southwestern blood donor drive will get under way next week. The program will continue until November 30, when the mobile unit for collecting blood donations will be stationed on the campus.

The drive to collect blood from Southwestern students is sponsored by the Student Council in cooperation with the administration. Ed Francisco is chairman of the drive.

Requirements for satisfactory blood donors are as follows: The donor must be between the ages of 18 and 60. The written consent of parents is necessary for anyone between 18 and 21 years old except members of the armed forces and individuals who are married or financially independent.

The prospective donor must not have had malaria within two years, must never have had yellow jaundice, and must weigh above 110 pounds.

Several speakers interested in this national drive will be invited to the campus to explain to the students how important this campaign is to the national defense program.

Every drop of blood given at the center instantly becomes the property of the U. S. Government to be used for defense purposes only.

## Football Voted Onto Campus

### Students Back Up Faculty Group

Varsity football definitely will be resumed at Southwestern next fall. Professor Charles I. Diehl, chairman of the faculty Committee on Physical Education and Athletics announced the committee's decision.

The faculty committee met on November 2 to interpret the student opinion poll concerning the return of football to the Southwestern athletic program. The polling ballots were distributed at student assembly on November 1, and were collected and counted by the student government on the same day.

Enthusiastic support of the student body was indicated by the poll, and on the basis of the council report the committee gave its favorable decision. Bob Crumby, commissioner of athletics, Ed Wills, vice-president of the student body, and Lindsay Stephenson, president of the student body, were also present at the committee's meeting.

Of the students who voted the vast majority approved the reinstating of varsity football. Only a very few voted provisionally, were indifferent about the issue, or voted in direct opposition.

The football schedule for the 1952 season is being formed, and Coach Glenn Johnson will announce it in the near future.

## Fraternities To Be In Ministerial Club's Eye

The Ministerial Club will meet Thursday, November 15, at 5:30 p.m. in the Bell Room to discuss "The Social Fraternity."

A general survey of the social fraternity by the club members will be conducted. Each fraternity at Southwestern will be represented on a panel discussion led by Ronald Davis.

The panel will study in particular the following topics: the extent of the social life of a ministerial student, petty politics on the campus, attitudes at interfraternity competition, the blackball system and prejudices, and the assets of a fraternity.

## WSSF Drive To Start Wednesday

### Students Everywhere To Profit By Well-Placed Contributions

World Student Service Fund campaigning will start on the Southwestern campus November 14. Bob Crumby will be in charge of the drive this year.

WSSF is a program of student participation in efforts to meet the real needs of the world university community. The WSSF is constructive, concrete, and realistic in its program of mutual assistance to university men and women in all parts of the world where such assistance is possible.

## Diabetes Tests To Be Taken

Dr. Frank Tullis, college physician for Southwestern, will take part in the national Diabetes Week by testing Southwestern students for diabetes during the week of November 11-17. Tests will be made at the infirmary.

Diabetes Week is sponsored by the American Diabetes Association, which is made up of physicians who are particularly interested in the disease. It is estimated that there are one million diabetics in the United States under treatment and almost as many people who have the disease but have not had it diagnosed.

## Y Speakers To Give Social Service Talks

The YWCA will hold its second meeting of the year at 4:00 p.m. Tuesday, November 13, in Voorhies basement.

The program will consist of speakers from each of four social service organizations in Memphis. A representative from the Family Service, the Children's Bureau, the Juvenile Court, and the Red Cross will each give a short talk about his group.

Y members will have an opportunity after the meeting to talk to any of the representatives personally in whose group she would like to do social service work.

Four hundred full scholarships for study in American colleges and universities have been granted to displaced students in Germany and Austria. Collections this year will provide five hundred more of these. Subsistence is given by the WSSF to refugee students in West Germany and India who can not support themselves at colleges and universities there.

### Illness Alleviated

WSSF also alleviated much illness among students by furnishing preventive measures, hospitalization, and medical equipment to student victims of bad housing, bad diet, and the lack of drugs and modern medical knowledge.

Emergency situations are covered by the WSSF. The three universities of Assam, India, were destroyed by an earthquake. They will be rebuilt with WSSF funds. Korean students will be assisted as soon as military affairs permit the entrance of such aid. WSSF is already reconstructing educational facilities in Greece, Yugoslavia, and Southeast Asia.

WSSF is the official representative of UNESCO in American colleges in a program for supplying necessary scientific and educational equipment and books for countries lacking even the most basic of these materials.

### Student Sub-chairman

Student sub-chairmen will contact the people in each dormitory for contributions, and pledge cards

(Continued on Page 4)

## Kappa Delta All-Sing To Star Fraternity And Sorority Talent

### Intake Of Show Tonight To Benefit Crippled Children's Hospital

The annual All-Sing competition sponsored by Kappa Delta Sorority will be held tonight in Hardie Auditorium at 7:30 p.m. All the proceeds from this show will go to aid the philanthropic work done by KD at the Crippled Children's Hospital at Richmond, Virginia.

The scenery and props were created by Betty Wade and Patricia Riegle. Olive Semmes worked out the introduction in conjunction with Betty Sue Wilcox and Ruth Faquin, who had charge of the costumes. "Doodle" Busby handled the program and Thelma Nichols secured the judges for the event. Posters were made by Jackie Coker and Louise Aiken. Julia Skinner and Mary Nell Wendt had charge of the ticket sales. Paula Richardson will be mistress of ceremonies.

### The Program

A variety of music will be offered by the various fraternities and sororities. On the program will be:

- Delta Delta Delta — Syncopated Clock, You'll Never Walk Alone
- Chi Omega—Dancing In The Dark, The Bells of St. Mary
- Alpha Omicron Pi—Life On The Wicked Stage, In the Still Of The Night
- Zeta Tau Alpha—Halls Of Ivy, The False Prophet
- Sigma Nu—Speak To Me Of Love, Halleluia
- Kappa Alpha—There's A Small Hotel, A Medley Of College Football Songs
- Pi Kappa Alpha—Wonderful Girl, Stout Hearted Men
- Sigma Alpha Epsilon—Softly As In A Morning Sunrise, Carmencita
- Kappa Sigma—Red Sails in the Sunset, The Hot Canary

At this time the Alpha Tau Omega's have not turned in their selections.

Admission fee will be fifty cents per person.

## Backward Dance Will Feature Dream Man

The annual Torch backward dance will be held Wednesday, November 14, from 5:00 until 8:00 p.m. in Voorhies basement. Women students will elect the Torch "dream man" in student assembly Wednesday. Only women students are allowed to vote for the man of their dreams.

Committee chairmen for the event are Ann Henderson and Mary Woods, general chairmen; Dianne Dennison, tickets; Carroll Tuthill, music; Betty Ann McFadden, election; Frances Freeman, decorations; Sara Jane Bryant and Hattie Edens, entertainment; and Elizabeth Moore, publicity.

## Linda Kicks And Screams

Bob Starr has a new baby. The former *Sou'wester* editor and Taurist moderator now has a six pound eleven ounce baby girl.

Linda Sheron Starr arrived on Monday, November 6, at the Baptist Hospital.



Senator Estes Kefauver spoke before the final plenary session of the Atlantic Union Convention, Saturday, November 3. From left to right those pictured are William Beerkins, Rene Lemarchand, Senator Kefauver, Irvine Anderson, and Frank Beerkins. For story see page 2.

## Soloists To Be On Orchestra Program

The Southwestern orchestra will present its first concert of the season next Thursday, November 15, at 8:00 p.m. in Hardie Auditorium. Two student soloists will be presented with the orchestra, which will be conducted by Burnet C. Tut-hill.

Haydn's *Symphony in G. Major, "Military"* will open the program. Dhane Basom will play the *Concerto for Trumpet and Orchestra (1796)* by Haydn. Dhane is a senior and a music major. He has appeared as soloist with the Southwestern Band during the past three years.

After intermission Benjamin Britten's *Soirees Musicales*, a suite of three movements from Rossini, will be presented. Bob Wade, also a senior music major, will play *Symphonic Variations for Piano and Orchestra* by Cesar Franck.

A suite from the opera, *Carmen*, by Bizet in three movements will conclude the program.

There is no admission charged for the orchestra concerts.





Contributing to the World Student Service Fund is one of the most direct ways in which students in a free and relatively prosperous nation can help their fellow students throughout a confused world. WSSF transcends the boundaries of national, racial, and denominational prejudices; it grants aid only where assistance is needed.

The WSSF drive is the most significant collection made on the campus during the school year. Southwestern students should support this campaign by making their contributions or pledges during the three campaign days of next week.

## Double Play

An announcement in assembly last Wednesday informed the student body of a renewal of the campaign to sell annuals. The price of each annual is five dollars to be paid to the Lynx business staff.

It looks like Southwestern students are paying for their annuals twice this year.

Last year the cost of the annual was included in the tuition fee; no extra charge was made for it. In the new college catalogue for the 1951-52 school year the same tuition figure, \$245, is given and the annual cost is listed as a special, extra fee of \$5.00. This indicates that an unannounced increase in tuition has been made or that the students are really paying \$10.00 for their annuals.

The constitution of the Publications Board states that annuals are supposed to be given to the students and makes no provision for their sale.

It looks like Southwestern students are paying for their annuals twice this year.

## 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, 1948.

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

Editor.....BETTY WOOD  
 Associate Editor.....THOBURN F. HORN  
 Business Manager.....GEORGE WILSON  
 Asst. Business Manager.....Joan Stewart  
 Copy Editor.....Helen Walker  
 Society Editor.....Pat Riegle  
 Reporters.....Ed Francisco, Donald Feldman,  
 Ann Gill, Douglas Marsh, Sherman Baggett  
 Sports Writers.....Donn Ramier, Jack Worthington,  
 John Maxwell  
 Columnists.....Rene Lemarchant, Margaret Jones  
 Circulation Manager.....Vera Burns  
 Photographer.....Al Clemens

Sou'wester day phone.....7-1800  
 Sou'wester night phone.....7-3363

## Crescendo and Diminuendo

The four personable young musicians who make up the Philharmonic Piano Quartet gave their audience a pleasant demonstration of fine ensemble playing last Sunday afternoon at the City Auditorium. Throughout the program they showed a high grade of artistic and musical co-ordination. Their wide range of tonal coloring and shading was backed by a considerable technic, although their arrangements sometimes subordinated authenticity to effect.

Some of their best effects were achieved in the second programed group which included Schubert's pliant melody "To Be Sung on the Waters" and the lovely "Consolation" by Liszt. Vivid contrast was offered in their last two numbers, a limpid, lovely traditional "Cradle Song" and a briskly modern "Square Reel (1950)", by Scott Watson.

### Chamber Music

The chamber music concert was presented at the College of Music last Wednesday night. The program included two quartets for strings and piano by Schumann and Dvorak. They were separated by a classical quartet for clarinet and strings by Karl Stamitz.

The famed Ballet Russe de Monte Carlo will return under Angier sponsorship on Nov. 13-14. For the first time in Memphis Tchaikowsky's fairy tale ballet "The Nutcracker" will be presented in its entirety. Excerpts from this beautiful ballet have been danced by various companies at the Auditorium, but never the complete ballet.

The opening program will also include the Memphis premiere of "Romeo and Juliet" by Tchaikowsky, and a repeat performance of "Raymonda" by Glazounov, which the troupe presented in 1949.

The date of Miss Lois Maer's piano recital has been changed to December 9, and the Southwestern Singer's Whitehaven concert has been postponed until after the choir trip in February.

## Ethelbert Brings Us Snow And Shivers

Mischief No. 791: Ethelbert the elf reporting. Last week I devised a most fiendish plan to put everyone here at Southwestern quite under the weather.

While flying over Palmer Hall in my jumpy jet, I conceived the idea of a sudden drop in temperature and great snow drifts which would bury Southwestern forever. Thinking this idea superb, I hastily flew north and gathering up a cold wave, hooked it on to the tail of my plane, and headed back for the school and its destruction.

Just as I prepared to launch my deluge of snow, I realized I had made one great miscalculation in my cool and clever cunning. I had failed to realize that all the hot air blown off around Southwestern (on the part of the students, of course) would prevent much of my cold, deathly snow from ever reaching earth by melting it in mid-air.

In spite of this disillusioning discovery I managed to deposit enough snow and cold weather around the campus to cause many a person to let loose with an involuntary shiver now and then. These shuddering sufferers so filled me with delight that I consider my escapade quite a success even though the school and students were not obliterated as I had first planned.

By Ann Gill

## Kefauver Talks On Peace With Union

Bill Rawlins Is Outstanding Convention Delegate

By Douglas Marsh

Senator Estes Kefauver (Dem.), junior senator from Tennessee, addressed the Model Atlantic Union Convention at its final plenary session Saturday, November 3, in Hardie Auditorium.

Senator Kefauver was introduced by Mr. Edmund Orgill, a member of the Board of Governors of the Atlantic Union Committee and prominent Memphis businessman. Mr. Orgill was introduced briefly by Mrs. Henry Luce III, who is chairman of the Student Model Convention Committee of the AUC.

Senator Kefauver emphasized the importance of seeking what he called "peaceful means" of stopping armed conflict. He declared, in effect, that, despite criticism of the Atlantic Union idea as visionary, impractical, and idealistic, that union of the free is such a means to peace.

### Past Agreements

The soft-spoken Tennessee lawmaker reviewed briefly some of the steps taken by the U. S. toward international co-operation in the past. He praised President Wilson's work toward a League of Nations, and the contributions to peace made by such "worthwhile piecemeal" acts as the Bretton Woods agreement, the Marshall Plan, and finally, the United Nations itself. But, insisted the senator, steps toward a permanent union of democratic peoples must be taken to combat the schemes of the Kremlin.

Lindsay Stephenson, president of the Student Body, acknowledged Senator Kefauver's talk.

Approximately two hours later, the Student Convention adjourned, having formally adopted a model constitution for an Atlantic Union. Some of the more interesting articles provide for referenda on foreign policy if the Parliament should take no action after sixty days, the dissolution of debts among member states, and the raising of an armed force for the new union.

### Outstanding Delegate

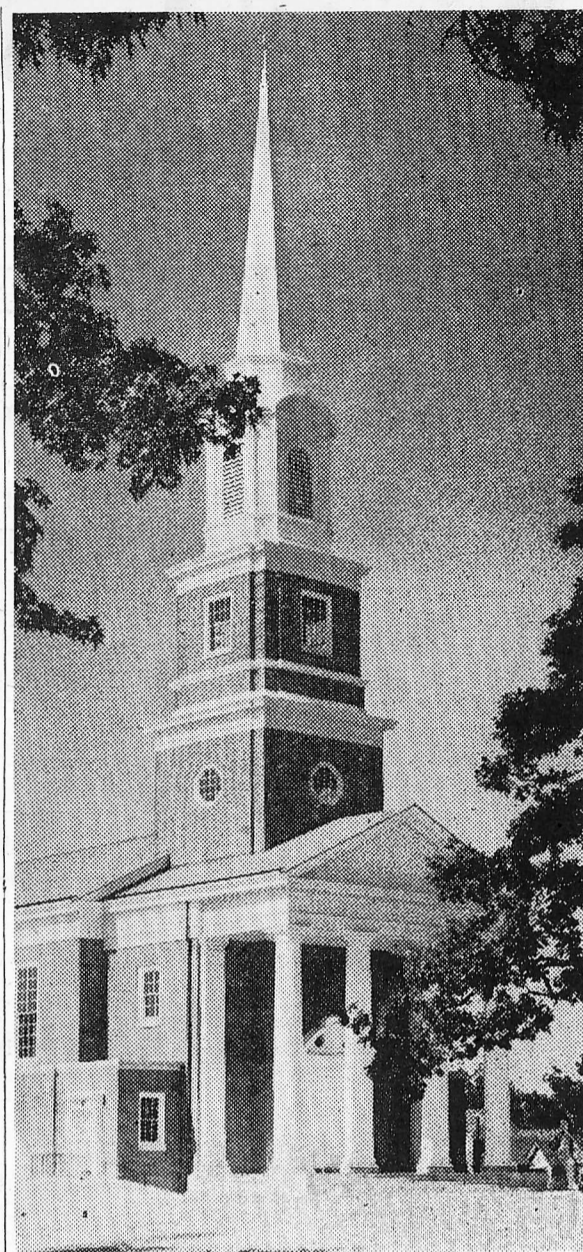
Bill Rawlins of Southwestern was chosen as the outstanding delegate to the three-day convention. Mr. Rawlins was awarded the Freedom and Union trophy and copies of *Union Now* and *The New Federalist* autographed by Clarence Streit. Bill, president of Southwestern's chapter of Tau Kappa Alpha, made an impromptu speech at the banquet of the AUC's Congress of Delegates, meeting concurrently in Memphis, at the Hotel Peabody, where he was enthusiastically applauded. This banquet, held Saturday evening, was attended by delegates to the student convention and members of the Southwestern Student Council.

### Convention Side-Lights

Students who met Mr. Harold Rossoff during the convention will be interested to learn that he and Mrs. Rossoff were on their honeymoon. Mr. Rossoff is director of the Student Atlantic Union Convention series for Federal Union, Inc., an educational organization concerned with individual freedom through union.

Irving "Dusty" Anderson, who presided over the student sessions is an alumnus of Southwestern, class of 1950, now associated with the Memphis International Center.

Some of the delegates were authentic nationals of the countries they represented, including Southwestern's Rene Lamarchand of France. The Netherlands was represented by two brothers — real Hollanders.



## Chapel Chimes

Dr. W. R. Cooper will speak at chapel on Monday, November 12. He will lead the regular chapel service and give a devotional address.

Student assembly will be held on Tuesday, and the three following chapel services will be directed by Bob Crumby and Professor Norman Gibbs. They will be concerned with the WSSF drive.

The 1951-52 World Student Service Fund drive will begin on the 14th of this month. During the three days, November 14, 15, and 16, Mr. John Gleason, regional director of WSSF will be at Southwestern to explain the function of the World Student Service Fund, which aids college students in war torn countries. The WSSF enables these students to carry on their studies with the proper food, clothing, and books.

Last year Southwestern was near the top of the list of all southern colleges and universities contributing to the fund.

The drive this year will run until June of 1952. Pledge cards will again be used so that students may donate to this worthy project on an installment plan.

Sunday night, November 11, Fred Link will be in charge of the program for the Westminister Fellowship of the Evergreen Church. The subject of the program is "The Three Theories of Life": humanism, atheism, and Christianity. The meeting will be at 6:15 in the Fellowship Hall of the church. After the meeting cokes and cookies will be served.

On each Thursday night from 6:30 until 8:00 the Westminister Fellowship of Evergreen Church sponsors the coffee hour for all Southwestern students. M. T. Taylor is in charge of group recreation.

The CUC has begun its book project. With Christian Union funds books are purchased for the library. These books are catalogued and checked in and out by the regular librarian, but are separated from the main library collection. They may be found on top of the card-catalogue.

The purpose of the CUC project is to obtain books dealing with religious topics and make them easily available to Southwestern students. Both fiction and non-fiction appears in the CUC book shelf, and the religious collection is made up almost entirely of new books.



# Sportlight— Preliminary Basketball Games Clear Up Varsity's Weakness

By Don Ramier

The recent Varsity-Alumni basketball game which terminated with our boys on the short side of a 55-52 score showed up two weak points in our basketball machine. Primarily, the boys need experience, something that no coach can provide. There are a few more practice games scheduled to help meet this deficiency.

Secondly, the team seems to be weak on that one elementary, but necessary evil—simply getting the ball through the net. Their shots were frequently wild, and their "shooting eyes" were drastically inaccurate. But as Coach Johnson said, "they didn't shoot enough" to get used to hitting the basket.

### The Braghter Side

Turning to the brighter side of the picture, we can't overlook the fact that the game provided an opportunity for our genial mentor to experiment with different combinations and select the five men that work together best. Coach Johnson substituted freely and gave as many players as possible the chance to prove themselves un-

der fire and add a notch or so to their experience belts.

This loss should not give anyone the opinion that our team isn't going to stand up well against college competition. Most of the alumni were seasoned veterans, having recently completed four years of intercollegiate basketball. As stated previously, most of the varsity men were given a chance to play and more emphasis was placed on experimenting with different combinations and trying to select a team than making points and winning the game. And too, our squad was pushed and shoved quite a bit more than official referees will permit. With some more

## Senior Class To Hear Report Of Committees

The senior class will meet Saturday, November 10, at 10:30 a.m. in Hardie Auditorium. Reports from all of the class committees will be heard.

Plans for the senior class party will also be made. Marzette Smith, chairman of the party committee, will be in charge.

The findings of the class gift committee will be presented by Prentice Fulton, and the class gift project will be selected.

Plans for class vespers and graduation ceremonies will be made.

This will be the most important senior class meeting of the year. Only a handful of seniors showed up for the last meeting. Class business cannot be conducted unless more members are present to find out what is going on.

practice games, plus constant and thorough work-outs every afternoon, the team should be ready to shine November 27, against Bethel College.

## Volleyball Is Begun; Horseshoes Decided

The first round of the 1951 Intramural Volleyball Tournament was played Wednesday night, but since each team must lose two matches to be dropped from play, all seven teams are still in there pitching.

The second set of matches will be played off tonight beginning at seven o'clock. The rest of the tilts are scheduled for next Monday and Wednesday nights with the finals a week from tonight.

### Horseshoes

The horseshoes tourney is progressing almost at a standstill, but first place is clinched. Kappa Alpha can possibly get 25 points and has 18 sewed up. No other team has a chance to do that well. The rest of them with the minimum and maximum points possible are as follows: Independents, 14 to 17; SAE, 8-15; Kappa Sig 10-13; ATO 7-10; Sigma Nu 5-10; and PiKA 3 (eliminated from all brackets).

## Psychology Club To Select New Officers Wednesday

The Psychology Club will meet Wednesday, November 14, at 4 in the Zeta Tau Alpha house. Officers for the remainder of the year will be elected.

## All-Stars Are Picked In Offense, Defense

The intramural department has announced the selection of the most valuable players and the defensive and offensive all-star teams. The most valuable players were selected by their respective groups. The offensive and defensive teams were chosen by Bill Maybry.

### All-Stars

- Offensive**  
 Gilbert .....passing  
 Crais .....running  
 Smythe .....blocking  
 Weed .....pass receiving  
 Van den Bosch .....center and  
 down-field blocking  
 Whitehead .....pass receiving
- Defensive**  
 Wray .....back  
 Fulton .....back  
 Page .....back  
 Henry .....back  
 Howard .....line  
 Anderton .....line  
 Albright .....line
- Most Valuable Players**  
 Weed .....SAE  
 Crais .....SN  
 Van den Bosch .....KS  
 Howard .....KA  
 Gilbert .....Ind.  
 The other groups have not yet made their selections.

A talk by Dr. E. L. Queener on social psychology will be given.



Home for Thanksgiving?  
 go Greyhound and \$AVE!

This Thanksgiving have a better trip for less money by Greyhound! Frequent schedules enable you to leave sooner, stay longer. Easy-chair comfort, friendly fellow-passengers, heart-of-town terminals make your trip more pleasant and more convenient as well as more economical!

CHECK THESE LOW GREYHOUND FARES! BUY A ROUND-TRIP TICKET\* AND SAVE AN EXTRA 10% EACH WAY!

\*Return trip may be made any time within 6 months!

	One Way	Round Trip
CHATTANOOGA	\$ 6.00	\$10.80
BIRMINGHAM	5.10	9.20
CHICAGO	9.50	17.10
DALLAS	9.25	16.65
LITTLE ROCK	3.40	6.15
DETROIT	14.20	25.60
JACKSON, MISS.	4.25	7.65
NASHVILLE	4.35	7.85
ST. LOUIS	6.05	10.90
MOBILE	7.00	12.00

(U. S. tax extra)

GREYHOUND TERMINAL  
 207 Union at Hernando  
 Phone 5-5511

GREYHOUND

**LOEWS STATE**  
 Starts Tuesday, Nov. 20th  
 M.G.M.'s Greatest  
**"QUO VADIS"**  
 Color by Technicolor  
 —Starring—  
 ROBERT TAYLOR    DEBORAH KERR

**Snowden Barber Shop**  
 Across from Snowden School  
 "We Rid Dandruff"  
 575 No. McLean

**Southwestern Barber and Beauty Salon**  
 649 No. McLean  
 Phone 36-8025

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

**Southwestern Pharmacy**

Zinc Etchings  
 Copper Halftones  
 Commercial Artists  
 Mid-South Engraving Co., Inc.  
 60-5 THIRD ST. • MEMPHIS 3 TENN. • PHONE 38-1447

**EAST MEMPHIS LAUNDRY-CLEANERS**  
 Let a S'wester Alumnus Serve You  
 Serving East and North Memphis  
 3436 Summer    Phone 48-8066

**UNIVERSITY PARK Cleaners**  
 • LAUNDRY  
 • STORAGE  
 613 N. McLean    Phone 7-5852  
 Phone 7-5851    Phone 7-5852

**ANGIER CONCERTS**  
 Presents  
**Ballet Russe de Monte Carlo**  
 "The One and Only"  
 "A National Institution"  
**AUDITORIUM**  
 November 13, 14  
 8:15 P.M.  
 Box Office: Terry and Son Piano Co.  
 64 So. Second St.  
 Prices: \$3.60, \$3.00, \$2.40, \$1.80

WHEN DRIVING DROP BY 2536 SUMMER AVENUE  
 COMPLETE FOUNTAIN SERVICE  
**THE DUKE'S DRIVE IN**  
 HOT PIT BARBECUE  
 WHEN SHOPPING THE DUKE'S CAFE OPPOSITE SEARS  
 Phone 4-9466    Phone 36-9297

"It Pays To Play"  
**LAWSON-CAVETTE SPORTING GOODS COMPANY**  
 9-11 No. Third St.    Memphis, Tenn.    5-2725

Proud to Print the SOU'WESTER!  
**Iri-State Press, Inc.**  
 Specialists in Newspapers  
 277 Jefferson Ave.    Phone 5-6171

One sip of this  
 will bathe the drooping spirits  
 in delight,  
 beyond the bliss of dreams  
 Milton's Camus  
 Milton must have peered into a crystal ball to write these lines. How else could he have foretold the delicious, refreshing goodness of Coca-Cola?  
 5¢  
 BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY THE COCA-COLA BOTTLING CO., OF MEMPHIS  
 © 1951, THE COCA-COLA COMPANY

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



# WSSF . . .

(Continued from Page 1)  
will be furnished for students to sign.

The pledge-card system insures a year-long collection of funds from a short campaign. Students who do not have as much money on hand as they would like to give to the WSSF are asked to sign a card stating the amount which they would like to give. Install-

ments are paid weekly, bi-monthly, and monthly. The money may be given to any of the sub-chairmen collectors. The drive will last until the end of this school year.

Chapel programs will be held by the WSSF committee next Wednesday, Thursday, and Friday, and pledge cards will be given out at the doors of Hardie Auditorium after each chapel service.

### Foreign Students

In one of the programs, Southwestern's foreign students will tell

how the fund has helped individuals in their countries. John G. Gleason, regional secretary of the WSSF, will speak at another assembly. A movie will be shown during the third chapel program, if one can be obtained in time for the campaign. A collection booth will be set up in the cloister of Palmer Hall.

During the second semester a talent show will be sponsored similar to the one held last year. Last

year's show cleared about one hundred dollars for the drive.

The total contribution to the WSSF last year from Southwestern was \$764.35. This was more

than the amount given by any school in Alabama, Mississippi, Louisiana, and South Carolina. Only Ward-Belmont outranked Southwestern in Tennessee.

## More Bounce To The Ounce



## Pepsi-Cola Bottling Co.

Memphis

5-0788

### TED WEEMS

and His Orchestra

Featuring:

- BONNIE ANN SHAW
- GLEN WEST
- RUSS CARTER
- CHUCK HAYNES
- WEE HOWE

Dine and Dance

Hotel Peabody

### "Drink Dr. Pepper"

Compliments of  
DR. PEPPER BOTTLING CO.  
of Memphis

### By-Ryt No. 2

"You can't go wrong  
when you By-Ryt."

## TOWN and Country

Drive-In  
Restaurant  
2842 Poplar

### LEWIN and MILLER Photographers and Artistic Framing

75 No. Cleveland  
Memphis 10, Tenn.

Phones: 36-8322  
7-1387

## CHESTERFIELD - LARGEST SELLING CIGARETTE IN AMERICA'S COLLEGES

# AT RICE

DEEP IN THE HEART OF TEXAS

### The "Roost"

*We certify that Chesterfield is our largest selling cigarette by . . . 2 . . . to 1*  
SIGNED *Myrle Musgrove*  
MANAGER



because of

# MILDNESS

*Plus*

# "NO UNPLEASANT AFTER-TASTE"

(FROM THE REPORT OF A WELL-KNOWN RESEARCH ORGANIZATION)

*.. and only Chesterfield has it!*