

THE SOUTHWESTER

Student Weekly Publication of Southwestern at Memphis

Tomorrow Last
Day to File
Condition Reasons

16TH YEAR

MEMPHIS, TENN., FRIDAY MORNING, SEPT. 21, 1934

NUMBER 1

Lynx Sponsors Are Announced For Home Games

Sohm, Dickinson will be Honored at Lynx-Sewanee Game

LAUGHLIN, JACKSON FOR MISS. STATE GAME

Leuck, Ford, Lee, Gemmill, Black and Taylor are Chosen

Sponsors for Southwestern's home football games are announced today.

Mary Walton Sohm and Katherine Dickinson will be honored when Sewanee comes to Fargason Field next Saturday afternoon. Miss Sohm is a sophomore and Miss Dickinson a freshman.

Rebecca Laughlin, freshman, and Dorothy Jackson, sophomore, were chosen for the Mississippi State game Oct. 20.

Olive Black, senior, and Ethel Taylor, junior, will be the sponsors for the Birmingham-Southern game Nov. 3.

Margaret Leuck, sophomore, and Seldon Ford, junior, were the selections for Kentucky's initial appearance Nov. 10.

Norma Lee, junior, and Sarah Elizabeth Gemmill, senior, will be the honor guests at the last home game Nov. 16, when Southwestern meets the Millsaps Majors.

The selections were made by members of the Lynx squad yesterday afternoon.

Men's Sanhedrin Disciplines Frosh; Lilly Heads Women

Frosh Appear with Placards and Baby Caps

Ben Bogy, High Priest of Men's Sanhedrin, got off to an early start last week when he ordered all freshmen to appear Saturday with name cards on their backs. Freshettes also appeared with placards and baby caps Monday morning as a result of orders given by Women's Sanhedrin, headed by Theresa Lilly who was elected at an early Monday election to replace Margaret Clay Faulhaber who failed to return for her third year here.

Straw Hats Out

Bogy announces that the customary caps will arrive some time next week and every freshman is expected to wear one until Christmas when they may be discarded. Straw hats, which are usually worn until the Lynx have won their first game of the season, will not appear this year. All freshman boys will appear next week with painted legs bearing "Down with Sewanee" in preparation for the annual game with Sewanee.

The following are members of the Men's Sanhedrin Council: Ben Bogy, High Priest, Red Davis, Mac Givens, Howard White, Richard Mays, Harvey Jones and Richard Drake. The representative of the Kappa Alpha's has not been elected to replace Logan Hughes who has withdrawn from Southwestern.

Student Council To Set Date For Freshman Election

Senior Class Insurance to be discussed also

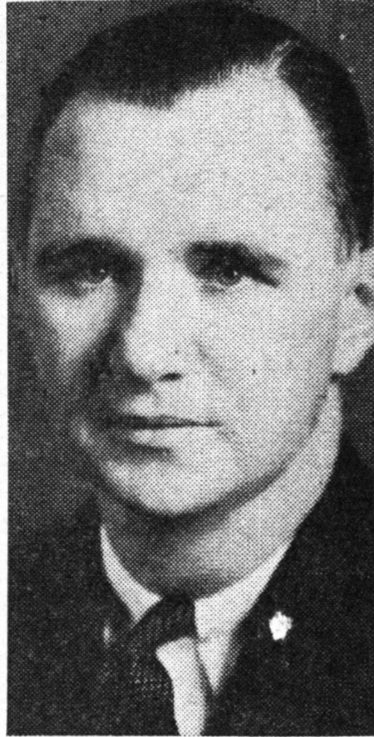
Among the important business to be discussed at the first meeting of the Student Council next week will be the setting of a date of freshman elections.

Another matter will be to decide upon some means of collecting money for the Senior Class gift, which is an endowment insurance policy with Southwestern named as beneficiary, from several members of last year's graduating class.

New Faculty Members



ALLEN TATE



DR. WILLIAM O. PUCKETT



REV. FELIX B. GEAR



WILLIAM T. JONES

New Faculty members this year include Allen Tate, English Department; Dr. William O. Puckett, Assistant Biology Professor; Rev. Felix B. Gear, Assistant Professor of Bible, holding the Albert Bruce Curry Chair of Bible; William T. Jones, Tutor in Philosophy and Fine Arts. (Courtesy Commercial Appeal)

Dr. Allen Tate, New Addition to Faculty, Listed in "Who's Who"

Probably the most notable addition to Southwestern this year is Dr. Allen Tate, one of America's best-known critics and poets, who succeeds Dr. A. S. MacIlwaine in the English Department.

Dr. Tate, who has written numerous books and has contributed to some of the best magazines and periodicals in the country, enjoys the rare distinction of being listed in "Who's Who in America" for 1932.

Born in Clarke County, Kentucky, at the turn of the century, Dr. Tate early inherited that ardent love for the South of ante-bellum days which is so closely reflected in his creditable list of literary works.

A boyhood spent in earnest basic study preceded his entering Vanderbilt University in 1918, where he was a member of Phi Delta Theta social fraternity.

Election to Phi Beta Kappa followed in his senior year, just before his graduation, magna cum laude, as a B. A.

Two years later he married Miss Caroline Gordon, a now famous novelist in her own right. Together they spent three years in Europe in literary research.

In 1928 Dr. Tate was awarded the Carolina Sinkler prize by the South Carolina Poetry Society and in the same year he became a fellow of the Guggenheim Foundation which honor he held until 1930.

A free lance writer since 1924, Dr. Tate was one of the founders in that

year of a Nashville magazine, "The Fugitive," which, until it ceased publication several years later, was called by several foremost American critics "the most interesting cultural manifestation in the South since the Civil War."

Dr. Tate modestly denies pride in his works, although he thinks, if he had to make a choice, that he would select his "Poems—1928-1931" as his most worthy effort.

"I Take My Stand—the South and the Agrarian Tradition," a symposium of twelve essays on the South by different writers, contains Dr. Tate's best-known original essay.

Among his other works are "Stone-wall Jackson—The Good Soldier;" "Mr. Pope and Other Poems;" "Jefferson Davis—His Rise and Fall;" "The Critique of Humanism;" and "Robert E. Lee."

In addition, Dr. Tate has contributed articles and verse to "New Republic" and "The Nation."

Baine Uncertain On Publication Of Annual

Rodney Baine, editor of the Annual for 1934-35, says that the publication of the book will depend largely on whether enough advertising may be procured.

He indicates that more money will be needed to produce an annual than was needed last year, since prices have risen.

Every effort will be made to publish the year book.

FOUR FACULTY CHANGES MADE FOR THE YEAR

Biology and Philosophy Posts Newly Created; Two are Replacements

RHODES SCHOLAR AND Ph.D IN GROUP

McIlwaine and Orr Accept Fellowships to Complete Work on Degrees

Southwestern's faculty will be increased two members this year. A total of four changes have been made, two being replacements and two being additional professors.

Included in the new professors are a Rhodes scholar and a Ph. D. Two of them are members of Phi Beta Kappa, National honorary scholarship fraternity.

Two New Members

Dr. William O. Puckett will serve as assistant biology professor, a new position at Southwestern. He received his A.B. from Davidson College; A.M. from University of North Carolina; Ph. D. from Princeton. He has taught at Davidson and Princeton, having been a fellow and an honor student at the latter institution.

William Thomas Jones has been added to the faculty as a tutor in philosophy and fine arts. He is a Rhodes Scholar from Mississippi. Mr. Jones received his bachelor's degree from Swathmore and B. Litt. from Oxford. He is a Phi Beta Kappa.

Gear Replaces Orr

The Reverend Felix Bayard Gear has been appointed assistant professor of Bible to succeed the Reverend William F. Orr, who will take advantage of a fellowship awarded him by Louisville Theological Seminary and work for his D.D. degree at Hartford Theological Seminary.

The Reverend Gear will hold the Albert Bruce Curry Chair of Bible at Southwestern. He received his B.D. degree from Union Theological Seminary, Richmond, Va.; graduated magna cum laude from Davis-Elkins, where he got his A.B. degree; was given a M.A. from Princeton, and has done graduate work at University of Edinburgh, including residence requirement for Ph.D.

"Fugitive Movement" Leader

Allen Tate, noted as the leader of the "fugitive movement" at Vanderbilt, a group of intellectual men who advocated a return to agrarianism as the salvation for the South, will replace A. S. McIlwaine, who has been awarded a fellowship at the University of Chicago by the General Education Board of New York to complete work for his Ph.D.

Mr. Tate has published critical works, poetry, and biographies. He is an A.B. from Vanderbilt, where he graduated magna cum laude with full majors in English, Greek and Philosophy. He has done advanced work in Indo-European philology, including Persian and Sanskrit. He is a member of Phi Beta Kappa and won the Guggenheim Foundation fellowship for creative writing in 1928 and 1930; won two Caroline Sinkler prizes in 1928 and 1930, each awarded to the author of the most distinguished volume of verse written by a Southern poet. He won the Midland author's prize in 1932.

Prof. Siefkin To Lead Bible Discussions

Prof. Siefkin has been chosen to lead discussions at the Men's Bible Class each Sunday.

Christian Union has changed the time of the Bible Class from Sunday morning to Sunday evening at 6:30. The change was to enable more dormitory students to attend without outside conflicts.

Prof. Siefkin will lead an open forum each Sunday on topics which will be of interest to men students.

Rushing In Full Swing; Sororities Will Pledge Tonight In Room 108s

78 Freshmen Undergoing Inspection by Fraternities Sororities to Have Last Rush Teas This Afternoon

The fight is on!

Girded with fraternity manuals and quarterly publications, pledge pins, and forty pages of memorized talks about their respective lodges, Southwestern's brotherhoods have for the past three days been at it, nip and tuck, over the 78 members of this year's freshman class.

The frosh seem to be enjoying the fun, although it is quite true, as one remarked, that "it sure is getting me down. I haven't slept a wink since Tuesday night."

It's Getting Me Down

At least he's not in a class by himself. Every fraternity member is praying earnestly for the dear blessed hours of early Sunday morning when he can lie down for a few hours of undisturbed slumber, at peace with the world once more.

The battle began Tuesday night, technically speaking, when two Pan-Hellenic members from opposite lodges almost come to blows over dates with a prospective rushee. But when things had calmed down somewhat, these rules were agreed upon:

1. Major dates are from 7 p. m. until 1 a. m.
2. Minor dates are from 12 noon to 2 p. m. (lunch), and from 2 p. m. to 6 p. m.

Rushees Must Be Prompt

3. Rushees must be prompt to report for their dates, and no dates may be broken except by the mutual consent of the fraternity and the rushee. A heavy fine is the penalty for an infraction of this rule.

4. No fraternity member may talk

Continued on Page Three

SOUTHWESTERN SOPHS LEADERS

Far Ahead of Those from 100 Colleges in Knowledge and Cultural Test

Southwestern finished far ahead of the sophomore classes of a big majority of the 100 colleges tested recently by the American Council of Education in general knowledge and culture.

Norma Lee, led 8000 sophomores in the English division of the examinations, and the Southwestern second year students ranked from 75 to 52 per cent ahead of the field.

High in Literary Work

In literary acquaintance, Southwestern outranked 75 per cent of the colleges tested; in foreign literature, 73 per cent; in general culture, 70 per cent; in history and social studies, 69 per cent; vocabulary, 66 per cent; English usage, 65 per cent, and 52 per cent in spelling.

Hope Brewster, made the highest general standing by a Southwestern student.

Miss Brewster bested 99 per cent of the sophomores in the United States tested in total general culture and English tests. She showed a better score than 98 per cent of those tested in literary acquaintance.

Winfield Qualls, who plans to enter Harvard this year, led 99 per cent of those tested in general culture.

Third of Yearly Tests

Tests were given 105 sophomores at Southwestern last May. Last year's examinations were the third of a series of 10 yearly tests being sponsored by the council.

Southwestern ranked 11th of 133 colleges tested the first year. Last year, Southwestern surpassed 72 per cent of the colleges tested, but the general standing for this year's test has not yet been compiled by the council.

Today marks the climax of three days strenuous rushing on the part of the sororities on the campus, with pledging to be held tonight at 7 o'clock.

At 7 tonight the rushees will meet in room 108 of the Science Building to receive their bids. They will then be escorted to the house of the sorority of their choice to be formally pledged.

Each sorority on the campus opened the rushing period Wednesday with hour teas at their respective sorority houses.

Wednesday Teas

Kappa Delta held the first tea Wednesday from 2 to 3. From there the rushees went to the Tri-Delta house for the second tea from three to four. Chi Omega had the hour from 4 to 5 for their tea, and the AOP's had the following hour. Zeta Tau Alpha wound up the day with their tea from 6 to 7.

The teas were simple in detail since the Pan-Hellenic had passed a rule that the total expenses for the three teas was not to exceed \$25. The Pan-Hellenic council is made up of the following members:

- Martha Shaeffer and Olive Black; Kappa Delta.
- Olga Hartmann and Lucile Woods; Zeta Tau Alpha.
- Teresa Lilly and Sally Griffin; AOP.
- Sara Elizabeth Gemmill and Thelma Worthington; Tri Delta.
- Helen Gordon and Priscilla Painter; Chi Omega.

The council also ruled that all novelty teas were to be discarded.

Thursday's Teas

On Thursday afternoon the hours held by the sororities were: AOP 2 to 3; Tri Delta, 3 to 4; Chi Omega, four to five; Kappa Delta, 5 to 6; Zeta, 6 to 7.

Today all five sororities will hold open house for their guests from 3 to 5. It is the custom on the campus for the rushees to attend the open house of the sorority they intend to join.

The custom of wearing the sorority flowers to classes the next day will be abandoned this year at the request of Mrs. Townsend, Dean of Women.

Student Assistants Are Announced By Department Heads

Twenty-One Students to Aid In Six Departments This Year

Student assistants in the various departments at Southwestern are announced by departmental heads. The student aides in biology are Vernon Pettit, Hortense Louckes and William Walker, all of Memphis.

Freshman chemistry students will be assisted by Glenn Gates; William Cox, Charles Barton and Robert Armstrong. Howard White was re-appointed medical assistant to the college doctor.

The students assisting in the English department are Richard Dunlap, David Flowers, Maurice Carlson and Norma Lee. Richard Drake was named as physics assistant.

Student helpers in the library are Rodney Baine, Reed Brock, Eugene Stewart, Lauren Watson, Raford Herbert, Sarah Elizabeth Gemmill, Josephine Ingram and James Merrin.

Y. W. C. A. MEETS WEDNESDAY

Y. W. C. A. will hold its first meeting of the year in the Lynx Lair Wednesday at 6 p. m.

An interesting program is being planned. All new girls are cordially invited to attend.

THE SOUTHWESTER



PUBLISHED WEEKLY BY THE STUDENTS OF SOUTHWESTERN, MEMPHIS, TENN.

Member Southern Collegiate Press Association

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

JIMMIE MEADOW Editor-in-Chief Room 304 Calvin Hall—Phone 7-9279

Contributors this issue: John Hines, John Quanthy, Tommy Fuller, Savilla Martin, Hinky Jones, Richard Thomas, Leslie Buchman, Richard Alexander, Dan Wingo, Marion Cobb, J. O. Wallis, Joe Bell, Elizabeth Robinson, Sidney Strickland, Olga Hartmann, Henry Watkins, Richard Dunlap, Sarah E. Gemmill, Jack Crosby, Louis Gauchat, Margaret Leuck, Murrah Gattis, Nancy Warden, Charles Taylor, David Flowers.

ALVAN TATE Business Manager 209 S. McLean—Phone 7-3958

Contributors: Louis Duffee, James Watson, Mary Sandis Dreisbach, Harry Downs, John Wallace.

A subscription to The Sou'wester is \$3 the year in advance.

An Institution

FOR the benefit of freshmen and new students, the Honor System as it exists at Southwestern is an institution. It is accepted as such and abided by. It is the supreme governing factor among students and its authority is recognized.

When you enter Southwestern one of the first things you are given is a pledge that you will uphold the honor system. When you sign that pledge it is one of the most sacred promises you are to make.

The system as it functions at Southwestern ranks with the best in the nation, because every student respects the confidence that is entrusted to them and strives to see that it is successfully met.

If you do not merit this confidence you no longer deserve to be a member of the student body, and this is rigidly followed. A person's character is only as good as his promise, and if you cannot keep a promise that ranks with the most revered traditions of Southwestern, then you don't fit into the educational program of the College.

It Will Wear

SOUTHWESTERN is gradually assembling an aggregation of college professors which will soon attract nation wide attention in collegiate circles.

There are now eight Oxford men on the faculty. Of the 27 members of the teaching staff, 19 have their doctor's degrees. Several others have completed requirements for their Ph.D. degrees with the exception of writing the theses. No faculty member has had less than three years of graduate work.

Dr. Diehl is tireless in his effort to secure only the best. The college professor takes the student at the age when he is most plastic and molds and develops the mind into a finished product, deserving to be called educated. It is a serious responsibility.

You go to buy a suit of clothes, generally you know by the feel and looks of the cloth what kind of wear it will give. A shabby, loose woven cloth doesn't give good service. A fine woven, hard piece of material gives you long wear. A good college faculty, like the fine piece of cloth, leaves the student equipped with reliability and resourcefulness to meet oncoming circumstances in a wearable condition.

Push It Back Down

WHEN Dr. Kelso said in his opening address before the assembled students last Saturday morning, "In order for college to mean anything to you, it must stimulate a passion for freedom," he no doubt even considered that freshmen could penetrate the meaning and was speaking more to the upper classes.

In case a few of the freshmen did hear that, it might be good advice for you not to take it too literal. There are a few traditions and requirements that Southwestern freshmen are expected to have picked up before reaching the upper classes. And the best time to concentrate on them is the beginning of the freshman year. So if that feeling for freedom happens to come

up, just push it back down and remember that after three months it will all be over and you'll go on living like any other ordinary individual.

Speaking of those traditions, reminds us that we upperclassmen could brush up on a few hazy words in the Alma Mater before all these football games get under way. The words are in the back of the chapel hymnal, but wait until after the professor's chapel talk before looking them up.

Reorganization?

FOR fostering good will and fellowship between Southwestern and visitors who might come to our campus, there was no better organization that could be formed for the purpose than the Lynx Club as it existed before it was taken in as the nucleus for the present Intra-mural Club fostered by Coach John Miller.

The Intra-mural Club is a fine organization and Coach Miller should be commended in his desire to bring intra-mural sport into its own at Southwestern. We are wholeheartedly behind his movement and would like to see every student participate at one time or another this year in intra-mural competition.

Then too, we would like to see a reorganization of the Lynx Club for the sole purpose as it existed formerly. This could be done with a little enthusiasm on the part of the few remaining members. The fall season with the large crowds attracted by football games is your most important time of the year, you still have time to get reorganized and do the good your organization can do this fall.

Annual Christian Union Party Given Freshmen

Christian Union entertained the freshmen in the S. A. E. lodge the college opening night with their annual party. A friendly spirit dominated the gathering and made it easy for the new students to get acquainted with each other.

Entertainment for the night was under the direction of Alvan Tate, who taught the frosh yells that brought out the best in the

NOW, and THEN

1934

The Sororities are bidding for the services of "Welcome Wagon" McDonald to help make their rushing season a success. McDonald refuses to quote his "salary."

"Big Bad Ben" Bogy says he can handle the freshmen; but they have been eyeing the lake, which gets mighty cool these nights. So somebody better have their long underwear ready.

Did you ever see the likes of Wood's frowny smile? and here's what makes it really swell—she pulls it on every-body.

With the absence of Jug Owens, Pitts is the No. 1 fool of the campus. We still have to see what he does at the hops.

1933

Kate O. Eddins, that pretty Chi O transfer, has certainly swept the boys off their feet. Howard White had better look after his rights or all will be lost.

That little blonde AOPi who is so thrilled over Chicken High being back is also going to have trouble hanging on to that strong and silent SAE and Chicken too.

Mac Elder worked all summer getting the Tenn. Brewery in order, but the first batch of lager came off a little too late for him to sample it.

1932

Maybe you've heard that Dr. Hartley was cavorting on the roof the other night.

way of college spirit. Coaches Miller, Edington, and High made brief and pointed talks that met the hearty approval of those present.

One of the highlights of the party was the traditional singing of the Alma Mater. Professor Haden, assisted by Marion Butler, taught the song to the listeners.

After the program the attention shifted from Tate to the punch bowl and ice cream sandwiches, prepared by Mrs. Dailey.

The faculty, coaches, Mrs. Dailey, and Dr. and Mrs. Diehl were present as special guests.

NO DOUBT YOU KNOW

—that Rebecca Laughlin, freshette, is the fourth sister in her family to attend Southwestern. There has been at least one of them in college every year since the college has been in Memphis.

—that Southwestern tied the University of Kentucky football team in 1908—the score, 6 to 6.

—that the graduating class of '93 had 12 members. This is quite different from the 52 that finished in 1933.

—that Pi K. A. was the first fraternity founded at Southwestern.

—that George Cheek, the captain of Southwestern's 1908 football team was an All-Southern fullback at Ole Miss in 1907.

COMMUNICATIONS

To The Editor:

Up until the last few years Southwestern boasted of its hospitality to visiting teams, and a well regulated system of ushering at the football games.

Due to the lack of leadership, and the removal of support by college authorities the Lynx Club is no longer able to fulfill these important functions which are essential to our college.

Last year the school authorities tried the Boy Scouts as ushers. It was seen at once that they could not adequately take care of the job. A call was made to the few remaining members of the Lynx Club who responded nobly, but being unorganized, were of little help.

There are in the Senior Class five members of the Lynx Club who undoubtedly would serve as a nucleus for the reorganization of this club. It is up to Coach Haygood and Mr. Sarafian as to whether they wish this club reorganized or whether people are to pay their money for a reserved seat at the football game and spend half of their time looking for it.

Visiting teams will go away from Southwestern with the remembrance of the poor hospitality shown them by our school.

Lets reorganize the Lynx Club and remedy these two bad situations. Henry Watkins

Potter's Clay

World without end.

That's the way ye olde columnist felt this a. m. when he hopped out of bed with a heigh and a ho to the none too bromidic contemplation of the Women's Panhellenic tea last Saturday. The point in question was the double entendre of the pretty little co-ed seated in a corner between two affable sisters, one a Chi O and the other an Apple-pie. Both were conversing with said little freshette quite merrily. Sort of the calm before the battle, we'd say.

Our tall tale of the week concerns the ver' ver' Continental lady from Friar's Point or thereabouts, who is the piece de resistance of the Creative Writing Course. 'Tis said by those in the know that everything should be easy sailing for the remainder of the class, so long as aforementioned lady continues to argue long, loud, and lucidly with Prof. Tate. An excellent cure for classroom insomnia, too.

Which all reminds us of the delightful malapropism that escaped the lips of one of our B. M. O. C. Forced to attend a concert recently by culture-minded parents, our football hero remarked next day to an acquaintance in his best college manner, "Her? I certainly don't see anything to rave over. She sings abnormally!" Which, so it happens, is rather much the truth, at that.

Whom we miss: Little Bets' Anne Mohead, who, recovering from a summer appendectomy, is headed for Miller-Hawkins Business School as a preface to stenographing; Beverly Moore, whose daily jaunt to school with Uncle John Henry Davis is now and forever nevermore; Ella Kate Malone, without whom the April Fools' Court, the College Clubs, and AOPi will have no comic shining light; Jane Erskine, Selden Ford, Cornelia Henning—now at Howard White's mercy; "Harpo" Sherman—need more be said?; Marion Butler, Alex Billiam, Louis Nicholas, no more fancy jinklers of the ivories (hurrah!)

WILL UNABLE TO RETURN

Will Elkins, for many years janitor of Palmer Hall, was unable to return to his duties at the opening this year. Will is known by students of Southwestern for many years back who all hope that his sickness may not be serious.

POET SCORNER

It's too bad some of our girls are leaving school; And about Ford in particular one person speaks. But really, as a general rule, It will be tough for days—and weeks.

Staff Selections Held Up Due To Large Turn Out

Staff selections for the Sou'wester will not be made immediately. Nearly 45 names were received as applicants, and the seeding will take some time. Keen competition will be experienced by the applicants as a result of the large turn out.

Plans are going forward to have special training sessions for the benefit of the staff as well as the Press Club. Miss Marsh, Librarian, has consented to put all journalism books on a special list for use by the Press Club.

Lectures by Newspapermen

Lectures by staff members of both down town newspapers will be given in an effort to better equip the staff to turn out quality copy. Interesting reading will be found in the special Library list and is recommended for any who may not feel qualified to join the Press Club.

Organization of the Club will get under way in a short time.

Staff Applicants

Among the applicants for staff positions are Henry Watkins, Gerald Burrow, John Quanthy, Elizabeth Robinson, Maurice Carlson, Tommy Fuller, J. O. Wallis, Marion Cobb, William Atkinson, Richard Alexander, Harry Webb, Hinky Jones, Murrah Gattis, Charles Taylor, Richard Tomas, Ethel Taylor, Nancy Warden, Margaret Leuck, John Hines, Olga Hartmann, Sarah Elizabeth Gemmill, Savilla Martin, Kate Galbreath, Thelma Worthington, Olivia Reames, Charlotte Stanage, Norman Shapiro, Harry Downs, Dan Wingo, Philip Perel.

Wayne Paulus, Joe Bell, Mollie McCord, Jim Powell, Phil McCarthy, Leslie Buchman, Louis Graeber, Sidney Strickland, Richard Dunlap, Jack Crosby, Dorothy Ann Ferguson and Martha Shaeffer.

Registered U.S. Patent Office

Washington, D.C.



Not like any other cigarette—

Chesterfields are like Chesterfields

WHEN a trade-mark is registered, it means that no one else can use the same name and the same package for the same kind of product.

To us the Chesterfield trade-mark means that every Chesterfield is manufactured by the same formula, and

in every way absolutely the same in each and every package you buy.

That means that every Chesterfield is like every other Chesterfield—not like any other cigarette . . .

- the cigarette that's milder
—the cigarette that tastes better
—the cigarette that satisfies

47 TO RECEIVE AID THRU FERA

25 New Students; 22 Old Ones Will Receive Aid from Government

Forty-seven Southwestern students will receive aid this year from the FERA. Twelve per cent of the students enrolled in October, 1933, will be allowed this government help to continue their education.

Nine new co-eds and 16 male students will be aided. Fourteen men and eight women who were students at Southwestern last year, will receive FERA aid.

The workers will be paid 30 cents per hour. No student will be allowed to earn more than \$15 per month. No more than 30 hours of work may be done in one week.

Appointments to FERA jobs are made on a basis of the student's need, his scholastic record and priority of application. Over 75 students have already applied for the FERA jobs. The help offered by these jobs are for those students who could not otherwise continue their college education without aid.

The workers will be employed in the college library, on the campus and doing stenographic jobs.

Rushing in Full Swing; Sororities Pledge Tonight

Continued from Page One

with or otherwise rush a freshman in the quiet hours (1 a. m. to 12 noon and 6 p. m. to 7. p. m.)

5. Official quiet season begins Saturday at 1 a. m. and ends at 6:30 p. m., when pledging by the preferential system will be conducted in Room 101 Palmer Hall.

Council Members

Members of the council who met Tuesday night and who made plans for the fall rushing are:

Duff Gaither, KA, President; Jack Crosby, KS, Vice-president; Henry Watkins, SAE, Secretary; Don Johnson, SN; Richard Alexander, TNE; Ben Bogey, PIKA; Richard Dunlap, ATO; John Hines, KA; James Wadlington, TNE; Alvan Tate, KS; Beverly Buckingham, PIKA; Harold Simmons, SAE; Robert Williams, SN; Robert Brown, ATO.

Dr. Allen Tate, Listed in "Who's Who"

Continued from Page One

public," the "Virginia Quarterly Review," the "Criterion," the "Hound and Horn," the "Yale Review," and others, and he is also represented in numerous anthologies.

His favorite stomping ground is Clarksville, Tenn. his wife's home, where he has a real old Southern farm, "Benfolly."

Poetry is his favorite medium of expression and he hopes to inculcate a love of that form in his Creative Writing course students.

At present Dr. Tate is living on Forrest Avenue with his wife and daughter, Nancy Meriwether, who, he hopes, will succeed her talented parents in the field of literary endeavor.

College Club Opens Saturday

Will Honor Sorority and Fraternity Pledges at Parkview

Bill Taylor and His Royal Collegions will act as a welcoming committee to newly pledged freshmen and freshettes Saturday night at the College Club, in the main Ball Room of the Parkview Hotel. Dancing will begin at 9 p. m.

As there will definitely not be any sorority "open houses" until the latter part of next week, a large crowd of Southwestern students are expected.

Among those who will attend are:

Savilla Martin and Charles Maxey; Rebecca Laughlin and Hudson Dick; Jane Belcher and Louis Duffee; Betty Hunt and Charles Nash.

Katherine Matthews and Jack Turley; Florence Matthews and Charles Taylor; Polly Henry and Manning Tarrett; Muriel Buckingham and Ed Turner.

Josephine Ingram and Sam Prest; Olive Black and Duff Gaither; Mamie Rush Floyd and John Hines; Ellanor Hooker and Sidney Strickland.

Hygiene Is Made Two-Semester Course

Southwestern's hygiene course has been revised so as to cover two semesters this year. It has been a one-semester course in the past.

Dr. W. R. Atkinson will teach the first semester, a weekly lecture course titled "Mental Hygiene." The second semester will be on "Personal Hygiene and Public Health," and Dr. F. C. Huber will be the lecturer.

DISAPPOINTED?

For those who have hurriedly gone up the stairs of Palmer Hall in search for The Sou'wester phone, only to come back down disappointed, it is announced that the phone will be installed this week.

During the summer months the phone was inactive and the instrument was removed. This phone is maintained by The Sou'wester for the use of students and can be found in the room to the right of the stairs on the third floor.

TNE LEADS IN SCHOLARSHIP

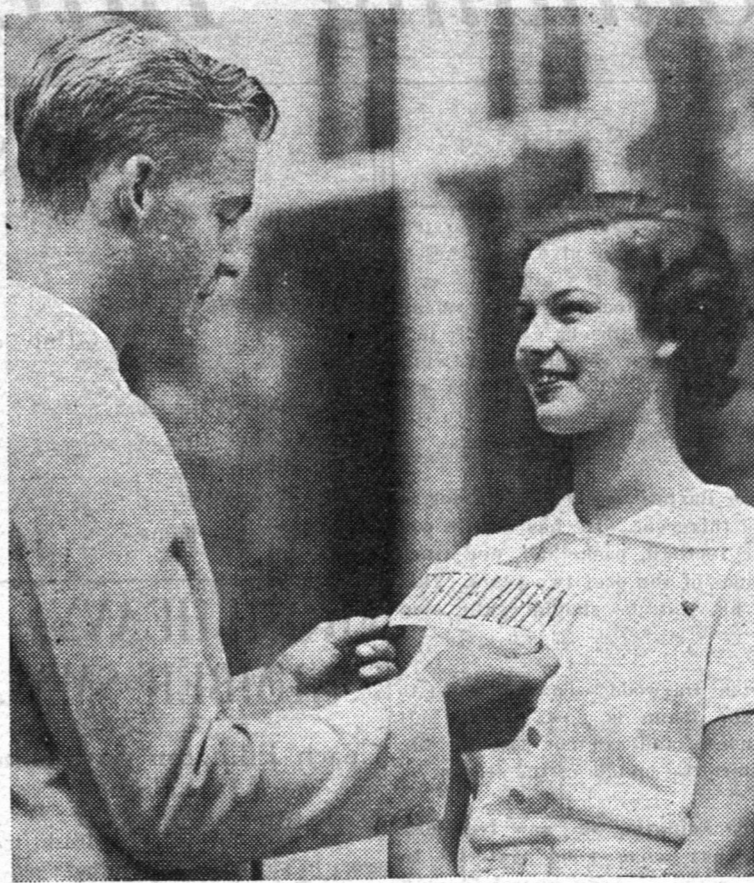
Has Average for Second Semester of 2.71; KD Next with 2.70

Theta Nu Epsilon fraternity led all Greek letter organizations at Southwestern in scholarship last year, as announced by the registrar's office. The T. N. E. had an average for the second semester of 2.71. They also led for the first semester.

Kappa Delta sorority was second with 2.70. Fraternity standings were: Pi Kappa Alpha 2.93, Kappa Alpha 2.22, Alpha Tau Omega 2.21, Sigma Alpha Epsilon 2.04, Kappa Sigma 1.92, Sigma Nu 1.78.

Sororities made a better average than the fraternities. They ranked: Alpha Omicron Pi 2.44, Delta Delta Delta 2.20, Zeta Tau Alpha 2.17, Chi Omega 2. The all-women's average was 2.21 as compared to the men's 2.12. The non-fraternity average was 2.58 while the fraternities averaged 2.13. The non-sorority women made a rating of 2.56 to the sororities' grade of 2.24.

Who Are You?



A Commercial Appeal staff photographer caught Harvey Jones inspecting the name placard on Rebecca Laughlin, freshette. The placards are worn by all freshettes as required by the Women's Sanhedrin Council for identification purposes.

Ministerial Club Will Have 21 Members

With ten of last year's members back for the coming term, and eleven freshmen eligible for membership, the Ministerial Club looks forward to one of the most successful years since it's organization, according to Tom Jones, President.

The ten old members are: Tom Jones, Francis Benton, Sherman Kelly, Vernon Pettit, Richard Thomas, Young Wallace, Jamison Jones, Herbert Cain, Walter Cain, John Watts.

The new members will be: Murrat Gattis, Linden Wright, Sam Patterson, James Powell, Harold Cooke, Robert Moffatt, William Atkinson, Hotchkiss Young, Carroll Varner, Joe Bell Jr., and Dolive Durant, Jr.

C. U. VESPERS ARE PLANNED

Four Services to be Held; Union in Annual Pre-opening Retreat

Four vesper services for the year were planned by the cabinet of the Southwestern Christian Union in the annual retreat held before the college opened.

Services will be held Armistice Day week-end, immediately before the Christmas holidays, the latter part of January and Easter Sunday. The senior class will sponsor the first and the other classes the next ones successfully.

Steak Roasts Planned

Jameson Jones, president of the Union said the group also made plans for four steak roasts which will be given at intervals thru the college year to stimulate good fellowship among all the students and professors.

The highlight of the meeting, according to members present, was the inspirational talk delivered by the Rev. L. R. Taylor, pastor of Central Presbyterian Church, Little Rock.

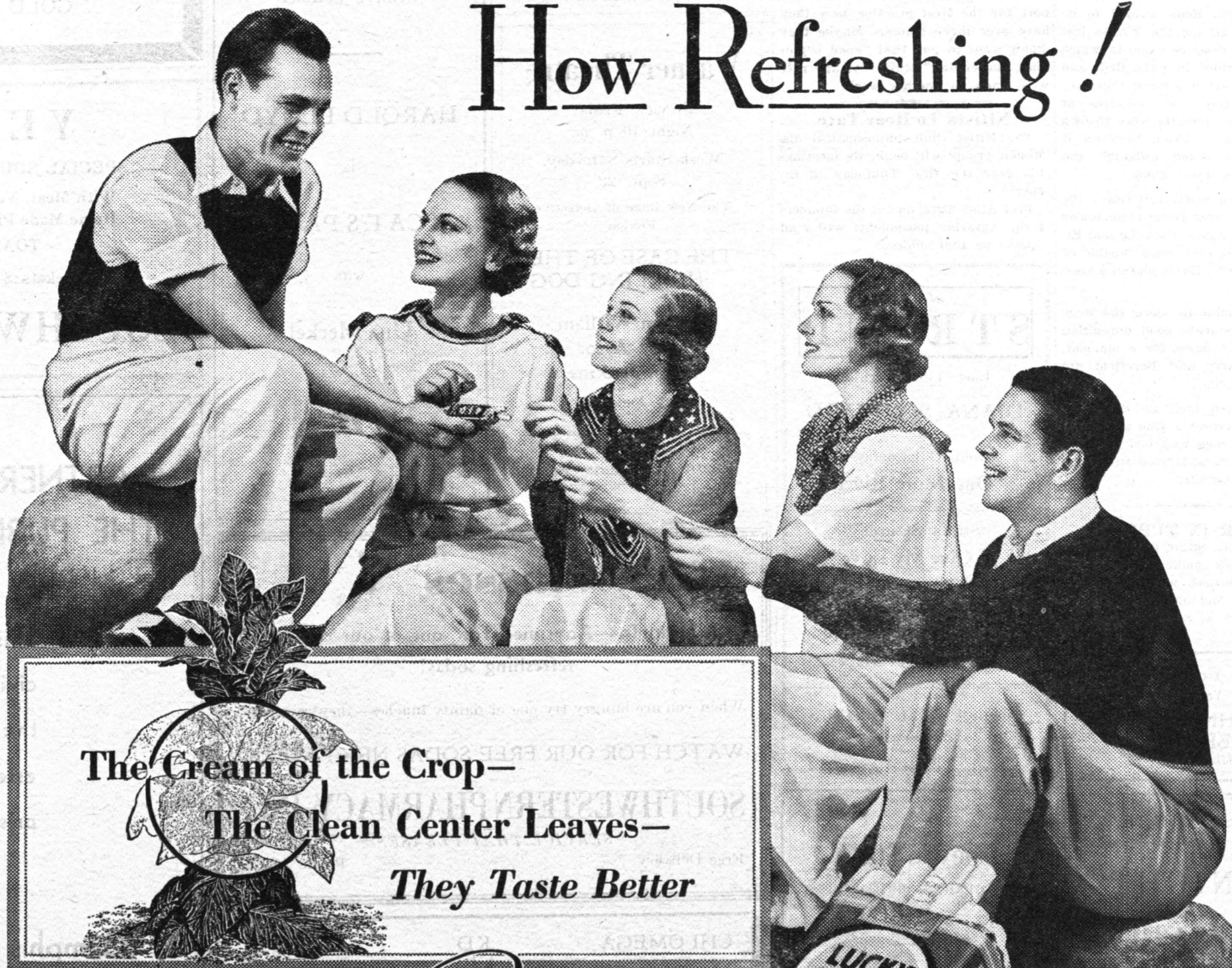
Olive Black and Duff Gaither, presidents of the women's and men's Pan-Hellenic councils, attended the sessions as special guests.

Members of the cabinet are: Jamison Jones, Olga Hartman, Vernon Pettit, Reed Brock, Adele Bigelow, Francis Benton, Tom Jones, Sherman Kelly, Jessie Richmond, Thomas Fuller, Jimmie Meadow, Prof. Eric Haden.

Collegiate: "Father, I have a notion to settle down and start raising chickens."

Father: Better try owls. Their hours suit you better."

How Refreshing!



The Cream of the Crop—
The Clean Center Leaves—
They Taste Better

Luckies



Copyright 1934, The American Tobacco Company.

They Taste Better

"It's toasted"

✓ Your throat protection—against irritation—against cough

From the choicest Turkish and Domestic tobaccos—only the clean center leaves are used in Luckies—these are the mildest leaves—they cost more—they taste better.

THE BOSTONIAN SHOP

Is again happy to serve as your guide to the Snappy New Fall Styles in SHIRTS, TIES AND SHOES

Bostonian Shoe Store

Hotel Peabody

Lynx Rounding Into Shape For Sewanee

Coaches Work Hard On Team

Squad Has Week More Before Meeting Sewanee

With the Sewanee game coming next week, the varsity is busy polishing a new offense and bolstering a sturdy defence. Almost three weeks of hard work have been completed, leaving the squad in fair condition.

Southwestern shows one of the heaviest lines in the conference, averaging nearly 200 pounds to the man from end to end. White and McCollum at tackle and Barnes and Davis at end have been showing up well in practice and promise a 4-way combination that should be hard to move. Sowell, Givens, and Lloyd seem to be the choice of the coaches for the middle of the line.

Although not as promising as the forewall, the backfield is fast assuming the shape of a dangerous machine. With Elder, Jones, Gartside, Barefield, Crosby, and Raspberry the coaches should have no trouble in picking a good combination.

Sewanee first, then Old Miss, is the aim of the Lynx. With loyal support it should be reached.

WHITES HANDLE REDS, BOBCATS

Practice Game Gave All Teams Action

Trouncing the Reds seemed to be no trouble at all for the Whites last Saturday in a practice game in which the varsity divided into the Reds and Whites. At least it seemed that way for approximately 30 minutes, at which point the Bobcats were thrown into the game. From then on it wasn't so one sided although the Whites had the upper hand.

Showing good football at times, the Whites pushed over three touchdowns in short order. Jones, Gartside and Elder proved that they were capable of speed and power. Davis played a good game at end.

Although unable to score, the Reds gave their opponents good opposition and did not let down for a moment. Houts, Raspberry and Barefield did well for the Reds.

The Freshmen took up the game and gave the crowd a fine exhibition of football for men who had been out only a week. Pitts, Morton and Chappell were outstanding.

OLIVER IN TUPELO
Henry Oliver, editor of last year's Annual, is now make-up editor on the Tupelo Journal, which is owned by Mr. George McLain, former professor of sociology at Southwestern.

Toxie Fortenberry
Appreciates Your Patronage at
JOHNSON'S BARBER SHOP
North McLean

CASINO TONIGHT
"COLLEGE NIGHT"
RUSSELL COMBS
and his Famous Orchestra
with
and
Dancing 9 'Til 1
ADMISSION 40c

Sport Scribbles

The football team has a new system which will probably give headaches to opposing teams. It's simply a combination of the Rockne-Warner systems in which the halfbacks can shift into either a punt or a double won wing-back formation. The line does not shift, but the guards whip out to run interference for the ball carrier.

Senior Barnes should be a big dog in sports this year. He has been a cog in the football, basketball, and track machines of the past two years. This year, his last, he should really step out.

Hutsie Harwood, who was slated to join the team, is now fighting off pneumonia, and can not possibly join up before the middle of the season.

Andy Edington, the new freshmen coach, has some good material to work with. Andy knows football himself; it remains to be seen if he can take boys who have played on different teams, coached in different ways, and make a smooth working team.

Speaking of the freshmen, Morton is the outstanding player of the lot. He is the best passer that has been here for years, his punting is above average, and he can shake a slippery hip.

Dickie Dunlap has given up football to devote his time entirely to tennis.

Sewanee had only fifteen men to report for the first practice, now they have over three teams. Maybe they didn't want to pull that "good beginning, bad ending" stuff. At any rate we'll know in another week.

Nitists To Hear Tate
The Nitist Club, philosophical discussion group, will begin its meetings this year the first Thursday in October.

Prof Allen Tate, one of the founders of the Agrarian movement; will read a paper on that subject.

NEW
STRAND
Last Times Friday
DIANA WYNARD
in
John Galsworthy's
"One More River"

Strats Saturday
"I Give My Love"
A Vicki Baum Story with
PAUL LUKAS
WYNNE GIBSON
ERIC LINDEN

Coming! WILL ROGERS
in "HANDY ANDY"

Loew's State
STARTS SUNDAY
Norma Shearer
Fredric March
Charles Laughton
in
"The Barretts of Wimpole Street"

LYNX SCHEDULE

September 29	Sewanee, home
October 5	Univ. of Miss., Clarksdale*
October 13	Miss. College, Jackson, Miss.
October 20	Miss. State, home
Oct. 27	Univ. of Chattanooga, Chattanooga, Tenn.
November 3	Birmingham-Southern, home
November 10	Univ. of Ky., home
November 16	Millsaps, home
November 24	Union, Jackson, Tenn.
November 29	Spring Hill, Mobile

*Night game.

FROSH HEAVY, NUMBER SMALL

Coach Edington Says They Must Fight
Prospects for a good frosh team seem bright, provided the boys put up a stiff fight, according to Coach Edington. There are plenty of tough teams on the schedule, and it will mean that every man on the team will have to give all he has.

The prospects for ball carriers are good, but none of the men seem to want to block. There are three good men out for kickers, and two fairly good guards. But men for the line and the center position are scarce. The tackles are green but willing to learn. Hartwell Morton is making an excellent passer.

The reserve is small, and this is another handicap, but Coach Edington feels that if the men work hard, the team will make a good showing.

Warner Theatre
Preview Friday
Night 10 p. m.
Week Starts Saturday,
Sept. 22
The New Race of Detective
Fiction
"THE CASE OF THE HOWLING DOG"
Warren William
Mary Astor
Allen Jenkins
15c-25c-40c
Open Sunday's
Benefit Community Fund

After Classes . . .

Drop In—Anytime—for one of our cool refreshing sodas!

When you are hungry try one of dainty lunches—they're great!

WATCH FOR OUR FREE SODAS NEXT WEEK

SOUTHWESTERN PHARMACY, INC.
"SERVICE THAT PLEASES"
Free Delivery Phone 7-2021

CHI OMEGA KD A O P I

All The Sororities
Are Pointing To

BAKERS SHOES

Stylish Coed's Should Visit
Bakers Shoe Store
Z T A 63 N. Main Tri Delta

NET TEAM LOOKS FOR BEST YEAR

Four New Courts Have Been Constructed

With every possible man returning, plans are now being laid for the greatest tennis team in the history of the school. Coach Rhodes has requested all players to get in an extensive fall training in preparation for the spring season.

The varsity men returning were Captain Ledsinger, Dickie Dunlap, the present Tennessee Inter-Collegiate Champion, DoFsey Barefield, who was runner-up to Dunlap last year, David Flowers and Gene Stewart. All of these men will be given stiff competition by a good Freshmen team which was headed by Dunlap Cannon, former Southern Junior Champion and Woody Butler, former Memphis Prep Champion.

It is probable that the doubles combination of Ledsinger and Dunlap, the present doubles champs of Tenn., will be broken up in order to strengthen the doubles combinations all the way

SOUVENIR GRID PROGRAM IS OUT

An attractive souvenir football program is in the offing this fall. A sixteen-page publication will be sold by the frosh, for a nominal sum.

A red action-picture, on a white background is to be the eye-catching cover. Lettering will be in black. Inside will be a group picture of the squad and individual pictures of the coaching staff. An impressive cut of Palmer Hall, and a picture of Dr. Diehl will complete the pictorial section.

The schedule of this year's football games and data on player's positions will be included. Five thousand copies have been printed.

Howard White, aided by Francis Benton, planned the program.

down. With this wealth of material all of whom have had tournament experience, a team can be picked that will probably not have us superior in the South.

BRODNAX

WELCOMES BACK OLD FRIENDS!

Remember
"The Brodnax name on the box adds more to the value but nothing to the cost."
GEO. T. BRODNAX, INC.
GOLD AND SILVERSMITHS

YEA LYNX!

SPECIAL SOUTHWESTERN PLATE LUNCH,
With Meat, Vegetable, Pie, Coffee or Milk, 25c
Home Made Pies, per Slice 5c — Ala Mode 10c
TOASTED SANDWICHES
Meal Tickets: \$ 5.50 for \$5.00 — \$2.50 for \$2.25

SOUTHWESTERN GRILL

PARTNERS WITH THE PUBLIC

This institution is a part of the civic and commercial life of the community, and is interested in every worthy enterprise.

Memphis Power & Light Co.

LOOK!!

Send the Sou'wester home with mailing costs PAID for only ONE DOLLAR a Semester.

Name _____
Address _____