

STUDENTS— Prepare to represent a character of the Underworld in your dress for the April Fool Carnival.

FRATERNITIES— Your being not only a privilege, but it implies a cooperative policy with the college.

16TH YEAR

SOUTHWESTERN, MEMPHIS, TENN., FRIDAY, MARCH 29, 1935

Number 24

ELDER AND WOODS TO REIGN OVER CARNIVAL FETE

High School Editors Register For Two-day Session

Second Annual Meet Begins Today; To Hear Memphis Newsmen

Varied Program Will Continue Through Today And Saturday; Representatives Come From Wide Area

THE second annual conference of the Mississippi Valley High School Press Association is under way. Registration begun at 10:30 in the Directors' Room and a varied program will continue through today and Saturday.

CHI O TO HONOR FOUNDERS' DAY

Celebration Will Be In Continental Room Of Peabody

200 ARE EXPECTED

National President Will Be Guest Speaker At Meeting

Chi Omega will celebrate its Founders' Day with a banquet in the Continental Room of Hotel Peabody tonight at 6 P.M. More than 200 guests are expected to attend the affair, including representatives from the chapters at University of Mississippi, University of Arkansas, University of Chattanooga, Millsaps College, Oglethorpe University and Union University and active members, alumnae and pledges in Memphis.

The sorority was founded April 5, 1895, at University of Arkansas.

Mrs. Mary Love Collins, national president, will be the guest speaker at the banquet. Miss Christelle Ferguson, national editor of the "Eleusis," sorority magazine, also will attend.

The speakers' table will have as a centerpiece a large bowl of white carnations, the sorority flower. The (Continued on Page Four)

Sophomore Tests To Be Given April 12, 13

Sophomores will take part in the fourth annual college testing program of the American Council on Education. Dr. Atkinson will conduct the tests which will be given here on April 12 and 13. They include tests of English Usage and Literary Acquaintance, General Culture and Contemporary Affairs.

REVEAL SOU'WESTER WAS MORE THAN 'MERE PHAMPLET' AT FIRST

First Copy Had Five Columns, More In Form Of Magazine; Published Weekly

According to an article printed last year, The Sou'wester was, when it first appeared, some sixteen years ago, a "mere phamplet." Recent investigation has revealed that the paper was never a "mere phamplet" and that the first copy to appear was five columns, more in the form of a magazine than a newspaper. The paper has always been a weekly according to reports.

The first editor was the Rev. William Crowe, Jr., of Talladega, Ala., who founded the publication and

struggled through its first year in a small town with advertising hard to obtain. Dr. Samuel Holt Monk, professor at Southwestern now and Professor Kirby Walker of the University of Chicago were co-editors who greatly contributed to its present makeup, though the final change didn't occur for many years.

Following Dr. Monk and Professor Kirby came Mr. Samuel McCutcheon of John Burroughs School at St.

Resolution Empowers Student Council To Recognize Body

STUDENTS ACTION ELECTION BODY

Definite action was taken by the Student Body this morning on the resolution which was an introduction of the Election Council appointed by McLemore Elder, president of the Student Body.

Several short talks were made Thursday in chapel by Robert Brown, representative of the Student Council and Alvan Tate, representative of Omicron Delta Kappa, stating that their respective organizations were in entire accord with the plan presented by the Election Council.

The resolution introduced empowered the Student Council to recognize the Election Council as an active organization on the campus.

Resolution Empowers Student Council To Recognize Body

With registration still incomplete, the following editors are in attendance: President Shelby Foote, Greenville, Miss.; Pica; Jo Whittlesey, Knoxville, Tenn.; Blue and White; Elmer Stevens, Whitehaven, Tenn.; Broadcaster; James Humber, Clarksdale, Miss.; Spotlight; Frank McCormick, Greenwood, Miss.; Bulldog; (Continued on Page Four)

KING, QUEEN DON PARAPHENALIA



Here you see those two monarchs, his goofy majesty, MacLemore Elder, and his queen, Loosy Lucile Woods, who will reign in chaos over their subjects, Southwestern students, tomorrow night at the fifth annual April Fool Carnival. The festivities will begin promptly at 7:30 in the gymnasium.

Pair Will Ascend To Throne Amid Setting of Underworld Troughs

Gemmill And Jones To Serve As Lord, Lady-in-waiting; Begins Promptly At 7:30 In Gym

AMID a colorful underworld setting King McLemore Elder and Queen Lucille Woods will ascend their throne tomorrow night at 7:30 to preside over Southwestern's fifth annual April Fool Carnival.

In attendance to the King and Queen will be the Lord and Lady-in-waiting, Harvey Jones and Sara Elizabeth Gemmill.

Following them will be the court composed of Robert Williams, with Mary Walton Sohm, Henry Watkins with Rebecca Laughlin, Robert Brown with Ethel Taylor, Don Johnson with Charlotte Stanage, and Harold Simmons with Teresa Lilly.

Prizes will be awarded to the individuals whose costumes are most symbolic of the underworld. While the program has not been announced, those in charge promise the best carnival in the history of the college.

Several extra sections of benches have been erected so that everyone is assured a good seat.

When the program is completed refreshments will be served. Following the festivities in the gym, the "S" Club will sponsor a dance at the Nineteenth Century Club.

DELEGATES ARE STYLUS GUESTS

Local of Sigma Upsilon to Entertain Editors At Parkview Tonight

Delegates to the M. V. H. S. P. A. will be guests of the Stylus Club of Sigma Upsilon at an informal reception in the Parkview ballroom beginning at 8 o'clock tonight.

Members of Chi Delta Phi, national women's literary group, and Omicron Delta Kappa will assist in the entertainment of the visitors.

A one-act play directed by Maurice Carlson, and one of Alvan Tate's intimate characterizations are planned, according to Rodney Baine, president of the Stylus Club. The Terry School of Dancing will also present a short entertainment.

At 10 o'clock the guests will go to the Commercial Appeal for a tour of the plant.

ANNUAL 'S' CLUB HOP TOMORROW

Guests To Attend As Characters Of The Underworld

FOLLOWS CARNIVAL

Nichols' Orchestra Will Play From 9:30 Until 12

Following the April Fool Carnival in the gymnasium tomorrow night the "S" Club will entertain with its annual dance at the Nineteenth Century Club from 9:30 till 12. Guests will be expected to attend in the costumes of underworld characters worn to the Carnival.

Charles Nichols' orchestra will furnish the music. There will be four no-breaks and two specials. There will be a grand march and an "S" Club leadout.

The ballroom will be decorated in the college colors, red and black. Among those planning to attend are:

Eleanor Hooker with Charlie Layman; Savilla Martin with John Pepper; Josephine Ingram with Louis Duffee; Billie Mills Bush with Harry (Continued on Page Three)

Alpha Theta Phi To Tap Next Week

Alpha Theta Phi, Southwestern scholastic society, is planning its annual "tap service" during the first week in April and initiation and banquet the following week.

The banquet will be held at the Parkview Hotel. Only Juniors and Seniors are eligible for membership. Rodney Baine is president, Mildred Brandes, vice president, and Olivia Reames, secretary.

MANY SOUTHWESTERN ALUMNI PROMINENT IN JOURNALISM FIELD

Ex-Lynx Eds And Co-eds Have Scaled Heights of Newspaper World

Former students of Southwestern, many of whom received their early training as members of The Sou'wester staff, have placed their marks prominently in the field of journalism.

Clark Porteous, last year's editor of The Sou'wester, holds a place on the editorial staff of The Memphis Press-Scimitar. Luther Southworth, who for three successive years was the editor of this publication, is now copy editor on the Press-Scimitar. Nate White, another of The Sou-

wester's former editors is the editor of The Outlook in his home town, Falmouth, Kentucky.

Harper Leech, a graduate of the class of 1904, was for a time editor of the Memphis Press and The Denver Express, is now Washington correspondent for The Chicago Tribune.

Francis Durham Etter, '32, recently resigned her place as society editor of The Memphis Commercial Appeal to tread the aisle of matrimony. Walter Stewart is now on the (Continued on Page Three)

PRESS CONVENTION PROGRAM

Friday

10:00—Registration in Directors' Room, Palmer Hall. Tour of campus with members of the Lynx Club. Visit to Tech High printing plant.

1:00—Lunch in Neely Hall. Official opening of Convention. Welcome by Dr. Chas. E. Diehl, President of Southwestern.

Convention Announcements by Jimmie Meadow, Editor of The Sou'wester.

2:30—Open Forum in Hardie Auditorium. General News: James Joyce, Managing Editor of The Memphis Press-Scimitar.

Interviews: Jack Bryan of the Memphis Press-Scimitar. Reporting: Ada Gilky, Memphis Press-Scimitar. Columnists: Eldon Roark, Memphis Press-Scimitar.

4:30—Reception for delegates in cloister of Palmer Hall.

6:30—Annual Convention Banquet, Neely Hall. Address by E. J. Meeman, Editor, Memphis Press-Scimitar.

8:00—Informal reception given by the Stylus Club of Sigma Upsilon at the Parkview.

10:00—Tour through the Commercial Appeal plant as guests of Colonel James Hammond, publisher.

Saturday

7:45—Breakfast in Neely Hall.

9:30—Open Forum discussion in Hardie Auditorium— Editorials: W. C. Teague, editorial writer, Memphis Commercial Appeal.

Sports: David Bloom, Sports Editor, Memphis Commercial Appeal.

Features: Harry Martin, columnist, Memphis Commercial Appeal.

Advertising: Capt. Enoch Brown, Advertising Manager, Memphis Commercial Appeal.

11:30—Criticism of papers entered in contest, Luther Southworth, of the Memphis Press-Scimitar.

1:00—Luncheon meeting in Neely Hall, presided over by Shelby Foote, Editor of the Greenville, Miss., Pica, and President M. V. H. S. P. A.

Report of Committees. Election of Officers. Awarding of Prizes.

7:30—April Fool Carnival.

9:30—Editors guests of the "S" Club at their annual dance at Nineteenth Century Club.

THE SOU'WESTER

ESTABLISHED 1919



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High School Press Delegates

Welcome to Southwestern. We hope that you will find your stay in Memphis a pleasant and profitable experience. The Southwestern Press Club stands ready to serve you in any way possible. Make yourselves at home and ask for whatever you need. If possible, we will get it for you.

We believe that you can learn much about journalism at this convention. It is our hope that this will be the second of a long series of assemblies that will prove of much benefit to Southwestern and the high school editors of the Mississippi Valley.

Business Course Will Be Of Benefit

The administration of Southwestern has announced a comprehensive four-year course designed to meet the needs of young men and women who wish to prepare for business careers. The new plan of study will encompass not only part of the present curriculum but also six new subjects in the fields of public utilities, statistics, accounting, labor problems, and insurance.

For the prospective student such an addition will mean a new and clearer channel in which to direct the diffused parts of a liberal education.

The tendency of most liberal arts colleges in remaining militantly aloof from all specialized training has been to discount the worth of many subjects that have a more practical application to life. Southwestern realizes that no academic work can supplant personal experience as a means of mastering the details of a particular business. At the same time, however, there is definite cognizance of the fact that a Southwestern graduate directly entering business life will need more than an ability to enjoy Thucydides and a cultured grasp of the English language.

We congratulate the curriculum committee for its vision and sensible approach to a problem which in many colleges remains unsolved because of hard-shelled, time-worn tradition and policy.

HAPPY BIRTHDAY!

March 31—Wendell Whittemore; April 1—Irene Morehouse; Margaret Stockard

THE NEWSPAPER MAN

I doubt whether there is another profession so fraught with genuineness and replete with knowledge as is the profession of journalism. The newspaper man has to be an observer, an encyclopedia, a psychologist, a student of human nature, broad in his understanding, sympathetic in his outlook, courageous in his opinions, and far reaching as to vision.

The true newspaper man loves his work and counts not the cost, either in time or strength. Get the news, spread knowledge, search for the truth, spare not—these are a few of the things that hover within his brain.

Actors and newspaper men get very close to human beings and you find among them some of the most tolerant and wholesome of men.

The newspaper man seems to have been born with a deep sense of loyalty. The paper and the public he serves always come first. In himself he is an example of service. Always he seeks to interest, instruct and to lead. He has a sort of composite soul.

You rarely ever hear of a rich newspaper man—except where he is an owner. And even then, you find the same sterling qualities that are embedded in the humblest reporter or writer. There is a wonderful camaraderie among newspaper men, too. They understand so much that the ordinary human never knows anything about. They seem to be embedded in a flow of events, happenings and achievements.

When you read your newspaper, bear in mind that much of that which entertains, informs, and instructs you was gathered and put into its place in your newspaper while you were enjoying yourself, or were fast asleep. Dangers have been encountered, most unusual circumstances mastered, defeat swept aside—all to give you something for a few pennies!

When a newspaper man's life is over, little remains of his memory, save the knowledge passed on that he worked faithfully and well, with the interest of others first and foremost. This fact should not be forgotten by any of us.

The real newspaper man is forever reading, observing, "learning, challenging, registering." He is a good man to know—and to learn from! —George Matthew Adams.

COOLINGS Of A CO-ED

A happy April to youse . . . J. O. and the "Prince" took a hurried trip home last week end—wonder who missed them the most? . . . guess Tom Mills was joyous while Curtis was out of town—I mean because of Betty H.—the newest D. W. . . Frank Oliver also left for a visit to New Orleans—a mere play-boy we say . . . Lucille says that a reading course was the cause of those sleepless nites last week but we kinda think Tom Jones' absence had a little to do with it, don't you? . . . Bob Johnson has been rushing Mary Ann Boyd of late and to show his esteem he poured glue in the palm of her hand, then grabbing her hand he remarked, "I see you're stuck on me"—ugh . . . and what's this we

hear about Dan Wingo and that favorite gal of the reporters, Ann Jeter? . . . more and more we see Francis Smith and Carrol Cloar together . . . Joe Bell has a new girl but as she goes away to school we needn't worry . . . Mary Brewster has done the unusual in that she made the zoo's largest lion purr—quote, "All I had to do was pet it." . . . seemed to have made a mistake not so long ago by saying something about J. P. Gaither and Lola . . . Billie Mills has been dreaming about wisdom teeth, molars and bicepsids ever since she started seeing so much of that dental student . . . Elizabeth Cobb's Helena heart-beat was here for quite a spell . . . Rebecca Laughlin says she has no set technique or system but from all appearances we say, "Oh, yeah?" . . . if a blue ribbon was being awarded to the best eye roller, Cheeseie wouldn't even have competition . . . Scoop . . . a third party is making a triangle of that much publicized AOPi, KS duet—and he's not a Southwesterner either . . .

Elsewhere

By DAVID FLOWERS

MORE HAZING NEWS

"Hell Week" almost resulted in a tragedy at Columbia. Four pledges were sent to Barnard College and told to propose to the first girls they saw and—two girls accepted. —Johns Hopkins News-Letter

WHAT HAPPENS TO TIME

Mount Vernon, Ia.—What do college students do with their time? In answer to this none-too-important query, Prof. Cooper, of Cornell, gives the following data from a survey conducted by him recently:

- 1. Senior men spend 55 hours of each week sleeping.
2. Women of Cornell devote four hours per week more than the men to personal appearance.
3. Senior men are the most studious, and they spend nine and one-half hours per week at the dining table.
4. Freshmen write home on the average of two and one-half hours a week.
5. Junior women consume nine hours and 30 minutes each week for "entertainment."

GRADES BY MACHINES

At Ohio State University they have invented a machine for grading exams. The student merely punches out his answers on a score card, which is sent through the machine. The machine scores each question, prints the number of mistakes and makes a complete record of the student who missed each point. —The Cumberland Collegian.

CALENDAR

Friday

10:00—M. V. P. A. Registration. 6:00—Chi Omega Banquet

Saturday

Mississippi Valley Press Association.

7:30—April Fool Carnival. 9:30—April Fool Carnival Dance, Nineteenth Century Club

Sunday

6:30—Men's Bible Class, Dr. Wilson, speaker.

Monday

3:15—Alpha Omicron Pi 5:00—Delta Delta Delta

7:30—Kappa Sigma Alpha Tau Omega Sigma Nu

Pi Kappa Alpha Kappa Alpha

Tuesday

2:00—Zeta Tau Alpha 7:30—Theta Nu Epsilon

Wednesday

5:00—Kappa Delta

Thursday

7:30—Sigma Alpha Epsilon

YWCA To Make Plans For 'Curling Iron' Party

The next regular meeting of the YWCA will be held in the Lynx Lair Wednesday at 6 P.M. The program being planned will be in the form of a discussion group, followed by a business session at which time election of new officers for the coming year will be held.

Plans for the coming "Curling Iron" Banquet will be made. The meeting will be for members only.

SOU'WESTER MORE THAN PAMPHLET

Louis; Mr. W. T. Person of Lake Village, Ark.; Mr. George Newton of Orange, Texas, Mr. Andrew Walker of Charlotte, N. C., and the Rev. John Simmons of Picayune, Miss. Luther Southworth was the next editor and it was during his editorship which lasted three years that the paper really obtained its identity as strictly a newspaper. Mr. Southworth is now copy editor at the Press-Scimitar. It was during his "reign" that many features were added and the paper became stylized.

Mr. Nate White of Fairmount, Ky., who is still pursuing journalistic endeavors in his native state was next editor followed by James and John Hughes.

Russell Perry, now alumni secretary, was next editor, followed by Clark Porteous, who is now a member of the news staff of The Press-Scimitar.

Jimmie Meadow, managing editor under Porteous, and present editor, has succeeded in giving a definite journalistic make-up to the weekly publication.

The paper has gradually been increased in size until it is hardly the same form of the original, sixteen years previous.

UNIVERSITY VS. ASYLUM

A professor of the University of Minnesota tells the difference between a university and an insane asylum: "You have to show improvement to get out of the asylum," said the professor. —The Spectator.

RIVALRY

(Ala. Crimson-White)

The spirit of rivalry is probably felt on college campuses more than anywhere else. There is fraternity rivalry, club and organization rivalry, rivalry in sports, rivalry between the various colleges, rivalry between fraternity and non-fraternity men, all of which may or may not be for the best interests of all concerned.

Everyone thinks his fraternity is the best, that his group is the most important, that he is he favorite of

What Other Editors Say On Collegiate Topics

his professors, or that his pet organization is the highest ranking on the campus. All of which is a lot of bunk. There is not one fraternity on the campus that is much better than a dozen others, there is not one organization that ranks much higher than another, but still there is that rivalry and that conceit that goes with such a point of view and such a belief. Instead of developing toleration and modesty, which are two characteristics of the educated man, our colleges seem to be doing

the opposite. There have been many men who have gone through college with the belief that they belonged to the highest ranking group on the campus, only to graduate and come to the realization that they belonged merely to the most snobbish group. This is not to condemn any particular group or any particular individual; all of us are pretty much alike. But such an attitude is bad; it is one that we should try to correct here in college where we are supposed to be getting an education.

Advertisement for Chesterfield cigarettes featuring a woman, a man reading a newspaper, and a dog. Text includes: 'Anything else Sir?', 'Nothing else — they Satisfy!', 'Cigarettes are made for your pleasure and for your enjoyment... nothing else. And when a cigarette gives you the enjoyment that Chesterfields do there are no "ifs" "ands" or "buts" about it... They Satisfy'

HAPPY BIRTHDAY! March 31—Wendell Whittemore April 1—Irene Morehouse Margaret Stockard

COACH PROPT TO BE HONORED AT BANQUET IN NEELY TUESDAY

Trelawney To Preside Over 200 Alumni; Diehl Speaks

Coach Clyde "Shorty" Propst, new Lynx athletic director, will be guest of honor at a "Welcome Dinner" in Neely Hall Tuesday at 6:30 P. M. More than 200 alumni from the Tri-States will gather at Southwestern Tuesday and later attend the dinner.

Frank Trelawney, former Lynx football captain and president of the Memphis alumni, will serve as toastmaster. Miss Eleanor Richmond, President of the Memphis Alumnae Chapter, is completing arrangements for the meeting.

Several skits and musical numbers are being planned for the entertainment to follow the dinner. The personnel of the skits, which are to be satirical in content, will be taken from the various talented personalities among the alumni.

In his address, Coach Propst will discuss the prospects of Southwestern athletics and the results of spring training. He will answer any question asked by the alumni along that line. In addition to several impromptu speeches by out-of-town alumni, Dr. Chas E. Diehl will address the gathering.

The entire coaching staff, consisting of John Miller, line coach; "Chicken" High, Freshmen coach; and Carroll "Bull" Durham, assistant freshmen coach, will be formally introduced.

Though at Southwestern only a few weeks, Coach Propst has favorably impressed the students and faculty, and won the admiration of all the athletes.

SPRING FEVER

A senior at Midland College (Fremont, Neb.), dislocated two vertebrae when he yawned while preparing for an early morning class.

—The Springfield Student.

Cooper Goes Through Water For Students

From all reports Southwestern's travelling ambassador, Dr. Raymond Cooper, is not only a fine "land lubber," but also an experienced seaman from the depths of the Arkansas swamps.

While returning homeward from his latest foray, Dr. Cooper received notice that if he did not clear out very quickly he would be stranded for several days in Marianna, Ark.

On inquiring into the cause of such a threat, he found out that the White River had overcome all obstacles and was already covering the road.

Dr. Cooper decided to brave the flood after first chartering a native guide to keep him on the hidden road.

The guide, who proved himself very competent, succeeded in directing our representative through the murky depths and only put his charge in the ditch twice.

This should explain the relieved and happy smile which was so evident on Dr. Cooper's face when he came in Wednesday morning.

'SHOE CONTEST SLATED NEXT

Each Group Eligible To Enter Team In Contest

With the completion of the intramural volleyball tourney all activities will be turned to the annual interfraternity horseshoe tournament. This contest is to begin immediately, according to Director Buckingham.

Each fraternity and the non-frat group are eligible to enter a team.

The winners are to be given points in the regular intra-mural race, the runner-ups to be rewarded in proportion.

Interest To Determine Players' Production

According to the president, Gene Stewart, spring editions of the Southwestern Players will be resumed this year if the Student Body displays enough interest to warrant the work required for such productions. He continued by saying that dramatics will be a lost art on this campus if interest is not more demonstrative.

Present plans call for the presentation of either one three-act play or three one-act plays. A meeting will be called at an early date for the purpose of determining a definite program.

The Pause That Refreshes



PHONE 6-5600

Factory at Fourth at Washington

Sport Scribble

Only two men will receive basketball sweaters this season. These men, Paul Freeman, and William Lapsley, are not "S" Club members at present, which explains their getting sweaters.

Other first year men who played lots of ball, and a good brand at that, are Breyspraak, Cannon, Gartside, Davis, and Butler.

★ ★ ★

The next year basket ball outlook seems unusually bright because of the fact that Southwestern did not have a single man to graduate from this year's team. Barnes, the only senior, was unable to be out all season because of sickness, and could not be counted a regular.

★ ★ ★

If the students of Southwestern are to hold a golf tourney under the auspices of the intra-mural system they should try to get their matches played as soon as possible, and not drag the life of the contest out over a period of months. Such has been the case of our present golf tourney. It is not only very inconvenient for the punctual players, but it is also certain that interest lags to a great degree. Why not play your matches and get them over with?

★ ★ ★

Speaking of letters—some of the boys have been asking why the Junior Year "S" Club jackets haven't been given out. Maybe there is a good reason for the hold up, but it seems plausible that the winners of the awards should be able to enjoy "the fruits of their labors."

GRIDDERS TAKE WEEK HOLIDAY

Whites Defeat Red Team In Practice Game Of Last Week

Spring footballers are ending a weeks' holiday in which only light limbering-up exercises are taken. Time off from spring football practice was given so that those that are behind in class work may catch up. Regular practice will resume Monday and continue for three weeks.

The Whites defeated the Reds in Saturday's game, score 12-2.

The Whites showed plenty of smoothness, especially when Sasser ran a Red kick-off for a touchdown after taking a lateral. The other White score came from an intercepted pass.

The Red score came when Neil Tapp was tackled behind his goal line with the ball for a safety.

ANNUAL 'S' CLUB HOP TOMORROW

(Continued from Page One)

Webb; Olive Black with Hudson Dick; Louise Braxton with Bill Gee; Muriel Buckingham with Ned Wright; Ann Jeter with Leon Jones; June Boyer with Charles Taylor; Mary Rothschild with John Bishop; Frances Smith with Richard Mays; Charlotte Stange with Billy Byrd; Betty Hunt with Wayne Paullus.

Bernice Cavett with Bob Williams; Nancy Warden with Arthur Womble; Betty McMahan with Louis Chenault; Rose Lynn Barnard with Jimmie Meadow; Alice Hagler with Billy Walker; Olivia Reames with Jim Thompkins; Elizabeth Pearce with Gus Pitt; Lola Sale with John Perry Gaiter; Jean Reid with Oliver Lewis; Jean Byars with Eddie Sanders.

After the Carnival Let's Meet

At REX GRILL

On Madison Gilmore Apartments
Lunches and Dinners Deliciously Prepared
Press Delegates Visit Us During Your Stay In Memphis

WARNER THEATRE

Preview Friday WEEK STARTS SAT.

Edward G. Robinson

IN "The Whole Town's Talking"

WITH Jean Arthur Wallace Ford

ADDED— Singing Silhouette
With OLGA BAOLONOVA
★ CARTOON
★ NEWSFLASHES

SAVE MONEY!

With this Coupon, during intermission at the April Fool Carnival Dance you can buy

1 HAMBURGER WITH 1 COCA COLA 10c
1 BARBECUE WITH 1 COCA COLA 10c
1 CHEESE SANDWICH WITH 1 COCA COLA 10c

—AT—
EVANS'
2895 POPLAR PIKE

"You Dream While You're Dancing"

—WITH—
BUDDY FISHER AND HIS ORCHESTRA
(Straight from Hollywood, Cal.)

HOTEL PEABODY

And Also Charming Jamie Lee Henry
Under the Management of the Music Corporation of America.
DANCE IN THE CONTINENTAL BALLROOM
COVER CHARGE: 75c Tues., Wed. & Thurs. \$1.00 Fri. & Sat.

Intra-mural Standings

Sigma Nu	142
A T O	124
S A E	124
K S	99
P I K A	57
K A	10
Non Frat	-2

Golf Tourney Goes To Quarter Finals

The Southwestern Golf Tourney has progressed to the quarter finals. Bethea, Crosby, Butler, and Ledsinger have succeeded in remaining in play.

All quarter final matches will have to be completed by the end of next week.

Irene Battle with Harry Cobb; Gwendolyn Robinson with Arch Bishop; Margaret Lueck with Scott Chapman; Erin Gary with John Holbrook; Margaret Kyle with Robert Kincaid; Mary Walton Sohm with Donald Baugh; Sara Elizabeth Gemmill with Thomas Huckabee; Sara Fox Martin with Frank Jayroe; Mary Thweatt with George Willis; Mary Anna Stockard with George Gish; Jane Belcher with Charles Maxey; Rebecca Laughlin with Duff Gaiter; Agnes Paine with Tommy Fuller.

NEW STRAND

BEST SEATS IN MEMPHIS
GINGER ROGERS
FRED ASTAIRE

America's Dancing Sweethearts in the Smash Musical Sensation

"ROBERTA"

WITH IRENE DUNNE
RANDOLPH SCOTT

COMING!
GARY COOPER
—IN—
"LIVES OF A BENGAL LANCER"

MANY LYNX ALUMS IN JOURNALISM

(Continued from Page One)
sports staff of the New York World-Telegram.
John Russell Cross is cartoonist for The Nashville Banner, and Edmond Berry is a former cartoonist for The New York Times.

Thomas Moore is a former editorial writer, and Palmer Shaeffer is a former member of the sports staff of The Press-Scimitar.

Marjorie Raymond is at present assistant society editor of The Press-Scimitar.

Elizabeth Ann Mahan and Jennie Burford Puryear are on the society staff of the Memphis Commercial Appeal.

Claude Capers is now in the advertising department of the Commercial Appeal. Nell Barker Jones is also on the advertising staff of the Press.

Press Delegates Welcome!

Tonite The College Crowd Will Be

At The COLONNADE

Dancing 10:00 To 1:30

Visit Memphis' Smartest Night Club



Get Acquainted with Mangel's

It's a college shop...

the right fashions are first on display.

It's a life saver to the allowance..

Prices are right and easy on the check book.

It's smooth shopping...

the things you want just when you need them.

Get acquainted with

Mangel's

49 N. Main Street

PALACE

NOW

BING CROSBY
W. C. FIELDS
JOAN BENNETT

In the Paramount Musical Sensation

"MISSISSIPPI"

With GAIL PATRICK

COMING

WILL ROGERS

IN

"Life Begins At 40"

ORPHEUM

FIVE DAYS

Starts Friday, March 29th
A Smash Stage & Screen Show!

Stage

PASSING REVUE

Presenting the 9 Wonders of the World Fair!

55 PEOPLE 55

Screen

"Love In Bloom"

with

Burns & Allen
Dixie Lee
Joe Morrison

FREE PHONES GET FACULTY'S OKEH

Welfare Committee Tells Council To Proceed With Plans

Dr. Rhodes, chairman of the Welfare Committee, reported to the Student Council that they may proceed with plans for the installation of free phones in the dormitories.

The Bell Telephone Co. has agreed to install these phones at a regular business rate. This will necessitate removal of the phone in the store. The pay telephone in Palmer Hall will not be taken out.

A committee of Tom Jones, Harvey Jones and Robert Brown have been placed in charge to see that the phones are installed at the earliest opportunity.

VOTE TO RETAIN THE SANHEDRIN

Men Students Favor The Retention of Discipline Body

In a vote held Wednesday, the men students of the college voted nearly three to one for retention of the Men's Sanhedrin with certain modifications and changes.

Following are the changes which were adopted:

The meetings of the Council shall be restricted to members of the Sanhedrin.

The Freshman class shall elect a representative to the Council.

All complaints to the Council must be written, signed, and formally presented.

The Council shall have no punitive powers whatsoever, but shall depend upon its very nature as a disciplinary body to enforce its decisions.

First Editor Greet High School Meet

"I am sorry that I am unable to remain over for the Mississippi Valley High School Press Convention," the founder and first editor of The Sou'wester said while visiting the campus last week end. "But you have my best wishes for an even more successful meeting than the one you had last year."

The Reverend William Crow, Jr., Talladega, Ala., founded and served as first editor of The Sou'wester in 1919, when Southwestern was in Clarksville, Tenn., and known as Southwestern Presbyterian University.

"The development of the scribbler's art is of permanent, practical, and cultural value. Too few people possess the gift of a facile pen. The ability to write a good sentence is an art which will give joy throughout life," Mr. Crow continued.

"I am proud to see that The Sou'wester has made fine progress and has been guided by more competent genius than that which originally conceived it and started it on its way to student service," he commented.

LORD, LADY-IN-WAITING OF COURT



Harvey Jones and Sarah Elizabeth Gemmill will be the Lord and Lady-in-waiting to the King and Queen of the April Fool Carnival tomorrow night in the gymnasium.

High School Editors Register For Meet

(Continued from Page One)

Lawrence Walton, Oxford, Miss., Optic; Mary Virginia Alston, Tupelo, Miss., Hi-Life; Mildred Wolfe, New Albany, Miss., Maroon and White; Curry Powell, Tupelo Military Institute, War College Static.

Robert W. Ramsey, Jonesboro, Ark., Times; Miriam Ewart, West Helena, Ark., Woodruff Banner; Helen Holmes, Batesville, Ark., Pioneer; David Banks, Stuttgart, Ark., Ricebird; Huree Watson, West Point, Miss., Green Wave; Pete Taylor, Memphis, Central High Warrior; Partee Fleming, Memphis, Humes

High Herald; Martha Regan, Memphis, St. Agnes "Aquila"; James Maddux, Memphis, South Side High Triple S; Logan Mooney, Memphis, Tech High Yellow Jacket.

Virginia Owens, Bartlett, Tenn., Gleaner; D. C. Gooch, Ramer, Tenn., Rambler; Mary Lou Cuniff, Trenton, Tenn., Black and Gold; Marshall L. Jones, Humboldt, Tenn., Double H.

Editors from Eudora, Ark., Birmingham, Ala.; Paragould, Ark.; and Little Rock, Ark., are also expected.

VISIT
Gilmore Barber Shop
1857 MADISON HAIR CUTS 40c

Editors Plaque May Be Hung In Library

Plans are being made by the Publications Board for a plaque to be placed in the library with the names of Editors of The Sou'wester inscribed on it.

The plaque will be similar to that of the Honor Council with attachable name plates found in the Library.

KS, TRI DELTAS PLAN PROJECTS

Kappa Sigma To Give Cup; Tri Delta To Plant Shrubs

Kappa Sigma Fraternity will offer a cup to the fraternity having the highest scholastic record. The rating will be on a basis of 50% on scholarship and 50% on the improvement over last semester's average.

Tri Delta are also cooperating with the movement sponsored by ODK for every Greek letter fraternity to undertake some worth while project. They will beautify the campus along the Parkway. The pledges of the sorority have already started planting day lillies around the edge of the campus.

After Show or Dance follow me to Pig'n Whistle

1579 UNION AVE.

Debaters Meet Union In Double Debate

Last night the Southwestern debate team met Union University of Jackson, Tenn., in a double non-decision debate. The affirmative team of Benton and Johnson met the Union negative team in Dyersburg, Tenn., while the negative team of Hutchinsson and Fuller debated at Halls, Tenn., on the same subject.

These four debaters returned last Monday from an eight day tour taking them through four states.

Wilson To Speak To Men's Bible Class

Dr. Wilson will give a talk to the Men's Bible Class Sunday at 6:30 in the social room of Calvin Hall.

LEW'S STATE
STARTS SATURDAY
Gary Cooper
Anna Sten
—IN—
"THE WEDDING NIGHT"

"Remember how I brought you two together"
I'm your best friend
I am your **Lucky Strike**

I am a friend indeed. A better friend than others, because I am made only of mild, fragrant, expensive center leaves. I don't permit a single sharp top leaf nor a single coarse bottom leaf to mar my good taste or my uniform mildness. I do not irritate your throat. I am a soothing companion, the best of friends.

LUCKIES USE ONLY THE CENTER LEAVES... CENTER LEAVES GIVE YOU THE MILDEST SMOKE

They Taste Better

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