Southern Illinois University Carbondale OpenSIUC

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Egyptian Staff

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ISA Week Actinities To Begin Here Monday

These top five girls were select ing Independent Week. d at an ISA meeting Monday, Jan | ISA Week will officially begin 6. The final election will be held Monday, Feb. 16 when Mildred Dil hand will be featured at

from five girls, Win Kathy Brooks, Bern , Jo Ann Harris.

evening. All students going

trity rink is scheduled for Wednes-

ings 8 to 12:30 years ago Pat Marle portsmen's Club cill be 50 cents ISA Week is a co-ordinat

initiate pro-



Famed Harpist To Play Here Monday Brothernood Week Right On Selling Brotherhood Week Reed Tells Students To

world famous harpist who ent a concert at 8 p. m. Feb. 16, in Shryock audi-

HE HARP manaular in

Couperin. "Siciliana "Impromptu" by Faure, et la vielle" by Gode-nuete Waltz.," Chopin. D flat (Un sospiro'

Student Genter To Hold Valentine Party Tonight

meja' Gard Donkeys on the Road to by Tournier

Price Supervises Ozark Field Trip Set For February

Sunday Soiree To **Be Held Monthly**

Griffis to Direct Two Operettas Here Thursday

SIL

Miss Edna Griffis of the Sl usic, saff is director. Willing eatherly is technical director a Arther his Io Reisch of the DOWN in the Valle

Gilbert and Sulliva

Ragsdale to Teach at Wisconsin University



BROTHERHOOD Week the committee are: seated, from left — Ruby Johnson, Jean Gum-mersheimer, Louis Willson; events of the week this Sunday as a

which se here at SIU which with helping student igo. Fol-

Chairman Names Spring Festival **Committee Heads**

THIS YEAR the

BUSINESS e

Mrs. Rector Announces Student Job Openings



ERNEST Reed as he deli he delivered for the Ca-

Social Senate Donates **Pool Table To Center**

By Wyona Smith

The billiard

Second Career **Conference Has** Good Attendance

Our Opinions

Response

'Students seemed kcenly in-sted in this year's Career Con-nce'' was an opinion which s expressed by many faculty mbers and other participants in second biennial conference second biennial conf concluded on campus

High student interest was in-licated by the fact that many of licated by the fact that many of he sessions of the conference were crowded to overflowing. Seating facilities were inadequate or some of the more popular dis-rission groups. In some cases it was reported that the number of ission groups. In some cases in was reported that the number of udents wishing to attend the ses-ons amounted to more than twice he number of available chairs.

ne number of available chairs. Attendance at sessions averaged boat 50 students per meeting, ome of the conferences attract-1 100 listeners, and one had an

eners, and of 150. the enthusiasm indi-

educations to construct the second se apprehensive about the future mur remain most questions. There is likel question, how-ever, that the audents were pleas-ed to have this opportunity to gar-ner valuable information from men and women who are exper-ienced in many fields of ofdca-vor. It is nor likely that All of their questions about which pro-fession to, choose or what type of preparation to undergo were an-suvered. but no doubt many more students now have a better unremain moot questions

had contributed their time, and their wolfs, to no avail. We are proud that the students are al-Southern responded well to the opportunities of this con-ference. Their hearty enthusians was perhaps enough for the bary man or worms who put saide the basiness at hand long enough to visit with ns. to oppak to us, and to give us a bit of advice. Whether or not we svere able personally to thank the various peakers, at this conference, cur-stendance said "thank you" and one numbers said "the wellke students now have a bett derstanding of what will be exemployment. They also have a ter assurance that they are 1 ring themselves properly to face problems which lie, ahead of

em. In a conference of this type, e response of the students is of in a conference of this type, the response of the students is of-ten as important as are the in-dividual benefits derived. A con-ference in which there are so



. AE EGYPTIAN, FRIDAY, FEBRUARY 13, 1958

STUDENTS examine the dis-lay on physics which is one of any departmental exhibits which ere put up in Old Main this

week as a feature of the Caree Conference. The displays pointer out career opportunities in the various fields.

Students Comment On Proposed Bachelor Tax

By Elaine Hartley The Arkness senaro who sug-tand has the nation in a turn in the tax agents by chaining failedy taxed has the nation in a turn in the tax agents by chaining failedy to be martied. The arkness senaro who sug-fits ar organizing against term hage. SIU students voice their ophions. Most students questioned the proposed to angline a grin running into the would be a thorn in the path of the ark again who were house to the arkness the trans-structure of the proposed to angline a grin running into the taxe assented define the proposed to any turn the whole silly plane to raw. I think the whole silly plane to raw. I there are the start of the sen-tor, one grin formarked. Another said the ides would establish. There rully seems to be s lot of backelor. The max plane is the sen-tor. The senter sub-to be site of backelor. The senter sub-taxe is the senter of the senter is the taxe-to be site backelor. The senter sub-taxe is the taxe rule seems to be show the variable senter is the taxe is the taxe senter is the senter tax. The senter sub-taxe is the taxe rule seems to be show the taxe senter is the taxe sen

University

A boy who was questioned in-ferred the idea was too absurd to

Lerror the idea was too abaird to distuss. Many grits felt the tax would not mean hurriedly into marriage from Aministrive offices of the stating regard to regis-tration, probation, and after ation might then result in higher diverce rates. Someone remarked philosphical-that stat student relations will be somedar the? I run out of anything to tak?

someday they if run out of anything; here.) to tax,' Neverspapers have pointed out hop-holes in the plan. At what plete degree requirements at the age does a than stop being single lone of the winter or spring quar-and become a bachclori' there ask, ters, should call at the Registrar' Would unmarried women also be Olice before the close of the win-ward. Should diverced me and ter quarter in have his record widowers be classed with the bach close in the tax became law, it might at the time of application unl ... increase crime in states where it student is attending under a schol-van, in effect. Think of all the archip.



EUGENE Crawford, director the Wildlife Refuge at Crab rchard Lake, and Miss Mildred Fox, guidance director and col-

By BILL YOUNG

Condensed from the AP Wire Service

GEN. NAGUIB'S Egyptian gov-

rament broke off trade negotiations with West Germany and began talks with a delegation from Communist

vith a delegation from Communist ast Germany. West German officials said Egypt had made exorbitant demands for

Measures asking for a new state office building and increasing the

YELLOW CAB

Quick, Reliable Service

Running All Paints

35c

Phone 68

economic concessions.

NTERNATIONAL

Scenes at the Career Conference

the the sday, as

ters in the Student C desk is Ann Travels

A HASSLE beween Slugger

A, HASSLE, beween Stugger Ralph Kiner and Branch Rickey was hailed as the salary battle of the stping season.

A Challenge For Unity from a godless philosophy that would destroy all human and re ligious rights. The nation is pour ligious rights. I ne nation is pour-ing out its wealth to build ma-terial strength against the threat of Communism. But despite this, the united cause against the enemy could be weakened were we to become divided by intolerance

and bigotry.

auendance said "tha our numbers said mean it!"

centuries, civilization has to gain and preserve the human rights of religious and the test of the test of mankind. The second second upon the principles. Devotion to has hered build the spiritu-right which America could have achieved lasting great-

think it is indeed fortun

ink it is much ationwide organization, trional conference of is and Jews, has dedicat-

PAT RANDALL, left, charter mber of the KDA Alumni As

ation as he presents a check \$100 to Carroll Cox. presi-

adio's Jack Benny, who popped

Theta Xi fraternity included in the picture are (ahmann. right, vice-presi-

Q,

THE Egyptian

Pasocialed Collegiale Press

its by stud

of March 3, 1879.

d clas

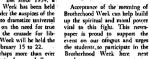
alive. We believe it to be of ever-lating importance that a free people never lose sight of the nece-nire of spreading the kinship of min under Godi This is, of course, a year-assund proposition. But since 1934, a Brocherhood Week has been held annually andre the auspices of the Conference to dramatize universal dependence on the need for true religion in the crusted for lib-Broterhood Week will be held the week of February 15 to 22. Now perhaps more than ever

RADIO

ROUNDUP

Wherever you so there's Rudia

Now perhaps more than ever fore, America faces a challenge





know, And here's there are

Now, there a Valentin are good, and fine. When speaking of

mean a date. And here are some that mate:

dent of the fraternity, and sec-ond from the right, William Winklemerr, another, charter member of Kappa Delta Al-pha, the local predecessor of Theta Xi, There's the fellow who calls a month in advance: He's just got to have a date for that fraternik dance. No. 1013 you you're the one he want3 amost, and gets very bold Then starts dating your best friend, and leaves you in the cold!

And then you find out that he's lows: not so shy? Then there's last minute Les. this

By Raiph Becker imusical studies. Retired and living An 82-year-old violinits will con- in Altadena. Calif., he decided to use his musical education at UC: corroll in Muir College and pick up t, thanks up a fellow fiddler. CBS where he had lett off years before.

wants you to put word to your roommate

The env who calls just at 1 he guy who calls use at the right, time is the one we like bear, the tells who we are an and how we should be dressed. He's use an a part ince guy who fords us no fine. This is it's logd we gals want for a Valentine! savs a senior in University of Idal

panized in Tuns Tovern, Pl phia, Penn f Sept. 10, 1774.



Other. 2 per cent. The few students whn ser "ver" invaille quilty it. "Communication and the meri-property of Nebrala. But a sopher the meritage of the American Asso-tion Attention of School American Asso-ation of School American Asso-tion Attention of School American Asso-Through Therefore and American Asso-tion Attention of American Asso-The second pitterio wests: Yes, 45 per cent No. application, 9 per cent Other, 9 per cent No. Aspinol. Per cent No. Aspinol. A structure and the American Asso-tion Attention Asso-The second pitterio research aspinol (American Asso-The second pitterio research aspinol (American Asso-The second pitterio research aspinol (American Asso-The second pitterion Asso-(American As Five educators from Southern II-

with the school administrators' meet-ing. Bach will join a round table discussion on sile measurement and prediction of teacher effectiveness.

On Feb. 18 Fishback will give speech on "Meeting the Needs of School Boards." His talk will be hased on his work with area school hoards in belping them to know nore about their job.



. The other measure provides that the treasurer's term be increased from

ball tournaments. District tourneys avill be held from Feb. 24-27 and regional meets from March 2-6, Following those will be the 16 sectional tournaments with winners' going to the state cham-pionship meet at Champaign.

Britian expressed ist disapproval of reported U.S. and Japanese in tentions on repediate the Value a generation are provided the Value a Resident Schwarz and South Schlahin to the Rossiant. Speaking before the House of Lords. In Marquess of Reading, foreign affairs underscentary, said tords, the Marquess do Reading, foreign affairs underscentary and to depart from the international a? generating according the position of these territories." the treasurer's term be interested from two to four years. Sentator Paul Broyles (Hep—Alti, Vennen) braught in his anticom-munism bills again. One of them calls for outlaw-ing Communist party in Illinois and provides prions sentences and fines for persons convicted of sub-bervice acts. The other would establish a 15-member commission to investigate

member commission to investigate seditious activities in Blinois. The bill would provide the commission with \$65,000.

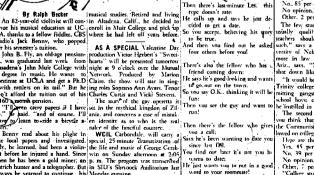


vuison. Evans. B. Beadle. Marce M. Zon Behren, d Melnnoh. Gourge Washington preclaimed New 26, 1769 the first Hanksvig-The Feb. 3 minutes were read ing Day.

han arbitrary: innessonable and un-and approved. Meanwhile, reporters picked up. Von Behren reported that the cost Waster in the variable of the career Conference programs, what news they could get on 19, of the Career Conference programs, war-old Par Wards tale of how here the care Conference programs, wares in the Varia is the star Myers moved. That we have the wares of prostitute's while displayers that the amount ex-waiting to inherit an oleomargarine everice an inheritance. Will be paid when we recrive an itemized cost list. The motion LATEST figures showed Un S. was scooled by Evans and passed hank casualties in Kores stood at he an 11 to two yote. [29,819, an increase of 395 over the previous week.] HOPE of discovering oil in Alas. Weik plans, 'If earnounced the law as given as the reason. for a lide speakers were to be P. M. Burne development contract between the land Rev. Higgins. The Bichard Gregory Go. Schwidz, and Sc slans. He announced that kers were to be P. M. Burner







y during the school year, excepting holidays and of Southern Illinois University, Carbondale, III The U. S. Marine Corps was Time Tayorn, Phile

American College Students Are Against Communist Party Teachers

The gains are overwhelmingly a discated that the majority of students the gains members of the Communits are regained locality of the students are regained locality of the student students are regained by the student of the graduate students signsproved, 47 and 48 are regained are students are in from the student are students are students are in from the student are students are So he asks a friend to find out if Besails of the first question — '10's so. To you think arowed Communits for you think arowed Communits out_with the gov. And then you, find out this the community of the solutions? He community of the solutionsolutionsolutionsolutionsolutity of the solutionsolutionsolutionsol

Yes, 9 per cent No. 85 per cent No opinion, 4 per cent Other, 2 per cent.

Do Hand will attend a Saturday Feb envertment of 14. meeting of the advisory commit: Co. al. ter on tegeber examinations of the Educational Testing Service of Princeton, N. J.

Bach and Fishback will partici-term of the state transact was in pare in the meeting of the Ameri-troduced in the floure. They are con Educational Research Associa-part of Covernor William Stratton' with the school administrators meet

amunist. just for s. "I am not a Co Many students think former Com-munists would be good teachers be-cause, as one student purs it, "They would know both sides."

munists would be good teachers be cause, as one sub-rat pars it. "They would know both sides." An ACP survey last winter an Atlantic City meetings.

Carbondzia, Miine

HE FEVETIAN, PRIDAT, PREMINET



ANNIE FOLEY and Beverly Fox as they left the Delta Sigma Epsi-ion zorority house Tuesday eve-

to initia



ETA installed Mrs. Is tA ETA installed Mrs. Jane n DeWitte as a sponsor at resting Monday wigds. Site ner Anthony Hall resident held Saturday night. General chair-meant is empload on any is employed on cam-nern are Esther Pirka and Mary atrones.

informal party was held by Eta members Sunday night ting the winning of the Va-how trophy for the Outstandof the show. The is in the act were Elean Carmen: Gloria Bonali, E Judy Gurley is Tri Sigma's Week spring sing chairman illio: and Nancy Yost, Don The narrator was Pat Lamont. Week spri Riley is Si

are co-chairmen of the spring Si

al dance. arol Henderson is chairman, or ing sing. Mrs. William Nach, national Mrs. William Nach, national tha sooriet will visit Alpha Eta Tri Sigma's taskerball stam work Tri Sigma's taskerball stam work ore Anthory Hall last week. Mem-ber So the sooriet visit week. Mem-ter Station Hall last week. Mem-ter Station Hall last week. Mem-ter Station Hall last week. Mem-Norday right. Carol Treect. Younge nonray member and patroness. Dicklemann. Joyce Ann Bellam. Wilker, enter-Bowling and Carolyn Harriss. Tri Sigma will initiat helf wim. Tri Sigma will initiat helf wim.

pin. ps playing in the basket-se tournament are Juanita captain: Norma Lawson, Olds. Janet Leemon, Eva Jane Worren, Betty Frac-- Hall wa

s Sorority title. aps Capilyn Reed. LaDo ond. and Dorothy Olds I lected to Pi Lambda, ho

Battle of Apache Pass'

John Lund, Beverly Tyler

"This Woman is

Dangerous"

day, Monday, Feb. 15-16

Varsity Theatre Saturday, Feb. 14 "Submarine Command" Ale "Superman and the Moleman" Sunday, Monday, Feb. 15-16 "My Pal Gus" FOR A DATE **odgers** Theatre Saturday, Feb. 14

and Om Dorothy all Hall Valantia

new patroness. Sig Pi's and Alpha En's exchange party Thursday of the Sigma Pi dance last Sinurday informal water we hold to infight replacing the entire interview of the Sigma Pi dance last Sinurday infight replacing the entire interview of the Sigma Pi dance last Sinurday infight replacing the entire interview of the Sigma Pi dance last Sinurday infight replacing the entire interview of the Sigma Pi dance last Sinurday Sigma Pi dance last Sigma Pi danc

usen tine with a sucker. JOHNSON HALL has several graa. for the sate Young Woman's Ausi-Unit who liary conterner at Ears's for Louis nate are Dedicated Voratinos Weet With week end. They are Berry by the Baptic Student Union. Spe-and Mitchell. Vernell Williams. Luella cit and pathetics to religious Aprel. Sue Alice. Martin. Berry day in chapet services to religious streek Bertis. Deliah Jones. and Mary EF le In Watson. The schedule of speakers for the logical services to religious work in several fields. the returne queen gots who are less ves, also a Tri Signa. for the state You from the sorority who list's conference queen's court were Virthis week end. were in the queen's court were Vir this weel inia Stringer. Linda Casper, and Mitchell, Wonne Deichmann. Agnel. S

spring sing chairman. Jane is Sigma Sigma Sigma's sports intative for Greek Week. The tree of organization at the half prove week is as follows: ters of organization at the half now. A fonds. Feb. 16 – Col. H. The tirst citized meeting will be Paul Dillinger. Scott Air Base near Jursday evening, Citice bahier 'My vocation. A Career For men are Vernell Williams. Sue Alice (Christ. '' Marino. Donothy Olds. and Bahran Jursday. Feb. 17 – Dr. F. N. Graham. The chairmen- are hoping Locket Jr., Verrans Hospital, Ag-ito relist each of the gitle residing Locket Jr., Verrans Hospital, Ag-ito neither the of the gitle residing time. "Clarifying Ged Through at the hall into one of the citize. We Profession." Sigma Sigma Sigma's Wilma Bea le was presented with the 'Serv-

Vier-President of Alpha Xi soordriv will vier with Alpha Ea av, Feb. 16. KAPPA SIGMA had a dan-ter member and patroness. Cherrity and Sigma P framman Laboran Dead-trans Tahena Walker, enter-basen, Feb. 18. Kappa Sigma P framman Laboran Dead-trans Tahena Walker, enter-ter team Jedges Mirch 22. Joanne Daris and Linda Carpt Troi Posses. Toni Posses, ditter team Jedges Mirch 22. Joanne Daris and Linda Carpt Troi Posses. Mar Ann Klingenberg, Kaps Pajving in the basket-also bet et Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha Kaps Pajving in the basket-site the Alpha Kappa Alpha

University of Illinois has the team are Louie Tavl Martha Cralley, Julie C-CHI DELTA CHI Charles

the Service to Thursday at

Feldlar venda Lane: food, Helen Gurley:

BOWL

v chairman for the dance Boh Wagner. SIGMA PI'S CROWNED IT'S GREAT n of their Orchid B at the T.S. Mar Ho Jorrin. Pat graduat Southern last vesr and is nov ing in Carbondale. She is THÌS WEEK-END court were Linda Ca CARBONDALE LANES

Two SIU Students SIU Delegates Appear Help Install New Before Budgetary Group

nlich

Two members of Delis Signal presiden atority and Miss Hilds ern suid the SUI represen-tein of the zoology department any were given a sympathetic leping instill a new Delia Sig before the State Bulgeary o 8 before the State Budgetary commi-sion in Springfield Monday of this week. Although there was no indica-tion that any specific amount would be approved or disapproved. Presi-deed Morris said the commission was a well in format

ed of two rep

By Gunter Friedrichs

nan student is o

The schedule of speaker

wa.

The

mony at the Tri Sig heu Robinson and Linda Car

and pledge

Remember

with Flowers

DAVISON &

ROBERTS

FLORISTS

dav. Feb. 16 - Col. H.

of the

There

re relief rolls have been excep-ily high, Dr. Morris pointed that public assistance storings in them Illinois, based upon the for public assistance, et an \$4,454,000 in st with ch

ion was South here is

TWO YEARS ago the B n approved an quest of more or SIU, althoug as depatically n

Agreeing is expressed by knocking with pencils or by trampelling. Is harrens very often that one part operations class agrees, while the res after supplemental bills had been ras s a fundamental differen-ingh school in the U.S./ ermany. The kids in Ge τ high school at the age appropriations amounted \$540,000, although the

[5540,000, although the Budgeary commission had approved allocation, of \$4,500,000. For 1953-55, Southern is asking \$13.846.700 for operational expense and in order to develop an area-peared program along lines already established. Primary building re-table in the state of Germany. The kids in Ger-enter bigh school at the age of d stay there for nine years. It his time they have to take: ears of English, six years of four years of a third langu-French, Italian, or Spanish). building n biology, five years ine years of geogra

functions of introductions

s. The student has to decide the wants to read. By this way sible that a German un has about six months vaca uring a year, but a seriou

Mrs. George Hand was initiated an honorary member and patrothe ing this time Many stud as an honorary member and patro-students renounce certain news of Pi Kappa Sigma sonority the professor is net out last Monday evening. The members, Ther will register for the hold a dinner in the thonor imme-nefer to read rood books diately preceding the initiation cere-ids arbhome. There are no monor, She is the wife of Correg examinations between the [H, Hand, vice - president of the Alter three to don't versal librarening.

ies. After three to four years Univ student will pass a big and dif-Mrs

Lockett JL. Spinner and Through the rine — "Claritying God Through the Wernesday, Eeb. 18 — Mrs. dd Indly M. Smith, Blinnis Mather of the Year — "Christian Homemak's ing as a Vocation."



in January, Dr. Hi of vice-chairman, He

of the ce



RANDOLPH.

alum as she was crowned qu of the Sigma Pi fraternity's chid Ball' Saturday night

PAT

URBANA III iumior⁴ high

Placements Service Announces New Positions Available to Students

peared program along times auxeurs established. Primary building times auxeurs guess are for alibers, an agricul-trural building, and he first sprear of a formitory for men. SOUTHENTS only dormitory shough the years has been Anthony full, for women, built to bourse thall, for women, built to bourse subarts and having a present ec-ution. The following are coming iupancy of 120. Araring counter to find and other fiver structures for this and other fiver structures for this and other fiver structures for unior construction have been al-located for the past four years. During the next few weeks there will be several employers at the StU Placement Service to interview school needs a pac s who are interested in obgraduates who are interested in our rai e taining employment prior to grad. 1; al-uation. The following are coming and to the offfice on the dates indi-ately. 4. "NASHVILLE. THE MILL NAST ty needs a field the contact farmers within of Nashville

emb 7

______ uters u ______ radius of Nasi t an agriculture stud dairying and quali Cave-In-Rock, II emains and physics stely. Our Pi Kaps Initiate Mrs. George Hand Mrs. George Hand

THE PROCTOR and Gamble Company is interested in young graduates to work in management.

for the school year to begin

"I. Julius OTHER JOB opportunities re-eased through Placements are: hev? Raymond. Ill. high schoo taily. I am ... lish and girl's physical ed Starting salary \$2805. 2. Fairfield elementary

Architects' enter, th ivy, doctors with with mayonnaise. schools hride



J. Paul Sheedy* Switched to Wildroot Gream-Oil

Harris Hill Rd Williamwille N.Y.

Wildroot Company, Inc., Buffalo 11, N.Y. 🦊



rades at Benwood, V for six years, and New Jersey, p rinceton. New Jenpublic The Hands spent some time in mpison. Ohio, and Delaware. where Dr. Hand was press Obio Weslevan College Hand

ching. She taugh

Carbondale. Mrs. Hand was selected by

Kappa service Sigma for her outstandi in the field of education

Telephone 1488

MILK . . .

Arkansas Wrestlers Here Tonight, **Coach Wilkinson Switches Line-up**

Coach jus Wilkinson will send is wrezeler agint Arkanss June and J

Cagers Hunt Panthers



Cagers Have Easy Time Taming Bears 59-51



Captain Chuck Thate (39) Washington university. Gib Kurtz pushes one in for the Salukis in (30) and Bears Ed Biemfohr (5) Wednesday right's victory over and Bob Kreigshauser sand-by for a rebound

n pictures of Napoleon His hand is in his vest His reaching for a Lucky S le's reaching for a Lucky S

LUCKY STRIKE

> OALG or The American Toba



So, for the thing you want most in a cigarette ... r better taste-for the cleaner, fresher, smoother taste of Lucky Strike

> A model sleek and debonair Knows well just what she likes For clea John J. Knobloch, Jr. University of Pittsburgh

Be Happy-GO LUCKY!

COLLEGE STUDENTS PREFER LUCKIES IN NATION-WIDE SURVEY!

terview in 80 leading colleges reveals more smokers prefer Luckies than any other cigarette by a wide margin No. I reason – Luckies' better taste. Survey also show Lucky Strike gained far more smokers in these colleges than the nation's two other principal brands combined.

