The Daily Egyptian, March 04, 1964

Daily Egyptian Staff

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Volume 45, Issue 101

Recommended Citation

Siporin Book
To Go on Sale

"Siporin on Southern," a collection of 50 of Mike Siporin's best cartoons, will go on sale soon on the SIU campus. The 36-page, hard-cover book, a joint effort of the Student Newspaper and Teachers-Student Press Association, will consist of reprints of cartoons which have appeared in the Daily Egyptian.

The book is being printed at SIU's Printing Service, and is expected to go on sale in the University Center during the latter part of March.

Siporin, who is working on a Master of Fine Arts degree, has drawn cartoons for the Egyptian for the past three years.

He recently initiated a weekly cartoon series, "The Adventures of Arch Hipster," which appears in the Egyptian each Tuesday.

Siporin, from Glencoe, Ill., has had much of his work shown in art shows on campus and also at Hanover College in Indiana.

Campuses Plan
Uniform GS Titles

A plan to standardize the numbers and titles of General Studies courses at the Carbondale and Edwardsville campuses is under way, according to Amos Black, General Studies executive assistant.

As stands now, many courses have different titles and numbers though they cover the same course material. The new plan will eliminate this.

"There are no reasons for this change," says Black. "One is to make it easier for students to change from Carbondale to Edwardsville in the other way around, and the other is to reduce the number of course titles over all.

Both reasons will emphasize the fact that the two campuses are one university, he added.

Gus Bode...

More than 12,000 SIU students are huddled together to prepare for another rash of finals—this time at the close of winter term, perhaps the most confounding of the year. This fact brings up again the often discussed subject of whether or not finals are an effective and necessary means of judging what the student has learned during the term.

Most students recognize that finals are a "necessary evil" and are here to stay, at least for the time being. This fact doesn't, however, stop them from expressing their views and sounding off on the subject.

Here is how some of them feel: 

Chuck Edelhoefer, a junior majoring in radio-TV, said, "I don't think that finals should count as much as they do for the final grade. I feel that what the student accomplishes during the term is more important than what he can cram into his head the night before the last class."

Paul Glowski, a junior majoring in sociology, thought that "the grade should be accumulative through the entire quarter rather than based just on the final. It's asking too much to know the whole course at one time."

The added, "I also think finals are too long. Two hours for a three-hour class is too long."

Ron Watson, a freshman in General Studies, was against final. He said, "I think tests are effective and necessary means of judging what the student can recall in the short term."

"I don't think finals are effective," said Paul Glowski. "If the student is doing well throughout the term, he should be rewarded. If he has learned what he was supposed to learn, he should get a good grade."

"I think they're kind of a waste of time. A grade based on the work throughout the term would be better," said Dan Danieczak, a junior majoring in home economics.

"I think finals are a waste of time. They should be eliminated."

"I think they're a good way for students to show what they've learned throughout the term, " said Paul Glowski.

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Children See 'Bookey' at Playhouse

"Bookey," a children's play by Caroline W. Garbutt, associate professor in the speech department at Cornell University, was presented by the SIU Theater Department.

Children from the Carbondale area sat in the Playhouse for 3 each afternoon in the Southern Illinois University. The young audiences were managed by the Carbondale Chapter of the American Association of University Women.

The production is directed by Chris Jones of Bloomington, Ill., a student in theatre.

Members of the cast are John Stephenson, Rosanne Christensen, Mike Harry, Vance Fullerton, Richard O'Neal, Frank Alesina, George Despins, LaDonna Alvis, Karen Garrison and Ramona Nail.

Bookey is the name of a pet chimpanzee owned by a young boy named Ross. The boy lives with three aunts—one of whom is hostile to having the little boy as a member of the household. The aunt tries to get rid of Bookey by selling him to a circus. The conflict of the play concerns Ross's attempt to start his father's determined efforts to dispose of the pet.

Garbutt, born in Wyoming, received degrees from Northwestern University, the University of Washington and Louisiana State University. After teaching experience in high schools in Iowa, Oregon and Arizona, he went to Cornell University to become an instructor in speech. He has been on the SIU faculty since 1947.

Bob Frye, a junior majoring in history, thinks they are the final blow to the average student. He said, "After a quarter of frantic effort on several papers and tests, one test obliterates all your previous effort."

Bill Decker, a sophomore studying sociology, saw it this way: "After you study for two straight nights and then flunk the course anyway, there isn't much to say."

Rich Howard, a junior majoring in English, said he reads reading newspapers to news about big movies. "Instead of answering, he took out a pencil and wrote:"

Finals are fun, fun, fun. You try your best, To get some rest, You go to class, And try to last. After the exam, You don't give a damn.

Weather Alert
Retes Slated

Another severe weather warning whistle test is slated for 2:45 p.m. Thursday.

Class will not be cancelled unless the whistle is sounded. The severe weather signal consists of a series of periodic blasts from the SUI emergency system whistle and will last about three minutes. When the whistle is blown, for severe weather warnings, persons should take cover in designated areas immediately. These approved shelter areas are identified by yellow signs which have been put up in all locations.

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DAILY EGYPTIAN
March 4, 1964

Students Take United Stand Against Burden of Finals

Freshman Scholastic Honorary Phi Eta Sigma Initiates 21 Men

Phi Eta Sigma, freshman scholastic honorary, initiated 21 male members at its winter initiation ceremonies.

Charles D. Tenney, vice president of instruction, initiated as honorary member. He delivered an address following the dinner, concerning the future of southern Illinois in the year 2000.

Members of the honor society are freshmen males who have achieved a 4.4 grade average during their first term at Southern Illinois, or who have achieved a 4.5 grade average at the start of the semester.

(Continued From Page 1)

The instructor, when a final controls 50% of your grade, or better, I think is ridiculous. But if it counts 25% or less it is a fair measure of what you have attained in the course.

Bill Sellers, a social studies junior, is against finals, "I don't think they prove anything. You cram for a final and then forget what you've learned after you've gone, so it's just a waste of time."

Former SIU Opera Star
To Compete on TV Show

A former star of several SIU student opera productions will try for a third victory on the Ted Mack Amateur Hours TV show March 13.

Kathy Kimmel Stanley, who studied under Majorie Lawrence in the SIU music department, has won two previous show competitions with an opera selection.

Mrs. Stanley played the leading role in "Aida" and "Showboat" two years ago here.

She is married to Jay Stanley and teaches high schools at L Llomine.

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Commuter Student Government will meet at 7 p.m. in Room 98 of the University Center. The Illinois Banker's Association will meet at 6:30 p.m. in the University Center Ballroom. The Crab Orchard Kennel Club will meet at 7 p.m. in Muckelroy Arena of the Agriculture Building. The University's Recreation Association's Modern Dance Club will meet at 5:30 p.m. in the Women's Gymnasium. 

Prell to Speak To Journalists

Arthur E. Prell, director of the SIU Bureau of Business Research, will speak at the journalism students' seminar at 10 a.m. today in Room 148 of the Agriculture Building. Prell, who joined the faculty here last fall, was vice president and director of research at the Maritz Advertising Agency in St. Louis.

The National Speleological Society will meet at 7 p.m. in Room 107 of the Home Economics Building.

The Kappa Delta Pi meets at 7 p.m. in Agriculture Building Seminar Room B. The Young Democrats meet at 7 p.m. in the Library Auditorium.

The Women's Physical Education Club meets at 7:30 p.m. in Room 206 in the Gymnasium.

The Dame's Club will meet at 8 p.m. in the Family Living Lounge of the Economics Building.

The Technical Student Society will meet at 8 p.m. in Room D of the University Center. The Biblical Study Society will meet at 9 p.m. in Room E of the University Center. Alpha Phi Pi will meet at 9 p.m. in the Library Auditorium.

Women's Recreation Association Class Basketball will be featured in the Wooden Gym.

National Snag Ball free throw shooting and intramural weight lifting begins today.

A student recital will be held at 2 p.m., in Shryock Auditorium.

Creative Insights will be held at 3 p.m. in Room B of the University Center. Recreation Department interviews will be held at 8 a.m. until 3 p.m. in Room 105 of the University Center. Student Government will meet at 7 p.m. in Room B of the University Center.

The Saluki Flying Club will meet at 7 p.m. in the Morris Auditorium. The University's Modern Dance Club will meet at 5:30 p.m. in the Women's Gymnasium.

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Associated Press News Roundup

Athens Mob Burns Effigy of Johnson

ATHENS, Greece — Thousands of wildly screaming demonstrators raced through the streets of Athens Tuesday night and burned an effigy of President Johnson in front of the U.S. Embassy. At the same time Prime Minister George Papandreou issued an order to police not to interfere with demonstrations on the Cyprus issue.

But in a public statement he said he also wanted all foreign embassies and other institutions protected from "every act of violence and villanism.

The demonstrators shouted for self-determination of Cyprus and yelled "Johnson, Al Capone," "Bauco Russiela, and "Quit with the fire." An estimated 2,000 persons converged in front of the U.S. Embassy. A small effigy of Johnson quietly went up in flames. Other thousands demonstrated in front of the British Embassy while still others marched through downtown streets, blocking traffic.

A number of clashes between demonstrators and police broke out but there were no reports of injuries.

French Effort Fails to Seat Peking in U.N. Organization

WASHINGTON—The United States and France met head on Tuesday over the issue of Red China’s membership in U.N. organizations. In Washington, a state Department spokesman said the United States had "actively and successfully" opposed a French bid to seat the Chinese Reds in a World Health Organization meeting in Geneva.

"We will continue to do this in every U.N. body," press officer Richard I. Phillips said.

In Paris, a French Foreign Office spokesman said the new French bid in behalf of Red Rockefeller Hits

Foreign Policy

WASHINGTON—New York Gov. Nelson A. Rockefeller, in a broad indictment of President Johnson's Vietnam policies, accused the administration Tuesday of leading the world to believe "that the United States no longer has the power or the will to shape events.

"Rockefeller, bidding for the Republican presidential nomination, said he wants to lead the nation in building a vast union of the free among the countries of the West.

He issued that call in a foreign policy statement, made public as he prepared to launch his drive to the presidency of Western trade with Cuba.

Other countries are now calling in a French diplomat to protect the new French bid.

Chairman of the Senate Foreign Relations Committee, Rockefeller is the leading contender for the Republican nomination in the November election, and the Malay leaders are expected to discuss the Malaysian crisis in a one-day meeting session here Tuesday. They arranged to meet again Wednesday.

Viet Troops Are Mauled; Yank Killed

TAN CHAU, South Viet Nam—Communist guerrillas went on a slaying spree Monday night in a Viet Nam countryside town, inflicting the heaviest casualties on government forces in a single engagement since the end of World War II.

U.S. advisors were among the dead, in what appeared to be one of the first such incidents involving an airborne battalion. Vietnamese authorities claim more than 100 Viet Cong guerrillas were killed in the engagement, which lasted an hour after dawn. But American advisors at the scene could not confirm the report.

The battle took place in Kien Phong Province beside the Mekong River, barely 3,000 yards from the Cambodian border.

The airborne battalion was searching for a Red Chinese guerrilla battalion which was known to be operating in the border area.

After breaking off the fight, the C-130 transport planes reportedly headed toward Cambodia, and helicopter pilots could not fly because of a rule prohibiting operation of U.S. aircraft within two miles of the border.

The killing of the U.S. captain increased American combat deaths in Viet Nam to 113, but no further identification was withheld.

SANTIAGO, Chile—Villarica Volcano erupted Tuesday with an awesome roar, spreading new terror a day after it erupted setting off avalanches that buried a village in southern Chile and thousands from their homes.

McNamara Plans Week in Saigon

WASHINGTON—Secretary of Defense Robert S. McNamara and a large contingent of U.S. officials will leave Thursday for a three-week fact-finding mission to Saigon, the site of the South Viet Nam war.

The Defense Department announced yesterday that McNamara will be in Saigon about a week before his fourth trip to the critical area, in which he has seemingly been making progress recently.

Ruby Trial Jury Is Complete; Ailing Judge Brown Replaced

DALLAS—The jury for the Jack Ruby murder trial was completed Tuesday with selection of the 12th juror. A fourth woman, Mrs. Louise Malone, became the final juror. A wife, she is an accountant for an oil company.

She was sworn in white Judge J. Frank Wilson, a substitute jurist, was presiding. He replaced Judge Joe Exley Brown today when Brown became ill.

Mrs. Malone was the 162nd person examined during the first 14 days of the trial. Brown, who said he had a cold, was replaced by Wilson, Melvin Bell, the chief defense counsel, protested, on the calendar list of names Wilson's sitting on the bench for Judge Brown, who came to the courtroom today. Wilson's warm-up became ill and his doctor ordered him home to bed, bringing the case to a virtual halt.

Those in the courtroom seemed to be as much astonished as the charge of an awfully bad cold."

J. RUBY. A witness, Mrs. Ruby for slaying Lee Harvey Oswald, accused assassin of President Kennedy.

Dist. Att. Henry M. Wade told newsmen earlier that there were still a number of crucial witnesses who could be replaced by another without much effect on the case. It was reported that there has been on precedent in Texas for a judge leaving a case and then returning to it.

The 11th juror was Mrs. Alleen B. Shields, a divorcée who was employed by the telephone company in the engineering department.
Keeper Named To Export Group

Wendell E. Keeper, dean of the SIU School of Agriculture, has been appointed to the Illinois Export Advisory Committee by Governor Otto Kerner. The committee will advise the governor in promoting exports of Illinois farm products. Serving with Keeper are representatives of the University of Illinois, Agricultural Education; Western Illinois University, the major agricultural organization in the state; and the Illinois State Department of Agriculture.

Keeper, a native of Hillsboro, obtained his master's degree and doctorate at Cornell University, Ithaca, New York, specializing in marketing and farm management. He came to SIU in 1950 from the faculty of Pennsylvania State College.

During 1956 he was on six-month leave as a farm management consultant to the Venezuela ministry of agriculture under the United Nations Food and Agriculture Organization and in that role he took a two-year leave of absence to serve as an FAO administrator and technical officer based in Rome, Italy.

A Glance at the Past

Those 'Good Old Days at Southern'
Weren't Really That Good After All

By Martha Boswell

In the 1900's SIU was known as Southern Illinois Normal University. It was primarily a teacher-training school. The campus included Old Main and a few small buildings. Alga Hall was known as the residence hall and a corner building was the Teacher-Training Laboratory School. A black iron fence surrounded the campus. Part of it still remains in front of Old Main.

Across the street on the corner where West Main now stands was a restaurant which served as a student hangout. It was called the blower and students would dance between and around the tables. Another building where students were congregating was Emminger's Ice Cream Parlor downtown Carbondale.

In 1913 Anthony Hall was built for 200 girls. This was the year suffrage was granted for women, so the dormitory took its name from Susan B. Anthony, pioneer women's rights activist.

Since Anthony Hall was the only dormitory on campus, the waiting list for rooms was long. The other buildings either housed homes or rooming houses. All men lived off-campus at this time.

When a local girl returned to school from a home, many of the faculty was heard to comment, "Doe she wear a little makeup?"

Soon pinching the cheeks was replaced by powder and rouge came in."

People had been wearing makeup for at least 40 years and now brought many changes.

Deadlines Listed For Fullbrights

SIU faculty members planning to compete in the Fulbright Exchange Program should fill out application forms by next month, Robert Jacobson, coordinator of international programs, announced.

Applications for New Zealand and Australia assignments must be completed by April 15, and one SIU butler is Latin America are due May 15.

Eligibility criteria for eligibility include at least one year's experience teaching on the college level, a doctoral degree or recognized professional teaching in the research program, good health, citizenship and, in some cases, knowledge of another language.

Application forms can be obtained by writing the Committee of International Exchange, Personnel Office, Conference Board of Associated Research Councils, 2101 Constitution Ave, NW, Washington, D.C.

LUCY K. WOOD

Woody: I was afraid I'd catch cold.

Spring Festival was a big affair then, as it is now. A lot of attention was held in the area which is now the gymnashum. There were included classical dancing and a presentation by the students in the beginning school. The day was climaxed by the crowning of queens.

The 1920s roared in and brought change. All the young people were wild. Dancing was wild, the faster, the better and skulls showed clear to the nose.

Hair styles changed from the "puff" long hair sectioned and rolled into giant individual curls all over the head—to the "boobeh," a very short and straight style.

There were no beauty shops, women had their hair cut in barbershops at this time. One barber in Carbondale cut my hair.

Waterkins to Speak On Swedish Art

"Twelve Swedish Painters" will be the subject of a lecture by Benjamin Watkins, acting curator of the University Gallery, at 4 p.m. Thursday in Mitchell Gallery of the Home Economics building.

Watkins will discuss the status of Swedish art in general and its relation to art in the United States.
New Religions of Japan Depart From Tradition


The extraordinary post-war development of the "new" religions of Japan has been of great interest to both students of Japanese culture and students of religion. There are now 171 of these sects, excluding 18,000,000 Japanese, one fifth of the population. Several seem likely to remain.

Reviewed by
William Henry Harris
Department of Philosophy

The author notes several things shared by the new religions, among these in that they are easy to enter, understood, and followed. They emphasize that religion and life are one, and often promise healing and financial success. They rely on strong leaders, several remarkable ones are women. They give a warm sense of belonging, sometimes featuring group confession and counseling which seems a defense from traditional Japanese reserve. The matters of the religions are discussed. Two of the most important after striking conversions, Santeru (Divine Wisdom Religion) is really 120 years old, though it has recently taken on new growth. It has 2 million members, carefully defined doctrine, positions, and a respected, efficient organization. It stresses the goodness of man which is often obscured by the "doctrines" of worldliness. It has a well-equipped university with one of the largest libraries in Asia. This library is particularly strong in the sciences of religion and attracts many scholars not of the Tenri faith. The university also has a large Japanese

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O'Neal Replaces Stovall In Tourney Opener

Southern's basketball team will be hurting in more ways than one when it goes against Ball State in the opener of the NCAA Great Lakes Regional at Evansville at 7 p.m. Thursday.

However, the situation certainly will not be a new one for the Salukis, because, ironically, it's almost the same situation that confronted them last year at Cape Girardeau, Mo.

In that sectional, the Salukis lost their top rebounder, Lou Williams, owing to grade difficulties, the Salukis way all the way to the fourth place in the nation without him.

When the Salukis play in Roberta Stadium Thursday night, they'll be without their leading rebounder, Lloyd Stovall.

Coach Jack Hartman doesn't second-guess over losing one of his big center, he says, only the "loss of Stovall takes away a little depth."

Everyone had counted the Salukis before they took the floor against a particularly well-coached, heavily-vegetated Eastern Missouri crowd last night.

His AFROTC career has come to an end.

University of Southern Illinois basketball in the final round this week with a five-shot lead over the man who has had for free the past two seasons Dick Roth and Ed Knowles.

The men's intramural free throw tournament swings into its final round this week with the top men from the different leagues competing for the campus title.

The following is a list of the men in the finals from the three leagues.


For campus-Fred COMPARDO, Harry Bobbitt, Roy Franke, Dennis Webler, John Haddock, Dallas Thompson, James Roams.

Three Students Arrested in Allyn

The Campus Police arrested three students early Tuesday morning in the Allyn Building.

The Office of Student Affairs reported that one student crawled into the building through a basement window and let the others in by unlocking a door.

The student affairs office said it is investigating the incident before taking action.

LLOYD STOVALL MAY MISS TOURNAMENT

Intramural Free Throw Tournament Starts Final Round This Week

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Athletic 'Lend-Lease' to End;

'Coach' Maxwell Leaving SIU

SIU's "lend-lease" deal with the United States is coming to an end.

In July the athletic department will lose a football coach it has had for the past four years, Capt. Harold L. Maxwell of the U.S. Air Force stationed at MacDill AFB, Fla.

Maxwell, who will be assigned to an academic post at the Headquarters of the Air Force Academy at Montgomery, Ala., in July, estimated that during his four years he has spent 1,650 hours in football coaching, research meetings and travel, plus time away from home—without compensation. He didn't have to do it at all, but enjoyed it.

The athletic department in appreciation of his services presented him the SIU Letterman's blanket, a plaque and a check for $550 between halves of the last home basketball game.

Capt. Maxwell came to the campus in June, 1960, to teach Air Science in Southern's AFROTC program. That fall he coached the freshman line vs. a volunteer. The next year he was freshman line and varsity end coach, and the past two seasons he has been varsity assistant coach working with ends and flanker backs.

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March 4, 1964

DAILY EGYPTIAN

Page 7

Gymnasts Add 9th Victory

SIU's undefeated gymnastics team wrapped up a perfect 9-0 dual meet season last Friday night with a convincing win over the Big Ten foe Michigan State.

Here is a complete listing of the meet's results.

FX - 1. Mitchell, SIU; 2. Bill Wolf, SIU; 3. Gilbertho and Curry, and a SL.
Curtis Wolf, SIU, 93.5.
Barrett - 1. Noble, MS; 2. Wells, MS; 3. Strobel, MS, 44.5.
Tumbling - 1. Mitchell, SIU; 2. Gilbertho, MS; 3. Wells, MS, 91.5.

All football candidates must report to the football office in McAndrew Stadium no later than noon Wednesday to Head Coach Don Shroyer.

FOR RENT

Two vacancies in girl's dormitory. Kitchen and laundry privileges. Private bath. Hi-fi and TV in lounge. Transportation to and from school.

405 Orchard Drive Phone 457-7554

DAILY EGYPTIAN CLASSIFIED ADS

The classified advertising rate is five cents (5c) per word with a maximum cost of $1.00 payable in advance of publish­ ing deadlines.

Advertising copy deadlines are noon two days prior to publication date except for the Tuesday paper which will be on Friday.

Call 453-2324.

The Daily Egyptian reserves the right to reject any advertisement.

The Daily Egyptian does not refund money when ads are can­ celled.

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On-Campus
Job Interviews

This is the final on-campus job interview list that will be published this term.

The service will be resumed again after the start of the Spring term when the SIU Placement Service begins setting up interviews for June and August graduates.

Persons interested in being interviewed by the representatives of the firms that will be here next week should contact the Placement Service, in Anthony Hall, as soon as possible.

MONDAY, MARCH 9:

GRANITE CITY, ILLINOIS, PUBLIC SCHOOLS: Seeking all levels of elementary school teachers; High School needs: chemistry, English, speech, German, social studies, math, and head of speech dept.

WOMING, ILLINOIS, PUBLIC SCHOOLS: Seeking primary grade teachers, and junior high math, and social studies teachers.

VANDALIA, ILLINOIS, PUBLIC SCHOOLS: Seeking High School teachers for vocational home economics, French, Spanish, and experienced teacher for guidance.

TUESDAY, MARCH 10:

CHAMPAIGN, ILLINOIS, PUBLIC SCHOOLS: Seeking all levels of elementary school teachers.

CAMPBELL SOUP COMPANY, St. Louis: Seeking sales management trainees.

ILLINOIS CENTRAL RAILROAD COMPANY, Chicago: Seeking accounting seniors for audit and financial assignments at Chicago corporate headquarters.

TEXAS GAS TRANSMISSION CORPORATION, Owensboro, Ky.: Seeking accounting seniors for financial management.

TRAVELERS INSURANCE COMPANY, St. Louis: Seeking business and liberal arts seniors for sales, office administration, group and pension, underwriting and claims.

G.C. MURPHY COMPANY, McKeeseport, Pa.: Variety store chain seeks business and liberal arts seniors for retail store management training programs.

Governor Names
March 8—14 as Ag Careers Week

The wide range of job opportunities and the urgent need for more college training in agriculture will be emphasized during the week of March 8th which has been proclaimed "Agricultural Careers Week" by Governor Otto Kerner, says Herbert L. Poritz, assistant dean, SIU School of Agriculture.

The Illinois Farm—City Conference, composed of agricultural and business leaders, is spearheading promotion of special activities in cooperation with state universities and civic organizations.

Objectives of the special effort are to encourage rural young people to obtain maximum education possible, and to increase the number of technically and professionally educated people in agriculture and related industries to meet the critical needs that exist now and will exist in the future, Poritz says.

To do something about the problem, Poritz, who is a member of the Illinois District Vocational Educational Committee of Kiwanis International, suggests ways in which local Kiwanis clubs can help.

Attack the school dropout problem by either forming a community committee to study the problem or cooperate with groups that already exist; urge the study of need for vocational school and skilled training in your community.

Auto Wreck Costs
Skokie Boy $232

Clay Voegtle, 21-year-old Skokie senior, has paid $72 in restitution for damages to a house which his automobile hit.

Voegtle was also fined $100 plus 30 days in jail for driving while intoxicated plus $50 plus 5 days for destruction of private property. In addition, the state suspended his driver’s license.

The Office of Student Affairs declared him ineligible to operate an automobile as an undergraduate.

Development of Management is Our Most Important Function

At the 1963 stockholders’ meeting, Arjay R. Miller, President of Ford Motor Company, emphasized the Company’s far-sighted recruitment program and its accent on developing management talent:

"Obviously, our long-run future will be determined by the development of our management. Here, every one of us—at all levels of supervision—recognizes this as his most important function. Since 1946, the Company has recruited widely varied talent—talent that can be blended to give us the required combination of tight administration and creative魄.

"Under a carefully conceived management development program, we try to recruit the best personnel available, both in training and experience. Once we get them, we have a program for giving them varied opportunities and increasing responsibility. This program is in force in all parts of the Company—in manufacturing, finance, styling, engineering and marketing.

"The program is paying off. We have developed a real depth of management talent in the Company, and we are dedicated to seeing it continued and reinforced. Because of this, I feel not only very fortunate in being associated with this management group, but also very confident of its long-run success. We know our goals and how to achieve them."

Helping Hand—Members of Phi Sigma Kappa fraternity have collected $750 for charity within the past month. They have maintained bucket brigades in downtown Carbondale on recent Saturdays (above), and collected $450 for the March of Dimes and $46 for the Heart Fund.

AUTO WEEKEND

This interested in a career in a field that is needed are invited to register at the Placement Office for an interview with Ford Motor Company supervisors, who will be on campus soon.
Spring Preview

southern style
Spring


Spring Happenings

Jewelry and accessorizes from Suits and Suits in Mexican woods beading strung on leather in vibrant colors -- woolen slave rings, double bracelets, hoop earrings -- hair electronics -- exciting and different -- just some of the "Happenings" at Cecile's.

Cecile's

Invites you all to the beginning of Spring -- Everything is new and unusual -- Fashion and Gifts with a foreign flavor are always "happening" at Cecile's.

Dress Fashions

All Points Fair Game

In Waistline Contest

Interpreting theory into fact, what will be shown this spring in the way of dresses? What do the fashion magazines, fashion designers and large department stores say? And what will be shown here in Carbendale?

As long as you stay feminine, the choice is yours. Say fashion oracles from Vogue or down to the local store.

Hemlines will generally remain the same. Although they are slightly longer in the larger cities, the short length is still appropriate for the well-dressed college coed.

The big difference will be in the waistline, if there is one. Being very considerate of the individual's figure, fashion designers have produced models with everything from the Empire waist to the hip length waist, with almost all points in between fair game.

Though few stores here feature them, and fewer girls on campus prefer them, the Empire waist still has its adherents for those who can wear it. (Though it may seem to hide a multitude of sins, it does take a very special figure to wear it.)

Larger cities and the more fashion conscious groups have adopted the drop waist waistline, with a sash or belt (but a feminine one please) around the hips. But again this demands a close to perfect figure to wear it.

The most popular style will probably be the blouson style, not extremely, but slightly full around the waist, then gathered up into a proper fit. As far as necklines, the Paris clarion call is for the rinse or the cover-up look. Necklines on some Paris creations reach and sometimes pass the point of decency. Translated onto the local, Middle America scene, the results are more modified. Soft scoop, cowls, or puritan high, you can't go wrong. The determining factor, is what suits you.

Sleeves are often full and gauzy or non-existent, if you have the arms to wear that style. The severely right long sleeve is definitely out, in keeping with the more feminine look.

Still holding its own in the Carbendale market is the shift, less severe this year, though the more conservative coed, who wants a more feminine look. Still holding its own in the Carbendale market is the shift, less severe this year, though the more conservative coed, who wants a more feminine look.

DESIGNERS have played the gamut as far as colors are concerned. For the more conservative coed, who wants a baby that she can be sure of, black and white, and navy and beige are perennial spring favorites. The only request is that you keep it softened and not severe. No black-clad femme fatale this spring please!

For those with a more gambling spirit, and the money to spare, fashion conscious, but not extremely, but slightly full around the waist, then gathered up into a proper fit.

MODELS CHERRY STORM (LEFT) AND LYNDAA DAVIS COMPARE TWO NEW SPRING DRESSES. BOTH CAN BE FOUND AT KAY'S CHEERFUL look of pink and yellow. Not shockingly bright like the electric hues of a few years back, just a clear, definite call of light-hearted spring.

Clacking Needles Produce Better Knits Than Ever

Gals never seem to get enough of knits, and no wonder -- each season sees these products of the clacking needles shaping up better and better.

Big, bold prints, polka dots and patterns will also be welcomed with open arms, if only you remember the one sure rule for spring, 1964-stay feminine.

At

Shifts of all descriptions -- bold abstract prints -- in hot summer colors -- Fringe trimmed or plain -- the Madness of Madras in shifts -- slacks -- suits -- shorts -- even swimsuits.

Cecile's

Murdale Shopping Center

CARBONDALE

The Bootery

124 S. ILL.

'Have your pumps in 4 heavenly new colors!'

Soft, square throat pump . . . mid -- heel, with lush crushed kid uppers.

And the colors? Simply marvelous! Yellow Tulip, Pomper Pink, Sky Blue, and Stocking Tint.

As seen in Mademoiselle.

Connie says...

fashionable matching bags $5.99

plus tax

"Have your pumps in 4 heavenly new colors!"
Fashion Oracles Declare—Softer Spring

Look for SOFTNESS in every fashion you choose for spring and you’ll be on the right track in dressing for the coming season. Softness means ease in shaping, in necklines, in waistlines, in skirts, in hemlines, and in fabrics. Right are the soft cowl necklines or those with soft bows. Right are waistlines with blouson detail and these may soften at any point between the waist and hip.

Right are skirts with wide pleats that swish and flow. Right too, are godets and other softening effects. Right are hemlines that are softly mobile.

Wrong is froufrou! In fabrics the right choices are whisper-weight crepes, soft airy woods, chifon, cottons and blends with the cotton candy approach. Sheers, of course.

The shape of the spring season is a flowing movement from the neckline of softened details, down the body in a barely clinging, slightly shaped silhouette, winding up at the hemline where pleats, ruffles and flounces look newly important.

Colors are softened too with pink the standout, followed by sapphire and flower hues. Almost all colors will be on the softened side, although crisp contrasts of navy and white are often used to point up the anything but crisp silhouettes and details. You’ll find this softness look carrying many names: romantic, feminine, subtle, gentle shaping, but they are all one and the same.

The Chanel look is still the most sought after by American women. Her ease of line, easily adaptable to most figures, has more variations than the snowflake, and though she is French, she remains the spirit of the American woman. This year she has interpreted the new look of softness in her clothes by slight changes in the type of fabric, by using more colorful and brighter fabrics, and by softening the line with cowl-necked blouses, and rounded jackets.

Despite the seeming lack of influence by Paris on Carbondale fashions, the effect is still there. No where will you be able to find the severe look of mannishness for this spring. But the most influential trend of all is a trend away from one set trend. If this seems like double-talk, it only means that the individual figure has been considered this year, and there are enough shapes and styles available to suit anyone, within the limits of being a soft spring in ’64.

Three Outstanding Buys for Spring are modeled here by Linda Holley, Lynda Sue Davis and Cheryl Storm, and are featured at Cegels and A.V.P.

Fragrances Set A Man’s Mood
Psychologists Say

It’s official, girls! By using the right kind of fragrance, you can put a man into almost any mood you desire this spring.

This is the word from Leon Hardy, an authority on fragrance and psychology, as they can have. Mr. Hardy, who with Fumich has incorporated, one of the world’s most distinguished creators of fragrances and flavors, and has devoted his life to what he describes as “investigations into pleasurable states of consciousness induced by odors.”

“Odors play an important part in our lives,” he says, “The aroma of frying ham and perking coffee puts a man into a very pleasant mood. And the effect of blooming honeysuckle on young lovers is legendary. It is a rare woman who does not make herself more attractive by a subtle brush of fragrant perfume.

Fabrics to see now for spring

House of WISES

Light Out in Winthrop Springweights

The season’s newest and smartest by today’s style leader.

There’s no better way to give your new Spring apparel the finished total look.

$14.99-$16.99

Leslie’s Shoes, Inc.
210 S. III.
Carbondale
Military Dash Modified

By Rounded Lines

No longer is a "young fashionable" (and this term applies to every woman) confined to one silhouette. This spring, the look is soft and feminine--and there is a fashion for everyone.

The look in coats for this spring is variations on the theme of femininity. The colors are soft pink, yellow, beige, and white. Shaping of the coat in the lean or spare look, following the natural curves of a woman. Styles are gently tailored.

The fabrics are soft mohair, linen, tweed, nubby wool, or the traditional cashmere with crepe linings and checks popular. Coats can be enhanced with detachable lynx, fox, or mink. Reversible coats add a bit of practicality which is essential in any woman's wardrobe. Ensembles of matching coat and shift become supply another important coordinate.

Coats and suits feature silhouettes with high-rising subtle shaping at the bodice--with detachable lynx, fox or mink. Reversible coats add a bit of practicality which is essential in any woman's wardrobe. Ensembles of matching coat and shift become supply another important coordinate.

Rounded Lines

Easter... the season of fashion

Style-wise means choosing your Spring ensemble in a lower, balanced unit--each item complementing the other to provide a picture of studied, but nonchalant, elegance. And only we can so tactfully help you choose clothing that gives you a style-wise look.

The Ruth Church Shop

KAY'S

106 S. ILLINOIS

University Plaza, No. 3

March 4, 1964

DAILY EGYPTIAN
IN DEEP CONCENTRATION, CHERYL STORM IS ASSURED OF BEING FASHION-RIGHT IN THIS PRINTED KNIT TOP FROM RUTH CHURCH SHOP.

READY, SET, GO! INTO SPRING WITH A NEW HAT AND BAG FROM BLEYER'S. THE TWO-TONE PURSE WILL BE SEEN FREQUENTLY THIS SPRING.

Sample Styles Of Spring Collections For the Coed

Carbondale Stores Are Now Featuring These Fashions

MODELING A BRIGHT PLAID DRESS FROM BLEYER'S, LINDA FOLEY SHOWS THE ADVANTAGES OF A SLIGHTLY RAISED WAISTLINE.
Coordinates
Remain Coed’s
Big Standby

Coordinates remain as always, the college coed’s standby. Nothing can stretch your dollar quite like it, and nothing is as available in such quantities in the Carbondale stores.

Blouses have been produced to suit every taste from the femine fatale to the ingénue. Tailored shirts, especially in thin stripes, are very popular. This year, they have remained feminine with the smaller, more rounded collar, and they are available in several colors.

For the opposite of the group, frankly feminine ruffled blouses are also being shown, largely in white, but with some exceptions.

The range in between is great, especially for those daring enough to try some of the new bold patterns and prints.

Severely straight skirts have passed their zenith. This year, the fuller A-line skirt is most popular, with enough variations in styling to suit most figures. The wrap jumper, particularly the shift shaped ones, are more popular than ever. And the classic jumper with white crisp blouses is still a good standby.

Iridescence Enters Field of Fabrics

Iridescence, a most notable word and look for spring, means new drama for fabrics without pattern. Cross-dye, compound colorings and multi-color weaves are used to give interest to suiting.

Suits take off in two main directions for spring and both end up at a destination called “feminine.”

One road follows the soft, smoky approach with subtle shading or barely notched jackets above swinging skirts of flares or pleats.

The other road is easy with styles that relax by, for example, eliminating jacket buttons altogether and simply showing off a softly cowl-collared blouson in a crepe or silk. Here, the skirt may be pencil slim and perhaps in crisp pencil stripes.

Either way, the total effect is the soft touch.

Linen suits really play up color and this fabric gets a big play in many suit lines today.

In choosing your suit for spring, you will want to take several things into consideration:

First, of course, you will want a suit that is becoming. There is no need to be restricted to ultra-conservative lines if you want a “high fashion” style as there are always many variations of one design.

Secondly, be sure you select a suit that fits into your way of life. Consider where you will wear your suit most often, and make your choice accordingly.

Third, even if you are able to meet all occasions, you want each of those suits to give you your money’s worth in fashionable wear.

Suits Set Pace In Colors, Fabrics

Check the seams of the suit—if the garment is unlined, see that the seams are smoothly finished and the edges either turned back and stitched or bound with a bias of linen fabric.

If the material contains a pattern such as plaid, make such the pattern matches at seams, along the collar and pockets.

If the suit is lined, check to see that the inner shell fits the outer garment smoothly with a slight ease or fullness to allow for give and shrinking.

The fourth thing to look for in buying a suit is the comfort. Check side-ins and arm-holes to make sure they are not too tight. Move about in the garment and make sure it gives with your body. Also, if you will be wearing a heavy blouse or sweater under the jacket, try the jacket on with such a garment.

Next, ask about the care of the suit. Most garments do not need excessive care, but normal care does mean longer and more satisfactory wear.

It’s a good guess that there is at least one carefully chosen suit in the wardrobe of every well dressed woman in the country, and the reason is simple to understand. A suit is smart and neat, and it is practically limitless in offering possibilities for changes of accessories.

EDITH M. ELLES
BRIDAL SHOP
FUTURE BRIDES

We invite you to look over our complete selection of

- Wedding Gowns
- Veils
- Attendant Dresses
- Mother’s Dresses
- Hoops & Lingerie
- Cocktail dresses and accessories

CONSULTANT SERVICE
LAYAWAY PLAN

Carbondale 208 S. Ill.
457-2211

Leslie’s Shoes, Inc.
210 S. Ill.
CARBONDALE

natural poise.

Show off in open-side dress shoes!

This is the season to show off!
Choose these flattering less-shoe styles — both are open on two sides. Fresh, vibrant.
Soothing colors that add to every outfit. Come in today!

As seen in Harper’s Bazaar.

$12.99 & 13.99

Leslie’s Shoes, Inc.

MARCH 4, 1964

DAILY EGYPTIAN

STRETCH THE BUDGET QUITE LIKE THE MIXING OR WATCHING OF OUTFITS LIKE THESE FROM KAYS’.
Sportswear Stretches
Imagination and Budget

S-t-r-e-t-c-h your imagination and you'll come up with the best the spring of '64 has to offer in the way of sportswear for the college coed.

As the biggest boom since the flappers, these new fashion houses for New York to California have stretched their fabrics for everything from dresses, to slacks to jackets and back to T-shirts. The most accepted versions here in Carbondale will be stretch slacks and tops, although dresses are occasionally available too. No longer limited to wool and nylon mixes, the stretch fabrics have invaded the cotton, gabardine and pure synthetic fields. And no longer are stretch fabrics limited to solid colors—stripes, stripes and patterned materials are also available.

For the region-wise, the basic colors in sportswear here in Carbondale will be red, white and blue, but the selections are far from limited to those tones. Bright pinks, blues, turquoise, yellow, gold and the range in between have taken a stand. The A-line wrap-around skirt is still popular, with slight variations this year. They are more shapely, and frequently lined with a contrasting fabric.

The catalogue, which made such a devastating come-back recently, is again holding its own, but in a more feminine version this year. Designers have added matching skirts to many tops or have given more feminine pleating to the fuller cutters without skirts.

For the shorts devotees, models are being shown in several lengths, the choice being left to your discretion and figure. Knee lengths, Jamaican lengths and even capri lengths are available. With the larger selection and more feminine appeal popular this year, sportswear has become even more firmly entrenched in the basic wardrobe of the American woman.

Stripes Are In
For Women And Men This Year

Stripes are "in" for both men and women this season and the stripes for gals are "swipes" from the men. What kind of stripes for the ladies?

* Chalk stripes
* Pencil stripes
* Blazer stripes
* Abstract stripes
* Pin stripes
* Stripes of every kind imaginable!

Where will the stripes be seen?

* In coats for daytime
* In bouncy-dress suits
* In suits, costumes
* In sportswear, and even swimsuits!

Bare or Cover-Up, Swimsuits
Dive into Fashion Picture

Let's hope that the only roots on the beach this spring will be the roots of color—and that's one root that is bound to be!

The new beach colors sizzle hotter than the sun—pinks blazing against creater-, blue-milting with blue... yellow splashed against vivid reds. Patterns play a part in those hot fashions, too. Checks cash in on color played against color and against other patterns such as stripes or plaids.

Stripes draw a straight line on the scene in enormous swathes of color, in a mixing of fantastic colors, in shaping up to form new patterns such as horizontal against verticals with diagonals thrown in for good measure! * Polka dots are spotted throughout beach-don, as are paisleys and plaids.

Floral and scroll patterns done in braid or embroidery of brilliant hues against patterns such as horizontal rows really light up the scene.

This color riot splashes all over swimsuits, beach cover-ups, lounge shifts, smocks, shedresses and capri outfits.

One or two piece suits are often available in matching sets, including the suit, a beach jacket or dress, and black bag. "Beach shifts" are coming into their own this year.

If you can endure the eye strain, '64 should provide a colorful, interesting scene on the beach.

Bobbie Brooks
The FAMOUS

Dive into Fashion Picture

Fashions for a lovely June

by

Bobbie Brooks

The FAMOUS

312 S. III.

THE ENGAGEMENT RING WITH THE PERFECT CENTER DIAMOND

KeePsake

True-artistry is expressed in the brilliant fashion styling of every KeePsake diamond engagement ring. Each setting is a masterpiece of design, reflecting the full brilliance and beauty of the center diamond—a perfect gem of flawless clarity, fine color and meticulous modern cut.

The name, KeePsake, in the ring and on the log is your assurance of fine quality and lasting satisfaction. Your very personal KeePsake diamond ring is awaiting your selection at your KeePsake jeweler's store. Find him in the yellow pages. Prices from $100 to $2500. Rings engraved to show beauty of detail Trademark registered.

THE PERFECT CENTER DIAMOND

KeePsake

Table of Contents

1. The Movement of the Left
2. The Movement of the Right
3. A New Movement

Please send two new books, "How to Plan Your Engagement and Wedding" and "Choosing Your Diamond Rings", both for only 25c. Also send special offer of beautiful 44 page Bride's Book.

DAILY EGYPTIAN
Page 15

March 4, 1964
Easter Bonnet Shopping Made Easier This Year

Choosing your Easter bonnet, in fact all your spring costume accessories this year, should be a choice for many tastes.

Spring "anchor" pieces and sashed waistlines call for special touch to tailored, uncluttered dress lines. Large rings are also a popular item for spring, counting to such popularity among women, that they have practically become a status symbol.

Carrying on the theme of softness in women's fashions, purses this year are being shown in the softest of leathers, whether they be natural smooth finish or a natural smooth finish or a brushed suede. Last year's range of patent leather continues, this year being expected to cover a far wider range of colors.

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Gentlemen, Prepare For the Tailor's Pins

Gentlemen, you may as well resign yourself to the fact if you are going to buy a new suit this spring, you are going to have to stand still for a fitting.

There are few men who can't wear a ready-made suit, but there is almost no man who can put one on off the rack and have it fit exactly right.

A suit must fit properly, and if it is to look well — no matter how expensive the garment. In fact, fit is very important if a suit is going to enhance your appearance.

Here are a few tips to keep in mind as the tailor marks the garment for alterations:

1. The jacket should allow room for a slight variation in your waistline from time to time, but without appearing to be too large.
2. The jacket should fit snugly at the collar, shoulders, and armholes without bunching, and should still allow freedom of movement. Drape your arm around a bit to test it.
3. About 3/8 of the width of your shirt collar should show above the jacket collar at the back of the neck.
4. The length of the jacket should be to the point where the tip of the thumb can just touch the outside seam of the trouser leg when the arm hangs down free at your side.
5. The shoulders and the coat line from the neck downward should follow the body line.
6. Suspenders should fit high up under the arm pit and taper gradually to the cuff. About 1/2 inch of the shirt sleeve should show below the jacket sleeve.
7. Trousers should fit snugly without looking tight. Watch for bunching of the material above the knee along the inside seam of the trousers.
8. Make sure the trousers break just at the top of the shoe without wrinkling. If a suit appears too large or small all over, try on the next size, even if you are trying on a size that you have always worn. There is no standard size for all lines and what is a 39 from one manufacturer may be a 40 from another.

Here are a few mistakes that men make when having a fitting — and they can be costly:

1. Many men assume a stance that they don't ordinarily have. Don't stand at attention unless you always stand that way.
2. Too often men will try on the trousers without a belt. A belt will always take up a slight slack in the waistline and will make a difference even in the length of the trousers. It is wise to use your own belt, too.
3. Make sure that the belt rests at the same point on your waist that you ordinarily wear it. Because trousers are usually overly large around the waist, many men like them up to take up the excess. Obviously this is a bad practice.
4. What man goes around with empty pockets? So, when you try on a suit, transfer the contents of your own suit pockets to the suit you are trying on. This is a good practice.
Girls Voice Their Choice
On Boys’ Clothes Habits

To discover how a girl feels about her date’s apparel when she calls, the Egyptian sends roving reporters to question samplings of the student body. Here are some of the replies.

"I think they dress right. For most occasions at SH one sees students dressed in everything from grubbies to the hit!"

"I don’t think guys pay enough attention to clothes. In many cases when they dress up it’s nice, but when they don’t—ugh!"

"On movie dates I like to wear heels and would like him to wear a coat and tie."

"I hate sweatshirts and white levis, especially if they are too tight! Most fellows know better than to appear for a date in these, but I don’t even like to see them in class."

The girls feel it is no problem to tell a date what she plans to wear so they will not appear oppositely dressed.

"If I felt it was necessary, I’d mention what I plan to wear—’I guess I’ll wear a dress and heels—’ or I’ll have on slacks and tennies."

All girls mentioned that the recent popularity of stacked heels for girls has done more to alleviate the problem of "I wonder what he’s wearing—sweats or a suit and tie?" than any other item. No matter what he’s wearing, the girl is usually safe in stacked heels.

Football season brings some trying situations because of the wide variety of clothes worn to the games. Perhaps the worst faux pas of all occurs when the girl dressed for the football game in a suit, heels and gloves has her date appear in a sweatshirt, tennies and no socks and a cowbell slung over his shoulders. Doubtless to say, they were late for the game.

DAVID WELTE AND THORIUS HAGE, ARE READY FOR THE SPRING SEASON IN THEIR NEW SPORT COATS FROM "THE SQUIRE SHOP."

And the Boys Get a Chance
For Opinions of Their Own

How do men students feel about women’s fashions? This question offered several males an opportunity to express their "pet peeve:" concerning female attire.

Most of the men students agreed that women’s fashions are for the most part acceptable, but there are certain aspects that need attention. John Horroff, a sophomore from Olney, Ill., put it this way, "Tie pants, short skirts and sweaters are quite acceptable for leisure wear, but the white levis and sweatshirts being worn by some events are a major line and show poor taste."

"Many of the girls get too carried away," commented Terry Cross, a junior from Mount Vernon, "I prefer the traditional conservative styles."

Paul Deila Vecchia, a junior from Philadelphia, sums up his opinion on fashions in this simple statement, "Knee socks just don’t get it."

Many male students indicated a concern with the way that girls dress for class, dress and heels, "I feel that there should be more emphasis on classroom attire. Skirts and sweaters show a more conscientious attempt than do the slacks and sweatshirts worn by some girls."

Along these same lines, Skip Fayeau, a senior from East St. Louis, feels that, "Lightening should strike the girl that steps outside with curls in her hair."

No offense girls! These fashion comments are made in the realm of constructive criticism. No resemblance to persons living or dead is intended.
Campus Fashion Plates Don’t Always Look Like the Models

Styles Generally Dictated by Costs Rather Than Men’s Magazines

Have you ever wondered what happens to all of the “latest” fashions that appear in the men’s fashion oriented magazines? Thumb through any of these magazines such as Esquire, Playboy, or the like and you will find page after page of elegant, dapper, and debonair males wearing the latest attire (priced from $99.99 and up), surrounded by a bevy of voluptuous females, and sipping Scotch and Sodas.

In contrast, take a walk around campus sometime, in the union, in the restaurants, or the local beer halls, and take a gander at the male “style setters” of SIU. Although ably dressed, they hardly resemble the Esquire and Playboy “Don Juans.” You ask why? Many factors enter into the purchase of the typical male wardrobe.

The particular section of the country from where one comes had much to do with clothes selections. Different styles are characterized in different sections of the country. This may be contributed to both the regional taste and the climate. The student’s pocket book automatically places limitations on his wardrobe. Although the $99.99 sport coat displayed in Esquire may be a sight to behold, the prospective buyer may be financially forced to settle for the $40 sport coat sold “exclusively” at Slick Dan’s Clothing Man.

Another limiting factor is the distribution and inventory procedures of the local men’s stores. The clothier may not be able to obtain certain styles, or he may be hesitant to buy stock that he thinks may be difficult to push.

Therefore, the buyer may be limited in selection even though he may have the necessary funds. No doubt that the preceding factors naturally do not hold true in all cases, but for the most part, the “fashion plates” on campus can hardly resemble their Esquire and Playboy counterparts.

Designers Steal The Rugby Shirt For Popular Wear

What’s new? The rugby shirt. Stolen from the backs of professional players, this shirt was originally available as a high-priced import. With its popularity sweeping the country, it is now available in adaptations priced to fit any budget. The rugby influence is being felt in the styling of sleepwear and swimwear too.

The Fashion Magazines Say The Average Male Student Always Looks Like This

But Most Often They Are Dressed More Like This

And Some Days They Even Look Like This

The Fashion’s . . . MAN ON CAMPUS

Catering exclusively to COLLEGE AGE MEN.
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Transfer Students Evaluate

Coed Dress Comparison

How does the SIU coed compare with her counterpart at other colleges and universi­ties? Is she more careful, more sloppy? These questions were asked by an anonymous group on campus to determine just how our coeds rate.

One transfer student had this opinion: "I think they are definitely sloppier. I attended a smaller school (Murray State) and can’t remem­ber ever seeing girls attend classes in much less cutoffs and a sweat­shirt. Another problem is just lack of care. Many girls have 'too long' hair or don’t comb it at all. The girls here are less conserva­tive both in fashion and make-up than at Murray. Here, one sees extremes and up­to-the-minute fads. Fashions are more often followed.

Another transfer student, this time from Ventura Col­lege in California, had this opinion: "I think both schools compare equally in fashion-mindedness. The main difference is that at Ventura and occasionally one sees that. However, it seems that most girls look little more "dressed-up" for classes at SIU than in California. It may just seem that because of the difference in climates, though."

Two male opinions were phrased this way.

"The girls dress sexier at Southern," said Don Loshen, a senior from Palos Hills, III., and a transfer student from Augustana College.

Bennie Sullivan, a senior from Springfield and a transfer from Springfield Junior College, says: "The girls at Southern seem to keep with the latest styles more than those did at Springfield."

From Belleville Junior College, Lavona Shea thinks: "The girls tend to dress more collegiate here at Belleville. They wear sweatsuits and tennis shoes more at Belleville than they do here, and rarely ever did you see a girl with knee socks. Real girls and stacked heels were not as popular at Belleville, but most dates demanded that a girl wear heels. One the whole, I would say that girls are more clothes conscious here than at Belleville."

And from Joliet Junior Col­lege, Judy CracKell thinks: "Girls at Joliet never wore slacks to classes and most often were dressed in flats. Girls did not wear loafers and stacked heels like they do here. However, neither they wear bobby socks and tennis shoes. Hairdos are much more elaborate here at Southern than at Joliet Jun­ior College."

Kenzie Thompson, a sopho­more transfer student from the University of Illinois says: "Girls here dress as the girls at the Univer­sity of Illinois. The only dif­ference is, I see, that they wear less in the warmer weather. The girls at U of I can’t wear shorts to class."

A transfer student from Western Illinois University agreed that the coeds here seem to be "in there" when it comes to fashion. Jerry West­wood also added an opinion on the casual dress. "The girls at Western aren’t allowed to wear sweatsuits or slacks to class. It’s against univer­sity policy."

Commenting on the hair of coeds, Westwood added, "The only other thing, I can find that is different is that no girl at Westerns is allowed to attend class with her hair in curlers. I’ve seen girls with their hair in curlers here, and any number of times. It may be because they want to look good for something else, but they were look horrid at the time."

Perhaps these opinions will and the Student Council the next time to discuss policy on student dress here.

Ascots Get Brighter

For Paisley Prints

Ascots are becoming popular with young men, bright colors set a big play here in classic paisleys, geometric prints and novelties.
Knits Run Rampant in Sportswear

Sea Going 'Landlubbers' Turn to Nautical Look

Sport shirts in both the cut-and-sewn and knit types will be your daytime standby by this spring.

Natural-shoulder deviates will go for button-down collar models in the woven and simpler classic constructions in the knits. In this category look for added emphasis on stripes and as on the rugged "work shirt" look with bold stitching on solid fabrics.

Men who prefer the imaginative "Contemporary" styles will find news in fly-front shirt constructions that give a "clean" tailored look to the woven shirts. Also many engineered fabrics with the design confined to a single

section of the shirt will take their place in men's sportswear.

Iridescent colors, silk-like textures and both bright and pastel shades with regular or Continental-type collars are some other ideas for spring.

In knits, color and pattern run riot. Panels of fancy stitches, both horizontal and vertical stripes with button-fronts as well as pullovers, mark the knits in the styled-up ranges.

The nautical look is bigger than ever and lends more to authentic designs and fabrics. The shirts, jackets, parkas, and sailing shorts are all practical for the yachtsman and they are good looking for the landlubber.

Sport jackets will field a whole new breed of lightweight weights that range from bigger and bolder India Madras, to a wide assortment of colors, stripes, and plaids in over- jac's.

There will also be a new emphasis on lightweight weigh in crinkly crepés, sporty blends of polyester and worted yarns, and a wide array of colors and patterns in the growing linen look.

In blazers, everything from the original flannels to new worstedweights, and in colors from the deepest black and navy to the off-whites. Coordinated sport jackets and slacks, color keyed in both fabric and patterns, continue to gain acceptance. Other fabrics include luxurious silks, wash-and-wear, and a brand new category - stretch fabrics. The latter, in addition to the obvious comfort factor, provide excellent press retention and wrinkle-shielding properties.

How to Get Ready For Tailor's Pins

(Continued from Page 17)

1. Pin ON this way bulges can be eliminated.

There are also a few points worth noting as far as judging the quality of the suit:

1. Does the material wrinkle easily? Test it by crumpling a handful. It should spring back into shape without any wrinkles.

2. If there is a pattern in the suit, make sure it matches at the back seam, coat pockets, collar and jacket front.

3. Sleeves should hang naturally and be shaped and rolled without any pressed-in creases.

4. Stitching in seams and around button holes should be equally spaced and inconspicuous.

But also remember that a tailor can't work miracles. Some alterations are impossible, so if you want your suit to fit in a certain way and the tailor says it can't be done, don't buy the suit.

The last thing to do to make sure you've gotten a good fit is to try the suit on after alterations, before you leave the "store." Stand, sit, walk and bend in it. If it looks good, thank the tailor and enjoy an almost custom-made suit at a ready-made price!
Middle Way
Sportswear to Give a Choice

The marvelous middle-ground of sportswear that so many men have waited so long for is now here. No longer must a man choose from either a for-sports-only outfit or from styles that would never let him be anything but a spectator.

Now sportswear looks like it’s made for sitting back and relaxing, but it’s made for activity. Shirts, for example, are often worn unbuttoned (the bottoms are finished off jacket-style). They look smart, yet offer freedom of action. Stretch fabrics show up in slacks, and shirts and jackets, too, giving a man comfort, but not sure how to go about it.

The marvelous middle-ground, and a for-sports-only suit, is in for spring up to the warmest days. They are knit of lighter yarns, and many men have waited for something of the sort. They look smart.

Give a man comfort, but not sure how to go about it.

THE DACRON LOOK FOR "64"

The most obvious non-conformists are, of course, in the "arty-crafty" department. But if you can wear sunglasses over your contact lenses, you can't miss this group of profs.

They are characterized by bushy beards (if it's male) and/or colored ties which are generally of a Peter Pan type. Have you noticed your chemistry instructor? You can spot him every time—a jacket with pre-faced lapels, probably left over from the Campus Chapel drives of 1941: black shoes don't match his socks (socks are supposed to match the slacks) and one of those wild multi-colored ties which are generally wide enough to form a handkerchief in a pinch.

His hair is usually un-combed, an impression that he's been working in the lab all day—and that's the reason he hasn't had time to prepare his lecture.

To top off his wardrobe you will notice that the bottom of his trousers make the Navy's bellbottoms look like tapers. Except the Navy's have a purpose.

Watch for this prof—you'll see him in lab.

Some of you might be familiar with another sect on campus—conformists, buttoning jacket—guess who?

And then there's the grad assistant. Trying to play the role of the big professor, he's not sure how to go about it. The transition from a cool, collegiate man-about-campus is a difficult one. The conformist can't be sure whether he should wear his oldest suit, plain sports clothes or his beard.

Maybe the University would be kind enough to provide him with a dark sportcoat, or, if he prefers, with his own. The decision is, indeed, a difficult one.

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Beatles Inspire Flop-Top-Mop-Top

About five years ago a singing group called the Playmates put out a record which described their "loves in heaven in a pony tail that sways with a wiggle when she walks." We still have the wiggle and the walk, but you will have more success hunting elephants in Old Main than trying to find a coed with her hair in a pony tail. If you ever see a girl throw up her arms in frustration and shrill, "I can't do a thing with my hair!", don't you

"First there is the Oliver. This has a sheepdog look with all the hair combed forward and the crest of the hair brushed around in the side. The French twist is just what the name implies. The hair is twisted to the back and folded to the sides, 'One that is very popular right now," Diane explained, 'is the top bun, which has the hair brushed up and around the top. "The European is a half-part in the middle with the hair hanging straight down slightly slipped under at the bottom. These are perhaps the most popular hairstyles on campus right now, however, there are always new ones on the way. Being a nation influenced by crazes and fads, it is no doubt that one of the upcoming coming hairdos is known as the 'Flop-top-mop-top' and is inspired by none other than that furry foursome, the Beatles."

Look for curls ahead in spring hairdos for 1964, and there has been following a straight line for several seasons now, but the prescription for spring is for curl, according to top hair stylists in New York and Paris. Waves are wide and shal­low, suggestions rather than

Do Campus Leaders Set Fashion Trends?

Fashion changes in our fast-paced world don't come about by themselves. Designers can't wait for a manner woman to tire of her present ©lothes before deciding they want something new. But who gives this push to the clothes—buying public? Who starts fashion trends moving? Are there fashion leaders here on campus?

The general consensus of opinion seems to be that fashion trends start in the fashion magazines, and picked up by the stores, are tried out by a few adventurous coeds and gradually filter their way down to the general campus public. A Madison, Ill., junior, Sue Markley commented, "I think the stores generally start the trends here. Then you watch for a girl in your living area to buy something."

Mary Ann Outcalt, a sophomore from Mattoon, replied, "Fashion magazines give you ideas. Then I look at the colors of a fashion and how it fits." Dinah Buckley, an Argenta, Ill., sophomore, voiced the opinion that there are no real fashion leaders on campus. In choosing for herself, she thinks, "I generally pick by how it looks on me."

Linda Van Harmonbeke, added "I look at the magazines, then see what the stores have, then try it on to see how it looks on me."

With the changing trend to more curl, every woman now has an opportunity to choose a becoming hair style with as much or as little curl as she wants. To help her achieve it, there are now home wavers for every hair style from smooth and silky to sculptured curves, or for real, rounded curls.

The page boy with bangs will be seen often where hair styles are shown this spring. Watch, too, for longer boys with a straight, shaped look. Most styles will feature a rounded fullness of height that begins at the crown and curves softly down to the nape of the neck. It's all a part of fashion's theme of easy elegance and a other feminine look.

What goes in to making an attractive head of hair? Some hairdos require extensive teasing, others need to be tried a bit. One thing that they all have in common is that they are all drenched in 20th century cement known as spray net. The women like it because it keeps their hair in place all day and adds a Busines look.

Men seem to take a somewhat different opinion. One exasperated fellow who wishes to remain anonymous for obvious reasons, told his sad tale: "I was at a dance with my girl and every time a slow number was played, I almost broke my nose on her hair."

Spring is just around the corner

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