

The deadline for filing for Student Government offices is Monday, March 14, 1960. Elections chairman, Annette MacDonald, asks that those interested in running for an SGA office submit application letters and photographs before that date.

East Carolinian

East Carolina College

Volume XXXV

GREENVILLE, N. C., THURSDAY, MARCH 10, 1960

Number 18

College Choir To Present Spring Concert



ABOVE, THE ECC COLLEGE CHOIR sings in the new Senate Office Building in Washington, D. C. This was during the recent Spring Choir Tour which took the choir to New York, New Jersey, Washington, D. C., and Virginia. Congressman Bonner from North Carolina and Dr. and Mrs. J. D. Messick, past president of East Carolina College, came to hear the choir perform in Washington. The choir, under the direction of Dr. Carl Hjortsvang, will give their Spring Concert this Friday night at 8:00 p. m. in Wright Auditorium.

Under the direction of Dr. Carl Hjortsvang of the music faculty, the College Choir will present their annual spring concert in Wright Auditorium at 8 p. m. tomorrow night.

Included in the program will be a variety of selections—from Palestrina to more contemporary composers such as Dickenson and Tom Scott. "Holy Radiant Light," "Soft are the Dews of God," and "Who'll Be a Witness For My Lord," are included in the night's program.

Jerry Powell and George Seymour will solo in the spiritual "Go Down Death," and Barbara Lounsbury will be featured on the bongo drums. Patsy Roberts has the solo part in Lieurance's "Zuni Rain Prayer."

Student director of the choir Shelby Sheffield will direct the choir's presentation of "Bless the Lord Oh My Soul."

The College Choir recently returned from their annual spring concert tour which took them to Virginia, New York, New Jersey, and Washington, D. C. They sang in the Brick Presbyterian Church in New York City, where Dr. Hjortsvang had served as tenor soloist for several years. In Washington, D. C. the choir was one of the first choirs to sing in the new Senate Office Building. Congressman Bonner, of North Carolina, and past president of ECC, Dr. J. D. Messick came to hear the choir sing.

Sunday the choir appeared on "Let's Go To College," a WNCT television production.

New Dean Visits EC

President Appoints Warren Nursing Head

An announcement Saturday morning from the office of Dr. Leo W. Jenkins, made official the appointment of Mrs. Eva W. Warren as dean of East Carolina's first School of Nursing.

Mrs. Warren currently Educational Director at Watts Hospital in Durham will assume her new duties June 1. At this time she will begin planning for the opening of the school fall quarter when the first freshmen class in nursing will register.

In addition to Mrs. Warren the School of Nursing will be staffed by four assistant professors not yet appointed. However the size of the staff is expected to grow as the nursing class reaches junior and senior level.

Tentative plans for the nursing curricula during the freshman and sophomore years include general college requirements with emphasis on science and some introductory nursing courses. However plans are still on the organizational level.

The four-year School of Nursing for the college was approved by the 1959 North Carolina General Assembly. In commenting on the opening of the school Mrs. Warren said "This seems to be one of the nicest things that has happened to North Carolina in some time." She also observed that this is the only collegiate school of nursing located in the eastern part of the state, and that such a school was needed.

According to Dr. J. H. Horne, Registrar of the college, more than fifty inquiries had been received before the formal announcement of the opening of the school. Twelve applications for entrance have been approved and the others are now under consideration.

As of yet, no limit has been set on the number of students who will make up the first freshman class. However, it is expected that the

sophomore class in 1961-62 will contain about thirty students.

The new dean of the School of Nursing began her career in nursing at Watts Hospital as night supervisor. From this position, she was promoted to nursing arts instructor and then to the office of educational director, which she has held several times. Between these terms, Mrs. Warren worked as a public health nurse in Durham, with the Durham County Health Department.

Mrs. Warren's training began when she received the A.B. Degree with a major in biology from Woman's College of the University of North Carolina. She later studied for three years at Jefferson Medical College Hospital located in Philadelphia.

Her Master of Education degree came from Duke University and she did graduate work at Teacher's College of Columbia University in New York City. Mrs. Warren received her Master of Public Health in nursing from the University of North Carolina.

In this state, Mrs. Warren is well-known to doctors and nurses through her work in the North Carolina Lea-

See page 2 for text of speech given by one of North Carolina's educational leaders concerning the current racial discrimination crisis. Included on this page is an editorial on the matter also.



MRS. EVA W. WARREN . . . recently appointed to be the first dean of East Carolina's new nursing school. She is currently Educational Director at Watts Hospital and will assume her duties here June 1.

gue for Nursing and the North Carolina State Nurses Association. Both of these organizations are on the national and state levels.

Mrs. Warren and her husband, Gordon Sr., now live on a farm in Hillsboro. They have one son, Gordon Jr., who is a first year forestry student at State College in Raleigh.

From first observations of the campus, Mrs. Warren commented, "I think that Greenville will be a very nice place to work and live."

Deans Issue Class Absence Rules

Dean White and Dean Mallory issued, in a joint statement, regulations concerning class absences this week.

According to the two deans, absences from classes will be excused for the following reasons only:

1. Personal illness—If the student is in the Infirmary, the absences will be reported by the Infirmary officials. If the student is a day student and does not go to the Infirmary a note from the attending physician must be presented to the Dean of Men's office if it is a man student, or to the Dean of Women's office if it is a woman student, in order to have the absences excused.

2. Representing the college in an activity that is recognized by the administration, when such representation is reported to the Dean of Men's office or the Dean of Women's office by the sponsoring faculty or staff member.

3. Death in the family—This will be limited to parents, grandparents, brothers, sisters, uncles, and aunts. A note from some member of the family must be presented to the proper Dean's office in order to get these absences excused.

Dean White and Dean Mallory also stated that requests for excused absences must be made not later than one week after the student returns.

The statement concluded, "The privilege of excused cuts has been abused; therefore the administration feels that the regulations, regarding excused cuts must be observed. Cuts for such reasons as sickness in the family, bad weather, working, and automobile trouble are not ell-

gible to be excused. These can be taken care of by the allowed cuts, which are: five on a five hour course, three on a three hour course, and one on a one hour course. If a student takes more than the number of cuts allowed, he cannot expect anything other than a deduction of quality points."

Board To Visit For Conference

President Leo W. Jenkins has disclosed that members of the State Board of Higher Education, Presidents of all state-supported colleges and members of the boards of trustees of all state-supported colleges have accepted invitations to take part in a work conference to be held at East Carolina May 6-7.

According to Dr. Jenkins, the purpose of the conference is to exchange mutual ideas and thoughts regarding education in North Carolina. Jenkins stated that included in the work conference program for the visitors will be a demonstration of East Carolina's closed circuit television system.

Speaking in relation to the potential of the conference, Dr. Jenkins stated, "It is to the advantage of higher education in North Carolina for officials of all state-supported institutions to meet periodically in order to seek solutions to problems that are common to all. Admission, scholarship, tuition rates, budgeting, and many other problems can be more easily solved through discussion than through correspondence."

State To Give Examination For Graduating Teachers

This year the state of North Carolina is embarking on a research testing program of teacher preparation within the state's institutions of higher learning. As a result of this program, students at East Carolina will take the National Teacher Examinations.

In accordance with Resolution 73, ratified by the state General Assembly on June 20, 1959, the North Carolina State Board of Education plans to give the National Teacher Examinations at State expense to all college seniors or college graduates who apply for the first time for a North Carolina teaching certificate during the period beginning June 20, 1959 and ending February 19, 1961.

This examination will affect all students graduating between May of 1960 and Fall Quarter of 1961. Examination dates have been set for April 9 and October 8, 1960, and will

Veterans Expect Extension Bill

UPS—A bill (S. 1138) calling for the extension of educational benefits to veterans who serve in the Armed Forces between January 31, 1955, and July 1, 1963, is expected to be brought to the floor of the House of Representatives within the next week.

The bill, referred to as the Veterans Readjustment Act of 1959, was introduced by Senator Ralph Yarborough of Texas during the first session of the 86th Congress. It passed the Senate by a vote of 57 to 31 last July, and is now in the House Veterans' Affairs Committee.

Students Leave For Convention

East Carolina delegates left today for Raleigh where they will attend the North Carolina Student Legislature Meeting at the Capital Building.

Attending the annual event are William Crisp, Charlie Dyson, Evelyn Crutchfield, Patricia Stuart, Jane Chandler, Sadie Barber, Gloria Hoffer, Charlie Munn, Jimmy Owen, Barney West, Dallas Wells, Nancy Coggins, Mary John Best and Mary Elizabeth Gardner.

Several speakers are scheduled for the student delegates from colleges all over the state. Some of these are Mr. J. R. McKinsey, director of the Methodist Board of Education; Mr. Harry Golden, author of *Only In America*; and the Reverend Harmond Smith of the Duke Divinity School.

The purpose of the meeting is to discuss legislature problems and how to better the student legislature. Closing the three day discussion will be the election of officers for the Interim Council and the State Student Legislature.

be given on campus in Austin Auditorium.

Registration forms must be filled out in order to take this examination, and these forms are available through the students' advisors or departmental offices. These forms must be turned into the office of Dr. Frank A. Scott by March 18 at 4 p.m.

Testing requires the entire day and the examination is divided into two parts. The general exam is given in the morning and is required of all students. The second part, given in the afternoon, covers specific subject areas and is optional.

The primary purpose of this examination is research into the teacher preparation program of North Carolina. Exam scores will in no way affect the graduates' teaching certificate or salary when he enters the teaching profession.

Any student who knows that he is definitely not going to teach in North Carolina does not have to take the test, however, if the student is undecided, he is advised to take it.

Building Honors Edwin E. Rawl

Edwin E. Rawl Classroom Building, named in honor of the late Edwin E. Rawl of Greenville, will be dedicated Sunday, March 13, at 3 p.m. The College Board of Trustees and members of Mr. Rawl's family will be hosts at the ceremony.

A major event of the dedication ceremony will be the unveiling of a portrait of Mr. Rawl, presented by his family and hung in the Rawl building. Edwin E. Rawl III, grandson of Mr. Rawl, will unveil the portrait, and J. Herbert Waldrop of Greenville, chairman of the East Carolina Board of Trustees, will accept it for the college.

Dr. Robert Lee Humber of Greenville, senator from Pitt County, will make the dedicatory address. Dr. Leo W. Jenkins, president of the college, will present members of the Rawl family to guests. Others taking part in the ceremony will be Allison Hearne Moss, soprano, and Percy B. Upchurch, pastor of the Memorial Baptist Church of Greenville.

Following the dedication ceremony, members of Alpha Omicron Pi sorority will serve as hostesses for a reception honoring guests.

Caldwell To Speak At Annual Exercises

President Leo W. Jenkins has announced that Dr. John T. Caldwell, who was formally installed as chancellor of North State College this past Monday, will bring the principal address at the Fifty-First annual commencement exercises to be held May 22.

East Carolina Sophomore Emerges State Student Auditions Winner

Tasker Polk of Greenville, sophomore at East Carolina College, emerged as a double winner in the State Student Auditions of the N. C. Federation of Music Clubs conducted at East Carolina College recently. Successful competitors, all pianists, who were awarded scholarships in the auditions here have just been announced by George E. Perry of the East Carolina music faculty, chairman of the event.

Mr. Polk received the Marie Morrissey Keith National Scholarship of \$250 a year for two years and the Williamson Scholarship of \$125, given by the Northeastern District of the N. C. Federation of Music Clubs.

As winner of the Marie Morrissey Keith Scholarship, Mr. Polk will make a tape recording of his performance as a pianist for competition in the Southeastern Regional Contest to be held at Spartanburg, S. C., later this month. This contest is preliminary to national auditions.

Mr. Polk, pupil of Robert Carter of the East Carolina music department has won other honors which place him at the forefront of the state's young pianists. In 1958 he won the Musically Advanced State Solo competition. In 1959 he received top award in the Student Musicians' Competition of the N.C. Federation of Music Clubs.

Dancers Needed

The Music Department announces that it urgently needs six male dancers for this year's production of the musical *Annie Get Your Gun*. All men who are interested are requested to come by the Music Hall immediately and see Jim Gillikin, Donald Hayes, or leave your name in the Music office.

Officer List

All organizational presidents are requested to submit a list of their officers to the Points Committee by March 17, 1960. Send the lists to: Points Committee, Box 1352, East Carolina College.

Student Group Pledges Aid To Non-Violent Protesters

UPS—The United States National Student Association offered last week to help all students engaged in non-violent protest of unequal conditions throughout the country.

Curtis B. Gans, National Affairs Vice-President, is currently in the South looking into the sit-in strikes and will recommend a course of action for the Association.

Hoffman, president of the organization, stated that USNSA fully sup-

ports the courageous and constructive action of students, Negro and white, throughout the South who have acted upon their own initiative to change the present social conditions there.

Said Hoffman, "The inspiring action of these students in attempting to change the morals of the community so that all people, regardless of race, creed and national origin, will be given equal treatment by all, has spurred the USNSA to aid these students in all ways possible.

"We hope that students throughout the country will support the actions of the Students from the colleges in the South so that some day we may achieve in this country the type of mutual understanding and cooperation between races that is so much a part of the fundamental precepts of American Democracy.

Specific action by the Association is pending completion of the investigation currently being undertaken by Gans.

USNSA is a non-partisan confederation of student governments at almost 400 American colleges and universities with an enrollment exceeding 1,200,000 students. Founded in 1947, it is the largest national union of students in the world.

Eby To Present Ideas In Speech To College

Dr. Kermit Eby, professor of social studies at the University of Chicago, will appear at East Carolina College March 14, 15, and 16 in a series of lectures sponsored by the Danforth Project on the campus.

Dr. Eby's talks will focus attention on the idea of preparation for life in contemporary society. Programs will be presented each night in the Joyner Library auditorium at 8 o'clock.

"Dr. Eby," according to Dr. George A. Douglas, director of the Danforth Project, "should prove to be one of the most dynamic, inspirational, and thought-provoking speakers of this year's lecture series. His understanding of human affairs is matched by his creative concern for improving human relations."

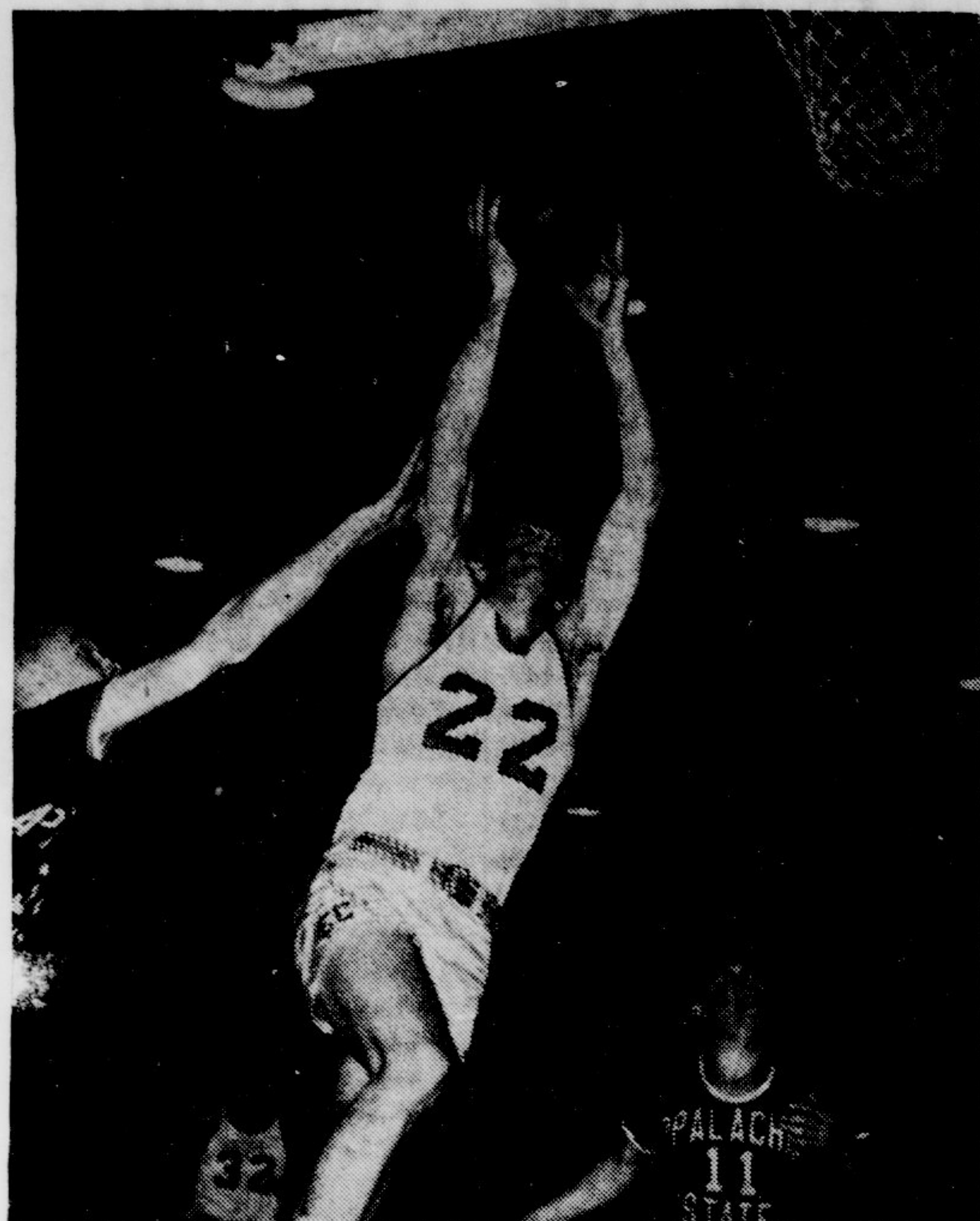
Dr. Eby has been on the staff of the University of Chicago since 1948. He has been an active participant in the American labor movement, organized the first teachers' union in Ann Arbor, Mich.; and has been executive secretary of the Chicago Teachers' Union and Director of Education and Research for the CIO.

Dr. Eby has served the U. S. government in educational capacities. He has acted as a member of the U. S. Commission for the Reorganization of Education in Japan



EAST CAROLINIAN NEWS AWARD . . . Outgoing editor, Kathryn Johnson is shown presenting the East Carolinian News Award trophy to Roy Martin as incoming editor Tom Jackson looks on. The presentation took place at the annual East Carolinian Awards Banquet.

Buc Swimmers Defend NAIA Title



CAPTAIN IKE RIDDICK . . . scores two points with his driving layup against Appalachian in the recent North State Conference tournament in Lexington, N. C. The senior Greenville native tallied 17 points against the Apps in his final effort for the "purple and gold."

Jenkins Names Advisory Board

East Carolina College now has a Citizens Advisory Committee for Athletics. The five-member group has just been appointed by President Leo W. Jenkins of the college and has already begun its services to the athletic program at East Carolina.

The purpose of the committee, Dr. Jenkins stated, is to act in an advisory capacity to the college Athletic Committee, headed by J. B. Cummings of the faculty and to provide liaison between campus and city in furthering the progress of the college athletic program.

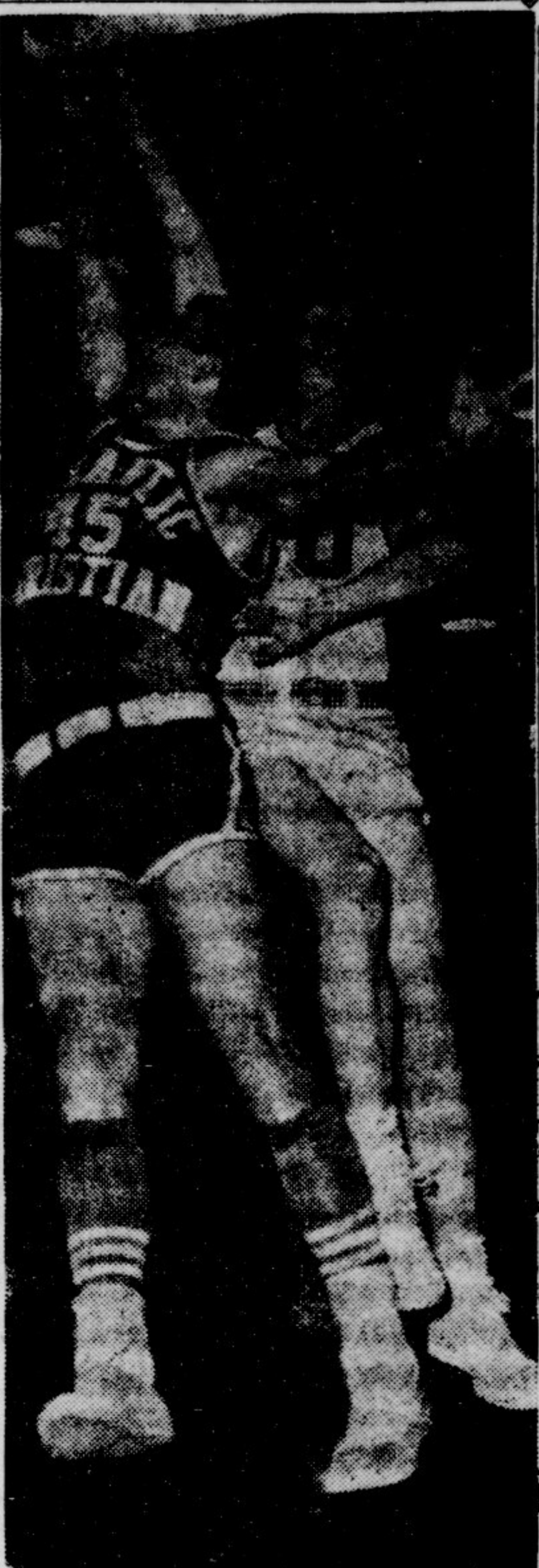
"The committee," East Carolina's President said, "has already proved its worth. The assistance provided by this group of outstanding citizens is invaluable to the sports program at the college."

Members of the Citizens Advisory Committee for athletics are Edwin E. Rawl, Jr., Reynolds May, W. M. Scales, Jr., Ercell S. Webb, and Howard L. Hodges, Jr., all of whom are prominent in the civic and business life of the city of Greenville.

Cage Coach Gives Thanks To Backers

When asked to give a summation of the 1959-60 basketball season, Coach Earl Smith had many offers of thanks. Smith extended "thank you's" to the entire student body, as well as to the faculty, the citizens of Greenville, the rest of the athletic department, The East Carolinian, and a special thanks to the cheerleaders for their loyal support. Smith reports he is well aware of the fact that it takes more than a basketball team to have a winning season.

"It was through their combined efforts, as well as our own, that we had a successful season," said the Pirate cage mentor. "I have never seen a finer show of school spirit and team backing than we were given this year. As far as I am concerned, no one can get a job done without



COTTON CLAYTON . . . eludes Dick Knox's attempt to block a layup in the Pirate's final regular season game against the Bulldogs of ACC.

this type of co-operation." "If this type of spirit holds forth," continued Smith, "we will make every effort to give our supporters teams that they will be proud of."

From the Ontario, N.Y., Wayne County Mail: "West Waiworth Volunteer Fire Department will blow the siren 15 minutes before the start of each fire."

(The Reader's Digest)

The East Carolina swimming team left the college during the quarter break bound for Florida with a 4-3 won-lost record. When the Pirate tankmen returned from the sunshine state, they were on the short end of a 4-5 season record. But the Bucs did not return empty handed. Although they lost to the University of Florida, 69-26, and to Florida State University, 64-40, EC coach Ray Martinez wasn't grumbling about it. The Pirate mentor felt that his boys did well considering the fact that they were swimming against strong competition and away from home. Another factor was that the EC men had just finished with their final exams.

Even though the Martinezmen lost both meets, the sunshine still wasn't the only bright part of the trip. Tommy Tucker, a jack-of-all-trades in the waterways, set a pool record at the University of Florida in the 200 yard individual medley. Tucker gained a moral victory in this event because he defeated the Gator swimmer who had crossed the finish line one tenth of a second ahead of him in the ECC-U. of Florida meet last month in East Carolina's Memorial Pool. Tucker's record setting time was 2:22.6.

Coach Martinez had special praise in store for Tucker. "The 200 yard individual medley is the most demanding of all events. A swimmer must be able to perform well in four different departments: the butterfly, backstroke, breaststroke, and freestyle. And Tommy is only a junior."

Coach Martinez put forth laurels for freshman Ed Zschau, who improved his time in the 200 yard backstroke by three seconds. "Zschau should be able to place in the NAIA small college meet," remarked the Pirate coach.

The National Association of Intercollegiate Athletics holds its fourth annual swimming meet at Ball State Teachers College in Muncie, Indiana on March 17 and 18. The East Carolina swimming team has won the celebrated title of NAIA champions two out of three years. They are currently the defending champions.

Martinez also praised the performances of Jack McCann, Jake Smith, Jimmy Meads, and Tommy Carroll. McCann copped the breaststroke event at Florida State U., while Smith and Carroll placed first and second respectively in the 100 yard freestyle.

Meads, one of four seniors on the EC tank team, showed promise in the 200 yard freestyle. It was the first time Meads had ever attempted to swim in that event, and Martinez has hopes that he will develop by the time the national meet arrives.

A woman received two notices from the city: (1) the tax assessment on her tenement house was raised 20 per cent, (2) the building was declared unfit for occupancy.

(The Reader's Digest)

PIRATE'S DEN

By LEONARD LAO

The Pirate basketball team finished the 1959-60 season with a highly presentable 15-9 won-lost record. Coach Earl Smith has done a very commendable job at his first season at the helm. The Bucs posted a 10-6 conference mark.

Smith stands out as one of the best recruiters in EC basketball history. He landed two of the most highly publicized high school players in North Carolina in Cotton Clayton and Lacy West. Clayton was the only freshman to be appointed to the All-Conference team this season. The blonde court wonder averaged better than 15 points a game to gain runner-up scoring honors for the Bucs behind senior Ike Riddick. Clayton was also the leading rebounder for the Pirates, snaring a total of 268 for the year.

West, another freshman, made himself known following the Christmas break when he sewed up a spot in the starting lineup. Gifted with extra-ordinary quick reflexes, West seems to have a knack for grabbing loose balls and swiping oppositions passes. West just missed averaging in the double figure scoring column, hitting at better than 9 points per hit.

The Pirates ended the season in a three way tie for third place with Catawba and High Point. Forced to draw for seedings in the NS tournament at Lexington N.C., the Bucs lost out to be seeded fifth, and were matched with Appalachian in the first round. The Smithmen went down in defeat.

Catawba's Indians lived up to their pre-tournament ratings. Most of the North State coaches picked the Indians to grab the crown and that is precisely what they did.

East Carolina went into the tourney without the presence of veteran forward Don Smith. From this corner, it looks as though the Bucs would have been the tournament favorite, if they had had the services of Smith. The Pirates were the only team in the first division of the NS race to defeat Catawba in the second half of the season. The Bucs downed the Indians 73-71 on the latter's home floor.

Senior and Captain Ike Riddick gave his final performance for EC against first round opponent Appalachian. The Greenville native scored only 17 points against the Apps, which lowered his season scoring average to 24.6. This forced Riddick to take a back seat to Guilford's Don Lineberry, who copped the scoring derby with a 24.9 average for the season. Lineberry's team finished in the North State cellar and consequently did not compete in the tournament. If Riddick had not participated in the tournament, he would have won the scoring crown. IF, IF, IF . . .

Pirates Defend Swim Title

Coach Ray Martinez and his swimming forces will be out to successfully defend their title as NAIA swimming champions on March 17 and 18 at Ball State Teachers College in Muncie, Indiana.

The pirate tank coach will carry a total of seven swimmers and three divers to the annual event, which will undoubtedly be the smallest team to compete.

As always, Coach Martinez is optimistic concerning his team's chances of repeating as national champions. "Every boy that we are taking is capable of winning, in reference to last year's winning times," stated Martinez. "Our chances of repeating as national champs will depend on each individual's maximum effort. We have a small squad, and we can not win if everyone isn't there."

In pointing out East Carolina's strong points, Martinez reports that he will be hard to beat in several events. Jack McCann has won consistently throughout the season in the 100-yard breaststroke, and stands a good chance of becoming a national champion in that event. Tom Tucker who set a pool record at the University of Florida, poses a threat in the 200-yard individual medley. The Pirates are probably strongest in the diving department. Senior Glenn Dyer is a defending national champion diver. His only defeat last year came at the hands of teammate Ken Midyette. This year his own teammates Bob Kingrey and Jack Mathers have beaten him. Kingrey was an All-Marine diving champion, and Mathers was an All-American high school and prep-school champion.

Freshman Ed Zschau and Jeff Faucette should place in the 100 and 200 yard backstroke swims, while Jake Smith and Jim Meads will threaten in the sprints. The Pirates top contender in the 220 yard freestyle is Tommy Carroll.

Reminiscing over last year's NAIA meet, Coach Martinez recalled how close it was. "We needed a third place to win the title, and that's exactly what we got in the last event on the card."

Tourney Rules Change In Men's Table Tennis

The Spring Quarter Men's Doubles Table Tennis Tournament will be held in a different manner this year than in previous years. The Men's Doubles events before have been held on a single elimination or round-robin basis, and this time will be run on a double elimination system. Under this method a team must lose two matches before it is eliminated from the competition, and can earn a

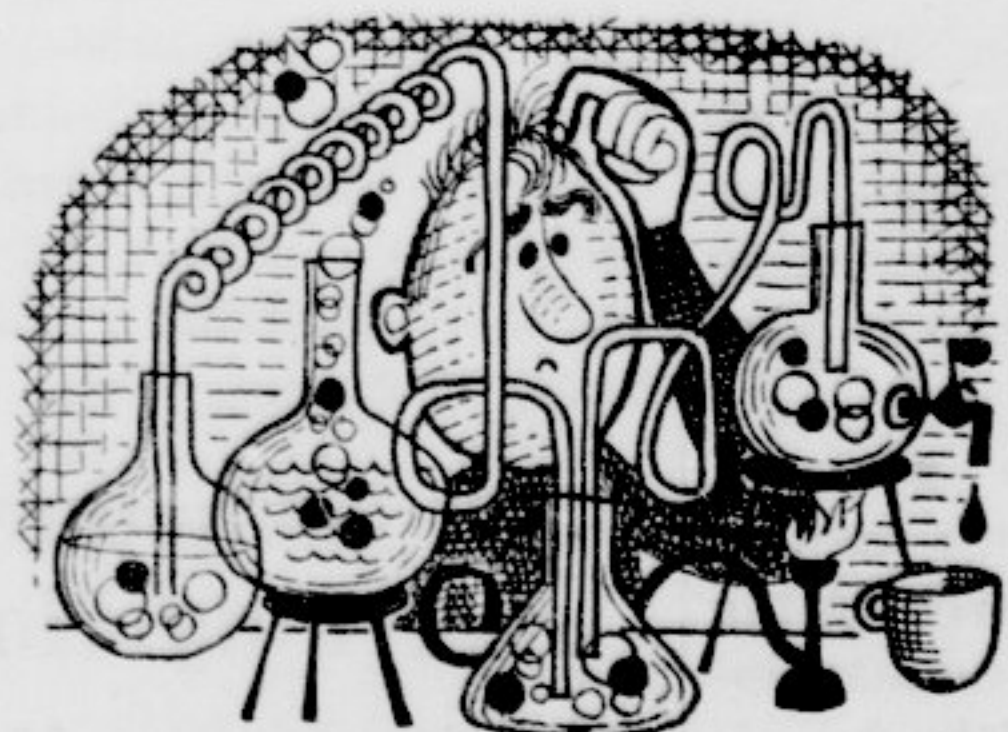
chance to play once more a team that had defeated it in an earlier match.

Starting time for this event will be 6:30, Tuesday, March 15, in the College Union Recreation Area. All East Carolina men are eligible for this event, and may sign up for it in the College Union. The final match of the tourney will begin at around 9 p.m. Tuesday night.

Lucky Strike's Dr. Frood to the rescue:

Foolproof Formula Simplifies Chemistry

Dear Dr. Frood: I am having a difficult time in chemistry. We are studying the chemical properties of acids, and I have become utterly confused. Can you help me understand acids?
J. Bunsen Burner



Dear Bunsen: Take two parts of hydrochloric acid and three parts nitric acid. Pour into saucer. Stir mixture with finger. Note how much shorter the finger becomes. That is due to the chemical action of the acid.

Dear Dr. Frood: I was amazed at the recent survey which proved that the poorest students were students with cars. Would you comment, please?
Dean

Dear Dean: I was amazed, too. In my day only the rich students had cars.

Dear Dr. Frood: On the level, do you smoke Luckies?
Doubting Tom

Dear Tom: On the level, I do smoke Luckies. I also smoke Luckies on inclines. And once enjoyed one while scaling the vertical face of Mt. Everest.

Dear Dr. Frood: Exactly what is the difference between adult westerns and what I suppose you would call juvenile westerns?
Channel Selector

Dear Channel: It's the horses. The hero on juvenile westerns rides a pure white horse or a palomino. In adult westerns, the hero's horse is brown, sincere, mature-looking.

Dear Dr. Frood: I am going out for the college play and have become interested in the "Method" school of acting. Could you tell me how this differs from ordinary acting?
Thespis



Dear Thesp: It is all a matter of how you throw yourself into your part. For instance, when playing "Peter Pan" the ordinary actor flies through the air on guide wires. When the "Method" actor plays the role, wires are unnecessary.

Dear Dr. Frood: I am friendly, outgoing, tolerant, athletic, well to do and a good conversationalist. Why does everybody hate me?
Hurt



Dear Hurt: I don't know why—we just do.

COLLEGE STUDENTS SMOKE MORE LUCKIES THAN ANY OTHER REGULAR!

When it comes to choosing their regular smoke, college students head right for fine tobacco. Result: Lucky Strike tops every other regular sold. Lucky's taste beats all the rest because L.S./M.F.T.—Lucky Strike means fine tobacco.



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SOCIAL DANCING 123-123

Leading Questions Professor Dip

Female reaction to dancing partners using ordinary hair tonics (Text: *I'm Dancing With Tears in My Eyes*). Female reaction to dancing partners using 'Vaseline' Hair Tonic (Text: *Waltz Me Around Again, Willie*). Universal use of water on hair with drying effects therefrom. Conversely: with 'Vaseline' Hair Tonic you can use all the water you want...with neat results. Status of the Male Wallflower at Contemporary Proms discussed in relation to briarpatch hair caused by alcohol tonics. Use of tacky hair creams explored, outlining sticky situations. Emphasis on the one step (the one step necessary to be on the ball at the ball, namely a simple application of 'Vaseline' Hair Tonic.)

Materials: one 4 oz. bottle 'Vaseline' Hair Tonic



it's clear, it's clean, it's Vaseline HAIR TONIC

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