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SEE PAGE TWO FOR PLATFORMS AND QUALIFICATIONS

GET OUT
AND VOTE!

The Idaho Argonaut

GET OUT
AND VOTE!

VOL. 58, NO. 50

THE IDAHO ARGONAUT, Official Publication of the ASUI

TUESDAY, APRIL 13, 1954

ANNUAL ASUI ELECTION HERE TOMORROW

Academic Council Passes Rule for Living Quarters

Pheasants Are Guinea Pigs

Seven pheasants in the University of Idaho's small animals laboratory may save the lives of hundreds of birds in the state of Idaho.

These seven pheasants are undergoing a rigid testing program—the first research study conducted in the new laboratory—to determine the birds' color preference of dyed grains such as wheat. Kenneth E. Hungerford, assistant professor of wildlife management, explained the importance of this experiment this morning.

Farmers are currently using poisoned wheat and other grain to rid their fields of ground squirrels and rodents. These animals are generally color blind, but pheasants can distinguish between colors. The experiment, then, is to find the color which pheasants dislike most for the poisoning of squirrels and rodents, thus avoiding the possibility of birds being innocently caught in the death trap.

Colors being used in the experiment are blue, green, orange, yellow and red.

NOTICE

The Executive Board requests all persons who have so far and who desire to try out for membership on the Yell Squad to be in the Central Ballroom Tuesday night at 7 o'clock for further tryouts.

IFC Elects New Slate

Ernie Bedke, SAE, was chosen last Thursday evening to lead the Idaho Interfraternity Council for the next semester. Officers were chosen by representatives of Idaho's 14 fraternities.

Selected as the council's vice president is John Tall, Kappa Sigma. Tom West, Sigma Nu, will serve as secretary and John Warner, Delta Sigma Phi is the new treasurer.

The main function of the present group of officers will be conducting the four day Rush Week period which has been scheduled for Sept. 12-15, 1954.

The council selected two members to serve as IFC rush chairmen for the week. They are Kenny Wright, Sigma Chi and Dick Rice, ATO.

This year the IFC has done away with the program of centrally housing rushees at Pine Hall as was in use this last fall. The old system of housing prospective pledges in the individual fraternity houses as has been done in previous years will again be adopted.

Vandaleers Will Present Easter Concert Tomorrow

Vandaleers will present their annual home concert Wednesday, April 14, at 8 p.m., in the University auditorium, with featured numbers following the Easter theme.

The spring program will include a variety of numbers including a Bach Motet, various secular numbers, Negro spirituals, operatic excerpts from the 2nd Act of "Il Travatore," selections from the Broadway hit, "Kiss Me Kate," and "Go Vandals."

Vandaleers soloists for the program are selected from the following groups: Margaret Fox and Caroleigh Gittins, sopranos; Donna Bray, Karen Hurdstrom and Leah Jensen, altos; John Herrett and Gary Leverton, baritones; Po Ping-Wong, tenor, and Susan Ob-

A recommendation concerning off-campus housing for single men students was passed by the Academic Council and will be presented to the Board of Regents for their approval.

The resolution reads, "The University is authorized to establish such rules and procedures as may be necessary and appropriate to promote and assure acceptable living arrangements for students on or off campus."

Standards concerning this resolution will be developed by the Office of Student Affairs. Four recommendations have been issued from the Men's Disciplinary Committee concerning single men's off-campus living quarters:

"That at the beginning of each semester the University notify all landlords who are furnishing off-campus housing to single men students, of the standards of conduct which the University expects to be met in off campus living; and that those students who arrange to live off campus also be notified of these standards of conduct."

"That these standards be basically the same as those in effect for on campus housing (dormitories, fraternities, cooperatives) and should include such areas as the use of alcoholic beverage, the presence of women in students' rooms, disorderly conduct."

"That all landlords be advised that the responsibility of maintaining these standards of conduct is placed jointly upon the landlords and upon the students occupying their rooms or apartments, since it seems more desirable to have a voluntary system of cooperation between University and landlords offering off campus housing rather than to adopt a system of compulsory inspection and control."

"That the University not attempt at this time to define or enforce any physical standards for off campus housing."

The Office of Student Affairs will avoid centralized policing and control on this resolution. The purpose of the recommendations are to keep the living conditions of the single men students on the same level as those students who live on campus.

NOTICE

All living group reporters are requested to have their social news in by noon Wednesday since the next paper will be issued Thursday.

Executive . . . Board

Agenda
April 13, 1954
Remainder of Yell Squad selection.
Proposed Regulation Changes.
Committee Report on Executive Dinner.
Open.

Easter Concert Will Be Aired

The Crucifixion, as presented by the University Singers, will be one of this week's radio highlights. The concert will be given Wednesday evening and will be rebroadcast Friday at 7:30 p.m. over KRPL. The featured soloist on the program is Rex Eikum.

This week's "Here We Have Idaho" program is presenting the University concert band with its rendition of "Voices of Spring." On the same program, Flip Kleffner and Keith Jergensen, candidates for ASUI president, will discuss some of the general problems of the election.

Professor G. O. Baker, professor of agronomy and soil technologist, will talk on soils and agronomy. This is the third in a series of talks on conservation in the state of Idaho.

Also on the program, Judith Crookham, a freshman from Caldwell, will present a piano number. Jo Murelaga will play her accordion.

"Here We Have Idaho" is a weekly show heard every Wednesday at 7:30 p.m. over KUOI and Thursday at 8:30 p.m. over KRPL.

Military Ball Plans Begun

Plans for the annual all-campus Military ball to be held on Friday, May 14 in the SUB, are now being made. Tickets are available for members from the Military ball committee.

Jerry Dougherty, committee chairman, announced that anyone may attend. It is not limited to members of the three ROTC units on the campus. The committee has obtained a closed night for the dance which will last from 9 till midnight.

Dougherty also pointed out that emphasis is being placed on this year's Military ball being a formal dance. Men other than ROTC or military will be expected to wear "tuxes," he explained.

Members of the three ROTC units will wear their various service's military formal attire, which may be explained by the different ROTC staffs to their cadets.

This year's committee comes from the three military honoraries—Scabbard and Blade, Arnold Air Society, and Eagle and Anchor. Members include Jerry Dougherty, general chairman; Dick Rogers and Stan Bray, co-chairmen.

Heading the various sub-committees are Louis Oblock, invitations; Bill Stephani, decorations; Dick Aston, band; Ron Siple, programs; Jim Townsend, entertainment; and Joe Corless, publicity.

Car Rebuilding Is "Just A Hobby"

Owning a fine car presents no staggering money problem, according to an Oceanport, N. J., woman's action. Just make your own, advises this female white collar worker with a monkey wrench mind. From an \$80 heap of junk, Dorothy Ahlstrom built a shiny and efficient Cadillac.

Mrs. Ahlstrom drove the 1941 model car to and from her job for a while, then sold it for five times the purchase price. But she and her husband aren't without a car. There are three battered models currently littering up the front yard just waiting for Mrs. Ahlstrom's mechanical know-how.

Takes Work
The Cadillac rejuvenation took a lot of work. Mrs. Ahlstrom had to give it an entirely new electrical system, new doors, a new clutch, a general cleanup and overhaul. She did most of the work herself in her spare time, however, she did admit her husband helped her a little.

"It's just a hobby with me," says the small brunette. "I don't re-do cars so I can sell them at a profit."

Women's Purse

Her fame around her office as a mechanic has provided a new offer for that tired masculine joke about things women carry in their purses. She carries a four-inch adjustable wrench, a set of pliers, and a small screw driver in her purse.

Mrs. Ahlstrom believes women have just as much mechanical know-how as men, if they just would develop it. She received her mechanical education in the war while she was training for an organization of women pilots.

If more women knew what makes a car tick, there'd be a lot fewer of those jokes about women drivers. "It's surprising, but a lot of men don't know a dashboard from a differential," she said.

COMING EVENTS

TODAY:

Election Board 7 p.m., Conference Room A. Important.
AICHe 7 p.m., Kirtley Lab. Election of officers, refreshments.

WEDNESDAY:

Graduate Journal Club 4:30 p.m., upstairs of the Faculty Club. Dr. C. N. Coe will talk on preparation of thesis, and Roy A. Bell will talk on preparation of photographic material for thesis. Discussion period and refreshments.

THURSDAY:

No SUB committee meeting.

Debaters Take Four At Missoula

Two University of Idaho debate teams won four of their six rounds of debate at the University of Montana at Missoula on April 9 and 10 at the Annual Northwest Speech Tournament.

Representing the University were Lee Anderson, Jim Kruger, Charles Oldham and Paul Schultz.

The tourney sponsored parliamentary discussion debate, oratory, extemporaneous speaking, and interpretative reading. Jim Kruger and Charles Oldham entered debate and oratory and Lee Anderson and Paul Schultz were in debate and extemporaneous speaking.

Twenty-six schools with 300 contestants were present at the tournament. Brigham Young University took first place.

Highway 95 Is Under Construction

Students driving to southern Idaho homes during Easter recess may encounter a slight delay on highway U.S. 95 between Lucile and Riggins, it was announced today by the Idaho department of highways.

Due to a heavy construction project between the two towns, it is necessary that traffic be halted for varying periods during the day.

To minimize inconvenience and accentuate safety for the motoring public, the department has prepared a time schedule designating when the highway will be open to travel.

The 6.6 mile stretch of road will be opened to motorists for short periods of time as follows (Pacific Standard time): 6 a.m., 7:30 a.m., 9:30 a.m., 12:30 p.m., 2:30 p.m., 5:30 p.m., 8:30 p.m., and from 11 p.m. to 3 a.m.

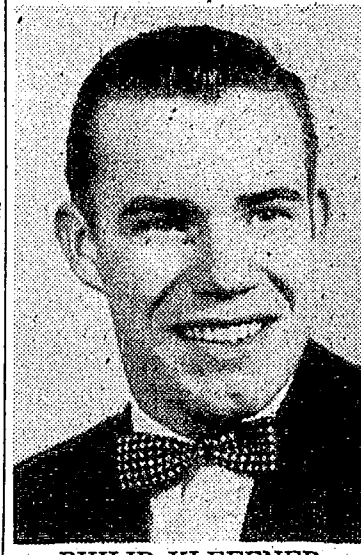
The highway is open all day Sundays and holidays.

The highway department urges motorists to inquire at service stations about delay periods. Scheduled completion date of the project is September 15, 1954.

ASUI President, 9 Board Members To Be Elected In Two-Party Race

The ASUI presidency and nine Executive Board posts will be at stake tomorrow when students go to the polls for the annual election. Only two parties are running this year due to the demise of the Third Party.

Running for president to replace Bill Parsons, outgoing boss, are Keith Jergensen, Independent, and Philip Kleffner, United Party. Independent candidates for Executive Board spots are Terrill Davis, Bob Bakes, Carol Rojan, Dean Holt, Lee Anderson, Patti Gustafson, Don O'Neill, Jim Russell, and Bob Callihan.



PHILIP KLEFFNER



KEITH JERGENSEN

As you go to the polls tomorrow there are several things that you should consider. The 3 most important, I feel, are the good qualities of the people you vote for, the things that each candidate stands for, not only on the platforms, but also what he or she believes in personally, and the last is how well you will be represented by the people you elect.

From these three considerations there is only one that a candidate can possibly talk about. You as a separate person must be the one to say whether a candidate has good qualities and at that point must judge for yourself.

I propose that we integrate more assets of the National Students Association into one student government and make it the backbone of that organization. We now have barely a working hold on student recruitment. I have definite plans to increase this function, not only throughout the state, but also on the campus.

I am in favor of a social co-ordinating committee. This is not formed to suppress AWS, the house presidents' group, or any other such fine organization. This is to facilitate better all-campus activities co-ordinate these functions.

We want to form a committee of students to establish better relations with the business people of Moscow. After talking to people concerned, it seems that there are several small things that would improve the SUB. Among these are the purchase of necessary cleaning equipment and have the students on duty do the cleaning; also, pay the help more and organize their working hours better.

The Independent Party wishes to again state its position on certain important and fundamental issues over which discussions of the past campaign have centered.

Of prime importance is our contention that better student government depends not solely on the personnel of student committees and organizations, but also very much on orientation, both of the people selected for the positions and of the students on the campus as a whole, as to the functions of the ASUI, and how to get the most out of these functions for the benefit of all the student body.

In regards to the Student Union Committee, which has been the subject to considerable criticism, some of which is the result of misinformation, we feel the activity of this committee should be given a comprehensive study. All committees and organizations of the ASUI undoubtedly can be improved so as to better serve the students.

The Independent party feels that campaign platforms for the parties serve a real purpose. Among other things they furnish a foundation for discussion by the candidates of problems relating to the students, allowing the students to see how the people who are asking for their votes think. They also encourage students to think of and discuss these same problems, generating added interest in matters that are at all times important.

We feel that our position regarding these points should be made clear in order to help the students in an evaluation of the parties, and the candidates, so as to make intelligent and well-reasoned selections of their student representatives.

United Party candidates for the Board are Jim Saad, Stan Tate, Jack Parker, Nancy Leek, Reed Lau, Jack Knodle, Gene Dickey, Jane Blomquist and Patty Bartlett. The Argonaut will run a special edition Thursday morning which will carry full results of the election.

Election booths have been set up in the Engineering Building, on the first floor of the Ad Building, and in the SUB lobby. Polling will be done from 8:45 a.m. to 4:15 p.m. ASUI cards or receipts from the Registrar's office must be presented at the polls.

Observers predict an even lower total vote than last year's 1700. In that election, the United Party took the presidency and six of the nine Executive Board seats. The Independent Party won two posts and the Third Party copped the other.

Members of the Election Board will be posted at the various polling places to clear up any misunderstanding.

A street dance, sponsored jointly by the two Party Caucuses will be held at 6:30 Wednesday morning. Speeches will be made by both candidates. Where? On the Fiji corner.

standings. Chairman of the Board is Jim Broyles, United Party. Other United Party members are Louis Bosse, Barbara Anderson, Bill Stott, Paul Schult, Bob Newhouse, and Leonard Kranches.

Other members are Ruth Johansen, John Hansen, Drew Field, Jess Burges, Chuck Pierce, Jim Townsend, and Bill Etter.

The preferential ballot will be used in this election. A sample ballot and instructions are on the second page. Qualifications of the candidates and the party platforms are also inside.

SUB To Be Closed

The Student Union Cafe will close at 5 p.m. Thursday, April 15, and will reopen at 1 p.m. Monday, April 19.

The Student Union Building will follow the regular administrative hours designated for Easter Recess.

TENTATIVE DATES SET
Tentative dates for the next Borah Conference are established as March 16 and 17, 1955.

A Dozen and a Half—Pick Your Nine



Candidates for Executive Board are shown here. Top row, left to right are the Independent Party hopefuls: Don O'Neill, Bob Bakes, Bob Callihan, Patti Gustafson, Jim Russell, Terrill Davis, Carol Rojan, Lee Anderson, and Dean Holt. In the bottom row are the United Party candidates: Patty Bartlett, Jack Parker, Stan Tate, Jim Saad, Jack Knodle, Gene Dickey, Reed Lau, Jane Blomquist and Nancy Leek.

Both Parties Present Platforms And Candidates' Qualifications

UNITED

1. The United Party wishes to express approval of the NSA program. The party will, if elected, try to further the NSA program to practical application here at Idaho. It is the belief of the party that ASUI should receive more aid from the program than it does. A further dissemination of information received from NSA is needed.

2. The United Party advocates further extension of the student recruitment program to include the informing of ASUI on such matters as the relative standing of the colleges, Rhodes scholar ratio, and post-graduate appointments. "University Day" for high school students would be scheduled at the University of Idaho.

3. The Student-Merchant Relationship Committee would be rejuvenated in order to secure better relations between the two groups.

4. A committee of social coordination will be established to help promote a better organized social program on the campus. The committee will consist of the social chairmen from the living groups and other organizations concerned.

5. The United Party is aware that the present wording of the ASUI Constitution is vague in certain sections. We advocate a clarification of those sections.

QUALIFICATIONS ASUI President Candidate

FLIP KLEFFNER
Freshman Class President, Three year letterman in football, Lettered in baseball, Interfraternity Council, Greek Caucus, Chairman of Student Recruitment Committee.

Executive Board Candidates

PATTY BARTLETT
Pledge president, house president, AWS vice president, Theta Sigma, Alpha Lambda Delta advisor, Spur, Delta Sigma Rho, United Caucus, Coalition Board, Student-Faculty Committee, Debate, Junior Class treasurer, Argonaut business staff, Newman Club.

JANE BLOMQUIST
Dad's Day Chairman (1952), UN Day Committee, Spur, Alpha Lambda Delta president, Pi Gamma Mu, rush chairman and living group president.

GENE DICKEY
Frosh class VP in '52-53, NSA Committee, Student Services Council, pledge class prexy, president of Phi Eta Sigma, Student Activities Council, Campus Chest Committee, VP of Alpha Epsilon Delta, house manager.

JACK KNODLE
Pledge class president, Duke of IK's, house manager, 1953 Homecoming chairman, Junior class president, Rally Committee, Knight of Knights.

REID LAU
Pledge class president, United Caucus, Student Activities Council, Assistant Chairman of Dad's Day, Rush chairman and house VP, IK officer, VP of Young Republicans, Campus Chest Committee 1953.

NANCY LEEK
Debate, Curtain Club, Theta Sigma, Pi Gamma Mu, Alpha Lambda Delta, WRA, former Tri-Delt VP, house activities chairman, President of DDD, May Fete Maid of Honor.

JACK PARKER
Freshman Council, AFROTC Executive Board, Student Recruit-

INDEPENDENT

The Independent Party recommends a study be made of present ASUI offices and committee organizations. We feel that better student government could be effected by a system that would give more experience, orientation and responsibility to those selected for the various positions. We specifically favor:

1. Increased student responsibility in the ASUI Student Union Building policy and administration.

2. Greater opportunity for student participation in the recruitment programs.

3. Increased activity on the student level concerning national and international awareness.

4. Greater encouragement of all-campus functions to increase the spirit of unity on the Idaho campus.

QUALIFICATIONS ASUI President Candidate

JIM RUSSELL
Secretary of Lindley Hall

IK

Holly Week Committee

Scholastic Citizenship Scholarship

1. Two West Point and one Annapolis appointments (unaccepted)

TERRILL DAVIS
1. VP of Junior Class
2. Ag Club Officer
3. Independent Caucus
4. Chairman of RE Week Committee
5. Phi Eta Sigma

BOB CALLIHAN
1. Intercollegiate Knight
2. IK Recorder, 53-54
3. Ag Club

Executive Board Candidates

BOB BAKES
1. Blue Key
2. BJC Student Body President
3. ASUI Executive Board
4. Phi Alpha Delta
5. Past President LDS House

LEE ANDERSON
1. Debate
2. Phi Eta Sigma
3. SUB Committee
4. RE Week Committee
5. Campus Chest Committee

DEAN HOLT
1. Debate ('49 and '50)
2. Associated Engineers
3. President Canterbury Club
4. Independent Caucus
5. Air Force Veterans

CAROL ROJAN
1. Social Chairman, Steel House
2. "Spur of the Moment"
3. Caucus Member
4. Solicitations Chairman of Chest Drive
5. Chairman Dad's Day Awards Committee

PATTI GUSTAFSON
1. Vandaleers
2. Social Chairman, Hays Hall
3. Independent Caucus
4. Mortar Board Candidate
5. Secretary SUB Board at NIJC

DON O'NEILL
1. Student Activities Council
2. Secretary of Sweet Hall
3. IK (1952-53)
4. Debate Team
5. Election Board

Elec. Engineers Choose Officers

Harry Ehoodin was the popular choice for the chairmanship of the student chapter of American Institute of Electrical Engineers.

Other officers are Paul Litteneker, vice-chairman; Keith Smith, secretary; William Stott, treasurer; Carl Bardwell, reporter; Donald L. Olson, senior representative to the Associated Engineering Committee, and William D. Cameron, junior representative.

Robert Barber is the outgoing chairman. Prof. W. R. Parish, assistant professor of electrical engineering, is the faculty advisor, recently taking over for Prof. J. H. Johnson, head of the department of electrical engineering.

KUOI Staff Enlarged

Radio Station KUOI now has an announcing staff of 31. Each member handles both announcing and engineering for a one hour shift.

The staff is composed of Paul Coope, Bob Jameson, Lavon Muncey, Scott Peters, Dale Carlisle, Don Broughman, Steve Emerine, Jim Richards, Dan True, Bill Newsman, Gordon Groff and Jerry Chandler.

Also on the staff are Roger Ranta, Howard Tankersley, Jim Chandler, Bruce Wendle, Jim McCord, Keith Robinson, Ken Putzier, Paul Kennedy, Ralph Watson, Don Duncan, John Stokes, Chuck Killin, John Sellers, Phil Meagher, Lee Martin, Earl Brace, Jim Hanzel, Bill Buckley and Wayne Craythorn.

KUOI features several girls each week. Kathy Walters gives the girls' side of things on her Chatter Box program. A weekly feature is Heartbreak Heaven with Carolyn Sanderson, Karen Kraus and Judy Crookham.

Music Teacher Is Impressed By European Music

The establishment of the Foundation for the Contemporary Music of the Netherlands has impressed Miriam Little, assistant professor of music at the University, on leave in Europe to study continental music.

In a letter received by President J. E. Buchanan, Miss Little said, "Holland has something (the foundation) which many other countries could emulate. Through the fine foundation facilities I have been able to acquaint myself with some of the very strong original Dutch music not presented in concerts during my weeks in Holland."

The foundation, with headquarters at Amsterdam, has all the scores of the new music, and recordings by fine artists. Records can be heard at the center and selections taken out for further examination.

Four Delegates Leave For Air Conference

Four delegates from the national convocation of the Arnold Air Society will leave tomorrow by plane for Omaha, Neb., where they will attend a two-day conference.

Two from Area I headquarters, which is located on the University campus, are Area Commander Gerald Leigh and Area Deputy CO Max Nunenkamp.

Area I includes all colleges in Washington, Idaho, Oregon, Montana and Wyoming which have Arnold Air squadrons.

Delegates from the local Eugene Beebe squadron are Ed Claiborn, commander, and James Gunby.

SOILS MEETING TODAY

The second annual Pacific Northwest highway soils conference will be held here today and tomorrow according to James G. Mechem, supervisor of the engineering testing laboratory at the University, who has arranged the program.

Church News

WESTMINSTER FORUM
There will be an executive board meeting Tuesday evening at 7:15 to discuss details of a newsletter to be sent to high school Westminster Fellowships around the state.

There will be a work party Easter vacation to clean up the kitchen. If anyone is interested please contact Dick Lycan.

W. F.

Kappa Phi will hold its annual supper in the Upper Room, Tuesday, April 13, at 5:45 p.m. at the Methodist Church. All Kappa Phi girls are required to attend. Rides will leave the Institute at 5:30 for the church.

The Idaho Argonaut

Official publication of the Associated Students of the University of Idaho issued every Tuesday and Friday of the college year. Entered as second class matter at the post office at Moscow, Idaho.

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THIS IS A SAMPLE ELECTION BALLOT

Shown above is your ASUI election ballot. Names of Executive Board candidates will not necessarily be in the order shown below, since they are changed every 50 ballots to insure fair placement. Presidential candidates will be listed in the order shown.

It is not necessary to cast votes for nine candidates. However, all candidates for whom you vote MUST BE VOTED FOR BY NUMBER, AND NOT BY A MARK. The ballots are counted preferentially, and a mark alone will not indicate the voter's preference of one candidate over another. You must have your ASUI card with you to receive a ballot. If further questions as to voting procedure arise, ask information from the election board members working at the polls.

ASSOCIATED STUDENTS, U. of I. GENERAL ELECTION Wednesday, April 14, 1954

In voting for the Executive Board, vote for the candidates according to preference. That is, place a number 1 opposite the name of the candidate who is your first choice; a number 2 opposite your second choice candidate; a number 3 opposite your third choice candidate, and so on. Vote for at least nine candidates. Do not use an X in voting for the Executive Board candidates. Rate your preference by consecutive numbers. Do not place the same figure opposite more than one name.

Independent Party:		United Party:	
KEITH JERGENSEN	<input type="checkbox"/>	PHILIP KLEFFNER	<input type="checkbox"/>
EXECUTIVE BOARD			
LEE ANDERSON	<input type="checkbox"/>	JACK KNODLE	<input type="checkbox"/>
BOB BAKES	<input type="checkbox"/>	REID LAU	<input type="checkbox"/>
PAT BARTLETT	<input type="checkbox"/>	NANCY LEEK	<input type="checkbox"/>
JANE BLOMQUIST	<input type="checkbox"/>	DONNELLY O'NEILL	<input type="checkbox"/>
BOB CALLIHAN	<input type="checkbox"/>	JACK PARKER	<input type="checkbox"/>
TERRELL DAVIS	<input type="checkbox"/>	CAROL ROJAN	<input type="checkbox"/>
GENE DICKEY	<input type="checkbox"/>	JIM RUSSELL	<input type="checkbox"/>
PAT GUSTAFSON	<input type="checkbox"/>	JIM SAAD	<input type="checkbox"/>
DEAN HOLT	<input type="checkbox"/>	STAN TATE	<input type="checkbox"/>

There's a Perfect Keepsake DIAMOND RING for Every Budget at Corner Drug & Jewelry Where Quality Counts

GALLUP YARDS, Inc.
LUMBER
LUMBER PRODUCTS
SUPER KEMTONE
KEM GLO
CASTLE GATE STOKER COAL
STANDARD LUMP CASTLE GATE NUT COALS
Phone 2357 Moscow 810 S. Main

TAKE THE GUESSWORK OUT OF EASTER SHOPPING at **DAVIDS'**

Come in today and let our clothing experts show you the NEW in clothes for Easter . . . new lighter shirts, in both color and weight . . . hats in deeper tones but lighter felt . . . suits lighter than ever in lightweight wools and tropical worsteds for better appearance and longer wear . . . shoes that stress comfort, lightness and color.

Lightweight snap brim with bow in back, narrow brim, center crease \$7.50.

Suits of handsome sharkskins, novelty weaves, muted plaids . . . tropical worsteds in charcoal grey \$50.00

Buy Arrow Pure Silk repp ties in a new exclusive collection of club stripes \$2.00

The always popular oxford cloth sporting the new round-point collar, Arrow \$4.50

All wool gabardine topcoats, lightweight, action-tailored (for free-swinging action), wind, rain resistant, by Alligators \$35.00

Antique calf with wing tip, by Freeman \$12.95

WEAR THE RIGHT CLOTHES IN THE RIGHT TIME **SPRING**

Over the Easter holidays... Refresh without filling

It isn't only the bright new bonnet and clothes that make the girls, of all ages, look more and more Spring-like year after year.

It's their finer, slim, trim figures. And that they owe to today's good sense in diet—their taste for lighter, less filling food and drink.

And Pepsi-Cola has kept pace with this modern trend. Today's Pepsi is light and dry, never heavy or too sweet. And it is reduced in calories. Pepsi refreshes without filling.

Pepsi-Cola
The Light refreshment

Idaho Beverage—Lewiston—Phone 3-6152

Easter Theme Prevails, Sigma Chi's Cop Trophy

Girl's living groups showed the Easter spirit last weekend when they planned parties around the Easter theme. Alpha Chi and DGs held an Easter egg hunt for children of the alumni, and the DGs invited friends to their annual Sunday "Bunny Breakfast."

Sigma Chi captured a scholarship trophy last weekend at a province meeting in Spokane.

Jack Parker was chosen to succeed Bill Mahlik as Sigma Nu house president last weekend as the year's living group election draw to a close.

SIGMA NU

An annual Sweetheart dinner and fireside were held at the Sigma Nu house Sunday as a social event of the week-end.

Sweethearts attending the dinner were Nan Nelson, Nancy Buchanan, Caroleigh Gittins, LaVonne Klusky, Pat Farmer, Arline Snyder, Martha Davis, Marcia Jensch, Susie Oberg, Florence Carroll, Dorothy Warren, Velma Warren, Alonor Hathaway, Nancy Lyle, Cherrie Wood, Shirley Brixen, Bev Bowers, and Jean Luedke.

Guests at the dinner included Dean C. O. Decker, Mr. and Mrs. Dick Reed, Mr. and Mrs. Phil Kinnison, Mr. and Mrs. Terry Hanson, and Lt. Glenn Casebolt.

The fireside provided an evening of dancing, card playing and watching television.

Election and installation of new fraternity officers for the 1954-55 school year were held Sunday evening.

Elected as eminent commander for the coming year was Jack Parker, junior business major from Sandpoint. He succeeds Bill Mahlik, who has served the past year and a half.

Lieutenant commander is Dave Powell, while Gene Hamblin and Bert Zimmerly were re-elected to their positions of house manager and assistant house manager.

Other officers selected include Bud Durkee, recorder; Russ Whitney, reporter; George Eidam, chaplain; John Gillis, pledge trainer; Dave Johnson and Neal Casebolt, historians; John Hughes, alumni contact officer; and Dick Foster, sentinel.

Division commander, John L. Lucy, Missoula, Montana, was here for the annual chapter visit last Wednesday. He was a dinner guest along with our advisor, Harold Cornelison, Moscow.

Congratulations go to Tom West, who was elected secretary of the Interfraternity Council last Wednesday.

ALPHA PHI

A brother-son dinner was held April 6 for the brothers of present members and the sons of alumni. Guests were Pete Hamn, Gregg Wilson, Boyce Mix, Jay Nelson, Jack Knodle, Dean Wendle and George Gittens.

Gladys Wilson, Idaho Falls, was a house guest during the debate tournament last week.

Becky Teal, Walla Walla, was an Alpha Phi guest over the weekend, and Alyce Howard, Twin Falls, is a guest this week.

SIGMA ALPHA EPSILON

A formal banquet was held for all Sig Alphas and their dates prior to the Inter-Fraternity Council Ball last Saturday evening. Dinner was served at 7 o'clock, after which the couples chatted and played cards. Dick Shoup met the inevitable fate of those who pass their pins Monday noon: The pledge class rallied together and, after tying him hand and foot, escorted him to his watery doom. Sally Newhouse, Theta, charged to the rescue and received the traditional kiss and bouquet of violets from Muddy Richard.

HAYS HALL

Geneva Sarvis was tapped Sunday for Curtain Club, drama honorary.

Best wishes go to Rosie Bergsdorf who became Mrs. Boyd Founds last Sunday.

Weekend dinner guests were Kearlee Wright and Jack Byrnes. Pat Johnson acquired a new piece of jewelry over the weekend.

The official word revealed her engagement to Dave Holmes, Lambda Chi. Congratulations!

SIGMA CHI

A trophy was awarded to Idaho's Sigma Chi last week at Spokane as they were acclaimed for having the highest grade average in the province.

Chuck Holt, Grangeville, announced his pinning to Betty Burns, Gamma Phi from Boise, last week.

Newly crowned champions of Sigma Chi in doubles hearts and horseshoes are Pete Gerphelde and Dick Hood.

Some 25 Sigs are traveling to Boise for the Easter vacation. Included in weekend plans is a rush party at the Boise Hotel, which Boise alumni are planning for high school students of the Boise area.

ALPHA CHI OMEGA

Mary Anderson announced her pinning to Dal Pence, ATO, at a fireside Sunday evening.

Dinner guest Sunday was Debbie Gentry, Steel House.

Easter egg hunts and drop-the-handkerchief were highlights of the annual Easter party which was held for the children of the Moscow alumni last Sunday.

The Delta Chi-Alfa Chi picnic was held Saturday at Laird Park with baseball, eating singing enjoyed by all.

DELTA GAMMA

Sunday's Bunny Breakfast found DGs entertaining their friends from other women's living groups around

the campus at an early morning social affair.

The tables were decorated around the Easter theme, with rabbit and chicken figures and spring flowers. Each guest received a favor of a tiny chick nestled in a grass-filled egg. Jane Remsburg and Paity Parsons provided entertainment. Marcia Jensch was chairman of the breakfast.

Children of the Moscow alumni were guests Saturday, April 10, at an Easter egg hunt. Various games were played during the afternoon after which the children enjoyed refreshments of candy eggs and ice cream bars.

LAMBDA CHI ALPHA

Plans are being made for the coming tug-of-war event with the Alpha Phi and the Lambda Chi picnic, which will probably be held near Lewiston.

Ken Fox took a hurried trip to Missoula, Montana, to visit his brother and the University of Montana campus. Ken claims that preparations are being made for a strong Montana football squad next fall.

Ron Kukka went out on his first fishing trip this year. However, it is still a secret whether Ron caught anything or not.

Gene Cooper and Wayne Carburn are planning to start an old-time band—piano and violin. Although both of them are just learning their respective instruments, it is hoped that a band will be built in the near future.

PI BETA PHI

Billie Wilber was honored guest at a surprise shower in honor of her forthcoming marriage to Bill Brown, Phi Tau.

Virginia Harris was selected as a finalist for Delta Sig Dream Girl. Glenmar Hoke was recently tapped for Curtain Club.

Dinner guests during the week have been Garnett Metcalf, Sharon Wright, Mary Jean Schmid and Fred Sumner.

Mary Lou Vann, Seattle, has been a recent house guest.

CAMPUS CLUB

Seventy-five couples attended the annual house dance held last Saturday night. Intermission entertainment was furnished by Bob Hall.

Jim Cochrane and Rosemary Gilpin won a number-guessing contest and each were awarded prizes.

Guests were Dr. and Mrs. A. W. Helton, Mr. and Mrs. Dick Morrison and Mr. and Mrs. Richard Gesford.

Engagements

ENGAGEMENTS

TUTTLE-MACINKO.
Another engagement was in store for the Kappas when Mary Ann Tuttle announced her engagement to George Macinko. There was suspense in the air throughout Thursday dinner because in front of each place setting were keys on cards which stated "All keyed up for a June wedding."

In the center of the table was a large pink carnation nosegay in the shape of a key. Two cupie dolls, dressed in wedding clothes and standing at the end of the key represented the engaged couple. "Mary Ann and George—June 20," had used the same Cupie dolls in her engagement announcement.

Throughout dinner, the name of the announce remained unknown; but finally the mystery was solved with the bringing of the dessert bearing little flags which read "Mary Ann and George—June 20." Simultaneously, Mary Ann and her guests burst through the door.

Pasco, Wash., is the home of the bride-elect and will be the scene of the June wedding. She is a senior majoring in home economics. George completed four years here and is now doing graduate work in geography at the University of Michigan. He is from Nesquehoning, Penn.

Honored guests at the announcement dinner were Mrs. R. L. Tuttle, Mrs. J. E. Buchanan, Mary McDonald, Ann Kimbrough, Linda Archibald, Jan Morgan, Barbara Pierce, Dorothy Felt and Francis Mathiesin.

HOLMES-JOHNSON

A formal announcement of the engagement of David Holmes and Patricia Rae Johnson was made last Friday.

Patricia Johnson, an education major from Spokane, is associated with Hays Hall, and David Holmes, a junior in Letters and Science from Cincinnati, Ohio, belongs to the Lambda Chi Alpha Fraternity. A tentative wedding date is set for June 10 in Spokane. The couple will reside in Moscow after the wedding.

Vandal Service Station
Stop in and Spring Lubricate!
We aim to Economize
JIM NESBIT

ART'S CAMPUS BARBER SHOP
FOR CAMPUS MEN
IT PAYS TO LOOK WELL

Dr. J. Hugh Burgess
OPTOMETRIST
Complete Visual Analysis
Duplication of frames and lenses in our laboratory.
O'Connor Building
Phone 2344

DEAR JASON

Dear Jason:

In order to clarify questions raised in the recent political campaign, we, the students of the SUB committee wish to declare a few of our procedures and policies.

We quote from the constitution of the SUB committee:

"The following information should be placed in the hands of all new student union board members to acquaint them with their functions and responsibilities.

"The union must be a self-supporting operation as no appropriated money is supplied to the Student Union."

Section I Membership:

Voting members:

1. Student Union Manager, chairman

2. Faculty member appointed by the University president

3. Director of student affairs

4. Five to seven students appointed by ASUI Executive Board. One member of Executive Board is to be a member.

Student appointments shall be on a basis of obtaining representation of different campus groups, so that each year there will be experienced members.

Section II Student Union Committee functions:

1. The University Business Manager, (ex-officio member) is the representative of the Board of Regents in all matters pertaining to the Student Union Building.

2. The Student Union Committee, through its chairman, shall report and be responsible to the Business Manager.

NOTICE

World War II Veterans under Public Law 346 who will complete courses for a degree in June and who plan additional training under Veterans Administration program must make applications for graduate work before completing undergraduate training.

Students who have any questions regarding this regulation should report to Student Counseling Center before the end of semester.

MANY ENROLLED

There have been a total of 5,150 students served by the University of Idaho for the academic period June 10, 1953 to date this year. Of this number 3,523 are regularly enrolled students in resident collegiate courses.

Concerning the game room: The game room is cleaned daily by the janitor. The alleys are cleaned by an experienced bowling alley man. Pin-boys are now being paid 70 cents per hour or eight cents a line, whichever is greater. The faculty has completed its league schedule for this year. Playoffs are to be finished this week.

All issues and complaints filed to the SUB Committee or the Union Manager are brought before the SUB Committee to be discussed and decided upon. Complaints may be filed with any SUB Committee member, the SUB manager or in the mailbox in the lobby of the SUB. All proceedings of the SUB Committee are recorded in the committee's minutes are available to anyone interested.

Students of the SUB Committee

Barbara Higgins

Ted Borok

Don Broughman

Jane Remsburg

Altar Bound?
* Wedding Gowns
* Bridemaids' Dresses
* Formal
Matching accessories for the bridal party.

Arthur's Bridal Salon
Kohn Bldg. Spokane

For the Best In Shoe Repairing
LACES, DYES, POLISH
ALL SHOE CARE NEEDS
ALL WORK GUARANTEED
NORMAN'S SHOE REPAIR
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SKATELAND
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SPECIAL FOR OUT-OF-TOWN STUDENTS: WE ARE OPEN UNTIL MIDNITE ON FRIDAYS & SATURDAYS

NOBBY INN
"Home of Moscow's Finest Foods"
At the Big Idaho Sign — 5th and Main
ORDERS TO GO! PHONE 2350

Picnic Specials
Spring Has Sprung And Picnic Time Begun
The Student Union Cafe will prepare picnic lunches for any campus group. The menu desired must be in dietician's hands at least 3 days before picnic date.
Call 29581 for Prices!
STUDENT UNION

YOU GROW IT... WE MOW IT!
Barber Shop
Nepean's

GRILL CAFE
For Yours Meals Out
Try Our American Food
or
DELICIOUS
Chinese dishes

Moscow Bakery
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Take Some of Our Candy Home for
EASTER
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When you pause...make it count...have a Coke

DRINK Coca-Cola

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How the stars got started...
Dick Powell says: "At Little Rock College, Ark., I began singing with a choral group. This was followed by dance-orchestra jobs all over the Mid-West — and finally to Hollywood. After 40 pictures, typed as a 'crooner', I finally won a 'tough guy' role — and really got going!"

Dick Powell
ACTOR-PRODUCER-DIRECTOR OF MOVIES AND TELEVISION

I PICKED CAMELS AS BEST 18 YEARS AGO AND WE'VE BEEN THE BEST OF FRIENDS EVER SINCE! CAMELS' FRIENDLY FLAVOR AND MILDNESS HAVE ALWAYS AGREED WITH ME!

CAMELS
AGREE WITH MORE PEOPLE... THAN ANY OTHER CIGARETTE!

CAMELS LEAD IN SALES BY RECORD
50⁸/₁₀
Newest nationwide figures* from the leading industry analyst, Harry M. Wooten, show Camels now 50 8/10% ahead of the second-place brand — biggest preference lead in history!

*Published in Printers' Ink, 1954
R. J. Reardon Tobacco Co., Winston-Salem, N. C.

Parberry's Squad Has Week Of Drills Before Initial ND Tilt

Lewiston Downs Vandals In Non-Conference Tilt

The Lewiston Broncos of the Western International baseball league had things their way Saturday as they downed the Idaho Vandals 7-3 in an exhibition game played at Bengal Field before some 600 sun baked fans.

The Broncos were in command all the way with the exception of a 2-2 deadlock. Dick Dodel, Idaho's second pitcher, suffered the loss and Dean Kime picked up the pitching victory for Lewiston.

Artie Wilson, Lewiston third sacker, broke the scoring ice in the second inning with a home run over the left field wall with a runner on the paths ahead of him. Idaho matched Lewiston's pair in the fourth inning. Larry Morrison, shortstop and the game's hitting star, drove in Mike Cygler on a towering double and came home on a single through the pitcher's box by Jim Cothorn, first baseman.

Lewiston scored twice in the fifth and three more times in the sixth without benefit of a single base hit. Four walks yielded by Dodel and an infield error did the damage. Dodel walked three more and a brace of Idaho miscues provided Lewiston with its sixth frame tallies.

Ken Hallett went the first four frames for the Vandals and Doug Young relieved Dodel in the seventh to finish the mound chores.

Idaho scored its third run in the seventh off a Lewiston product, Bob Rogers, who walked Jerry Quane, catcher, and an outfield error allowed Quane to score. Larry Morrison and Cothorn were the big stickers for Idaho as each collected two hits and Bud Nelson and Bob Falash also chipped in base raps.

Idaho 000 200 100-3 6 5
Lewiston ... 020 023 00x-7 4 3

WRA NEWS

The WRA softball and tennis singles tournament will begin immediately after vacation. Each house is urged to have at least one team in the softball tournament. All girls interested in either one or both of these tournaments are asked to hand their names into their house representatives by Wednesday. All house representatives are reminded that Wednesday is the deadline for turning in these names. There will be a WRA board meeting at 12:40 p.m. in the women's gym today. All board members please be there.

Just Chatter

By JOHN McDERMOTT

Even the alums of San Jose State have Lynn (Sam) Nichols on the mind these days. In an article handed to us by Frank Young, boxing coach, the Alumni Review, San Jose State alum news, praised the Idaho welterweight for his fine exhibition at the Pacific Coast Intercollegiate tourney. Nichols, you will remember was awarded the Dee Portal Memorial Trophy for Sportsmanship.

Here's what the article in the San Jose magazine said about him: "Following the bouts Saturday night the first DeWitt Portal Memorial Trophy for Sportsmanship was presented Lynn Nichols, Idaho's fine welterweight and it couldn't have been a more popular choice.

Certainly Dee would have been the first to approve the choice of the stocky, courageous Idaho brawler who has epitomized the best in college boxing—in the ring and out. We suspect that Lynn will long remember San Jose State; Not only for the trophy but for the competition he's had with the Spartans.

"In three years he's had to meet successively, Chuck Adkins, Jerry Stern, Dick Bender and Al White—and he's more than held his own against the gauntlet of fine Spartan boxers. A great competitor, Nichols' name at the head of the list will make the Portal Sportsmanship Trophy even more coveted."

We can't add a thing to that. So read it and believe every word of it. It's true.

Nichols is one of the finest fighters Idaho has ever seen and Frank Young will definitely miss him next year. Not only from the fighting standpoint, but will also miss the fine sportsmanship that Nichols has displayed throughout his college boxing career. Few boxers have that spirit.

Third Assistant Named To Fill Football Job

Idaho's new football regime is now complete. With the taking on



Eugene C. Stauber, former University of Delaware coach, J. Neil (Skip) Stahley, Idaho's new head mentor, rounded out his staff of three assistants.

University of Delaware backfield coach, J. Neil (Skip) Stahley, Idaho's new head mentor, rounded out his staff of three assistants.

General manager of athletics, Gale Mix made the announcement last Friday concerning the appointment and said:

"I know that Stahley thoroughly looked over all the candidates and that he is pleased that Mr. Stauber could join the staff at this time."

Stauber and Stahley are not new to each other. Stauber, who played his college football at Toledo University undertook the job of freshman coach there following his graduation in 1947. At the same time, Stahley became head football coach at the school.

He also served as freshman and junior varsity coach at the University of Michigan in 1950 when he went there to obtain a master's degree in science.

Stauber has been at Delaware since 1952. Mix said that the new assistant should be here sometime this week to round out the staff. Stahley's other two assistants are Jap Pattee and Earl Klapstein.

Riders Set For First Of Rodeos

A seven-man rodeo team from Idaho's Vandal Riding Club will leave Friday to take part in a college rodeo at Milton-Freewater, Oregon over the weekend. This rodeo is the first of a series of five shows scheduled on the Northwest Inter-Collegiate Rodeo Circuit this spring.

Sponsored by the rodeo club from the University of Washington, the show will include teams from California State Polytechnic Institute (Cal Poly), Pierce Agricultural college in California, Montana State College, Brigham Young University, Washington State and EWCE at Cheney, plus the Idaho team.

The Vandal Riders' team members are Darrell Schnitker, Howard Harris, Tom Eimers, Mickey McCarty, Ken Connell and Ray Westfall with Steve Peebles as alternate. They will compete in the six scheduled events, bull riding, saddle bronc riding, bareback bronc riding, calf roping, bulldogging, and wild cow milking.

Stock contractor for the show is Harley Tucker, Joseph, Oregon. Clown will be Jerry Gardner, WSC student and rodeo member. Performances will be Saturday and Sunday afternoons at the Milton-Freewater rodeo grounds.

Other college rodeos in the spring series are Pomeroy, Wash., April 24-25; Tonasket, Wash., May 1-2; Kennewick, Wash., May 8-9; and Coeur d'Alene, Idaho, May 14-15-16.

Belko Definitely Out Of Running For Court Job

With the refusal by Steve Belko of Idaho State College to take the now vacant Idaho basketball coaching job, two new figures loomed up in the persons of Al Brightman, head coach at Seattle University and another Seattle U. man, Willard Fenton, who says he will apply for the job left open by Gale Mix last week.

Belko, who visited the campus last weekend said he decided he "gave it to the boys at Idaho State who came up to championship caliber for me this year to stick with them at this time."

Belko said the opportunity just came up at the wrong time for him to take advantage of it. While the dropping of Belko as a prospect, Seattle University's Brightman is a top contender for the position. Brightman will be on the Idaho campus next week to confer with University officials about the job.

Fenton, also from the Seattle school said he hopes to accompany his "boss" to Moscow to talk about filling the job of athletic director which was left open by Gale Mix who resigned his post last week. Mix was forced to drop his duties because of ill health.

Mix's resignation will become effective July 1.

Charles (Chuck) Finley, the man who left a great big hole in the Idaho athletic staff will be leaving the Palouse area April 15 to move to Hattiesburg, Mississippi where he will assume duties as head basketball coach at Mississippi Southern College.

President Jess Buchanan of the University said he "wished the decision could have been otherwise," concerning Belko, "but we respect his judgment. Buchanan said they



Intramural softball moved closer to the end of the season last week, but, Larry Golding, intramural director, said yesterday he would have to start all over again and send out a new schedule to accommodate the games that have been rained out to date. Golding said two new fields would be added to allow the playing of seven games at a time. The two new diamonds will be in Neale Stadium, he said.

In action last week, Chrisman Hall, team one, defeated Lindley Hall's team one while team two of Chrisman dropped a pair. One to Vets Village number two and the second to Lindley Hall's second team.

Horseshoes began yesterday, according to Golding, with all matches being played at the pits behind the field house.

Softball results are:

For.	CC1 vs. VV1	W.B.F.
31	WSC 1 vs. IC1	4
For.	KS vs. BTP	For.
1	PKT vs. ATO	W.B.F.
18	CC1 vs. WSM1	6
14	LM2 vs. IC2	10
16	CC2 vs. WSM2	3
4	DD vs. BTP	4
1	DT vs. SAE	4
12	KS vs. ATO	15
W.B.F.	SN vs. PKT	For.
7	CC2 vs. VV2	0

The little moron's watch had stopped ticking and he tried to find the trouble. Finally he took the back off, went into the works, and found a dead bug. "No wonder it doesn't work," he said, "the engineer's dead."

would still canvass for a coach who will be able to fill the requirements needed to measure up to Pacific Coast Conference standards.

Five Lettermen Back For Busy Golf Schedule

Idaho's varsity golf squad, boasting five returning lettermen from last year, downed Whitworth's link squad Saturday in their first test of the year. Defeating them 11-1 on Indian Canyon Golf Course in Spokane, Phil Weitz, stronghold from last year's group took medalist honors with a one over par 73.

Conference play for the linkers gets underway tomorrow with Idaho being the host squad against the Washington State link men. The match, which will be a 36-hole match play tournament will

Dick Snyder, University golf coach, urges all freshmen men who are interested in turning out for golf to contact him at the golf course at any time of day. Snyder said that if enough men show interest a freshman squad would be formed this year.

begin with 18 holes of doubles in the morning followed by an 18-hole round of single play in the afternoon.

Returning from last year's squad are Bob Campbell, runner-up in the state amateur tourney two years ago, Phil Weitz, Tom Miller, runner-up in the ASUI tourney last fall, and Dave Powell. Lefty Melton is also a returning letter winner, but will be unable to play in tomorrow's matches.

Snyder will also be relying on the efforts of Dave Powell and Wendell Coombs and Wayne Solomon to bring his Vandal golfers through with a victory.

The meet which was originally scheduled for April 17 was moved up to this earlier date because of Easter vacation.

Man is but a worm. He comes along, wiggles, then some chicken gets him.

Golf Links Ready For Student Use, Says Snyder

Dick Snyder, University golf coach and professional announced yesterday that the University golf course is now open to the public. Snyder said the sandwich shop and golf shop are both open everyday from 8 a.m. until sundown.

Clubs to rent are also available. Season ticket fees are three dollars. Snyder stressed the importance of students' bringing their ASUI activity cards with them when they obtain their season passes. "The ASUI number has to be taken from them, he said and without them, students will not be able to get a season pass. Regular fees are 75 cents on weekdays and one dollar on Saturday and Sunday.

Snyder said the regular greens are now being used and the course is in good condition. He also added that conditions on the course should be at their peak following Easter vacation.

NOTICE

The Following changes have been made in the athletic program due to Easter vacation, according to the athletic committee.

Track meet with WSC changed from April 17 to Wednesday, April 28.

Golf meet with WSC changed from April 17 to Wednesday, April 14.

Tennis meet with WSC changed from April 17 to April 15.

NATION-WIDE DEMAND FOR L&M DROPS PRICE!

You Save Up to 4¢ a pack—40¢ a Carton...

Now Every Smoker can afford L&M—America's highest quality and best Filter Tip Cigarette—

In less than 4 months since L&M Filters were put on sale across the country they have gained a nation-wide demand never before equaled by any other cigarette in so short a time.

So naturally... down goes the price to you of L&M—America's

highest quality and best filter tip cigarette.

Thousands of dealers in America's leading cities—in signed statements report L&M's their largest selling filter tip cigarette.

Why have L&M Filters rolled up sales records like this? For the

first time filter tip smokers are getting what they want... much more flavor and aroma... with much less nicotine. After the first few puffs from an L&M, most smokers sum it up this way, "THIS IS IT—JUST WHAT THE DOCTOR ORDERED."

Exclusive L&M miracle filter tip contains Alpha Cellulose, for most effective filtration.

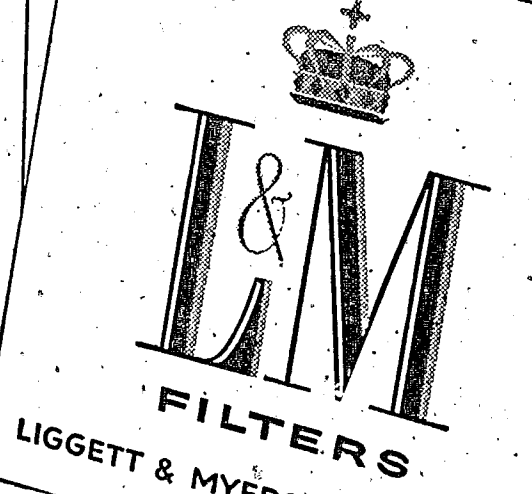


FROM L&M TO YOU—JUST WHAT THE DOCTOR ORDERED

1. THE MIRACLE TIP... for most effective filtration. Selects and removes the heavy particles, leaving you a Light and Mild smoke.

2. PUREST AND BEST filter made. Exclusive with L&M. Result of 3 years of scientific research... 3 years rejecting other filters. This is it!

3. MUCH MORE FLAVOR... MUCH LESS NICOTINE L&M Filters are the first filter cigarette to taste the way a cigarette should. The premium quality tobaccos... and the miracle filter work together... to give you plenty of good taste.



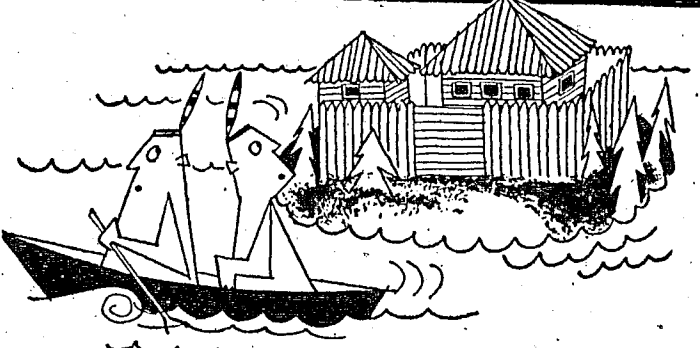
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When you come to **Varsity CAFE** you KNOW the food's good. Stop in often for coffee and full meals.

YOU NAME IT by REDDY



This island saved the settlers, Before the days of rail. Named for a Spokane founder, It's the river isle of

HAVERMALE Island in the Spokane River gave refuge to early Spokane settlers during the Indian raids. Ingenuity prompted its use as a "fortress" and this same foresight led the early citizens of the Washington Water Power Co. to develop the water power of the Falls below the island—further proving that free enterprise creates the best opportunities for each generation.

FEARLESS FOSDICK BY AL CAPP

STOP ANYFACE!—IF YOU SAW ME IN HALF, I'LL STARVE TO DEATH! ONE CAN'T LIVE ON MY SALARY, TWO! MUCH LESS TWO!!

WANT—NOW YOU'LL ONLY GIVE ME HALF AS MUCH TROUBLE!!

YOU MEAN TWICE AS MUCH STICK 'EM UP!!

—YOU'RE NOT GOING TO SAW ME IN HALF, ARE YOU FOSDICK?—ONLY AN INHUMAN BEAST WOULD DO THAT!!

WE ARE MERELY

GOING TO APPLY WILDROOT CREAM—OIL, CHARLIE—SO YOUR HAIR WILL LOOK NEAT, BUT NOT-GH-FREASY!!

WHEN THEY HANG YOU TOMORROW.

Wildroot Cream—It's America's favorite hair tonic. It's non-alcoholic. Contains soothing Lanolin. Cures hair, relieves dandruff, restores loose strands. Get Wildroot Cream—It's Charlie! Low at 29¢.