# The Idaho Argonaut 

Holly Dance
Plans Mount

Mme Shafik Cancels Talk


## Students Killed In Car Crash

Muddy Numbers and Frank Pagoaga, both students here, were killed in a head-on auto crash while on their way home



Results Of Contest
To Be Announced


## Afraid Of Your Face? Pick-Up ASUI Cards

## Building Bonds

Signed For U of I


## In The Air



Guy Wicks To Talk
At Thursday Meet
omen t
$\substack{\begin{subarray}{c}{\text { and er sum } \\ \text { mem per }} }} \\{\hline} \end{subarray}$

## ked to attend.

terence Roo

## ex ar

Two Colleges Concert Slated | To Sponsor |
| :---: | :---: |
| Band Clinic | For Tonight



## Volunteer First Aiders

 ProtectldahoStudentsFirst rate protection, according to national insurance com
panies, by the Moscow Volunteer Fire Department's first aid squad is one of the lesser known of the many free services

 | ing the football and basketball |
| :--- | :--- | :--- |
| seasons ready to jump to action |
| wherever and whenever emergency | deceived. \(\begin{aligned} \& When an emergency call is re- <br>

\& cordless of what the\end{aligned}\) seasons ready to jump to action
wherever and whenever emergency
first aid is needed. $\begin{aligned} & \text { ceived, regardless of what they } \\ & \text { are doing, the members of the }\end{aligned}$
 Inhator, aspirator, iron lung, doxy-
gen firemen's Ball held at Me quip Mont and many
genmnatium, New Years Eve
other modern first aid devices.
the chief source of income for the Operating from a modern, radio- department.
equipped first aid emergency am-
aired For buance, these men have for their
goal two-minute action before they administer first ad. ad a life or
group, a member group of
Eves member of the squad
Moscow Volunteer Fire Depart
molds the American Red Cross ad-
mit think we are very fortunate vanced first aid card. It is ad the "I having the low number of acct
on dy group of its kind in Idaho en- dents at the University of Idaho
band. Al
of the $I$
Rescue
Rescue

## TheIdano rargonaut

## Assocloled Collesice Press

Willis Sweet Plans
ICS Invites Non-Citizens


To Dimer

APPLES
Big Red Juicy
a good in-between snack
CigarettesCandy
Rollefson'sGrocery115 East 3 rad


FIRESTONE
Home and Auto Supply Store $\pm=$ AnnualWinterDance
All University of Idaho students
who are not citizens of the United
States are cordially invited to at-




Mass Or Individual Man?
educational methods in the inculcation of "massism" in
our society. One of the other most powerful means is in $t$
field of adyertising. "To public relations men may go $t$ field of adyertising, "To public relations men may go the
most important role of them all: the gradual reorganization
of human society," says G. Edward Pendray, public relations Anyone who reads the newspapers, listens to the radio or
comes in contact with the numerous means of mass com-
munication is certainly aware of the messag set munication is certainly aware of the messages set forth by
advertising. Perhaps; though, there is less awareness of the advertising. Perhaps; though, there is less awareness of the
widespread effect of these messages.. Nearly everyone buys
some type of chlorophyl or ammoniated toothpaste simply
because advertising methods have constantly pointed out bad breath as a social evil. Many people are motivated to pur--
chase some anti-perspirant because advertising has told us in is socially offensive not to use it.
Yet, in the Middle Ages, according to many scholars, and in later times, too, sweat was regarded as a sign of manlitive) describes the very romantic an ettributes of glistening perspiration upon the body of some knightly hero. Today, Could not this same mass appeal be recognized, then, no only as a massism in itself but as a means to promoting
further? Advertising executive Rosser Reeves says it best two levers as if he were pausing between competing tubes o toothpaste in a drugstore. The brand that has made the
highest penetration on his brain will win his choice, and the
nature of the human brain is such that a one minute or thirty-second speech, expertly crystallized, gets maximufm penetration on its,content. "Year of Consent" Kendell Crossen develops an unusual
and interesting study of the right of free will being and interesting study of the right of free will being washed ors. He says, "This is a fight to the finish between mass
man and individual man. It was a pretty even match until the advent of controlled mass communication." Who wil
win?
Helldivers Need

## To Take Senior

$\underset{\substack{\text { Lifesaning Course }}}{ }$ Trip Has A \%
 Classes to be given Monday even-
ings, as a part of Helldiver's water
safety program. Helldivers mast have been a to gor
cause," Kenneth E. Grimm pointed
have have compreted. this course or it
equivalent by the semester
Tapping Tapping of new initioster.
made this made this week finitiates will be
triedout recently during a special

All members are urged to be ou
next Monday evening at 8 as pu
blicity pictures will be taken at
that time Afraid of ndichard. Hebard, Eugene Smith

${ }^{1}$ Senior Will Speak To Engineers Here gineering senior, wilt taks about
his last summers employment at
National Reactor TTesting Station
with Westinghouse Atomic Powe
Division in Southern Idato. The
meeting is on Thursday, Decem-
mer , at 7:00 p...., in Room 223,
birtley Lab. Kirby is Cleaning Equipment for the Home. Kirby is an Electric Polisher.

## Every

Portrait
Worthy of
It's Object!
Give Your
Picture For Christmas!
RUDY'S STUDIO

## Spokane Bishop <br> Will Speak Here

 minster Forum and Disciples ple's group will meet Thurstay

Rock Hound



# Campus Radio -KUOI-- Boasts Many Changes Since 1945 

 Stump, Joan Welsh and Sandra Fuller.

|  |
| :---: |
| CHINESE |
| DISHES |

THE GRILL

Spence Electric

- Lighting Fixtures

306 S. Washington Call 2-585
 Chuck is testing the stations "pride and joy," a new re-
mote amplffier, just obtained through ASUI funds. This
piece of equipment onables KUOI to make better "on the mote amplifier, just obtained through ASUI funds. This
piece of equipment enables KU0 to make better "on the
spot" broadcasts of campus functions.


The pubicity staff hard at work making posters, Their motto is "Get "hem up and get them down." The posters plug gpecial events and new. programs. Left to right
are Cherie Bacon, Sue Merrill, Pat Nelson and Claudette Kerns. Sportscaster Jim Mc. are Cherie Bacon, Sue Merrill, Pat Nelson and C
Cord, in the background, is in the control room. world's top news stories to the are. special everts to be covered. ler, production director and boss of According to Chuck White the a a staft of 25 announcers, Joan

 UP teletype were displayed and
changed three times daily. $\begin{aligned} & \text { our primary sududennce. Your wishes } \\ & \text { are our desires and any com- }\end{aligned}$ changed three times daily.
This year KUOI, under the direc-
are our desires and any com-
ments would be appreclated," said



Here's Why
More College Men and Women Prefer Balfour Bluecrest Diamonds
2. Nationally Known 3. Money Back Guarantee 4. For a Limited Time Only -
20 PER CENT OFF!

Groceries - Candy - Cigarettes
We have all kinds of ice cold beverages to go. Open until 9 p.m. every night.
TOMMIES MARKET
219 West 3rd

## Welcome Students

You are invited to dine in the Mirror Room

Now Open to the Public
New Idaho Hotel

ART'S CAMPUS BARBER SHOP FOR CAMPUS MEN

## See Them Today

 L. G. Balfour Co. By4 CloradoPullman, Washington

ALTAR BOUND? | $\star$ Wedding Gowns |
| :---: |
| $\star$ Bridesmaid Dresses | $\star$ Bridesma

$\star$ Formals Matching Accessories
For the Bridal Pater ARTHUR'S $\underset{\text { Buhn Bldg. W. } 715 \text { Riverside }}{\text { Bridal Salon }}$


WORLD'S LARGEST-SELLING FILTER TIP CIGARETTE
all dressed up! all dressed up!
Whipped Cream Cherry Nuts.

Marslimallow, Pineapple, Strawberry, Swiss Choco late, Butterscoctch, Nut

## ROGERS

ICE CREAM

| FoR THE BEST IN |
| :---: |
| SHIOE REPAIING |
| Laces, Dyes, Polish |
| All Shoe Care Needs |
| All Work Guaranteed |
| MOSCOW SHOE |
| REPAIR |
| 114 East 3rd St. |
| NEPEAN'S |
| Barber Shop |
| 110 East rap |
| Yo Grow ri- |
| We Mow It. |


"Sunday Best"! erry
uts.


## What have VICEROYS got <br> that other filter tip ciganetetes haverit got?

Reservations made by calling 2496

 Land's ${ }^{\text {rram }}$ Signal Service

# Vandals Smooth Play For 55 Hoop Opener 

 Coach Harlan Hodges has but two more days to grind in offense and defense into hisIdaho hasketball team as the Vandals prepare for their $1954-1955$ season opener Frida



## Coach Harlan Hodges



Vandal basketball Coach Harlan Hodges faces the task
of rebuilding at the University of Idaho．Having a com－
paratively small team this season，Hodges has a fine look－ ing frosh team to his liking

## Local Basketball Fans Await Hodges＇Style

 $\pm 4=\mathrm{mb}$ rem see tests．Hodges comes from Murry
State College，Murry，Kentucky，
where he has been for the past In those five years his teams won
mome 120 games while dropping a
mere 60 contests and in 1952 Mur－ came to an．Himax coaching career
club went all the way year as his
che finals in the National American Invita－
tional Tournament． a fact breaking，rebounding type

League 2 Volleyball Race Tightens Between SN－PDT

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| and <br> man Tangle Thursday <br> With Fairchild |
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a resounding 10－0 victory over the Washington State College Cougars and a slim $14-13$ edging of Utah．The $35-$ man Vandals team（end Bob Mey－ ers and halfback Ted Frostenson are missing from the picture）and the coaching staff comprised of line coach Earl Klapstein，backfield coach Jay
Pattee，end and center coach Gene Stauber and assistant coach Clem Parberry，plus the head man，Skip Stahley made the fine season possible． Pattee，end and center coach Gene Stauber and assistant coach Clem Parberry，plus the head man，Skip Stahley，made the fine season，possible，
The Vandals，fourth row，left to right：Ken Bratlie，Ron Braden，Mike Hepler，Dick Newby，Fred Magee，Gene White，Warren Hawley，Bill Baxter
and manager Butch Shaffer．Third row，left to right，John L．Sullivan，Ray Bittner，Mel Schmidt Cal Hilgenberg，Dick＂Tiny＂Foster，Wilbur Gary，Jim Faulkner，Chuck Fries and Ed Hilder
Second row，left to right：Marsh Jones，Eivind Resa，Marvin Cox，Gary Cozian，Pete Gerpheide，John Payne，Ron Leppke and Jerry Leigh．Front Ulless Hits，TAKE FIVE Vandals Second To UCLA

With John B．Hughes

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ser season，the press will now vandarl football team for an
second door to the right in the coaches＇office rounds at that of
Harlan Ho
Cor


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## －CAR

at a saving！

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| Begininint，wedurestay intra－ |

 | en in in evenings rather than |
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| in the a atemonons，Larry gold | <br> Stop on your way home from town．}

## Students！

 Groceries for those in－between snacks．Willis Grocery

Everything For

## －FARM

Vandals Second To UCLLA In Rushing And Defense

