

## 'Valentines' Theme 1957 Campus Chest



## Coattail In The Door?


$\qquad$ run minute and a hal of the same the one oregon deck chair.

## Public Relations At Every Turn

ing the basic techniques and guiding philformulations of public relations strateg with that used by Army field generals in time of war.
And this complex correlation can even be drawn closer to home. University ad-
ministrators, who find their tasks to be
both in the fields of public relations and both in the fields of public relations and
the provisions of education, fear public reaction to a recent campus snowballing

Like A Court Martial
The activity resulted in the shotgun
shooting of two spectators by members a fraternity attempting to curtail the al ready snowballing melee. Two men re sponsible for the shotgun blasts were
hurriedly ushered out of the school as fin they had faced an Army court martial This shotgun-like expulsion by the Uni-
versity resembled public relations stra The book "Engineering ont" The book, "Engineering of Consent," edite by a respected figure in the field
of public relations, Edward L. Bernays,
delves deeply into the delves deeply innto the parilosophy behind
this practice of public relations. In discussing the strategy of "fait ac-
compli" (something accomplished and compli" (something accomplished and Nicholas Samstag, director of promotion,
for Time magazine mentions: or Time magazine mentions:
two forces, pressure builds up, and one
side feels it is ready to put the matter
to a test to a test. Instead of proceeding, as be-
fore, with discussion and then agreement ore, with discussion and then agreement
or compromise, the challenging side desides to take a calculated risk and acts
without notification. At this point all without notification. At this point all
hell breaks loose."

University More Concerned Apparently the University, in its en-
suing action of expulsion and thus serving
notice to the public notice to the pubulicion and thus serving
school that this activity is not of the school that this activity is not condoned,
demonstrated more concern with public remonstrated than more concern with those students involved in the incident's origin.
The administration cursed wide spread publicity of the shooting-those who stirred the trouble appeared to entertain this
acknowledgement.
But Samstag also notes "the ne-
cessity in any strategy to anticipate cessity in any strategy to anticipate
your position in the event of possible
failure as well as success railure as well as success. No pat-
tern of thinking can be called truly
strategic that fails to include some appraisal."
Where to draw the line between matterrelations, is for such theoristse of public But from the such theorists to decide. stage when two talko over motivated at a
group either regards or or when group either r
Catholic Leader At R. E. Week Is Rome Student The Rev. John P. Weisengoff will
represent the Roman Catholic faith
among the speakers who will visit
campus for Religiowis campong the speakers who will visit
campus for Religiouis Emphasis
Week, Feb. 24t to 27. His present position is in follow-
ing special assignments for Bishop
G. D. Hunt of Salt Like Ghe has served as an associate pro tessor of Saccred Scripture atit Cath
olic University, Washington, D.C. His wide educational experien
was begun at Catholic University
whone where he earned his M.A. degree
in whilosophy. He studied theolog
at the Greganian Univertion at the Gregorian University for his
ST.D. and sacred scripture at the
B
gree. Bodh insthturtions are in Rome;
Italey. He. later did additional work
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| in theology at Catholic University. <br> His writings include articles, book reviews and periodical surveys in the Catholic Biblical Quarterly and the American Ecclesiastical Review. <br> Father Weisengoff has indicated interest in leading seminars, house "bull sessions" and personal conferences. <br> The R. E. Week Committee will meet at 8:45 Wednesday evening |
| :---: |
| Revive the life of your old worn shoes. Bring them to <br> MOSCOW <br> SHOEREPRAI. |

## Tine befter.. Ph DCo

THE WASHINGTON

WATERPOWERCO.
brisket a second thought for the Yandals
are not exactly an institution ilikey to
ats
 powerfuc company the ay are orceed to keep.
But now it is something else asain, end
Idaho ever had any serious desings of enginering an official serious deracesigns of
into the
Rose Bowl arena this is the time for the Rose Bowl arena this is the time for the Partners for the next Arrooro Seco
waltz will pit the beit of tho Bie $31 / 2$
alainst the top team in the Big Ten. against the top team in the Big Ten. or
Big Nine, I guess you could call it, since
Iowa is automatically eliminated from lowa is automatically eliminated from
consideration atter having whacked ore-
gon State in the last Pasadena pigskin

Why Not Let Idaho In On The Act tive among Stanford, California, Oregon nia, Washington and UCLA are official
wallflowers, with Oregon State out of the waliflowers, with Oregon State out of the
picture because it isn't considered kosher
to visit the Rose Bowl two years hdnd

Last season, Idaho came within about a State, the same team that knocked off
California and Stanford. If the Beavers could do it, there is nothing particularly unreasonable about assuming particularly
could have done likewise, especially could have done likewise, especially with
California spinning its wheels most of the year and Stanford demonstrating a reyear and Stanford demonstrating a re-
markable ability to fold like a portable
in It's not that the faculty representatives in the conference are, discriminating don't like them.
Reprinted from Los Angeles Times,

## THE RATIO

 material) forces a termination of our exploration (buto not
"problem." Before making a quick evaluation end of the problem as for as Camp,
of this four-part report on the situa-
eyeing is concerned. If and when of this dour-part report on the situar- eyeing is concerned. If and "when
tion, this column would like to ex- suxdents again consider it a a "prob-
plain the reason for calling a hadt.

## is he one ne to to



Both sides wiere presented. And
both vides semed to have legiti.
mate caftee and the telephone calls
there received, there seems to

so that it could
the student body
These int

## These interpretations need not be defended or answered It is

## enough of an answer for everyone. Briefly, it is quite olear that stu- dent interest is not now-and may his <br> have never been-great enough warrant the time spent on the sul

## cerely thought ther problem. In any ca

## 

Rumor has it the University will be blessed with the ap-
pearance of America's top prom band for its Junior-Senio pearance of. America's top prom band for its Jumior-Senior He was born in New Haven, pretations are conceived for danc-
Conn, and in his teens, he played
firist trumpet with Binny. Berigan. ing, but the sound produced are
He later moved on to Harry Jomes.
for the musical ear. He later moved on to Harry James,
He $\begin{aligned} & \text { Hor the musical ear. } \\ & \text { Charlie } \\ & \text { Spival, } \\ & \text { Spother Larry }\end{aligned}$
and Spanier. .erm in the navy, he
After a thonists, leads the sax section
joined Woody Horman, but left $\begin{aligned} & \text { with its usually wide range } \\ & \text { dynamics and color. The Elgart }\end{aligned}$



IN UNBREAKABLE PLASTIC:

HAIR GROOM TONIC

Smooching Ban Riles 'Em

| With Don Nevile-Smitha <br> The Dean of Women was hanged in effigy last week at Marquette University when the men and women of the university apparently observed her ban against too much good-night kissing. <br> It was reported by the university dates shook hands and hurried away from the front steps of the University's 10 residence halls. At usually jammed-packed O'Donnell Hall, which houses 50 girls, one or two couples would walk slawly up the front steps, shake hands and <br> The effigy dummy had a sign on it saying "Tradition klled | for the college student and his non- <br> 1. Sm friend. men against aggressive men men to blow smoke in the face of an aggressive waman. <br> 3. Smoking adds to discomfort <br> of a non-smoker during meetings. <br> 4. Smoking interrupts conversation with the tapping of fibers down to the filter tips. <br> 5. Smoking causes frustration to the college student who counts only 19,824 tiny filters in a filter tip. 6. It can be the last thing that a mother says to a freshman as he or she embarks on their college career. "Don't smoke!" <br> 7. Then there is always that nic- | otine smell that lingers and always promises you empty seats a show. <br> 8. Then there is the two weeks you go through of nausea to learn to he one of the gang (very noticeable in the SUB during and the week nfter New Student Days). <br> 9. Then there's the professor that keep his 8 o'clock class awake by smoking the filter. <br> 10. And then there's finally the diet-conscious coed who las tried everything to lose weight and heard smoking will do the trick. |
| :---: | :---: | :---: |

## The Idaho nrgonaut

Associated Collesiate Press
Official publication of the Associated Students of the University of
daho issued every Tuesday and Friday of the college year. Entered Idaho issued every Tuesday and Friday of the college year. Entered

Spows Editor
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Cditor

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$\qquad$
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$\qquad$ Nancy Wilmuth, Barbar Coseph, Fran Boudek, Dixie Holman,
Doris Wayland, Marilyn Coyle, Peggy Schwartz, Pat Finke, Ann
Becker Sally Stewart and Jo Patrashek

## Oregon State's Daily Barometer lists the following ten well-known facts about what smoking can di

 Photograpiny Staff-GGeorge Benedict, Larry Courtney, Don Fresh-water, Paul Muhonen, Bill Roy, Mark Todd.

HERE ARE THE FIRST TWO TIE-BREAKERS IN OLD GOLD'S

$\mathrm{I}^{\text {p your anguers to the firte }}$ contorned puzles answers published at the end of ot he past
semester,
you can and
and must submit
 Remember-firte prize is a tour for other valuable prizes.
The fint two of the eight tie.-.rrakeres
 s.b) In case more than one peranon
solve correctly the emame number of

subsequent prizes as there are persons
tied will be reserved dnd thase $o s$ onsing ied will be reserved and those so tying
will be required to solve a set of tiebreaking puzzles to determine the order
in which the reserved prizes will be awarded.
Each of the tie-breaking puzzles will contain scrambled letters forming the can colleges or universities.
Do not mail these tie-breakers now! Save them until you have completed all
eight tie-breaking puzzzes. Details on when and where to mail the tie-breakers
will be published with the eighth puzzle.


NO OTHER CIGARETTE
CAN MATCH THE TASTE OF TODAY'S OLD GOLD'S

Golds taste terrific . .

New house officers at LDS, Alpha Chi,
mester duties and students leaving to practice teach highlight the news this week. We are glad to welcome Barbara
Ritchie who has transferred from
the chapter at the University o
-Toledo. Also welcome back to Liz Toledo. Also welcome back to Liz ance!
Oud, who returned from practice GALT HALL teaching in Orofino.
Thanks to the Sigma Chis for
coming over and singing to Jeanie coming over and singing to Jeanie
Boyd at her engagement announceBoyd at her engagement announce-
ment to Jim Wison, Sigma Chi
president last year. ment to Jim yuson, sigma Chi
president last year.
Congratulations to Nancy Nor-
ton who was recently awarded a ton who was recently awarded a
scholarship from National Tri-
Delta.
Harriette Harriette Hanna, Joan Cady and
Sara Hannah have left to student
teach during the next nine teach during the next nine weeks
Plans are now being' made for
the initation dance to be held Feb.
week.
L. D. S .
New officers are: Darrell Weber, president; Larry Moore, vice-pres-
ident; Merlon Tolman, secretary; Milton Barrus, treasurer; Merrell
Bingham, historian; John Huber, reporter, Reed Walker, sergeant a
arms; Bob Blattner, recreation and arms; Bob blattner, recreation and
activities chairman and Bill Weav-
er, assistant. Earl Banner and Reed Wel
were elected Campus Chest rep
sentative and Independent Cau
Representative sentative and Independent Ca.
Representative, respectively.
A toboggan and sleigh ride A toboggan and sleigh ride party
was held Saturday night. After
wards there was dancing and re
freshments were served at the house.
ALPHA CHI OMEGA house president. Other officers are:
Ellie Johnson, first vice prosident;
Claudette Kerns, second vice presClaudette Kerns, second vice pres-
ident; Pat McCord, corresponding
secretary; Vonic Forte, recording surer; Peggy DuPuis, senholarship
chairman; Gail Stellmon, social chairman; Gail Stellmon, social
chairan; Sharon Rude, house
manager; Willa Hunter and Pat McCord, rush co-chairmen; Pat Pat
Iverson, activity chairman; Char-
lotte Sodorff, warden; and Reva Kocher, chaplain.
After saying boodbye and gaod
luct Judy Hayes who have gone home,
and Barb Keller and Jane Hale who
left wecomed back Kay Reed.
Kuene and this weekend was Audrey Houghtelin, Mosc
UPHAM HALL Congratulations to the new orn-
cers for next semester. They ars:
Joln Falen, president; Gordon Mat-
son vice president; Howard Kosson, viee president; Howard Kos-
kella, secretary; Charles Obendor;
trcasurer; Gary Smithey, social chairman; Charles Falk, intramur
al manager; and Harold Damiano
sergeant at arms. "Butch" Dodson recently became
asking casualty with a broken leg while skiing at Spok
GAMMA PHI BETA


| seems some midnight visitors en- |
| :--- |
| closed the door with snow, hence |
| the G.P.B. almost missed their |
| finals. |
| Friday night we slept through a |
| Burgess Optical |
| Laboratories, Inc. |
| Quick Expert Duplications |
| Frames_ Kenses |
| OConnor Blds. Ph. 2-1344 |

cakes, COokies, bread for all occasions Moscow Bakery


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nids of our skiilled experi
cdd ophanaciste everyin
cy compound a prescriptio

UNIVERSITY PHARMACY


CORNER DRUG \& JEWELRY
$\qquad$ searchout projects on fishery management. A faculty committee las
week organized a fund to pay tri
bute to Prof. Pratt and to provid bute to Prof. Pratt and to provide
aid for his family.
A notice circulated among faculty and staff members Friday out-
lined the fund's propased use.
"In order to provide a means for In order to provide a means ar
form of tribute to him a group
of his faculty friends announce that
any persons who so desire may de-
iver their gifts to the office of any persons who so desire may de-
iver their gifts to the office of
he dean of the College of Forestry.
Gifts' in the torm of checks may
$\qquad$

| Hogge, sergeant at arms; Gordon | lected over $\$ 900$. |
| :---: | :---: |
| Henderson, house manager. New Delt pledges are Benny King |  |
| and Chuck Bend. |  |
| The Delts are glad to welcom | Awarded Plaque |
| Tom (T-George) Nelson back to | A plaque was awarded. to Bill |
| the house after a semester's vacation in Idaho Falls. | Marineau, busincss manager of the Moscow Idahonian, by the Idalo |
|  | Press Association at a meeting in |
| eceiv | Boise Jan. 26. <br> The award is the first Master |
|  | Editor-Publisher Award presented |
| ommittee Jobs | in Idaho by the press association. |
| ents have received com- | Publisher Award of the Idaho Press |
| mittee appointments, one an ad- | Association as determi |
|  |  |
| R. Theophilus. | ed hard, lived honorably, thought |
| nger Symms, | sound |
| Beta Phi sorority, has been named | entitled to the highest ho |

## Officers Selected; Coeds Practice Teach



BoydWilson AnnoumeTroth

## Magazine Seleets Lou Ann Olson For College Beard <br> Miss Lou Ann, Olson, Kappa Kapa Gampa, has been selceted by Madempolselle magazine to xep-

 board.Miss. "

Olson is one of the 650 dents who competed with 65 , untry to win a palace on the
oard, according to Mademolselle.

SOCIAL CALENDAR
Feb. $8-$ Swim meet Idaho Ys, Washington Attic Club Pance
ATO Dance ATO Dance
Sipme Ghi Da
Muckers Ball

## ,iswin weart Failure $=2=$ vistrikes Prof 

## Auditions For Blue Key


 il sad, instaad of the to tomer five
 turn out for aid

No New Weather towe yoweenproture recorted at No New Weather
Records Set
Thus Far





Moseow had two sucecasive days
 $\xrightarrow{\text { greeq below zero. Hopeves, the perfor }}$ hat makes you think yeur hiter is moing to give a finished
 LIFETME
GUARAN

雨 guaranteed
Artgarved
wfidingring


Tops in Photography
Arrange Now for Your Appointment

RU11
DIAL 2-7011


Aggies Swamped At Boise; Washington Here Friday
Idaho's undefeated swimmers picked up their fifth
straight dual meet win of the season Saturday at Bise easily downing Utah State's Aggies, $68-17$, and will mee
the Washington Huskies here Friday at $7: 30$ p.m. After scoring convincing, vic-o mo; third, Ron Edwards, Idaho. tories over Eastern Washington.
Washington State, and the Uni- third, Ron Edwards, Idaho.
Hersity of British Columbia earlier

Idaho; seconde | versity of British Columbia earlier | Idaho; second, Elliott, Utah Stat |
| :--- | :--- | :--- |
| this year, the Vandals thumped |  |
| Time-.58. |  |
| Tis. |  |
| The |  | Montana here Jan. 25 for a fourth $\begin{aligned} & 200 \text { backstroke-Won by Car } \\ & \text { consecutive win. }\end{aligned}$ lise, Idaho; second, Ralph Lind Oregon State, who will clash

whe Vald the Vandals Feb, with the Vandals Feb. 16, handed
Washington their first dual med Washington their first dual meet
swiming loss in 14 years last
week, halting the Huskies' coast
 "We should give "Washington a a
Idaho (Srestyle relay - won by
(mith, Roascoe, Jensen batte," coach Eric Kirkland
Ind real battle," coach Eric Kirkland
said yesterday, "but the Huskies
have a definite advantage because have a definite advantage because
their athletic policy allows open
recruiting of swimmers, while
uirs does not." Orezon Meet Cancelled
The meet with Oregon, schedul-
ed for Feb. 15, has been
 meet with Utah slated for Sat
urday has also been cancelled against Wyoming and Washington
State in a three-way meet at pul State Monday.
man Monday Idaho swept nine out of a pos-
sible 10 first places in the with Utah State, taking many in the fastest times re Kirkland singled out several especially praised relay man Bruce Buckman, a member of last year's PCC All-star swimming
squad, bettered his top 1956 mark
in the 100-yard butterfly relay In the 100 -yard butterfly relay
by 1.5 seoonds, helping the team
to first places in beth to first places in both the 400
medley and 400 freestyle relays. Others who were outstanding in-
cluded Leonard Lawr in the 100 cluded Leonard Lawr in the 100
and 220 freestyles, Chet Hall in
the 200 butterfly and the 200 butterlly and Dale Car-
lisle in the 200 backstroke. All
thriee took firsts in their events.
$\qquad$
$\qquad$ ho (Buckman, Larry Nelsen, John 220 freestyle - won by Lawr,
Idaho; second, Kim Larsen, Idaho 600 freestyle-won by Dennis coe, Idaho. Time- 32.9 .
220 butterfle 220 butterfly - won by Hall,
Idaho; seoond, Amarino, Utah
State. Timo-2 State. Time-2.47.7.


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Returns

## Cagers To Be At Full Strenght Against USC

Coach Harlan Hodges will have of the Idaho lineup since Decem- for two weeks, stopped WSC on his squad at full strength against ber with a sprained ankle, has been Jan. 22, 69 to 57 , for their second a PCC


nia Trojans host the Vandals at
high scoring guard would probably
nith Oregon state and Southern Cal
Los Angeles Friday Los Angeles Friday and Saturday. start against the Trojans. $\quad \begin{aligned} & \text { or fifth place in the conference. } \\ & \text { Both the Vandals and Oregen }\end{aligned}$Puners Met Ton $=2=$

Runners Met Top $==$ maging. They worked out in Bohler
Gym at Pulman last night because
of registration, and tonight wil scrimmage here.


We'll be on the campus Tues. and Wed., Feb. 12 and 13 to discuss your future at Boeing... where rapid growth gives you a chance to move ahead.

This month, while you are making your decision about the company you want to join, it might be helpful to ask
yourself this question: Where will I be five years from now? Ten years?
The answer will depend upon many factors. One of the and the industry-you join.
The fact that Boeing is one of the most rapidly expanding organizations in the country could be important to your
success. Because expansion opens up plenty of opportunities to move ahead-and assures stable, long-range careers. Boeing, for instance, is organizing new divisions, building new plants and research and development centers.

At Bocing, you'li be with the nation's foremost aircraf manufacturer, the company that's producing America' range jet bombers, and a major guided missile for defense Underway also are years-ahead projects that for defense. far into the future. Another advantage: at Boeing you'll be in a young, expanding industry, one with its major growth still ahead.

There are outstanding opportunities at Boeing for majors 'duction Management, Finance, Physics and related fields. Drop in for a person-to-person discussion about your career at Boeing.

