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# The Ursinus Weekly, May 4, 1931 

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## The Ursinus Weekly

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MONDAY, MAY 4, 1931

## EDITOR OF THIS ISSUE

## EUGENE H. MILLER

## Eititurial $\mathfrak{C n m u n r e n t}$

PERSONALITY CONTACTS
The desire for social relationships is inherent in most of us. To-day
have a new term, "personality contacts," to express this inclination for the meeting of individualities. The desire to establish personality contact. is both laudable and laughable as exemplified in ordinary life. Have you ever
paused to think of the part "trick propaganda" plays in modern life, induced paused to think of the part "trick propaganda" plays in modern life, induced
by the compelling desire for personality contacts? Trick words, of pristine beauty and significance, tend to become trite and commonplace through to temptation to juggle words is subtle. We have such words as essential, dynamic, elusive, cute, neat, keen, personality, psychic and countless ot the
which appear on parade in pulpit, on rostrum, in story and in song until the become hopelessly hackneyed.

Trick titles of books, designed to attract attention and notoriety, are bid for personality contacts. We have such appealing titles as "Gay Agony,",
"Night Seed," "The Rain Girl," Cobwebs and Cosmos," "Damned Little Fool," "Water Gypsies," "Dark Laughter," and the "Goose Man." Imagine the re viewer, scanning such titles, becoming curious as to the content, intrigued
into a perusal and finally with "Dark Laughter," consigning "Damned Littl Fool", "The Rain Girl," and "Water Gypsies" to "Cobwebs and Cosmos," thoroughly convinced that "the author who voluntarily tortures his phrase must involuntarily torture his audience
lish personality contacts. The family butcher perchance indites a letter to Mrs. Brown, somewhat in this wise, "Dear Mrs. Brown:-Every time I see your name I experience a feeling of friendliness", etc. The jeweler and the merchant address the sweet girl graduate, expressing a compelling interest in the one about to enter life's arena and protesting a lasting concern in
career. So we might easily multiply letters of this type "ad infinitum". Advertisements, by means of trick phrases, guard us against the
comfort and unpleasant consequences of certain very prevalent (so it seems from the emphasis placed upon them) physical afflictions. We learn that children dislike their parents, an ancient king left his wife, the professional man loses his practice, and a great little girl can't get her man-all thes scourge, "halitosis". Furthermore, although your partner, whose "training table is the Ritz," is "dancing with cheers in her eyes," she undoubtedly has "athlete's foot." When you have taken the necessary precautions against these afflictions the spectre, B. O., casts its ugly shadow. "Your friends may
think ...." but to be polite they say ....." The "ads" also guide us on think ...." but to be polite they say ...."" The "ads" also guide us on
the long road to success, business and social. Clip a coupon, spend fifteen the long road to success, business and social. Clip a coupon, spend fifteen
minutes a day, and then surprise your friends "who laugh when you get up to speak" or "sit down at the piano". Trick phrases, "It's toasted," "They're mild but they satisfy," "I'd walk a mile for a Camel," "Not a cough in a carload" have made money for tobacco magnates. One brand of cigarettes has recently made a renewed bid for popularity with the magic words of
Having painted a picture of the ridiculous side of the present day attempts expended for a like purpose. From the cradle to the prave technically expended for a like purpose. From the cradle to the grave, technically speaking, our real medium of exchange is personality contacts, physically social relationships. What better unit of organization exists than the smal college in which to establish personality contacts? Here are enacted, by small group, in a limited time and prescribed space, the short triumphs, the ong defeats, the mistakes, the bewilderments which are experienced any ere, anytime throughout life.
The friendships we make while in college mean far more than temporary elly inships. Their influence lasts a lifetime. While in college, to live vit-

## WE VOTE AGAIN

Once more, the attention of the men's student body is called to the peren ial problem of choosing a new student council. This task, coming when it eglected and not to receive the consideration and thought its importance de mands. This may seem to be attaching undue weight to an event which i considered lightly by so many at college. However, the selection of new en students at Ursinus have and this should be realized in the which the next Monday and in the elections that follow.

In all elections of this sort, where the voters are members of variou not unreasonable to remind them to think while voting. There is no need to dwell upon this problem, the nature of which is quite clear. However a cau tion is necessary; that is, cast your vote, uninfluenced by fraternity, group
or other associations, for the man whom you honestly think best fitted fo the position. Especially is this necessary in regard to fraternities which ar comparatively new on the campus, and whose position is yet to be determined er loyalty to the College and incidentally to the fraternity is to keep incoment men off the council.
As the council is now organized, it is a group representing the students ating certain men to such positions, the student body is investing them with power to think and act for them in all cases that may arise. That the selection of those to do this work should not be made hastily, is surely
evident. Then too, the power of the council has been growing of late years, student poverning body has changed from that of a mere disciplinar court to an organization interested in constructive reform, the need o considered. Look over your classmates and pick out, not those who you larger sense for a greater Ursinus.

CAST OF MAY DAY
PAGEANT ANNOUNCED Preparations for May Day and the pageant are progressing rapidly, and here is every indication that this ear's performance will be up to the
high standard of those in the past. high standard of those in the past.
Programs will be sold in advance of the date so that those wishing to purchase them for their mothers and riends may do so.
Episode leaders and the remainder d last week, is as follows
Episode leaders-Prologue and Epi-
ogue, Marion Wilson '31; assistant Evelyn Glazier '32. Episode I-Rhea Sell, '31; assistant, Jane Price '32.
Episode II-Merle Williamson '31, Episode II-Merle Williamson '31;
assistant, Mary Francis '33. Episode assistant, Mary Francis '33. Episode
III-Beth Taylor '31; assistant, EveIIne Omwake '33. EpisodeIV-Florence Black '31; assistant, Kathryn Inman '32.
Gloom Dance-M. Myers '34, A der '32, D. Wagner '32, H. Gohs '33, C. Gross '33, V. Davies '32, M. Kepler 31, B. Buchanan '32, E. Henricks '32. Cheer Dance-J. Baker '33, R.
Wheatley ' 33 , A. Unruh ' $33, \mathrm{R}$. Garner '33, R. Smith '33, R. Grim '33,
I. Lutz'33, M. Mcarter '33, K. Dim-
ler '33, E. Underdown '33. D. Kehs er '33, E. Underdown '33, D. Kehs '33, F. Cornell '32, M. Fiamingo ' 33.
Episode I-Emily, K. Keplinger Episode I-Emily, K. Keplinger
31 ; Duke Theseus, L. Quin ' 31 ; Par son, H. Van Sciver '33; Ladies in ,32, E. Henderson '33, D. Quay '34; cist
courtiers, R. Johnson ' 31 , C. Evering-
ham '32, V. Washburn '33, M. Blew 34. Maypole Dance-L. Wiltshire '34, F. Frosch '34, L. Remsburg '34, I. Tackacs '34, E. Lightner '34, J. Broomer 34, M. McFadden '34, E.
Betts '34, J. Strickland '34, N. Strickland '34, B. Roeder '34, V. Wintersteen Eisenberg '34, R. Haines '34, H. Loos Eisenberg 34, R. Haines 34, H. Loos
34, E. Neast $34, \mathrm{E}$. Hunsberger '34, M. Hutchings '34, S. Kitchen '34, N. Clark 34 , L. Felver 34 ; Tars, M
Swartz '32; Ursinus-the little bear M. Sartorius ' 31 ; Village Group, M.
Fissel ' 31, M. Reimert ' 31 , E. Petherbridge '33, E. Brant '31, A. Brady 33, M. Umholtz '33.
Episode II-Palamon, R. Wismer 32, Arcite, E. Head '32.
Episode III-Mars, H. Drysdale '31; Priest Dance, R. Carpenter '31, T.
Cooper ' 32, M. Brendle ' 33, V. Miller Cooper '32, M. Brendle '33, V. Miller
'33, M. Rittenhouse ' 32, M. Buck ' 32 P. Grove '32, W. White ' 32 , M. Ash '33, R. Roth '34, E. Luther '34, I.
Wilt ' 34 ; Venus, E. Heinly ' 31 ; The Three Graces-Gracefulness, C. Lipman '32; Charm of Beauty, A. Hetler '31;
'32.
Epi

Episode IV-King of Thrace, Lyargus, R. Lawrence '32; Knights, K. Clark 31, M. Garrett '31, F. Rob'32, M. Strevig '31; King of India Emetrius, H. Kohler ' 31 ; Knights A. Uhrich ' 32 , R. Beddow' ' 32 , G. Jus-
tice ' 32 , C. Walters '32, S. PAhler ' 34 tice '32, C. Walters '32, S. Pfahler '34, R. Riegel ' 32 ; Arcite's Kinsmen-B.
Lesser '32, H. Batdorf ' 33 , F. Gray '33; Heralds, I. Jaggard ' 31 , E. Us-

## ger '31.

Epilogue-Shadows, E. Coombs ' 31 . Ryland '31, D. Sanderson '31, B 1, E. St, D. Muldrew 31, A. Jacobs Lawton '31, M. Freed '31, G. Lamon

DR. BAUGH, OF U. OF P.
TO LECTURE WEDNESDAY The English Group, at their meeting Wednesday evening in Bomberger will have the unusual pleasure of lis-
tening to A. C. Baugh, professor of English at the University of Pennsylvania. It is not often that Ursinus
students have the opportunity of students have the opportunity of
hearing so interesting a speaker, and man so well known in his field of work as Prof. Baugh. It is a distinc occupied as he is with his work, to ake time to come here. It is through rof. McClure's efforts
peaker has been scheduled.

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## ISN'T IT

## TIME

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$\qquad$ Ex-'99-Dr. Albert Laros, a prominent physician and civic leader of
Northampton, Pa., died at his home in Northampton, Pa., died at his home in
that borough, April 5, following a that borough, April 5, following a
heart attack. His three brothers, Rev. heart attack. His three brothers, Rev.
Edwin J. Laros, Rev. Frank P. Laros, and Rev. Malcolm Laros, who pre-
anded him in death, were graduates ceded him in death, were graduates
of Ursinus. His sister Katherine E. Laros, was also graduated from Ursinus, while his daughter, Bertha,
is a student in the sophomore class. , 05 -Mrs. Bertha Evelyn She '05-Mrs.. Bertha Evelyn Shipe
Miller, who recently injured herself in Miller, who recently injured herself in '07-The Rev. T. A. Alspach, D. D of Lancaster, will speak at the theological conference during the commencement season of Central Semin-'09-The Rev. W. Sherman Kerschner, D. D., of York, will be the speak-
er at the meeting of the er at the meeting of the alumni as-
sociation of Central Theological Semsocary of Central Theological Sem-
inary at Dayton, Ohio, on May 7 .

MIRIAM FISSEL '31 LEADER
AT Y. W. C. A. MEETING
Miriam Fissel '31 led the Y. W. C. A. meeting which was held last Wednesday in the Y. W. room. Follow-
ing a short song service Martha ing a short song service Martha
Moore '34 read "The Psalm of Life" Moore '34 read "The Psalm of Life"
by Longfellow. Ruth Haines '34 by read quotations from Hubbard's Scrap Book. Miss Fissel gave a very Scrap Book. Miss Fissel gave a very getherness.". She read an excerpt from "The Girl's Everyday Book" as supplement to her first remarks. The selection laid emphasis on the fact
that unity is symbolical of harmony.

CO-ED RACQUET WIELDERS
DEFEAT BEAVER 3 TO 2
The Women's Varsity Tennis Team continued on its successful way with
a $3-2$ victory over the Beaver College women on Thursday afternoon, April 30. Billie Strickler found her stride again and made up for last week's Blew paired with Billie to take the Blew paired with Billie to take the
first doubles match with comparative ease. Second doubles were won by ease. Second doubles were won by
Beaver, due to the brilliant stroking of Dorothy Sterner, who earlier defeated Captain Anne Connor singles. The results of the match
werewere:
Strick
Strickler, U.-A. Parey, B., won by U. 6-1,6-4.
Connor, U.-Sterner, B., won by B, 6-1, 6-2.
Blew,
Blew, U.-McCreary, B., won by U., 6-1,, $6-2$.
Strickler-B
Strickler-Blew, U.-A. Parey-M. Parey, B., won by U., 6-2, 6-3.

Roth-Wheatley, U.-Sterner-McCreary B., won by B., 6-1,6-2.

INDIA, TOPIC AT
INT. RELATIONS CLUB The semi-monthly meeting of the International Relations Club was held in the reception room of Shreiner
Hall Wednesday evening, April 29. In addition to the regular members there were in attendance quite a few guests. The discussion was
ing; the fellowship warm.
After announcing the topic for discussion, "India Today," Gosta Schuyler ' 31 , president of the club, introduced the first speaker of the evening, Aram Parunak '33. Mr. Parunak's discourse on the general conditions existing in India was lucid due to his utilization of several good il-
lustrations. The next phase of the lustrations. The next phase of the
subject, politics, was capably treated subject, poirman, himself. His topic
by the chairman dealt for the most part with the international relations between India and England. "Ghandi," his character sketch and political achievements, received treatment by Har-
riette Drysdale '31, while Beatrice riette Drysdale '31, while Beatrice
Lesser' 32 followed with the economic Lesser 32 followed with the
and social conditions in India.
Dr. White, the hostess, spoke briefly on "Indian Poetry," taking the works of Tagore as representative of the time. The poet, as a boy, displayed a great love for music and at a very early age showed poetical inclina-
tions and desires. His fame became tions and desires. His fame became
established at the appearance of his established at when he was nineteen
first novel when years of age. All through discover the soul and only when he had attained this was he contented. Using her typical method of illustration, Dr. White read some of the best portions of Tagore's
works. He wrote his prose and poetworks. He wrote his prose and poet-
ry just as the thoughts came to him, ry just as the thoughts came is beauti-
but nevertheless his poetry ful, symbolic, and religious in charruc, sy
acter.
Eugene Miller '33 closed the discussion with a talk on Indian art, illustrating his thoughts by means of pictures in several periodicals. A social hour ensued durng served.
refreshments were sel
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