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La Salle College

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La Salle COLLEGIAN

Blood Program
Ends Today

Fraternal Holds
Dance Friday

VOLUME XXIII

WEDNESDAY, DECEMBER 10, 1952

No. 11

Tickets for Blue & Gold Go on Sale

Tickets for the 1953 Blue and Gold Ball are now on sale at the ticket booth in College Hall or from members of the Ball committee.

Tickets for the traditional La Salle formal are \$6.00 which includes a favor and an aide. Patrons for the dance are \$1.00. Business patrons may be purchased for \$2.00.

Joseph Freeman '53 has been appointed General Chairman for the Blue and Gold Ball. He is assisted by Anthony Polcino '53, secretary; Leo Eisenstein '55, treasurer; and Peter Finley '53, alumni coordinator.

Committee chairmen for the dance are Joseph Morrison '53, decorations; Eisenstein, tickets; and Gene Hagan '53, program.

Acting as ticket salesmen will be all Blue and Gold committee members, club presidents, one member of each junior and senior Philosophy section and one member of each Religion section of the sophomore and freshmen classes.

The Blue and Gold Ball will be held in the main ballroom of the Bellevue-Stratford Hotel on Friday evening, January 16.

The Main Ballroom of the Bellevue has been the setting for more than a few of the traditional Blue and Gold Balls. It has been selected as the site for the dance yearly since the end of the war, and before that was the scene of some of La Salle's earliest Balls. Last year's top social event was attended by approximately 300 students and their guests.

Music for the annual social will be supplied by Tex Beneke and his orchestra. Dancing will be from 9:00 p.m. to 1:00 a.m.

Spanish Club Sponsors Drive for Clothing, Toys

A clothing and toy drive for the benefit of underprivileged Latin-American people living in the Philadelphia Area is now being conducted on campus by the Spanish Club.

All students and faculty members have been asked to participate in the drive. Receptacles for the toys and articles of clothing have

IRC Will Attend Penn Conference

La Salle College's International Relations Club will participate in the conference of the Middle Atlantic Region of the Association of International Relations Clubs at the University of Pennsylvania on December 29, 30, and 31.

The topic of the conference will be: "Is the United States Losing Its Friends?" There will be panel discussions on the following areas: The Western European Nations, The Near East Nations, and The Asian Nations.

The speakers will include Harold E. Stassen, president of the University of Pennsylvania and Mutual Security Administrator of the new administration; Djura Ninek, permanent delegate to the U.N. from Yugoslavia; and Norman Thomas.

"Detective Story" Opens Three Day Run Tomorrow

Donating of Blood Continues in Auditorium Today

The Bloodmobile, after a prosperous commencement yesterday, will climax its visit on the La Salle College Campus today when all donations have been received.

Students listed to donate blood today should consult the Student Council bulletin board or the one outside the Collegian office.

Approximately one hundred and fifty students and faculty members donated blood yesterday. The same number is expected to visit the bloodmobile today. Last year one hundred and eighty students and faculty members contributed blood.

Pledges Reached Nearly 300.

Anthony Polcino '53, drive chairman, reported that nearly three hundred pledges were received at the last minute rush on Friday. About 20 per cent are usually rejected for medical reasons.

Students and faculty members who were scheduled to donate blood yesterday and could not, may do so at any time today. Faculty members have not been rostered and may donate blood in the auditorium whenever they desire. The bloodmobile will remain on campus until 3:30 p.m. today.

Donators should follow the directions already posted concerning food and time for contributions. Refreshments are being served in the auditorium following donations.

Leading Performers



FRANK PERRI



EILEEN SCULLY

SBK to Hold Annual Toy Dance on Friday

The Sigma Beta Kappa Fraternity will sponsor its second annual Toy Dance this Friday evening, December 12, in the Student Lounge from 9:00 P. M. until 1:00 A. M.

The dance is held for the benefit of St. John's Orphanage, located at 49th and Wyalusing Aves. The admission charge is one toy per couple.

Plan Christmas Party

All toys collected are given away during the Fraternity's Annual Christmas Party at the Orphanage, which is scheduled for Friday, December 19. The toys, in addition to the proceeds from the annual Thanksgiving Dance, comprise the major part of the Christmas gifts the Orphanage receives.

It has been suggested by the dance committee that couples attending either "Detective Story" in

the auditorium or the La Salle-West Chester game in the gym should come to the dance afterwards.

Goal Is 300 Toys

In 1951 well over one hundred toys were collected. This year it is hoped the dance will yield three hundred toys. Increased enrollment as well as frequent breakage constitutes the greater need.

The annual Christmas party is one of the big events at the orphanage. The children at St. John's look forward to the event with enthusiasm and great expectation. The one desire of the SBK is that they will not be disappointed this year.

The toys may be new or used, but not manipulated in any way. Although one toy per couple is the minimum admission charge, any other toys that are brought will be gladly accepted.

Co-chairmen of the dance are William Gordon '53 and Lawrence Mellon '54.

CAMPUS CALENDAR

Wednesday, December 10

BLOOD DRIVE continues in the College Auditorium until 3:00 p.m. Check bulletin board for roster.

OUT OF TOWNERS will hold an important business meeting in Library Hall 301-303. The meeting begins at 8:30 p.m.

Thursday, December 11

DETECTIVE STORY opens in the College Auditorium. Curtain is at 8:30 p.m. Tickets are \$1.25.

EL CLUB HISPANO will hold an important meeting during the fifth period in Benilde Hall 207. All members urged to attend.

RALLY for the basketball team will be held in the College Auditorium during the fifth period. All students invited to attend.

Friday, December 12

DETECTIVE STORY continues in the College Auditorium. Curtain is at 8:30 p.m.

SBK TOY DANCE will be held in the Student Lounge beginning at 9:00 P. M. Admission is by a toy contribution.

Saturday, December 13

DETECTIVE STORY has its final showing at 8:30 p.m. in the College Auditorium.

Tickets on Sale In College Hall

By ROBERT SCHAEFER

"Detective Story," the first of this year's theatre productions, will begin its three day run tomorrow evening, December 11, in the college auditorium. Curtain time for the show is 8:30 P. M.

The tense drama of one man's fight against the evils of the world will feature Frank Perri '53 as Detective Jim McLeod, and Eileen Scully as his wife Mary.

Supporting Cast

Anthony Polcino '53 takes the part of Lieutenant Monahan, the understanding yet hardboiled chief of the 21st precinct. Other members of the cast are William McCaffery '55, Detective Brody; William Henhoffer '56, Arthur Kindred; Thomas Murphy '56, Detective Dakis; John Pompa '56, O'Brien; Dewey Clark '56, Gallagher; Matthew Watts '56, Attorney Simms; and Robert Bolsover '53, as Keough.

Female roles in the production are taken by Irene White as the shoplifter; Joan Murray as Mrs. Farragut; Jane Dougherty as Susan; and Francis Hornyak as Miss Feeney.

Walsh Directs Production

The entire production is under the direction of Mr. Willard Walsh, College Theatre director, assisted by the Theatre Council. Members of the Council are Carl Belber '54, Vincent D'Andrea '53, John Bradley '54, Frank Perri '53, James Sanzare '53 and Charles Smith '53.

John McCrane '56 is stage manager for "Detective Story."

Tickets for the play are available at the theatre's ticket booth located at the 19th Street entrance of College Hall or they may be purchased at the door on the evening of the production. Tickets are \$1.25.



Lawrence Mellon (left) and William Gordon (right), co-chairmen of the Sigma Beta Kappa Toy Dance, look over toys already collected for St. John's Orphanage. The fraternity hopes that the dance this Friday will add many more toys and games to those shown in the picture.

THEATRE AND ARTS PRIZES FOR YOUR POETRY

By VINCENT D'ANDREA

The Philadelphia Art Alliance is sponsoring a national poetry contest for young writers in connection with its 1953 series of poetry readings. Contest winners will collect a total of \$150.00 in prizes, and will be invited to read their winning manuscripts at the Art Alliance April 22, 1953.



The contest is open to all poets under thirty who have not published a book of verse. Poems which have appeared in magazines may be entered. Entries may include up to eight poems, but no more than eight pages of verse. Manuscripts must be typewritten, double-spaced and must bear a pseudonym. The author's real name and address and pseudonym should be enclosed in a sealed envelope, identified only by the pseudonym on the face of the envelope. Manuscripts will be returned after the contest only if a self-addressed, stamped envelope accompanies entries.

All manuscripts should be addressed: Poetry Contest, Philadelphia Art Alliance, 251 S. 18th St., Philadelphia 3, Pa., and must be postmarked on or before midnight, March 15, 1953.

There will be three prizes, each of fifty dollars. Manuscripts will be judged by a panel of prominent poets.

During the 1953 season the Philadelphia Art Alliance will present three distinguished poets: Mark Van Doren, Pulitzer Prize Winner, February 13; Oscar Williams, poet and anthologist, March 13; and Dylan Thomas, noted Welsh poet, May 8. Each will read from his own works.

The poets will be presented at the Ethical Society Auditorium, 1906 Rittenhouse Square. Admission is only 65 cents.

Additional information about the poetry contest may be obtained by writing the Philadelphia Art Alliance.

FINE FILMS

The remaining program of fine films presented as a community service by La Salle College includes "The Fighting Lady" on January 9; "Don Quixote", February 6; "Burlesque of Carmen", April 10; and "Ivan the Terrible", May 1. The program for March 6 will be announced later.

The program gets underway at 8:30 p.m. in the lounge of the College Library. No admission is charged for the shows.

ART EXHIBIT

The art exhibit at the entrance of the College Library is continuing this week. The exhibits are from the American Federation of Arts and The Museum of Modern Arts.

La Salle Collegian

Vol. XXIII December 10, 1952 No. 11

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MODERATOR, Daniel J. Rodden

The Collegian is published weekly during the school year by the students of La Salle College, Twentieth Street and Olney Avenue, Philadelphia 41, Pa.



FRESHMEN—Freshman assemblies have been delayed because of scheduling difficulties. Freshmen will be called to assembly as soon as an arrangement convenient to all can be worked out. Meanwhile all freshmen are recommended: to consult the bulletin boards in College Hall daily, to give some thought to the nomination and election of class officers to take place shortly after the New Year, to seek membership in one or several of the extra-curricular activities on campus, and to cooperate fully in all the activities undertaken by the college.

GRADUATE STUDENTS—More than \$200,000 in financial aid will be available to graduate students at Cornell University during the academic year 1953-54, according to an announcement by the university's Graduate School. The grants are in the form of scholarships and fellowships for study in the humanities, the social sciences, the physical sciences and mathematics, the biological and agricultural sciences and engineering. They range in value to \$3,100. Applications are due by February 22, 1953. Detailed information and application forms are available from the Graduate School, 125 Daly Hall, Cornell University, Ithaca, New York. For further information on this and other programs of scholarship refer to the bulletin board located between the main bulletin board and the College Chapel.

PRE-REGISTRATION—Members of the Junior Class have today, Thursday and Friday to complete their pre-registration. Sophomores will begin registering on Monday, December 15 and continue until December 19. Freshmen are to pre-register sometime before Friday, December 19 with their appointed counselors. All students who plan to continue in the second semester must pre-register. There is a fine of \$2.50 for all students failing to register at the scheduled time. A list of course advisors and the courses being offered next semester may be found on the main bulletin board.

LE CERCLE CLAUDEL—Nominations for the four offices of Le Cercle Claudel were made at a meeting held last Thursday. The new officers will take over for the second semester of this year and the first semester of next year. Elections will take place January 7. The nominees are—for president: David Adams, '54, John Roberts '54 and James Sullivan '54; for vice-president: John Gillin '54, Thomas Schenk '55, and John Cziraky '54; for secretary: Joseph Bozzi '54, Michael Dempsey '55, Sullivan and Schenk; for treasurer: Cziraky, Roberts, Dempsey, Bozzi, and Adams.

CIRCOLO LASALLIANO—The Immacolata College Italian Club has invited all the members of the Circolo Lasalliano and other La Salle students to a social in the Immacolata College field house on Friday, December 12. The social will begin at 8:00 P.M. Program for the evening includes musical entertainment, refreshments and dancing.

NAVAL PROCUREMENT—First hand information about the Navy's Officer Candidate School will be brought to the campus on Wednesday, December 17. The information may be had in the library lounge from 9:00 a.m. to 4:00 p.m. Lieutenant Jay Lord, U.S.N., a representative of the Office of Naval Officer Procurement, Philadelphia, will be present to speak to interested students. There are no longer specific course requirements for enrollment in the Navy's OCS. Any college graduate, or any senior whose graduation is less than four months away, may now apply for this program regardless of his college major. Mr. Lord will have data sheets giving details of the Officer Candidate program and will interview and answer the questions of seniors. The Navy's Officer Candidate School is located in Newport, Rhode Island. Classes convene every two months, and the majority of each class remains for four months training for duty afloat. A portion of each class, however, is assigned to special fields and commissioned after two months. This group completes its training at various Navy centers for specialized duty. These specialist commissions require specialized educational backgrounds. Major college fields which may qualify candidates for specialist commissions are engineering, business administration, chemistry, physics and mathematics.

SAM—The La Salle student chapter for the Society of the Advancement of Management is conducting a membership drive. Interested students should contact Edgar Guertin '53, president.

LA SALLE IN PHOTOS

DETECTIVE STORY



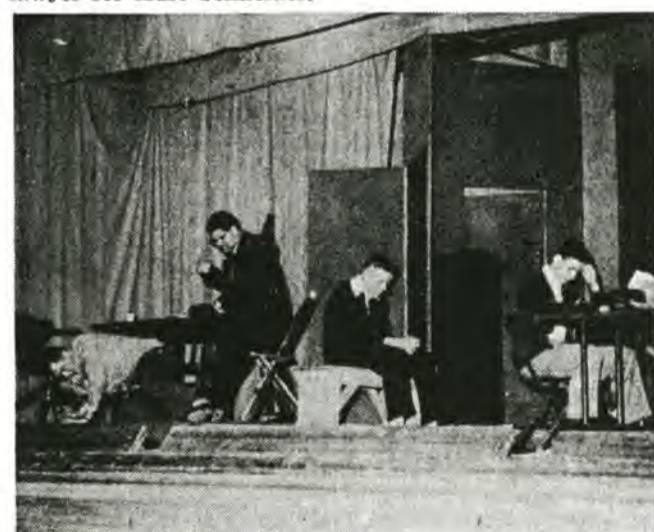
"I never saw any of these guys before in my life." The case against Kurt Schneider (center, Basil Andriuk), being investigated by Detective McLeod (left, Frank Perri), collapses because Miss Hatch (Esther Marliarity) refuses to identify Kurt. Others in the lineup are Willie (Ray Alexander), Dakis (Tom Murphy), O'Brien (John Pompa), and Keogh (Bob Rogers).



"I'll mind my business if you'll get out of here and let me." Kurt Schneider, accompanied by his lawyer, Endicott Sims (Matt Watts), turns himself into Detective McLeod. Others in the cast are (left to right) Detective O'Brien, Detective Dakis, Louis Abbott (Frank Montagne), Schneider, Sims and Detective McLeod.



"To me your client is just another convict." Detective Brody (Bill McCaffrey, seated) looks on as Detective McLeod (right) speaks to Endicott Sims. Sims is the lawyer for Kurt Schneider.



"Everyone has let you go, except me." In the lieutenant's office Kurt Schneider is hit by Detective McLeod. Waiting in the squad room to be booked is Arthur Kindred (Bill Henhoeffler). Detective at desk is Nick Dakis.

FIRST THINGS FIRST

By JOHN M. COULSON '53

By education I do not mean mere training or instruction, which is but a method of performing a specific task. Such, for example, would be the case of a man trained to operate a lathe, to execute a difficult dance step or to perform a football maneuver. Likewise, by education I do not mean learning or experience, for in this sense television shows, movies and travel contribute to man's education. These two distinctions are important, as education is specifically intellectual. The fact that secondary schools concern themselves with physical, emotional and social needs is indeed worthwhile, but this is not primarily education. Since man remains a moral and social creature, these ends cannot be neglected; however, if these emotional and social needs are stressed excessively in any school, it is no longer an institution of education per se. If this were not true schools would have no special function of their own.

The chief function of education is to discipline the mind. We are told so clearly by Cardinal Newman that man has an intellect which is the greatest part of him and thus cultivation of the mind is the chief goal of true education. In contrast to this, it seems to be the prevailing custom today on the pre-college level to give the students what they want instead of what they ought to have. And what should they be taught? Those subjects that deal with the transmitting of past heritage, notably literature. I believe there is too much emphasis today on the great outlay—great return theory which is characterized by the avoidance of severe discipline and the substituting of so-called useful subjects. Learning how to chop wood, work with metal, knit, et cetera, is certainly desirable but at the same time it is not education in the precise sense.

Certain pre-college schools in particular seem to make a practice of imparting neither intellectual discipline nor utility but only information and entertainment. Amuse, excite, interest, entertain, divert, please, and enliven their experiences but don't tell them what must be done! This concept is much more than a change of methods to meet new conditions of modern society—to me it reveals a condition of "progressive disorder". To equip individual careerists who will live their own departmentalized

(Continued on Page Eight)



Between Explorers



NEWS BRIEFS . . . A basketball rally for the Western bound Explorers will be held in the college auditorium during the fifth period tomorrow. We're national champs and we should have a rally worthy of national champs. Make sure you're there—fifth period . . . La Salle does things in a big way! Can we let the Hawks beat us in the blood drive? They collected about 180 pints.

TELEVISION VIA THE FIELD HOUSE . . . Television as far as college sports go may be something new but looking through editions of the Collegian from days gone by we find the following news story: "The Field House has been equipped so that all varsity basketball games can be televised over Station WPTZ. The programs will begin at 8:45 P. M. on game nights."

CAMPUS TYPES . . . The Scrounge . . . This character will borrow anything and everything from anyone. He is the sharpest individual on campus (his father has a large wardrobe). His hair is always neatly combed, someone else's comb, naturally. He has no need for books, paper or other useless articles as you have more than you can possibly use anyway.

The true borrower is a Lynn Belvedere type. He has been everywhere and done everything, but he will put up with your common chatter as long as you come across with the goods. He is the "I-can-make-no-mistake" person, the type who is finicky in his choosing.

He is a forceful character with a definite plan of attack. Unlike the "I-can-get-it-wholesale" type of person, our persistent friend holds with the "I-can-get-it-for-nothing" school. Usually does.

This eager beaver is very particular of what he takes from his unfortunate associates. To offer him inferior material is to insult him.

Quick to apologize for asking and quick to accept an offer, he gives the impression that his taking what you are forcing upon him is the most difficult task he has ever been called on to undertake in his begging career. You, the giver, are left with a glowing feeling and almost wish you had more to give.

Come Saturday night he's perfectly willing to double date—you supply the dates and pick up the check. You can use your car, too, unless you want to pay the carfare.

While on the subject of giving, your reporter saw him pacing and peering about the halls hoping to find fifteen dollars for a worthy cause—the Blue and Gold Ball.

Be on your guard!

FROM THE STUDENT COUNCIL

Some Would Like to Receive Blood Rather Than Give It

By PETER FINLEY, PRESIDENT

The enrollment of La Salle College has been put at 1250. Of these 1250 students, 260 students pledged a pint of blood in the recent campus drive. This article is being written on the fifth of December, maybe on the days of the drive there will be a sudden influx of donors but that is not usually the case. No one was getting any personal prestige out of the drive. The only ones deriving any benefit from it are a bunch of fellows in Korea.

Unless it was a physical impossibility there was really no reason for not giving blood. Only a little time was required. The facilities were such that even an examination was given to determine if the student was able to give the blood or not. From the responses of some of the fellows who passed the committee by, it seems that quite a few would like to receive the blood rather than give it. Maybe the 260 pints should be distributed on the campus!

I am not trying to be bitter but sometimes, gentlemen, it gets a little discouraging to fellows who work on committees not to have too much success and to be jibed along with it.

I would like to compliment the blood drive committee for the efforts they expanded to put this function over. Thanks for that help, men.

I hope you will finish the rest of this article because it is a little on the brighter side. It's some information about the coming Blue and Gold Ball. First, this is not specifically a senior dance. It is an "all La Salle dance". Students, day and night, alumni or any "friend" of La Salle College is invited.

No one is more conscious of the hardship and the sacrifice that a formal dance presents to the students, than the committee for the dance. In spite of the holidays, the tournament in New York—all the strain on the pocketbook—try and work out some plan that will enable you to attend this affair. It promises to be the best Blue and Gold Ball ever. A suggestion might be to buy your ticket before the vacation and that would be one expense out of the way. The important thing is that everyone goes to the dance and we hope you all will attend.

See you next week and on the sixteenth of January.

... But only Time will Tell



Only time will tell about an investment!
And only time will tell about a cigarette!
Take your time . . .

Test CAMELS for 30 days for Mildness and Flavor

• CAMELS are America's most popular cigarette. To find out why, test them as your steady smoke. Smoke only Camels for thirty days. See how rich and flavorful they are — pack after pack! See how mild CAMELS are — week after week!

CAMEL
LEADS ALL
OTHER BRANDS
by billions of
cigarettes
per year!

There must
be a reason
why!

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.



**Explorers Take
Two Straight
With Large Scores**



**Swimmers Open
Season Friday
Against Delaware**

Exploring

LOCAL
TEAMS
AS STRONG
AS USUAL

With Zacc

With basketball finally urging pigskins out of the sports spotlight, district hardwoods are beginning to hum merrily once again—if the pounding of sneakers can be called humming.



Saturday night saw all five of the "majors" in this area in action. Three of them, Penn., Temple, and Villanova, stayed right at John Zaccaria home while the district's top team was engaged in hunting Buffalo. St. Joseph's was also on the road.

Penn showed promise of having a good season—in its ivy class—while Villanova is still having difficulty with the "halls of Montezuma" gentlemen. Temple gave signs of being in for a long, long campaign when it flipped before Muhlenberg.

St. Joseph's went through the third of its needed series of warm-ups for the January 24th joust with La Salle College, reported quite strong this Anno Domini.

On the whole, it looks as if Philadelphia area basketball will be about as strong as usual. That means it can match, and probably surpass, the play of any other metropolitan district.

Several of La Salle's opponents this season, besides Temple, Muhlenberg, and St. Joseph's, were also in action Saturday.

West Chester, adversary of the Explorers this Friday night, dropped a tight one to Shippensburg, its first loss in four starts. Powerful Dayton, a big obstacle facing La Salle on Sunday, dumped Manchester, 105-65.

The Explorers' last two Western trip foes, Santa Clara and Stanford, split on Saturday night. Santa Clara topped Fresno State, 77-59, while Stanford succumbed, 74-64, to Oregon.

Strong Duquesne, a February 7th opponent at Convention Hall, drubbed Geneva, 72-47. Youngstown, administrators of a humiliating defeat to La Salle last year, fell to Baldwin Wallace, 90-72.

**Basketball
RALLY
Tomorrow
FIFTH PERIOD
COLLEGE AUDITORIUM**

Explorers Ready For Mid-West Invasion; Dump Niagara 87-76

Backboard Strength Shown in Buffalo Win

The overall height and speed of Ken Loeffler's squad has already exerted itself as the Explorer five moved by its first two tests successfully, breezing by Millersville State Teachers, 83-38 and getting by Niagara, 87-76.

In downing Millersville, no single phase of play was the keynote of victory. The Niagara game was, a different story. La Salle faced a team of like speed, depth, and scoring potential.

The victory was possible because La Salle was able to take 20 more scoring attempts than the Purple Eagles—attesting to the Explorers' fine backboard play and utilization of their 6'4"-plus height.

Tom Gola and Jackie Moore sparked in the vital, but often ignored, department with 24 and 10 rebounds.

Offensively, La Salle scoring was bunched among Fred Iehle (27), Tom Gola (26), and Norm Grekin (22).

Iehle was sensational with 19 first half points, while Gola tallied 19 in the last 20 minutes. Grekin gathered the bulk of his scoring when La Salle went into the pivot. Bill Katheder, Ed Altieri and Frank O'Hara all played fine games.

Picture below shows Tom Gola employing what is generally a pre-game psychological weapon—dunking the ball. Tom did it against Millersville.



Game Captain Fred Iehle appears to be springing from the back of Jim Fitzgibbons in registering a field goal against Millersville State Teachers College as the Explorers opened their fifty-first cage season. The Explorers extended their field house win streak to 35 by stopping the Teachers, 83-38.

Mermen Face Strong Delaware in Opener

By JOE MCKENNA

A strong but young La Salle College swimming team opens its 1952-53 season this Saturday evening at the Germantown YMCA playing host to an annual foe—the University of Delaware. The meet starts at 8:00 P. M.

Last year the Blue Hens played host and after a band of confident Explorers went through a blizzard to get down to Delaware they were sent home with a stinging defeat. Again this year it looks like the Hens have too much for an up-and-coming La Salle squad.

A host of returning letterman and high spirits have marked the Delawareans' progress and it is probable that they will stop the Explorer mermen in a slow meet.

Explorer Line-up

The starting line-up for this meet should look like the following: In the 300-yard freestyle will be co-captain Jack Geraghty and Chuck Mohacey. The fifty-yard freestyle will have co-captain Jim McGlone and Mary McLaughlin with Al Lee and George Haggerty going in the 150-yard individual medley.

The diving will see javelin champ Al Cantello and Bill Carr performing. McGlone and John Connolly are slated for the 100-yard freestyle. Al Lee and Reds Gorman will go in the 200-yard backstroke followed by George

Haggerty and Bill Thomas in the 200-yard breaststroke event.

Mohacey and Geraghty will represent La Salle in the 440 freestyle, and to close the meet, John Misura, McGlone, Conolly and Joe Summers will combine into a 400-yard freestyle relay team. Following this meet the Kirkmen will have a long period of inactivity until January 7 when they visit the Quakers from the University of Pennsylvania.

Meet Albright Five Tonight at Reading

La Salle's vaunted Explorers, currently riding high, make their first two stops on the vital Western trip when they meet Dayton on Sunday and Southwest Missouri State on Monday night. But before the trip begins, the Explorers are slated to meet Albright tonight and West Chester Friday.

Face Dayton Five

In the Dayton five, the Explorers will be facing the team they defeated in the finals of last year's NIT. The Flyers have lost five members from last season's star-studded team, including big Don Meineke, but they are still very highly rated among college teams and cannot be taken lightly. Dayton is led by 6'8" sophomore John Horan who scored 312 points last year. It goes without saying that Dayton will be out to avenge its loss in the biggest game of last year.

Play NAIB Champs

Immediately after the Dayton game, the Blue and Gold squad will move on to Springfield, Mo., for a game with Southwest Missouri State. State is the defending champion of the NAIB tournament and also a quarter-finalist in last year's NCAA tourney. Last season, this team averaged 71.9 points per game.

Albright Veteran Team

Tonight, the Explorers will travel to Reading where they will help Albright inaugurate its 1952-53 season. Last season the Explorers ran their Field House win streak up to 33 as they downed the Lions, 76-68, in a really tight battle. The Lions have an all-veteran team returning this year. They are led by George Dettling, who caused La Salle plenty of trouble last year when he scored 19 points. Dettling, along with George Amole, another star, scored a total of 597 points for the season.

On Friday night, the Explorers will be at home to meet West Chester. In this contest, the Blue and Gold forces will be out to register their 36th straight at home.

Scoring Statistics

	Field		Ave.	Fouls	F.T.	Ave.	REB	PF	P.	Ave.
	G	Goals F.G.T.								
Gola	2	20 36	.556	9	11	.818	40	4	49	24.5
Iehle	2	19 42	.452	3	8	.375	7	5	41	20.5
Grekin	2	11 25	.440	8	14	.571	18	3	30	15
Moore	2	7 22	.318	2	7	.286	25	8	16	8
Katheder	2	4 13	.307	4	8	.500	9	5	12	6
O'Hara	2	4 10	.400	2	2	1.000	0	6	10	5
Altieri	2	1 8	.125	3	3	1.000	1	0	5	2.5
Smith	1	2 2	1.000	0	0	.000	0	0	4	4
Gilson	1	1 1	1.000	0	0	.000	0	0	2	2
Graver	1	0 2	.000	1	2	.500	2	0	1	1
French	1	0 0	.000	0	0	.000	0	0	0	0
Warrington	1	0 0	.000	0	0	.000	0	0	0	0

Intramurals

Rosemont Finishes Undeclared To Win Football Championship



Rosemont, titans of the Intramural Touch Football League, show the winning combination that led to their undefeated season. From left to right (front) are Jackie Moore, Stan Piotrowski, John Quinn, Tom Patterson, Al Cantello, and Tom Gola. Back row shows Frank O'Hara, Tom Sottile and Turk Maben. Any resemblance between Rosemont team members and the La Salle cage team is true. Jack French, another familiar name of NIT fame, and Joe Walker were not present for the photo.

Mighty Rosemont flattened the Out-Towners, 24-6, last Wednesday to win the 1952 Intramural Football Championship.

Rosemont won the coveted jackets emblematic of supremacy in the Intramurals and given as booty by the Athletic Office. The league thus ended with Rosemont being undefeated and the first pre-season favorite to win an Intramural title in three years.

Sottile, Walker Spark Team

Tom Sottile, brightest sparkler in Rosemont's 16-jewel attack, and Joe Walker, fleet-footed gem of the victors' football machine, combined to give Rosemont the title with little trouble.

Sottile flung touchdown passes of 65, 45 and 35 yards to Walker to push Rosemont from a 6-0 deficit to a 24-6 triumph. Quarterback Sottile, unperturbed by a first period Out-of-Towners touchdown, calmly pegged Rosemont to its seventh straight victory, al-

FINAL STANDINGS				
	W	L	T	Pct.
Rosemont	7	0	0	1.000
Falcons	3	2	1	.600
Teeny W'y Tiny Tots	4	3	1	.571
Out-of-Towners	3	3	0	.500
Chris Columbus	2	4	0	.333
Sigma Beta Kappa	1	4	0	.200
Wildcats	1	6	0	.143

though it was a cast iron line that gave the protection he needed.

Walker Scored All Points

Halfback Walker, master-magician at disappearing behind the defensive safetyman, tallied all Rosemont's points, three via pass patterns, and one on an 8-yard streak around end before the Towners knew the play was started.

Although the Towners tried hard, they just didn't have the ability to beat the smooth Rosemont, but the Towners will be back again next year with practically the same squad that came so close but not close enough.

Explorer of the Week

IEHLE FIRST COURT CHOICE



Fred Iehle, La Salle's high scoring senior, becomes the first basketball player to cop the *Collegian* laurels this year by being named Explorer of the Week.

Fred racked up fourteen points against Millersville and came back with another outstanding job in tallying twenty-seven points against Niagara, the individual high for the Explorers this season.

Fred has been called by some coaches the greatest shot in basketball for his proficiency with his one-handed shot. Ben Carnevale, Navy Coach, described Iehle as one of the greatest shots in the game today after his team scrimmaged the Explorers before the season. Joe Lapchick, New York Knicks mentor, was also outspoken in praise, calling Iehle the greatest stab shot in basketball.

An indication of these points would be his thirteen goals in twenty-four attempts against the Purple Eagles.

Frosh Cagers Win Second Straight; To Meet Albright

The frosh basketball team chalked up its second win in a row Friday night, clubbing Naval Aviation Supply Depot, 97-46. Last Wednesday night, Bobby Walters' debut as frosh mentor proved a success as his charges opened their season with an impressive 74-64 victory over Millersville's jayvees.

Against the Navy team, all twelve members of the squad hit the scoring column. Leading the parade was speedy Harry Bense with 20 points, high for both teams. Frank O'Malley was next with 18 while Charley Greenberg collected 12 and Charley Singley 10. The frosh were explosive during the second period as they scored 28 points to six for the Navy team, thereby sewing up the contest.

Against Millersville, more fine shooting was displayed. Singley connected for 19 markers, followed by big Bob Maples with 14. Bense, (Continued on Page Eight)



An unidentified La Salle freshman grabs rebound against Millersville junior varsity as the Explorer yearlings opened their 1952-53 season at the Field House. Charles Singley, former West Catholic star, was high with nineteen points.

All in the Game

By TED BRONSON

REMEMBER LS/MFT means La Salle's My Favorite Team and it will be given a gala send-off rally this Thursday at 5th period in the Auditorium . . . **Be There** . . . Starting today the Explorers play seven games (six of which are on the road) in eleven days . . . Should the charges of Ken Loeffler keep their unblemished record from the Atlantic Coast to the Pacific Coast it would be a feat . . . The majority of the opposition will be furnished by the nation's top teams across the country . . . Dayton . . . Southwest Missouri . . . Arizona . . . Santa Clara and Stanford . . . The echoes of your cheers on Thursday will go with the Blue and Gold players throughout their Western jaunt and late in one of those five contests your spirit might be the stimulus for the winning field goal . . . It doesn't matter what sportscasters or writers are to be there, but it does matter that you be there.

FRANK O'GARA of the *Inquirer* is leaving to take the duties as public relations worker for the Jack Kramer touring tennis enterprise . . . His role of writing Convention Hall basketball results will be filled by Herb Good . . . In the January *SPORT* magazine Kramer said he could beat the Australian star Frank Sedgeman . . . But Philadelphia's Vic Seixas triumphed over the Aussie to win the Victorian Cup on Monday . . . This was the second consecutive time that Vic has defeated the Wimbledon and U. S. champion . . . Thus the hope of our Davis Cuppers has brightened . . .

LA SALLE'S field goal average of 41% and Niagara's 43% combined for the highest total team percentages ever in the Buffalo Memorial Auditorium . . . The crowd of 10,500 was also the largest pre-Christmas attendance in Aud annuals . . . Two former West Catholic grads, now doing duty with Canisius, led their team's scoring though defeated by Syracuse . . . Jimmy Young and Jim O'Brien tallied 24 and 15 points each . . . Caption over the box score of the LSC-Niagara in the Buffalo Sunday paper read "Too Many Guns!"

THE ROUND-UP . . . In a pre-season poll Illinois was given 14 votes and La Salle 11 by the 35 coaches who make up the United Press basketball ratings . . . Next in line with top spot votes was Kansas State with five . . . The coaches also picked the 1953 conference champions and as the leading independent named La Salle . . . Ken Loeffler spoke at halftime of the Canisius-Syracuse game over the radio . . . Interviewed by announcer Bill Mazer, the La Salle mentor gave off with some bright sayings on the La Salle team and was displeased only with the team's failure to move the ball in the first half . . . Ken also took bows on the George Walsh TV sports shop last Monday . . . Only once did the Explorers score three consecutive field goals against Niagara . . . Other times the sharp-shooting Purple Eagles broke any possible long string of point scores with timely tallies . . . La Salle did not get a ten point lead till a few seconds before halftime with the score 39-29.

WOW! . . . How Buffalo goes for basketball . . . The sportscasters and writers can really give with the publicity for a top flight program . . . The first half of the doubleheader card was starred as Niagara's high scoring team playing probably the best in the land—La Salle . . . The second game was billed equally attractively as Canisius was afforded a chance to defeat Syracuse for the first time in years at home . . . By Saturday night at 8:15 there were about 11,000 in the Auditorium to see if the Explorers could really do what was said of them . . . By 9:30 they did . . . Bill Mazer of Station WGR in Buffalo doubts that La Salle will have a comprel in the country and insists that Tom Gola is tops in players he has ever seen perform . . . He's probably Buffalo leading sports personality . . . The evening paper before Saturday's games used the doubleheader card as a barometer on the 1952-53 basketball campaign in so far as the big city arenas were concerned.



Bill Mazer

Game-Captains Will Be Used by Explorer Cagers

La Salle's basketball coach, Ken Loeffler, has some distinct—and sound—ideas about the theory of team captaincies. The coach does not believe in appointing a permanent captain at the beginning of a season. Ken had this to say about the matter:

"Captaincies are an honor, but they can be of doubtful value sometimes.

"I've seen this situation happen too often: The captain may have an illusory burden on his shoulders. He may feel that he has to carry the team burden. It may affect the fellow's play. Actually, he does little more than shake hands before the game."

"I'll pass around the honor of being captain until the end of the season when the players can elect one. I want it to be an award rather than a responsibility—an award to the one who is the best captain while he has the job. I want to keep it an honorary position.

"Experience has shown me that it's better for more than one player to get a shot at the position and then have the team choose a captain at the end of the season."

"Wait for Me"



Norm Grekin goes around Millersville's Jim Fitzgibbons enroute to a twin-pointer. Norm, veteran Explorer basketballer, contributed eight markers and was a defensive standout in the initial test of the season.

"I Don't Want It..."



"I don't want it, you can have it" seems to be what the fans are indicating to Jackie Moore as he maneuvers to keep the ball from going out of bounds during the Millersville tilt last week. Charlie Alexander, Marauder center, seems to be puzzled over Moore's command of the situation. Jackie had fifteen rebounds and nine points in the evening's walk-away.

THEY SATISFY *AND HOW!*



"I always smoked Chesterfields in college just like my friends" says New York secretary, Elizabeth Lydon, "and here in New York it seems like almost everyone smokes them."

Elizabeth Lydon DUKE '51

AND NOW—CHESTERFIELD FIRST TO GIVE YOU SCIENTIFIC FACTS IN SUPPORT OF SMOKING

A responsible consulting organization reports a study by a competent medical specialist and staff on the effects of smoking Chesterfields. For six months a group of men and women smoked only Chesterfield—10 to 40 a day—their normal amount. 45 percent of the group have smoked Chesterfields from one to thirty years for an average of ten years each.

At the beginning and end of the six-months, each smoker was given a thorough examination including X-rays, and covering the sinuses, nose, ears and throat. After these examinations, the medical specialist stated . . .

"It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarettes provided."

Remember this report and buy Chesterfields . . . regular or king-size.

Buy CHESTERFIELD

LARGEST SELLING CIGARETTE
in AMERICA'S COLLEGES

*La Salle —
After Dark*

THE SENIOR MEETING held on Monday, Dec. 1, turned out to be a fruitful one. They voted overwhelmingly in favor of a formal dinner-dance after a lengthy discussion of finances. Final vote, 39-23. If the 23 who voted against it show they are good sports by going, it should turn out a top-notch affair.

IF YOU WERE ASKED what the Evening Division editorial was about in last week's issue of the Collegian, would you know? Or wasn't there an editorial? The Evening Staff of the Collegian doesn't want any medals for the ounces of sweat it expends each week in your behalf. It simply wants you to read what has been written FOR YOU.

THE PROGRAM BOOK of the forthcoming Winter Dance, as all other dances, is the most desirable souvenir for all attendees. Why not put your name in this little record book? In years to come you will pick it up and get a thrill out of going down the list of names to note who attended with you. Class representatives, get busy with your pencils.

OBSERVATIONS — Many students are already speaking about going to Madison Square Garden to support the basketball team. . . . Class rings can be ordered at the school store. . . . Seniors placing too much emphasis on money; not enough on sentiment. . . . The small print in the masthead will reveal that Francis Kerr is the new Feature Editor of the Evening Staff. . . . Mr. Donini, Instructor in History, relaxing while Pete the Barber rids him of that 5 o'clock shadow. . . . Bob Kennedy spending hours in the library; Steve Cheety and Tom Sheehan pushing the Yearbook sales; Dr. Guisnard, aiding his French Club with ticket sales for "Detective Story"; John Patriarca pinning up Winter Dance posters in each classroom until after 11 p.m.; Dick Ryan, school store staff, signed up for a student patron; Lew Slaw and Jim Hagan both like the course in Political Science. . . . Thought for the week: Communism is like spreading soft butter on bread: thin, but penetrating. However, one must always remember that no matter how it tastes, it is always applied with a knife!

McConaghy, Haber Elected to Offices At SAM Meeting

The Society for the Advancement of Management conducted its second meeting of the fall term Thursday evening, December 4, 1952. The prime purpose of the meeting was the election of officers.

William McConaghy '54 was elected second vice president, and Joseph Haber '56 was elected recording secretary by unanimous vote. Dr. Joseph Sprissler, director of the Evening Division, conducted the election and delivered a brief and interesting address.

Haber informed the members of the progress made in arranging for a trip through an industrial plant. The members voted to make this trip on a Saturday after the holiday. No specific plant was mentioned for this excursion.

The official meeting night for the SAM will be the second Wednesday of the month, and January 14, 1953, will be the first meeting night with successive meetings through May.

Marketing Association Affair Held on Campus

The Marketing Association of the Evening Division held its regular monthly dinner meeting on Wednesday evening, December 3, in Leonard Hall.

Mr. Norman K. Rowley, of the John Hancock Mutual Life Insurance Company, was the guest speaker. Mr. Rowley addressed the group on the essentials of a salesman.

The dinner was the first affair of the organization to be held on the La Salle campus. The facilities of Leonard Hall, and the cooperation of the management warranted the patronage of the college restaurant.

Stewart Mall '53, chairman of the activity committee, stated that a prominent personage from the Chrysler Corporation will come from Detroit to address the group at the next dinner meeting.

It was also announced that an important meeting of the club will be held before the Christmas holidays.

Dance Committee Calls for Early Return on Tickets and Program

The Winter Dance Committee met on Thursday, December 4 to discuss the progress on the dance which is to be held on January 9.

The meeting was opened with a statement by Joseph Keown '54, general chairman of the committee, who mentioned that many favorable comments were heard regarding the selection of the Warwick Hotel. He also informed those present to remind the student body that the dance is to be an informal affair, and that flowers and corsages should not be worn, since this precedent was established at former Winter dances.

Ticket Sales Picking Up

William Boyle '55, ticket chairman, announced that tickets, selling at \$3.00 apiece, are rapidly increasing in the velocity of their sale, and urges all students to secure their tickets prior to the Christmas vacation period which begins on December 18.

It was requested by the program chairman, Gene Klaiber '54, that all class representatives submit the names of student and family patrons at their earliest convenience, in order to insure printing in the dance program.

A large crowd is expected to attend the dance which is the largest of any of the Evening Division functions, and the committee is expending every effort to make the affair a complete success.

Others on the Dance Committee include Publicity Chairman John Patriarca '55, Thomas Sheehan '53, Charles Sweeney '54, Arthur LeRoy '56, Charles Coyle '55, Joseph Campbell '56, and Edward Weed '54.

Must There Be a Clique?

The Evening Division over the past few years has built up a fine extra-curricular program. The men who started this program and those who are working hard to continue and improve it deserve a great deal of credit for their vigor and enthusiasm.

However, there has been some talk recently that the Student Congress, which is the principal organization in the evening, is becoming too much of a clique. The blame for this lay, not with the officers or the other working members of the Congress primarily, but with the student body at large. Because of a lack of initiative on the part of many of the students, the officers tend to rely on the tried and true workers who have always performed a fine job.

There are several things which should be taken into account by students. First that most of the real work of the Congress is done by the various committees and, second, that any student, whether or not he is a representative, is eligible to become a member of a committee and, in most cases, to become a committee head. The Policy Committee, which is the most important committee in the Congress, invited, in fact urges, all students to attend its meetings. Some men who are not representatives have gained prominent places on various committees, such as, Ed Dunphy, chairman of the Retreat Committee; Gene Klaiber, program chairman of the Winter Dance Committee; Ray Vasoli, chairman of Publicity in the Congress, and Tom Sheehan, chairman of the Yearbook Committee, to name just a few.

Therefore, the task of keeping the extra-curricular program from being run by a select few is in the hands of the students themselves. They must keep in active touch with the Congress by getting on committees, joining in on discussions, particularly in the Policy Committee, and taking an active interest in the activities of his representatives in the Congress. If the Congress is not going to become a closed corporation, but must also actively worked with it in all of its functions.

Class of '53 Decides on Formal for Dinner Dance

The second meeting of the Class of '53 held on Monday evening, December 1, featured a talk by Dr. Joseph Sprissler, director of the Evening Division, and a decision on the type of dinner-dance to be held.

Dr. Sprissler spoke on the expenses which are entailed in graduating from college. He stated that there is a set graduation fee of \$25.00. This includes the Baccalaureate Mass, graduation ceremonies, dinner, cap and gown, and various other costs. All financial obligations to the College must be settled before a student can graduate.

Dr. Sprissler said that this class is the third graduating class from the Evening Division, and consists of 105 students. He also stated that this class proves the theory that a full college curriculum can be carried by an Evening Division

There was much discussion and debate on the question of having a formal or informal dinner-dance. The group agreed to abide by the majority decision and the final vote showed a count of 39 for a formal, and 23 for informal.

Peter McDonough '53, treasurer of the Senior Class, announced that the method for payment for purchase of the yearbook will be in partial payments. He also stated that proofs of pictures for the yearbook are available Tuesday and Thursday evenings and may be obtained from Thomas Sheehan, Yearbook Committee chairman.

Seniors willing to serve on Senior Activities please come to Room C-106 at 10:05, Thursday, December 11.

Have You Met:

EDWARD F. SPRISLER

By FRANCIS KERR

Sometime in June, 1953, Zerweck's Meat Market will have one of the best educated meat cutters in the business. That's when Edward F. Sprissler, genial, red-headed president of the Senior Class receives his Bachelor of Science degree in Business Administration from La Salle.

Ed's three children, Dolores (5), Gregory (3), and Frances (1½) will be there with "Mommy" to wonder why Daddy is wearing the long, black gown and funny hat. They won't understand much beyond the fact that something nice is happening to daddy—and it couldn't happen to a nicer guy.

After graduating from La Salle High in 1936, Ed went to work for Zerweck's where he learned the art of meat cutting. The year 1942 found him in the South Pacific as a staff sergeant with the 5th Air Force. Returning home, he married Catherine Cleary in 1946 and went back to Zerweck's. In 1948, he came to La Salle as a student in the Evening Division and selected Marketing as his major study. He is an enthusiastic member of the Marketing Association, and was elected by the Market-



EDWARD SPRISLER

ing 5 class as its representative to the Student Congress.

Ed has shown a spirit of cooperation and cheerfulness at La Salle which is difficult to match, serving on committees, and lending a hand wherever it is most needed. A mighty nice guy to know.



FRANK KERR

"SEC. 21 — WHERE NOTICE HAS NOT BEEN GIVEN THAT A SALE BY AUCTION IS SUBJECT TO BID ON BEHALF OF THE SELLER, IT SHALL NOT BE LAWFUL . . . OR IS TRANSFERRED . . . FOR THE AUCTIONEER . . . FOR THE SELLER . . ."

College Awards Scholarship to Winner Of "I Speak for Democracy" Contest

Edward Reading of St. Joseph's College High School has been awarded a scholarship to La Salle College as winner of the "I Speak for Democracy" Contest in the private school division.

The contest, sponsored by the Junior Chamber of Commerce of Philadelphia, is held yearly in the high schools of the Philadelphia area. Three winners are awarded scholarships in the public, Catholic and private school divisions.

Brother Damien Presents Award

Brother J. Damien, assistant professor of Mathematics, presented the scholarship award to Reading at a banquet last Thurs-

day at Lit Brothers Restaurant.

La Salle College is one of five local colleges and universities that are scholarship donors for the contest. The others are Beaver College, Philadelphia College of Pharmacy, Temple University and the University of Pennsylvania.

Must Write Speech

In order to compete in the "I Speak for Democracy" Contest, high school students must write a five-minute speech on democracy. Twenty-eight students from the same number of schools were individual winners in the contest.

Contest judges were Margaret Kearney, Educational Director of WCAU; Reverend James Murphy, Roman Catholic High School; Michael O'Neill, head of Inquirer Charities; Anthony Ridgway, Episcopal Academy; Don Rose, columnist of the Evening Bulletin; and Allen Wetter, associate superintendent of schools of the Board of Education.

Program Announced For NFCCS Workshop

The program for the NFCCS Commission Workshop to be held here on Sunday, December 14, was announced last week. The Workshop, which will be attended by representatives of all Catholic colleges in this area, is scheduled to begin at 2:00 p.m.

An address by Monsignor Furey, Rector of Saint Charles Seminary, Overbrook, will be featured. Following the address, the representatives will be formed into panel discussions which will conclude at approximately 5:00 p.m.

Letters have been sent to the presidents of all campus clubs inviting them to attend. This invitation has also been extended to the entire student body and it is hoped that there will be a large attendance of La Salle men at the affair. Registration fee will be 25 cents.

The Workshop, which is under the chairmanship of Miss Dorothy Monahan, Immaculata College and vice president of the Philadelphia region, will be concerned with all phases of extra-curricula activities.

First Things . . .

(Continued from Page Three) lives without being too much trouble to the police, in other words, "to help every potty little individual to be his potty little self" seems to be the underlying dictum.

If education is supposed to be useful, for what is it so designed? In answering this a consideration of the final end of man must be included. Now the end of man is to live this life so as to be properly prepared for the next—a doctrine distinguished by order and unity of principle. On the other hand, followers of John Dewey insist that the individual exists to serve society, a pragmatic idea that holds sway in some schools at the present time.

The fundamental three "R's" as taught today should include a fourth "R"—religion, by which I mean a realization that we are dependent on Someone for our very existence. Though educators may be reluctant to accept this, their precious faith in a half-hearted notion of democracy has already been proven inadequate. Included in this religious concept and fundamental to it is an awareness of evil. Optimistic faith in

Frosh Cagers

(Continued from Page Five) with 11, rounded out the Explorer double-figure scorers. Eleven freshmen saw action and all but two scored.

It was a fairly creditable night for an opening game of the season. The yearlings moved well and had the game in control most of the way. Toward the end of the contest, Millersville put on a real scoring flurry but the Explorers were far enough ahead to protect the lead.

Tonight, the frosh will be in action in Reading when they meet the Albright College freshman team. This will be a preliminary to the varsity game between La Salle and Albright. On Friday night, the yearlings will oppose the West Chester freshmen at the Field House in another preliminary contest.

progress has destroyed man's former belief that he is finite, capable of sinning and thus not the measure of all things. I say this concept should be presented, developed and applied by the school, not as dogma, but rather a guide to life.

Your Trip Home Is IN THE BAG BY TRAIN!



NO WEATHER OR TRAFFIC delays to make you miss holidays . . . when you go home by safe, dependable train. It's a headstart on vacation fun, traveling with friends . . . in roomy comfort with swell dining car meals!



IT'S A GIFT! If you and two friends go home and return together . . . Group Coach Plan tickets save you each up to 25% of the regular round-trip coach fares. Or a group of 25 or more can each save up to 28%! Head home in the same direction at the same time. After the holidays, return separately if you wish on this larger Group Coach Plan.

ASK YOUR RAILROAD TICKET AGENT ABOUT GROUP PLAN AND SINGLE ROUND-TRIP SAVINGS

EASTERN RAILROADS

When shopping for a Christmas gift, Get something that he likes - For cleaner, fresher, smoother smokes, He'd love some Lucky Strikes!

E. Arlene Goldfarb
Newark State Teachers College

In French I'm taught so many words - For instance, "my" is "mon"; But I don't go to class to learn Un Lucky Strike est bon!

Doris Bratt
University of Nebraska



LUCKIES TASTE BETTER!

They're made better to taste cleaner, fresher, smoother!

Ask yourself this question: Why do I smoke?

You know, yourself, you smoke for enjoyment. And you get enjoyment only from the taste of a cigarette.

Luckies taste better—cleaner, fresher, smoother! Why? Because Luckies are made better to taste better. And, what's more, Luckies are made of fine tobacco. L.S./M.F.T.—Lucky Strike Means Fine Tobacco.

So, for the thing you want most in a cigarette . . . for better taste—cleaner, fresher, smoother taste . . . Be Happy—Go Lucky!

FOR A CLEANER, FRESHER, SMOOTHER TASTE . . .

Be Happy—GO LUCKY!

COLLEGE STUDENTS PREFER LUCKIES IN NATION-WIDE SURVEY!

Nation-wide survey based on actual student interviews in 80 leading colleges reveals more smokers prefer Luckies than any other cigarette by a wide margin. No. 1 reason—Luckies' better taste. Survey also shows Lucky Strike gained far more smokers in these colleges than the nation's two other principal brands combined.

A. T. Co.



While searching for a smoother smoke, I found a tasty treasure - It was a firmer Lucky Strike With deep-down smoking pleasure!

George Foster
University of North Carolina

PRODUCT OF The American Tobacco Company
AMERICA'S LEADING MANUFACTURER OF CIGARETTES