

San Jose Boxers Meet California Aggies

Spartan Daily

San Jose State College

Athletic Relations Resumed After Four Year Lapse

VOL. XXVII. SAN JOSE, CALIFORNIA, TUESDAY, FEBRUARY 14, 1939 Number 84

Council Meets Tonight

MATCH SET AT DAVIS PAVILION; SPARTANS MEET CHAMPS

Large Ticket Sale Predicts Full House For 'Dulcy'

Southern Pacific Suggests Special Train To Fair

San Jose State-California Aggie relations opened up again after a four year layoff of athletic connections between the two schools yesterday afternoon, when it was announced by Graduate Manager Gil Bishop that the Spartan boxing team will meet the powerful Aggie mitslinging outfit in the Cal. Aggie Pavilion March 3.

PLAY OPENS AT 8:30 THURSDAY EVENING

CALL FOR PROOFS LA TORRE

Experiencing one of the largest advance ticket sales of the season, San Jose Players predict a sell-out of all available good seats for Kaufmann-Connelly's sparkling domestic farce "Dulcy" by the time it hits the stage at 8:30 Thursday night.

All persons who have had La Torre pictures taken this quarter must call for the proofs and select the one to be run in the annual by Friday, according to Dorothy Curry, editor.

Directed by Miss Margaret Douglas, of the Speech department, "Dulcy" goes into stage production a perennial comedy whose worth has been proven through its popularity since it was first produced in 1924.

Proofs must be returned by the end of the week or the pictures will not be run. Collins Studio, 123 South 3rd street, is holding all proofs.

Sets designed and now being built by Peter Gilli, chief assistant technician to Mr. Weddell Johnson, have won the approval of departmental head Mr. Hugh Gillis who believes them to be among the best shown thus far this season.

Saturday Noon Deadline For Roos Bros. Ads

Of modernistic design, the sets for "Dulcy" represent Gilli's first effort in complete charge of the technical end of full-length play producing. He also makes his debut as an actor here with a small role as the butler "Henry" in the same play.

Ads for next week's contest are due by Saturday noon and should be turned in at the Roos Bros. store.

Selling at 25 cents to students and 50 cents to the faculty and general public, tickets may still be purchased in the main Speech office, Room 49.

According to contest officials, all ads for the men's department must feature the mufti coat. This is on display on the main floor of the store. A sweater wardrobe set, containing seven sweaters, one for every day in the week, is the theme of the women's ad division.

WELL KNOWN MUSICIAN PLAYS HERE

This week's winner in the men's division will be printed Wednesday, and the women's prize winner will be printed Friday, in the Spartan Daily. Prize winners in the weekly contests are not eligible for further competition except for the final grand award, which is to be chosen from the weekly winners.

Gwladis Luloff, internationally known player of old instruments, will give a concert of Mozart and Bach music Tuesday evening, February 21, on the virginal and clavichord—forerunners of the modern piano.

Five weeks of the contest are left, and all students are eligible to enter. Monday the largest number of entries to date were examined, according to the judges.

To play clavichord To be played in the Little Theater the concert will consist chiefly of selections from the 48 preludes and fugues written by Johann Sebastian Bach to demonstrate the musical possibilities of the clavichord.

Drawings may be made larger than the required two columns by eight inches or one column by 16 if they are made on scale, the judges said yesterday.

Miss Luloff, the daughter of Russian parents, began as a pianistic prodigy, and has studied with several famous modern pianists. She has specialized in old instruments since her work with Arnold Dolmetsch, authority on ancient instruments.

FORMER STUDENT VISITS HERE; ON WAY TO MANILA

There will be some piano selections on the program, which is under the sponsorship of the college Music department.

Artemio Patacsil, former San Jose State student, visited the school yesterday en route to Manila where he plans to work on a Manila newspaper.

While attending school here in 1931 to '33, Patacsil majored in journalism and recently received his M.A. in this work at Northwestern University.

Four major items are on the docket for the San Jose State student council when it convenes for its bi-weekly meeting tonight at 7:00 p.m. in the Student Union building.

Heading the list of topics for debate will be the third annual organization get-together which is slated for Friday, March 3, in O'Brien's Pompeian court. According to Acting-President Dorothy Curry, no faculty members will attend.

The award assembly is the second item for the council. The final date will be decided upon for the time when all football, soccer, and waterpolo players will receive their awards.

A proposal submitted by the Southern Pacific Lines for a special train carrying Spartans to the Golden Gate International Exposition on Treasure Island will be debated by members of the council. Acting-Prexy Curry stated the railway company has suggested a round trip fare of less than one dollar for the train ride. Other transportation will be equally reduced if the plan is accepted.

Other debates will center around the 1939 Spardi Gras and Revelries and the reorganization of the student body constitution.

There will be a home and home agreement; next year the Mustang youths will trek to the Spartan Pavilion to face the Spartans.

The California Aggie boxing team has a host of champions on its team and is considered one

of the most powerful squads on the coast. Last year it won two of the Pacific coast championships at Sacramento while San Jose State copped one title.

Among the boxers from Sacramento to face a Spartan will be Dees Youdall, runner-up in the National Intercollegiate boxing championships held in Richmond, Virginia, last year. Youdall has already been swamped with professional offers and fans who make the trip will witness one of the toughest boys on the coast in action.

CAMPUS CHATTER
Something special tonight on Johnny Knight's Campus Chatter program. Tune in KQW at 6:30, coeds are especially urged to listen in.

STUDENTS INVITED TO ATTEND LECTURE ON EXPOSITION TOMORROW

HAROLD R. DAVIS, SPEAKER, FEATURES FAIR'S HIGHLIGHTS WITH SLIDE ILLUSTRATIONS

All students are invited to attend an illustrated lecture on the Golden Gate International Exposition to be given at an open meeting of the Commerce club tomorrow, according to Connie Raitano, club reporter.

'EXPOSITION HIGHLIGHTS'
The speaker will be Mr. Harold R. Davis of the Lecture Division of the Exposition. The subject of his address which has been presented before over 3500 civic organizations throughout the state

is "Exposition Highlights".
The talk will be illustrated with colored stereopticon slides, according to Miss Raitano.

The lecture will give students an opportunity to get inside information on the Fair before it opens on Saturday. It will be given three days before the official opening of the Exposition.

The lecture will be presented at 7:30 in Room S210.

C.S.T.A. HOLDS ELECTION WEDNESDAY AT NOON

The California Student Teachers association will meet to elect three new members to the executive board, in Room 155 at 12:30 on Wednesday, according to President Homer Alderman.

All who are planning to go to Mills College on February 24 are urged to attend this meeting by Alderman.

LEON WARMKE SPEAKS TO PRE-LEGAL CLUB

Attorney Leon Warmke, graduate of San Jose State college, will speak before the college Pre-Legal club at a special dinner meeting tonight at 6:45 at the Bachelor's Grill, 25 North First street.

According to Owen Broyles, faculty adviser, Mr. Warmke will discuss his work as secretary to the board of bar examiners, and indicate effective means of gaining admittance to the legal profession in California.

Twenty Flying Club Announces Three Vacancies

Applicants Invited To Meet Tomorrow

Three openings in membership to the Twenty Flying club are now open, according to Doris Shields, and will be filled shortly.

Miss Shields announces a meeting of the club tomorrow night, at 7:45 in Room 111, at which time the openings may be filled.

No previous experience is required for club membership, she said, and anyone, man or woman, with average physical capacity, is eligible.

She urges any college student interested in joining the club to attend the meeting.

Dr. Warner Brown Guest Speaker Tonight At 7:00

"Psychology of Punishment" is the subject of a lecture to be given by Dr. Warner Brown, chairman of the Psychology department at the University of California, before the Modern Problems in Psychology class this evening at 7:00 in Room 110.

All students interested in this subject are invited to attend the lecture, according to Dr. Raymond Mosher.

Dr. Brown has done considerable investigation in the field of the psychology of learning and is well-known for his experimental work along this line.

TRAVEL ARTICLE BY KAUCHER IN MAGAZINE

An article on Wake Island, submitted by Dr. Dorothy Kaucher, speech instructor, appears in the current issue of Travel magazine.

Written by Dr. Kaucher in collaboration with William Winter, M.D., the story entitled "Wake Island—America's Mid-Pacific Airport", describes the coral island in the Pacific Ocean.

According to the article, which includes pictures and maps of the island, Wake Island, 5,000 miles from California, is the third air base for trans-Pacific Clippers.

Feature Page

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Spartan Daily

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Hansen.

DAY EDITOR, This Issue.....BEN JOHNSON

Those Corsages . . .

Out of the controversy which arose about the corsage
question prior to the Junior Prom, one suggestion merits
attention as a possible solution to the problem.

Suggested as a remedy for the price situation, which is
the objection of the opposition, is the starting of a campus
floral business, designed to meet student needs. Arrange-
ment, and not the flowers, is the reason for the high price
of corsages. With students financing themselves through
school by organizing some student service, the establishment
of a corsage service is a not too remote possibility.

While a substantial number of the escorts at the Prom
saw fit to over-ride the committee decree of a non-corsage
affair, the cost is still a major factor with many of the
campus men.

Corsages add festivity to the occasion, and makes the
affair of the extra special variety; but the fact remains, the
purchasing of a corsage represents a doubling of the eve-
ning's expenses at the present level.

—F. M.

Sho-Down...

"JESSIE JAMES", now playing at the California Theatre, featur-
ing Tyrone Power, Henry Fonda, Nancy Kelly, and Randolph Scott.

STORY: . . . One of the most romantic outlaws in American history
is brought on the screen in a daring episodic picture which sees Jessie
James and his brother Frank, by unfortunate incidents, get into
trouble with the St. Louis Midland railway. Their mother is killed
by the stern tactics of some of the bulldozers of the company and
they turn outlaw against the newly formed railway. Bank robberies
follow, marriage for Jessie, and death by a traitor.

OPINION . . . Tyrone Power puts in a good performance in this
picture, but our hats go off to Randolph Scott who is perfectly cast
in the role of Sheriff of Liberty county. Nancy Kelly seems a bit
tense and her acting leaves one a bit tightened. Henry Fonda teams
up with brother Jessie and does an admirable job, stealing many of
the scenes devoted to his brother. The picture is well balanced for
action and story.

SUMMARY: 20th Century-Fox has done an excellent job on this
portrait of American life and the picture is fairly accurate. Worth
seeing.

ADDED ATTRACTIONS: . . . A Donald Duck fantasy is pleasant
watching and a two-reeler entitled "Ski Girl" takes one on a thrilling
ski jaunt through the snows.

Fat In
The Fire

By JIM BAILEY

Last Friday I went to the Junior
squeeze!

My lady friend was wearing a
strapless formal, so I hung the
corsage on her hip.

She didn't dare do anything but
hold her breath all evening.

The place was so crowded we
had to stand in
one spot for
minutes. During
one of these I
took off my
shoes to rest
my feet . . . but
the crowd
shifted and I
never did get
them back.



It's pretty hard dancing in your stocking
feet . . . especially when they have
no bottoms.

Some girl hooked her heel in
my elastic garter and snapped the
devil out of me before she freed
herself . . . for a minute I felt like
a spit-ball!

They elected a queen, crowned
her with burning candles, and
then tried to photograph her . . .
but the camera broke!

Anyway, the style of the orche-
stra was different. They played a
number, and then the leader passed
out pictures of himself, then they
would play again, and then more
pictures. Play, pictures, Play, pic-
tures. Pictures, pictures, pictures
. . . last dance . . . pictures!!!

The music was so soft seven-
teen people asked me where the
band was. All I could do was point
and tell them where I thought it
was!

After the dance I went and
checked out my coat. They told
me to come back the next day
and I could have my arm back.

FAMOUS FINALES: I'll have
a hamburger steak with onions
please!

NOTICE

Will every one please save col-
ored funny papers? Bring them to
Miss Dimmick's office before March
1. Sooner if possible.—Audrey Mor-
rel, chairman of decorations Jirls'
Jinx.

Thrust and Parry

(CONTRIBUTORS' COLUMN)

BLOOD AND THUNDER

Dear Thrust and Parry:

I noticed in Monday's Daily an article announcing Miss Allen
O'Brien's forthcoming talk about Spain. I believe, as I understand
some do not, that the Spartan Daily SHOULD inform the students of
interesting events in the community. However, it should be added
in this case, for the sake of completeness and accuracy, that Miss
O'Brien's experiences in Spain were with Generalissimo Franco.

Students planning to attend should bear in mind that the ad-
mission price will probably go to further the cause of Franco, who
is fighting to destroy the democratic government of the Spanish
Republic, whose cause is not yet lost.

I, for one, would not give a cent for such a cause, or be associated
with such company. —Very Sincerely, Hilda Hanchett.

TO THE SECOND STRONGEST SEX

Dear Thrust and Parry:

TO MEN AT SAN JOSE STATE

Men are strange!
Today they love,
Tomorrow they change.
Aren't Men strange?

Men are funny!
They call you "Honey"
Then take your money.
Aren't Men funny?

Men are crazy!
Some are lazy, their
Conversation's always hazy.
Aren't Men crazy?

Men are dumb!
They kiss a girl but
Can't keep mum.
Aren't men dumb?

Men are silly!
Tonight they're warm,
Tomorrow they're chilly.
Aren't Men silly?

Men are crude!
They gulp their food.
They're often rude.
Aren't Men crude?

L'ENVOI
Men are—well
Here we'll tell
All of them

To go to — we don't like Men!

We know this isn't good, but it has a point, which is more than
you can say for Bailey's babblings. —Signed, Joyce and Pat.

NOTICES

Presbyterian Campus club, social
meeting Tuesday (tonight) at 7:30
o'clock. Meet at San Antonio &
Seventh street entrance for trans-
portation to the home of Miss
Emily DeVore on 156 N. Thir-
teenth street. For further informa-
tion see the bulletin board poster.

All members are urged to attend
a Valentine Party at the Newman
club February 14, Games, dancing
and refreshments, activities to start
at 7:30.

The date scheduled for Phi
Sigma Kiddle party this Friday
evening has been changed to Thurs-
day, February 16. If further infor-
mation is desired, see Helen
Smet. All Pre-Nursing students
are invited. —Bette Lundin, reporter.

There will be a meeting for
junior and senior Physical Educa-
tion majors today at 11 o'clock in
Room 39. It is very important and
all upper class majors are requested
to attend.—T. E. Blesh.

Advertisement for Franco's 3 Complete Food Markets. Includes cartoon with dialogue: 'YES, SIR - IT COST \$500.00 TO HAVE MY FAMILY TREE TRACED!', 'REALLY?', 'YES AND \$1,000.00 TO KEEP IT QUIET!', 'BUT THERE'S ONE THING YOU CAN'T KEEP QUIET AND THAT'S THE REPUTATION FOR FAIR DEALING!'. Shop at Franco's, Save Dollars.

Frosh Curtain Raiser

San Jose and St. Mary's freshmen will play a curtain raiser to the varsity game at Spartan pavilion tomorrow night. The prelim is scheduled for 6:30.

Spartan Daily Sports

Gaels Here Tomorrow

Northern California Intercollegiate Conference basketball will draw to a close tomorrow night when the Spartans face the St. Mary's Gaels at the local avilion at 8:00.

SAN JOSE, CALIFORNIA,

PONY SWENSON, DAN O'NEILL, Editors

TUESDAY, FEBRUARY 14, 1939

Hoopmen Prepare For Gaels

Freshmen Seek Revenge Against Gaellet Team

By FRANK BONANNO

Coach Walt McPherson's freshman basketball quintet will be out to avenge the defeat handed them by the St. Mary's five in their first encounter, when they face each other for the second time in the preliminary game in the Spartan Pavilion tomorrow night.

In the first meeting between the two teams the powerful Gaels won, 24-12, holding the high scoring machine of the Spartans to 6 points in the first half and 5 more in the second.

CONSECUTIVE WINS

Since that last meeting, the frosh have gone on a winning spree of their own. They have now stretched their win column to eight consecutive games. Tomorrow night they will try to make it nine in a row.

McPherson and Carroll put their charges through a stiff workout last night and have slated another one for today, in preparation for the Gael contest.

STARTING LINEUP

According to Carroll, the frosh will open the game with the same five that has started the last three games, namely Carter and Figone at forwards, Texdahl at center, and either Tisher, Sturz, or Maestri at the guard posts.

The combination of Carter and Figone at the forward posts has greatly strengthened the scoring attack of the yearlings. Along with this, Mac will use Bill Tisher's height to better advantage under the bucket than he did the last time.

NOTICES

Delta Phi Upsilon, there will be an important meeting in Room 34 of the Home Economics building today at 12:30. All members please attend.

Kappa Phi pledges, all pledges must take their second test today in Room 34 of the Home Economics building at 11, 1, 2, or 4 o'clock.

Jim Fairley Wins Badminton Crown Over Martin Olavarri

The dark horse of the tournament, James Fairley, yesterday afternoon defeated Martin Olavarri in the final round and emerged as the undisputed champion of the intramural badminton playoff.

Fairley walked off with the title in two straight sets, 18-16 and 18-14, in one of the best games of the current tournament.

On Saturday afternoon in the Spartan gym, Martin Olavarri staged an upset when he took the semi-final round from Bob Berry, who had been seeded the number one spot in the tournament, 15-10 and 15-11.

As the new intramural badminton champion, Fairley's name will be placed on the plaque in the Men's gym with the rest of the champions.

EYES TREASURE ISLAND MEET

Captain Owen Collins eyes the Indoor Pacific Coast track meet at Treasure Island a week from next Saturday night. The Spartan leader is expected to show up well in the quarter mile run which he won at the San Francisco indoor meet earlier this year.



ALL-COLLEGE FISTIC TOURNEY IS SET FOR MARCH 2ND

The All-College Novice Boxing Tourney—the goal of every beginning boxer in San Jose State college, has been definitely scheduled for the night of March 2 in Spartan Pavilion, and from the looks of things it should be the hottest, wildest, and most sparkling evening in college boxing history.

This year novices will represent organizations to give a do-or-die aspect for their respective fraternity, campus organization, or club. First team entered so far has been the Spartan Knight aggregation under the tutelage of George Latka and Chuck Kerwin of the round table. They are planning to get an early start.

It is from these novice tournaments that Coach Portal has built up many of his foremost champions. Almost every member of the Spartan boxing squad today are alumni of previous novice tourneys, and it was just last year that a graduate of the novices, Don Walker, walked away with the Pacific Coast Intercollegiate boxing championship.

The tournament will start at 9:30 and end at 12:00 o'clock. Everyone come; you don't have to be a good player.

BADMINTON SIGN-UP SLATED FOR FRIDAY

Any women student registered in college may sign up for the scramble badminton tournament to be held Saturday, February 18, in the Women's gymnasium. It is all for fun and no admission charge. The signups will end Friday evening at 5 o'clock.

The tournament will start at 9:30 and end at 12:00 o'clock. Everyone come; you don't have to be a good player.

FUTURE MATERIAL

It takes one of these tournaments to show Coach Portal just what material he will have in the future and how much his teaching has accomplished. With this in mind, the boys are working out with the idea to prove to Portal their accomplishments in the art of self-defense.

FACULTY DOOMED

Ruling 7-5 favorites to end the long list of victories run up by the Faculty basketball team, the Varsity House Beachboys finished preparation last night for their acid test this afternoon at 4 o'clock in the Spartan Pavilion.

The odds above were established after a careful study of the relative merits of both teams by the campus bookie, coach, manager, and layer Morrie "Sports encyclopedia" Manogian, who will perform for the Reed street boys.

St. Mary's Here For Cage Clash Tomorrow Night

San Jose Spartan hoopmen will go through their last rehearsal today before ringing down the curtain on the Northern California Intercollegiate Basketball Conference schedule against the St. Mary's Gaels tomorrow night at Spartan Pavilion.

With the championship already closeted by the powerful Santa Clara Broncos, the Spartans and Gaels will be battling mainly for runner-up honors in the loop standings. The Spartans hold a 54-43 decision over the Gaels.

Frosh Mat Team Bolstered By Experienced Men

Last Friday night the San Jose State college freshman wrestling team and varsity reserves traveled to Oakland YMCA and met the Y second team in a practice meet, Oakland winning six out of the ten matches.

The freshman wrestling team is composed largely of experienced wrestlers from San Jose high school, although inexperienced students have a good chance of making the squad, according to Coach Gene Grattan.

The team is strong in the lower weights, while there is no one above 155 pounds on the squad. The 135-pound division is especially strong with four contestants for the one position. Art Avery, Walt Dahlis, Bob Norona, and Guy Payton, are the competitors in this division. Norona has won three matches in a row, while Payton won the college novice championship.

Other team members are Vic Christiansen, 121 pounds; Bud Thornton, 145; and Charles Mikus, and Charles Wilson in the 155-pound division.

Vines And Budge To Show Here

Ellsworth Vines and J. Donald Budge will show their tennis wares to San Jose fans one week from today at the Civic auditorium when the pair meet in a best three out of five sets match.

Budge leads in their cross-country series 17 matches to 10, but Vines won their last battle in Los Angeles Sunday afternoon.

There will be three matches on the card next week. Dick Skeen and Al Chapin will open the show, followed by Budge and Vines. After this match Budge and Skeen will team up to face Vines and Chapin in a doubles encounter.

General admission for the matches has been set at 55 cents. Members of Erwin Blesh's tennis varsity will serve as linesmen.

NOTICE

Will the following people please come to A.W.S. meeting for a discussion of the Jinx in Room 20: Jeanette Weld, Irma Manzo, Margaret Tarmes, and Lela Gulmert. —Alice Good, gen. chairman.

RESERVES GET CHANCE

If the Spartans can set the stage properly, Coach Hubbard may give some of his reserves, who sparkled in defeating Modesto, a chance to unlimber. "Swede" Smersfelt looked good in helping rout the Owls with 12 points.

The Spartans went to work on their fast breaking attack this week after seeing the Gaels' weakness in stopping this style of play against Santa Clara last Friday night.

Bishop Issues Second Challenge

Gil Bishop, spokesman and member of the faculty basketball team, yesterday issued a second challenge to the Spartan Daily staff for a hoop tussle with the Newshawks.

For the second time the Spartan graduate manager was turned down, but he is still hopeful of booking the Daily dribblers. He indicated that the terms of the challenge were, "any time, any place".

Dan O'Neill, self-appointed coach of the Newshawks, could not be reached for comment yesterday. He was believed to have been holding secret practice with his team, whose members are said to be every bit as tall as Conrad Lacy.

LOST MONEY

if you throw away those old shoes. Expert repairs at

Flindt's Sole & Heel Shop 168 S. 2nd, Across from Kress

STEVE HOSA HEAD OF FRAT COUNCIL

ELECT OFFICERS

George Place Chosen As Vice-president

Officers for inter-fraternity council were elected last week at a meeting held at the home of Don Anderson, member of the Delta Theta Omega, social fraternity.

Steve Hosa, Alpha Pi Omega, was named president of the council for next term. George Place and Don Anderson, both belonging to the Delta Theta Omega fraternity, were elected to the positions of vice-president and secretary respectively. Bill Edwards, member of the newly formed Gamma Phi Sigma fraternity, was chosen to fill the treasury post.

Plans for revising the inter-fraternity constitution were discussed by the group.

News Briefs

REV. PEABODY SPEAKS TODAY AT 12:20

The Rev. P. R. Peabody of the First Congregational church, will talk on "Tensions between the People of the United States and the People of Japan", today at 12:20 in Room 27 of the H. E. building.

All faculty and students are invited to attend.

PUPPETRY IS SUBJECT OF DEMONSTRATION

Miss Susan Byrne, art instructor, will give a demonstration and talk on Puppetry before the college Camp Leadership group Wednesday night at 7:30.

Varied techniques and possibilities of puppetry in camps, will be discussed.

According to group leaders, the meeting should prove stimulating, since puppetry in organized camps is a relatively new and growing activity.

ACCOMPLISHMENTS OF COLLEGE SPEECH CLINIC OUTLINED BY DR. LETZTER

Various Types Of Articulative Defects Handled During Year; Students Show Improvement Through Treatment, Exercise

Established in order to help students bring their speech to a normal standard, the work of the San Jose State college Speech Clinic is one of guidance in the rebuilding of speech habits, according to Clinic Head Dr. Margaret Letzter.

NEW HABITS FORMED

Often this means that old muscular or psychological habits, incorrectly established, must be broken and new habits substituted for them.

In some cases medical care is necessary before any real improvement can be made.

Some problems are due to malformations of bony structures, obstructions in the speech mechanism caused by injury, or illness.

One of the most apparent speech difficulties is that of stammering. During 1937-38 eight such cases were treated. One of the most common problems is bad voice, either because of misplacement or wrong usage.

During the same year clinic records show 59 such cases were reported. Articulation brought in 12 cases, foreign dialects 14, lispings 36.

EACH CASE DIFFERENT

Each and every kind of case demands an entirely different type of treatment, Dr. Letzter points out. In all cases, the entire cooperation of the patient is necessary for recovery. The students report at varying times throughout the week.

New exercises are given and old ones reviewed. Between lessons the student is asked to do some practicing in order that the

Modern Ads Play On Emotions Says Atkinson

Desire, Not Truth, Psychology Of Present-day Appeal

"Modern advertising appeals to emotions and not to common sense of the public," said Dr. Earl W. Atkinson, head of the Commerce department, yesterday. He stated that present day advertising, while employing more psychology, is employing it against the consumer.

"This is proved by more than one hundred posters made by Consumer Economic students, illustrating the title 'Believe It Or Not' in advertising, according to Dr. Atkinson.

PRETTY GIRLS

"The picture of a pretty girl in a window will sell more tires than any presentation of the value of the tire itself," he said.

Finance and installment selling schemes are often guilty of publishing an absolutely untrue statement in order to get public attention and patronage. Interest rates may be double and triple what they are claimed to be to the prospective customer.

ADVERTISEMENTS FALSE

Dr. Atkinson believes that the danger of unscrupulous ads lies in the possibility that they will make people disbelieve all advertisements.

"This," said Dr. Atkinson, "is something we most certainly do not want. Advertising, in an accurate form, is not only desirable but absolutely essential to the continuance of any business."

The only solution for the problem, according to Dr. Atkinson, lies in the education of the public to fraudulent advertising with all its accompanying evils.

Chemistry Frat Visits Shell Oil Company In Pittsburg, Calif.

Members of Phi Epsilon Pi, honorary chemistry fraternity, traveled to Pittsburg, California recently to visit the Shell Oil Co.'s distillation plant.

Few people have had the privilege of inspecting the plant due to the fear of someone discovering some of the secret formulas used by the Shell company, according to Art Heinsen, member of the chemistry group.

Fred E. Buss, Geology instructor, and Victor P. Peterson, Science department head, accompanied the group throughout the trip.

NOTICE

There will be a meeting of the Radio club tomorrow at 12:30 in the Shack.

EXHIBITS

COLORS, DESIGNS DISPLAYED IN ART BUILDING

An exhibition of art work done by members of Delta Epsilon, art honor society, plus work done in the Rudolph Schaffer School Design of San Francisco is now on display in the Art building.

WATER COLORS

The Art society exhibit is in Room 1 and is predominately composed of water colors while the other group is in the hallway with the central motif being design.

Included in the exhibition from the Golden Gate city are exterior and interior house designs, textile, box, and all-over designs, posters and free expression work. Also is a miniature radio cabinet and desk, the latter being designed for use in the design class.

In the Delta Epsilon show are eight water colors, several architectural designs, both interior and exterior, printed textiles, a woodcut, a pencil drawing of a house, and some poster and dress designs.

Both exhibits will remain on display through February 24.

WOMEN'S GROUP MEETS IN TEA ROOM HERE

The college tea room was the scene for a dinner meeting of the Up-to-Dater group of the American Association of University Women last night.

Mrs. Nora McMurdo, prominent San Jose clubwoman, gave a review of a recent book at the meeting. The Valentine theme was carried out at the affair.

Several San Jose State college faculty women are members of the group.

NOTICES

Lost: One very leaky Waterman fountain pen. I am used to it and would like to have it back. Black and white, and almost new. Please return to Lost and Found and receive my thanks, that's all I can afford.—Ralph Kelley.

LOST: In the Spartan Daily office, my brown galoshes. No other gal on the staff has feet as large as mine, so that eliminates the Spartan Daily lassies. Whodoni? They're badly needed.

—Elizabeth E. Moody.

NATIVE CRAFT OF SOUTH SEAS NEWEST DISPLAY

Native craft of the South Sea Islands is the title of the current exhibit now being shown in the Home Economics building.

According to a special placard, the collection is designed to interest students in the life activities of people in other lands and includes pictures and samples of native handiwork.

A lava-lava (Samoan skirt), a miniature Samoan war boat, 4 1/2 feet long, boat-shaped hand-carved buttons from coconut shells, and a wooden, blank-eyed fish, Samoan ceremonial bell may be found on display.

In addition, pictures of two Fiji belles who like their calico bright, and a brown-skinned New Britain native, attired in a necklace of pigs' teeth, shell bracelets, and very little else are included in the exhibit.

A Kava bowl and a piece of the Kava root, which is used to make Samoan tea are also displayed.

Alaskan Movies Shown Today

Movies showing Alaskan folk dances will be shown today at three o'clock in Room S112 of the Science building.

Ed Levin, graduate student, who took the pictures when he accompanied Father Hubbard of the University of Santa Clara on a recent expedition to Alaska, will show and explain them. All who are interested in folk-lore and in dancing should find them of interest. The student body is invited.

Members of Mrs. Wilson's Folk-Dancing classes are requested to attend, as these pictures are a part of a project required of these classes.

NOTICES

Found, one beautiful little smoked pearl cuff link at the California Golf club Saturday evening at the Kappa formal. Owner please look at the Lost and Found department.

Kann, Serio, Melzer, Holtorf, Hardiman—student council meeting tonight at 7 o'clock in the Union.

CIVIL SERVICE ANNOUNCES OPEN POSITIONS

List of Civil Service positions open to the public has been released and many college students with necessary qualifications may apply.

Further information can be obtained at the college appointment office.

Fire Suppression Crew Cook. Open to men only, age 19 to 50 years, entrance salary \$60 a month. Date of examination, March 15, 1939. Last day for filing application, March 15, 1939.

State Forest Fire Lookout. Open to men only, age 25 to 55 years, entrance salary \$100 a month. Date of examination, March 15, 1939. Last day for filing application, March 15, 1939.

Forestry Field Clerk and Dispatcher. Open to men only, age 21 to 50 years, entrance salary \$100 a month. Date of examination, March 15, 1939. Last day for filing applications, March 15, 1939.

Assistant State Fire Truck Driver. Open to men only, age 21 to 50 years. Date of examination, March 15, 1939. Last day for filing applications, March 15, 1939.

Fire Suppression Crew Foreman. Open to men only, age 21 to 50 years, entrance salary \$6 a month. Date of examination, March 15, 1939.

Fire Suppression Crew Man. Open to men only, age 18 to 50 years, entrance salary \$50 a month, or \$35 a month plus maintenance. Date of examination, March 15, 1939. Last day for filing applications, March 15, 1939.

new habits of speech may be firmly established.

FRONT PAGE

GLANCES

By BART MAYNARD

(One Punch) Rudy Vallee met with another one of his accidents last Saturday when he took a poke at a bus-boy who accidentally brushed by him with a tray. Later on Sunday evening, a noted columnist stated that he hoped the accident would blow over and that both parties would shake hands. Horace Heidt, noted band leader, also met with an accident Saturday when he took a poke at someone for a slight provocation. It's getting so that some of the musical leaders are more temperamental than operatic sopranos and have to do something like that to get rid of their pent-up emotions. Maybe a few days in the "clink" would remedy this situation.

GEARY SURRENDERS

Surrendering by his own will, Edwin W. Geary, former legal associate of Mark Lee Megladdery, and indicted with Megladdery, appeared at the Alameda county jail yesterday afternoon. It is said the indictments against him involved seven counts and referred to the commutation of sentence granted "Chick" Leddy, of San Jose.

Tom Mooney, accused Preparedness Day bomber who was released recently, will not have the chance to make some of his pro-labor speeches as he had planned since he is about to undergo an operation for gall-stones. Mooney was to speak in San Jose Friday at the Civic Auditorium.

Late editions report that information from reliable sources state that Japanese interests, masked as a Mexican corporation, are seeking oil reserves on the Isthmus

of Tehuantepec, within five hours flying time of the Panama Canal, was being investigated by the Mexican city U. S. embassy today.

Roaring canon placed 100 shells into the heart of Madrid yesterday as Insurgent General Franco shifted his attack to this city. This attack killed 16 persons and wounded 23. Steady repetitions of the bombing were feared.

FOREIGN DEVELOPMENTS

New developments yesterday in the international situation were: **LONDON**—Premier (Umbrella Man) Chamberlain hinted in the House of Commons at early British and French recognition of the insurgent regime in Spain.

LONDON—George Bulee submitted a German plan for Jewish emigration to inter-governmental refugee committee.

WASHINGTON—Secretary Hull stated that America would meet any foreign challenge with "determined defense and resistance".

HONG KONG—Captain John Stapler of the United States Navy made arrangements today to go to Hainan Island, occupied Friday by Japanese, to investigate and, if necessary, to protect American lives and interests there.

Lost, one black overcoat belt. If found please return to Vermont Silver or Lost and Found.

WEBBS
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