

Judy Allen Crowned Homecoming Queen

Spartan Daily

SAN JOSE STATE COLLEGE

VOL. 46

SAN JOSE, CALIFORNIA, MONDAY, NOVEMBER 10, 1958

NO. 34

Peace Pact Breakers Mar Turfs

Mystery has entered the "Case of the Broken Peace Pact."
The four COP students believed to have broken the SJS-COP Peace Pact by painting "COP" on Spartan sidewalks, buildings, and bench, did not do the painting, according to Jack Willoughby, COP student body president.
However, they did break the Pact by pouring gasoline on campus lawns.
Willoughby stated that these students presumably are not the painters. "I think I know who the vandals are, but I'm not absolutely sure. However, we will track them down," he said.
According to terms of the Peace Pact, COP must pay for all damages done to the SJS campus.
The four freshman students who poured gasoline on the lawns Nov. 5, night of the COP rally at SJS, were arrested early next morning in Livermore on charges of siphoning gas from a parked car, according to Robinson.
Later, they confessed that they had defaced the lawns.
Three of the students, under 18, spent the rest of the morning in the San Leandro Detention Home for juveniles. The fourth student spent the morning in the Livermore jail.
The students will be disciplined by COP Dean of Students Edward F. Betz. "Residents of the culprits' dormitories also will be lectured, because of the prank," said Willoughby.

SJS Classes Meet Today

Dances, rallies and coffee sales will head class meeting agendas today.
FRESHMEN
Plans for a Freshman Class rally to be held later this month will be discussed at today's class meeting in TH55 at 3:30.
Joan Peterson, editor of the Freshman Class newspaper, reported at last week's meeting that the "Spartan Baby" will be issued Nov. 18.
Paul Lewis, class president, has announced the following committee heads: Harold Fain, finance; Dick Duran, program; Kathy Armstrong, public relations; and Joan Winsor, secretarial.

SOPHOMORES
Sophomores will meet this afternoon in S210 at 3:30.
Money making ideas will be discussed, and all sophomores are invited to attend, announced Don Dunton, class president.
Final plans will be made for the after-Homecoming game dance sponsored by the class.
JUNIORS
Coffee and doughnut sales sponsored by the Juniors will be top on the agenda at today's meeting in S112 at 3:30.
Sales are held Monday through Thursday on the first floor of Centennial Hall from 8:15 until 8:45.
Location of the February Junior Prom will be discussed, according to Deanne Bennett, Prom chairman.

SENIORS
Style of 1959 graduation announcements will be decided on at today's Senior Class meeting in TH155 at 3:30.
"Seniors are invited to attend the meeting so that announcements can be more representative," according to Barry Jett, class president.
No Friday Flick was shown Friday because of the Coronation Ball.

Hedonist Values Rule Beatsvilles

(Editor's Note: This is the second in a series of three reports concerning the experiences of two LYKE staff members who made an excursion into Beatsville, North Beach, San Francisco, while trying to locate beatster's giant king, "Big Daddy" Eric Nord.)
By BOB KAUTH
"Let's go to the party at Fred's pad," the beat suggests.
And both LYKE staff members, J. P. vanEttinger, photographer, and Robert Kauth, editor, believe it a "gone" suggestion. "Man, it's way out," vanEttinger declares.
... The host, a beat poet (name withheld by request) with the distinction of three mentions in Herb Caen's column, grunts a hello and then adds, "Guess I'll take a bath." Water splashes in the tub. More than an hour later he returns explaining, "Man, am I enjoying life."
... Seeking a true intellect (searcher of knowledge) among the non-conforming North Beach beat element can be discouraging. The rebellion of these people against "chrome-plated" values, (and there is a rebellion, whether educators acknowledge it or not), is not intellectual in nature. Rather, it is based upon a tiredness.
HEDONISTIC
Tired of losing both their freedom and the race for "chrome-plated" values (social, moral and material), they seek happiness in the laughter of a moment. They desire earthly hedonism in preference to bing "beat" by and in a chrome-plated race that is endless—and one in which they are continually losing ground.
... The blonde "burle-que" stretches across the bed. She smiles knowingly. "I believe in God. But all I really care about is my boy. I tried to be a good wife. I did anything he asked. But he didn't care." Her eyes fill with tears as she speaks. "I believe in Jesus, that He is the Son of God."
"I was married, too," a beatster explains.
But the poet demands, "Hell, let's talk of sex."
... The Negro welcomes all at the door, standing in his shorts and waving a tennis racket. For more than two hours he waves the racket about his head, singing, shouting, laughing all the while. He is the nation's greatest unrecognized poet. And he stumbles, wiggles about the record player, which is sounding out progressive jazz.
His wife is seated in a corner. Quiet and unmoved by all the activity, she is intently reading—"Peanuts."
... Childlike drawings on the wall. Scribbles above the arm's reach of any child. Guys and gals seated against the walls. They titter and laugh at anything, everything, nothing. "I'm going to fly out," a beat declares, parading about in nothing more than a pair of socks.
All intellectuals have left the scene and are now in Sausalito, the beat explains.
BEATNIK'S PARTY
... In Sausalito, down a narrow road, walking on the dock, up that board path, through this door and around that building, across that plank bridge, and through the beaten door, a beatnik party is in full swing.
Couples bill and coo—here, there and anywhere. He suggests she go out the door with his friend. It's the brotherhood of man. Integration is the thing. Another is embarrassed on the dock.
... Intellectuals (searchers of knowledge)? No. Searchers? Yes, searchers of freedom from chrome-plated responsibilities.
Falling farther and farther behind in the race for chrome-plated gains, growing more dissatisfied with their minor roles in the chrome-plated stratum, frustrated by their poor showing, they rebel, denying the merit of all chrome-plated values.
In its stead, they seek self-awareness, self-expression, self-satisfaction, no matter how inspired, no matter that it be a hollow, shallow laughter, animalistically inspired and animalistic in nature.
So it is they learn that too much of a self-awareness leads to further disappointment.
(Third and final report will appear Wednesday—an on-the-scene report of LYKE interview with beatster's giant leader, Eric Nord.)



Co-Existence Bagel Shop night manager is queried concerning whereabouts of "Big Daddy" Eric Nord by LYKE editor Robert Kauth in heart of Beatsville, North Beach, San Francisco. His reply, "Nord? He's dead. No longer on the scene. You'll never find him."
—LYKE photo by J. P. vanEttinger.

KOED-TV Cuts Service To Cafeteria

Cafeteria reception of KOED's daily broadcasts, a regular lunch time feature for the past two weeks, has been temporarily discontinued at the request of William M. Felse, Student Affairs business manager.
Felse, in a letter to Malcolm West, KOED adviser, said, "We have received numerous complaints from students and faculty alike about the excessive noise and racket caused by the KOED broadcasts to the cafeteria."
"A low amplification speaker system is to be installed in the cafeteria in the near future. It is possible that broadcasts over this system might be much more pleasant and effective. Until the system is installed and we can have a trial broadcast, please discontinue broadcasting immediately."
Frank T. McCann, assistant professor of drama, said that while the Cafeteria broadcasts are discontinued, KOED will continue to broadcast on a daily basis. Other outlets for the programming are being arranged this week.
The new speaker system to which Felse referred in his letter is already being constructed, and McCann estimated that it should be ready to install by the end of this month.
"The objections to the temporary speakers in the Cafeteria were due to their lack of volume control," McCann continued. "The reception would be too loud in one instance and not loud enough in another. The new speaker system will eliminate this problem."
Meanwhile, Gordon B. Greb, assistant professor of journalism, said the idea of approaching a local radio station as a possible outlet for KOED is under consideration. This idea, he said, should become a reality next year. Greb's Journalism 150 class edits and prepares newscasts for KOED.
"The Cafeteria situation provides KOED with a captive audience. By using a commercial station as an outlet for its daily broadcasts, KOED could reach SJS students in their cars and in their homes, at their discretion and convenience."
"The big question involved in such a move is whether or not the students who produce KOED's programs have learned enough to produce a show that would be a credit to the college."
"KOED primarily is for beginning students. They need the opportunity and experience more than the advanced students who could, no doubt, produce a professional-caliber program," Greb concluded.

Educator To Talk At SDX Meeting

Dr. Quintus Wilson, head of the Journalism Department of the University of Utah, will speak to the SJS chapter of Sigma Delta Chi, men's professional journalistic fraternity, at a luncheon meeting in the Cafeteria today. The meeting will be held at 12:30 in dining room "A."
Dr. Wilson is a world traveler and long-time SDX member, his last trip having taken him to Afghanistan.

Funeral Services Held for Student

Funeral services were held Friday for Franklin K. Buchanan, a sociology junior, who was killed last week in an auto mishap.
Buchanan, 32, transferred here from San Jose Junior College. He is survived by his wife, Lois.

Royal Coronation Ushers In Homecoming Week

Blonde, blue-eyed Judy Allen is the 1958 Homecoming Queen at San Jose State.
Announcement of the queen and her court was made Friday at 11 p.m. during the Coronation Ball in Exposition Hall of the Santa Clara County fairgrounds.
Homecoming queen attendants are Helen Barker, Ziska Baum, Sheila O'Brien and La Donna Schulz.
Judy, a 19-year-old sophomore, was sponsored by Alpha Phi Omega, a national service fraternity. Judy is the first Homecoming queen in several years not affiliated with a social sorority on campus.
This is Judy's first year on the SJS campus. Last year she attended the University of Maryland and was enrolled in a UM extension course in Wiesbaden, Germany.
A high school teaching career is planned by Judy. Her major is English and German.



Miss Judy Allen, sophomore English and German major, was crowned San Jose State's 1958 Homecoming Queen at the annual Coronation Ball Friday night. Judy's attendants are Ziska Baum, Sheila O'Brien, LaDonna Schulz and Helen Barker.
—photo by Hollywood Studios.

The 5'10" Homecoming queen considers swimming, riding and music her main interests. She lists her home as Holloman, AFB, N.M.
Do not just pick up the Hustler's Handbook and stop at the first Judith Allen you come to... it won't be SJS' Homecoming queen.
Judith K. Allen... second in the list of three Judith Allens... is the one you are after.
Judy was chosen queen at a fashion show Thursday in Morris Dailey Auditorium. Four judges from the San Jose area selected the winner on the basis of poise, grace, ease and personality.
Judges were Mrs. Kathy Briski, San Jose Mercury-News; Jay Kramer, San Jose Chamber of Commerce; Stuart Ganz, Stuart's; and Alex Hart, Hart's Department Store.
Sponsoring organizations of the Homecoming queen attendants were: Helen Barker, Phi Sigma Kappa; Ziska Baum, Kappa Kappa Gamma; Sheila O'Brien, Delta Sigma Phi; and LaDonna Schulz, Sigma Nu.
Joyce Rowson is Homecoming queen committee chairman.

Officials To Discuss Pension Program

California State Employees Assn. will meet Wednesday on the SJS campus to discuss changes in its retirement plan, according to Dr. Lowell G. Keith, head of the Elementary Education Department.
The organization includes all State employees ranging from college professors to maintenance men.

Greek Skits Due For Annual Show

Mike Brady, Greek Show chairman, has emphasized that today is definitely the last day to turn in scripts for Greek Show skits. The scripts must be at the Theta Chi fraternity house by 7 p.m.
So far, only two of the Greek organizations on campus have had their scripts approved, these being Chi Omega and Kappa Alpha Theta sororities. Another entry has been returned because of duplication and another because of unsuitability.
In cases of similarity, the first skit turned in will be accepted.
The following fraternities have been scheduled to perform at 8 p.m., Dec. 4:
Lambda Chi Alpha, Delta Sigma Phi, Phi Sigma Kappa, Sigma Alpha Epsilon, Sigma Nu, Sigma Chi, Alpha Tau Omega, Kappa Alpha, Theta Xi, Sigma Phi Epsilon and Delta Upsilon.
Theta Chi fraternity has been ruled ineligible since it is the sponsor of the Greek Show.
The following sororities are due to perform Dec. 6:
Delta Zeta, Alpha Phi, Kappa Kappa Gamma, Alpha Omicron Pi, Kappa Delta, Phi Mu, Chi Omega, Gamma Phi Beta, Delta Gamma, Kappa Alpha Theta and Alpha Chi Omega.
Sigma Kappa is ineligible due to national sorority regulations.
"The expectation of 100 percent participation in the Show promises stiff competition and the greatest production to date," Brady said.

Placement Corner Business Firms To Interview Here

The Placement Office announced Friday that the following business firms will be on campus this week to interview prospective employees:
Today—Sears Roebuck & Co., Los Angeles, interested in business administration and liberal arts majors.
Thursday—State Personnel Board, San Francisco, interested in civil engineers.
Friday—Guy F. Atkinson Construction Co., San Francisco, interested in civil engineers.

Datebook

MONDAY
College Christian Fellowship, meeting, Student Union, 9 p.m.
Hibel, meeting, Student Y, 8 p.m.
Phi Epsilon Kappa, smoker, TH55, 8 p.m.

TUESDAY
Kappa Delta Phi, meeting, Student Union, 7 p.m.
Phi Alpha Theta, meeting, CH164, 7:30 p.m.
Spartan Shields, meeting, CH358, 7 p.m.
Spartan Spears, meeting, B25, 7 p.m.

WEDNESDAY
Arnold Air Society, meeting, E118, 7:30 p.m.
International Relations Club, meeting, CH135, 7:30 p.m.
Newman Club, meeting, Newman Hall, 8 p.m.
O.T. Club, meeting, S164, 7:30 p.m.
Sigma Phi Epsilon, exchange with Phi Mu, Roller Land, 4-7 p.m.
Spartan Chi, meeting, CH167, 7:30 p.m.
Tau Delta Phi, meeting, Tower, 7:30 p.m.
Tau Delta Phi, formal smoker, Bank of America, 7-10 p.m.

THURSDAY
California Recreation Society, meeting, Cafeteria, 7 p.m.
Pi Lambda, coffee hour, Room A in Cafeteria, 4 p.m.
Social Affairs, meeting, TH26, 3:30 p.m.
Society of Production Engineers, meeting, CH208, 7:30 p.m.

FRIDAY
Rally Committee, bonfire, Spartan Stadium, 8 p.m.
Tau Alpha Phi, meeting, TH13, 7 p.m.

SATURDAY
Alpha Omicron Pi, open house, house.
Alpha Tau Omega, dance, Almaden Country Club, 10-1.
Class of '61, after-game dance, Women's Gym, 10-1.
Homecoming Game, Fresno vs. SJS, Spartan Stadium, 8 p.m.
Homecoming, parade, downtown, 5 p.m.

Luck is with you!
Our casual chem class continues...
Caustic: expensive.
Solute: what soldiers do.
28.50: what you pay for a Dacron/cotton wash-and-wear raincoat at R. A. Caustic, but it's good bismuth to own one.

Roos/Atkins

First at Santa Clara

Daily Comment

Editorial

What Price Mediocrity

Publication of a campus feature magazine ordinarily would warrant editorial treatment. Mediocrity is the subject of our discussion. We do not mean to imply by the use of this term that Lyke is a second rate magazine. The opposite is true. We feel that Lyke measures up to the best of the college publications of this nature.

After perusal of a "hot off the press" copy, as Lyke editor Bob Kauth put it, we found it to be both readable and easy (Lyke Doll) on the eyes.

Lyke at Fault? There is, however, basis for criticism on editorial content. Our blast is not leveled at Lyke alone.

In an era that knows no equal with respect to cultural and religious interest by its people; in an age where science and industry have teamed up to create a state of national prosperity beyond the wildest dreams of previous generations; during a period that knows no equal in terms of educational opportunities for the masses, it seems a shame that the term which might ultimately identify us... is "Beatism."

The idolizing and pedestalizing of the epitome of nonentity seems such a waste. All the blame is not Lyke's.

The press in general should reflect upon the ultimate effect of glorifying the mediocre and lending momentum to an ideology not deserving the permanency of a title, however descriptive it might be.

'Beatism' Does Exist Lyke notes that "Beatism" exists. We agree, but feel that the "Beat Generation" is only a title, a journalistic device playing upon a segment of society that always has existed.

"Beatism" is only another form of "Bohemianism"—without recognizable intellectual pursuits.

Eric Nord, the so-called "King of the Beats," is no exception.

Every neighborhood gang has had its leader. Some of these leaders are bullies, some have brains... some are loud mouths and show-offs.

Nord No Brain Eric Nord is neither a bully nor a brain in our opinion (justified by the fact that we are personally acquainted with him). He does like to feed his ego by being noticed... and not only for his 6 foot, 7 inch, 300 pound frame. Nord is anything but an introvert.

Why does this neighborhood gang type of group, the pseudo intellectuals and bad poets, the hangers on and the publicity seekers, the alcoholics and debasers of the common conventions of society deserve a niche in a century which has among its achievements "the greatest scientific, industrial and medical advancements in history?"

Press To Blame Why does the press, with its forceful opinion moulding powers try to encourage and develop a philosophy of cultural, social and moral negation?

A great deal of time, money and effort has been spent in pedestalizing a way of life. This, if collectively devoted to a monument to this age other than "Beatism," could produce another "Venus" or "Colossus," rather than a "Sphinx" or a "Great China Wall." J.P.

Leon Burton of Arizona State holds the national scoring record for most yards gained per try. In 1957 he averaged 9.62 yards per carry rushing.

Dancing and Entertainment

Featuring Wes Lawton's Band every Friday and Saturday night, and Sunday afternoon from 5 p.m.

EL MATADOR
910 N. 13th, near Rosa

MEN!



For the **HOMECOMING DANCE**

Square away those shoes and step out in style. Shoes in by noon, out the following afternoon.

20% off with ASB Card

LION'S Shoe Repair

480 E. Santa Clara
Open 7:30 'til 6—Mon. thru Sat.

be your glamorous best at the **HOMECOMING DANCE**

Shampoo and set \$2.50

Specials With Shampoo and Set

Eyebrow Arch and Tint \$1.25
Manicure \$1.25

No Appointment Necessary

Open Mon., Thurs., Fri., 'eves til 9—2 hrs. free parking next door (with services of \$2.50 or more)

MODERNE BEAUTY SALON
30 S. 2nd Street CY 2-5564

WATCH YOUR TOES . . .

By HUGH MCGRAW



There are two readily detectable signs of a healthy personality in any given individual.

The first is a keen sense of humor. And the degree to which a person is a humorist is directly related to that person's ability to laugh at himself.

Secondly, personal stability can be determined by comparing the self-picture with the actual man. If the two coincide, chances are the man is stable.

The San Quentin News is evidence that at least some of that institution's inmates will become contributors to the good of society.

Without further ado, let's take a look at that well written, well edited newspaper:

The masthead of the tabloid depicts an aerial view of the "campus," a scene which many of the

Open at 4 P.M.
Pizza with a "Personality"
HOUSE OF PIZZA
395 Almaden Ave., CY 7-9908
Near the Civic Auditorium

boys would like to get.

The headlines are a scream. An article telling of the growing number of prisoners in California reads, "Sharp Increase in Population." Another on a musical entertainment program held at the prison on Columbus Day blares, "Musical Gasses Big Holiday Crowd." An overline on a picture showing a Quentinite rounding third base states, "Into The Home Stretch."

Throughout, the paper displays a wit. Oddly enough it looks, at first glance, like a college paper. The first and main story is even somewhat misleading: "Dickson Lauds Grads In Fall Diploma Harvest." (Actually it's about inmates who received elementary and high school diplomas.)

A letter-to-the-editor is a side splitter: "Now that the season is over I notice that we're still playing baseball at Coughlin Field... along with football. Don't we ever do anything in the right season around here? As long as we're doing it, let's get the Giants over for a couple of games. They're free now."

The editor tacked on a note: "Sure. We would call it the Underworld Series."

The final blow is a column which takes a poke at Herb "King San Francisco" Caen's book entitled "Bhagdad by the Bay." The column title is "Bastille by the Bay."

We hope you make it, boys!

A & M Auto Repair
general auto repair
SPECIALTY
Hydramatic Powerglide
student rates
456 E. San Salvador CY 2-4247

LITTLE MAN ON CAMPUS



"YOU SHOULD'VE BEEN HERE YESTERDAY WHEN THIS GUY PINCHED TH' DOLL NEXT TO HIM."



Nice, but . . .

Dear Thrust and Parry:

Does anyone really listen to KOED while eating in the Cafeteria?

Usually it's either too loud or too soft to be enjoyed anyway. Most of the cafeteria patrons appear to be so engrossed in conversation that they don't pay any attention to its golden tones.

I'm sure there are very interesting tidbits of news, etc. coming over those speakers, but maybe they should be installed in a more

appropriate place (i.e. the Student Union). Am I the only one that's noticed this?

Mary Ann Miller
ASB 7154
(Editor's Note: No!)

Kinda Loud

Dear Thrust and Parry:

Congratulations to KOED radio on its opening. The experience gained by its members will, no doubt, be invaluable. Of course, the knowledge it imparts to its listeners is of considerable value. A well-rounded program should help us to broaden our interests.

It is handy as a capsule recapitulation of all the major news in the Spartan Daily.

But, may I ask, is it actually necessary to all but deafen the captive listeners in the Cafeteria? Personally, I don't mind munching in frantic rhythm to classics or vocal cadences, but, wow, my ears are sensitive.

James M. Scott
ASB 13945

KBM

RENT A TYPEWRITER
Special Student Rate
3 MONTHS \$15
KENNEDY BUSINESS MACHINES
94 E. San Fernando CY 2-27501

Service Committee Plans Chest Drive

Community Service Committee will continue plans for the Campus Chest Drive when it meets this afternoon at 1:30 in the Student Union. Also pictures of the group will be taken for La Torre. Campus Chest Drive, to be held Nov. 17-21, will combine drives for several causes into one project, according to Gary Ressa, service chairman.

Sharing in Drive proceeds will be Community Chest, Hungarian Relief, Red Cross, World University Service, Heart Assn. and Cancer Assn.

Spartan Daily

Entered as second class matter April 24, 1934, at San Jose, Calif., under the act of March 3, 1879. Member California Newspaper Publishers' Association.
EDITOR JOHN SALAMIDA
DAY EDITOR HARVEY JOHNSON

MOSHERS Open Tuesday

I REPAIR

Fountain Pens, Lighters, Watches, Clocks and Radios
ALL WORK GUARANTEED

The Pen Man

85 E. San Fernando

Sahara Oil Co.
BEST GAS PRICES
IN SAN JOSE
AT
SECOND & WILLIAM

Have a WORLD of FUN!

Travel with **SITA**
Unbelievable Low Cost
Europe

60 Days from \$645

Orient

43-65 Days from \$998

SEE MORE SPEND LESS

Also low-cost trips to Mexico \$169 up, South America \$499 up, Hawaii Study Tour \$549 up and Around the World \$1798 up.

Ask Your Travel Agent

SITA

WORLD TRAVEL, INC. 325 Geary Street, San Francisco 2, Cal. EX2-7270

Cortier's HOLLYWOOD STUDIO

Special Rates to Sororities and Fraternities

Proofs shown on all placement and graduation photos. Your selection is Retouched.

41 North First Street
San Jose, California
CY 2-8960

ERWIN CLEANERS

"Quality Work at NO Increase in Price"

Sweaters Cleaned and Blocked Beautifully

1-hr. Service at no Extra Charge

424 E. Santa Clara

20% Discount with ASB Card

"I dreamt I had coffee in the COOP in my maiden-form bra."

SPARTAN FOUNTAIN

Basement, Student Union Bldg.



CHESTERFIELD

NEW CAREERS FOR MEN OF AMERICA: JET SPECIALISTS

New jets range the world at close to the speed of sound. People travel, products move in almost half the flying time. Wanted: more commercial jet aviation specialists.

CHESTERFIELD KING circles the globe with the Men of America in the exciting world of jet travel.



Top Length, Top Value, Top-Tobacco Filter Action...

NOTHING SATISFIES LIKE **CHESTERFIELD KING**

© Liggett & Myers Tobacco Co.

Let Yager & Silva Take Care of Your Car

Lubrication
Tune-up
Brake Work



Starter, Generator
All Electrical Work
Parking

and Super Shell Gasoline with T.C.P.

YAGER & SILVA SHELL SERVICE

98 SO. 4TH STREET

Across from Student Union

COP Proves Too Much for Spartans

Show Power: Don Booters Top Spartans

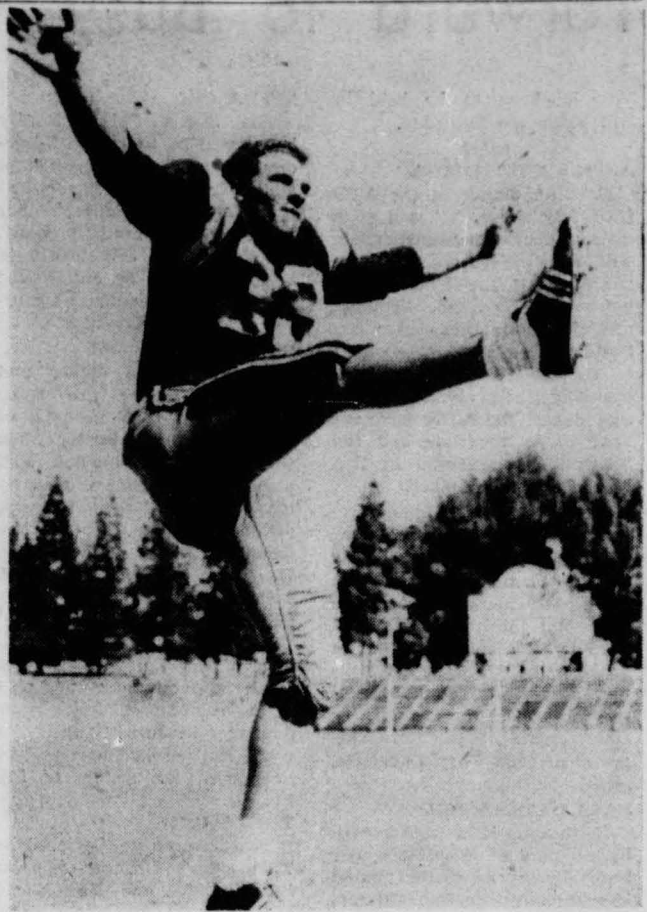
USF Dons showed the class that has made them the league leaders in the Northern Intercollegiate Soccer Conference, Saturday, when they defeated the Spartan booters, 8-0, at Spartan Stadium.

Leading 2-0 at half-time, the Dons salted the game away with five goals in the second half. Ludwig Soderman and Herb Weiss teamed up to score seven of the Don goals. Soderman scored four while Weiss found the range for three tallies.

The first half found the Dons well contained by the Spartan defense. However, in the second half the Dons steady, smooth working plays found holes in the Spartan defense for five goals.

The Spartans lost the services of Bob Meyers and Garvin Kelley when they were ejected in the third quarter for rough play.

SJS has lost three games in the NICS while tying one.



Kent Rockholt, promising sophomore fullback on the Spartan grid squad, is a product of the '37 frosh team. Rockholt, 6-ft. and 195 lbs., is from San Carlos, Calif. He has seen plenty of action in the 1958 season. —Spartanfoto.

Bass Sets Rush Mark In 26-13 Football Rout

By LOU LUCIA

Dick Bass eclipsed two of his own single game rushing records and his teammates aided in setting a new Pacific Memorial Stadium rushing mark while rolling over the Spartans for the fifth consecutive year, this time, 26-13.

Before 28,000 spectators Saturday night, Bass gained 253 total net yards to erase the previous highs of 235 and 215 which he set against Cal in the Bengals opener this year.

The Tigers amassed 459 net yards rushing to break the old standard of 404 set in 1951 against Hardin-Simmons.

Bass carried seven of the nine times during the 69 yard march following the kick-off. He scored from three yards out with 10:44 left in the quarter. Gene Campbell was tackled on the conversion try.

The Pacific eleven used a double wing formation with Bass being deep in this first series and had the Spartan defenses befuddled.

SJS gained momentum when Emmett Lee intercepted on the Spartan 20 and returned to the COP 31. The attack bogged down on the two yard line; Sam Dawson's try at center and Lee's pass being knocked down.

Clarion Appledorn provided the most important Spartan play by blocking Tony Aflague's punt. He caught the ball on one hop at the 24 and raced for the score. Chuck Yeyna line-driven a boot over the cross-bar for a 7-6 Spartan lead.

Though the half-time statistics said the Spartans should be behind they walked off the field with the lead. It wasn't long before the statistics and score jibed however.

Campbell sped around left end to put COP ahead to stay with 9:26 left in the third period. Bass scooted in the same general direction to make the score 14-7. Three minutes and sixteen seconds later Henry Wallace galloped 76 yards to make the score 20-7. The conversion pass was over-thrown.

The Spartans second 'defensive' score came with 6:42 left to play. Wallace was scooting around left end when the ball squirted out of his hands into Yeyna's arms. The Spartan defender carried the ball over from the 10 yard line. His attempt at the extra point was wide.

Bass, the Stockton demigod, charged through the SJS line at the 43 and out-raced the secondary for the final six points. Jack Larscheid was nabbed on the conversion try.

State's passing was good for 135 yards; Lee hitting 10 of 16 and Mike Jones 5 to 16 passes. The team seemed to have retrogressed to the first three games when the inability to maintain a sustained goalward movement resulted in a loss.

Defensively, Roy Harrah and Dan Colchico were singled out for praise by onlookers. The booting of Kent Rockholt was also outstanding. Fans twice believed that Rockholt's kicks might, for the first time, put a football in orbit. They didn't; but were good enough to push the COP offense backward.

It is doubtful that the Spartans 135 yards passing will allow them to remain the nation's leader in this department.

Four Team Race Resumes Today

By GREGORY H. BROWN

With six games remaining on the intramural football schedule, Kappa Alpha fraternity has a one and one-half point lead over second place Delta Upsilon.

Points are issued on a basis of one for each win, and a half point for each tie.

KA will tangle with Alpha Tau Omega today in the big Greek contest. ATO sports a 4-2 record and still has an outside chance to walk off with first place honors. Delta Upsilon and Theta Chi are deadlocked for second place.

each team with five points. DU has the percentage edge however, losing one less game.

DU, who was idle last week, goes against Lambda Chi Alpha, a surprise earlier in the season but now sports a 3-4 record.

Theta Chi, the other trophy possibility automatically gains a

INDEPENDENTS				
Group	W	L	Tie	Pts
The Group	5	0	2	1,000
Loose Ends	6	1	0	.857
PIKA Alums	6	1	0	.857
Yanagans	5	1	1	.833
Good Bros.	4	1	1	.800
Kirby's Killers	4	2	0	.667
Newmen Knights	4	3	0	.571
The Zoo	4	3	0	.571
Baker Hall	3	4	0	.428
Outcasts	2	5	0	.285
567 Lodge	2	5	0	.285
Ground Gainers	0	7	0	.000
Spartan Seven	0	7	0	.000
ROTC	0	7	0	.000

FRATERNITIES				
Group	W	L	Tie	Pts
Kappa Alpha	5	0	1	1,000
Delta Upsilon	5	1	0	.833
Theta Chi	5	2	0	.714
Alpha Tau	4	2	0	.667
Omega	3	2	2	.600
Lambda Chi Alpha	3	4	0	.428
Sig. Alpha, Epsilon	3	3	0	.500
Delta Sigma Phi	2	3	0	.400
Theta Xi	2	4	0	.333
Phi Sigma Kappa	2	4	0	.333
Sigma Chi	1	4	1	.200
Sigma Nu	0	7	0	.000

forfeit win over ineligible PIKA fraternity who was placed on probation for the semester.

Coach Bob Bronzan voiced his concern over the PIKA issue saying that a meeting would be held in the near future to determine the status of games scheduled with the PIKA team. The two alternatives are: (1) counting all games scheduled with Pi Kappa Alpha as an automatic win (this is the current status), (2) Count the games as non-official and no win or loss involved. The problem in the first case is that several teams have already played Pi Kappa Alpha with the results

Women's PE Prof Attends Search, Rescue Drills

Miss Hildegard Spreen, professor of physical education, recently attended a search and rescue exercise Oct. 22-23 under direction of the commander of the 14th Coast Guard District, Hawaii.

The Coast Guard invited Miss Spreen to attend the conference as a representative of the American National Red Cross, in which she is active.

"One of the most exciting activities," said Miss Spreen, was the demonstration of illumination procedures to be followed at night by survivors in mid-ocean.

The group simulated night aircraft ditching, once with the "Bering straight" Coast Guard vessel providing light and once without such provision.

Main highlight of the conference, according to Miss Spreen, was the raft drill sponsored by United Air Lines. Persons attending the conference took turns going out on a raft in mid-ocean and following procedures to be used by a surviving party.

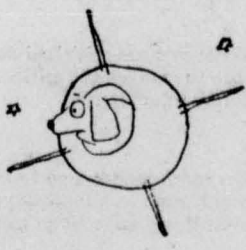
Miss Spreen and her group were afloat two hours.

already in the record book. If forfeit wins are given to teams scheduled with the PIKA's the rest of the semester the squads losing to PIKA earlier would be at a disadvantage.

These and other problems will be worked out at the meeting.

TYPEWRITER RENTALS
SPECIAL STUDENT RATE:
1 mo. \$6.00
3 mo. \$15.00
FREE DELIVERY AND PICKUP IN SAN JOSE AREA
ROBERTS Typewriter Co.
156 W. San Fernando
CYpress 4-1215

CORDUROY SPORT COATS
The ever-popular campus casual in the wanted colors: black, tan, olive and charcoal. All sizes. Regular \$15 value. Alterations Free **10⁹⁵**
Dundee Open Thurs. till 9 p.m. Student Accts. Invited
119 South First Street
"Come on in and browse"



Shirt Satellite Launched!

The first Shirt Satellite is finally a reality! Just yesterday, during their lunch hour, Van Heusen scientists launched a Van Heusen Century Shirt into the stratosphere. It's now circling the earth 180,000 miles up, in an orbit so large that a grown man couldn't walk it, even in a whole day! Traveling at the legal 35 miles per hour, it is expected that the Van Heusen Century Shirt Satellite will remain up there in the blue beyond for at least 1200 years. And, with luck, maybe 1201.

"But," you will ask, "what value will the Shirt Satellite have for science?" Just this, friend! It will further prove the immutable law that the soft collar on Van Heusen Century Shirts won't wrinkle... ever! You see, the slick Van Heusen physicists have attached an electronic Wrinkle-rieter to the collar of the Van Heusen Century

Shirt. This clever device will constantly send back electronic reports on the condition of the collar, so, for 1200 years, we earthlings will have absolute proof that the soft collar on Van Heusen Shirts won't wrinkle... ever. Should you ever have any doubts, just drop in to the Van Heusen office, and listen to the reports coming back from the Shirt Satellite.

One more thing—the Van Heusen Century Shirt Satellite will drop back to the earth in the spring of 3157 (possibly 3158) and you're all invited to the return party! If, in the meantime, you want to see the Van Heusen Century Shirt, you can at your campus haberdashery. He has them in 5 collar styles, in white, stripes and colors, \$4 & \$5. At better stores everywhere or write: Phillips-Van Heusen Corporation, 417 Fifth Ave., New York 16, N. Y.

Show SLATE

TOWNIE
CY 7-3060
N.Y. Times says:
GO!
Sins of Casanova
Only Casanova could so enjoy another man's wedding night!
PLUS
"The Devil's Hairpin"
Sports Car Racing
GAY
CY 4-5544
Burt Lancaster, Frank Sinatra
"From Here to Eternity"
Glen Ford, Ernest Borgnine
"Jubal"

EL RANCHO DRIVE-IN
"Harry Black and the Tiger"
Plus
Gregory Peck, Jean Simmons
"The Big Country"

SPARTAN DRIVE-IN
Walt Disney's
"WHITE WILDERNESS"
Audie Murphy
"RIDE A CROOKED TRAIL"
Picturette
"HOLLYWOOD STAR 'IGHT"

MAYFAIR
25TH AND SANTA CLARA
Gregory Peck, Jean Simmons
"BIG COUNTRY"
Bridgette Bardot
"LA PARISIENNE"

Spartan Sports
Sports Editors—RALPH CHATOIAN, LOU LUCIA

Frosh Football Squad Tops COP Freshmen

Highlighted by a 99 yard touchdown run by Floyd Elliott, San Jose State's frosh football team defeated the freshmen grid squad from COP, 30-28, Friday in Spartan Stadium. It was the first time the COP frosh had been beaten this year.

Trailing 30-22, the Tiger cubs scored a fourth period TD to bring them within two points of SJS, but missed the all-important two extra points on a run play.

COP was the first to hit yardage as Alan Sanders tossed a 20 yard pass to Gregory Stikes.

The Spartababes came back in the second quarter to rack up three touchdowns on passes from quarterback Neal Dahlen to Ken Robie and Mack Burton and a 99 yard run by fullback Elliott who shot through tackle and ran all the way to the end zone.

Sneaking over from the one, Sanders scored for COP in the third stanza, making the score 18-14, SJS in front. Later in the third quarter, Dahlen pushed the

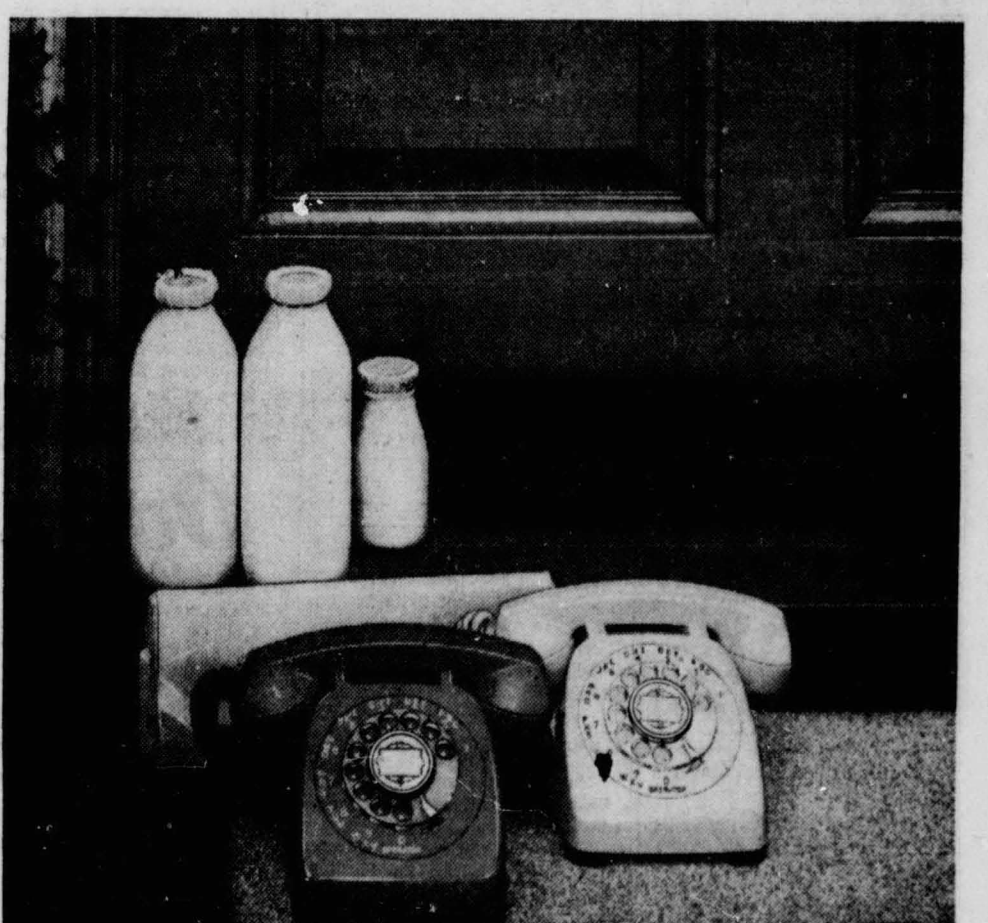
ball over from the one, highlighting a 65 yard march.

Sanders flipped a three yard pass to Ed Kotal to bring COP two points under the Spartababes. SJS came back to score with Elliott crashing left tackle for six yards and the touchdown.

Late in the fourth period, Sanders used a quarterback sneak from the two to land in the end zone. Richard Scott tried for the two points with a run around left end but ran into a tough SJS defense which held on the two yard line.

OLYMPIC SKI MOVIES
Official Films of the 1956 Winter Olympics at Cortina, 1958 F.I.S. World Championships at Badgastein.
Thurs. Nov. 13, 8:30 p.m.
CIVIC AUDITORIUM
Students \$1.25
Tickets available at leading Ski Stores

DRY CLEANING
The Nationally Advertised Sanitone Process
THOROUGH • QUICK • CONVENIENT
Special DRESSES \$1.10
IN BY 9 OUT AT 5
SHANK'S
DRY CLEANERS & SHIRT LAUNDRY
Second & San Carlos CYpress 3-3701



You have to get up mighty early... to give the kind of service that's building America's second largest telephone system

When it comes to service we aim to deliver the goods. Result: we're growing fast! For in Gen Tel Territory, America is finding the room the overcrowded big cities can no longer supply. New homes, new stores, new factories are springing up fast.

And so is the need for up-to-the-minute telephone communications. That's where Gen Tel comes in big. To meet the growing need for telephone service, we're installing 750 new phones each day, investing almost 4 million dollars each week in new facilities.

At Gen Tel we're working overtime to develop new uses for the telephone to keep ahead of the growing need for better and more complete communications. That's one reason we are America's second largest telephone system.

No doubt about it, America is on the move. And Gen Tel is moving with it—moving up.

GENERAL TELEPHONE

Spartan Society:

RAINBOW DAZE



Tom Finnegan dramatizes the effect the current fashion of long socks has caused around campus as he catches sight of eight unidentified legs in the background.—Spartafoto by Dave Batchelor.

Plans for Homecoming Functions Dominate News As Spartans Look Forward to Busy Weekend

WOMEN

ALPHA CHI OMEGA
An afternoon of flying kites, followed by a dinner at the Sigma Chi house, highlighted an exchange between the AChOs and brothers of Sigma Chi Wednesday. Spartan Spears, women's sophomore honorary service society, recently asked Marlene Lake to become a member.

ALPHA OMICRON PI
Chris Richards was awarded the AOPi scholarship trophy and recognition rose Monday evening at the annual scholarship dinner. The trophy was given for highest spring semester grade point average and the rose for greatest improvement in grades. AOPi held its fall pledge dinner-dance Saturday evening, Nov. 1, at the Villa Hotel in San Mateo.

CATHOLIC WOMEN'S CENTER
Members of Independent Women's Housing Council have elected three residents of CWC as officers. They are Linda Lucas, president; Carol Link, treasurer; and Gloria Sani, historian. Corrine Lobdell represented SJS at the regional conference of Student Activities Building Committees at Oregon State College Oct. 30 through Nov. 2. Purpose of the conference was discussion of student unions.

DELTA ZETA
First place in the novice division in impromptu speaking was awarded to DZ Marjorie Nickson recently at a speech contest sponsored by the Northern California Forensic Assn. Children of Santa Clara County Hospital were guests of the DZs at an old-fashioned Halloween party Oct. 31. Chairman of the affair was Nancy Bliss. Brookdale Lodge was the setting Saturday evening, Nov. 1, when DZs and their dates danced to the music of Tony Nigro.

DI BARI HOUSE
Saturday night, Nov. 1, an exchange was held by Di Bari House residents with the members of Chi Phi Sigma, professional police and penology fraternity. Donna Merlotti was recently elected president. Her officers are Joanne Mitchell, vice president; Cynthia Cordiner, secretary; and Marie Gardner, treasurer.

DELTA GAMMA
"Eloise," a record pantomime, was presented by seven DGs at the COP exchange rally Friday. Participants were Marti Walker, Marcia Malatesta, Sue Evers, Jan Johnson, Nancy Melvogo, Gabi Lusser and Char Driver. Other DGs active in campus affairs are Jan Nelson and Judy Roberts, who were in-

vited to join Spartan Spears, women's sophomore honorary.

DUCHESS HALL
The residents of Duchess Hall held their second exchange with Leslie Manor Sunday, Nov. 2.

GAMMA PHI BETA
Mrs. Polly Newell, recently appointed housemother, was honored by the Gamma Phi Wednesday evening at a tea. Sharon Berryessa was named Gamma Phi "Pledge of the Week" for the week of Oct. 20 for earning the most points in activities and scholarship. She was presented with a silver bracelet to wear for one week. Lavalieres were presented by "Big Sisters" to their "Little Sisters" Saturday evening, Nov. 1, at the pledge dance.

KAPPA DELTA
A surprise in the form of a picnic at Alum Rock Park awaited KD pledges Saturday morning, Nov. 1, when they went to the sorority house for pledge duties. Recently appointed KD officers are Toni Mattiuz, social chairman; Evelyn Gilley, assistant social chairman and Linda Thiem, 11th street capers chairman. KD province president Gerry Stuparich visited the local chapter Monday.

KAPPA KAPPA GAMMA
Approximately \$50 was collected by the Kappas recently for the Red Feather drive. Sandy Ware is being initiated into Chi Sigma Epsilon, honorary secretarial society.

KAPPA ALPHA THETA
Monday evening, the Thetas held their annual scholarship dinner. Selected to join Spartan Spears, women's sophomore honorary service society, were Thetas Nancy Crandall and Barbara Longinotti.

PHI MU
A roller skating and dinner exchange with the brothers of Sigma Phi Epsilon is being planned by the ladies of Phi Mu for Wednesday. Mary (Cobb) Thomas was honored for the third semester in a row Monday night at scholarship dinner for the highest grade point average (3.94). Other honors went to Irma Sipe for highest pledge scholarship (2.96) and Judy Beth for the most improvement (3.25). Five women who were pledged to Phi Mu after open rush were Carolyn Fritzer, Diane Pining, Cathy Kosebahm, Danene Shamberger and Lyn Seely.

SIGMA KAPPA
A model from Coronet Modeling Agency in San Francisco spoke to the women of Sigma Kappa Wednesday evening at demitasse. The sisters are planning for the annual Founder's

Day luncheon to be held in San Francisco Saturday.

MEN

ALPHA TAU OMEGA
A buffet dinner at the ATO fraternity house, followed by a dance at Almaden Country Club, will honor the fraternity's alumni following the Homecoming game Saturday. The brothers and their dates boarded a bus Saturday for the SJS-College of the Pacific football game. Planning their annual Christmas dance, the ATOs have set Dec. 12 as the date and the Sheraton Palace Hotel in San Francisco as the place.

DELTA UPSILON
A pre-football game dinner was held for DUs and their dates Saturday at Jim Schmiedt's house in Acampo. Following the game, the local chapter was entertained at a dance in the DU house in Stockton. Fall pledge class officers recently elected are Harry Haley, president; Bill Rose, vice president; and Gary Ballengee, social chairman.

DELTA SIGMA PHI
Delta Sigma Phi brothers will host alumni at a buffet dinner Saturday preceding the annual Homecoming Parade. Alumni will hold an after-game dance Saturday night and have breakfast at the Red Coach Inn in Los Gatos Sunday morning. The chapter traveled by chartered bus to Stockton for the COP game Saturday.

LAMBDA CHI ALPHA
Stew Tunic has been elected president of the Lambda Chi pledge class. Other officers include Phil Robba, vice president; Bill Bradshaw, social chairman; Ken Harlan, secretary; and Bill Erfurth, treasurer. Men recently added to the pledge class are Gordon Richardson and Larry Peck.

PHI SIGMA KAPPA
Phi Sig alumni will be feted at a buffet dinner at the fraternity house Saturday before Homecoming parade and game. A party is planned at the Disabled American Veterans Hall following the game. Four men pledged during informal rush are Gordon Johnson, Dick Duran, Nick Kouretas and Doug Brown.

The ALL-NEW **Chrysler** ROAD KING As modern as tomorrow—Ride it everywhere

Emery's SUPPLY AND POWER TOOL MART 1401 W. SAN CARLOS Across From Sears

SIGMA CHI
The Sigma Chi fraternity house will be the scene Saturday when Sigma Chi alumni and their wives are honored at open house and a buffet dinner following the football game. Candidates for Sweetheart of Sigma Chi will be entertained at the fraternity house tomorrow and Thursday nights.

SIGMA NU
A before-game dinner and after-game dance are being planned by the brothers of Sigma Nu for Saturday when they fete their alumni. Fall pledge class officers recently elected are Richard Graham, president; Ernie Petrucci, vice president; Dick Schenberger, treasurer; and Eldon Fussell, sentinel.

SIGMA PHI EPSILON
Bob Robinson, Grand President of Sig Ep, will visit the local chapter tomorrow as part of the celebration of Founder's day at San Jose, Saturday, a roller skating exchange will be held with the sisters of Phi Mu.

THETA CHI
Two buses were chartered by Theta Chi's for the trip to Stockton for the SJS-College of the Pacific game Saturday. A party in San Jose was held

when the group returned. Lanny McCollough, Bill Brown and Jack Rhodes have been elected president, secretary-treasurer and social chairman, respectively, for the fall pledge class.

CONSULT **Dr. Harold Haskell** Optometrist Complete eye examinations and optical service. Latest styled glasses and optical prescriptions filled. No Appointment Necessary. Easiest Credit Terms. CY 7-1880 100 So. 1st St.

Beautiful Flowers * From **BAKMAS** Of Course! Flower Shop CY 2-0642 • 10th & Santa Clara

Spartaguide

- Collegiate Christian Fellowship, meeting, tonight, Student Union, 9.
- Community Service Committee, meeting, today, Student Union, 1:30 p.m.
- El Circulo Castellano, meeting, tonight TH7, 7.
- Freshman Class, meeting, today, TH55, 3:30 p.m.
- Hillel, meeting, tonight, Student Y, 8.
- International Relations Club, meeting, Wednesday, CH135, 7 p.m.
- Junior Class, meeting, today, S112, 3:30 p.m.
- Music Educators National Conference, meeting, today, Cafeteria, 5:30-7 p.m.
- O. T. Club, meeting, Wednesday, S142, 7:15 p.m.
- Phi Epsilon Kappa, pledge smoker, tonight, TH55, 8.
- Public Relations Personnel Com-

- mittee, meeting, Wednesday, CH231, 3:30 p.m.
 - "Sangha," meeting, Thursday, CH167, 5 p.m.
 - Senior Class, meeting, today, TH155, 3:30 p.m.
 - Sigma Delta Chi, meeting, today, cafeteria room A, 12:30 p.m.
 - Sophomore Class, meeting, today, S210, 3:30 p.m.
 - Spartan Spears, meeting tomorrow, B25, 7 p.m.
- BEANERY BULLETIN**
Coop—Fourth and San Fernando Complete breakfasts...55c Served 6:30-10 a.m.
Lunch...60c Served from 10 a.m. to 2 p.m.
- Meat dumpling...45c
Tamales...45c
Salmon loaf with cream sauce...45c
Plate lunch (choice of entree, one vegetable or salad, roll and butter)...60c
Cafeteria—Seventh Street
- LUNCH**
Beef tamales...45c
Roast beef hash...35c
Corn...12c
Tomatoes...12c
Spartan Special Lunch...70c
- DINNER**
Spaghetti and meat balls...60c
Boiled New England dinner...65c
Green peas...12c
Parslied carrots...12c
Spartan Special Dinner...\$1

S. J. Radiator Service
CLEANING Let
REPAIRING Manual
RECORDING Do It
448 So. First St. CY 3-5708

FAIRGROUNDS FAIRWAYS
Golf Driving Range
SPECIAL STUDENT RATE
35c bucket with ASB Card
S 10th & Tully Road

Fountain: Breakfast, Lunch
Dinner
Callaway's..Crystal Creamery
7th & E. SANTA CLARA

P.R. Group To Meet
Public Relations Personnel Committee will meet Wednesday in CH231. The change in meeting day is due to the school holiday on Tuesday.

CLASSIFIEDS

- FOR RENT**
New 2 bdrm. apts. CY 2-5449, 93 W. Reed.
- Furn. Apts. Groups or singles. New bldg. w/w carpet. Bldg. Appliances 1/2 blk. from Campus. Les Kirby, mkr. CY 4-9042.
- Close to College. Newly dec. 4 rm. and bath. Suitable 4 girl students. Inq. 445 S. 8th St.
- Attrac. large apt. 4 students. Close to college, only \$22.50 ea. AX 6-3490.
- Rms. Men. Kitch priv. \$21 mo. 168 So. 10th. CY 4-6780.
- House for rent. \$75 mo. Sleeps 3 with cooking facilities. CY 5-6402.
- Frt. Bdrm. Kitch. priv. Girls. CY 4-0470 after 6. Quiet.
- Single modern rms. Kitch. and hse. priv. Male students. 720 S. 3rd. CY 5-8121.
- New deluxe apts. Ready Nov. 10. 2 bldg. from campus. Est. lgs. units. Completely furn. Will accom. group of 3, 4, 5 stu-
- dents. Boys or girls. 283 E. Reed at 7th. Water and garb. pd. CY 2-5732. Eves. CY 7-2564. \$37.50 and \$40 per student.
- FOR SALE**
35 Gum and Candy Machines and route. Sell or trade. Spare time income. Very reas. CY 7-7700.
- Surfboard. Doolittle 3/4 Pig shape. Very fast. \$45. CY 3-2244.
- WANTED**
Student typing, all types, etc. Public iteno. CY 3-3420.
- Male to share hse near campus: \$25 mo. 558 S. 5th. CY 7-1615.
- Ironing. \$1 hr. CY 3-4725.
- LOST AND FOUND**
Black and white tweed coat, please turn in coat at Student Union.
- Riders wanted. Leave campus Friday 2:30 to San Francisco. Leave S.F. 8 p.m. Sun. CY 2-2063. Pachinger.

Do You Think for Yourself? (TO KNOW MORE ABOUT YOURSELF - ANSWER THESE QUESTIONS!*)

Do you try to keep from getting angry because you feel that emotion can interfere with your judgment? YES NO

Do you like to "show your stuff" when you know you are really good at something? YES NO

Can you honestly say you like to be entirely independent of others in most things you do? YES NO

In the morning, do you carefully choose a tie, matching jacket, etc., instead of grabbing the first thing you see in the closet? YES NO

When you are criticized do you stop to analyze the criticism before retorting? YES NO

Do you sometimes go to a public event, such as a football game, even if you have to go alone? YES NO

In a discussion, do you like to go on record early with a definite viewpoint of your own? YES NO

Are you able to stay cheerful even when you are alone for a considerable time? YES NO



Do you ignore extravagant claims and think for yourself when making your choice of filter cigarette? YES NO

The fact is, men and women who think for themselves usually smoke VICEROY. Their reason? Best in the world. They know only VICEROY has a thinking man's filter and a smoking man's taste.

*If you have answered Yes to 6 of the above questions... well, you do think for yourself!



The Man Who Thinks for Himself Knows — ONLY VICEROY HAS A THINKING MAN'S FILTER... A SMOKING MAN'S TASTE!