

### Half-Day Vacation

CLASSES will not meet after 10 a. m., Friday, May 6, because of the Interscholastic Track and Field Meet at Merrill Field, the registrar's office announced today. Eight and nine o'clock classes will meet as usual.

### Interviews Engineers

PRESIDENT MILLARD and Manager Diamond of Electro-Refractories Co., of Hamburg, New York, visited April 26. Their purpose was to interview senior students for jobs and to consider the establishment of a fellowship of research in the Research Department of the Ceramic College.

### To Lecture At Yale

DR. S. R. SCHOLLES goes to New Haven, Connecticut, on Wednesday to speak to a group of senior chemistry students of Yale University on the subject of chemical glass-ware.

### Enter Poster Contests

COMPETITION among ceramic art students may now be made keen by two new contests sponsored by the World's Fair Commission and The Wrigley Chewing Gum Co., with very substantial prizes for the winners of these contests. To date William Maroney has entered the World's Fair Commission Contest and Lennie Rubenstein is a contestant in the Wrigley Chewing Gum's poster contest.

### Buffalo Alumni Dinner

BUFFALO ALUMNI of Alfred University will hold their annual dinner next Saturday at King Arthur's Restaurant, 100 Delaware Ave. The affair will start at 7 p. m.

President J. Nelson Norwood and John Reed Spicer plan to attend; the latter will show recent pictures of the University, Henry Richards magician, will head the entertainment program.

### Blue Key Wednesday

BLUE KEY honorary society will meet Wednesday evening at 9 o'clock at Theta Kappa Nu fraternity to elect officers for 1938-39 and to vote on candidates for tapping.

The honor society will have charge of Moving-Up Day dance, President John Albright said today.

### Baschnagel Gets Geology Fellowship

RAYMOND BASCHNAGEL '38, president of the Student Senate, has been awarded a two-year fellowship in geology at the Syracuse University School of Geology.

Baschnagel, who will be graduated in June with a major in geology, will tutor in geology at Syracuse, under the fellowship, which covers all expenses and tuition.

A member of Delta Sigma Phi, Baschnagel this year was selected to the Who's Who in American Colleges and Universities, along with seven other Alfred seniors. He is a varsity hurdler of the track and field team.

### Senate Votes To Rent Ceiling

CAMPUS GROUPS which are not supported financially by the Student Senate may have the use of the "false ceiling" for dances at the College gymnasium for three dollars, it was voted Wednesday by the Student Senate.

The money received from these groups will be placed in a fund to pay for repairs to the blue cheese-cloth ceiling.

Organizations which receive Senate appropriations are exempt from the \$3 tax, and may use the ceiling free of charge, it was said.

Previously, all groups wishing to rent the ceiling from the Senate were required to pay \$10 per night, under an agreement made when the Senate, Ceramic Board and Interfraternity Council joined to purchase the ceiling in 1936.

The Senate treasury has been repaid for the purchase of the ceiling, it was said at the meeting, and the Senate felt student groups should not be required to pay for the renting of their own property. The \$3 charge will cover any necessary repairs.

The Senate regretted its lack of funds to support the newly-organized team on out-of-town trips, and hoped that some other campus group could furnish the money.

## THE ALFRED UNIVERSITY

# FIAT LUX

Vol. XXV. No. 25

ALFRED, N. Y., MAY 3, 1938

Student Box Holder

## Senate Elections Set For Wednesday

STUDENT SENATE officers for 1938-39 will be nominated and elected Wednesday night at a meeting of the Senate at 7:30 o'clock in Physics Hall, President Ray Baschnagel said today.

The method of election still was undecided today, pending the complete tabulation of votes on the 11 Senate Constitution amendments, which, if passed, would radically change the present election system.

Outsiders met last night to vote on the amendments, and their votes may decide the election system. There were three possible ways that Senate officers may be elected:

1. By a joint vote of old and new Senate members, as under the present system.
2. By a vote of incoming Senate members only, as proposed in Amendment Two.
3. By popular student vote, with the Senate president not necessarily a member of the Senate. This method, proposed in Amendment Eleven, applies only to the President of the Senate, and does not effect the election of Senate vice-president, secretary and treasurer, who shall be elected by either of the above two methods.

Eight members of the Student Senate for 1938-39, inducted at a Senate meeting last Wednesday, are: Robert Corey '39, representing Kappa Psi Upsilon; Robert Molyneux '39, Theta Kappa Nu; Isadore Goldenberg '39, Kappa Nu; Robert Perry '39, Klan Alpine; John L. Dougherty, Jr., '39, Delta Sigma Phi; Mona Wright '39, Sigma Chi Nu; Virginia Plummer '39, Pi Alpha Pi; Beatrice Collins '39, Theta Theta Chi.

Outsider representatives, elected last night, will be inducted Wednesday.

Corey is sports editor of The Fiat Lux, sports writer for the Kanakadea, and corresponding secretary for Kappa Psi. Molyneux is steward of Theta Nu, a member of Blue Key, and a varsity wrestler. Goldenberg is a Fiat Lux sports writer, president of the new Intramural Governing Board, Kanakadea sports writer.

Perry served as a junior member of the St. Patrick's Festival Board, is a member of the American Ceramic Society. Dougherty is editor of Fiat Lux, president of the Intercollegiate Newspaper Association, president of Pi Gamma Mu, and chaplain and corresponding secretary of Delta Sigma Phi.

Miss Wright is a junior ceramic artist and member of Sigma Chi Nu. Miss Plummer is a Pi Alpha Pi member, ceramic artist, active in hockey, basketball, glee club and choir. Miss Collins is a liberal arts junior from Theta Chi, active in basketball.

## Five High Schools Entered In Annual Play Fest

HIGH SCHOOLS representing Salamanca, Dansville, Friendship, Andover, and the Jamestown Collegiate Center will participate in the annual Interscholastic Play Festival to be held Friday in Alumni Hall. Part of the plays will be given at three o'clock in the afternoon and the rest in the evening.

Among the plays to be presented is "Tina Crooks and a Lady," by Eugene Pillat; short skits will add variety to the performances.

Margaret Chester '39, is chairman of the Festival this year; it is an annual affair sponsored by Theta Alpha Phi and the Footlight Club.

The festival is in conjunction with the Interscholastic track meet to be held on Friday. The Festival last year is still remembered by many as one of the entertainment highlights of the year.

At six o'clock, after the afternoon performances a supper will be served cast members, directors, and producers.

## Campus Nominations Go Before Student Senate Wednesday

NOMINATIONS for campus officers, made last night by fraternities, sororities, and outsiders, will be presented to the Student Senate Wednesday evening.

The complete list of candidates will be printed in The Fiat Lux next Tuesday, and will be followed shortly afterwards by the balloting.

Following are the officers involved: senior, junior and sophomore classes, Athletic Association, Student Life Committee.

Each represented group—fraternity, sorority, and outsiders, will nominate one representative. If the new election system, contained in constitutional amendments now being voted on by student groups, is passed, there will be an opportunity for nomination by a petition signed by 75 students.

## Wesp Elected YWCA Prexy

Y. W. C. A. held an outdoor meeting on Pine Hill behind Theta Chi Sunday evening.

The following officers were elected for the coming year: President, Mildred Wesp '40; vice-president, Miriam Howd '40; treasurer, Nancilu Butler '39; secretary, Rebecca Vail '40; program chairmen, Helen Mae Button '39 and Margaret Chester '39; Chapel chairman, Margaret Dodd '41; publicity chairman, Eleanor Driscoll '41.

## Former Fiat Editor Constitutional Clerk

CHARLES S. HOPKINS '35, former Editor of The Fiat Lux and now a law student at Albany, was sworn in as Clerk of the New York State Constitutional Convention last Thursday in Albany.

Mr. Hopkins, who during the past three years has served as an Albany news correspondent, also will act as secretary to Clarence L. Lathrop of Angelica, one of the three delegates from the 44th State Senatorial District.

A graduate of Alfred University in 1935, Mr. Hopkins during the past three years has worked in the Assembly of the state legislature as secretary to Allegheny County's Assemblyman, William H. MacKenzie. Mr. Hopkins' former home is in Olean, where prior to attending Alfred University and from 1927 to 1931 he worked on the old Olean Herald.

During the past summer and early fall, Mr. Hopkins was Public Relations Director of the Allegheny County Fair at Angelica. He also conducted a financial campaign for Seneca Council, Boy Scouts of America, before coming to Albany to attend Law School and work in the Legislature with Mr. MacKenzie.

## Wyoming Alumnus Revisits Alma Mater

MR. GLENTWORTH M. WILLSON, '14, of Lander, Wyoming, visited the University April 26 with his family. It was his first visit in many years. At present Mr. Willson is Superintendent of the State Training School at Lander, a position he has held for several years.

Since his graduation he has been instructor in the State Normal School, Lewiston, Idaho, and in the New Jersey State Normal School at Trenton.

# Approval Of Election System Virtually Assured

## Here's How The Campus Voted On The Proposed Amendments

VOTE RETURNS on the 12 amendments to the Students' Association Constitution, with reports not in from the Outsider Group, are given below. The vote is a tabulation of returns from the five Alfred fraternities and three sororities. Outsiders held their meeting last night to ballot on the amendments:

1. The non-fraternity group shall have three representatives. Yes—78, No—118.
2. Only incoming Senators shall vote in the election of new Senate officers. Yes—121, No—73.
3. The names of candidates for campus officers must be presented two weeks before the first Thursday in May. Yes—201, No—0.
4. All represented groups are to nominate one representative. Yes—201, No—0.
5. Candidates may also be presented to the Senate outside of the nominations submitted by each organization if accompanied by a petition signed by 75 students. Yes—163, No—7.
6. Members of each class shall nominate their candidates for the following year, in meetings of the fraternity, sorority and "outsider" groups. Yes—201, No—0.
7. Pledges are to vote in all nominations. Yes—174, No—0.
8. All nominations should be made public within one week after the Senate receives them. Yes—154, No—20.
9. Election day shall be the first Thursday in May. Yes—174, No—0.
10. A majority vote of those present shall be necessary for election. Yes—174, No—0.
11. In the event a majority is not obtained on the first ballot the two highest shall be voted for again until a majority is obtained. Yes—174, No—0.
12. The president of the Student Senate shall be elected by popular student vote; he may or may not be a member of the Senate elected by one of the nine campus groups; he would not have a vote except in case of ties. Yes—32, No—155.

## Impressive Program Planned For "Moving Up Day"

MOVING-UP DAY has been set for Thursday, May 19, the Student Senate announced today.

An impressive assembly program, at which each of the four classes will "move up," is planned. The afternoon will be a half-holiday from classes, and the Senate is preparing a frosh-soph athletic program.

New Student Senate president and Senior Class president will be introduced to the assembly, and the names of other new campus officers will be announced. Several honorary societies will tap new members.

The Kanakadea, college yearbook, will be ready for presentation to the student body, if present plans materialize. The dedicatee, a faculty member whose identity is secret, will be presented with the first copy of the book, edited this year by Marion Bemis '38 and Helen Ehrhorn '38.

In the evening, the Blue Key will give a free, all-college dance at the College gymnasium, under present plans. Robert Molyneux '39 is chairman of the Blue Key committee for Moving-Up Day and is assisted by Barney Friedman '38 and John L. Dougherty, Jr., '39.

## Educators Discuss Extension Courses

SUPERINTENDENT George A. Persell of the Jamestown Public Schools and Superintendent-elect Bush were in Alfred, Wednesday, April 27, visiting the campus and discussing with University officials the problems of the extension courses being given in Jamestown under the auspices of Alfred University. They had lunch at the Coffee Shop with President J. Nelson Norwood, Dean Alfred E. Whitford and Registrar Waldo A. Titworth.

What Moving-Up Day Means—  
Creagh's Super-Announcement  
Social News A la Borman  
—All on Page 2

## Senators Await Outsiders' Vote For Final Tabulation

APPROVAL of the new election system proposed by the Student Senate was virtually assured today as the Senators awaited vote returns from the meeting of the Outsider Group held last night.

Nine of the 12 amendments to the Students' Association Constitution were almost overwhelmingly approved by the balloting in Alfred's five fraternities and three sororities. Two amendments were doubtful, and the Outsiders' vote was expected to decide the issue. One amendment appeared doomed to defeat, with a vote of 155 to 32 against it.

Doubtful was the vote on Amendment One, which would give the non-fraternity group three representatives. The Noes had a 40-vote advantage, previous to the Outsider meeting.

"Senate Officers' Vote Doubtful"

The method of electing the Student Senate president was still up in the air. Amendment Two, which would give only incoming Senators the right to vote for new Senate officers, had the support of 121 students and the Noes of 73. The present system is that incoming and outgoing Senators elect the new officers.

Amendment Twelve, which would provide for popular election of the Senate president, was supported by 32 and turned down by 155.

Only two of the other nine amendments received any dissenting votes from the fraternity and sorority groups. Amendment Five, providing for extra nominations by petitions with 75 signatures, received 163 Ayes and 7 Noes. Amendment Eight, providing that all nominations should be made public within one week after the Senate receives them, received 154 Ayes and Noes.

Pledges Would Get Vote

Briefly, the seven amendments which received no opposition from the Greek letter groups would provide that all represented groups nominate one candidate; that pledges vote in all nominations; that names of candidates must be presented two weeks before the first Thursday in May; that election day shall be the first Thursday in May; that a majority is necessary for election; that if no majority is received, the two highest candidates shall be voted for until a majority is obtained.

Tabulation of the amendment votes from three sororities and three fraternities was held at the Senate meeting Wednesday, and votes from Klan Alpine and Kappa Nu were tabulated Sunday, after special meetings.

The Outsider Group, headed by Bert M. Lynn, president, held a special meeting after Thursday's assembly but postponed the vote on the amendments until Monday night, because of the small attendance.

## President Norwood Chairman of Session

PRESIDENT J. NELSON NORWOOD is Chairman of one of the sessions of the Regional Conference of the New York State Conference on Social Work to be held in Wellsville at the David A. Howe Public Library.

On the program are two addresses: "The Social Insurance and Rhetoric Relation to Public Welfare" by Dr. Niles Carpenter, Dean of the School of Social Work, University of Buffalo, and Citizen Responsibility for Public Welfare" by Hugh R. Jackson, Assistant Secretary, State Charities Aid Association, New York City. There is a luncheon program and afternoon sessions with prominent speakers.



The Alfred University

## Fiat Lux

Published every Tuesday of the school year by a student staff. Offices on ground floor of Burdick Hall. Entered as second-class matter October 9, 1915, at the post-office in Alfred, N. Y., under Act of March 3, 1879. Subscription \$2.50 yearly.

Member of the Intercollegiate Newspaper Association of the Middle Atlantic States and Associated Collegiate Press. Represented for national advertising by National Advertising Service, Inc., 420 Madison Ave., New York City, N. Y.

EDITOR-IN-CHIEF ..... JOHN L. DOUGHERTY, JR.  
ASSOCIATE EDITOR ..... ADRIENNE OWRE

## ASSISTANT EDITORS:

News ..... Jack Eagan '40  
Assistant ..... Margaret Olney '41  
Sports ..... Robert Corey '39  
Features ..... Janet Rogers '40  
Society ..... Kay Borman '39  
Ceramic College ..... Susie Kohl '40  
Head Proofreader ..... Margaret Chester '39

REPORTERS: Betsy Ryder '40, Mildred Wesp '40, Elizabeth Curtis '40, Rebecca Vall '40, Jane Colberg '41, Isobel Milsop '41, Richard Feinman '41, Jeannette Stephens '41, Frances Polan '41, Charlotte Avrutis '41, Ruth Davis '39, Irene Pearson '41, John W. Nutter '41.

SPORTS REPORTERS: Isadore Goldenberg '39, Jack Haecker '41, Al Friedlander '41, Al Nadelstein '41, Chris Palotta '40.

BUSINESS MANAGERS ..... ELENOR E. WISNISKI, BERNARD SPIRO

Layout ..... William Dorhan  
Local Advertising ..... George Ward  
Secretary ..... Irma Komfort  
Advertisers Circulation ..... Ogareta Ehret  
Alumni Circulation ..... June Johnson, George Ward

Student Circulation: Alta Dillman, Laura Oaks, Edward Schleifer, Freeman Brown

TUESDAY, MAY 3, 1938

## A Chance To Build

●ALFRED UNIVERSITY students are faced with the opportunity to build up one of those few memorable traditions which linger long after college days have passed.

Moving-Up Day is a recognition of advancement, a symbol of a forward step in the academic careers of Alfred students. Seniors move out, not in the sense of relinquishing all responsibility to the college, but to carry the cumulative experiences of four years into the world of business, industry and arts. Each class moves up—juniors to the helm of the student body, sophomores to a position of greater activity, freshmen to the opportunities of a second year.

We need not be sentimental to appreciate the symbolism of Moving-Up Day. It should be a time for classes to bury all rivalries and dislikes, to march under the common banner of the Purple and Gold. The assembly will signify the advancement of the classes; the all-college dance will be a democratic social affair.

The students of Alfred will make or break Moving-Up Day. They can, and should, make it a sign and a symbol long to be cherished.

## Peace After 800 Years

●OPTIMISTIC NOTE in an era of international ill-will is the Anglo-Irish accord signed last week by Prime Minister Neville Chamberlain of Great Britain and Prime Minister Eamon De Valera of the new Republic of Ireland.

Eight hundred years of warfare and hatred, of massacres and bitter reprisals, of insurrection and civil strife, splashed the history of relations between England and Ireland. Forty years ago, the father of the present English prime minister bitterly opposed Irish Home Rule; nineteen years ago, English tommies jailed De Valera for revolutionary agitation.

Yet the two nations have found a basis for agreement—because they realize dovetailing interests of defense, of food and manufactures, of international policy. The way is paved for the settlement of the Ulster problem, thorniest of all Irish questions, within the next half-century, and two nations which have hated for 800 years will be completely at peace. England will no longer fear an Irish stab in the back during foreign wars; Irish Catholics need fear no more land-grabbing or religious persecution.

Here is an example that should cheer those embroiled in the European chaos. Certainly if men who bitterly hated a few years ago can compromise over a council table in England and Ireland, there is hope for the peaceful settlement of the Franco-Italian and even Franco-German differences, when resentment has cooled and leaders need not "wave the flag" to hold their shaky seats.

●RENSSELAER Poly students cornered the penny market in Troy a few weeks ago, when they paid 25 percent of the price of their purchases in pennies as a protest against "hidden taxes". Alfred might try it, but what's 25 percent of the price of a cup of coffee?

●FORGOTTEN MEN have been a subject of much serious thought and some humor. Just for fun, will someone tell us what ever happened to Joseph Lemke after the election of 1936?

●"I WISH to preach not the doctrine of ignoble ease, but the doctrine of the strenuous life, the life of toil and effort, of labor and strife."—Theodore Roosevelt.

●"NEXT to the originator of a good sentence is the first quotor of it."—Ralph Waldo Emerson.

●"A FRIEND in power is a friend lost."—Henry Adams.

## SOCIAL NOTES

## Promenaders Go Deep-Sea Diving—Coming Social Events

—BY KAY BORMAN

## ●JUNIOR PROMENADERS

experienced the novelty of deep-sea diving Saturday evening. An ocean of blue overhead and marine life silhouettes transformed the College Gym into a miniature Davy Jones Locker. The styled swing of Curley Johnson, said one young man, rivals that of Earl Hines for campus music. Ice cream and cookies were served during intermission.

Prof. and Mrs. A. B. Crofoot, Prof. and Mrs. Charles Harder, Prof. and Mrs. E. Fritjof Hildebrand, Prof. and Mrs. John McMahon, and Prof. Don Schreckengost were the faculty guests.

Red Loyty, chairman of the dance committee was assisted by Irma Komfort, Rosemary Hallenbeck, Dorothy Wilson, Winnie Winkus, Ray Buckley, John Dougherty, and Ken Wheeler.

●KLAN ALPINE Fraternity will hold a Spring Formal Dinner Dance at the Hornell Country Club, Saturday evening, May 7. Music for dancing will be provided by Curley Johnson's orchestra. Roses, special programs and favors will add to the pleasure of the dancers.

Don Gibbs '38, chairman of the dance, will be assisted by Richard Loomis '39 and Bernie Gentsch '40. Dean and Mrs. Major Holmes, Dr. and Mrs. Murray Rice, Dr. and Mrs. Joseph Seidl, and Prof. and Mrs. Charles Harder will be the faculty guests.

●KAPPA PSI UPSILON Fraternity will entertain Friday evening. James Tate, '39, is chairman of the affair.

●DELTA SIGMA PHI Fraternity will entertain at the house Friday night from 8-11. There will be dancing to the music of the house sound system. Henry Bangert, '39, is chairman of the party.

●HIGH SCHOOL DRAMATIC FESTIVAL participants will be entertained at dinner Thursday evening. Approximately fifty will attend. Rene Richtmyer, '39, is in charge of the arrangements.

●SIGMA CHI NU Sorority has issued invitations to an Intersorority Luncheon Friday noon and a Faculty Supper in the evening. Approximately two hundred guests are expected to attend. Nelda Randall, '38, and Beatrice Burdick, '38, are the chairmen of the two affairs.

●INTERSCHOLASTIC DAY luncheon will be served at the Parish House Friday noon for about two hundred fifty coaches, managers and other participants in the Track and Field meet.

●INVITATIONS have been issued to the annual banquet of The Fiat Lux to be held Tuesday evening, May 10, at Social Hall. Mr. Joseph Cumiskey, the guest speaker, and several other out-of-town guests will attend. The members of the Publications Committee and representatives of The Alfred Sun are expected to attend.

Keys and other awards will be made at this time. Kathryn Borman '39, chairman of the banquet committee, will be assisted by Irma Komfort '39, Adrienne Owre '40, Ruth Davis '39, Sue Kohl '40, Jane Colberg '41, and Margaret Olney '41.

●THETA THETA CHI Sorority held a formal initiation Sunday afternoon at 4:00. The new members are Isabel Milsop '41, Janet Howell '41, Annette Irving '41, Betty Tim Kaiser '41, Gwendolyn Hill '41, Louise Schaffert '41, Irene Pierson '41, Jeanne Hallenbeck '41, and Vera Smith '40. All the active members and honoraries attended the service which was followed by a buffet supper.

●KLAN ALPINE FRATERNITY held its annual faculty party Wednesday evening at the house. Approximately fifteen faculty members and their wives played bridge and games. Before supper Huber Watson '41, showed some films of Florida. Carl Swanson '38 and William Gillespie '39, were in charge of the party.

## Campus Camera:

By A. C. P.



## New Price Policy

## Creagh Cuts Saxonian's Price To Fifteen Cents As It Takes On An 'Esquire Air'—Ohmitie's Skirmish With Franco's Men To Be Told

●A CUT IN THE PRICE of The Saxonian from 25 to 15 cents was announced today by E. F. Creagh, acting editor.

"The size of the magazine will remain the same, however," Creagh said, "and the quality—well, I think the new Saxonian will be worth 15 cents of anybody's money."

"It has been written for students past high school age, but those who have seen the proofs say the articles give Esquire a run for its money in liveliness."

One of the featured articles will be Awmy Ohmitie's account of his adventures in the Mediterranean last summer, including his brief skirmish with some of General Franco's soldiers.

Another will be a summary of the reasons why many Alfred people keep the Sabbath on Saturday, written by Luther Crichtlow, a student in the School of Theology.

The price of the magazine has been cut, Creagh said, so that at least twice the usual number of students will be able to buy a copy.

## So They Say

●"IT IS NOT too much to say that forces playing on education from without, forces over which educators themselves have little or no direct control are making it necessary for educational institutions to redefine their goals." University of Chicago's Prof. Newton Edward points an unwavering finger at one cause of what many call today's educational revolution.

●KLAN ALPINE FRATERNITY initiated five men Monday evening before the fraternity meeting. Gerald Beavon '41, Huber Watson '41, Richard Haecker '39, John Haecker '41, and John Young '41, are the new members.

●KAPPA PSI UPSILON Fraternity initiated eight men Sunday afternoon, April 23. The new members are: Raymond Turk, Russell Pardee '41, Victor Laskoski '41, Philip Burdick '41, Peter Kunan '41, Dighton Polan '39, Robert Ayres '40, and Lewis Blackmer '40.

After the formal dinner, the honorary guests, Seniors and new members gave short talks. Dean Alfred Whitford, Prof. Wendell M. Burditt, Prof. Kaspar O. Myrvaag, Dr. Gilbert Campbell and Mr. Raymond Alty were the faculty guests.

●DELTA SIGMA PHI Fraternity announces the recent initiation of Robert Beers '40, Howard Cowan '40, Al Kirsch '40, Floyd Oliva '40, and Arthur V. Terry '40.

●PI ALPHA PI Sorority entertained the Sorority and Senior Non-sorority women at breakfast Saturday morning. Approximately 75 were present.

●THETA THETA CHI Sorority will entertain the Play Day guests from Wells, Cornell, and Elmira, with a picnic lunch.

"We have reason to believe," he said, "that many students will want to send home a copy of this issue. As for the faculty—in view of the revised editorial policy of the magazine, we would be horrified to think that every professor will not have at least one copy."

## Betty Crandall Will Bike Thru Europe

By Frances Polan

●BETTY JANE CRANDALL '38, plans to sail Friday, June 24, at 6 p. m., on the Statendam for Rotterdam, Holland. She will be accompanied by Misses Pauline and Rene Moran, who will be graduated soon from Cornell University.

The three girls will purchase bicycles for their tour of Holland, Belgium, Germany, Switzerland and France. On the return trip they will leave Boulogne, Saturday, Aug. 13.

Arriving in the Rotterdam Circle, the three girls will pass through Antwerp, Brussels, Louvain, Cologne; take a boat up the river to Mayence; cycle to Frankfurt, Heidelberg; to Switzerland; Zurich, Rhone Glacier, Lake Geneva; to France: Tour, Samur, and then Boulogne.

"There will be several parties of young people on our boat going over to take the Students' International Travel Association bicycle trip; so I guess third class ought to be pretty lively," Pauline writes.

The Moran girls have spent a year and a half abroad and have friends in Germany and Switzerland. "They ought to add a little local color," says Pauline. "None of them can speak English; so prepare for fun."

## Alfred Co-op Movies

●DANGER LOVE AT WORK, There will be a show on Wednesday, May 4, starring Jack Haley, Ann Sothern, Mary Boland, Edward Everett Horton, Walter Catler, and the "pixilated sisters".

Eccentricity is the dominant note of this fast moving story of tangled business deals and jumbled love affairs. The theme song, "Danger Love at Work" is a catchy tune and other musical scores and material to the picture.

Short subjects are: "Popeye the Sailor Meets Ali Bab's Forty Thieves" and "Wee Wee Monsieur," a Stoogian slapstick.

●EBB TIDE, Friday and Saturday evenings, May 6-7, starring Frances Farmer, Lloyd Nolan, Barry Fitzgerald, and Ray Milland.

This movie, taken from Robert Louis Stevenson's story of the same name, is well done in technicolor.

The South Seas are a beautiful background for the battle which three men wage against nature, each other, and a dangerous madman.

Short subjects are: "Rhythm in a Night Court," a clever comedy, and a Disney cartoon.

## COLLEGE TOWN

## Year's Crime Solved As Lynn Recovers Sweater

—BY THE EDITORS

●THE CRIME OF THE YEAR was solved last Thursday morning, and Bert M. Lynn is wearing his Varsity A sweater again:

While a few, straggling assembly-missers lolled near Prexy's Pool at 11 a. m. that day, the purple and gold sweater, pride of Counselor Lynn's life, appeared out of nowhere and was hoisted to the top of the flagpole overlooking the pool. Then the perpetrators of the crime climbed a ladder and tied the flagropes out of reach.

A goodly crowd waited until 12:15 for Lynn to return from assembly. Ex-editor Creagh, reputedly working for "Look" magazine, was there with his camera. "King" Kalan and "Standpatter" Corbman exchanged accusations as to who stole the sweater. When Lynn trooped down the hill, he posed for pictures and after the crowd had disbanded, went up a ladder to the ropes and hauled down the sweater.

And so, the third great question of the century was solved (the first two being "Who killed Cock Robin?" and "Where's Alfred?")

It just goes to show you, Bert, that it pays to advertise.

●JACK B. MOORE, obliging ex-sports editor of The Fiat Lux, last week went out of his way to find Harold "Dusty" Rhodes for a stranger who inquired at the Cozy Kitchen. Moore located his roomie after some trouble, and the stranger handed Dusty a subpoena to appear as a witness in New York the next morning at 10 o'clock! Pal Jack!

●DISSECTING a chicken in zoology lab the other day, Adrienne Owre, new associate editor of The Fiat, heard Prof. H. O. Burdick jokingly suggest the chickens be turned into a meal.

So the enterprising Miss Owre cleaned the chicken, gathered bread, butter, salt pepper, and all the other necessary items, and fried the chicken over a griddle in lab. Jim Tate and others of the class joined her in a tasty meal, at the expense of the zoology budget.

Who says America can't beat recession?

●THE FIAT LUX pulled a boner last week, which isn't news in itself, but which resulted in an interesting second page mistake. Abandoning column rules (those thin lines between the columns of type), The Fiat editors had all the editorial page copy set in 12-em type, which is about one-eighth of an inch narrower than the regular 13-em column.

But we forgot about the headlines! Imagine our surprise when we saw the second-page headlines running into the middle of the white space between the columns! It was too late to change, at 2:30 Monday afternoon, so we left it, with the fervent hope we wouldn't forget again this week. And did Ex-Editor Creagh laugh!

●MAYBE we're being gullible to the wiles of politicians, but we still think that the kind words of the great to us minor characters in the American drama have a strong effect. We read the other day that the LaFollettes have gone and organized a Progressive party on a national scale. Politically we're on the fence, but if Young Bob runs for something or other in 1940, he'll probably get our vote. Why? Because he shook hands with us at the I. N. A. formal banquet at Washington, and wished us luck for next year.

●SPEAKING of newspapers, which we always are, we think one of the cleverest book titles of the past few years is "The End of the World". We ran across it in the home-town library during spring vacation and got so interested we read it through. It's the drama of the last three days of the old New York World, Joseph Pulitzer's baby which died a hard death a few years ago. One of the chapter headlines was "The World Was Too Much With Us".



# SIDE LINES

## Mickritz Plans "Swimnasium"—A New Challenge To Butch

BY BOB COREY

This column, as was that of last week's, is being "ghosted" for Editor Corey by none other than Isadore Goldenberg, otherwise known as "Goldy".

●"OUT IN FRONT is Alfred leading the pack in this Championship of America two mile relay as the boys go into the first turn. This is a surprise as Alfred is the smallest school entering a team in the Penn Relay Carnival today." So spoke Ted Husing on a nation wide hook-up Saturday afternoon to the world of sport fans and many astounded Alfred rooters. It was good while it lasted but it didn't last long.

●METRO MICKRITZ, has been cross-country man, has bright visions of a swimming pool in Alfred. "When," sez Mick, "the new gym is built between Bartlett and Theta Nu, we can fix the old gym into a modern SWIMNASIUM. It can be done easily and with little expense. Just rip up the basketball floor, sink a tile pool, sprinkle white sand over the tanbark track and we will have a pool to rival the best in the country."

"What about sunlight?" we asked. "Oh, that's easy," explained the Cohoes Crooner. "All you have to do is put hinges on the edge of the roof and simply hoist it up when the sun is out."

The gym floor is co-operating with the Mickritz Mental Monstrosity. If its present rate of deterioration keeps up all that will be needed is some one to carry the boards outside. The ceiling, during the basketball season, has shown itself in favor of pools in the gym.

●THE TENNIS TOURNAMENT will last until August if all the matches last as long as the one played between Jack Brown and Butch Burgess. The men were so evenly matched that the score went to 17-15 before Burgess was finally declared victorious.

●THAT TELEPHONE POLE in the center of our new practice football field has us worried. Is it going to be moved or will a coaching platform be built at the top? It would provide an excellent vantage spot for the coaches, but might cause trouble if some of the boys mistook it for the opposing half-back and tried to take the pole out of the play. Anyway it would be another challenge to "Butch".

●OUR TRACK MEN brought back plenty of medals from Franklin Field but Bob Hughes has a more lasting memory of that trip. He has a spike wound in his foot to show around. Coach McLane is worried about the injury as the Cortland meet is only four days away. We wonder if it has stopped snowing yet out around Cortland? Last year when we met them at Merrill Field they said that they hadn't been able to hold outdoor practices.

●GLYNN is screaming again. This time its about the Andover baseball game Sunday. It seems that in the sixth inning he struck out three men and they all scored. They all ran on the last strike and due to errors, made the circuit of the bases.

●ADVENT OF GOLF in a semi-official way in Alfred seems assured this year as a match has already been arranged with the golf team of St. Bonaventure College.

Dan Minnick is acting as coach to all devotees of the sport and has hopes of putting a good team in the contest. Eliminations will be conducted to select four men for the meet.

●DON'T FORGET, chew Wrigleys and keep the boys in college.

●ALFRED'S TOWN TEAM defeated Andover's baseball nine Sunday to the tune of 11-7. The Alfred team is composed entirely of college students and faculty. Batteries for Alfred were Mossein and Friedman until the fourth inning when Glynn and Lynn took over for the rest of the game.

●MORE Harvard University seniors selected business as their profession than any other line of endeavor. ●THE BUDGET for Columbia University for the fiscal year beginning July 1 will be \$14,806,021.

# Varsity Trackmen To Face Cortlanders

## Prepare For Meet After Good Relay Showing

●COACH JAMES McLANE takes his varsity trackmen to Cortland Saturday, seeking to repeat last year's impressive victory of 91 2/3 to 39 1/3.

The showing of the trackmen against Cortland in this first dual meet of the season will aid Coach McLane in choosing the team to represent Alfred in the Middle Atlantic States Conference track meet at Gettysburg, May 13-14.

Coming from last year's undefeated freshman squad, the following are expected to gain varsity berths: A. Bosco, J. Cutrona, Lennie Dauenhauer, S. Day, Les Doy, Stan Gutheinz and Ace Pallotto.

Captain Bob Hughes, injured in the Penn Relays will probably not run in this meet. The squad which will attempt to make it six victories in a row will be chosen from the following candidates:

Sprints—J. Cutrona, L. Doy, S. Fleischman, T. Jenczewski, J. Hodnett, and H. Sephton. Middle distance—R. Barecca, L. Dauenhauer, J. Hodnett, S. Gutheinz, L. Perkins, W. Scott. Distance—L. Dauenhauer, R. Hughes, B. Keefe, L. Perkins. Hurdles—R. Baschnagel, C. Pallotta, F. Parks. Field events—J. Halpin, S. Arkin, R. Brownell, F. Parks, J. Majeske, A. Bosco, J. Ryan, W. Gardner, S. Day.

●ALFRED UNIVERSITY track and fieldmen today were back at practice, preparing for a dual meet at Cortland Normal Saturday afternoon, after walking off with a creditable showing in the Pennsylvania Relay Carnival last Friday and Saturday.

Alfred's one-mile relay team took a third and a second in two events at the Relays. Running in the Middle

## Kohl Joins Glynn's League of Nations

●LEAGUE OF NATIONS would perhaps be a better name for Bob Glynn's Burdick Hall softball team, now called the J.J.J.'s. A glance at their team roster reveals such a heterogeneous collection as has never before been assembled in one group at Alfred.

The insidious boring of women into men's sports is shown by the fact that Theta Chi's Susie Kohl is pitching for the Burdick Melting Pot. When asked if it was a joke the boys became quite indignant and let it be known that their female team-mate had plenty on the ball.

The rest of the team is composed of Bob Glynn, Larry Bizet, Bo Johnson, Dick Callista, Art Argyros, Midge Corbman, Blip Greenman, Butch Eschbach, Carlos Morales, Mike Kalin, and Awney Ohmitie, each one representing a different nationality.

While this group appears to be a formidable contender for the cup, there is one thing that is giving the boys many sleepless nights. Suppose that a civil war should break out among the team?

Atlantics one-mile championship Friday, a team of Walt Scott, Jim Hodnett, Bob Hughes and Lennie Dauenhauer finished third, behind Juniata and Lehigh. Saturday the same quartet took a second place in a special U. of Pennsylvania event, Lincoln College's colored team winning first.

In the field events, Johnny Halpin and Frank Park were eliminated at 6 feet in the high jump, and Sandy Arkin made a 43-foot toss in the 16-pound shotput. Dick Brownell and Arkin competed in the discus.

A two-mile relay team of Hughes, Scott, Dauenhauer and Lyle Perkins faced the stiffest competition in the nation in the American two-mile championship.

## Intercollegiate Tennis Looms As Blue Key Votes Support

●INTERCOLLEGIATE TENNIS matches for Alfred University netmen loomed today as the Blue Key honorary society voted to support out-of-town trips for the Saxon court team.

The newly-organized tennis team hopes to schedule matches with Buffalo, Rochester and Niagara, and because of lack of facilities here, will have to play all its matches away from home. The team appealed last week to the Student Senate, which lacked the funds to assist intercollegiate tennis here.

Bert M. Lynn, Blue Key treasurer, was delegated to arrange with Dr. Willis C. Russell, tennis coach, the amount of financial support which the Key Society will give the netmen. It is expected that the members of the team and the Blue Key treasury will share the financial burden.

Meanwhile the tennis tournament went into its third round with but nine of the original thirty-four still fighting to get into the finals.

**First Round Matches**  
Feuerstein defeated Fleischman, 6-0, Saunders defeated Knapp, 6-1, Mann defeated Friedlander, 6-4, Lawrence defeated Friedman, 6-3, Wessels defeated Tucker, 6-1, Millman defeated Nadelstein, 6-2, Mickritz defeated Ryan, 6-4, Clausen defeated Fellows, 6-2, Davis defeated Dlugozima, 6-4, Burgess defeated Brown 17-15, in the endurance contest of the week. Other matches resulted in victories for Angerman, Casamo, Stark, Polan and Rosenberg over Bennett, Clark, West, Ward and Feinman.

**Second Round**  
Feuerstein defeated Lawrence, 10-8, Saunders defeated Stark, 7-5, Mann defeated Millman, 6-2, Casamo defeated Burgess, 6-1, and Mickritz defeated Clausen, 6-1.

●THE AVERAGE CO-ED spends more on refreshments and entertainment than she does for cosmetics and beauty treatments.

●DR. JOHN CLOUSE, University of Miami, has revealed that the number of students majoring in physics has doubled in the last five years.

●JAKE FREDRICKSON earns his way through the University of Minnesota by catching rats in university buildings.

**Ping Pong Tournament**  
25c Entry Fee Winner take 70% Runner-up take 30%  
Broadway—Next to Strand Theater

## Softball Schedule For Coming Week

●Intramural softball schedule for week of May 1:

Monday—Klan Alpine vs. Randolph Hall, 4:00 p. m., M. F.; Theta Nu vs. Delta Sig, 4:00 p. m., H. S.

Tuesday—Randy Boys vs. J. J. J., 4:00 p. m., M. F.; Kappa Nu vs. Bartlett, 4:00 p. m., H. S.

Wednesday—Bartlett vs. Randolph, 4:00 p. m., M. F.; Kappa Psi vs. Theta Nu, 4:00 p. m., H. S.

Thursday—Kappa Nu vs. Delta Sig, 4:00 p. m., M. F.; Klan Alpine vs. Randy Boys, 4:00 p. m., H. S.

Friday—No game scheduled. Saturday—Theta Nu vs. Randy Boys, 10:00 a. m., M. F.; Kappa Nu vs. Kappa Psi, 2:00 p. m., M. F.

M. F.; Delta Sig vs. Klan Alpine, 10:00 a. m., H. S.; J. J. J. vs. Bartlett, 2:00 p. m., H. S.

M. F.—Merrill Field. H. S.—High School Field.

●WICHITA, KAN. —(ACP)—One course in the everyday curricula of college students that is not neglected is sleep—and the average collegian sleeps 56 hours every week. At least those are the facts determined by the University of Wichita education class of DeDan L. Hekhuis. "The tabulation showed," the survey report said, "that the persons working the most hours studies the most. One student who works 50 hours in a local dry goods store spends 26 hours in studying. On the other hand a girl sleeping 60 hours, does no outside work and studies but 10 hours."

Another conclusion drawn from the compilation was that the student who sleeps the least spends the most time studying.

**TEXAS CAFE**  
"for nicer things to eat and drink"  
Est. 1909  
Hornell, N. Y.

## Four Teams Tie For First Place As Softball Gets Off To Snappy Start

### Frosh Harrier Cole Sinks Hole-In-One Sunday At Canisteo

●ALFRED sports fans sung the praises today of W. Stewart Cole, freshman from Syracuse, who sunk a hole-in-one on the Canisteo Valley Golf Course Sunday afternoon.

The tall, slim ceramic engineering freshman, who was scholastic golf champion of Syracuse last year, dropped his first hole-in-one in the 100-yard Hole Number Four. He was with a foursome of Alfred University students.

Cole was one under par for the afternoon as he went 18 holes in 65 on the 66-par course.

"Bud" Cole ran cross country with the Alfred frosh team last fall.

With Cole on the foursome were William Knapp of Elmira, Desmond Teague of Niagara Falls, Ont., and Bob Erdle of Silver Creek.

The hole-in-one entitles him to a life membership in the national Hole-In-One Club and also to a medal.

The hole, though a short 100 yard par 3 hole, is a difficult one as the tee-off lies at the bottom of a steep hill with the slanting green at the top.

Cole used a niblick and purposely drove the ball to the further side of the green, knowing it would tend to roll back towards the hole. He and his companions saw the ball land on the green but because of the position of the green did not see the ball roll into the cup for an ace.

As Cole walked across the green, imagining his ball lay beyond, he jokingly asked Bill Knapp to look into the cup. After the surprise was over, the ace was verified by two nearby golfers who had witnessed the unusual feat.

## Four More Schools Enter Track Meet

●FOUR MORE TEAMS, Wellsville, Hornell, Friendship and Franklinville High Schools have entered the Inter-scholastic Field and Track Carnival to be held this Friday. This boosts the teams entered to 25 and the total individual tally to nearly 300.

Manager Jud Gustin stated that preparations are nearly completed for this annual contest which yearly makes Alfred a mecca for high school track stars.

### Callista's Kid Brother Sets 100 Yard Record

●JIMMY CALLISTA, Erie Strong Vincent High School sprinter and younger brother of Dick Callista, guard on the undefeated Saxon griders, was timed at 9.1 seconds in a 100 yard dash during the dual meet against Mansfield, Ohio.

The worlds record for amateurs is 9.4 seconds set in 1930 by Frank Wykoff. While a strong wind aided the youth, he has run the 100 in remarkable time and is an All-American Interscholastic Champion.

●UNIVERSITY OF WICHITA municipal administration students govern the city of Wichita for a day as one of their class projects.

**SHOE REPAIRING**  
of the better grade  
RELIABLE  
SHOE REPAIR SYSTEM  
All that the name implies  
SAM IOGHA, Prop.  
164 Main Street Hornell, N. Y.

**Cleaning Solution**  
Shell Solvent  
25c per gallon

**COLLEGE SERVICE STATION**  
"Nate" Tucker

●180 PLAYERS REGISTERED under nine teams, the intramural softball got off to a snappy start last week. Each team played two games. Four teams are tied for first place, having won both games, four teams are tied for last place, having lost both games, and one team, Bartlett Dorm, takes the middle line with one won and one lost.

Scores of last week's games:  
Kappa Nu 15 Randolph Hall 4  
Klan Alpine 5 Randy Boys 11  
Klan Alpine 9 Randy Boys 27  
Kappa Psi 10 Bartlett 0  
Kappa Nu 6 Bartlett 27  
Theta Nu 5 Delta Sig 7  
Kappa Psi 8 Delta Sig 5  
Randolph Hall 7 J J J 24  
Theta Nu 1  
J J J 15

Standings as of Sunday, May 1:  
W L  
Kappa Nu 2 0  
Kappa Psi 2 0  
Randy Boys 2 0  
J. J. J. 2 0  
Bartlett 1 1  
Klan Alpine 0 2  
Randolph Hall 0 2  
Delta Sig 0 2  
Theta Nu 0 2

Following is a list of players registered for the teams in the intramural softball league:

THETA NU—Day, Martin, Kodak, Molyneaux, Jewett, Rook, Egan, Snow, Thomas, Fellows, Bissell, Whitwood, Saunders, Crouse, Brownell, Clawson, Rumsey, Teague, Brice, McGill, Washburn, Coner, Humphrey.

BARTLETT—Wygant, Tucker, Angermann, Lawson Mason, Ploetz, Millman, Lynch, Hardenbrook, Young, Schaler, Maxwell, Cleveland, Mooney, Cronyn, Berger, Proe, Ward, Wydell.

BURDICK HALL—Glynn, Johnson, Eschbach, Greenman, Rollery, Callista, Riley, Rouff, Morales, Argyros, Bizet, Keefe, Kohl, Butler, L. Ciampa, V. Ciampa, M. Corbman, P. Corbman, Sverdluck, Kalin, Ohmitie.

RANDY BOYS—Utter, Laurence, Hollingsworth, Carota, Buckley, Shine, Mossien, Loytty, Burton, Thomas, Petrusiw, J. Park, Gustin, Smigrod, Hewson, Lloyd Mason, Schrickie.

KAPPA PSI—Albright, Andrews, Angell, Barrecca, Capasso, Clarke, Corey, Dyer, Dykeman, Florica, Mickritz, Nesbitt, Nutt, Scholes, Shepard, Tate, Thomas, Washburn, Pardee, Ayres, Blackmer.

RANDOLPH HALL — Johnston, Foote, Hall, Teft, Moore, Thomas, West.

KAPPA NU—Fleischman, Cohen, Gelles, Sideweber, Nadel, Cutler, Friedman, Pariser, Lerman, Edleson, Herschfield, Siegel, Friedlander, Wotenberger, Kyser, Milrot, Rosenberg, Schaubert, Weinberg.

KLAN ALPINE—Santomieri, Bennett, Gillespie, Loomis, Dudley, Gibbs, Batley, Dunbar, Tinker, Swanson, Cappello, Kunes, Perry, Seamans, Butler, Gehrke, Lawton, Young, Gentsch, R. Haecker, J. Haecker, Shelley, Stanislaw, Casamo, Parker, Trowbridge, Watson, Wdowka, Schiffner. DELTA SIG—Burdick, Bangert, Spiro, Oliva, R. Argyros, Whitmore, Hodnett, Scott, Kirsch, Huber, Fossasaca, Gutheinz, T. Vance, C. Vance.

●A 3,000-ACRE forest is the classroom for the Utah State Agriculture College's summer course in forestry education.

**COOK'S CIGAR STORE**  
Milano - Kaywoodie  
and B. B. B. Pipes  
Cigars—Billiard Parlor  
157 Main St. Hornell

**STEUBEN TRUST COMPANY**

Hornell, N. Y.

**STEPHEN HOLLANDS' SONS**  
from  
CELLAR TO ROOF  
Hornell, N. Y.

## Paul Douglas Begins 'Ballcasts



●PAUL DOUGLAS, popular sports commentator began his 1938 baseball broadcasts, Monday, April 18th at 6:30 P. M. E.S.T. over 50 NBC Stations.

Douglas is not only one of the country's best sports commentators but a real fan who never misses a game if he can help it. He roams the parks, knows all the players, and gets as wildly excited as the dyed-in-the-wool baseball lover who does his broadcasting from the outfield bleachers and hath a carrying voice.

## "Race-horse" Court Game Slowed Up

●CHICAGO, ILL.—(ACP)—"Race-horse" basketball, as played on college and university courts during the past season, will be slowed up when the hoopsters resume play next winter.

At its meeting here last week, the National Association of Basketball Coaches applied two brakes to the game: they increased the number of time-out periods to five and provided for optional use four ten-minute quarters instead of the usual twenty-minute halves.

The group also approved the use of a four-foot instead of a two-foot out-of-bounds margin behind the backboards and barred the making of substitutions after a goal is made until the ball is back in play.

●THE MIDDLE-WEST is the most tolerant section of the U. S. according to Lilton Sakamoto, a Japanese Sioux Falls College student who has traveled widely in this country.

**For Particular People**  
CORSAW'S  
CAMPUS BARBER SHOP

**COLLEGIATE**  
(Place with the College Atmosphere)

BUY OUR MEAL TICKET  
AND SAVE  
\$4.50 for \$5.50  
worth of good food



## Showmanship Essential For Advertising Man, Osborn Avers

SALESMEN WHO can write and writers who can sell, plus a creative (1) imagination and an instinctive knowledge of human nature is what the present day field of advertising demands according to Alex Osborn, Buffalo branch manager of Batten, Barton, Durstine, and Osborn, national advertising agency, who addressed the advertising clinic last Thursday evening in Kenyon Hall.

Mr. Osborn gave a general outline of the branches of advertising, namely the manufacturing, the retailing, and the agency fields. Mediocre success is found in the career of the advertising manager in manufacturing as compared to an advertising manager in retailing where selling talent is most vital.

Talent in creative imagination and skill in presentation of an idea are necessary to the man who would seek the opportunity found in the advertising agency.

The advertising agency of the present makes its reputation on perfection of service and the basis of the service rendered to others. Due to radio's influence, the necessity of showmanship and the application of scientific methods, there has been a great advance in the technique of advertising within the last ten years.

Under consideration of a product to be put on the market there are many factors and many tests are made to determine the best method of presentation of any commodity. Mr. Osborn gave a detailed account of how many tests are made and also a very interesting discussion on measuring advertising to determine the cost to the advertiser and the consumer's response.

Other points of consideration are the product appeal, or which method of interpretation best suits the product, the theme or single idea showing the basic human need of the commodity, and the method of sale. The dealer factor, consumer factor, and money factor, restrict the medium of advertising.

Mr. Osborn concluded with some discourse upon the profits, the opportunities, the qualification necessary, and finally that "in advertising, one is a 'freshman' for the rest of his life".

FERRIS Institute has just established the first Michigan branch of the American Pharmaceutical Association.

ST. THOMAS College in Scranton, Pa., has been re-named University of Scranton.

A "WAR AND PEACE" library numbering approximately 1,000 volumes has been given to Iowa State College by Carrie Chapman Catt, world famous woman suffragist.

UNIVERSITY of California at Los Angeles women spend more for clothes than do co-eds at other institutions.

**ALFRED BAKERY**  
Fancy Baked Goods  
and Confectionery  
**H. E. Pieters**

Compliments of  
**UNIVERSITY  
BANK**  
Alfred, N. Y.  
Member Federal Deposit  
Insurance Company

**EASTMAN KODAKS**  
AND FILM SUPPLIES

FOTH DERBIES

ANSCO EQUIPMENT

ENLARGERS

MINIATURE CAMERAS

MOVIE EQUIPMENT  
Used equipment bought and  
exchanged. Cameras repaired

**The Young Pharmacy**  
Hornell, N. Y.  
Photographic Headquarters

## Assembly Thrills To Wild Life

EVERYTHING FROM big black bears from nearby Allegany State Park to 37 sleek fat king snakes living with a hermit in the Everglades in Florida, thrilled the assembly audience last Thursday when Howard Cleaves, ace cameraman, illustrated his talk on "Wilderness Thrills" with his own movies.

Howard Cleaves showed amateur wild life photographers a few clever ruses to get closeups such as the well used oil barrel or the little grass ten upon which many gulls perched. Ticking a fat gull's stomach seemed to quite "tickle" the Alfred audience. Those of a sympathetic nature felt very warm towards the little "Bunny Cotton-Tails" which Cleaves enticed with apples. Pictures of Seminole Indians, bathing beauties playing with alligators, and some wild life scenes in color completed one of the most interesting assembly programs of the year.

## Ceramic Society Election Date Set

THE STUDENT BRANCH of the American Ceramic Society held its monthly meeting last Tuesday, April 26, with Mr. J. W. Craig of the Canadian Refractories Ltd. of Montreal, Canada, as guest speaker. Mr. Craig's interesting and instructive address on the "Recent Developments in the Manufacturing of Refractories" was followed by a period of discussion and answering of questions. Preceding the meeting a dinner was held in honor of Mr. Craig with the officers of the Society and faculty in attendance. President Jud Gustin announced that officers for the coming year will be elected at the next meeting.

TACOMA, WASH.—(ACP)—One of the most unique colleges in the U. S.—an institution that has never had an endowment—will celebrate the 50th anniversary of its founding this year. The College of Puget Sound has never had outside support, and has passed through the last eight years with its income always exceeding its expenditures. It has 600 students, four buildings and a 40-acre campus.

## Mary Eberl Elected French Club Head

FRENCH CLUB conducted election of officers at a meeting held after assembly last Thursday.

The following officers were elected: President, Mary Eberl '39; secretary, Concetta Russo '39; treasurer, Anna Marie Lustig '40; and historian, Ronald Bald '39.

## Rubenstein, '39, Has Position

PROFESSORS HARDER and Schreckengost returned last Tuesday from conducting an industrial tour with Junior and Senior ceramic-art students of the ceramic factories of East Liverpool, Ohio. This trip was made to acquaint the students with the industrial requirements and to aid them in their studies. The trip resulted in the application of Leonard Rubenstein in the Department of pattern decalomania design with the Decal Products Co. of East Liverpool, following the close of this semester.

WASHINGTON, PA.—(ACP)—The odd antics of a pair of Washington and Jefferson College students recently brought the eyes of the nation to rest on this 145 year-old school.

The students phoned the Czechoslovakian embassy in Washington late one night and offered the services of the "Thomas Jefferson Brigade," to the Czechs for the purpose of "repelling the invasion of the Huns."

They claimed to have raised 200 men and 60 horses. Needless to say, they had not.

Next day they were confronted by a telegram signed by the Czechoslovakian embassy, which read: "Offer greatly appreciated. Can you come here to discuss plans?"

At first rather bewildered, the pair immediately went to work to raise their regiment, and had little difficulty in obtaining the signatures of nearly 150 other students, most of whom signed up as officers.

The group has adopted as their uniform, a blazing red shirt, calculated to "enrage and dazzle Hitler."

**R. E. ELLIS**  
Pharmacist  
Alfred New York

## Ken, Anti-Fascist Magazine, Clicks Because Of It's "Inside Touch"

AMAZING, enterprising David Smart and William Weintraub, co-publishers of Esquire-Coronet, have done it again. Their latest magazine creation is "Ken," a bi-weekly which purports to reflect the Insider's World.

"Ken" is pink in policy but informative in content. It raves and rants, and even cartoons, against Hitler, Mussolini and Hirota. It sounds a warning note that the dictatorships are slicing Pan-American ties and taking away our imperialistic field in Central and South America, and cites lengthy examples of totalitarian propaganda in Mexico. But it barely breathes a mention of Russia, either favorably or unfavorably.

What is making "Ken" a popular magazine, however, is not its anti-fascism, of which there is plenty already in speeches, newspapers, and magazines. It is the Inside Touch. A doubting America is always willing to hear another and perhaps a truer version of an old mystery.

Why Henry Ford bought a Florida plantation for Thomas A. Edison, why there are sex crime waves, why the C. I. O. may have New Orleans by the throat, why Norway worries about being a second Belgium—this is the kind of story that makes "Ken" interesting, and should make it sell.

Mr. Smart said, "What can we lose?" when they told him a 50-cent Esquire wouldn't sell. With a \$3,500,000 gross on Esquire alone in 1936, he was willing to experiment again, and from all indications, he's safe on first base.—J. D.

MEMBERS of the New York University senior class unanimously voted to support Mayor LaGuardia for president if he is a candidate in 1940.

THE STUDENT Workers Federation has been refused a meeting place on the University of California campus.

**BUTTON GARAGE**  
E. D. BUTTON, Prop.

Auto Supplies and Repairing

Phone 49-F-2 15 Church St.

## Alfred NYA Workers Plant 60,000 Trees

INCLUDING 10,000 trees planted within the last few days, Alfred University has nearly 60,000 evergreens on the slope of Pine Hill above the campus buildings.

The seedlings were obtained from the state nursery and planted under the direction of the State School of Forestry at Syracuse. Plantings were made in 1936 and 1937; last year many replantings were necessary because of the dry season in 1936. Only 500 replantings were necessary this year.

Thornapples and other brush were cleaned out and burned, and the three plantings of trees were made by students receiving NYA work at Alfred University.

CHICAGO, Ill.—(ACP)—Collegians in all sections of the U. S. are sending in their entries in the essay contest on "How Advertising Benefits the Consumer," sponsored here by Advertising trade publication.

Prizes of \$1,000 plus two all-expense trips to Detroit are being offered collegians who write the best 1,000 word paper on the assigned topic. Closing date of the competition is April 17.

DONALD CONEY, University of Texas librarian, is making a collection of "sub rosa" student newspapers.

NEW YORK University has received a gift of \$50,000 for the aid of needy and promising students.

**COON'S  
CORNER GROCERY**  
for  
Quality and Quantity

**BROOKLYN LAW SCHOOL**

of St. Lawrence University invites inquiries from those students who wish to begin their law study in June or September of 1938. Limited number of scholarships available. For information, address The Registrar, 375 Pearl St., Brooklyn, N. Y.

## AUCA Group Will Elect Wednesday

ALFRED UNIVERSITY Christian Association will elect officers for 1938-39 at 7:30 o'clock Wednesday evening at Kenyon Hall, President Walter Hedden '39, said today.

President Hedden invited all students interested in joining the association to attend the meeting.

WASHINGTON, D. C.—(ACP)—One-third fewer college and graduate students than last year are receiving federal assistance under the National Youth Administration's student aid program, executive director, Aubrey Williams announced last week.

Cause for the decline is the substantial decrease in appropriations received by the NYA under the Emergency Relief Appropriations Act of 1937.

This year no separate allotments were made for college and graduate aid. Instead, the colleges and universities were assigned quotas of students on the basis of 8 per cent of the combined enrollments of undergraduates and graduate students, as of October 1, 1936. For the current academic year, the national quota is 75,993, as compared with a quota of 124,818 during the year 1936-37.

THE SCHOOL of forestry at the University of Georgia is cooperating with the Federal Surplus Commodities corporation in finding new uses for cotton.

**BERTHA COATS**

Main Street, Alfred

Things For Girls  
School Supplies

also

Novelties & Necessities

*More pleasure*

**Carefree**  
(Chesterfield Theme Song)  
Tempo di Valse

Weekly Radio Features of the **PLEASURE** cigarette  
GRACE MOORE  
ANDRE KOSTELANETZ  
PAUL WHITEMAN  
DEEMS TAYLOR  
PAUL DOUGLAS

**Chesterfield**  
CIGARETTES

*Chesterfield and Andre Kostelanetz... they bring more pleasure to millions*

...real pleasure...carefree pleasure!  
You enjoy it in Chesterfield's refreshing mildness and better taste... that "extra something" that makes you stick to Chesterfields.

*Chesterfields are made of the world's best cigarette ingredients... mild ripe tobaccos... home-grown and aromatic Turkish... and pure cigarette paper. When you light a Chesterfield you're smoking the cigarette that Satisfies.*

**Chesterfields**  
*will give you MORE PLEASURE than any cigarette you ever smoked*