

## SC Refuses To Consider Cuba Notion; Acts on OP

By TIM BROWN

Student Council declined last night to discuss a motion supporting President John F. Kennedy in his actions in the Cuba crisis.

After complicated parliamentary maneuvering, SG President Ted Brown was upheld by a vote of 9-11-3 in his decision to rule the motion out of order on the grounds that it was "outside the objects" of the body. The motion had been introduced by Council member Richard Schweidel.

In another action, *Observation Post* was "urged" to remove the slogan "Voice of the Student Body" from its flag. The motion, made by Council member Alan Blume, and passed by a substantial margin, was a modified form of one which would have "mandated" the newspaper's compli-

ance, and which provided for the withdrawal of the newspaper's student fees in the event that the order was not obeyed.

### No Provision for Action

OP is partially financed from disbursements from the student activities fee paid by all students here, and partially through advertising revenues. Terming the slogan an "ambiguous statement," the motion contained no provision for action in the event the suggestion was not taken.

A spokesman for OP at the meeting reported that a change in the masthead was already under consideration.

## Unrestricted Number of Cuts Requested For Upperclassmen

A petition asking unlimited cuts for students is being circulated at the College.

Lillian Hamwee, initiator of the campaign, said that it began when several people requested to sign her letter on the subject to the College's press.

The letter - turned - petition states, "the time has come when a college education must be seen as a voluntary thing; and the attendance of classes as an indication of a student's decision to learn and broaden himself."

Unlimited cuts for all upper classmen were instituted at Brooklyn College two years ago on a trial basis. This followed a survey conducted by the Academic Affairs Committee of their Executive Council.

The plan, which includes all classes except labs and speech, is subject to reevaluation at the end of this year.

Commenting on the proposed innovation, Dean Samuel Middlebrook (Liberal Arts and Sciences) said that while unlimited cuts "might be perplexing for the entering freshman," he believed that it "would be a good idea for good upperclassmen."

He said that a distinction must be made between the required and elective courses, and that unlimited cuts would be all right "if you're getting a 'B' in an elective."

"There is no provision for cuts at all in the College's regulations," the Dean emphasized. He

## Security...

Representatives of the Social Security Administration will hold a Workshop on "Career Opportunities in the Social Security Administration" in Room 440 Finley at 12 Noon. The team will describe the position of claims representative, including salary, fringe benefits and promotional opportunities.

## Comedians...

All musical comedians are invited to an open casting for "Once Upon A Mattress," to be held tomorrow at 5:30 PM in Room 239 Finley.

## 200 Student Pickets Oppose Cuba Crisis

"We will bury us." This was the general spirit of a rally at the United Nations last night, attended by some 200 students of the College. The protest was called in response to the Cuban blockade ordered Monday by President John F. Kennedy.

### Speeches Made

At about 7 PM, leaders of student political groups, educators, and politicians, including Assemblyman Mark Lane (Dem., Man.), James O'Connor, Editor of *The Nation*, and Harry Purvis, Congressional candidate of the Voters-for-Peace Party of Nassau County, spoke from a corner platform.

As phrased by one speaker, the general tone of the rally was that "youth needs life, not nuclear war. We want to finish our education and we do not want to go to war over Cuba."

Rumors and unverified state-

(Continued on Page 3)

## Pres. Supports Blockade, Attcks NDEA Penalty

The United States's blockade of Cuba was termed "not fully justified, but absolutely essential," by President Buell G. Gallagher yesterday.

The president, at his semi-weekly press conference, asserted that Russian reforms of the Stalin era had been "internal" and that Premier Nikita S. Khrushchev was "carrying along the same thing that went under Stalin" in international affairs. He termed Soviet action in Cuba "imperialistic."

### Hits NDEA Penalty

In answer to a question, Dr. Gallagher, while approving of the deletion of the National Defense Education Act's Communist disclaimer affidavit, criticized the addition of added provisions setting down penalties for Communists applying for aid.

"I profoundly regret," the President declared, "that the Congress found it necessary to substitute something else for the disclaimer affidavit. It is unnecessary, and probably ineffective."

The Act, amended by Congress last month, makes it a crime punishable by a \$10,000 fine and five years' imprisonment for any person to apply for or to receive monetary benefits if he is a member of any organization registered or under a final order to register as



President Buell G. Gallagher Supports Cuba Blockade

a Communist organization with the National Security Board.

The old version required all loan applicants to sign both an oath of allegiance and the statement disclaiming membership in the Communist Party.

The oath of allegiance is retained in the revised act, and a provision requiring applicants to submit a list of all crimes of which they have been convicted has been added.

## Cuba, U.S. Courts, To Be Discussed At College Today

Variety and number will characterize the speakers here today.

Expected to draw the most attention because of its timely nature, will be a speech on "Cuba, Communism, and Civil Liberties," by Professor Maurice Zeitlin, of the Princeton Institute for War and Peace Studies to take place in the Finley Grand Ballroom.

Congressman William Fiits Ryan, Democratic candidate from the newly formed twentieth Congressional district, will address students here in Room 131 Finley.

William A. Rusher, Editor of the *National Review*, will address the Young Conservative Club on "The UN: Promise or Menace," in Room 217 Finley, at the same time as Messrs. Hillman A. Bishop and Stanley Feingold (Political Science) debate "Judicial Activism vs. Judicial Self-Restraint," sponsored by the Government and Law Society, in Room 106 Wagner.

Also during the 12-2 PM break, Hillel will present Dr. Ira Eisenstein, Editor of *The Reconstructionist*, on the topic of "Reconstructionism." This event will take place at Hillel House, 475 West 140 Street.

## Three Ass't. Deans At College Perform Wide Variety of Duties

These are the last articles in a series on the College's Deans.

### BARBER

"All I know is that one day the dean called me into his office and told me that... the job was mine."

This was the way Sherburne F.



Dean Sherburne F. Barber Appointment Surprised Him

Barber recalled being offered a deanship here nine years ago. Dr. Barber, Assistant Dean of the College of Liberal Arts and Sci-

(Continued on Page 2)

### MIDDLEBROOK

"I believe in the fatherhood of God, the brotherhood of man, and the neighborhood of City College," Dean Samuel Middlebrook said



Dean Samuel Middlebrook Transcendentalist

Tuesday while summarizing his philosophy. A slightly rephrased quotation from Ralph Waldo Emerson, Dr. Middle-

(Continued on Page 3)

### COLFORD

Assistant Dean William E. Colford, head of the curricula guidance office, doesn't understand why students find the curricula here so compli-



Dean William E. Colford Friend In The Knox

cated. But then he adds, "I've been around for thirty-five years."

Head of the Committee on (Continued on Page 3)

# OBSERVATION POST

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# Voice of the Student Body

Whose view do our editorials represent? Whose view should they represent?

Answers to these questions have provoked something of a controversy at the College. "Liberals" advocating freedom of the press are pitted in combat with "conservatives" championing self-restraint, if not outright censorship.

We think that the matter is relatively simple. The opinions expressed in this column represent nothing more nor less than a majority view of this newspaper's Editorial Board. A statement to this effect is printed whenever possible and should cause little consternation. OP does not now, nor has it ever, claimed to express more than this.

Certainly OP has a responsibility to the College community and to the students. This, however, does not entail any attempt to represent their views within the limits of the editorial columns; it does mean that we are obliged to present all of the news in as accurate and unbiased a manner as possible.

To propose that we attempt to represent the ideas of the student body is highly frivolous and dilatory. Succinctly stated, we have no means by which to determine what that view is. Further, one would also have to establish the existence of a formulated view and the propriety of attempting to set it forth.

Thus we have fulfilled our responsibility as we see it. If we claimed to represent the students and did not, we would be open to justifiable criticism. But it is difficult to see how, in the expression of our views, we have created "a public image of the College which will ultimately be harmful to the future of professional opportunities of the graduates" as the Technology Council asserts. We tend to doubt that such a "usurpation of the responsibilities of a free press . . . [necessitates] a change in the structure of the publication," but feel rather that it necessitates a change in the structure of the thinking which sets the idea forth.

The phrase "Voice of the Student Body" which precedes our name has become a bone of contention with some. It is likely that what these people oppose are our political views and not our use of the slogan. We submit that the phrase is only a motto such as *The New York Times'* familiar promise of "all the news that's fit to print." Certainly no one would take issue with their right to determine exactly which news is "fit." Viewed in this light the whole affair becomes "much ado about nothing."

We will continue to exhibit "self-restraint"—restraint in keeping our opinions within the confines of our editorial columns.

## Progress

We commend President Buell G. Gallagher for his criticism yesterday of the stiff penalties added recently by the Congress to the National Defense Education Act. The revisions provide for a fine of up to \$10,000 and a maximum jail sentence of five years for Communists who request or receive financial aid under the Act.

Dr. Gallagher termed the penalties "unnecessary and probably ineffective." While we are not certain of the effectiveness of the legislation, we agree with him that it is certainly unnecessary.

# Letters To The Editor

## INJURED

Dear Editor:

When a college newspaper precedes its title with the words, "Voice of the Student Body," it assumes a responsibility not only to the students of the college, but to the nationwide public image of that college. In light of this fact, opinions expressed on matters concerning all students by the editorial staff of this newspaper should be formulated with a high regard for the opinions of the entire student body. Technology Council believes that OP, in its recent editorial entitled "Progress," has not fulfilled its responsibility and, in so doing, has used the students' money and the students' name to create a public image of the College which will ultimately be harmful to the future professional opportunities of the graduates. Such a usurpation of the responsibilities of a free press by a publication that demands the rights

of a free press can only be remedied by a change in the structure of the publication.

If your newspaper were to be freely bought and sold on campus without in any way drawing upon the aid of student fees, then criticism such as presented here would be invalid. If the editorial staff of your newspaper were to be selected by direct or indirect student vote in such a manner as to insure its observance of the responsibility to, and the opinion of, the student body, then again would such criticism of your actions be invalid.

Until such times, however, we, whose professional opportunities are perhaps being most injured by your actions, can only hope that our point has been well taken, and that you exhibit self-restraint in future matters of this nature.

Ken Rosenberg  
President  
Technology Council

## Barber . . .

(Continued from Page 1)

ence, is now completing a quarter century of service to the College.

The bespectacled dean's predecessor in the Office of Curricular Guidance had decided to return to teaching, and for reasons unknown to Barber, Dean Morton Gottschall (Liberal Arts and Science) decided to offer the post to him.

"I went into the job completely unprepared," Dr. Barber said in his mild, soft-spoken manner. "The first thing that hit me was registration in that September of 1953. You know how the office gets filled up by lowerclassmen who don't know what to take. I didn't know what the answers were. I had to learn fast."

The greying Dean Barber feels that the worst influence on administrators is to be remote from the students they help educate. In order to maintain contact with the student body, the Dean still manages to find time during his hectic day to teach one course in mathematics.

—Gershowitz



## ... for a life of pride and purpose

Among the young people being graduated from college in these times, there are some who think and feel—perhaps a little more deeply than the others—about the world we live in, the future we face. They ask, "How can I make my career really meaningful? More than just personally rewarding?"

And many of today's most successful young people are finding a fulfilling answer to these questions as officers on the Aerospace Team... the United States Air Force. They can tell you that no career could better combine the opportunity for achievement—and the deep inner

satisfaction of knowing that they are helping preserve the very future of America.

**How can you become an Air Force Officer?**

If you are a college senior and not currently enrolled in ROTC, Air Force Officer Training School provides an opportunity to qualify for a wide variety of career fields. The graduate of this three-month course receives a commission as a second lieutenant. As the Air Force continues its technological advance, officers with college training will move into positions of increasing importance.

For full information—including the opportunity to earn graduate degrees at Air Force expense—see the Air Force Selection Team when it visits your college, visit your local Air Force Recruiting Office, or write: Air Force Officer Career Information, Dept. SC210, Box 805, New York 1, New York.

# U.S. Air Force

FOR AMERICA'S FUTURE AND YOUR OWN... JOIN THE AEROSPACE TEAM.



### Colford . . .

(Continued from Page 1)  
Course and Standing, advisor to Fulbright scholars and foreign students, Dr. Colford refers to himself as "wearing many hats." In addition to his administrative duties, Dean Colford continues to teach foreign language courses to "keep in touch with the students."

#### Under The Trees

The Dean's life-long interest in Hispanic studies is expressed when he says, "Spanish is my wife and Portuguese my mistress. And I love them both." Dr. Colford studied in Madrid with the great Spanish philosopher Miguel de Unamuno. "We spent many hours in conversation under the trees," he recalled. One of Dean Colford's prized possessions is an

inscribed photograph of Unamuno which hangs on his office wall. Dr. Colford said, "I agree with his philosophy: 'Soy americano de España y español de América.'"

Dean Colford became a teacher at the College upon graduation in 1929, while working for his MA and PhD at Columbia. —Herrnstadt

### Cuba . . .

(Continued from Page 1)

ments circulated through the crowd. One report, telling that a Soviet ship had turned back, was greeted by loud applause.

A spokesman for the ad hoc committee sponsoring the rally termed it successful and announced that further picketing would be held later this week.

### Buses May Unite N&S Campuses

Have you got that I'm-too-tired-to-walk-up-North-blues? Do you get enough exercise in the brain department and don't need any physically?

Phil Lotter and Eunice Irizarry may be able to solve your problems.

Lotter, an Evening Division graduate student, and Miss Irizarry, Evening Session SG President, have been mandated to "investigate and institute bus service" from the IND subway station to "all points on Campus" by the Evening Session student government. The buses are to run during all class hours between the stations and North and South campuses.

Tickets for the "jitneys" will be sold at the proposed price of \$1.00 per week.

### Middlebrook . . .

(Continued from Page 1)

brook's statement reflects his attachment to the College, interest in Transcendental literature and ability to turn a good phrase.

Dr. Middlebrook's duty, as an Assistant Dean of Liberal Arts and Science, is the "care and feeding" of 500 staff people at the college, but teaching, he says, is his "delight."

A gentle, courteous man, with a far-away look in his eye, Dr. Middlebrook is now teaching literature to the sons and daughters of his first students here. He hopes to stay until the grandchildren of the class of 1937 come along. "Only then," he adds, "shall I make room for my impatient juniors in the Department of English."

Dr. Middlebrook's interest in the 19th century New England literary school, led him to build a house beside a pond in Massachusetts.

## Club Notes

All clubs meet at 12:30 PM unless otherwise noted.

**AICHE**  
Presents Fred Bonnet of the Linde Company speaking on low temperature processes in Room 103 Harris.

**AIEE-IRE**  
Will present a lecture on "Radio and Television" by a speaker from the Radio Corporation of America in Harris Auditorium.

**AIME**  
Will discuss field trips and guest speakers in Room 305 Shepard at 12 Noon.

**AMATEUR RADIO SOCIETY**  
Will have a maintenance committee meeting in the radio shack at 11 AM.

**AMERICAN ROCKET SOCIETY**  
Shows a film entitled "Air Strike Force" in Room 303 Cohen Library. All interested students are invited.

**ART SOCIETY**  
Meets for a modelling session in Room 101C Eisner at 12:15 PM. New members are welcome.

**ASME**  
Will present Mr. E. Weinschenker speaking on "Opportunities for mechanical engineers in the Process Industries" in Room 106 Harris.

**ASTRONOMICAL SOCIETY**  
Plans for an observing meeting at 12:15 PM in Room 16 Shepard.

**BASKERVILLE CHEMICAL SOCIETY**  
Presents Dr. Ernest Becker speaking on the "Physical Chemistry of the Grignard Reaction" in Doremus Lecture Hall.

**BEAVER DEB SOCIETY**  
Will meet in Room 205 Harris to discuss service to the school.

**BIOLOGICAL SOCIETY**  
Will present Dr. Crockett in Room 306 Shepard.

**CADUCEUS SOCIETY**  
Will show a film on the "Medical Uses of Hypnotherapy" in Room 315 Shepard.

**CHRISTIAN ASSOCIATION**  
Will hear a lecture on "Social Injustice" by Reverend William James in Room 424 Finley at 12:15 PM.

**CLASS OF '63**  
Hears reports on Concord Weekend and Senior Prom in Room 121 Finley at 12:15 PM.

**CORE**  
Will meet at 4 PM in Room 212 Finley.

**DEBATING SOCIETY**  
Will have professor Iva Ducharek (political science) speaking on "The Political Implications of a Non-Communist Economic Community" in Room 01 Wagner.

**DER DEUTSCHE KLUB**  
Will have refreshments, entertainment, and folk songs in Room 311 Mott.

**DISCRIT**  
Will discuss "Trivium and the True Meaning of Life" in Room 225 Waaner.

**DRAMSOC**  
Holds an organizational meeting to discuss the term's major production in Room 428 Finley. All interested actors, actresses, and technical crew are invited to attend.

His Waldonesque retreat is located two miles from Tanglewood, and the Dean is frequently visited by students going to or from a concert. "I treat them tenderly," he said. "But when colleagues stop by, I put them to work wielding a shovel or a scythe."  
—Schwartzbaum

**ECONOMICS SOCIETY**  
Presents Dean Harold Metcalf of the University of Chicago Graduate School of Business to speak on "Graduate Studies" in Room 107 Wagner. All students invited.

**E. V. DEBS CLUB**  
Will hear the Socialist Worker Party candidates speak on the campaign issues in Room 348 Finley.

**GEOLOGICAL SOCIETY**  
Will view a film on oceanography in Room 307 Shepard.

**GOVERNMENT AND LAW SOCIETY**  
Presents a debate between Professor Hillman M. Bishop and Mr. Stanley Feingold (Political Science) on "Judicial Activism vs. Judicial Self-Restraint" in Room 106 Wagner.

**HELLENIC SOCIETY**  
Will have a short meeting in Room 337 Finley and then play a soccer game.

**HILLEL**  
Presents Dr. Ira Eisenstein discussing Reconstructionism in the Hill house at 475 West 140th Street.

**INDUSTRIAL ARTS SOCIETY**  
Will see a demonstration of a live railroad steam engine in Room 019 Klapper.

**ITALIAN CLUB**  
Will hold a social in Room 345 Finley.

**LE CERCLE FRANCAIS DU JOUR**  
Presents three films "Une Place De Musset," "Django Reinhardt," and "J. Martinez" in Room 212 Finley.

**MATHEMATICS SOCIETY**  
Professor Solomon Hurwitz (Mathematics) speaking on a "Putnam Problem" in Room 207 Harris.

**NAACP**  
Pears Mr. Irving Goldhaber, Assistant Director of the Commission on Human Rights, speaking on "Discrimination" in Room 212 Wagner.

**OUTDOOR CLUB**  
Meets in Room 214 Shepard at 12 Noon.

**PHI ALPHA THETA**  
Holds a meetings in Room 105 Wagner at 12:15 PM.

**PHYSICS SOCIETY**  
Presents a talk on "Statistics in Physics" by Professor Harry Soodak (Physics) in Room 105 Shepard.

**PROMETHIAN**  
Holds a workshop session on poetry and prose in Room 428 Finley tomorrow at 3 PM.

**PSYCHOLOGY SOCIETY**  
Holds a Student-Faculty luncheon in Room 428 Finley at 12 Noon. Only members are invited.

**PUBLIC AFFAIRS FORUM**  
Presents Dr. Maurice Zeffin speaking on "Cuba, Communism and Civil Liberties" in the Finley Grand Ballroom.

**RAILROAD CLUB**  
Will view a live steam engine in Room 019 Klapper.

**SOCIOLOGY-ANTHROPOLOGY ASSOCIATION**  
Will hold a meeting in Room 224 Wagner. All members are requested to attend.

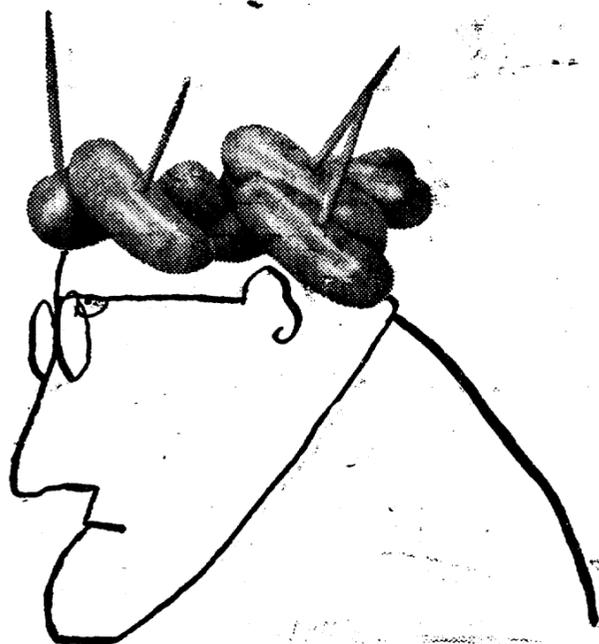
**STUDENT PEACE UNION**  
Will discuss the President's actions on Cuba in Room 105 Wagner at 12:15 PM.

**YAVNEH**  
Will hear Shlomo Riskin speaking on "Brechet" in Room 110 Mott.

**YIDDISH CLUB**  
Will see a film, "My People's Home" in Room 301 Cohen Library at 12:15 PM. Knowledge of the Yiddish language is not necessary for the enjoyment of this film.

**YOUNG CONSERVATIVES**  
Will present William Rusber, publisher of the National Review, speaking on "The UN, Promise or Menace" in Room 217 Finley.

**YOUNG DEMOCRATS**  
Will discuss the campaign issues with Congressman William Fitts Ryan in Room 131 Finley.



Frank talk about your hair: Vitalis with V-7 keeps your hair neat all day without grease. Naturally, V-7 is the greaseless grooming discovery. Vitalis® with V-7® fights embarrassing dandruff, prevents dryness, keeps your hair neat all day without grease. Try it!



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SATURDAY NIGHT  
MARCH 30, 1963  
HUNTER COLLEGE  
ASSEMBLY HALL



## Karlin Heads NY Committee On NCAA Soccer Tourney

It has been suggested that the College's soccer team will be selected as the New York entrant in the national championships even if they don't merit the nomination.

But even though Beaver Coach Harry Karlin is chairman of the New York State area selection committee this isn't likely.

Fortunately or otherwise, the selection is based on a point system. Teams are rated according to the quality of the opponents they have beaten, and the team with the highest rating gets into the championship tournament.

Coach Karlin did say that "top teams eliminated from the play-offs by a narrow margin are eligible for an 'at large' category." Maybe...

If Professor Karlin can understand that point system he's smart enough to accomplish anything.

The Saylor Point system goes something like this: each team is classed A to D according to the percentage of games it wins. (Now here's where it starts to get complicated.) At the end of the season each team receives a rating, gaining the greatest number of points for defeating or tying an A team and the least number for winning a match with a D team. But points are also gained by a school which loses to an A or B team.

However, no points are granted through defeat by a C or D team.

### MET STANDINGS

#### Weekend Results

LIU 3, Adelphi 0  
Brooklyn 3, Hunter 1  
USMMA 2, NYSMC 1  
Bridgeport 2, CCNY 1 (non-league)  
Pratt 2, Adelphi 2 (overtime)  
Queens 3, USMMA 1

#### Goals

	For	Against
Brooklyn 3-0	11	5
Pratt 2-0-1	8	7
Queens 2-1	9	4
LIU 2-1	7	4
CCNY 1-1	1	3
NYSMC 1-2	5	7
USMMA 1-2	5	7
Hunter 0-2-1	3	6
Adelphi 0-3-2	6	12

#### Saturday's Games

CCNY at Brooklyn  
King's Point at LIU  
Queens at Fort Schuyler

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For Info: PL 2-1670  
SAT OCT 27th at 8:30 PM  
HUNTER COLLEGE  
69th St. bet. Park and Lex Aves.

Tickets \$2.00 in advance at COLONY  
BIRDFLY RECORD SHACK

## Off Broadway

See the exciting "Story of Banking" at First National City Bank's Exhibit Hall at 54th Street and Park Avenue (ground floor). See how banks operate, learn their history told dramatically with lights, films and audio displays operated by push buttons. No tickets or reservations needed, admission free. Open weekdays from 10 to 6, Saturdays from 10 to 3.

FIRST NATIONAL CITY BANK  
On 150th Anniversary Year  
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## Beaverlings Lose To Adelphi, 3-1

The College's freshman soccer team bombarded Adelphi's goal with thirty-three shots. The Adelphi freshmen took seven shots. But the final score was 3-1 in favor of Adelphi, yesterday at Lewisohn Stadium.

The Beaverlings dominated the entire game, but the Panther cubs seemed to have all the luck, making the shots the Beaverlings missed every time.

Adelphi's goalie, Ken Sutton, seemed to be everywhere around the goal and when he wasn't there the wind or some little trick of fate would take away the Lavender goal.

The Beavers' lone goal was kicked by Emilio Courtet.

(Lost yet?) Afterwards all the points accumulated are divided by the number of games played. The team with the most points wins.

Actually this still wouldn't qualify the Beavers for the championship tournament. They would have to beat the New England champs (probably Bridgeport), to get to the finals.

At this stage it becomes obvious how Coach Karlin has guided his soccer teams to a 69-10-4 record. He is a genius!

## DUPLICATE BRIDGE TOURNAMENT

Monday, Oct. 29, 6:15 PM - Rm. 440 F

WIN MASTER POINTS

## The Sisters of Alpha Sigma Rho Society

would like to congratulate

Diana & Ronnie

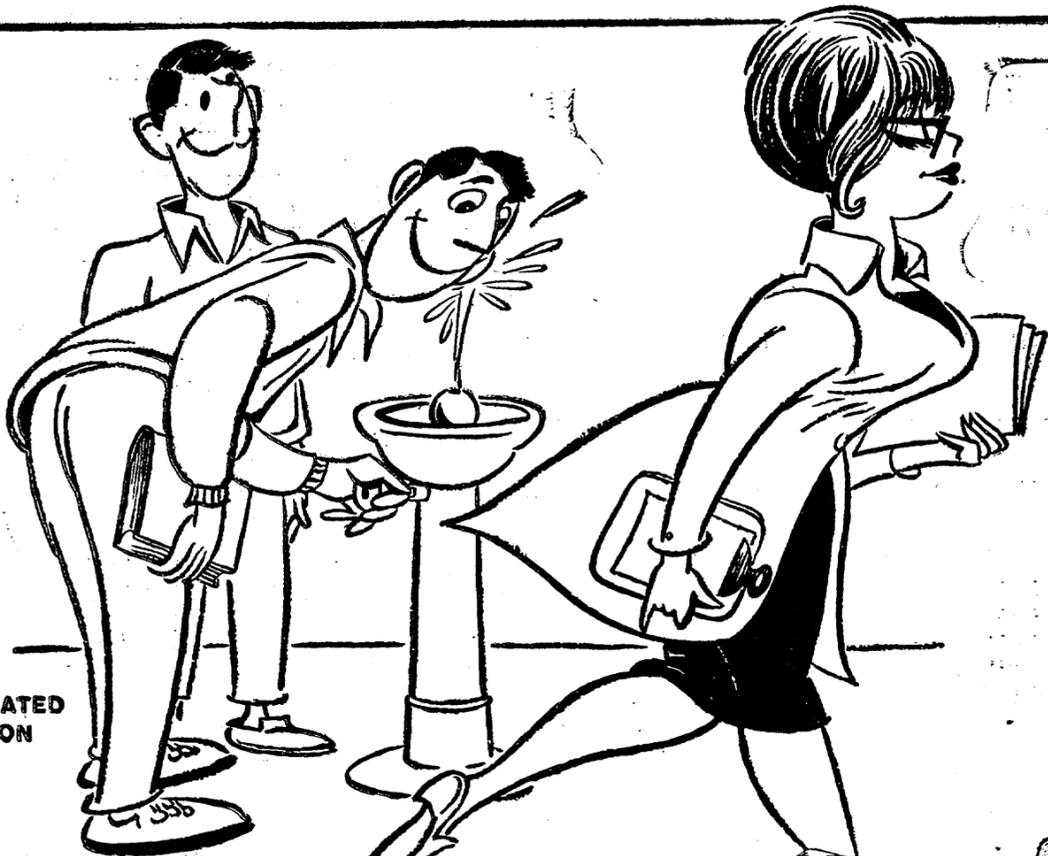
Evalyn & David

Phyllis & Peter

Ruth & Neil

on their pinnings.

# Pall Mall Presents - GIRL WATCHER'S GUIDE



WHITE-COATED  
LAB-LOON

## CAMPUS TYPE II

Don't let this girl's costume fool you. She's not really a mad scientist. She's a girl—a real, live girl. It's just that she has to prove something—to herself and to her family.

She has to prove that she has a brain and that, if she ever has to compete with men on their own terms, she can do it—and win. But she really doesn't want to compete with men. In her heart she wants to attract men and eventually, marry one. The girl watcher should not let this situation disturb him, however.

If the girl is watchable, she should be watched, no matter what her motives or ambitions may be. The same thing is true of a cigarette. If it's smokeable, it should be smoked—and Pall Mall is the most smokeable of all!

Pall Mall's natural mildness  
is so good to your taste!

So smooth, so satisfying,  
so downright smokeable!



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"Tobacco is our middle name"