

# THE CAMPUS

Undergraduate Newspaper of the City College Since 1907

VOL. 89—No. 5

THURSDAY, OCTOBER 11, 1951

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## Woman Found Dead in Park Of Strangulation

**By Edward Swietnicki**  
An unidentified woman was found strangled to death in St. Nicholas Park, only a hundred yards from College property, late Monday morning.  
Police disclosed that she was murdered in the park "early Monday morning." The body lay in a clump of bushes approximately a hundred yards north of the concrete steps leading to the school from the 135 Street Independent subway entrance.

**No Identification**  
It was discovered at 12:15 p.m. by a neighborhood resident, Mrs. June Collie, 678 St. Nicholas Avenue. The woman was lying face down, and was covered with a bright blue raincoat. Her clothes were disarranged and police found her undergarments "neatly placed," lying on the grass. Nearby, three empty wine bottles were found. No identification was present on the strangled woman whose shoes were also missing.

**In Twenties**  
An autopsy performed at Bellevue Hospital Tuesday morning, disclosed that death came by "manual strangulation." The body had not been raped, but three forms of venereal disease were found.  
The woman was estimated to have been in her early twenties. She was 4'11", and weighed 93 pounds.  
Police at first thought the death a natural one, since no visible strangulation marks were present. Detective Conrad Prinz, of the

(Continued on Page 2)

## Oct. 17 Deadline Set To File Elective Cards

Election Cards for the Spring term must be returned to the Registrar's Office, 115 M, by Wednesday, October 17.  
Students must list all elective and required courses that they plan to take. Notices concerning Elective Concentration, Honors, and Basic Course Requirements may be found on the Day Session Bulletin Board, located outside 115 M. Any student who does not return his card by the required date will not be permitted to register with his class in the Spring term.

The final Schedule of Recitations will be posted on January 21, 1952.

## Frosh Favor High Standards

The College's high academic standards were the major reason for the enrollment of a number of members of the freshman class it was revealed this week by a questionnaire submitted to entering students by the Department of Student Life.

Student life presented the questionnaire in order to promote a better understanding of the problems of freshmen and asked the students to hand in a short paper about themselves. The paper was to ask why the students came to the College, their vocational aims and some of "the things in life you feel are most important."  
Although the strict scholarship requirements were of prime importance in choosing the College, the freshmen also revealed that financial need was a reason for the choice. Many students disclosed that relatives and friends had urged their attendance at the school.

## SC Referendum to Ask Student Views on Campus-OP Merger

### Cafeteria Prices Found Similar to Luncheonettes'

The College's non-profit operated cafeteria charges prices approximately equivalent to those fixed by neighborhood luncheonettes, a survey revealed yesterday.

According to the survey, a meal consisting of a veal cutlet, potatoes, a vegetable, two pieces of bread and a slice of butter would cost sixty-one cents in the cafeteria. The same food, with a choice of vegetables, would cost sixty-five cents in the luncheonettes.

A hamburger steak or hot roast beef sandwich actually cost from three to four cents less in the "profit making" luncheonettes than in the cafeteria. They charge fifty-five cents for the hamburger steak and fifty cents for the hot roast beef sandwich.

The cafeteria prices are fifty-nine and fifty-three cents, respectively.  
Herbert Flaster, manager of the cafeteria refused to comment about the results of the survey.

### Extra Council Meeting Called Tomorrow at 11

Student Council will hold a short emergency meeting tomorrow. The place will be posted on Student Council's bulletin board outside 20 Main.  
The agenda is as follows: The wording of the referendum for the merger of CAMPUS and Observation Post; an emergency appropriation for the Social Functions Committee for their next dance and the election of the Election Committee.

### Council Charges News Duplication

For the second time in three years, the question of a CAMPUS-Observation Post merger will be put before the student body in the form of a referendum. The vote will be held some time in the next three weeks.

Student Council, by a vote of 19-7-2 approved a resolution last Friday night calling for the referendum, asking that it take place "as soon as possible."

Tomorrow morning at 11, Council will vote on a tentatively worded referendum. It reads:

Are you in favor of consolidating the two student newspapers into one student newspaper to be issued at least three or four times a week, with the knowledge that the consolidated newspaper shall receive at least the same combined percentage for fee funds now received by the two newspapers?

**No "Coercion"**  
CAMPUS and O.P. each receive 21% of the Fee Plan Funds. A section permitting Council to direct its Fee Committee to withhold fees from either newspaper refusing to discuss the merger was stricken from the original resolution for the referendum.

The two newspapers were accused by Gerald Walpin '52, Student Council President, of printing "the same editorials, stories and features."  
Walpin emphasized however, that Council "is not ordering a merger."

**Halper Opposes**  
Manny Halper '54, president of the Young Liberals, in opposing the resolution, said that he thought it was good to have two newspapers on the campus. A motion by Halper to have all the newspapers at the College form a conference at which news and photos could be exchanged in order to "help avoid duplication," was ruled "contradictory" to the resolution.

## Senior Honors Offered in Fall

The first step forward in the program of integrated courses at the college will take place next semester with the opening of a new Liberal Arts course, Honors 21.8.

Initiation of the course, limited to seniors approved by the instructors, is closely related to a proposal to be introduced to the Committee on Curriculum this term. The plan advocates rearranging the Liberal Arts curriculum so that courses relate to one another rather than being independent units.

The course, to be taught by Profs. George W. Edwards (Economics) and Louis F. Sas (Romance Languages),

## 'Undermining' by Newmanites Hit by 'Flying' Hora' of Hillel

The Newman Club has been working to "undermine" the Hillel foundation.

This strange case came to light when it was learned that for the past two terms Hillel has been renting to the Newman Club 20' by 20' basement space in the Jewish group's four story building at West 140th Street for use as a clubroom. As one Newmanite put it, "We're next-floor neighbors of Hillel."

"Having a clubroom for the first time in fifty years has proved a boon to the Newman Club," said Ray Marino '52, president. "We now have daily discussion groups, weekly socials, and a well-stocked circulation library. The panel sessions give the Catholic

student a firmer knowledge of his faith." Occasionally, however, the panel sessions are disturbed when Hillel has a "flying Hora" (a Palestinian dance).

The social activities of the Newman Club this term include "campus dating parties," theatre parties and regular weekly dances.

Having a clubroom and being a tenant offers difficulties. Since there are only about 70 members who pay dues, money difficulties are the Club's biggest problem. For instance, last April's rent for the clubroom had not yet been paid. The group has been fortunate thus far though, for Rabbi Zuckermann of Hillel, using a little "Christian charity," extended its payment date.

## Walpin Calls Three SC Reps Obstructors

### Accuses Applebaum, Bernstein, Kramer

(Gerald Walpin '52, President of Student Council has requested THE CAMPUS to print the following indictment of the activities of certain Council members, as a service to the student body. Walpin's charges are based on procedural questions, not on matters concerning political orientation. —Ed.)

While, on the whole, the sincerity and maturity of the Student Council have been much above many of the previous ones, there are a number of individuals, who, for either political or entertainment reasons, are obstructing and delaying Student Council meetings constantly.

Some examples of this obstruction should be known by the students:

1. Gerald Kramer '53 is one of those members of SC who is constantly trying to obstruct the meeting. When the By-Law on ruling outside politics out of order came up, Mr. Kramer voted in favor,

or, even though it was generally known he was opposed. Then, immediately after the vote, Mr. Kramer moved for reconsideration,

is what makes the Council meetings take so long.  
2. Saul Bernstein '55, is one who combines both politics and entertainment, resulting in longer meetings. Mr. Bernstein supports all measures that come up to slow up the meeting: opposition to calling the question, challenges to the chair, reconsiderations when there have been no changes in the Council's membership, etc. Also, Mr. Bernstein seems to believe that Council meetings are the place and time to talk socially to all the members, thus keeping up the noise in the room and not allowing the meeting to continue in order.



3. Stanley Appelbaum, '53, is constantly bringing up non-Council political matters, even after Council passed the By-Law outlawing it. Thus time is wasted while the chair has to rule it out of order and until the body votes on the challenge. Last week's meeting is a good example of this. Mr. Applebaum brought up a motion for Council to co-sponsor a

(Continued on Page 2)

THE CAMPUS

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All Opinions Expressed in the Editorial Column Are Determined by Majority Vote of the Managing Board

No Shotgun Marriage

I The Original Sin

Five years ago, Student Council chartered the Observation Post in the hopes that it would prove a satisfactory remedy for a hypothetical illness at the College.

Today the members of SC are whistling a different tune. Diversity was strictly for a bygone era; what we now need is uniformity.

We agree wholeheartedly and only ask, "Is the big sister to be blamed for the misconception of the parents?"

II

The Consequences of Merger

The members of Student Council are apparently in complete accord with us on these points. Our only difference is in the proposed solutions.

III

Whom Does SC Represent?

There remains one additional matter. In whose interest is the Student Council acting? According to the results of the last (and only) referendum held on the newspaper question, the student body by a vote of 3555-822 favored supporting two "independent undergraduate newspapers."

Miss Rainbow College Alumni Scattered To Glow at 12 From Moscow to Hawaii

By Bob Rossner

All sorts of interesting people have attended the College. Some of them even come back.

Rhoda Rainbow, '54 ex, is returning to the College scene today at 12, when she will give a piano recital in 310 Harris under the auspices of the Music Society.

A five-foot-two, brown-haired lass, Rhoda explained, "I guess you might call me an ex-City student. I registered at the School last year, but I was doing a great deal of playing for the American Theatre Wing at the time—veterans' hospitals, mostly.

How long has she been studying the piano? "Oh, since I was four. I've been on the radio, on Major Bowes' program, and on Robert Ripley's program, but this is my first real concert coming up."

Rhoda had to rush to her piano teacher's house. "I have to take a lesson," she explained, "and then my teacher's wife has to teach me how to bow to the audience. That's very important, you know."

Holman Seeks Sports Support

Coach Nat Holman called for a general public appeal through radio and television to implement Board of Higher Education Chairman Ordway Tead's appeal for public assistance in his "sports-for-all" program at the College.

"A new field house would be the finest thing possible for the College; it would solve all of our problems," continued Holman in response to the recommendation of the Board's Committee on Intercollegiate Basketball.

"The field house is a vital and central area within the College for campus life and school spirit," Holman added. "It is the one thing we really need. Considering the amount of money the city spends on education, the amount to be invested in a field house is infinitely small, and should not be contested."

Mr. Howard C. Kelly, member of the BHE and Chairman of the Committee on Intercollegiate Basketball, said that he felt the city would recognize the need and appropriate the funds for the field house and a new gym.

Walpin

(Continued from Page 1)

rally on world peace—distinctly outside politics—and the body had to spend quite a bit of time (not as much as it would have been if there were no By-Law) ruling the matter out of order.

The Council members who try to slow down the meeting and obstruct Council discussion are certainly in the minority. Most members of Council simply wish to get the work done in the shortest possible time.

Would you like to get away from it all? The crowds, the humidity, the Brooklyn accents, the New York girls? This is not a spot announcement for the U. S. Armed Forces. It is merely a refutation of the charges that City College graduates stick to New York with glue.

Henry Shapiro '29 wanted to get away from it all. He did. According to the Alumni Association, his present address is somewhere in Moscow.

John Alan Coleridge '37 wanted to get far away from New York. He wound up in South Island, New Zealand.

They're All Over

In fact, no matter where you go, you run the risk of meeting a City alumnus. Canada? There are thirteen alumni. France? We have eleven sturdy older sons

Written English Test Thursday

The next qualifying examination in written English, required for all students planning to enter the teaching profession, will be given next Thursday from 12 to 2 for day session and from 7:30 to 9:30 for evening session.

Students in the school of Education who have not already passed the Examination should file their applications immediately. Forms may be obtained in 311 Main or from any instructor in the Education department.

A pamphlet to guide Education students and graduates in securing teaching jobs, entitled "So You Want A Teaching Position," is now available in the office of Teacher Placement, 112 Main.

in Paris. South America is full of them.

Hawaii, Too

John Naughton '36, Harold S. Roberts '34 and William Ehret '23 are all members of the University of Hawaii faculty. Or, to go to the other side of the globe, you might try the University of Jerusalem, in Palestine. Alexander M. Dushkin '11 is a professor at that institution.

There are two alumni in Johannesburg, South Africa, two in Prague, Czechoslovakia, thirteen in Canada, eight in England . . . but you get the idea.

If you want to go where college grads don't go, you're out of luck. They go everywhere.

Murder

(Continued from Page 1)

32nd Precinct, surmised later, that apparently the woman was drinking with someone else, and was ready to have intercourse, but, "something must have happened. Then she was strangled."

"This is the first time in a long while that we've ever had a murder in the park," Pinzer added.

Less than two years ago, an evening session student sitting in the park after the dance at the College, was seriously wounded when he fought off three armed men who robbed him and attempted to molest his companion.

Jack Monaghan, a watchman at the College, advised students not to use the park entrance after dark.

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Boo Mee With a Werner Re campaign 't' tray at Lew The lion of the lion Rothschild's goals in the Simri, riskin a leg injury last Summer, by its after-ef hat trick be ened. The Beaver scoring lee-ri first stanza v pointed a pen lower right-ha After Tomm count to 2-0 a period, the B bay until Si more in the cl period. Gold Sandwiche goals was a te Island's Bob when Jerry B freshman net-tine save but n attempted to l his net. Lucian Da Koutsantanou of the third qu scoring. Kouts five 18-year-ol with Simri for wal scoring 1 four points. Penna "Polly" Pe Lapidus and singled out by for their outst Beaver defense The Aggies, r powered offen completely stif lavender. defer was impregnab but 12 shots Meanwhile, t Beavers had g and Don Ander the rocky Lew as they peppe shots.



# Sports

## Booters Trounce Aggies, 6-1; Meet Columbia Saturday At 11

By Herb Sternfeld

With a one-sided 6-1 victory over the Long Island Aggies under their belts, Coach Werner Rothschild's undefeated booters will be in quest of their third victory of the 1951 campaign this Saturday when they meet the Columbia Soccer Club in a non-conference game at Lewisohn Stadium. Game time is 11. Admission is free.

The booters from Morningside Heights are hoping to snap the Lavender's dominance of the Lion-Beaver rivalry. However, they'll have to first stop the deadly goal-sniping of Rothschild's chief scoring threat, Uri Simri, the Israeli transfer student who scored three goals in the Beavers' rousing Met. Conference inaugural with the Aggies, Saturday.

Simri, risking the recurrence of a leg injury which he suffered last summer, and still hampered by its after-effects chalked up his hat trick before the first half ended.

The Beaver senior broke the scoring ice midway through the first stanza when he neatly pinpointed a penalty shot into the lower right-hand corner of the net.

After Tommy Holm upped the count to 2-0 at 6:31 of the second period, the Beavers were held at bay until Simri counted twice more in the closing minutes of the period.

### Golden Scores

Sandwiched between the two goals was a tainted tally by Long Island's Bob Golden, who scored when Jerry Brooks, the Beavers' freshman net-minder made a routine save but muffed the ball as he attempted to heave it away from his net.

Lucien Daouphars and John Koutsantanou tallied at the outset of the third quarter to conclude the scoring. Koutsantanou, a diminutive 18-year-old freshman, is tied with Simri for the team's individual scoring honors. Both have four points.

### Penabad Stars

"Polly" Policandritis, Norm Lapidus and Joe Penabad were singled out by Coach Rothschild for their outstanding play on the Beaver defense.

The Aggies, noted for their high-powered offensive thrusts, were completely stifled by the staunch Lavender defense, which at times was impregnable. They attempted but 12 shots at goalie Brooks. Meanwhile, the ever-pressing Beavers had goalies Dick Wright and Don Anderson sprawling over the rocky Lewisohn Stadium turf as they peppered them with 39 shots.



Pictured above are Joe Penabad and (left) Uri Simri, both of whom were standouts in last Saturday's win over Long Island.

Photo by Fass

## Harriers Face Hofstra In Season's Inaugural

Led by a trio of juniors, Lou Cascino, Joe Grevious and Gene Rocks, the College's cross-country team opens its season this Saturday facing Hofstra College, Met Junior Champions, in a dual meet at Van Cortlandt Park.

Cascino, who scored three firsts last season, is running better than ever according to coach Harold Anson Bruce, who confidently expects him to break into the 27:00 minute circle. Cascino's best mark last year was a 28:02 against N.Y.U. but he is ahead of that time this year.

Both Grevious and Rocks broke 30:00 as sophomores and Bruce believes they will show considerable improvement.

Last year the Beavers defeated the Flying Dutchmen 25 to 36 although the first two places went to Hofstra's sensational runners, George Rockford and Pat Lynch, both of whom crossed the tape in 28:00 minutes flat.

The Beavers monopolized the rest of the top-ten, with Cascino, Grevious and Rocks finishing 3-4-5, to gain the advantage and consequently the meet.

Date	Opponent	Place
Oct. 13	Hofstra	Van Cort. Pk.
Oct. 20	Farleigh-Dickinson	Van Cort. Pk.
Oct. 30	NYU	Van Cort. Pk.
Nov. 3	Fordham	Van Cort. Pk.
Nov. 6	Met.Champs	Van Cort. Pk.
Nov. 10	Queens	Van Cort. Pk.
Nov. 15	Rutgers	Van Cort. Pk.
Nov. 19	ICAAAA	Van Cort. Pk.

## Sports Slants



By Bill Wanck

No matter what newspaper you may pick up in these turbulent times, you can always find a few paragraphs devoted to the United Nations. Even the changing sports scene has its own concept of the U.N. Here at the College the varsity soccer team is an excellent illustration of what I mean. The booters are a team composed of men representing twelve different nations. Most of the athletes have played soccer in their homeland, and while soccer as a game is virtually the same the world over, each player has his own slight variation of the sport.

One of the foreign-born athletes to whom I am referring is Lucien Daouphars, star inside right of the soccer team. Daouphars is a first year man on the squad along with Johnny Koutsantanou, Tommy Holm and Jerry Brooks. These four players combined with the experienced veterans of last year's squad have given the College a team that will be hard to beat.

Daouphars came to this country five years ago from Brittany, France. He entered Textile High School in Manhattan where he earned a major letter in cross-country. Lucien is quick to point out, however, that the only reason he ran cross-country is that Textile High had no soccer team. Frenchy, as his teammates call him, entered the College when he was eighteen. He is now an upper soph, majoring in Electrical Engineering, a field that he wishes to enter upon graduation.

Comparing the European game to the American style of play Daouphars says that there's relatively little difference. "The Europeans play under International rules, which permits the blocking of the goalie. In other words when the goalkeeper is in possession of the ball you are permitted to kick it away from him. In this way even if he falls into the goal with the ball the score counts."

The handsome, dark-haired, muscular Frenchman also added that soccer, along with bicycle racing, is the National sport of Europe, occupying the same status in Europe as baseball does in the U.S. The French style of play also differs from that of the Italians or the Spanish in that the French emphasize more passing while the latter two countries stress dribbling.

As for professional soccer, Daouphars related that it is run on a big time basis in Europe. "There are two divisions," he said. "These are classified as the 1st and 2nd divisions. There are approximately twenty teams in each group. At the end of the year the first two teams in the second division are rewarded by being moved up to the first division. Likewise, to make room for them, the bottom two squads in the 1st are dropped to the 2nd."

There is also an open challenge cup game each year, much the same as the one in the U. S. Also, in many respects, it compares to our World Series. This contest, usually played in Parc des Princes, one of France's largest stadiums. It draws close to 50,000 spectators.

Daouphars, who scored his first goal as a member of the varsity in last Saturday's 6 to 1 rout of Long Island Aggies, added that professional soccer is also a very profitable business in Europe. Although you have to be very good to make the grade, the salary is more than adequate. In fact it is much higher than that of the common working man.

## Ping Pong, Hoop Intras Begin; Sand Offers Officiating Course

Bobby Sand, assistant basketball coach, will offer a non-credit course on officiating in basketball, football and baseball, beginning Monday, October 22, at 12 in the Concert Building in Lewisohn Stadium. The course will run for nine

weeks. All candidates should apply to Professor Alton Richards, 107, Hygiene.

Prof. Richards needs officials for the coming intramural tournaments. The basketball tourney, postponed last week because not enough entry blanks had been returned, will definitely begin today, at 12 in the Main Gym.

Participants in the ping-pong tourney met last Thursday in South Hall under the direction of Angelo Gutierrez, who ranked fifth in the nation and second in the East in the Junior Nationals of 1949. The group has been divided so that the women will play in South Hall and the men in Army Hall. A round-robin tournament will begin today.

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# Job Bureau Is Hit Hard After Dismissal of Aids

By Hartley Chazen

"The Placement Bureau has been hit hard by the recent student-aid cuts in more ways than one," Mr. Robert Shotter (Director Placement Bureau) announced.

"I should be out personally contacting various industrial companies," he explained. "Now I am forced to sit in the office, answer telephone calls, and write out postal cards to notify students of job referrals."

"Last term this office had about four thousand job applications," he said. "With the aid of two student assistants, we were able to place two thousand students on various part-time jobs. This term, when there is such a very great demand for trained personnel, I can't do anything about it—not without any student assistants."

Mr. John Ryan (Assistant Director, Placement Bureau) also commented about the Bureau's difficulties as a result of the student aid cuts.

"Even with the students we handled last year, it wasn't on any production line set-up. Anyone who used the office can tell you that

we strived for the personal touch. Now we can't very much. The whole office was run with the help of only two student-aids. These boys were trained by us. They knew their work—and they worked. There was no sitting around here."

Mr. Ryan said, "I wish the officials at the College would go over to Columbia some day. They have a three story building over there just for student placement purposes. They have a department for this field and another department for the next. And they have fewer students to place than we do!"

When asked for opinions about other means for securing money for student-assistant help, he said, "Mr. Shotter and I were both against a fee for the Department's services. I'm very glad that the President vetoed that idea."

# Campus Notes

### Discount Tickets

Discount tickets for "The Well", at the Loew's State, "Oliver Twist" at the Park Avenue Theatre, and "The Medium" at the Sutton Theatre may be secured in 120 Main and at the Concert Hall Bureau in the rear of the Cafeteria.

### '53 Vacancy

A Student Council Representative for the Class of '53 will be elected at 12:30 today. Students who are interested in filling the position should report to 205 Harris at 12.

### Hillel Festival

Hillel will stage its annual "Folk Dance Festival" on Saturday, October 13, at 8:30 in the Army Hall Lounge. Tickets are being sold at Hillel on a first-come, first-served basis. The price is \$4.00 for members and \$8.00 for non-members. Refreshments will be served.

### Mexican Fellowships

Fellowships for study in Mexico, beginning February 1952, are now open to U. S. graduate and undergraduate students. Apply immediately to the Institute of International Education, 2 West 45 Street, New York.

### Italian Universities

Mr. Giovanni Butoni, president of the Butoni Macaroni Company, will speak on "Italian Universities" at 12:30 today in the Faculty Room (200 Main), at the meeting of the Circolo Dante Alighieri.

### Scholarships Available

Scholarships for study at the University of Perugia in Italy next summer are now being offered by the Butoni Macaroni Company. Contact them for details.

### Industrial Revolution

Professor Offutt of the History Department will speak on "What the Industrial Revolution is Doing to Man" at 12:30 today in 128 Main, at the meeting of the History Society.

### Lock and Key

Information sheets for application to Lock and Key may be obtained in 20 or 120 Main. All applications must be submitted before October 19 to 20 Main. The regular meeting will be held on Monday, October 15 at 8:00 P.M.

### Intramural Sports

Today 12:00-2:00. Touch tackle football—Stadium; Basketball—Main and Tech Gyms; Wrestling and Gymnastics—Tech Gym; Archery and Table Tennis—South Hall; Handball—Jasper Oval; Co-ed Fencing—South Hall 2:00-4:00.

### Hikers, Attention!!

The hiking club will meet today in 204 Main. A demonstration of camping equipment will augment a lecture on "Hiking and Camping Equipment."

### India

A movie and lecture on "India" will be presented in 128 Main today at 12:30, at the meeting of the International Relations Club.

### Webb Patrol

All ROTC students are invited to a special program of interest to candidates and members in the Drill Hall at 12:30 today.

### Educators Welcome

The Role of the Educational Clinic at the City College in the Community will be discussed today at 12:30 in 313 Main.

### Bacteriological Society

All students interested in the sciences are cordially invited to attend meetings of the Bacteriological Society in 313 Main every Thursday. Speakers, Film Trips and Socials will be presented.

### Ball Bearings

Films dealing with precision ball bearings will be shown at the joint meeting of the American Society of Military Engineers and the Society of American Engineers at 12:30 today. Consult the Tech Bulletin Board for the room number.

## Greetings! - Semester 1951-'52

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Thursday, Oct. 11 8:00 p.m.

1901 OCEAN AVENUE (Near Ave. N) Brooklyn

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## IT'S EASIER THAN EVER!

# Students! Make money writing Lucky Strike jingles!

## MORE FUN, TOO!

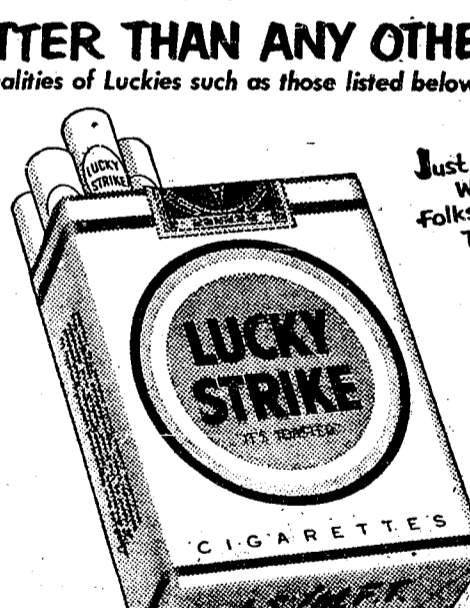
No tricks! No gimmicks! Takes no time—no special talent! You can make \$25.

Just write a simple four-line jingle based on the fact that

### LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!

(or other qualities of Luckies such as those listed below.)

Write a Lucky Strike jingle, like those you see on this page, based on the fact that Luckies taste better than any other cigarette, or other qualities of Luckies such as those listed below. If your jingle is selected for possible use in Lucky Strike advertising, we will pay you \$25 for the right to use it and your name in our advertising. Lucky Strike jingles will soon be running in your paper. Start today—send in as many jingles as you like. Be the first to write a jingle in your school!



Just made a great discovery which I announce with haste: Folks go for Lucky Strike because they like that better taste!



Before each class—and after too I do just what I like— Relax—enjoy the better taste of good ol' Lucky Strike!



- READ THESE SIMPLE INSTRUCTIONS**
1. Write your Lucky Strike four-line jingle on a plain piece of paper or postcard and send it to Happy-Go-Lucky, P. O. Box 67, New York 46, N. Y. Be sure that your name, address, college and class are included—and that they are legible.
  2. Base your jingle on the fact that Luckies taste better than any other cigarette—or on any of the alternate themes below.
  3. Every student of any college, university or post-graduate school may submit jingles.
- IMPORTANT:**
- To make money writing jingles, it is not essential to base your jingle on "Luckies taste better than any other cigarette." You may base a jingle on other outstanding qualities of Luckies such as the following:
- L.S./M.F.T. Lucky Strike Means Fine Tobacco Be Happy—Go Lucky! So round, so firm, so fully packed So free and easy on the draw Buy Luckies by the carton Luckies give you deep-down smoking enjoyment Luckies are the world's best-made cigarette.

## L.S./M.F.T.-Lucky Strike Means Fine Tobacco

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