

# THE CAMPUS

Undergraduate Newspaper of the City College Since 1907

Vol. 95, No. 11.

THURSDAY, OCTOBER 28, 1954

232

By Student Fees

## SC Protests NCAA Basketball Probation

By Mel Copeland

Student Council voted unanimously last night to protest the National Collegiate Athletic Association probation of the College basketball team.

SC also voted unanimously to notify the College administration of the action that it has taken.

The Council in explaining its protest resolution states that "the probation has occurred three years after due cause has taken place" and also points out that probation is a time for cleaning up an intolerable situation, and that "the NCAA has commended the College administration for its immediate action in so doing."

### Calls Action Unfair

Council called the NCAA action unfair and directed its secretary, to send a letter of protest to the organization.

Earlier yesterday Pres. Buell G. Gallagher noted that the committee had postponed action for three years so as not to influence the decision of the Board of Higher Education Trial Committee or subsequent reviewing bodies.

### NCAA Legally Justified

"I would have preferred that the NCAA Council had not put the College on probation," Pres. Gallagher said. "But it was legally justified in doing so, since there is no doubt that the College violated the NCAA athletic code."

## Blood Drive Begins Nov. 3

The blood bank drive at the college will get under way next Wednesday, November 3, when donor registration will begin, according to Murray Kesselman '55 and Jim Wilson '56, co-chairmen of the drive. Registration will continue through Friday, November 12.

On November 18 and 19 the Red Cross Bloodmobile will collect the blood pledged by students and faculty.

Registration booths, manned by members of Alpha Phi Omega and Chi Lambda, will be set up in a Lincoln Corridor, outside of Little Lounge at the Tech Crossroads, and Army Hall.

Kesselman and Wilson both were optimistic that last year's total of 769 pints would be exceeded. They explained that if the quota is reached, any member of the College community or member of his immediate family will be eligible to receive, free of charge, any blood that may be needed during the next year. If the quota is not reached, however, only those people donating blood will be able to receive this benefit.

Any student desiring to donate blood must be at least eighteen years old and in good physical condition.

### Ed Methods

Applications are now being accepted for the Education School methods courses.

These applications may be filed at 311 Main from November 7 until the deadline, November 19.

## Pres. Calls WUS 'Tool For Peace'

By Sheldon Scherr

Pres. Buell G. Gallagher last night hailed World University Service as "the tool which may in the end make the difference between a world in which men and women live at peace and one in which men and women do not live."

Keynoting the conference of metropolitan WUS schools, the president declared that "peace cannot be placed on an optional basis. If we do not somehow maintain world community, there will be no world community to maintain."

He cited the ability of the students of nations which are on "uneasy relationships such as Israel and Egypt" to cooperate in WUS as a "significant meaning of the term community."

"We find that in other countries time and time again since World War II, fundamental decisions regarding the future of those countries have been advanced at the university centers," noted the president in stressing the need for WUS.

World University Service is an organization of colleges dedicated to "the fight against poverty, disease, ignorance and despair among the vast populations of Africa, the Middle East, South Asia, and the Far East through educated leadership."

Needy students around the world have received aid through money collected by the organization in its annual drives on university and college communities.

The conference was one in a series of meetings held by WUS in its Mid-Atlantic and New York State regions during October.

## 'March' Initiators Hit by SDA Group

By Louise Gross

Students for Democratic Action has repudiated any connection with a group at the College which initiated a movement to march on Washington, D. C. to support the censure of Sen. Joseph R. McCarthy.

According to Gil Robinov '55, president of SDA, the other group had misrepresented itself to both SDA and to the student body.

### Upholds SDA



Prof. Stewart C. Easton

The group, although unaffiliated with any chartered College organization, had solicited SDA's cooperation in carrying on a "Green Feather" movement to support academic freedom.

"We have learned that one of the leaders, Al Sirota, is not a student, although he represented himself as one," Robinov said. "In addition, several individuals, claiming to be students at the College, have approached student leaders at the Baruch School in connection with the march on Washington."

### Dropped in June

Sirota had been dropped from the College in June because of a low scholastic average. Prof. Stewart C. Easton (History), SDA's faculty advisor, said that he had known Sirota as a student last term and had been under the impression that he still was enrolled at the College.

"It never occurred to me to question his status," Professor Easton said. "If he is not a student, obviously he cannot sponsor a student movement."

Mr. Stamos Zades (Student Life), was "amazed" to learn that Sirota was no longer a student. "He is listed in our files as the treasurer of Hillel, and we had no indication that he had been dropped from the College last term."

Sirota had been elected treasurer. (Continued on Page Two)

### Microcosm

The week of Nov. 15 will mark the final six days during which it will be possible for seniors to have their pictures taken for inclusion in the senior yearbook, according to Maurice Pollock '57, Microcosm Editor.

All '55 graduates are urged to make their photo appointments now in 109A Army Hall.

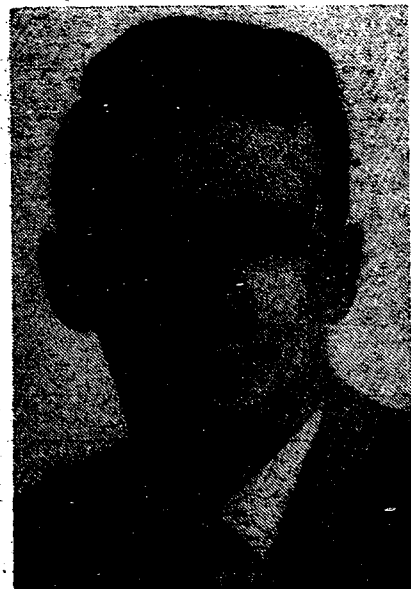
## Students to Attend Seminar At West Point in December

Two juniors, Martin Gruberg and Arthur Pittman, have been selected by the History Department to represent the College at the sixth annual Student Conference on United States Affairs to be held at West Point in December.

Student representatives from sixty colleges and universities, together with forty senior participants acting as speakers, round table chairmen, advisors and observers will attend this four-day seminar to discuss problems of national security.

The primary purpose of the conference is to test at the undergraduate level instructional values and possibilities of a conference program organized and conducted in a manner similar to that used by the Brookings Institution in its annual faculty seminars on international affairs.

At plenary sessions during the first three days, several prominent speakers will outline major questions to be considered and will examine the difficulties inherent in the formulation and implementation of the United States national security policy. Last year the SCUSA had Admiral Arthur



Art Pittman

Radford, John J. McCloy, Averell Harriman, Jacob Javits and Walter Millis as guest speakers.

Student participation will comprise eight round-table groups which will meet on the last three days to discuss problems pertinent to the formulation of United States national policy. At the final plenary meeting, conference recommendations and conclusion will be presented.

## Four Colleges Get 250,000 Dollars

Over a quarter of a million dollars in gifts and bequests to the municipal colleges were received during the year 1953-54, reported Dean Harry J. Carman, chairman of the BHE Committee on Trusts and Gifts.

The College accounted for almost three-quarters of this sum, being the recipient of almost 168,000 dollars. The largest gift was an unrestricted legacy of 102,390 dollars from the Donald DeMatalha Estate, 15,000 dollars were given the College by the Good Neighbor Federation for the purpose of loans to needy students.

In presenting his report, Dean Carman stated, "The people of this city would respond generously with gifts and bequests to the municipal colleges... if they had any idea how the colleges contribute to the economy of the city."

Dean Carman also reported that in the last ten years, the trust funds of the colleges have increased 140 percent, going from 688,000 to 1,056,000 dollars.

HALLOWE'EN TALES

Druids Begin Spooky Rites

By Otto Doelling

Like many things that have been with us a long time, Oidheche Shamhna has lost much of its meaning.

It also loses a lot in the translation to Hallowe'en, but the ceremonies of this old Druidical festival have likewise undergone a translation.

Sir James Frazer's book, "The Golden Bough," in the College's Reference Library, tells us that Hallowe'en as we know it today is a hand-me-down from the old pagan celebration of the transition from autumn to winter.

Death God Roams

It's the time when the god of death, Saman, gathers together the spirits of those who died during the past year. The wandering spirits return to warm their cockles over the home fire.

The grinning Jack-o'-lantern to be seen in kindergarten windows this week originated when a stringy Welshman named Jack couldn't get into heaven because he had played a practical joke on the devil.

How to Find Mate

If you plan to duck for apples, you might as well put your catch to use. On Hallowe'en 'tis said

HP Gets New Semi-Weekly

"Contact," a new House Plan newspaper, published its first issue yesterday.

Intended to replace the bi-weekly "Roundhouse," the new publication will appear on a semi-weekly basis in multigraph off-set and will be distributed free of charge to HP members.

Editor-in-chief Al Montare '56 has announced that "Contact," which is supported by HP funds, will include feature stories and HP news.



that you can discover the identity of your future mate by sleeping with your caught apple under your pillow.

If this should fail, try reeling in ball of yarn from the window while repeating a prayer backwards. When something grabs the line, ask, "Wha hauds?" The an-

SDA

(Continued from Page One) urer of Hillel last semester, prior to his debarment, but had not informed Hillel authorities that he had been dropped, according to Marvin Gartner (Assistant Director, Hillel).

Shocked

When reached by The Campus, Sirota admitted that he is not a student, and was "shocked" to learn that this fact had been discovered.

Sirota had been one of the drafters of a letter to gather support for the march on Washington, D. C.

According to Dean James S. Peace (Student Life), a copy of the letter was circulated among students at the Baruch Center by individuals claiming to be Main Center students.

Several students at the Main Center who had signed the letter, requested that their names be removed upon learning that the group had misrepresented itself.

"SDA wishes to emphasize that no damage has been done," Robi-

nov stated, "and that it will continue the Green Feather movement under its own leadership.

Chalk Symbolizes Sun

By far the most popular "sport" at Hallowe'en is chalking. Through the years the techniques have progressed to a point where whole suits can be ruined at one blow from a sack of flour encased in a nylon stocking.

Whatever your Hallowe'en pastime, though, if you hear footsteps behind you this Sunday night, don't turn around. Just avoid the road, chill'un, and run.

nov stated, "and that it will continue the Green Feather movement under its own leadership.

Explains Situation

"The reason a situation like this can arise is because a void exists whenever liberal-minded students are not active," he added. "It is then possible for the extreme left to step in and exploit a good idea to suit its own ends."

"I see no reason why the College's chapter of SDA shouldn't continue to sponsor the Green Feather movement," Professor Easton said. The SDA will meet today at 12:30 in 10 Main

College Calendar

Art Society and Cartoonists' Guild

The possibility will be discussed. Workshop session will follow. All are welcome.

Caduceus Society

Softball game against the Biological Society will be held today in Jasper Oval at 12.

Carnival Committee

All who can dance, sing, tell jokes, or entertain are invited to audition at House Plan today from 12 to 2.

Class of '56

The Council will meet today to discuss "Mystery Bus Ride" and "Guess the Time" contest at 12 in 14 Main.

Collegiate Council for the U N

A film on the U N in Korea will be shown today at 3:15 Main at 12.

Friday Night Dance

The "Hallowe'en Hop" will be held tomorrow night at 8 in the Main Gym.

Geological Society

Mr. Bristol of Socony Vacuum Oil Co. will show a film entitled "Grand Canyon Creation" today in 318 Main at 12:30.

Green Feather

Students for Democratic Action will discuss plans to further the Green Feather movement today at 12:30 in 10 Main.

Kappa Delta Pi

Meeting today on Teacher Problem Study at 12:45 in 204 South Hall.

Young Liberals

Amos Basel, Liberal candidate for Congress will speak on "Struggle to Defeat" today in 216 Main at 12:30. All are invited.

Young Progressives

Karen Morley, the ALP candidate for Lt. Governor will speak today on "Peace, Jobs, and Democracy" in 306 Main at 12:30.

Modern Jazz Club

The Modern Jazz Club will hold its first meeting today at 12:30 in 18 Main.

Journal of Social Studies

All papers must be submitted before Nov. 9. There will be a meeting today in FI2 Army Hall at 4:30.

Math Club

Herbert Farkas will speak on "Transformation and Matrices" today at 12:30 in 10 Main.

NAACP

Ira Klosk will speak today 17 Main at 12:30.

Physics Review

All staff members must attend an important meeting today 102 Main at 12:30.

Pi Tau Sigma

Mr. Rene Champion will speak about life among the Mexican Indians at 12:30 in 017 Harr

Psychology Society

Members will be enrolled in term's program presented today in 131 Main at 12:30.

ROTC Officers Club

All officers are invited to attend today at 12:15 in Drill Hall

Student Advisory Agency

Applications are now being accepted for membership. Forms are available in 120 Main.

Quadrangle Is Scene Of Birthday Festivities

A "Happy Birthday" table cloth spread over one of the stone benches in the Quadrangle set the scene for a surprise party last Thursday.

Five of her friends heard that Leah Kine '56 was celebrating her nineteenth birthday that day, and ordered a cake for the occasion from the cafeteria. Not finding an empty table inside the girls' dorm decided to move the party outdoors.

After the cake was distributed to her friends, the education major set aside a generous slice for her music instructor, hoping he would accept it in lieu of her homework assignment.

Advertisement for Paramount Theatre featuring Stan Kenton and other acts. Includes text: "ONE NIGHT ONLY SAT. NOV. 6", "2 COMPLETE SHOWS 8 P.M. & 11 P.M.", "festival Modern Jazz", "Stan Kenton and his ORCHESTRA", "ON STAGE! ALL IN PERSON!", "THE ART TATUM TRIO", "CHARLIE VENTURA", "SHORTY ROGERS", "JOHNNY SMITH", "CANDIDO", "BROOKLYN Paramount".

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STUDENT UNION STORY:

# How Will It Be Run?

With the Student Union's opening less than a year away, question of how it shall be governed, which previously taken a back seat to the more immediate problems of renovating and financing the building, is now under serious consideration.

One thing is definite: The Student Union, like other student agencies, will be under the aegis of the Department of Student Affairs. Dr. Alton Lewis (Director, Student Union), a member of the Department, will be assisted by a professional staff in the administration of the center and in providing guidance for student agencies.

To aid Dr. Lewis, Pres. Buell Wagner recently appointed a temporary committee of Student Union Advisors, headed by Dean James S. Peace (Student Life). It will serve as a steering committee until a permanent Board of Advisors representing the four components of the College community—administration, alumni, faculty and students—is set up.

The committee has recommended that such a board be set up as soon as possible. Its function would be to create broad policies for the Student Union, such as levying of a student fee to support the Student Union. The position of the Board of Advisors will be one of the subjects discussed at an all-College forum held in November.

When Dr. Lewis was appointed Director of the Student Union, a permanent advisory group was formed. However, it dissolved itself in spring, "mainly because it had no clear-cut lines of authority," according to Dr. Lewis. In place, Student Council organized a Student Union Agency to assist Dr. Lewis on student affairs.

In addition to the Student Union staff and the Board of Advisors, Dr. Lewis and the Student Union Agency feel that a Board of Managers would also be desirable. "The Board of Managers would consist of both students and staff members," Dr. Lewis said, "and would concern itself with the every-day running of the building."

The problems of governing the Student Union will probably be one of the issues which Dr. Lewis will take up next month when he goes to Buffalo for a conference with other Student Union directors.

Next Week: House Plan and the Student Union.



Dean James S. Peace

## Veterans Enlist to Get New House

By Al Drattell

A group of ex-GI's, most of whom returned to the College this semester, have banded together to form a veterans' house plan.

With a present membership of 20, the new group has been dubbed Hunt Veterans and is composed of ex-servicemen regardless of their graduating class.

Marty Smith '56, the organizing force behind the new house, was a student at the College from 1950-1952.

He returned from the army this semester after serving two years and, interested in HP activities, contacted Mr. Jerry Gold (Assistant Director, HP) explaining that he had been an active member of Cohen House '54 before he entered the army.

The ex-G.I. was assigned the post of advisor to a freshman house. "Since you have to belong to a house in order to be active in some capacity in HP," Marty said, "Jerry told me about inquiries made by some vets about forming a house for them."

Agreeing to assist in forming a veteran's house, Smith made the initial contacts and the house was organized.

Hunt Veterans, whose president is Al Waterman '58, meets Thursdays at 12 noon in H303. This group is not affiliated with the 550 Club, another veteran's organization at the College.

## As One-Term Botany Major TV's Peepers Averages 'A'

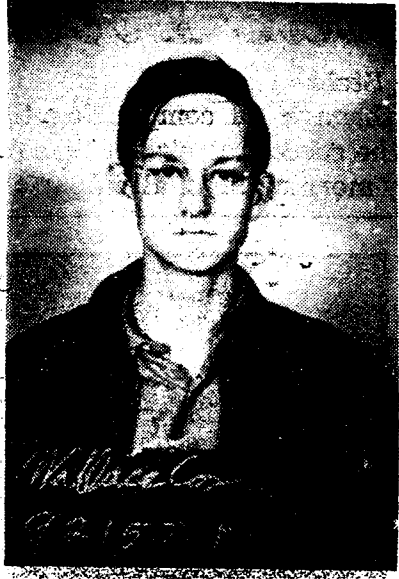
In the fall of '42, a lower freshman named Wallace Maynard Cox registered at the College. After completing one term and compiling an A-minus average, Uncle Sam beckoned. So ended his college education.

Today, Wallace Cox is known to millions of Americans as Mr. Peepers, the pedantic science instructor of television fame. Perhaps it was because Mr. Cox was enrolled as a botany major at the College that Mr. Peepers turned to teaching science, lecturing on such topics as "Are You Starving Your Dirt?" and "Wake Up Your Sluggish Soil!"

But Wally Cox didn't begin as a star with his own show. After leaving the Army, he studied industrial arts for awhile and went into manufacturing and designing jewelry. With his friend, Marlon Brando, then a struggling young actor, he began to go to parties where he gave impromptu monologues. From there, he went on to Greenwich Village night clubs and thence to television.

The shy, bewildered high-school teacher recently married his sweetheart after a long courtship, and Wally Cox followed suit.

Wally, a real life counterpart of the individual he portrays weekly when he was first assigned the role, even went to a psychiatrist for a while. Today, however, after more than two years of stardom in the role, Wally Cox is thoroughly rid of all traces of the shyness that so characterizes "Mr. Peepers."



"Mr. Peepers"

## Rotary Club Offers Fellowship Abroad

A Rotary foundation fellowship for foreign study is being offered to bachelor degree holders and candidates for the degree.

Applicants must be residents of Manhattan and speak the language of the country in which they wish to study. All applications must be in before October 31.

Tuition, books, board and room will be covered by the fellowship for the academic year 1955-6.

Further information can be obtained by writing or phoning Mr. Paul Seghers, 70 Pine Street, N. Y. C. (Whitehall 3-1151).

## Classifieds

4 Cents A Word

### FOR SALE

Boy's Bicycle—made in Holland; three speed, reasonable. Rita, CYPRESS 9-1375, evenings.

### APARTMENTS

Well lighted room for man, with kitchen privileges, 2 blocks from College. 61 Hamilton Place. Apt. 41.

Apartment to share; North Manhattan, West Bronx. Call Stu: TT 2-0572.

Girl wants girl to share apartment. Call Erica, DA: 9-1600, after 6:30 PM.

### GIRLS

Girls' group wanted for party with upper classmen. Our place. Call Al, DA: 9-4576.

### ETC.

Yahoo—Vic back in J.J.

Why isn't there an ugly women contest? Levitt the terrible.

Estelle Miller thinks sex is here to stay. Lenny Levine. Smoke gets in my eyes.

## Sculptor to Lecture Before Hillel Today

Mr. Nehemiah Mark, noted wood sculptor, will present a talk, "Sermons in Art" at Hillel today at 12:15.

A selection of his work was exhibited yesterday in Lincoln Corridor as part of Hillel's commemoration of the American Jewish Tercentenary. Several of the pieces in display dealt with the arrival of Jews in America.

Born in Lithuania, Mr. Mark began wood carving eight years ago at the age of fifty-six. In his native land, he states, the environment was one of "you must not, you can not" and his suppressions are reflected in his work.



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EVERYONE WELCOME  
Friday, October 29 -- 8:30 P.M.  
108 East 14th St., Near 4th Ave.

WANTED 'A CAMPUS BEAUTY'  
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Hunt Veterans House Plan To Reign  
As The Carnival Queen  
Girls Call George JE. 7-5631  
Anytime After 4 P.M.

NOV. 6 11 P.M. Jazz Orchestra... VENTURA... ANN McCALL... SMITH CANDIDO

# Game With Queens Could Decide Title

By Sam Stein

Having booted their way through all competition this season in relatively easy style, the soccer team's spotless 4-0 record goes on the line Saturday morning in an all-important game with Queens.

The game is important from the Beaver standpoint in that a loss against Queens, a team that has the material to defeat the College, would not only lower the booters' chances for Met honors but also ruin their chance to gain recognition as one of the top squads in the east, a distinction the booters thus far deserve. Once the College gets by the Knights with a win, Army will be the only team that could decide their fate as a top team.

But to the Knights, the game is much more important. A loss would mathematically eliminate them from the race for the Met crown.

### Beavers Spoilers

Last season the Beavers handed the Queens club their two lone defeats as against 9 wins and one tie in season play. In regular season play the booters edged the Long Islanders 1-0 and again defeated them 2-1 in the playoff for the Met championship.

This season again marks a battle between the two clubs for honors. The Knights are presently in second place, behind the top-seated Beavers. They sport a 3-1-1 record, their loss coming at the hands of Pratt and a tie against Kings Point.

Although the Knights' record isn't as brilliant as the College's, they could prove to be rough competition. Their loss to Pratt, a squad the booters defeated 5-1, cannot be taken as a sign of weakness. They boast of a strong squad of returnees, including star center forward Pete Meyer, and have the decided advantage of playing at their home field.

### Defensive Play

The Long Islanders will probably employ a strong defense in their attempt to defeat the booters. All the teams the Beavers have met this season have employed this strategy but have not been successful. A defensive game cannot hold the powerful forward line of Gus Naclerio, Wolf Westl, Morris Hocherman, Johnny Koutsantanou and Bob Lemestre.

Despite the relative importance of the game Beaver Coach Harry Karlin dismisses the meeting with a shrug. "I don't think any team can stop the College's squad this season. They may be able to hold us for one or two quarters, but that's about all."

## Wrestlers to Meet Squad of Alumni Tomorrow at Eight

With almost a month to go before its first match, the College's wrestling team will have a chance to test its prowess when it meets the West Side "Y" tomorrow night at 8. The "Y" team is composed of ex-Beaver grapplers.

There is a possibility that ex-Lavender great Jerry Steinberg will compete. Last year he was named outstanding AAU wrestler in the Metropolitan area.

Coach Joe Sabora has predicted a fine season for the Beaver matmen. "We have a much better team because we have many veterans on the squad. The coach was referring to such outstanding returnees as Sal Sobera, Al Taylor, Norm Balot, Jim Zoubandis, Spencer Neussbaum, Ezra Kulko, and Jack Horowitz.



Wolf Westl

## Fencers Hampered By Practice Hours

Coach Edward Lucia believes his fencing squad is better than last year's, but it is hampered by the College policy of shorter hours of practice. This ruling presents a handicap to the team in its preparation for the season opener against Columbia on December 11. As Lucia puts it "The coach's prognosis for the game is negative."

Because of limited practice, the fencing mentor has made room on his schedule to allow the boys the benefit of needed workouts. All his additional efforts are maintained without any additional salary.

The Fencers will have an eight game schedule which will include such opposition as Yale, Princeton and Army.

### Fencing Schedule

Day	Date	Opponent	Place
Sat.	Dec. 11	Columbia	Home
Sat.	Jan. 8	Yale	Away
Sat.	Jan. 15	N. Y. U.	Home
Sat.	Jan. 29	Fordham	Home
Sat.	Feb. 5	US Mil. Ac.	Home
Sat.	Feb. 12	Princeton	Away
Sat.	Feb. 19	Brooklyn	Away
Sat.	Feb. 26	St. Peter's	Away

## Hurford Running Well In First Full Season

Rick Hurford, who has been practicing cross-country running for many years got most of his training while chasing butterflies in Van Cortlandt Park. However, last year Rick gave up butterfly net for a pair of cross-country shoes.

Rick, who is a lower sophomore, first became interested in track in his freshman year. "That year I ran in the intramurals," he said, "from there I went to the track team and then to the cross-country team." Coach Harold Anson Bruce had a lot to do with training Rick. "He's great at getting athletes into condition," he praised Bruce. "Without his encouragement I wouldn't have stuck to the game."

Rick, participating in his first cross-country campaign, has been in two of the team's three meets. Last week he missed the encounter with Fairleigh Dickinson because of an infection in his throat. In his two attempts Rick had finished fourth against Upsala and tied for first in the Hunter meet, with Bill Kowalski.

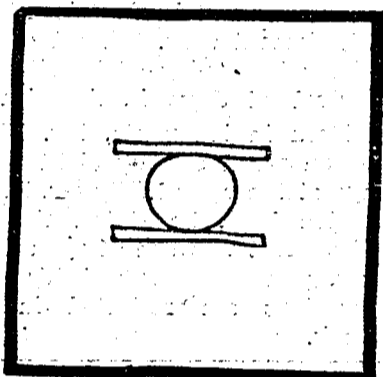
An art major Rick hopes to become a commercial artist. In the evening he holds down a part time job at a soda fountain.

It wasn't easy for Rick's mother to understand her son's keen interest in track. "At my mother's disapproval of running," he related, "but she wishes me good luck in each meet."

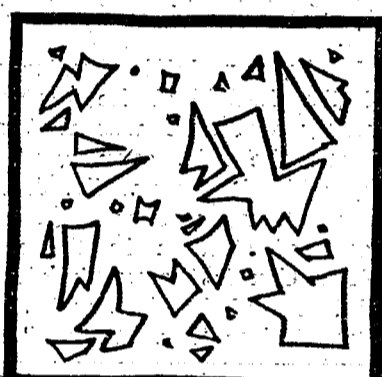
## West Point Tri

The 45 Club, a downtown organization of Lavender sports enthusiasts, are sponsoring a trip to West Point for the Beavers' soccer game with the Jets on Armistice Day, Nov. 11. Undefeated to date, the boys can solidify their high rating in eastern soccer by taking this trip.

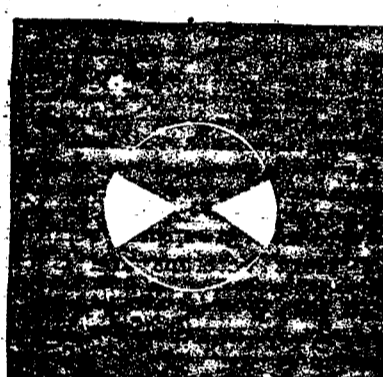
Complete cost, including transportation and expenses, is \$25.00. Reservations can be made through Herb Nager or Steve Manthe office of Ticker, the downtown newspaper. The Business School's phone number is 3-7700.



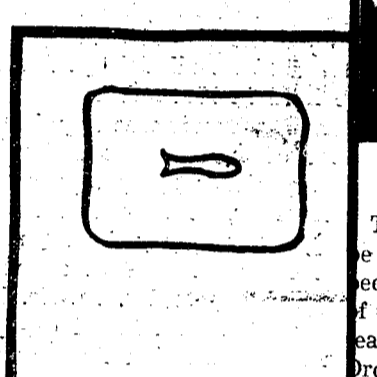
TOMATO SANDWICH MADE BY AMATEUR TOMATO SANDWICH MAKER



GLASS HOUSE OWNED BY MAN WHO NEVER HEARD OF OLD PROVERB



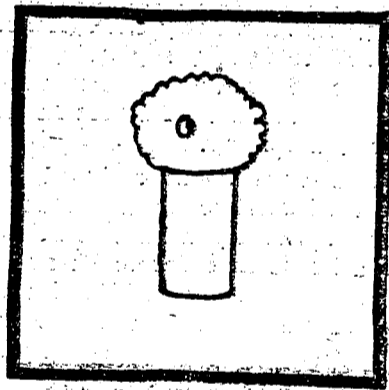
OUTSIDE WORLD AS SEEN BY LITTLE MAN LIVING IN-BEER CAN



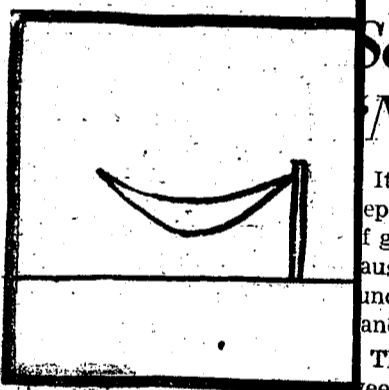
RICH SARDINE WITH PRIVATE CAN

# What makes a Lucky taste better? "IT'S TOASTED" to taste better!

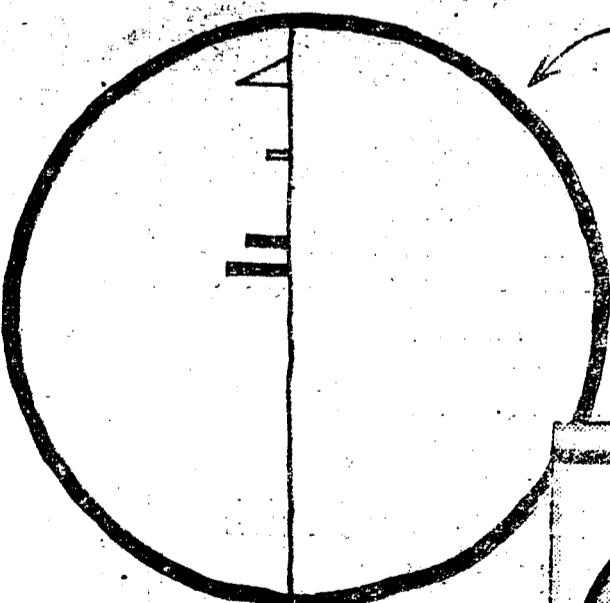
Doubtless, you've guessed that the Droodle at the right is: Careless two-gun cowboy enjoying better-tasting Lucky while waiting in ambush. Lots of other two-gun cowboys—and many millions of no-gun folks—agree that Luckies taste better. Students, for example, prefer Luckies to all other brands, according to the latest, biggest coast-to-coast college survey. Once again, the No. 1 reason is that Luckies taste better. They taste better because Lucky Strike is the cigarette of fine tobacco . . . and "It's Toasted" to taste better. "It's Toasted"—the famous Lucky Strike process—tones up Luckies' light, mild, good-tasting tobacco to make it taste even better. So, enjoy the better-tasting cigarette . . . Lucky Strike.



GLASS OF BEER WITH HOLE IN ITS HEAD



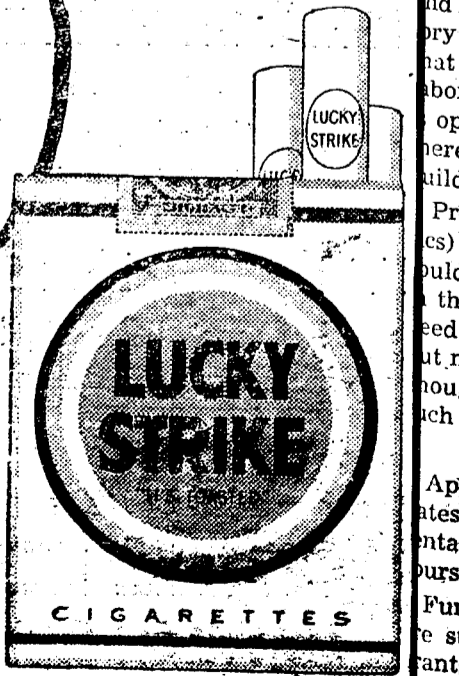
HAMMOCK DESIGNED BY MAN WHO INVENTED THE STRAPLESS EVENING GOWN



"WHAT'S THIS?" asks ROGER PRICE\* author of The Rich Sardine for solution see paragraph at left

### GOT A LUCKY DROODLE?

If you've got a Lucky Droodle in your noodle, send it in. We pay \$25 for all we use, and also for many we don't use. Send as many as you like with your descriptive titles to: Lucky Droodles, P. O. Box 87, New York 46, N. Y.



## LUCKIES TASTE BETTER cleaner, Fresher, Smoother!