

Queen Gail Altenburg, KAT, being crowned at half time by Mayor Smith of Reno. It is hard to say whether the big leer on Joe Bugica's face in the background is due to the excitement of the event or the pleasure of driving a new Caddy.



Jake Carpenter crossing the finish line of the cross-country race Saturday. Although Jake is a Lambda Chi, the Sigma Nus took top honors in the race, with seven men finishing. Jake was awarded a loving cup at the Homecoming dance that evening.



How's it going, Janet? Janet Van Valey taking a peek at the audience during the Wolves Frolic show.

## Elect Walter Rusk alumni president

More than 200 members of the University of Nevada alumni association last week elected Walter Rusk, well known Reno contractor, as their new president.

Succeeding Frank McCulloch, Reno newsman, as president of the organization, Mr Rusk and vice-president elect Mrs Roy Bankofier of Reno, were selected from a list of 69 members prepared by the nominating committee.

### Elections

Elections were held at a banquet in the Redwood room of the Riverside hotel and climaxed the alumni Homecoming celebration.

Introduced at the banquet were Dave Buckman, Homecoming chairman and Procter Hug, student body president, who welcomed the alumni and urged their support for the proposed student union building on campus.

Pres Stout was also introduced to the alumni by Mr McCulloch, and he spoke briefly on his visits to all parts of the state.

## 66 Basketballers turn out for team

Basketball practice officially opened last Monday with a turnout of some 66 aspirants for the Nevada squad. Jake Lawlor, head basketball coach, stated that this is the largest turnout he has had in his decade of coaching at this university.

As far as the season is concerned, we will be playing a good schedule, said Jake. We have added several new teams to the line-up among which is Whitworth, who last year went to the NAIB tournament at Kansas City. Other teams on the schedule which should provide top entertainment will be Loyola, College of the Pacific, Fresno state, all of which are exceptionally strong this season.

### Strong

Lawlor expects the Wolf Pack to show strongly this year. We have a good group of returning veterans in such men as Mert Baxter, Bob Wilcox, Dan Vidovich, Doug Douglass, Reg DePaoli, Earl Jarret, and Dave Storm, said the coach. These men will be backed by Bill Cooper, John Legarza, Grant Truman and Bing Bangert all of whom are now eligible.

Lawlor, besides getting aid from certain new comers-out this year, will count on Ray Pasterino, Otto Schulz, Ron Monk and Bilbo Helms up from last year's frosh. Adding to these men will be two junior college transfers, Ben McNair and Brian Whalen.

### Thin

The coach stated that he does not expect to start thinning out the squad until this Friday. He expects to carry between 14 and 18 on the varsity and about 20 on the junior varsity.

As far as junior varsity is concerned Lawlor is looking forward to one of the strongest he has had in the past four years. This team will be built around such ex-high school stars as Roger Trounday of Reno, Dan McGhee and Bob Smith of Lincoln, Ted Chachas and Gordy Horton of Ely, Jake Longero of Carson City, Harry Summerfield of Lovelock, Duane Kern, Bob Jones and Jim Gregory of Elko, Phil Han-nifin of Manogue, and Lee Jayred from California.

## ENOUGH, LITTLE BOYS

Little boys, little minds. Hallowe'en has come and gone. The children have put away their masks, forgotten their pranks. But not so among the so-called adults on the campus.

Vandalism and childish pranks have recently gotten out of control here. Where is the humor in burning a float or in slopping paint over a building? How much prestige was gained by the stupid fools who painted the cannons? Are they bigger men now?

The destruction of property and the so-called practical jokes are no longer funny. The acts of one set of imbeciles has brought out the immaturity of other groups. Oh, how the twisted minds of these pranksters must have glowed as they chortled over their latest trick! Other pea brains must have envied their daring, their courage.

One of the best arguments for raising the entrance requirements to the university is that these mental defectives were admitted.

The students involved in this vandalism are gaining nothing but the hatred and disdain of their fellow students. They are bringing discredit to their fraternities and to their university. But above all they are cheating themselves. They are cheating themselves out of what little sense of honor and decency they had.

The destruction of property must stop. If the warped minds involved are not strong enough to stop themselves, no punishment would be too strict, no penalty too heavy.

## Homecoming spirits higher than ever; competition and cooperation reign

Spirits high despite football defeat, students and alums cut loose last weekend to make Homecoming lively and competitive.

The SAEs and the Tri-Delts took two trophies each for the Wolves Frolic skits and their floats in the Saturday morning parade.

### Dance

Lambda Chis and Phi Sigs tied for Homecoming dance attendance Saturday night with 100% attendance. The Pi Phis took the cup for the best sorority attendance. Gail Altenburg was awarded a cup as Homecoming queen.

Jake Carpenter, Lambda Chi, won the cross-country race at half-time at the football game Saturday afternoon. The Sigma Nus won team standing, but there was no cup awarded.

The average cup this year measured one foot high, bigger than cups awarded in past years.

### Buckman

Dave Buckman, general Homecoming chairman stated: I would like to acknowledge the splendid cooperation and spirit put forth in this Homecoming. The success of any celebration is in the hands of the students, and the spirit was tremendous. I appreciate the cooperation of the houses, the Sagebrush and all others connected with Homecoming.

Frank McCulloch, outgoing president of the UN alumni association, commented that the 1952 Homecoming will go into the books as one of the most successful yet. Two hundred alumni were present at the alumni banquet held Saturday evening.

### Mobley

I should like to congratulate the Homecoming committee and every student who contributed to the tremendous success of the 1952 Homecoming celebration, said Dean Elaine Mobley.

## Thousands throng to downtown Reno to view Homecoming floats and balloons

Nevada's first Homecoming parade in two years drew a crowd of thousands as it combined with the Nevada merchants' association's balloon parade to make it one of the longest parades in Reno's history.

The SAEs' float with its big revolving N and Roll on You Wolf Pack as the caption, and the Tri-Delt We'll Skunk 'Em float featuring a skunk, were the winners in the contest for the best floats in the Homecoming parade. Riding on the Tri-Delt float were freshmen Jeannine McColl and Carol Tollefson.

The parade started near the Twentieth Century club, parading through the main streets of town to Second and Center streets.

### Floats

The first three sections of the parade consisted of the floats, officials and marching units. The fourth was made up entirely of the huge balloons.

Included in more than 70 entries were eight bands: the university band, Reno municipal band, and bands from Carson, Reno, Sparks, Lovelock, Douglas and Stewart.

Harry Frost, parade marshal, and Jack Walther led the procession. They were followed by a balloon football player and the cars of the parade dignitaries. In this group were Governor Charles Russell, Francis R. Smith, mayor of Reno, Pres and Mrs Minard W. Stout, Gail Altenberg, Homecoming queen, Leona Hickey, last year's queen, dean of women Elaine Mobley, Art Broten, and presidents of the various campus organizations.

### Devil

The floats entered besides the winners included KAT's A Devil of a Homecoming, Gamma Phi's Heaven Help Fresno and the Theta Chi piano All Keyed up for Homecoming.

ATO featured a steamroller. The Sigma Nus had No Bowl Bid but a Barrel of Fun theme. The Pi Phi

octopus said "n'Oc Te-Pus off of Fresno."

ROTC units from the university and Reno high school also marched in the parade.

## Rifle team practice starts next week

Practice for the university rifle team begins next week and postal as well as shoulder to shoulder matches will soon follow.

Challenges have been sent out to such schools as University of California, University of San Francisco, University of Southern California, University of Washington, University of Montana, and to many other western colleges and universities.

Capt McNair, ROTC instructor, will coach this year's team, which includes Bill Engel, Mel Guerrero, Bill Becker, Dat Kim Chow, George Schindler, Jerry Markowski, Bob Jonassen, Leonard Sperling and Jim Taylor.

Shoulder to shoulder matches are planned with the Sparks rifle club and the Reno rifle club and the University of San Francisco.



### Basketball, badminton, rifle team to start; Marge Sewell initiates WRA members

By DEE TURNER

The women's recreational association held an initiation service last Thursday evening in the new gymnasium. Marge Sewell, president, officiated at the meeting.

The women were welcomed into the organization with a candlelight service. Dinner was served to all old and new members.

Basketball and badminton activities will begin next week. Basketball will be held on Monday and Wednesday from 4 to 5 p.m. in the new gym. Badminton will also be held in the gym on Thursday from 4 to 5 p.m. and tentatively on Wednesday from 7 to 8 p.m.

#### Basketball

Jerry Seaberry will supervise the basketball activity with Evelyn Nelson acting as his assistant. Co-managers of badminton will be Barbara Gregory and Rosemary Cochran.

A women's rifle team will start soon. Although this will be under the authorization of the WRA, the military department will be directly in control.

Orchesis started again after the Wolves Frolic. It was temporarily stopped because so many girls were taking part in the program. It is held on Thursday evening from 7 to 9 p.m.

#### Jitterbugs

Jitterbugging is the latest dance to be taken up by the social dance group which meets on Tuesday evening at 7:30. Miss Jean MacIntosh, advisor of the group, still reports that there are many more boys than

girls attending the meetings. The group meets in the old gymnasium.

### Regents approve personnel list

The board of regents, in their annual Homecoming meeting Friday, November 7, approved the list of personnel recommendations pre-

sented by Pres Minard W. Stout. Also given the nod was the list of summer session graduates for 1952.

Regents Silas E. Ross, Louis Lombardi, and Roy Hardy of Reno along with Newton Crumley of Elko were present for the Friday conference. Mr. San Arentz of Pioche was in Carson City for an industrial commission meeting so was unable to attend. Chairman Ross presided.

#### Navy

Pres Stout made several suggestions before the group. The possibilities of the establishment of a naval medical corps training center upon the Nevada campus were discussed. Officers of the twelfth naval district visited the university two weeks ago, Stout stated, to determine whether the

school would be able to handle 2,000 navy corps men in case of a national emergency. Only eating facilities proved inadequate. If the program were to function, additional dining quarters would be supplied by the navy. No immediate action was taken by the board.

Continuing his report, Pres Stout mentioned the establishment of a university branch in Ely. During a meeting with a group of White Pine businessmen in October, they expressed a desire for an Ely

branch. Also pointed out was that although Las Vegas is a much larger city, there are only 21 students now enrolled from that city.

The regents met in the president's office in Morrill hall for this annual discussion conference.

#### VISIT

Mare Island naval shipyard representatives visited the electrical and mechanical engineers last Friday to discuss job openings.

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### Tri-Delts, SAEs win best skit prizes in rollicking, well-run Wolves Frolic

Girls and giggles, guys and gags, gams and gafaws pervaded the spirit of last Friday's Wolves Frolic. The curtain rose, the lights dimmed, and breathless late comers rushed to their seats in the capacity-filled State building.

Tri-Delt girls switched from caps and gowns to working garb in the winning sorority skit to bring the Wolves Frolic audience their version of life after graduation. A pair of feminine sailor suits and ditch digging suits were displayed.

Three caballeros, Jerry Kizzia, Don Thompson and Darrell Cannon offered Latin American rhythms, bringing the prize in the men's division to SAE. Included in their songs were "Babalou" and "Three Caballeros."

The girls' kick chorus opened the show at 9 p.m. in the State building. In the girls' chorus were Sally McKissick, Joy Thompson, Merle Bracken, Peggy Jackson, Dorothy Bell, Elise Valentine, Diane Lewers, Marcia Malcolm, Germaine Lartey, Helen Meter, Eileen Bofinger, Gerry Seabury and Nadine Coleman. A tap number and high kick routine were presented.

#### Sundowners

It was a novelty to see the Sundowners join the ranks of culture, remarked Procter Hug, student body president.

Lyle Joy as the lover Pyramus and Frank Shadrack, the fair Thisbe, endured the difficulty of holding a tete-a-tete through a moveable chink in the wall, Vince Larega. Brightly shining was the moon, Paul Argeres, and as the instrument to the tragedy was the fearful lion, Ken Duck. Dramatic irony ended the parody on Midsummer Night's Dream with a double suicide.

#### Toppers

Pi Phi legs, top hats and canes presented a parody on the song "Mix and Mingle." Black and silver

tails suits were worn by the 14 Pi Phis.

Lambda Chi Alpha went to the deep south for their skit, and came up with three black facers, Janet Van Valey, John Bruce Harris, and Gayle (Wally) Wallace. The only obvious damage done is John's black eye.

#### Football

College football spirit of the roaring '20s variety was the theme of Kappa Alpha Theta. Theta singers, aided by Don Thompson sang to a dance quartet.

Phi Sigma Kappa presented a Manhattan routine spiced with tails and tuxes in the sophisticated mode.

#### Politicians

Alpha Tau Omega's politicians did a take-off on the recent Nevada election, titled Smelone and Meddling. ATOs trooped onto the stage with humorous signs.

Little Nell, the Sigma Nu's version of the old melodrama, featured a barroom scene with a touch of High Noon added.

#### Males

Gamma Phi Beta recognized the return of football to the university, and lamented the male situation in a song and dance. It seemed that the girls are finding themselves playing second fiddle to football.

Mary Ann Norlen offered her rendition of Spring.

Paul Fox and Tom Murie played a trumpet duet, with Murie on the stage and Fox in the balcony.

#### Ballet

Ten young men of the ballet chorus were ushered onto the stage by maestro William Jaems. In blond wigs and ballerina skirts, Ron Monk, John Curley, Dan Hulse, Dick King, Mel Brunetti, Bob Gering, Art Imagiri and Bob Petri

tripped around the stage.

Members of the Tri-Delt winning skit were Barbara Jackson, Darlene Lowry, Eileen Yureta, Corkey Vieta, Mary Moore, Laura Ward, Rochelle MacClean, Janet Quilici, Patti Jefferson, Nancy West, Nancy Houghton, Janie Thomas, Joanne White-

head and Guylene Ferguson.

It was the best Frolic I've seen in the four years I've been here, commented Dave Buckman, chairman of the Homecoming weekend. The organization was efficient, and the show did not lag a bit.

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## OUT OF THE DIRT

by  
Spade Moran

Well, so much for another lost weekend. We've seen another great Homecoming wind itself up into high gear after the usual sputtering starts and culminate in a thoroughly satisfying and successful climax. So we lost the ball game, but it was a thriller and everyone had a good time. The sweat and anxiety always connected with Frolic rehearsals paid off in a good show, and the parade came off fine with a very picturesque string of floats being presented by the university organizations.

Speaking of floats, this brings to mind the trouble one poor Miss had aboard the Gamma Phi Beta entry when she fell through the superstructure just as things were beginning to roll. No comment here.

There were undoubtedly many slight mishaps here and there during the whole time of the celebration, but there's nothing left but the memories, the scars, and the effete-looking remains of those who had too many fingers in the pie and now want nothin' to do with nothin' except sleep and some much-needed book-learnin' to catch up on.

We'll offer sympathies now with the violin section hitting a soft chord for the poor gals who got carried away with it all (I don't know just how far) and now are campused for anywhere up to six weeks for staying out just a leetle too late.

Plugs are now in order for people like Gail Altenburg, a very deserving queen, Prof Bill Miller who, at this writing, has not yet recovered from it all, Lyle Joy for a magnificently riotous piece of work in his own and the Sundowners' acts. (We could go on and on about this guy). Then there is Dave Buckman and his committee who provided for a smooth running affair all the way, and finally just to throw in my two-bits in appreciation of feminine pulchritude, here's a good sound sincere word of approval for whoever that tall, test-tube totin' brunette was in the Tri-Delt skit. A mighty fine specimen... As far as that goes, how about that Rhonda Fleming babe who was in town for the premiere of "The Blazing Forest?"

But now we're drifting a little off course, and incidentally, very much out of the usual character.

Look to the skies these days, for pretty soon Ole Man Winter is liable to start piling up that stuff for which there is no substitute when there's skiing to be done. Any day now, we hope.



E.T.

## KAMPUS KAPERS by sandra mitts

After a wild and wooley Homecoming weekend, the books were cracked Monday and studying began for the midterm exams this week. Sweat was seen on the brow of many a worried freshman.

The famed Tri-Delt skunk which won the coveted best sorority float trophy went up in flames Monday evening while it sat amidst dried leaves and bushes between the Delta and Theta houses. After extinguishing the flames the girls went back to their meeting which was soon adjourned when the pledges reported that the basement was flooded.

After wringing out all of Marcia Malcolm's clothing the girls were joined by the Lambda Chis who interrupted their serenading to join the girls in a little party. After two hours of bunny hops and dancing the boys left only to return a few minutes later with a fire extinguisher tied with a big red ribbon which they presented to the Tri-Delts for future use.

Currently seen on the mantle at the SAE house is the symbolic bulldog with a sombrero sitting proudly on his head.

Reggie DePaoli was called down to the KAT house Monday night to help make plans for an ATO-Theta party. When he arrived he was met by the girls armed with a rope with which they proceeded to tie him.

But their play was interrupted by some Sigma Nu pledges who barged into the house and turned Reggie loose.

He was hardly free, however, when 37 ATO pledges, half of them sneaking in the back door and the rest hiding outside. Bob Quinlan went in and told Reggie was wanted outside where he was seized and again tied.

Thrown into a car with one of his good buddies, Lee Hansen, the two were taken for a short ride of 11 miles and left to walk home.

The reason for this escapade was the loss of a pledge paddle which the pledges were accused of stealing. After taking swats for several meals the pledges searched the house for the lost prop. The lost article was found in Reggie's room, thus the ride!

Leo Quilici, big game hunter from Battle Mountain, got two pheasants last Sunday after taking just 42 shots!

The Phi Sigs put away their fencing equipment this week, having decided it is just kid stuff. After seeing Ivanhoe, they now are using a mace and chain and a battle axe.

Chuck Evans, better known as Cuckles to the local pulchritude, has been seen quite frequently lately in the gay night spot, The Little Sierra on Hwy. 40.

Some men students gave a "most popular guy" a taking a week ago Thursday after the assembly.

John Mayeroff has been receiving many torrid looks from the upperclassmen in the ATO house for putting Russian rubles in the fine can.

Last weekend the Tri-Delt alums were met by a sign planted by some fraternity men in their front lawn along with a toilet seat, which said, "Hi grads! Have a seat!"

Bob Moran's brother, Michael, who is an ensign in the navy, visited the campus last week, and the two boys attended the open houses. The girls seemed to go wild over Michael's uniform.

The Phi Sigs have been having fuel trouble. They spent Sunday night in sleeping bags before the fireplace for want of a warmer place.

The Pi Phis could hardly live with themselves last Sunday night when someone threw a stink bomb into their house.

## Only muffled whoops at SAE Indian dance

Sigma Alpha Epsilon will stage its annual Indian Dance tomorrow night at the Echos. The affair will begin at 9 o'clock in the old barn.

Unlike most social events thus far this year, the dance will be kept tame. Identification will be required of everyone before liquor is sold to them.

The next costume dance on the agenda will be the ATO Coconuts dance slated for November 22.

## Thanksgiving turkey shoot to be held by Rifle club

Having turkey for Thanksgiving? Want one for less than a dollar? Then come to the turkey shoot Wednesday, November 19 at 7 p.m. in the basement of the old gym.

The university rifle club is holding its annual Thanksgiving turkey shoot. Turkeys as well as other prizes are to be won. Both skill and lucky targets will be there to shoot at.

Everyone is invited. Use your own rifle or one at the range.

### ENGAGED

The engagement of Jack Cherry and La Von Browning was announced recently.

La Von graduated from the University of Nevada last spring and is a member of Pi Phi sorority. She is now teaching grammar school at Orvis Ring in Sparks.

Cherry, a senior student, is a member of Lambda Chi Alpha fraternity. His home is in Las Vegas.

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## Students tour state to arouse interest in raising state funds for student union

Will the University of Nevada have a new student union building in the future?

Efforts of 19 university students will be centered in their home towns next week to sell the citizens of the state of Nevada on a new student union building for the university.

The students will spend the entire week speaking to civic groups and clubs in their home towns, explaining the plans under which the construction of a student union building would be possible.

The construction of the student union building depends on whether the Nevada legislature will match \$300,000 bequeathed by Wesley Travis, transportation executive who died last January.

### Match

Travis' will specified that the university or the legislature must match his bequest within a two-year period, or the \$300,000 would revert to the Travis heirs.

The Nevada legislature will meet in January and unless the \$300,000 is matched during next year's legislative session, the University of Nevada will lose its chance for a new student union building.

If the Nevada legislature o.k.'s the appropriation construction of the building will be on the shore of Manzanita lake, between Artemisia hall and the Education building and opposite Lincoln hall.

### Sketches

Initial sketches of the student union building show a two-story building featuring an auditorium seating 500 persons, a snack bar

with a capacity of 150, lounge, recreation rooms, book store, music room, offices, solarium and roof terrace.

Students who will make the week-long visit to their home towns include Dorothy Bell, Boulder City; Peggy Bell, Las Vegas; Norma Etchehoyen, Winnemucca; Leah Gregory, Elko; Dave Mathis, Ely; Andree Anchart, Elise Valentine, Dave Buckman, Mary Ann Norlen, and Joanne Menu, all of Reno; Hazel Johnson, Carson City; Leah Crabtree, Hawthorne; Rollan Melton, Fallon; Evelyn Nelson, Gardnerville; Proc Hug, Barbara Van Meter, Bob Ballard and Nancy West, Sparks.

All students interested in going out for the ski team should attend the ski team meeting Monday at 5 p.m. at the Athletic office in the new gym.

## Pres Stout travels to Nye and Clark

Paying get acquainted visits to Nye and Clark counties, Pres Marnard Stout recently addressed education and civic groups in these respective counties.

Dr Stout, in his talks, stressed the fact that he was bringing some of the problems of the state university to the people for their consideration and at the same time was becoming acquainted to better carry out the responsibility of serving all the people of the state at the university.

### Percentage

In his Las Vegas speech he

pointed out that 48 per cent of last year's high school graduates left the state to attend universities. He said that his prime reason for touring the state was to find out why this fact is so.

Dr Stout also noted that the present athletic program is being received enthusiastically by the school and the townspeople.

In closing he stated that the prime asset of any university is to endow the student with the desire to continue his learning after he graduates.

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# Last minute rally too late for Pack to overtake Fresno

The University of Nevada Wolf Pack went down to its second defeat of an abbreviated four-game season, by a score of 59-32 to the Fresno state college Bulldogs.

The game, which was witnessed by a Homecoming crowd of some 6,000 fans, featured long runs by Fresno's Larry Willoughby, and the steady driving of a determined Nevada eleven.

The Blue and Silver started out strong, and for a short time it looked as though they would upset the highly rated California team;

but a streak of lightning called Larry Willoughby, who evened the score up in the first period, was not reckoned with, and the Bulldogs were never again to be headed.

### Score

Fresno scored first in the contest when aforementioned Willoughby broke through the center of the line and sped 54 yards into the Nevada endzone. The conversion was wide and the score was 6-0.

Nevada came right back and Neil Garret climaxed a 56-yard drive by plunging over the last two yards. The kick was blocked and the score was tied at 6-6.

### Nevada

Nevada scored again some minutes later when Ray Gonsalves passed to end Mert Baxter for the score. Bill Cooper passed to Reg DePaoli for the conversion and the Wolf Pack took the lead 13-6.

Before the period ended Fresno had time to tie up the score, when

Willoughby broke loose on a 90-yard run and the conversion attempt was good.

In the second period it was all Fresno as they scored two more times. Ken Carter passed to Bill Raine on a 35-yard play, and again Fred Bistrick passed to Raine on a 48-yard play.

Fresno continued on with more power in the third period as they tallied four more times. The Bulldogs marched 53 yards and passed to Raine again for one score. Willoughby got into the picture once more by racing 70 yards to pay dirt this time. Fred Mosier passed to Ray Rhead on a 44-yard pass for the third Fresno score of the period, and Winston Beasley intercepted a pass on the Nevada 30-yard stripe and scampered into the endzone for the fourth score of the quarter and the eighth of the game.

### Fresno

Fresno scored only once in the

fourth quarter, and this was on a Bistrick to Rhead pass good for 19 yards. The rest of the quarter belonged to the Wolf Pack.

In this quarter Nevada struck for three TDs, marching 76 yards for the first one. Graham and Schroder ran the ends for gains, and an aerial from Gonsalves to Altenburg was allowed on pass interference to the Fresno two-yard line where Schroder ran it over.

Shortly afterward Schroder ran 21 yards to the Fresno one where Graham plunged it over. Continuing the rally, Claude Mabry ran 22

yards on a statue of liberty, and Gonsalves passed to Balter for 28 yards and the last TD.

### Last

So in their last game of the season, the Wolf Pack went down to defeat. Coach Jake Lawlor was far from being discouraged or disappointed. He pointed out that it was obvious to anyone witnessing the game that the Wolf Pack didn't lie down and let Fresno walk over them. Nevada continued fighting right up to the final gun and as a result wound up the game with a whirlwind finish.

The Pack's defense had been set up to handle their speed and as a result we were too well protected against their passing attack.

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I've heard the same in every class - In history, psych, and ec - For cleaner, fresher, smoother smokes, It's Lucky Strike, by heck!



Here's your chance to make yourself \$25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.\*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising . . . probably in this paper.

Read the sample jingles on this page. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun! And we're buying jingles by the bushel!

Hint—if you can sing your jingle, it's a good one!

Hint—the more jingles you write, the more money you have a chance of making.

Hint—be sure to read all the instructions!



I like a better-tasting smoke And mildness counts with me. So when I buy I keep in mind That L.S./M.F.T.!

### HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card 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 any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to win more than one \$25 award.

### \*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:  
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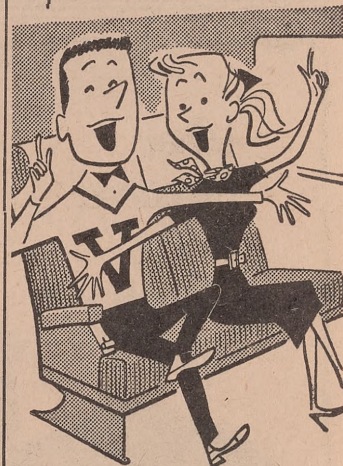
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