

# THE SPECTRUM

Friday, December 8, 1950 North Dakota Agricultural College, Fargo, N. Dak. Vol. LXVI — No. 11

## Name 27 NDAC Students To Collegiate Who's Who

Twenty-seven students have been named to Who's Who Among Students in American Universities and Colleges at the North Dakota Agricultural College.

Students are nominated for the honor on excellence and sincerity in scholarship, leadership and participation in extracurricular and academic activities, citizenship and service to the school, and promises of future usefulness to business and society.

This year's seniors selected are:

## Christmas Convo Today At 9:40

Musical groups at the North Dakota Agricultural College will present their annual Christmas program today, at 9:40 a.m. at Festival hall.

Preceding the program group singing of Christmas carols will be directed by Ernest Van Vlissingen, chairman of the music department. The Chorus will sing "O, Holy Night" and "I Wonder as I Wander". The Men's Glee club will sing "While Shepherds Watch Their Flock by Night". The choral groups will be directed by Van Vlissingen.

Under the direction of William Euren the NDAC Gold Star concert band will play "Christmas Rhapsody" by Long and "White Christmas" by Berlin. The public is invited to attend the Christmas program.

## APO To Sponsor Queen Contest

Alpha Phi Omega service fraternity will sponsor an all-college dance Friday, January 12 for the purpose of selecting an NDAC 'Queen of the Campus' who will be entered in Fargo's Jack Frost Winter carnival queen contest.

Organizations eligible to enter candidates for the campus contest have been notified and applications are to be in the Dean of Students office by noon today.

Selection of the Campus Queen will be made at the dance. Each person attending will be allowed one vote which he will cast by writing the name of his or her choice on the reverse side of the admission ticket. Only one ticket will be collected from each person entering the door.

Complete details will be given in the first issue of this paper next term.

## Grad Of '35 Member Of Orinthologists

Gale Monson, 1935 graduate of the North Dakota Agricultural College, has been elected to membership in the American Orinthologists Union, according to information received by O. A. Stevens of the NDAC botany department.

Monson, formerly of Argusville, N. D., is now manager of the Havasu Lake National Wildlife refuge at Parker, Ariz. He majored in botany at NDAC. A member of Kappa Sigma Chi fraternity, Monson was editor of the Spectrum during his undergraduate years.

August Aamodt of Fargo, AAS; Carl Amstrup of West Fargo, agriculture; Rolf Berg of Maddock, agriculture; Virginia Borderud of Davenport, home ec; Fred Buelow of Drake, agricultural engineering; Stanley Carlson of Washburn, education; Ralph Christensen of Minot, AAS; Allen Driesner of Fessenden, administrative engineering; LaVern Freeh of Harvey, AAS;

Hugh Hansen and Ralph W. Hansen of Kintyre, agricultural engineering; Kathleen Herbison of Fargo, home ec; John Hesse of Fargo, AAS; Robert A. Johnson of Fargo, AAS; Waldemore Klundt of New Salem, education; Rosemarie Lohse of Fargo, AAS; Helen Arneson Lunde of Fargo, home ec; Kenneth Maetzold of Crary, architecture; Leslie Matheson of Fairmount, mechanical engineering; Jean Molland of Fargo, education; John Nydahl Naves of Fargo, home ec; Zoe Nelson of Mandan, AAS; Patrick O'Leary of Dilworth, Minn., architecture; Douglas Payne of Moorhead, Minn., AAS; Robert Runice of Fargo, AAS; Gordon Tollerud of Esmond, agriculture; and Harold Zueber of New Market, Minn., pharmacy.

## Brandenburg To Be In "Hall Of Fame"

Dr. T. O. Brandenburg was elected by the NDAC Saddle & Sirolo Club, to be recognized in their Hall of Fame for North Dakota Livestock men. Dr. Brandenburg who is Executive Officer of the North Dakota Livestock Sanitary Board and state veterinarian will be honored at the Annual Hall of Fame Banquet which will precede the 25th annual Little International Livestock Show Feb. 3, 1951.

## New Co-op Store Directors Named

A new board of directors was elected at the annual meeting of the Veteran's Co-op Store Friday, Dec. 1. Members of the board are to serve for one year and supervise the management of the store which is owned by veteran students. The store was organized in 1948 by veterans who wanted a convenient place to buy groceries at a minimum cost.

Those named to the board are, William Bolinske, Fargo; Eric Arntson, Fargo; Carl Hermanson, Minnor; Thomas Swinland, Lakota; Darrell Willson, Leal; Worth Emanuel, White Bear Lake, Minn., and William Jacoby, Green Lake, Wisc.

## Broderick Inspects Army ROTC Unit

John C. Broderick of the Twin City Arsenal, New Brighton, Minnesota, left Wednesday after spending a week examining Army ROTC clothing, fund and supply records. Mr. Broderick travels the Fifth Army area making similar inspections of other ROTC units.

## Beasts Win Bromo Bowl Contest 6-0

By JOHN HESSE

A touchdown by Pat (Crusher) Christianson in the first half of play spelled victory for the Beasts of Gamma Phi Beta over the Alpha Tau Omega Beauties Wednesday, as the girl gridders nosed out their male adversaries, 6-0, in the fifth annual Bromo Bowl.

The win gives the Beasts a record of three wins, one loss and one tie in the series, their lone loss coming last year when the men-folks came through with a surprising 7-6 upset.

The game was played under sub-zero weather conditions, which made things a bit uncomfortable for the spectators. However, on the field, things were plenty hot. The Beasts took the opening kick-off and marched almost the length of the field, only to find that their "Tea" formation attack had bogged down.

The Beauties, on the first play from scrimmage tried their new "Passion Play" an innovation that had been added by their coach, Jerry (Lover) Hammerlik. Even though the line held well, the Beauties found themselves lipsticked beamirched and about three yards farther in the hole.

To add insult to injury, referee Gene (Blindman) Osiekie further penalized them fifteen yards for offensive holding. The Beauties seemed unable to recover from the effects of the first play, and finally gave up the ball deep in their own territory.

A pass from Beast coach Eino (Bullet-Head) Martino to umpire Dom (Robber) Gentile was incomplete, but on the next play, Nancy (Green Giant) Pease took the ball and hiding it on her hip, skirted the Beauties' left flank to set up the Crusher's touchdown plunge.

The Beauties received the kick-off, and Bob (Cuddles) Vaselenko seemed well on his way to the tyngtally, when substitute John (Bull) Retzlaff became confused, ran from the bench and tackled his own man. His trial will come up next week.

The second half was a bit more successful for the Beauties, although they failed to cross the final yard stripe. Once, as the third canto was about to close, the Beauties had penetrated the "seven blocks of marshmallows" as line coach Bob (Ool-Ool) Fisher called his charges, and were on the Beasts' 24.

However, as the period ended, Gentile and Osiekie forgot to change the ball when the teams changed sides giving the Beauties a first and ten on their own 24.

The Beauties continued to move, with the "Passion Play" being used more frequently, but each time, a penalty was assessed. But as Kirk (Killer) Smith, a guard for the Beauties put it later, "Who cares about penalties, call that play again!"

Sooner or later, everyone got into the act, as Ken (Black Bart) Anthony, the Beasts' trainer led a flying wedge attack on the Beauties line. The rest of the wedge was made up of varsity and fresh-

## Announce Candidates For Class Elections

Tuesday, Dec. 5, meetings were held by the individual classes in which the following people were nominated to election of new class officers for 1950-51. An all-college election will be conducted during registration next Monday and Tuesday.

### SENIORS

President—Carleton Rydstrom, Russ Parson, Walt Christensen.  
Vice President—Harry Bristol, Al Keating, Barbara Holthusen.  
Secretary—Jean Molland, Ralph Mutchler, George Noonan.  
Treasurer—Jane Shea, Gordon McLean, Walt Biggs.

### JUNIORS

President—Junette Hill, Oscar Huso.

Vice President—Phyllis Gorder.  
Secretary—Ken Ward, Marlo Barnick.  
Treasurer—Jack Cavanaugh, Marlo Hagen.

### SOPHOMORES

President—Lois Fitzloff, Osborne Twedt, Margaret Grothe, Marlowe Jensen.  
Vice President—Bev. Letzinger, Joanne Christianson, Lee Sturlaugson, Marjorie Heger, Virginia Lidstrom.  
Secretary—Clayton Haugse, Beverly Woods, Charlotte Schmidt, Carol Bahr, Maxine Pladson.  
Treasurer—Marilyn Hunter, Florence Geizler, Beverly Desmond, Richard Goodman.

### FRESHMEN

President—Marvin Lemke, Mancur Olson, Genevieve Wild, Arlene Tlegen.  
Vice President—Dale Slotten, Merilyn Hansen, Margaret Olson, Betty Lou Kerr.

Secretary—Joe Mieten, Jacolyn Brekken, Judy Sauer, Janet Olson.  
Treasurer—Bruce Anderson, Merilyn Meyer, Barbarann Martin.

Because the Board of Campus Affairs feels that the school spirit at NDAC can be increased by friendly rivalry between the classes, plans are being laid whereby students can participate in activities in support of their class. Some ideas have been advanced thus far include participation in intramural sports by class teams, class plays, parties and dances, planning of convocation and other all-college programs. The burden of carrying out such plans must of course be born largely by the class officers.

## Military Ball Tickets Late

Ticket sales for this year's annual Military ball have been delayed, according to Robert Gilbertson, co-chairman of the event. He stated that tickets will be placed on sale in downtown Fargo on or about December 27 at Luger's and the Daveau Music company. Campus organizations will be contacted during the first day of school of the new term.

The ball, to be held Jan. 19, 1951, will feature the music of Jimmy Dorsey and his orchestra. Admission price is \$3.00 per couple.

Decorations will follow a United Nations theme for the dance which is the first formal affair of the school year.

## Christmas Festival Set Sunday, Dec. 10

All students are invited to attend the 35th annual Christmas Festival at the Little Country Theatre December 10 at 4:00.

Lloyd Collins will begin the program with organ and chime music. Highlight of the afternoon will be the presentation of the Christmas pageant, "Why the Chimes Rang" by the play production class.

Cast of the play includes Jean Bolmeier, Holga; Ginny Arenson, Christine; Uncle Bertie, Bob Granum; Angle, Mary Ann Fossey; Priest, Walt Christensen; King, John Hesse; and Old Woman, Betty Ackermann. Bill Humphrey is directing the production.

Following the play students will be invited to visit the theatre rooms decorated with Christmas wreaths and trees. Refreshments will be served in the Log Cabin.

man gridders. The play went for no gain.

With only fourteen seconds to go, Gentile finally found himself carrying the ball. He was swarmed under by a host of tacklers from both teams, before he could make scrimmage. Gentile rose to his feet, brushed off the snow, and announced, "It's too rough for me! Game's over."

The Beauties effort was a concentrated one with Vaselenko the only stand out in the backfield, and The Great John L. Sullivan shining up front. Joe (Smelly) Helle was a defensive mainstay.

Christianson and Pease were the top running backs for the Beasts, with Frances (Evasive) Eveleth doing some fine punting. Up front, Betty (Dirty Dog) Danielson, a substitute tackle showed up well as did Janet (B.O.) Olson, a regular guard.

### NO SPECTRUM NEXT WEEK

Because next week is devoted to registration and final exams there will be no Spectrum next week.

## Staff Members Publish Articles

Two members of the NDAC chemistry staff have had articles published recently in national magazines.

"Water in Oil - Varnish and Paints" by Dr. Wouter Bosch was published in AMERICAN PAINT JOURNAL, Nov. 10, 1950. This article is a report on work done in the School of Chemical Technology. The report was worked on by Robert U. Jepson and Leo K. Bjelland, who are recent Master of Science graduates in chemistry.

Dr. C. W. Fleetwood's article on "Device for Filtering Solutions Into Reagent Bottles", was published in ANALYTICAL CHEMISTRY, Nov., 1950. ANALYTICAL CHEMISTRY is the official publication of the American Chemistry Society.

## Putnam Hall Home Of Music Dept.

Putnam hall is now official residence of the music department. The change to the new building was completed Monday and Tuesday when the pianos and large equipment were moved.

## APhiO Presents Christmas Tree

Alpha Phi Omega service fraternity proudly presents to the students of NDAC their first annual Christmas tree. It may be seen in the open area southeast of the old library.

Obtained at cost from the Shotwell Floral company the tree is the first of what the organization hopes to become tradition on the campus. The Cook Sign company of Fargo furnished the aerial ladder used to string the lights on the tree which was erected by the college department of buildings and grounds.



Little Man On Campus

by Bibler



"I was chosen to play Santa for our Sorority an' I'm just waitin' 'till they all get to bed. Who are you going to play Santa for?"

Ideal Xmas Gift Only \$9.95

By JIM SCHRIMPF

With Christmas just a little more than two weeks off, I'll skip the usual baloney and give you a shopping tip.

Out doing my annual Christmas shoplifting last weekend, I ran across a little item that outshone such old standbys as Erector sets, electric train, Johnny Walker, and Cadillacs.

Now we are ready to start. Be sure to spread a newspaper over the table to prevent any candle drippings, radioactive isotopes, and beta-particles from marring the finish.

This is the simplest method of producing plutonium, although you may prefer to use the cyclotron, which is obtainable at extra cost.

or less completing the sentence, "I prefer Little Gem H-Bombs because . . ." The geiger counter is to be used to detect the amount of radiation your body has absorbed during the early parts of the experiment.

Now that you have your plutonium made, slowly pull the beryllium rods from the cesium-carbon pile until the chain reaction has had a chance to get started.

Carefully lift the bomb to the top of the thousand foot tower, found in the bottom of the carton, being careful not to dislodge the trigger charge of Americium.

If you are still at the top of the tower by this time, it will be necessary to light the fuse. Carefully break your match in half when the fuse is lit, to prevent forest fires, and plug your ears. If this doesn't end the experiment, start over, using Ytterbium instead of Beryllium.

A COMBINATION THAT'S HARD TO BEAT GOOD FOOD — AND A PLACE TO MEET

Dugout

Reasonable Prices

ROLLER SKATING — AVALON EVERY SUNDAY AFTERNOON 3 TO 5 Every Nite at 7:30 except Tuesday, Wednesday & Thurs. SHOE SKATES FOR RENT AND FOR SALE

The Ballpoint

By BOB JOHNSON

It has never been this person's policy to publish unsigned letters but the following, received Monday, is hereby printed in its entirety.

12-1-50

Dear Bob, Here are two articles which might be of interest to you and your readers.

For Sale Due to recent publications of the Spectrum, several pairs of binoculars are now available at extremely reasonable prices. Inquire at Chemistry Building.

A "Pome" "Leave The Shades Down Girls" Chemists have found, Through evening investigation, That a girls best asset Is a Man's imagination.

To let the above letter pass without comment would be a shame indeed, so we won't. Let us examine it closely.

First: As long as someone takes the time to write a letter, they should adhere strictly to the proper format.

Second: The unknown (?) author begins his epistle with a trite Dear Bob. This leads one to think that the writer is/was a friend of mine.

Third: There are no binoculars for sale at the chemistry building at any price, reasonable or not.

Let us look more closely at the poem. The title, "Leave the Shades Down Girls," was no doubt designed to give the reader a chuckle.

The second line, Through evening investigation, is the direct admission of guilt mentioned before.

Last and not least is a profound statement about man's imagination. With binoculars they need an imagination?

Someone had the idea that the Sigs should be given a rest this week. Fine idea! May they rest in peace!! All of them.

He (at movies): "Can you see all right?" She: "Yes." He: "Is there a draft on you?" She: "No." He: "Seat comfortable?" She: "Yes." He: "Mind changing places?"

On Early Registration

Registering before Christmas vacation for the winter term is something being tried for the first time at NDAC. And some of the students are asking "Why?"

First, the war situation: With the war news suddenly taking a turn for the worse, many of the fellows are seriously considering enlisting rather than being drafted.

Second, the farm situation: Many of the students at NDAC come from farms. Because of the late crops this year some of the boys remained at home fall term to help with the work.

Third, the money situation: With registration after Christmas, students with financial difficulties would have a chance to work during vacation to earn their tuition.

And finally, what about the fall term marks? If Johnny doesn't know whether he'll flunk or pass a subject, how can he know what to register for winter term?

With this new system it seems as if there could be just as many students registering late as did last year, blizzard and all.

No Spectrum Next Week

With the ending of the quarter comes the burning of the midnight oil, the writing of final exams, and then a well deserved vacation.

When you register next week for the winter quarter you will notice a voting booth. If you have read the front page you will know that in this booth you will cast your ballot for the class officers.

The Spectrum staff takes this opportunity to wish all its readers a happy vacation and a very merry Christmas.—Ed.

A Letter To Santa

1023 N 3 Ave. Moorhead, Minn. Dec. 8, 1950

Dear Santa,

It's almost Christmas, and we're all angels in disguise. We gals thought if it would make Xmas shopping easier for the fellows we'd drop our lists of heavenly gifts in your suggestion box.

I'd think of him all my waking hours if I had a boudoir clock rimmed in rhinestones or a gold link necklace with matching choker and bracelet. For evening glitter I'd love a yummy jeweled cardigan, or a sparkly clump of a pin, or a carry-all for formal dances.

Which reminds me, perfume is an exciting fit. A few of the new loves are Faberge's "Act IV", Prince Matchabelli's "Beloved", and Lucien Lelong's "6 & 7".

A cigarette case and matching compact studded with stones would be a sure-fire sign of devotion. And a handsomely framed picture of you would be certain to find its way to my heart.

I've had my eye on a leather jewel box with a pretty satin and velvet star-studded lining. For those cold treks across campus it would be keen to have a pair of those toasty warm lambkin gloves lined with shearing lamb.

I'm running out of inspirations, Santa, so just tell that man of mine to tweak his imagination, for his gift list is probably long and his lunch hour short.

Bye now and Happy Holiday. Vandi

Advertisement for Anderson's Jewelry, featuring diamonds, watches, gold jewelry, and other items. Includes the name 'Luger's' and the address '104 Bdwy Fargo, N. D.'

Social Jottings

By LOIS FITZLOFF

The calendar for this week is about the biggest and longest one since rush week. KKG's are celebrating the Christmas spirit by going caroling next Monday night with the Theta Chi's.

After the Bromo Bowl (coldest game of the year) the ATO's entertained the Gamma Phi's for supper and cards. An orphan party with Christmas gifts and all found the ATO and Gamma Phi's together again on Thursday evening.

Coffee certainly was welcome on Wednesday when the Phi Mu's entertained at a coffeehour. Last Saturday a hard times term party was scheduled for the Phi Mu's.

Activates, pledges, and alums had their annual Christmas party on Wednesday night. Everyone brought a toy to be given to the hospitals for the toy carts.

Mrs. Luther Johnson of Lincoln, Nebraska visited the Phi Mu chapter at NDAC this week. She is their district president.

It was tough to lose by one point in our last basketball game

but no one should miss the big game on Saturday between Concordia and the AC. I hear Ralph Mutchler is having another jam session tonight out at the Merry-go-round. It's anything like last week's the place will be packed.

Entering the rank of pledges at the KD house is Reta McConachie, a sophomore transfer from Jamestown, N. D. Reta's hometown is Inkster.

Gamma Phi's will have a formal term party tonight at the Moorhead country club. The Pledges are in charge of all arrangements. KD's term party will be held tonight at their house too.

There is still time to see "Antigone" if you haven't seen it already. With an all star cast like they have it really is worth while.

The Sigma Chi's will be out at the Moorhead Country Club next Friday night for their fall term party.

I've Never Seen A Purple Deer, . . .

If the people in the Dawson vicinity see a purple deer they needn't become alarmed about their eyesight. The Fish and Game Division of Federal Aid are going to release a fawn doe in that area, it will be dyed purple over the back and shoulders and branded on both hind quarters.

The bright color of the deer will enable the game department workers to spot the deer occasionally from the air. The idea behind all of this is to determine the places in the state where the deer concentrate and the distance they travel.

There has been a tendency in recent years for deer to move further out into the prairie and the Fish and Game department wants to know if this movement is due to an annual migration or due to reproduction of the deer already in the area.

Ralston Purina Company Announces Fellowships

The Ralston Purina company has announced its fellowships for the school year July 1, 1951 to June 30, 1952.

The amount of the fellowship is \$1440 and will be awarded on an annual basis. The recipient of an award may be eligible for appointment not to exceed a tenure of three years. Not more than seven fellowships will be awarded annually.

Application blanks for these fellowship awards may be obtained by writing the Ralston Purina Research Awards Committee, c/o Mr. J. D. Sykes, Ralston Purina Company, St. Louis 2, Mo.

XMAS GREETING CARDS

Beautiful Swiss Prints Etchings of winter scenery

XMAS WRAPPINGS & RIBBONS

PLASTIC BLOCKS FOR THE KIDDIES

EVERYTHING REDUCED FOR QUICK SALE

A. C. Book Store

Give Yourself a DOUBLE SAVING

HOLIDAY TRIPS by GREYHOUND!

SAVE on Greyhound's low one-way fares AND SAVE AGAIN—10% or more each way—on Round Trip Tickets!\*

Table listing Greyhound bus routes and fares for various cities including Valley City, Jamestown, Bismarck, Grand Forks, Winnipeg, Devils Lake, Minneapolis, St. Paul, Chicago, Madison, Eau Claire, Milwaukee, Duluth, St. Cloud, Fergus Falls, Cleveland, Butte, Washington, D.C., Fairmont, and Mankato.

\*Good for 6 months (180 days). Get full details TODAY . . . visit or phone:

GREYHOUND BUS TERMINAL 502 N. P. Avenue Phone 5335

GREYHOUND

THICK MALTS TASTY SHAKES Delicious Hamburgers Golden Brown French Fries Home Baked Pastries

and the most complete fountain service in Fargo



(Next to Dacotah Business College) 13 Eighth St. So.

Dutch Maid Fountain Grill

Advertisement for Hotel Gardner, featuring 'DIAL 5432' and 'INGA OF THE GARDNER Banquet Manager HOTEL GARDNER'.

Advertisement for Daveau's Records, featuring 'The Latest Records' and a list of artists including Patti Page, Bing Crosby, and Frankie Laine.

Advertisement for Straus... co. featuring 'THE... Straus... co.' and 'WE'RE CURRENTLY EXHIBITING OUR COMPLETE LINE OF THE SMARTEST GIFTS FOR MEN EVER ASSEMBLED!'.

The only Service Available today at Pre War Prices Across the Campus from NDAC



ONE DAY SHIRT LAUNDRY SERVICE Serving the College Folks for 20 years



# CHURCH NEWS

## LSA

Rev. Oscar C. Hanson will be the guest speaker at the regular "Quest" meeting at 6:15 p.m., Sunday, Dec. 9, in the LSA center.

Rev. Hanson is the president of the Lutheran Bible Institute in Minneapolis, Minn. and former president of the international Luther League. He will also speak at the First Lutheran church in Fargo on Sunday morning.

A smorgasbord put on for the Lutheran Students by the Lutheran Students Service Auxiliary, will be served at 5:30 in the center.

Choir practice will be held at 4:30 for any that are interested.

Sunday morning at 9 o'clock there will be a Bible study breakfast in the LSA center.

Hi-Noon Focus held Monday through Friday at 12:30 will have "What It Is Like To Be a Christian" as the chief topic. Pastor John will lead discussion where such questions as "What is Christian Life?", "What is the basis of Christian life?", and "What to we obtain from leading a Christian

life" will be answered. Lunch will be served at 12 o'clock noon, before the discussion.

## NEWMAN CLUB

Three delegates from the NDAC Newman club left for Duluth to attend the Newman Club North Central Province Convention Thursday evening, Nov. 30.

The convention was held in the Hotel Duluth Dec. 1, 2, and 3. Outstanding feature of the convention was the adoption of the first North Central Province Constitution.

Saturday morning worship panels were held to discuss the problems of the individual clubs and how these problems might be relieved.

A Winter Carnival was held in which the delegates participated in skating, skiing, and tobogganing. Saturday night the delegates attended a steak dinner.

Sunday morning Mass was held at Sacred Heart Cathedral, followed by a communion breakfast.

## WESTMINSTER FOUNDATION

Mr. A. P. Ballweg will tell his experiences and impressions of "Youth In Germany" at the First Presbyterian church Sunday evening. He also has scores of excellent slides taken in the state of Hessa, near the East-West German border. Mr. Ballweg was a representative of the North Dakota Extension Service in Germany for about four months this summer.

This will be a joint meeting with the members of the John Robinson club. We will try to serve everyone attending.

The meeting begins as usual at 6:30 p.m. with supper and evening fellowship. The charge for supper is 25c.

The Westminster Foundation wishes everyone a very Merry Christmas and a Happy New Year.

## JOHN ROBINSON CLUB

The John Robinson club will meet with the Methodist and Presbyterian groups Sunday at the Presbyterian church.

THE SPECTRUM  
NDAC  
FARGO, NORTH DAKOTA



Commercial Printing  
OF ALL KINDS  
BUSINESS STATIONERY  
PUBLICATIONS  
PAMPHLETS

MIDWEST PRINTING &  
LITHOGRAPHING CO.  
SEYMOUR LANDFIELD  
64-5th St. North Phone 8124



OPEN 'EM



"EASIEST TEST  
IN THE BOOK"

SAYS: MIKE MAGOWAN  
MONTANA '52

SMELL 'EM



PHOTOGRAPHS  
TAKEN  
ON CAMPUS

SMOKE 'EM



MAKE THE  
TOBACCO GROWERS  
MILDNESS TEST  
YOURSELF...

YES... Compare Chesterfield with the brand you've been smoking... Open a pack... smell that milder Chesterfield aroma. Prove—*tobaccos that smell milder smoke milder.*

Now smoke Chesterfields—*they do smoke milder,* and they leave NO UNPLEASANT AFTER-TASTE.

# CHESTERFIELD

LEADING SELLER IN AMERICA'S COLLEGES