

BOXING CONTEST
AT ARMORY

SANTA - BARBARA

STATE - COLLEGE

EL GAUCHO

— formerly Roadrunner —

"DIA DE PLAYA"

FRIDAY

VOL. XIV.

Santa Barbara, California, Wednesday, January 30, 1935

No. 17

GAUCHOS CLIMAX TERM WITH SPREE

Director Tells of Program

Tentative Schedule Mapped Out for Band Trip

Glee Club Takes Part

Popular and Classical Numbers Will Be Played

Nearly all the tentative dates that were made by Lawrence Leslie and "Bud" Lambourne on the booking tour last December have been verified and plans for the fourth annual band tour near completion.

Ability, eligibility, attendance and attitude have been considered by Clifford E. Leedy, director, in selecting the men to take on the trip. For the past two months the band has rehearsed twice a week, instead of once, and the glee club has practiced three times, instead of twice, as is the usual procedure.

Program

The program to be presented at the various schools will open with two snappy marches, "Repay Band" by Harry I. Lincoln and "Barnum and Bailey's Favorite" by K. P. Kelly. The glee club will then sing two numbers, "Adormus Te" a Latin chant, by Giovanni da Palestrina, and "Old King Cole," a negro spiritual, by Cecil Forsythe.

Following this will be either "Marche Slav" by Leopold Teshowski or "Orpheus Overture" by I. Offenbach. As an encore they will play "Humoresque" by Hermand Bellstedt Jr., a comic number directed by Herman Gumpertz.

Brass Trio

Elmer Neibur, Corley Clark and "Bud" Lambourne compose a brass trio that will play "Three Solitaires" by Victor Herbert. Popular music for the programs will feature the boys' trio from the glee club, Sharp, Fiat and Minor. "Tim" Cornwell, Bob Goux and "Bud" Lambourne make up this group.

Secular music will be sung by a quartet made up of Bill Poole, Don, ald Watson, Leonard Schofield and Howard Van Winkle. All vocal numbers will be accompanied by Stanley Cox, pianist. Bradford Tozier and Elbert Cochran will be guest artists on the tour.

Teacher Tells Letter Forms

Mrs. Margaret Bennett, English instructor, has drawn up a list of suggestions to be followed by students in making applications for teaching positions. These instructions were explained at the senior breakfast by Mrs. Jane Miller Abraham, registrar and appointment secretary.

After a written application is made, prospective teachers should apply to Mrs. Abraham to have their recommendations sent out. The suggestions for written applications are:

1. Find out the entire name of the person you wish to address, his title, position, correct address. (Never use the impersonal To Whom It May Concern, Dear Sir, or Dear Superintendent).
2. Write your letter in a courteous, graceful style, avoiding abruptness without becoming verbose.
3. The first paragraph of the letter should contain a definite application for a specific position; if possible, include a statement as to where or how you learned of the vacancy.
4. State your qualifications in a direct manner. Be specific as to educational training and practical experience which may contribute to your fitness for the particular position. Specify types of certificates and degrees held or about to be earned.
5. Give additional information as to personal characteristics of interests which indicate your temperamental suitability for the type of work involved. (This data should be brief.)
6. State that personal faculty recommended.

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Workers Begin Excavating for New Building

Stakes were driven last Thursday as the first step in the construction of a new lecture-room and office building on the present campus. This building will be an S.E.R.A. project. This new unit of the old college campus is being built to relieve cramped conditions brought on by the 18.9 per cent increased attendance this year. This new building will house five class rooms and four offices, the particular occupants of the latter yet to be assigned. The building will be of frame construction, but substantial, on the promise that some worthwhile, probably educational use will be found for the old when the Staters move to the new campus.

Attendance Increase

President Clarence L. Phelps, in discussing State college affairs at the Chamber of Commerce on January 24, announced that the increased attendance brings the per capita cost of education of this institution to \$237.50 for a full year's education. That this showing is remarkable may be realized when one considers that the average high school cost in California is \$253.00 per student year. Unless relief in the form of added appropriation is afforded by the legislature the student cost of education will probably need to be cut to \$200 a year. How this may be done effectively is one of the problems that the faculty is considering, although they are hoping for a more generous allowance on the attendance showing made.

Jane Abraham Tells Seniors of Technique

Techniques for applying for teaching positions were discussed by Mrs. Jane Miller Abraham, registrar, at a breakfast, given in honor of the February graduates Friday morning in the cafeteria.

Mrs. Abraham emphasized the importance of being neatly dressed, of being becomingly meek and humble both in making application and in learning the method of procedure in any particular system. She also gave some rules for making written application for teaching jobs.

Grace Juhl, resigning vice-president, conducted the meeting, Margaret Beddome was elected to fill her place. The well wishes of the senior class were expressed to Miss Edith Churchill, who is leaving to take a position in Whittier.

Guests of the class included Miss Lois M. Bennink, dean of women; Miss Edith Churchill, cafeteria manager; Mrs. Jane Abraham, speaker; and Grace Juhl, Jesse Le Baron, Mercedes Jewett and Marjorie Cawker, graduating seniors.

Seniors attending were Kay Goode, Alberta Greene, Helen Buckley, Marie Montgomery, Margaret Rodriguez, Lois Martin, Margaret Moriarty, Bernice Baker, Marvin Jones, Chloe Vincent, Mae Linderman, Margia Mattly, Gladys Strickland, Margaret Beddome, Helen Crady, Ruth Brubaker, Eileen McCollum, Jean Smith, Eileen Esselman, Evelyn Maitland, Ida Pagliotti, Birdena Walters, Margaret Putnam, Margaret Brest, Catherine Boyton, Joy Stockton, Lucille Gauldin, Irene Samson, Marguerite Audureau, Gwendolyn Davis, Marcellina Rabuffi, Sophie Hopland, Margaret Kindred, Miriam Firkins, Barney Casner, Jack Von Efw, Richard Jackson, George Harper, Hal de Jonge, Tom Orr, Dick Brothers, Jean McNally and Curtis Davis.

Leadership Sorority Goes to Santa Maria

Members of Phi Alpha Delta, leadership sorority took another trip to Santa Maria, Sunday, January 27, where they attended a Campfire Girls' Council fire demonstration. This was another event to acquaint the members with other character building and leadership organizations.

Those included in the journey were Pearl Wilson, Ida Perry, Helen Harper, Eleanor Rees, and Miss Elsie Pond, sponsor.

"Dia de Playa" Finishes Semester's Activities with Last Mad Blow-off

Hearst Metrotone News Officials Take Pictures of Celebration for Release in Eastern Theaters, Contrasting Their Wintry Weather With California's Sunshine

Climaxing the fall semester and the close of examination week this Friday, February 1, State college students will have the biggest blow-off of the year. Definite plans are rapidly nearing completion for the Dia de Playa, Beach Day, including races, games, swimming, tug-o-wars, a parade and a free lunch. Festivities start on the campus in the morning and parade to the beach in the afternoon.

Broadcasts Program for S. B. College

Beginning February 12 the local radio broadcasting station KDB will present the first of a series of weekly programs called "Santa Barbara State College Community Lectures." This feature will go on the air every Tuesday evening from 9 to 9:15 p.m. at which time authorities on various phases and problems of community life will speak.

The speakers will represent members of the college faculty and leading people of the city and state. "The purpose of these weekly presentations," according to President Phelps, "is to bind up the college and the community in a more close cooperation and understanding."

Community Life

Deming L. Tilton, county planning commissioner and member of the State Planning commission, will deliver the first topic, "Superior Features of Community Life." This will introduce the first division of talks, dealing with the social life of the community, which are as follows, "The Characteristics of a Successful Home Life," "Health Problems Concerning the Community," "Recreation as a Community Project" and "The Moral Tone of a Community."

The second division of the series deals with the problems of finances; the third will present a short study of the constitution and the aspects of government, local and national, as it affects the people; and the last

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Class Hears Editor Speak

The State college news writing class, which held its final semester session last Wednesday, had as a speaker Mr. H. J. Jacobs, managing editor of the Morning Press.

Starting twenty-six years ago in Michigan, Mr. Jacobs has done every type of newspaper work and founder of the Baltimore Post. He worked for several years as staff artist, staff photographer, reporter, and sports writer and was connected for seven years with the United States Press.

Mr. Jacobs emphasized the necessity of a college education for those interested in journalism. General knowledge of all subjects prepares one to profit by experience. "You go to school," said Mr. Jacobs, "not to be educated, but to learn how to educate yourself." "Newspapers change continually," he continued. "There was a time when they were only for news, but now they are 'journalistic drug stores.'" The newspaper of today has to attract all types of people; it must be able to entertain as well as inform.

Personal responsibility is the most important thing in newspaper work according to the managing editor. A beginner in newspaper work should not attempt to find work on a large paper, but should first work on a small one, preferably a weekly. This gives him a general view of the newspaper, whereas on a large daily he is apt to become stuck in one department. Health" by Dr. Carl Groves, editor.

Through the cooperation of the Santa Barbara Associates and the efforts of President Clarence L. Phelps, the Hearst Metrotone News will journey northward from Hollywood to take pictures of the "Dia de Playa" for immediate release in all syndicated theaters. Also the Associates are planning on gathering pictures for the publicity of the college and the city.

All types of apparel are in order, preferably beach clothes: shorts, slacks, sweaters, ducks, flannels, beach hats, bathing suits and what have you? Along with the aforesaid costume, skates, scooters, bicycles are to be the means of transportation. Racing with these methods of locomotion is scheduled for the afternoon, with prizes for winners and intramural points for all organizations with contesting participants.

Starting about 10:30 Friday morning, inter-organization teams and free lancers will clash for units in badminton, table tennis, horseshoes, shuffle board, basketball, volleyball and handball.

The big feature of the morning will be a tug-o-war between the frosh and upper classmen. Present plans for the rope-pulling contest are that a mud pit will divide the two teams and the winners must pull their opponents through the slippery mud, according to Al Scott, men's sports chairman.

Noisemakers Parade

Immediately following the tug-o-war, a parade is to start including everyone with every type of noisemaker. Passing down State street to the beach, out Cabrillo boulevard to the pavilion where the afternoon's activities will hold sway.

Bicyclists, scooterers and skaters are to congregate at the foot of Milpas street for the start of the races, which will progress down the boulevard, pass the Mar Monte hotel to the entrance of the Niente estate, opposite the volleyball and basketball courts.

A short dip in the ocean for the benefit of the cameramen, and then to the free potato salad and coffee for rehabilitation. According to Julia Lynch, lunch chairman, the potato salad bowl will be close to the biggest that you have ever seen. It is also suggested by Miss Lynch that students with the larger appetites should bring their own sandwiches.

Beach Sports

The remainder of the afternoon is to be given over to sports for girls and boys alike. Students will have facilities to volleyball, basketball, baseball, tug-o-war, swimming and water polo.

All details for the affair are in the hands of student chairmen, headed by Bill Hoyt, general chairman; Ralph Porter, publicity chairman; Julia Lynch, lunch chairman; Peggy Koepf, women's sports chairman; and Al Scott, men's sports chairman. These students were elected at large from a meeting of all the heads of organizations held in the auditorium last Monday.

Miss Bradley Writes Article for Dentists

Miss Alice Bradley has been requested to write an article on nutrition for dentists for the monthly magazine, "Nutrition and Dental Health" by Dr. Carl Groves, editor.

New Manager for Cafeteria Starts Monday

Beginning next semester Mrs. Betty Davis, formerly head of the home economics department at the University of Pittsburgh and hostess of the Gold Star Mothers in France during 1931, 1932 and 1933, will manage the cafeteria and will teach the large quantity cookery class, taking the place of Miss Edith Churchill who has accepted a position as manager of the cafeteria at Whittier college.

Mrs. Davis received her degree from the teachers' college of Columbia university. During the last two years she has been affiliated with the Associated Charities. She was resident manager of the Margaret Baylor Inn in 1927 and 1928. In 1932 and 1933 she was resident manager of the Santa Barbara girls' school.

Mrs. Davis, who had a son killed in action during the World war, attended the conference of Gold Star Mothers and was in charge of the hostess houses at Belleau and Oise-Aisne cemetery.

While in Europe Mrs. Davis travelled in Belgium, Switzerland and France. She lived during the winters in the hostess house of the University of Paris.

Early in her career as a teacher, hostess and specialist in the field of home economics she taught at the industrial school in Laurence, Long Island and later she taught domestic arts in the public schools of Bloomfield, New Jersey.

Officials Ask for File Copy

An unexpected honor came to Miss Katherine Ball, librarian, when a copy of her index of articles appearing in the magazine published by the Pacific Library bistory of Los Angeles was requested by authorities of the American Library association of Chicago.

Hers was the first index of the material appearing in this magazine, and the letter from the association, thanking her, said that it would prove very valuable to them.

The circulation of the magazine is growing in California. It has been in existence for about four years, and although rather small, prints from four to five standard length articles of interest to librarians every month. Miss Della Haverland, who is in charge of the Lincoln library, has contributed several articles to its pages, one appearing in a recent issue.

One of Miss Ball's FERA students did the typing of the index and made several copies.

Class Celebrates P.T.A. Founders' Day

As Founder's Day chairman of the State college P.T.A. an organization composed of members of the class in parent education, Marjorie Mansfield entertained the students with light refreshments served in the cafeteria Thursday afternoon during sixth hour.

Mrs. Alberta Stow, council president and class lecturer, assisted Miss Mansfield.

Seniors Finish College Work Friday Noon

Among the 28 candidates for graduation in February are included students of practically every department in the college, according to official records.

They are, elementary education: Nadine Speer, Edvish Smith, Ruth Kennard, Leonard Anderson, Pearl Butzien, Marjorie Cawker, Hardinia Franklin, Arlene Klett, Kathleen Kugler, Ruth Rizer and Elizabeth Davis Paulin.

Prospective graduates from the junior high school department are Toshi Asakura, Arthur Dakan, Boyd Hammack, Pearl Wilson, and Freida Bockman.

The men's physical education department has three students completing the course, Mayville Kellier, Ralph Stockel, and Harry Kilian; women's physical education, Clara Jensen, and Ruth Ellen McBride.

The art department is represented by Margaret Mahler; history by Warren Rouse and Mary Smiley, and English by Toshi Asakura.

Merceda Jewett, Grace Juhl and Jessie Le Baron are candidates for graduation from the home economics department, and Clarence Aspitte and C. Barientos are prospective graduates of the industrial education department.

A. W. S. Greets Women at Tea in Club Room

For the purpose of introducing new students, the Associated Women will give a tea in the club room next Monday from 2 to 4:30 o'clock. All students and members of the faculty are invited.

Counselors have been asked to bring the new women assigned to them to the affair to introduce them.

Lucille Bolton, Georgia Lyons, Miriam Firkins and Betty Hopkins will pour. Louise Jackson, Genevieve Jones, Tessie Williams, and Betty Roulston will act as hostesses from 2 to 2:30 o'clock; Louise Holden, Dorothy Weber, Wilma Felsenthal and Gretalia Fitzgerald from 2:30 to 3; Mae Linderman, Marvin Jones, Jean Mc Nalley and Alberta Greene from 3:30 to 4:00; and Lois Jo McPheeters, Barbara Clark, Betty Roome and Caroline Hoefter from 4 to 4:30.

The clean-up committee consists of F. E. R. A. workers Mary Frances Mc Kinney, Helen Longawa, Jeanne Wood, Ann Seymour, Adelaide Mc Crea, Dolly Hall, Marjorie Nielson, Elizabeth Denman, Alice Hoelscher, and Eleanor Meltinger.

LEONARD, PRICE ATTEND MEETING AT PALO ALTO

Miss Edith M. Leonard and Mrs. Laura S. Price attended the conference of directors and supervisors of student teachers, January 26, at Palo Alto, held by the school of education at Stanford university.

The keynotes of the conference was "How shall teachers be prepared for the schools as they should be, without jeopardizing their chance for success in the schools as they are?" This was divided into two topics, "The School as It Should Be," and "Training the Teacher for the School as It Should Be." There were several subdivisions under these relating to and explaining the subject.

An outstanding and inspiring speaker, according to Miss Leonard, was Dr. Vierling Kersey, superintendent of public instruction of the state of California. He spoke on "The Platform of the New School."

Miss Vera M. Hewitt Leaves for Hawaii

Mrs. Jane Miller Abraham recently received a letter from Jane Dranga, formerly Jennie E. Beatie, requesting her to send Mrs. Dranga's record at Santa Barbara to the University of Hawaii. Mrs. Dranga wishes to study at that university for a M. A. At present she is working at the Y. W. C. A. in Honolulu.

Leaders Select Players

90 Musicians Chosen to Play in Symphony

5th Consecutive Year

General Committees Have Many Plans Formulated

Student musicians have been selected for the Fifth Annual All-Southern California College Symphony Orchestra, which convenes in Santa Barbara, March 3, 4, and 5.

The orchestra will consist of nearly 90 of the best musicians of Southern California colleges and universities.

The violinists are Myrna Sherer, Antelope Valley J. C.; Kenneth Browell, Chapman College; Dorothy Mae Collins and Etha Rowe Kepner, Compton J. C.; Nina Hamilton, Leo Robbins, Max Shearer, and Robert Townsend, Fullerton J. C.; Sarah Bailey, Jeanne Hemrich, Leonard Ratner, and Norman Rosenblatt, L. A. J. C.; Fany Fedalen and Joseph Landon, Occidental; Philip Dotson and Norris P. Whitehall, San Bernardino U. J. C.; Mildred Barney, Fred Guenther, Robert S. Hamilton, Leonora Stubbs Jenkins, Raymond Lahmann, Paul E. Livingston, Virginia Rush, and Viola Vogt, San Diego State; Ruth Drumm, Santa Maria J. C.; Paul Dotson and Elizabeth King, University of Redlands; Dorothy Amrhein and William Lowe, Ventura J. C. Pearl Smead and Bradford Tozier, Santa Barbara State; and Mary O. Van Demen, Whittier.

Those playing the viol are Melvin Mesirov and Aaron Rosenzweig, L. A. J. C.; Fred Boter, Occidental; Marshall Egan, Pomona J. C. Celia Madge Ketcham, Porterville J. C.; Gladys Fleiss, San Diego State; Jacob Narks, U. S. C.; Winifred Creighton, Santa Barbara State; and Baalis Grubbs, Pasadena J. C.

The cello players are Thor Walberg, Chapman College; Doris

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Students Vote to Defeat War

"Can War Be Conquered?" Yes, say thousands of college students in their answers to seven questions submitted to them through a recent Literary Digest poll of colleges all over the country. Of the thirty thousand ballots returned, approximately twenty thousand express strong pacifist sentiments.

These are the points questioned on the ballot:

Do you believe that the United States could stay out of another great war?

(a) If the borders of the United States were invaded, would you bear arms in defense of your country?

(b) Would you bear arms for the United States in invasion of another country?

Do you believe that a national policy of an American air-force and navy second to none is a sound method of insuring us against being drawn into another great war?

Do you advocate government control of armament and munition industries?

In alignment with our historic procedure in drafting man-power in time of war, would you advocate the principle of universal conscription of all resources of capital and labor in order to control all profits in time of war?

Should the United States enter the League of Nations?

Numbers 1, 1a, 3, 4 and 5 were answered affirmatively in most cases, with 1b and 2 in the negative. Divergence of opinion on the fifth question was evenly divided, the affirmative side winning by only 1,659 votes.

Criticism of the poll has been less evident than favorable comment. Most college newspapers have backed it in editorials, while city dailies hail it as a new step toward world peace, and an official index of collegiate opinions on war.

EDITORIAL COMMENT

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FEATURE WRITERS—Mary Tomlinson, Barbara Seward, Art Dakan, Marvine Jones, Elizabeth Denman, Dolly Hall.

Official publication of the Associated Students, Santa Barbara State college, Santa Barbara, California. Edited and published weekly on the State college campus. Entered as second-class mail matter, Sept. 17, 1926, at the Postoffice, Santa Barbara, California, under act of March 3, 1897. Subscription price, one dollar per year, 50 cents a semester, mailed.

'Dia de Playa'

As a safety valve to keep anxious and weary Staters from going utterly nutty after a week on intensive concentration on the a, b, c's of education, "Dia de Playa," beach day, is one swell idea. It is an opportunity to relax, to act young and foolish and carefree, and to see Dr. Ellison in a bathing suit.

Incidentally it is an opportunity to get some valuable publicity for Santa Barbara State, as cameramen from the Hearst Metrotone News will be on hand to take a news reel of the celebration. These pictures will be shown in the eastern cities, whose citizens are buried under red flannels and top coats, while we, in sunny California, especially in Santa Barbara, the channel city, cavort on the beach in summer play togs.

Dia de Playa is a school activity, quite as much as examinations. It deserves the support and participation of all loyal students whose sense of humor and childish instincts have not been swamped by over-learning.

The success of the day depends largely on the faithful backing of the various campus organizations. They are urged to turn out en masse for this gala event. Intra-mural points will be given all organizations having representatives taking part in the day's activities.

After all, it is quite as important to be able to play as it is to be able to work. And this is a chance par excellence to learn.

Halfway Mark

It is with a distinct feeling of relief, amounting almost to exuberance, that we realize that we are passing the halfway mark in our year's work. Time, that usually is fleeting, has hung very heavily over our weary shoulders these past months. We admit, with a rueful grin, that the job of publishing a college paper is a tougher one than we expected it to be. We regret, quite emphatically, that too much work and not enough play, has made us very dull people this last semester. In fact, we are quite ready for a party!

But in spite of the midnight oil and concave chest posture, there are some compensating factors, not the least of which is the fellowship and cooperation given by members of the staff, including both reporters and technicians. It is, of course, their faithful service and steady plugging that makes weekly publication possible. Each has a job to do; and in nearly all cases it has been done well and with accuracy.

To list with thanks each individual would take too long. Their rewards will be gained in other ways. There are two members of the staff, however, who are leaving this semester, and their work must be mentioned.

Georgia Scott, that charming girl with the low sweet voice and happy smile, has given service faithfully this past term. She has worked nights or days or both, and has, in her quiet unassuming way, stepped in where others have failed and done their jobs as well as her own. It is with deep regret that we see her leave the campus. We wish her much success and many happy days!

Bill Hoyt, as sports editor, has done a difficult job. Starting with almost no trained assistants, he has not only complete charge of his page each week, but has developed several capable assistants. He is another of these quiet workers, but when he works, he does things. Participation in other campus activities has made it impossible to continue his journalistic efforts, but we hope sometime to entice him back. We need him.

Many thanks.

Luncheon Menu

Of course few journalists are home economists and perhaps we don't know the vitamin content of every morsel we eat, but it seems to us that meat and potatoes once a day is enough. And as most of us eat meat and potatoes in the evening, we crave something else for lunch. Something fresh and green and attractive. In fact a big salad bowl is our idea of a suitable mid-day meal. A fifteen-cent salad and a nickel dessert would make a healthy appetizing lunch for any journalist, and we think, for others too.

An Atlanta, Ga., paper slips: "The cops trailed them a hundred years behind" . . . Maybe there's more truth than poetry in that typographical brodie!—The Daily Californian.

February Graduates

Several faces which have been prominent on the campus will be seen no more. About 30 members of our flock are leaving. With mingled regret and joy they are to say goodbye to undergraduate days. Such a nice feeling that must be. And such a sad one.

Our sincere wish for them is that they may continue always this business of being educated. Since the world is ever changing and new ideas are continually taking the place of the old, a college education, if not seriously continued after graduation, will soon become a static worn-out affair.

The marks of an educated person are those of interest in the world about them, understanding and tolerance in regard to other people and to ideas that are foreign to our own, ability and humility to keep an open mind, and one that will be ready to strive for and assimilate knowledge in everyday life.

These same qualities are the concomitant learning that goes, or should go, with years spent in an institution such as ours. And it is in the maintenance of these qualities, and there only, that a college graduate has an advantage over other individuals. A person, though he be graduated from the best university in the world, is not educated if his learning process stops with the acceptance of a sheepskin.

Education is a life process, and one in which college can give valuable training. But the college cannot alone educate its students.

Art—Music—Drama

By MARY TOMLINSON

Merrily We Roll Along

"Merrily We Roll Along" by George Kaufman and Moss Hart is one of the latest New York hits that has come to the coast. The premiere at the Lobero theater Friday night was a gala affair, attracting many movie stars from Hollywood. Clearing out of Santa Barbara at what one stage hand predicted to be four o'clock Sunday morning, the Curran and Bregstein company opened in San Francisco Monday night for an eight weeks' run.

The play has an extensive culmination of qualities. There was wit to make anyone laugh, characterization including more than the usual stage variety, and philosophy for the thinking person. If anyone didn't like the play, they could only be prejudiced.

Nine crises in the life of Richard Niles made up the tremendous structure of the drama. Each of the nine scenes depicted one of these which led up to the concluding results in Richard Niles' character. The fact that the play opened at the last event in Niles' life in 1935 and worked backward to 1916 aroused a curiosity in the audience which held its interest until the curtain dropped on the last scene at 11:15.

The sequence of events following the latest scene in Richard Niles' life, that of mistaken success in life, and leads up spiritually to the ideals which the young man had drawn up at the time of his graduation from college. So vividly and artistically presented were the events of his life that every decision which he was forced to make was felt intensely by the audience. Douglas Montgomery gave the lines of the play full swing by a first class piece of acting.

Above other clever parts of the drama perhaps the simultaneous balancing of positive and negative thought was the most striking. The play traveled from the negative to the positive in actual sequences before the spectators, but the life of Richard Niles in supposed life moved from positive to negative. Thus as the play unfolded the spectator unconsciously realized that while Niles was not making a particular decision, he should have done so. The teachings in the play being presented with both sides of the question at once were doubly impressive.

The final touch of cleverness setting off the whole play was the fact that the playwrights had us clapping the speech of Richard Niles at graduation exercises at the end of the play rather than applauding the play itself. It made us feel just a little foolish. The curtain went up and down three times, the players held their positions, and the student speaker lowered his head modestly. Then the asbestos curtain fell like lead and the play remained as a play, rather than a play done by certain actors which we applauded at the end of their rendition.

Oddzenenz

By BARBARA SEWARD

That Hoyt-Scott Irish green Ford combination is a rarity. How they work the part-time Ford idea is beyond our meager powers of comprehension. No rules, but no disagreements. If one wants it, says Brothah Bill, the other walks or goes a la heel and sole. Very generous attitude, evidently. But that is a quality we have found to be characteristic between fellows, but often noticeably lacking among girls.

Our sense of the aesthetic is disrupted when they leave the door hanging open, and we see the nonsense syllable of HOS in bold white letters staring at us.

Do you want me to knit you a sweater?

Thanks awfully, Pussyfoot Georgie for guessing the significance of oh-cuag, and to show you how much we really do appreciate you as a devoted reader of our much razed column, we must say that we quite adore the white wool tie that held your blue collar together Friday night.

A geranium sweater.

HORRID TOPICS OR JOLTS FROM THE RUT

Lock up your skeletons; here comes Gumpertz. Always making a fuss; always boozing our column so we'll wax perturbed, and give him publicity in our immortal lines. Well, let's take a student and faculty poll, and see which column is read the most and BY WHOM? Tell us, Gumpy dear, would you vote for us? We'd certainly vote for you, for we read your column twice while our own column we scan but once.

A Cardigan?

"Sweetie-pie," "You're the Cream in My Coffee," "Blue Moon" (cheese), "The Good-ship Lollypop," "Delicious"—practically from soup to—(aw-w-w nuts, will say Gumpertz when he reads this).

Or a Slip-over?

"Simple Simon met a pie-man
Going to the fair;
Said Simple Simon to the pie-man,
'Hello.'"

"Little Miss Muffet
Sat on a tuffet
Eating her curds and whey;
Along came a spider and sat down
beside her,
And said, "Move over!"

And now that spring is "just around the corner," we expect to see the youth of the campus expressing romanticism by growing pansies in their trouser cuffs. But if they do, WE are going to grow geraniums in the brim of our garden hat.

What size, please?

Instructor Explains Application Forms

(Continued from Page One)

ommendations are on file with the appointive secretary, Mrs. James Miller Abraham, Santa Barbara State Teachers college, and that copies will be sent by her.

7. Conclude with a request for an early interview at a time and place convenient to and selected by the individual whom you are addressing.

8. Avoid participial conclusions, such as "Hoping to hear from you soon—" Always sign your letter by hand, although your name may be typed below the signature.

9. Use a typewriter unless requested to submit your application by hand.

JUNIOR HIGH

Junior high department students will have the opportunity to teach in the upper grades of the Montecito grammar school, under the direction of Miss Margaret O'Reilly, and at the Goleta grammar school, under Mr. Hal Kaywood.

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Walter Cheever Proves Favorite with Students

Walter L. Cheever, past president and charter member of the Painters and Sculptors club, charter member of the Academy of Western Painters and member of the California Art society, is not only a versatile artist but one who regards students as human beings. He is willing to work with students and not at them. Not only did he design and execute the sets for last year's college show but he is willing to help on this year's production. Three hips and a hooray for Cheever.

Born in Walond, Massachusetts, he received his artist's training at the Massachusetts School of Fine Arts in Boston. He studied at the school from 1901 to 1909. In 1910 he came to Los Angeles to work for the Flag Scenic studios, which were at that time the biggest in the world.

From there he began his varied painting career, painting in all fields of work. He works in oils, water color and also does sketches and pastels.

He has previously taught in Glendale at an art society and was an instructor at the Otis art institute in Los Angeles.

At the present he is one of nine southern California artists exhibiting a group of water colors at the Palos Verdes art association galleries.

Next semester he will be teaching stage design, figure drawing, modeling and landscape. His classes are not only instructive but interesting.

Station Broadcasts College Radio Course

(Continued from Page One)

division will be termed, "Toward an Enlightened Citizenship."

In connection with each address books in which collateral reading may be done will be mentioned, for it is hoped that these comparatively short presentations will serve as an introduction to the subject and will act as an impetus to further study in that field, with the end in view that interested listeners will become much more familiar with subjects heretofore not well understood.

The original idea had provided for the giving of one unit of college credit to persons who followed up the course all the way through with collateral reading and presented a complete set of notes, but due to the fact that the length of the period had to be cut from a half hour to 15 minutes this plan had to be abandoned.

Friends Surprise Miss Ruth Urton

Miss Ruth Urton was the guest of honor at a towel shower given in the home of Dorothy Soules last Thursday evening. Refreshments were served and an umbrella full of towels was presented to the guest of honor.

Those present at the reception were Ruth Urton, Doris Delker, Pearl Wilson, Margaret Whitford, Ida Perry, Dorothy Soules and Miss Elsie Pond.

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Directors Announce Orchestra Personnel

(Continued From Page One)

Spaulding Compton J. C. Harold Ravitch, and Doris Savory. L. A. J. C.; Mary Magnuson, Occidental; Lucy Schatzel, San Diego State; Gustave Patzner, U. S. C.; Calvine Inman, Ventura J. C.; and Helen O'Banion, Santa Barbara State.

The bass section is composed of Elva Kerr, Bakersfield J. C.; Don Haston Pomona J. C.; Jessie Haffell, Helen Mendenhall, and William Robbins, San Diego State; Joseph Kaufman, U. C. L. A.; Bob Halley, U. S. C.; and Lawrence Leslie, Santa Barbara State.

The three musicians playing flutes are Paul E. Beatty, La Verne; Philip N. Hood, Santa Ana J. C.; and Janice Boothe, Santa Maria J. C. The oboe players are Paul Sutherland, Compton J. C.; and Robert Williams, La Verne.

Clarinetists are played by Robert Hocking, Bakersfield J. C.; Fred Graichen, L. A. J. C.; William H. Knight, San Bernardino U. J. C. and Ruth Haaf, San Diego State.

The one bassoon player is Thelma Renz, Bakersfield J. C.

Horns are played by William D. Baker, San Diego State; Sinclair Lott, U. C. L. A.; James L. Armstrong, University of Redlands; and Bill Hinshaw, U. S. C.

The trumpeters are Edwin Shomate, Bakersfield J. C.; Allan Lambourne and Elmer Niebuhr, Santa Barbara State; and Russell B. Hathaway, University of Redlands.

Those playing the trombone are Frank J. Losey, San Diego State, and Fredrick Kilmer, Bruce Le Claire, and William Lanford Santa Barbara State.

The tympani players are Meivin Frasher, Porterville J. C.; Jean H. Taylor, San Diego State; Lorion Stillion, University of Redlands; and Robert Tinscher, and Edward Cole, Santa Barbara State.

The one tuba player is played by Fred Lambourne, Santa Barbara State.

Coeds Clamor for Knockouts in Mat Battles

After the fray is over, in the social chatter of the next day, co-ed boxing fans describe their emotional reaction to the fights.

"He was all in," exclaimed one, "and they wouldn't let the other fellow finish him. It spoils the fun when they pull a guy out before he is knocked out. That other fellow could have closed up the other eye and have knocked him cold."

"But," says another, "The most fun was to see the blood shooting out until it covered one fellow's face and ran all the way down his chest. I just love to see the blood burst out—that is, I just love it when it is a real fight."

Along comes another. "Oh, Billie, that was almost a perfect evening last night. They might have let John finish him up, though. He was all bloody and getting woozy. Another sock in the jaw and he wouldn't have waked up before morning. It was kind of mean to keep us from seeing that, but the finals are coming. We'll get another thrill then."

"Here's hoping. Won't it be fun! As one who has tried a little wrestling, boxing, baseball, football, military drill, and other sports, it makes me tremble to think that in the next war, women may be on the other side."

Graduates Remodel Old Ranch House

Mr. and Mrs. Al Bevis are spending a lot of their time remodeling an old ranch house, built in 1863 of solid redwood, and modernizing it in ranch style, according to word received from them.

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GAUCHO GAB

By BILL HOYT

Fun! Fun! Fun!!!
Big Doings this Friday. Sort of a in-between-semester blowoff with the main idea of shaking all the cramming cobwebs out and letting off some of the physical steam that we've been storing up the last week. It'll act like a spring fever "tearer downer" and energy "leter outer."

"Builder upper?"
Sure thing! As a special feature of the day, President Phelps has arranged for the Metrytone News cameramen to come up from Hollywood and take some pictures. Swell publicity stunt, eh wot?

This racing idea that they've worked out is something new on the campus. If enough lads and lasses get together their skates and bring them up on the campus Friday morning we ought to have some speed artists do their tricks around the Quad. That's nice smooth cement and ought to be as soft to land on as any other hard place.

Along with the rest of the doings is to be that annual event, a tug-o-war with some new angles. There are two plans at present from which one is to be chosen. Both have plenty good possibilities; one is to dig a mud pit, and in the tug-o-war, make it necessary to pull the losing team through the slick slimy mud; second is somewhat the same idea, only using a fire hose going full blast and making it awfully wet for the losing team. Which do you prefer Frosh? It'll most likely be you against the rest of the men students.

Not to chance the subject or anything, but I think the pay-off in our boxing tournament thus far was last Thursday night when Jack Trotter and Doug Oldershaw were having their slug-fest. Right in the

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SPORTS



PUGS TO BATTLE FRIDAY IN ARMORY

Spring Grid Practice Is Slated Soon

The nucleus of what is hoped will be one of the finest of Gaucha football machines will be formed next Monday when Coach "Spud" Harder issues the old moleskins once again, and begins the annual spring practice which will continue until February 26.

A large turnout is expected, because only seven men will be lost by graduation. Dupes, Roe, Keith and McCollough in the line, and Captain Stockel, Kelliher and Mahoney in the backfield. A huge squad of the mighty frosh of '34 are expected to more than fill the graduates' places, and at the same time furnish plenty of competition for the returning veterans.

Coach Harder will give his squad a number of new plays, built off the system that he introduced late last season, and which proved so successful. Much of the time will be spent in fundamentals, and in experimenting with players in different positions than they have played in the past.

middle of the fray "Slap-happy" Trotter pauses and asks "Roque" Hart, referee and boxing instructor, "How'm I doing 'B' work?" Of all the time and places for out-of-way things, that's it.

Those boxing finals are sure going to be a swell wind-up for a big day: finish exams, finish semester, have a party, with races, games, tug-o-wars, free food, prizes, swimming, moving pictures, and then to top it all off with real honest to goodness fights. No fakes! What more is there to be asked for in way of entertainment? See ya' there!

HOUSE OF DAVID EASILY DEFEATS GAUCHO QUINTET

Playing before a packed house of excited fans, the bearded House of David basketball team won an easy victory 37 to 29 over a much improved Gaucha varsity last Wednesday night in the Armory gym.

Displaying a much more serious brand of basketball the be-whiskered boys did not have the clowning antics of their last year's team. The traveling team could make points at will but by preference they put on one of the best exhibitions of passing and floor work that has been seen here for a long time.

The Staters showed a better brand of ball, and at times put on a passing exhibition of their own which rivaled that of the David's. The Gaucha team worked the ball down the court much better but had poor luck under the bucket, missing a large percentage of the dump shots. Jimmie Lebeck, diminutive forward, was high point man with 12 digits to his credit.

Bob Dunham and Charley Hoffer stood out at the forward positions handling the ball well and playing a good defensive game.

Coach Harry Killian's Gaucha babes barely nosed out the Los Prietos C.C.C. hoopers, 26 to 24 in a preliminary encounter.

Lead by Ian Crow, forward, who garnered 13 points to lead the scorers for the evening, the State freshmen displayed a good brand of basketball in all departments of the game.

State College Five to Meet Alhambrans

Resuming swing after a week's inactivity in the way of games, Coach Hal Davis' Gaucha quintet takes on Alhambra athletic club on Friday night and Pomona college on Saturday night. Both games will be played in the southern city.

Both Whittier and Oxy have beaten the Alhambra athletic club in practice games. This should place Santa Barbara with an opponent near their own class.

The Pomona five will also be near the Gaucha's speed of competition. They have played a large number of practice games and the team is a member of the Southern California conference.

Charlie Longacre, the lanky center, will be the man for the Staters to watch. He is their scoring ace and threatens to lead the league in points. Lewis Gleec and Charlie Shaffer, two members of the 1934 Pomona football team, take care of the guard positions. Roy Smith and Bob Crozier are forwards.

Gaucha Finalists Fight in Final Classic of Year

Twelve bouts of the fastest, most exciting exhibition of fist-cuffs ever to be shown by the Gaucha mitt artists are promised by Harold Hart, boxing coach, for this Friday night at 8 o'clock in the armory. Putting in the ring for the first time in a number of years men representing six different weight classes, the bouts are expected to pack the gym to overflowing with open-mouthed fight fans.

School champions in each weight class from bantamweight to heavyweight will be picked on this night. Each fighter in these fights has earned the right to participate by coming out on top in the preliminaries which were held during the past week in the school gym and as added attractions at the House of David basketball games.

As an extra drawing card, by popular demand, Harold Hart, boxing coach, and former Golden Gloves champion of northern California will meet Johnny Varner, runner up in the recent Southern California Golden Glove bouts in a four round exhibition.

The final go in the light heavy weight division between Howard "Cyclone" Yeager and Dan'l (the lion's den) Mullock promises to take the top honors for the evening's battles. Mullock battered his way into the finals by a knockout over that tough boy from Bakersfield, Joe Robinson, and in a very close decision over Navy Coy. Yeager slashed his way up to the championship by a technical K. O. over Virgil Hooper and by winning a close decision over "the cucumber assassin" Doug Oldershaw in a four round bout which might have ended in a knockout at any point during the affair.

Ringsiders give the "pride of Buttenwillow" Don Hart, a slight edge over the "Porterville flash" Sandy Sanderson in the heavyweight class. Hart held the championship of the Monterey C.M.T.C. camp for three years in a row.

The lightweight match between Rollie Carter and Tommy Merrill is reported to be a toss up. Carter might have a slight advantage due to his win last week over "Spider" Murray.

Backers of "Yahoo" Monson place him head and shoulders over Joe Stockstill in the middleweight class, but anything is liable to happen when these two boys tangle.

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GAUCHO NETMEN LOSE PAIR OF SLOW CONTESTS

Playing against high class competition Santa Barbara State's basketballers dropped a two day bill in the south Friday and Saturday nights, when they lost first to the Chapman college five and then to the Occidental college quintet in a league encounter.

Already beaten once this year by Chapman, the Gauchos put up a stiff resistance this time, holding them to a 28 to 27 score at the half. From thereon the Chapman players put on some added steam and came home on the long end of a 62 to 37 score. Lund, the lanky Chapman center, went "hog" wild to score a total of 22 points. Slater and Forbes helped along with 14 and 10 respectively. Ferraris and Williams were the other two regulars.

For the Gauchos in this game Charlie Hoffer, "Rip" Van Winkle and Bob Dunham contributed to the bulk of the score. They made 11, 8, and 5 respectively. Mert Miller and Shirley Keith played their usual steady guarding game, while Bob Johnson, Elmer Lee and "Skeeter" Voorhees helped in the pinches.

In the Saturday night encounter at Occidental, the Gauchos went sour in both their offensive and defensive work. Occidental tromped on them to the tune of 51-22. Hagen, forward, rang up 12 points for the high score of the game.

McDougal, Lyons and Ruffner followed him with 9, 6 and 5 apiece. In this game the Tigers were better than the Gauchos. They worked together better and were superior in passing and shooting.

For Santa Barbara Charlie Hoffer again was high with 6 points.

Track Team Lacks Good Sprinters

Coach Nick Carter will be exceedingly glad if a sprinter or two shows up around Phelps field before the track schedule begins. Coach Carter claims that his squad thus far looks weak in many events, but since not one sprinter has yet reported, the dash events have the worst prospects.

In contrast to this deplorable condition, State looks quite strong in other events, notably the shotput, javelin and hurdles. Pushing the iron ball out once again is "Tiny" McCullough, the first and only Conference winner S.B.S.C. has ever had. "Tiny" broke the school record in almost every meet last year and should set a real mark this semester. "Pat" McCullough, "Tiny's" brother, is a letterman in the shotput also.

Elmer Lee, who took second in the conference meet last year, should be a strong contender for first in the javelin throw this year. Another prospect in this event is "Bud" Ewing, transfer from Santa Maria J. C.

The hurdles should be well taken care of by Shirley Keith and Allen Garber, lettermen, plus Jack David and Bowen, transfers.

In the 440, Larry Bowlius, with a fine high school and junior college record, may develop into a college star. Bill Crow, versatile letterman, and Joe Nightengale, ex Santa Maria J. C. star, should make the Gauchos fairly strong in the 880.

A sophomore, Roland McDonald, looks like a comer in the distance runs.

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Campus Coffee Cup Capers

Stella Mae (Two gun) Smith is "that way" about Cary Grant—at least she was seen shaking hands with him Saturday night.

Freddie Hinds and Eleanor Brauns seem to be hand in hand rather frequently of late. At least they are doing alright by themselves.

It is quite a thrill to see such stalwarts as "Donk" Hart and Howard Yeager swishing butterfly nets hither and thither amongst the flowers. Spring does do wonderful things, doesn't it? Apparently they are not the only ones getting back to Nature, however.

Dolly Hall will, with much persuasion, blushing admit that she does kind of like Sandy. She adds that he is "sure a keen guy."

We note with a great deal of interest how all the students have been pouring over notes frenziedly in one last final effort to stay on top.

There is nothing like a good hot cup of coffee and a hamburger to take away the ill-effects of too much midnight oil.

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Tau Gamma Sigma Sorority Gives Traditional Musicales Sunday at Biltmore Hotel

Active and alumnae members of the Tau Gamma Sigma sorority gave their annual musicale last Sunday evening in the lounge of the Biltmore hotel.

Elbert Cochran was the assisting artist, giving a group of solos, as well as singing the solo part in the final number.

The ensemble was under the direction of Mrs. Helen M. Barnett, active patroness of the sorority. Anita Cochran was the accompanist.

The program opened with the ensemble singing "Dream Chains" by Berwald and "A Bird Flew" by Clokey. Louise Lowry sang "The

Sunshine of Your Smile" by Ray. Then the ensemble presented "Calm as the Night" by Bohm and "Tally-Ho" by Leon.

A two piano group, composed of Anita Cochran, Dorothea Kent, Thelma Fent and Barbara Seward, played of "Danse des Finacees de Cacheimer" by Lanzer. Anita Cochran and Thelma Fent, at two pianos, played "Espana" by Chabrier.

Elbert Cochran then sang the prologue from "Pagliacci" by Leon Cavallo.

A group of Russian folk songs, sung by the ensemble, a piano solo by Miss Cochran, followed by solos by Mrs. Helen Barnett and a dance by Andre Moore, followed by the ensemble singing "Italian Serenade" by Stevenson, with Elbert Cochran as soloist, completed the program.

Those in the ensemble were: Mercedes Berger, Flora Bliss, Marjorie Cadwell, Barbara Clark, Thelma Fent, Isabel Ferguson, Betty Furby, Faith Holm, Marilyn Jameson, Sue Knox, Dorothea Kent, Margaret Lloyd, Louise Lowry, Lois Jo McPheeters, Audrey Moore, Fay Munger, Betty Roome, Betty Roulston, Barbara Seward, Grace Shorkley, Margaret Webster, Marjorie Williams.

Following the program, Mr. and Mrs. Arthur Barnett were host and hostess to the sorority and guests at a buffet supper given in their home. Those present were Mrs. L. Deming Tilton, patroness, Mr. and Mrs. Henry Lloyd, Mrs. James L. Kent, Jr., Mercedes Berger, Thomas Keating, Marjorie Caldwell, Jack Shephard, Anita Cochran, Ralph Priest, Thelma Fent, Elbert Cochran, Garrett Harriman, Virgil Kirkpatrick, Lois Jo McPheeters, Bob Wray, Audrey Moore, Dick Waterman, Betty Roome, George Smith, Barbara Se-

W. A. A. OFFICERS PRESENT AWARDS AT DINNER EVENT

The Women's Athletic association held their annual formal banquet at El Cortijo last Friday evening, culminating the semester's season of sports.

Among the guests of honor were Miss Edith Churchill, who left the next day for Whittier; Mrs. Jane Miller Abraham, Miss Lois M. Ben-nink, Dr. Elizabeth Bishop, Mrs. Winifred Hodgins, Miss Gladys Van Fossen, Miss Elsie Pond and Marilyn Jameson, speaker of the evening.

Miss Jameson, W.A.A. president for the year 1930, explained the things one should and should not do when first attempting winter sports, and the opportunity for participation at Yosemite park.

Awards earned in this fall's sports were presented by president Ida Pagliotti.

Beta Sigs Elect Hoyt for President

Officers for the spring semester were elected by Beta Sigma Chi fraternity last Monday night at a meeting held at the home of Bill Morrissey on Anapaca St.

The newly elected officers are: Bill Hoyt, president; Jack Von Eifaw, vice president; Reid Prince, secretary; Barney Jameson, treasurer; Dick Brothers, social chairman; Leo Butts, intramural manager; and Howard Gammill, pledge captain.

ward, Kenneth Heiges, Marjorie Williams, Ed Cole, Betty Awl, Barbara Clark, Phyllis Cole, Louise Lowry, Isabel Ferguson, Betty Roulston, Marilyn Jameson, Margaret Webster.

Miss Churchill Again Feted at Farewell Party

All reports have it that dignity and decorum hit an all time low at the faculty dinner given for Miss Edith Churchill last Wednesday.

The fun started when Mr. William Peters began displaying his talents in magic. Mr. Harrington Wells continued the entertainment with "hot-cha" rhythm on the piano, and Miss Charlotte Ebbets vocalized in Chinese.

At this point a good time was being had by all, but when the featured attraction, "The School of the Dance" got under way, merriment gave way to hysteria.

The skit opened with Miss Helen Sweet, as the dancing teacher, about to instruct her two eager pupils, Mrs. Hal Davis and Miss Gladys Van Fossen, in the proper method of capturing Terpsichore. The portly students were resolute but in attempting to follow the sylph-like movements of their instructor, they did everything from a highland fling to

McNALLY WINS INITIAL CONTEST AT STATE DANCE

Five pounds of chocolate candy was presented to Jean McNally for submitting the correct answer to the "FBS" contest held at the student body dance at Rockwood, Friday night. Jean turned in her guess Friday afternoon. Her answer to "FBS" was "Final Bull Session."

Phyllis English and her orchestra played for the dance. Punch was served throughout the evening.

Miss Helen Sweet and Miss Gladys Van Fossen acted as sponsors for the evening.

Many interesting and amusing answers were turned in for the contest. A few of those rendered were "Fun Before Studies," "For Bashful Stags," "For Backward Sissies," "Fuller Brush Salesman," "Franklin's Birthday Spree," "Final Big Social," "Final Beer Sling," and "Fat Babies Struggle."

Bennink, Miss Florence Clark and a swan dive, taking the house by storm.

The committee in charge of the dinner consisted of Dean Lois M. Mrs. Mary E. T. Crosswell.

DZD's Honor Jean Gourley with Shower

Miss Jean Gourley was honored by the members of the alumnae association of Delta Zeta Delta with a surprise shower on Wednesday evening at the home of Miss Ella Corn-wall. Miss Esther Clevenger assisted Miss Cornwall as hostess.

The wedding of Miss Gourley to Mr. Phillip Nordli is to be on February 21. Miss Gourley attended both State college and University of California.

Definite plans were made for the annual summer fashion show which the members of Delta Zeta Delta put on under the sponsorship of the alumnae association. This year the public.

James Coultas Heads Tau Omegas

Selecting James Coultas president, Tau Omega fraternity held its election of officers for the coming semester last Monday night. The meeting was conducted at the fraternity house on Santa Barbara street.

affair will be held at El Mirasol hotel on March 16th. Jack Rose shop will show the gowns, the Mayfair shop will exhibit riding togs and Ott's Sport shop will show beach wear. Members of the sorority will model the clothes. This affair will be under the direction of Miss Betty Greenwell, Miss Florence Stuart and Miss Nancy Davens.

A benefit bridge party is planned for February to raise money for the annual Community Chest drive. Both affairs will be opened to the public.

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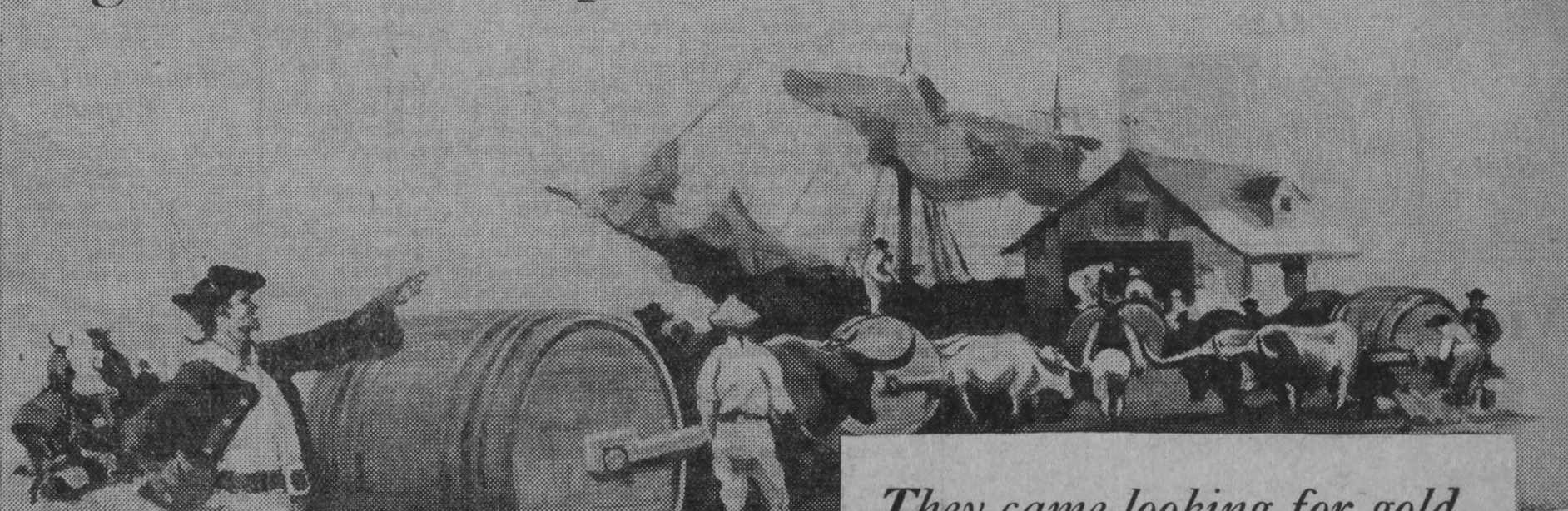
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that is BETTER than the best.
COMPARISON DETERMINES VALUE
The Great Wardrobe
Quality Since 1886

—so far as we know tobacco was
first used about 400 years ago

—throughout the years what one thing has
given so much pleasure..so much satisfaction



*They came looking for gold
... but they found tobacco*

...and tobacco has been like gold ever since!
The tobacco raised in Virginia and exchanged
for goods helped the struggling colonists to get a
foothold when they came to America.

Later on, it was tobacco that helped to clothe
and feed Washington's brave army at Valley
Forge.

Today it is tobacco that helps—more than any
other commodity raised in this country—to pay
the expense of running our Government.

In the fiscal year 1933-34 the Federal
Government collected \$425,000,000 from
the tax on tobacco. Most of this came
from cigarettes—six cents tax on every
package of twenty.

Yes, the cigarette helps a lot—and it certainly
gives men and women a lot of pleasure.

Smokers have several reasons for liking
Chesterfields. For one thing, Chesterfields
are milder. For another thing, they taste
better. They Satisfy.

Early Colonial planters
shipped hundreds of
pounds of tobacco to
England in return for
goods and supplies.

