





THE SUNFLOWER

Vol. XLIII No. 2 September 16, 1937

Published each Thursday morning during the school year by the students in the department of Journalism of the Municipal University of Wichita. Entered as second class matter, September 24, 1916, at the post-office at Wichita, Kansas, under the act of March 3, 1879.

Member of the Associated Collegiate Press, publishers of the Collegiate Digest, and a member of the College News Service. The Sunflower is one of the oldest student publications in the State of Kansas, having been founded in 1896.

Subscription by mail in the United States is \$1.50 per school year. Advertising rates are furnished upon request. Address: The Sunflower, University of Wichita, Wichita, Kansas; or phone 3-8635.

Max W. Milbourn... Editor-in-Chief
Jim M. Armour... Managing Editor
John Keller... Business Manager

Phyllis Powell... Desk Editor
Olive Sayles... Ass't Desk Editor
Mary Evelyn Gray... Society Editor
Marjorie Gray... Ass't Society Editor
Merrell Kirkpatrick... Men's Sports Editor
Gail Frank... Ass't Women's Sports Editor
Doug Nunn... Feature Editor
Kenneth Marts... Cartoonist

1937 Member 1938
ASSOCIATED COLLEGIATE PRESS
Distributor of
Collegiate Digest

REPRESENTED FOR NATIONAL ADVERTISING BY
National Advertising Service, Inc.
College Publishers Representatives
420 MADISON AVE. NEW YORK, N. Y.
CHICAGO - BOSTON - LOS ANGELES - SAN FRANCISCO

Member of the
KANSAS STATE EDITORIAL ASSOCIATION

Deferred Rushing May Be Best for University

For the first time in recent years conversation in fraternity and sorority circles is gradually centering around the debatable question of deferred, or second-semester rushing.

Wise, it seems, will be concerted action on the part of the individual fraternities and sororities and of the Panhellenic Council to delve deeply into the facts of this problem—one that directly concerns more than 25 per cent of the student body. Deferred rushing, on the surface, appears to have its unquestionable merits. It alone offers the prospective fraternity or sorority pledge an ample time to view his or her prospective organization, without the hubbaloop of first semester rush week and its maze of activities.

To be sure, there are factors not in favor of deferred rushing. As in any plan there are provisions that will not meet with favor by all. Nevertheless, such a move as is now being considered is a step in the right direction and will, in the final analysis, be beneficial to all University social organizations.

Council Knows Where to Save as Well as Spend

University Student Council officers are to be highly complimented upon the completion of a \$50 economy move with the abolition of varsity chairman, a political plum.

From now on work formerly done by the so-called dance chairman will be handled within the council. No varsity chairman should have ever been appointed in the first place. Just where the job originated, no one knows. But one can be sure, it was a little nest egg while it lasted.

It is now contemplated that no pay will be accorded a varsity manager. Heretofore, that manager was paid \$6 per varsity, a sum considered by many to be exorbitant, although there is admittedly much work and responsibility attached to the post.

The point is, however, that \$50 has been saved. Students should be interested in this because, after all, it is their money that is being used by the council and it is to their best interests that they know whether their money is being saved or squandered.

Cheering Section Must Play Hard as Our Team

The opening of the fall semester always finds Shocker with a rich store of energy which, when misdirected may be a jaugerment of destruction, and when properly spent, is a great asset to the school.

The eyes of all Kansas, and many other states as well, are upon us. It behooves each of us to conduct himself as a gentleman of mature tastes and judgment.

Our first opportunity will come during the football season. We have, this year, an unusually severe schedule. We will meet some of the strongest teams in the mid-West. And the Nation will be watching our conduct.

Much of the team's success lies in our hands. Properly supported, they will fight their best for Wichita. In victory or in defeat, it is our job to cheer them on. And regardless of how the game is going, despite our opinions of the referee's decisions, we must be good sports.

All university activities are like the game of football. Successful if entered into and supported with enthusiasm. The University has established itself in this section as an outstanding educational and cultural center.

We, the students, must accept the responsibility of conducting our affairs under such standards and traditions.

After making his analysis of the Harvard Class of 1911, John R. Tunis wrote a book, "Was College Worth While?" The chief ambitions of his old classmates are "to vote the Republican ticket, to keep out of the bread line, and to break 100 at golf."

Collegiate World

It's an ill wind that blows no good and a poor death that doesn't lengthen the life of two boys at Purdue University.

They now work their way through school as professional pallbearers for a funeral home. Fee: two dollars per carry.

To you natural-born wallflowers: Don't grieve and wince with envy as you watch a gifted pair of dancers glide by, floating as effortlessly as peanut shucks in a mud puddle. They may be in love, but on the other hand—ah, watch!

A criminology class at Syracuse University (N. Y.) has discovered that morons can dance as well. If not better, than most people of normal mentality. They are gifted with an abnormally developed sense of rhythm, the students declare.

Thought: The longest letters to home folks are usually written by the shortest college boys.

If you have any doubt that football is big business now let us quote some statements by the ticket director at Ohio State University:

A staff of 2,500 workers is required at a cost of about \$1,900 to put on a big football game at that university each Saturday. Specifically: 1,200 ushers, 300 gate men, 300 portal men, 150 special ushers, 100 policemen, 60 "trouble shooters" who take care of drunks, etc., and 10 ground keepers.

Then he adds 250 concession booth employees and 200 program sellers, 125 members of the two teams, 200 band members and the officials, managers, cheerleaders and visiting politicians to get a grand total of enough men to colonize Ethiopia.

The funniest incident we have heard of happened during the registration period at the University of Minnesota (Minnesota):

Asher Christensen, a professor, was strolling past two lines of freshmen. One line consisted of freshmen who planned to be doctors and were registering for pre-medicine courses. The other line was filled with those about to enter pre-business courses.

A small voice from the end of the "pre-medicine line" piped a call to Mr. Christensen: "Hi, mister," the freshman said, "which is the longest line?"

The professor considered. "I would say your line is about 25 feet longer," Christensen answered. "Okay," the boy said stepping out of the queue. "I'm a business man already. And he registered for pre-business."

"Things endure in human affairs when they are made not of pride and power, but of humility and the love of truth."—Walter Lippman.

the Last Add

When and if you tune in on Major Boves next Thursday night and hear him drone on about our fair metropolis, see if you have heard that line of chatter somewhere before. The writing was done for the amateur's friend by the publicity department of the Wichita Chamber of Commerce under the direction of James Terrance Lee, Jr., last year's little big shot. You remember Jimmie, he's the fella who has his pin out—except he hasn't.

Comment must be made upon the spectacular rendition of the "Big Apple" which was volunteered so readily at the all-school mixer last Friday night. The more strenuous activity of the dance caused much "tongue in cheek" action on the part of the faculty members in the balcony.

Suppose you've heard about the "birthday" celebration in Tromer. I play the ladies' Smith's honor this summer at the 400 Club—little Tromer is just 19—ain't he, Jackson? Ruth Jardine will return soon from a wet summer—she's been enjoying the water sports at Blue for the past three months. Get Frosh Ralph Duguid to tell you in detail about his mixup in classes last Tuesday. The loss of individuality is one of the saddest changes in a person from a high school senior to a college freshman.

This year it is especially noticeable that the freshman football players, unless they are organized, are not made to feel welcome. That may in some manner account for the lack of interest in school activities on the part of athletes. So don't condemn them before realizing that the blame lies with us.

Hey, fever victims who are allergic to SUNFLOWERS better read the East High Messenger for relief. Happy Ragweed Day!

Professor Allman advises the Advanced Reporting class to plan on seeing LIFE over the weekend. Have no fears, professor, they will.

The Student Council is off to a good start. It shows every sign of being a well-managed organization which is undoubtedly working in the best interests of the school. More than that, Kinsey himself, I believe, is strictly non-political in his decisions and judgments. The school should benefit as a result of this.

Prominent on recent radio broadcasts have been the pleas on the part of outstanding business men of the city to support the football team and, incidentally, the sale of season tickets. Few of us here in our complete isolation from civic affairs fully appreciate the work of the downtown folks for all of our University activities. Mr. Anson Swenson, manager of Crestview Country Club, in an address on this subject early this week commented on the advertising value of a good football team to the city as well as to the University. And such is the case. After a football team has made a name for the school, then is the time for all other campus groups to come along and grab off honors in their respective field. It would be well for all of us to remember these things and to join wholeheartedly in the support of the movement.

UNIVERSITY BULLETIN

Notices for publication in the University Bulletin should be presented at the editing desk not later than 3 p. m. on the day before publication. Thursday, September 8, 1937

POSITION IS OPEN Will all persons interested in obtaining a position in the Student Union building, please see me some time today.—Miss Gladys Sisal.

BOOKSTORE See the bookstore's lost and found department for lost articles. Articles that are found may be turned in to me at any time.—Rose Wakefield.

BLUE KEY Blue Key will hold its first meeting this semester next Monday evening. The place will be announced later.—Elder Gunter, president.

W. A. A. Meeting of the W. A. A. will be held today noon at the Commons.—Allen Calkins, president.

COLOPHON A meeting of Colophon will be held at 6:30 a. m. Friday in the Commons for breakfast.—Hampe Fairleigh, president.

VARSIITY The school's first regular varsity will be held in Henion Gymnasium tomorrow night from 8:30 to 11:30.—Charles Kinsey, Student Council president.

Shocker Shots... by Marts



Now, Let's Play Fair, Fido!

Grad Gossip

Herschel Heath, graduate of Fairmont College, recently accepted a position at Shurtleff College, Alton, Ill., to teach American and European history.

Sister Edmina Drescher, who received her masters degree in 1937, is the Dean of Studies at the Sacred Heart Junior College.

Mary Elizabeth Stippich '36, is research assistant in the Institute of Child Welfare at the University of Minnesota in Minneapolis. Miss Stippich got her masters degree at the University of Wisconsin.

Ralph Camp '38, visited the campus on freshman registration day. Mr. Camp is a buyer for Lord and Taylors in New York City. When on the campus he was prominent in school affairs as president of Student Council and a member of Alpha Gamma Gamma fraternity.

George Basham, graduated in 1936 is attending Washington University in St. Louis, Mo.

Frank Steinkirchner '36, is a law student at Washburn; he has two more years to complete the course.

George Leber, former editor of the Sunflower, left Wichita last Monday evening for Washington, D. C. Mr. Leber was graduated from the University last spring.

New Faculty Directory to Be Published First of Next Week Plans for the new faculty directory are now underway, according to Mildred Williams, under whose direction it will be published. With the cooperation of all faculty members the directory will be out the first of next week.

DANCE
Treat Yourself to the Best
1 More Week
LLOYD SNYDER
And His
ORCHESTRA
WHI DIXIE LEE SOUTHERN
40c Per Person in Couples
FLOOR SHOW
Don and Beverly
Direct from Dallas Centennial
Norma De Forest
Dancing Violinist
400 CLUB
1000 W. Maple 4-1611

THE SOUTHWEST'S MOST BEAUTIFUL AND MODERN THEATRE
Playing Only the Big Pictures
Prices 10c & 25c
New Through Saturday
"PRINCE AND THE PAUPER"
Errol Flynn—Claude Rains
The King of Kings
"WHEN LOVE IS YOUNG"
Virginia Bruce—Kent Taylor
"SHALL WE DANCE"
Astaire and Rogers
"WOMAN I LOVE"
Paul Huni and Marian Hopkins

THIS WEEK'S MOVIES
MILLER... Now thru Tuesday—Deanna Durbin in "100 MEN AND A GIRL" with Adolphe Menjou, Mische Auer, Leopold Stokowski, Alice Brady, Eugene Pallette, Also Donald Duck in "DON DONALD."
PALACE... Starts Friday Cary Grant, Connie Bennett and Roland Young in "TOP-FER", the story of two gay ghosts who become the "life" of the party as they teach a hen-pecked hubby to peck back.
ORPHEUM... Starts Sunday Stuart Erwin, Jean Muir in "DANCE CHARLIE DANCE." Also Bobby Breen in "MAKE A WISH."
UPTOWN... Starts Sunday Tyrone Power, Loretta Young and Adolphe Menjou in "CAFE METROPOLE." Also Olivia De Havilland and Ian Hunter in "CALL-IT A DAY."

paraphernalia, a task which most of us would consider well nigh impossible, is accomplished in two and a quarter hours. Bringing down the mammoth canvas auditorium, which seats 15,000 people, takes even less time.

Making arrangements for an engagement is left to the business department, which has men working ahead of the circus throughout the season. Initial arrangements such as press publicity, paying of city fees, and the like, are handled by an advance man, who precedes the show by two weeks or more. He is followed by a "24-hour man," who, as his title suggests, works a day ahead of the circus, giving out press passes, contracting for feed, and making arrangements for such concession supplies as ice cream, soda pop, and candy.

Salaries vary according to an employee's importance to the show or the labor he performs. For instance, Mile. Rasputin, reputed as being the daughter of Russia's famous "Mad Monk," receives \$500 a week for two appearances of five minutes duration each day. Her importance to the show lies solely in her name. In contrast to Mile. Rasputin's salary is that of the average usher, who makes but \$20 weekly a day. Salaries sometimes depend, too, upon the disposition of the owner of each act. Nearly all the acts are individually owned, leaving payment of salaries up to the owners, who receive a contracted amount for the use of their acts.

Stars Billed Accurately Circus patrons have a tendency to scoff at the names of circus performers, contending that the performers have adopted foreign-sounding names to add prestige to their acts. These patrons are in error, for a vast majority of circus performers are really foreigners who are using their real names.

Watch For All-School ROLLER SKATING PARTY (See Next Week's Sunflower Ad) ALASKAN ICE PALACE (Roller Rink)
Everyone Invited! First All-School VARSITY Gymnasium—Friday, 8:30 Butch and Bob's Orchestra Couples 50c Stags 75c

THE Mixer Endeavor (Our Pledge to the Students of the University)

- 1. TO ESTABLISH a new kind of eating place, based upon a system of business free from old methods and lack of methods, and upon principles by which it must steadily grow better.
2. TO PERSONALIZE our business as much as possible.
3. TO SO MANAGE our business that both the customers and those employed will enjoy the atmosphere which surrounds them.
4. TO SERVE dependable food and to make all necessary adjustments willingly.
5. TO MAINTAIN a highly efficient and congenial group of employees made possible by a fair wage and honest consideration of all difficulties.
6. TO BUILD up a system with reciprocity between buyer and seller as the fundamental principle.

Eddie and the "Mixer Gang"
OPEN BEFORE, DURING AND AFTER THE VARSITY FRIDAY NIGHT.

A \$4,000,000 SUNFLOWER
EACH WEEK The Sunflower reaches 3,600 readers. These readers have a potential market in excess of \$4,000,000.00.
HUNDREDS of progressive local and national advertisers realize this and advertise in The Sunflower.
THEIR SUPPORT enables The Sunflower to remain self-supporting and to maintain the high standards and reader interest, which in past have earned for The Sunflower recognition in four years one pace-maker award and 3 all-American awards.
STUDENTS support these advertisers.



Several Prominent University Alumni Announce Fall Weddings

Marriages of Many Former Shocker Students to Be Solemnized During Fall Season

PROMINENT among the fall activities and of interest to University students are the numerous announcements and marriages of many University alumni and graduates.

Mr. and Mrs. John Buford Bryant announce the engagement and impending marriage of their daughter, Alice Ruth, to Byron Warren...

Miss Bryant was graduated from the University in 1937 where she was a member of Sorosis sorority. She was prominent in journalism and other activities and is now engaged in newspaper work at The Wichita Eagle.

Mr. Beebe was graduated from the University in 1935. He was a member of Phi Alpha Pi fraternity, and was president of it during his senior year. He was also affiliated with Scabbard and Blade and was chosen one of the men's Honor Five. He is now associated with the Shell Petroleum Company in St. Louis, Mo. where the young couple will make their home.

Harrell-Hartong Are Wed Here Saturday Distinguished by its charming simplicity, the wedding of Eloise Harrell, daughter of Mr. and Mrs. W. J. Harrell, and William A. Hartong, son of Mr. and Mrs. W. A. Hartong of Girard, was solemnized last Saturday at 4 p. m. in the chapel of the First Presbyterian Church. Rev. Leslie F. Sweetland officiated.

Mildred Milford, the only attendant, acted as maid of honor. John Harrell, brother of the bride, served the bridegroom as best man. Mr. Hartong is a graduate of the University where he was a member of the Honor Five and president of Phi Alpha Pi.

Former Wichita Girl Married in France Mr. and Mrs. J. J. Hollingsworth announce the marriage of their daughter, Indus May, to Henry Paul Astric, son of Judge and Mrs. Jean Astric of Nice, France, which was solemnized Wednesday morning, Sept. 6, at La Chapelle du Mont-Sainte-Climex in Nice.

Immediately following the reception, at which the groom's parents presided, the couple departed for a wedding trip to Italy, Switzerland, London, and the Paris Exposition. The bride was graduated from the University of Wichita where she was a member of Sorosis sorority. The bridegroom is the artistic director of the Monte Carlo Sporting Club and the Palau de la Mediterranee in Nice, France.

Watermelon Feed Is Event of Last Night; Honor Frosh Pledges of various campus fraternities were responsible in a large part for the success of the watermelon feed held for first-year University men last night on the campus. A definite number of men attending was not announced.

PHOTOS These snappy life-like miniatures that are gaining such popularity with your classmates at 37 for exchanges and class books. Made in Different Poses One in Colors FREE with Every 8 A-SMILE-A-MINUTE STUDIO 132 North Market

Dance Program

Upon the request of University students through Edmond Jacoby, Jack Todd, program director of radio station KANS, will inaugurate today at 12:30 a "Campus Capers" dance program to provide special transcribed music of the best bands in the country for student dancing in the Commons. Dancing will continue until 1 p. m.

Phi Upsilon Sigma fraternity, He is now associated with the Sheffer-Cunningham Adjustors. The couple will reside in Wichita.

One of the loveliest of early fall weddings was that of Ruth Cain, daughter of Mr. and Mrs. William B. Cain, to J. Drue Missidine, son of Mr. and Mrs. J. H. Missidine, solemnized Saturday evening, Sept. 11, at 8 p. m. in the St. Paul's Methodist Episcopal Church. Rev. Eleazar Dave read the nuptial vows before a large group of wedding guests.

Sorosis sorority will entertain the following girls at dinner in the Broadway Hotel, Helen Churchward is in charge of the arrangements.

EPHILON KAPPA RHO will hold their dinner at the Shirkmore Hotel. The decorations will be centered around a mirror theme. Laurice Chandler is in charge of the preparations. The following will be guests:

Watermelon Feed Is Event of Last Night; Honor Frosh Pledges of various campus fraternities were responsible in a large part for the success of the watermelon feed held for first-year University men last night on the campus. A definite number of men attending was not announced.

Formal Dinners Tonight Close Rush Week for W. U. Sororities

Teas Are Event of Wednesday Afternoon; Climax of University Rush Season Near.

COMING as a climax to women's rush week are the formal sorority teas and dinners. The five sororities entertained at tea yesterday from 2 until 5 p. m., and the closing rush festivities are the dinners to be held this evening.

ALPHA TAU SIGMA, with Albeeth Carney in charge, will entertain the following girls in the Empire Room of the Hotel Allis: Jaga West, Delores Malone, Julia Klein, Virginia Pille, Peggy Tugott, Louise Sherriss, Margaret Astle, Pat O'Connor, Rachel Leatherock.

HOTEL LASSEN will be the scene of the Pi Kap dinner, of which Helen Goodin is in charge. The following girls will attend: Frances Anderson, Ernestine Kingstein, Maxine Banks, Betty Jane Roberts, Josephine Corbett, Wyrill Stoll, Martha Daniels, Judy Waldron, Martha Durbin, Georanna Whitney, Mary Blochman, Joan Strickland, Kathleen Keating.

WITH "Bon Voyage" as the theme of their dinner, Delta Omega will entertain the following girls at the Hotel Allis. Alice Lyon is in charge of arrangements.

EPHILON KAPPA RHO will hold their dinner at the Shirkmore Hotel. The decorations will be centered around a mirror theme. Laurice Chandler is in charge of the preparations. The following will be guests:

Watermelon Feed Is Event of Last Night; Honor Frosh Pledges of various campus fraternities were responsible in a large part for the success of the watermelon feed held for first-year University men last night on the campus. A definite number of men attending was not announced.

Calendar

Thursday, Sept. 16—Sororities' Formal Dinners.

Friday, Sept. 17—Day of Silence.

Friday, Sept. 17—Varsity.

Saturday, Sept. 25—Oklahoma A & M (night).

Friday, Oct. 1—Alva Teachers (night).

Saturday, Oct. 9—University of Kansas.

Colophon to Have Morning Meeting

Colophon, men's honorary journalism fraternity, will hold its first meeting of the school year Friday at 7:30 a. m. in the Commons, according to Hampe Fairleigh, president.

Freshman Women Given Tea Sunday

More than 200 University women were entertained at the Y.W.C.A. tea honoring freshmen women Sunday, Sept. 12, in the University auditorium and Y.W.C.A. room.

Opening All-School Mixer Successful

First of the all-school mixers, held last Friday night in the Henrion Gymnasium, was one of the most successful of its kind ever held at the beginning of the year.

Roundabout

And it's almost over—the Greeks call it rush week—but we have a word for it. . . . And Jack Armour suggests the matriculation fees should be paid to the Sorosis. . . .

University Fraternities Pledge New Members Saturday Night

Groups Announce Signing of 74 Men—Alpha Gam Gets 24; Webster, 20; Phi Sig, 18; Pi Alpha 12

MARKING the end of men's rush week, the campus fraternities, Alpha Gamma Gamma, Men of Webster, Phi Upsilon Sigma, and Pi Alpha Pi, announce the pledging of 74 new members Saturday evening at 6 o'clock.

PLEDGES of the respective fraternities include 24 for Alpha Gamma Gamma, 20 for Men of Webster, 18 for Phi Upsilon Sigma, and 12 for Pi Alpha Pi.

THE PRESIDENT of Pi Alpha Pi, Elder Gunter, announces the pledging of the following men: Bob Campbell, Carl Auchterlone, Bill Gentry, Bob Litter, Leif Templeton, Keith Chastean.

Whether it's sent collect or prepaid, your laundry always arrives quickly, safely, by Railway Express—the favorite laundry route of generations of college men and women. No added charge for pick-up and delivery—just phone nearest Railway Express office.

RAILWAY EXPRESS NATION-WIDE RAIL-AIR SERVICE

COLLEGE RHYTHM

Helen Fuller

Vogue Says Suede accessories run rampant—rustic tweeds are fashion firsts. . . . try the new slate blue shade. . . . college men go on record as hating the gaudy prints that remind them of camouflage.

Even the Board of Regents will cheer your decision to major in smartness. . . . let the HILLCREST BEAUTY SHOP take care of your oh-so-important personal appearance.

Slated for social success—the appealing fur felts and velours as well as the casual little sport hats that every girl loves. . . . fitted to streamlined purses, too.

Late again, eh? You're old enough to know that college decrees an accurate watch. Don't try to fix it yourself or it'll never be any good. Take it to RAY W. GUMM at 129 N. Broadway. Might try some of his lovely jewelry bargains, too. . . . bracelets, necklaces, compacts, and rings.

Parker Speedline Vacumatic advertisement. Includes image of the pen and text: "Because It's Got What It Takes It's the College Choice over any two others combined. A Wholly New and Superlative Model of the Revolutionary Sacless Pen—Parker's Speedline Vacumatic!"

Swank Dormitory Fashions advertisement. Includes image of a woman in a dress and text: "IN MISS Swank DOMINIORY FASHIONS Paris started it; London claimed it as its very own. Hollywood copied it about it. This new mode for matriculating? And MISS SWANK, ever alert to fashion's whims, interprets it in Dormitory Pajamas!"

Goldsmith's School Supplies advertisement. Includes image of a woman and text: "Every need of the student has been anticipated and is offered at Goldsmith's. The Southwestern's largest dealers in school supplies."



