

THE SUNFLOWER
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From an Old Italian: Advice to New Students

"Fortune, being a woman, is always a lover of young men, for they are less cautious, more violent, and with more audacity command her."

IN THIS observation from the Italian philosopher, there is a suggestion of real merit for the new class of freshmen which begins work here this week. For they are young, and their mark in the world, their fortune, still lies before them. To an astounding extent, they can make it what they will.

A good start is essential. It is almost impossible to round out a brilliant or successful college career if the first year is marred with indifference, absence, and failure.

Habits are important. It is wise to establish a regular time and place for studying, to take notes systematically, to meet assignments on time and in good order. Students who prepare properly do not fail.

A good attitude is essential. Be friendly and helpful to those around you, be polite and well-mannered without being a bore, be respectful and pleasant. The professors are here to help you, to guide and direct you, not to make you miserable and unhappy. Discipline yourself so that your faculties and capacities are yours to command, free from whim and caprice.

There is no substitute for interest. Get interested in something, in as many things as you can, and you will find them easy and fascinating. Given a brilliant student who is indifferent and disinterested, and one who has average ability coupled with keen interest, and the latter wins the race, every time.

Present conditions are not ideal. They never were. Perhaps they never will be. It behooves you, then, not to wait for the millennium, but rather to make the most of the time you have. After all, that's all there is for you; so don't make that time worse by wasting it, or by letting it waste you.

Consider the Englishman and the Taxes He Must Pay

Americans who are fond of complaining about the growing burden of taxation in this country may find some consolation in the British tax figures as disclosed by Geoffrey Crowther, editor of the London Economist, in a recent Chicago address.

To meet her war-time burden of \$16,825,000,000 Great Britain has been driven to tax limits undreamed of three years ago, by either the government or the people.

The standard rate income tax of 50 per cent and the surtax on higher incomes leaves fewer than a hundred persons in England with an annual income of \$16,000 to \$20,000, the British editor said.

1. Purchase taxes (equivalent to U. S. sales taxes) are 12 per cent on what the government calls necessary commodities, and 24 per cent on all other merchandise.

2. The license fee for a medium-priced motor car is \$150 a year.

3. The tax on gasoline is 25 cents a gallon.

4. The excess profits tax, which applies to company profits, is 100 per cent.

But despite such heavy taxes the British people are saving \$1,500,000,000 a month and contributing generously to special war drives, Mr. Crowther said.

"Few people complain," he said, "they know it takes money to win the war, and they are determined to see it through to victory."

Installation buying has ceased in England, he said, not by government order but because there is nothing to buy. Stocks of automobiles, radios, and refrigerators diminished long ago, and will not be manufactured again until after the war.

"In fact," Mr. Crowther said, "Great Britain has almost reached the point where every essential commodity is rationed, and every non-essential commodity is unobtainable."

How much did you say your tax would be this year?

Few people in the world realized that the British navy was so large until the reported sinkings were tallied up. The total was impressive.

Typed on a Wednesday

By Fred Hignason

THIS column will serve upperclassmen as a reminder of past hebdomadal treatises and give incoming freshmen a whiff of things to come. To begin with, a few words for freshman ears alone. All others please skip down six paragraphs.

Dear Freshmen: Before you sit down to write that theme for English 111 concerning what you did during the summer months, you should be introduced to some of the customs, habits, and traditions of this University.

It could be said that you will soon decide what campus organizations you wish to join and that you will quickly form the habit of going to the commons instead of the library during that free hour, but all that is information you could gather for yourself.

You are, in a way, a privileged class, for you will get a gulp of the school's political exuberances very early in your college career: the Student Council election. This redolent exhibition of skillful debate preliminary to the selection of the "best man" will founder all your romantic illusions.

SELDOM is the election relieved even by good political showmanship, as was the case last year. The reason you are honored in this manner is that in last year's election the ballot boxes were, ironically enough, stuffed to the top.

You will see the first of the campus queens crowned next Friday night; there will be about a dozen more by the time school is out next May. The campus motto is: "Every girl a queen and every man a Gamma."

The mumbling, half-demented creature you see wandering about Clough Place is an over-zealous member of the girl's Pan-Hellenic Council, Miss Moral Issue, 1941. (Ed. note: Allegorical.)

Now that the upperclassmen are back with us, we can presage a bit. Mr. William Floto promises Mr. William Saroyan's "The Time of Your Life," as beautiful and poignant a play as has come from the pen of this prolific American. It is to be wished only that Miss Julie Hayden and Mr. Eddie Dowling of the New York cast appear here. It is too much to hope that the play will be presented in the University Auditorium, the only local house approaching the necessary intimacy the play should have.

THE SAME impressario is advertising Katherine Kornell's production of the Shavian "The Doctor's Dilemma," "Life with Father," and the Ballet-Russe de Monte Carlo.

Lately added to Mr. Floto's impressive list are Lunt and Fontanne and Maurice Evans' "Macbeth." (This column confesses to a childhood aspiration to play one of the witches, saying: "Double, double, toll and trouble.")

The Civic Music Series is to open its season with John Charles Thomas, to be followed by Jose Echaniz, the Cuban pianist, and the Minneapolis Symphony, under the controversial, cue-ball-pated, El Greco-ish conductor, Dimitri Mitropoulos.

Another musical attraction of interest merely to this campus is the all-student orchestra which has been practicing intently for the past two weeks. The orchestra will feature Bob Hamilton, the splendid pianist and entertainer, F. D. Broadwater, and ten others too numerous to mention. The Messrs. Bill Mandel and Mahlon Hawkins, who are in charge of the band, think it's great.

A WORD to book-lovers: The library shelves now encompass, among divers other items, that interesting book by Arthur Koestler, "Darkness at Noon." It is about Russian dungeons and purges and contains the word "exacerbation." "Hebdomadal" is from Woolcott.

If you would care to drop over to the bookstore when the current rush is over, you might find some of the Modern Library books scheduled for fall release: "The Grapes of Wrath," "Pascals," "Pensées," Plato's "Republic," "The Flowering of New England," and others.

All of which is rather impertinent to the fact that, as is the custom with upperclassmen these days, this column is now going commonsward to join the other fellows in leering at the pretty new freshmen.

University Bulletin

Y. M. C. A. Calls Meeting
The first meeting of the Y.M.C.A. for the present school year will be held Monday evening at 7:30 in the University Commons. All men on the campus are urged to attend. This is the "kick-off" meeting for the membership drive.—Edgar Crum, president.

Independents to Meet
All independent students on the campus are urged to attend the first general I.S.A. meeting to be held at 7:30 in the University Commons Lounge, Tuesday, September 16. All independent freshmen be sure to be there.—Clement Zandler, president.

I. S. A. Girls Meet
All independent girls on the campus are urged to attend the Girls I.S.A. meeting Thursday afternoon, September 11, at 4 o'clock in the Brig. An election will be held to fill the vacant positions. All freshmen are especially invited.—Rosalee Greenberg, coed executive.

Collegiate World

By Associated Collegiate Press

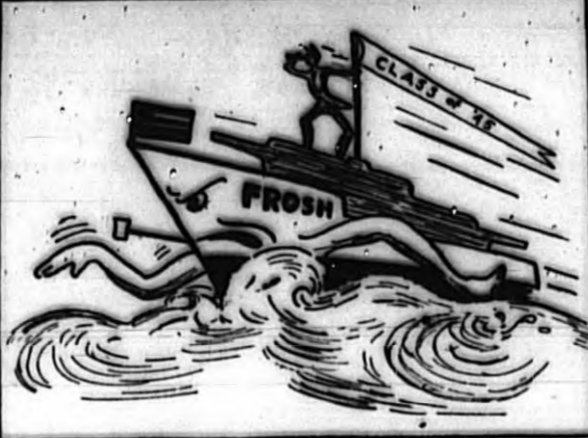
ONE OF THE nation's foremost Jesuit institutions, Fordham University, is in its 100th year and has graduated more than 20,000 students.

Water color paintings by two Iowa State College women were recently accepted by the Joslyn Memorial in Omaha, Nebraska.

University of Minnesota students and faculty members are planning their first joint hobby show. Cadets at The Citadel, South Carolina military college, daily consume 1,730 quarts of milk.

Sixty per cent of the 11,000 University of Texas students earn all or part of their way through school. University of Cincinnati has students from every continent but Africa.

Shocker Shots



"Ship ahoy, here we go on a four-year cruise."

Grad Totters to Campus, Finds It 'All There Still'

By JOSEPHINE RICE

AH, FOND memories of yester year! Taking our cane in hand and donning our old Paisley shawl and grey transformation (the costume that every well dressed old grad will wear) which we excavated from the lavender satchet, we tottered out to the University this week to see if things were still holding together since we left we didn't see how the school could possibly go on when we pulled up our stakes last June.

Our first stop was the Commons. Melodious (more odious than melow) music still poured forth from the Seeburg Symphonola.

Charlie was still in good form, although after several hours meditation on what we would order, he finally used the pullman porter's policy on us (you know—the brush-off) several dissipated young men were lying under the tables as usual. Doc Wall and his coterie (boy, what a college education won't do for you) of intellectuals were discussing the international situation.

The Commons' notius (that exclusive organization of which I am a charter member) were getting their glees in the dirtiest, smokiest corner of the room.

A battalion of glib young things surged in and out of the fountain room constantly (don't tell me those new pretties don't look like last year's crop—and don't tell me I ain't green with envy!).

and not bad either—which scotched all these ugly rumors we'd heard about Wool College turning into a women's seminary.

"Well, everything's still here—so go to it, youngsters (said with a benign look on my face while tugging my old grey beard). Don't ask me what the rest of the cam-

Alumni Open Membership Drive

ELABORATE fall plans for University of Wichita alumni, under the supervision of President Ashford Manka, were well underway this week with the first major undertaking, which is the fall membership drive headed by Gifford M. Booth, Jr. and Emil Holzgeron.

Booth and Holzgeron are co-chairmen of the membership committee which already has produced results in its efforts to get 1,000 paid-up members of the alumni association before Homecoming Day, November 1.

The committee will be active all year. Extended alumni activities will require the support of all university alumni if they are to be successful this year. Booth and Holzgeron declared.

Already many cards have been mailed to alumni in Wichita and numerous telephone calls have been made in an effort to get as many alumni as possible before the end of the month.

While alumni dues are \$1, much lower than in most schools, officials of the alumni association stressed that because of the low price of dues the united support of the entire organization was needed if the current program is to "go over."

Optimism, however, was expressed with the results so far. During the past few days numerous collections have been made in the university alumni office.

"The support we have received so far is swell," Holzgeron said, "but it is far short of our goal. We need—and must have—your

alumni dues as soon as possible." President Manka also urged the support of all alumni in the drive for dues.

Homecoming Day Set

Alumni of the University of Wichita already are looking forward to a gala Homecoming celebration this year, letters received at the grad office here indicate.

Homecoming has been set this year for November 1, the day of the University of Tulsa football game which is expected to be one of the best home games on the 1941 schedule.

The University of Tulsa squad, which took first in the Missouri Valley last year, is again expected to repeat its championship. University of Wichita students also are taking an interest early in the Homecoming celebration. Alumni officers are expected to appoint a Homecoming committee within the week. Blue Key officers have appointed Max McConachie to be their Homecoming repre-

Costello in Texas

Costello, '41, is now Lt. James R. Costello, Anti-tank Co., 9th Infantry, Fort Sam Houston. A former R. O. T. C. cadet, Lt. Costello is now on maneuvers in Louisiana. While attending the University, Lt. Costello was president of the Independent Student Association and Newman Club, a member of Blue Key and Scabbard and Blade.

Grad to Philippines

Claude E. Hetrick, '41, sailed Saturday aboard the President Coolidge for two years' service at the U. S. Army post in the Philippines. Lieutenant Hetrick was a member of Alpha Gamma Gamma fraternity and Scabbard and Blade.

Rutledge Likes Job

Vendina Rutledge is working in Courtland, Kans., and writes that she likes her job.

EVERYTHING FOR SCHOOL—PENCILS, PENS, BOOKS, W. U. STICKERS, CANDY. "In the Center of Campus Life" UNIVERSITY BOOKSTORE AT THE ROTUNDA

School Supplies and Equipment. Everything You Need in the Quality Required for Good Scholarship. Just a step from Douglas Goldsmith's 116-118 So. Topeka Ave.

Wall Toes by You'Dot. PLENTY OF TOE WIGGLE ROOM IN THESE SHORT 'N SWEET. \$4.95 AAAA to B 4 to 9. You've never dreamed your foot could look so small and part until you've tried a wall toe... in antique calf, or suede, or alligator lizard imprinted calf and suede... all with young touches... bows, stitching... you'll find you'll live in them this fall. Street Floor Shoe Salon. Allen W. Hinkel Co. THE BOSTON STORE

Try these on your classmates. ARROW SHIRTS—wondrous whites and elegant fancies. Sanforized-shrunk (fabric shrinkage less than 1%) \$2. up. ARROW TIES—designed to harmonize with the shirts. Wrinkle resistant. \$1 and \$1.50. ARROW HANDKERCHIEFS—planned to suit your suits and your shirts and ties. 25c. We're Arrow headquarters. MEN'S SHOP.

'Hey look... A new Arrow! Everybody goes for Arrow shirts—for Arrows go well with everyone. New fall Arrow shirts come in snappy patterns and every model desired—button-down, low-slope, wide-spread points; stripes, solids, or whites. Mitoga tailored to fit, and Sanforized-shrunk (fabric shrinkage less than 1%). \$2 and \$2.50. Pick up some new harmonizing Arrow ties, too! \$1 and \$1.50. ARROW SHIRTS

Independents to Meet. All independent students on the campus are urged to attend the first general I.S.A. meeting to be held at 7:30 in the University Commons Lounge, Tuesday, September 16. All independent freshmen be sure to be there.—Clement Zandler, president.

Comes The Revolution! Before After. JOIN THE W.F.E. V for "Victory!" WFE for "Woo for Everybody!" Do you get your share? Arise! Throw off the yoke! All not sharing in campus woo are eligible. Join now and be a charter member! This Ad Paid for by Enthusiastic Supporters

WHAT ARE YOU DOING WITH YOUR LAUNDRY THIS YEAR?... DARTMOUTH 1944. A better method is to send it home regularly by RAILWAY EXPRESS—and have it returned the same way. Our service is fast, sure—and convenient. Economical rates include pick-up and delivery at no extra charge within our regular vehicle limits in all cities and principal towns. Your choice of prepaid or collect charges. Just as convenient too, for 'most any shipment: Baggage, gifts, cake or a pet elephant. RAILWAY EXPRESS AGENCY INC. NATION-WIDE RAILAIR SERVICE

Welcome Back! The Best "September Refresher Course" 10c Vanilla Ice Cream... Topped With Chocolate Sauce and Spanish Roasted Peanuts 10c Commons Fountain

Grid Squad Drills for First Tilt

Speedy Backs Promise Fast Game; Shortage of Players Seen

Football became the sports word of the week this week as Shocker gridmen and coaches continued strenuous drills on the practice field with a victory over the Southwestern University eleven their immediate goal.

Opening the season against one of this school's older rivals, Coach Al Gebert, head football coach at the University, appeared optimistic about the team's condition. He declined to say anything, however, about the team's chances of making the first game a winning one so far in advance of the opening tilt.

There is, however, one novelty about the Shocker team this year. That novelty being their lack of reserve strength in the center part of the line, from tackle to tackle positions, while their ends and backfield appear much stronger than in other recent years. This is in fact an exact reverse from what they have had in their past few seasons when their chief strength was massed about the center of the line with their weaknesses coming in the ends and the backfield performers.

Because of this strange shift in the team's strength, a number of the closer followers of the team in their early training see in it a possible change in the Shocker style of play. Their reason, they say, is that with such speedsters as Hayes, Gibson, Hollar and Stark as backs, Gebert may elect to send his ball carriers the long way around rather than into the center of the line.

While the backs and the ends continued their work of passing and around end sweeps this week, the struggle as to who would replace Mel Vice's vacated post at center continued. Candidates trying for this position in date are Jancef, Slattery, and Markel with Slattery holding a possible slight edge in the past week's workouts.

With the opening game still two weeks away, no one besides Gebert would venture to guess at who would be among those in the starting line-up for the Southwestern game.

Freshmen Look Good

Several fine looking prospects for next year's Varsity football team are holding practice sessions with the Fresh squad on the football practice field this year.

Under the watchful guidance of Freshman Coach Jack Sterrett, the boys already have shown some promise while aiding the Varsity in their daily practice.

Numbering among those who moved up to the larger squad this year from last year's Fresh are Don Hollar, Steve Stark, "Rip" Depascal and Ray Volpe.

Plan Opening of Intramural Sports Season

Council Meeting Votes for Several Changes in New Semester

Peering out from behind a flood of work piled-up on his desk during his first week at the University, Dr. Lawrence Morehouse, new intramural director, announced Tuesday that the intramural sports program would enter its fall season on September 22 with the opening of fall tennis and soccer.

With the entries for the first two meets closing on Friday, September 19, Dr. Morehouse expressed the hope that as many boys as possible would enter into the program with the first of the intramural sports. Participation in intramurals is open to all freshmen as well as the upperclassmen.

On Monday the new intramural director met with the managers of the various organizations, at the various organizations, at the end of which meeting the group had unanimously decided in favor of several changes. Their first change was that of awarding a cup not only to the winning organization, but also providing an award to the various organizations, at the most entries participate. Another change provided for the shifting of badminton from the winter season into the fall sports in order not to overcrowd the winter program.

Their other provision was the placing of contract bridge outside the organization's intramural point standings race.

Dr. Morehouse has long been a firm believer in the idea of offering to all an opportunity to participate in sports.

"Taking part in intramurals," he said, "offers to the individual, and especially in these times, an opportunity to get his mind off his own personal problems for awhile and to gain some degree of mental relaxation."

Another reason, which has stood the test of years, for taking an active part in the program is that it offers to new and old students alike an opportunity to gain new friends and acquaintances.

The New York Herald-Tribune observed its centennial on April 13, 1941. The old New York Tribune was established by Horace Greeley on April 10, 1841. The city at that time had 300,000 inhabitants.



In a SHOCKER SPORTS CORNER With BILL HODGE

SOUNDS OF MARCHING FEET caught the ear of many a Shocker sports star during the summer months. Numbering among those who traded (by request) the sounds of running showers and the slamming of locker doors for the tramp, tramp, tramp of marching feet were big blond-headed Henschel Giles of Shocker gridiron fame and wiry little Bob Kirkpatrick, shining intramural sports star. Last heard of this pair was bound off for "Sunny" California. Their change? From "keeping company" to "in a company."

His honorable discharge from the nation's armed forces came as a surprise to most Wichita sports followers and especially to your scribe. Henschel Giles is "keeping company" again after only two months in the nation's armed forces. His discharge came as a result of an ailing foot. After three gruelling years on the Shocker gridiron Henschel, who is no longer eligible to play, showed up at the Monday afternoon practice session as a spectator.

The true story of Bill McAfee's (former gridder) entrance into the Naval Air Corps does not read so easily as it sounds. For with "Mac" there was the matter of taking off a number of surplus pounds in order to get down to the proper weight. Two weeks before he was to take his entrance physical examination, confronted with the orthodox manners of taking off weight such as running, dieting, and other strenuous exercises, Bill went about the task of dropping his weight from 210 pounds to a mere 175 in both houses at a buck a throw.

Still over our heads is "Long John" Koekler, grid star at this University last year, who also went to the Naval Air Corps on July 6. While acting as a member of the Shocker grid crew probably no other member of the team had so much to fall as did Koekler when he was bumped. So now it seems merely a case of putting wheels behind him and wings at his sides to

Lovely legs peering out from beneath almost nothing in seeking the tanning rays of the sun also shared the sunlight at the two big tennis tournaments held at the Riverside Public Tennis Courts during the summer. For these tournaments (almost) unlimited opportunity to move out publicly for their sun bath and to enjoy a "social" at the same time. In fact on a number of Sunday afternoons the tournaments bid seriously for their

make his descents to the ground more gradual.

Summer souvenirs are pleasant ones for Tommy Mitchell and Bill Kessler this week as for if they return to the campus after another successful season on the courts.

For during the past summer months they earned the call of "winners and still champions" at men's tennis in the Wichita area. Not only did the Mitchell-Kessler duo win the city's doubles championship but the smooth stroking Tommy went on to retain for another year the singles title which he first won a year ago. Late reports reaching us, however, reveal that Tommy may not return to this University this year although Kessler is expected to be back. All of which may mean, and it still can, that this fall's souvenirs may become next spring's cheers if this pair take their places for the first time on the Varsity team alongside such oldsters as Calhoun, Voth and Gensch.

Short story teller Bill McAfee writes from the U. S. Naval Air Station at Jacksonville, Fla. "Great base, great flying, fine town, nice girls. Plenty short."

Recognition to be accounted on the society page. . . . Deah, deah.

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Greatest Season Ticket Sale Is In Progress

Football Schedule for This Season Is Best in School's History

The University's largest season football ticket sale for six home games this fall is reported now to be in full swing with sales going rapidly with every indication that this year's figure will top last year's record of 1,500 season duets.

The ticket sale, which started Tuesday, September 9, will continue until Thursday, September 19. For 10 days nearly 100 salesmen representing two teams will solicit Wichitans in an effort to interest them in what is generally considered the best home football schedule the Shockers have ever had.

Downtown football headquarters is 123 East First in the Lassen Hotel. Purchases can either be made there or from any member of the ticket-selling teams.

Optimism was the keynote of recognition to be accounted on the society page. . . . Deah, deah.

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Ex-Shocker Is Drafted

Bob Huffman, tennis star at this University two years ago, was taken off to the Army this past summer.

During the early part of the summer Huffman had plans of re-entering the University this fall. His draft number came up too soon, however, and his plans for returning were forced to be dropped.

Following his being inducted into the Army, the former Shocker enlisted in the U. S. Army Air Corps. At his base in Missouri he is preparing himself for radio duty in the air service. His enlistment is for three years.

According to his friends, Huffman is finding his stay at the air base most desirable. He also writes that his intensive study of mathematics at this school has been of great value to him in his work with radio. While on the campus, Huffman was a member of I. S. A. He graduated from Wichita East in 1937.

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Shocker Football Schedule-'41

| HOME GAMES | |
|-----------------------|-----------------------------------|
| Sept. 26 (night game) | Southwestern |
| Oct. 3 (night game) | St. Benedict's |
| Oct. 18 | Washburn (Dad's Day) |
| Oct. 25 | University of Dayton |
| Nov. 11 | University of Tulsa (Homecoming) |
| Nov. 27 | Oklahoma A. & M. (Thanksgiving) |
| GAMES AWAY | |
| Nov. 8 | Emporia State at Emporia |
| Nov. 15 | Marshall College |
| Nov. 22 | St. Louis University at St. Louis |

Palmer Is Speaker
Dr. Martin F. Palmer, director of the Institute of Logopedics, was the principal speaker at the Tuesday lunch meeting of the Wichita Advertising Club. His subject was "Speech Correction as a Community Investment."

Troxel Visits Wichita
Prof. O. L. Troxel, who was dean of the College of Education here from 1926 to 1929, visited in Wichita over Labor Day. He was traveling in the interest of Colorado colleges, where he now is employed.

The two most popular Campus Sports

SADDLES

A reigning favorite! So smart it's a classic! Four-eyelid tie in brown with white. White top sole and heel.

\$2.99

AAA to C

MOCCASINS

Always big news with Campus. Riders. Stitched with white. Leather sole and heel.

Rorabaugh's Buck
GREATER BASEMENT

Freshmen and Upper Classmen Are Always Welcome at LARSON'S

START OFF RIGHT

This Semester With a Little Practice to Avoid Getting Behind the Eight Ball

- SNOOKER • BILLIARDS • POOL
- DOMINOES • BRIDGE

QUICK LUNCHES

MILLER RECREATION
3rd Floor . . . Miller Building

Compliments of

THE WICHITA BEACON

FIRST

in

NEWS - SPORTS ADVERTISING

Headquarters for

Second Sheets Scratch Pads

Typewriter Practice Paper

Smiling eyes . . . center of personality

Two smiling eyes in which you find charm . . . poise . . . personality. There's something about eyes that makes a poet call them "mirrors of the soul."

But eyes can't smile and squint at the same time. Try it yourself! You can't smile when your eyes are fighting hard to see, when there's not enough light or when light is harsh and glaring.

With better light comes better sight and smiling is easy, personality seems bright.

For young eyes, seeing takes on new significance now that school is starting again. Help those young eyes to keep smiling with Light Conditioning.

WHAT IS LIGHT CONDITIONING?

- It is sufficient light for safe, clear seeing . . . freedom from glare . . . no sharp contrasts . . . suitable light in enough places. Yes, Light Conditioning is simply "Intelligent Lighting" . . . giving you seeing conditions in your home that are more like seeing conditions provided by nature.
- Your Light Conditioning Dealer or K.G.S.E. representative will be glad to tell you how easily you may have Light Conditioning in your home to add comfort, better sight and beauty.

KANSAS GAS & ELECTRIC COMPANY
Electricity is Cheaper

CONGRATULATIONS!!



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