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The Inkwell

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THE INKWELL

Volume X

ARMSTRONG JUNIOR COLLEGE, SAVANNAH, GA., MARCH 9, 1945

Number 4

1945 HERALDS TENTH ANNIVERSARY FOUNDING OF ARMSTRONG JR. COLLEGE

War Hinders Expansion, But Not Progress; South Recognizes College's High Standards

This year marks the tenth anniversary of the founding of Armstrong Junior College. Its history is not a long one but Savannah can take pride in the progress of the college since its establishment in 1935. War has hindered somewhat the expansion of the institution, but through its high standards it has been recognized as one of the leading junior colleges in the South.

In 1935 Mayor Thomas Gamble first conceived the possibilities of a junior college for Savannah. By the spring of that year several leading educators had been consulted about the plan. The enthusiasm of many principal figures of Georgia's University System brought the plans nearer to a realization. The day of the donation of the Armstrong home as a site for the college by Mrs. Lucy B. Moltz, the city council authorized its establishment. The college was to be called Armstrong Junior College after the late George F. Armstrong and was to be supported by the city and temporarily run by a commission of eight.

The College Commission elected as Armstrong's first President, Mr. Ernest A. Lowe whose untiring interest in the establishment of the college was well known to Savannah.

Armstrong's first enrollment took place on Sept. 17, 1935, when 159 students registered.

Through the generosity and interest of Savannah's citizens, the college has steadily advanced. In February of the following year Mayor Gamble acknowledged the receipt of the gift of a building from Mr. Mills B. Lane to house classes in finance and commerce and to be known as the Lane Building. Between the Lane and Armstrong buildings the city erected and equipped the auditorium which has since been named the Herschel V. Jenkins Hall.

In the same year the Savannah Playhouse was organized with Mr. Stacy Keach as director. In June, 1941, Mr. Keach resigned in order to work with the Pasadena Playhouse and was succeeded by Mr. Sanford Reece. Mr. Reece served as director for a year until the end of the year when the Playhouse was discontinued for the duration. The Playhouse will resume its activities as soon as conditions allow it.

Under the will of the late Carrie Colding one-half of the sale price of the Colding residence on Jones street was donated to the college.

In 1941 the \$100,000 science building which houses biology, chemistry, physics, and math

was completed. This building is known as Thomas Gamble Hall.

The institute of Citizenship, which has proved a tremendous benefit to the Armstrong students and the people of Savannah, was first organized in 1939 under the leadership of former president Mr. Askew. Mr. Askew being very interested in the Institute of Public Affairs at the University of Georgia, was anxious to have something of this type at Armstrong. Its first session was held in the college auditorium on February 2, 1939. The aim of the Institute has always been to present lecturers expert in their fields who will contribute something to our understanding of the problems which face us. Just as in its beginning, the Institute has continued its policy of presenting experienced lecturers to the students and the public.

Last year found many important changes in the college. Mr. Forman Hawes, who had been serving as president during the absence of President Askew, was named president upon the resignation of Mr. Askew. Mr. Askew had been given a leave of absence to serve as Lt. in the Navy in 1943.

The library was moved from the third floor of the Armstrong Building to the first and second floors of the Lane Building since more space was needed for its expansion.

In the spring of last year it was decided to hold an Open House for high school seniors and their parents in order that they might learn what facilities Armstrong has to offer.

Under the expert guidance of its commission the college looks forward to a bright future.

Spanish IV Attends Technicolor Film

On Thursday, February 8, Mr. W. Orson Beecher showed a technicolor film on the Pan American Highway to the Spanish Four Students in the chemistry lecture room of Gamble Hall. Other interested students were invited to attend. The film was entitled "Nosotros vecinos por la carretera abajo." It was put out by the Coordinator of Inter-American Affairs and showed the route of the Pan-American Highway. The everyday life of the South American natives was presented in a picturesque manner. Also portrayed were the traditional dances of the natives of Colombia, Venezuela, Chile, Argentina, Brazil, and several others of the South American countries.



ORGANIZATIONS KEEP PLAYROOM STRAIGHT

With the acquirement of the new furniture the student senate is now bringing the playroom to completion. In order to keep the playroom clean and attractive the student senate has assigned its care to a different organization each week. The schedule is as follows:

March 5-9: Freshman Class.
March 12-16: Sophomore Class.
March 21-23: Home Ec. Club.
March 26-30 Student Forum.
April 2-6: Radio Club.
April 9-13 Music Club.
April 16-20: Freshman Class.
April 23-27 Sophomore Class.
April 30-May 4: Home Ec. Club.
May 7-11: Student Forum.
May 14-18: Radio Club.
May 21-25: Music Club.
May 28-June 1: Freshman Class.

H. V. JENKINS RECEIVES LUCAS TROPHY AWARD

Mr. Robert W. Groves, chairman of the trophy committee has announced that the twentieth award of the Lucas Trophy will be made to Herschel V. Jenkins. The presentation will be made in April.

The Lucas Trophy is presented annually to the Savannahian deemed to have performed the most worthwhile service for the city during the preceding year. The committee cited especially the work of Mr. Jenkins as chairman of the Atlantic Coastal Highway Commission. Also influencing the choice of Mr. Jenkins for the 1944 award were his work as chairman of the Armstrong Junior College Commission, his support through the local papers of numerous worthwhile causes and his efforts in behalf of the Community Chest.

Mr. Jenkins has been on the commission of Armstrong College since its organization, served as Chairman from 1940 to July, 1943, when his term expired. Upon his election last year he was again elected chairman.

Dr. Pfaff Lectures On Organization of Peace

On Friday, February 23rd, the Institute of Citizenship presented the noted lecturer, Dr. Eugene E. Pfaff, director of the Southern Council on International Relations.

In his lecture entitled, "The Organization of the Peace," Dr. Pfaff asserted that Russia and the United States must come into a world organization if permanent peace is to be achieved.

"On this world organization," Dr. Pfaff stated, "depends the hopes of world peace."

Dr. Pfaff said the country faced the choice of permanent co-operation along the lines laid down in the Dumbarton Oaks proposal or permanent militarism.

"The Dumbarton Oaks proposal is not enough—but is better than nothing, and we should work to improve it," declared the speaker.

Dr. Pfaff asserted that the record of the United States on making good on international promises was not a perfect one.

The lecturer went on to declare that each person has a part in the peace, and that peace is primarily a question of the attitude of individual man.

Assailing the isolationists in the United States, Dr. Pfaff charged that they counted on the ignorance and the indifference of the average man to gain their ends. According to the lecturer citizens should "mobilize public opinion" in order that Washington might better understand the opinions of the people.

A native of Pfafftown, North Carolina, Dr. Pfaff is regarded as an authority on social and economic history in modern Europe, especially in Belgium and France.

Students Select Outstanding Sophs

On Friday, February 9, the sophomore class named Miss Louise Kaufmann as this year's outstanding sophomore. Miss Kaufmann will be presented with the silver cup bearing the names of previous outstanding sophomores, which she will be allowed to keep until next year.

Four members of the class elected at the same time as outstanding sophomores are in the order of their rank: Marguerite Storer, Marguerite Smith, Beverly Fay Culbertson, and Lillian Nichols.

Miss Kaufmann is President of the Sophomore Class, Student Senate, Personal History Editor of the "Geechee," a typist on the Inkwell, member of the Music Club, a member of the homecoming committee, was on the chemistry committee of Open House and is a member of the Home Economics Club.

Miss Storer is Managing Editor of the Inkwell, member of the bowling team, assistant Business Manager of the Inkwell, last year, member of the Permanent Dean's List, former member of Music Club, a member of the Student Forum, Publicity Chairman of Homecoming Committee, and was on the Library committee of Open House, and is on the "Geechee" Staff.

Last year's captain of the basketball team is Miss Marguerite Smith. She is also treasurer of the Sophomore Class. She is a member of Alpha Lambda Sigma, general Chairman of the Homecoming Committee, member of Student Senate, Fashion Editor of Inkwell, a member and former treasurer of the Home Ec. Club, member of Radio Club and Dance Committee, and a former member of the Music club and was on last year's Open House.

Miss Culbertson, Editor of the "Geechee" is President of the Student Forum, member of the Home Ec Club, Permanent Dean's List with an "A" average, and also lists Homecoming and Open House Committees among her activities.

Editor of the Inkwell, Miss Nichols is a member of the Student Senate, Permanent Dean's List student, Alpha Lambda Sigma, circulation Editor of '44 "Geechee," Secretary of Freshman Class, Homecoming Committee and Open House and member of editorial staff of "Geechee."

MONDAY, MARCH 19
is the
LAST DAY
to pay for the
1945 'Geechee

THE INKWELL

Member Georgia College Press Association

Published monthly during the school year by the students of

ARMSTRONG JUNIOR COLLEGE
SAVANNAH, GA.

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GO FORWARD

Now that Spring seems to have arrived prematurely this year we are prone to sit lazily around bemoaning our fate. Classes are cut, letters aren't answered, lessons go undone all because of a case of spring fever. How about calling "time out" from day dreaming and count our blessings. Compare your "fate" with that of the boy for whom a star hangs in the window next door.

We sit in the warm sunshine tanning our legs, while Bob sits on a foreign beach praying for a cool breeze. We gripe 'cause we hear from "the one and only" once a week, he's thankful to get a letter a month. While we recline around the house, lazily moving from the swing to the couch, we should think a moment of Jack and Joe sleeping in their muddy fox-holes, not for hours but days.

We have dances and picture shows to go to but usually can be heard to complain because "he wasn't my type" or "why don't they make good shows anymore?"

Above all we should be thankful because we are able to have a feeling of security about us. We are here at college preparing for the future, storing up knowledge which will afford us both a livelihood and a great deal of pleasure. Our memories will tease us with phrases out of a book, the name of which we have forgotten, or we will remember a piece of poetry which makes us smile. But it will be quite a while before the guy next door is able to forget the cries of his buddy whom he had to leave behind to "go forward!"

We can go forward in our own way. Government and educational authorities agree that all young people who are able should get their education now for their own good and that of the nation's. So next time you think of cutting, "Go Forward" straight to class. And when you don't feel like studying—Remember the guy next door.

PLEASE COOPERATE

Weed-fiends, attention! Have you noticed the floor of the faculty room? Just take a look, cigarette butts and ashes are scattered all over that perfectly good hardwood floor. There are at least five (5) ash trays on the table and there is no excuse to lazily flip ashes into space.

If the floors continue receiving this abusive treatment, they will have to be serviced. This would be an unnecessary waste of money and would greatly inconvenience both the students and the faculty.

The student's hard-worked-for playroom is usually in a state of chaos. Peanut shells, coca-cola bottles, and candy wrappers can be seen everywhere. Ash trays and trash baskets are also kept in the playroom, so why not use them? Most of the 24 hours of a day are divided between Armstrong and home; why throw ashes on the school's floors when you don't abuse the floors in this way at home?

Many influential people, civilian and military, have been visiting our college. Help preserve Armstrong's fine reputation by considering its appearance.

BUY WAR BONDS TODAY

SKETCHING THE SOPHS

Add beauty to intelligence and personality and you have the sophomore vice-president, Mary Lilla Palin. Palin is an "A-1" jitter-bugger, and among her other accomplishments are bowling and playing "Heart and Soul" on the piano. Favorite subject is chemistry—she can be seen in the lab at any and all times. . . . Mary Lilla is vice-president of Alpha Tau, fashion editor of the "Inkwell," a member of the Radio Club, the Music Club and the "Geechee" staff, and served on Open House and Homecoming Committees. And so we'll leave her with 'Bye darling.'

Financier of the Sophomore class is its secretary, Pauline Jones. Poor Pauline has more worries than Morgenthau . . . She very capably managed the business end of our bond drive last quarter . . . In addition to being secretary of the Dance Committee, Pauline is Music Club representative to the Student Senate, Lay-out Editor of the "Geechee," typist on the "Inkwell," member of the Home Ec. Club, Delta Chi, and served on the Homecoming and Open House Committees. Pauline does everything the "slow sure way." . . . and take it from us it works.

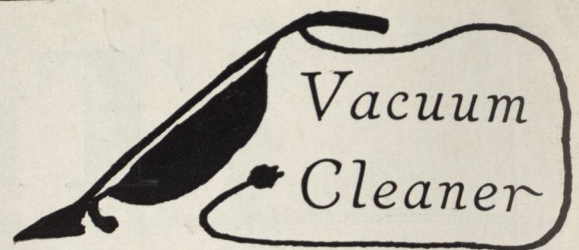
Another sophomore known for her luscious concoctions is Rose Scoville. If you want to get well fed, just wait for Rose to leave the Home Economics lab every Tuesday and Wednesday. Rose can also give you a few pointers on the latest fads . . . we adore that black jumper of hers . . . she makes all of her clothes herself. . . . Rose is a member of the Home Ec. Club and the Business Staff of this year's "Geechee," and served on the refreshment committee of Open House.

One of the basketball team's very best guards is its recently elected captain, Alice Mathews. We want to know more about Alice's torpedo man, "Johnny," but she won't tell and our spies are up against a stone wall. Alice is a member of the Student Forum and the Business Staff of the "Geechee." . . . Alice also rates a place on the list of Armstrong's intellectuals since she won first place in the Essay Contest last year. . . .

To Laura Byrd goes the crown for having the most unusual hobby . . . she's nuts about playing baseball . . . Laura is another of our candidates for Librarian of Congress . . . If you're ever down at school in the afternoon, take a stroll over to the library and see Laura's twin nephews . . . Laura is the quiet type . . . also lots of fun to be around . . . She is a member of the Student Forum and the Home Economics club . . . oh, and by the way, we might add that she can be found most every Thursday night out at Hunter Field entertaining the convalescent soldiers.

Armstrong inherited another genius when Gussie Mosely transferred from North Georgia College at Dalton this fall . . . Imagine this . . . Gussie is taking four subjects and when this went to press, she still had four "A's" . . . She is a whiz in the chemistry lab . . . hasn't had an explosion yet. . . . The chemistry class can be found sitting on Gussie's door-step the night before mid-terms. . . . Gussie is also a swell bowler . . . She has that much envied ability to get along with everybody.

TERM PAPERS DUE!



The place to go to hear all the gossip and jibes is Margo's and just sit—it doesn't take long to hear who had a date with whom and what they did and sometimes what they didn't do.

I guess you heard about Shirley Fennell and her RING. Little did we dream that those trips out to the hospital at Hunter Field would bring about such a romance. Shirley tell us that wedding bells will peel out in June.

Flash! We vote Alice Matthews as "The" girl of the month. She received three long distance calls from Eddie who is in Maryland.

Edwina Asbell brought her boyfriend up to school the other day. Seems as if he has just arrived from overseas.

Marjorie Chapman surely does know how to keep the man in her life straight—for example—The other day she had just left school with one when another appears on the scene to see her. How do you avoid bumping into them all at once?

Has Eloise been up Emory way lately? We hear she is tired of seeing girls all the time at A. J. C.

Did you see the letter Nick got from Jim the other day? The pages were so chewed-up looking that we thought maybe a rat had gotten into it—one had—the censor.

If you had been on the Tybee road at 4:15 P. M. Feb. 16 you would have gotten in on an impromptu party. There were three cars lined out and any style dress was allowed ranging from men in overalls speckled with silver paint to girls in blue jeans and plaid shirts.

What made Pauline so sick at the houseparty at Tybee? You could call her the "TUMBLING tumble WEED."

George keeping the roads hot to Tybee while Delta Chi was down there. He even let Kitty keep his pipe with her to the delight of all.

Every time a certain Lt. has a spare moment he is on the phone calling Sara Kitchens.

Margie Holt had a steady date every night for three weeks with a cute Lt. and as a going away present he gave her a gold identification bracelet.

Margie Chapman running up to Kitty and saying "I brought the ice for the dance and had to go all the way over to Waters Ave. to get it." Just as Kitty was about to say "Good" Margie chimes in "BUT I lost it. Leolene and I went to get it off the back of the car and it was GONE."

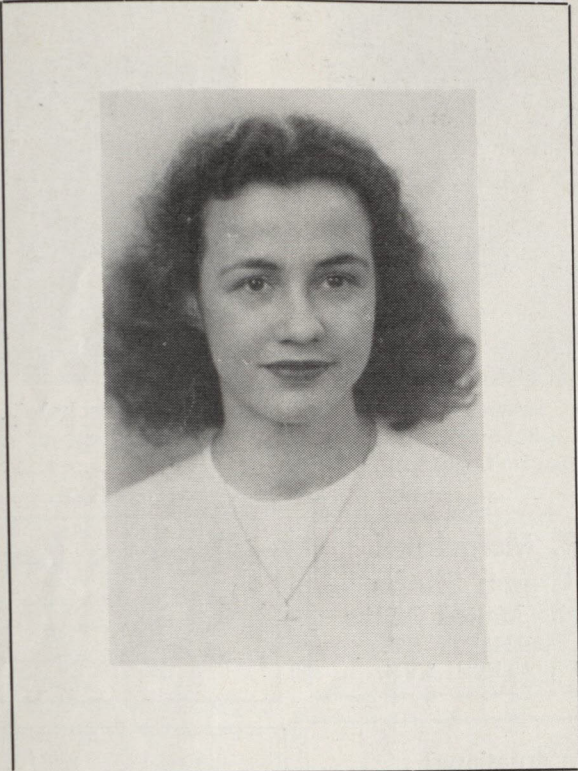
Joy receiving a letter from John in which was the old picture he had cut out the paper when graduated from St. Vincent's. The remark accompanying the snap was "I'm tired of carrying this around with me and would like to exchange it for another one." Needless to say it is already on the way.

What was that light doing on in Liz Denny's room at 4:00 A. M. Friday, Feb. 23rd. Yes, she was just getting through studying for her Lit. mid-term.

We see that Jeanne Clanton enjoys most of all after the Friday night dances a stroll through the moonlit park with a Lt. What's his name, Jeanne.

We heard a Lt. named Joe crooning about Storer's pretty blue eyes—noticed she had a date with him the next night.

Joy really practices the saying "Love thy brother." Her face certainly lights up when Mr. Hawes hands her a letter sent to the school by Jack.



Miss Louise Kaufmann, recently elected as 1945's outstanding sophomore.

Armstrong in Arms

2nd Lt. Howard H. Hansen is now serving as a pilot in a B-24 Liberator Bomber Group in the 15th Air Force which is bombing Nazi Installations in Germany, Southern Europe, and the Balkans. Lt. Hansen was attending Armstrong when he entered the Army Air Forces in February, 1943.

2nd Lt. Alvie L. Smith has been awarded the Air Medal while serving as a Flying Fortress bombardier in the 401st Bombardment Group commanded by Col. H. W. Bowman, Arlington, Va.

The citation accompanying the award reads—"For exceptional meritorious achievement while participating in a number of sustained combat bombardment missions over Germany. The courage, coolness and skill shown by Lt. Smith on all these occasions reflects the highest credit upon himself and the Armed Forces of the United States."

Lt. Smith received his commission at Midland, Texas where he underwent bombardier training.

Capt. Frank P. McIntire, Jr., United States Army Air Forces, has recently returned to this country from overseas.

Entering the service before Pearl Harbor, Capt. McIntire has been overseas since last April. He has been decorated with the Air Medal and in addition has received Oak Leaf Clusters representing 14 other awards. The officer's plane is known as "Shanty Irishman No. 2." "Shanty Irishman, No. 1," which he also piloted was destroyed by enemy action.

Cpl. Gordon Meisner, who was reported missing in action as of December 16th, is now a prisoner of war.

Cpl. Meisner, was attached to the 81st Engineers Battalion of the U. S. 106th Infantry Division which stood between the Germans and St. Vith.

Lt. William W. Jorden, co-pilot in a B-17, is a prisoner of war in Germany. He was first reported missing in action on November 30th.

Lt. Roert L. Gordon has been personally recognized for his

courage by Lt. Gen. George C. Kenney, commanding the Allied Air Forces in the Southwest Pacific area. The recognition was given in a personal letter in which Lt. Gen. Kenney wrote to the flier's mother.

The General said in the letter that recently Lt. Gordon was decorated with the Air Medal as an award in recognition of courageous service in his combat crew. The flights he participated in included bombing missions against enemy installations, shipping and supply bases, and aided considerably in the recent success in the Pacific area.

The bombardier entered the service in January, 1943, as a cadet and was commissioned late in the summer of that year. He left the states in March of 1944, and since then has been in combat in the Far East.

Lt. Hubert Terrell Tuten, member of Keystone 28th Division of the 1st Army which was in the spearhead of infantry attacks from St. Lo, France, to Schmidt, Germany, has just returned to this country for rest and specialized treatment following wounds received in Germany.

Lt. Tuten who entered the service, Oct. 17, 1941, and received his commission following an officers' training course at Fort Benning, landed in England last July 23. Assigned to the Keystone Division under Gen. Courtney Hodges, Lt. Tuten was in constant combat, being among the first Americans fighting around Aachen and at other spearpoints in Germany.

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Sorority Stuff

Alpha Tau Beta named its new officers at a recent luncheon held at the home of Miss Delores Parrott. The newly elected officers are as follows: Anna Cone, president; Mary McMillan, vice-president; Mary Lilla Palin, secretary; and Sarah Fawcett, treasurer.

On Saturday, February 17, the sorority entertained with a card party in the college auditorium. Refreshments were served and prizes were presented to the winners.

On the week-end of February 16th, Delta Chi held a house-party in honor of its new members at the J. C. Lewis cottage at Tybe. The new members who were sworn in are as follows: Marjorie Chapman, Janet Spillane, Marguerite Smith, Henrietta Kicklighter, Joy McGinn, Catherine Bliss, and Shirley Lowell.

Forum Sponsors Informal Dance

The Student Forum sponsored an informal dance on Friday, March 2nd in the college auditorium. Officers of surrounding fields were invited to attend.

The president of the Student Forum is Beverly Fay Culbertson. Miss Catherine Heyman, representative to the dance committee, was chosen chairman of the dance. The committees were as follows: Refreshments: Mary McMillan, chairman; Janet Spillane, Mardette Neal, Marjorie Chapman, Kate Purvis; Posters: Lenora Brushwood; Music: Bill Dismer; Hats: Monique Davis; Decorations: Alice Matthews, Marguerite Storer, Howard Lamar, Jeannette Glynn, and Ruth Baggs.

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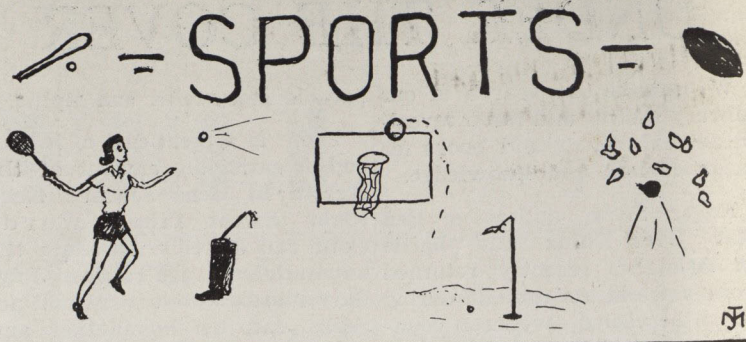
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On Tuesday, February 27th, the basketball season officially closed when the "A" team won a 22-15 victory over Savannah High. Both the "A" and "B" teams participated in a league with St. Vincents, High School and Pape. Alice Matthews has recently been elected as captain of the "A" team to succeed Marguerite Smith. Comer Hymes is the new manager. Armstrong finished in second place in the league. The members of the "A" team are: Marguerite Smith, Cecile Harris, Marjorie Chapman, and Leolene Gaudry, forwards; and Alice Mathews, Kate Purvis, Mary Gilchrist, Margaret Claghorn, and Joy McGinn, guards. The members of the "B" team are: Forwards, Sara Kitchens, Marion DeFrank, Janet Royce, Shirley Lowell, Muriel Mendel, Catherine Heyman, and Jane Middlebrooks; Guards, Jeanette Glynn, Jeanne Clanton, Billie Sue Munden, and Betty Hubert.

The bowling team is also participating in a school league and is now in first place. The bowling team will continue to play in this league until June. The members of the team are: Betty Burnside, captain, Elizabeth Denny, Lilla Baker, Shirley Johnson, Henrietta Kicklighter, and Marguerite Storer. Elizabeth Denny is high scorer in the bowling league, and Betty Burnside has high game.

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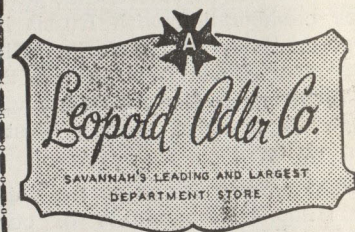
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Three new teams will be organized in the spring: softball, tennis, and swimming. It is hoped that many students will come out for these sports. Armstrong participated in a softball league last year, but there has not been a swimming team or a tennis team in several years.

These new activities will not begin until after exams, so be sure to take an active part in these teams.



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UNDER THE COVER

W continue our search of our Library shelves and have revealed several more grand books for entertainment and knowledge.

Edgar Snow, author of **Red Star Over China** and **Battle for Asia**, has recently returned from a world assignment during which he visited seventeen countries, spending several months in Russia, China and India. His newest book **People on Our Side** deals primarily with these three countries. It explains their social and economic problems, their struggle against the common enemy and their numerous other problems.

Snow's chapters on India provide one of the clearest and most comprehensible analyses of the apparently irreconcilable elements in Indian affairs that has ever been written. The chapters on Russia show clearly that the author is convinced that post-war collaboration with Russia is a requisite for world peace. His report on China is written with a background of years of knowledge unparalleled among Western writers.

Edgar Snow is one of the outstanding correspondents of our time; his keen observer's eye and his incomparably forceful writing have never been more evident than in **People On Our Side**.

For you who like short mystery stories do read **The Turn of The Screw** by Henry James. This small compact book also includes James' **The Lesson of the Master**. Both these stories reveal Henry James as an incom-

parable story-teller and stylist.

There is a great deal of humor and a satisfying amount of the theatre in Gene Fowler's **Good Night Sweet Prince**. Words alone can scarcely reproduce the unparalleled range between John Barrymore's achievement and acclaim and his humiliation and self-torture. But as perfectly as words can do it, Gene Fowler has told the story.

Those of you who read Ernest Hemingway's **For Whom the Bell Tolls** won't want to miss his **Farewell to Arms**. **A Farewell to Arms** is a profoundly moving romance which has won acclaim from the most noted critics of the time.

When Thomas Wolfe died he left more than a million words in unpublished manuscript. From these a careful selection was made so that **The Hills Beyond** includes only about one-fourth of the available material. Among these stories are some of the finest character sketches Wolfe ever wrote. Nothing in this volume has ever appeared in book form. Some of Thomas Wolfe's best short stories are included in **The Hills Beyond**, among them are: **The Lost Boy** and **Chickamauga**. Some of the sections also have considerable biographical interest, such as **The Return of the Prodigal** and **God's Lonely Man**. The title piece of the volume, a long story of ten chapters, is a particularly significant example of Wolfe's later writing. It is not only his most objective word, but is also the very last thing he did.



Camellias tucked in their hair, blue jeans and plaid skirts safely buried in the bottom drawer, our lovely young things have emerged as feminine as ever to flaunt their new spring wardrobes.

Janet-Royce was seen lunching at the Pink House in a narrow, dark blue wool skirt, the wide waist band having two silk tassels hanging on the left side. The blouse of white crepe has tiny covered buttons. The long sleeved bolero of the same color and material as the skirt is lined with red as is the tie-yourself bow at the neck of the blouse. With dark blue kid shoes and bag, tiny matching hat over one eye, and white gloves, she looked decolte.

"The keynote of style is brevity" says Marjorie Chapman, seen at a recent meeting in a pale yellow silk pajama top, snug white cotton shorts edged in ruffling and her hair wrapped tantalizingly around tin hair ornaments.

At the same gathering, Hinky sported loosely knitted blue and white booties, which looked lovely with her pink nylon shorts and matching top. Next to her sat Nick, scintillating in her father's

shirt, size 38, and her unseen yellow shorts. And Joy in her big brother's light blue shirt with blue pearl buttons.

Of cerise shantung is Mary Mac's latest contribution to fashions. It has cap sleeves and a straight skirt. Small black buttons on each side from the waist to the hemline and a narrow black patent leather belt set it off.

As you would expect suits are still a reigning favorite, with frilly dickeys or lapel pins, or both. Ceil Harris prefers a beige and tan checked wescot with her light tan suit; while Wete Smith likes an antique sliver rose on her smart suit of officer's pink.

Spring Suggestions:

Ruffled edgings.
Wescots
Scalloped cap sleeves
Aprons, front or back.
Skirts, very narrow or very full.
Large bows in back, giving bustle effect.
Matching gloves, bag and headband.

So much for now, I'll drag my slack-striped-shirted self back to books and study for finals. Not good-bye, but see you soon!

BEN WILLIAMS ADDRESSES MEMBERS OF RADIO CLUB

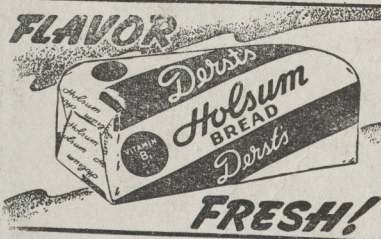
At its regular weekly meeting on Monday, February 19, the Radio Club heard an address by Mr. Benjamin Williams, commercial manager for the Savannah Broadcasting Company. Mr. Williams had as his topic "The Commercial Structure of the Radio Industry."

The speaker stated that a radio station depends upon three sources for its income. These are national advertisers, national spot advertisers, and local advertisers. National advertisers sponsor programs over national hookups, while national spot advertisers utilize the short time between programs, usually thirty seconds, for their advertising. Large networks pay local stations for their time and then sell their services at a higher figure to commercial sponsors.

Some of the most important influences on the success of radio advertising, Mr. Williams told the club, are time, type of program, programs preceding or following, simultaneous programs over other stations, best locality for selling prospects, and the range of a program.

The advertiser should, if possible, select a time when the greatest number of potential buyers of his product will be listening. The program should be one which will appear to the probable customers. There is a greater possibility of having a large audience if a program is preceded or followed by one which is very popular. It is not advisable to establish a program on one station or network which conflicts with a popular program on another station. One should consider the place where a product is most likely to be in demand as the place to concentrate advertising efforts. The range of the program will also affect the number of listeners, and consequently, of possible sales. All radio stations prepare "signal maps" which show how far away their programs can be picked up. The maps are made from actual tests made by studio engineers, and they serve to show the advertiser the extent of the station's power.

Mr. Williams concluded by declaring that selling radio time has become almost an exact science because of the usually good results obtained by a careful application of the above principles.



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