



Don't Vote

Until You've Called
236-7513

VOLUME FORTY-TWO

JACKSONVILLE, ALABAMA, MONDAY, MAY 4, 1964

NUMBER SEVENTEEN

Outstanding JSC Home Ec Girls Named

Annual selection of outstanding home economics students at Jacksonville State College was announced last week by Mrs. Mary L. Lowrey, head of the department.

Judy Mims of Alexandria was chosen as the most outstanding four-year student, and Mary Fink Taylor of Summerville, Ga., was named as the most outstanding transfer student. Mary transferred from Woman's College of Georgia at the end of her freshman year.

Selection is based on scholarship and leadership; a scholastic average of 2.0 or more being required.

Both girls have made the dean's list consistently and have only A's and B's on their records and both have served as officers of the Leone Cole Home Economics Club.

Judy was chosen for "Who's Who Among Students in American Colleges and Universities". She is a Sunday school teacher at Mt. Zion Baptist Church in Alexandria and has served as pianist. A 1960 graduate of Alexandria High School, she was a mem-



OUTSTANDING HOME ECONOMICS STUDENTS -- Judy Mims and Mary Fink Taylor.

ber of the school's honor society. She is the daughter of Mr. and Mrs. H.C. Mims, and she plans to teach home economics.

Mary was valedictorian of her senior class at Summerville High School, and was president of the freshman dormitory and a representative on the Student Council at Wo-

man's College of Georgia. In her junior year, she was married to Robert C. Taylor of Gadsden, also a senior. He will receive his commission in the Signal Corps of the army when he graduates and they will spend the next two years on some army post. Mary is the daughter of Mr. and Mrs. Charles Fink.

Awards Day Program, "J" Day Scheduled For Wednesday

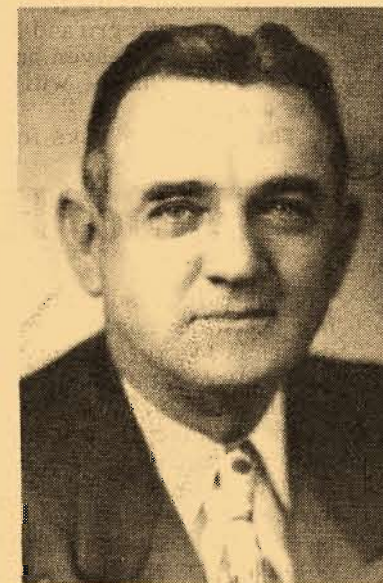
The annual Awards Day ceremonies will be presented Wednesday morning at 10 o'clock in Leone Cole Auditorium. Dr. Houston Cole, president of the college, will make a few remarks and will introduce the speaker for the occasion, Dr. Austin R. Meadows, state superintendent of education.

Dr. Meadows is an alumnus of Jacksonville State College and holds a Ph. D. degree from Columbia University, where he made Phi Beta

Kappa. He was associated with the State Department of Education as finance director for many years and is presently serving his third term as state superintendent.

According to Dean Lawrence R. Miles, who has charge of Awards Day, Certificates of Achievement and Letters of Appreciation will be given to outstanding students, and those students named to "Who's Who" will be recognized. Special recognition will be given those seniors gradu-

ating with 2.5 and better averages.



DR. AUSTIN MEADOWS

"J" Day

Inauguration of the new SGA officers will also be held Wednesday morning at the assembly. Oaths of office will be administered to Tony Normand, president; Larry Payne, vice president; Gail Waldrop, secretary, and Bobby Clotfelter, treasurer.

The college's annual "J" Day festivities will begin at 1 o'clock Wednesday afternoon at the football field. Activities will include everything from pie-eating contest and a greased-pig chase to a girls' football game.

The afternoon's schedule is as follows:

See "J" Day Page 3

Military Groups Hold Initiations

The Scabbard and Blade, advanced military students' club, held its formal initiation of new members April 25. Inducted into the organization were Roger Williams, Bobby Welch, Donald White, and Tony Normand.

Mrs. Emilee S. Clotfelter and Major Jean R. Emery were initiated as honorary members.

At the same meeting formal installation of the new officers for next year was held. New officers are Ronnie Adams, Captain; A. W. Bolt, First Lieutenant, Mike Dorsett, Second Lieutenant, and Donald Cook, First Sergeant.

The JSC unit of the Pershing

Rifles has elected its new officers. Taking office are Robert Moore, 1st Lt.; Bill Roberts, 2nd Lt. S-1; Tommy Mask, 2nd Lt. S-2; Randy Wolfe, 2nd Lt. S-3; Tony Malintino, 2nd Lt. S-4; and Morgan Bush, 1st Sgt.

Captain Patrick Resley is sponsor of the Pershing Rifles unit.

Montgomery Heads SACS Committee

Dr. Theron E. Montgomery, dean of the college, is at the College of William and Mary, Williamsburg, Va., serving as chairman of the visiting committee for an evaluation for the Southern Association of Colleges and Schools.

Dr. Montgomery left yesterday and plans to return to Jacksonville Wednesday.



Publications Board Names Officers For 1965 MIMOSA

Summer Officers Named At Meeting

At a meeting held last Tuesday the Publications Board selected Don Jones and Billy Isom to head the 1964-65

He was editor of his high school yearbook and the yearbook at Snead.

Billy Isom, selected as business manager, is a senio-

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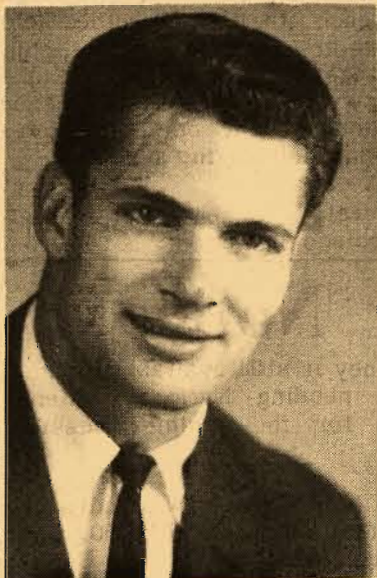
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DON JONES

MIMOSA staff as editor and business manager.

Don Jones, Boaz, is a recent transfer student from Snead College. Jones is a junior majoring in mathematics and minoring in history.

He was editor of his high school yearbook and the yearbook at Snead.

Billy Isom, selected as business manager, is a sophomore from Arab, Ala. He is presently a cheerleader and social chairman of the sopho-



BILLY ISOM

more class. His major is political science and his minor is English.

Rebecca Ray, treasurer; and Gail Waldrop, reporter. Bob Richards, outgoing state president, was appointed as State Adviser for the local chapter, and Tom Hammill was appointed Special Projects Chairman. Pat Hollingsworth was chosen as editor of the 1964-65 Student Directory, which is published by Phi Beta Lambda.

Phi Beta Lambda Banquet Planned

The Jacksonville State chapter of Phi Beta Lambda business fraternity will hold its Spring Awards Banquet Thursday night, May 7, at 7 o'clock at the Annistonian Restaurant. The officers urge all members to attend. Members are invited to bring guests.

A meeting of Phi Beta Lambda was held April 29 and new officers were selected. Officers are Barbara Smith, president; Ronnie Adams, 1st vice president; Pat Hollingsworth, 2nd vice president; Carol Rogers, secretary;

Summer Officers Named At Meeting

A meeting of the Student Council was held last Tuesday at 6:30 p.m., SGA president Gerald Waldrop presiding.

Waldrop made it clear to the members present that the new constitution was to go into effect May 1, the day on which the new SGA officers assumed office. The point was brought up when someone raised the question of whether the cheerleader elections would be held under the new or the old constitution. The effect of the new constitution is the election of the top eight candidates, not necessarily an equal number of boys and girls.

According to Waldrop, there is more money in the SGA treasury now than there has ever been at the end of any previous semester. He proposed that a savings account be set up to constitute a reserve fund in case of emergencies.

He further proposed that the SGA make a gift of \$250 to the International House program to help in buying furniture for the new house. After discussion on the merits of this proposal, Dale Dison moved that a committee be appointed to discuss with Treasurer Clotfelter the condition of the treasury and determine what funds will be left at the end of the semester. The committee was set up and is to report at the next meeting.

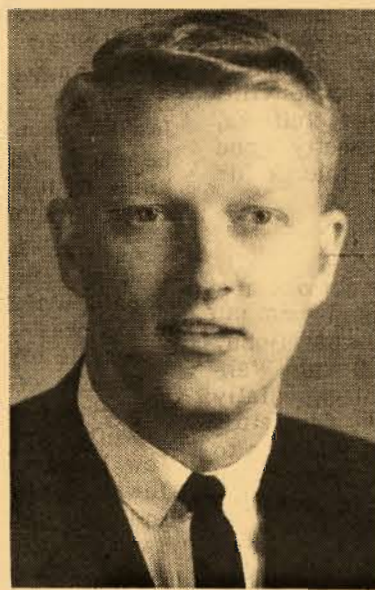
Tony Normand, president-elect for next year, announced that he has appointed officers of the SGA for the summer session. Appointed by Normand were Ronnie Harris, president, Ira Joe Crawford, vice president, Gail Waldrop, secretary, Dickie Justice, treasurer. The Student Council gave its approval to the four. Justice is a former

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The JSC unit of the Pershing



IRA JOE CRAWFORD
SUMMERTIME V. P.

SGA treasurer.

Adjournment was made on the motion of Eddie Brown, freshman class president.

Choir Makes Tour

The Jacksonville State College Brass Choir made a tour of several central Alabama high schools on April 23-24. Under the direction of Mr. John Finley, the choir played seven concerts during the two-day tour.

Besides the usual fine arrangements and compositions by David Walters for the entire group, the concerts featured ensemble work by the trombone quartet composed of Lavon Lang, Jim Weaver, Jimmy Couch and Glenn Walden; by the clarinet quarter, Tim Camp, Joe Barelare, Jimmy Cochran and David Worcester; and by a part of the Southerners' incomparable drum section, Jim McKay, James Eldrich, Tim Camp, and Al Berry.

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IT'S A GREAT DAY FOR THE BIRDS and photographers, one might think. Our Gem of the Hills is pretty Miss Anne Telesca, a freshman from Anniston. Actually, Anne is celebrating the birthday of the famous bird watcher, John James Audubon, who was born on May 4, 1780.

Editorials-

Good For A Thought

Have you ever tried listening to radio late at night? Unless you have a short wave set, it is hard to pick up anything in this area. About the nearest thing to home that you can get is something out of Des Moines or New Orleans. It is impossible to get a local station on most radios and as for local news, you are just out of luck.

Three years ago one of the candidates for the presidency of the SGA had a plank in his platform

promising that he would try to get a radio station built on campus, but this candidate lost, so we will never know what he might have done.

We do have a new SGA president and we hope he can be persuaded to resurrect the issue.

We think that if, somehow, a campus radio station could be set up, it would be one of the greatest and most lasting contributions that could be made to the college and its students.

Goldwater's Joke Of The Week

(The following is reprinted from the New York TIMES with no editorial comment).

This week in Portland, Ore., Mr. Goldwater told an Irish-Negro-Jewish story of the sort that politicians have shied away from in recent years.

As Mr. Goldwater tells the story, an Irishman, Negro and Jew appear at the gates of heaven and are told by St. Peter that he will grant each one a wish.

The Irishman asks for a supply

of Irish whiskey to last through eternity.

The Negro says that, since he has been segregated and mistreated in life, he would like a large white house, a solid gold Cadillac and \$2 million.

When St. Peter asks the Jew what he would like, he answers: "Just give me \$30 worth of costume jewelry and that colored boy's address."

Mr. Goldwater got a boisterous laugh from his audience of hardware store managers.

Hand Holding Allowed

The college administration has made a major concession to student demands for relaxation of the rigid codes of campus morality. According to Dr. Leon D. Willman, Dean of Students, the administration met in special session and has finally ruled in favor of hand-holding on campus.

This had been one of the central points of controversy between the administration and the student body in recent semesters. The issue was brought to a head last week when a young co-ed was publicly apprehended and taken to Student Court for an alleged violation of the college code. She was officially charged with attempting to seduce her young male companion--that is, intentionally holding her arm before him in such a

manner that he was, beyond all bounds of human resistance tempted to hold her hand.

Organized student groups picketed the court and demanded a lessening of the rules of student conduct. The administration, threatened with riots, met and hastily agreed to concede the point. Leaders of the student movement report that they are "pleased" with the result and will concentrate their efforts in the immediate future to securing for men students sitting privileges in the lobbies of the women's dormitories.

Now seriously, you people who don't know a joke (?) when you see one, this is a typewriter-in-cheek story. But seriously, hand-holding IS PERMITTED by the college--no objections.

From Fred--

"Hello In There- Or Dear, There's A Wrinkle In Your Mascara"

(Ed. note: Read seriously what Fred says about who he is not! As he says, and contrary to much popular opinion, he is NOT, and emphatically NOT, the editor of this paper. Come to think of it, who is Fred?)

Contrary to popular belief, Fred is not who you think Fred is. Fred is mean and devious and cunning and intelligent. So you see, nobody knows anybody on this campus who is intelligent, so no one knows Fred. Therefore, Fred beseeches you to cease from this constant and monotonous guessing (this beseechment is inserted on behalf of the kind and gentle old grey-haired editor who has been falsely accused of being Fred. Fred is insulted! How dare you imply that he has grey hair--only editors can have grey hair. The following beseechment is inserted on behalf of Fred--stop those constant and monotonous ELEPHANT JOKES!)

Someone asked if Fred wrote his column while on benzedrene and feenamint. Of course not! Thou fool--Fred wouldn't think of taking benzedrene. However, since there is some mild controversy over the matter of who, how, and why Fred is, he hereby submits this bio:

I was born (so was David Copperfield--but not on the same day.) I grew up (so did Elizabeth Taylor--but she did a better job of it than I did.) I became intelligent (no comment.)

So there you have it. The complete, sordid, complex mess. Exciting wasn't it! Ah! me and Ernest Hemingway (now that was a marriage! We were looked down upon, but we loved each other.)

To elaborate: After I divorced Ernest Hemingway I decided to do something with my life--but there were laws against it so I resigned myself to being a Jew instead. Speaking of being a Jew, I once knew an Irish Jew who had a very bad case of fly-away hair (and that's with the greasy kid-stuff on it, too.) There was only one thing wrong with this friend of mine--he was a boy, and I had had enough of males--what with Ernest Hemingway and all--so I determined myself to remain intellectually aloof and not become emotionally involved (this wasn't very hard because my friend lived in a house built in the shape of the star of David and one could very easily cut oneself while opening a door or something.)

So I have ever since steered clear of any association with the

haired editors who weren't grey-haired until I started writing articles for them.

Now, as to how the articles are written. Well, first I take a little nip of vodka and then I sit down at the typewriter. Next I take a little sip of vodka. Third, I put a piece of paper in the typewriter. Then I take a little gulp of vodka. Fourth I place my fingers on the keys and I sit and think for about three seconds and then I take a little guzzle of vodka. Fifth I throw away the empty bottle and take a fifth. Next I try and find the typewriter and invariably laugh myself silly in between sips of bourbon and kicks in the head. Then I find the typewriter (darn it!) and start typing. I type two or three lines and I take another sip of bourbon. I go on like this--alternating lines and sips--until I can remember the telephone numbers of a couple of girls. Then I try and find the phone. This is more laughs than trying to find the typewriter because the phone is smaller and has numbers instead of letters on it. After I get the girls over I type a few more lines and then we all have a good time singing "Standing on the Promises," only no one is--standing that is. After a couple of verses of a couple of other good old hymns we tell fairy tales until 12 midnight and I go back to my typewriter--what typewriter?

The process doesn't always work. The girls are very distracting and I have thought of using elderly sages, but they can't get the car after eight o'clock and that's just about when I start needing to sing hymns. All in all it makes for very exciting work except that the little men in white coats are always running in and stepping on my empty bottles and breaking them. This makes me cry because I like to save my empties and fill them with cement and give them to the Grand Mallard. (You should see the ceremony. It's very touching when I give them to him. I put them all on a rope and hang them around his neck and bow three times and say "Sam. Sam. Sam." and then invite him to go down to the river with me. He never goes because he has to stay in the cell all night and clean his paint brushes. This also makes me cry.)

So... tune in again tomorrow for another story of "Just Plain Merry Blegg." Will she finally see that it is better to have made an attempt at asking the mystic question and to have gone the limit to make one last human touch on the

Normand's Thanks

Dear Students,

I would like to express my thanks to all the students who helped me with my campaign in one way or another. I appreciate the help of every person who voted for me.

My promise to you is that I will do the best I can, and my request is that you will help me. With everyone's help and cooperation we all can have the most successful year yet.

Thank You,
Tony Normand

Are Clubs Important?

Dear Editor:

Every person has the right to believe in what he chooses; therefore, opinions may differ from the question, "Are clubs important?"

Clubs take an important role in today's life in the U.S. In almost every community one finds clubs of some sort or another which help to bring about social activities and participation in matters concerning the specific community or the country as a whole. Men and women join hands and share their efforts in order to promote a common interest--an interest which brings more people together to work for a good cause and for the good of the country.

One should always remember that during colonial times the early colonists united their ideals and their hopes in order to make this nation the America it is. These early Americans realized the need for cooperation and unity and the importance of working together. Today these important things are still carried out as the active members of clubs do their duties.

We have a great many clubs on the Jacksonville campus which try to promote and encourage the specific interests of the students. However, things do not seem to work out well. Students are interested in joining clubs, but they are not interested in fulfilling the obligations incurred. Students seem to forget very rapidly the fact that they are the club members and that they have some duties toward their respective clubs. Students should realize that a part of their school loyalty should be in participating in club activities as well as other activities sponsored by the college.

There have been many complaints about the lack of school spirit at this institution, and they are justified--to an extent. But who is to blame for the lack of spirit? Remember that the school spirit is created by students. Each student is responsible for making a pleasant atmosphere. Therefore, it is important that we cooperate

Under The Chimes

With George Earl Smith

In the last COLLEGIAN there appeared an ad stating that SOUNDINGS would be on sale for 35c.

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In the last COLLEGIAN there appeared an ad stating that SOUNDINGS would be on sale for 35¢. We were wrong and would like to say that it should have been 45¢. We are reminded by this of what Joseph Pulitzer, when publisher of the New York WORLD, said about newspapers and retractions of errors:

"Accuracy is to a newspaper what virtue is to a lady. The difference is that a newspaper can always run a retraction." And while we are in the mood of retracting things, we would like to retract the last eight issues of the COLLEGIAN.

Donald Cook says to tell whoever the practical joker is that he hopes he always has burrs in his saddle.

Shiles McCord, a junior political science major from Scottsboro, has become known as a local Dr. Ben Casey, R.S. (rodent specialist). Shiles found a baby squirrel, which had broken a leg when it fell from its nest; with lollipop sticks he did a repair job and sent his little friend on its way.

We saw a classmate in the library writing a book report, but obviously not reading the book, and we asked how he could do it. He replied, "I just look through it till I find a subject I know something about and start writing."

A professor came into his class recently and commented: "Everywhere I look I see posters asking 'Are American College Students Being Spoon-fed?' The answer is 'Hell, yes, they're being spoon-fed.'"

Among a certain group on campus the editor is now called the Ralph McGill of Jacksonville State College. You know, fellows, McGill is really a pretty good writer. So we'll say thanks for the compliment.

Now that the SGA elections are past and we are released from our promise, we can use what Bobby Clotfelter said about Gerald Waldrop. One night when especially irked about something, Clotfelter asked someone to tell Waldrop to "go to and stay put." Was there a split in the SGA administration?

A mathematics major wrote Fred a letter telling him that there was no such thing as a physics major on the J'ville campus. But Fred was unable to print it because of the personal references made while telling why there is no physics major offered. He says thanks anyway.

Why's it that those with the most ideas to be expressed are the least willing to write letters? The editor has about decided to write an editorial on the requests he receives for editorials. Got something to say? Send us a letter.

Helpful information department: Q. What is the difference between deciduous forests and coniferous forests? A. One is plant-eating and the other is meat-eating. (According to someone.)

Mr. James Haywood at the dining hall must have a dietician's thesaurus. He can certainly come up with a thousand names for veal cutlets.

to elaborate: After I divorced Ernest Hemingway I decided to do something with my life--but there were laws against it so I resigned myself to being a Jew instead. Speaking of being a Jew, I once knew an Irish Jew who had a very bad case of fly-away hair (and that's with the greasy kid-stuff on it, too.) There was only one thing wrong with this friend of mine--he was a boy, and I had had enough of males--what with Ernest Hemingway and all--so I determined myself to remain intellectually aloof and not become emotionally involved (this wasn't very hard because my friend lived in a house built in the shape of the star of David and one could very easily cut oneself while opening a door or something.)

So I have ever since steered clear of any association with the Jewish race, the male sex, and bearded writers. Now that you know all my phobias I can continue on to the heart-rending stuff.

As long as I can remember, I always wanted to grow up and be Gerald Waldrop, but as it turned out I was too tall so I had to reconcile myself.

Enough of this! Enough of this! now even I am crying.

Well, after I decided to be a Jew I began to do all the typically Jewish things like eating Bagels and raw garlic and bowing to the East three times a day and saying "Sam. Sam. Sam."

I soon got enough of this and took up writing articles for grey-

Wondering

What If . . .

- . . .Mr. Gilbert had attended Auburn University?
- . . .the Mets took the pennant?
- . . .McCool ever found who steals his lecturn?
- . . .the Jacksonville police didn't like to give tickets?
- . . .the Army announced that girls were to be drafted?
- . . .Sam Catchem was given a squad car?
- . . .the Mallard ever grew up?
- . . .the counselors counseled?
- . . .everybody had cut ROTC federal inspection?
- . . .students ever got caught up on their work?
- . . .the Scabbard & Blade was revealed as communist inspired?
- . . .the football team quit?
- . . .Bibb Graves Hall was re-modeled?
- . . .Col. Brock wasn't good-natured?
- . . .I stopped shooting off my big mouth?

By Jimmy Dickinson

stepping on my empty bottles and breaking them. This makes me cry because I like to save my empties and fill them with cement and give them to the Grand Mallard. (You should see the ceremony. It's very touching when I give them to him. I put them all on a rope and hang them around his neck and bow three times and say "Sam. Sam. Sam." and then invite him to go down to the river with me. He never goes because he has to stay in the cell all night and clean his paint brushes. This also makes me cry.)

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HELP!!!!!!

P.S. It has been whispered to me that certain people would like to write me a letter. All I have to say is that my address is: "Fred-COLLEGIAN--Jacksonville State College." Letters from elderly sages (39 and round about,) retired colonels, would-be Knute Rockneys, music majors and other defendants, will be honored.

Lynn Duty Reviews

THE MANDARINS

By - Simone de Beauvoir

THE MANDARINS is the story of people trying to find a meaning to life after the second World War. It is a powerful, exciting book, told from the viewpoints of two different people. One is Henri Perron, a writer and leader in the wartime effort in France toward socialism. Caged by a stale love affair, he cannot find the needed assurance and hope to begin serious writing again.

The other first-person of the story is Anne Dubreoullh, a psychologist suspended in a rut of past life--she is neither happy, nor unhappy, afraid to face the challenge of a new life after the war.

Although part of the book is concerned with politics, it is a personal politics, a searching for a way to hope, to dream, to live not for the past but for the present and future.

The author of THE MANDARINS is France's most distinguished woman writer. Several of her books, including the famous THE SECOND SEX, have been translated into English and read widely in America.

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There have been many complaints about the lack of school spirit at this institution, and they are justified--to an extent. But who is to blame for the lack of spirit? Remember that the school spirit is created by students. Each student is responsible for making a pleasant atmosphere. Therefore, it is important that we cooperate in every aspect so that we can help each other and together help the whole school. Attend club meetings. Encourage others to take an active part. Remember that you are not working only for yourself, but also for the school.

Sincerely,
Francisco Tamez

Notice

Money is still available for students needing National Defense loans for the summer session.

SOUNDINGS is now on advanced sale (45¢); price will be 60¢ when the book is released.

Collegian Jacksonville State College Alabama

Editor .. George Earl Smith
Associate Editor
Donna Browning
Sports Editor,.....
Larry Keener
Circulation Manager.....
Lawson Shaw
Adviser
Mrs. R. K. Coffee
Photographer
Opal Lovett

The COLLEGIAN is published twice monthly by the students of Jacksonville State College and is distributed free.

Spotlight Features Piedmont Senior

For this issue of the COLLEGIAN our senior spotlight falls on Terry Joe Brown, a very serious student from Piedmont. Terry Joe is a biology major with a minor in sociology. He plans to attend the Air Force Officer Training School at Lackland Air Force Base, Lackland, Texas, after graduation, and is considering making the Air Force a career.

Terry Joe graduated from Piedmont High School in 1960 where he was president of the Student Council and the Science Club. He was a representative to Alabama Boy's State, as well as the Alabama Citizenship Conference. Terry Joe was also a member of the Lend-a-Hand Club, a club designed for students who wished to assist in the library.

Terry Joe's interests include philosophy, psychology, and sociology and he enjoys reading books about these subjects. His favorite book is the Bible. "In effect, I enjoy reading books about the mind," says Terry Joe.



TERRY JOE BROWN

Terry Joe commutes and spends his leisure time studying and reading; thus he has had no time for campus activities since he has been here at Jacksonville.

Terry Joe is the son of Mr. and Mrs. Aulton P. Brown of Piedmont.

By Patsy McElroy

Hal Ozerden, Turkish Student, Tells Of His Native Country

By Donna Browning

An enterprising young man around the campus these days is Halil Ozerden, better known here as Hal. Hal is from a town about 400 miles south of Ankara, the capital city of Turkey. He speaks two languages fluently and understands some German and Arabic. Hal says that English is taught in Turkey from the first year of junior high school to the first year of college. There is no choice of subjects in school, and the universities give very strict exams so that only "the cream of the crop" gets in. Hal has attended medical school in Ankara for one year, where he earned his pre-med certificate. He has transferred his credits to Jacksonville and is classified here as a sophomore, and has decided upon psychology as his future major.

Hal's quick decision to come to Jacksonville speaks highly of this college's merits. A week before the spring semester started Hal was visiting in

Southern dish; the people in Turkey eat it, too.

Concerning the differences between the girls in Turkey and those in America, Hal says that American girls are friendlier and have greater trust in boys. Too, there are not as many rules governing the girl's behavior here. Average Turkish families won't allow girls to date unless chaperoned by a member of the family or a close friend, even after a couple is engaged.

Hal has acquired a student visa and hopes to remain in the U.S. long enough to complete his education.

Artists Have Work In Arts Festival

Lee R. Manners, head of the art department at Jacksonville State College, and Mrs. Ruth Sinclair, art instructor, have their work on display in one-man shows

Officers To Attend SUSGA Conference

Student representatives from Jacksonville State College will participate in a panel on "The Role of Student Government" during the 1964 Southern Universities Student Government Association conference at Biloxi, Miss., May 7-9. The University of Southern Mississippi is host school for this year's SUSGA meeting.

The theme of the annual conference this year is "Improving Campus Relations Through Understanding." The convention chairman is Allen H. Bizzell, a senior from Pensacola, Fla., who is past president of the Student Government Association at USM. Convention headquarters will be the Buena Vista Hotel on the beach at Biloxi.

This year's program is packed with 16 different panel discussions and three business meetings, and will include displays, outstanding guest speakers, individual conferences, and excellent entertainment.

The latter will include "big-name" entertainers provided by leading agencies, a performance by the USM Stage Band and the show group of the University's famed "Dixie Darlings," and a gala "Seafood Jamboree."

Registration will be held from 8 to 11 a.m. on Thursday, May 7. There is no limit on the number of delegates each school may send. Attending will be old and new SGA officials, IFC and Panhellenic officers, advisors and student personnel workers, representatives of student union committees and student publications, WSA and WSGA officers.

Attending from Jacksonville State will be the outgoing SGA officers, and the newly elected officers.

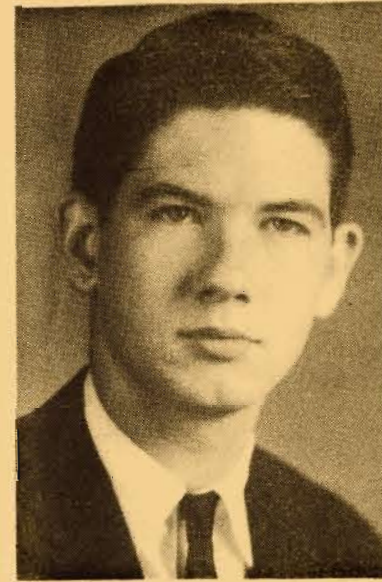
SUSGA represents almost a quarter of a million students in 56 member colleges and universities in the eight southeastern states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, South Carolina, and Tennessee.

Moncrief & Gilbert Attend Convention

Robert L. Dalton Named "Mr. Future Executive"

Robert Dalton, Homewood, Ala., was selected Mr. Future Business Executive at the recent convention of the Phi Beta Lambda and FBLA clubs of Alabama, held at Auburn University. Robert is majoring in business administration, and is minoring in economics.

He is a 1960 graduate of Shades Valley High School and plans to graduate from Jack-



ROBERT DALTON

sonville State in July. Robert works for the business administration department of the college and at the Jacksonville NEWS, where he is a printer. He was a charter member and past lieutenant of the JSC Pershing Rifles unit.

After graduation he plans to enter the U.S. Air Force.

Drama Consultant Addresses Students

Mrs. Robert Schwarz of Birmingham, drama consultant for Loveman's, has been on the Jacksonville State College campus working with classes in play production, children's literature and child development during the past week.

In the play production class, which is taught by Mrs. H. J. LeFevre, Jr., Robert Browning's "Pied Piper of Hamelin" was used as a choral reading and the scene where the piper returns was acted out by students in the class.

Mrs. Schwarz told the class that in trying out a cast for a play they should "put the

Story Of A Student Debate

By Patsy McElroy

Many students say, "My parents say I should take argumentation and debate because I argue all of the time!" This attitude toward argumentation and debate is an erroneous one; it is true that you argue in debate, but it is organized argument based on facts. In debate you must know your subject and be able to support your beliefs with evidence. You will learn that there are two sides to most subjects and each side can be supported with evidence. You learn not to make hasty generalizations and statements because you may be asked to prove these generalizations. Perhaps the most important thing one learns in debate is now to think clearly and quickly on his feet. The only person in a debate who can actually prepare a speech as he will present it in the debate is the first affirmative speaker. He is the first to speak; he states the resolution, defines the terms of the resolution, shows that there is a definite need for a change in the status quo, gives the affirmative view, and introduces the affirmative plan.

The remaining speakers must read widely on both sides of the question and they may have a tentative outline, but each speech depends upon what is in the previous speech. In other words, the negative cannot prepare its case until it knows something about the affirmative case and the second affirmative speaker cannot prepare his speech because he must refute what the first negative speaker says. The rebuttals are perhaps the most exciting. In these, all speeches are extemporaneous. Thus, all of the speakers learn to think quickly while standing before the audience.

Recently Mrs. LeFevre's debate class heard a very good debate on the resolution that "the present system of judicial review be abolished by an amendment to the constitution." The members of the debate team for the affirmative were Jamie Moncrief and Donald Carroll; the negative team consisted of

Pam Borgfeldt Speaks For State

Mike Buck and Frank Smith.

Jamie, the first affirmative speaker, gave a brief history of judicial review, mentioning several actual court cases which, in the opinion of the affirmative team, showed a definite need for a change in the judicial system. He also introduced the affirmative plan which consisted of three main points: (1) selection of candidates for Supreme Court justices by the President from a list prepared by Congress (2) revision of the qualifications of Supreme Court justices and (3) establishment of tenure system for Supreme Court justices whereby the justices have to be reapproved every ten years.

The first negative speaker then attempted to show there was no need for a change since the Supreme Court had only declared 75 out of 25,000 laws unconstitutional. He said the Supreme Court as it exists today is the most detached and objective group in our

See Debate, Page 4

NEA Names Officers

At the April 21 meeting of the Student NEA, Mrs. Annie Mae Turner, new president of the AEA, spoke on "Why I Teach."

At this meeting the club chose David Miller as Mr. Secondary Education, Alice Tucker as Miss Secondary Education, and Pat Vickers as Miss Elementary Education.

New officers installed at the meeting are Kenneth White, president; Jimmy Nichols, vice president; Dot Foster, secretary; Linda Tracy, treasurer; Jean Graben, publicity; and Elaine David, promotion.

D.O. Pledges Named

Delta Omega Chapter of Delta Omicron international music fraternity recently announced the pledging of four new members, Julia Street Holman, Jane Brooks, Sandra Burt, and Brenda Scott.

Delta Omega was well represented at State Day in Birmingham at Howard College. One hundred per cent of the active members and three of the four pledges attended.

first year of junior high school to the first year of college. There is no choice of subjects in school, and the universities give very strict exams so that only "the cream of the crop" gets in. Hal has attended medical school in Ankara for one year, where he earned his pre-med certificate. He has transferred his credits to Jacksonville and is classified here as a sophomore, and has decided upon psychology as his future major.

Hal's quick decision to come to Jacksonville speaks highly of this college's merits. A week before the spring semester started Hal was visiting in Montgomery with Sgt. George A. Landry who brought him to America. His roommate here now, Al Berry;



HAL OZERDEN

visited Hal and talked to him about Jacksonville State. So Hal probably has the distinction of being the only person on the campus who had never heard of Jacksonville until a week before he registered. His explanation of Mohammedanism is very interesting. The Moslems believe in one God who created the universe. He is the supreme master and there is no other, and their prayer to Him is through Mohammed, who they believe was a prophet.

The differences in food here and in Turkey are very great, Hal tells us. In fact, 98% of the people in Turkey cannot afford a balanced diet. There is less variety, the food is more highly seasoned, and no pork is eaten. Corn is boiled and toasted not to be eaten with a meal but instead as a snack. One big surprise is that cornbread is not an all-

won't allow girls to date unless chaperoned by a member of the family or a close friend, even after a couple is engaged.

Hal has acquired a student visa and hopes to remain in the U.S. long enough to complete his education.

Artists Have Work In Arts Festival

Lee R. Manners, head of the art department at Jacksonville State College, and Mrs. Ruth Sinclair, art instructor, have their work on display in one-man shows in Birmingham as a part of the Festival of Arts.

Mrs. Sinclair's show is in the First National Bank building, and Mr. Manners' is in the Red Cross building.

Mr. Manners will be a judge of the Alabama Water Color Society's non-jury show in Birmingham on May 23.

The art department will display student work in the gallery of Mason Hall on the college campus beginning today and extending through May 15. On exhibit will be classroom work of the past year, paintings, drawings, prints, wall hangings, ceramics, etc.

Petitions For Cheerleaders Due

All students who wish to run for cheerleader for the school year 1964-65 must have their petitions filed with the SGA by 12 noon, tomorrow, May 5. To be eligible a person must be on no type of probation and must plan to be at school for the entire school year, and must be willing to participate in any activity the cheerleaders are called upon to help in throughout the year.

According to the SGA, the cheerleaders will be elected under the terms of the newly-ratified constitution, which provides for election of the eight students polling the most votes, whether boys or girls.

Notice

Mr. Fain, director of auxiliary services, has requested that all students save their ID cards to exchange at the next registration. This will save the college, and students, money in that new pictures will not have to be made for the cards.

union committees and student publications, WSA and WSGA officers.

Attending from Jacksonville State will be the outgoing SGA officers, and the newly elected officers.

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Moncrief & Gilbert Attend Convention

Mr. James Moncrief and Mr. William Gilbert, members of the history department, attended the annual meeting of the Alabama Historical Association held April 24-26 at Auburn University.

The meeting consisted mainly of sessions of historians listening to historical writers reading scholarly papers that they had written. The topics, dealing mainly with Alabama and southern history, covered everything from clothing worn in the past to labor problems in Alabama during the New Deal era, according to Mr. Moncrief.

On the Friday of the meeting the West Point Manufacturing Co. provided an excursion train for the AHA members, who rode to West Point, Georgia, where a barbecue was given and a marker commemorating the founding of the company was dedicated. Friday night the Association held a banquet, which was highlighted by the showing of a film made in South

Africa commemorating the 100th anniversary of the arrival of the ALABAMA at Capetown.

Reading sessions were held again Saturday morning, and new officers for the Association were elected. President for the next year is Dr. Leslie

L. Wright, president of Howard College, Birmingham; vice president is Mr. Milo Howard, Assistant Director of the State Department of Archives, Montgomery; Mr. James B. Sulzby, Birmingham businessman, is secretary, and the treasurer is Mr. Peter Brannon, Director of the State Department of Archives and History.

Mrs. Robert Schwarz of Birmingham, drama consultant for Loveman's, has been on the Jacksonville State College campus working with classes in play production, children's literature and child development during the past week.

In the play production class, which is taught by Mrs. H. J. LeFevre, Jr., Robert Browning's "Pied Piper of Hamelin" was used as a choral reading and the scene where the piper returns was acted out by students in the class.

Mrs. Schwarz told the class that in trying out a cast for a play they should "put the script aside, forget the memorized lines and play it out creatively."

In the children's literature class, taught by Miss Douglass Olsen, she suggested techniques for "making literature come alive". She quoted Dr. E.T. McSwain, dean of the college of education at Northwestern University, who said, "All elementary teachers should provide more time for reading aloud to children and more time for children to meditate creatively on what has been read; this is of great value in personal development of children. Handicapped is the child who has been denied rich experiences in the field of creative arts". She also emphasized the importance of choral reading and creative drama in the teaching of children's literature.

In the child development class at the nursery school, See Schwarz, Page 4



DRAMA CONSULTANT SPEAKS TO STUDENTS: From left, Kenneth White, Heflin; Mrs. Schwarz; Julia Street Holman, Rockford; Beverly Brantley, River View.

exciting. In these, all speeches are extemporaneous. Thus, all of the speakers learn to think quickly while standing before the audience.

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Pam Borgfeldt Speaks For State

Pam Borgfeldt, of Anniston, recently represented the State of Alabama at the national boat show held March 20-30 at Chicago, Ill. Pam and four other college girls ran the Alabama booth at the show and told thousands of visitors about the State.

Alabama was one of five states represented at the show, which was attended by 700,000 boat enthusiasts.

The Alabama booth, Pam said, featured a large picture of Governor Wallace, which drew many comments, both complimentary and uncomplimentary ones. But Pam says that all the visitors agreed that Alabama was a "beautiful" state.

The girls stayed at the Hotel Conrad Hilton and were given what Pam described as "a paid vacation." Jo Ellen O'Hara of the Birmingham NEWS chaperoned the group.

secretary; Linda Tracy, treasurer; Jean Graben, publicity; and Elaine David, promotion.

D.O. Pledges Named

Delta Omega Chapter of Delta Omicron international music fraternity recently announced the pledging of four new members, Julia Street Holman, Jane Brooks, Sandra Burt, and Brenda Scott.

Delta Omega was well represented at State Day in Birmingham at Howard College. One hundred per cent of the active members and three of the four pledges attended. Delta Omega presented a program, "The Two B's of Church Music."

The chapter has made a \$100 contribution to the Walter Mason scholarship fund, which is used to aid worthy music students.

Student Tea Held

Student teachers at the Elementary Laboratory School, Jacksonville State College, were honorees at a tea given by the faculty on Wednesday afternoon at the Faculty Club.

Hostesses for the occasion were Mrs. Lawrence R. Miles, chairman; Mrs. J.W. Brown, Mrs. Edwin Ray, Mrs. C. C. Dillon, Mrs. John B. Armstrong, Miss Florence Bates, Mrs. Jodie Boozer, and Mrs. James Mallicoat.

Guests were greeted by Mrs. H.Y. Dempsey, Jr., and See Tea, Page 4

"J-DAY"

Cont. From Page 1

1:00--Field events, lasting until 2 o'clock: discus throw, shot putt, foot races, javelin throw, broad jump, 3-legged sack race, etc.

2:00-2:10--Greased pig contest (with a \$5 prize).

2:10-2:15--Egg throwing contest.

2:15-2:30--Cheerleader tryouts.

2:30-3:00--Pie-eating contest.

3:00-3:10--Tug of war contest.

3:15-3:45--Girls football game. (Rules: Four quarters, five minutes each; one time-out per quarter per team.)

7:30- "J" Day dance at Leone Cole Auditorium, featuring the world-famous Voodoo's, playing out of Birmingham.



Jacksonville State Sports



The Keener Edge



LARRY KEENER

What is there about the approaching end of a school year that promotes so much nostalgia?

It's expected that graduates will periodically think back over past events of their college days with fond thoughts and a feeling that is very similar to homesickness. But it's difficult to explain just why a college student will grow melancholy as final exams and the summer vacation approach.

Perhaps we feel this way because we already realize that another precious year has passed and that year will never be repeated. Only the mind can repeat in solitude the days that were often turbulent and trying, always welcome and brimming over with things to be done.

Think about the sports scene on the campus this year. First, there was King Football. Though not a spectacularly successful year, the football games and the dances that followed them and the excitement that preceded them made most of us aware of a mighty anticipation of things to come. The sight of friends exerting themselves in the peculiar form of combat that is football. . . The sound of voices lifted as one into a mighty yell or a profound sigh of disappointment. . . The ballerinas performing with the precision that comes only with hours and hours of hard work. . . The color and the magnificence of one of the finest bands in the South. . . The refusal of the cheerleaders to admit defeat or to be sure of victory. . . The knowledge that all present are united in the spirit that is aptly termed School Spirit.

Then came basketball to fill the void left with the departure of the King. Basketball, with the excitement of unceasing action and the tenseness that is provoked by the need for just one more basket as the clock ticks relentlessly toward the final whistle.

And as spring dawned and the winter season disappeared never to be repeated, baseball and a new track team continued the sports program at Jacksonville. In addition, new and better tennis properties stimulated more interest than ever in the racquet game.

When you combine these memories with those of deep friendship, strong love and accomplishment it all adds up. . . to nostalgia.

The Game Of Gentlemen

By Dick Johnson

It was written some time ago that ping-pong is the biggest rage on the campus. Now is the time to retract that five or ten minutes lining up a fantastic bank shot, only to see the little white ball miss all the balls! And there are

Spring Training Season Ends

By Ernie Smith

The Gamecocks ended spring training with a scrimmage game in which the Red team won a hard-fought 12-0 victory over a determined White team.

Ray Vinson led the Red offense into White territory several times with the help of Tommy Carpenter, Doug Wheeler, Randall Bunch and the entire Red line.

The White team, led by Joe Haynie, Otis Jones, David Luttrell, Jim Kirkland and Billy Thompson, surprised the fans with their passing game. They completed passes to Phil Jolley and David Luttrell time and time again to push deep into red territory.

Both lines put up a great battle with the Red line holding a narrow edge.

Tommy Carpenter turned in the first touchdown of the game from the Reds on a beautiful 90-yard punt return. Later in the game, Ray Vinson cut back across the middle and went 15 yards to give the Red team a 12-0 lead. Both extra point attempts were no good and the Reds won it 12-0.

Members of the White team were as follows:

Joe Haynie; quarterback; Billy Thompson, halfback; Short and Otis Jones, fullbacks; David Luttrell, Jim Jolley, Jerry Savage, ends; Jim Holliday, Carter Roper, tackles; James Turk, Andy Landers, guards; Joe Kines, center.

The Red team was manned by Doug Wheeler, quarterback; Randall Bunch, halfback; Tommy Carpenter, flanker-back; Ray Vinson, fullback; Terry Owens, Frank Dean, ends; Gary Tucker, Rowe Hall, tackles; Benny Striplin, Joe Turner, guards; Mike Mann, center.

As mentioned before, Friday's game brought to a close several weeks of sweat and toil on the part of the Gamecock



GAMECOCK 1964 BASEBALL TEAM -- The Jacksonville baseball team has been turning in fine performances all season and have suffered only one defeat. That defeat was to Howard College, a non-conference club. Wednesday, however, the Gamecocks took sweet revenge by trouncing the Howard nine 10-5. The Gamecocks are definitely strong contenders for the Conference title.

Athletes Quitting Cigarettes

One of the major effects of the recent announcement by the government committee on cigarette smoking has been the number of athletes who have publicly stated that they are no longer combining sports and nicotine.

Perhaps the most notable example of a big-name star who has made a point of letting the press know he is a non-smoker after many years of addiction is Arnold Palmer, 1964 Masters Champion and golf's all-time money winner.

In Palmer's case, cigarettes were part of his image. Almost any photograph taken of Palmer on the golf course when he wasn't in the process of actually swinging showed him with a cigarette in his mouth or in his hand. Furthermore, he was

Intramural Standings

INTRAMURAL SOFTBALL LEAGUE
STANDINGS THRU APRIL 24th, 1964

	WON	LOST	TIE	%
COMMANCHES	5	0		1.000
BROOKS ALL-STARS	4	1		.800
NANNIES	4	1		.800
VIKINGS	3	1		.750
PHANTOMS	2	2		.500
RIVER RATS	2	2		.500
SAND MTN. BOYS	2	2	1	.500
SCABBARD & BLADE	2	3	1	.400
DIPLOIDS	1	3		.250
LUTTRELL LOAFERS	1	3		.250
SLICK STICKS	0	4		.000
DODGERS	0	4		.000

Debate

Cont. From Page 3
government. This is its unique and intended function and if the justices are chosen any other way, such as running for office every ten years, they will lose their unbiased judgment.

The second affirmative, Don Carroll, elaborated on the affirmative plan by saying that it

Companies Adopt Cigarette Advertising Code

By Larry Friedman of the Associated Press

just one more basket as the clock ticks relentlessly toward the final whistle.

And as spring dawned and the winter season disappeared never to be repeated, baseball and a new track team continued the sports program at Jacksonville. In addition, new and better tennis properties stimulated more interest than ever in the racquet game.

When you combine these memories with those of deep friendship, strong love and accomplishment it all adds up. . . to nostalgia.

The Game Of Gentlemen

By Dick Johnson

It was written some time ago that ping-pong is the biggest rage on the campus. Now is the time to retract that statement, for I think pool has taken over. Witness the carloads of boys who daily take a trip downtown to while away a few hours in the dust, smoke, and colloquial language of the poolroom.

It's a great American game, pool is. You need only a nickle and a dime to shoot a game of rotation. You need little or no athletic ability--only a sharp eye and a steady hand. But look at the fun and excitement you can reap! You can watch the one-ball go racing into the little basket attached to the table, or, if you're lucky, you can see the fifteen, fourteen, and thirteen-balls go right along with it. For this game requires more luck than anything else.

There are those who spend

five or ten minutes lining up a fantastic bank shot, only to see the little white ball miss all the balls! And there are those who almost close their eyes and knock in three or four balls at a time. It is the latter who induce the "pro" to use a little of the colloquial language mentioned previously.

When you've "shot" one, or two, or three games you can proudly walk away dreaming of becoming another Willie Mosconi. Or you can come out, go into the Eagle for a cup of coffee that matches your mood, and blame it all on the fact that chalk got in your eye or the fellow at the next table bumped your arm on a crucial shot. Either way you have put aside those horrible books for the time being and have refreshed yourself with a "game of pool".

Short and Otis Jones, fullbacks; David Luttrell, Jim Jolley, Jerry Savage, ends; Jim Holliday, Carter Roper, tackles; James Turk, Andy Landers, guards; Joe Kines, center.

The Red team was manned by Doug Wheeler, quarterback; Randall Bunch, halfback; Tommy Carpenter, flanker-back; Ray Vinson, fullback; Terry Owens, Frank Dean, ends; Gary Tucker, Rowe Hall, tackles; Benny Striplin, Joe Turner, guards; Mike Mann, center.

As mentioned before, Friday's game brought to a close several weeks of sweat and toil on the part of the Gamecock squad. To say that things could be better is to make an understatement. Injuries have been amazingly high this spring. Paul Beard, Tom Moore, Mike Mann, Ed Hill, Bob Shaddix, and Billy Thompson are only a few key boys who have been out at one time or another.

Switching from the single wing to the pro "T" type offense has been a very difficult task, and the weather has posed another problem this spring.

Jax State's Gamecocks will open their season next fall on September 12, against a tough University of Tampa team.

Salls Signs Sims

Coach Don Salls has announced the inking of West End quarterback Roy Sims, Jr. Sims stands 6' 1 1/2" and specializes in the T-Formation.

Coach Sam Short of West End hails Sims as "the finest passer I have ever had." Sims was the leading offensive passer in Jefferson County during the past season's action.

Coach Salls said, "We are certainly pleased to have acquired Sims. Roy will add much needed depth to our quarterback position. It's possible that he may even be called upon next season to do some passing for us."

the number of athletes who have publicly stated that they are no longer combining sports and nicotine.

Perhaps the most notable example of a big-name star who has made a point of letting the press know he is a non-smoker after many years of addiction is Arnold Palmer, 1964 Masters Champion and golf's all-time money winner.

In Palmer's case, cigarettes were part of his image. Almost any photograph taken of Palmer on the golf course when he wasn't in the process of actually swinging showed him with a cigarette in his mouth or in his hand. Furthermore, he was drawing \$10,000 a year for endorsing a leading brand.

Palmer admitted that he suffered from the nervous jitters for a while after he went "on the wagon." But now he claims that he actually feels better and thinks that perhaps his over-all performance will be better for his abstinence.

In baseball circles, cigarettes suffered another blow when big Fred Hutchinson, manager of the Cincinnati team developed cancer. Hutchinson has been a long-time smoker.

Cigarette companies have done an admirable thing in developing a new code in regard to athletics and cigarette smoking. The major firms have agreed that future advertising will not reflect or intimate that any athlete engaged in a sport that requires exertion beyond the limits of normal recreation endorses a particular brand of cigarettes.

Tea

Cont. From Page 3

Mrs. Ernest Stone, director of the school, poured punch.

Student teachers who attended were as follows:

Beverly Morgan, Buchanan, Ga.; Pamela Goss, Warren, Ohio; Maria-Nieves Cabrera, Bolivia; Margaret Saxon, Wayne R. Clotfelter, Diane Rogerson, Gadsden; Lynn Duty, Falls Church, Va.; Terry Segers, Dwight Sanderson, Jane Prestwood, Birmingham.

James Couch, Albertville; Dolores Butler Johnson, Bynum; Barbara Hames, Anniston; Mark Washington, Springville, Jim Partain, Sue S. Bryan, Jacksonville; Phyllis S. Russell, McCalla, Brenda Holmes, Sylacauga; Ronnie

PHANTOMS	2	2	.500
RIVER RATS	2	2	.500
SAND MTN. BOYS	2	2	.500
SCABBARD & BLADE	2	3	.400
DIPLOIDS	1	3	.250
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Debate

Cont. From Page 3

government. This is its unique and intended function and if the justices are chosen any other way, such as running for office every ten years, they will lose their unbiased judgment.

The second affirmative, Don Carroll, elaborated on the affirmative plan by saying that it would set up a merit system between the Congress and the President. He also mentioned the present-day antagonism felt by many American citizens toward the Supreme Court.

Then Mike Buck brought out in the second negative speech that it was not the courts, but the time in which we are living that caused so much current criticism of the judicial system.

After the debate, the class voted a narrow victory to the negative team; two people from the class voted a tie. All of the class members agreed that both teams had done an excellent job.

To those interested in logical thinking, debate is a stimulating and provocative course.

Schwarz

Cont. From Page 3

supervised by Miss Winna Faye Maxwell, she told stories and directed the children in acting out stories and making poems and songs come to life.

This was Mrs. Schwarz's third visit to Jacksonville. This summer she will be on the faculty of the University of Washington.

Harris, Helen Steakley, Crossville; Margie Baldwin, Lanett; Tommy Lacks, Boaz; Dixie Dennis, Sara Prestridge, Heflin; Fannie Lee Fuller, LaFayette, Sara Sizemore, Sylvania; Gail Cronan, Piedmont, Allen Woodflin, Prattville.

Faculty guests were Dr. Theron E. Montgomery, Dr. Greene Y. Taylor, Dr. Martha D. Howell, Miss Douglass Olsen, Mrs. Esther Baab, Lee R. Manners, William Blair, George Teague, and William C. Todd.

Companies Adopt Cigarette Advertising Code

By Larry Friedman of the Associated Press

The nation's cigarette manufacturers are putting their \$250-million annual advertising program into the hands of an administrator to enforce a new code banning appeals aimed at teenagers.

The administrator, to be named shortly, will be empowered to fine a code violator up to \$100,000. He will be given "complete and final authority" on all cigarette advertising, the nine companies which account for more than 99 per cent of the cigarettes made in the United States announced Monday.

Among advertising appeals banned by the companies' new code are:

Testimonials by athletic heroes, famous entertainers, or other persons who would have a special attraction to those under 21 years of age.

Suggestions that cigarette smoking is essential to social prominence, distinction, success or sexual attraction.

Claims with respect to health because of the presence of a filter, unless the claim is based on valid scientific data as determined by the administrator.

All cigarette advertising must be cleared by the administrator, whose office shall be in New York.

The code bans ads aimed directly at persons under 21, and forbids distribution of free sample cigarettes and promotion of cigarette smoking on college campuses.

Advertising models must be at least 25 years old and look that age. There is a ban on persons "smoking in an exaggerated manner."

The industry acted 3 1/2 months after the report by the U.S. surgeon general which linked cigarette smoking with cancer.



COACH DON SALLS is shown with new signee Roy Sims, standout quarterback from West End in Jefferson County.