

Happy
Holiday,
Everyone

LINDEN BARK

See You
Again
In '50

VOLUME 30

ST. CHARLES, MO., TUESDAY, DEC. 13, 1949

NUMBER 5

Choir To Sing Over Mutual New Year's Day

The Lindenwood Choir and Sextet will sing on a national hook-up over the Mutual Broadcasting System on New Year's Day at 11 a. m. Central Standard Time.

This "musical first" in Lindenwood's history is announced by Milton F. Rehg, director of the choir, and Mrs. Lois Burkitt, director of the sextet. Accompanists for the groups will be Virginia Ratcliffe and Carolyn Furnish.

KWK, the Mutual station in St. Louis, will originate the musical program, and several stations will carry it at other hours.

The program will include the following numbers:

Theme Song, Oh Lindenwood, To You We Sing Horner
From Glory Unto Glory Hoyte
Holy Lord God Cain
O Sing Unto the Lord

Hasslar-Riegger

Lindenwood Choir
Silent Strings Bantock
Lindenwood Sextet

La Tarantella Boyd
The Snow McCleod

Chorus of Gypsy Girls (La Traviata) Verdi

Lindenwood Choir
Prelude Ronald

Lindenwood Sextet
Let Thy Mercies Come Also Unto Me Katherine Davis

Softly and Tenderly
W. L. Thompson-Riegger
Theme Song, Oh Lindenwood, To You We Sing Julia Horner

Lindenwood Choir
The choir and sextet went into St. Louis on Saturday, Dec. 3, for the recording of the program.



MERRY CHRISTMAS

Reflect upon your present blessings—of which every man has many—not on your past misfortunes, of which all men have some. Fill your glass again, with a merry face and contented heart. Our life on it, but your Christmas shall be merry, and your new year a happy one!

—CHARLES DICKENS

Santa Is Honored At Last Dance

Traditional Christmas decorations created the yuletide atmosphere at the last formal dance of 1949 last Saturday night. Music was furnished by George Johnson's orchestra. Eloise Batts was in charge of the decorations.

Guests for the evening were the members of the Missouri School of Mines Choir who were on campus for the joint Christmas concert Sunday evening. Several other colleges and universities were represented also.

The dance was sponsored by the Week-end Recreation Committee under the direction of Miss Leah May Williams.

Lindenwood Shares Christmas Spirit With Tots At Markham Memorial

Here at Lindenwood, thoughts of Christmas and Markham Memorial go together. Is it any wonder? For the Lindenwood girls play a big hand in bringing Christmas to the underprivileged in a section of South St. Louis.

Every year the Student Christian Association sponsors a drive for funds and toys to provide a Christmas for children who wouldn't have any at all if it were not for the generosity of the students.

The goal this year has been set at \$500.00. This sum will pay for two large blackboards, one for the music department, and one for the kindergarten. It will also fill a special order from the children for a large, much desired rocking horse. The remaining money will be used for choir robes and clothes for parents and children badly in need of them.

The Christmas toys exchanged between the girls in the dormitories will find their last resting place in the hands of the Markham youngsters.

Lindenwood first became associated with Markham Memorial in 1914 when Dr. John Roemer became president of the college. At that time Dr. George W. King, an intimate friend of Dr. Roemer, was pastor of the Presbyterian church at the Memorial. Since then the activities of the college have centered almost entirely about this institution.

Any extra money collected through the S.C.A. drive will go toward a fund to establish a new hospital. The present conditions are so limited that it is necessary to house the sick children and the feeble-minded together.

L.C. Alumnae Soloists In Messiah

Miss Marjorie Moehlenkamp and Miss Barbara Watkins were both engaged by Mrs. Alice Mace Nowland to sing the "Messiah" at the First Presbyterian Church of East St. Louis on December 4 at 4:00 p. m. That evening Miss Moehlenkamp sang it again at the First Presbyterian Church of Granite City, with Mrs. Virginia Moore, director.

On December 11 Miss Watkins was contralto soloist in the "Messiah" at State College, Cape Girardeau, Mo. On December 15 she will sing the alto solos with the Civic Chorus of St. Louis, Gerard Groth, conductor. Miss Watkins is now permanent soloist at the Kingshighway Presbyterian Church, St. Louis.

Miss Pearl Walker, of the Lindenwood faculty of music, sang the soprano solos in the "Messiah" at the 2nd Baptist Church of St. Louis on December 4, Mr. Howard Kelsey, director. On December 18 she will be soloist in the composition, "The Incarnate Word," which will be sung at the West Presbyterian Church, St. Louis, Mr. Joe Perrine, director.

Campus Yuletide Festivities Precede Christmas Vacations To Begin Friday At Noon

Freshman Honor Fraternity To Be Installed

Alpha Lambda Delta, Freshman women's national scholastic honorary fraternity, will be installed on the Lindenwood campus Thursday.

Miss Gladys Bell, associate professor of English at Denver University, will be the installing officer. Miss Bell was a recent national president of Alpha Lambda Delta.

All women are eligible who have a 3.5 scholastic average for the first semester of their Freshman year, or for their entire Freshman year. Members may remain active for three semesters after initiation, or through the Junior year.

Charter members will include upperclassmen who would have been eligible their Freshman year if there had been a chapter of Alpha Lambda Delta on the campus.

The girls to be initiated were pledged on Tuesday, Dec. 6, and have been wearing the pledge ribbons, which are red, gold, and white.

"Alpha Lambda Delta will be the most significant general honorary fraternity on campus," Dr. Eunice Roberts, dean of the college, said. Charter members of this organization will be:

Sophomores: Lois Deisnroth, Caroline England, Janet Neilson, Nancy Lee Perkins, Barbara Sutton, and Eleanor Trefz.

Juniors: Rita Baker, Jennifer Sullivan, and Pat Underwood.

Seniors: Mary Jo Sweeny, and Dorothy Walker.

Four faculty women have been invited to be initiated as honorary members at the time of the installation. They are Dr. Elizabeth Dawson, Miss Mary Lichtler, Dr. Alice Parker, and Dean Eunice Roberts. Miss Ellen Irish, of the Art Department, is already a member of this organization.

Officers of the club have been elected. They are: President, Lois Deisenroth; vice president, Caroline England; secretary and historian, Barbara Sutton; treasurer, Nancy Lee Perkins; upper class advisor, Mary Jo Sweeny. The faculty advisor is Dean Roberts.

The pin of this organization represents a gold candle in a gold
(Continued on Page 3)

Family Dinner To Be Held Wednesday

'Twas the week before Christmas,
And all through the campus,
There was packing and planning,
And general happiness . . .

Christmas spirit and glitter has invaded Lindenwood. Everywhere there is evidence that the jolly old red-cheeked man will soon be on his way. Following the Vesper Concert given by the Missouri School of Mines Choir and the Lindenwood Choir on Sunday night the annual tradition of lighting the Lindenwood Christmas tree took place. The majestic cedar stands near the old Tea Room and its multi-colored lights can be seen far across the campus. This event climaxed the big week end which started with the Christmas formal last Saturday night.

Tonight following the Tau Sigma program the girls in Nicolls will have their dorm party in the Library Club Room. The girls are planning an old-fashioned party around the tree with cokes and Christmas carols.

Tomorrow night is the annual Lindenwood family dinner, one of the high lights of the Christmas festivities. In addition to the student body, all members of the faculty and their families are invited. Even Santa comes to aid Mr. Motley in awarding gifts, following dinner, to all employees of the college.

After the dinner the girls in Ayres, Sibley, Cobbs, Butler, and Irwin will have dorm parties. True to their tradition of long standing, Irwin will have its Christmas tree which must touch the ceiling with a little bird's nest perched among all the tinsel and ornaments.

Thursday the Speech Department is sponsoring a special Christmas convo which will be a review of 4000 years of Christmas. It is the story of Christmas customs from Ancient Babylonia to Modern America.

Friday the exodus to all points east and west begins (officially 12 o'clock) with the returning date set for noon, January 4.

Merry Christmas - Everywhere

DANISH—Glaedig Jul! (Glad Yule)

DUTCH — Hartelijke Kerstgroeten!

ENGLISH—Merry Christmas!

ESTONIAN—Roomsaid Youle!

FINNISH — Hauskaa Youluad! (Merry Yule)

FRENCH—Joyeux Noel! (Joyous Christmas)

GERMAN—Froliche Weinachten!

GREEK—Kala Christouyenna! (Good Christmas)

ITALIAN—Bono Natale! (Good Christmas)

PORTUGUESE — Boas Festas (Good Holidays)

RUMANIAN — Nosteria Lui Christos Sa Va Die de Folas! (May the birth of Christ bring you happiness.)

SPANISH—Felices Pascuas!

SWEDISH—Good Yul!

SWISS—Joyeux Noel (French)

Froliche Weinachten (German)

Bono Natale (Italian)

Christmas Is A Year-Round Feeling

The tree is beautifully decorated, and standing in the middle of the dance floor. We dance the first dance, aware that our new formal is the prettiest there. Then we walk over to look at the Christmas tree more closely. There are candy canes hung on it, stacks of gifts placed beneath it, and far back under the tree, so small we can hardly see it, a little manger with a doll in it. It is so small that no one even comments on its presence. Why? Because we have forgotten that the first Christmas was celebrated in simplicity and humbleness, and not by riotous revelry and forgetfulness. That is why, when we go to church Christmas eve, we can't recapture that awe and wonder that was ours when we were in Cradle Row sixteen years ago.

We have a passing thought: What a pity there was no room in the inn that night in Bethlehem. But a greater pity is that there is no room in our busy hearts for Him today. We have come to think of Christmas as a means to an end, not as an end in itself. The parties and gayety have become a substitute for the glory of the birth of Jesus; not an addition to enhance its significance. So what if we do get sentimental and misty-eyed when we sing "Silent Night"? What if we do put out a little effort to help someone have a merry Christmas? Is it a shame to feel humble and thoughtful?

The world today, as then, is full of realists and cynics. But it is interesting to note that one day of the year we devote time and money to make Santa Claus a reality to all children. We practice, realists and cynics alike, the greatest concept of the Christian religion, which 364 days out of the year we scorn . . . the concept of brotherhood. Simplicity, humbleness, brotherhood are all warm words, and words that can move mountains. We might even try them on Joseph Stalin, but first, let's try them at home December 25, 1949.

Growin' Pains

A literary magazine still in rompers and a novice writer are both in the same position and both dependent upon each other for survival and success. They need each other if either is to acquire the experience and polish that denotes a well-turned product.

Such is the relationship between the "Griffin," our campus literary publication and the students of the college. A beginning writer has to have a starting point and that is exactly what the "Griffin" offers. One can always subject an article to the criticism of friends but chances are that it will be poorly judged. Not because the judges lack the ability to determine whether it is good or bad, but because they are apt to be slightly biased.

On the other hand if the article is presented to the "Griffin," the general opinion and reaction of the entire campus can be noted. Then too the thrill of seeing one's masterpiece in print can be experienced. The "Griffin" will also prove to be an excellent sounding board in determining, to some degree, how good the author actually is and if it is worth while to venture further into the field of letters. At the same time the writer is furnishing Lindenwood's literary baby with a nourishing and varied diet of good manuscripts.

We View With Alarm

Come next editorial time in the "Bark" and . . . New Year's resolutions will be crumpled wads of paper in some wastebasket . . . vacation will be ended, with only memories lingering on to tide us through final exams . . . and we will be living in the turn of this century.

And speaking of turns, we might jump to returns—namely, that of the 82nd Congress on January 3. With campaigns for the 1950 election on the way, politicians will be arguing issues with greater heat than ever, and the back room caucus meetings will be foggier with cigar smoke than ever London could be on a misty morning.

The three most important appeals to be made in the coming election-eering will concern the laborer, the farmer, and the taxpayer.

Once more, the old argument concerning the repeal of the Taft-Hartley Bill will be renewed with all the venom of the past. The farmer will be wooed with the Brannan Plan and promises of subsidies. And the Republicans will court the taxpayer with tender vows of decreasing expenditures.

And where will you, who are of voting age, be standing in the midst of these usual political Utopias that are created during campaign time? If issues are clear and contrasting, your position should not be hard to find. But if, as before, the policy of me-too-ism is adopted, then you may as well depend on your feminine intuition alone.

All of which sounds like a cynical comment on the fact that voters are nothing more than puppets jerked along by cleverly-manipulated political strings. This may not be too inaccurate a statement considering (a) that a great majority of American voters never use their suffrage rights, and (b) that an even greater majority of American students never find time to read a daily newspaper.

Not that we're suggesting any half-century resolutions, you understand . . . Heaven, and editorial policy, forbid!

Bark Barometer Of Campus Opinion

SHOULD OUR CHILDREN BELIEVE IN SANTA CLAUS?

Well, here it is the middle of December, and all over campus can be felt the tension and anticipation that goes with the coming of Christmas and Santa Claus.

Santa Claus, of course, to most of us, is the fellow with the gray-ing temples and a slightly worried look about the eyes, who almost always goes under the alias of "daddy." But to youngsters all over the world he is still a round, jolly, red-faced individual who makes a single yearly trip in a sleigh filled with toys, and pulled by eight fabulous reindeer, capable of flying through the air at a tremendous speed.

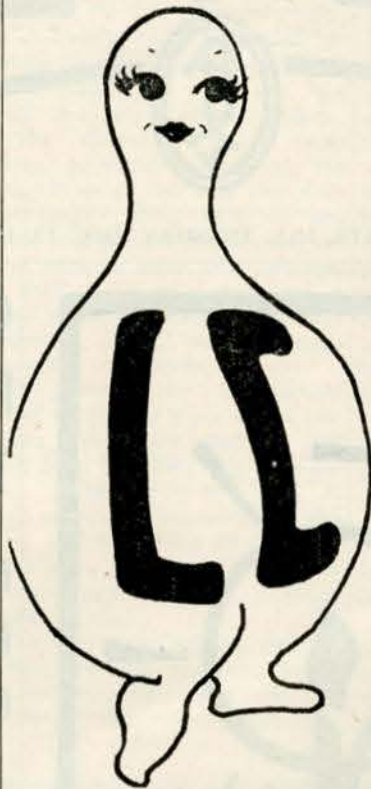
This rotund figment of the imagination is a perpetual problem to all adults who have any association with children insofar as to whether children should be allowed

to believe he actually exists or, if it is better to let them know from the first that he is a mere myth.

The Barometer with this situation in mind has taken a poll of the opinions held by numerous Lindenwood lassies, and after careful tabulation presents the results!

Ninety-seven per cent of the girls claim they would never disillusion their children at such an early age. These girls feel children should believe in Santa until the time comes when it is necessary to tell them before they find out through some brutal method, such as the smart little boy in the first grade class. Two per cent maintain that it is ridiculous to let a child entertain such "juvenile thoughts." The final one per cent hadn't given the subject much thought.

SUSIE SCHMOO



Times may have changed. I mean, the Un-American Activities Committee may not allow Santa to wear his red suit this year, and Dasher and Company may be replaced by a mule team, but the spirit that goes with Yuletide carols, mistletoe, and burning candles will always remain. So, Merry Christmas, Happy New Year, and see you all on campus in '50.

OF ALL THINGS

It has been said Heaven will protect the working girl—but who's gonna protect the fellow she's working?

Dr. Sibley was walking up the steps of the Metropolitan Art Museum in New York. Right in front of her was a mother with her two children. As the mother reached the top of the steps, she started straightening the children's caps and coats. Then Dr. Sibley heard her make this statement: "God made everything in here; I don't want to hear any snickers."

The SMU Campus says: You can't kiss a girl unexpectedly. The nearest you can come to it is kiss her sooner than expected.

"How does that clock run that you bought at the white elephant sale last year?"

"Fine—it does an hour in 45 minutes."

We heard recently that a big-game hunter disappeared in Africa. Evidently something he disagreed with ate him.

We found this in the "Wastebasket" of the Rockhurst College Hawk on the "Evaluation of a Co-ed":

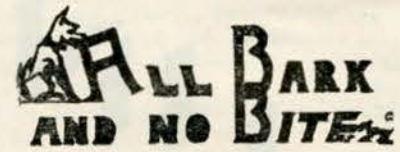
If she's a Freshman: She wants to marry a football player; she thinks midnight is late; and she tells her mother everything.

If she's a Sophomore: She wants to marry a movie star; she thinks midnight is pretty late; and she tells her roommate everything.

If she's a Junior: She wants to marry a capitalist; she thinks midnight isn't so late; and she tells her diary everything.

But, when she's a Senior: She wants to marry a man! Any old thing with pants will do; she thinks midnight is midnight; and she doesn't tell a darn thing.

It's an odd coincidence: Money is what you'd get on beautifully without if only other people weren't so crazy about it.



By Sally Joy

Drawings by Jean Lou

It's that merry ole' season again when the jingle bells start jingling and the chorals start singing cheery Yuletide tunes. So pack the bag, hit the road and kiss the boys hello. Kinda' nice to have a vacation to look forward to in a couple of days, isn't it? With all the fun prevalent on campus now . . . the big party in the dining room (which will prompt more than a few dewy eyes), . . . the dorms decorated from stem to stern with each inch inquiring, "Isn't this a lovely, merry season?" . . . the twinkling lights—that seem to touch the sky on Christmas trees among the lindens. Only one lil' thing seems to cast a blight on the situation. 'Course I mean the midnight hours that must be spent putting the finishing (or beginning) touches on papers due at the zero hour Friday. Cheer up though, for soon it will all be over . . . one way or another.

While I'm on such a subject . . . yesterday as I was pecking away at the typewriter down here in the Bark office, a gust of wind suddenly blew the door open, and a cloak-clad figure in black crept in hesitatingly. Her gnarled, calloused hand gave evidence of the many hours it held pen and pencil. Through the black veil covering her face I could see the half-moon circles under her eyes, and high protruding cheek-bones indicating the long weary hours spent without sleep. As she "slanked" (I must take that Freshman grammar course sometime) over to me I could hear the clank of bones . . . poor soul, I thought, she probably hasn't had time to go to meals for days. Suddenly she thrust a paper toward me, and screamed, "There! Print that! Then the whole world will know and perhaps the news will even leak into Lindenwood, of why I'm like this." Then before

I could say, "flunk list" she was gone. Left behind, however, was the following poem which I pass on to you.

Soliloquy of an L. C. Student
To pass or not to pass
That is the question.
Whether 'tis nobler in the mind—
to raise one's grades,
Or to suffer the slings and arrows
of outraged professors,
But retain one's sanity.
Is it to strive and strain—through
the long night,
Relinquishing all sleep and peace
of mind,
Or to go forth, rested and re-
freshed,—to flunk?
For there can be no mid-point here,
The decision is to make the mark—
post-mortem,
Or to live and be a loss.

—A Weary Student
Little maid in black, please do
have a restful Christmas vacation
and speaking for the entire student
body, we understand just how you
feel.

On a lighter side, the time seems most appropriate to tell the story of the Freshman who went Christmas shopping back in '41. Starting off bright and early to get the best selection of brightly colored ties and socks, she accidentally got off the bus in Wellston, where she swung into action and tore down the budget. Returning late that night "just dead on her feet" she commented that she didn't think much of the stores in St. Louis; in fact, she'd even rather shop back home in Killer's Gulch, Lower Slobovia!

Remember on the plane or train that you're a Lindenwood lady . . . don't talk to strangers (that sweet old lady may be carrying a gun in her knitting bag), and good luck to you flyin' home in B-29's!



LINDEN BARK

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EDITOR OF THIS ISSUE

Lorraine Peck '50

BUSINESS MANAGER

Kathryn Shaddock '51

EDITORIAL STAFF

Sally Joy '50

Mary Lou Matthews '52

Joanne Sullivan '51

Barbara Allen '50

Marian Rattner '52

Sharlene Agerter '52

Rosa Tsatsakos '51

THE LINDEN LEAVES ARE WHISPERING

By Marian Rattner

Well gals, only three more days to go and then—woopie! All these lucky gals on campus who got Christmas gifts in advance. Congratulations to Glenna Witzanky and Janet Nielsen for shiny new fraternity pins. Special congratulations are in order for Shirley Anderson, who received her ring from Bob last week and to Sandy Jeter who received her ring too . . . lucky gals.

Christmas is really in the air. Shopping excursions in St. Louis on Saturdays have produced gifts of all sizes and shapes. Dixie Cochran got the cutest tiny boots and jeans for her baby cousin and a certain group of girls who dined in town were presented with the prettiest gardenias last week end.

Nellisue Montadon and Kathy McLean had a wonderful time up at Mizzou last week end, they report.

There are all sorts of parties in the air. In addition to all the dorm parties, a gang in Ayres has decided to have one of its own . . . to mention a few, Joan and Mary Kirchherr, Cynthia Rickland, Martha Scaper and "Wink" Webber.

Joyce Powell, Jayne Collins (see we spelled it right, with the "y" and all) and Kay Shaddock gave Carolyn Furnish a surprise birthday party. Happy birthday, Carolyn!

Dot Walker and Barbara Allen are planning to have a private party of their own if Dot can fit it into her busy schedule!

Janie Meyers was the special guest of honor at a party the gang in Nicolls gave following the dance Saturday night. Bobby Nielson and Judy Gallagher decorated their room so cute. . . .

Well gals, there isn't much more, don't forget to pack your good black heels to wear with your black dress New Year's Eve . . . and don't leave any odds and ends around that will come in handy at home . . .

Have a very Merry Christmas and a mighty big New Year's and we'll see you all in 1950 . . .

THE CLUB CORNER

Alpha Sigma Tau, the Lindenwood honor society, entertained prospective members at a tea held November 30.

A Christmas party based on old German customs and traditions was given for the Modern Language Club by the German section of that society on December 7.

Virginia Rattcliff, Carol Ronan, Barbara Sutton and Beverly Stukenbroker became members of Mu Phi Epsilon, the honorary music fraternity, at a pledge tea held November 10.

A play day for the faculty was sponsored by Kappa Pi, the honorary art society, in the Fine Arts Building, on November 18.

Alpha Epsilon Rho, the national radio fraternity, initiated its new members in a ceremony held immediately preceding the radio open house yesterday.

The Poetry Society met in the Library Club Rooms December 6, to read and discuss their work.

The Encore Club, instead of using their funds for a Christmas party, has decided to give a needy family a real Christmas with all the trimmings.

Students Attend Meeting Of Republican Clubs

Three students from Lindenwood College attended a recent convention of the Missouri Federation of College Republican Clubs in Jefferson City.

Ada Anne Pope, Eleanor Trefz, and Lorraine Peck were campus representatives to the Thanksgiving week-end meeting.

The purpose of the convention was to establish an organization which would unite all Republican college clubs throughout the state. Every university, college, and junior college in Missouri was eligible to send from one to ten delegates.

Senator Forrest Donnell (Republican) of Missouri, was the main speaker of the banquet given Friday evening. Other speakers included Robert A. Forcye, twice national intercollegiate extemporaneous speaking champion, and past chairman of the Minnesota Federation of College Republican Clubs.

Election of officers for the Missouri federation were held Saturday morning. Among those nominated was Lorraine Peck, who was elected secretary of the organization.

Plans for the organization of a Republican Club on campus will begin following Christmas vacation.

L. C. Ends Hockey Season With 1-0 Victory

The Gold and White ended the 1949 hockey season on November 26, with a 1 to 0 win over Harris Teachers College.

The only goal was scored by Marty Powell during the first ten minutes. Harris scored a goal during the first period which didn't count, because it was hit outside the striking circle. They threatened to score twice during the second half but the L. C. defense was too effective. During the last half of the second period, Harris was in front of the L. C.'s goalie cage trying to push the ball in with their hands. Czar, the goalie, fell on the ball, incurring a penalty corner. After the corner, Lindenwood took the ball and was never threatened again.

Excitement ran high when Diane Lent and the Harris left wing collided head-on. The Harris player was unconscious for a few seconds. Both players recovered and continued playing.

The Commercial Club had its annual initiation on December 5. The nine new members are: Wilene Grove, Marie Zarraga, Clara Gene Miller, Martha Powell, Marguerite Tallen, Pat Kloss, Marilyn Meyer, Shirley Booth, and Mary L. Cook. The officers elected for the year are: President, Joan Hake; vice president, Diane Lent; secretary-treasurer, Mary Jo Sweeney; reporter, Glynna Shoemaker, and sponsor Mary Schultz.

Once, In A Wooded Place . . .

(By way of summary, our readers are asked to recall that the owls and lambs have been organizing a dance under the supervision of the wise Doctor Secure. Dr. Secure, who flew east with some of his feathered friends, has finally returned to the Wooded Place. Our story continues with the arrival of the old and distinguished bird.)

Now the plans for the dance of the ramkins and lambs had progressed nicely. Seven-eighths of the lambs had completed the requirement of memorizing the first three books of Homer's *Odyssey*. And, in order to content the remainder, the other one-eighth had been appointed by the owls to serve as a sort of welcoming committee for the visiting ramkins.

The owls had been very busy themselves, but a few of them noticed with great consternation that they had not been able to read the daily issue of "Appendices to the Foot Notes of Recent Scientific Surveys Made During the Present and Last Two Centuries."

Nevertheless, an entire company of fireflies had been hired to furnish adequate light for the dance night. And Dr. Secure, through special celestial emissaries, had petitioned Man Moon to shine brightly for the occasion—as well as for the continued unstained virtue of the lambs.

Finally, the great day arrived, and the lambs gamboled from tree to tree, scarcely paying any attention to the disgruntled owls, who, by this time, were eagerly awaiting the return of normality and a static quo.

When the last assignment had been given, and every lambkin had recited properly, classes were dismissed, and the frenzy of waiting began.

The little lambskin brushed their wool until it glistened as sun spattered snow. The owls strolled about, gar-rumphing as usual, and imparting short sermons about Morals and other short lettered words heretofore unmentioned in the Wooded Place—now known as Oakwood.

After an interminable time, the shadows of the forest grew longer and longer, and the trees became blurred outlines against a twilight sky. By this time, the lambskin could hardly contain themselves, and each and all began to worry that some mishap might befall, preventing the arrival of the ramkins.

But fortune, as always happens in such fantasies, was kind, and, with a roar and a stampede, the young ramkins, suddenly crowded into the Wooded Place.

Sadly enough, the well planned organization of the owls became as scattered as bits of confetti on New Year's Eve. Even the fireflies refused to glow as they had promised. And Man Moon often took a cat nap behind some convenient cloud.

And the ramkins and the lambskin danced and whirled and whirled and danced until the owls were quite beside themselves, and began to screech with rage and terror.

Not even the wise Secure could do anything to help matters. Although, not too infrequently, he was seen to be smiling as he greeted a familiar lambskin and ramkin couple who twirled past him.

At last, the dance was ended, and the owls hooted twelve times, signaling the lambskin to return to their respective homes. But, as was to be expected when Fun is long restrained and suddenly released as from a Pandora's box, certain of the lambskin had ventured forth into The Outside with their ramkin escorts.

Indeed, it was not until even the moon had gone to sleep, and the sky was blushing to see such a revolt against regulation, that the last straying lambskin had returned to the fold.

Then all was weary silence. Not even the owls were capable of undergoing the strain of teaching, but could only tuck their sadly bowed heads under their ruffled wings and dream of happier days now past.

Now, surely, the lambskin were to be punished for their wildness and their impudence. In fact, a solemn group of owls journeyed to the great oak tree where dwelled Dr. Secure as soon as they had recovered from their shock.

The lambskin began to tremble as they recalled their disobedience. And time was merely a period of awaiting the outcome of their one evening of pleasure.

But of that outcome, and of that meeting between owl and doctor, we ask that you wait until 1950, and the first issue for the new year of the BARK.

Ba-a-a

May Your
Christmas Holiday
Be Filled
To The Brim
With
Fun And Happiness
Braufman's

A
Merry Christmas
And A Happy
Holiday Season
To All
Tainter Drug
(The Store With The Glass Door)

WE WISH YOU A
HAPPY HOLIDAY SEASON
Send Flowers For Christmas
Parkview Gardens
103 N. Main 1925 W. Randolph
PHONE 214

BAND BOX
CLEANERS
We Own and Operate Our
Cleaning Plant
Deliver and Pick Up at
Post Office
Tel. 701 316 N. Main St.

Future Crime Reporters Visit St. Louis Police

'Twas Thanksgiving Eve 'bout 5 o'clock when the bus rolled up the driveway and parked at Ayres Hall to load the members of the Press Club and their guests from the Radio Department and speed them merrily on their way to "Rosie's" for dinner. Going to "Rosie's" for dinner at the start of their annual field trip is a tradition of the organization. Following lots of spaghetti and spumoni the girls departed in the company of Miss Martha Boyer and C. C. Clayton to Station KMOX, where the girls saw the Falstaff program in rehearsal.

From there they proceeded to the St. Louis Police Headquarters and learned all about how cars are dispersed in emergencies and how the St. Louis Police Department functions. They visited the Academy and were given an idea of the rigorous training the "rookie cop" goes through. Many of the girls then visited the jail for the first time and learned how guests of the institution were cared for.

To the great disappointment of several of the girls, the group didn't get to the City Morgue as planned, but perhaps that will be included on other Press Club trips. The bus once more rolled up the driveway and parked at Ayres to unload its passengers—weary passengers filled with thoughts of a big turkey dinner the following day.

STRAND

AGAIN

We Give You
the
Wish Of The Year

"A MERRY
CHRISTMAS"

Starring You
and
Santa Claus

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Santa Besieged With Requests By Students Desiring "Some Changes"

"Official word from the North Pole states that Santa is now feeding his reindeer for the last time before undertaking his annual trip around the world."

Well, there was a time when we believed that such a figure was quite real, and any relationship between him and our father on Christmas Eve was unthinkable. Now that we are no longer naive but sophisticated women of the world, we consider all this as fantasy.

However, just in case we are all mixed up and there really is a Santa . . .

Dear Mr. Claus,

It has been told us by certain administrative authorities that an appeal to you does not fall on the proverbially deaf ears. With this in mind, we do hereby submit, and hope for fulfillment, the following list of gifts:

For the student council, we ask that you send telescreens, so that the members of aforementioned dignified group might enjoy the comforts of their respective rooms, and yet soothe their conscience with the knowledge that they are keeping a constant eye upon campus activities;

For Dr. McCluer, we implore that you somehow manage to transport a full-grown and wet lake, and place above it a full and romantic moon that will be reflected ever so poetically in the rippling waters.

For all speakers who deliver the

Vesper addresses on the last Sundays of the "cutable" months we do beseech that you provide an auditorium to seating capacity;

For all housemothers we request that you install special musical bells that will awaken them gently when late students creep in the front doors;

For all instructors, we petition that you install a public address system that will summon all late or would-be absent students to class;

For Station KCLC, we demand that you visit the businessmen of St. Charles and leave with them a spirit of brotherhood, to be manifested in a renewal of commercial contracts after the first of the year;

For Mr. Motley, we beg that you bring a new and inspiring greeting that will arouse the student body with as much vigor as the familiar "Yippee" now does;

For the dining room, we ask that you bring a new list of menus, for reasons which we will leave to your own discretion;

For the student body as a whole, we plead that you arrange electrical connections in such a way that all lights will mysteriously go out on campus at midnight sharp come dance nights.

And, for ourselves, Santa, if you grant all these things, we implore that you do not awaken us, but permit us to dream on in our ivory towers.

Sincerely,
The Little Thinkers

Mr. Hume Presents Dramatic Program

Robert Douglas Hume, dramatics instructor at Lindenwood, presented a series of interpretative readings at last Thursday's convocation.

The program was divided into three parts. Mr. Hume began with a selection of familiar and traditional ballads. By means of a rhythmical chanting accompanied by dance-like bodily gestures, he attempted to convey the poetical beat of the ballad stanza to his audience.

Oscar Wilde's "The Nightingale and the Rose" was Mr. Hume's next presentation. In keeping with the author's double purpose of entertaining both child and adult, the reader artistically created a dual atmosphere of fantasy and real life.

"Hollywood Premier in a Hollywood Manner" by Don Blanding was the final selection.

Mr. Hume attended the University of California and the University of North Carolina. He is a graduate of the Maria Ouspenskaya Studio of Dramatic Art. A member of the faculty since 1947, Mr. Hume has directed the production of campus plays and is in charge of the Dramatic Department.

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TRY IT SOON

KCLC Holds Annual Open House And AER Initiation Monday

KCLC had its annual open house Monday evening. In addition to the initiates of Alpha Epsilon Rho, representatives from St. Louis and other nearby radio stations were special guests of the Radio Department.

Alpha Epsilon Rho, national radio fraternity, was organized last year. Newly-admitted members to the Tau chapter of Lindenwood College are Marilee Darnall, Carol Greer, Lorraine Peck, Joan Reed, Louise Braz, Dolores Dodson, Jewett Langdon, Marian Rattner, and Sharlene Agerter.

Honorary members initiated include Kensinger Jones, producer of "Land We Live In" on Station KSD, St. Louis; Carlotta Wetmore, director of education for Station KMOX, St. Louis; David Pasternak, public relations manager of KSD-TV; Louise Munsch, producer of "Just for Women" and "Your Social Security" over WEW, St. Louis; Al Brandt, news editor for Station KXOK, St. Louis; Lew Byrd, former announcer over Station WCNT, Centralia; Dr. Alice Parker, head of the English Department of Lindenwood and instructor in radio writing; Jim Morris, producer of "Letter Home" on KCLC; and Barbara Sutton, music director of the campus station.

The initiation ceremonies for new and honorary members preceded the open house program. Later radio and speech students were invited to visit the studios of KCLC. A special radio adaptation of the Christmas story, "Why the Chimes Rang," was presented by the advanced radio students.

Dr. McCluer Heads St. Paul Meeting

Dr. Franc L. McCluer was the presiding officer at the Wednesday morning session of the National Municipal League. The conference was held in St. Paul, Minn., from November 28 through November 30.

The purpose of the convention was to analyze state governmental problems. Representatives from all parts of the country attended to report ideas on, and success in dealing with such problems. Dr. McCluer's section considered the difficulties involved in drafting a state constitution. Discussions were conducted in a clinical method in order to thresh out practical questions.

Dr. McCluer was a member of the 1943-44 Missouri Constitutional Convention which drafted a new state constitution which was accepted the following year. Dr. McCluer served as executive director of the campaign backing the constitution.

FRESHMAN HONOR

(Continued from page 1)
candle holder, with the Greek letters Alpha Lambda Delta on the base of the candle holder. The flame of the candle is set with a ruby, and the candle is set with four pearls.

Installation services will be in the late afternoon in the Library Club Rooms, followed by a banquet at Medart's in St. Louis.

Pledging and Initiation Committee consists of: Jennifer Sullivan, chairman; Rita Baker, Mary Jo Sweeny.

The Banquet Committee, with Caroline England as chairman, includes Nancy Lee Perkins, and Janet Neilson.

Kappa Alphas Here For Dance

Members of the Kappa Alpha fraternity were guests at an informal dance in the Library Club Rooms November 18 from 8:30 p. m. until 12. KA chapters from Washington University, Westminster College, and Rolla School of Mines were invited. More than 75 KA's and their dates attended the dance.

Music was by George Johnson's Cocktail Orchestra.

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HAPPY HOLIDAY
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Workers Arise! Seven-Day Visit To Mexico Planned In Spring

Looking for an exciting and different way to spend Easter vacation? Here's your chance! A seven-day trip to visit Mexico, the "Land of Romance." The trip over the Easter holidays is available to all Lindenwood students. It will be conducted by a private transportation company.

On Wednesday, April 5, the travelers will depart from Lambert-St. Louis Airport in a luxurious DC-3 airplane enroute to Mexico. That night will be spent in Brownsville, Tex., at the El Jardin Hotel. Dinner will be served at the well known drive-in restaurant across the border in Metamor, Mexico.

The next day they will arrive in Mexico City, the capital of the Maximilian empire. Upon arrival, everyone will be presented with an orchid corsage and officially welcomed to the city by Senor Gonzales Perez, Minister of Education for Mexico. That evening will be spent watching the Mexican sport of jai alai.

Friday will be spent in Taxco and Cuernavaca, touring the two ancient villages. That evening, Senor Diego Rivera, internationally known modern painter, will be the guest of honor.

On Saturday they will visit the Castle of Chapultepec, which was erected by Maximilian, the Pyra-

mids of the Sun and the Moon, the Shrine of Guadalupe, and the Monastery of Acolman. Dinner will be served at Mexico's most famous night club, El Patio.

Sunday will include a visit to the Palace of Fine Arts and to Xochimilco. Here they will board one of the pre-historic canoes and float lazily among the gardenias, orchids, and carnations. In the afternoon they will return to Mexico City in time for the bullfight.

Monday will be spent visiting Pueblo de Los Angeles, the "Rome of Mexico." In the evening they will go to the Palace of Fine Arts to witness a concert given by the Mexican Symphony Orchestra.

Tuesday there will be a tour of the University of Mexico, one of the oldest universities in this hemisphere. That evening American students from the university will be entertained at an informal dinner dance in the hotel.

Immediately following the dance the travelers will board the plane for home, arriving at Lambert Field about noon, Wednesday.

The cost of the trip will be \$285. This includes meals, hotels, and transportations. The trip will be handled on a first-come, first-served arrangement. Those who are interested are urged to contact Dean Roberts as soon as possible.

Graduates Of 1950 May Apply For Fulbright Award

Lindenwood graduates of 1950 will have an opportunity to apply for an exchange scholarship under the provisions of the Fulbright Act. Dean Roberts, faculty representative of the college, will choose the student best qualified from those who have submitted their applications.

The Fulbright Act (Public Law 584) was passed by the 79th Congress. Foreign exchange scholarships are arranged for American students through a presidential board of 11 men and the Department of State. Money for living expenses, transportation, and tuition is provided the accepted applicants from funds created by the sale of surplus property in those countries included under the Fulbright Plan.

Applications were to be submitted before November 30. These are judged by the individual faculty representatives, who then send the best ones to the National Selection Committee by December 15. Announcement of those who have been chosen to study abroad for a year will be made in April or July.

At the present, some nineteen foreign countries are cooperating with the United States in this plan. Some of these nations include Australia, China, France, Italy, and the United Nations. In order for a student to be eligible for application, she must be a citizen of the United States, have a working knowledge of the country in which she intends to study, and hold a college degree or its equivalent by the time she will be leaving this country.

The Fulbright Act is one more step in the program of promoting international understanding through educational exchanges.

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MERRY CHRISTMAS

and a

HAPPY NEW YEAR

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Peace On Earth, Good Will Toward Men Spirit Of Christmas In All Corners Of Globe

By Rosa Tsatsakos
"Many merry Christmases . . . many Happy New Years . . . unbroken friendships. Great accumulation of cheerful recollection, affections on earth and Heaven at last for all of us."

—CHARLES DICKENS

Yuletide spirit fills the air. Once again we are ready to celebrate the birth of Christ.

As early as 2000 years before Christ, Yuletide was celebrated by the Aryans. It was a merry season for the ancient people who used to feast, drink and dance in honor of the return of the sun, the god of light and new life. The Roman "Saturnalia" was a parody of those festivals. The fathers of the early church wisely retained the customs of these ante-Christian festivals, and made them emblems of the new faith.

The celebration of Christ's birth added new customs. The use of mince pie at Christmas commemorates the visit of the Wise Men to the holy infant. A legend tells that on Christmas Eve the Christ Child wanders about. Those who want to invite him to their homes place lighted candles in their windows. The Druidical use of holly, laurel, and mistletoe is still kept nowadays. The Druids cut mistletoe with a golden knife from the tree in which it grew. It was thought to work miracles. That's why people kiss each other when walking under a bunch of mistletoe!

German Christmas Tree

The shining Christmas tree was always "Made in Germany," and it was brought here by German immigrants. Christmas carols were popular even before the fourteenth century. In France on Christmas Eve, the children arrange the "creche," a representation of the Holy Manger, which is made with small figures representing the Christ Child, Joseph and Mary, the Magi, and the shepherds set against

a charming background of stones and small branches. When it is time to light up the "creche" with small candles, they accompany this ceremony with carols, such as their parents and grandparents sang before them. After midnight mass everyone attends "Reveillon," a meal which includes "pate de foie gras," and plenty of good French wine. On Christmas Eve, children set their "sabots" or shoes before the fireplace. At night, "le petit Noel" or "le petit Jesus" will come down from heaven and fill the waiting shoes with presents.

Christmas is the gayest holiday in Germany, and the "Weihnachtsbaum" or Christmas tree, with its lighted candles and red shining apples, is the symbol of the German Yuletide. When the tree is lighted, the whole family gathers around it singing Christmas carols, which usually include "O Tannenbaum" and "Stille Nacht." After singing for a while, everybody looks for the packages that "Christ-kind" or "Jesus Child" brought in.

Joulu-Laupaev in Estonia

At Joulu Laupaev (Christmas Eve), everybody goes to church in Estonia. After returning home they are ready to appreciate the sumptuous holiday dinner. This festive meal consists of roasted pig's head, "verivorst" (blood sausages), and the inevitable roasted potatoes. Of course there is plenty of "olu" (beer) to go with it. After dinner the "Jouluvana" gives presents to the children.

In Denmark also, "Julenissen," a kind of gnome, plays the role of Santa.

On Julafton (Christmas Eve), in Sweden, they buy the Christmas tree, and decorate the whole house with paper garlands, lighted candles, and "tomtenisse" (small woolen figures). In the corner near the fireplace there is always a small table with the representation of the Holy Stable on it. They go to church in the afternoon, and after coming home they exchange jokes and wishes for a "God Yul." Then the company sits down in the dining room to a dinner consisting of an elaborate array of "smorgasbord." Toasts are drunk from

"glogg," and then "Jultomte" appears and distributes gifts to the children.

In China, at the middle of January they celebrate the "Yuan Tan" (New Year's Day), with exchange of presents, official gatherings and fireworks.

Greek Customs and Legends

Christouyenna (Christmas) is a great day in Greece. Family reunions take place, and in some parts of the country the Greek mothers make their delicious "teganites" (fried cakes), while the children watch in wide-eyed wonder, and shiver over tales of the "Kallikanzaro." These half-human and half-monster beings, according to old folk belief, wander between Christmas Eve and Epiphany, and try to bring mischief among human beings. That is why during these days the priest visits each home and sanctifies it with Holy Water for the New Year. Two days before Christmas Eve, children walk on the streets singing the "Calanda"—Christmas carols. They go from door to door, especially in the villages and are rewarded with gifts of cake or money. Sometimes people are not too generous to them, so they add amusing verses regarding their stinginess!!

On Christmas Eve, they sing Christmas songs around the decorated tree, but New Year, however, is the real characterization of Yuletide in this country. It is the great day for children, because they receive their gifts from "St. Basil," the Greek Santa Claus. St. Basil comes from Caesaria of Asia Minor, and is the beloved saint of the children. During New Year's day dinner parties, receptions, and merry-making take place. At the end of the dinner they eat as dessert the famous "Vassilopeta" (cake of St. Basil's). It is a round, flat and thin cake. They put a golden coin within it that will bring good luck to the finder.

Weary, Penniless Students Return After Annual Shopping Pilgrimage

It comes only once a year; it may hide itself in one of many disguises; it is carried out with confusion, hurry, consternation, secrecy, deceit, and great expense. What is it? One of the worst evils that can befall humanity, even if it is only once a year . . . Christmas shopping.

Freshmen greet it as an excuse to be turned loose with Daddy's checkbook in the exciting and romantic city of St. Louis-on-the-Mississippi. Sophomores determine to go to that darling little shop they missed last year, and fill the Freshmen with wise hints learned with great discomfort. Juniors take \$5 and half a day off from pressing studies and wander nonchalantly through the teeming millions in Stix's basement. But the Seniors . . . ah, the Seniors have the best idea of all. They wait until they get home for Christmas, and phone their requests down to the village general store, having the charge made to Mother's expanding charge account.

"Only 30 shopping days left until Christmas!" Nicolls goes wild at the fact that there are only 720 hours to buy the 98 gifts for relatives, roommates, faculty, boy friends, rank enemies, and favorite neighborhood pets.

They don high heels, 53-gauge hose (15 denier), holiday hats, and board the limited to Wellston. After four frantic hours, they finally get the right transfer into the city. By that time, they are hungry, with all the hunger of rosy-cheeked, idealistic youth. After lunch, consisting of a six-course meal, they beat it down to all the famous exchanges, and return to Lindenwood, arms laden, hats feath-

erless, legs stockingless, but so very Christmas-y!

Sophomores systematically make out a list of 50 "musts" for gifts, and go into the city exactly two weeks before the unnecessary holiday. They patter to all the quaint out-of-the-way shops they discovered last year after they had finished their shopping, and have a three-course lunch at an exclusive cocktail lounge. Suddenly, they discover they are ready to die, simply die, from fatigue. So they decide they'd better finish the all important bartering next week end, and see the movie at Loew's today.

Katz's is the rendezvous for the world-wary Juniors. Clutching \$5 bills in their grimy little hands, they set out to conquer new mercantile worlds. They have finally been persuaded that levis and warm-up jerseys are not the correct attire for the Lindenwood girl in the city for a day, and have on correct brogues and country tweeds, their hatless heads nodding to every "sweet policeman" on the corner. After one hour of rigorous bargaining, they have the clerk wrap up the beautiful surrealistic tie for granddad.

The Seniors pack a carton of cigarettes, their collection of pins (fraternity and bobby) and hurry home to the open arms of their too-numerous-to-mention fiances. Their Christmas shopping consists of a handkerchief for Mother, socks for Daddy, and a darling little fur they picked up for themselves, for "practically nothing." They don't eat, because they are becoming wary of the undesirable expansion of certain areas of the anatomy.

New Deadline For Romeo Contest

"Romeo, Romeo, wherefore art thou, Romeo?"

So far, no potential Romeo has turned up in the office of the Linden Bark. Remember, a Lindenwood Romeo is chosen every year, by a famous screen star from photographs submitted by the students. Also chosen are the Most Athletic, Most Kissable, Most Intelligent, Most Marriageable, and Most Fun To Go Out With.

The deadline for entries has been extended to January 9, the Monday after we get back from Christmas vacation. So please hurry and get those absolutely dreamy photographs in. Oh yes . . . your photographs will be returned.



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The SILVER and GOLD

Official Publication of the Associated Students of the University of Colorado
Boulder, Colorado, 1949-1950

Editors, Business Managers Selected For

Meeting the gang to discuss a quiz—a date with the campus queen—or just killing time between classes—Owen's Sandwich Shop at the University of Colorado in Boulder is one of the favorite places for a rendezvous. At the Owen's Sandwich Shop, as in college off-campus haunts everywhere, a frosty bottle of Coca-Cola is always on hand for the pause that refreshes—Coke belongs.

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Sports and Skirts

TAU SIGMA TO PRESENT DANCE RECITAL TONIGHT

Tau Sigma will present its annual Christmas recital tonight in Roemer Auditorium. The theme this year is "Christmas Gifts" and all numbers are original compositions by the members of Tau Sigma. The various dances will be in charge of student leaders. The program includes the following numbers and the leaders in charge.

Jingle Bells, Ruth Kawahara; Night Before Christmas, Betty Pouncey; White Christmas, Lou Ann Dryman; Crachitt's Christmas Dinner, Betty Tom; Winter Wonderland, Jean Robb; Nativity, Polly Allen; Jesu Bambino, Chris Baird. Several numbers will be accompanied by the sextet.

For the first time in eight years the L. C. hockey team defeated Principia, Saturday, Nov. 19, by a score of 4 to 3. This is especially interesting since Principia was favored by having Cynthia Oakes on its team. Miss Oakes is a member of the Mid-West All-Star Hockey Team which played in Baltimore, Thanksgiving. The Gold and White were able to hold her to one goal, when last week she scored five goals.

The score was tied 2 to 2 at the half, with Lindenwood scoring during the last half to make the score 3 to 2. Principia scored the tying point during the last minute and half of the game. Mack took the ball after the center bully following the goal, went straight down the field and scored the winning goal. This goal was scored during the last 45 seconds of play.

The star of the game was Alice Mack, who scored three goals. Marty Powell scored the other point.

The lineup for the Principia game was Viertel, Powell, Mack, Haas, Roth, Bartenbach, Beutler, Thomas, Lent, Falls, Czar, and Meyer.

A basketball clinic will be held at Wydown High School in St. Louis, in December, for the interpretation and discussion of the new changes in the rules. Transportation will be provided for all those who wish to go.

The following girls will try for their officiating ratings in basketball: Alice Mack, Shirley Falls, Pat Turner, Jody Viertel, Diane Lent, and Helen Parks. Helen has her local rating and is trying for the national rating. These will be given by the St. Louis Board of Women Officials, the local representatives of the Women's National Officials rating committee. For the past two years, Lindenwood has had representatives on the St. Louis board that have taken an active part in officiating basketball games in the St. Louis area.

Bobby Wade and Casey Jones, Seniors of last year, together have officiated over 30 games for the private and public schools in St. Louis.

Combined Choirs In Christmas Vesper Concert

The Christmas Vesper Service was held December 11 in Roemer Auditorium. The Missouri School of Mines Glee Club, under the direction of John Brewer, and the Lindenwood Vesper Choir, under the direction of Milton Rehg, presented "The Story of Christmas" by Alexander Matthews, and Christmas carols and anthems.

Soloists were Patsy Fields, Beverly Stukenbroeker, Eleanor Stubblefield of Lindenwood; Warren Keller, William Herndon and Donald Witzel of the School of Mines.

Three Students On Mlle. Board

Barbara Allen, Sharlene Agerter, and Remy Rodriguez will be the three Lindenwood student representatives in the annual *Mademoiselle* College Board contest.

In order to be eligible, each one had to submit a biographical sketch of herself and a theme on some chosen subject. In addition, the applicants were required to explain why such an experience as the College Board would be helpful.

The practice of the *Mademoiselle* College Board is to select a certain number of students each year to actually edit one summer issue of the famed fashion magazine. The winners are sent to New York City, where they spend one month, with all expenses paid. While there, they are conducted on tours to various publishing houses, special exhibits, and so meet the outstanding leaders of the arts field.

The three Lindenwoodites are now eligible to compete in the national contest. Results will be announced shortly before graduation time next year.

Listening In

SO! You're one of those discriminating radio listeners who shun commercials? In fact, you are guilty of tuning in another station, thereby divorcing "Cola" from "Pepsi," or silencing completely the sung virtues of the soap that does everything. Well, little do you realize that you are condemning the result of time, labor, and, perhaps, art itself. To you scorers, I would submit the chore of actually composing a spot, which is radio jargon for commercial.

The primary step is obviously that of convincing some depression-fearing store owner that he will profit from his advertising expenditure. (This job by the way, is based on several assumptions, the major one being that the commercial will be heard, and that the program has at least a slight Hooper rating.)

Then comes the writing, and the revision, and the searching for a line that will summarize all the qualities of the product being sold.

Generally, one waste paper basketful, two worn erasers, and one gnawed pencil later, a paragraph will emerge on paper and eventually will be read by an announcer.

But we are still in the writing stage. Take the Christmas season as a background, for instance, and a cleaning establishment for an example. Now, how to combine these two elements and produce a commercial compound that will be interesting, salesworthy, and appealing to the majority of listeners?

First there is the vacation angle, especially when students will comprise the radio audience. Result, "Don't pack that dress! Send it to — Cleaners to be pressed."

Enter then the address of the place, which must be gently introduced so as not to shock the critical listener, and which must have some degree of familiarity as well. Thusly: "And — Cleaners is only one block and five minutes from campus."

Following this will come such extraneous but necessary information as: ". . . and the prices are so reasonable . . ." or ". . . merely dial — for prompt pick up

and delivery service."

By now, the commercial is ready for the climax, in which one terse statement should conclude all that has been said before, and figuratively jolt the radio audience out of its collective comfortable chair and into the appropriate action of patronizing the advertised establishment. In other words: "For your most pressing problems, the — Cleaners will be your answer."

All right, so it's trite. So, could you do better?

(Incidentally, if you know of any department store Santa whose uniform is worn and shabby and delicately scented with Eau de Moth Ball, tell him to go to the — Cleaners, won't you?)

The Griffin

Makes Its Debut

Lindenwood literary magazine, the "Griffin," came out December 9. This 42-page edition contains poems, essays, short stories, and descriptive sketches by Lindenwood students.

"I LIKE CHESTERFIELD.
THEY'RE MY BRAND."

Alan Ladd
STARRING IN
"CHICAGO DEADLINE"
A PARAMOUNT PICTURE

A *Always* **B** *Buy* **CHESTERFIELD**

They're Milder! They're Tops! — IN AMERICA'S COLLEGES
WITH THE TOP MEN IN SPORTS
WITH THE HOLLYWOOD STARS

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