



# Barnard Bulletin

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## CU Dining Hall Staff Strikes to Win Union

By Sandra Perlmutter

The cafeteria workers of Columbia University officially went on strike last Tuesday because they were denied union representation. Of the 85 workers usually employed, Mr. Thomas A. McGoey, University Business Manager, estimated that 50 didn't report for work.

The strike is in support of demands by the Transport Workers' Union, CIO, that the University sponsor an election to determine whether the employees want to join the union's existing campus local, 241, which already represents 600 campus maintenance workers. Members of the entire Local of TWU are honoring the strike by picketing along 116th Street and Broadway.

The cafeteria is now being operated with the help of student employees who are being paid the regular wage of \$1.05 an hour in the form of meal tickets.

The University's point of view, as expressed by Joseph P. Nye, Director of University Residence Halls, is that working conditions and wages are adequate, and that the University does not plan to allow the cafeteria workers to hold an election about allowing the TWU to represent them.

The University also asserted that the Federal and State governments have specifically exempted colleges from the coverage of State and National labor relations acts. Mediation between the strike leaders and University officials started last Tuesday in an effort to end the strike.

The dispute arose when Robert Olsen, a Columbia student whose wife was a dining hall employee, wrote an irate letter to *Spectator* denouncing the unfavorable working conditions in the dining halls. His wife was fired four days before she was to go voluntarily on maternity leave. On February 14 the TWU first asked the University to conduct a secret poll of the kitchen and dining hall employees to determine whether they wanted to be represented by the local on campus.

## Bear Pins Go To 9 Seniors, Miss Palmer

Bettina Blake, '52, outgoing President of the Undergraduate Association, awarded Bear Pins to nine seniors, "who have given outstanding service in extra-curricular life throughout their college career."

The seniors receiving the Bear Pin Awards were: Edith Bernstein, Kathleen Burge, Sara Chapman, Jacqueline Hyman, Eliza Pietsch, Grace Robertson, Ruth Schachter, Miriam Shapiro and Audrey Weissman. Honorable mention Bear Pin-certificates were given to the following juniors: Joan Afferica, Abby Gurfein, Barbara Hesse, Barbara Kerewsky, Sondra Kleinman, Renee Madesker, Mary Emeline Midgett and Dorothy Tunick. Five sophomores also received honorable mention. They are: Marlene Ader, Joan Fields, Lillian Firestone, Sue Nagelberg and Jane Webb.

It is also traditional to award honorary Bear Pins to a student organization and faculty member who have done outstanding work for the College. These awards were made to the Model United Nations Secretariat and to Miss Jean T. Palmer, General Secretary of the College, respectively.

Dean Millicent C. McIntosh said that it is perhaps prophetic that Miss Palmer was chosen for the award since her work on the Development Fund will benefit the College in the coming year.

## Renee Madesker Describes Program for Coming Year

### Undergrad President Cites Constitutional Revision Problems

By Barbara Lyons

Renee Madesker '53, incoming President of the Undergraduate Association, telescoped her program of activities, revisions and reforms for next year. Miss Madesker's speech followed the installation of the new Student Council and Representative Assembly members at the assembly of the Undergraduate Association, Tuesday.

Miss Madesker cited the revision of the constitution as one of the most important and difficult jobs for next year. Barnard's social life and the status of the Athletic Association will also be reviewed by the Undergraduate Association.

#### Other Revisions

The eligibility system, the election laws, Freshman Orientation and the Honor System will also undergo revision. Aside from its usual duties, Student Council and Representative Assembly will treat such existing problems as noise in the library and the "messy" condition of the annex and Barnard cafeteria renovation.

#### Appointments

The Student Council will start making committee appointments immediately. Miss Madesker urged anyone who is interested in a particular committee of office to send a note to herself or Diana Touliatou '55, Secretary of the Undergraduate Association.

Analyzing the activities of this year, Bettina Blake '52, outgoing President of the Undergraduate Association, said, "There has been a marked upswing of extra-curricular activity — too much in fact." Miss Blake asserted that

(Cont. on Page 4, Col. 2)



Photo by Earl Warman

Newly installed members of Student Council attend their first meeting. Left to right, Barbara Hesse, Athletic Association President; Pete DeCicco, Residence Halls President; Dorothy Coyne, BULLETIN Editor; Diane Touliatou, Secretary, Renee Madesker, President, and Lois Bingham, Treasurer of the Undergraduate Association; Phebe Ann Marr, Senior President; Jane Webb, Junior President and Florence Federman, Sophomore President. Also present at the meeting were Ruth Ann Curtiss, Honor Board Chairman and Joan Afferica, Vice President of the Undergraduate Association.

## 'Bulletin' Announces Appts. To New Managing Board

Geraldine Kirshenbaum '54, Sue Nagelberg '54, Ann Sibek '53 and Beulah Sternberg '53 are the new associate editors of *Bulletin*. Dorothy Coyne, new editor-in-chief, has announced.

Also appointed to Managing Board are Lenore Self '54, News Editor and Judy Elvet '54, Staff Manager. Tobi Brown, Joyce Lebois, Barbara Lyons and Sandra Perlmutter, all '55, are the new members

of the feature staff. Each week they will alternate as Feature Editors.

The former members of the Managing Board, who are not graduating in June, are members of the Senior Board of Editors. They will be in charge of special issues which *Bulletin* may wish to give more than routine news coverage.

Voting members of the new Managing Board are the editor-in-chief, the associate editors and the news editor. Other members of the Board are entitled to editorial voice, and may have free use of page two in which to write a column expressing their opinions on school issues, but they are not allowed a vote in editorial questions.

## Registration Begins For Fall Semester

Programs for summer school and the fall semester must be filed during this and next week. Senior and junior programs must be entered in the Registrar's office by 4 p.m. Friday, April 25. All sophomore programs must be filed by Wednesday, April 30.

Students will be charged ten dollars for lateness in filing programs if their programs are received before commencement and twenty dollars for those received after graduation.

No program changes will be allowed between April 25 and June 5. During the summer changes may be made without fee if the registrar's office is notified before August 15. All subsequent student-initiated changes will entail a fee of five dollars.

## Ambassador Gross Tells of Model UN On Radio Program

The relationship of Model United Nations conferences to the parent organization was discussed by Ambassador Ernest A. Gross, Deputy United States Representative to the United Nations, last week on the Martha Deane show.

Describing the Model United Nations as "a most worthwhile thing," Ambassador Gross attributed its importance to the well-informed citizenry the model meetings form. He maintained that a duty of citizenship is to know where the United Nations is succeeding and failing.

Ambassador Gross appeared at Barnard last week to address the second plenary session of the Model General Assembly. At this meeting the Ambassador averred that interest in the United Nations has increased but he again urged the delegates to maintain their confidence in the UN.

## Announce Examination For Annual Latin Prize

The examination for the Jean Willard Tatlock Memorial Prize in Latin will be held in Room 330 Milbank Hall on Saturday, April 26, from 1:10 to 4:10 p.m.

This prize is awarded annually to the undergraduate student most proficient in Latin. Those who intend to compete must establish their qualifications with the departmental committee, Professor John Day, chairman, and Dr. Ellenor Swallow.

## Visitors Shocked by State of Lounge

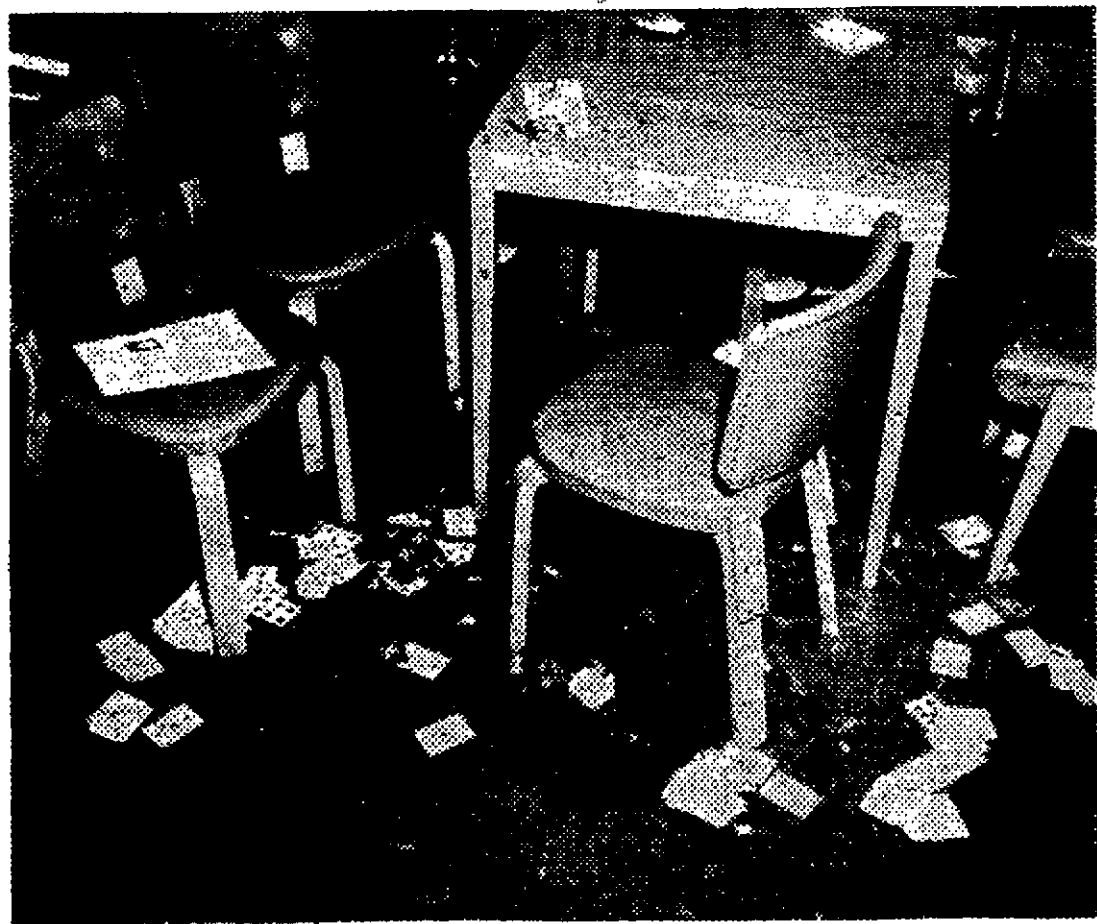


Photo by Earl Warman

Card players desert bridge table for a cleaner site. Left behind are empty cigarette packages and milk containers. Photo was taken by BULLETIN photographer just as he found table.

On the Friday before Easter vacation Miss Jean T. Palmer, General Secretary of the college, was escorting visitors about the Barnard campus.

In the way of her tour she had occasion to show these people the Annex Snack Bar. Student patrons of the Snack Bar, however,

were not prepared for company as this on the spot *Bulletin* photograph shows.

Plans to close the Snack Bar, should students continue to abuse its facilities, was mentioned by Miss Palmer as a possible way of eliminating similar embarrassing incidents.

## Barnard Bulletin

Published semi-weekly throughout the college year, except during vacation and examination periods by the students at Barnard College, in the interests of the Barnard Community. Entered as second class matter October 19, 1928, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Subscription rate \$3.50 per year, single copy, 10 cents.

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## Summing Up

A senior does not usually find the time or may lack the inclination to survey her four years at Barnard. However, with graduation so near and with the first stirrings of planning for the future, impressions of college life register clearly, almost without effort, as the student takes stock of herself.

The Barnard curriculum, we note, has undergone many changes since 1948 and the requirements have received careful study. We witnessed the great cooperative effort of the University Departments of Religion to offer the broadest study of their subject; two new majors were added to integrate the social studies program — American Civilization and British Civilization; education courses were added; the exit requirement was made more flexible; there were changes in the science requirement.

The constant streamlining of the curriculum, and the emphasis on educating a student in many fields, yet requiring a specific knowledge in one field or an allied field, are positive indications of the genuine concern on the part of the faculty and the administration to offer the best possible program of studies for the times.

Other significant changes were the structural innovations and the redecoration of various parts of the buildings. The cornerstone for the Barnard Hall Annex was laid in our freshman year and that building has become the beehive of extra-curricular and informal social activity. The problem of inadequacy of space has been confirmed by the administration and is being dealt with now. The Development Fund is growing slowly, but steadily, and even more promising changes are forecast for the future.

In evaluating the roles of the faculty and the administration, as evidenced by these changes, we have found them amazingly sensitive to student opinion and responsive to student needs.

The extra-curricular life of the student, we believe, presents somewhat of a problem in evaluation. Student participation in extra-curric has been high. However, the very intensity and the great number of activities has tended to overemphasize the value of extra-curric. We do not minimize the contributions to students that participation in non-academic endeavors affords. Nor do we wish to imply that extra-curric has not made valuable contributions to the College at large. We simply have observed the tendency towards dissipation of energy in many clubs which could have been channeled through larger groupings. With constitutional revision next year we hope the whole structure of extra-curricular life is studied so that a student does not have to subordinate her academic life for status in extra-curric.

In retrospect we feel very grateful to Barnard for four years of solid academic education and for the possibilities to develop personality through the media of responsible and free extra-curricular and social activities. We congratulate the new officers in Student Government and to the new editorial board of the Bulletin go our best wishes for a successful and a not too hectic year in journalism.

## Aida Leaves 'Bulletin' For Higher Realms As CU Grad Student

By Sue Nagelberg

Last year's *Bulletin* staff happily willed to the incoming editor, Aida DiPace, "the magnificently appalling job of running *Bulletin* with the hope that you'll make this year's beginnings better, start new things and accomplish at least one twentieth of your plans." Aida eagerly accepted the challenge and managed to complete most of her plans.

Under Aida's direction, *Bulletin* by editorial decision, entered many crusades with fighting leadership. *Bulletin* took an unprecedented step when it announced its opposition to the Political Council amendment before the College had voted on the issue. The amendment to the class constitutions requested a class representative for PC.

Aida's editorials on the emotionally charged social affairs question calmed tempers and presented numerous concrete suggestions for easing the problem. Aida realized well the monopolistic position held by *Bulletin* and, therefore, the paper's responsibility in presenting all opinions found in the College. She was careful in presenting the various facets of the curriculum committee report and the Bear Pin controversy.

Prominently displayed in Aida's room is Henry Adam's statement that "a year or two of education as editor satisfied most of my appetite for that career as a profession." Aida, too, has decided to leave journalism for greener fields as a college history teacher. A \$600 Dibblee Scholarship will send her next year to work for her M.A. in American history at Columbia. It's only dreams after that, but Aida happily hopes to get her Ph.D. at Harvard in the His-



AIDA DIPACE

tory of American Civilization and then find a college teaching position.

The *Bulletin* staff recalls Aida as a courderoy jacket darting happily but intently around the *Bulletin* office. She managed to charm the staff with tales of her extra-*Bulletin* activities. She regaled her fellow journalists with stories of ballet performances she has witnessed. Her delight in explaining her mother's sumptuous Italian dinners which she shared with the girls on her floor in the dorm, and her excitement over a new book that she has read, formed pleasant respites for everyone from *Bulletin* routine.

A Steig carton on Aida's door shows a rather curious animal glaring and warning "take me as I am." We on the paper took Aida and found her to be kindly, charming, vivacious and interesting. We saw in her a deep understanding of both school and national problems and an active interest in the newspaper and its staff. The staff thanks you for a most rewarding year.

## Delighted Audiences Greet Spanish Plays

By Ann Besthoff

ED. NOTE: Because of the Easter vacation BULLETIN was not able to review the Spanish Department's annual dramatic production before this issue. However, despite the tardiness of our review, we feel that "Los Habladores" and "El Santo de la Isidra" merit the attention of our readers.

The audience at "Los Habladores" and "El Santo de la Isidra" was enthusiastic, and rightfully so. The Spanish Department's annual production, presented last March 28 and 29 in Brinckerhoff Theater, is the only major dramatic work given in Spanish in this country. "Los Habladores" shows how a husband (Mr. Eugenio Florit), succeeds in ending the incessant chattering of his wife (Mrs. Margarita Da Cal). He brings home a long-winded gentleman (Mr. Da Cal) who outtalks the wife until her only recourse is to faint. The maid was played by Mrs. Amelia Del Rio.

### Comedy of Manners

"El Santo de la Isidra" is a comedy of manners set against the background of Madrid at the end of the nineteenth century. The "eternal triangle" is the central theme, in which Isidra, (Mrs. Laura Garcia-Lorca), attempts to foil her villainous suitor, (Mr. Garcia-Lorca), and finally says yes to his shy rival (Mr. Da Cal), who has been admiring her from afar. Mr. Del Rio played the village shoemaker; Mrs. Maria Escobal, a townswoman; Mr. Escobal, a court officer; Mrs. Del Rio, Isidra's mother; Mrs. Da Cal, a townswoman; and Mr. Eugenio Florit, a guardsman. Cecilia Galvis '54, a student, played the part of a little girl. Other characters in both plays were performed by friends of the department.

### Acting and Scenery

The acting in both performances was of the highest professional caliber. The scenery and props were beautiful and extremely effective, especially the backdrop for the carnival scene in "El Santo de la Isidra." The costumes, which were charming and authentic, were designed and made by Mrs. Da Cal and Mrs. Garcia-Lorca. "Los Habladores" was directed by Mrs. Del Rio and "El Santo de la Isidra" by Mr. Del Rio.

## Book Furnishes Post-Grad Data

By Judy Ross

For college students who want to know how they will fit into the non-academic scheme of things after they graduate, a book called "They Went to College"\* offers to plot their reception for them. This survey of some 9,000 graduates from over 1,000 colleges, is credited to Ernest Havemann for the writing and Patricia West for the arrangement of materials. It is also indebted to "Time" magazine and the Columbia University Bureau of Applied Social Research for the gathering and analysis of statistics.

"They Went to College" is submitted as a picture of a class that is growing daily more and more imposing from both a practical and a numerical standpoint. As in all statistical surveys, the so-called "group portraits" are bound to be more authentic than the several attempts to characterize that doubtful and elusive factor — the "average" graduate.

### Statistical Bonanza

College students who want to know what their chances are in their chosen field and graduates who are curious about their location in the general picture of society, will find this study a statistical bonanza.

Preparation for the book began in 1947, when college presidents were asked what they most wanted to know about their graduates. The resulting queries, concerning such issues as the value of vocational training vs. a liberal arts program, comparative income, social standing in the community, satisfaction or dissatisfaction with alma mater, etc., were circulated in a thirteen page questionnaire among college graduates of the years 1884 to 1947.

The statistical solution to these problems were assembled in print and on fifty-two illustrative charts in this study.

### Statistics

Would the graduates do it all over again? Eighty-four percent would repeat the process intact — same college, same major, while fourteen percent would prefer to attend a different institution. The total is a ninety-eight percent vote of confidence for a college education. The answers to further questions perhaps explains their enthusiasm.

Does a college degree increase your marketability in the business world? Statistics say yes, and add that students from the wealthiest (best endowed) colleges earn the most.

Do ex-coeds graduate into happy marriages? We see that thirty-one percent do not marry and only twelve percent of those who do marry report marital security. Whether her college is co-educational or not, a woman's chances for connubial bliss are the same.

### Successful "Grinds"

Success-conscious students should be purged of their contempt for the "grind" in noting that high grades seem to herald post-graduate achievement, while a name in extra-curricular event is a temporary glory.

Politically, American college graduates are conservative, generally tolerant, and vote along with dad. Political view is more affected by family background than college education.

\* *THEY WENT TO COLLEGE*, by Havemann and West. Harcourt Brace and Company, 1952. \$4.00.

## Collect Clothing for Children



These American Indian children haveling in a hut are badly in need of the clothing which this semester's Term Drive hopes to collect for them.

Clothing is now being collected states, the Navajo and Papaga Indian Reservations, Austria, Finland, France, Germany, Greece, Italy, Lebanon and Korea. All ages of children and young people are helped by the Federation whose object is rehabilitation and education rather than relief.

The clothing is sent to underprivileged school children in nine

## Letter

To the Editor:

Although I don't feel that the assemblies program in itself has been unsuccessful, the required meetings in March from an audience point of view certainly were! The threat of a dollar fine in three successive weeks managed progressively to produce an audience less and less interested in the speakers and more and more absorbed in completing last week's history assignment. Requiring assemblies (of the \$1 fine variety) is certainly not unreasonable 2 or 3 times a year for admittedly important college meetings, but it seems to be the general consensus that 3 required assemblies in a row, on topics of questionable value to the student body as a whole, is too much. Surely visiting speakers would be more favorably impressed and more respectfully received by a small but attentive and interested audience than by the several hundred nodding heads bent over books and knitting needles which presented themselves to our speakers this month.

Ellen Conroy '53

## Elect 'Spec' Editor

Jerry G. Laundauer C'53 has been named editor-in-chief of the Columbia Daily Spectator, Columbia University newspaper. He was installed with the new members of the editorial board, who are: Rolon W. Reed and Donald L. Hymes C'53, managing editors; Nicholas K. Wolfson, Melvin Ember, Frank Vitiello and Barry Schweid, associate editors and Allan Jackman, sports editor, all C'53. Installed at the same time was a seven-man business board, headed by Walter Kava, business manager and including Howard S. Smigel, advertising manager, all members of the class of '53.

## Campus Clubs Elect Officers

In club elections held before Easter Shoshana Baron '54, was elected President of both the Debate Council and Menorah; Patsy Dykema '55, was chosen president by Deutcher Kreis and Miriam Morganstein '54, was elected president of the Math Club.

Assisting Shoshana in the Debate Council will be Carol Shufro '55, business manager, Florence Federman '55, tournament manager, Lillian Firestone '54, treasurer, and Sylvia Simmons '55, freshman chairman.

Deutcher Kreis, the German club, has also selected as vice-president, Christianne Cassel Van Dorn '55, secretary, Dalia Rojansky '54, treasurer, Eva Nauenberg '55, and publicity, Helen Timin '54.

Other officers in the Math Club will include: Marlene Ader '54 as vice president, Elena Ottolenghi '54 as secretary and Erica Levy '54 as treasurer.

## Begins Lectures

Dr. James B. Conant, president of Harvard University, will deliver the first of four scheduled lectures on the general topic, "Modern Science and Modern Man," tonight in McMillin Theater. Dr. Conant's talk on "Science and Technology in the Last Decade" will open the fifth annual series of Bampton Lectures in America. The lecture is open to the public without charge.

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## Nuptial Note No. 4

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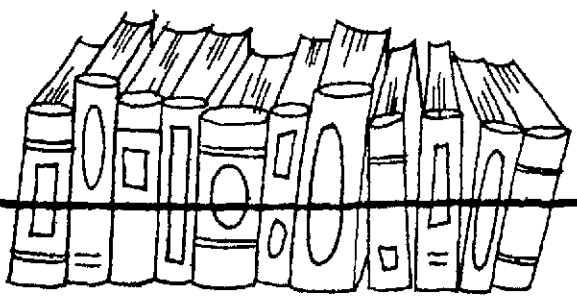
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## Pick Mortarboard Editor Tuesday

1954 Mortarboard editor will be elected at the sophomore class meeting next Tuesday. Sophomores interested in the job of editor-in-chief should contact Mary Emeline Midgett and those interested in the position of business manager should contact Ingrid Otten before April 21. An open slate will be prepared by the present staff and presented to the sophomore class. Recommendations will be made on the basis of interviews with the candidates.

## Prof. D. A. Robertson Speaks At Religious Affairs Meeting

"Many of the best loved Victorian hymns," explained David A. Robertson, Associate Professor of English, "are remembered not for their words but for the tunes to which they are sung and to the general associations which they call to mind."

Professor Robertson, the speaker at the Religious Affairs Tea held at 4 p.m. yesterday, discussed Victorian hymns. He dwelt mainly on the words of Anglican hymns which were published in 1861 in a volume called, "Hymns—Ancient and Modern."

Professor Robertson began his talk by supplying the historical

background of the hymns discussed. Dr. Robertson declared that hymn writing had its beginnings in the eighteenth century but that true interest in hymns did not appear until the nineteenth.

Professor Robertson enumerated problems a hymn writer confronts. The Professor claims that the appropriate criterion of judgment of a hymn must be used. It is necessary to consider what a hymn is intended for. A hymn isn't a hymn if it fails to take in an aspect of the religious doctrine.

## Campus Interviews on Cigarette Tests

No. 39...THE FLYCATCHER



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**On Campus**

**Thursday Noon Meeting** will meet in the College Parlor.

**University Christian Association** will hear Dr. Lowell Beveridge discuss "Is Music Essential to Religion?" today at 4 p.m. in the Dodge Room.

**English 94** will meet today in the College Parlor. Mr. Barry Ulanov, instructor in English, will preside.

**Dr. James B. Conant** will discuss "Science and Technology in the Last Decade" in the opening Bampton Lecture tonight at 8:30 in McMillin Theater.

**Math Club** will meet at Barnard Camp tomorrow through Sunday.

**Associated Newman Club Alumni** will hold a fashion show and dance at 8 p.m. tomorrow in Earl Hall Auditorium.

**Junior Prom** will be held tomorrow night at the Garden and Embassy Rooms of the Hotel Ambassador. Bids costing \$5.00 may be obtained on Jake today and tomorrow. Music will be by Harold Etkin and his orchestra and by a rhumba band. Entertainment will be provided by Harold Lang, male lead of the current Broadway musical, "Pal Joey."

**Gilbert and Sullivan Society** will present the operetta "Patience" tomorrow night at 7:15 and Saturday night at 8:30 in Brinckerhoff Theater. This is the initial performance for this Barnard-Columbia group.

**Casa Italiana** will hold a conference on Italian culture in the twentieth century on Saturday morning at 10 in the Casa Italiana auditorium.

**'Antony & Cleopatra' WKCR Presentation**

WKCR will present Shakespeare's *Antony and Cleopatra*, tonight and tomorrow night at 9. Faith Rome, Barnard '53, and Robert Brustein will be heard in the starring roles.

Arlene Rosenberg, Barnard '54, is the Producer of *Antony and Cleopatra*. Elise Cowan, Barnard '55, is included in the cast, along with Derk Rulofsma, Paul Mecklenberg, and Charles Kadushin.

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**Madesker**

(Cont. from Page 1, Col. 5)

activities have multiplied to an impractical extent with the addition of five new clubs.

"The past year is characterized by an intense concern for fairness and legality," Miss Blake added. Representative Assembly has investigated the overburdened calendar, Barnard Camp, the Undergraduate By-laws and the social life. The results can be seen in the new Residence Halls Constitution, the new fines system established by the Court of Proctors, the new song books and the interior decoration of the Student Council room.

A tea was held Wednesday to give the students an opportunity to meet the new officers who are: Renee Madesker '53, president; Joan Affrica '53, vice president; Ruth Ann Curtis '53, Honor Board Chairman; Lois Bingham '54, treasurer; Diana Touliatou '55, secretary; Phebe Ann Marr, senior president; Jane Webb, junior president; Florence Federman, sophomore president; Felicia DeCicco '53, dormitory president; Barbara Hesse '53, Athletic Association president and Dorothy Coyne '53, Bulletin Editor-in-Chief.

**Harold Lang Sells Prom Bids on Jake**

Harold Lang, dancing star of "Pal Joey" sold Junior Prom tickets on Jake Tuesday. Mr. Lang will be the guest star of the Prom Friday night at the Hotel Ambassador.

In the past he appeared with several ballet companies and most recently he played the second male lead in "Kiss Me, Kate."

He will sing several selections at the Prom which will be held in the Garden and Embassy Rooms of the Hotel Ambassador.

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**NAACP Concert**

American contralto Carol Brice, concert and recording artist, will be the guest soloist in a special concert for the benefit of the National Association for the Advancement of Colored People at McMillin Theater tomorrow night at 8:30. The Metropolitan Youth Chorale will also perform. Tickets costing \$1.20 are available at the Social Affairs Office, Columbia.

**St. Paul's Chapel**

COLUMBIA UNIVERSITY

SUNDAY, APRIL 20

9 and 12:30.....Holy Communion

11:00.....Morning Prayer and Sermon

"CAN WE BELIEVE?"

by the Reverend Darby W. Betts

For Weekday Services See Campus Posters

The Reverend Darby W. Betts, S.T.M. Acting Chaplain of the University

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 makes the difference—  
 and Luckies taste better!

The difference between "just smoking" and really enjoying your smoke is the taste of a cigarette. You can taste the difference in the smoother, mellower, more enjoyable taste of a Lucky... for two important reasons. First, L.S./M.F.T.—Lucky Strike means fine tobacco... fine, mild tobacco that tastes better. Second, Luckies are made to taste better... proved best-made of all five principal brands. So reach for a Lucky. Enjoy the cigarette that tastes better! Be Happy-Go Lucky! Buy a carton today!

If smoking seems to get you down,  
 Try switching from your brand  
 To better-tasting Lucky Strike,  
 The finest in the land!

Albert E. Sukavich  
 Keystone Junior College



Remember this, each Jack and Jill,  
 When looking for a treat:  
 If better taste is what you want,  
 A Lucky can't be beat!

Eugene Schneider  
 University of California



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 AMERICA'S LEADING MANUFACTURER OF CIGARETTES

**L.S./M.F.T.-Lucky Strike Means Fine Tobacco**