

Army Returns CSTC To Civilian Users

Central State Teachers college is one of 84 schools used in pilot training programs which the army air forces will return to civilian users in the near future, the war department announced on January 29. Six other state schools are affected by this ruling, namely: Beloit, Carroll, Oshkosh State Teachers, Eau Claire State Teachers, Superior Teachers and Milwaukee State Teachers.

The training program was begun in Stevens Point in February, 1943, and if it continues normally the last of the 97th College Training Detachment will not leave until June.

The war department stated that this move was in conformance with General H. H. Arnold's recent report, in which he declared that "as the war continues, emphasis will naturally shift from the training of vast numbers of new men to the training of replacements."

Moreover, this over-all elimination of institutions relieves the nation's railway system of an unnecessarily heavy load and at the same time saves travel funds and military man hours lost in transit.

The AAF emphasized that "the elimination of any college or civilian contract school does not reflect dissatisfaction relative to the performance of the school."

Several Graduates Accept Positions

Teaching positions have been taken by several of CSTC's midyear graduates. Marguerite Berger is now teaching English, history, and civics at Unity. Frances Romon has accepted a position to teach home economics, biology and English at Centuria, while Gwen Herrick is at Owen as a teacher of English and advanced mathematics. Kathleen Schaefer is at P. J. Jacobs High school in Stevens Point, where she teaches home economics. Gladys Caldie is teaching in Wauwatosa, while Grace Pudlas, who will finish in summer school, is teaching in the state graded school at Curtiss.

Training School Pushes Bond Sales

Hopes To Go "Over The Top" In February

Every Tuesday morning is War Savings Stamp Day at the Training school. The pupils of the Training school started purchasing war savings stamps on November 3, 1941, and from that date until January 31, 1944, they have purchased \$4,587.05 worth of stamps.

This year the pupils may purchase their war bonds as well as stamps at school if they wish. In the short period of time from September 14, 1943, to January 31, 1944, the sale of bonds has totaled \$205 and the sale of stamps has brought \$1,315.35.

Enrollment Shows A Slight Drop

When classes met for the second semester, there were a few more empty seats scattered among the classrooms.

Thirty-six students did not return, decreasing the enrollment to 232. Last semester it was 266 with 233 women and 33 men. This semester there are 21 men and 211 women. But there is STILL one man to every ten women!

Four out-of-town and five local students are newcomers to CSTC this semester. Some are former students who have returned to work toward a degree.

The new students are: Harriet Berens, Stevens Point; Minnie Brehm, Colby; Burnett Burch, Stevens Point; Gladys Dragon, Stevens Point; Sadie Espeseth, Eagle River; Lucille Pfund, Sherwood; Lucille Vaughn, Montello; Margaret Winarski, Stevens Point, Lucille Wishlinski, Iola.

Canteen Opens Saturday

A Campus Canteen dance will be held this coming Saturday evening, February 12, in the Training school gymnasium.

If sufficient interest is shown Saturday evening, plans will be made for future dances. So come one, come all, and have a good time Saturday at the Campus Canteen.

What's Doing

- Wednesday, February 9
College Y, Room 259, 7 p. m.
- Thursday, February 10
Meeting of former Dormites, auditorium, 10:20
Senior class meeting in auditorium following the Dormites' assembly
Newman club at Jacqueline Bregger's home 407 Strongs Avenue, 7:30 p. m.
- Friday, February 11
POINT high school vs. Nekoosa P. J. Jacobs gymnasium, 8:15 p. m.
- Monday, February 14
POINTER 7:30 p. m.
- Tuesday, February 15
Sororities

Second Semester Opens With Snow Ball On February 19th

Erect Trophy Case For Service Men's Pictures

A case containing pictures of all CSTC students now in the armed forces of the U. S. has been placed opposite the trophy case on the east end of the second floor. The double door case in walnut finish is eight feet long and three feet wide. Tau Gamma Beta sorority is sponsoring the project, and Joyce Ann Rathke is chairman. The girls, with the valuable aid of Miss Susan Colman's army address files, have been collecting pictures. It was surprising to learn that there are approximately 800 CSTC students in the service.

The display cannot be complete without cooperation, and the Tau Gams urge students and faculty to contribute available pictures.

Theater Takes In New Members

New members were taken into College Theater Thursday, February 3. The initiates were William Terrill, Percy Voight, Marjorie Stimm, Judy Graham, Dorothy Radtke, Roger McCallum and Jackie Bregger. All of the initiates had spent considerable time on technical work or acting in, dramatic productions at CSTC.

Old members are Warren G. Jenkins, Leland M. Burroughs, and Phyllis Eckels.

Dr. Jenkins and Mr. Burroughs reviewed the activities and organizations of College Theater. Plans for the work to be done this semester were discussed. A one-act play now in progress is to be presented in an assembly in the near future.

To The Students

The Wasserman Test will be offered at the Student Health Service between 8:20 and 9:20 every school day the remainder of the semester. This test will be done as regular health work and without charge to the students.

Mary Neuberger
School Nurse

Faculty Members Visit Alumni, Future Students

When the school term closes, Miss Susan Colman, Miss May Roach, Norman Knutzen, and Oscar W. Neale will have visited a cycle of 90 schools in this section of the state.

The purpose of these visits is to observe the work of former students now enrolled in the teaching profession; to give advice and help on school problems; to interest senior high school students in college and in campus opportunities at CSTC.

"Winterlude" To Be Theme Of Omega Mu Chi Formal

Snowflakes from the ceiling and snowmen on the floor will make just the right atmosphere for everyone who attends the Snow Ball on February 19, given by the Omega Mu Chi sorority. This delightful interlude begins at 9 p. m. at Hotel Whiting, and everyone is invited to attend. It will be the first formal dance of this semester and might even be the last—at least it will be a gala affair that no one will want to miss. The tickets are seventy-five cents and are now on sale at the Shopping Service.

The committee for programs, tickets, posters, music, and decorations is Ruth Michelsen, chairman, Kathryn Kenney, Betty Pohlman, Shirlee Tobias, Judy Graham, Rose Marie Howes, and Gertrude Quinn.

New Staff Member Has Interesting Task

This year for the first time in the history of the POINTER, a publicity editor has been a member of the staff. Katherine Hope fills this office, and it is her duty to send news of the various students to their home newspapers. This service arouses interest in CSTC in other parts of the state. To date, Kay has sent 122 news items to 49 state papers. The news stories mentioned 89 students in school, all of whom had done something newsworthy.

Offers Home Nursing

Nurse Mary Neuberger announces that she will offer the Red Cross Home Nursing course if enough women are interested. All those interested should meet in the Health Center on Thursday, February 10, at 4:30.

Valentine Party Held At Service Center

Hearts were in abundance at the Valentine party held at the Red Cross Servicemen's Center on Saturday night, Feb. 5. Decorations in the Valentine motif were carried out on the walls, on the mirrors, on the lampshades; in fact, hearts were everywhere.

Dancing was the main attraction for the large crowd, but a special feature was a suitcase race—in which aviation students were dressed in women's clothing. Cakes decorated with hearts and with 97th notations, cookies, and punch were served as refreshments during the evening.

Published weekly except holidays and examination periods, at Stevens Point by students of the Central Wisconsin State Teachers College. Subscription Price \$2.00 per year. Entered as second-class matter May 26, 1927, at the post office at Stevens Point, Wisconsin, under the Act of March 3, 1879.

REPRESENTED FOR NATIONAL ADVERTISING BY
National Advertising Service, Inc.
College Publishers Representative
420 MADISON AVE. NEW YORK N. Y.
CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO

EDITORIAL STAFF

Editor-in-chief—Jacqueline Stauber, 315 S. Michigan Ave., Phone 1627-W; **News Editor**—Beth Johnson; **Features**—Florence Flugaur, Ruth Michelsen, Jane Miller, Karl Paape; **Reporters**—Marquerite Berger, Aileen Bowman, Betty Colbert, Kay Hansen, Margaret Johnson, Bernadine Peterson, Betty Marquardt; **Publicity Editor**—Katherine Hope; **Composition Editor**—Amenzo Warden; **Copy Editors**—Virginia Fishleigh, Marjorie Prey; **Proof Reader**—Hazel Tibbetts; **Typists**—Joan Joosten, Ruth Phelan

BUSINESS STAFF

Business Manager—R. Virginia Grassl, 1311 Main St., Phone 1643-J; **Assistant Manager**—Marion Carl; **Advertising**—Maude Pounder; **Bookkeeper**—Ruth Chrouser; **Circulation Editor**—Gwen Herrick; **Circulation Staff**—Alice Buth, Violet Foemmel, Rose Marie Howes, Carol Ockerlander, Grace Pudlas, Janet Thompson, Merle Weberg; **Faculty Advisers**—Miss Bertha Glennon, Mr. Raymond M. Rightsell

Strictly G. I.

Fighting Men Report
On Activities, Life

Greetings Gates..... let's navigate.

Maggie Shine has finished her course and left post..... Red Sails in the sunset. While Poochie is hove to in the Doldrums. Its Beth for him—with his psychological hang-over.

In lieu of a Babe of the Week, may we admit: an expert is an ordinary fellow..... a long way from home.

Will you admit that a sorority is a group of gals who individually can do nothing, but can get together and decide that nothing can be done?

You should know that an effervescent adolescent is a character who knows what she wants, and is afraid that she'll get it.

A North African widow is a cute little lass who strays off the fairway, while her boy friend holds out in Egypt.

Well, gals, be sure to be around Saturday afternoon to see the Creamer Steamer leave the Point..... then you can decide to be true to your first loves.

The Gremlin (he wants his name printed) installed a static line on his upper bunk..... so he can bail out faster for Reveille.

We think A/S Columbus Spradley was a bookie at the Belmont Race Track..... always picks the wrong nag..... By the way, who discovered Columbus?

As we passed the Omega stand, one of the O's asked us if we knew that some of the boys were looking for dates for the Snow Ball — We didn't, but if you are, why not drop a hint this week and follow it up next — when we're gone and forgotten.

The current model of Hairless Garrett has undergone modifications..... blisters have been added to the undercarriage..... Blisterful Bub.

Action of the Week: Phillips hooks Brooks. Betty KO's VO.

Now that Squadron E is leaving, the weather man can take over the Snow Job. We hear he has even been invited to the Omegas' Ball — they never did get over being snowed.

Lieut. Govern advised us to learn Military Law — You may be court martialed some day, and you may want to know what's happening to you.—Do we ever?

Letters and visits from CSTC alumni prove that their Alma Mater is well remembered. The POINTER is happy to print more news from CSTC men and women in service.

Major Earl Cooper, an alumnus of CSTC, who fought in the battle for the Gilberts, paid Miss Susan Colman a brief call on February 2. Before returning to the states Major Cooper was stationed on an island somewhere in the Central Pacific, and was commander of a bomber squadron.

The AAF BRIEF for January 18 carries a story about Major Cooper in which he is described as being "comfortably attired in a bath towel about his waist and knee deep in a maelstrom of bags, clothing, equipment and one small dog." Major Cooper is enthusiastic about American planes. "They'll fly without wings, I bet!" he praised.

Marine Lt. Floyd Nixon who has been stationed at West Palm Beach, Florida, is temporarily teaching his dad's classes.

Ensign Myron Sharkey visited school recently. "Mike", who has just returned from an unidentified station, was glad to be back at CSTC. "It's good to be in a place where you can sit down and laugh," he said.

Signs of the times: S/Sgt. Jack Burroughs, England, wants the ballot for GI's. Marine Lieut. Chester A. Rinka cautions aviation students not to slight their training..... it comes in handy later on, you know!

Jean Dopp, who was graduated from CSTC in 1939, was commissioned a second lieutenant in the WACS at Fort Ogelthorpe, Georgia. Lieut Dopp was a teacher of biology and English in the Reedsburg, Wisconsin, high school prior to her enlistment.

Marine Sergeant Dennis Helixon, active in athletics during his attendance at CSTC, has been mentioned in recent dispatches reporting his participations in Australia in basketball and in "Austus". The latter game has been described as "a free-scoring mixture of soccer, basketball, and the American forward pass." The name is derived from Australian-U.S.. The game was new to the Marines, and the "up rover, up-follower" cheers took the place of "hold that line". The Yanks won, 75 to 52.

Resolution of the Faculty of
Central State Teachers
College

Whereas,
Our Heavenly Father, in His infinite wisdom and divine love, has called Mary Ellen Hanna to her eternal reward, and

Whereas,
She was greatly loved and appreciated by her students and fellow teachers, and

Whereas,
Her high ideals have been an exemplification and inspiration to young people and others who have come under her influence, and

Whereas,
Her years in the teaching profession have been of profound and lasting service to the schools of the state of Wisconsin, be it

Resolved,
That we as a faculty, express our sincere sympathy to the members of her family, and be it further

Resolved,
That a copy of this resolution be sent to members of the family, that one be placed in the files of the college, and that it be published in the college paper.

William C. Hansen, President of Central State Teachers College, Bessie May Allen, Chairman of the Faculty, Leah Diehl, Chairman of Resolutions Committee.

When the Angel of Death came into our midst on January — and called Miss Hanna to her eternal reward, CSTC lost an outstanding alumna, a faithful member of her faculty, and a loyal friend. The letters of appreciation which came to her during her long illness, and the cards of sympathy which have been received since her passing, give glowing testimony of the place she holds in the hearts of those who have come under her influence. Mary Ellen Hanna would have wished no greater tribute.

—May Roach

Gamma Deltas Have Party

Spiritual thermometers were discussed at a Gamma Delta meeting on Thursday evening, February 3.

A valentine party is being planned for the next meeting on February 17. Money for Gamma Delta pins will be collected at the March 2 meeting.

Alpha Kappa Rho Honors
Miss Hazel Bentson

Miss Hazel Bentson, critic teacher at the Training school, became a new faculty member at the installation ceremonies of Alpha Kappa Rho on Monday night, at the home of Peter J. Michelsen. Officers installed by the former president, Neosha Stay, were: president, Roger McCallum; vice president, Irene Ludwig; secretary, Loretta Gotchy; and treasurer, Mary Ann Hotvedt. Installation ceremonies followed a buffet supper, at which the Valentine theme predominated.

Letters

To the Pointer:

In order to correct an unfavorable impression of the officers and men of this detachment, which may have been created by the "Money to Burn" article on page one, your edition January 19, 1944, it is requested that this letter be published.

It is our desire to publicly state that the highly commendable action of Mr. John Urbanowski, in returning the billfold he found, was deeply appreciated and Mr. Urbanowski was personally thanked by Lt. John W. Beebe, to whom the billfold was returned.

It is not the purpose of this letter to make excuses for the individual who lost the billfold. It is our understanding, however, that he has made numerous unsuccessful attempts to see Mr. Urbanowski. That is a personal matter between the individuals concerned. The facts we wish to make known are: Mr. Urbanowski's honesty was appreciated and he was thanked by Lt. Beebe in behalf of the detachment as a whole.
WALTER R. MURRAY,
2nd Lt., Air Corps,
Public Relations Officer
(Editor's note: We are happy to report that John has received a fine pair of leather gloves from the above mentioned aviation student as a reward for his honesty.)

To Whom It May Concern:

The many criticisms which have been made of CSTC's assembly programs have often been harsh and ill-considered.

The moving picture THE GREAT VICTOR HERBERT which was shown at a recent assembly was certainly an excellent program. The other two movies offered at assemblies during the first semester were not very modern, but they both had many enjoyable features.

It may not be generally known that assembly funds were used to help finance the Christmas concert and the play ARSENIC AND OLD LACE. This makes five costly major programs which the assembly committee arranged or helped arrange during the first semester.

Naturally the college's reduced enrollment has lessened the amount of money available for assembly purposes. It is unfair to compare CSTC's assembly program with the programs of larger colleges because of the obvious differences in size and financial ability.

Now, more than ever before, it is important that we learn to keep our opinions open and unprejudiced. Our criticisms should always be frank and free, but also fair and helpful.

A student

Primary Council Contributes
To The Red Cross

The Primary Council decided to make its annual contribution to the Junior Red Cross at a meeting held on Monday evening, February 7. After a brief discussion of other matters, the business meeting adjourned. As entertainment, Jean Cattanach and Audrey Priem conducted a backward spell-down, at which several Primary girls spelled, backwards, words which they claimed to be unable to spell forwards!

Chit 'n Chat

by Jane-o

Well, I see we are all back in school again, so the marks couldn't have been too bad. A nice feeling to have the exams and results all over with, isn't it? They have an old saying about starting with a clean slate and I guess that's what a new semester is.

Did you hear any reverberations in the neighborhood of 1003 Normal the week the new semester began? The explanation is that Bess Jones and Nelda Dopp had just moved in and a housewarming seemed in order. The kitchen band that welcomed them was really hep. Any contracts you'd like to have signed?

Do you suppose that Carol Ockerlander's theme song could be *Deep In the Heart of Texas*? Or aren't they that way about each other? To say the least it is a warm friendship.

Have you heard about Lucille? Lucille is that cute little blonde (pup) adopted by the crew at Nelson Hall. On Wednesday, Feb. 2, she presented the boys with a set of quadruplets. Mother and pups are doing nicely.

One of the faculty members predicts that we shall soon be returning to the days of "Ah-Men!" We know it only too well, don't we, girls? No more commands will ring in our ears and those long anticipated weekends will be just two more days. What horrible shortages these wars do bring on.

Wanted to buy: One recording of *My Wild Irish Rose* for A/S Eddie Higgins to place lovingly in his duffle bag and take with him when he leaves Stevens Point and the other Rose.

What's the trouble with all the sports enthusiasts at CSTC? Last Wednesday night the Frosh basketball team played Iola a fast, roaring game and a total of 10 students were on hand to cheer them. It was a good game too and it would have satisfied many a demand for "activity" around our school.

A welcome home to Lucy Lee Wishlinski. She will have to maintain the family loyalty to our school at present.

Where has A/S "Look at YOU Only" Dick Smith been lately? He has, Dixie?

Amenzo Warden adores pig-tails tied with red ribbons. How about that, Lenora Bras?

Alice Klake and A/S Bill Bertram were a new, but promising, couple last weekend.

Esther Anderson is progressing rapidly in history—she recently acquired a roommate who is majoring in it.

Continued on page 4, col. 1

**Old Cabin Coal —
— Building Materials**

BREITENSTEIN CO.

Phone 57 219 Clark St.

TONY'S

**SOUTH
IDE
SANDWICH
HOP**

Sororities Hold Elections

A candlelight installation ceremony followed election of officers of the Tau Gamma Beta sorority on Tuesday, February 1. Joan Joosten was elected president. The other officers are: vice-president, Jean Cattanch; recording secretary, Audrey Short; corresponding secretary, Merle Weber; treasurer, Dorothy Davids; Pan-Hellenic representative, Carol Ockerlander; press representative, Helen Lundgren; historian, Delores Rondeau.

Miss Helen Meston and Mrs. Mildred Williams, faculty advisors, entertained for the girls in the Home Economics parlors after the installation ceremony. Special guests were Mrs. Frank Spindler and Mrs. George Berg, patronesses of the sorority.

At the meeting of Omega Mu Chi held on Jan. 25, the following officers were elected for the second semester: president, Harriet Coey; vice-president, Ruth Chrouser; treasurer, Kathryn Kenney; corresponding secretary, Jackie Stauber; recording secretary, Virginia Grassl; pan-Hellenic representative, Audrey Priem; press representative, Beth Johnson; historian, Shirlee Tobias; chaplain, Betty Puariea.

Plans for the coming Snow Ball on February 19 at Hotel Whiting and redecoration of the Shopping Service booth were discussed by the Omegas.

FRANK'S HARDWARE

**117 N. 2nd St.
GENERAL HARDWARE**

LeRoy's

For That
NEW SPRING COAT or SUIT
205 Strongs Avenue

SPECULATION is the surest, quickest and most satisfactory ROAD to RUIN yet discovered.

FIRST NATIONAL BANK

LARGEST IN PORTAGE COUNTY
Capital and Surplus \$275,000.00

*"The House That Service
Built"*

OUR REPUTATION FOR QUALITY AND SERVICE IS THE FOUNDATION FOR THE WONDERFUL INCREASE IN OUR BUSINESS . . .

WORZALLA PUBLISHING CO.

PRINTERS
PUBLISHERS
BOOKBINDERS

Phone 267 200-210 N. 2nd St.

Rural Life Elects Officers

Ethel Anderson was elected president of the Rural Life club at a meeting on Monday evening. Other officers are: vice-president, Betty Lou Marquardt, secretary, Betty Klopatek, and treasurer, Bette Mae Stange.

A program was given honoring the great people and holidays of February. Myrlus Smith, accompanied by Lillian Kunes at the piano, played two clarinet solos. Marian Carl read an original poem, *A Mercy Plea*, Arlene Esselman spoke about George Washington, and Georgia Newby read selections about Abraham Lincoln. Lillian Kunes spoke on Valentine's day, La Von Schmidt on valentine selections, Betty Lou Marquardt on Ground Hog day, and Philomene Selz on February's great people.

PORTER'S GROCERY

Groceries, Fruits, Meats
Confectionery, Ice Cream
Phone 1102 1329 Main St.

Luxury Lotion

A Scientific Skin Tonic helps keep hands, face, neck and arms soft and white
Meyer Drug Co. PRESCRIPTION DRUGGISTS
STEVENS POINT, WIS.



**The Copps
Co.
ROASTERS**



'We Serve To Serve Again'

Lippner's

POINT CAFE
and Colonial Room

Buy a \$5.50 meal Book for \$5.00. Save \$.50.

Attention given to Reservations for Group Dinners

Phone 397 Across from Post Office

Mention "The Pointer"

MAIN STREET FRUIT MARKET

— FREE DELIVERY —

Generally Better — Always The Best

114 N. SECOND STREET

POINT BAKERY

Once A Customer Always A Customer



A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

Give Her *Whitman's*
Ghocolates

... and get them **HERE!**

America's finest chocolates are here, fresh from the makers — every package beautifully decorated for your Valentine's gift. Call in and select today!

The Sampler, this famous package, in the new \$5 size, is a gift to delight her heart! Also in \$1.50, \$3 and \$7.50 sizes.

The Fairbill, our favorite box of candy. Popularly priced.

Heart Boxes, filled with Whitman's, 30c to \$5.

TAYLOR'S
111 STRONGS AVE. DRUG STORES 752 CHURCH ST.
PHONE 1296 PHONE 99

Chit 'n Chat

Continued from page 3, col. 1

A/S "Lonesome Joe" Falsetti is anxiously waiting for "Pinky Clark to return from her substitute teaching job in Iola. Don't worry, Joe, she'll be back for the banquet.

Mary Lou Hutchins, Mary Murphy, Pat Brooks, and three very handsome trainees were seen triple dating last weekend. What again? (or yet!)

Say, Marlys Reed, who was the sailor behind the fetching moustache?

What's there about these trainees that could entice Ruth Phelan to drink three cokes in 15 minutes? Don't rush her, boy!

The POINTER will miss Virginia Fishleigh, who was one of its most faithful workers. She is now living in Chicago.

We really appreciate the fine work that the "Strictly G.I." writers, Phillips and Gagan, have done for the POINTER. We know we'll miss them, and the staff wishes them the best of luck.

We guess it must be farewell to all you boys in Sqd. E. Good luck and good flying!

You Pointers—happy sledding in the new semester.

Home Ecs Enjoy Social Meeting

Members of the Home Economics club enjoyed a social meeting on Monday evening, February 7, in room 160. Games were played and refreshments were served.

Committees for the year are: social committee, Blanche Padour, chairman, Hilda Buchholz, Betty Haberkorn, Mary Hebron, Beverly Fjelsted; program committee, Ruth Lindsay, chairman, Maude Pounder, Mary Murphy; publicity committee, Bernadine Peterson, chairman, Margaret Johnson, Signe Hill.

BUY WAR BONDS

CONTINENTAL

Clothing Store

CLOTHES FOR STUDENTS

LUNCHES SODAS

GOAL POST DANCING

SUNDAES MALTEDS

STEVENS POINT DAILY JOURNAL

"Phone Your WANT AD To Miss Aadtaker, 2000"

South Side Market

A Complete U-BE-SEE STORE

FREE DELIVERY

Phone 518-519

814 Church St. Stevens Point

LOST
Schaeffer pen and pencil set. Finder please return to Veda Eskritt or to the Main Office.

Haircuts Are Not Rationed
Get a new one every 10 days
Berens Barber Shop
SPORT SHOP BLDG.

Hotel Whiting

BELKE
LUMBER & MFG. CO.
BUILDING MATERIALS
247 North Second St. Telephone 1304

JACOBS & RAABE
JEWELRY — MUSIC — RADIO
Expert Watch Repairing
111 Water Street Telephone 182

WELSBY'S
Dry Cleaning
PROMPT SERVICE Phone 688

STEVENS POINT BEVERAGE CO.
THE BEST OF ALL BEVERAGES POINT PURE WATER USED
Phone 61

NORMINGTON'S
Dry Cleaning and Laundry
Telephone 380

COLLEGE EAT SHOP
FOOD
DRINKS
ICE CREAM

A. L. Shafton & Co.
Distributors
Finest Canned Foods and Vegetables

City Fruit Exchange
FRUITS, VEGETABLES and GROCERIES . . .
457 Main St. Phone 51

"Attention Cadets" Military Supplies
Ties, Belts, Dogtags, Shoes, Hose, Overseas Caps, Garrison Caps, Bill Folds, Etc.
THE MODERN TOGGERY
Between the two Theaters
WE WAIT WITH A SMILE

GOOD THINGS TO EAT
AMEIGH'S STORE
Phone 188

TRY THE
PAL

Men's and Ladies'
Leather Jackets
SPORT SHOP
422 Main Street

Have a Coca-Cola = Let's be friendly



... a way to win a welcome wherever you go

There's friendliness in the simple phrase *Have a "Coke"*. It turns strangers into friends. In both hemispheres, Coca-Cola stands for the pause that refreshes,—has become the high-sign of the good-hearted.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY
MILWAUKEE COCA-COLA BOTTLING COMPANY



It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".