

Mac Bulldogs See Action In Moundridge Tournament

The seventh annual Moundridge Tournament is now in full swing. The first game to be played on Saturday evening will begin at 7:30 with the championship game to follow.

The first round of action last night saw the McPherson Bulldogs tangle with the Tabor quintet. The Bethany Swedes and the Bethel Graymaroons fought for the right to play in the finals in the second game.

Officials of the tournament are Bill Dutton of Hutchinson, Kas., and Dave McGill of El Dorado, Kas.

Previous winners of the tournament are listed below:

1951	Bethany
1952	McPherson
1953	McPherson
1954	Bethel
1955	Bethel
1956	Bethel

Homemakers To Learn Christmas Decorations

Christmas table decorations will be demonstrated at the regular monthly meeting of the Home Ec Club next Wednesday evening. The meeting will be at 6:30.

The Spectator



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HOME OF THE BULLDOGS

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Bulldogs Lose To Southwestern

The Southwestern College Bulldogs came from behind in the closing minutes of the game to defeat the McPherson College Bulldogs 65-61 in a non-conference opening basketball game on Nov. 29.

Led by Sonny Maynard's 21 point shooting, Southwestern rallied late in the game to come from a deficit of six points to pull ahead of the Bulldogs and win the game in a thrilling finish.

The leading scorer of the game was McPherson's Ed Delk, who accounted for 22 points. Bernard Whirley scored 14 and Jerry McPherson, 13.

Intramurals End Last Wednesday

The 1957 intramural volleyball tournament came to an end Wednesday evening with Stucky's team as the champions. The Holderread - Miller team was runner-up.

The top eight teams were selected to participate in the tournament. The teams were Hood, Gatewood; Jeffries, Maul; Stucky; Erisman, Thralls; Holderread, Miller; Kingery, Turner; Dadisman, Kolbe; and Widrig.

In the first round the teams of Hood, Stucky, Holderread, and Dadisman were victorious.

The Monday night winners were paired up for the Tuesday evening games. Stucky and Holderread were the teams remaining to battle it out on Wednesday for the championship.

Mac To Battle Sterling Tuesday

The McPherson College Bulldogs will play their second regular game of the cage season with the Sterling Warriors Dec. 10 on the Sterling court.

In the first contest with Sterling last season the Bulldogs nipped the Warriors 80-72.

The two B squads will play before the regular game.

After a couple of days rest from the Moundridge Tournament Coach Sid Smith's quintet will be ready for a spirited game with the Warriors.

Intramural Standings

The final intramural volleyball standings are as follows:

Captains	Wins-Losses
Holderread, Miller	13-0
Stucky	12-0
Hood, Gatewood	11-1
Dadisman, Kolbe	9-1
Widrig	8-2
Jeffries, Maul	6-3
Kingery, Turner	6-4
Erisman, Thralls	7-5
Oltman, Straka	6-5
Grossnickle, Blough	5-5
Johnson, Groth	5-6
Fruth, Kaufman	5-7
Morris, Ng	3-6
Dresher, Williams	4-7
Ragland, Keim	4-9
Lowe, Negley	3-8
Sink	3-8
Nelson	3-9
Gripe	2-6
Guenther, Peek	2-8
Willits, Wise	1-10
Frazier	1-11

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Three Mac Bulldogs Place On Second All-Star Team

McCollege Bulldogs placed three players on the second Kansas Conference all-star football team for the past season. They are Ed Delk, Jerry McPherson, and Kenneth Stucky.

The mythical first and second teams were selected by the vote



Ed Delk

of the coaches at the eight colleges in the circuit.

Champion Kansas Wesleyan University placed four players on the first team, Bethel took three places, Baker two, and Ottawa and College of Emporia each one.

McPherson and Baker led the second team selections, each winning three places. McPherson did not place a player on the first team.

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and guards - Jerry McPherson, McPherson; Myron Goering, Bethel; Dick Shores, Baker; Arlo Buller, Bethel; and Todd Hampton, KWU; Center - Art Woods, Friends; Backs - Tom Coleman,

The first team:

Ends - Dick Schwartz, Ottawa; and Larry Penner, Bethel; Tackles and guards - Rocky Welton, KW; Virgil Penner, Bethel; Ron Greenens, Baker; and



Jerry McPherson

Bob Shores, Baker; Center - Bob Pinkall, KW; Backs - Lealand House, KW; Kenny Mulch, KW; Rusty Adleman, Emporia; and Clayton Kaufman, Bethel.

Second team:
Ends - Ed Delk, McPherson; and Scott Mann, Baker; Tackles



Kenny Stucky

Emporia; Kenneth Stucky, McPherson; Jim Paramore, Baker; and Bob Knight, Ottawa.

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Don't Read It . . .

Snappy Selling Slogans

By Norris and Carl

Dear students,

As another in our series of public service articles we have decided to elucidate on the fine art of advertising. This may be valuable to you, because someday you may have a product to sell.

Indispensable in the art of advertising is the use of catchy little rhymes and slogans.

For example, if you were running a restaurant in McPherson you might say, "Town food tastes good, like college food should."

It is also a good idea to appeal to a person's pride, and desire for self improvement. For example, if you had perfected a new cleansing product you might call it Pepsodent, and you could advertise it as follows:

"Are you cowardly, chicken-hearted, afraid of your own shadow? Then use Pepsodent because 'You'll wonder where the yellow went when you brush your back with Pepsodent.'"

If you are elected publicity chairman of a temperance society you might use the slogan, "Winstens taste awful, they should be unlawful."

Or suppose that rabbits were a menace in your locality and that you had invented a new foul smelling chemical to scare rabbits out of gardens. You might call it Halo and use the slogan, "Halo horrifies your hare."

Someday the National Safety Council may appoint you to publicize a new safety campaign. You could use this nifty slogan, "When better automobiles are built, teenagers will wreck them."

The tobacco companies of America have utilized advertising slo-

gans to the utmost. Here are some of their catchy phrases.

"Smoke a real cigarette, nothing between you and the nicotine."

"You get a lot to like with Marl-Burro, Coal - tar, Cancer, tip-top cough."

"Break the hot cigarette habit buy a Frigidaire."

Also the automobile companies propagandize the public with snappy sayings.

"Caddy-Lack, Motordom's Masterprice for 1958."

"More Chevies are driven by people than any other animal."

Many other companies use these advertising gimmicks to sell their products. Examples are:

"Look scraped, Feel scraped, Be scraped, Use Dullette blue blades with the highest prices ever known."

"Don't be half-safe, SLIDE!"

"Mum, for people who can't wash after every week."

One of the worst advertising tricks is the use of "Watch For" slogans, such as "Watch for the S & BWV, (which incidentally stands for the Silver and Blue Winter Wonderland, the Winter Formal tonight in the gym at 8 o'clock.)"

Another example is TEOTS, which you don't know what it means.

And now, for our closing thought, "When you care enough to send the very best, send Don't Read It."

Read and heed the Spec ads.

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Faus And Foley . . .

We Publish A Fan Letter

Dear Faus & Foley,

For quite a while we have been reading the Spec, but not until this semester have we really taken an interest in the paper. The reason is your wonderful column.

It makes the whole week seem so much brighter, and gives us courage to face the dark world of tomorrow.

We were terribly upset when in the last issue those two terrible people who write that other thing slandered you so unmercifully.

But you know, in this world it seems that no matter how nice you try to be, or how talented you are, someone is always trying to take away all the respect

and admiration you have so rightfully earned.

We can't help but praise you for your superior attitude and for the cultured manner in which you have shown humility by refusing to return their mudslinging.

We doubt the authenticity of that other column, "Can't Read It", written by Nari and Carris. Confidentially, is T.E.O.T.S. really a hoax, or does it mean "Two Eggheads On The Spec?"

We hope to continue reading your column for as long as you see fit to limit your talents by writing for the Spec.

Keep up the good work, Mr. and Mrs. Henry Faus, Mr. and Mrs. Vernon Foley

Read and heed the Spec ads.

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