

## Campus Unclassified

FOR SALE

Heating irons, hot plates, plug-in pitchers, very slightly used and greatly reduced in cost. May be seen and obtained through the Happy Housemothers' Association.

Trace-em or Erase-em Art 13 sketch tablet. Contains complete series of bewildered drift wood logs, cloth creases, and broken plaster horse heads. Provides viewer hours of amusement—but must be seen to be appreciated.

Just acquired: one dozen wash cloths in assorted colors and conditions. Discovered during mass clean-up project. On display in room 123, McClintock.

**DON'T PLEAD YOUR NEED—IT'S GUARANTEED—TO BLEED!**

Just arrived: 973 yards of burnt orange madras . . . the newest spring shade. Enough to sew about 400 skirts, the same amount of shirts, with plenty left for a dozen generous muumu's.

**SPECIAL**

Do-it-yourself style kit; Includes one pair weejun inner-soles (alterable), two colorful tack-on London Fog labels, and two dozen yellow oxford cloth Gant loops.

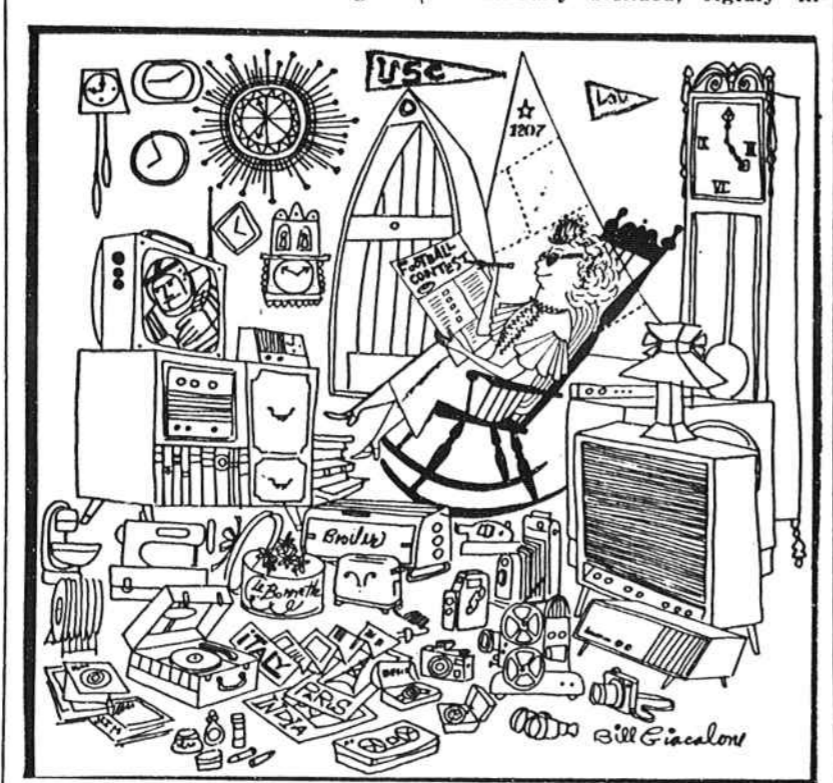
**WANTED**

Several lower halves of incisors, three middle knuckles, and other appendages; age not important. Contact shrouded skeleton in right rear corner of Biology 12 Lab 104.

# Tips For Winning Contests Give Entrants New Hope

Ever wonder how they do it? How some people develop the knack which permits them to complete the last line of a jingle and win a new red jaguar or buzz around campus in. Or \$5000 a month; tuition for life?

What are your chances of winning a contest? To help you better them, here are seven tips collected from judges, big winners of yesterday, and a contest writing teacher who says that his graduates have won \$6,000,000 in the last 30 years:



Surrounded by prizes, eager coed seeks new fields to conquer in the fine art of winning contests. Her main problem is what to do with three tons of canary bird seed, won as a prize for naming a trio of singing canaries.

1. Use "I" and "My" in your entry. Take the personal approach. Use warm, informal language rather than chilly phraseology. Here's a winning entry written by Mrs. Nita Parks of Pasadena, who has won a car, a dog, and a houseful of appliances. This sentence won her dog-food contest:

"Skillfully blended, rigidly inspected, champion-recommended, it makes my poodle eat hearty, eat peppy, look sharp, and smell so healthy, we're both happy."

2. In case you know nothing about dog food watch for contests in which you have the advantage of special interest or knowledge. Football fans, for instance, last year had to pick the winners of four football games: Texas A & M vs. Texas, Michigan vs. Ohio State, Army vs. Navy and Syracuse vs. U.C.L.A. Those contestants who picked the four winning teams had their names entered in a sweepstakes drawing—for 1,068 prizes in all. The top prize in the contest, a railroad towerman from South Plainfield, N. J., who commented after he had recovered from the shock: "This is one time that a real sports fan won a sports contest."

And a New Yorker named Robert Moses won \$25,000 for an essay on highway improvement. Mr. Moses was Commissioner of Parks for New York City.

Not to be discouraging, however, a large majority of contests are won by housewives—simply because, say judges, they comprise about 70 per cent of the entrants.

3. Be sure to obey all the contest rules—to the letter. Hundreds of thousands of entries get disqualified each year because the sender hasn't enclosed a label, has gone over the word limit, or has misunderstood the problem. If you must supply a word to rhyme with another word—be sure it rhymes with that particular word. Also make the rhyme scan. If the first line goes da-do-da-da-dee, don't make your line go da-dodo-da-dode-dade. Get an entry blank from a dealer if the rules require one. And before starting to work on any contest—first make sure its deadline for entries has not already passed.

4. See what's "hidden" in the product you're writing about—such as usefulness, aroma, eye appeal. Study the advertising and see what the sponsor stresses about his product. Tell what the food, or soap, or wearing apparel does in your life, or the role it

plays in your class work or in helping you cope with some familiar physics problem. Then see if you can say it in a brief, sparkling manner. In a contest sponsored by a shaving cream maker, one contestant scored with "Saves shaving seconds and second shavings." And for a diaper service contest, the winning sentence was: "Rock-A-Dry-Baby."

5. Take plenty of time on your entries—and don't be easily discouraged. Ask others what they think about it, spend days or weeks until the Big Inspiration comes.

6. Re-phrase—juggle words—use words that sound well together. Watch for chances to reverse your phrases (saves shaving seconds and second shavings). Use contrasting words (biggest-smallest.) Look for chances to compound words (hospital-clean). Use assonance and rhyme (more stylage, more mileage, more smile). Transfer ideas (arrest Cancer—wanted for murder).

7. Be sincere. (If you don't use the product or don't like it, why not enter another contest instead?) While limericks and jingles are supposed to be funny, the complete-in-25-words-or-less are usually judged on the uniqueness-aptness-sincerity basis. The firm supplies a "weighted scale" of contest judgment to the Post Office beforehand, listing, on the basis of 100 points, what valuations they will give entries. For instance, in one contest "aptness" might count for 30 points, "sincerity," 40 points, etc. Therefore an entry high in the latter quality might outpoint one which seems to be more apt than sincere. This is a rather complicated matter—and the scale chosen is a secret. Defining these words for puzzle-purposes is chancy; but one might make a stab at it by saying that "apt" means "to the point"—hitting the nail on the head—getting to the essence of the matter quickly. "Uniqueness"—that no one else thought of the matter in that particular way. "Sincerity"—no fluff, no bluff, no stuff.

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## Having A Ball



(Photo by Robert Gaskins)

Carolina's "First Couple" shows the cadets how its done at a recent dance and reception honoring the new Wing Commander of the Air Force ROTC. The gala affair was held at the Fort Jackson Officers' Club Tuesday, February 26.

## Woodpushers Guide

By Nancy Wludyka

(Editor's note to newcomers: Last week's "Gamecock" has an explanation-guide to the symbols in the plays listed below.)

The King's Gambit accepted, a romantic and adventurous game, was the terror of the nineteenth century, but has been toned down somewhat by modern analysis.

White	M.C.O. line 6	Black
1. P-K4		P-K4
2. P-KB4 gambit pawn		P x P accepted, fighter's approach
3. N-KB3		P-KN4
4. P-KR4 shattering pawns?		P-N5 not so!
5. N-N5 (alt. N-K5)		P-R3
6. N x P		K x N
7. P-Q4 striking center		P-B6
8. B-B4 ch.		P-Q4 freeing move
9. B x P ch.		K-N2
10. P x P		N-KB3
11. N-B3		B-N5
12. B-QB4		P x P
13. R-N1 ch.		N-N5
14. Q x P		Q x P ch.—Road to recovery!
15. R-N3		R-B1
16. B-B4		B-K2

Black for the Choice

Mrs. Daniels, the assistant manager.

The Gamecock emblem, of course, has found its way onto sweatshirts in four sizes, five styles, and seven colors; also new jipberbags, ashtrays, pins, jewelry, beer mugs, salt shakers, piggie banks, and baby bibs.

With any of a variety of decals, the emblem can be welded onto bulletin boards, notebooks and pledge paddles. Little carved, wooden, plaster or furry roosters make wonderful gifts. And to wrap the gifts are paper and ribbons, and greeting cards. There are get well cards and April fool's day cards.

Allegorically, the campus shop may be called a beehive. The queen bee sits amidst her stacks of Kleenex and silver trinkets descending the word of phenomenal THEY. No Exchanges! . . . an article from the campus shop is a life-long possession. However, this may be on the leeway that the shop operates on a "gross profit" basis with proceeds designed as University scholarships.

## Secretarial Fraternity Requirements

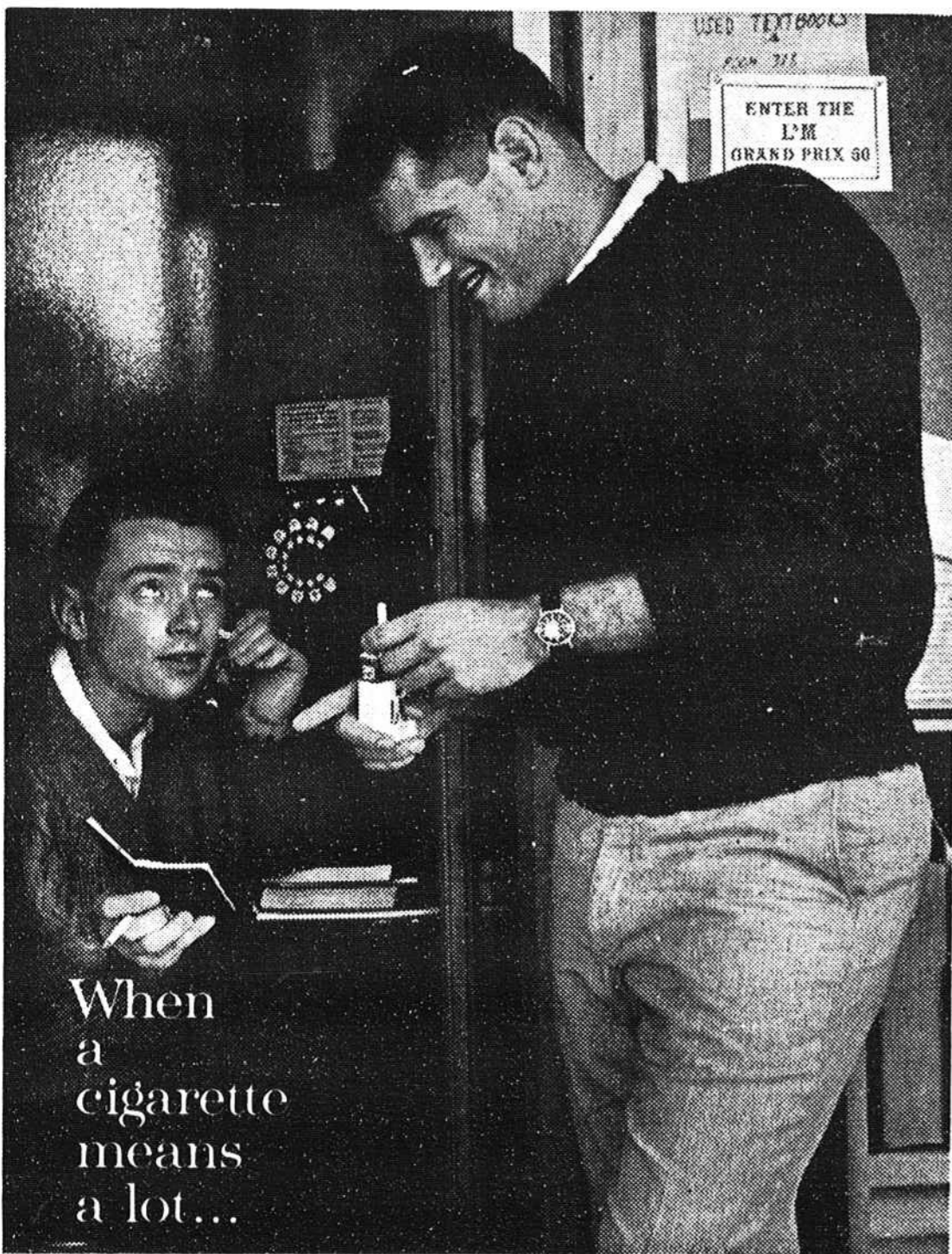
Are you eligible for membership in Sigma Alpha Sigma?

Sigma Alpha Sigma is a National Honorary fraternity which recognizes those girls who have achieved excellence in the field of secretarial studies.

Qualifications necessary for membership are as follows:

1. The student must have completed at least nine semester hours in business courses.
2. The student must have an overall B average in all subjects.
3. The student must have completed at least 15 semester hours of college credits.

Application blanks for those eligible for membership will be available in room 408-B, Barnwell, or room 311 in the Business Administration building. Those interested are encouraged to inquire at their earliest convenience.



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## The Campus Shop: Student Supermart

The carry-all for the Carolina collegiate, the Campus Shop, is the life-saving supermart of the student-in-a-hurry.

From nine to five daily, the In door is unlocked to make available an unending variety of the necessities of daily living: umbrellas, socks, nail clippers . . . also the none-necessities: peanut bars, nickel cigars.

Much in demand are the Sub-

ject-Made-Simple manuals. Data-guides, Verb Conjugation Wheels, novel condensations and reviews. . . . F's should be extinct by now.

So serve the other literary tastes of the campus, are hard backs—from *Advanced Calculus* to *The Memoirs of Cassanova*; paperbacks, from *Stop Dieting* to *Start Loosing* to *Perry Mason Solves the Case of The Sun Bather's Diary*; and magazines: *Time* to *MotorTrend*.

There are also book markers to keep the chapter place, book covers to keep the books clean, and book ends to keep the books from toppling off the book shelves.

And those who wish to write their own books there are complete do-it-yourself kits: every size notebinder, art erasers, pencil sharpeners, pen points, and type-writer ribbons.

New styled blazer patches have arrived, and new bracelet charms and stationery arrive daily. The stuffed gamecocks which arrived about four weeks ago, were so long in coming because they took so long to make, and the legs were hard to stand up, according to

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