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CANADIAN SWEATER QUEEN CONTEST

Sponsored by Grand'mère Knitting Co. Ltd.

An all-expense trip to NEW YORK, where you stay at the fabulous Waldorf-Astoria—and JAMAICA, staying at the famed Hotel Casa Blanca, Montego Bay, as the guest of Grand'mère! A complete wardrobe of smart new clothes to take along! Every minute packed with excitement—luncheons, dinners, theatres, TV appearances—a chance to meet celebrities, be a celebrity yourself! That's just part of what's in store, if you win the Canadian Sweater Queen Contest.

**IT'S SO EASY! JUST READ THE RULES...
FILL OUT THE ENTRY BLANK AND—
YOU'RE ON YOUR WAY!**

RULES:

1. To be eligible for the contest, you must be single between the ages of 17 and 24.
2. Attach a full-length photograph of yourself.
3. Attach a brief letter describing your hobbies and activities etc.
4. Mail your application to Grand'mère, P.O. Box 310, Station B, Montreal 2, P.Q.
5. Your entry must be postmarked on or before April 15th, 1952. You must be able to make arrangements to travel (at our expense) to Toronto, New York and Jamaica during May-June.
6. If you win the gala trip, suitable chaperonage will be provided.
7. Entrants will be judged on the basis of qualifications which best personify the ideal of wholesome Canadian beauty.
8. Judges will be internationally famous artists and illustrators.
9. The verdict of the judges will be final.
10. Photographs submitted become the property of Grand'mère Knitting Company and may be used for publicity in connection with the contest.

Name _____

Address _____

Age _____ Height _____ Weight _____

Occupation or school _____

Measurements: Bust _____ Waist _____ Hips _____

FOR ADDITIONAL ENTRY BLANKS: —go to the Sweater Department of any store that sells Grand'mère Sweaters. For the name of the store nearest you write: Grand'mère Knitting Company, Ltd., University Tower Bldg., Montreal, P.Q.

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want to go to U.N.B. They have apathy!" Reply:—"Oh, have they? Is it compulsory or optional?"

The above conversation was quite clearly carried on between two people of below average intelligence. But students who lurk around the campus saying: "Isn't the student apathy around here a terrible thing?" are just about on the same mental plane as Joe and his pal. Talking about student apathy in this unconstructive fashion accomplishes nil. It even has a bad effect... perhaps more far reaching than we realize. Many of the students in attendance here travel a long way to their homes... and talk of apathy goes with them.

Have we been quite fair in our appraisal of the Apathy situation. Is the Apathy as bad as some say it is? Or is it worse—or better?

That student Apathy does show up on our campus is not to be denied. It is something to think about, yes' but not to get all upset or discouraged about. The fact is, student apathy at U.N.B. is not nearly as prevalent as an outsider might be led to believe. And here is the proof to back up that statement:

Let's consider Pete, for the sake of argument, a forester. Now Pete is new around U.N.B. this year and to mix in with the crowd he decided to journey out to the Hammerfest in the fall. Apathy—indifference—did he come across any here? No! Chances are by the end of the evening he was 4/5 to the wind, his arm around a couple of "lifetime buddies" singing Auld Lang Syne.

Later in the year Pete read how the Engineers beat the Foresters in their annual hockey game at York Arena and how keenly the game was contested, and how ardent the rooting sections were. "Next year," says Pete, "I'm going to see that game." Perhaps Pete has a counterpart in the Engineering faculty who says the same thing. Apathy?

Pete, being a rather sturdy lad, was chosen to pull on the rope in the tug of war between forestry classes. Right square in the middle of the campus Pete pulls with all he's got—to the cheers of his classmates and many other individuals. Apathy?

Then word gets around that a memorial room is to be furnished in the forestry building. Pete doesn't use the room much yet—he doesn't have too much free time. As a matter of fact he didn't even know the men to whom the memorial is dedicated—he never met them. But he, along with the other members of his class, got behind the drive for funds and someday will take pride in the way the forestry association carried out the project. Although his

contact with the seniors wasn't great, he couldn't help but sense some kind of college spirit. An identical situation exists in the Engineering body in their donation of a Memorial Hockey Trophy. Apathy?

And how about the big Foresters Welcome You sign constructed for the Royal Visitors?

More recently, the students reacted, Pete included, rather violently to an S.R.C. decision to charge for the Con. A really apathetic student body would not have raised a peep, the students here obviously take an interest in the "ruling body" that might have been supposed. Apathy?

The recent unfortunate incident of "Summer Porter" brings forth more evidence that the students are not exactly indifferent to what goes on around them. An apathetic bunch wouldn't have cared what happened to the play. Last week the Red'n Black Revue was staged. It was a good show and lots of hard work went into its success. Apathy?

It wouldn't be hard to go and mention other examples of student spirit here at U.N.B. Perhaps reading over these few will bring others to mind. The unfortunate side of the picture is that our few examples of non-interest show up for all and sundry to witness, i.e. lack of spectators. Couldn't this be partially attributed to the fact that with a small student body we have more participants in the various college activities? It would necessarily follow that with more participants there would be fewer spectators. Rather than saying that the students have no interest in such-and-such, isn't it possible to say that they have more interest in something else? And if so, is this a bad thing?

No matter what answers one wishes to give for the above questions, the fact remains that all this talk about apathy in U.N.B. students has a detrimental effect on outside relationships. Exaggeration of the situation out of all proportions is stupid policy. The indifference we have is not very great and there are probably good reasons for it... perhaps as we have suggested. So let's not moon about it. In short—Apathy? Hell! Let's not talk foolish.

(Cont'd from Page 2, Col. 5)

cooperation must have gone on behind the scenes as well as in front of them — among everyone involved.

We had a unique evening—exciting!

Mrs. Percy Black
March 17th, 1952.

The girl who plays her cards right doesn't have to do it at solitaire.



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FES

Weeklong At Art Cen

An informal art program designed for recognition of the done on the campus year will climax t Art Centre's wint

Taking the form exhibit of student together with ni ances of a creati Festival of Arts Miss Lucy Jarvis, Art Centre. Due nesday, this Brun cation date, the fe tinue until next W 9.

Tremendous sup ject has been for the students and Jarvis reports, and week the Art Cent an all-day visit terested in art.

Included in the will be painting, sculpture, photog prose, music, films printing and radio

The Art Centr each day from 9- tentative schedule grams is as follo April 2, musical film: History of manities Society folk music and sin Jack McLeod, Doc day, film on yes UNB, colored slid vor and Eric Ma day, regular recod riod, records fro lections: Monday Wednesday, readi essays and storie ion of a short pl

McPHAIL W ISS AWARD

Don McPhail is the ISS scholarsh fifth annual inter of ISS his summ

Don will leave the University of later tour Yugosl September 12.

The scholarshi ling expenses as and is valued at

The student s scholarship is ex to the campus a interests of ISS.

UIS TO VIEW

Professor W. S UNB faculty was at the fifth mee verty investmen here recently. P spoke briefly on stock exchange a ed on the effect international eve market. Furthe and revisions v and it was decid ing stock shoul purchased. At t it is expected t will be shown w various industria cesses.