Sam Beard has made his WPTF midnight record show, "Moon Glow," must listening at each of North Carolina's Big Four campuses. A student at the University of North Carolina, Sam does a regular announcing shift. He has had letters from more than 75 colleges scattered from Michigan to Florida.

A group of Georgia college students hung Gov. Herman Talmadge in effigy from the statue of famed Georgian Tom Watson in front of the state capitol in Atlanta. Led by a 23-year-old veteran of the Battle of the Bulge, James Clark, graduate student at Emory University, a group of more than 2,000 men and women from Georgia colleges conducted a peaceful march on the state's capitol in protest against the "seizure of power" in that state by Gov. Talmadge, son of the late Eugene Talmadge.

Dr. Herman J. Muller, professor of zoology at Indiana University, who won the 1946 Nobel Prize in medicine and physiology, shows the gold medal presented to him by the King of Sweden in recognition of this honor to President Herman Wells.

"Steady there, Poochie! This will not hurt much." The four girls pictured here have decided upon a career of veterinary medicine at Alabama Polytech. They are, left to right: Nancy Lee Poehlmann of Warrenton, Va.; Marie Hall of Wilmington, N. C.; Fay Mackel of Bradenton, Fla.; and Arline Davis of Jacksonville, Florida.

Memorandum to Photographers

COLLEGIATE DIGEST welcomes photos of college activities, but many pictures must be returned because they do not meet DIGEST editorial needs. We suggest you avoid the following common weaknesses in your photos.

1. Technically poor pictures cannot be used
   The photo at the left may be interesting, but it is so fuzzy and so lacking in contrast that the rotogravure reproduction of it would make it unintelligible. Photos should be sharp, contrasty glossies at least 3x5 in size. No negatives, metal engravings, or newspaper clippings may be used.

2. Avoid posed, uninteresting photos
   Joe Glotz, pictured at the right, may be a big wheel on his own campus, but the obviously posed picture is not interesting. Pictures of people doing something are more interesting than just pictures of people. Get candid action in your photos so they can merit top consideration.

3. Trite photos don't get top consideration
   Often pictures which are technically excellent and are candid in interest must be rejected because Collegiate Digest has used too many like photos. Pictures of drum majorettes, cheerleaders and beauty queens are now trite. Avoid common photo ideas like these unless you have a new angle.

4. Pictures must have wide appeal
   Susie Blackburn was elected queen of North South College and Podunk is proud of her, but a picture of Susie is not ordinarily of nationwide interest because each school has its queens. The best photos are those of persons or activities which are unusual, new or unique in the college field.

Send your campus photographs together with complete caption material to COLLEGIATE DIGEST at the address below. Include a self-addressed envelope if you wish to have pictures returned. $3.00 paid upon publication except to college publicity representatives.

Perry Photo