By Betty Lewis

What is "Charm"? According to Webster it is: "the chanting or reciting of a magic spell; an act or expression believed to have magic power, something worn about the person to ward off evil or ensure good fortune."

But ask the girls that are taking it this quarter, and you get a different meaning. To them it is learning to walk, talk, sit, stand and other things that make them charming.

The charm class is taught by Miss Hamilton of the Hamilton-Schalk Modeling Agency.

The first week the girls became informed and measured. They learned some of the general phases that will be taught during their twelve-week period.

The second week Miss Hamilton, and an assistant instructor, got the out-of-shape girls started doing exercises. The President was right about how the country needs to be in better physical condition. Although the girls ached and groaned for a week after this class, they couldn't wait to get back to "Charm" for the next lesson.

Miss Hamilton has arranged special speakers on hygiene and hair care and there will be one on make-up and manners.

Learn About Yourself

Do you walk right? I bet not. If everybody walked the way they are supposed to, the students would look like models, instead of just ordinary students. The girls practice walking, approaching a chair properly, and standing, out in the halls during break-time. So don't be alarmed if you see something that looks very silly, it is just the girls. Just give them time and you and everyone else will begin to like what you see.

This is the only class that you don't have a book, but I bet you learn more about yourself and others than you could otherwise.

Charm for these girls is an expression and desire of what the inner woman wants to be for the man in her life.

(L. to R) Diane Carnes, Bonnie Demaree, Pat Brumby, and Diane Cohen practice proper stance while (Seated) Sandy Kleeman, Joan Theise, Donna Smith and Nita Spalding watch closely.
Future Junior Executives Receive Final Polishing

“Charlie, are my trousers too short?”
—“Billy, did I cross my legs right that time?” These and many other strange comments were heard during and after the Junior Executive Development classes, being held in Room 416 the past few weeks. Under the direction of Mr. George Pat Green, the advanced men students have been polishing up their manners, dress, and ability to handle themselves on an interview and in general act like a mature businessman.

Confidence Building Stressed

One of the main objectives of the course is to build their confidence and to improve each person’s individual personality. Mr. Green is a past master in Personal Development and Salesmanship and he is passing his knowledge on to these future Junior Executives.

You will notice many of the fellows wearing suits and ties, shoes shined, hair cut, and on their best behavior suavely prancing up and down the halls; but don’t be alarmed girls, it’s just the J. E. D. C. practicing for the main event, a successful interview, which will turn into a top position.

A Required Course

Each male student at Sullivan is required to take this course as a regularly scheduled part of his course just as each woman student is required to take a course in Charm and Personality Development. Both of these courses are designed to produce the complete Sullivan graduate, capable of handling themselves in any situation in a proper and business-like manner.
Basketball Team Travels To Morehead, Ky.
For Game With Morehead College Freshmen

On the morning of February 20, a hardy band of travelers set forth on a pilgrimage to the mountains of Eastern Kentucky. The group I refer to is the Sullivan "Executives" basketball team, cheerleaders and a small group of dedicated fans, off to play the Morehead College Freshman Basketball team on their home court in Morehead, Kentucky. A more beautiful winter day could not have been ordered with a cloudless sky and a clear road. The troops first met here at the College for car assignment and final instructions from Mr. A. F. Sullivan. As the draw would have it, Coach Moore ended up with five glibby girls in his car for the trip to Morehead. (By the time we reached Lexington, Coach Moore was begging for a pair of earplugs) (was it the girls?) Oh, well! The caravan first rendezvoused at Keeneland Race Track just outside Lexington in preparation to stopping for lunch in Lexington. Mr. Sullivan's new Pontiac was first on the scene, followed shortly by Coach Moore's white bomb. And to use a racing term, "and Mr. O'Mary's nag trailed the pack by forty lengths."

Mr. O'Mary in his Volkswagen bus, equipped with seven ball players, finally arrived at Keeneland fifteen minutes after the first car. Bob Welty commented at lunch that "we were going so slow that we not only stayed in the right lane on I-64, but for a few miles we drove in the emergency lane."

When the group stopped for lunch, Mr. Sullivan walked into the restaurant and told the waitress he wanted a table for nineteen. She almost dropped the menus but arranged to handle the thundering herd which followed. I know everyone went was pleased with lunch except Larry Greenwood. When they brought the butter out, it was in a bowl, had been whipped, and was in little balls which looked like ice cream. Larry of course picked up his spoon and was about to dip in before somebody stopped him. On top of that, he got Mr. Moore's chopped sirloin instead of the sirloin tip steak that he had ordered and ate part of it before Coach Moore let out a bellow of accusation. Poor Larry had a hard lunch.

Mary Helen Butler and Bonnye Hedger, along with Diane Carnegie, let them know we were there.

The "Execs" gave the very best that they had, but were completely outmaneuvered by the talented and physically strong and tall Morehead freshmen. Their frontline consisted of a boy 6'6", one 6'5", and another boy 6'4", all weighing around 200 pounds. I mention this not as an excuse, but just to inform you of the caliber of competition we were up against. Everyone there was really proud of the battle the "Execs" put up against these odds. For our first year of organized collegiate basketball, and offering no scholarships to ball players, we have been fortunate to have the excellent talent that we have. A crowd of some 500 persons was on hand in the gym for the game and by midway through the second half, over 1,000 people had entered the gym. The final score of 164-44 doesn't adequately indicate the efforts of our boys. Jerry Bradshaw had six or seven shots go in and out which should have been points. We learned many things on this trip which should help us in years to come. We must have made a good impression because Coach Allen of Morehead invited us to come back again next year for a return match. We'll be better prepared for them then.

Coach Moore informs me that recruiting efforts for next year have already landed a 6'8" and 6'4" boy and the possibility of one 6'9" boy.

(Continued On Page 3)
“Execs” Lose Squeaker To Kentucky Southern

By Mike Burnett

In one of the most hotly contested games of the years, the Sullivan “Execs” fought a courageous battle against Kentucky Southern College, only to come out on the short end of a 59-68 score. After being down by eleven points, 39-28 at half time, the team fought back to within one point, 51-52. At this point guard and captain, Tom Adams, fouled out and from this point on the “Execs” couldn’t maintain the momentum that had brought them to this close score. Two quick baskets by Kentucky Southern and three free throws sewed the game up and the “Execs” couldn’t catch up.

Coach Moore was very pleased with the teams efforts and particularly with the defensive efforts of guard Tommy Hanks. Glenn Rutherford, Southern’s leading scorer with a 24 point plus average, scored 12 points in the first half, but at the beginning of the second half, the “Execs” shifted into a four man zone defense with Hanks going man to man against Rutherford. Rutherford didn’t score a point in the second half and only was able to take two shots. Top scorer for the “Execs” and for the game was our Bob Welty with 18 points followed by Tommy Adams with 17, and Jerry Bradshaw with 11.
Editorial

For a number of you, the end of this quarter will bring your business education at Sullivan to an end. I know that you will always remember the events of the past months both good and bad as you have prepared to enter the world of business.

For those of you whose courses will carry you on into early summer or fall, I challenge you to exert even more effort to prepare yourself for the opportunities ahead of you. Probe, question, study; learn to the utmost of your ability—your future will depend on the knowledge and maturity you attain here. Always remember—The success of Sullivan College is directly proportionate to your success—and conversely—Your success and future achievement may well depend on the esteem the business world holds for a Sullivan College education. The best of everything to those who will be leaving us at the end of this quarter.

By A. R. Sullivan
Vice-President
COLLEGIATE BOWLING TEAM FORMED

Sullivan Business College has entered another sport on the collegiate level. Sullivan is sponsoring a Men’s Collegiate Bowling Team which is bowling in competition with colleges and universities here in Louisville area. Matches have been scheduled on a home and away basis against Kentucky Southern College, Bellarmine College, and the University of Louisville.

We are fortunate to have a strong array of talent on the team. Members of the team are Ron Hanley, Melvin Ernst, P. V. Whitefield, Eddie Olberding, Charlie Stinson, Larry Greenwood, Gary Gabhart, and Paul Chambers.

Our home matches will be bowled at Broad-Brook Lanes and we encourage your support for our team in this rough collegiate competition.
<table>
<thead>
<tr>
<th>Name</th>
<th>Placement</th>
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<tbody>
<tr>
<td>Frances Willman</td>
<td>Scottsburg, Indiana  Graduate — Scottsburg HS</td>
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<td>Wayne Miller</td>
<td>Louisville, Kentucky  Graduate — Male HS</td>
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<td>Lillian Thompson</td>
<td>Shepherdsville, Kentucky  Graduate — HS</td>
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<td>Cheryl Wilt</td>
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<td>Patsy Moon</td>
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<td>James Kelly</td>
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<td>David Flowers</td>
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<td>Kathryn Abrams</td>
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<td>Karen Knitner</td>
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<td>Harold Jones</td>
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<td>Janell Hunt</td>
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<td>Edward Craig</td>
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<td>Sandra Woosley</td>
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<td>Carolyn Baker</td>
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<td>Linda Stephens</td>
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<td>Sharon Stilger</td>
<td>Corydon, Indiana  Graduate — Corydon HS</td>
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Alpha Iota Holds Winter Initiation Banquet

By Sara Jo McDonald

Alpha Iota is at it again. On January 25 we held a coke party at Sullivan Business College for the girls who were eligible to come into our sorority. The purpose of the coke party was to let the girls get acquainted with the work, activities, the officers and the other members of Alpha Iota.

Monday, February 1, through Friday, February 5, sixteen girls pledged. All the girls took part in the fun, the work, and enthusiasm of that week.

Next on our list was the initiation banquet at the Kentucky Hotel in the Ship Room on Monday evening, February 8. Mrs. A. R. Sullivan was our guest of honor. Awards were given to Sharon Crone for the girl having the best personality and Carol Green for being the most courteous girl during pledge week.

The following girls who were initiated are: Twilli Barber, Kaye Churchill, Sharon Crone, Val Forbes, Kathleen George, Carol Green, Tommy Hammer Lively, Donna Marie Mason, Betty Jean Mays, Cathy O'Hare, Rosemary Papia, Barbara Shinkle, Nita Spaulding, Joyce Vale, Connie Whalen, and Carol Williams.
Advance
Enrollments
Set Record

A record advance enrollment for June and September, 1965, is in the
offing according to A. R. Sullivan, Vice President of Sullivan. Advance
reservations for the two hundred vacancies in these classes indicates
that the remaining vacancies will be filled in a very short time. If you
know of someone who is planning to come to Sullivan, please have them
contact the college for an application.

They should write to Director of Admissions, Sullivan Business College,
636 S. 4th Street, Louisville, Kentucky 40202.
The graduate spotlight falls this month on a very unusual lady, Miss Mary Agnes Howard. Mary Agnes was a 1962 Graduate of Presentation Academy, finishing in the top 10 percent of her class and winning a scholarship to Catherine Spalding College. She spent one year at Catherine Spalding majoring in dietetics, but at the end of the one year, Mary Agnes decided that this wasn’t her field of endeavor and she then enrolled at Sullivan in the Business Accounting and Management curriculum. Mary Agnes was an excellent student, maintaining an “A” average in this program and was Vice-President of our Student Board of Directors for the 1963-64 school year. Immediately upon graduation she accepted a position as Accountant with the Louisville Crushed Stone Company. She has been employed at Louisville Crushed Stone since that time and has an excellent position and opportunity for advancement.
Pat Ferguson Awarded Gregg 140 W.P.M. Shorthand Pin

A wonderful honor and award has been won by one of our fellow students. Pat Ferguson, an Executive Secretarial student, has passed the examination for, and been awarded the Gregg Shorthand 140 word per minute shorthand pin and certificate. Her shorthand instructor, Miss McWhortor, says Pat is the first student she has had in her twenty years of teaching to win this honor. Pat has also attained the highest timed writing for the year with a speed of 74 words per minute on a 10 minute test with only 3 errors. Our sincere congratulations to Pat for this fine accomplishment.

Pat, what about 160 now?
Miss Edythe Welsh

Faculty Profile

Our Faculty Profile falls this month on Miss Edythe Welsh. Miss Welsh has been a member of the Sullivan faculty since the founding of Sullivan College. She is highly qualified to teach and has taught on both the high school and college levels.

Her academic background includes a B. A. degree from Asbury College and an M. A. graduate degree from Northwestern University. She has done advanced study at the University of Louisville, Kentucky, and Indiana; Nazareth College and Western Kentucky State Teachers. She has nineteen years of teaching experience.

Here at Sullivan Miss Welsh is head of the Shorthand Department and teaches both Gregg and Stenofax ABC shorthand. She also has the distinction of commuting the farthest of any of our faculty members, driving each day from LaGrange, Kentucky (about 25 miles) to teach. As any of the Secretarial students will ascertain, Miss Welsh is highly organized and a stickler for detail, a trait each secretarial student should strive to attain. I know I speak for the entire student body when I say that we are pleased to have such a highly qualified person as an instructor.
Board members Donna Meyer and Mike Burnett show off new awards.

Student Board Presents Award Plaques To College!

Your student board of directors has carried through an idea first proposed in the summer of 1964. The board has purchased and presented to the college two plaques to be awarded to the outstanding man and woman graduate in 1965. These awards will be awarded on the basis of scholarship, leadership, and achievement, in June of each year. A committee of faculty members and board members will make the final selection from nominations.

All-Round Student Wanted

Although scholarship will be stressed, the purpose of the awards is to recognize the top “all-round” male and female student for this year. Students who started in June and September, 1964, are eligible for this year’s award.

What do you think your chances are? If you think you are eligible, why not redouble your efforts to make a definite contribution to the college. I’m sure the best effort will win.

The plaques will hang in the main college office and have name plates attached which will be awarded yearly through 1976.

Our thanks to the Student Board of Directors for this fine contribution to the evergrowing traditions at Sullivan. These awards will grow in stature as each recipient attains future success in the world of business.
TALENTS UNLIMITED

By Linda Crider

Leon Middleton first became interested in music when he was in the third grade. Since that time his interest has proved itself to be a talent and somewhat of a profession since he plays saxophone with the nationally known "Monarchs."

This talent is not actually a great shock to anyone inasmuch as he can boast of a long line of musical ancestors. His great grandmother was a music teacher. Leon's grandmother played the piano for dances and social affairs, while Mother Middleton and her two sisters sang regularly on a radio program. The Middleton's two year old son is also on his way to making a mark in the voice field with "the greatest of lungs."

I asked Leon to relate one or two interesting experiences that he might have had with the "Monarchs." He told me that they have played for the National Debutant Ball in Cincinnati in 1963 and 1964. The Beach Boys, The Newbeats, Freddie Cannon, Del Shannon, and Bo Diddley have all had the honor of playing with the "Monarchs." Leon added that the most important jobs the band plays are at Nashville on their recording sessions.

One time while on the road, they had an accident in Lebanon, Kentucky, and after vainly trying to find a place to spend the night with no money, the band ended up in the fire house. While they were sitting in the fire trucks, the drummer hit the alarm switch and all sirens went off waking everyone at three o'clock in the morning.

Studied Music At U. Of L.

While at Durrett High School, where he graduated in 1962, Leon was selected to play in the All-County Band three years consecutively, which is quite an accomplishment. He was also drum major, and continued to hold this post when he attended the University of Louisville. He stayed at U. of L. for two years studying music and then decided that music was fine for a hobby, but as a profession his feelings toward it were nil. That is when Leon decided to try I.B.M. training. He had heard that Sullivan's was the best, and he does not regret his choice. Leon's course of study is Automated Accounting and E.D.P.

Our student talent of the month — Leon Middleton blows a hot sax with the "Monarchs."

In case anyone is interested, Pat Hurn of Butler High School is the woman in Leon's life. They have been going together for two years and plan to be married in the future.

A Profitable Hobby

Leon would like to continue playing on weekends with the band as long as possible. This is understandable when you learn that he averages $2,500 a year.

Lately the "Monarchs" have filed a complaint against a certain agency who tried to take their name from them by incorporating it. Leon informs me that the court "is in the process of filing a temporary injunction to keep the agency from using OUR name."

Leon's whole attitude and speech tells you that he really means what he says when he talks about how much he enjoys playing with the "Monarchs." It is a great sense of accomplishment to him to see his records ranking in the upper echelon of the national polls. Although it undoubtedly is a lot of work to produce a hit record, Leon feels that the effort is more than worth it to hear himself and his ideas being played on radio and being heard and liked by millions of people.

I am sure that everyone at Sullivan's will agree that we are very proud to have Leon Middleton in our midst, not only for his musical ability on the saxophone, but also for his sincerity and amiable ways.