

SPECIAL ELECTION TO BE HELD

UNIVERSITY OF CALIFORNIA

El Gaucho

SANTA BARBARA COLLEGE

Vol. XXXVI

GOLETA, CALIFORNIA, TUESDAY, FEBRUARY 12, 1957

No. 17

BARBARY COAST GETS UNDER WAY; WHISKERINO CONTEST ON TOMORROW

Deadline for all Santa Barbara College "he-men" to sign up for the annual Whiskerino Contest, a feature of Barbary Coast, will be 4 p.m. tomorrow, Feb. 13, in the Graduate Manager's office.

Awards are presented the last day of the carnival to the gents sporting the longest, thickest and most unusual beards, and to the organization boasting the highest amount of members participating in the event. A fee of 25 cents will be charged each contestant, and all entrants must be clean-shaven at the time of entering.

Applications, fees and sketches of booths must also be turned

in to the Graduate Manager by 4 p.m. tomorrow, Wednesday. In event of duplications, the best presentation of the idea will be given priority.

This year's Barbary Coast will take place the weekend of March 8 and 9, when the field across from the gymnasium will be transformed into a brightly lit carnival, with game booths, costumes and entertainment depicting the post-gold-rush days in California.

Bill Ritter, co-chairman of the Special Events Committee and director of Barbary Coast, promises this to be one of the gayest and most unusual events of the year.

'SPECTRUM' SPECTACULAR

UCSBC's new claim to fame has been brought about by the new literary magazine, *Spectrum*, which was released last Friday.

Contributors are such famous writers as William Carlos Williams, one of the outstanding poets of the Twentieth Century, Dr. Hugh Kenner, author of four successful books and one of the nation's leading young critical writers, also chairman of the English department here at Santa Barbara, and Donald Davies, poet and critic, who will publish his second book of poems this year.

Also, the works of Charles Tomlinson, Edgar Bogardus, Earl McGrath, Richard Eberhart, Richard Thorman, Leland Hickman and some undergraduates here at Santa Barbara already have won the popular approval of Santa Barbara students and faculty.

Gauchos Meet Mustangs Tonight

Ed Jorgenson's Cal Poly Mustangs will swarm into the Armory tonight in an attempt to upset the gallant Gauchos.

During the Christmas vacation the Wiltonmen of SBC ventured up to meet the invitation of Cal Poly to their tournament, only to lose by the narrow margin of one point, 78-77. It goes without saying that tonight the Gauchos will be out for revenge.

Of the last seven times (representing this year and two now past) that the Gauchos have met the Mustangs, we have defeated them five times. Cal Poly is at present in second place with a 3-1 record.

Cal Poly sadly lacks any height whatsoever. Though 6'5" is nothing to sneeze at—they

continued on page three

DIETZ PRESENTS DANCE CONCERT

Miss Margaret Dietz, creative dancer and assistant professor in physical education, UCSBC, will be presented in a solo dance concert Sunday, Feb. 17, at 8:30 in the campus auditorium. The concert will be sponsored by the UCSBC Committee on Drama, Lectures and Music and the Department of Physical Education for Women. The concert is free to the public.

A distinguished exponent of the Mary Wigman School of the Dance, Miss Dietz approaches her programmed eight dances in varied moods, ranging from the lyrical ("From Your Quiet Hours" and "A Dream") to the dramatic and violent ("Journey Into Light" and "Of Burden and Mercy").

An integral part of a Dietz program is always the music, which plays a much stronger role than mere accompaniment. Sunday's program will include pieces written especially for the dancer by Ben B. Johnston, an American composer, and by Ulrich Kessler, a German composer.

Walter Terry, dance critic of the New York Times, characterized Miss Dietz in glowing terms: "She performed superbly . . . she nobly represents the art of dance, symbolizing a dance world characterized by inviting frontiers rather than by confining boundaries."

SCHOLARSHIP APPLICATION DEADLINE NEAR

March 1 is the deadline for all applications for scholarships at Santa Barbara. This information has been released by the Scholarship Office.

The Santa Barbara campus offers extensive opportunities for anyone interested in obtaining scholarships in practically any field of study offered at this school. Scholarships range in value from \$300 to \$750.

Need and Grades

Financial needs and good scholarship are the basis for all applications. A student enrolling for the first time should have earned a B-plus grade average to be eligible; anyone currently enrolled must maintain a B average. Scholarships are awarded on a competitive basis determined from the following factors: scholastic record, financial needs, character, and possibilities of future success.

Honorary awards are also offered in limited numbers to Santa Barbara students with adequate funds who have achieved outstanding success on campus.

85 Awarded

An average of 85 scholarships a year are awarded, although last year this number jumped considerably to 106. Although the money available for scholarships is variable from year to year, last year over \$36,000 was offered in scholarships. Cal Alumni Scholarships may be applied for, also, through the Berkeley or UCLA offices. If you wish any further information, contact the Scholarship Office in Bldg. 401, Rm. 202, upstairs.

'GAUCHO' SEEKS JOURNALISTS

Attention, all those interested in work on this publication! Some openings are now available on the *El Gaucho* staff. Applications may be filled out in the *El Gaucho* office, which is located at the rear of the student union area, directly behind the Activities Control Board office. Forms will be accepted to Friday, Feb. 22.

King of Diamonds To Be Chosen at Ball

Hey, gals, who's your favorite King of Diamonds? Better decide fast, because the annual dance by that name, sponsored by Alpha Delta Pi sorority, will be held this Saturday, Feb. 16, from 9 to 12 in the Carrillo Auditorium.

This affair is girl's bid, with tickets now on sale to women students for \$1.25. Each ticket sold represents a vote for one king candidate, and balloting will take place at the dance itself.

Selected as candidates for King of Diamonds from the seven other sororities at UCSBC were: Lambda Chi Jim Warner, sponsored by Alpha Phi; Delta Tau Delta Art Herman, sponsored by Chi Omega; Sig Ep Joe Rank, sponsored by Delta Gamma; Kappa Sigma Larry Smith, sponsored by Delta Zeta; Lambda Chi John Patcha, sponsored by Pi Beta Phi, and Sig Ep Stan McGinley, sponsored by Kappa Alpha Theta.

The Esquires have been reserved to provide the music for the dance, which commemorates St. Valentine's Day. Jane Pitman and Thelma Gene Tinker of Alpha Delta Pi are in charge of the event.

POLIO SHOTS GIVEN

The Health Dept. announced today that additional poliomyelitis vaccine will be available this spring.

These free poliomyelitis immunizations will be available for all students at UCSBC under the age of 40.

WOMEN'S REP, FROSH CLASS OFFICES OPEN

Students at Santa Barbara College will go to the polls Friday, March 1, to elect four student officers in a special election called last Tuesday night by the Legislative Council.

The vacancies in the student government are for the positions of women's representative-at-large, freshman class president, vice president and secretary.

The former position was left vacant when former Women's Rep Jan Wilson failed to return to college for the beginning of the spring semester.

Frosh Vacancies

The vacancies in the freshman class result from the president and vice president of the neophytes being declared ineligible for extracurricular activities for academic reasons. As *El Gaucho* goes to press it appears as though Rosalind Rea, present secretary of the freshman class, will resign her office to run for the position of president.

The Associated Student Elections Committee, of which the Associated Students vice president, Carol Fellman, '57, is chairman, met Friday to determine the schedule for the elections.

The committee decided to hold elections only one day, Friday, March 1, as this is a special elec-

tion and it is difficult to get people to man the polls for two days.

Constitution Conflict

This decision of the Elections Committee appears to directly contradict Article VIII, Section 4, of the Associated Students Constitution, which reads:

In all elections the polls shall remain open a second day unless at least three-fourths of the regular members of the Associated Students vote on the first day of balloting.

A review of various elections in the past appears to prove that this three-fourths has never been reached by the end of the first day of balloting, let alone the second.

If the polls were to remain open a second day it would have to be on Monday, March 4, as the day after March 1 is a Saturday.

To Be Fought

In contacting various members of the Legislative Council about this decision of the Elections Committee, before press time, it was learned that plans are being made to set aside this decision and to have elections on Thursday, Feb. 28, and Friday, March 1.

Other decisions of the Elections Committee were to have sign-ups for the various offices from Monday (yesterday), Feb. 11, to Friday, Feb. 15. Any student who wishes to run for one of the four offices may do so by signing his name in the Associ-

COMMITTEE CHAIRMEN

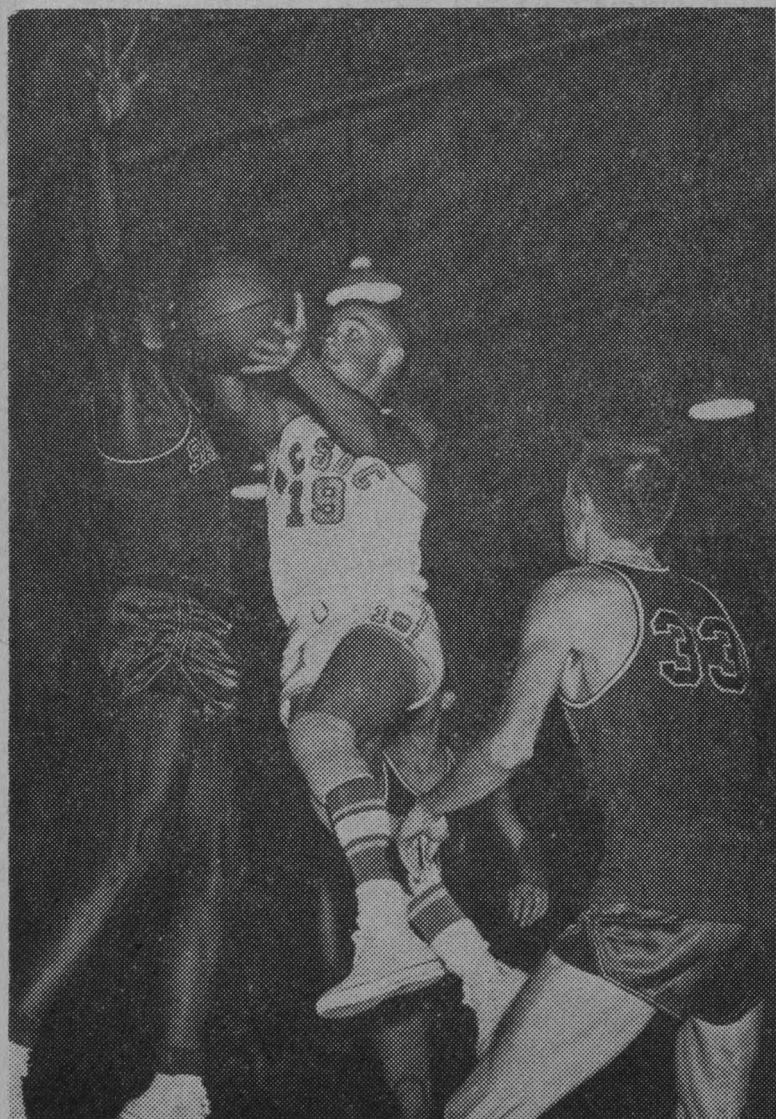
Positions of Rally Committee chairman and Social Committee chairman are now open on the Legislative Council. These positions represent a non-voting council membership. Sign up in the ASB office, 108 in Bldg. 477.

ated Students office in the Student Union patio. Copies of the Constitution and By-laws will be available.

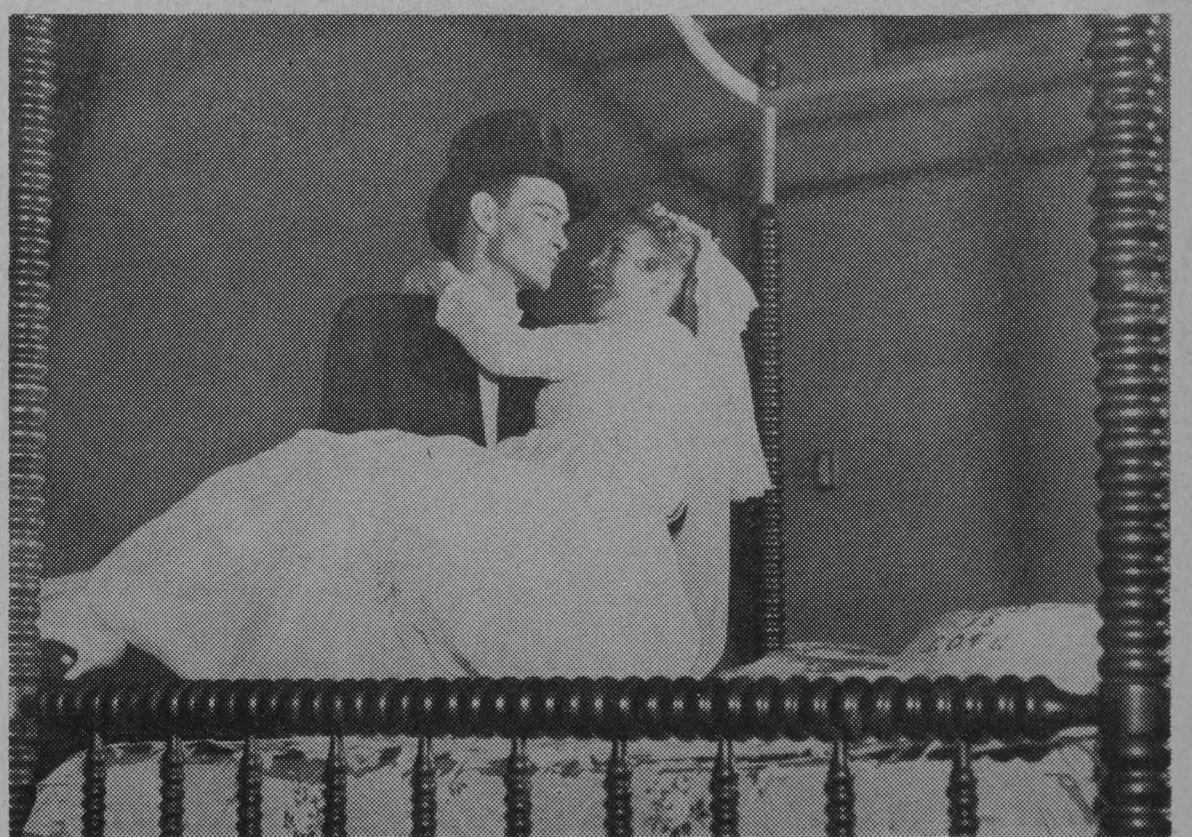
The Constitution Test, which all prospective candidates are required to take, will be given Wednesday, Feb. 20, from 12 to 2 p.m., according to the Elections Committee.

Publicity Due

All publicity for the election will be due by Monday, Feb. 25, at 3 p.m. The Elections Assembly will be held Wednesday, Feb. 27, either in front of the Student Union or in the Auditorium if inclement weather prevails.



THIS IS what the Cal Poly Mustangs may expect tonight . . . fine lay-up as demonstrated by Lee Smelser, Gaucho forward.



This is a scene from the first act of "The Fourposter," the current Mask and Scroll production appearing at the Campus Little Theatre. The play stars Mr. and Mrs. H. Winston Park, and will run through Saturday, February 16. (For a review of "The Fourposter" see page 2)

WHERE WAS THE PRESIDENT?

Last Thursday night the big reception for President Sproul was held at Las Casitas Dining Hall. The event, a smashing success, was packed from floor to the rafters with ample numbers of both sexes. Present in the reception line were Dean Reynolds, Dean Keener, Provost Noble and many other campus dignitaries.

The reception was held for the new students enrolled for the first time this year. The trip through the U-shaped reception line led to the dance floor and the punch bowl, the music being supplied by the El Gaucho Band.

Expectant voices questioned: "Where is President Sproul?" Faculty members fidgeted. Anxious eyes searched the rainy darkness. At approximately 9:36 p.m., according to unconfirmed sources, the phone rang and soon the news was flashed that the plane bearing President Sproul never got off the ground. The rain halted the Sproul pilgrimage at the Oakland Airport.

Aquacade Coming; Swimmers Sought

Persons interested in swimming, diving or working on various committees will meet Wednesday, Feb. 13, in Bldg. 431, Rm. 101, at 7 p.m. The Aquacade will be presented by the Associated Students May 2, 3 and 4. Vicky Pierce, chairman of the 1957 Aquacade, is determined to put on the best show yet. She is looking for a good narrator and expresses the importance of this meeting to all who are interested.

HARVARD TO HOLD INTERVIEWS HERE

Guinn Smith of Harvard Graduate School will be on the Santa Barbara College campus on Feb. 18 to interview students interested in graduate studies in the field of business administration, it has been announced by Dr. Willard L. McRary, acting dean of letters and science.

'FOURPOSTER' JUST MISSES ON OPENING NIGHT

by Noel McGinn, '57

The Little Theater was less than half filled Friday for the opening of Jan de Hartog's "The Fourposter," as presented by Mask and Scroll and starring Mr. and Mrs. H. Winston Park.

The opening-night audience enjoyed the play quite a bit, frequently interrupting the performance with their laughter.

Though the play itself was a huge success, the performance by the two actors left something to be desired.

"The Fourposter" is a very sensitive comedy, dealing with the trials and tribulations of a marriage as it passes from the wedding day through 35 years of happiness and trouble. The playwright emphasized this sensitivity by making all scenes revolve around the center of the marriage, the four-poster bed.

This intimate view by the audience into the coarse and the sublime of a marriage places a heavy burden upon the two actors involved. With the play center-staged the audience is actually at first embarrassed by its prox-

imity to things that are usually clothed under a heavy veil of secrecy in our society.

Consequently, in the first scene, where the newlyweds first become acquainted, the actors must make the audience forget their inhibitions, so that they may live with the characters the innocence of what is being portrayed. This feeling of empathy was not carried across by Mr. and Mrs. Park. At least it was not felt by this author.

Having been denied this initial intimacy, it is difficult for the audience to really feel the emotions which the actors are attempting to portray.

The play does pick up in later scenes, the actors putting across the playwright's intention very well in the last act.

Mr. and Mrs. Park have performed in this play many times before. It may very well be that because they are so familiar with the action that it has lost its real meaning, and they have lost the sensitivity necessary to perform the role.

In any event, it cannot be denied that they are very facile in

At The Movies *By Jack Nakano*

by Jack Nakano
AIRPORT DRIVE-IN

Tuesday
"The Wrong Man," Vera Miles, Henry Fonda
"Huk!" Mona Freeman, George Montgomery

Wednesday on
"The Girl Can't Help It," Jayne Mansfield, Tom Ewell
"The Power and the Prize," Elizabeth Mueller, Robert Taylor

CALIFORNIA
Tuesday
"Between Heaven and Hell," Terry Moore, Robert Wagner
"Tension at Table Rock," Dorothy Malone, Richard Egan

Wednesday on
"Love Me Tender," Debra Paget, Richard Egan
"The Fastest Gun Alive," Jeanne Crain, Glenn Ford

FOX ARLINGTON
Tuesday-Thursday
"Secrets of Life," Walt Disney true-life adventure
"Tomahawk Trail," Chuck Connors, John Smith

GRANADA
Tuesday
"Teahouse of the August Moon," Machiko Kyo, Glenn Ford
"Nightfall," Anne Bancroft, Aldo Ray

Wednesday on
"Three Violent Men," Anne Baxter, Charleton Heston
"Rumble on the Docks," Lori Carroll, James Darren

STATE
Tuesday on
"The Barretts of Wimpole Street," Jennifer Jones, John Gielgud
"A Woman's Devotion," Janice Rule, Ralph Meeker

Schedules subject to change without notice.

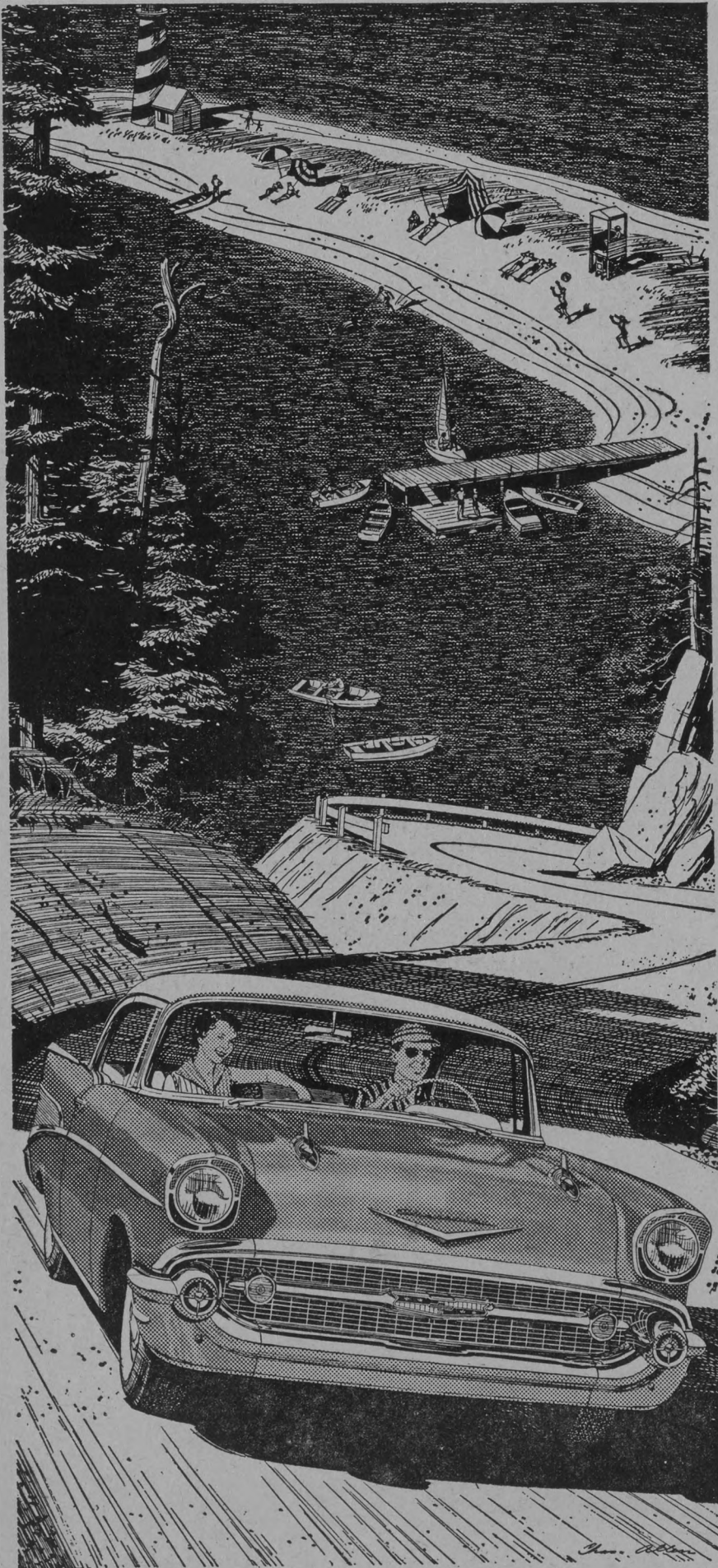
NOTE - NOTE

All those interested in working on ASB publicity are asked to come to the Publicity Committee meeting tomorrow, Feb. 13, at 12 noon in the Student Union Huddle, according to Publicity Chairman Carolyn Jones.

Attention, all Block "C" members: There will be an important meeting Thursday, Feb. 14, at 12 in Bldg. 420, Rm. 110.

their roles and that the play moves well from beginning to end.

The playwright, Jan de Hartog, might be known to some readers as the author of "The Little Ark," a short novel which made the best-seller lists in this country for a number of weeks. In "The Fourposter" he manages to capture all the little bits and pieces of human characteristics that so clearly define a personality, and with their presentation in such a form, presents his audiences with a combined picture of joy and sadness that makes a successful marriage.



Sweet, smooth and sassy—that's Chevrolet all over. Above, you're looking at the Bel Air Sport Coupe.

Clings to the road like a stripe of paint!

The '57 Chevy can give lessons on taking curves and holding the road to just about any car going. Few cars at any price are so beautifully balanced and so smooth, sure and solid in action.

A car has to have a special kind of build and balance to keep curves under control. And nobody outdoes Chevrolet in that department! It "corners" with all the solid assurance of an honest-to-goodness sports car. Chevy doesn't throw its weight around on turns because it carries its pounds in the right places.

And if the road should turn upward, Chevy can take care of that nicely, too—with up to 245 h.p.*

Come on in and take a turn at the wheel of a new Chevrolet.



*270-h.p. high-performance V8 engine also available at extra cost

A FREE LECTURE ON CHRISTIAN SCIENCE ENTITLED
CHRISTIAN SCIENCE: THE WAY TO HOLINESS AND HEALTH
will be given
Thursday, February 14, 4:30 p.m.
STROLLERS' CLUB, 326 WEST SOLA STREET
By SYLVIA N. POLING, CS., of Phoenix, Arizona
Member of the Board of Lectureship of The Mother Church,
The First Church of Christ, Scientist, in Boston, Massachusetts
The lecture is under the auspices of Christian Science Organization of College Students
Students, faculty, and staff are welcome to invite other members of the college community



"COKE" IS A REGISTERED TRADE-MARK, COPYRIGHT 1957 THE COCA-COLA COMPANY.

It's a puzzlement:

When you're old enough to go to college, you're old enough to go out with girls. When you're old enough to go out with girls, who needs college? Oh well, there's always Coke.



SIGN OF GOOD TASTE

Coca-Cola Bottling Company of Santa Barbara

Only franchised Chevrolet dealers  display this famous trademark

See Your Authorized Chevrolet Dealer

Sports

SPORTS EDITOR PETE VORZIMER, '58
 ASST. SPORTS EDITOR GIL ROMOFF, '59
 ASST. SPORTS EDITOR DON SAWYER, '58
 SPORTS WRITERS Russ Hoyt, '59; Ron Johnson, '59; Don Wright, '59

TONIGHT THE UCSBC GAUCHOS MEET THE CAL POLY MUSTANGS IN THE NATIONAL GUARD ARMORY TO ATTEMPT TO EXTEND THEIR RECORD TO THREE STRAIGHT LEAGUE WINS.



LAST YEAR THE CAL POLY BASKETBALL TEAM DEFEATED THE GAUCHOS BY A NARROW 1 POINT MARGIN.

WESTMONT HEIGHT TOO MUCH FOR GAUCHOS

by Pete Vorzimer

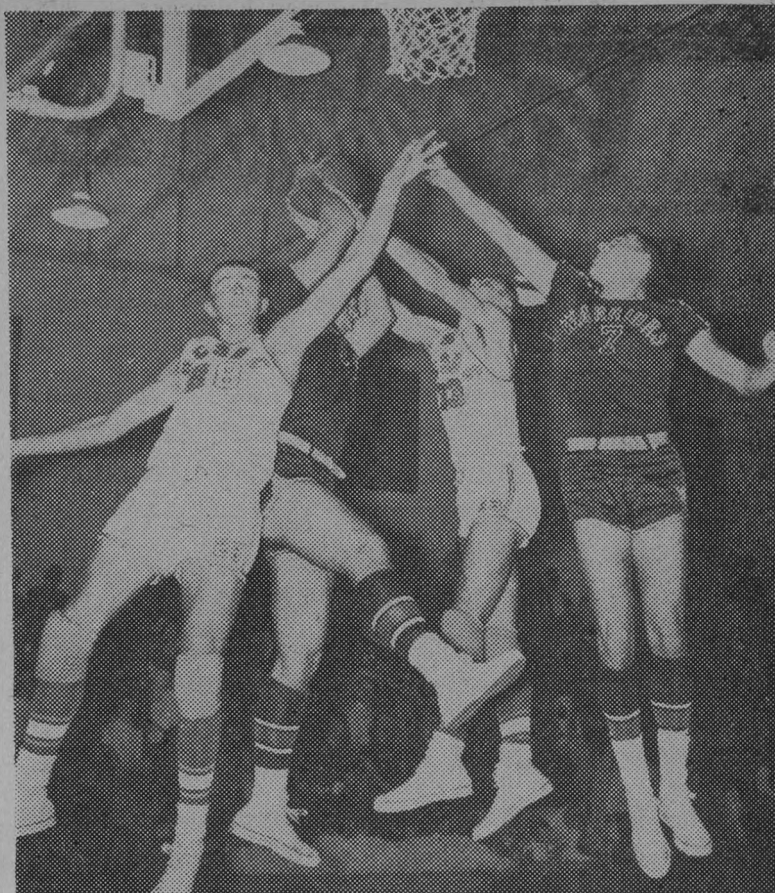
Length from head to toe told the tale last Saturday night as over the Wiltonmen 72-52. It will no doubt be written down as one of the greatest nights in Westmont's basketball history. It is the first time in the history of the two schools that Westmont has beaten us on our home court.

It was a doubly bad night for the Gauchos as the fans put on the poorest display of fansmanship and sportsmanship in a long, long, time. One might con-

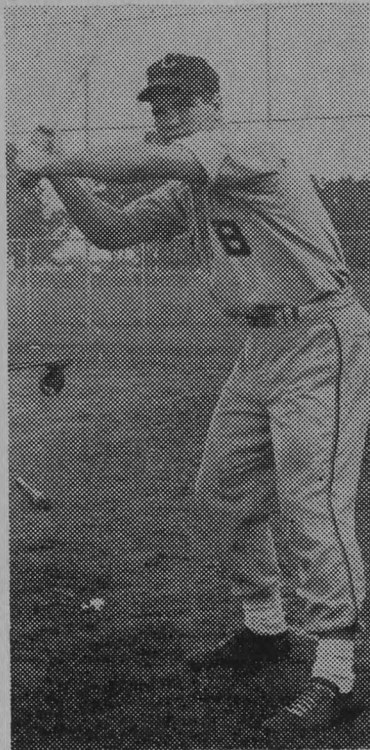
sider that loyal fans, following the team closely over a lengthy period of time might have cause to get a little emotionally carried away when the ref appears to make too many calls against their team . . . but this definition, or rather *rationalization* does not fit the group (and a relatively small one at that) of S.B. rooters that showed up last Saturday night. For most of them this was the first Gaucho game they had seen . . . and their demonstrations, their boos, and their throwing of megaphones made them appear to be the asses that they were. The culmination of all this was the attempt made to steal and destroy Willy, the Westmont mascot at the close of the game.

Underserving of such poor fansmanship was the Gaucho five that put in a fine game, sticking with the Westmont team up to the last quarter despite the loss of Jim Robitaille after only three-and-a-half minutes of the second half. Now, with all the Gaucho height go nesave the 6' 3" of Phil Rice, the Gauchos had to rely on some fast playing and ball-stealing. Suffice it to say, they didn't make it and got gobbled up the last quarter-and-a-half.

The game was won on the boards. Tip-in after tip-in, rebounds galore from the Westmont five exasperated and defeated the Gauchos. If a shot wasn't made first off from the floor, somebody succeeded in tipping it in. Better luck against Poly, boys.



OFF THE BOARDS . . . that was the trouble the Gauchos couldn't make them . . . the ecstatic look on Don Hoopingartner didn't last long.



Pete Walski

BASEMEN WILL TAKE ALL COMERS

With the 1957 collegiate baseball season drawing near, Coach Rene Rochelle's Gaucho ball club is working out daily in preparation for its traditional opener with the alumni on March 2nd.

Last week Rochelle greeted 10 lettermen from the 1956 squad, which could form the nucleus for a very successful year. Veterans figuring prominently in Rochelle's plans include Neil Wright, Jim Hezlep, Bob Pope, Pete Walski, Ed Coulter, Fidenzio Brunello, Pat Mills, Ken Reyburn, Daryl Chausow and basketballer John Osborne, who will report following the close of the cage season.

Rochelle plans several changes in his lineup in an effort to compensate for the porous Gaucho defense of 1956. Neil Wright, a strong .320 hitter who held down the first-base post last year, will be shifted to catcher as a replacement for Elmo Ferrari and Al McLeod, last year's prominent receivers. Pat Mills, regular left-fielder last year and a vital cog in the Santa Barbara offense, will be moved to shortstop, and John Osborne will be moved to center field. Ed Coulter, an all-CAA second baseman last year, will be back at his familiar position. The team of Mills and Coulter around the keystone sack should strengthen the Gaucho infield considerably. The switch of Johnny Osborne to center field completes Rochelle's defensive "new look." Osborne's speed and quick reactions should enable him to cover a lot of territory in the Gaucho outfield.

Two-year letterman Pete Walski, last year's home-run leader, will handle cleanup duties for the Gauchos. Walski will hold down the third-base post when not called upon for relief duty on the mound.

The vital pitching department will be bolstered by lettermen Bob Pope and Jim Hezlep. Pope, a stylish southpaw, was the Gau-

chos' most effective chucker last year. With a little more defensive help, Pope could be a big winner. Hezlep, a sophomore with a year of experience under his belt, should have an excellent season. Bob Jordan and Roger Keller are available for assisting on the mound.

Intermural Championship Tonight

by Gil Romoff

Lambda Chi Alpha meets the G.D.I.s tonight at 6:30 in the Armory in a game that will decide the Intermural of the campus. This will be tonight's preliminary game for the Gauchos.

The Lambda Chi's edged Kappa Sigma 31-27 in a play-off for the Fraternity division championship last Saturday afternoon.

The Fraternity champions will rely on the rebounding strength of 6' 4" Ed Austin, forward, and 6' 5" center Bob Jordan. Both have excellent spring and can score well. Bob Peterson, Jim Warner, Jerry Higman are good shots from outside, while George Fisher and Vic Johnston can spell any of the above without hurting the team in the least.

The G.D.I.s will attempt to make up for their lack of height with hustle, speed and a strong bench. Their well-balanced squad is composed of Don Levy, Don Evans, Mike Abraham, Duane Jackman, Jerry Bennett, Tony Roach, Nick Hazdovac, Bill Bryson, and Bob Edison. Levy and Evans are excellent all-around ball players, while Abraham possesses one of the best jump shots in the loop.

The annual intramural track meet takes place Thursday, Feb. 14th with the following tentative starting times for events:

- 3:00 p.m. High Jump, Pole Vault, Javelin, and shot put
- 3:30 p.m. One Mile Run
- 3:40 p.m. 440 Yard Dash
- 3:50 p.m. 100 Yard Dash
- 4:00 p.m. 70 Yard High Hurdles, Discus, Broad Jump
- 4:10 p.m. 880 Yard Run
- 4:20 p.m. 220 Yard Dash
- 4:30 p.m. 2 Mile Run
- 4:45 p.m. 120 Yard Low Hurdles
- 4:50 p.m. 4 Man 880 Yard Relay

All entries for Intramural volleyball teams must be submitted by Thursday the 14th. Games start the 18th.

GAUCHOS MEET MUSTANGS TONIGHT

continued from page one

have three starters at a mere 5'11". It does not appear that there is a better team, considering height than Santa Barbara—a one-point loss is not a significant laurel for any team to rest on—our home court and our home fans may give us a slight edge tonight.

Live Modern!

Pick the Pack that Suits You Best!



© 1957, LIGGETT & MYERS TOBACCO CO.

Smoke modern L&M and always get full exciting flavor

... PLUS THE PURE WHITE MIRACLE TIP

With L&M . . . and only L&M . . . can you pick the pack that suits you best. And only L&M gives you the flavor . . . the full, exciting flavor that makes L&M . . .

AMERICA'S FASTEST GROWING CIGARETTE



El Gaucho



University of California, Santa Barbara College

Published every Wednesday during the school year except during vacations and examination periods by the Associated Students of the University of California, Santa Barbara College, Goleta, Calif. Opinions expressed herein are those of the staff unless otherwise indicated.

Entered as second-class matter Nov. 10, 1954, at the post office at Goleta, Calif., under the Act of March 3, 1879. Mailing charge is \$2.00 per year, payable in advance.

EDITOR NOEL MCGINN, '57
 DAY EDITOR LOUIS G. ROBINSON, '60
 MANAGING EDITOR DIANA CLARK, '59
 FEATURE EDITOR JACK NAKANO, '57
 FACULTY ADVISOR DR. ASHLEY BROWN
 FEATURE WRITERS JOHN STEPHENSON, '59; TONI WALSH, '60
 NEWS WRITERS — Pat Gower, '60; Estelle Williams, '60; Sherrie Bradshaw, '60; Sherry Meskell, '60; Kitty Joyce, '60; Janet Carman, '60; Jo-Al Linczer, '60; Pat MacCarthy, '60
 PHIL C. JACKS, JR., '49, ADVERTISING MANAGER

More on Editorial Policy . . .

What is the purpose of a college newspaper? Should its policies be biased? Should its views tend to show a broad picture of popular feelings?

We of *El Gaucho* think that the primary purpose of a college press should be first of all the means of ready information on prominent happenings and events; a means of communication. Secondly a college paper should be a means of expression of popular sentiment and opinion concerning issues and topics which strike close to home to a majority of the student body.

We do not feel that the paper should necessarily be a neutral or dormant thing serving strictly in a calendar-of-events role. We do feel that a college paper can be not only informative and entertaining, but also opinionated in its presentation of issues and conscientiously biased in supporting popular themes.

"A newspaper's job is to objectively report the news, and then to candidly comment on it," says the *Loyola News*, Chicago. This is quite expressive of the views *El Gaucho* holds with regard to the role it must play in college doings.

In keeping with the general theme of a liberal arts college, we feel the ideals of the university should uphold the liberal advocacy of freedom of expression. The meaning of any newspaper is lost when it becomes irresponsible or when it "rattles." But when anything is stated rationally, logically and in the interest of improvements, it ought not to go unsaid.

Study Groups Form For Liberal Arts

Meeting in art galleries, libraries, churches, homes and schoolrooms, 18 neighborhood liberal arts discussion groups will be formed in Southern California this spring under auspices of University of California Extension to study varied fields of current interest.

Discussion groups in the liberal arts were first organized by University Extension in the Los Angeles area a year and a half ago, and since then over 1500 persons have enrolled in groups to study such specialized divisions as American Politics, Introduction to the Humanities, and Ways of Mankind. Participants do not need a college background. There are no speakers and sessions are strictly for discussion, led by a trained member of the group.

This spring, as part of an enlarged program, new groups will form during late February and early March at the University of California, Los Angeles, in Beverly Hills, Santa Monica, Sherman Oaks, Encino, San Diego, North Hollywood, San Fernando, Woodland Hills, West Los Angeles and Burbank. Leonard Freedman, University Extension representative, will serve as general coordinator for all groups.

Each study group is limited to 32 participants with advance enrollments now being accepted. The University will organize additional groups on request.

Bulletins listing classrooms, study topics, fees and leadership arrangements for all areas are available on request to offices of University of California Extension, Liberal Arts, Los Angeles 24.

Do You Have a Career Plan?



One of the most interesting and profitable careers in which a young American can invest his future is

FOREIGN TRADE
or
FOREIGN SERVICE



The **American Institute For Foreign Trade** offers you graduate-level training for a satisfying and lucrative career abroad. Advanced degrees offered.

Arrange through your Placement Office to talk to an AIFT representative
February 20, 1957

NO BETTER WORDS TO DESCRIBE "BROTHERHOOD"



LET'S GET CLEANED UP!
 Bring your cleaning problems for us to solve.
 We pride ourselves on our quality work.

MARINE DRY CLEANERS

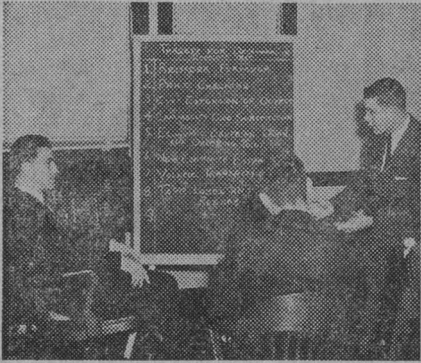
5877 Hollister Avenue — Goleta — Phone 8-4152
 "Just Off The Campus"
 Free Pickup — Delivery
 3 Day Service S & H Green Stamps



You're Gene McGrew . . . high school footballer and class officer. You won a scholarship and went through Princeton in the top third of your class . . . managed varsity track . . . commanded an artillery battery in Korea . . . "When you put a lot of preparation into your career," Gene McGrew feels, "you should expect a lot of opportunity in return."

Meets IBM representative

Out of the Army in 1953, Gene met an IBM representative. It sounded like opportunity. A few interviews later, Gene was sure. Although sales was only one of the many jobs he felt he could handle, this kind of selling—(IBM machines are as much an idea as a product)—promised to occupy every talent he possessed. Besides, he's learned that "no other form of training produces so many top business managers."



Gene outlines programming test

Then began a 13 months' training program marked by merit salary increases. First—3 months' schooling and observing operations in Pittsburgh (Gene's hometown). Next—2 months' studying the applications of IBM's electronic data processing machines in business, science, government, and defense. Followed by 7 months' practical training in the field, with customer contact. Followed by IBM's famous course in selling methods. Finally, assignment to a sales territory near Pittsburgh, responsible for about 14 companies and their executives who used IBM equipment, and a dozen or so more who were logical prospects for it.

What's it like to be AN IBM SALESMAN?

Selling to management is perhaps the best training for management, and it's the reason Gene McGrew joined IBM. Today, he possesses a thorough practical Business Administration education, responsibility, an excellent income—all at age 27. Read about an unusual career.

Makes first sale

Gene's first sale, to a bank, required thorough study; consultations; a written recommendation. The climax came, Gene remembers, when he submitted his analysis to the vice president and received that gentleman's signature.



Discussing customer installation

Gene's latest sale was to a large industrial corporation. He's now preparing this customer for the installation of an IBM electronic system designed to simplify financial procedure; inventory and other systems problems. At 27, Gene finds himself top man on an important account. He's educator, salesman, administrator.

How would Gene define selling?

"We feel the best way to sell is to be able to consult. The best way to consult is to know something of value your customer doesn't. IBM's 'something of value' is profit through automation."

Gene's thoughts on competition:

"The entire Office Machine Industry feels the lead pencil is the biggest competitor. You've no idea how many time-consuming clerical jobs can be mechanized, thus freeing people for important, creative jobs. IBM's success in the field is due to service, knowledge, 'know-how'."

Does Gene find his youth a handicap?

"It's what you know—not how old you are—that counts. I deal with executives twice my age on a basis of

equality, because they respect my training and my business judgment."

Future wide open

"I'm getting married soon, and I was amazed to realize how much security IBM's growth (sales have doubled on the average every five years since 1930) and benefits represent. But I think my real security lies in the chance to use my own ability fully and freely. There are nearly 200 Branch Managerships, 15 District Managerships and executive positions in 5 other divisions ahead of me. IBM is introducing new machines, systems and concepts so fast that, every Monday, we have a 'new idea' meeting just to keep up."

IBM hopes this message will give you some idea of what it's like to be a salesman at IBM. There are equal opportunities for E.E.'s, I.E.'s, M.E.'s, physicists, mathematicians, and Liberal Arts majors in IBM's many divisions—Research, Product Development, Manufacturing En-



Checking out new client's system

gineering, Sales and Technical Service. Why not drop in and discuss IBM with your Placement Director? He can supply our brochure and tell you when IBM will interview on your campus. Meanwhile, our Manager of College Relations, Mr. P. H. Bradley, will be happy to answer your questions. Write him at IBM, Room 590 Madison Ave., New York 22, N. Y.

Art Supplies

You Can Not Find a Better Supply of Art Supplies

Here You Will Find Everything That You Need For Your Classes

— Special Discount to UCSBC Students —

MISSION PAINT and ART CO.

12 East Canon Perdido Street • Phone 3147



INTERNATIONAL BUSINESS MACHINES CORPORATION