## Goleta Work Contract Has Regents' OK

Planned construction and conversion projects on the new
Goleta Campus are now pro ceeding. Last Friday the Re proved the signing of an $\$ 800$, 000 contract with the Alco geles for conversion of the $\substack{\text { midiam } \\ \text { chmem }}$

##  mind

Thibib tu firis mioio cortrae

English Professors
To Give Lectures,
Poetry Readings
The schedule of lectures and po-
etry readings annually offered un-
der the auspices of the English
Department has been announced
by Dr. Joseph Foladare, Chairman
of the department.
All faculty members and stu-
dents of the college are invited
to attend. Attendance at the lec-
tures particularly is recommended
for all English majors, and is re-
quired for students preparing for
the English comprehensive exam-
ination.
The schedule follows:
Lectures
October 17 "The Aesthetics of
Literature" by Mr. Schutt.
November 14 "Myth and Mod-
ern Poetry," by Mr. Stuurman.
December 12 "The Puritan In-
fluence on Literature," by Dr.
Willson.
Poetry Readings
October $3-$ "The Waste Land,"
by Dr. Willson.
October 10 - Ezra Pound, by
Dr. Kenner.
October 24 - Herrick, by Dr.
Mathews.
October 31 - Donne, by Dr.
Willson.
November 21 - Recordings of
Dylan Thomas's readings from
several poets. Lyrics, by Mr. Schutt.
Both lectures and poetry read
ings will be given in the AW room at 4 pm on the days sched-
uled.
All-College Rally Features Band, Music, Football Prospects Getting under way with the
stirring music of the College Band
under the direction of Clayto under the direction of Clayton
Wilson, the first big All-College
Rally was held in the Quad at Rally was held in the Quad a
high noon Friday in preparatio
for the Gauchos' clash with th for the Gauchos' clash
Cal Tech Beavers.
The event was under the super The event was under the super-
vision of Reno Chackel, rally
committee chairman, who acted as committee chairman, wher
master of ceremonies.
Following the beginning band Body President Frank Goodall and Provost J. Harold Williams,
speakers for the spirited occasion. Coach Roy Engle spoke a few words concerning the prospects
for this year's squad and urged that all loyal Gauchos be pre
for the Saturday night fray. Bill Cunningham, head chee leader, introduced his two assist-
ants, Bill Tiernay and Hal Wiking, and they led such yells as
the Gaucho Spellout and the Gaucho Locomotive. Also introduced was our beauteous bevy of song
leaders-Pat Marston, Ellie Denholm, Nancy Ashley and Benny Droste. ing and singing of "All Hail."

UNIVERSITY OF CALIFORNIA EeGuncho

SANTA BARBARA COLLEGE

## GAUCHO ROUND-UP TOMORROW EVENING

Traditional Stage Show, Meets ELECTION Promise 'Hot Time' On Riviera PETITIONS DUE FRIDAY



## Spurs, Squires to Enforce

 Frosh' Ten Commandments'Freshmen indoctrination is now in full swing and all upperclassmen are urged to help enforce regulations, Bob
Christofferson and Jim Mulick, co-chairmen of the Special Events Committee, have announced
Annual Frosh Day
Held October 14
On Goleta Campus
Freshmen will have a chance
remove beanies and bows on S
urday, October 14, when the se

## ond annual Frosh Day is held at

## he Goleta campus from 3:30

The day will culminate a month of activities and indoctrination for Mud Brawl they will be allowed
o remove their beanies and bows Activities for the day include
he Soph-Frosh Mud Brawl, intra ic, bonfire and rally, college tribunal, and all-college dance and coke session.
In charge of activities are: For Kincaid; intramural sports, Block C", Dick Bowdey; faculty-student Dominguez and Jean Tahajian bonfire, Frosh and rally committee, Reno Chackel; tribunal, Ted
Troy, and dance, junior class, Jim

Troy, and dance, junior class, Jim of all fre Frosh Bible is required 106. An independent team can be $\mathrm{m} \left\lvert\, \begin{aligned} & \text { of all freshmen. } \\ & 5 \text {. Freshmen must learn the }\end{aligned} \begin{aligned} & \text { organized, or individual entrie } \\ & \text { can be made. }\end{aligned}\right.$

Any
lenge $f$
class c
been at
and ask to see their Alma Mater Hymn and be preeen attending the required events. other functions. If they have not, or if they have 6. Freshmen must build and
violated any of the following reg- guard the Freshman Bonfire, Oculations, their names should be tober 14 . turned in to members of the Spurs,
Squires, or the Special Events Committee
The Fre

| Committee. <br> The Freshmen Regulations are as follows: <br> 1. During Green Month, freshmen wear green beanies, while the women wear green ribbons. They are worn to all college functions except dances. If the freshmen men win the Frosh - Soph Mud Brawl, off with the beanies and bows; if they lose, however, the beanies and bows remain on until the Idaho State game, October | 8. It is suggested that all fresh men women learn the names an positions of all members of th Gaucho football squad. <br> 9. All freshmen must be pres ent at the College Tribunal at the close of Green Month, October 14 <br> 10. Freshmen are charged with the responsibility of rememberin and observing the traditions and other pertinent information se forth in the Frosh Bible. |
| :---: | :---: |
| 20. <br> 2. Freshmen must carry a copy of the Frosh Boble with them at all | MEN'S INTRAMURA PROGRAM BEGINS |

imes. Next week the first event
3. Freshmen attendance at all Santa Barbara College's Intra tudent body rallies and meetings mural program will begin with at the five required events during event on the Intra schedule. Green Month.
4. A thorough knowledge of $\begin{gathered}\text { All frosh, sophs, juniors and }\end{gathered}$ seniors interested in playing con-


downfield blocking on the part of
teammates made the score pos-
Clyde Francisco came through
Tie Broken
After Karasawa's score, early in
he second quarter, the Gauchos broke the tie when Russ Bertell burst through on an off-tackle play
Continued on page three

ENGLEMEN SEEKING REVENGE WIN OVER POMONA SAGEHENS
With one decisive victory nder their belts, the Santa Barbara Gauchos will meet Pomona next Saturday.
The Sagehens are considered to be weaker this year than last sea-
son. They have been hurt by the son. They have been hurt by the
graduation of 13 lettermen and graduation of 13 lettermen and
Coach Earl Merritt's squad will ack experience, but should prove o be a tough fo
Backfield power will be in evi-
dence for the Sagehens, but it dence for the Sagehens, but it
probably will be hampered in its effectiveness by a green line. However, in the nine times that the
Gauchos have tangled with the Gauchos have tangled with have
Sagehens, the Hilloppers
come off on the short end of a $5-4$ come off on

SOPH SQUIRES
ELECT KINCAID
TO PREXY POST
At the second formal business
meeting of the fall semester, held last Thursday night at the Sigma men's service organization, held an election of officers.
The new slate of officers is headed by Desmond Kincaid, president; Jim Subject, vice-president;
Vince Di Fiore, secretary, and Vince Di Fiore, secretary, and
Norman Avery, treasurer. Mr. Richard Kaywood again is spon-

HARVEST MOON HOP BIDS POST-GAMERS
The theme of next Friday's after-the-game dance will be "Harvest Moon," sponsored by Delta
Sigma Epsilon sorority, according to Helen Hatch, general chairman. Early autumn decorations will be very much in evidence at the
second after-the-brawl ball. Tickets will go on sale in the Quad next Friday. A limited number of bids also will be on sale at the door. Admission stands at a cents stag.

## EeGucho

Published every Tuesday and Friday during the school year except during vacations and examination period bury the Associouted Students of
the University of California, Santa Barbara, California. Opinions expressed herein are those of the staff unless otherwise indicated. Entered as second-class matter May 23, 1947, at the post office at
nta Barbara, California, under the Act of March 3, 1879. Mailing charge is $\$ 2.00$ per year, payable in advance.
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Managing Editor
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Sports Editor
Sports Assistants
Editorial Assistants
.................... Phone 29944
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 .. Marie Allen
.. Judith Cook Owen Wayman

## Reporters: <br> 

Desmond Kincaid, Ferrin Talley ...Mary Sharer, Doris Spotts, Louise Heitfeld, Ted Troy

Advertising Manager .... BOB LORDEN .... Phone 3116
by Gloria Dealey
HILL-TOPPER
FRANK
Long a standout among Hill. toppers, Frank Goodall is fast be-
coming a standout student body coming a standout student body
president. . $\quad$ Samples of the new president. . Samples os the new
regime include . . . less red tape $\xrightarrow[\text { regime inclue. . .ess red tape }]{\text { an extra full calendar of }}$ events. 0 this year's smooth. running "Howdy" program
Aside from prexying student government, Frank is as member of Cel Cul Cub...Kappa Sigma fra-
ternity "ernity . . Blue Key baby, the "Twenty-. IA Clud his own baby, the "Twenty-one Club.". . . In the past he has been Repre-sentative-at-Large . . . a member
of Student Council . . Chairman Athletic Control Board... . Knights Atheric Contres Board ... Knights mittees and boards

Special Likes: Girls in general party-time . . . . beer . . . steak
athletic events
Be nice if: We could go back to second semester rushing instead of pledging new frosh
Ambition Dept.: To instigate

## ore and better assemblies



To improve faculty-student rela tions on this campus
Ultimate aims: Handle labor relations in a large firm . . . travel through South America as part

## From the Graduate Manager's Office

## A WORD TO THE WISE

Married students with off-campus husbands or wive have special rates for buying football tickets. Instead of the usual $\$ 1.25$ non-student general admission rate, they pay only 50 cents provided these tickets are purchased at the Graduate Manager's Office prior to the game. These tickets will admit the spouse to the rooting section.
There still are many unclaimed tickets to the football
student body cards in the office. tickets to the football games.
Not only are these cards good for Check those ads carefully; you
reduced rates on all games, they
Get Old Yification
Get Old Yearbook
There still are a few paid-for
ut unclaimed issues of the 1950 but unclaimed issues of the 1950
La Cumbre left in the office. Many La Cumbre left in the office. Many
students got left out in the sellout students got left out in the sellout
last spring, but apparently some are leaving them to moulder on the shelf.
Again, the reminder that only La east and west lower gates at dents to the rooting section. There is plenty of parking near the lower entrances.
Ads Pay Off

The ads in El Gaucho pay off in every issue with words to songs
and yells and with the hiddennumber contest which pays off in

When you need a photograph to get a job, Start down the street (left side of State) To give your sweetheart or Aunt Sue, Soon La Arcada Court you'll see, Turn in and go to the very first shop And at the right place you'll be.

## Zane Studio

## La Arcada Court at 1114 State St.

( $1 / 2$ Block from State and Anapamu)
PHOTOGRAPHS
FRAMES
GREETING CARDS

## CALENDAR

September 27:
Spurs, A.W.S., 4:00-5:00 Kappa Alpha Delta, of campus, 7:30-9:30
Kappa Delta Pi, A.W.S 7:00-9:00
CRA Board Meeting, 7:30
Gaucho Roundup, 7:30
Class Meetings, 9:00
Quad Dance, 10:00
ptember 28:
Elemed Picnic, 5:00-9:00
IA Club, H.E. Club, closed
6:00-10:00
Tennis Club Meeting, 7:00
Increase In Enrollment According to Dr. Jerry H Clark, Registrar, the total enrollment at UCSBC now has increase last week's figure of 1875. Me still outnumber the women, with an enrollment of 1014 men and 925 women.
Late registration will continue Saturday, September 30 Following that date, statistics on the total enrollment for men and women in each class may be ob tained.

NOTICE TO TEACHERCREDENTIAL CANDIDATES r-credential candidates who have -credential candidates who have not previously taken the tests will
be held in North Hall 101-103, Saturday morning, September 30 faturday morning, Septe
from 9 to $12: 30$ o'clock.
$\qquad$
AFTER CLASS

ANYTIME
IT'S


109 E. ANAPAMU
Across from Court House

## "Typically Santa Barbaran"

## Gauchos

Welcome back to the Old Mill.
We sincerely trust your summer was a success.
AND NOW---
While planning your fall wardrobe we invite you to see our BEST YET and MOST INTERESTING School and Party selections.

Suggesting---

## JERSEYS AND CORDS

(Blouses and Skirts)
"To Match or Mix" by Alex Colman
Lush New Colors; Smartly Styled.

## at



## GAUCHOS!

YOUR STUDENT BODY CARD IS WORTH


Per Gallon Discount

## At

## FRED'S SIGNAL SERVICE

## 314 W. Gutierrez Stree

Where the freeway meets the highway"
Trade With a Gaucho Booster!
Also the Home of the Pine Tree Battery Co.
We Cannot Be Undersold By Anyone
Tri-County Distributors $\quad\{$ Sun Batteries - from $\$ 7.50$
Pacific Tires - New, Used, Recaps

NEW GOLF TEAM
ORGANIZED
This fall will see the birth of an
entirely new golf team under the eagle eye of Bill Irvine, UCSBC golf pro. The only returning
er is last year's Bill Kelso Although several transfers will help the new team, candidates still squad for home-and-home games and a four-man squad in 2 C 2 A . Games have been lined up with addition to these, there will be ames with Cal Tech, Pepperdine, Camp Pendleton and San Diego. All of these will be played on deas. heir non-conference games -

## Gauchos!

We Have What You Need in Quality Watches,

Diamonds, Jewelry

Expert and Fast
Watch and Jewelry
Repairing

## CLEMENT

1323 State St. - Santa Barbara
P.E. Professors Hodgkins, Whittaker Relate Adventures Cycling Thru Western Europe

## by Judith Cook

## Miss Jean Hodgkins and Miss Pat Whittaker, instructor

 Women's Physical Education, recently told of their summe adventures in Europe in an interview for El Gaucho. The en's Physical Education at DavisThe traveling profs left Santa
Barbara June 10 for an extensive our of Europe by bicycle and train. They sailed from America R.M.S. Samaria, primarily a student ship on which there were various groups of people who
wanted to study the international wanted to study the international
living or the customs of the countries, or who just wanted to see
Europe.

Long Drive Home On the trip home the traveler drove 96 hours straight from Que ing of September 14.
Altogether they covered 17,000 mikes and went through 10 countries: England, Holland, Den-
mark, Germany, Austria, Switzer land, Italy, France, Sweden and he Isle of Capri.
Although they bicycled through the countryside, they didn't bicycle a lot of the time because tance. They found the bicycling tours to be the most enjoyable.

Passion Play
From Munich, Germany, they bicycled to Oberammergau to see
the Passion Play, which is presented only once every ten years
From there they went to Florence From there they went to Florence
and Rome for the Holy Year cele and Rome for the Holy Year cele-
bration, which is given only once

General Auto Repairing - Motor Reboring -
Motor Tuneup - Batteries - Tires - Brake Relining Official Brake Station No. 3324

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VERSATILE PAIR FOR WEAR EVERYWHERE Surrealill suit


CAL TECH TEAM PHILOSOPHICAL ABOUT DEFEAT

## Telling how it feels to lose

 the season's opener to a suerior squad by a score Brucherie praised his Gaucho opponents as "a decwell-coached team."
The atmosphere of the Beave dressing room after their defeat was quiet and somewhat philo-
sophical. The fellows knew they were out-manned and out-weighed. They also knew they played a good game. Gaucho Coach Roy Engle "would have a good ball club before the
season was over." He particular ly singled out the Gauchos' speedy backs and the exceptional work of safety Don Steere and transfer

## Dave Gorrie at fullback. <br> "Gauchos Good"

Before heading for the aft game dance, members of the Ca
Tech team said about the game "The Gauchos are a good tean however, they ve got more
and have had more practice. Beaver Quarterback Al Ma shall and Halfback Dick Kara sawa, who gave the Gauchos plenty of trouble, cited the fact that he Beavers began practice only and that the Beavers were heavily outmanned as reasons for the overwhelming Gaucho victory.

Praise Player
Both players praised Santa Bar bara defensive line-backers Ron
Ternquist and Al Southworth. Ternquist and Al Southworth.
They also had a healthy respect for Right Guard Warren Vinton Explaining the lopsided loss, Labrucherie said that we let the
Gauchos get too many quick touchdowns in the first half, and from
there on there wasn't

## HUNGRY?

AFTER THE GAME OR ANYTIME, TRY THE SANDWICHES, TAMALES CHILI BEANS, OR ICE CREAM SPECIALITIES

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## Twenty-five Tracksters

 Preparing for Season Cross - country got under Carter journeyed to Westwo with the Gaucho harriers. Westwood meet is a traditional af fair, opening the Southern California cross-country season.No official score is kept and the marathon men are just run-
ning for the sheer joy of competing. Negotiations still are pending on the establishment of the intercol-
legiate cross-country schedule. As yet no definite program has been arranged.
At the present time over twenty-
five track enthusiasts are working for the spring track preparation

## NOW IS THE TIME

TO ASSEMBLE YOUR OWN

SCHOOL DAZE
RECORD BOOK
FOR THE SCHOOL YEAR

We Have Them

All Hail, Blue and Gold
All hail Blue and Gold, thy colors unfold
Oer loyal Californians whose heartsorestrong and bold.
All hoil Blue end Gold, thy strength ne ser shall fail. All hall Blue and All hail Blue and Gold, to thee we shall cling.
O'er golden fields of poppies thy praises we will sing. All hail Blue and Gold, on breezes y
Thy sight we love, all hail, all hail.

THE COLLEGE BOOKSTORE

## Sports

SCRAPPY BEAVERS BOW TO NEW GAUCHO MICHT
and twisted and turned down the the Gauche 23 -yard line field for 53 yards and the second Woody proved himself to be a $\begin{array}{ll}\text { making only a short gain by Rollie } & \text { fine offensive back for Cal Tech } \\ \text { and a very fine punter. }\end{array}$ Brice, whose key block paved the way for the touchdown.
Punt Runback
few minutes later the Gau chos scored their final TD in the first half on a brilliant runback
of one of Hal Woody's punts by
Junior Varsity Ties Coalinga Team 13-13
The Junior Varsity footbal squad twice came from behind to ie a highly favored Coalinga Col-
ege varsity, $13-13$. Halfback Les Harris pushed over both tallies. The Falcons scored the first time hey had the ball on a fourth-down pass from Bob Smith to Vince Rogers, good for 14 yards. Phil Breuser converted. The Junior
Gauchos tied things up in the sec-
ond period when Harris covered ond period when Harris covered Hal James added the point. The Gaucho drive was sparked by the quarterbacking of Augie Ramirez and the running of Joe Phillips

Harris Bobbles
Harris bobbled a high punt and
Coalinga recovered on the UCSB Coalinga recovered on the UCSB
40 , midway through the third canto. A long pass from Clarence Bilbrey to Ray Walsh led to pay
dirt. JV Jack Allen blocked the attempted placement.
The Blue and Gold again came two ba Ken Brittingham, who engineered the drive from his fullback post, et up the score by carrying for or-die run. Passes from Ramirez and Andy Logan to Ends George Mattais and Hal James gave impetus to the drive. James' place-
ment was blacked by Jack Henry. Moral Triumph
The tie was a moral triumph or the JV, who didn't win a game the red-and-white horde of 36 Falcons, and they'd practiced togethrer only four days.
The Junior Gauchos are tenta-
ively scheduled to meet San Luis tively scheduled to meet
Obispo JC next Friday.


NOW UNDER WAY
Five returning lettermen will feature the 1950 edition of the Gaucho tennis team. Coach Lyle
Reynolds' squad is expected to have a fine season as the reserve
of experienced players will be of experienced players will be foosted by some promising trans
fents.
In the 2C2A race, Coach Reyn olds is not sure just how we stack material coming in the middle of the year will tell the tale.
Pepperdine has been awarded the favorites role thus far, now
that San Jose is no longer in the conference.

## ALL GAUCHOS AGREE

For the BEST in Complete Meals and Snacks - Where the Price is RIGHT IT'S PETE'S FOR GOOD EATS ! !


On bowing into the hallowed columns of El Gaucho, w feel that a few remarks are in order. Undoubtedly, the publi cation of "The INSIDE" marks a new era in social columns and we may reliably report that journalism is getting yellower all the time.

Our creed is "We mind everybody's business but our own, and since we bask in anonymity we have nobody's business but somebody else's! And we shall follow it to the letter. An INSIDE feature each week the vicinity of the Alpha Ph will be a "license number of the the vicinity of the Alpha Phi week," jotted down while check- $\begin{aligned} & \text { house. . . . Some say the gals are } \\ & \text { the best customers, but 'tain't so }\end{aligned}$ ing cars parked in local passion pits and neckers' nooks such as Channel Drive, Arroyo Burro
Beach and the bottleneck in front Beach and the bottleneck of a local sorority house. . 3 . For
the record, who owns 17 N 329 ? Perhaps the greatest shock to everyone returning from summer vacationing was the
pinning of Ferrin Talley to pinning of Ferrin Talley to Delta Gamma President Mary
Sharer. . . Watch for subsequent happenings in this touching romance:
During the summer, ex-Cal Club Chairman Al Hardy took the matrimonial plunge with Greeta Gates the gal from the Graduate Manager's Office. Understand Greeta has a lovely existence in the office with that belle of the Rogue, Helen Heitfeld.

Something in Common An interesting sidelight on the Greek house shifting is the simiDelta Tau Delta and Kappa Alph Theta. . . . They both have red lights on the front porch. That
leaves one with all sorts of leaves o
Though Jean Tahajian's man is off to the will bue youder, she was doing all right checking name of the new campus males down at her heart belongs to Billy...

For Whom the Bell Joanne Husband got one at last man, one of the corkers at the Kappa Sig house. . . Wedding
bells also rang for Sig Pi Warren bells also rang for Sig Pi Warren
Miller and new student Carolyn Miller and new student Carolyn
Student Body President Frankie Goodall always manages to mix business with pleasure. He's been "quai hunting at he Presidents re, ception, the Mesa "Howdy" Dance and all around campus.
And while we
And while we're on the subject
of old "glad hand," some say he the best customers, but 'tain't so.
. Not while Ted Knudson, Billy
Dunn and "Rah Rah" Chackel are Dunn and

Dancing Around Everybody's girl friend Bev Purdum took time out to become Sproul's reception, then spent the rest of the evening dancing on
a dime with T-D-and-H new student Ted Lambert.
New Sig Ep and potential foot ball hero John Juday is an expert on mountain driving, it's said, but bunch of his brothers landed his old Chevvy on its nose over
vine up in Mission Canyon. Sorrowfully, we leave promising to return again nex
week, the Editor's red pencil will ing, with the answer to the riddle of "Pin, pin, who's got Graham
Mehaffey's fraternity pin?"
HOME EC, IA CLUBS HOLD JOINT PICNIC AT TUCKER'S GROVE Tonight, September 26, the
Home Economics Club and the Industrial Arts Club are holding their first joint social event of the semester. It will be a picnic at
Tucker's Grove. The evening's ac ivities, including volleyball, square dancing and social dancing, will
start at 7 o'clock. Refreshments will be served and there will be a "live" square dance Transportation will be furnished. Cars will be leaving the student parking lot on the Riviera campus at $6: 30 \mathrm{pm}$.
Here is a great opportunity for all home ec and IA majors, new and returning students alike, to
have a grand time and meet the other members of their departments.
It's all free and all members of the home ec and IA departments
are invited to join in on the fun.
Patronize Gaucho advertisers. of old "glad hand," some say he
has an interest in a local pub in No advertisers - no Gaucho.


Get a poir while they last - A limited supply just arrived from Outer Mongolia - and they are hand sewn from
genuine $100 \%$ imported white female Siamese Musk Ox Notice the feather tips for footsy parties. (Shoes also come in handy pocket folding model - ideal for tennis, track, or water skiing.)

Exclusively Ours


Ask our campus representative Dale Shaver, if we have your size

## In Style

By Shirley and Nancy Lee The color fashions for freshmen seems to be green, as any person who isn't color blind can easily observe. The campus is liberally sprinkled with cute freshmen girls with perk green bows beanies above their brows.
It brows.
It also seems that the $20-20$ vision of some of our Joe Colleges liant "burnt copper" color that has been splashed around campus this fall.
The casual "big wheels" found hemselves in formal attire for the President's Reception but Bev Purterbug contest in her bare feet Sig Ep Reno Chackel swayed the usual conservative men's fashions by decking out in a loud plaid vest. Not to be topped by any means was Kappa Sig Don Casida and his screaming orange socks.
Happily Gauchos cast aside their lush cashmeres when a temporary rain of sunshine called for cottons. Sure is good to see so much color. Speaking of color, congratulations to SAE's Bob Christofferson and painted their who painted their cars. The Thetas are now encamped in a new house that really has the greatest possibilities. The Alpha Phis have been redecorating like
mad. For a week it was imposmad. For a week it was impos-
sible to move without conflicting with paint brushes and sewing machines. Then, of course, with the fraternities switching houses, even the fellas have joined terior decorating spree.
Be sure and catch this column

All-Cal Weekend
BERKELEY IN NOVEMBER
The third annual "All-Cal Weekend" will be held at th Berkeley campus, November 10-12, this year.

An All-University meeting on Friday morning will start the festivities. President Robert Sproul will preside, and the provosts, student body presidents, Glee Clubs, and bands from all campuses will participate. Other events rounding off th MUSIC DEPARTMENT day will be open houses in the BEGINS ACTIVITIES living groups, tours of points of interest, a freshman game at $2: 30$ pm , a dinner in honor of the President,
ning.

Saturday Dates
Saturday morning will be marked by an alumni brunch. anta Barbara will play Davis at $11: 30 \mathrm{am}$ and Cal will play UCLA at $2: 30$ in the two football games
of the dav. A big All-University of the day. A big All-University
dance will top off the week-end dance will top off the week-end estivities at 9 pm .
Campuses participating in the weekend will be Davis, Berkeley, San Francisco, Santa Barbara and CLA. Besides the students and alumni of all campuses, the Glee tees of all the campuses except San Francisco will take part.

## Rooters' Train

Transportation to Berkeley will be provided by a rooters' train and private cars. More information wout transportation and housing The available later will handle the details.
in the October 3 issue for your latest news and fashions on cam-


## STUDENTS! MAKE MONEY WTUDEITNG LUCKY STRIKE "HAPPY-GO-UCKY"JINGES It's easy! It's fun! No box tops to send! No essays to write! Just write a simple four-line jingle, and you may make $\$ 25$ ! Start today! <br> Write a "Happy-Go-Lucky" jingle, like those you see on this page, based on some phase of college life. If your jingle is selected for possible use in Lucky Strike advertising, we <br>  Butudy Latin too, like best to hea Bords that like Lucky Strike don't you?

 will pay you $\$ 25$ for the right to use it and your name in our advertising. Start today. "Happy-Go-Luckies" will soon be running in your paper. Send in your jingles-as many as you like-right away, and $\$ 25$ can be yours pronto if your jingle is chosen. Be the first to write a jingle in your school. Watch this paper for more "Happy-Go-Luckies."READ THESE SIMPLE INSTRUCTIONS

1. Write your "Happy-Go- Be sure your name, college and Lucky" four-line jingle on a plain address are included - and that piece of paper, or postcard, and they are legible.
send it to Happy-Go-Lucky
2. Every studen P.O. Box 67 , New York 46, N. Y. or university may submit jingles.

## L.S./M.F.T.-Lucky Strike Means Fine Tobacco

will relate some of her experiences while in South America last semester. Interested persons are in
to hear Mrs. Barnett speak.

## WANT TO WIN

 A PRIZE?We have what you'll need for Homecoming decorations! Drop in and check our assortment of colored papers and decoration supplies.

! FREE Parking at Rea

IKE AND ROY'S
CONOCO PATHFINDER STATION ANNOUNCE SPECIAL DISCOUNTS FOR STUDENTS

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Guaranteed Recaps 5.95 up
Corner De la Vina and Victoria - Bring Student Body Card

## Be Happy-Go Lucky!

Enjoy truly fine tobacco! Enjoy perfect mildness and rich taste!


