

FAMED WRITERS
CONTRIBUTE TO
NEW 'SPECTRUM'

The third issue of *Spectrum*, the literary magazine edited and issued three times yearly at UCSB, is off the press and on sale at the college and Santa Barbara bookstores.

The "little magazine" already has gained national recognition and is finding its way into more and more universities and bookstores across the country.

The fall issue centers on Jean Paul Cocteau, French painter, dramatist, poet and novelist; it includes a drawing and an unpublished poem from Cocteau himself as an introduction to the contents. A general essay about Cocteau is included under the title of "The Angel and the Automaton: Jean Cocteau." The author is Gordon Ringer, a research attorney.

There is also a fine translation of his very long poem, "Leone," by Alan Neame, an English poet now residing in London, and another piece, "Cocteau's Poem of Childhood," by Dr. Marvin Mudrick, associate professor of English at Santa Barbara College.

In addition, the magazine includes a poem from Dr. William Carlos Williams, another by Charles Tomlinson, and poems from two young unknowns, Byron Colt and Corinne Jacker. There is also a review of one of the "Stanford poets," Edgar Bowers, by Dr. Donald Davie, visiting associate professor of English at UCSB.

Fiction by UCSB students Mary Jo McPherson, Miriam Pennington, Jane Silver and Lucy Matteson also appears.

Editor of this year's *Spectrum* is Jacqueline Newby, assisted by Cyril Epstein, managing editor, and by Nick Borah, Craig Clark, Mary Jo McPherson and Bill Rideneur, associate editors. The business staff includes George Dekker, Tom Fox, John Nayden, Jim Simmons and June Yokoyama.

Dr. Homer Swander, assistant professor of English, is the faculty advisor for the publication.

'Ugly Man' Contest
Deadline Nov. 15

Deadline for the Ugly Man Contest is Friday, Nov. 15. Women's living groups are urged to choose a candidate to represent them in the zany contest recently instigated by the Sophomore Council and Soph President Dennis Naiman.

Elections will be held Nov. 21, 22 and 25.

Be Creative

Even handsome men have a chance to participate in the contest, because the "ugliness" involved in winning is to be created by each contestant in the form of makeup or masks.

Publicity Deadline

Publicity photos must be made and posters turned in to the ASB office by Nov. 17.

This contest has been held on college campuses throughout the nation with much success, reports Naiman. "Enough of beauty contests—ugliness shall reign."

The "ugliest man on campus" will receive a certificate for his accomplishment and the living group sponsoring him may boast a trophy.



THE INDUSTRIAL ARTS CLUB float moves down State Street during the UCSB Homecoming Parade last weekend. Throngs of townspeople and students turned out to view the annual spectacle put on by the Gauchos. —News-Press photo

1957 GAUCHO HOMECOMING PARADE
HIGHLIGHTS WEEKEND OF ACTIVITIES

by Louis G. Robinson

Homecoming. It came in like a lion and roared out like one. What with "the best ever" Galloping Gaucho Revue, a Homecoming parade that will be hard to match in future years, and a spectacular brand of football played by Gaucho footballers in the Homecoming game, this year's presentation of Homecoming should set the standard by which future presentations of the spectacle can go by.

The Galloping Gaucho Revue displayed polished performances enthusiastically presented by fraternities, sororities and residence halls. Between-the-acts entertainment was at its best as it combined to make GGR an unforgettable student presentation.

Highlight of the show was Galen Denning singing not only electrifying rock-and-roll numbers which had every female in the place polishing their "I Like Elvis"

buttons, but also tender ballads masterfully interpreted by him.

The Homecoming parade witnessed some unusual handling of the over-all theme of "UC the World." In highly imaginative form, the UCSB students took the theme and worked it around a series of up-to-date news stories (i.e., "Sputnik," the Zhukov dismissal), plus a world brotherhood topic ingeniously presented in float and group-costume form.

A chuckle to the parade was added by "Mutnik," a beagle dog, led by an imitation Soviet scientist, representing the stellar hound of Soviet research.

The Homecoming game provided a perfect climax to the Homecoming festivities. Taking on the Pepperdine Waves at La Playa Stadium, Gaucho footballers soundly trounced the challengers with spectacular bursts of running and passing skill. Bruce Varner, Don Trauthen and John Morris played their usual high-calibered game.

The entire Homecoming spectacle was one that will not be easily forgotten. Ellie Kooser, chairman of the Special Events Committee, can be thanked for the planning and co-ordinating of Homecoming.

Cadets and Coeds
March In Parade

Three hundred sixty ROTC cadets marched yesterday morning in the Veterans' Day parade on State Street in Santa Barbara. Marching music was provided by a 23-piece ROTC band.

Marching with the cadets were the Colonel's Coeds, an attractive group of 28 UCSB coeds.

The military-training unit consisted of two "battle groups"—the modern military replacement of the traditional "battalions." Commanding the two groups are Cadet Maj. Frank Willey, a junior sociology major from Goleta, and Cadet Maj. Don Trauthen, a political science senior from Santa Barbara and quarterback of the Gaucho grid team.

"ITALIAN STRAW HAT"
IN LITTLE THEATER
THURSDAY EVENING

"An Italian Straw Hat," a delightful French comedy by Eugene Lachiche and Mark-Michel, will make its debut in the Little Theater this Thursday night continuing on November 15, 16, 21, 22, and 23.

The play centers around a frustrated bridegroom's attempts to marry the girl of his choice, rid himself of an unwanted female guest occupying his bedroom, and placate his suspicious future father-in-law, who believes that "one must observe the decencies at all times."

Directing the cast of 35 very talented thespians is Dr. Stanley Glenn while Mr. Robert Crumb, technical director, will supervise the construction of the elaborate sets to depict Paris in the year 1850.

Laurin Lewis is cast in the leading role of Fadinard, the troubled bridegroom.

Laurin is a freshman from Hollywood High School where he was active in dramatic productions. However his main interest lies in science with his major in Combined Social Science.

Fadinard's troublesome guest, Anais, the lady without the straw hat, is portrayed by Diana Lillie. Diana, a drama major in her sophomore year, also took part in "The House of Bernarda Alba," "The Country Girl," and

"Adding Machine."

As a soldier willing to go above and beyond the call of duty for a beautiful woman is Tom Harrison who plays Emile. A speech major with plans of teaching, Tom is a senior who transferred from Bakersfield. Following high school where he won the Kern County Championship Debate and the Outstanding Student Speakers Award, Tom spent four years in the army as an instructor in transportation. At SBC he is a consistent winner at all forensic tournaments.

A few members of the supporting cast are Annette McDonald, who plays Helene, Fadinard's bride; Pat Marks, who is cast as the dear, deaf aunt, Mme. Vezinet and Sue MacLellan and Ron Atwood, who have more fun than their masters as the maid Virginia and the valet Felix.

Tickets may be purchased at the Little Theatre boxoffice or reserved by calling 71221 extension 2248 or 71227 (evening).

Fall Lecture Series
Continues Today
With Alcan Journey

With the All-College Lecture series in full swing, C. Douglas Woodhouse, assistant professor of mineralogy, emeritus, today presents an arm-chair geology field trip along the scenic Alcan Highway.

Beginning at 4 o'clock this afternoon, the lecture will be based on a seven-week trip up the Alcan Highway taken last summer by Mr. Woodhouse. Alaskan coal seams, gold nuggets, interesting formations and other geologic finds will be illustrated by color slides.

Enthusiastic about his specialty, Woodhouse gave up a law career for the earth sciences after receiving his LL.B. from Columbia and LL.M. from UC. He since has gained wide recognition as a collector and authority on minerals.

Among his accomplishments are the discovery of several new mineral species, one of which was named in his honor by Harvard University mineralogists, and the reporting of the first Thalenite found in the U.S. He has donated much of his valuable mineral collection to UCSB and the Santa Barbara Museum of Natural History.

Last week Dr. Winston Reynolds, assistant professor of Spanish, discussed the legend that the Spanish adventurer Hernando Cortez burned his 11 ships when he landed on the Mexican coast in 1519.

Actually, the story is a myth, Dr. Reynolds declared, which, being more spectacular than fact, has become accepted as fact. Cortez actually did destroy his ships, but by scuttling and beaching them.

Through the years, however, the idea that the ships were burned has become lodged in the public mind. From this episode come the expressions "to burn one's boats" and "to burn one's bridges."

Payette and Nelson
In Campus Recital
Tomorrow Evening

A sonata recital featuring major works of Bach, Kodaly and Brahms will be performed tomorrow by two members of the department of music at UCSB.

Featured

Combining talents for the concert will be Miss Nancy Payette, who has been cellist with several nationally known symphony orchestras, and Wendell Nelson, who is taking his doctorate as a performing pianist at Northwestern University. Miss Payette is an instructor in music at UCSB and Mr. Nelson is engaged as acting assistant professor of music.

The recital is sponsored by the UCSB Committee on Drama, Lectures and Music and the Department of Music. The public is invited without charge. The program begins at 8:30 p.m. in the Campus Auditorium.

Miss Payette holds the M.M. degree at the Eastman School of Music, and has studied at the San Francisco Conservatory of Music and the Music Academy of the West. Her professional experience includes several seasons each as cellist with the San Antonio Symphony, the Syracuse Symphony and the Whittier Symphony.

Brinkman Student

Nelson holds the M.M. from the University of Michigan, where he studied with Joseph Brinkman. At Northwestern he studied with Louis Crowder and presently is performing a series of recitals at Northwestern for his doctorate. He has taught at Evanston Conservatory and has concertized in Southern California and the Midwest.

El Gaucho



University of California, Santa Barbara College

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Seminar Topic Is Religious Beliefs

The Hillel Foundation of the University Religious Conference held its first in a series of six seminars recently.

The theme of these discussions is "Know Your Religion and Others." The first religion discussed was Catholicism. The speaker was Fr. Virgil. Yesterday the Episcopalian religion was discussed by Dr. George Hall, the director of the All Saints By-the-Sea Church in Montecito.

In the course of the talks, Unitarianism, the Eastern religions, Christian Science, Protestantism and Judaism will be covered.

"The purpose of these seminars is to share religious feelings, while broadening our understanding of others' beliefs," according to Ben Leinow, president of the Hillel Foundation.

The seminars are held in the University Religious Conference Building, originally St. Michael's Church, in the Isla Vista area.

The discussions will be every Monday at 3:30 p.m.

THEODORE ROOSEVELT

"Faculty Conversations," a weekly presentation of radio station KTMS, will present a discussion of Theodore Roosevelt and the United Nations Thursday at 8:35 p.m. Faculty members taking part are A. Russell Buchanan, Wilbur R. Jacobs, Robert Kelley and Henry A. Turner.

UCSB Student Presents Review of Japanese Movie Shown on Campus

Ed. Note: Following is a review of the movie "Ugetsu" by a member of the student body. *El Gaucho* is pleased to print contributions to the paper, particularly of the intellectual nature, providing they are well-written, current, and that space permits.

by George Dekker

On Wednesday, Oct. 30, the ASUCSB Assembly Committee presented the Japanese movie "Ugetsu," the first of a series of five foreign films to be shown on campus during this semester. "Ugetsu" itself belongs to a battery of four Japanese films ("Gate of Hell," "Rashomon," "Magnificent Seven" and "Ugetsu") that have been imported and widely circulated in this country since World War II. Each of these films exhibits a find of virtuosity not calculated to influence Hollywood, or to satisfy the bubble-bath fantasies of its audience.

"Ugetsu" is itself a study of diabolical wish-fulfillment and, thereby, a disconcerting revelation of the "vanity of human wishes." The fable resembles our own Faust legend: Dissatisfied with their condition as village workers, two brothers leave their homes and wives in order to become the great men they fancy themselves; they fulfill their wishes, as one becomes a celebrated "samurai" (through fraud), while the other becomes the artist-lover of a luxurious noblewoman (who happens to be a ghost); but the artist's wife is murdered for a rice cake, and the samurai's wife is raped and driven to prostitution—while their husbands indulge themselves with their new glories. Humiliation, personal loss, and guilt finally destroy the brothers' vanity, and they return to their village and the remains of their homes.

One might almost call "Ugetsu" a "war story," because the actions depend on the conditions of war. Unlike that of most war movies, though, "Ugetsu's" point of view finds soldiers anything but heroic: they are stupid, greedy and vicious. Their women are (when they can be) modest, conservative and courageous. We find a sharp contrast between the domestic and the predatory. Characterizations are stark, and the actions are abrupt. But it is the starkness and abruptness of art, and not, as in Hollywood, of dull inadequacy. When Hollywood is skillful it produces the sentimental realism of a "Marty." "Ugetsu" belongs to a higher and antithetical persuasion in the world of films.

Perhaps the most striking thing about the film (and about the "Noh" plays that prefigure and surpass "Ugetsu") is the ease with which natural and supernatural elements are conjoined. An occidental director, if he had the occasion for an introduction of the supernatural, would require the clanking machinery of a dream vision or a strange forest. But the ghosts in "Ugetsu" are almost as real as the living characters. I suspect that the "almost" indicates the extent to which the director's sensibility has been corrupted by Western metaphysics: ghosts are simply not spooks in the Noh plays, they are part of the landscape. However, we should not complain when the Japanese beat us at our own game of mystery: the lake scene is a dramatic and pictorial triumph, where lyrical tranquility is suddenly transposed to horrified panic.

The world of "Ugetsu" is, of course, opposed to that find of sophomoric exoticism by which Hollywood feeds our snickers and day dreams. Our laughter, when the savage satire reveals man as a leering, or a groveling, best, is as uneasy as that provoked by Swift's "Yahoos." But "Ugetsu" is reclaimed from misanthropy by a delicacy and sentiment that also, unfortunately, strikes some people as uproariously comical. I do not think that "Ugetsu" provides us with a "complete art of the cinema," or that it always avoids clumsy puritanisms. Yet it does not fail in the presentation of elegance and ceremony. A glance at Japanese water colors will reveal a womanly beauty of which our boisterous rakes are unaware, and which they might have seen in "Ugetsu" but for the burden of Hollywood stereotypes. After all, the Japanese arts—even the wind of minor art of which "Ugetsu" is representative—demonstrate a civilization at least as meaningful and sophisticated as our own.

UCSBC On-Campus Services Established To Aid Students and 'Campus Community'

The "campus community"—that is what has been envisioned for UCSB by the University's Board of Regents.

The Associated Students took the first real step toward this goal by establishing on-campus services that help make the "community" goal a reality. These services are underwritten by the ASB and are located in the Student Union Building.

"Doug" House's Campus Cleaners and Shorty's Campus Barbers are two of the services that depend solely upon the students for their existence.

Fast service, low prices and the "Wednesday Special" are featured at the Campus Cleaners. Doug House is a graduate of UCSB and his panel delivery truck, parked daily behind the Student Union, is practically an institution at UCSB.

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Pres. Sproul Speech Awards Established

One of the four Robert Gordon Sproul Speech Trophies, honoring the President of the University of California, has been established on the UCSBC campus.

These trophies are awarded annually to students who demonstrate outstanding public-speaking ability in competition with other students.

Prime mover behind establishing the trophies was Fr. Maurice G. Chase, a graduate of the UCLA class of 1943, now a priest in St. Peter's Church in Toronto, Canada. Fr. Chase was assisted by Dr. Wesley Lewis, professor of speech at UCLA.

While an undergraduate, Fr. Chase lived with President and Mrs. Sproul in the University Residence on the Los Angeles and Berkeley campuses as a student guest for three years.

"I've always been a great admirer of President Sproul and his very great talents as a public speaker," said Fr. Chase. "Many people, I am sure, will agree that the Robert Gordon Sproul Speech Trophies are a fitting tribute to the president."

'Umberto D' Comes To Campus Screen

The second in a series of movies sponsored by the Assembly Committee will be shown Nov. 20 at 7:30 p.m. in the Classroom Building auditorium.

Award Winner

The film is entitled "Umberto D" and is the winner of the New York Film Critics' Award as the best foreign film of the year (1955). It also rated the Joseph Burstyl Award and the David O. Selznick Award.

Construction Crews Fill Gymnasium Site

Ground was recently broken on the site of the new Physical Education Building on campus here. Stanton-Reed Co., constructors from Alhambra, have fenced off a large area between the present gym and the playing fields in preparation for construction of the new building.

Plans Delayed

For nearly two decades a new physical education building has been planned—originally conceived for the Mesa Campus, delayed by the war and then redesigned to meet the increasing needs of the new site at Goleta. Dr. Theodore Harder, professor of physical education, was chairman of the building committee until last fall, when he left on a year's assignment in Afghanistan for the Asia Foundation. Dr. Jean Hodgkins, associate professor of physical education, women, assumed committee chairmanship and is continuing for the preliminary programming for a second unit.

Top Feature

Outstanding feature of the structure, designed by the architectural firm of Pereira & Luckman of Los Angeles, is a large gymnasium seating 3,900 persons. The building, equipped with roll-away bleachers, will bring the UCSB intercollegiate basketball games to Goleta, perhaps for the latter part of the 1958-59 season.

Pool To Stay

The main access to the building will be flanked by department and faculty offices for both the men's and women's physical education departments. The building will also include activity areas, corrective studio, dressing rooms, equipment storage areas, dance laboratory and staff room. No plans have been made to replace the present Olympic-size swimming pool.



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Library Increases UCSB Campus Staff

Santa Barbara College's library staff has been increased by three, according to a recent announcement by Frazer G. Poole, assistant librarian.

John J. Mescal, a reference librarian for the past three years with the California State Library in Sacramento, has joined the reference department here. Mescal received his B.A. in music from UCLA, served in the Army Air Corps during World War II and has studied piano at the University of Munich.

Mrs. Margaret B. Kennedy has joined the UCSB library as bibliographer in the acquisitions department. She was formerly head of the Idaho Falls Public Library and is a graduate of the College of St. Mary-of-the-Wasatch in Salt Lake City.

Joining the UCSB reference library is Henry C. Ely, coming here from the Stanford University Library where he was assistant in the department of special collections. Ely received his B.A. from Williams College and his M.A. in English from the University of California at Berkeley. He has taught in high schools in Crescent City and Mountain View before becoming a librarian.

URC Forms Chorus For Religious Songs

Everyone interested in singing is welcome to join the Religious Conference Chorus, to be composed of students of the various member denominations and all those from the UCSB campus who would like to sing and learn to appreciate the great religious music of all faiths, stated Dan Pehrson, chairman of the organization.

Carl Zytowski, conductor of three of the university choruses, will be director of the group and has begun selecting music to be performed. The chorus will prepare and be able to present a program of the great Jewish music, Catholic masses and the beautiful Protestant hymns, stated Zytowski.

The first meeting will be held at the Religious Conference Building, 781 Embarcadero del Mar, on Thursday, Nov. 14, at 3 p.m. Rides will be available in front of the Science Building at 2:50 p.m.

The chorus will be sponsored by the University Religious Conference of Santa Barbara and was conceived and organized by the Interfaith Council of the Conference. Pehrson, the Methodist representative, was selected as organizing chairman. Sam Thomsen, director of the URC, stated, "This is one of the most exciting things to happen here. Music is one of the highest forms of religious expression; the conscious singing of the music of the different faiths can be a real means of understanding these faiths and this is one of the greatest ideals of the Religious Conference."

Students Invited To Skin Divers' Meeting Wed. Night

Interested Santa Barbara students are invited to a meeting of the Santa Barbara Skin Divers Club tomorrow evening at 7:30 at the local Red Cross Chapter headquarters, 1408 Chapala St. Guest speaker will be Dr. Egmont, curator of the Santa Barbara Museum of Natural History.

Dr. Egmont has developed a process of mounting fish which should provide a topic of interest to skin divers. He will explain his plan for obtaining certain fish specimens and is anxious to receive the help of skin-diving enthusiasts.

GAUCHOS STOP WAVES 32-14

TRAUTHEN AIR ATTACK PAVES WAY FOR UCSB

by Darrell Chausow

Santa Barbara's football machine seems to like home cooking, as they won their fourth straight home engagement by drubbing the visiting Pepperdine Waves, 32 to 14. A Homecoming crowd of better than 7000 saw the Gauchos' famed running attack take a back seat to a Trauthen-to-Lyon aerial display which accounted for two Gaucho touchdowns.

The Waves, while on the short end of the score, out-gained Santa Barbara in total yardage, running up 338 yards to the Gauchos' 300 yards. Of the Waves' total, 170 yards were accounted for by their fine quarterback, Jay Roelen, as he continued his assault on passing records. Roelen's passing, however, was the only serious threat the Waves could offer, as the Gaucho line, led by Jim Pullman, Vic Snider and Jack Lyon, bottled up Pepperdine's running attack.

Fullback Bruce Varner played tremendous football, both offensively and defensively, as he scored two Gaucho touchdowns while continually making bone-crushing tackles on defense.

But if someone is to be singled out for individual honors, the choice would go to quarterback Don Trauthen. Don gained 145 yards through the air lanes, which included touchdown tosses of 47 yards and 33 yards, both to right end Jack Lyon. Trauthen completed seven of 13 passes for better than a 50 per cent completion average.

The Pepperdine eleven drew first blood in the contest when, after an exchange of punts, Roelen threw a 51-yard t.d. pass to put the Waves out in front and, with the p.a.t. being good, Pepperdine led 7-0 in the first quarter.

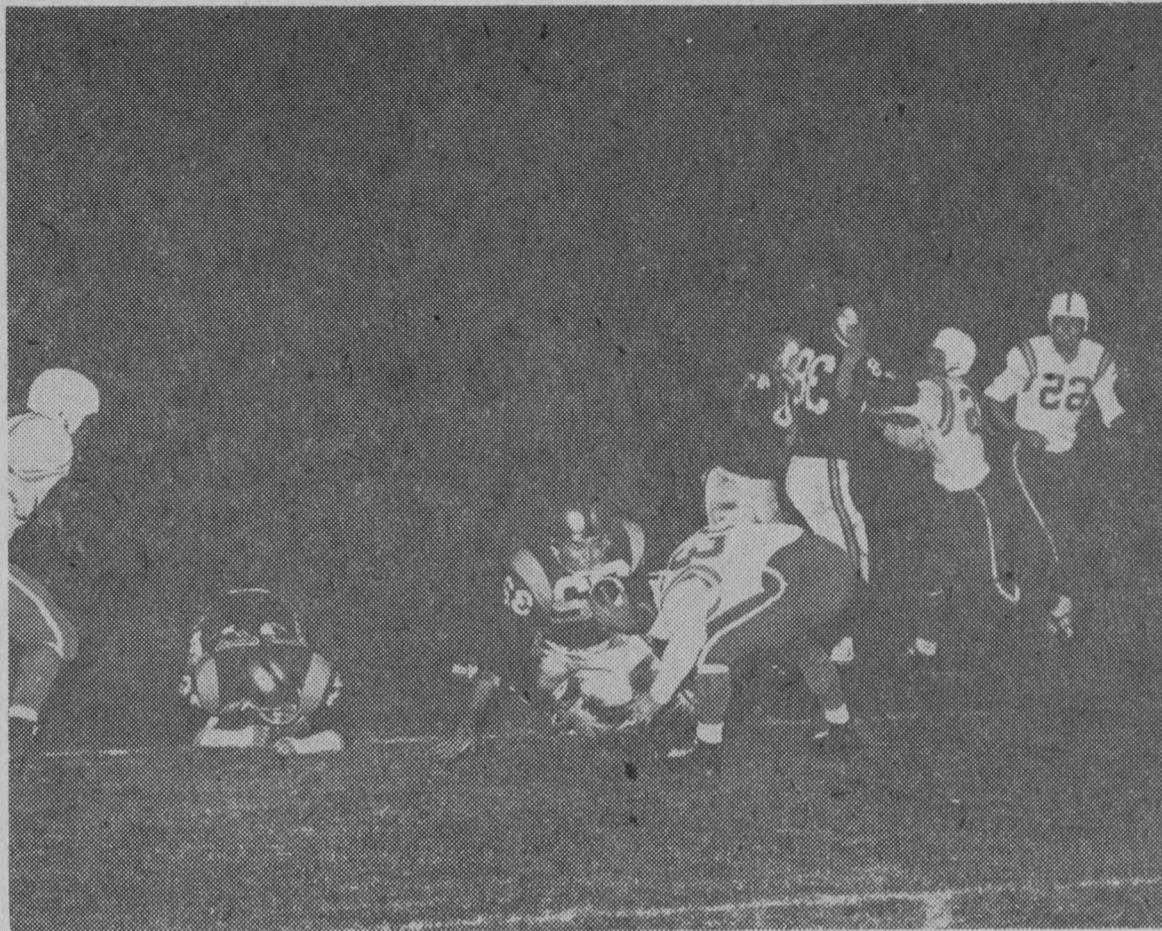
The Gauchos' first threat came when Johnny Morris swivel-hipped his way 40 yards with a punt return to the Waves' 48-yard line. On the next play Morris catapulted around left and for 38 yards to the opponents' 10-yard line as the quarter ended.

The drive ended when the Waves recovered a Duke Ellington fumble on the seven. The Gauchos scored the next time they got the ball, however, when, with third down on the Waves' 47, Trauthen fired a long pass. Jack Lyon, racing down the right sideline, intersected the spheroid's course on the 10 and scampered the remaining yards unmolested for Santa Barbara's first of five touchdowns. The p.a.t. attempt by Varner was wide and the score at the middle of the second period stood 7-6, with the visitors on top.

The Gauchos capitalized on a poor Pepperdine punt of only eight yards to score their second touchdown of the period. Taking over on the Waves' 26, Morris and Varner alternately moved the pigskin to the one-yard line where, on fourth down, Trauthen quarterback-sneaked for the touchdown. Varner's p.a.t. try was good and the Blue and Gold led 13-7 at half time.

Pepperdine scored what was to be their last touchdown when they returned the kickoff to open the third quarter to their 30, and from that point the Waves put on their best offensive thrust of the game as they marched 70 yards in nine plays for the touchdown. The p.a.t. was good and the Waves regained the lead, 14-13.

From here on, though, Santa Barbara took full command of the contest as the visitors never again seriously threatened the Gaucho goal line. The Blue and Gold scored its third touchdown as a result of a Trauthen aerial attack. It looked like a flashback of the Gauchos' first score as once again Jack Lyon, charging down the right sideline, gathered in a Trauthen pass on the 12 and side-stepped around two defenders as he went in for the score that put the Gauchos ahead



BRUCE VARNER (32) DRIVES to the Pepperdine three-yard line before being stopped by Wave defenders. Varner scored twice for the Gauchos in their 32-14 victory last weekend, as well as stopping Pepperdine runners with bone-jarring tackles throughout the contest.—Photo by Meredith

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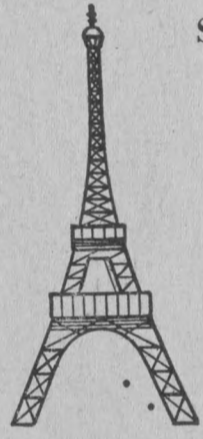
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GAUCHO NOTICES

Science Seminar

Dr. Otto Lowenstein, F.R.S., will address friends, faculty and interested students of UCSB on Wednesday. His topic of discussion will be "Man's Attitude Toward Animals." The life science seminar is scheduled at 4 p.m. and will be held in the Science Building auditorium.

Registrar

The Registrar's Office, including Admissions, will move to its new location in Building 403 on Thursday afternoon and Friday, Nov. 14th and 15th. No service can be given during the move. It will be appreciated if contacts are limited to those of absolute necessity on Nov. 13th and 18th.

Symposium

Students and faculty of Santa Barbara College are invited to a symposium discussion this week. The discussion is entitled "Planning Together for Growth of Our Civic Areas." It will be given Wednesday at 6:30 in the Gong and Gavel, 22 E. Victoria St. To make reservations, call the Chamber of Commerce, 5-3021.

Radar Talk

Under the sponsorship of the Physical Science Club at UCSB, Joseph Markin of the Raytheon Mfg. Co. will speak on the various types of radar in use today by commercial and military units. The talk will be held in the Science Building auditorium today at noon.

Youth Program

Students interested in the Conference Youth Program meet with Rosalie Watler at 3 p.m. Wednesday in the Santa Rosa Lounge.

Mr. Z

The Religious Conference Chorus will meet with Mr. Zytowski at 3 p.m. Thursday at the URC Building, 781 Embarcadero del Mar. Rides will be available in front of the Science Building at 2:30 p.m. Everyone is invited.

Faith Council

Interfaith Council meets tonight at 5:30 for dinner at the Religious Conference Building.

Jrs.-Srs. Plan For Country 'Hoe-Down'

Square dancing and campfire singing will be among the many highlights of an old-fashioned country hoe-down Sunday, Nov. 17.

Beginning at 3 p.m., the activity will be open to both junior and senior classes. Sponsored jointly by these groups, the program will consist of Junior-Senior relay races, volleyball and tug-o'-war competition. A skit will be presented to depict the transition years between the gangling frosh and the mighty senior.

Main attraction of the afternoon will be an old-fashioned hoe-down square dance to the music of the Ozark's famous Jubilee Band of "Red Foliage" and His Country Boys.

Afterward there will be social dancing and campfire singing.

Anticipation of full success was expressed by class presidents. "This promises to be one of the outstanding novelty events of the year," stated Junior Class President Bob Kieding.

Class cards will be required of juniors and seniors. A nominal fee of 25c will be charged to non-cardholders and lower-division participants.

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Bill Sopher

The customer is always right -- and frequently pampered

DRIVE INTO ANY Union Oil station in the West and you'll get a sample of what we call Minute Man Service.

"In 4½ minutes your oil, water, battery and tires are checked, your windshield and rear window cleaned, your gasoline tank filled, and your receipt handed you.



"But that's routine. It's the Minute Man's service beyond the call of duty that we keep getting fan mail about.

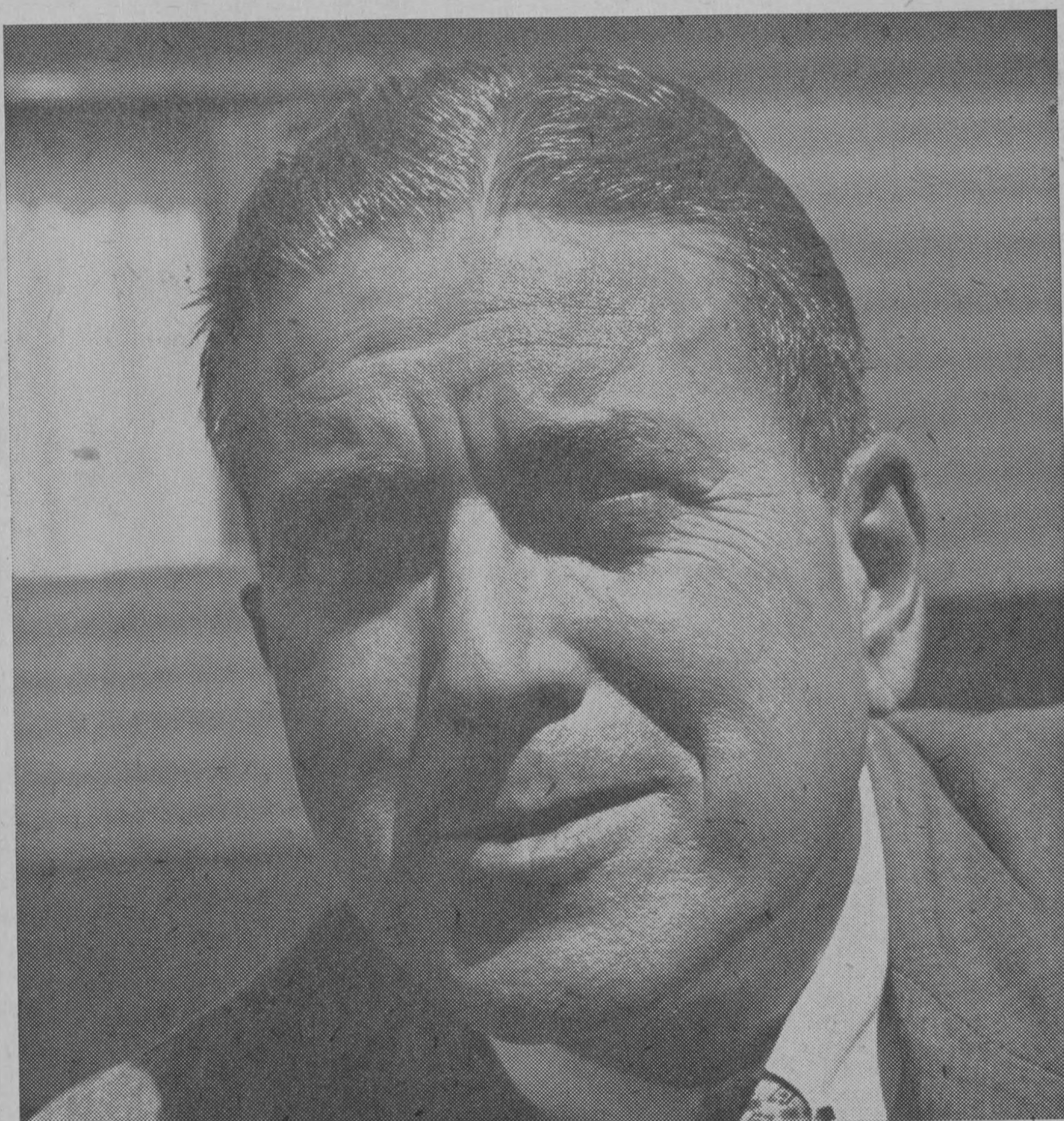
"For instance, the dealer in the small town who located a tenant for his customer's vacant house.

"Or the dealer in the suburb who baby-sat so his customer could go to an important dinner meeting.

"Or the dealer who fixed his customer's washing machine when she couldn't get help on a Sunday.

"Or the dealer who shopped for his customer's groceries and delivered them to her house.

"Exceptions to the rule? Not at all. Our files



"YOU'RE IN BUSINESS NOT FOR YOURSELF, BUT FOR YOUR CUSTOMERS."

are full of letters recounting incidents like these.

"I take special pride in them because I'm one of the men at Union Oil whose job it is to train

these dealers. We help them in every way we can to get the Union Oil idea: The only way to stay in business for yourself is to be in business for your customers."

THIS CLASSROOM ON WHEELS KEEPS MINUTE MEN UP TO THE MINUTE



No small part of our reputation for having America's finest service station system is the quality of the men who operate them.

They are all individual business men. Like us, they compete for a living. That's why it's very likely that their service will continue to be as good as their gasoline.

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