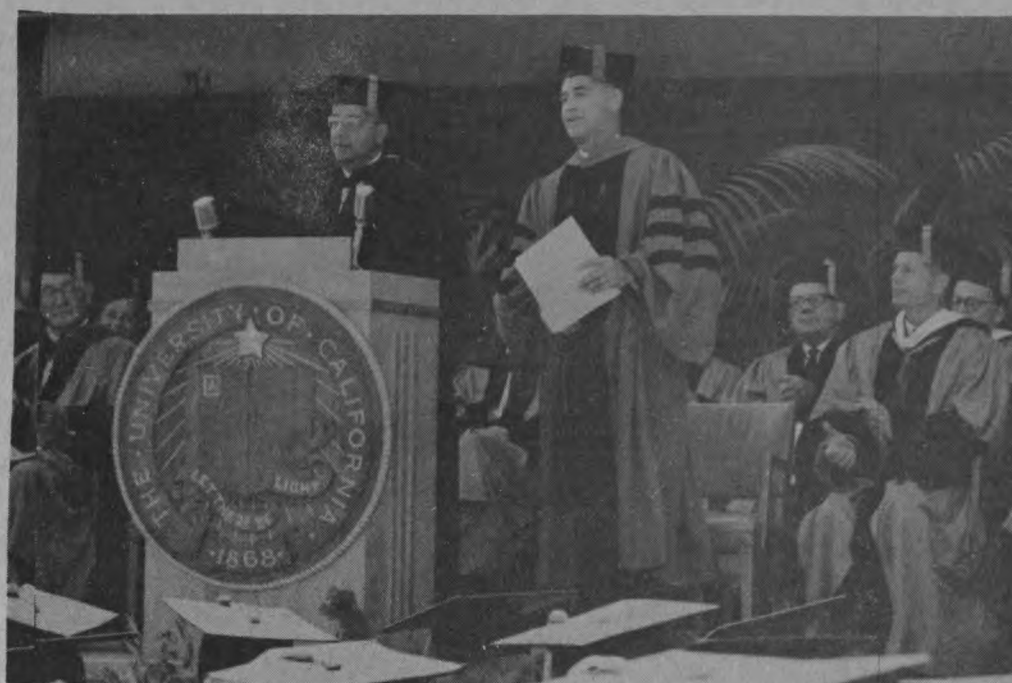


Gowned representatives from academic institutions from all over the United States file in for the inauguration of Chancellor Cheadle. (See story below).



Chancellor Vernon I. Cheadle delivers his inaugural address at Friday's ceremonies.



Dr. Clark Kerr (left) presided as Dr. Vernon Cheadle (right) was inaugurated Friday in Storke Plaza.



UNIVERSITY OF CALIFORNIA
SANTA BARBARA

VOLUME 42 - NUMBER 4

El Gaucho

PHONE
WO. 7-4116

TUESDAY, SEPTEMBER 25, 1962



Dr. Lawrence Willson Lectures On Thoreau

A man went into the woods. Why he did it and what he did there will be the topic Dr. Lawrence Willson's lecture today in Campbell Hall at 4:00 p.m.

Dr. Willson will probe into the reasons behind Henry David Thoreau's "sabbatical" from Concord to live by himself at Walden Pond in a lecture entitled: "Man Thinking: Why Thoreau Went to Walden."

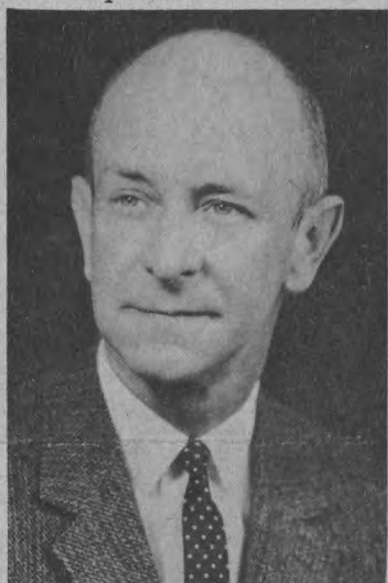
The professor of English, now in his 15th year at UCSB, will deal specifically with the personal and professional reasons for Thoreau's seclusion.

Professor Willson states that Thoreau's aim in isolating himself was to get a clearer perspective of the society of his time, and not merely become a social recluse.

The UCSB English professor recently published an essay entitled "Thoreau on Education" in the History of Education quarterly. A new book based on unpublished manuscripts dealing with Thoreau's backgrounds in scholarships—particularly in American history and anthropology will soon be completed by Dr. Willson. Born in Lancaster, New Hampshire, the university lecturer earned his B. A. degree at Wesleyan University in Connecticut and took his M.A. and Ph.D at Yale.

Seniors Must Set La Cumbre Photos

Seniors must make their own appointments to have pictures taken for the 1963 yearbook, La Cumbre. They should schedule pictures this week at the Campus Photography Shop. Shooting begins Oct. 1.



Dr. Lawrence Willson, Prof. of English at UCSB since 1947, lectures today in Campbell Hall.

SAE Dance This Friday

"Battle of the Bands," this year's first all-school dance, will be held Saturday in Robertson Gym.

Sandy Nelson, The Royal Tones and The Gamblers will provide music for the 8-12 p.m. dance sponsored by Sigma Alpha Epsilon fraternity.

Tickets are available at the Graduate Manager's Office for \$2 per couple or \$1.25 stag.

DRAMA GROUP

Students interested in any aspect of dramatic production will be appreciated at the annual planning session of the UCSB Drama Club. The meeting will be in the Little Theatre tomorrow afternoon at 4 p.m.

Packet Filing Ends Tomorrow

Students are reminded to file their packets at the Library, Santa Rosa Patio, Robertson Gym or South Hall 1004 from 8:30 to 11:45 a.m. and from 1 to 4:30 p.m.

Students whose last names begin A-G may file today and H-Q tomorrow.

All students who do not comply with these regulations will be subject to a ten dollar fine.

Wilde-Shaw Evening Set For Friday

"A Wilde Evening with Shaw" will be presented in Campbell Hall Friday evening at 8:30 p.m.

Sir Cedric Hardwick, one of the most experienced Shavian directors in the country, will direct this performance of scenes from the plays of Oscar Wilde and George Bernard Shaw.

Tickets are on sale this week at the Campbell Hall box office for \$.75 and \$1.

Sir Cedric, formerly directed for Shaw himself on numerous occasions, is a close personal friend to George Bernard Shaw and has received many of his most important breaks from Shaw both as an actor and a director.

The UCSB presentation will feature Richard Gray and Mayo Loizeaux.

Publicity Conclave In Conference Rm.

Publicity committee will hold its first meeting today in the AS Conference Room.

All students interested in public relations and advertising art are urged to attend.

The Conference room is behind the El Gaucho office on the other side of the building.

Air Force Rep Here

An Air Force selection representative will be in the Student Union area today from 10-2 p.m.

Lt. Colonel Alexander I. Oppelt, will discuss the Air Force Officer Training School Program with interested students.

Sailing Club To Organize

UCSB's Intercollegiate Sailing Club will hold an organizational meeting tomorrow at 7 p.m. South Hall room 1124. On the agenda are election of officers, presentation of 1962-1963 calendar and membership registration.

The club sponsors two teams which compete in Lehman 10 dinghies against other California collegiate teams. Instruction in sailing will be given on Friday afternoons.

Students unable to attend but wishing to participate, may contact Sheridah Porter.

USC Doctor To Give Speech On Thursday

Dr. Peter Lee, representative from the University of Southern California Medical School, will speak to interested stu-

UC Regents Plan Intensive Attack On Urban And Regional Problems

An intensified attack on the problems of urban and regional growth was authorized here Friday by the Regents of the University of California.

At UCSB for their monthly meeting, the Regents also approved creation of new research units at Berkeley which will give both faculty members and advanced graduate students improved facilities and support for urban and regional studies.

Colorful Ceremony Marks Inauguration Of Chancellor

The capabilities of Chancellor Vernon I. Cheadle to meet the challenges of a growing campus keyed the speeches of dignitaries at last Friday's inauguration ceremonies.

An audience of several thousand responded enthusiastically to Chancellors Cheadle's address. He emphasized the importance of building a great faculty of academic men.

Cheadle dealt with the problems accompanying growth and expressed a desire to maintain a large undergraduate program and still keep campus relations on a friendly basis.

Clark Kerr, President of the University Presided over the events and officially dedicated Storke Plaza to Thomas More Storke. Kerr described him as a "courageous editor, staunch friend of higher education in general and of the University of California in particular, and guardian and protector of the Santa Barbara campus."

Edwin W. Pauly congratulated Chancellor Cheadle for the Regents and Glenn M. Anderson, Lieutenant-Governor, welcomed him on behalf of State of California government. Other speakers included Walter H. Muller from the faculty, Joe Sorrentino President of the Associated Students, and Priscilla Simms President of the Alumni Association.

Frosh Song, Yell Leader Tryouts At Football Game

Frosh cheerleader and songleader tryouts will be held at Friday night's football game against Fresno State.

All freshmen are eligible, but those interested must sign up in the AS office by tomorrow noon.

Candidates must demonstrate at least three yells of their own choice, and song leaders must perform one routine.

Candidates may try out singly or as a team, but selection will be made on an individual basis.

Judging will be done by varsity cheer and song leaders and rally committee members.

Ed Navarro (7-9274) and Judy Spruell (7-9060) will help prospective cheer and song leaders prepare their routines.

Mathematics Club

Mathematics Club will meet tomorrow at noon in the Quiet Lounge of the Huddle to elect officers.

"This action by the Regents," President Kerr said, "will enable the University to join even more fully than it has in the past in the urgent task of keeping our cities livable and of helping them further to fulfill their historic civilizing role."

Berkeley Chancellor Edward W. Strong said the new research units will help to attract a "substantial" flow of federal, private and foundation funds to the campus to underwrite a wide range of urban and regional studies.

"The need for this step has been felt for more than a decade," Dr. Strong declared. "Some 110 faculty members from more than 15 departments and units on the Berkeley campus already are actively interested or engaged in urban studies."

"But they urgently require coordination and stronger support of their work, in many disciplines, which these new units will provide."

The core of the new program at Berkeley will be an Institute of Urban and Regional Development, expected to be headed by one of the nation's leading men in this field. He may not be chosen until next year, Dr. Strong said.

The Institute will include special projects in such areas as social welfare, criminology, sociology, education, public health, geography, law, architecture and other fields.

AS Seeks Scenarists

A motion picture about the UCSB campus is in the making. According to AS President Joe Sorrentino, two-thirds of the production money has been pledged and the rest will be raised soon.

Students with writing ability and imagination should contact Sorrentino in the AS office.

Paganini Quartet Will Hold Open Rehearsal Tomorrow

Paganini String Quartet will hold its first open concert rehearsal of the fall semester at noon tomorrow in the campus auditorium.

Students are invited to bring their lunch to the rehearsal, which is free to all students and faculty members.

The Quartet begin their third season as Residence on campus. During the coming year the Quartet will offer six local concerts in addition to a win-

ter tour of the United States.

Founded by Henri Temianka and the late Robert Mass, the Paganini Quartet gets its name from the instruments it uses, all made by Stradivarius and formerly owned by virtuoso Paganini.

Henri Temianka, first violinist, studied at the Paris and Berlin national conservatories and has appeared as a soloist throughout the world.

Stefan Kravk, is second violinist. He has served as Concert-Master of the Santa Barbara Symphony.

Cellist Lucien Laporte began his career in America as solo cellist with the New York Symphony Orchestra after studying at the

National Conservatory in Paris. The cellist was also co-founder of the New World String Quartet.

Albert Gillis, violinist, a graduate of Yale and the Juillard School of Music has performed numerous solo roles while a member of the University of Texas.

All members of the Paganini Quartet are currently serving as faculty members of the UCSB Music Department.

EL GAUCHO
U.C. SANTA BARBARA

EDITOR - JOHN B. MOCKLER

EDITORIAL BOARD: Pat Clancy, Holly Ingram, Marcia Knopf, Kay Waite, Geoff Smith.

STAFF: Kathy Davidson, Terry Worthen, Pete Kleinman

ADVERTISING MANAGER: Jerry Rocco

Win

IN THE COLLEGE BRAND ROUND-UP

1st Prize—\$210.00 Webcor "The Music Man" Tape Recorder.
 2nd Prize—\$130.00 Webcor "Studio" Stereophonic High Fidelity portable phonograph.
 3rd Prize—\$20.00 Philco Transistor Gift Pack Radio.

1st and 2nd Prizes will be awarded to any recognized campus group, fraternity, sorority or individual submitting the largest number of empty packages of Marlboro, Parliament, Philip Morris, or Alpine.

3rd Prize will be won in a drawing to be held on the last day of the contest. A drawing ticket will be given for each 200 wrappers turned in.

Winners of 1st and 2nd Prizes will be disqualified from 3rd Prize drawing.

CONTEST CLOSING AT 4:00 P.M. - THURSDAY - NOVEMBER 15, 1962

RULES:
 1 - Contest open to Students of this school only.
 2 - Turn in entries to Student Store in a Sealed envelope or container with name, address and phone number. Number of wrappers contained therein must be indicated on outside of package.
 3 - Individual cigarette packages must be wrapped in bundles of 100 and flattened out for compactness.
 4 - Student Representative for receipt of entries will only be available on Thursday, November 15, 1962 from 2:00 P.M. to 4:00 P.M.

Get on the BRANDWAGON ... it's lots of fun!
 SAVE YOUR PACKS



Baited And Waiting ...
 WELCOME BACK STUDENTS
Goleta Floral
 5370 Hollister + FREE DELIVERY + Phone 7-2517

COMPRESSED AIR
 SKIN DIVING SUPPLIES
 CUSTOM TAILORED WET SUITS

OPEN EVERY DAY -- 8:30 to 5:30
 Fridays 'til 9 p.m. + Closed Sunday

THE DIVER'S DEN
 BREAKWATER • MARINE CENTER PHONE 2-4484
 "AT THE NAVY PIER"

Kimo says
 Your Mau Mau
 Needs You
 at
KIMO'S POLYNESIAN SHOP
 906 STATE ST. PH. 2-3111

EL GAUCHO

published semi-weekly every Tuesday and Friday during the school year, except during vacations and exam periods, by the Associated Students, University of California, Santa Barbara. Printed in Goleta by the Campus Press. Entered as second-class matter on November 10, 1954, at the post office at Goleta, California, under the Act of March 3, 1879.

The President's Desk
 by Joe Sorrentino

"To Dwell For A Time...."

(EDITOR'S NOTE: The following is the text of Joe Sorrentino's address at Chancellor Cheadle's inaugural ceremonies.)

AS Election

Signups for the Oct. 10 and 11 AS elections close tomorrow.

President Kerr, Members of the Regents, Chancellor Cheadle, Distinguished Visitors, and Friends:
 It is my privilege to extend the warm greetings of the student community to our new chancellor, and to express our confidence that under his guidance growth and discovery will continue to distinguish this campus.

'Everywhere We Go- It Is Hard To Forget'

EDITOR'S NOTE: This is part two of former UCSB student Jan Condit's letter describing her experiences in the Columbian earthquake.

Anyway, here I was in my levis on the top floor. The swaying of the building got so intense that I probably couldn't have gone anywhere if I had wanted to. It got so bad, so suddenly that I knew it was nothing like California earthquakes, and I was sort of shocked into staying where I was. Good thing I did. The washroom had hardly any damage done to it. I grabbed hold of the wooden doorway and held on tight.

I tried to move away that night, but I had no place to go. I couldn't sleep. Got up at 6:30 and roamed the streets looking at the destruction. Most of the rest of the city was in the streets by 7 a.m. The shocked expressions were still on their faces.

Everywhere we go it is hard to forget ... a rock with a pool of blood under it, fear in faces, talk machines in the street, broken glass and dust everywhere, and pictures.

After the worst was over I went to the street and got under a jeep. Then the crowds started stampeding. I got caught in a couple of these stampedes. One of the towers of the Church had fallen, killing people underneath it and falling into cafes and homes. Each time the people started running I made it back to the jeep in time. If I had stood still I would have been run over.

Amazingly enough, only 3 or 4 people were killed in Manizales. I was fortunate not to see the tower fall. If I had, I imagine I would have expected the others to fall on the hotel and would have panicked.

I feel more like a Colombian now ... really a Manizalean. You don't go through something like this without becoming closer to everyone and being a part of the whole place.

While youth has faith in those who must meet the crises of today's world there are a number of our elders who doubt our preparedness to answer the challenges of tomorrow's. This college generation of Americans has been characterized by some as apathetic, soft, and security-seeking. The noted sociologist, David Reisman, decries what he terms our "other-directedness." Jimmy Porter, the self-pitying hero of John Osborne's LOOK BACK IN ANGER, laments because "nobody cares" in our generation.

Though this generation has appeared to many to conform to the organization era which we are entering, and to recoil before the terrors of the atomic age which is ours, there is firm ground for hope. Those who participate in the freedom rides and those who serve in the Peace Corps share a sense of purpose and willingness to sacrifice which I believe are not rare in our generation.

The University student community may produce conformist men and women, certainly. And it leaves open avenues for flight from all forms of responsibility. But for those who will seek it, and take it, the University community offers an opportunity to engage in what Emerson called "the manly contemplation of the whole"—to confront ourselves, to measure the commitments of our lives by the teachings of the great philosophers and prophets, to measure the attainments and aspirations of our nation by the achievements of other peoples and times, and to dwell for a time in the liberty of the life of thought.

Christian Science Organization
 cordially invites you to the
 weekly meetings, Thursday at 4:15 p.m.
 in the URC Building
THURSDAY, SEPTEMBER 27
 Transportation is provided from the classroom building door opposite the S.U. at 4 p.m.

BETWEEN FRIENDS...
There's nothing like a Coke!

Get that refreshing new feeling with Coke!

Bottled under authority of The Coca-Cola Company by Coca-Cola Bottling Co. of Santa Barbara

MIDAS
DIAMOND BROKERS
we loan money
 on your valuables.
 No credit investigation, no service charge, reasonable rates.
 5878 HOLLISTER, GOLETA
 PHONE 7-6314

SANTA BARBARA BOWL
 ANAPAMU and MILPAS STS.
 THURS. EVE., SEPT. 27
 IN PERSON—NEW SHOWS

LOUIS ARMSTRONG
 AND HIS ORCHESTRA
 Oct. 13, PEARL BAILEY
 Oct. 31, DAVE BRUBECK
 Tickets NOW, all reserved,
 \$3.50, 3.00, 2.50, 2.00,
 Fiesta Box Office,
 725 Santa Barbara St., S.B.,
 Reservations, phone 6-3783
 MAIL ORDERS ACCEPTED

Swingin' Sound!

Dave Brubeck
I'm in a Dancing Mood

Ray Conniff
The Way You Look Tonight

Miles Davis
If I Were a Bell

The Brothers Four
Marianne

André Previn
Like Love

Duke Ellington
Perdido

Garmen McRae
Paradiddle Joe

Roy Hamilton
Angel Eyes

Gerry Mulligan
What Is There To Say

The Hi-Lo's!
Everything's Coming Up Roses

Lambert, Hendricks & Ross
Cloudburst

Buddy Greco
The Lady Is a Tramp

COLUMBIA SPECIAL PRODUCTS
 A Service of Columbia Records

Great new record offer (\$3.98 value)...just \$1.00 when you buy Sheaffer's back-to-school special!

Now when you buy your Sheaffer Cartridge Pen for school, you get 98¢ worth of Skrip cartridges FREE... a \$3.98 value for just \$2.95. Look for Sheaffer's back-to-school special now at stores everywhere. On the back of the package, there's a bonus for you... a coupon good for a \$3.98 value Columbia limited-edition record. It's "Swingin' Sound", twelve top artists playing top hits for the first time on a 12" L.P. This double-value back-to-school offer good only while they last! So hurry, choose your Sheaffer Cartridge Pen from five smart colors... and mail your "Swingin' Sound" record coupon today.

SHEAFFER'S BACK-TO-SCHOOL SPECIAL!
 New cartridge pen with 98¢ worth of cartridges FREE.
\$3.93 VALUE FOR \$2.95

SHEAFFER'S

©1962, W. A. SHEAFFER PEN COMPANY, FORT WADSWORTH, IOWA

WHITTIER LINE DEMOLISHES UCSB OFFENSIVE GUNS, 34-0

by Bob Walter

Last week many UCSB grid fans were toying with the idea that the Gauchos had a much improved team over last year. Events Saturday night made even the most loyal fan begin to wonder as the Poets of Whittier shut out the locals by a one-sided score of 34-0.

Whittier's Hadley Field was filed to overflowing with people expecting a passing game and a defensive dual yet they saw neither. The game turned out to be mostly a ground affair starring Whittier half-backs Greg Risko and Dick Skinner.

At a closer glance things were not as bad as it might have looked. The Poets had scored twenty points in the first quarter before the Gauchos even knew what had hit them, this undoubtedly having a demoralizing effect upon the Santa Barbarans.

The Gauchos kicked off to start the game and Whittier was immediately obliged to punt. The punt, however, started the Gauchos' downfall. A long forty yard kick by Risko sent the ball into the UCSB end zone where it was touched by Gaucho safety man Gary Hawthorne, but as it took a bad bounce, he let it go.

Under NCAA rules, under which the Gauchos are governed, it would have been UCSB's ball on the twenty yard line. However, the Poets are a member of the NAIA and they rule the ball still in play. Little All-American end Stan Sanders pounced on the ball giving Whittier a fast six points.

It wasn't long before the Poets had the ball again and the bewildered Gauchos looked on as Skinner tiptoed through the traffic for 44 yards and another Whittier TD. The Gauchos again were forced to punt almost immediately, and in the next series of downs, quarterback Rich Harrison threw a 66 yard pass to

Sanders to give the Poets a 20-0, first quarter lead.

All the Whittier scoring happened with nightmarish speed and the Gauchos seemed completely bewildered by it all. They

could not muster any offense after this early onslaught and they seemed thoroughly confused. They were penalized once for too much time in the huddle and came close several other times in that confusing first quarter. In the second quarter, however, their defense did look a little better, even though the Poets did score again.

Water Polo Team Opens

UCSB water polo mentor Frank Rohrer looks forward to a successful season in 1962 as a strong Gaucho team practices for its first encounter this Friday afternoon against Fresno State.

Focus On The Foe

FRESNO ST. 48 WHITWORTH 7

Next week's grid opponent, Fresno State, has recently been cast in the enviable position of number two small-college, team in the nation by Sports Illustrated Magazine.

And the defending Mercy Bowl champs showed why Saturday as they snowed under a "good" Whitworth aggregation, 48-7.

The Bulldog aerial circle combined for six touchdown passes in the rout.



The dour looking gent above, Cecil Coleman, will lead his fabulous Fresno State Bulldogs into La Play Stadium this Friday to tangle with the victory-hungry Gauchos. Coleman's team is much the same as last year's contingent which took ten straight, including a crushing victory over Bowling Green in the Mercy Bowl.

Harriers Speed By Warriors Long Beach Invite Looms Next

With strong depth serving as the keynote, Coach Sam Adams' 1962 edition of the Blue and Gold cross-country crew rolled to a season-opening 25-34 victory over crosstown rival Westmont Saturday. Though the Warriors'

Larry Hart finished as the ten finishers wore the Blue gold medal winner in and Gold. 16:4.1, the Gauchos triumphed as seven of the first sixteen this year.

CA-100 SUPER CUB 50cc 4-stroke OHV 5 h.p.

200 m.p.g. • 45 m.p.h.
3 speed Transmission
Automatic Clutch
(Electric Starter \$30 Additional)

\$245⁰⁰

SANTA BARBARA MOTORCYCLE SALES
134 W. CARRILLO 5-4814
100% Financing with Approved Credit

RELAX!
AND ENJOY Yourself

omtae
CAMPUS SANDWICH SHOP
AND FOUNTAIN
960 Embarcadero Del Norte
GOLETA (Isla Vista) CALIFORNIA
WOODLAND 7-6814

EL GAUCHO SPORTS G. Smith, Editor
SPORTS STAFF: R. Walter, P. Scott, D. Stem, F. Dawson, S. Swatt, R. Lambert, S. Green

Welcome Back
STOP IN AND SAY "HELLO"

La Meda's
Distinctive Apparel
For the College Coed

Phone 7-5813 5758 Hollister Ave.
Goleta

JEWELRY Gifts

- Registered diamonds slightly over wholesale to UCSB students.
- Name Brand Watches
- Hundreds of other Jewelry Items
- Easy Credit Terms Available

CROWN JEWELLERS

1101 STATE STREET DIAL 2-8715

"Cheers!"

I have just returned from the Graduate Managers Office where I have just invested \$13.00 for my

STUDENT INSURANCE"



Now available... a special opportunity TO REPRESENT AVON COSMETICS ON CAMPUS

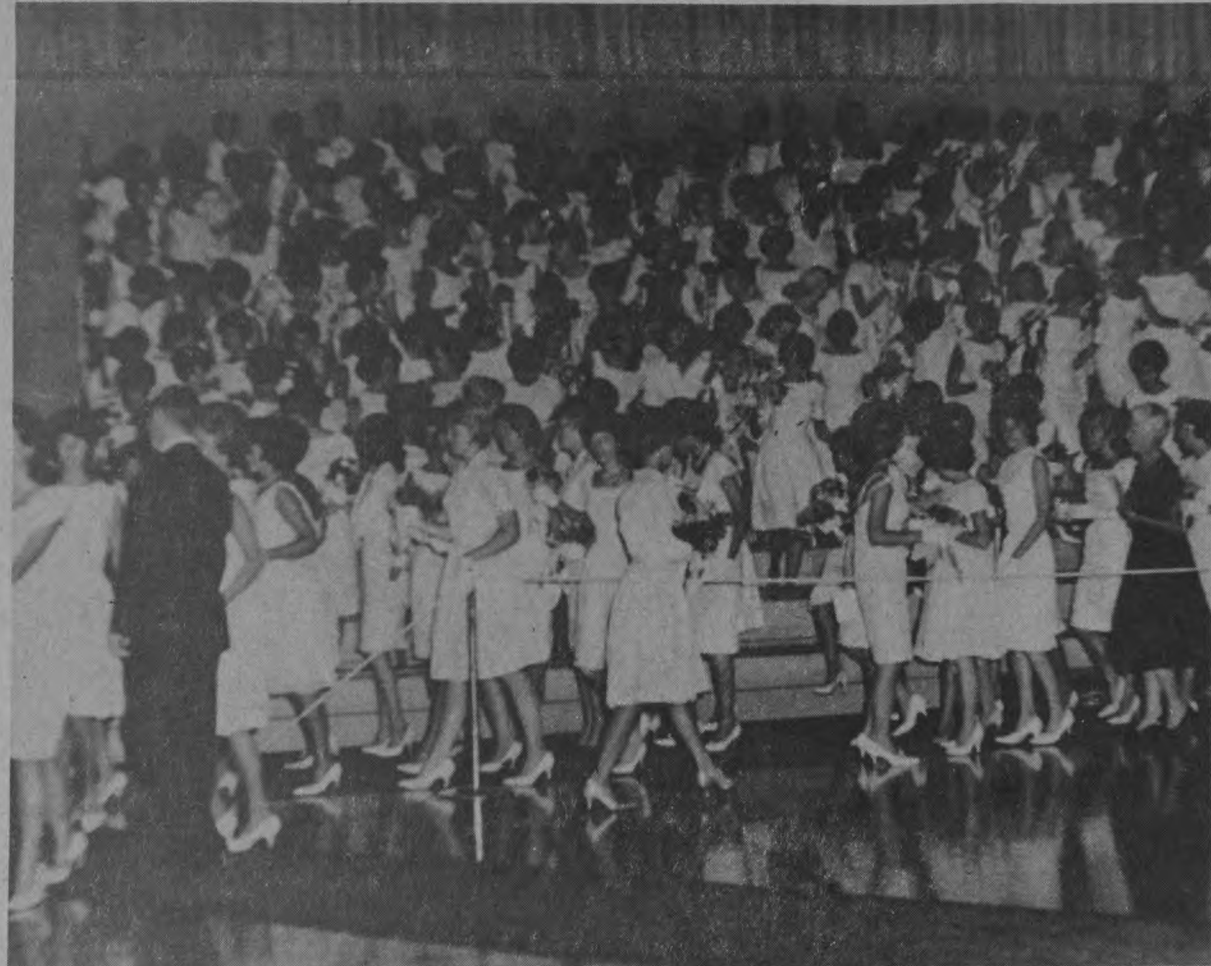
By special arrangement with the college, an opportunity is offered to two resident students to represent Avon, world's largest cosmetic company. These girls will enjoy a unique earning opportunity: an exclusive franchise to offer fellow students Avon's famous cosmetics on campus. Because Avon has an international reputation, the high quality cosmetics, not available in stores, are in great demand. They are the newest, the best, beautifully packaged, and fully guaranteed. Student Representatives in other colleges are pleased with the acceptance of Avon, and with their substantial earnings.

For more information, please contact
MRS. JOANNE CARR
Student Part-Time Employment Service



"Tareyton's Dual Filter in duas partes divisa est!" says Ursus (Bear Foot) Sulla, popular Coliseum bear fighter. "We animal wrestlers fight tooth and Claudius to get to that first post-fight Tareyton," says Bear Foot. "Try a couple of pax and enjoy flavor - de gustibus you never thought you'd get from any filter cigarette!"





PRESENTS OVER-Sorority pledges file out of Robertson Gym to greet parents and friends following their formal introduction last Sunday.

ROTC Enrollment Drops, But 140 Freshmen Enroll

For the first time since 1868, UC students, including UCSB students, have a choice in the matter of taking ROTC. Most students decided not to take ROTC, but a surprisingly large minority (44% of frosh men) elected the course.

The recent UC Regents decision to make ROTC noncompulsory was influenced largely by a department of the Army directive limiting ROTC enrollment.

Enrollment dropped from 380 freshmen and 250 sophomores to 140 freshman and 80 sophomores. This is a drop of about 63% in frosh enrollment compared to an anticipated drop of 80%.

Only about 75 freshmen turned out at UCLA and Berkeley experienced a similarly low turnout.

Making the ROTC noncompulsory has not affected the quality or substance of the ROTC program although there will be a gradual switch in emphasis from vocational to academic aspects of military knowledge.

The decompulsorization has, however, affected the instructor student ratio in the program. It now stands at about one instructor to 45 students.

In the words of Public Information Officer for UCSB's ROTC, Major James Reed, "The basic purpose of the program's still the same; to have the interested young man realize that he can get a commission in college and thus be prepared to serve his country better."

Zenter Here In October

Si Zenter, feature trombonist in the late Jimmy Dorsey's band, will bring swing to Campbell Hall Tuesday, October 9.

Seating is limited so students are urged to buy tickets early. They are now on sale at the Graduate Manager's Office at a special advance rate for \$1.50. At the door tickets will be \$2.

Zenter, now on contract to Liberty Records, has played with such greats as Les Brown and Harry James as well as Dorsey.

Proceeds from the student sponsored concert will go to Camp Conestoga, AS major charity.

Blotters Available

The 1962-63 Associated Student blotters are now in the student bookstore. Since there is a limited number available, students are requested to take only one apiece.

Listed on the blotter are the '62-'63 football, basketball, and track schedules, student activities for the year, and advertisers who would appreciate student patronage.

CLASS COUNCIL IS ORGANIZED

Signups for Senior Class Council will be held in the AS office next week.

This year's council will work in the areas of alumni organization, social activities and career opportunities.

The group will also invite political and philosophical speakers to the campus.

Those interested in these and other areas interesting to seniors are encouraged to sign up.

Rally Committee Will Meet Today

Rally Committee will meet today at 4 in Room 110, Bld. 417. The agenda will include discussion of a bon-fire rally and a joint with a rally comm. of another school.

ISLA VISTA MARKET

"CATERING TO THE STUDENT NEEDS"

Open Weekdays 8 - 7:00 + Sunday 9 - 5:00

939 EMBARCADERO DEL MAR 7-9137

Bostonian Shoes

IN ASSOCIATION WITH ROOS/ATKINS IN SANTA BARBARA



ROOS/ATKINS

Wonderful way to look!

Santa Barbara: 819 State Street

Budget Hike Is Planned For School

Percentages are working for UCSB.

The proposed operating budget for next year will show a 15.2 per cent increase while student en-

rollment will increase only 12.2 per cent.

Santa Barbara will receive \$11,537,366 of UC's proposed operating budget for 1963-64. This is an in-

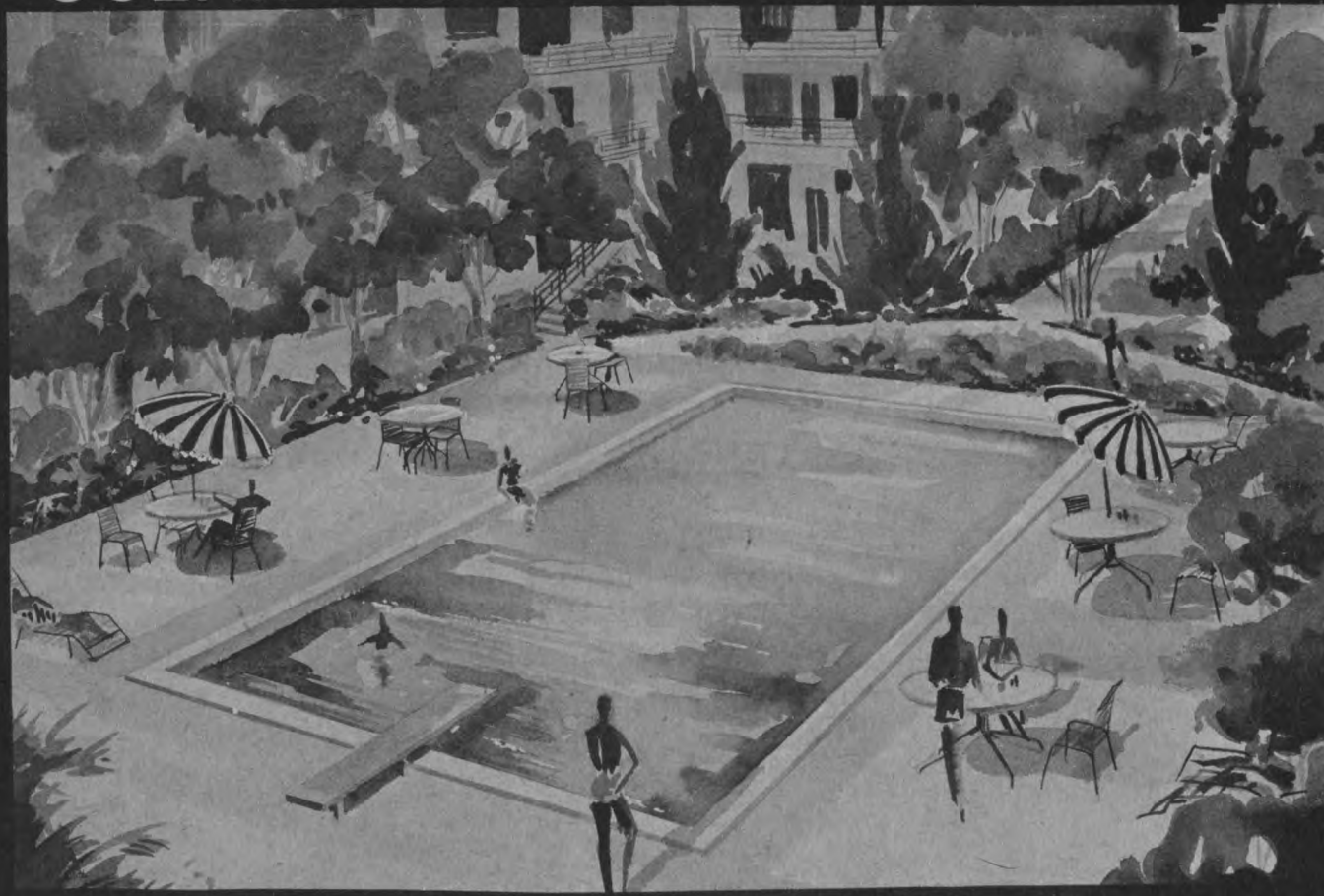
crease of \$1,525, 914 or 15.2 per cent.

At the same time campus enrollment is expected to total 5,220 students, an increase of 12.2 per cent.

This will include 38 per cent more graduate students, for a total of 403.

The budget calls for an additional 49 academic staff members.

OCEAN TERRACE APARTMENTS



Furnished Especially For Students

NOW LEASING

Approved By The University Of California



- FULL SIZE BED
- DESK
- BRONZE MEDALLION KITCHENS
- WESTINGHOUSE ELECTRIC
- BACHELOR, ONE AND TWO BEDROOMS
- SPECIAL SOUNDPROOFING



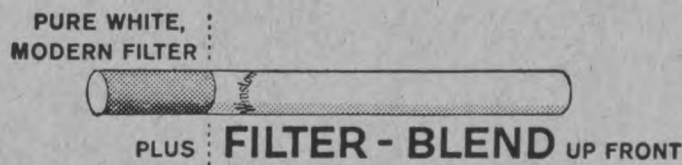
PH 7-2512

6690 Abrego Road, Isla Vista



WHAT IS UP FRONT?

Up front, ahead of a modern filter, only Winston has Filter-Blend... rich, golden tobaccos specially selected and specially processed for full flavor in filter smoking. It's what's up front that counts!



Winston tastes good like a cigarette should!