

# 'True' Dead Week Proposed by SAC

By STEVE PLEVIN  
EG Reporter

Under the able leadership of chairman Don Weintraub, Student Affairs Committee has formulated a list of six recommendations for academic revamping. They will present the list to Legislative Council at next week's meeting.

The recommendations are not yet in final form, but at Tuesday's meeting the committee went over each one in an effort to formulate cohesive arguments for each point.

Problems related to final schedules were covered under the first proposal. It states that students need a longer period of time between the end of instruction and the beginning of finals. After some debate the committee decided to ask for a five day period during which no classes would be held. In addition to this, a request will be made that no student should have more than two finals in one day and no back-to-back finals.

Some of the reasons for the first request are that without an extended period for study and review, it is very difficult to put an entire course into an organized perspective. In addition, it was the feeling

of the committee that the type of pressure-studying which is necessitated under the present system is an undesirable method of preparation for finals.

If the second request is honored, no more than two finals would be given on one day, and they would be three hours apart instead of one. The committee reasoned that six hours of examination in seven hours puts an undue stress on the student and restricts his effectiveness on his second test. Since most of the quarter's grade rides on the final, this is a very important point.

Under existing rules, when a student repeats a course (after receiving a D or F the first time), the two grades are averaged when computing his grade point. It was remarked that a person shouldn't be penalized because he takes longer to learn certain material. The result of this discussion was a request that only the grade received for the repeat be counted in the student's grade point.

Some dissension arose when the subject of plus/minus grading came up. Arguments in favor of instituting this type of grading were that it helps graduate schools determine admissions. But a majority of the committee felt that it would be undesirable because

it would make students more grade-conscious than they already are. The consensus of opinion held that grades were to be considered subordinate to acquired knowledge and that plus/minus grading would reverse this trend of thinking.

The initiation of an interdisciplinary natural science course for non-majors was enthusiastically discussed by the committee. This plan would still give students a broad base in the sciences (Biology, Chemistry, and Physics) but would preclude competition with science majors.

The fifth recommendation was a plan which would allow students to take Physical Activities courses on pass/not pass option in addition to one regular unit course per quarter. The committee felt that it is unfair for a student's grade point to suffer because he has to take a P.A. course for a grade.

The final recommendation for S.A.C. stated that students taking a course should be graded on the same scale and be given the same examination as those taking the course for a grade. Individual reports from the committee pointed out that there are frequent offenders to the P/NP system, and a rede-

(Continued on p. 8, col. 2)

## Creative Studies College: A New Idea in Learning

(Editor's note: Jeffrey Fleck is enrolled in the College of Creative Studies.)

By JEFFREY FLECK  
EG Reporter

The College of Creative Studies, of necessity, travels hit and miss. The misses are many and unfortunate, but the hits are significant and could have a rejuvenating effect upon education within the University of California as a whole.

Simply that the college exists, that there are men putting into practice alternatives to the system within the system itself, offers hope that some of these problems may be overcome. It offers hope that ultimately a system advantageous to students, as opposed to one directed toward administrative efficiency, can be created.

Possibly most important is the academic rather than administrative bent of the college. University administration, after all, came into being to see to the tedious but necessary paper work involved in any large institution, and to take that work out of the hands of scholars whose prime concern is education. But it has evolved into a monster that controls and directs the masters it was created to serve. The College of Creative Studies, if nothing else, is a step in reversing this trend.

But it is more. Because academicians, not administrators, are in charge, the need for student freedom in choosing curriculum and the abolition of letter grades are crucial matters. The emphasis, in other words, is not upon a "pre-determined quantity of subject matter" but upon the needs of the student. The basic concepts underlying the creation of the school is that student needs, often neglected, are important.

Specifically, the College was established, as the name implies, for the creative student. Its purpose is to fill the hiatus created by the College of Letters and Science's requirement that especially creative students take the same curriculum as pre-business or pre-med students. That this hiatus needs to be filled is without doubt. That it can be filled is questionable. One may ask, with some reason, can creativity be taught? And what about artists that have gone through the traditional educational system, how did they manage without a College of Creative Studies?

No one pretends the College can teach creativity. The hope is that situations may be created to stimulate and develop the creative talent, situations that are not found in the College of Letters and Science. (Since my field is English, I will confine my next remarks to that context.)

One requirement for a writer is to read as much as possible to discover technique and to show him where he is unoriginal. Another requirement is to talk and to listen to

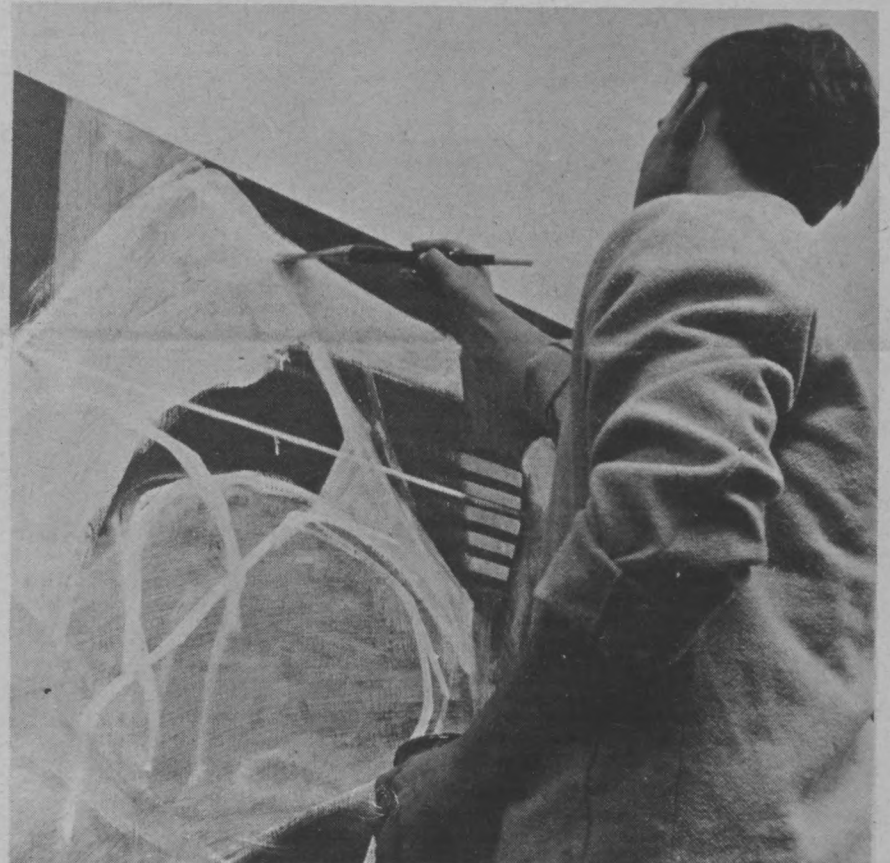


# EL GAUCHO

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Santa Barbara, California

Thursday, January 18, 1968



STUDIES OF CREATIVITY

everyone; the former is to organize his mind, the latter to assimilate new ideas and discover how things ARE with people. And, of course, he must write.

The College has created situations facilitating only one of these requirements, that is, it has created a situation where an artist may work with a minimum of interruption and hinderance in his field. With the other two requirements, the College has been less successful.

In trying to avoid the history/time-line approach to literature, the College has not been able to produce a viable alternative. Writers of fiction, aside from a course on writing fiction, are offered only one other course. It is a regular upper-division course, which the student would ordinarily take as a senior in the English Dept. And as a senior he would have had a background, pre-determined as it may be, in the basic literature of the English language. As it is, the College puts freshmen into this class with little or no formal background at all.

There is, to be sure, nothing wrong with the student finding masters in fiction by himself and studying them on his own. The student may, if he likes, take literature courses outside of the College.

But the student in the College should come into contact with some of the literature in the context of the College, in a creative situation, directed specifically toward his artistic needs. That is the hiatus that must be filled if the College is to become an alternative and not an adjunct to the College of Letters and Science.

The College has been equally unsuccessful in providing a situation for its members to talk and listen to one another. It has failed to provide, within the College, a dialogue, not just between instructors and students, but between students and students.

In describing the College of Creative Studies, the student can speak specifically only of his own section, for instance, in my case, the writing of fiction. He cannot discuss the art department, the music department, the science department, or even the poetry department, as related as it may be to his own field. (Classes in prose and poetry are given at conflicting times.)

This isolation is the most serious weakness so far in the  
(Continued on p. 8, col. 3)



## CAMPUS KIOSK

### MEETINGS

OCB Sub-Committee will meet today at 3 in UCen 1131.

\*\*\*\*\*

AWS Assembly will meet today at 3:30 in UCen 2284.

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Music Committee will meet today at 5:30 in UCen 2294.

\*\*\*\*\*

Baptist Student Union will meet tonight at 6:30 in N.H. 2131.

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Scabbard and Blade will meet tonight at 7 in Bldg. 419, Rm. 136.

\*\*\*\*\*

Scuba Club will meet tonight at 7 in N.H. 1131.

\*\*\*\*\*

Chess Club will meet tonight at 7 in the UCen Card Room.

\*\*\*\*\*

Surf Club will meet tonight at 8 in S.H. 1127.

\*\*\*\*\*

Junior Class Council will meet tonight at 7:30 in UCen 2292. T-shirt slogans will be discussed.

\*\*\*\*\*

Gauchos Young Democrats will meet tonight at 7:30 in S.H. 1124. Housing discrimination in Santa Barbara will be discussed.

\*\*\*\*\*

Student Peace Committee will meet tonight at 7:30 in Bldg. 434, Rm. 122.

\*\*\*\*\*

IFC discussion group will meet tonight at 7:30 in UCen 2284.

\*\*\*\*\*

The Christian Science Organization will meet today at 4:15 in the URC Bldg., 6518 El Greco. Everyone is welcome.

\*\*\*\*\*

Christian Center Club will

meet tomorrow night at 7:30 in Chem. 1179. Father Dennis Bennett, Episcopalian priest, will give an informal talk on the power of the Holy Spirit and the modern charismatic renewal.

\*\*\*\*\*

IFC will meet tonight at 6 at the Lambda Chi Alpha house.

\*\*\*\*\*

Students of the American Institute of Physics will meet today at 4 in P.S. 1100. A senior physics major will speak on "Weighing the Earth." Following the meeting (5 p.m.), a filmed lecture by R. Feynman entitled, "The Relationship between Mathematics and Physics," will be shown.

### JUNIOR CLASS

Pictures for the Junior Class Council will be taken Saturday, Jan. 20 at noon behind the UCen. Coat and tie please.

### BASEBALL

All frosh baseball candidates will meet today at 2 in Robertson Gym 1125. It is mandatory that all prospective players report to this meeting.

### TRANSFER CREDIT

UCSB students who took off-campus courses should call at the Admin Bldg., Rm. 1124 for credit notice. Some evaluations for winter transfer are ready.

### GRADUATE ACADEMY

The Santa Cruz campus is the site of the March 17-19 Graduate Academy during which "The Ethics of Power" will be the topic of informal discussion. Four graduate students and four alternates will be selected from UCSB. All expenses are paid, including resource reading materials. Any graduate student is urged to apply by contacting

Mary Lyons at the Graduate Division Office, Admin 2217C, or calling ext. 4228 for further information.

### FILM

"The Relation of Mathematics to Physics" is the title of the filmed lecture by Nobel Laureate R. Feynman to be shown today at 5 in P.S. 1100.

### MORAL CHOICE

"Moral Choice in a Machiavellian Society" is the topic of a lecture to be given by Philip Drath, contractor and grass roots humanitarian, today at 4 in Campbell Hall. Mr. Drath has been very active for over 30 years in many civil rights and peace projects.

### SORORITY DAY-BERKELEY

UCSB coeds interested in sororities on the Berkeley campus are invited to attend Sorority Day to be held Feb. 3. Guests meet at 10 a.m. in Pauley Ballroom in the Student Union. Chancellor Roger Heyns, along with members of Panhellenic, will speak. Luncheon and entertainment will follow at noon at the sorority houses. Registration forms may be obtained by writing to: College Panhellenic, Room 201, Sproul Hall, UC Berkeley, 94720.

### LUNCHEON

University Christian Center is sponsoring a Women's Luncheon for Mrs. Rita Bennett on Friday, Jan. 19 at 12:30 in UCen 1128. Mrs. Bennett has worked as a social worker in New York with retarded and emotionally disturbed children. Any women interested in attending the luncheon should call 968-4582 to make reservations.

# Application Disputed In Disco Fair Firing

By GARY HANAUER

### EG News Editor

A week-long EL GAUCHO investigation into the affairs surrounding the firing of a Negro employee at Disco Fair has learned that the company which hired him "never even received a job application from him."

United Merchandising, the company which runs the sporting goods department inside Disco from which the employee was fired and four others subsequently resigned in protest, also disclosed that their reason for firing Arcene J. St. Amand was that he lacked prior sales experience.

### NO EXPERIENCE

"We never put anybody on who doesn't have sales experience," a spokesman explained. He added that United Merchandising has "neither time nor facilities" for training new salesmen.

Meanwhile, Rudy Duke, the department manager who quit rather than fire St. Amand, claimed that an application was "definitely" made, processed, and that he received an approval of this application from United Merchandising. The assertions were made in a telephone interview with his brother, Byron Duke, in San Francisco who had asked Rudy a number of questions for EL GAUCHO.

"He told me," recalled Byron, "that Bob Miller (from United Merchandising) had come up and said Arcene is colored and that should be reason enough to fire him." He also remembered Miller telling him, "I don't know what you are fighting this for -- look at what you are." Duke is a Mexican-American.

Both sides are claiming that they have strong cases to present to a "consultant" from the state Fair Employment Practice Commission (FEPC) when he begins to look into the controversy. The FEPC will begin an inquiry sometime during the next week.

### PREVIOUS DISPUTES

United Merchandising has been involved in five or six previous labor disputes during its twelve year history. "We've never had anything go against us in the labor boards," they added.

Both J. Garner, manager of Disco, and United Merchandising were careful to emphasize their treatment of Negroes in the past. Both parties recall hiring and working with numerous Negroes. Garner explained that he raised at least

three such employees from lower positions to department managers when he was store manager at another store.

Also involved in the dispute are six former or present employees, including the two department managers who supervised St. Amand, who have told EL GAUCHO that St. Amand was not a poor worker as the management claims.

### STOLEN FOOD?

Another point of controversy revolves around a written statement signed by Bob Hayes, manager of the food department, claiming that he had observed St. Amand "taking merchandise" on more than one occasion.

"Nobody's ever accused him of stealing anything," replied Hayes in an EL GAUCHO interview on Jan. 11. He recalled one occasion in which he caught St. Amand eating a banana inside the store but could not be sure he took it.

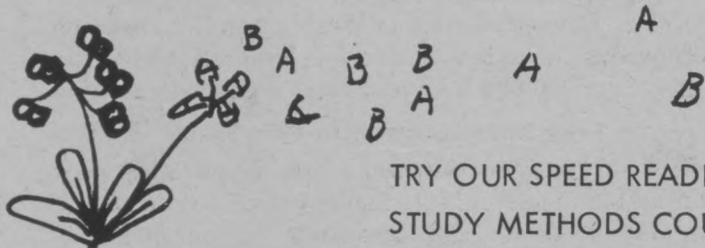
### MIXED REACTIONS

Reactions to the dispute have been mixed. The Santa Barbara News-Press placed a two column unsigned article on the affair next to "News and Notices in Brief" on page C-2 of its Jan. 14 edition. The story omitted the name of the store and its manager, although names of the parties involved on the other side of the firing were given. "A large South Coast store" was the phrase used.

After the initial set of articles on the Disco controversy were published on Jan. 12, members of Harambe, a UCSB Afro-American group, visited the EL GAUCHO Office. They revealed an interest in the situation but have decided to wait for further developments before taking any action.

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YEAR-ROUND??? (PAPERS AND CLASS WORK)



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### EL GAUCHO

Rich Zeiger  
Editor

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### greek week

by dale vance



long and short  
togas for every  
Greek Week  
occasion? well,  
maybe not.  
but at the  
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- ☆ Saturday morning, January 20 — 10:00 a.m.
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## EDITORIAL

## LBJ Address: Still No. 1 Great Society Rd.

This is a fine country, Lyndon Johnson told us last night. We no longer need worry about attaining abundance, the President said in his State of the Union address, but about spreading it around.

Violence won't be tolerated, he drawled to the thunderous approval of the Congress, and I'll raise the number of prosecuting attorneys and Narcotics officers just to prove that I won't stand for it.

And, of course, we will never relent in Vietnam, Johnson promised.

Thank you, Mr. Johnson. We agree that this is a fine country, and we in the Greater Goleta Valley and the rest of the United States are better off here than anywhere else. The President's proposals for improved health agencies and housing for the lower classes is extremely laudable.

Yet isn't it somewhat familiar? Wasn't this the same page he read in the Great Society message a while back? The Great Society everyone remembers reading about but nobody really found?

Haven't we been toughening up in the cities for years, while every summer another Watts or Detroit goes up in smoke? And of course, we have been refusing to relent in Vietnam for quite a while now, as over

10,000 high school dropouts and college grads have discovered the hard way.

Maybe State of the Union messages are supposed to be glowing reports to draw cheers from election year congressmen, more encouraging words about how we're winning battles everywhere.

But shouldn't 1968 be the year we forget about the battles and try and win humanity's and America's war, which isn't the one in Saigon?

How about it, Mr. Johnson? Are your promises as idle as they were the last time we heard them? Will another 100 federal attorneys somehow make the streets safer and prevent burning slums, as you seem to suspect?

It's a very fine country, sir. But it's nowhere near perfect, and your State of the Union message hasn't presented anything which will make it very different from this year's U.S.A.

We can only hope that someone else will give a more significant address next January.

By DAVE HYAMS  
Managing Editor

## Organization of Space And Effects

By MIKE LIFTON  
EG Editorial Editor

The hypernumery character of the environmental population of the southern expanse of the Goleta Valley has resulted in exotic statistical data referent to the same.

Excessive expansion of the environment in relation to the temporal transience of the scholarly population means that the resultant overuse and underspace creates a vast acreage of void and clumps of solids.

Nevertheless, like subatomic particles that together create a unit, the clods remain indistinctly apart and separate from the other clods. The exemplary nature of these states of mind continues to breed upon themselves to the exclusion of the other clods.

Once upon a day the sun was shining and it rained hail which was caught by the separate clods because they refused to band together in a large clump despite the seeming appearance to the contrary.

Experience has proven once again for all time that the research which has gone into the description of the superficial interpersonal relationships is not ill-founded, that such is indeed the case.

So much for the clods. Now let us discuss the extraordinary quintessential nature of the nonproductive-inspiring environmental surroundings and environs of which the environmental population of the southern expanse of the Goleta Valley is apart.

As a consequence of the emotional necessities of the grouping of the clods, a great variety of sameness exists elsewhere around the emptiness of the expanse.

The clods breed apartness and the consequential demonic sterility of the prophylactic whitewashed-red-brick-brown-concrete edifices is a necessary evil that must be endured so long as the clumps remain.

Exactly when this will happen remains a mystery. Rumor has announced the possible future appearance of a savior who will bring the clods to a more uniform distribution throughout the environmental surroundings and environs. In this way the separatistic clods will vanish forever and the naturalistic tendencies will once more reassert themselves over the protection of the common man, and the latent hostility inherent in every populant of the southern extremity of the Goleta Valley will vanish from the face of the sea shore.

*Quid bellum queram, in extremis opprobrium.*

## LETTERS Sympathy Not Wanted

To the Editor:

A great many students have been asking me questions concerning the function of The Workshop For Racial And Ethnic Understanding. It's rather difficult to explain in a short letter; however, I will make a few comments.

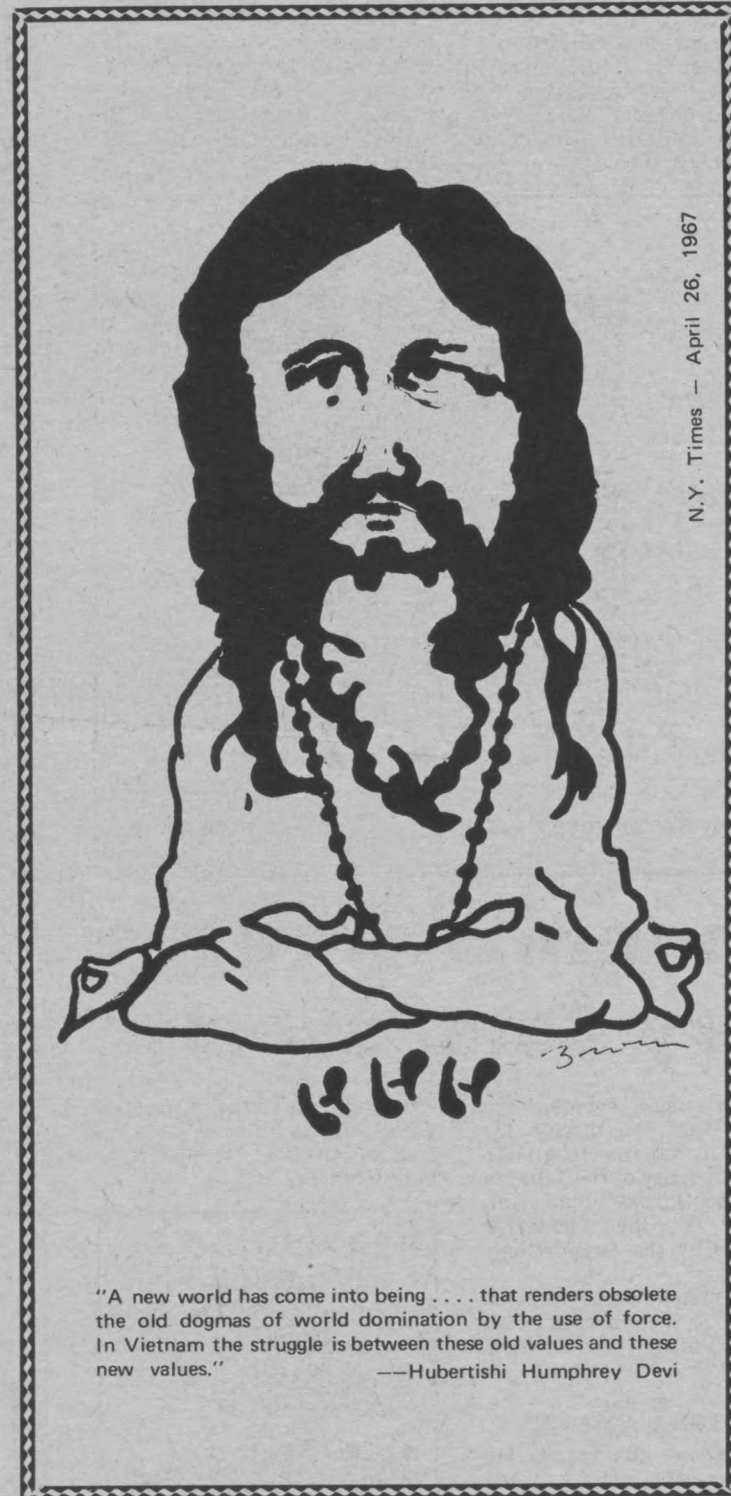
First, this is not a workshop or program which is designed to get SYMPATHY for the black man, pat someone on the back, help to clean a yard, nor is it directed at any other minority group. It is instead a program designed to do research and to take whatever steps that are deemed necessary in order to give the students, as concise as is possible, an understanding of all and any group and its social problems that have racial and ethnic overtones.

This is to include any of the basic divisions or groups of mankind, as distinguished by customs, characteristics, language, national origin and ancestry. It will also include problems caused by religious differences as well as ethos or ethnology.

The workshop will be operated informally (when possible) on an academic basis. All problems will be attacked using sociological methods involving students in hypothetical situations. The first open meeting will be today, at 7 p.m. in the Psychology Bldg., Rm. 1824. Seating is limited to 120 persons.

This program is a direct result of interested students, and members of the Legislative Council seeking knowledge of themselves and their relationship to society as students.

It is my hope that the workshop will help the students to interpret what is happening in our society and predict what could possibly happen both negatively and positively if some corrective actions aren't undertaken. The workshop intends to aid in whatever way possible



N.Y. Times - April 26, 1967

"A new world has come into being . . . that renders obsolete the old dogmas of world domination by the use of force. In Vietnam the struggle is between these old values and these new values."

—Hubertshi Humphrey Devi

toward finding solutions to problems, but doesn't claim to be able to answer or find answers to all your questions; however, it does intend to pull the camouflage off some very ugly pictures.

WILLIAM "JIM" JAMES

## Comics Can Be Harmful

To the Editor:

In the fifties, at the height of the Great Comic Book Menace when comics were inciting juvenile delinquency, crimes of violence, suicides, and causing mental, moral, and intellectual degeneracy in many youths, my father told me a story of several boys who, after stupefying their consciousnesses with comics about life on the sun, spent several hours staring at the sun and were blinded. I was happy

to find that he somehow managed to retain his reason.

In spite of the highly emotional and controversial nature of his topic, he warned me against staring at the sun, not comic books.

Official pronouncements, it seems, however, cannot match simple standards of reason.

"The boys lost their sight after reading the books together last week. The Minister of Truth commented that 'This case is further evidence of how disastrous the unanticipated results of this (reading comics) can be. Demonstration of what happened to them may keep other kids from it.' The Ministry of Truth is taking steps to have supplies of the books confiscated because of what Truth officials regard as a national problem among children."

SERGE MATLOVSKY  
Junior, Environmental Biology



## EL GAUCHO

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# Participation in 'What a Lovely War'

As co-director of "Oh What A Lovely War," Timothy Lyons described the basic function of "War's" set in reinforcing the several levels of meaning and effect in the production. "There are two levels operating in 'War': the emotional or sense level, and the intellectual or fact level. By underlining the disparities between these levels, we don't allow the audience to get stuck in one opinion."

Lyons explains that the set utilizes audio-visual devices as aids in establishing the various levels. A projection screen at the back of the arena stage pictures slides of action and articles associated with World War I. "The projections transcribe visually what the songs are saying emotionally." During the scenes, a BBC broadcaster is heard reporting the statistical facts of World War I. These statistics provide a factual contrast to the whimsi-

cal air portrayed in the musical numbers.

For example, at one point in the show a blind soldier is portrayed as being humorous within the context of the scene and the song. However, the visual association of the projections and the running statistics provide a sobering effect on the audience. This effect is intensified when the audience later sees how the soldier became blinded, a scene which isn't comical at all.

"The set also helps to create the informal atmosphere in the production, a blending of the show with the audience." In addition to the colorful stage floor, the four walls of the intimate theatre are utilized for balconies, adding to the variation of physical levels. The actors perform and mix with the audience in the lobby and the house, inviting audience participation.

"The game board on the stage floor, however, keeps drawing the focus back to originator Joan Littlewood's basic concept, that war is essentially a game. It is a tool that politicians and men-at-the-top use in playing with the populace as puppets." But Lyons emphasized that both he and co-director, Dr. William R. Reardon, have tried to add to this basic concept by adapting their own improvisations in the show, and by using the set to provide several alternative levels of meaning for the audience.

Props and costumes also reinforce the pierrot quality of the production, Lyons explains,

"They help to make a statement on an emotional, child-like level." The props are presentational in nature, mere cut-outs of their realistic equivalents. Some 250 props are used throughout the show.

Tickets for "Oh What A Lovely War," which will play Jan. 23-27 and Jan. 30 - Feb. 4 are available at the Arts and Lectures Box Office and at the door. For further information phone 968-3415. Two matinees will be performed on Jan. 28 and Feb. 4 to benefit the Mask and Scroll Scholarship Fund. Tickets for the matinees may be purchased at the Cashier's Office in the UCen.

## The Time Is Here Again-- RRR Cast Begins Grind

The 1968 Roadrunner Revue, which opens Jan. 31 to play four nights in Campbell Hall, has one of the largest, most talented casts of any campus revue to date.

The cast, as announced by directors Wayne Smith and Harold Brendle, includes Cy Godfrey, Kathleen Huber, Scott Humble, Bob Kovitz, Nita Norris, Carol Peterson, Sharon Rasmussen, Allison Russell, Jordan Stephens and John Walker in comedy leads.

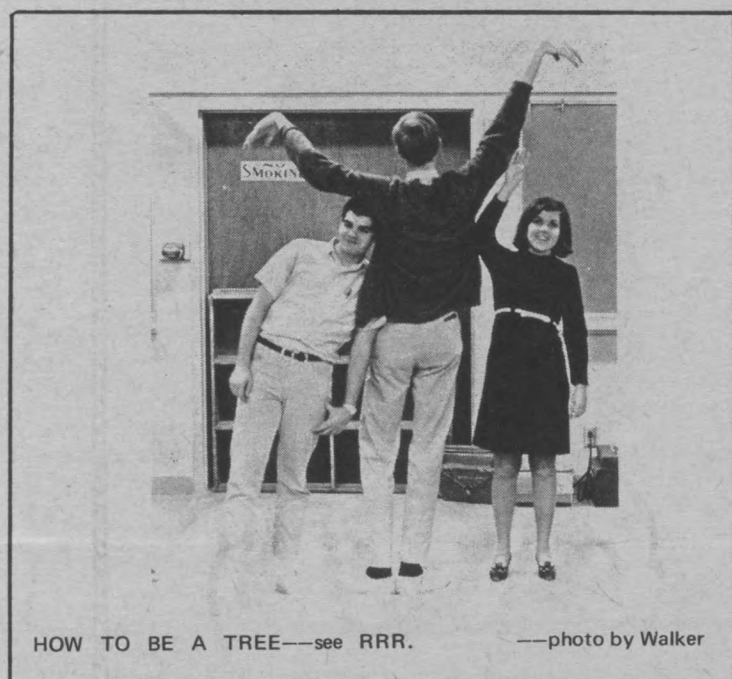
Featured singers and dancers include Mary Beth Abbey, Therese Bernal, Barbara Cornell, Craig Crawshaw, Barbara Cross, Pam Gonsalves, Danna Gunther, Barbara Hone, Cheryl Mayfield, Nancy Parle, Dennis Nasitka, Patty Pilgram, Tim Philabosian, Carolyn Rindone, Mike Sirota, Carol Smalenburg, Dianne Skillman, Kathy Stulla, William Wenger, Pat Pownall and Wana Dowell.

Other 1968 Roadrunners preparing material are Carmen Cannicott, Lynn Carpenter, Robert Fenelon, Ken Fess, Rod Fivelstad, Judy Fontana, Martin Harper, Dede Johnson, George Kieffer, Dave Livingston, Les Lizama, Pam Morgan, Kristy Moses, Clare Schulberg, and Phil Widener.

Dance sequences are being

devised by choreographer Susan Hughes and her assistant Darlene Howey. Production staff is headed by Tamara Compton, stage director, and Cynde Meyer, Dick Radosh, and Marty Sobelman, assistants to the producers.

Ticket sales began yesterday, and students are advised to buy their tickets early, as the Roadrunner Revue traditionally plays to sold-out houses.



HOW TO BE A TREE—see RRR.

—photo by Walker

## 'Phoenix' Causes Fiery Controversy

Monday night sabotage apparently was the motive for someone to set fire to all the posters in front of the Library which publicized the film, "Journey of the Phoenix," sponsored by the Peace Committee.

Peace members, arriving on the scene in the morning to set up tables, found the ashes and three singed tables.

### REASON UNKNOWN

Not knowing the reason for the destruction, one member of the Peace Committee said simply that the controversial element of the film being publicized might have incited someone against its showing.

"Journey of the Phoenix" describes the journey by boat of six Americans who carried medical supplies to victims of bombing raids in North Vietnam. It will be shown Thursday afternoon in the North Hall Lecture room at 4:00.

### DRATH TODAY

Before the film is today's lecture (4 p.m. in Campbell Hall) by "humanitarian" Philip Drath who was one of the six members on the Phoenix's trip to Hanoi.

Entitled, "Moral Choice in a Machiavellian Society," Drath's lecture will reflect his viewpoints which he acquired as a Quaker who has been deeply

involved in peace and civil rights efforts for over 30 years, and as a widely traveled college lecturer.

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BAD, AND THE UGLY

AND

ROD STEIGER

VIRNA LISI

THE GIRL AND THE  
GENERAL



# Cagers Roped By Mustangs But Look To TV Debut Sat.

By BERK LEIGH  
EG Sports Writer

It was a poor dress rehearsal Tuesday night when the Gauchos cagers were bounced by Cal Poly (SLO), 88-83, in the Mustang Gym, but Ralph Barkey's gang can be expected to apply the polish on Saturday when it makes its 1968 television debut against rugged Santa Clara at 1:45 in Robertson Gym.

All students are urged to be seated in the rooting section by 1:30 on Saturday, as Television Sports Inc., with Bud Foster and Ross Porter on the Channel 4 microphones, will be on hand to bring all the action to the California coast in living color.

"We are really expecting a fine turnout for our first TV game," said Barkey, "and this is a great opportunity for UCSB to expose the kind of image we all can be proud of. We were

disappointed with our game against Cal Poly, but I'm confident that we'll pull together and give Santa Clara a fine game."

The Gauchos slipped to 5-7 with the loss to Cal Poly in what ultimately resulted in one of UCSB's most frustrating defeats of the season.

The Gauchos were leading by as many as 13 points in the first half of play, but a Cal Poly hot streak in the second period whittled down the UCSB margin, and then the Mustangs put it on ice in the final minutes after capitalizing on their ball control game.

The Mustangs, paced by Mike LaRoche's 29 points, hit on 16 of 21 from the floor in the second half for an amazing 79 per cent, and Cal Poly also went to the free throw line 40 times as compared to only 18 trips by the Gauchos.

Forward Steve Rippe led UCSB with 20, while LeRoy Jackson hit for 14 and Bob Emery had 13 to account for the Gauchos' double figure winners.

UCSB, which is now 1-2 in league play, has two more non-conference games left on its schedule including USC at the Sports Arena on Jan. 27 and UC Irvine at home on Feb. 22.

## Late, Late, Late Results

We're sitting here with an amalgamation of last week-end's results sitting on our desk, so we thought we'd hit you with them all at once.

To begin with, the JV Rugby team clobbered San Fernando Valley State's JV, 11-0. It was the first JV Rugby game in UCSB history, and points were tallied by Phil Rightmer, Steve Boggs, and Bruce Smith.

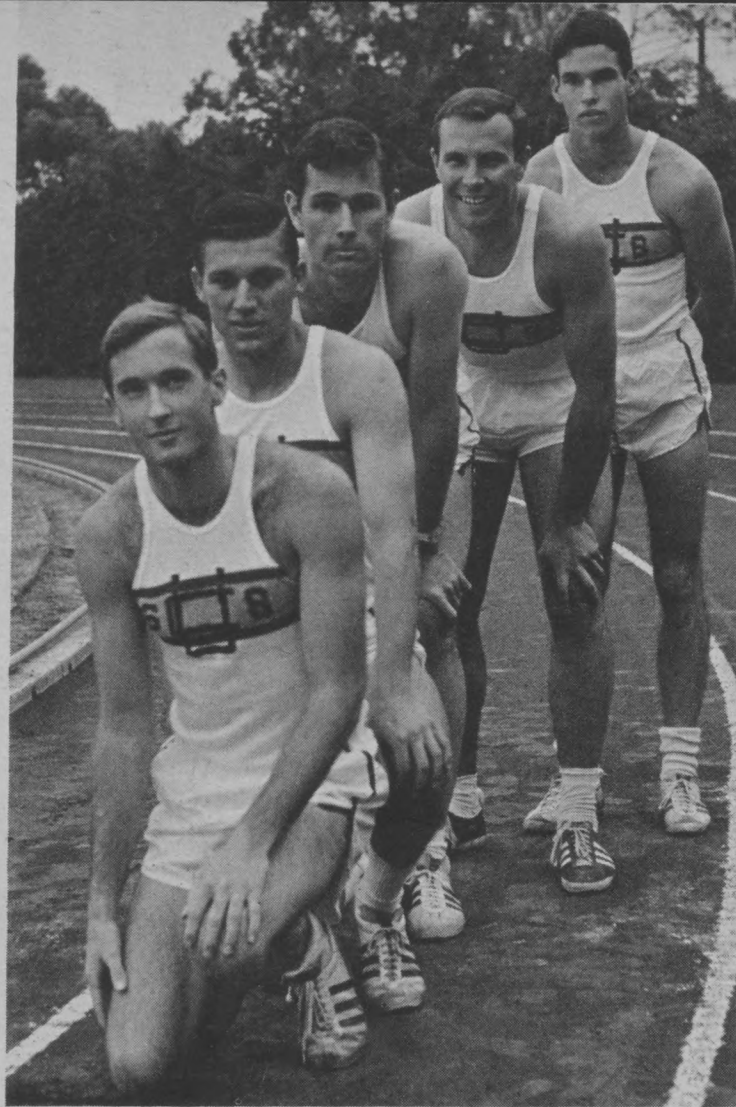
Wrestling activity saw the Gauchos edge past San Diego State, 15-12. As usual, Gary Bianchini won his weight division, and has now captured five wins in a row.

Other winners for the local grapplers were Rick Long, Bruce McCampbell, Bill Lennon, and Tim Yoshino.

Coach Zoltan von Somogi's fencing team has been very busy in its first year of three-weapon intercollegiate competition. So far they are 2-2.

Opening with a 10-17 loss to UCLA, the fencers came back to whip Irvine 18-9 and then defeated San Diego State 21-6 after losing to Riverside 11-16.

These of course are combined men's and women's scores. The men alone are 4-1 with a victory over Cal Poly (SLO) last quarter. The men are led by Dennis Fox, Gary Breschini, and Rob Renger, who was the 1967 Southern California novice champion.



FEARSOME FIVESOME--These five trackmen, (L to R) Bob Millar, Jay Elbel, Steve Wright, Dennis Chiniaeff, and Bill Millar, will comprise UCSB's mile relay team in Friday evening's ninth annual Los Angeles Invitational Indoor Track Meet at the Sports Arena. Coach Sam Adams has not announced the four-man team as of yet but it's interesting to note that all five are J.C. transfers, the Millar brothers and Elbel coming from San Diego Mesa, and Chiniaeff and Wright coming from Pierce. Janet Macfarlane, UCSB freshman is also entered in the women's 60 yard dash.



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**NAILING IT HOME**

**Games of the Week**

BY GOLDHAMMER

The Dream game of the current basketball season is coming up this Saturday with Houston and UCLA knocking heads in the Astrodome. The Cougars have a new center in 6-9 Ken Spain so that Elvin Hayes will not have to contend with big Lew.

With approximately 55,000 fans looking on in person and the game being telecast nationwide a lot of people will end up watching the game. It is fortunate that the Gauchos play in the afternoon, because this way they are insured of a full house for the TV game and don't have to contest UCLA for basketball fans in a contest that would be decided the minute the Bruins came over the video.

As for the game itself, it should be a lot closer than many people think. The Cougars have outstanding height with their shortest starter at 6-4. It is this writer's opinion that George Reynolds, who was MVP in California JC circles last year, will give Mike Warren all the trouble that he can handle.

The Gauchos will be putting on their pancake makeup for the first time in history as they will take on the Santa Clara Broncos in a game that will be broadcast over the television waves. Donn Bernstein is fretting because he doesn't believe that the gym will be full for the tilt. It is a great opportunity for all the students to wave to the camera and see a great ball game.

The Broncos, outside of UCLA, might be the best ball club on the coast. With super-sophs Dennis Awtrey and Ralph Ogden the Broncos are definitely the team to beat for the WCAC crown. The past weekend saw them down one of the contenders for the titles, Loyola. Their only loss in the league so far was to USF who along with Pacific occupy second place in the league behind San Jose.

The Spartans certainly appear to be the dark horse of the league. They were not highly thought of at the beginning of the year but with center Bob Scott and guard Tim Holman the Spartans currently occupy the head spot in the league.

The Gauchos will have an uphill climb ahead of them if they hope to finish in the money. Sporting a 1-2 record, the local crew could take a big step up if they can sneak past the Broncos. At this point in the race a league crown is not out of the question as most experts including myself think that a 11-3 and perhaps a 10-4 record could take it.

If Ralph Barkey's cagers can get consistent performances from the guard position the season might take a sharp up swing. The guards have hurt the Gauchos this year perhaps even more than the lack of height. Although the guards, Emery, Franklin, et. al. are good ball players their inconsistency has mistified Gaucho cage fans.



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# Campus Represents Troubled Cambodia During Model U.N.

By JEAN FISHER  
EG Reporter

Aspiring diplomats and future leaders of the world have the opportunity to practice their trade at the Model United Nations (MUN) meeting held this year from April 24-27 at the University of Arizona in Tucson.

MUN is made up of 110 universities and colleges from the far west who assume the positions of actual U.N. member nation delegations.

Representatives from the schools will vote and speak as official delegates of their assigned country. This year UCSB will represent Cambodia.

Chairman of the local campus group spear-heading MUN is Bob Welsh. Welsh, a transfer student, has attended the meeting for the past two years. He described the program as being "an educational opportunity to understand the policies of various countries and the art of diplomacy."

Welsh, recently appointed chairman, explained that the project is feeling a little pressure as plans for the convention should have begun at UCSB in November.

## Faculty Women Work For Scholarship Funds

What does the Professor's wife do while her husband's out doing his job? Does she sit home watching Jack LaLanne? Does she spend the day contemplating her recipe books? Does she mess around? All of the above? None?

Actually, the faculty wife at UCSB does not live as predictable a life as most. She is a member of an organization known as the Faculty Women's Club, which includes women professors, as well as wives of the men faculty.

Mrs. Chesley Mathews, president of the club, defined the group as "mainly a social group, which has gone towards raising money for scholarships."

The organization is built around an Executive Board which meets monthly, to plan upcoming events for the group to sponsor. These events are held for two main purposes. First, they are social affairs affording an opportunity to get together, swap stories, gossip, or just chatter.

Secondly, the activities are held to raise money for scholarships, which has grown to be the group's main function. Each year, the women give at least five \$150 scholarships to needy girls living in Santa Barbara, and to students wishing to attend UCSB.

"We meet once a month in one of the board members' homes, explained last year's president, Mrs. William Sayovitz. "We haven't been able to

have meetings this year for the whole club, because we have no suitable place to meet. We're hoping soon to have a Faculty Club meeting place."

Recent activities for the club included a Fall Tea, in October, for the purpose of honoring new members and a rummage sale, in hopes of raising money for their scholarships. "All our group's work is University oriented," added Mrs. Sayovitz.

Came November, and the women sponsored (and starred in) a fashion show, wherein they and several of the men faculty modeled the apparel.

December saw a Christmas tea. "Functions, such as these teas, usually receive about \$150 in contributions," stated Mrs. Sayovitz. "The members attend at their will and are welcome to bring guests, if they wish."

In order to become a member, at the beginning of every year, each woman must pay a \$3 dues fee. At this time, they are also able to sign up for the sections of their choice. These sections, which are basically interest groups, offer much variety, and include bridge sections, book sections, tennis or swimming sections, and many more.

"These sections were started as purely social get-togethers; a means to make and re-make friends," explained Mrs. Mathews.

One section, titled Adventures in Eating, has recently branched into four separate groups, of about 16 to 20 members in each. Four women (in each group) plan a dinner menu, often trying foreign and exotic dishes. They prepare the meal at one of the members' homes, and the members and their spouses join together for a delicious ensemble.

Besides, it beats watching Jack LaLanne.

A student is eligible to apply for the program which will be financed by Associated Students funds. Eleven students will be chosen as delegates through application and interview.

Serving with Welsh on the interviewing committee will be advisor to the group, Sam Babcock, and Maxwell Epstein, Dean of Foreign Students.

Scheduling is now set for interested students to get their applications today in the A.S. Office. Completed applications must be returned to the Office by next Wednesday with interviews beginning next week.

Welsh stressed the "ability to converse" as a criterion for those applying for the program. Background knowledge of the country they will represent is not a prerequisite for applicants.

Prior to the actual convention, each delegation draws up a resolution stating "their country's policy on certain issues they wish implemented in the U.N." elaborated Welsh. The resolution is considered in the appropriate committee at the convention and, if approved, sent to the General Assembly as it would be in a regular U.N. session.

Of the participating schools, delegations will come from Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, British Columbia, and Mexico.

MUN was born at Stanford in 1951 when it was sponsored by the Stanford International Board and the Collegiate Council for the U.N.

Each year the locale of the convention changes. Last year the site was Portland, Oregon and the year before in San Francisco.

Welsh stated that one of the challenging aspects of the meeting is to "take a point of view you may not hold to and learn how to defend it convincingly."

Each student delegate must assume his position based upon the actual policy of the country he is representing and not upon his personal attitude.

Further information on the program is available in the A.S. Office.

## ROOS/ATKINS

### January Clearance

# Sale!

## Sportshirts

### 2.99 to 9.95

Reg. \$5 to \$15! Loads of great button-downs with long or short sleeves. Stock up!

## Men's Sweaters

### 9.90 & 13.90

Reg. 14.95 to 22.95! Pullovers and cardigans, many styles. Sizes broken—so hurry!

## Men's Jackets

### 9.90 & 19.90

Reg. \$16 to \$30! Campus-right styles—all reduced to clear! Famous labels, terrific bargains!

## White Dress Shirts

### 3.99

#### 3/for 11.85

Our own "Mr. White" shirts in traditional button-down cotton oxford with button cuffs.

819 STATE STREET

## KCSB

Experience "Home Movies" every Wednesday and Thursday nights from 11:30 - 1:00. Soundtrack and visions courtesy of Joe Blake and KCSB - 24 hour radio.

### STUDENT-FACULTY SYMPOSIUM

Student-Faculty Symposia at the Circle Bar B Ranch are planned for Feb. 2-3 and Feb. 23-24. Transportation will be provided for those who need it. The symposia begin late Friday afternoon with dinner. 12 faculty members and 36 students spend the evening in informal discussions. The next morning after breakfast, seminars continue and a barbecue lunch concludes the symposia. Faculty members are invited as "people" not as Knowledge Spouters. Pick up and return your applications to the A.S. Office or the Library reference desk by tomorrow.

NAME (Please Print): \_\_\_\_\_ ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ CLASS \_\_\_\_\_

MAJOR \_\_\_\_\_ HAVE YOU APPLIED BEFORE? \_\_\_\_\_

NEED TRANSPORT? \_\_\_\_\_ PREFERRED DATE (Check One) Feb. 2-3 \_\_\_\_\_

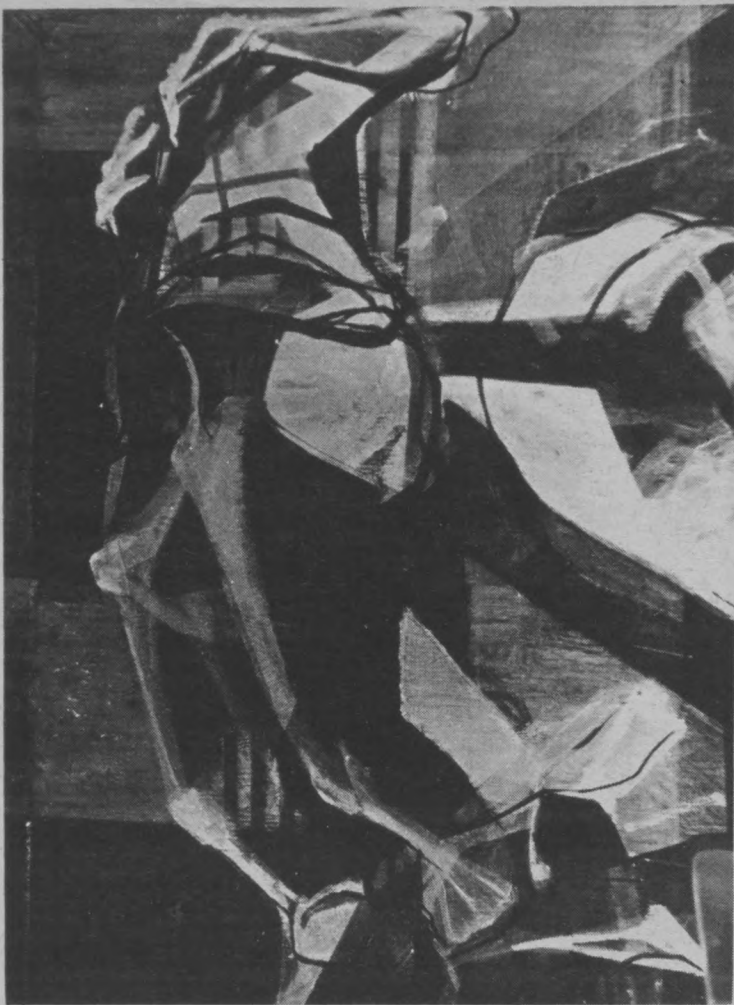
CAN YOU PROVIDE TRANSPORT? \_\_\_\_\_ Feb. 23-24 \_\_\_\_\_ Either \_\_\_\_\_

Bob Dylan has said, "The times they are a-changing"—But are they? Comment. \_\_\_\_\_

Jean-Paul Sartre has said in his play "No Exit" that "Hell is other people." Do you agree? \_\_\_\_\_

Applications are due in the A.S. office (UCen 3177) or at the ref. desk in the Library before Jan. 19.





STUDIES OF CREATIVITY

## Smith on State Spending: Sees No Large Increase

SACRAMENTO (AP) -- The Reagan administration told Democratic legislators yesterday to abandon any hope that state spending in the coming year can be boosted substantially above the current economy level.

State Finance Director Gordon P. Smith held special, separate briefings for Republican legislators and newsmen to explain the state's current fiscal picture. He said the aim was to head off in advance any idea that last year's \$1 billion tax raise will produce enough money to allow spending above the normal increases accounted for by population growth.

Smith also took the occasion to deny, in response to a reporter's question, rumors he may quit or be fired. Democratic State Chairman Charles War-

## IV Arbitrators Extend Services

Have you had your door kicked in lately? Are you having trouble with your roommates? If you live in Isla Vista, you can bring your headaches to Independent Judicial Council.

Established two years ago when the present Associated Students Constitution was approved, Independent Judicial serves as an educational and disciplinary body for non-affiliated students. A buffer between the student and the administration, "Independent Judicial," Chairman Susan Basham states, "arrives at its decision with complete fairness to all sides."

Besides hearing the cases of students vs. the administration, the Council will arbitrate in problems between roommates, neighbors, realtor and tenant.

Unlike other campus constituencies, Independents have neither legislature nor judiciary. Independent Judicial partially fills that gap.

Problems may be brought to Independent Judicial by filling out the short form in the Associated Students Office on the third floor of the UCen or the Dean of Students Office on the third floor of the Admin Bldg.

ren, a Los Angeles assemblyman, predicted last week that Reagan would fire Smith as a scapegoat for what Democrats view as bungling of the state's finances.

Smith declared there is absolutely "no validity" to such stories.

Then he went on to say that the Republican governor's second budget will be sent to the legislature on Feb. 6, and will not take the big jump it regularly did in the days of former Democratic Gov. Edmund G. Brown, when new programs were usually introduced and current ones expanded.

The budget for the fiscal year ending June 30 is \$5.07 billion. Reagan and Smith have said the new one will have an increase of seven or eight percent to handle population growth, which would put it at about \$5.5 billion.

Smith's words added emphasis to the opinion of observers that officials of the state colleges and University of California who expect to recoup from last year's stringent economies imposed by Reagan face disappointment.

The University has asked for \$311 million, compared to the \$243 million it got for the current fiscal year. State colleges want \$243 million, up from the present \$187 million.

## SAC...

(Continued from p. 1) finition of the program is definitely needed by the students.

All of these recommendations are undergoing revision during the next week but the substance should remain primarily as it has been presented here.

The impact of these issues on the students will not be realized, of course, until they become facts within the system. Student Affairs Committee, a small group operating largely behind the scenes, has ended the first quarter with an enormous accomplishment. Chairman Weintraub and the rest of the committee now have the task of making sure that these recommendations reach fruition.

## Creative Studies ...

(Continued from p. 1) College. A student rarely hears of or sees the other members of the College. The 50-odd artists, musicians, poets, and scientists that make up the rest of the school are strangers to him.

In a period when the arts are developing greater affinities than ever before, it is tragic that a school based upon the creative arts should be lacking in such an area. One of the tremendous assets of the College could be the interaction of the artists in all the various fields.

None of the problems are so

crucial that the College may be deemed a failure. It has been operating only one quarter, and already early in the second quarter there are signs that many of the problems, if not being solved, are being recognized.

The College of Creative Studies has offered, in other words, more hope than anything else. But it is a hope that should be of vital interest to students in all academic areas.

# KCSB

### ANNOUNCEMENTS — 1

A new SPRING SING group is being organized this week. If you like to sing, meet people and have good times contact Sharon at 968-0438.

Help crew get UCSB a new shell! Send Blue Chip stamps to Rec. Office in the Old SU.

100% HUMAN HAIR WIGS & FALLS 50% off retail! EYELASHES -2.50 Mitch - 968-1756.

ARABIAN NIGHTS IS COMING!

Sail 30' boat to Catalina Mar 18-24. Lounge, sail, SCUBA, argue, drink-6-day. Drop by 6757 Trigo B between 5&7 p.m.

Campus Pocket billiards tournament. Men and women, Saturday, Jan. 20, 9 a.m. - UCen Billiard rm. Winners will represent UCSB at the ACU Games at U.C. Davis.

UCSB's Powerhouse of Sound: THE SOUL PURPOSE; now accepting bookings for Feb & Mar Agent Mike Conte 968-6155 or 968-6201; 968-4035.

Gaucha Christian Fellowship-Fellowship meeting Jan 20 950 Camino del Rio transp call 968-5182 or 968-3294.

Fashion Time Every Mon-Fri 411 7:00 PM 910 Embarcadero del Norte, IV.

Come to THE HANGOUT Jan 17-20. Featuring TURQUOISE (formerly Kaptain Speed) 1 block from Twin Screen Drive-in 795 So Kellogg.

### APARTMENTS TO SHARE — 2

Girl to share spacious apt; own room & bath; heated pool; graduate or UD preferred 968-4023.

Need congenial girl to sublet cozy 2-man apt. near campus \$55 968-9774.

Girl for 4-man on del Playa - 3rd Quarter - own room - 968-0207.

Need 2 girls to sublet 4-girl Chalet apt. 57/mo Pool 968-4449 immediately.

New 2 man apt to share. Close, available immediately 968-4924.

Will Pay YOU 1 month rent to take over my lease. Must sublet Sp. Quarter. Call Ann 968-6825.

Need 3rd man for 2 bedroom apt., 968-7456.

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66 GM Opel Kadett, red, sp cpe, super engine, 14000 mi. under warranty 964-1587.

1955 Chevy 327-365hp Hurst Corvette 3-spd \$700 or offer 968-4473.

Meyers Manx Dune Buggy-1500s. Many extras--969-5397 or 3118.

64 CORVAIR \$750 or best offer, Xint mechanical, automatic 964-4138.

\*62 Fairlane 4 dr sedan V8 Call after 6 PM 968-7036.

60 MGA Roadster Good Cond \$550 Must sell 968-4375.

\*67 Chev-New Battery, good tires \$125 or make offer; \*68 Chev 2 dr H-Top; \*62 Motor-new brakes, good tires-Turboglide \$300 or best offer-968-3333; 967-8806.

63 VW Good Condition, \*68 License, Good Tires, Must Sell. Ph. 968-7054.

\*58 Morris Minor-radio, htr, runs well. 175/offer 6520 Cervantes #8.

### FOR RENT — 5

Need 1 girl to sublet 3-girl apt., thru June, discount, 968-6434

3 bdrm house, San Marcos Trout Club \$150 less time charged for housework & baby sitting 967-4439.

Sublet 4 man apt. 775 Camino del Sur A-7, 968-2861 Evenings \$142 for two.

TWO bdrms, carpets, drapes, refrigerator, stove, carport, Adults, no pets, \$125. Available Feb. 1, 828 Embarcadero del Mar, IV, 968-3747.

Rm for UC man \$65 furn. 962-8572 before 10 or after 4.

### FOR SALE — 6

Guitar, elec. exc. cond. very fast neck. Great tone, 3 PU Cost \$300 Sac. \$175 off. W/case, 968-0349 Greg.

10 Spd Clubman bike excel cond \$40 or best offer. Tom. 8-0457.

Fender stratocaster guitar 150 or best offer Curt 968-0607.

\*9' 10" by 22" Harbour excellent condition, versatile \$60 Juan, 968-3434

\*98" Jacobs surfboard also rack. Must sell, \$50, 965-1956.

DRUMS, complete set, nearly new. \$150 967-8770.

1 slightly used red hot vending machine. See to appreciate. \$7, Mike 968-5336.

Hansen 10'4" Good cond. Thinrails. \$50 Must Sell Immed. 968-7749.

Hansen surfboard Doyle Pointed Tail 10' \$85 968-0529.

Head Standard Skis, LA Dolomite boots size 10 1/2 Good Condition Best Offer 968-5869.

Surfboard 9'2" Ole Ex cond 968-7378 make offer.

Man 3 sp, Lights, Generator \$18.60; Light-wt coasterbrake, also girls \$12.50; Antique cone chair \$6.50; 965-9579.

### FOUND — 7

Found German shep. type dog. Had pups recently. Call Jan 968-6648.

### HOUSE FOR RENT

4 bdrm, 2bath House for girl students near Disco, carpets, drapes, \$230, 963-1224 aft. 6.

### LOST — 10

Lost 6 mos. old female kitten blk-wh-br. Vicinity of Emb. del Mar & Segovia. Call 968-6575. \$10 Reward.

Black rimmed glasses on outside basketball court Please call 968-0086.

Lost "Sam" Fem Brown-black shep-collie. Call Old Rec office 8-5628.

Brown glasses-1/6/68-lost in IV-Del Playa: Call 968-0035.

Part Husky white red collar ans to Foxy Call 968-6008.

Lost wallet somewhere between library & UCen Jan 7 (Sunday) Need ID Call 968-5834 Reward.

Reward-gold timex elec watch Please return-Johnny-Campus Cue 8-3333.

### MOTORCYCLES — 11

63 Triumph 650cc Boneville completely rebuilt Excellent condition \$750. Call 968-7473 or 963-5439.

63 Honda 50 Good Condition, \$100 or best offer. 968-0233.

Hodaka ace 90, many extras, for dirt, new .080 over Wiseco Piston, special suspension, etc. \$295, 964-4977.

1965 SUPER HAWK 305 Rebuilt \$350, windshield gears, pipes, 968-6322.

65 BSA Cyclone 500cc Twin Scram-

bler with Equip. Want small Two-stroke plus \$500, 968-1511 Ext. 747.

66 Honda S90 Perfect \$285; 64 Ducati 125 new rings \$175; Reg. pd. 963-6584 968-7203.

Going overseas must sell '67 Honda 305 Scramble Flander Handles TT pipes \$600 966-0731.

### PERSONALS — 12

Students, Faculty and Staff! Save \$1 low by obtaining your LET'S DINE OUT remit envelope at the AS cashier's in the University Center. Eat at 35 restaurants for 1/2 price plus 50 bonuses for your holiday or vacation pleasures. This is our 5th year here with the plan--good till Dec. 15, 1968.

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5-4-\$1.00 BURGERS- THE CORNER

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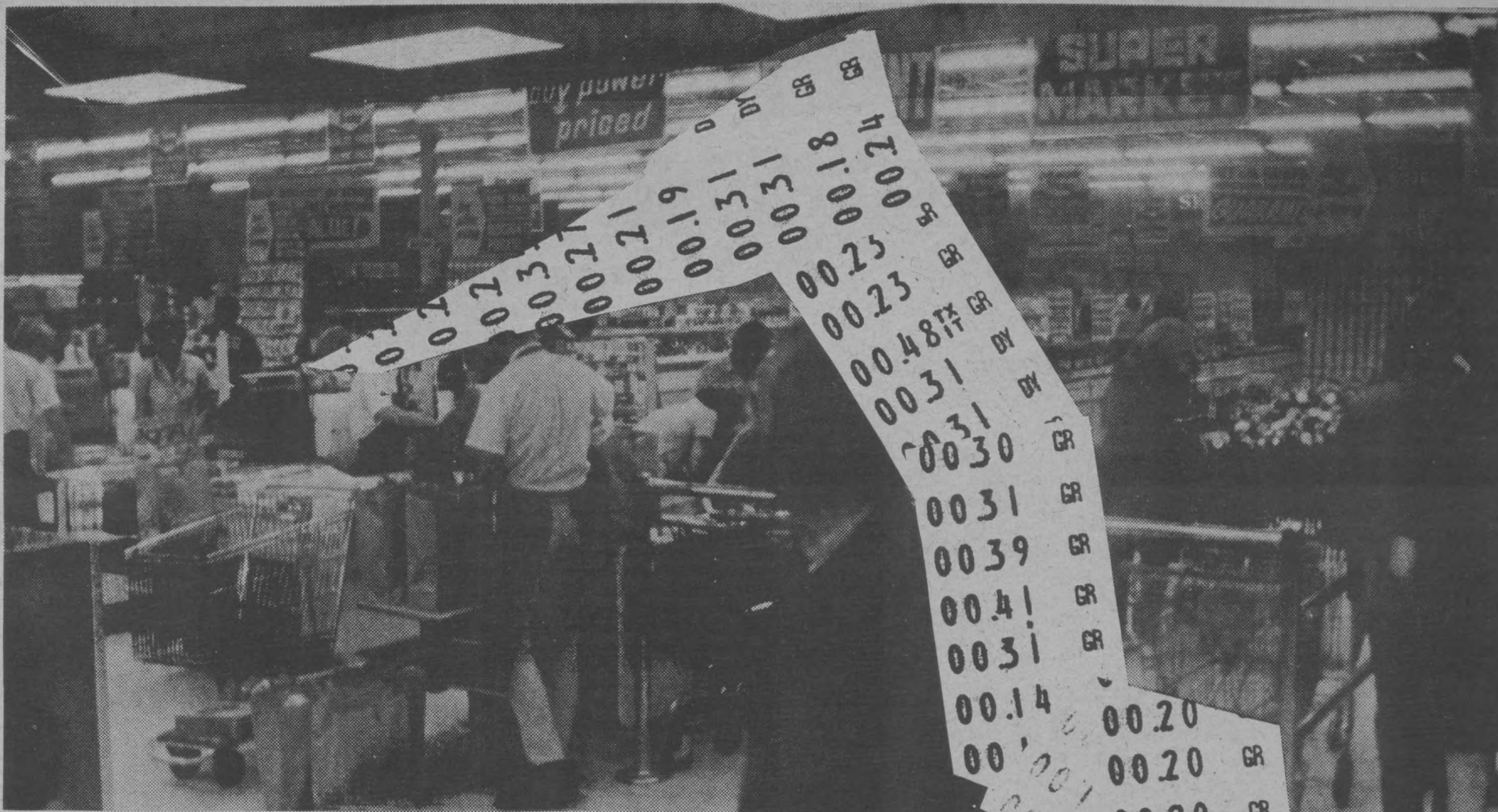
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# EG SPECIAL REPORT

Vol. 48 — No. 62

Santa Barbara, California

Thursday, January 18, 1968

Page 9





# \$50,000 Spent on Groceries By SB Students Each Week

UCSB students who live in their own apartments buy almost \$50,000 worth of groceries every week. Surprised? Most people are.

Of the 12,000 men and women attending UCSB, some 6,200 live in "unsupervised housing," where they must buy food to cook for themselves. It is estimated by the campus Housing Office that each of these 6,200 spends an average of \$7 to \$10 on foodstuffs weekly.

For the convenience of this formidable consuming block, EL GAUCHO has made a comparative survey of food prices at seven grocery stores in and around Isla Vista. This study was made with the assumption that students, like most consumers, shop mainly for price, and that they like brand names.

Stores surveyed in Isla Vista were the Isla Vista Market, and the Village Store, both located on Embarcadero Del Mar. Goleta stores surveyed were Disco Fair, on Hollister at Storke Rd., Crown, at 500 Fairview, Food Fair, at 420 Fairview, Safeway, at the Fairview shopping center, and Jordano's on Cliff Drive.

This is how it looks: if you went shopping on January 6, and bought the 22 items listed on the chart, you would have saved most by shopping at Crown. If you had shopped at the Village store, you would have paid over \$1.50 more than at Crown. (But, as most pedestrian students pointed out to us, at the Village Store you'd be shopping only a couple of blocks away from home. Or, in other words, is the \$1.50 'saved' at Crown worth a 2-mile walk with 15 lbs. of groceries?)

The happy medium between Crown and the Village Store, in terms of economy and convenience, seems to be Disco, which came out only 9 cents above Crown. Probably because Disco is relatively inexpensive, and relatively close, it is the most popular store in the area. The store's manager boasts that 30 per cent of his clientele are UCSB students. And well over 50 per cent of the students that EL GAUCHO called in a preliminary poll said they preferred Disco.

Despite Disco's popularity, however, other more expensive stores such as Jordano's, Safeway, Isla Vista Market, and Food Fair do a considerable amount of business with students.

Reason for this? Managers of these stores explain that though their prices may be a slight bit higher than the discount stores, they do provide service, with a capital "S"—from check cashing, to

carrying out groceries to your car, to having Muzak piped into your ears.

UCSB students contacted in the phone poll who shopped at these more expensive stores said they "like the service." One girl told EL GAUCHO that she preferred Food Fair because "it's clean, roomy, and has a more pleasant atmosphere to shop in". Another shopped exclusively at Safeway because, "the food there isn't that much more expensive, and it's of better quality".

In sum, it's all up to you: if you're the athletic type (or the sexy type who can thumb a ride), and if you're on a limited budget, you'd probably prefer Crown or Disco. If you don't want to go through the hassle of finding a way to get to the Goleta stores, and don't mind paying a little more, the best bet is to stay close to home, at I.V. Market or the Village Store. Or, if you have wheels and like Musak and foods - for - the - higher - income, you can go to Jordano's, Safeway, or Food Fair.

## What's it All About?

EL GAUCHO's Hamburger Fat Expose, the Health Center probe, and other issues that we have covered in depth sparked the idea that extensive analysis of certain issues of student interest and importance should be made once a week, and set aside from the regular news pages.

Thus, a Market Price Comparison survey. EG Feature Editor, and Staff Writer Becca Wilson, with the aid of Tom White, Michele Willens, and Marcia Miller, have prepared the first of these reports, which will henceforth appear each Thursday until June. Photos for this week's report were by John Walker.

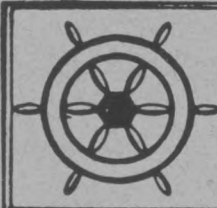
We have plenty of ideas for topics we'd like to see discussed, but if you have any, please come into the EG office and talk to Nina Pinsky.



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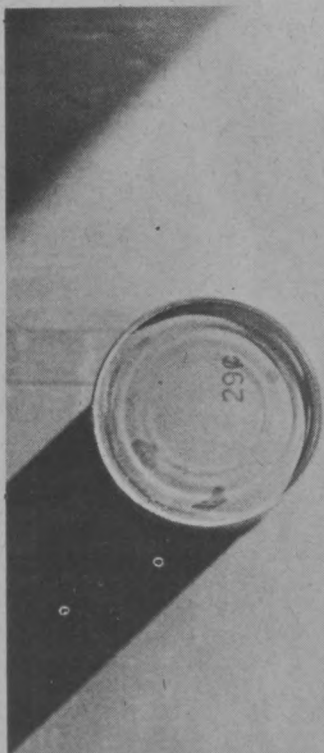


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## Did You Know?

Here are some interesting little tidbits we learned while making our survey:

● Ground round is not always made of ground round steak, but is often made of 60% ground chuck and the rest fat and ground round.

● Springfield, Magic Chef and other such store specialty brands consist of surplus produce from such prestigious names as Del Monte, S&W, Green Giant, and on and on.

● When an item is on special, the grocer most likely bought it at a lower than normal cost price and is making the exact same profit.

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# Is Buying Cheap More Desirable than Service?

Where to do your shopping is often-times a big question when you have to choose between low-priced food or services rendered. While students ponder over this, grocers are pondering and worrying about breaking even and usually about making a decent enough profit to feed themselves.

In interviews with the managers and owners of seven of the five surveyed in today's paper, three categories of markets were distinctly evident: in-

dependent, discount, and chain markets.

**INDEPENDENT MKTS.**

Included in the independent markets are Isla Vista Market and the Village Store. Owners of the Village Store declined to make any comments.

Verne Johnson, owner of the Isla Vista Market, was quick to answer our basically uninformed questions about the operation of grocery stores. "The loss leader is a big drawing

card," stated Johnson. "These are items that are sold at or below cost. The grocer will pick a few popular items and sell them at a loss because he knows he will make it up in other items," continued Johnson.

Isla Vista Market does not incorporate this theory wholeheartedly, because as the owner stated, "We don't like to give away something and get it back on other items. We sell at a general mark-up, trying not

to stomp on some and sell others for less."

Among the loss leaders found in most markets are mayonnaise, detergent, coffee, sugar, and other major house-hold items.

In discussing the general operating procedures of the I.V. Market, both Johnson and his manager Richard Mattos explained that general pricing of items follows a black book on pricing that includes major chain prices for all commodities that can be purchased in a supermarket.

I.V. Market generally marks up between 15-22 percent, but tries to maintain an over-all 20 per cent mark-up. "If our mark-up were 15 per cent, we'd be driven out of business," they concurred.

Normal operating overhead costs I.V. Market about 16 per cent above the cost of food. "Everyone's entitled to a fair profit," remarked Johnson.

Isla Vista Market is trying to shed its image of the store you run to in between big shopping days when out of some product. It carries a fairly complete inventory for its size, and prides itself in the services rendered.

Aside from a free delivery service, IV Market offers house charge accounts, check cashing, and no long waiting in lines. "If there are more than three people standing in line, we open another check stand," commented Johnson.

"We're a small business and don't try to pretend to be big," (Continued on p. 12, col. 1)

	FOOD FAIR	DISCO FAIR	CROWN	SAFE WAY	JOR- DANO'S	I.V. MKT.	VILL. STORE
Ground Round (per lb.)	.79	.75	.73	.89	.79	.79	.79
Bird's Eye Peas	.23	.19	.20	.20	.20	.20	.20
Minute Maid Orange Juice	.23	.22	.22	.23	.25	.25	.23
Pepsi 6 Pack (12 oz.)	.65	.61	.61	.65	.65	.75	.89
Crisco Oil (1½ pts.)	.49	.47	.51	.47	.53	.52	.51
Best Foods Mayonnaise (1 pt.)	.41	.38	.38	.39	.39	.41	.59
Heinz Ketchup (14 oz.)	.25	.24	.24	.24	.25	.27	.25
Campbell's Tomato Soup	.13	.12	.12	.12	.13	.14	.15
Oscar Mayer Bologna (½ lb.)	.49	.45	.49	.49	.49	.49	.51
Nabisco Saltines (1 lb.)	.35	.31	.33	.33	.37	.37	.33
Oreo Cookies (11 oz.)	.41	.38	.39	.41	.41	.41	.41
Kelloggs Corn Flakes (12 oz.)	.31	.29	.29	.29	.33	.33	.33
Hills Bros. Coffee (Reg. Grind, 1 lb.)	.69	.69	.67	.69	.69	.79	.79
Farmer John Bacon (1 lb.)	.69	.79	.59	.59	.69	.75	.75
Skippy Peanut Butter (1 lb. 2 oz.)	.63	.58	.58	.59	.63	.67	.63
Large AA Eggs (1 doz.)	.45	.45	.41	.39	.49	.49	.49
C&H Gran. Sugar (5 lb.)	.60	.59	.59	.59	.49	.61	.60
Kleenex Tissues (200 count)	.29	.25	.25	.27	.27	.27	.29
Zee Towels (180 count)	.31	.25	.31	.31	.31	.28	.35
Dial Soap (Reg.)	.16	.14	.15	.15	.17	.17	.15
Winston Cigs. (Carton)	2.99	2.99	2.99	2.99	3.09	3.29	3.28
Van Camps Pork & Beans (1 lb.)	.18	.15	.15	.15	.16	.17	.17
TOTALS	11.73	11.29	11.20	11.43	11.78	12.42	12.69

THE FIGURES in the chart to the left were taken on Jan. 6, and do not necessarily report the accurate standard price, because of sales or specials. Only brand names were used because we wanted to compare items that all stores carry and see how prices differed. 45 items were originally surveyed, but here we show only 22 items that all stores carried.



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## LITTLE MAN ON CAMPUS courtesy CAMPUS BOOKSTORE

in the UNIVERSITY CENTER

"If you guys are going to complain about the food every day why don't you eat some place else?"



# Is Super Market Buying Any Better than Discount?

(Continued from p. 11)  
he added. "Our prices are no higher than elsewhere."

## DISCOUNT MARKETS

Both Crown and Disco operate on low overheads and give little service, according to Crown market manager Darrell Myers and Disco market manager Don Hayes.

Hayes contends, "We don't like to broadcast it (less service), but that's the only way we can sell at low prices. All companies want a certain profit, and we cut corners for ours."

Disco's market carries only 75 per cent of the top moving items "because we take 75 per cent of the top movers, thereby cutting one corner. We always know the items in stock will sell."

Although Crown and Disco do not carry full inventories, they carry enough to satisfy the normal needs of families. Myers stated that if there is enough request for a specific item, he will stock it.

Rent is a major overhead expense, but not for Disco or Crown. Disco pays one-half of one per cent in rent because of the market's location and because the market is a drawing card to potential customers. Such is the same at Crown.

Although carry-out service is boasted by all major chains, Crown does not employ such tactics. Cutting corners is Myer's reasoning behind this. However, if a customer requests carryout service, box boys comply.

Disco has an overhead conveyor belt to carry out groceries that was installed by the owner. His philosophy is that with no groceries to carry, the customer will be more prone to browse through the store and buy some forgotten item that would otherwise have gone unpurchased.

Low prices call for high volume trading, and that's exactly how Crown and Disco, aside from low overhead, make their profits. Whereas the aver-

age shopper at Isla Vista Market leaves with a \$1.20 purchase, the average shopper in a larger market leaves with a purchase of at least \$9.

## CHAIN MARKETS

Safeway, Food Fair, and Jordano's fall into this category, and all three are relatively high-priced in comparison to the discount stores. However, only Food Fair considers itself a higher-priced store. "We cater to the -- uh -- pardon-the-

expression -- high - income brackets," claims Gene Scarcliff, Food Fair's manager.

In contrast, Safeway's manager, Charles Rose, says that low prices are maintained throughout his store. When EL GAUCHO pointed out that Safeway's meat prices are higher than any of the other stores visited, Rose replied that Safeway would "rather be out of an item than carry an inferior one."

He explained that his store

takes pride, above all, in its produce: "we turn away 10 truckloads of unacceptable produce a day."

Safeway does not "rely heavily" on loss leaders, according to Rose. "Low prices are in effect every day," he adds. But Safeway retains an overall mark-up of 18 per cent.

In addition to pride in its produce, Safeway also boasts the services that discount stores do not have. For example, it has a "money-back guarantee" on all items, gives stamps, and is open on holidays.

Food Fair, the self-named higher-priced store, actually is not considerably more expensive than Safeway (2 per cent, according to our chart). However, the manager seems to want to portray Food Fair's image as a high-quality, high-priced store.

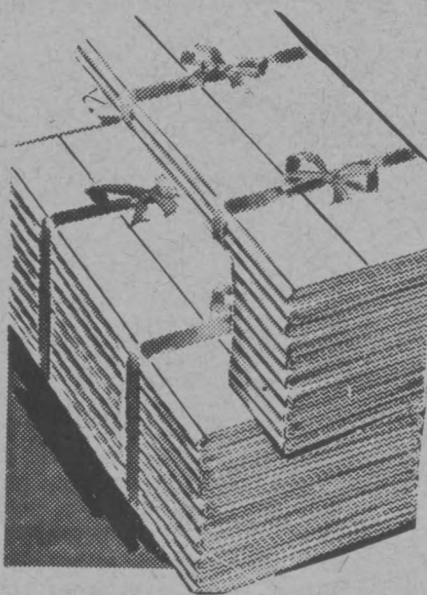
He pointed out to us that people "drive all the way from Montecito to shop here." And, one such higher-priced feature of Food Fair, one that no other store in the survey had, is a full aisle of gourmet-type "specialty" foods such as caviar and pate de foie gras. Five per cent of Food Fair's business, nonetheless, comes from students, according to the manager.

Scarcliff explains that his prices are higher because the store "carries a larger variety of items, offers trading stamps, and spends more time preparing produce. He points out that "the price of food must also compensate for high payroll and rent."

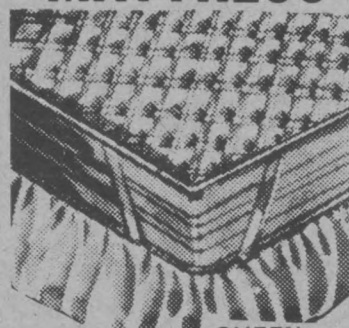


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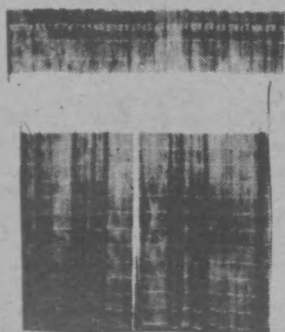
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