

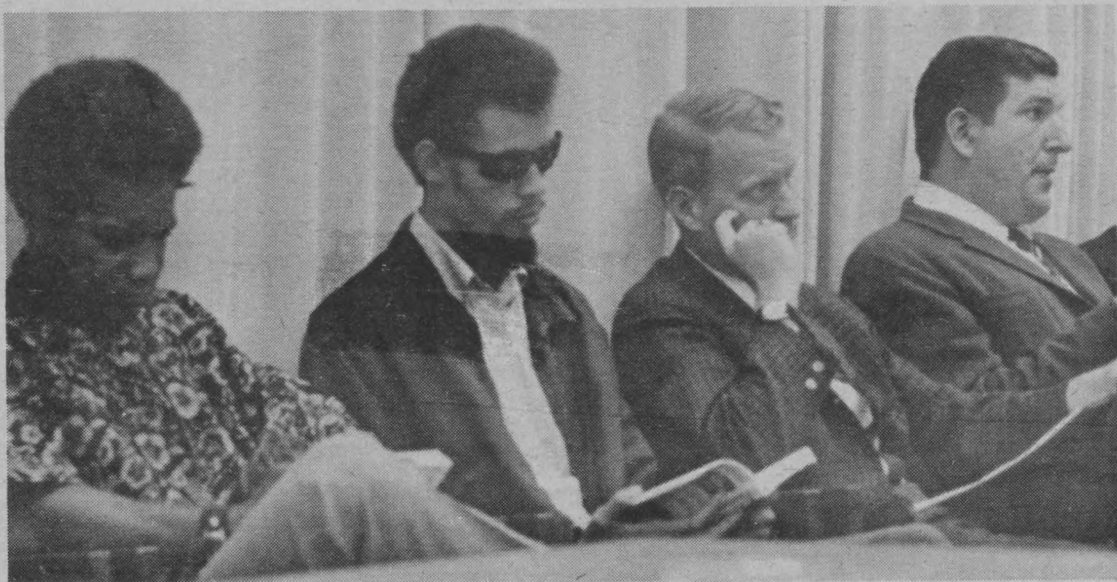


EL GAUCHO

Vol. 49 — No. 12

Santa Barbara, California

Thursday, October 3, 1968



VARIED RESPONSES are shown by (from right) Donn Bernstein, Sports Information Director, Carey Peyton, Assistant Dean of Students, Booker Banks and John Barnes, members of the BSU at yesterday's IAC meeting. —photo by Steve Riede

Communication or Revolution Only Alternatives Left--Bryant

By DENISE KESSLER
EG Reporter

"We've got to break down the wall of racism between blacks and whites so that we can start communicating with each other . . . or else there will be a violent revolution..." Such is the warning of Lefty Bryant, a leading figure working for the betterment of the black community in Santa Barbara. A great deal of the racial tension in the U.S. today can be attributed to the fact that blacks have been rapidly losing faith in the established means of ac-

chieving social equality. They feel that many so-called "civil rights" organizations and volunteer groups are relatively impotent in bringing about the social changes which they so often speak about. In many cases this assumption seems to be valid, and there are various reasons for it.

For example, one of the major faults of government agencies, as well as other bureaucratic organizations such as the National Association for the Advancement of Colored People (NAACP), is that the officials who plan the actual civil rights programs are often far removed from the situation. Their projects are initiated at a national headquarters where upper class authorities decide on the policies to be carried out in some of the poorest areas across the nation.

Then, since it takes so long for the plans to filter down through the organization, the programs are often further removed by great lapses of time. As a result of all these factors, the help which the blacks get is often inadequate, inappropriate, or out-of-date.

Another problem which often presents itself, when Negroes are working within the "establishment," is that the real leadership is done by the whites. These white leaders often come in and take over the operation of projects while black workers are left powerless.

Furthermore, the white volunteers sometimes give the impression that they are not sincere in their efforts to help the blacks. They seem to be working merely to satisfy their own needs, or for their personal self-aggrandizement.

Even when blacks are allowed into a higher level of an organization, they too become far removed from the problems of the poorer "brothers." Bureaucracies tend to have the reputation for cooling off potential black leaders through coercion, use of authority, or more subtly with manipulation.

Martin Luther King realized how this process works. He explained, "The White Establishment is skilled in flattering and cultivating emerging leaders. It presses its own image on them and finally, from imitation of manners, dress and style of living, a deeper strain of corruption develops . . . he changes from the representative of the Negro to the white man, into the white man's representative to the Negro."

For these and other reasons, most black leaders today advocate working outside of the Establishment. They feel that few whites are ready to use any means necessary to change the racial situation in the U.S. and they criticize the whites for their reservations. As Bryant explains, "We're going to have to break laws in order to change anything."

However, when asked to elaborate on any of his definite plans of action "to get anything done," Bryant declined. He is not working with any specific organization, such as the more militant Black Student Union (BSU), but he has his own following of people who are interested in closing the communication gap between the races.

Bryant not only goes on

speaking tours within the white community, but also works with groups such as the Bellamy Society, which he feels are making a sincere effort to help.

Some of Bryant's other plans include opening a community sweet shop and a record store in Santa Barbara for the black community. By developing their culture, which unites all blacks, he feels they can build their strength and add purpose to their struggle for recognition within American society.

Student Union Aims at IV Housing, County Services, ROTC--Gregory

By RUTH BRINTON
EG Reporter

With a call to "make something out of our home," Jim Gregory opened an organizational meeting of the Student Union (SU) Tuesday night.

Explaining the concept behind the title of Student Union, Gregory stated, "Students' because we are students. This is our group, our unity. There are some adults who are working on our side for a change and that's great, but I think it's time to turn to ourselves for a change."

Citing housing in I.V. and the University ROTC program as two major concerns of the fledgling organization, Gregory also explained that since I.V. is not incorporated, it falls under the auspices of the Santa Barbara County government. "Santa Barbara County provides no services to Isla Vista. They don't send street-cleaners; they don't send mosquito-control trucks. All they send is cops.

"We're completely dislocated from the rest of the county, geographically and emotionally. We're a different situation altogether. So we'll have to do it ourselves. The only thing that stands in our way is US. Face

Black Athletes Walk Out of IAC Meeting

By RICK ROTH
EG City Editor

Black students yesterday walked out of an Intercollegiate Athletic Commission (IAC) meeting designed to air their grievances over alleged discriminatory practices in UCSB's athletic department.

After much deliberation concerning procedures and testimony, the Commission voted to hold their initial hearings on the subject of the Black grievances next Monday night at 7 p.m. in the UCen program lounge.

Maurice Rainey, spokesman for the BSU, explained that, "There was no need in us being there, we want direct action." Expanding on the walkout, Leg Council member Tom Crenshaw emphasized that "they were refusing to deal with the issue and were minimizing it and clouding it over."

Vice Chancellor Stephen Goodspeed was visibly disturbed over the walkout and repeatedly stated that he wished "they had at least had a representative present."

Earlier, Goodspeed had told the meeting, "I want to impress it on everyone here that there are very serious charges and demand very serious consideration. My professional integrity is impuned as is that of the coaching staff, the medical center, the Chancellor and the entire administration."

Goodspeed began the meeting by tracing the issue, explaining that, "at quarter to five on Monday, Maurice Rainey of the BSU called the Chancellor's Office with a request that he and a group of his colleagues meet with the Chancellor on a matter regarding the poor treatment of black athletes on this campus."

"This was the first I'd ever heard of this matter," Goodspeed added, "and the first any of these people on the board had heard of it." Goodspeed went on to elaborate on how he and other admin-

(Continued on p. 7, col. 1)



JIM GREGORY, organizer of su, addresses its opening meeting last Tuesday night.

—photo by Terry Byers

it, we live here. We have to take charge of it."

Informing his audience of approximately 75 that I.V. realtors have to rent 25% of their property to stay in business, Gregory envisioned the consequences if 75% of I.V. tenants went on a rent strike.

He maintained that within 2 months, the small owners would go broke, making mortgage payments impossible. At this point, the students, having formed a cooperative union, would step in and buy the property. Facilities such as street cleaning, fire department, and police department would follow, all organized by the student cooperative.

A member of the audience interrupted, objecting, "You're trying to structure it. I dig I.V. the way it is." Gregory replied, "It's structured already by outside forces. Look at all the cops around. They're part of the present structure. If we had a structure, it would be one we set up."

"We've got to organize. If we don't like rents, we've got to say no. That's all. No."

According to Gregory, there is research being done on as-

(Continued on p. 7, col. 3)

Communication-- Theme Of Lecture

"Origin of the Computer" will be the subject of Dr. Hugh Kenner when he initiates a fall quarter faculty lecture series in



DR. HUGH KENNER

UCSB's Campbell Hall at 4 p.m., Thursday, October 3.

The public is invited to hear the UCSB professor of English in the first of a series of discussions on the theme, "Com-

munication and Information Storage."

Kenner is the author of several books and scores of articles and reviews. His most recent books include "The Counterfeiters: An Historical Comedy," "The Invisible Poet: T.S. Eliot," "Studies in Change: A Book of the Short Story" and "Flaubert, Joyce and Beckett: The Stoic Comedians."

A frequent lecturer, Kenner has appeared at a number of eastern colleges and universities, including Haverford College where he gave the annual Shipley lecture, and at the University of Virginia where he conducted the Peters Rushton seminar.

A member of the UCSB faculty since 1950, Kenner received Guggenheim Fellowships in 1957 and 1963. He is a Fellow of the Royal Society of Literature. An alumnus of the University of Toronto, he received his Ph.D from Yale.

The faculty lecture series will continue with Dr. Demorest Davenport's discussion of "Chemical Communications in Animals" on October 17; Dr. Adrian Wenner discussing "The Bee Language Controversy" on October 24; Dr. Pierre Delatre lecturing on "Linguistics and the Computer," October 31; Dr. David Premack discussing "Language in Chimpanzees" on November 7, and Dr. Glen Culler speaking on "The Range of Uses of Modern Computers" November 21.

Deadline for U.S. Grants Near

The competition for United States Government grants for graduate study or research, or for study and professional training in the creative and performing arts abroad in 1969-70, is nearing its close.

Congressional funding for Department of State grants in Fiscal Year 1969 (July 1, 1968-June 30, 1969) is substantially below last year's total.

Reductions will be applied most heavily in the categories of

grants for Americans to go overseas because of the desire of the government to reduce travel overseas at this time. Competition for such grants will, therefore, be all the keener. The number of 1969-70 grants for Americans may, on the average, be reduced as much as two-thirds from the preceding year.

Application forms and detailed information for students currently enrolled in UCSB may be obtained from the campus Fulbright Program Advisor, Graduate Division, Room 2217, Administration Building. The deadline for filing such applications on this campus is October 15, 1968.

With competition greatly increased, only candidates who fully meet eligibility requirements and other selection criteria will be considered. Applicants must be U.S. citizens at the time of application, must generally be proficient in the language of the host country, and, except where noted below, must have a bachelor's degree or its equivalent by the beginning date of the grant. Students who already hold the doctoral degree are not eligible to apply. Preference will be given to candidates who have had no previous extended study or residence abroad, and who are under 35 years of age.

Selections will be made on the basis of academic and/or professional record, the feasibility of the applicant's proposed study plan, his personal qualifications, and evidence that his selection for a grant would help to advance the aims of the program.

Creative and performing artists who wish to study abroad are not required to have a bachelor's degree but they must have four years of professional

study or equivalent experience. Applicants in social work must have at least two years of professional experience after the Master of Social Work degree. Applicants in the field of medicine must have an M.D. at the time of application.

Two types of grants are available through IIE under the Fulbright-Hays Act: U.S. Government Full Grants, and U.S. Government Travel Grants.

A full award will provide a grantee with tuition, maintenance for one academic year in one country, round-trip transportation, health and accident insurance and an incidental allowance. Countries participating in the full grant program will be: Argentina, Australia, Austria, Belgium-Luxembourg, Brazil, Ceylon, Chile, Republic of China, Colombia, Costa Rica, Denmark, Ecuador, Finland, France, Germany, Greece, Iceland, India, Iran, Ireland, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, the Philippines, Portugal, Spain, Sweden, Thailand, Trinidad, Turkey, the United Kingdom, Uruguay, and Venezuela.

To supplement maintenance and tuition scholarships granted to American students by universities, private donors and foreign governments, a limited number of travel grants are available. These are for study in France, Germany, Israel, Italy, Poland, Romania, Spain, Sweden, Turkey, and Yugoslavia.

In addition to the grants offered by the U.S. Government, the Institute also administers approximately 100 awards offered to American graduate students by several foreign governments, universities and private donors.

Scholarships Available

Applications are now being accepted for the 1969-71 "Marshall Scholarships," the highest award possible for U.S. students to win to any British university.

24 scholarships, worth about \$4,500 in transportation to and from Britain, tuition fees, book allowance and a monthly expense allowance, are offered annually by the British government as thanks for Marshall aid.

Awards are open to students of either sex, but restricted to U.S. citizens under 26 years of age on October 1, 1969. Applicants must be graduates of an accredited college or university in the U.S.; the scholarships may be used at any of the 46 universities in the United Kingdom.

Selection Committee looks for distinction of intellect and character, as evidenced by scholastic attainment and other activities and achievements. Preference is given to candidates who combine high academic ability with the capacity to play an active part in the U.K. university life.

For application forms and rules, apply to Marshall Scholarship Regional Committee, British Consulate General, 160 Sansome Street, San Francisco, Calif., 94101. Completed applications should be in the hands of the Pacific Regional Committee by October 22, 1968.



GIVE HER THE OLD CLARK GABLE TRY-DRAG HER INTO BRYANT-ORTALE!

(TWO BITS YOU DON'T HAVE TO DRAG HER!)


GEMOLOGISTS - DESIGNERS

Bryant - Ortale Jewelers located in the El Paseo, 812 State St., Santa Barbara, California - 962-8418.



STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION		Publisher: File two copies of this form with your postmaster. Postmaster: Complete verification on page 2.		Form Approved: Budget Series No. 48-1027	
1. DATE OF FILING: October 3, 1968		2. TITLE OF PUBLICATION: EL GAUCHO			
3. FREQUENCY OF ISSUE: Daily (five days per week) during the school year except for exam periods, holidays, etc.					
4. LOCATION OF KNOWN OFFICE OF PUBLICATION (Street, city, county, state, ZIP code): University of California, Santa Barbara PO Box 11149 UNIV. CENTER, Santa Barbara 93107					
5. LOCATION OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS (Not printers): University Center Building, Rooms 3125, 3135					
6. NAMES AND ADDRESSES OF PUBLISHER, EDITOR, AND MANAGING EDITOR					
PUBLISHER (Name and address): Communications Board, Associated Students, Univ. of Calif., Santa Barbara					
EDITOR (Name and address): Jim Bettinger, 22 Magnolia Avenue, Apt. M, Goleta, California 93017					
MANAGING EDITOR (Name and address): Dave Court, 6822 Trigo Road, Goleta, California 93017					
7. OWNER (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)					
NAME		ADDRESS			
8. KNOWN BONDHOLDERS, MORTGAGEES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES (If there are none, so state)					
NAME		ADDRESS			
9. FOR COMPLETION BY NONPROFIT ORGANIZATIONS AUTHORIZED TO MAIL AT SPECIAL RATES (Section 132.122, Postal Manual) (Check one)					
The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes: <input checked="" type="checkbox"/> Have not changed during preceding 12 months <input type="checkbox"/> Have changed during preceding 12 months (If changed, publisher must submit explanation of change with this statement.)					
10. EXTENT AND NATURE OF CIRCULATION		AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS		ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE	
A. TOTAL NO. COPIES PRINTED (Net Press Run)		10,000		10,000	
B. PAID CIRCULATION		8,725		8,725	
1. SALES THROUGH DEALERS AND CARRIERS, STREET VENDORS AND COUNTER SALES					
2. MAIL SUBSCRIPTIONS		350		400	
C. TOTAL PAID CIRCULATION		9,075		9,125	
D. FREE DISTRIBUTION (including samples) BY MAIL, CARRIER OR OTHER MEANS		900		850	
E. TOTAL DISTRIBUTION (Sum of C and D)		9,975		9,975	
F. OFFICE USE, LEFT-OVER, UNACCOUNTED, SPOILED AFTER PRINTING		25		25	
G. TOTAL (Sum of E & F--should equal net press run shown in A)		10,000		10,000	
I certify that the statements made by me above are correct and complete.					
Signature of editor, publisher, business manager, or owner: <i>James R. Bettinger</i>					

attention!



saluting
red, white, black
for colonels coeds.
black sweater
red tennies
white blouse.
direct your attention
to the clothes colony
to complete your
uniform.
respectively \$10, \$4, \$6.

clothes
colony
isla vista

CAMPUS KIOSK

MEETINGS

- 6:00 - Interfraternity Council - UCen
- 7:30 - Workshop for Racial & Ethnic Study - UCen 2284
- 7:30 - Scuba Club - Chem, 1171
- 7:30 - Camp Conestoga - UCen 2272

FILMS

A Thursday evening film series about war will start tonight with the showing of "Red Badge of Courage" at 7:30 in SH Auditorium. Admission is 50 cents.

LECTURES

- 8:00 - "Fahrenheit 451" - CH
- 4:00 - "Origin of the Computer," - Dr. Hugh Kenner - CH
- 8:00 - "The Search For Identity," Dr. Fred Littman - NH 1006

TUTORING

Want to help children who need you? Sign up to tutor in the CAB office, across from the old S.U.

SCHOLARSHIPS

Applications for Class of '70 Scholarships are available in the A.S. office, 2nd floor UCen. Return applications to Financial Aids Office in the old Student Union by October 11.

ANNOUNCEMENTS

Bellamy Society and Community Affairs Board will hold a sale of clothes and other useful apartment items to raise money for EOP today from 10-2 p.m. in the Ortega Free Speech Area.
(Continued on p. 7, col. 5)

Galeria del Sol

516 San Ysidro Rd.,
Montecito
PRESENTS

A COLLECTION OF
GERTRUDE AND
OTTO NATZLER
SEPTEMBER 16
TO OCTOBER 12.
Gallery Hours: Tues-Sun
11-5 Fri & Sat Eves 6-10

RED LION BOOK CO.

960 EMBARCADERO DEL NORTE
ISLA VISTA, CALIFORNIA. 968-2507

first editions now in stock

John Barth's
LOST IN THE FUNHOUSE \$4.95
Joseph Heller's
WE BOMBED IN NEW HAVEN \$4.50
open tonight until 8 p.m.

TITANTIC T-G TOMORROW

AT... *the* **STRAPP**



HELP CHRISTEN OUR
Cabana Annex

FROM

12 noon 'till 6 p.m.

50 ¢	PITCHERS
10 ¢	BEERS



LOOKING AHEAD...

TUESDAY IS NICKEL NIGHT

- ★ 7 - 8 5¢ BEERS
- ★ 8 - 9 10¢ BEERS
- ★ 9 - 10 15¢ BEERS
- ★ 10 - ON 20¢ BEERS

WEDNESDAY IS FLICK NIGHT

NFL & AFL HILITES • COLLEGIATE ACTION • OLYMPICS • BOXING'S OLDIES but GOODIES

EDITORIAL

New Board Should Be Iconoclastic

ISSUE: What is today's student, and what is a proper image for him?

student?

The image the outside world would find most pleasing is that of studious youngsters studying four days, happily partying for two days, and resting on one; that of school spirit measured by football attendance and heights of bonfire piles; that of happy youths not concerned with the world.

This is not an accurate picture of today's student. Instead of wanting to get away from the world and its problems, he wants to understand and combat them. The student realizes that his world does not and should not end in the classroom. Many times he realizes that classroom time and study is not as important as doing other things; neither is it as "educational" for him or as helpful to others.

Consequently, we cannot rest on traditional images of the students as a person in school to increase his earning capacity, while caring only how his team ranks

Last night Legislative Council considered an appropriation for UCSB's newest board, Public Relations and Publicity. Its function is to improve the community's image of students.

The question is -- what is today's

in the national polls. We are here to understand as much of the world as we can; then to pass this knowledge on while using it for meaningful action.

However, it is good for students to care enough about their environment to publicly protest or try to improve it. We cannot condone the actions of all demonstrations, but we applaud students who really want to do something about a world they find all too lacking.

This is the image we must project. Not everyone on the outside will like it; Ronald Reagan might even be horrified. But it is the right direction for students.

True, hometown papers love to print success stories of UCSB grads making it big with IBM, Dow, Lockheed, or even Harvard; but college is much more than this.

Football will always draw crowds, but student worries take in a much wider scope than next week's game. Our school spirit should try to turn UCSB into a storehouse of ideas and practical solutions for the community -- this will make us proud of our school.

We do not want to be sheltered and sent away from the world to an intellectual island apart from reality. This is our world, and we must be a part of it. Not everyone will always be satisfied, but this is the way it is. More important, this is the way it should be.

The Non-Voter

By GREG BARR

I have been eighteen for a little over a year, and, as I progress towards the fabled age of twenty-one, I can notice no notable difference in my level of maturity which would enlighten me as to the purpose of arbitrarily making twenty-one the limit before which one cannot vote.

The first incongruity which comes to my mind is that the government of the state of California should grant both the privilege of voting and the "privilege" of purchasing and legally consuming alcoholic beverages, under the assumption that they have reached the "right" level of maturity and responsibility. In my opinion, these two privileges negate each other. It would make more sense if everyone were allowed to consume as much alcohol as it pleased them, until they decided they would like to have a voice in the governing of their future.

Most people leave their homes and families to start an "independent" life at age 18. With the end of high school attendance, the youth of this country also terminates their total indebtedness to society and family as far as dependence for financial support is concerned (note that before this time self-support for youth is made practically impossible by legal and social standards). It would seem logical that at this point, when one begins to assume some of the burdens and responsibilities of independence, that one should be able to cast his vote for the future of his country--his future.

After all, who has more right to determine its destiny than the young, newly emerging generation? Should the older generation have more say in the shaping of our future than we, to whom the future belongs?

The argument most often raised against lowering the voting age, is that today's generation is too "wild," not mature enough to be given this additional responsibility. However, like most psychological factors, maturity is a product of a youth's environment and, therefore, a direct result of adult programming during the formative years.

Maturity is not spontaneously generated, nor is it inherent in the instinctive traits of the mind. It is induced by many factors, all of which are determined by the adult surroundings of youth's developing mind. It is the adult atmosphere which should be modified, not the struggle of youth to shake off the mistakes induced by poor education and environment.

Only recently has the full realization of this great potential political influence come to the attention of the general public. Only recently has this potential assumed a great importance in the shaping of the political outlook and issues of this country. If the twenty million Americans between the ages of 18 and 21 had been granted the vote for this particular election year, the choice of candidates for the major political parties might have been completely different. As it is, our future for the next four years has been predetermined by forces almost beyond our control, and completely beyond it if we do not act soon. The largest minority in recent political history is being deliberately ignored.

This year the platform of both major political parties includes lowering the voting age to 18; although this dramatizes the need for immediate action, it should not be accepted as the bribe it obviously is.

The decision is ours -- it is essential that those implicated rise up and voice their convictions. Only by active participation is any goal achieved. It is not enough merely to approve; one must also contribute.

Letters Policy

EL GAUCHO welcomes letters expressing any point of view on any subject. Letters must be typed, double spaced, and are subject to editing to fit space limitations. All letters must be signed, but names will be withheld on request. Put them in the "Letters to the Editor" box, EL GAUCHO office, third floor UCen.



"Lucky Draft was good enough for us in my college days." Lt. General Heshay

peter brown

LETTERS

The Art of Responsibility

To the Editor:

Freedom of speech! Freedom of speech -- of speech -- freedom of -- freedom -- free -- fr -- f -- X! How come Eldridge Cleaver can't talk his piece at Berkeley -- why? Tell me that, George Keiffer.

Tell me that, not what you detest and will not stand up for. Now it is just one of our nation's teachers that can't teach us in one of our nation's sites for those who teach. That is all now, but what is that and what comes next, George, and (yes) how come?

Maybe we are getting our tongues tied and our ears protected (protected?) because we don't stand up for that which we detest, maybe. If you are worrying about the appearance of responsibility to the outside (?) then put on a UCSB T-shirt and go help an old lady across the street. But, while you are doing it, if you want to look really responsible (I mean really responsible), then ask the lady to come and hear Eldridge Cleaver speak. If you do that, and of course it would be sincere, all sincere, then how could the lady think another thought than -- responsible -- responsible -- responsible -- when you say down with the Regents and erase the State Legislature?

Yeah for Jim Gregory's sanity!

JOHN J. WILSON

EL GAUCHO

JIM BETTINGER
Editor

Editorials represent a consensus opinion of the Editorial Board. All other articles are the opinion of the individual writer or cartoonist. No item necessarily represents the opinion of individual EL GAUCHO staff members, the Associated Students, or the University of California.

Entered as second class matter on November 20, 1951, at Goleta, California, and printed by the Campus Press, 323 Magnolia, Goleta, California.

P.O. Box 11149, University Center, Santa Barbara, California, 93107 Editorial Office--UCen 3125, Phone 961-2691. Advertising Office--UCen 3135, Phone 968-2110.

Repressive Reserves

To the Editor:

I am prompted to write this letter after having recently encountered what I take to be yet another milestone on the road to total control (by the administration) over the lives and activities of the students at UCSB.

I am referring to the recent innovation of closed stacks in the Reserve Book Department of our multi-million dollar local library. Perhaps my apprehensions are unfounded, but having just gone through the equally traumatic ordeal of being photographed in living color on a plastic laminated computer-coded identification card, which states that it "... must be shown to any UCSB official upon request," and "... is necessary to receive library material," I found it unsettling to be informed that I would be unable to browse in Reserve Books.

Being both an instructor and a graduate student here, I am more familiar than some about the efficiency and attitude of Reserve Book personnel, and I am complaining about neither. True, they dun tardy professors when reserve book orders are behind schedule, and could be more perspicacious about the number of copies available for heavy-demand reading, but these appear to me to be trifling bureaucratic failures which can be offset by normally astute instructors whose courses require reserve book lists.

It is in my role as graduate student that I find the new restrictions on entering the reserve stacks both degrading and repressive. First, one usually knows what book one is after when ones goes into Reserve Books, or at least after a few trips it was possible to get a feeling for what books were located where. If one's particular choice was missing it was still possible to make a spur-of-the moment alternate selection or to pursue that difficult-to-locate item farther on down the reading list. This is no longer true.

Second, I did considerable work in Reserve Books at Berkeley while in graduate school there, and therefore should point out that, despite a much larger collection and substantially heavier use by students, RBR (Reserve Book Room) was never compelled to threaten (let alone implement) a policy that is as blatantly cavalier of students as the present system now operative.

I stress this, for the rationalization given me by one of the Reserve Book personnel was that too many books had turned up missing in the past! Is it only this, or could it be that Reserve Books has been unsuccessful in collecting their horrendous fines for tardy books? If this is the case, does it mean that a failure of sanctions in one area is offset by even more stringent restrictions in others? As an afterthought, if there are financial reasons for closing Reserve Books, can we not expect these to be partially offset by ever-increasing tuition rates? To keep on this track, unfortunately, leads to paranoia.

What I would like to point out is that failure to allow students access to the best and hardest-to-obtain material in the library does more harm than outmoded restrictions on their social lives does. It would be my contention that more people are stunted by not knowing about those near-by books which didn't make the current reading list than are by the active repressiveness of a system which levies punitive fines on avid readers if they are overdue by a quarter-hour. And while I realize that occasionally someone may slip off with a Reserve Book volume, I am also aware that one sure way to stop this would be to allow no packages or briefcases or large handbags into the Reserve section. Nor would books from other library departments find their way in. This is another Berkeley panacea, admittedly, but let's not be chauvinistic; the more students have access to books, the more likely it is they will read, and to close the door on the casual browser is to run the risk of killing his interest.

So in summation, I will enter a plea for open Reserve Book stacks. Let's not run the risk of letting anyone who might benefit from a more sanely-run system go begging (or stealing; I understand the bookstore has a problem too, but they have to show a profit, and the library doesn't).

Down with the Barricades!

SAMUEL M. BABCOCK, Instruct, Dept. of Poli. Sci.

(Editor's note: We received the following in letter form last year, but did not publish it due to its length. Because of its particular timeliness, however, we have chosen to print it today.)

By GEORGE THROW

There are those, it would seem from the last few weeks of letters to the Editor, who are rather upset by what is said by the Black Nationalists active on campus. They do not like what they hear, a point accusingly made in some other editorial letters. Amid all the upset, however, one matter is noticeably absent: consideration of just what it is that the Harambee members and well-wishers are up to. Somewhere between statements of stung consciences and visions of suburban shoot-outs, this consideration didn't put in an appearance.

Black Power . . . industrious minions deep in the mysterious and potent ghetto, putting points on reinforcing rods and corking firebombs, getting ready for the day when they will arise and put the Man in his place. Yes! Four hundred years of oppression make for mighty raw nerves. They're going to roll out, loading up those shot-guns Something, obviously, has to be done about this. It is un-something, surely. One must make an adequate response, such as a posturing, contorted letter to EL GAUCHO, full of mumble about seeing Color, hearing Anger, and envisioning what it will be like when our Titanic finally hits those rocks. And, it would seem, there are those energetic enough to put material of this sort in EG issues from now until those guerrillas strike out of nowhere and burn the Communications Building to the ground.

But this spectacle ignores a great deal, as it should be plain to anyone who has bothered to give the Offensive Ideas the re-

ception envisioned for them, and thought about their implications. Black History Week, after all, would have been needless had this sort of attitude not motivated the Harambee membership; said membership must have a minimum of unpleasant surprises concerning the mediocre reaction that their efforts have been rewarded with. The ideas formulated under

itself. The concept is taken as a Law of Nature, almost, and only a crypto-cracker would so much as disagree.

One feature of this sort of approach is simplicity. It is presented as a simple, straightforward, no - staring - at - the-shoelaces sort of answer concerning the ills of America. If one has had difficulty in trying to place the Negro in the

what is expediant, and hustle off to build a world of one's own in the image that one has been persuaded, on very flimsy evidence, to accept one's self. Everything is what it seems, and the worst offense to the institution is to question its validity. There is nothing, it would seem, that is not a party to

"reality" of indicting the Enemy. Nothing so compromised by reality can be considered.

There are no inherent devilish or angelic qualities to be found in racist-style thinking in and of itself; the Good Cause, of whatever sort, taking care of that matter. But in pursuing the racial millenium, other pursuits are obviously going to get passed by. One cannot do two things at once. The evil of racism lies in what it allows one to avoid; the pursuit of ways to deal with things such as racism, Good Causes, and so on. They will still be present when racial solutions reach their sound and furious ends. They are possessed of a bit more reality than racial sorts of preoccupations are.

Opinion

Purposes of the Black Community

the heading of "Black Power," "Black Nationalism," "Black Culture," or whatever distinction-blurring label one cares to blanket them with, are not difficult to understand by any means. The ideas present no basic disagreement with what they are opposed to in any real way. Racism, far from being simply a whipping boy, is fundamental to the whole business. Black History Week speakers castigated the racism of cattle prods and separate entrances, but they could do so because they accept the idea so vigorously put forth by Nineteenth Century Intellectuals and Twentieth Century tyrants, that the only cultural consideration worth bothering about is that founded on the rhapsodizing attached to the peculiarities of populations having absolutely nothing to do with culture, even in the farthest gone Freudian sense. Jim Crow exponents are taken at their word: There is such a thing as Colored, and there is such a thing as White. Whereas it used to be that all virtue was assigned to White, the new revision of the concept is that virtue -- this business of "power" -- is completely relative. No question is asked of the concept of race

post-Negro age (for after all, he must be placed, he being so different in appearance and all) the difficulty is solved by one word: Black. Those citizens who seem to be calling, by their very presence, for changes in basic thinking, are actually Black people. This is their identity, and in an age when the concept of identity carries an all but divine potency, this assertion relieves a good many difficulties. It is not citizens so much who have been mistreated as it has been Black people. There is still a drastic shortage of the wherewithal of Blackness, but the best sort of justice that Whites can render is not to do any followup to the Civil Rights Movement, but instead to be cooperatively neutral and let Blackness assert itself. The matter is not to be denied, for behind Black militancy stands the whole logic of the problem that it would so neatly solve.

But what is the "Zeitgeist" that Dr. King speaks of? It is not any esoteric quantity, by any means. It might best be termed an institutionalized intellectual pillage. Having broken the world down into ciphers, it has dawned on us that we can scramble about, latching on to

this madness, and it is worth one's while to build while one still has the chance. We haven't reached the point yet where mad-dog defiance is institutionalized, and at present "city-building" is so much more to the apparent point.

So what will be utopia, but a world full of States of Israel, hugging material achievements and subsisting on delusions of grandeur? It could be hardly anything as "utopian" as a society willing to leave off of racial agonizings, its members caring only to follow the "impoverished" reality of their being party to the same enterprise, subject to the same expectations, and victimized by the same condification of half-and quarter-truths. Nothing as complex as this, to be sure, for this is not even faintly utopian. There is no room here for whines of "you just don't understand," for the other fellow, in his own particular way, does have an understanding of the difficulty. There is a fundamentally mutual encounter with adulterated ideas and simple-minded approaches, demanding action that doesn't serve the



Timely reminder to Seniors and Greeks. . . Campus Photo Shop is now taking final appointments for your very important senior pic. Call 968-2716 (By the way we're bigger'n better than last year. Same place: old S.U. room 101.) North of new Student Publications Bldg; and opposite Financial Aid Office.

THIS FRI. and SAT. NITE at MIDNITE



NEVER GIVE A SUCKER AN EVEN BREAK

AND CHAPTER "REX & RINTY"

12 UNDERGROUND MAGIC LANTERN THEATRE

INGMAR BERGMAN

HOUR OF THE WOLF
Of this, his 28th and latest motion picture, Ingmar Bergman says: "The hour of the wolf is the time between night and dawn. It is the hour when most people die, when sleep is deepest, when nightmares are most palpable. It is the hour when sleepers are pursued by their sharpest anxieties, when ghosts and demons hold sway. The hour of the wolf is also the hour when most children are born."
Starring Max Von Sydow and Liv Ullmann.
Shown at:

PERSONA
There are a number of interesting touches here as well as a story that has the potential for absorbing drama. The performances of Bibi Andersson and Liv Ullmann are forceful and vivid; the direction is extremely unusual. This is Bergman's 27th picture and, we think one of his best. It does not require a degree in psychiatry to see this, but it helps.
Shown at:

RIVIERA THEATRE **PHONE 962-3477**

Pray for Rosemary's Baby

Make no mistake, this is a horror story. Director Roman Polanski has gone to great lengths to scare the holy . . . out of you. Mia Farrow is superb as Rosemary, and if you've never heard of Ruth Gordon you'll never forget her after this one. You can see ROSEMARY'S BABY any night this week at the MAGIC LANTERN THEATRE (7:30 is the time) in Ida Vista, phone 968-1811. Just to round out the program, as if ROSEMARY'S BABY weren't enough, SECONDS will go on at 9:45. You remember this John Frankenheimer shocker from a couple of years ago. Something is amiss when an old man wants to start his life over looking like Rock Hudson. Starts tomorrow.

<p>Phone 962-3477 Now through Tuesday</p> <p>RIVIERA</p> <p>HOUR OF THE WOLF and PERSONA</p>	<p>Phone 967-5661</p> <p>Tenth Week</p> <p>David O. Selznick's</p> <p>CINEMA</p> <p>GONE WITH THE WIND</p> <p>Clark Gable and Vivien Leigh</p>	<p>Phone 967-4531 Second Week</p> <p>Stanley Kubrick's</p> <p>FAIRVIEW</p> <p>2001: A SPACE ODYSSEY</p> <p>Keir Dullea and Gary Lockwood</p>
<p>Phone 967-2715 Now through Tuesday</p> <p>S.B.D.I. NO 1</p> <p>HOW SWEET IT IS</p> <p>James Garner and Debbie Reynolds and WITH SIX YOU GET EGGROLL</p> <p>Doris Day and Brian Keith</p>	<p>Phone 967-2715 Now through Tuesday</p> <p>S.B.D.I. NO 2</p> <p>PRUDENCE AND THE PILL</p> <p>Deborah Kerr and David Niven and SECRET LIFE OF AN AMERICAN WIFE</p> <p>Walter Matthau</p>	<p>STATE</p> <p>CLOSED UNTIL THANKSGIVING REMODELING</p>
<p>Ph. 967-1210 Now through Tuesday</p> <p>AIRPORT D.I.</p> <p>THE BIG GUNDOWN</p> <p>Lee Van Cleef and A TIME FOR KILLING</p> <p>Glen Ford, Inger Stevens and George Hamilton</p>	<p>Phone 965-6541</p> <p>Starts Tomorrow</p> <p>GRANADA</p> <p>WEST SIDE STORY</p> <p>Natalie Wood and Richard Beymer and ANZIO</p> <p>Robert Mitchum and Peter Falk</p>	<p>Ph. 966-6857 Now through Tuesday</p> <p>ARLINGTON</p> <p>THE LEGEND OF LYLAH CLARE</p> <p>Kim Novak and Peter Finch</p> <p>DARK OF THE SUN</p> <p>Rod Taylor and Yvette Mimieux</p>



Back to School

SPECIALS



**EASY TO WASH
NO IRON
BEDSPREADS**
\$1.93
each

REG. \$2.99 to \$3.99

TWIN OR FULL SIZE - HOBNAIL AND WAVE LINE STYLE CHENILLE SPREADS WITH BULLION FRINGE - SLIGHT IRREGULARITIES WILL NOT MAR SERVICE OR APPEARANCE.

LARGE 72" x 90"
'CANNON'
BLANKETS
2 for \$4.99

REG. \$7.98 VALUE

RAYON AND ACRYLIC BLEND - SATIN BINDINGS - NEW FASHION SOLID COLORS AND ASSORTED PLAIDS - FOR FULL OR TWIN SIZES.



SAVE 50%
'PUROFIED'
FOAM FILLED
LARGE BED PILLOWS
2 for \$3.00

21" x 27" OUT SIZE - COLORFUL FINE QUALITY TICKS - CORDED EDGES FOR LONGER WEAR - NON-ALLERGENIC.

FAMOUS MAKE
BATH TOWELS
39¢
each

COMP. @ 69¢

SOFT, SPONGY, ABSORBENT, SOLID COLORS, STRIPES, NOVELTY PATTERNS IN THE GROUP.

FLORAL PRINT
SCATTER
RUGS
59¢ each
IF PERFECT \$1.39
Lovely Mediterranean look floral print-machine washable-fringed all around-non skid latex back-20"x31" size. Beautiful fashion colors.



TERRY
WASH
CLOTHS
10 for \$1.00
REG. 19¢ each



SOFT, ABSORBENT TERRY YARNS IN LOVELY SOLID COLORS AND STRIPES - LARGE SIZE.

CONE 'WONDERSOFT'
WAFFLE WEAVE
DISH
CLOTHS
6 for 77¢
REG. 6/\$1.00



ALL COTTON - YARN DYED - LINT FREE-SPEED, DRYING-NO IRONING-13" x 12 1/2"



500 S. FAIRVIEW AVE.
GOLETA

STORE HOURS:

Daily 10 AM to 9 PM
SAT. & SUN. 10 to 7

IAC Meeting Walkout...

(Continued from p. 1)
 istrators had spent the entire night Monday looking into the matter. "We couldn't come up with a great deal," he noted.

IAC Chairman Jim Gregory objected to a motion by Dan Winton calling for a separate study of each of the six points elaborated in the BSU athletes position paper released yesterday. "These charges all flow into each other to form one overall picture," Gregory remarked.

David Gold of the Sociology Department, one of four voting faculty members of the IAC, remarked that "while this issue may be a surprise to us, it isn't that much of a surprise," pointing to recent articles on differential treatment to black athletes throughout the country in Sports Illustrated.

Goodspeed and Physical Activity Department head Art Galion emphasized throughout the meeting that no one in the athletic department is aware of which individuals are involved in the charges.

The first airing of individual grievances was held in a closed conference on Monday, where Chancellor Cheadle, Vice Chancellor Goodspeed, Dean Reynolds and Jim Gregory heard testimony from the athletes involved.

Much of yesterday's meeting was given over to how and when these complaints could again be heard before the full Commission.

"We're making every effort

to facilitate a fast and thorough hearing on this matter," explained Goodspeed. "We don't intend to drag this thing out for the entire quarter."

Closing the 90 minute meet-

ing, Goodspeed said, "There are going to be statements made that are going to make somebody jump right out of their chair."

"In an open hearing the chips fall where they may and some people are going to get hurt."

Welcome Dance Greet Two Hot City Groups

By JEFF HERMAN
 EG Reporter

Students will be welcomed to UCSB this year by two of San Francisco's hottest new groups.

This Friday the A.S. Social Committee will present the Charlie Musselwhite Blues Band with the Flaming Groovies. It will all be happening from 8 a.m. on in Robertson Gym.

All dancing and sounds will be accompanied by yet another top San Franciscan light show. This will all be conducted under the auspices of the A.S. Welcome Dance.

San Francisco is beginning another wave of new bands producing new sounds. In the past few weeks nine albums have been released in the Bay Area. Two of them have been released by the two bands that will be coming here.

Mike Powers, chairman of the Social Committee, is lining up

the Show; he expects a large turnout. All those students desiring admission will be expected to pay \$1.00.

Powers has also expressed an interest in donating all profit made Friday to the Biafran Rescue Organization to Hasten Emergency Relief (BROTHER), which is working in coordination with the United Nations to aid all war casualties.

Union...

(Continued from p. 1)

sessed property values, owners, property taxes, mortgage values, and open market values (4 times the assessed value).

It was generally agreed that the organization needs a broad base and that specific action is needed to start the organization and gain the confidence of the students.

John Maybury advocated a plan of immediate action. "We could start doing something tonight if we wanted. We could get Edgewater organized. We could conduct a door-to-door campaign of the tenants--get the uncommitted students on the rent strike. Right now, I think they're just afraid. They don't know if there's any support and they're afraid of losing their apartments. There's a lack of credibility and confidence."

"Nobody's going to believe us if we don't get moving," emphasized Maybury. "If it's successful, we can move on, do something else."

Cranston Wants Viet Bombing Halt, Attacks Rafferty's Treason Charge

SAN FRANCISCO (AP)--Alan Cranston Democratic candidate for the U.S. Senate reiterated Wednesday he is for an immediate unconditional halt in the bombing of Vietnam. He told a news conference he resents Republican Max Rafferty's assessment of that view as "perilously close to treason."

"I can just say thank heaven this man is not in the United States Senate where he could write the definition of treason,"

Cranston added.

Earlier Cranston's headquarters reported that five prominent Northern California Republicans have telegraphed James W. Halley, chairman of the GOP State Central Committee asking censure of Rafferty for the treason reference.

"The wilder Max Rafferty gets, the more the people of California are able to see him for what he is," Cranston said at the news conference.

THE VAULT
 HELD OVER SECOND WEEK
SANDOZ LIQUID BLUESBAND
 &
The TRAVEL AGENCY

8:30 p.m. - 1:30 a.m.

\$1.00 TOTAL ADMISSION PER PERSON

GO OUT AND GET REFRESHED

IF YOU WANT--THEN COME BACK

IN WITHOUT PAYING AGAIN

BRING YOUR OWN PILLOW AND FLAKE OUT

967 EMBARCADERO DEL MAR - IN THE HEART OF ISLA VISTA

PHONE 968-9072 OR 968-7025

Art Sections Available

The Art Department has announced that there will be a new section opening in Art 131 A, lab 4. Students interested should contact the Art Department as soon as possible.

Kiosk

(Continued from p. 2)

Soccer club will have a practice at 4 p.m. on the soccer field.

OCB reminds all student organizations that they must register before October 11. A registration form may be obtained in the OCB office on the main floor of the UCen, Room 2275.

KCSB

GAUCHO DWELLERS

for ALL your

Apartment needs

See Us in the Hardware Department

Open Mon. thru Sat. 8 a.m. - 5 p.m.

Sunday 9 a.m. - 3 p.m.

AMBROSE

MILL & LUMBER COMPANY

Since 1922

22 S. Fairview in Goleta 967-1259

BROTHERS GALLEY

FALL SCHEDULE OF EVENTS

- ★ \$200.00 Cash Dance Contest Tuesday nights
- ★ Sunday nights 5 - 9 p.m. for only 65¢ a HUGE Spaghetti & Meatball dinner feed including salad & bread - No Age Limit to Students
- ★ Entertainment & Dancing nightly with Alexanders Timeless Bloozband Sundays, Tuesdays, Wednesdays & Thursdays - Shades of Blue on weekends
- ★ Ladies Night Thursdays - No Cover for Hinnie
- ★ Girls 18 & over - Guys 21 & over
- ★ Open 11:00 a.m. until 2:00 p.m. weekdays
- ★ LUNCHES served 11:00 - 2:00 p.m. weekdays
- ★ Color T.V. for world series, football, etc.

7300 HOLLISTER AVE.

SCENIC SOUNDS PRODUCTIONS

presents

IN DANCE CONCERT

THE IRON BUTTERFLY

and

BLUE CHEER

SPECIAL GUEST STARS: SWEETWATER

FRIDAY, OCTOBER 4 - 8:00 p.m.

EARL WARREN SHOW GROUNDS

TICKETS: \$3.00 in advance

\$3.50 at the door

AVAILABLE AT:

The Record Rack - in Goleta

Car-Tunes in Stereo - Santa Barbara

Music Box - Ventura

Salzer's Music Emporium

- Oxnard and Thousand Oaks

DISCOUNT
 STORE HOURS:
 MON. THRU FRI.
 12 SATURDAY P.M.
 10 A.M. TO 7 P.M.
 SUN. 10 A.M.
 TO 3 P.M.
 DISCOUNT
 FOOD
 DEPT.

...NOT TO BE OVERLY DRAMATIC ABOUT IT, THE TRUTH IS, WE CAN SAVE YOU MONEY, ON FOOD AND DRINK...AND OFTEN, ON OR OFF CAMPUS, THAT'S NOT JUST AN ACADEMIC MATTER.



SAVE AN EXTRA \$2.08 THIS WEEK
 WHEN YOU REDEEM ALL 6 EXTRA BONUS COUPONS

CENTER CUT, BONE-IN ROUND STEAK
 USDA SELECT BEEF
 SAVE 20¢/lb
69¢ lb

TENDER, YOUNG CHICKENS FRYERS
 USDA GRADE A WHOLE BODY
 SAVE 10¢/lb
29¢ lb

SHOULDER PORK ROAST
 PICNIC STYLE
 SAVE 10¢/lb
39¢ lb

BREADED BEEF STEAKS
 HEAT 'N' EAT BULK PACK
 SAVE 10¢/lb
69¢ lb

MORRELL ALL BEEF DINNER FRANKS
 POUND PKG.
 SAVE 14¢/lb
55¢

EXTRA BONUS COUPON
 FOLGERS COFFEE
 1-POUND CAN
 LIMIT 1 CAN PER ADULT CUSTOMER
 COUPON GOOD OCT. 3 - OCT. 9
 SAVE 20¢
49¢

SAVE TODAY AND EVERYDAY IN OUR LIQUOR DEPT.

SAVE 20¢/lb **RUMP ROAST** **69¢**
 BONE-IN, CUSTOM TRIM

SAVE 11¢/lb **TOP ROUND STEAK** **98¢**
 BONELESS

SAVE 21¢/lb **CUBE STEAK** **98¢**
 LEAN, TENDER

SAVE 21¢/lb **FRYING CHICKEN** **35¢**
 CUT-UP, PAN-READY

SAVE 20¢/lb **FRYER THIGHS** **49¢**
 CHICKEN PARTS

CHECK... COMPARE... YOU CAN'T BUY BETTER—SO WHY PAY MORE?

NO BACKS, NECKS, GIBBETS
BEST-O-FRYER **49¢**
 SAVE 20¢/lb

MEATY SHOULDER CUTS
PORK STEAK **69¢**
 SAVE 10¢/lb

MORE
SLICED BEEF LIVER **59¢**
 SAVE 9¢/lb

HOTMAN OR DURRUE
SLICED BACON **59¢**
 SAVE 6¢/lb

U.S.D.A. INSPECTED
TURKEY DRUMSTICKS **29¢**
 SAVE 10¢/lb

IDEAL FOR BARBECUE
TURKEY THIGHS **35¢**
 SAVE 10¢/lb

FINEST QUALITY GOVT. INSPECTED MEATS AT DISCOUNT PRICES EVERYDAY!

HOFFMAN SINGLES
LINK SAUSAGE **29¢**
 SAVE 20¢/lb

GREENLAND
HALIBUT FILET **59¢**
 SAVE 10¢/lb

PAN READY
EASTERN WHITTING **39¢**
 SAVE 10¢/lb

1-POUND CELLO BAG
SILVER SMELT **49¢**
 SAVE 10¢

TUDER & MECK BREADED
TURKEY DRUMSTICKS **69¢**
 SAVE 10¢

TUDER & MECK BREADED
VEAL DRUMSTICKS **69¢**
 SAVE 10¢

LET'S QUANTY—SLICED

BOBBER'S ALL PURPOSE
LONGHORN CHEESE **49¢**
 SAVE 6¢/pkg.

WAFER THIN MEATS
ALL 9¢ VARIETIES **35¢**

OSCAR MAYER
PICKLE & PIMENTO LOAF **49¢**
 • LUNCHEON MEAT
 • COTTO SALAMI
 Sliced—8-oz. pkg.

EXTRA BONUS COUPON
PINK GEM LIQUID DETERGENT
 32-OZ. PLASTIC
 LIMIT ONE PER ADULT CUSTOMER
 COUPON GOOD OCT. 3 - OCT. 9
 WITH THIS COUPON SAVE 20¢
19¢

EXTRA BONUS COUPON
RACORN BRAND SLICED BACON
 EASTERN QUALITY
 SHARPER
 LIMIT 1 LB. PER ADULT CUSTOMER
 COUPON GOOD OCT. 3 - OCT. 9
 WITH THIS COUPON SAVE 60¢
39¢

SAVE TODAY AND EVERYDAY IN OUR LIQUOR DEPT.

BIG SAVINGS ON HALF GALLONS

48-OZ. HOSTESS BOTTLE
COCKTAILS **\$6.89**
 REBLENDED PREPARED

86-PROOF KENTUCKY BOURBON
VODKA **\$8.79**
 SCHENLEY 40 PROOF

EXTRA DRY—80 PROOF
SCHENLEY GIN **\$8.79**
 1/2 GAL.

STRAIGHT BOURBON
TEN HIGH **\$9.85**
 1/2 GAL.

86-PROOF KENTUCKY BOURBON
CABIN STILL **\$11.49**
 1/2 GAL.

ANCIENT AGE
SENGRAM'S 7 **\$11.99**
 LIGHT OR GOLD

RON RICO RUM
RON RICO RUM **\$10.49**
 1/2 GAL.

MILWAUKEE'S CHOICE, BRAUMWEISTER
BEER **\$1.98**
 12-OZ. BOTTLES,
 NO DEPOSIT,
 NO RETURN

EVERYTHING WE SELL IS DISCOUNT PRICED LOW EVERY DAY—WHETHER ADVERTISED OR NOT

BURRY'S CHOCOLATE
MR. CHIP COOKIES **35¢**
 SAVE 5¢
 9 1/2-OZ. PKGS.

SIX PACK ORANGE CRUSH **63¢**
 SAVE 16¢
 12-OZ. BOTTLES

BEVERAGES
SEGO LIQUID **29¢**
 9 1/2-OZ. PKGS.

SNOWMAN LUNCH BAGS **25¢**
 SAVE 4¢
 PKG. OF 50

DEODORIZERS
CHILI CON CARNE **37¢**
 15-OZ. CANS

ACENT—ROOM
DEODORIZERS **36¢**
 12-OZ. CANS

FRYNE TASTE TOMATOES **41¢**
 SAVE 16¢
 29-OZ. CANS

LEMON PLEDGE COFFEE **82¢**
 29-OZ. CANS

LA VICTORIA GERBER JUICES **25¢**
 46-OZ. CAN

PANTRY PRIDE POTATO CHIPS **59¢**
 SAVE 10¢
 10 1/2-OZ. THIN PACK

SPRINGFIELD GREEN PEAS **17¢**
 SAVE 3¢
 17-OZ. CAN

STAY-O-KAY STEAK SAUCE **10¢**
 4-OZ. PKG.

WINTO-WOOD TOMATO SAUCE **14¢**
 4-OZ. PKG.

BANQUET FROZEN POTATO BUDS **32¢**
 SAVE 4¢
 8-OZ. PKG.

FRANCO-AMERICAN SPAGHETTI **17¢**
 SAVE 2¢
 15 1/2-OZ. CAN

EVERYTHING WE SELL IS DISCOUNT PRICED LOW EVERY DAY—WHETHER ADVERTISED OR NOT

4 ROLL PACKAGE ZEE TISSUE **34¢**
 SAVE 5¢
 INCLUDES 4¢ OFF

TUNA CAT FOOD **15¢**
 5 1/2-OZ. CAN

BETTY CROCKER BISCUICK **42¢**
 SAVE 7¢
 INCL. 5¢ OFF LABEL

TOASTERS **47¢**
 18-OZ. PKG.

SPRAY CLEANER **78¢**
 22-OZ. CAN

CAKES **33¢**
 18-OZ. PKG.

ALUMINUM FOIL **61¢**
 24" X 30" X 24"

SMACK TREAT FIDDLE FADDLE **36¢**
 SAVE 3¢
 8-OZ. PKG.

FROZ. CREAM PIES **29¢**
 15-OZ. PKG.

MACARONI DINNERS **20¢**
 15-OZ. PKG.

ICE CREAM CUPS **37¢**
 24 CT. BOX

MACARONI DINNERS **20¢**
 15-OZ. PKG.

CARNAIION OR FOREMOST ICE CREAM **79¢**
 SAVE 14¢
 2-LB. PKG.

MINUTE RICE **44¢**
 15-OZ. PKG.

VETS' NUGGETS **62¢**
 3-OZ. PKG.

ASSORTED FLAVORS JELL-O **10¢**
 SAVE 1¢
 3-OZ. PKG.

EVERYTHING WE SELL IS DISCOUNT PRICED LOW EVERY DAY—WHETHER ADVERTISED OR NOT

SPRINGFIELD GREEN PEAS **17¢**
 SAVE 3¢
 17-OZ. CAN

STAY-O-KAY STEAK SAUCE **10¢**
 4-OZ. PKG.

WINTO-WOOD TOMATO SAUCE **14¢**
 4-OZ. PKG.

BANQUET FROZEN POTATO BUDS **32¢**
 SAVE 4¢
 8-OZ. PKG.

FRANCO-AMERICAN SPAGHETTI **17¢**
 SAVE 2¢
 15 1/2-OZ. CAN

EXTRA BONUS COUPON
DELICIOUS OR JONATHAN APPLES
 CRISP, JUICY
 LIMIT 1 BAG PER ADULT CUSTOMER
 COUPON GOOD OCT. 3 - OCT. 9
 WITH THIS COUPON SAVE 22¢
43¢

THE FRESHEST PRODUCE EVERYDAY AT DISCOUNT PRICES

POTATOES
 U.S. NO. 1
RUSSET **10¢**
 LB. CELLO BAG
 SAVE 20¢

SPANISH ONIONS
 SWEET,
 MILD
ONIONS **19¢**
 LB. CELLO BAG
 SAVE 10¢

FRESH, CRISP CUCUMBERS **7¢**
 SAVE 3¢/ea.

PLUMP, CRISP GREEN PEPPERS **7¢**
 SAVE 3¢/ea.

EVERYTHING WE SELL IS DISCOUNT PRICED LOW EVERY DAY—WHETHER ADVERTISED OR NOT

4 ROLL PACKAGE ZEE TISSUE **34¢**
 SAVE 5¢
 INCLUDES 4¢ OFF

TUNA CAT FOOD **15¢**
 5 1/2-OZ. CAN

BETTY CROCKER BISCUICK **42¢**
 SAVE 7¢
 INCL. 5¢ OFF LABEL

TOASTERS **47¢**
 18-OZ. PKG.

SPRAY CLEANER **78¢**
 22-OZ. CAN

CAKES **33¢**
 18-OZ. PKG.

ALUMINUM FOIL **61¢**
 24" X 30" X 24"

SMACK TREAT FIDDLE FADDLE **36¢**
 SAVE 3¢
 8-OZ. PKG.

FROZ. CREAM PIES **29¢**
 15-OZ. PKG.

MACARONI DINNERS **20¢**
 15-OZ. PKG.

ICE CREAM CUPS **37¢**
 24 CT. BOX

MACARONI DINNERS **20¢**
 15-OZ. PKG.

CARNAIION OR FOREMOST ICE CREAM **79¢**
 SAVE 14¢
 2-LB. PKG.

MINUTE RICE **44¢**
 15-OZ. PKG.

VETS' NUGGETS **62¢**
 3-OZ. PKG.

ASSORTED FLAVORS JELL-O **10¢**
 SAVE 1¢
 3-OZ. PKG.

EVERYTHING WE SELL IS DISCOUNT PRICED LOW EVERY DAY—WHETHER ADVERTISED OR NOT

SPRINGFIELD GREEN PEAS **17¢**
 SAVE 3¢
 17-OZ. CAN

STAY-O-KAY STEAK SAUCE **10¢**
 4-OZ. PKG.

WINTO-WOOD TOMATO SAUCE **14¢**
 4-OZ. PKG.

BANQUET FROZEN POTATO BUDS **32¢**
 SAVE 4¢
 8-OZ. PKG.

FRANCO-AMERICAN SPAGHETTI **17¢**
 SAVE 2¢
 15 1/2-OZ. CAN

EXTRA BONUS COUPON
LILLY IMPORTED SLICED HAM
 4-OZ. PKG.
 LIMIT 3 PKGS. PER ADULT CUSTOMER
 COUPON GOOD OCT. 3 - OCT. 9
 WITH THIS COUPON SAVE 30¢
39¢

EXTRA BONUS COUPON
SLICED AMERICAN
 INDIVIDUALLY WRAPPED
 6-OZ. PKG.
 LIMIT 4 PKGS. PER ADULT CUSTOMER
 COUPON GOOD OCT. 3 - OCT. 9
 WITH THIS COUPON SAVE 56¢
25¢

Religion IS Student Concern--URC Director

By GARY HANAUER

Have today's students lost touch with religion? Not so, according to the new director of UCSB's University Religious Conference.

"Almost all students have religious concerns," believes Robert Siberry, URC's new helmsman. Siberry explained that "they just don't seek answers in the traditional way."

The new off-campus religious leader, a former Assistant Dean of Students for education programs at North Dakota State University, will bring--perhaps ironically -- some tradition-breaking of his own to Isla Vista this year.

Siberry makes two major criticisms of the "traditional" approach of religious leaders: their lack of involvement in "the world" and their failure to use "a significant vocabulary."

Youth, he feels, is looking for things that "concern themselves with man and where man is going." "Many students," he claims, "don't feel that religion is involved enough in the world." Even at the personal level, leaders are using terms and concepts that students don't see any "applicable" use for, according to Siberry.

Obviously something's missing. Buy why? Why the search for relevancy? Expanded communication channels, especially television, may be the answer according to the newly-appointed director. "We can't escape the realities of what's happening anymore," he emphasized.

The search for relevancy is sometimes fruitless. "When they (students) don't find answers they sometimes go to drugs," Siberry added. The newcomer to Santa Barbara and Isla Vista may find quite a bit of local evidence pointing to a growing crop of UCSB answer-lackers: campus leaders and the school newspaper usually put the number of drug users in Isla Vista at between 40 and 60 per cent.

New, more meaningful programs are the "answers" that Siberry hopes will work. Experimentation, creative thinking and relevancy are the three keys, hopefully, to their success among students.

"One of the problems seems to be that we're asking kids to be responsible, and yet we don't create an atmosphere in which they can be responsible," Siberry, carefully noted.

One of his programs last year gave away the Siberry approach. He gathered together speakers from three colleges, plus an impressive panel representing various fields and the National Science Foundation, to produce

a colloquium on implications of "Control of Heredity Through DNA." The important discussion was eventually published in booklet form and video taped for educational television. "Religion on the University level has often been misunder-

stood," he said when looking back on the seemingly non-religious event. "We felt that these were areas that had to be dealt with," he explained. Siberry, then, presents a new purpose for religion on the University level: void-filling.

'Grapes of Wrath,' 43 Months of Strike

DELANO, (CPS) -- "In the souls of the people, the grapes of wrath are filling and growing heavy, growing heavy for the vintage."

So runs the final sentence in a chapter of John Steinbeck's "The Grapes of Wrath." What was true almost 40 years ago is still true this month as a strike by California farm workers spreads into a nationwide grape boycott.

Farm workers in the U.S. are still forced to lead lives geared not to advancement but to bare survival. A California grape worker does not have to face the dilemma of whether to buy loafers or hush-puppies for his children -- he must worry about having enough money to get shoes of any kind for the members of his family.

At present, many grape workers earn less than \$1,800 a year. Even if a worker were able to work 40 hours a week every week of the year, he could only earn \$2,386 annually -- approximately one-half the average wage for all Californians.

In the 1930's, America's workers won the right to organize and bargain collectively through the National Labor Relations Act. In 1968, farm workers remain excluded from this act. To overcome this handicap and win the benefits enjoyed by other workers--minimum wage, collective bargaining, fringe benefits--the farm workers of Delano, California voted to go on strike for union recognition three years ago this month.

Since the turn of the century, attempts had been made to unionize the farm workers in California, but all of them had failed. This time, however, under the leadership of Cesar Chavez, director of the United Farm Workers, farm workers have succeeded in winning collective bargaining agreements for the first time in history. Several major wine companies in California have signed agreements with their workers.

But the strike is now in its 43rd month, and the workers are still out. Some victories have been won, but the goal of total union recognition is still far in the future.

In an effort to put additional pressure on growers during September -- the peak of the grape harvest--and to win nationwide support for the strike, the UFW is devoting most of its energy this fall to enlarging and publicizing a nationwide boycott of table grapes by supermarkets, individuals and companies.

UCSBers in Troubled Mexico City-- School Closed, No Place to Live

Twenty-four UCSB students studying in Mexico City under the Education Abroad program were forced to find new accommodations when their school closed down in sympathy for the University of Mexico. William Allaway, director of the program, left September 25 to visit the Mexican capital to confer with Robert E. Wilson, head of the beleaguered center. Catering primarily to future Spanish teachers, the center was just completing its first quarter in the School of Anthropology and History when the seizure came. Although drawing its instructors from the University, the school was in another part of town and thus free of the violence on the bigger campus.

Pope Praises Protesters

VATICAN CITY (CPS)--Pope Paul, in an audience this week, said "the new generation deserves praise" for its rebellion against "traditional hypocrisies."

The Pope called young people's reactions in protests and demonstrations "unleashed against well-being, against the bureaucratic and technological order, against a society deprived of superior and really human ideals, perhaps the result of insufferance of psychological, moral and spiritual mediocrity . . . against the impersonal uniformity of our surroundings as modern civilization has made them."

The Mexican Army seized the University to prevent any possible student disruption of the Olympic Games, soon to open next to the campus. It marked the first time the ultra-modern school had been closed down from the outside, although it has been rocked by student revolt and police action for two years, and frequently closed by student strikes.

Sheaffer's big deal gets you through 29 term papers, 3 book reports, 17 exams, 52 quizzes and 6 months of homework.

Sorry about that.

Sheaffer's big deal means you can write twice as long. Because you get the long-writing Sheaffer dollar ballpoint plus an extra long-writing 49¢ refill free. All for just a dollar. How much do you think you can write? **SHEAFFER®**

The world's longest writing dollar ballpoint pen.



© 1968 W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, A TEXTRON COMPANY



AHHHHH, those crisp fall mornings when once again the soft, quiet air will be broken with the sweet, tender sounds of UCSB's defenders, ROTC, with their pleasing cries of, "KILL! KILL! KILL!"

Dean's Office Job -- Getting Students Into 'Real World,' To Face Real Problems

By JOHN E. HANKINS
EG Reporter

"Getting students into the real world where the problems reside," is one of the primary concerns of the Dean's Office, says Lyle G. Reynolds, Dean of Students.

The 'Silent Generation' of the 1950's presented a greater problem than do students of the 1960's "because they did not speak up," Reynolds asserted. "One major reason for this is that the students of the 50's were born before the war years and lived through government controls. The psychological after-effects of these controls carried over to make a more closed and silent society."

Today's students, however, speak up because they are "searching for relevancy" which, according to Reynolds, consists of two dimensions: "Asking the professors to update their courses," and a rebellion against the "theoretical approach to so much of higher education."

In further describing today's student, Reynolds divided him into three categories, "the self-concerned, the activist, and the radical student."

The self-concerned student, he explained, is "concerned about his own development; grades, getting ahead, etc." "The activist identifies social issues and problems and tries to do something about them."

SPEAKER'S BUREAU

As an example of activists, Reynolds gave UCSB's Speaker's Bureau, which consists of various ethnic and racial groups that go out in teams to speak

at high schools and in ghettos.

Dean Reynolds did not so favor the radical, however, whom he described as "sufficiently disenchanted with established institutions that he feels he can't be effective through them. I think this is naive," he remarked pointedly, giving the recent confrontation at Columbia as an example of the radical at work.

OPEN EARS

Reynolds went on to declare that the radicals at UCSB are different from the ones at Berkeley or Columbia who "see the establishment as more inflexible, as a big impersonal monster thwarting change. Santa Barbara has made a real effort to listen to the radical."

Asked to explain this difference further, Reynolds replied, "UCSB historically has been small, dynamic and fast growing--this makes the radical student here feel he's influencing things more."

In trying to predict what effect the recent confrontation in Chicago would have on students, Dean Reynolds said that "students interested in the peace movement may be looking for parallels on their own campuses. I hope the Santa Barbara campus will be sufficiently open toward change to deal with these frustrations."

WAR ADDS FOCUS

On the Vietnam War, Reynolds said that it "has made the student focus on moral dimensions of the country" more than any other single influence.

An end to the War, he speculated, would "have a tremendous impact. It will relieve the greatest frustrating thing in student's lives because they don't consider it relevant to their lives."

To explain what the Dean's Office is doing about these student concerns, Reynolds described two major emphases. One is to "try and help students come to fruition as individuals, through counseling and providing activities." The second, to "try to help in the process of social awareness, by providing vehicles for students to become social activists."

Two More Campuses In the Works for UCSB

Take an 847-acre seashore site, divide it into three major sections, and you have the basis for UCSB's new Long Range Development Plan.

The plan is designed to provide for the orderly physical growth of the coastal campus to fulfill UCSB's academic plan, which calls for a maximum student enrollment to be reached in the mid-1980's.

Main Campus, Storke Campus and West Campus are the three major sections of the site; the plan describes the entire complex, proposing future building needs to match the campus' academic growth.

The 407-acre Main Campus, where 27 permanent buildings now stand on the former Marine Corps Air Station site, is designated for the academic facilities for arts, life sciences, physical sciences, social sciences, humanities, College of Creative Studies, and College of Engineering.

Other important facilities include the library, gymnasium, Student Health Center, University Center and a major portion of the on-campus residence halls. New units envisioned include an auditorium and museum, as well as expansion of existing facilities.

Formerly ranch land, the 200-acre Storke Campus area is proposed as a site for additional on-campus housing, physical activities playfields, military science facilities and reserve areas.

The West Campus--formerly Devereux School property-- is suggested as the location for research bureaus, institutes and centers. The coastal section is assigned to proposed future professional schools such as architecture, city and regional planning, administration, library and information sciences. A 19-acre parcel is set aside for an oceanography center.

A natural resources area on the West Campus is designated for biological, geographical and geological studies. The rocky reef, lagoon outlet, mudflats and sand dunes offer the possibility of "an unparalleled outdoor laboratory on the campus," the report states.

The Long Range Development Plan proposes on-campus housing for 6500 students, 26 percent of the maximum enrollment. It also provides a network of bikeways and walkways to handle traffic flow.

In an analysis of the campus space needs, the Plan states that it will be 1973 before the deficiency between available space and space requirements in academic and related functions can be made up.

Your Band WANTS You



Another great series of halftime shows is in the making, according to Gauchito Band Drum Major John Walker, "especially," he added, "if we can get a few more

members." Marching 96 strong, the band has already played its way through the Tampa game and the Isla Vista Community Fair. With four home games and a trip to Long Beach ahead, the season promises to be exciting.

Nevertheless, the band relentlessly searches for new members. Anyone who plays an instrument or has marching experience is urged to come audition in Hal Brendle's office on the third floor of the UCen as soon as possible. Band rehearsals are held only twice weekly, thus preventing interference with academic classes.



RED LION BOOK CO.

960 EMBARCADERO DEL NORTE
ISLA VISTA, CALIFORNIA. 968-2507

now in stock
Yablonsky's

THE HIPPIE TRIP \$6.95

Von Hoffman's
WE ARE THE PEOPLE OUR
PARENTS WARNED US AGAINST
\$5.95

A.S. SOCIAL COMMITTEE PRESENTS:
FROM SAN FRANCISCO'S FILLMORE
AUDITORIUM AND AVALON BALLROOM:

ITS A DANCE!!

**CHARLIE
MUSSELWHITES
SOUTHSIDE
BLUES BAND**

ITS A DANCE!!

PLUS THE INCOMPARABLE

FLAMIN' GROOVIES!!

LIGHTS
BOB HOLT

FRIDAY
OCT. 4
AT THE
DOOR
\$1
ROBERTSON'S
GYM 8:00 P.M.

COLLEGE YOUNG LIFE

FIRST MEETING:
Thursday Oct. 3
9:00 p.m.
6618 Pasado Rd. Apt. B
more information
963-4512

Campus Donut Shop

Open 24 Hours
907 Embarcadero del Norte
Goleta, California

BEER!

BEER!

BEER!



PIZZA, SPAGHETTI
AND SANDWICHES
Phone 966-0116
2945 DE LA VINA
SANTA BARBARA, CALIF.

NOW APPEARING FRIDAYS
and SATURDAYS from 8 p.m.

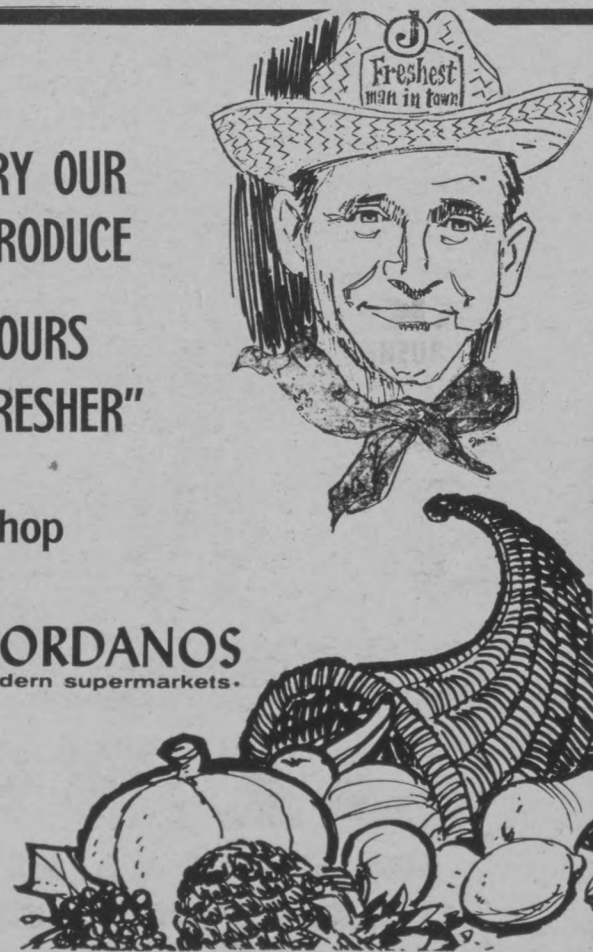
Jerry Cronin **50¢**
With This Coupon
On Any Purchase Over \$2.00 OFF

TRY OUR
PRODUCE

"HOURS
FRESHER"

Shop

JORDANOS
modern supermarkets.



Independence Seekers Find Co-ops 'Free,' Inexpensive

WASHINGTON (CPS) -- One of the little-noted facets of the student drive for independence and control over their own institutions is a small but growing cooperative housing movement among students and young people on campuses and in cities.

Wanting to escape from dormitories with their "long corridors of faceless doors and faceless rooms," and trying to find an inexpensive way to live in a congenial group, many students have started "co-ops" ranging in size from five to fifty. Some of them have expanded from simple sharing of food and shelter to starting "free universities" within their communities. Co-ops at such schools as the Universities of Michigan and Wisconsin have been running for more than 30 years.

HUNDREDS IN U.S.

Students own more than two hundred cooperatives in the United States; in Canada, co-ops have been built on every university campus, and Toronto alone has more than 30. One

of those expanded into Rochdale College when its residents set up classes and invited professors to teach them.

A new organization, the North American Student Cooperative League, has been set up in Washington to serve as an information center for existing co-ops and to promote new ones. Its staff contains experts on the architecture, mechanics and psychology of co-operative living; and it is holding a conference next week for students who want to learn more about setting up a co-op.

The League's director, Norman Glassman, who defines a cooperative as "a living environment owned and operated by the people who live in it," thinks universities "will become more free as the space in which students live becomes more free."

He says the cooperative housing movement has grown as students realize that owning their own "space," rather than living in administration-controlled space like dormitories, is a major step toward changing their education. They choose

cooperatives, rather than one- or two-man apartments, because "they want to learn to live and share with other human beings."

MOST CO-OPS CO-ED

Most co-ops on college campuses are co-ed -- often because college rules forbid such housing for students. This Glassman calls unfortunate--after all, "men need to learn how to live with women," and most of them never learn that.

The co-op housing movement may turn into a boom, as even the federal government recognizes its legitimacy. The Inter-Cooperative Council at the University of Michigan recently received a \$1 million loan from the Department of Housing and Urban Development to build a cooperative residence--marking the first time HUD has given money to a student group to build student housing.

The Student Cooperative League hopes through its conference to "impress on us both our need and our ability to control the environment we live in." With such speakers as

Shell and Oar 'Attacked,' New Port Girls Wanted

Crew's ruthless men brazenly marched into domiciles throughout Isla Vista and UCSB and shamelessly abducted innocent maidens of Shell and Oar. The hostages were forced into cars and were unable to escape, for their hands were bound behind their backs, their lips silenced by gags, and their eyes blinded by handkerchiefs.

The desolate girls were reportedly taken to the end of Del Playa, where this implacable band of abductors forced them to wait, shivering, to be taken down a precipitous cliff to await their fate. To further their plight, the girls were instructed to march along the beach carrying a massive rope. For miles they trudged; the Crew members offered no assistance, even when the girls grew faint. Some of these relentless young men even forced the girls to walk in seaweed. At the end of their path, the girls were greeted by a bonfire and cold drinks.

A questionable source claimed that the kidnap was held in retaliation for the surprise 5 a.m. breakfast sponsored by Shell and Oar a few days before. Sign up for Shell and Oar's October 12th rush to find out the real story. Representatives can be found around campus and at the Recreation and Associated Students' Offices.


psychoanalyst and author Dr. Erich Fromm, Marcus Raskin of the Institute for Policy Studies, and many organizers of co-ops in the U.S. and Canada, the conference will include workshops on designing, financing and running co-ops as well as discussions of the philosophy behind them.

The League sees their project as one that is especially relevant to campuses now, but also as one that could have a far-reaching effect on city planning and ghetto problems. They call low rent cooperative housing a "viable alternative to absentee landlordism"--giving people a direct stake in their residence and how it is run.

CREST TOOTHPASTE
FAMILY SIZE
REG. \$1.05
63¢



Your HEALTH AND BEAUTY AIDS DISCOUNT HEADQUARTERS!
ARE YOUR PRESCRIPTION BILLS TO HIGH??
DOES YOUR HEALTH REQUIRE LONG-TERM MEDICATION?



CALM SPRAY POWDER DEODORANT
6.5 OZ. SIZE
REG. \$1.49
83¢




GILLETTE "THE HOT ONE" SELF HEATING SHAVING CREAM
6 1/4 OZ. SIZE
REG. \$1.25
73¢



DO YOU KNOW WHAT YOU PAY?
Many health problems require expensive medications. Some must be taken for long periods of time. Our highly skilled pharmacists fill your prescriptions to the most exacting standards known.

Phone

- SANTA BARBARA 968-3591
- OXNARD 485-2181
- VENTURA 642-8340



ANACIN 100 PAIN RELIEF TABLETS
REG. \$1.39
88¢



MICRIN ANTISEPTIC MOUTHWASH
18 OZ. SIZE
REG. \$1.45
78¢



PACK OF 3 PR. SHOE LACES 18"-24"-27" Black-Brown-White	Reg. 29c	PACK OF 3 PR. 11¢
CHAPSTICK LIP BALM For Chapped Lips	Reg. 49c	19¢
SOFSKIN LOTION 10 Oz. Size	Reg. 89c	38¢
MAL-GEL ANTACID SUSPENSION 12 Oz. Size	Reg. \$1.49	49¢
RINSE AWAY DANDRUFF TREATMENT 6 Oz. Size	Reg. \$1.00	58¢
VICKS FORMULA 44 COUGH SYRUP 3 1/4 Oz. Size	Reg. \$1.19	68¢
A & D OINTMENT 4 Oz. Size	Reg. \$1.33	73¢
OIL OF OLAY 4 Oz. Size	Reg. \$3.50	\$2.18

VO-5 HAIR SPRAY
REGULAR-HARD TO HOLD
18 OZ. SIZE
REG. \$2.35
\$1.28



TEK TOOTHBRUSHES CHOICE OF SOFT MEDIUM OR HARD REG. 69c	STRIDEX MEDICATED PADS 42 PADS REG. 98c
19¢	49¢

100% PURE HUMAN HAIR EYELASHES BLACK OR BROWN REG. \$3.98	VO-5 SUPER LATHER SHAMPOO REGULAR OR DRY 13 OZ. SIZE REG. \$1.89
88¢	88¢

DISCO
6865 HOLLISTER AVE., GOLETA
CORNER OF STORKE ROAD

OPEN
DAILY 12 NOON TO 9 P.M.
SAT. & SUN. 10 A.M. TO 7 P.M.
ADVERTISED PRICES EFFECTIVE THURS., OCT. 3 TO OCT. 9



A PUBLIC APPEAL

DISCO-FAIR EMPLOYEES

SEEK YOUR HELP

The democratic rights of the men and women at Disco-Fair are being denied.

Two years ago, the employees of Disco-Fair and its concessionaires chose Retail Clerks Union, Local 899, as their exclusive bargaining representative.

Since that time, the employers have used every possible stalling tactic to avoid good faith bargaining with the Union. While they continue to pay substandard wages, they publicly misconstrue the facts.

The truth behind the dispute is that the National Labor Relations Board has found that Disco-Fair and the concessionaires named below are guilty of unfair labor practices by their refusal to bargain with Local 899.

The men and women who work at Disco-Fair want the same wages and working conditions that other Retail Clerks in the area receive. They chose union representation because they cannot achieve these goals by standing alone, hoping for fairness while fearing reprisals.

The employers continue to deny the will of their employees by flatly refusing to bargain with the Union, despite an order to do so by the Federal Government.

You, the public, can help these employees raise their own standards as well as the standards of the community by REFUSING TO CROSS THE PICKET LINE AND BY NOT PATRONIZING THE DISCO-FAIR DEPARTMENTS LISTED BELOW.

THE FOOD AND MEAT DEPARTMENTS AT DISCO-FAIR ARE NOT INVOLVED IN THIS DISPUTE. These employees have achieved security through collective bargaining agreements.

Help other Disco-Fair employees gain the same security by patronizing the fair-minded employers who employ members of Retail Clerks Union, Local 899. These forward-looking employers recognize that a sound relationship with their employees contributes to the community as a whole.

Robert L. Brown
Mr. Chip's Dry Cleaning
Martin P. Connolly
Corvette Distributing Co.
Dacs, Inc.
Van Loon Bros.
Van Loon Bros. Snack Bar
Disco Fair Garden Center
Disco Drug Co.
The Value Shop
Leased Dept. of Oxnard, Inc.
Eastside Oil Co., Inc.
Gallenkamp Stores Co.
Jack Gaines
Martin Josephson

National Domestics Corp.
W. Sherman, O.D. &
G. Davis, O.D.
S & N Camera Supplies
Myro-Lin Corp.
United Merchandising Corp.
Spartan Furniture, Inc.
Unishops, Inc.
Oscar Cantu
Art-Mar Enterprises
U. S. Sewing Center, Inc.
Red-More Corp., dba Disco-Fair
Redcrest Co., dba Disco-Fair
Disco Fair Operating Co.
Hartfield Stores, Inc.
Leased Dept. of Larkspur, Inc.

RETAIL CLERKS UNION,

LOCAL 899

Radical Realignment Readied For Fall Flaggrabbing Fools

By CLAY KALLAM
EG Sports Staff

In a radical departure from previous intramural setups, Sandy Geuss and crew have completely revised the intramural sports setup.

Beginning this quarter, there will be two divisions in all major sports, A and B. The A Division will be competing for All-School Trophy points, but B division teams will be eligible

for individual sports titles in the playoffs.

For example, if the Mother-truckers in B Division should win their league title, they could conceivably take the All-School Football championship in the playoffs, but would receive no points toward the All-School trophy.

This method of division is planned tentatively for football, basketball, softball, volleyball, and soccer. Hopefully, the sys-

tem will even out competition so that the better teams will play better teams, and the worse teams will play worse teams. Every organization makes the choice in which division it will compete.

However, the A Division will be slightly more expensive due to increased bookkeeping. Also, a team that opts for the A's will have its badminton, cross country, and other points scored for them while the B's will not count.

The only difference between the two divisions will be that the B Division will not have statistics kept for it.

FOOTBALL FACTS

Football rosters are available now in the IM office, RG 1020, and the manager's meeting is scheduled for next Tuesday at 4 p.m. Competition will begin Thursday the 10th with the Sig Eps and the Delts rating as heavy favorites.

Prospective referees are reminded that there is a mandatory meeting this afternoon at 4 and a clinic Saturday afternoon. Pay is \$2.18 an hour, but a test of rules may be required before hiring.

Statistics Sing Sad, Sad Song

Cumulative statistics often tell an interesting story about a team. For instance, when you read that USC's O.J. Simpson is averaging more yardage per game than almost every college team in the country, you know what the key to the Trojan offense is.

Likewise, when you read the rather unimpressive stats which the Santa Barbara Gauchos possess, you get a pretty good indication of why they are currently 0-2-1. Saturday, however, the gridders will meet the Whittier Poets on Campus Field as they continue to seek win number one, and look to raise a few numerical compilations along the way.

The most telling comparison between UCSB and its three opponents thus far is in total yards per game. The Gaucho offense has been averaging 307.7 yards an outing, while its foes have been managing 387 a contest.

It's the passing department which makes such a difference. Gaucho throwers Jim Curtice and Tim Walker have together completed 48 aeriels for 460 yards, while their counterparts have connected on only four more but have racked up 208 more yards in the process.

Another interesting statis-
(Continued on p. 15, col. 1)

NAILING IT HOME

A New Year

ALAN GOLDHAMMER

Thanks to you Barbara, the new year can begin. With the fall sports schedule coming into full swing a lot of questions are being raised.

Can the Sig Eps win their fourth football championship in a row? Can the Gaucho football squad rebound after two disillusioning losses? Will Ralph Barkey's cagers finally have the big year that has been predicted for them? Will the Strapp sell more beer this year, than last?

Although the Sig Eps with Craig Rubenstein remain the odds on favorites for the championship, it is no longer a certainty as in years past. Underrated and overlooked, Sigma Chi, winners of the all-school trophy last year (fellow Clansmen still disagree with the ruling), is going to be a contender in football after a long draught in the sport.

With Bill Kringlen and Chuck Destro returning, the Lambda Chis will also be a threat, but a new power has come from nowhere. The Delts, losers only to Lambda Chi last year, threaten to make a mockery of the whole race. With Don Gutman handling the reins and Bill Chapman delivering the fine performance he gave last year, the club was expected to be one of the finer teams in the league. This was the story until last weekend.

Last Saturday the news came out. The Delts merged with the Crabdarts and to top this off, Dave Shoji and Chris Casebeer have announced their intentions to play with the Delts. When the news was announced a certain brick house on Picasso started to shake at the foundations.

FOOTBALLERS FALL

A team that started off the year with the promise of doing great things has seen the dream shattered for two consecutive weeks. In a stunning upset, the Gauchos tied UTEP, only to lose to Tampa and Nevada, two lackluster teams.

Certainly the losses could be explained away by blaming individuals for poor efforts and mistakes, but it would be best to go out and go after the rest of the teams on the schedule. The season is far from over with six games remaining and the Gauchos could salvage the season.

There are a lot of good football players on the team, and I'm sure they are not as bad as they have looked the past two weekends. So Doug, Tom and Jimmy, forget what has happened and go out and get Whittier.

BASKETBALL BEGINS

Coach Ralph Barkey will greet all of the members of this year's basketball team in about two weeks as the Gauchos will open up practice for the opener against Cal Poly (SLO) on the thirtieth of November. He is extremely optimistic about this year's squad and has every right to be.

With the ace of last year, Steve Rippe, returning to Robert-
(Continued on p. 15, col. 1)

FOR ALL YOUR BICYCLE NEEDS

REPAIRS - NEW & USED



917 EMBARCADERO del NORTE (ON PARDALL)

968-4914

ANNOUNCEMENTS - 1

Wondering about the head? Come to the Stadium on Saturday.

The Four Tops are Coming Oct. 19 in Rob. Gym, tickets on sale in UCen.

FREE-bookcovers while they last at Diane's - La Cumbre Plaza.

Alexander's Timeless Blooz Band now at the Brothers' Galley.

STUDENTS-we'd like to pamper you! Modern accommodations w/in walking distance from campus, 968-1041.

Anyone wishing to save \$\$ on their food bill; buy side of beef USDA choice call Bruce Black, 968-8645.

Fri. T-G, 50¢ Pitchers, 10¢ Beers; Tuesday - Nickel Night, Wednesday Flick Night. See Strapp ad Thursday.

Sign up now for scuba lessons in Rec; Office, old SU.

Suns, 5-9 huge spaghetti & meatball dinner feed - includes salad and bread. No age limit for students. Brothers' Galley-7300 Hollister.

CLASS OF '69 class cards are now being sold at the UC Info booth.

Custom Barbershop has a new owner. Come say hello! at the Corner, I.V.

Light is faster than sound... light shows by DRY PAINT... w/reduced fees for private parties/living groups - 968-6986.

APARTMENTS TO SHARE - 2

Buy my House of Lords Contract of 1050 for \$900 (private room) Tel. R. Tagami, 968-3192.

Need one student for 2-bedrm apt. Senior or grad, 968-3713.

One UD girl needed to share 4-girl Seaview apt. \$61.75/m, 968-7975.

No Contract! Need woman to share split-level apt., 57.50/m, 8-0287.

One girl roommate needed in Del Playa duplex, \$60/m - 968-8041.

Own room & bath in 2 bdrm, 2 bth, newly redecorated duplex only \$60/m girl, come by 6708 Sueno, apt. A

2 men wanted to sublet 3-man apt. 6626 Picasso #12, 2 bdrm/bth, 89558

Need 2 people to share 2/brm apt. \$37.50/m, call 968-8089

Fem. grad student wanted to share lge, private 2/brm, 2/ba, w/ 1 other. Heated pool, indry fac. 8-4023.

1 roommate needed for beachfront apt. on del Playa (girl). \$630/yr. Phone 968-1882 evenings.

Girls-Share duplex-single bedrooms -ocean-\$71.25/m. Ph. 967-2811.

Room/board transp. in exch. prtime secretarial work. Mature. 965-0447.

AUTOS FOR SALE - 3

'55 Olds, good transportation, Call Bill, 968-0475, \$85.00.

'61 Porsche Super 90- new radials. Fine machine, good performance, Call 964-3343 after 6.

Sunbeam Alpine '62, xint cond, New top & paint, \$1000. Ph 968-1785.

1960 Ford 4-dr, automatic, power steering, low mileage, dependable transportation, \$225, 968-6534.

'59 Stude, stick 6, dependable \$175 48 metro van \$300, 968-5808.

Must sell '68 VW Bug! Fantastic deal! Ph. 968-8685 evenings.

'65 MGTF, red, in good cond. Must sell, moving, \$750, 968-5036.

A.H. Sprite '66 perfect cond, new tires, luggage rk. 968-8863.

'60 Corvette conv, 301cu 2 4-barl., 4-speed syn. Call 968-7584 after 5.

PORSCHE SPEEDSTER. Also engines, parts, access., repairs, incl. VW. Low rates, Rich 964-4771, 965-0447.

CHILD CARE - 4

Infants, baby sitting, care/aged Reliable mature lady. 962-2632.

FOR SALE - 6

Underwood Port, typewriter, \$28, good cond, 968-8724, D-350 Col. Inn.

JG guitar \$60, 875 Cam, del Sur 16, bldg. D.

Rolleiflex 13.5 mint, \$90, Minicam EF-100 electronic flash, \$40, Diehl, 968-6441 afternoons.

Geminiani 10 spd, "531" tubing sew ups good cond. - \$58, 968-2342.

Martin D28 with hardshell case has been inlaid with abalone, call 968-5790 eve/wkends or 961-2497 days.

Surfboard - Corky Carroll Hoble cost \$190 last yr., want \$80. See at 821 Camino Corto Universal Life Church.

GE stereo, new needle \$65; port. typewriter \$20; oscilloscope \$25; guitar \$3, 968-5383 eves.

Stereo speakers, rare no, 16's @\$35 935 Camino del Sur.

GUITAR AMP & BASS amp Jordan sac, near new, 935 Camino del Sur.

Brand-new human hair fall 27" dark br. excl cond, fr. Austria 968-7646

Tape recorder Sony 200, year old headset optional, Call 968-9532.

Navy pea coats-\$17.95; stadium cushions-98¢; Footlockers - 30"x16"x12" - \$9.95; navy watch caps-98¢; jungle hats (O.D. & camo) -\$4.95; army pants & shirts - \$1.29; 100% wool blankets - 60"x80", asstr. colors - \$6.98; rain parka w/ hood (O.D. & camo)-\$4.98; aviator sunglasses - \$1.98; sleeping bags from \$6.88; steel cot w/ mattress - \$9.88, Dunall's Surplus - 605 State.

Scotch tape 203, 1800 ft. \$2.50/rl 968-8552 eves, Ask for John.

Ski boots 10 1/2, ski pants 32 reg., Scuba regltr, car tapes, 968-7601.

Converted player piano - wonderful for rec room. Call 967-4824.

FOUND - 7

LOGAN TELLS IT LIKE IT IS: "LIFE IS A VERITABLE GROOVE" (VERRRRY TRIPPY)

Found; one grey kitten. Plse contact Kathy or Mary at 968-8190.

HELP WANTED - 8

Single girls 21 & over part-time. Ask for Nick or Steve - Six-Pak Shop or Bird Cage - 8-3314 or 8-9050.

LOST - 11

Kitten-fluffy grey w/ kink or brk. near tip of tail. Ans. to KINK in high squeaky voice, 968-6986.

LOST! 5-month-old male cat, part wildcat, 6 toes on L. paw, 968-8749

MOTORCYCLES - 13

'67 Honda 305 Scrambler 6000 miles Cherry condition \$450, 968-5286.

1965 Honda 160, Excellent cond, \$265. 6837 Sabado Tarde, 968-2733.

4'x6' motorcycle or utility trailer sides, license spare, \$100, 968-8772.

Honda 160 Scramblr Must Sell Grt. Cond. \$375, Call Tim 968-7816.

'67 Honda 90, 3500 miles, good cond. \$200, Call Pat, 967-7929.

Bridgestone 50 in xint condition Best offer! 962-2594.

PERSONALS - 14

COME SEE THE HEAD AT THE WHITTIER GAME.

McConnell's Ice Cream Store at the Corner Embarcadero del Norte and Seville Isla Vista. Being run this year by McConnell's direct - manager Ernie Stewart.

Oct. 3 or 4 to Davis will share exp. & driving. 968-6110 or 968-3345, Albert.

POT AT THE WHITTIER GAME?!

Typing - all types - exprd. Very reasonable - 965-1614.

The Four Tops are Coming! - October 19.

EXPLORE!

Would you like to participate in serious group discussions of creativity, living, freedom, conflict, understanding, love, hate, sex, time, peace, etc.? 7:30-9 p.m., M.W.F., meet six times. Phone 963-9622.

Meet More "Compatible" People, One Year Membership \$45.00 Test and information sent FREE Personality Factors - 966-2300.

TYPING - 20

Expert typing 40¢/pg. for all elec. typw. 966-9831 ecp. M. & TH

Student typing in my home, reasonable rates, Ph 967-0226.

Typing--all types--exprd. Very reasonable--965-1614.

WANTED - 21

Backpack w/frame to buy or trd. Call Tom Patterson, 968-1041.

Used tenor sax - Call 968-8052.

Campus Crewmen Crow over Continental Championship



"IT'S A VERY personal, individual sport."

Rowers Reflect Radiant Ruggedness of Regattas

By LEE MARGULIES
EG Sports Editor

"It's a beautiful sport, but a very personal, individual one. You have to participate to appreciate it."

"I can't explain why I like it; I don't know anyone who could. It's just the kind of thing where I wouldn't be happy if I wasn't doing it."

These are the words of seniors Steve Benson and Mike Jeffries, and the sport they are reflecting on is, oddly enough, rowing. The two, along with five other Gauchos crew veterans, participated in a training program this summer in Ecorse, Michigan which eventually led to their winning the U.S. National Intermediate 8-Oar Championship.

Unlike on the West Coast, rowing is a major sport in the east. "It is something the people there grow up with," Jeffries believes. "It is part of their heritage," so much so that boat clubs recruit athletes to compete for them with travelling expenses paid jointly by the club and the local town.

Thus it was that last spring Benson, Jeffries, Greg Foster, Steve Gallant, Bob McKewan, Mike Treman, and Chris Van der Kar applied and were accepted into the Ecorse Boat Club's program.

AN AVERAGE DAY

Benson explains what an average day consisted of:

"We'd get up about 4:30 in the morning, since we had to be at the Club by 5 a.m. Then we'd row (on the Detroit River) from 5:30 a.m. to 7 a.m.

"Then it was home for a quick change and to work in the steel mills by 7:30 a.m. (They serviced railroad tracks.) We finished there about 3:30 p.m., and were back at the Club by 4:30 for a required four mile run and 15 minutes of weight lifting."

"And then we rowed again from 6 p.m. until 8:30, making about 20 miles of rowing a day."

As if this weren't enough, the group entered regattas every other weekend in which they usually raced three times a day.

Keep in mind too that the training program they had been under here involved about one hour of rowing a day and only one race per meet.

But it paid off for Benson and Jeffries, for while their Santa Barbara teammates worked in the four-man shells, they joined six oarsmen from San Diego State, Santa Clara, and Purdue to form Ecorse's eight-man team.

The octet started out slowly, and didn't do especially well in the first regattas they entered, which included three meets against the Detroit and Wyandotte Boat Clubs, the International Invitational Regatta (in Ontario), the Dominion Day Regatta (in Toronto), and the Central States Regatta.

IMPROVEMENT IN AUGUST

By August, however, they had greatly improved, and placed fifth in the championship race of the Royal Canadian Henley Regatta, losing only to the Mexican Olympic team, the Canadian Olympic team, and two other top Canadian crews. Overall, Ecorse placed fourth in the regatta with some 30 teams entered.

But the high point of the summer was still to come for the two Gauchos representatives and their six boatmates. Competing in New York City, they stroked their way to the U.S. National Intermediate 8-Oar Championship, beating the second place team by over a boat length.

They followed this showing with a fifth place finish in the open division of the Nationals (the Intermediate having been representative of college competition). In the open finals they beat the Mexican Olympic team which had edged them in the Henley, but lost to Canada's Olympic team again and to Vesper, the crew which placed third in the U.S. Olympic trials. Nevertheless, the championship and the fifth pushed Ecorse into an overall fourth in the Nationals.

All in all, quite a summer.

"It was great," states Jeffries. "It was the first time we had been exposed to hard nosed competition where we actually had a chance to win. And we had mental peace of mind--we could just concentrate on rowing without the administrative and equipment hassles we have here."

"It was almost like being professionals," recalls Benson, and no wonder: he and Mike figure Ecorse--the Club and the town--laid out about \$10,000 for the six week program. In comparison, San Diego State runs a nine month program on \$3,000; UCSB gets even less.

EXPERIENCE WILL HELP

With such experience in seven of its veterans, the Gauchos crew should have its best year ever. Now in its fourth year here, the organization will be headed for the third time by Jeffries, while John Caskin puts in his final year as coach, after which time he will move to Berkeley for Ph.D work. Because of this summer, Jeffries and company have already lined up Bob Burkhart, a 12 year rowing veteran at Ecorse, to take over the coaching chores next year.

Mike Treman will handle the frosh oarsmen this year, and undoubtedly will incorporate many of the training principles he learned over the summer.

"Since there is no summer rowing on the coast," proclaims Jeffries, "the most promising UCSB oarsmen every year will be provided with the opportunity to participate in a program such as Ecorse's."

Would they do it again themselves?

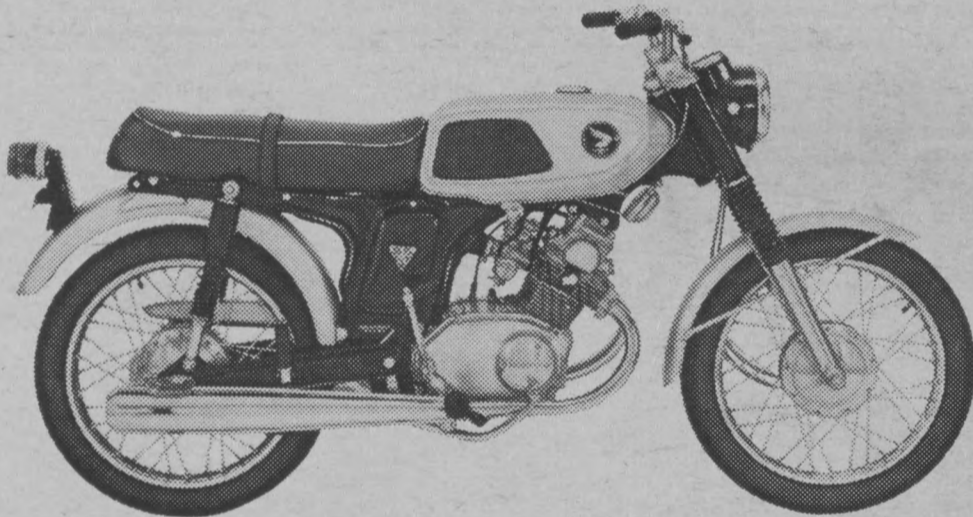
"We'll go back if we can," Mike maintains.

"After all," boasts Benson, "we got to learn how to lay railroad track."

Big problem.



Simple solution:



New Honda.

This lean, lithe Honda 125 Super Sport can be the answer to a lot of problems besides parking.

Consider price. You can buy this beauty at an impressively low initial price; fuel it for a fraction of what you'd spend on a four-wheel gas gulper. And, of course, there are the pleasantly painless costs of maintaining and insuring a Honda.

The 125 Super Sport couples lightweight economy with red hot performance features. Its dependable four-stroke parallel twin engine produces a dazzling 13 bhp; acceleration that matches the best of them.

And styling. The 125 Super Sport is nothing but class from its streamlined pipes to its sculptured tank to its rugged telescopic front forks. The sleek and sassy 125 Super Sport. Is there a better way to solve your problems?

HONDA

See your Honda dealer for a color brochure, safety pamphlet and "Invisible Circle" film; or write: American Honda Motor Co., Inc., Dept. 13, Box 50, Gardena, California 90247.

Swartz, Staff See Superb '68 Season

By LIN LORING
EG Sports Writer

In his second year as Frosh football coach, Ed Swartz has the quantity and quality of players that make him a very happy man.

"It will be damn tough to beat us," contended Swartz after viewing his four 11-man squads in an hour scrimmage last week. One can hardly talk to Swartz without the phrases "spirited," "great depth," and "alert" being labeled to his team. Last year the Frosh eleven finished with a 3-1-1 record.

Stats...

(Continued from p. 13)
tic is under the heading of "fumbles." Here is listed the incredible number 14. And that's for only three games, folks. Next, and just as incredible, is the "fumbles lost" category. Eight. Ouch.

Tom Broadhead, who last year established a new season rushing record, is currently atop this year's runners with a 4.4 average. He has carried the ball 51 times for 224 yards. Quarterback Curtice is next with 105 yards ground out in 28 attempts.

Transfer student Steve Moore is leading the receivers with ten receptions, good for 140 yards and one touchdown. Broadhead also hasten catches, but only for 39 yards. Jim Priest has snagged eight passes for 76 yards.

Punter Dave Chapple is booting the leather an average of 41.8 yards per attempt, with a best of 75 (count 'em -- 75) yards.

Mike Cobb and Bill Corlett have come up with the only interceptions for the Gaucho defense thus far; both came against Tampa two weeks ago. And that's the story from the stat sheet.

--MARGULIES

Goldhammer

(Continued from p. 13)
son Gym, Coach Barkey has one of the top-rated forwards on the Coast. Rippe spent most of the summer working out with the San Diego Rockets of the NBA playing with such notables as John Block, Don Kojis, and the Big E, Elvin Hayes. He has picked up a lot of the tricks of the trade from the pros so he should have a real big year.

The San Carlos deadeye, Bob Emery, will return and try to better his twelve point a game output of last year. Emery will be manning one of the guard spots. Along with Rippe and Emery will be Frosh stand-out Doug Rex who will be at the pivot position.

BEST BET?

As in year's past, this column will be featuring the best bet of the week. This is set up to enable the poor bettors in I.V. to pyramid their capital into untold millions. Last week the bet was Purdue over Notre Dame as some of you might have known. At any rate here it is once again: BEST BET OF THE WEEK: Alabama over Mississippi by only 4.

View
THIS WEEK
WILL EXAMINE:
A.S.
Government
WATCH FOR IT
FRIDAY

TRADING POST

Trading Punches

GERALD NEECE

USC's O. J. Simpson was quoted last week as saying the weakest part of the Trojan football team this year is its backfield. As hard to believe as it seems, this unavoidable fact is certainly true. What USC needs is to make a trade for Purdue's Leroy Keyes.

A trade you ask? In college football? Well what's wrong with it? The pro's do it, and very successfully it seems. Last week's video version of "Last Week in the NFL" repeatedly stressed the fact that many teams are winning games this season because of timely trades last winter--take Detroit's Bill Munson, for example.

What college football needs is trading. The possibilities are virtually unlimited. Four-for-one trades, intersport trades, coaches for player trades, the list goes on and on.

UCSB has great bargaining power. A coach and a quarterback in a father-son package deal. Perhaps the volleyball, swimming and tennis teams for Lew Alcindor? Then put Lew on the block for Leroy Keyes. Next, trade the track team for O. J. Simpson. The basketball team, six coaches, and the football stadium for Notre Dame's Terry Hanratty and Jim Seymour. What's this give you? A number one, single sport, self-supporting football team. See, it's simple.

Let's try again. Trade the ROTC building and the Peace and Freedom Party table to Army for coach Ted Cahill. Then trade Cahill to the Philadelphia Eagles to replace Joe Kuharich and take Norman Snead who happens to be injured. Trade Norman Snead to the Westinghouse Corporation for endorsement purposes and "bor-

row" Frank Gifford. Frank Gifford goes to NBC for Sandy Koufax. Koufax goes back to Walter O'Malley in a straight cash deal, and with that \$200,000 UCSB lays the foundation for a new gymnasium. Oh, the possibilities are simply smashing.

What about trading Ronald Reagan back to the U.S. Borax company for 100 athletic scholarships? Or selling Isla Vista back to the Indians for several dozen beads and then turning around and donating them to the Smithsonian Institute for 100 more scholarships? What about trading the old gym to the Spanish (the original builders) for the mineral rights to Baja California. Trade those to the Mexican government for the Olympic Stadium and then hold it as ransom until Averill Brundage gives us the U.S. Olympic team. Now there's an athletic program.

What about trading the EL GAUCHO sports staff to the highest bidder? Perhaps the Chronicle will take us for Hearst Castle. Or the Times for the Helms Athletic Foundation and the Memorial Coliseum? Now there's a football stadium to play in. (We traded away the present one, you'll remember).

It's finally becoming apparent why they don't make trades in college football. It could get out of hand. Of course the Mafia would want their cut and the President would form a commission to investigate it and . . . would you believe the President for three halfbacks, an official AFL football, and four square yards of Astro-turf?

TELL IT TO THE GAUCHOS WITH
WANT ADS!
With El Gaucho Classifieds you can buy, sell, or trade most anything

El Gaucho classifieds are 25¢ per line.
Payable in advance
classified ad forms available
in room 3135

Studying is yours. Cooking is ours.



Live at
The College Inn

Room and board
for students.

6647 El Colegio Rd.
Goleta

968-1041

Pictures a-go-go!



24 - HOUR SERVICE FILM DEVELOPING

at your

 <p>CAMPUS BOOK STORE</p>	 <p>Jolo Visto PHARMACY</p> <p>Complete Prescription Department ● Cosmetics ● Drugs ● Sundries 24-Hour Photo Service 955 Embarcadero del Mar 968-2310</p>
---	--

KODACOLOR and BLACK and WHITE

A NEW ROLL OF FILM WITH EACH ROLL DEVELOPED AND PRINTED

