

Give A Gaucho A Lift . . .

Larry Adams, a well-known member of the Santa Barbara College student body, is afflicted with hemophilia and needs an average of two pints of blood each day. Inter-Fraternity Council through the Hemophilia Foundation is sponsoring a blood drive for Larry on Monday, March 19 from 9 a.m. to 3 p.m.

The Tri-Counties Blood Bank is sending nurses, two doctors and proper equipment to the Quiet Room of the Huddle in the Student Union where donations will be made. Marten Mailes, chairman of the drive, requests all students under 21 to secure permission slips to be signed by their parents from the AS office.

Larry is an excellent student, having attained a 3.0 average in his first two semesters at school. He also writes a weekly column for the Santa Barbara Star entitled, "The World From My Window." - See editorial on page two.

WOMEN URGED TO VOTE, **AWS ELECTION THURSDAY**



GWEN "MUGGSY" ZINNIGER

AWS elections will be held tomorrow and Friday. Voting booths, handled by Chimes and Phrateres, will be open from 9 a.m. until 3 p.m. in front of the Student Union and the Library.

AWS cards are required of all those voting, and cards will be available for purchase at the election booths.

Candidates

President are Annabelle Rea and Beta Phi sorority. Gwen "Muggsy" Zinniger.

Annabelle is Publicity Chair-



ANNABELLE REA

Candidates for AWS Second Vice President are Virginia Berettini, Jacque Franck, Esther (E.J.) Gonzales, Pat Johns, Jan-ice Tolotti, and Shirley Torigiani.

Virginia Berettini participated in the Intramurals and is a member of the Social Committee and the Publicity Committee. She was a candidate for Frosh Queen, is Vice President of her residence Candidates for the office of hall unit, and is a member of Pi

E. J. Gonzales is Vice President of Phrateres, a member of man for AWS; member of the Riding Club, and her unit Chimes, Junior Women's Honor- of New Hall and is secretary of the Menu Committee. Pat Johns is presently secretary of AWS and a member of Elemeds and Kappa Alpha Theta sorority.

TELLER, RENOWNED SCIENTIST, SPEAKS **HERE ON MARCH 21**

Dr. Edward Teller, the worldrenowned atomic scientist, will be the Charter Day speaker at an University Meeting and Student Assembly at 10:30 a.m. Wednes-day, March 21, in the campus auditorium.

Dr. Teller, at present a profes-sor of physics at the University of California at Berkeley, will speak on the "Past and Future of Industrial Revolution." He will emphasize the place of nuclear development in technology.

Anniversary

The lecture is part of a series of public events observing the 88th Charter Anniversary of the University of California.

Dr. Teller, called "The Father of the H-Bomb," was one of the pioneers in the development of the potentialities of nuclear fission and fusion. He served as a physicist in the now famous Manhattan Project from 1942 to 1946, working in close connection with the development of the atomic bomb. The first year he was at the University of Chicago, after which he went to the Los Alamos Scientific Laboratory, New Mexico. now operated by the University of California.

He subsequently spent three years at the laboratory on leave from his duties as professor of physics at the University of Chicago. He then joined the faculty of the University of California in 1952 and is now professor of physics and associate director of the Radiation Laboratory.

Acting Provost John C. Snidecor announced that 10 and 11 a.m. classes will be cancelled for the Charter Day event because of the large number of students and faculty who will want to hear Dr. Teller speak. The Library and Student Union will also be closed during this time.

Another event which will be included in Charter Day is an informal dinner honoring the faculty research lecturer, Dr. Wilbur Jacobs, to be held at Kerry's Restaurant at 6:30 p.m. Reservations and tickets for the two-dollar dinner may be obtained from Dr. J. Chesley Mathews, associate professor of Eng-

Warshaw to Deliver **All-College** Lecture

"How Paintings Get Not To Look Like Other Things" is the intriguing title of next Tuesday's All-College Lecture to be given at 4 p.m. in bldg. 431 by Howard Warshaw, instructor in art at UCSBC and well-known California painter.

He will discuss all periods of painting, exploring the nature of painting and its potentialities and limitations, including the problems faced by both the artist and spectator.

Warshaw joined the Santa Barbara College art department last fall. A year ago the Pasadena Museum of Art recognized his importance as an artist by giving him a large retrospective exhibit. His work will be shown at the art museum next month.

One of his paintings was purchased from the Pacific Coast Biennial exhibition, and he has won seven major prizes in recent Los Angeles Museum annuals. His work is shown at New York's Seligman Gallery and at the Frank Perls Gallery in Beverly Hills.

For the last dozen years his reputation as a painter and teacher has steadily grown. For several years he taught drawing and painting at Jepson Institute in Los Angeles. In 1946 the Santa Barbara Museum of Art gave the painter his first museum one-



will occupy the spotlight this weekend, as the Music faculty and students present the third annual Contemporary Music Festival.

Pictured is the Brass Choir, with Maurice Faulkner conductor. The Brass Choir will play on Sun., March 19, as part of the Contemporary Music Festival.

A series of five events has been planned for March 16, 18, 19 and 20, all of which are to take place on campus. The first event will be a lecture by Dr. Roger Chapman of the music faculty. He will discuss "New Sounds for Composers," at 4 p.m. on Friday, March 16 in the campus Art Gallery.

Chamber Music

On Sunday at 4 p.m. in the campus auditorium, the first concert will be presented. Chamber music will be represented by the Trio for violin, clarinet, and piano (1946) by Ernst Krenek, played by Richard Ruth, Gary Hulderman, and Tom Durrie.

Crowds Mob Midway At '56 Barbary Coast

A "city of cardboard" has risen and fallen on the north field of the gym. Constructed last Thursday and Friday for this year's Barbary Coast carnival, the brightly-lighted midway was Gillespie, who will also accomthe scene, Friday night and Saturday, of throngs of students, faculty members, and townspeople, who were offerred such varied attractions as candied apples, old movies and hand-made actopuses. First prize for the "best show" category went to Kappa Alpha Theta's "Carousel" Delta Gamma took second place. The Whiskerino Contest came to its dramatic climax Friday night with judging at the An-nouncer's Stand. Tony Joseph came out the winner of the "longest beard" category, the Sig Eps carried away the prize for the most "human porcupines," and Willie Schmidt won the "most unique" category. There were several divisions in the "best booth" category. The best overall booth was the Lambda Chi Alpha fun house. In the fraternity division, the Kappa Sig men shivered and splashed their way to victory with the "Big Dip." Pi Beta Phi's "Human Shuffleboard" took the prize in the sorority division. First, second, and third places in the Residence Hall Division were captured respectively by North Wing, Unit 4, South Wing, Unit 2, and Sycamore Hall. In organizations Industrial Arts and Block "C" came in first and second in that order.

There will also be two works for quarter-tone pianos: Rhumba by Mildred Couper; and Thus Spake Zarathustra by the Polish composer Wyschnegradski. The former work is for two pianos; the latter for four.

Also included on the same program will be the Concerto for Trombone, by Paul Creston, performed by Byron Peebles, with Dr. Gillespie accompanying. Dr. Maurice Faulkner will direct the Brass Choir in Sound Piece for brass and percussion, by Gardner Read, and *Festival March* by Roger Chapman, composed especially for the occasion.

American Composer

The music of the late American composer, Charles Ives, will be featured in the second concert of the series, to be presented on Monday afternoon at 4 p.m. in the campus art gallery. Selections from his piano music will be played by Miss Shirley Munger, Instructor in Music at UCSBC, including the Three-Page Sonata. Selected songs by the same com-poser will be sung by Carl Zytowski, and Lloyd Browning and Stefan Krayk will perform his fourth Sonata for Violin and Piano. Music and performers will be introduced by Dr. John pany Mr. Zytowski.



ary; and secretary of Alpha Mu Gamma, Foreign Language Honorary. She is also a member of Kappa Alpha Theta sorority and the French club. She is a scholarship award winner for 1953-54, and is a Dean's List student.

Muggsy Zinniger is AWS Election Chairman. She is a member of Elemeds and has worked on the Secretariat.

She is on the Standards Committee, Social Committee, and Special Events Committee. Muggsy is also a member of Pi Beta Phi sorority.

Vice-President

Candidates for First Vice President are Diane Allingham, Judy Call, Muriel (Mickey) Knox, and Sylvia Read.

Diane Allingham is a member of Colonel's Coeds, Panhellenic, Standards Committee, the Secretariat, Elemeds, and Pi Beta Phi sorority.

Judy Call is a member of the Rally Committee, the Secretariat, and Sigma Kappa sorority.

"Mickey" Knox is a member of the Home Ec Honorary, the Home Ec club, as a residence hall president, she was on La Casitas Council and is presently a member of Sigma Kappa sorority.

Sylvia Read is a member of Elemeds and the Rally Committee. She has been on the Freshman Council and is secretary of Chi Omega sorority.

Janice Tolotti participated in the 1955 Aquacade and the Tennis Tournament in Arizona. She is a member of Delta Sigma Epsilon sorority.

Shirley Terigiani has been a member of the Rally Committee and Social Committee, Assembly Committee, Publicity Committee, and the Recreation Control Board. She has participated in Intramurals and Panhellenic, is a member of Elemeds and Alpha Delta Pi sorority.

Other Candidates

Candidates for the office of Secretary are Sandi Barth, Beverly (Boots) Butz, Elaine Greening, Jan Rankin, and Margaret (Peggy) Wood.

Candidates for Treasurer are Claudelle Davis, Judy Dean, Judy Hendricksen, Myrna Schafer, Nita Jo Stockham, and Sandi Vaniman.

The Women's Recreation Association (formerly WAA) President will be chosen at this time on a separate ballot. AWS cards are not needed to vote on this ballot.

Candidates for this office are Joyce Enfield, Sandy Morris and Martha (Marty) Sutcliffe.

lish, and chairman of the Committee on Public Ceremonies.

At 8:30 p.m. in the Mesa Campus Auditorium Dr. Jacobs will give the Faculty Research Lecture on the topic, "The Letters of Francis Parkman." Dr. Jacobs will come from the east coast, where he is on sabbatical leave this year for a research project.

Council Postpones Steak Fry To April

All-school Steak Fry scheduled for March 25 has been postponed until the end of April, it was recently announced by Legislative Council.

The steaks for the Fry are expected to cost the Associated Students about \$750. Las Casitas Dining Hall is supplying the other essential food items.

No spring supplement will be added to the Student Directory, it was also announced.

All organizations are reminded to give a description of their activities for the year to the La Cumbre staff if they want the activities to appear in the annual.

It was reported that RHA is planning a coed volley ball tournament, an open recreation night at the gym, and a folk dance activity. The dates of these affairs have not been decided.

man snow.

Deadline for Queen Candidates This Fri.

Deadline for filing queen candidate applications for the Easter Relays to be held Saturday, March 31, is this Friday at 5:00 p.m. in the AS office.

Queen candidates are being selected by the various women's organizations, and male students will vote on three finalists March 27 and 28.

The queen will reign over the Relays, which start with high school competition the morning of the 31st. Jr. college, college, and open divisions will be held in the afternoon and will feature USC, UCLA, Occodental, the Los Angeles Athletic Club, and the San Francisco Athletic Club.

SYMPOSIUM

Attention all creative geniuses! Symposium needs material for its next issue. If you have any short stories, articles, poems, draw-ings, or the like please deposit them in the box in the Symposium office. The drawings must be in black and white, without any shadings, and must be 81/2 by 14 inches or larger.

Contata

The last two concerts will be presented on Monday and Tuesday nights at 8:30 p.m. in the campus auditorium. Both concerts will be identical. The most important work to be performed these nights is the cantata Saint Nicholas, by the modern British composer Benjamin Britten, in which the symphonic choir and the college orchestra will join Carl Zytowski and John Girvetz, soloists.

The remainder of these evenings will be occupied with chamber music. The Fantasy Quartet, also by Britten, will be performed by Clayton Wilson, oboe, Stefan Krayk, violin, Gwendolyn Smith, viola, and Shirley Laidlaw, cello. The concert will conclude with the Partita for Harpsichord and Six Instruments by Vittorio Rieti, with John Gillespie, harpsichorist.

Admission Free

All concerts will be free to students and the public, except those on Monday and Tuesday nights. Admission for these will be \$1.00 for the general public, but students will be admitted free with student body cards. This slight admission fee is to cover the cost of royalties for the cantata, and the rental of parts.

Guided tours around the new music building have been planned to precede each concert.

Forum Forum Forum Forum Forum ... Forum ... Forum ... Forum ... What's In A Name **Ironwood Tree**

LA CUMBRE REPRINTS!

ORDER YOUR REPRINTS NOW

Excellent wallet size photos

gilts • stationery • photo 5854 HOLLISTER AVE. PH. 8-

GOLET.

LUCK

CIGARETTES

PH. 8-2892

Speaking on behalf of the Residence Hall Association, I would like to express our appreciation for the new ironwood tree, for it does enhance the beauty of the campus. With the planting of new trees, the construction of new buildings, and the improved general campus appearance, Santa Barbara College is fast on its way to becoming the hallmark of the University of California. This improved appearance is reflected in a growing pride of the students toward the campus, and a greater desire to keep the grounds looking their best at all times. This tree is especially appreciated by us, the students that live on campus, in residence halls for it affects us personally.

Dear Editor:

Our aesthetic sensibilities were deeply shaken by your article, "What's in a name, etc?" This reaction, coupled with the reverberation of our artistic sensitivities simply shook us up !!! The idea of wasting a whole committee to deprive us of a word which carries with it so many emotional umbilical cords is positively repugnant.

You would throw away our Gaucho (lasso and all) and give us "Sea Wolves," "Pirates," or "Dolphins." WHY? Because you tell us the word "Gaucho" is not aesthetic. Is "Sea Wolf"? It can attach to itself no mascot. What do we get with "Dolphins," a wet, slimy fish? It suggests Argentina, hence Peron, hence distastefulness. Has no one informed you that Peron is in Panama in an American hotel? You tell us "Gaucho" is not appropriate for this campus. Face it, only a

name like "Barracks Brats" or "Slough Serpents" would be ap-propriate. It is difficult to tie in with a theme. What the hell does this mean?

If you insist on expelling the "Gaucho" from this campus you will be expelling our spirits with him. Great schools do not change their symbols . . . Harvard is still red!

You ask for suggestions. Here is ours — El Lobo Loco. It means crazy wolf (not too far from "Sea Wolf), and it carries with it our Spanish heritage — true to it we will be till death.

Trooly yers,

El Lobo Loco fan club P.S. Our new chants could be LOBO

and the locomotive

LOBOLOCOLOBOLOCOLOBO AD nauseam

Old Almar Mortar

Dear Mr. Editor:

Yesterday I was at my job, just working away-like and l come accrost a copy of your last paper and so I seen that big letterhead "El Gaucho" and my heart sorta skipped a beat and I knew I hadda take time and look it over so I unrolled it and scraped the garbage off it-like and dam near puked at the first story — man right there surrounded by coffee grounds I seen where youse guys is trying

MARCH 24!

for

B. B.

—like. Well I gotta quit up this note callin me a lazy slob.

Jimmy Joyce All 28 APC End



PARKING

Due to the many com-plaints received by the Campus Police Department, students are requested to refrain from parking in the restricted area in the large parking lot, back of the Science Building. The area posted is located on the north-west portion of the lot.

to change the name of good ole USBAC — MY OLD ALMAR MORTAR - like from Gaucho to some other crud like and I dam near cried cause Im preti sensetive about my ole skolaint youse guys never heard of treadition !!! Aint you never learned that establiched symbols aint easily smeared out-like and even if youse guys do try and wipe out the "Gauchos" that cute little guy with the fiesta hat is gonna live in the eyes and hearts of peoples of the Greater Goleta Area; dont forget-like we the people whose supports youse is all soliciteous too. And what about the atheletics on the teams who wont know what to do with their selves, if they aint playing for the Gauchos and who always come over when youse guys yell 'Gauchos" and what about the name of dis paper — like and all them deecals to scrap off your window-shields-why dont youse guys leave the Gaucho alone he was good enough for my class

cause the guys on the truck is Love,



University of California, Santa Barbara College

Published every Wednesday during the school year except during vaca-tions and examination periods by the Associated Students of the University of California, Santa Barbara College, Goleta, Calif. Opinions expressed herein are those of the staff unless otherwise indicated. Entered as second-class mater Nov. 10, 1954, at the post office at Goleta, Calif., under the Act of March 3, 1879. Mailing charge is \$2.00 per year, neuroble in advance.

payable in advance

EDITOR	JERRY PERKY
	. BETH KLASSON, SYLVIA KLASSON
MANAGING EDITOR	LEO PAUL ALVAREZ
CIRCULATION	BOB SILVERMAN
	DR. ELSIE LEACH
FEATURE EDITOR	JACK NAKANO
STAFF WRITERS — Bobbie Breed	ing, George Hart, Diana Clark, Kelley
Cartwright, Lucey Matteson, J	ackie Newby.
ADVERTISING MANAGER	PHIL C. JACKS, JR.

The Larry Adams Blood Drive . .

Next Monday is the annual Larry Adams blood drive, the details of which you can get elsewhere in this paper.

For those of you who are unacquainted with Larry's case, he is suffering from hemophilia which means he needs frequent transfusions. Currently he is down about 400 pints and nearing the limit that the blood bank says they will lend him. The purpose of this drive is to replenish this supply. The blood collected is given to the blood bank in exchange for an equal amount of blood of his type.

Larry has suffered from this disease, of course, since childhood but it has not held him back. Most of us consider ourselves lucky if we maintain a 1.5 grade average. Larry has kept his at the 3-point level for his two full semesters in college. He has done this despite missing a considerable amount of school when he needed transfusions.

Last semester Larry was forced to drop out with about two weeks of the semester left and is currently making up the finals he missed, not an easy task when he has to prepare for tests in the courses he is taking this semester. Nevertheless, he won't miss that 3-point average by much, if he misses it at all.

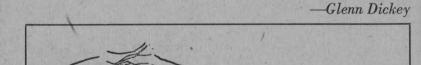
Schoolwork is not the only thing at which Larry excels. He also writes a political column, "From My Window," for the Santa Barbara Star. Larry, a political Science major, hopes to become a political columnist when he graduates, also.

Sometimes it is said of high average students that they know only what is in books, and are not aware of what is going on around them. This is not true of Larry. His knowledge of current affairs on any level, campus, local, national, or world, would amaze you.

His illness has naturally curtailed his extra-curricular activities but it has by no means eliminated them. He still manages to join a number of clubs and even pledged a fraternity, Delta Sigma Phi, before deciding to drop out.

Many people who are physically handicapped become embittered and crave pity. This is not the case with Larry. Rather than pity him, one has to envy him because of his obvious happiness. If it's true that adversity is the acid test of a person's character, Larry has come through with flying colors.

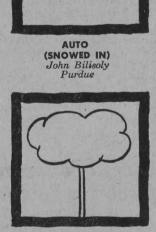
So, don't forget the date, Monday, March 18, in the Quiet Room (or Huddle). This is one activity that has no restrictions. Everyone is welcome.



John E. Hilband **RHA** President

> Lucky Smoker. This smoker might give you the shirt off his back-but he'd sure hang on to that pack of Luckies. Reason: Luckies taste better. You see, they're made of fine tobacco-light, mild, good-tasting tobacco that's TOASTED to taste even better. Matter of fact, you'll say Luckies are the best-tasting cigarette you ever smoked! Better pocket a pack today! DROODLES, Copyright 1953 by Roger Price

"IT'S TOASTED" to taste better!



FLAGPOLE SITTER ON CLOUDY DAY Edward Zimmerman U. of Denver

COLLEGE SMOKERS PREFER LUCKIES!

Luckies lead all other brands, regular or king size, among 36,075 college students questioned coast to coast. The number-one reason: Luckies taste better.

TASTE BETTER - Cleaner, Fresher, Smoother!

OA. T. Co. PRODUCT OF The American Tobacco Company AMERICA'S LEADING MANUFACTURER OF CIGARETTES



Magic for styling, magic for versatility and wearability. Denim Shorts — \$2.95 Denim Bras — \$1.95 2 pc. Quilted Print Set — \$6.95



California Corner 727 State St. - Ph. 2-7671

THE

AND I THO'T

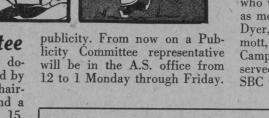
HAD IT BAD

FRENCH

AWS Fashion Show

One of the foremost events on the AWS calendar, the Spring Fashion Show, will take place this Sunday, Mar. 18, in the Lounge of the New Residence Hall.

The show will be presented from 2 p.m. to 4 p.m. and will feature the latest styles from Santa Barbara's Post and Rail. Some of the SBC women students who will participate in this event as models are Sandy Pedlar, Pat Dyer, Joyce Berlin, Dulce Wilmott, Mimsy Birch, and Shirley Campbell. Refreshments will be served after the show, and all SBC women students are invited.



A FUTURE FOR YOU

in an expanding industry

BURROUGHS CORPORATION

A leading manufacturer of proved and accepted machines for accounting and statistics — electronic digital computers and electronic systems, etc., is now expanding its marketing organization.

We are interested in interviewing students with majors in:

MARKETING

ACCOUNTING

BUSINESS

LIBERAL ARTS

Applicants accepted will be trained at company expense, given exclusive territories on a salary and commission basis, and in most cases, the opportunity to choose the area in which they wish to work.

Campus Interviews

March 16th

for appointment contact Placement Bureau



WHAT THE HELL . . by Kelley Cartwright

Quick, lets pass a motion or do something! We haven't gotten in the spotlight now for three weeks. Do something, do some-thing, DO SOMETHING! Any thing!

A

R

N

0

I know, let's change the name of our teams, our paper, our students. Let's wipe all the decals off our windshields, books, rooters' caps, etc. Then, by God, we will have done something.

I can remember when as a wee little freshman I came to UCSBC, fresh from a high school whose heroes were called Spartans, I thought how original was the name "Gauchos."

I have, of course, been cured of this delusion. I now realize that the cogent arguments put forth by our legislators have great merits.

I agree entirely that the name Gaucho has distasteful associations — Peron, and what have you. I have also thought for a long time that the name Santa Barbara is associated with Roman Catholicism, hence with the Inquisition, and should be replaced. The same is true of San Francisco, San Bernardino, San Miguel, San Juan Batista, etc. I propose that all these cities should instead be named after trees, or famous statesmen from California (a name which must eventually go, since it is asso-ciated with Spain, and hence Franco). Santa Barbara would then become Pineville, or Knowland City, or Nixon Haven, or Knight Falls.

It is also very true that the name does not readily suggest a mascot, and for this reason we here at UCSBC should pick some name which would allow us to

Want to go Abroad? Scholarships Given

College students living in Southern California who want to live abroad during the summer of 1956 are again being provided with scholarships for that purpose by the Crown Zellerbach Foundation, it was announced by the Experiment in International

have a college mascot. Several have been suggested: Euglena, an excellent name, since then we could not be accused of discrimination against the plant king-dom; Amphioxus, which would really wow any opponent on a spell-out; Clam, a very easily obtained, and very tasty, mascot; Dog, or the more sophisticated Canis familiaris, which would easily allow us to have a mascot.

Another very appropriate criticism of our present name is that it does not fit in with any theme. I agree completely - a name like Bruins or Tigers or Cubs or Kittens would be much more appropriate, since the mythology and legend surrounding such names is legion.

But the prime consideration is that the name Gaucho is not esthetic. For this reason alone we should find a new name. Prob-ably "Mother" would be suitable. It's aesthetic; it has a long tradition; it is easy to spell; it has no unpleasant associations. No better name could be picked. I can hear it now: "GO, MOTH-ERS, GO! FIGHT! FIGHT! FIGHT!

Turlock Scholarship

filed before April 1.

by Jack Nakano Schedules subject to change

without notice AIRPORT DRIVE-IN

At The Movies

Wednesday Saturday

"The Littlest Outlaw," Andres Velasquez, Pedro Armendariz "The Naked Sea," documentary Sunday on

"All That Heaven Allows," Jane Wyman, Rock Hurson "There's Always Tomorrow," Barbara Stanwyck, Fred Mac-Murray

CALIFORNIA

Wednesday - Saturday

"The Tall Men," Jane Russell, Clark Gable

"Three Stripes In The Sun," Machiko Kimura, Aldo Ray Sunday on

"The Last Frontier," Victor Mature, Guy Madison

Wednesday on

"On The Threshold Of Space," Virginia Leith, Guy Madison "Glory," Margaret O'Brien,

woman student who graduated from Turlock, Denair, or Hilmar High schools may apply for a \$250 scholarship given by the Turlock Soroptimist Club. Applica-tion forms are available in the office of the Committee on Scholarships, Bldg. 401, second floor. Forms must be

WINSTON

TASTES GOOD !



Publicity Committee

All students interested in doing publicity work are invited by the Publicity Committee chairman, Carolyn Jones to attend a meeting tomorrow, March 15, from 12 to 1 in the Student Union Conference Room.

The chairman wishes to remind all organizations that publicity must be checked and approved by the committee. Forms are available in the Associated Students Office for the posting of

GRANADA

Wednesday on "The Last Hunt," Debra Paget, Robert Taylor "The Steel Jungle," Beverly Garland, Perry Lopez STATE

Wednesday on "Gone With The Wind," Vivien Leigh, Clark Gable

Custom Tailoring Dressmaking . . . Alterations . . Re-Styling Men's Double Breasted Suits made into Single-Breasted Very Reasonable Rates

Expert Work Phone 89081

And we are sure that you will like our Service (TEXACO) SERVICE

Drop by to meet Joe and Lee

Special consideration to UCSBC Students and Faculty TIRES • BATTERIES • ACCESSORIES • LUBES ACROSS FROM THE BANK **PHONE 8-9841**

Walter Brennan WE ARE HERE TO SERVE YOU Any sophomore or junior GOLETA

"The Lieutenant Wore Skirts," Sheree North, Tom Ewell FOX ARLINGTON

Living

The scholarships cover all expenses of living in the home of a foreign family and touring the country visited, and they are open to freshmen, sophomores, juniors, and residents of California only. However, it is not necessary to demonstrate financial need to be eligible.

The west coast office of the Experiment in International Living is located at 1370 East Pepper Lane in Santa Barbara. Applications must be turned in here or at the office of the Dean of Men by April 1, 1956.

Burgers Are Better Than Ever (Especially when you have

them Here)

TWIN-

BURGER

Drive-In



2731 De la Vina "Tried One Lately?"

When it comes to real tobacco flavor, college smokers are going for Winston! This good-tasting, easy-drawing filter cigarette brings you full, rich flavor. Winston also brings you a finer filter that works so well the flavor comes right through. Join the big switch to Winston.

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

LIKE A CIGARETTE SHOULD !

G (23) S

Smoke

WINSTON

the easy-drawing

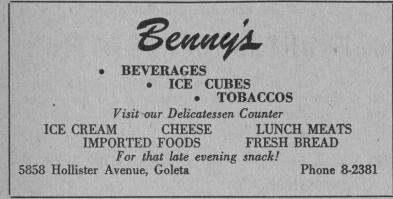
filter cigarette!

EL GAUCHO Page 4

Club Notes KAPPA DELTA PI, Alpha

Rho chapter, national honor society in education, met on campus Wednesday evening, March 7, to hear Dr. Truman L. Kelley, one of the society's founders, speak on the origin, principles, membership eligibility and stan-dards of Kappa Delta Pi. Presi-dent Jerry Humringhouse introduced pledges, who included: Donna Lee Anderson, Richard Bartholomew, John W. Boos, Mary Ann Carter, Elizabeth Durflinger, Norman Enfield, Marlene Hanning, Shirley Lockhart, Ruth Neufeld, Mary Lou Plattenberg, Lynn Raridon, Robert Wiener, and James Wright. Students and faculty are invited to attend Kappa Delta Pi's open house meeting on March 22 at 8 p.m. in the education building. Mrs. Max Thompson of South Pasadena will speak on the White House Conference.

EPT, honorary industrial arts fraternity, held its first meeting



Wednesday, March 14, 1956 Tattle Tales . . . by Janet Adameck

of the sping semester March 4

at the home of Mr. and Mrs. H.

Knipp. Guest speaker George

Brown discussed the many as-

pects of school financing, after

which general discussion was held and refreshments served.

HOME ECONOMICS CLUB

will hold its meeting this evening

at 7:30 p.m. Everyone is invited

to attend and join the fun and

service project of making Easter

tray favors for a hospital. Re-

freshments will be served follow-

INTER-VARSITY CHRIS-TIAN FELLOWSHIP is spon-

soring a series of fireside meet-

ings. Ken Wright will speak on

the subject "I Am the Life," and an open discussion will follow. The meeting will be held Thurs-

day (tomorrow) at 1170 Estrel-

la, Hope Ranch. Everyone is in-vited to come. Transportation

will leave the New Hall at 7 p.m.,

and those wishing a ride should

meet in the lounge at that time.

ing the meeting.

Coast: You can always count on midterm in every class during the following week. Not to mention how much fun it always is. However, back to a column.

Chi O's in the spotlight Dept. Two exciting engagements were announced at the house last week. Coletta Hebert revealed that her wedding to John Jasinski will take place sometime in December. Carol Hogan proudly dis-played the ring of Chuck Sharpe of Pomona. The Chi O's also had a dessert with the Kappa Sig's last week.

New Pin Owners Dept. — Lin-da Brailo now wears the pin of SAE Jim Worrel.

Latest in Hits Dept. — The Lambda Chi's and their dates not only spun the records at their party last week, but even dressed like them. Costumes like a record title were hilarious and the prize winners were really hard to choose. Among the record hits there were Fred Gardner and Pi Phi Mary Ann Lewis, Larry Gough and DSE Donna Anderson, Mr. and Mrs. Ray Cooper, Dick Stanley and Alpha Phi Bet-sy Leavitt, Jim Ripley and Gayla Jung, Larry Renner and Pi Phi Ann Worrell, George Wheat and Alpha Phi Lee Mohr, and Fred Stilwell and DG Elie Dito.

Notable Engegements Dept. -R.A. of eminent (besides being unbeatable, they tell me) South Wing in the New Hall, Phyllis Case made official her engagement to Bob Bennett.

More Greek Goings On Dept.

The thing I like about Barbary -The ADPi house was decorated on a Leap Year theme when they

joined with SAE's for a dessert party. A joint (I wonder why we don't call them exchanges like other same colleges) was held by the SAE's and Pi Phi's on the weekend B.B.C. (Before Barbary Coast). The Delta Sigs pulled some sneaky ones lately. All they succeeded in getting from the DG house were some brooms and mops. Some mentionable unmentionables disappeared off the clothesline at the Sigma Kappa house; they got them back after an invitation from the Delta Sigs to get them off their clothesline. The S.K.'s attempt took them through an orange grove, though.

More Joints (alias Exchanges) Dept. — Sequoia and Manzanita enjoyed hot dogs and shrimps (now there's a combination) at their party on the campus beach. Banquets in the Gold Room Dept. — New Delts were initiated B.B.C. at the El Paseo. New initates are Bill Reigle, John Rose, Robert Pope, Roger Gert-menian, and Robert MacInnes. Dr. Seefeld was the guest speaker at the dinner attended by actives, pledges, and dates. Have fun with those midterms.

FREE FURNITURE

An ex-student is offering the use of five rooms of furniture, including refrigerator and stove, free to a student in return for maintaining them for a year. If interested call 5-3279.

SIDELINE CHATTER

by Glenn Dickey

Sorry, folks, no crusades today. Have to make some friends this week. Do have some important announcements to make, however, so stick around.

First of all, Ken Bernard has asked me to announce that male-type animals are needed desperately to help with the Easter Relays events. This is a great opportunity to act important and see the Relays for free since you generally have quite a bit of time in between your "work" to see what is happening. Also, you have a ringside seat. The Relays are March 31 this year which isn't far off. If you would like to help, get in touch with Ken, one way or another. His home phone number is 24393 and he can generally be found wandering aimlessly around campus during the day. If you can't find him, talk to any of the PE men in Bldg. 420.

Along the line of announcements, I've also been asked to announce that the golf team is being organized. Sargent Duane Bagley is the coach of the team this year and anyone interested in coming out for the team is urged to contact him. He can be reached either in his office in Bldg. 419 or on the practice greens out here on Monday and Wednesdays from 3-5.

Rifle Team

For those of you who are interested in the rifle team, they apparently are going to get what they want after all. The budget has been withdrawn for this year because the equipment won't be needed until next year. This gives other sports, which need money right away, such as golf, to get their money for this year without creating a drastic situation with the budget. However, Capt. Philip Dunn, coach of the rifle team, has been assured that he will get his budget approved next year.

Apparently there was some misunderstanding about my column on the rifle team. I was not trying to insist that the Finance Committee automatically approve in toto any and all athletic budgets. I was very careful to point out that I was no authority on budgets.

What I was trying to do was to point out that the rifle team was a varsity team, not an ROTC team. My superior, who seems to have a fixation against rifles after getting roughly 350 demerits for not cleaning one last semester, suggests that the team is limited, for all practical purposes, to ROTC students because other students wouldn't have the interest in it. So what! The number of ROTC students constitutes a sizeable number on this campus. And, after all, all varsity teams are limited to those who have an interest in the sport.

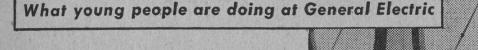
Walski

Pete Walski has informed me that he's going to drop me as his press agent if I don't say something real nice about him and print a picture of him this week. Naturally, I don't want that to happen so I'll have to say something nice if I can think of it. Give me time. Let's see now. Pete is a good hitter and, uh, Pete is a good pitcher, and, uh. Sorry, Pete. Don't know if I can print that picture. I'll try.

Wrestling

While I'm giving plugs, I should mention the wrestling team. We haven't given them an awful lot of publicity this year, for one reason or another but they do deserve a lot of credit. Jack Fernandes tells me that they have a fine nucleus for next year with Mike Kahn, Harry Batlin, among others, returning. Fernandes even has plans for a wrestling tournament here in the near future. Could be.





Young engineer works on new ways to remove heat from atomic reactors

An atomic reactor running at full efficiency creates a tremendous amount of heat in its core. By removing this heat and putting it to work boiling water to make steam, atommade electricity is produced.

One of the men responsible for designing new, more efficient ways to remove heat from atomic reactors is 29-year-old Doctor Salomon Levy - Design Analysis supervisor in the Atomic Power Equipment Department's Reactor Engineering Unit.

DR. SALOMON LEVY joined G.E. in 1953 after receiving his B.S. in M.E. from the Univ. of Calif. in 1949. In 1951 he received his M.S., and in 1953 his Ph.D. From '49.'50 he was teach-ing assistant at U. of C., and '50.'53 he was Junior Research Engineer at the Institution of Engineering Research.

Levy's Work Interesting, Vital

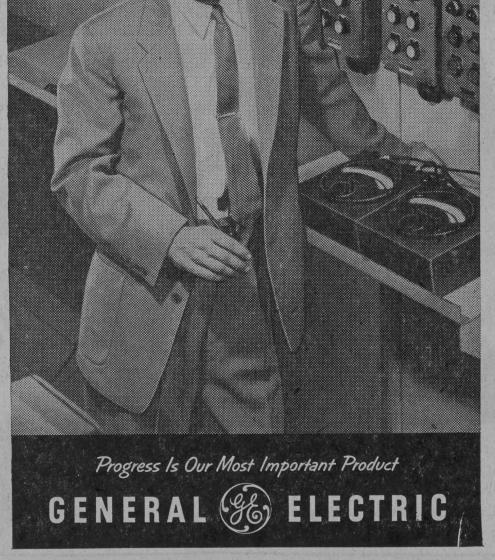
To study this problem of heat transfer, G.E. recently constructed a heat-transfer system. By electrically simulating the heat produced in a reactor, it is possible to determine the maximum rate at which heat can be removed from a reactor to make steam.

Dr. Levy conceived the idea of building this complex system, designed it and supervised its construction. At present, Levy works with this system to study new problems of heat transfer and fluid flow encountered in atomic power plants.

25,000 College Graduates at General Electric

When Salomon Levy came to General Electric in 1953, he already knew the kind of work he wanted to do. Like each of our 25,000 college-graduate employees, he was given his chance to grow and realize his full potential. For General Electric has long believed this: Whenever fresh young minds are given the freedom to make progress, everybody benefits-the individual, the company, and the country.

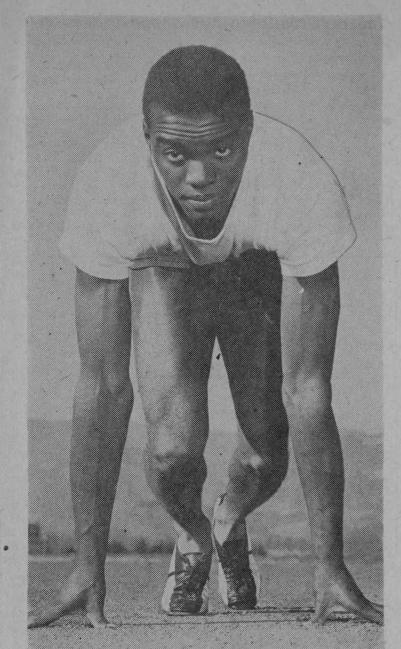
Educational Relations, General Electric Company, Schenectady 5, New York





... And familiar things are the best. Like Coca-Cola. Full of fresh, keen sparkle . . . natural quick energy . . . and it's so pure and wholesome - naturally friendly to your figure. Have it whenever you like.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY COCA-COLA BOTTLING COMPANY OF SANTA BARBARA © 1956, THE COCA-COLA COMPANY 'Coke" is a registered trade-mark.



Ed Scott, star Gaucho sprinter who has been declared temporarily ineligible. The ruling hinges on an interpretation of academic rules. Faculty representatives from other CCAA schools will vote on the case within the next week to decide whether Scott will be ineligible for the rest of the season. Gaucho track hopes will rest on the decision,—News-Press picture.

Gaucho Trackmen Very Impressive In SPAAU Relays

by Gil Romoff Santa Barbara's track team di-

vided their forces and participated in the S.P.A.A.Y. relays at East Los Angeles, and the Junior College meet on the local track last Saturday.

The Gauchos took part in the college divson at East Los Angeles and did surprisingly well, as ten of the thirteen Santa Barbara entrants came back with medals. This division included Redlands, Arizona State, Pasadena Nazarene, San Diego State, Westmont, Pepperdine, Whitier, Pomona - Claremont, Chapman, Caltech, Long Beach State, L. A. State, and Santa Barbara.

The Gauchos won the 880 yard relay with Ed Austin, Earle Carter, Larry Smith, and John Mor-

bowled. Other high games were: Bill

SBC Netmen Trounce CP Mustangs, 6-3

The Gaucho tennis team successfully opened their season last Saturday as they trounced the Cal Poly Mustangs 6-3 on the San Luis Obispo courts.

Gaucho mentor Lyle Reynolds had been worried about the match before it was played for two reasons: 1) it was played on the Mustangs' courts and they're always rough at home; and 2) Pete Lederer's arm had been bothering him and it was doubtful if he would be able to play. All his worries evaporated in a hurry, however. Pete's arm may have been bothering him (Reynolds dropped him down to fourth singles instead of his usual third) but that was the only Gaucho worry. He won his singles match when his opponent defaulted (Pete was ahead at the time) although he and Dan Compbell lost in doubles. **Results:**

Singles

George Lederer (SB) d. Rog-er Hinge (CP) 6-0, 6-4; John Aherne (SB) d. Chuck Harbor (CP) 6-1, 4-6, 6-4; Dick Bowker (CP) d. Ron Green (SB) 6-3, 3-6, 6-1; Pete Lederer (SB) d. Javier Ascarrunce (CP) default; Dan Campbell (SB) d. Lloyd Bush (CP) 6-4, 6-3; Jim Blocher (CP) d. Darrel Krug (SB) 6-2, 7-5.

Doubles

George Lederer and John Aherne (SB) d. Roger Hinge and Chuck Harbor (CP) 6-8, 6-1, 6-3; Dick Bowker and Jim Blocher (CP) d. Dan Campbell and Pete Lederer (SB) 3-6, 6-1, 6-4; Ron Green and George Myer (SB) d. Lloyd Bush and Johnson 4-6, 6-1, 6-3.



UCLA SLAUGHTERS GAUCHO NINE **18-4; PITCHING SBC DOWNFALL** ham and Brixie held the Gau-

cho hitters to four hits.

fice fly by Anderson.

homerun.

The other two runs scored by

the Gauchos came in the third

and ninth innings, but the issue

had already been settled. In the

third, after drawing a walk and advancing to third on a wild

pitch, Coulter scored on a sacri-

In the ninth inning Johnny

H

18 15

Osborne hit an inside-the-park

by Roy Askins

The Bruins of UCLA gave the Santa Barbara Gauchos a rude welcome to the southland as they jumped on Gaucho pitching for 18 runs on 15 hits and 4 Gaucho errors

The Gauchos got an early lead in the first inning, as two walks and singles by Capt. Ed Coulter and Pat Mills brought in two runs. The two run lead was to hold until the second inning when the Bruins garned five big runs. They followed this with a six run outburst in the third. This was more than the Bruins needed as pitchers Ford-

Gauchos UCLA This week the Gauchos travel to USC for a pair of games.

LET YOUR CLEANING PROBLEMS be our problems. We know that you will be satisfied with our work. MARINE DRY CLEANERS 5877 HOLLISTER AVE. — GOLETA — PHONE 8-4152 "Just Off The Campus" FREE PICKUP — DELIVERY **3 DAY SERVICE** S & H Green Stamps

NORTH AMERICAN HAS BUILT MORE AIRPLANES THAN ANY OTHER COMPANY IN THE WORLD

INTRAMURAL SPORTS RESULTS Pine jumped to the top of the

Intramural Bowling League last week by topping Lambda Chi 4-0. Sycamore, which had been tied for first, fell one game off the pace as they defeated Delta Sig 3-1. The Faculty won four by forfeit over Kappa Sig and the Odd Balls also won four from Sig Pi Minus One, to tie Sycamore for second place with a 7-1 record. In the other match of the night, Sigma Tau Gamma defeated Toyon Hall 3-1.

High bowler for the evening, both in individual game and series scores, was "Cholly" Chalberg, of the Faculty. Chalberg bowled a 202 game and 566 series. He also had a 197 game that was higher than anyone else

Team	W	L
Pine	8	C
Sycamore	7]
Faculty	7	1
Odd Balls	7]
Sig Tau	6	2
Toyon	2	e
Sig Pi One	1	7
Lambda Chi	1	7
Delta Sig	1	1
Kappa Sig	0.	8

The Fire House Five was the winner of the Intramural Basketball League after a long and arduous season. They beat the SAE team, Fraternity League, winner, for the title.

Ten teams are entered in the Intramural Volleyball League this spring. They are: Sycamore, Delts, Palm, SAE, Kappa Sig No. 1, Kappa Sig, No. 2, Toyon, ambda Chi, Steve's Spikers, and

*





George Lederer, No. 1 man on the Gaucho tennis team, was an important factor in the Gauchos 6-3 win over Cal Poly last Saturday. — News-Press picture.

IN SANTA BARBARA **MEET YOUR FAMILY** and YOUR FRIENDS at the wonderful LOBERO HOTEL

The welcome mat is out for University faculty, students and parents.

Make the LOBERO UCSBC Headquarters for your downtown dates.

ris in the good time of 1:31.5; took second to L.A. State in the 440 yard relay with Joe Rank, Austin, Carter, and Morris; and finished third in the 2 mile relay. Tony Brambilla, Jerry Quintana, Gordon McClenathen, and Lew Kumerow made up the 2 mile relay team.

In the field events, Bob Foss and Roscoe Morris tied for second and fourth places respectively in the pole vault; John Anderson captured fifth in the discus, and high jumper Ed Austin garnered fifth in his pet event.

According to Coach Nick Carter, this was the best the Gauchos have ever done in the relays.

Coach Carter also singled out McClenathen, Carter, Austin, Rank, Morris, Smith, and Foss for their fine performances.

McClenathen ran a sparkling 1:56.1 on his 880 leg in the 2 mile relay, which bettered the school record by 3 tenths of a second. The mark will not count however, because it was done in a relay.

Carter, Smith, Morris, Austin, and Rank all turned in fine times on their relay runs, while Foss vaulted 13 feet, which is the highest he has ever done.

The rest of the squad played host to Bakersfield J.C., Ventura J.C., and Santa Barbara J.C., with Bakersfield easily winning as they amassed 116 1/6 points, more than the other four teams combined.

Faulding, Sig Pi One, 194; Dick Simpkins, Sig Tau, 186; Bob Wiener, Sig Pi One, 186; Chuck Rainey, Lambda Chi, 182; and Ben Scaramuzza, Sig Tau, 180. The schedule for this week is:

Sig Pi One vs. Kappa Sig; Sycamore vs. Lambda Chi; Delta Sig vs. Faculty; Odd Balls vs. Sig Tau; and Pine vs. Toyon. Standings:

Pine.

Play opened yesterday with five games. Games scheduled for today are: Toyon vs. Kappa Sig, No. 2; Pine vs. Palm, 7 p.m.; Delts vs. Sycamore, Lambda Chi vs. Kappa Sig No. 1; 8 p.m. and Steve's Spikers vs. SAE 9 p.m.

EUROPE – HAWAII

FOR STUDENTS

GAUCHO TOUR No. 1 - 77 days Los Angeles to Los Angeles via Panama Canal. Visit Trinidad, England, Holland, Germany, Austria, Switzerland, Italy, France. All-inclusive cost - \$1175.

GAUCHO TOUR No. 2 - 76 days New York to New York. Visit Holland, Norway, Denmark, Germany, Austria, Switzerland, Italy, France, England, Scotland, Belgium. Dutch Student Ships — \$975.

HAWAII - Summer School at the University of Hawaii for coeds. L. A. to Honolulu via Pan American, accommodations at new Waikiki Biltmore, luau, surfing, swimming, sun-bathing. June 25 to Aug. 8 — \$495, plus \$33.65 tax.





scientists, physicists, mathematicians...

CAN YOU THINK MACH 2? BEYOND

Working on Airborne Vehicles of the Future traveling at speeds so great that thin air becomes a blazing, solid wall ... is the challenge that North American offers to scientists, physicists and mathematicians.

the world's first supersonic speed record-was designed and built. Share the knowledge and experience that has led to North American's supersonic supremacy. Be a part of a compact team of top scientists, physicists and mathematicians. Work on the most advanced projects right from the start. Enjoy personal rewards and recognition from challenging assignments.

Join North American's operations at Los Angeles. Here's where the F-100 SUPER SABRE - holder of

Interview Date — March 26

See your Placement Office for an appointment with the North American Representative! Or Write: Bill Nance, Dept. 56COL, Engineering Personnel Office, North American Aviation, Inc., Los Angeles 45, Calif.

NORTH AMERICAN AVIATION, IN

Engineering Ahead for a Better Tomorrow

Page 6 **EL GAUCHO**

Wednesday, March 14, 1956

Philosophy Is The Outcome of the Impact **Of Science On Common Sense, Girvetz States**

The philosopher's position in the conflict between science and folklore was the subject of a penetrating All-College Lecture Tues-day afternoon by Dr. Harry Girvetz, professor of social pholosophy at Santa Barbara College.

More than 250 students and townspeople filled the large lecture hall to hear the teacher, author discuss the contention that philosophy can be seen for what is is — a supremely practical enterprise and one with which perceptive, sensitive men cannot dispense.

"What I propose," he stated, "is that philosophy be viewed as an outcome of the impact of science on common sense, socalled, and folklore - where folklore is construed in the broadest possible way." Every group has a folklore, "a body of beliefs about itself and the world which reflects its wishes and aspirations, its habits of thought and preconceptions . . . com-pounded of legend and myth, of custom, usage and practice whose origin is lost in obscurity."

"Science" is referred to pure science and, since pure science has been almost uniquely a possession of Western culture, the conflict between science and folklore has been peculiar, for the most part, to the West, he explained.

He indicated that it is idle to expect some final and absolute disclosure of the truth from philosophy, even though traditionally philosophers have been in quest of such a truth. As problems have varied from the time of the Ionians to the present so, too, just the content of philosophy vary.

"As they learn that philosophical speculation has a long history, people expect to find cumulative knowledge not unlike what

they find in biology or astron-omy or physics," he stated. "Instead they learn that while a physicist my ignore Archimedes, a philosopher who was ignorant of Plato would not be taken seriously.'

Dr. Girvetz called attention to at least four occasions in history on which the discrepancies between science and folklore, as thus understood, might be described as climatic.

The first of the historic junctures, he said, is represented by the appearance of the logical and mathematical sciences in ancient Greece. Thus began the remarkable march of science that was to usher in a new, radically different and wholly unprecedented era in the history of man. The advent of science meant that knowledge of matter of fact would inevitably reach proportions bringing it into active con-flict with the folklore.

The second great crises came to a climax, he pointed out, in the 17th century, brought about this time by the advent of the physical sciences. "When Copernicus made the sun instead of the earth the center of the colar system, he began the revolution that eventually wiped out the spacial boundaries of the medieval world and relegated man to an insignificant planet in a boundless universe," he continued. He emphasized the important work of Descartes, the "father of modern philosophy," presenting the 17th century philosopher's achievements and contributions.

The third great collision between science and folklore occurred, he said, with the triumphs of biological sciences, and the fourth, with the social sciences. A brief summary of these influences concluded the lecture.

Special Rates Given For Souzay Concert UCSBC students may hear

French baritone Gerard Souzay in his Santa Barbara presentation this evening at the Lobero Theatre, at special student rates.

Any student interested in this music may receive tickets at half the lowest price under the plan made available by the Frank Mulhauser Memorial Fund. The number of tickets available is limited, and should be applied for before this evening at the Lobero box office, or by phoning Woodland 3772.

Souzay will be presented by the Lobero Theatre Foundation and has a program of twenty numbers, nearly all of which are new to American music lovers.

Included in his repertorie for this evening will be numbers by Pouleno, Lully, Schubert, Du-paro, Nin, Guastavino and Falla.

AWS House-cleaning Have a WORLD of FUN!

AWS feels that since so much money is being spent on this campus for landscaping and construction, the women should play their traditional part in house cleaning. The need for cleanliness is especially noticeable in the Student Union. If the women would take the lead in clearing their tables, much would be accomplished to improve the general appearance of the Student Union. If we women show our desire for a litterless campus perhaps the men will take the hint.

Mariam McFarland AWS President



A short story by Budd Schulberg entitled "Your Arkansas Traveler" will be the subject of a reading to be given this Friday, March 16, in the Little Theatre. Jean Cook will play Marshy, the narrator, and Bob Rogers will take the part of Lonesome Rhodes, the principal character in this story about the rise of a rural folk singer to fame as a radio and television star.

Schulberg wrote the award-winning movie "Waterfront" and the novel "What Makes Sammy Run." He is now adopting "Arkansas Traveler" for a film to be directed by Elia Kazan under the title "A Face in the Crowd."

Friday's performance will begin at 8 p.m., and admission is free.

Many tours include college credit.

SERVICE

SEE MORE

SPEND LESS

1829 STATE ST

Housing Available For Summer Session

Housing accommodations will be available on campus for men and women during the UCSBC Summer Session, from June 25 to August 3.

Women students will be housed in the New Hall, and men students will be placed in Las Casitas.

Students wishing to apply for a room in the Residence Halls should write or visit the Housing Office, Building 401, Room 209, upstairs, and request an application form.

Housing in private homes in Santa Barbara and in sorority and fraternity houses will also be available through the Housing Office.

Summer Session instruction will be offered in fifteen departments, military science being omitted.

There will be no Sunday evening movie this week. The next movie will be on March 25 when "Mr. Belvedere Goes to College" will be shown.



So <u>Good</u> to your TASTE So Quick on the DRAW!



Success is our business...

The success of our customers...the success of our staff...that is our business.

With our financial advice and encouragement, many businesses have reached the ranks of the successful. Matching this progress has been the achievement of many of our staff members who have gained personal success...in their work and communities

If your major is in business administration or liberal arts and you are interested in a successful career, talk with our Personnel Officer who will be on campus soon. Interviews may be arranged with the Placement Office.

Interviews are being conducted all day Today, Wednesday, March 14.



HEAD OFFICE: 5th & Spring Streets Conveniently Located Branch Offices

1. SUPERIOR TASTE

C LIGGETT &. MYERS TOI

So good to your taste because of L&M's superior tobaccos. Richer, tastier-especially selected for filter smoking. For the flavor you want, here's the filter you need.

RELAX WITH

2. SUPERIOR FILTER

So quick on the draw! Yes, the flavor comes clean-through L&M's all white Miracle Tip. Pure white inside, pure white outside for cleaner, better smoking.

EFFECTIVE FILTRATION

KING SIZE

FILTERS

LIGGETT & MYERS TOBACCO CO

MAKE TODAY BIG RED LETTER DAY!