



Associated Students University of California Santa Barbara Phone 968-3626

Wednesday, Feb. 19, 1964 Vol. 44 - No. 44

Civil rights conference Margaret Mead's first set at Pomona College lecture set for tonight

by RUTH GIRVIN Ass't. News Editor

Students interested in Civil Rights are invited to join the UCSB delegation to the Conference on Civil Equality. The conference will be held at Pomona College in Claremont Feb. 28 - Mar. 1.

Delegates from 100 colleges of California, Nevada, Arizona, Washington, Oregon and Hawaii

Chairmen needed for spring holiday

Committee heads are needed for Beachcomber's Holiday, the AS Spring Social event to be held May 16. Signups begin today in the AS Office.

Interviews will be held next week

have been invited to participate in the week-end's lectures, seminars and panel discussions, sponsored by the Human Relations Council of the Associated Students of Pomona.

Keynote speech of the conference will be "Where are We?" an address by Louis Lomax, author of "The Negro Revolt."

The purpose of the Conference is to review the presstatus of civil rights, ent nationally and on the West Coast, from the standpoint of minority groups, to appraise the effectiveness of various devices used to secure civil rights, and to discuss the problems faced by college students in preparing to assume roles in the struggle for equality.

While transportation will be (Continued on page 3)

Internationally renowned anthropologist Margaret Mead, a Regents' Lecturer this spring at UCSB, will deliver the first of two public lectures in Campbell Hall tonight. "Can We Have A Human Science?" will be Professor Mead's topic at 8:30 p.m. Dealing with the "problem of having sciences at all without

> **RHA** rep signups

Candidates for RHA representatives must sign up today in the AS Office.

Constitutional tests will begin tomorrow, which is also the due date for publicity for the campaign which will climax in a March 9 election.

leading to manipulation, deceit and distrust," Miss Mead will point up the differences between the natural and physical sciences in her first lecture.

Her second discussion, at 4 p.m. Wednesday, Mar. 4, will be "Communications Across the Generations" in which she will survey the rapid rate of change in our contemporary society. This has produced a population of children, adolescents and adults born and reared in different periods of history, according to Professor Mead.

TICKETS REQUIRED

Free tickets are required for admission to both lectures. There are no tickets remaining for the first lecture, though tickets for the Mar. 4 discussion are being issued at the Campbell Hall box office and at Roos Atkins.

As a Regents' Lecturer, Dr. Mead is conducting two seminars for upper division and graduate students in anthropology and another for students in related departments. Entitled "Concepts in Culture" and "Methods in the Behavioral Sciences," the seminars cover the three major phases of her research which began 40 years ago. The study also encompasses her current and projected research projects.

Professor Mead says there is a renewed interest in anthropology throughout the country, particularly among under-graduate students. "The second World War gave anthropology a boost," she said. "Near-ly all of the anthropologists were involved in the war effort in one way or another , studying languages of our friends and enemies, teaching troops how to survive in the jungle, studying psychological warfare, working on morale, taking opinion surveys. . .

After her brief residence here, Dr Mead will travel to Emory University in Atlanta where she will be a visiting faculty member. During the summer months, she will join a field party in the Admiralty Islands where she will conduct her second re-study of her 1928 research on the Manus tribe.

DEGREES HELD

Curator of ethnology at the American Museum of Natural History, Dr. Mead also is adjunct professor of anthropology at Columbia University. She received her B.A. degree from Barnard College and both her M.A. and Ph.D from Colum-

New Bookstore policy initiated

young people have obeyed the ruling of compulsory attendance to what the speaker termed "anti - religious museums" where inside, there are obscene frescoes. These once churches. Communist religious objectives, related the princess, are to wean people from Christ. Older citizens are trying, but dying, to keep Christianity alive. "But, who will do this, when the last grey one is gone?"

Russia yields enougn, pushea

by AIMEE ALLEN Staff Writer

"Why don't you remember," a Rumanian princess asked her Campbell Hall audience Monday, "that Russia has always given in when you've pushed hard enough?"

Catharine Caradja, 71 yearold preacher against evils of that "octopus," international / Communism, presented a personalized history of World Wars I and II. She spoke of "human beings, not colored maps."

Then she commissioned her

200 listeners to realize the modern danger, and to pass on the heritage of liberty, "at any price."

"You can't understand," said the grey-haired lady, "the horror of constriction....the worst captivity" there can ever be. "How would you (the United States) feel," if Russia, not "comfortable" Canada were on the northern boundary, ready to grab New England.

PERSONAL EXPERIENCE Relating personal experience to the modern threat, Princess Caradja described communal life under Communist jurisdiction. "You lose all property. There is nothing left, not even the right to work." Those who are employed have received benefits of civil value judgments, for the Red State authority decides who may work and who may not.

The dispossessed may keep a room, but must pay rent; other rooms in the same home are occupied by strangers, and "you quarrel."

If parents are unemployed, their children may not be educated past grade school level. To prevent their offsprings' stagnation, parents want des-perately "to keep their noses to the grindstone."

HOMES RAIDED

How would you feel, asked the speaker, "if you found you couldn't go home again?" For all that you have left, your home raided, are the clothes and possessions you have with you. The speaker drily understated this as "startling."

And death ... "I've seen that too," she said. But on paper, Communist captives are alive and healthy, for law forbids publication of obituary notices. Parents are forbidden by law

to instruct their children in religion until age 18, not even in the "privacy" of the home. But for 47 years in Russia,



PRESTI AND LAGOYA -- The two musicians will display their talents Friday night in Camp-

Hall. Tickets for the classical guitar performance are still available. See story on page 8.

Speaker's Bureau interviews set

Today is the last day to pick up applications for membership on UCSB's Speaker's Bureau. Upper division students are sent by the Bureau to several high schools each year to talk about campus life.

Interested students should also sign up for interviews to be held Sunday.

the Campus Bookstore will be charged for them, according to a new store policy.

Students who take books into

"We have one of the lowest theft rates in the nation and we want to keep it that way," explained Student Union Policy Committee Chairman Stan Orrock.

It is too easy for a student to add a new book to his own and walk out of the store without paying for it, he noted. During the first week of classes, an officer posted at the door had enforced the regulation against books being taken in to the store.

"It's up to the students to enforce it themselves now," Orrock said.

He pointed out that lockers for books are available for use by student customers. The dime deposit is returned when the locker is unlocked.

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El Gaucho OPINION

EDITORIAL **Evaluation criteria off mark**

A professor does not publish and he perishes; a professor does not teach, he survives. Students have been frustrated in their attempts to make University officials understand their objections to this policy, much less change it.

If the University is incapable of weeding out incompetent teachers, students can help each other avoid the misfits by some sort of evaluation sheet.

However, the Associated Students recently appended their august name to what may only laughingly be called an evaluation of professors. Unfortunately there are apparently many in student government and at least one on the faculty who do not know when to laugh.

The "evaluation" was prepared by the AS Student Affairs Committee with the "professional" aid of Dr. Richard De Mille of the psychology department. It also has the blessing of AS President Bob Andrews.

This is a good evaluation only if teaching is nothing more than silvertoned oratory, or dwelling on the unobvious, or appreciating students, or being in touch with the students.

At present, the sheet places emphasis on the merely popular profes-sor -- the one who thinks he is doing his job if he is entertaining and a good guy.

To be more specific, we will go through the questionnaire and detail a few of our objections.

One description under the heading "In touch with students," is "Makes material clear to the average student." Since it is widely conceded that there is no such animal as the average student, and even if there were not every respondent would be one, the questionshould read, "Makes material clear to me."

"Appreciation of students" the second major criterion of the sheet, is on the whole worthless. To decide whether a professor has faith in students' intelligence calls for an extremely tenuous inference. Further, do all students possess the intelligence to warrant such faith?

The professor who listens to all. "student's opinions with respect" must indeed be undiscriminating.

Such a criterion as "easy to listen to, "under "voice technique," reinforces our suspicion of the framers' desire for spoon feeding. Should learning always be easy?

"Dwells too much on the obvious," is the only really good category in the survey.

This is not to say that the other categories are entirely worthless. They touch on attributes which could aid any teacher. The questionnaire just does not go far enough. It deal's primarily with the frosting, not the cake.

More specifically, a good evaluation sheet should distinguish between the responses of successful students and those with merely average grades: Somehow, the opinion of a Dean's List student weighs more than that of a student on probation.

Also, because one professional advisor is evidently not enough to produce a good survey, we suggest that future framers ask the assistance of a panel of professors from the Sociology and Political Science Departments.

We believe that teaching includes intellectual stimulation, mastery of and enthusiasm for the subject, and logical presentation. These are not by any means the only attributes of a good teacher, but they are nearer the center of the issue than the items on the "evaluation sheet."

We hope a better, much better, evaluation questionnaire will be forthcoming. If this year's students are incapable of formulating one, maybe next year's students will not be.

MARCIA KNOPF Editor

Open forum Gov't welfare against American ideals

by DAN DAVIDSON Senior, Math Major Guest Contributor

In a preceding article remarks were made concerning the welfare advocates of the liberal and socialist school of thought stating them to be antithetic to the American tradition. In approaching this problem I will take a positive action of defending my views. The communists, because they haven't a leg to stand on, would use the method of attacking the individual rather than his doctrine.

IDEALS OF FREEDOM

This derogatory means was used by Mr. Green (EG-Feb. 6) in referring to my thesis and me as a "watchdog of American liberties". It is a well known fact that the Communist conspiracy is violently opposed to those who would wish to propound and promote the ideals of freedom which have made us the greatest nation the world has ever seen.

As introduction to welfare I quote from a noted professor of Law of Notre Dame University: "Every human being has a God-imposed personal obligation to assist his neighbor when the latter is in poverty, destitution or distress. The government cannot excuse any man from this obligation and it should not pretend to do so

"It must be remembered that 95% of the peace, order and welfare existing in human society is always produced by the consciencious practice of man to man justice and person to person charity. When any part of this domain of personal charity is transferred to government, that part is automatically released from the restraints of morality.

"The field of personal responsibility is thus reduced at

the same time and to the same extent that the boundaries of personal irresponsibility are enlarged.'

TAKE BY FORCE

What the advocates of government give-away programs and relief are saying is that man will not help his fellow man so big government must take it away by force (illegal taxes).

This of necessity must reduce man to a mere slave to produce for Big Brother which tries to redistribute its ill gotten booty to those it deems 'needy'. But 'Government cannot manage these fields of human welfare with the justice, economy and effectiveness that is possible when these same fields are the direct responsibility of morally sensitive human beings."

Another important point is that such a roundabout method robs man of any benefit he might receive by being charitable. If man is to develop himself toward being more 'human', government charities rob him of this vital person to person contact and destroy his free choice to help his fellow man.

THE BEGG FUND

As an example (and millions could be cited) close to all of us -- the Begg Fund which was established by the Santa Barbara community with contributions from UCSB students and faculty. Goleta and the surrounding areas contributed an enormous sum, well over \$10,-000, and this was for only one family in need of help.

It has been shown time and again that man will rise to his responsibilities when given the chance to do so and to the greater benefit and joy to himself and all mankind.



CHEAPER THAN RENT Woman author seeks partner for her fine duplex lot in Isla Vista, Goleta near UCSB campus & beach. Spacious, nice trees, easy financial terms for suitable person. Ph. 8-2045 (or write El Gaucho Box 100)

In case you're wondering what the administration is doing with the "extra" money they get from the Las Casitas transferees, rumor has it that the

CHRISTIAN SCIENCE ORGANIZATION WELCOMES YOU!

Meetings Every Thursday at 4:15 p.m. U.R.C. Bldg., 6518 El Greco Rd. Isla Vista

Transportation provided from bus stop in front of Student Union Building. each Thursday at 4 p.m.

crease its quantity. Published three times a week on Monday, Wednesday and Friday during the school year, except during vacations and exam periods, by the Associated Students, University of California, Santa Barbara. Distributed by the Squires, sophomore men's honorary, Tom Cahill, president. Printed in Goleta by the Campus Press, 82 Aero Camino. Entered as second-class matter on November 10, 1954 at the post office at Goleta, California, under the Act of March 3,

1879.

Civil Equality confab

(Continued from page 1)

provided, food for the three days will cost \$10. Interested students should contact Barbara Durando, 1433 Santa Cruz.

CORE LEADER

Scheduled for the first day of the confab are the keynote speech by Lomax, and an address by John Doar, of the Justice Department, on "The Government and Civil Rights." Friday evening the National Director of CORE, James Farmer, will speak on "Where Do Whites Fit into the Civil Rights Struggle."

"The Courts" will be the subject of John Morsell, of the NAACP, the first Saturday speaker, who will be followed by James Forman of the SNCC on "Demonstrations." Also planned for the morning is a panel discussion on "Divisions in the Negro Community."

Lone Saturday afternoon lecturer is John Buggs, executive director of the L.A. County Commission on Human Rela-

Burton to lecture

"Thermal Drilling in North Eastland" will be the topic of the Santa Barbara Sigma Xi Club lecture to be delivered tonight at 8 by C. A. Bunton, professor of Chemistry.

The public is invited to the meeting at Farrand Hall in the Santa Barbara Museum of Natural History.

RHA Council meets tonight

RHA Legislative Council will meet tonight at 6:15 in Santa Rosa Formal Lounge. The meeting will be principally devoted to discussion of the RHA workshop this weekend.

Dates for the workshop are Friday and Saturday, Feb. 21 and 22, at Circle Bar B Ranch. Participating will be RHA officers, committee chairmen, composite presidents, and newly-elected hall presidents.

Guests who will be attending include Chancellor Vernon I. Cheadle, Dean Robert Evans, Dean Lyle Reynolds, Dean Ellen Bowers, Dean Jane Cosgrove and Dean Margaret Trainor, as well as AS President Bob Andrews and RHA past president Dick Suter. Also included will be faculty guests

Purpose of the RHA Workshop is to acquaint the new officers with one another and with RHA, its purposes and functions.

Federal jobs to be outlined

Fred Durbin of the General Services Administration will talk to students interested in career opportunities with this Federal agency Friday, Feb. 21. Students may sign up for a group meeting at the Placetions. His chosen topic is "Racial Transition: Rural to Urban." Concluding Saturday's events will be a speech on "Student Involvement" by Peter Countryman, former executive director of the Northern Student Movement.

Sunday's features a r e churchman Will Campbell's address on "Religion and Race" and a luncheon discussion of "Communications: Interracial and International" by S. I. Hayakawa, semanticist and professor of English at San Francisco State. UCSB has received a grant from the Vocational Rehabilitation Administration of the Department of Health, Education and Welfare to help plan a rehabilitation program in

speech pathology and audiology. The receipt of this grant and the naming of Theodore D. Hanley, visiting professor of speech, as project director, has been announced by Dr. John C. Snidecor, director of the speech and hearing clinic on the Santa Barbara campus. Under the present stipend, it is hoped that a pattern of academic experience in this area will be developed and also a pattern of clincial experience, probably to involve observation and therapy in the local community -- at Hillside House, St. Vincent's School, the UCSB Adult Clinic and the UCSB Children's Clinic.



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ARF!

Benjamin Franklin (or The Louisville Slugger, as he is better known as) said, "A penny saved is a penny earned," and we, the college population of America, have taken to heart this sage advice. We spend prudently; we budget diligently. Yet, despite our wise precautions, we are always running short. Why? Because there is one item of expense that we consistently underestimate—the cost of travelling home for weekends.

Let us take the typical case of Basil Metabolism, a sophomore at UCLA majoring in avocados. Basil, a resident of Bangor, Maine, loved to go home each weekend to play with his faithful dog, Spot. What joy, what wreathed smiles, when Basil and Spot were re-united! Basil would leap into his dogcart, and Spot, a genuine Alaskan husky, would pull Basil all over Bangor, Maine—Basil calling cheery halloos to the townfolk, Spot wagging his curly tail.



results were not all Basil had

But the cost, alas, of travelling from UCLA to Bangor, Maine, ran to \$400 a week, and Basil's father, alas, earned only a meagre salary as a meter-reader for the Bangor water department. So, alas, after six months Basil's father told Basil he could raise no more money; he had already sold everything he owned, including the flashlight he used to read meters.

Basil returned to California to ponder his dilemma. One solution occured to him—to ship Spot to UCLA and keep him in his room—but Basil had to abandon the notion because of his roommate, G. Fred Sigafoos, who was, alas, allergic to dog hair.

Then another idea came to Basil—a stroke of genius, you might call it. He would buy a Mexican hairless chihuahua! Thus he would have a dog to pull him around, and G. Fred's allergy would be undisturbed.

The results, alas, were not all Basil had hoped. The chihuahua, alas, was unable to pull Basil in the dogcart, no matter how energetically he beat the animal.

Defeated again, Basil sat down with G. Fred, his roommate, to smoke a Marlboro Cigarette and seek a new answer to the problem. Together they smoked and thought and—Eureka! an answer quickly appeared. (I do not suggest, mark you, that Marlboro Cigarettes are an aid to cerebration. All I say about Marlboros is that they taste good and are made of fine tobaccos and pure white filters and come in soft pack or Flip Top box.)

Well, sir, Basil and G. Fred got a great idea. Actually, the idea was G. Fred's, who happened to be majoring in genetics. Why not, said G. Fred, cross-breed the chihuahua with a Great Dane and thus produce an animal sturdy enough to pull a dogcart?

VanRaalte

sets Spring's new mood in a lace lavished slip

From Van Raalte's beautiful new Garland Lace Collection of enchantingly lovely lingerie at delightfully tiny prices. Here, Illusion® lined lace wreathes the entire bodice and the deep, deep hemline. Sleekly shaped Suavette in Spring blossom pastels and black or white. All, all-nylon. 32 to 42 S - A - S \$5.95

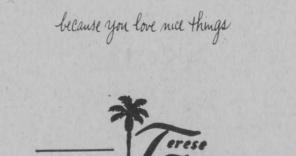
Available in: Foam Navy Black White

ment Office.

The services performed by GSA include Public Buildings, Federal Supply, Defense Materials, Transportation and Communication, National Archives and Research, Utilization and Dispatch, and Finance and Administration.

Prof to travel

Thomas J. Scheff, visiting assistant professor of sociology will travel to Rome this month and spend three months continuing his studies on the legal aspects of mental health care. Scheff has been awarded a stipend of \$6,000 by the Social Science Research Council to conduct this research. The sociologist will also visit London during his stay on the continent.



Intimate Apparel

1303-A STATE STREET -- PHONE 6-6953 Parking: Arlington Theatre Lot -- Enter from Sola Street... It was, alas, another plan doomed to failure. The cross-breeding was done, but the result (this is very difficult to explain) was a raccoon.

But there is, I am pleased to report, a happy ending to this heart-rending tale. It seems that Basil's mother (this is also very difficult to explain) is a glamorous blond aged 19 years. One day she was spotted by a talent scout in Bangor, Maine, and was signed to a fabulous movie contract, and the entire family moved to California and bought Bel Air, and today one of the most endearing sights to be seen on the entire Pacific Coast is Spot pulling Basil down Sunset Boulevard—Basil cheering and Spot wagging. Basil's mother is also happy, making glamorous movies all day long, and Basil's father is likewise content, sitting at home and reading the water meter.

Pacific Coast, Atlantic Coast, the great Heartland in between —not to speak of Alaska and Hawaii—all of this is Marlboro Country. Light up and find out for yourself.

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Soviet Union exchange program for faculty is being negotiated

Faculty exchanges with the Soviet Union, under the auspices of the Inter-University Committee on Travel Grants, of which UC is a member, are currently being negotiated in Moscow. Round trip transportation and traveling expenses will be un-

derwritten by the committee for



Jantzen's newest improvement on the theme of bareness is a demurely skirted gingham.

From the Picnic Checks group,

50% Fortrel polyester, 50% cotton.

\$10.95



the three to seven month visits to be made by faculty members to Russia.

According to Jerzy Karcz, assistant professor of Economics, the agreement will also provide for exchange, one-month visits of Soviet guest lecturers.

In a memorandum to UCSB department chairmen, Karcz's Committee on Russian Area Studies announced that the names of American scholars who wished to conduct research in any field in the Soviet Union should be submitted to the UCSB Faculty Committee Chairman by Feb. 28. The application will be forwarded to the University Committee to meet their Mar. 6 deadline.

Under the terms of the agreement, says Karcz, American faculty members are to receive free room and board and a monthly stipend of \$265 for meals and miscellaneous expenses.

Reunion held

Reunited Sunday were some 50 students who attended the UCSB Summer Session Program for high school juniors and now are enrolled as regular university students.

Hosts for the reception in Santa Rosa Hall were Dr. and Mrs. Rollin W. Quimby. Quimby is director of the program which provides high school juniors with an opportunity to preview university life by attending regular summer courses. Credits then can be applied toward high school graduation or "banked" for university credit.

Some 700 students have attended the program during the past five years. The offerings have gained in popularity each year. Of the 85 high school juniors enrolled in the 1962 session, 30 have returned to the Santa Barbara campus for their regular college attendance.



MEETINGS

Lutherans

Lutheran Student Association will meet tonight at 7 at the URC, 6518 El Greco Road, for a short but very important business meeting. "Program" for the evening

"Program" for the evening will be Margaret Mead's lecture. Coffee and discussion will follow the lecture for those who have time and interest.

Far East

The Society for Asian Interest will hold its organizational meeting tomorrow at 3 p.m. in North Hall 2215.

During the semester, the new club will present a film program and campus and off-campus speakers.

Membership is open to all students interested in the Far East, temporary President John Bowles said.

Sr. class

Career Day will be a topic of the senior class council meeting this evening at 6:30 in the SU Conference Room. Spring semester organization

will also be discussed.

KCSB

Radio KCSB will hold an orientation meeting for new members Wednesday at 7 p.m. in SU 1131.

Interested students should plan to attend.

Junior Council

The Junior Class Council will meet Wednesday evening at 7:15 p.m. in the Quiet Lounge. Pictures for the yearbook will

be retaken at this time.

Riding Club

The Riding Club will hold a meeting Thursday at 4 in SH 1108. A proposed group ride and other activities will be discussed. All students are invited to attend.

French Club will not meet

Tonight's Le Cercle Francais meeting has been cancelled, giving preference to the Margaret Mead lecture. However, a meeting will be scheduled for next Wednesday. The time and place will be announced.

Charities

The first meeting of the semester of the Charities Committee will be held today at 12 noon in NH 2205.

Interested students are invited to hear the Committee discuss plans for the coming semester.

Ski Club

Plans for a Spring vacation trip to either Squaw Valley or Mammoth will be discussed at the Ski Club meeting tonight at 7 in NH 1006. Also on the agenda is the showing of two ski movies and the election of a vice-president.

Sociology Club

There will be a meeting of the Sociology Club on Wednesday, Feb. 19, at 12 noon in the Sociology Lab. New officers will be elected. All students are invited.

Contact now seeks tutors for students

Prospective tutors of underprivileged Santa Barbara students should attend an orientation session today at 4 p.m. in room 102 of the Education Building. Contact sponsored

The Contact sponsored tutoring program is open to all students; application blanks will be available at the meeting. Students who are unable to attend should contact Dan Sklar at 84396.

Featured speakers this afternoon will be John Nelson of the Education Department and Robert Billigmeier of the Sociology Department.

Serving as faculty advisor for the tutors, Nelson will speak on techniques involved in tutoring. Billigmeier will discuss the environment of the needy student.

KCSB will air Johnson talk

President Lyndon Johnson's Charter Day speech from UC LA will be broadcast live Friday morning at 9 a.m. over KCSB.

The President's address, as well as that of Governor Pat Brown, will be rebroadcast at 9 p.m. as a part of KCSB's regularly scheduled public affairs presentation.

Students in the dorms should tune to 770 kilocycles to hear the broadcast which will be



SPECIAL DISPLAY OF THE AUTHORS Works Now at Your Campus Book Store

Margarl Mead

A



Schumann piece highlights performance

by DENIS DUTTON Staff Reviewer

Piano music for two hands and four, as played by duo instrumentalists Yaltah Menuhin and Joel Ryce, was presented in Campbell Hall Friday night. The recital was part of the Committee of Arts and Lectures concert series for 1963-64.

An interesting, if seldom heard, Mozart composition opened the program. The "Sonata in F major, K. 497" provided the Menuhin/Ryce duo with an opportunity to display their "four hands at one keyboard" piano technique. The performance was, at best, perfunctory.

Miss Menuhin's technique did not always serve the music and her playing, in the higher register, was at times drowned out by Mr. Ryce's playing in the bass. Nor was the effect enhanced by occasional inaccuracies in matters of timing.

SHORT OF PERFECTION

Far more successful were Brahms' "Liebesleider Waltzes, opus 65." In the polyphonic complexities of the Brahms as well as in the frenzied modernism of Stravinsky's "Petrouchka" the playing of the husband and wife team, though it fell short of perfection, was none the less exciting to listen to. Likewise with the three encores: a delightful Italian polka by Moszkowski, "A Scandinavian World Festival" by Sinding, and a Dvorak "Slavonic Dance".

A career for exceptional men

... Some notes about you, about us, and the advertising business

About you. If you are the man we seek, you have an insatiable curiosity about people and the world around you.

You're alert and responsive to new ideas, new ways of doing things. You like to take on new problems . . . you see them as opportunities.

You dig deep into the *why* of things. And the best answers you can come up with today are never good enough for you tomorrow.

You're an individualist. Yet you thrive on team spirit.

You have conviction about freedom of choice, consistent with the rights of others.

However, to the mind of this listener the high point of the evening was not a four handed composition at all, but rather Mr. Ryce's solo performance of the "Sonata in G minor, opus 22." by Robert Schumann.

22," by Robert Schumann. The G minor Sonata is a fiery and intense piece, containing passages of dazzling bravura as well as moments of great poetic beauty. Mr. Ryce's controlled, yet not inhibited, performance was lacking neither in sensitivity nor in technique. His keen dynamic sense was excelled only by his powerful dramatic sense.

TOO MUCH PEDAL As seen in contrast to her husband's playing, Yaltah Menuhin's interpretation of "Vari-

ations Serieuses, opus 54," by Mendelssohn, appeared somewhat pale. Her performance, and straightforward honest though it was, was marred by excessive use of the pedal. A note on the instrument The Steinway concert used: grand in Campbell Hall, even though it is new, shiny, expensive, and impressive to look is a piano that no visiting at. artist should be forced to play on. Besides having a damnably

harsh and metallic sounding. The irony of the situation is that UCSB does have an excellent piano on campus. I speak of the fine Baldwin concert grand in the Music Department. Let us hope that when Laszlo

stiff action, its tone, especi-

ally in the higher registers, is

Lak plays with the UCSB Symphony next month he chooses to perform on this vastly superior instrument.

Tuition waived

University Regents have waived out of state tuition for foreign students.

Leg Council has asked for living groups to sponsor the students and has appointed a committee to look into the matter. A report is due in two weeks.

Requests for sponsorship should be addressed to Jim Briscoe and left in the AS office.

Council unanimously commended the administration for its action in the matter.

In our experience, superior individuals from every graduate and undergraduate educational discipline find successful careers in a major agency such as the Thompson Company. Staff members in our New York Office alone represent nearly three hundred colleges and universities here and abroad.

Your career with us. You may be surprised to learn that while an advertising company must have artistically creative people, it depends just as much on people who are imaginative and inventive in other ways.

Our business is selling. Communicating through the written and spoken word is *how* we sell. You must possess the ability to speak and write well so your ideas may be shared and understood.

We are looking for the kind of men who wish and are able to assume substantial responsibility early in their business lives. To such men we offer a remarkable chance to grow and develop —one seldom found in any firm.

Previous advertising experience is not required. Basically, our interest is in the nature of a person rather than in his specialized knowledge and abilities.

We offer you no standard starting salary, no cut-and-dried training program. Beginning salaries are individually considered and compare favorably to those of other national firms. We help you tailor your own development program, based on your interests, your abilities, your goals. Your program will differ from other men's programs just as you differ from other men.

When you join us you will work side by side with experienced advertising men. Your growth will be based on your own initiative, your own development. There are no age or seniority requirements to limit the responsibility you can earn.

We encourage you to follow your curiosity into *all* phases of advertising, because we want you to become a well-rounded practitioner as rapidly as possible.' Experienced advertising men are eager to coach you individually in your efforts to develop your capabilities. Additionally, you are free to delve into every nook and cranny of advertising through our annual series of professional seminars, workshops and classes. You learn from men who are experts in their fields.

About men who join us. A remarkable number of college men who have joined us in the past decade have remained with us and are enjoying varied, exciting careers.

Because of our emphasis on early growth, relatively young men commonly handle major responsibilities in many phases of our business—both in this country and abroad.

All initial assignments are in New York City or Chicago,

You're the kind of man who could be successful in business for himself, but you see the greater challenge implicit in today's major enterprises.

About us. The J. Walter Thompson Company was formed 100 years ago and has long been one of the world's largest advertising firms. Its stock is owned by more than five hundred active staff members.

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If you wish to be a candidate, you must graduate in 1964 and be able to join us by June of 1965. You may obtain further information at the placement office. Please check there regarding the possibility of a personal interview. We shall be on campus March 2.

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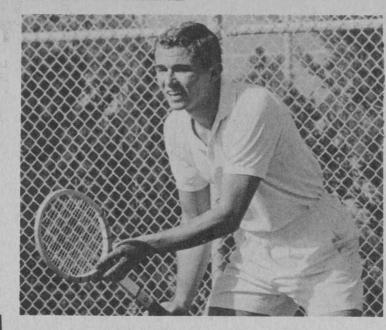
Golf schedule opens Friday with LB test

The Varsity golfers will tee off and officially open their 1964 schedule this Friday when they play host to Long Beach State College at the La Cumbre Golf Course.

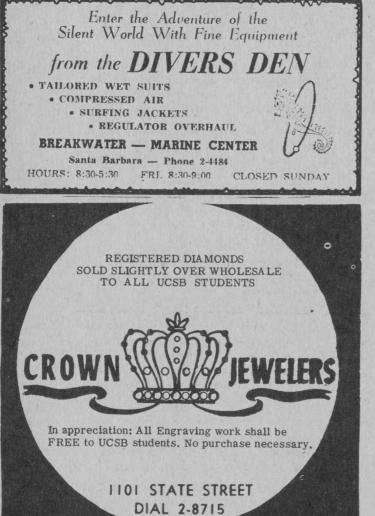
Coach M. S. Kelliher expects the Varsity to do well this year, especially since all of last year's team is back, plus a couple of new additions to help bolster their strength.

The Varsity will hold its home matches on the La Cumbra Golf Course and the newly formed Frosh team will host on the Community Course.





MY TURN -- Lee Reid, one of the Gauchos ace tennis lettermen, starts his move to return a serve during the All-Cal Tournament, held here last weekend. Jim Mattinson photo





Baseballers out to keep winning against La Verne

After opening its season with an 8-4 victory over the alumni, the UCSB varsity baseball team attempts to win again this Friday against La Verne College at the UCSB diamond.

With a 27 game schedule the team has much time to prove itself. Besides these games the Gauchos will host their first college Baseball Tournament on March 24, 25 and 26.

The Frosh team has 13 games ahead of it including two with the varsity. Two weeks pass before they face their first opponent, San Fernando Valley State's JV team, in a double header in San Fernando.

The Gauchos will be playing teams such as UCLA, USC, and UC at Berkeley this season as a member of the California Intercollegiate Baseball Association.

March sixth is the date of UCSB's first league game, and on the 13th it faces USC. Both games are on campus.

Preceding this is a game with the Chicago White Sox Juniors on February 28. This should give the Gauchos a good test, as the teams at UCLA and USC will face teams of comparable caliber before the season starts.



Netters to face new competition

by MIKE IVERSEN Ass't. Sports Editor

Having left the CCAA, the UCSB tennis team is now engaged in its first year of competition as an independent.

The Gauchos are lucky in sporting the services of fine returning lettermen Lee Reid and Don Gaynor, both top NC-AA competitors last year.

After finishing second in the CCAA last year, the team finds itself facing some WCAC competition this year.

Paul Bardarke, Bill Carroll, Lee Dompe, Mike Garrigan, Mike Watts, and Ed Wehen are others who bolster the team's chances for success.

Tough meets for the Gauchos should be their own Invitational. the WCAC Tournament, and the NCAA Regionals. The Regionals come on May 15 and 16, and June 13 and 14.

So far the team has a 2-0 dual meet record. Don Gaynor

Fencing Club activities start

The Recreation Control Board is sponsoring a fencing interest group, which is open to anyone who has had at least one semester of fencing or is presently enrolled in a class.

The group will meet in Robertson Gym every Monday night from 7-9 p.m. Equipment will be furnished.

The group is also entered in several inter-collegiate tournaments this semester. Among them are: the UCLA Invitational, Feb. 29 and 30; the Western Intercollegiate Fencing Tournament, to be held at San Fernando Valley State College March 13; and informal meets with Cal Poly and UCLA.

has also won the "B" singles in the All-Cal meet.

Although noncommital, coach Doty felt that his team could do well. As a note of interest, Lee Reid received the Pollock Award Saturday for outstanding individual athletic achievement in 1963.

HOME SCHEDULE

February 8 -- Municipal Tennis Club at UCSB, 1 p.m.

February 11 -- Pomona at

UCSB, 3 p.m. February 13, 14, 15 -- All-

Cal Tourney at UCSB. February 27, 28, 29 -- 6th

UCSB Invitational at UCSB. March 11 -- Santa Barbara

City College at UCSB, 3 p.m. March 14 -- Municipal Ten-nis Club at UCSB, 1 p.m. March 23 -- Idaho State at

UCSB, 9:30 a.m.

March 31 -- Cal Poly (SLO) at UCSB, 3 p.m.

April 1 -- Redlands at UCSB. 3 p.m.

April 14 -- Pepperdine at UCSB, 3 p.m.

April 17 -- San Diego State at UCSB, 3 p.m. April 18 -- Long Beach State

at UCSB, 10 a.m.

April 18 -- San Jose at UCSB 3 p.m.

April 20 -- U.S. Marine Corps at UCSB, 3 p.m.

April 22 - Riverside at UCSB, 3 p.m.

April 25 -- Cabrillo College at UCSB, 9 a.m.

April 25 -- Claremont - Mudd at UCSB, 2 p.m. April 28 -- Westmont at

UCSB, 3 p.m. May 1 -- WCAC Tournament.

May 2 -- San Francisco State

at UCSB, 3 p.m. May 5 -- Westmont at UCSB,

3 p.m.

May 15, 16 -- NCAA REGION-ALS AT LOSANGELES STATE. June 13, 14 -- NCAA REG-IONALS AT MICHIGAN.

Judo group

Instruction in judo for men will be given Monday and Thursday evenings this semester.

The Recreation Commission's Men's Judo Interest Group will meet Monday at 7 p.m. in the weight lifting room of Building 455.

Letter Club



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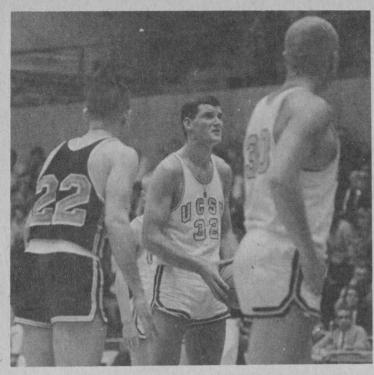
Daily 10 to 10 -- Sunday 12 to 9



In Colonial Isla Vista

There will be an important meeting of the Block "C" Letterman's Club tonight at 7:30 p.m. in Room 1125 of Robertson Gym. All old and new members are strongly urged to attend.

Domestic - Foreign All Makes HARDY'S AUTO PARTS IF IT'S FOR A CAR---WE HAVE IT Open weekdays 8 a.m. to 5:30 p.m. Sundays 11 a.m. to 5 p.m. 375 PINE AVE. PH 7-0439



READY, AIM -- Big center John Conroy for the Gauchos prepares for a free throw attempt during the University of the Pacific game. The other Gaucho forward, Howard Sund-Jim Mattinson photo berg, looks on.

Cagers to make last home appearance this weekend

by WAYNE REESE Sports Editor

This week is an important one for the Gaucho cagers, for more than one reason.

First, the Gauchos are making their last two home appearances and Head Coach Art Gallon would like nothing better than for home fans to enjoy two wins after a poor home record at the beginning of the season.

Second, the Gauchos are shooting at being the unofficial WCAC champs, but to keep these hopes alive, the Gauchos almost have to beat both Pepperdine and Loyola this week.

Neither of the win hungry visitors are in any mood to cooperate, needless to say, especially since they both suffered close defeats at the hands of UCSB earlier in the season.

UCSB is unfortunately not eligible for the official league title this year, as they are on probation for their first season of play.

The Gauchos host Pepperdine Thursday night and then Loyola on Saturday night. Both games will be held in Robertson Gym at 8 p.m.

Pepperdine will be trying desperately to ditch a 15 game losing streak and an equally distressing shutout in WCAC play. Gaucho fans will also have their last chance to see three outstanding seniors on the home court. Two are "big men" John Conroy, standing 6'8", and Howard Sundberg, at 6'6".

The other outstanding senior is guard Bob Yahne.

points and a 13.3 average. Conroy holds second place in scoring with 262 points and an 11.4 average.

The Gaucho Frosh will precede the Varsity and play the Pepperdine and Loyola Freshmen, starting at 5:45 p.m.

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Excellent condition, 26,000 miles Contact Mr. Lehn in UCSB Music Dept. or phone 6-5715 evenings. \$1,195, no tax **Sport Rentals** Goleta 7-4416 Open 9 a.m. - 7 p.m. OF SANTA BARBARA

has a sales display at

Track teams await foes with impressive streng

by JOHN YOUNG Sports Writer

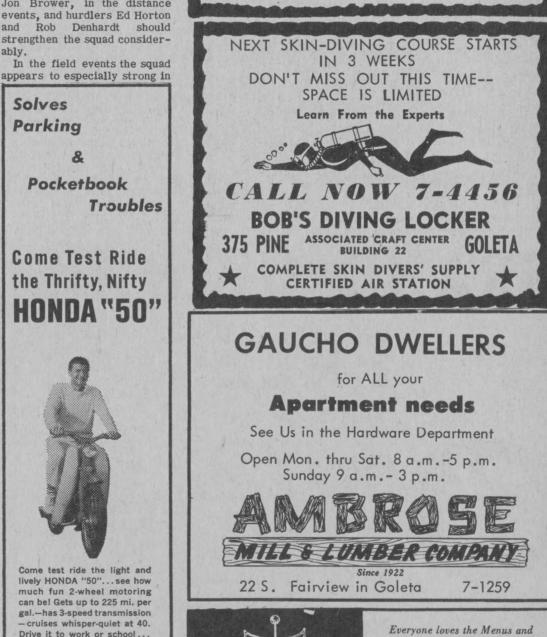
The varsity and frosh track squads will officially open their season with a home meet against the Pepperdine Waves and San Fernando Valley State College Saturday.

According to Head Coach Sam Adams, the varsity should possess great overall strength. Only lettermen weightman Larry Rocker and javelin thrower Mike Beresford graduated.

Besides a number of returning lettermen, Coach Adams has some promising sophomores and several athletes who were ineligible last season. Heading the list of returning

trackmen are quarter-miler Jack Burdullis and sprinters Bill O'Neil and John Escovedo. Also returning are distance men Jim Carroll and Bob Russell along with hurdler Dean Griggs.

Newcomers Jack Roach and Jon Brower, in the distance events, and hurdlers Ed Horton and Rob Denhardt should strengthen the squad considerably



the shot put and pole vault. Shotput lettermen Fred Hokanson and Pat McCambridge plus sophomore Bill Burnett are all capable of surpassing fifty feet. Polevaulters Dick Clover and Dave Caswell have both done

Wednesday, Feb. 19, 1964--EL GAUCHO--Page 7

LIVE ENTERTAINMENT AT THE

NOW APPEARING . . .

Channel Singers appear in person

on FRIDAY and SATURDAY NIGHT

well over 13 feet. Jim Clark can be counted upon for a number of points with his javelin throwing.

Thre Freshmen squad should be strong in the middle and

5978 Hollister Ave.

distance races. However, in a number of events they appear to lack the needed depth. The high jump should be especially strong.

Rio Nathan and Jim Allen give the Freshmen a powerful running combination. Nathan has already been clocked well under two minutes flat and 4:30 in the 880 and mile. Allen has a 9.42 2-mile to his credit.

THE

Ph. 7-9055



Page 8--EL GAUCH O--Wednesday, Feb. 19, 1964

News in brief

Viet Cong terrorists strike in Saigon

by SANDY RHOADS Staff Writer SAIGON -- A U.S. military policeman was shot and killed by a Viet Cong terrorist. The

shooting took place Sunday Exclusive Home of the World Famous OLYMPIA Portable - Standard Electric Typewriters

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500 U.S. servicemen, civilian officials, and their wives and children. Seconds later, a bomb planted

in the lobby exploded, killing two other Americans, and wounding 49. An undetermined number of Vietnamese outside the theater were also killed or wounded.

night, outside an American

movie theater containing about

GREECE -- George Papandreou, 76-year-old candidate for the middle-of-the-road Center Union Party, was elected to the Greek parliament Sunday. The Center Union Party gained an absolute majority in the unicameral parliament for the next four years, and

power to deal with the crisis in Cyprus.

Holding 175 to 180 of the 300 seats, the Center Union Party took votes from both the right wing National Radical Union and the Communist - line United Democratic Left.

MIAMI BEACH -- 60,000 tons of wheat for Russia were held up today by the President of the International Longshoremen's Association, who instructed stevedores not to load. Foreign-flag ships in New Orleans and Houston were kept waiting by a disagreement between the U.S. government and grain companies. involved in the sale of wheat, over whether or not American ships should carry at least 50 per cent of the wheat.

Applications now out for Frosh Camp jobs

Applications for Frosh Camp counselors and staff assistants are available in the Associated Students Office in the Student Union.

Applicants should also indicate interview times on the list posted in the office.

The camp, the official orientation program for incoming freshmen and transfer students, will run from Sept. 9 to 11. According to Gary Jones, camp director, an increased number of counselor positions are open this year.

Counselors widen their intellectual and social experiences through their service to the University and the new student. Assistant staff personnel help coordinate and control camp operations and meet with the staff in planning camp

All applications must be turn-

ed in to Dean Bowers, in the Dean of Students Office by Fri-

Guitar duo

to perform

night in Campbell Hall.

The duo guitar talents of Ida

Presti and Alexandre Lagoya

will be featured in a concert of

classical guitar music Friday

Both musicians had estab-

lished enviable reputations as

solo artists before they joined

forces in 1955. Since then they

have won great critical acclaim on concert tours that have tak-

the University.

day, Mar. 6

door.

activities. All interested students are encouraged to apply.

Voters to sign up

The Registrar of Voters will have a registration table available in the Student Union area today from 9 a.m. to 3 p.m.

To qualify for voter registration, persons over 21 years of age must have met the following residence qualifications up to the day before the election: 90 days in the county and one year in the state.

Messieurs! Il n'y a qu'un seulment mot pour nos pantalonschic, magnifiques, elegants, distingues.



here

Off-campus RA jobs open

Applications for a position as an off-campus resident assistant for 1964-65 are available in the Dean of Students Office.

All women interested in working as an RA are responsible for turning in an application, for securing letters of recommendation, and for making an appointment for an interview with Dean Ellen Bowers, according to the Dean of Students Office.

Responsibilities of the position include acting as advisor to student officers, getting to know each person in the hall, being available to counsel and to assist students, and being able to interpret the goals of





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