

# CHEADLE FORMAL INAUGURATION TODAY

## Ward Boulevard Scheduled For Completion Next Year

A four-lane freeway will soon connect U.S. Highway 101 directly with the UCSB campus. The road, now being constructed by the State Highway Division at the request of the University, will eventually stretch 2.62 miles and cost approximately \$2,850,000.

The project, slated for completion by April, 1963, will be officially called Clarence Ward Memorial Boulevard after Santa Barbara's late representative to the State Senate.

Construction plans for Ward Boulevard will include an overpass across Hollister Avenue, thus avoiding the traffic congestion which has previously existed there. The freeway will intercept the east end of campus and there will branch off.

Two of the lanes will continue on through campus passing by the Library and Campbell Hall, and the other two will turn off to the right and left to form a cloverleaf pattern bordering along the beaches and leading back to Fairview Avenue.

"The present road is not adequate for the amount of traffic", says C.A. Matyas of the Division of Highways, "and Ward Boulevard will give much better access." Furthermore, by avoiding Goleta entirely, approximately five minutes will be cut off traveling time.

For those who still go through the town, the highway will ease the traffic problems there. "Everyone is looking forward to its completion", stated Eugene Sexton of the Goleta Valley Chamber of Commerce, "so that plans to widen Hollister Avenue may be carried out".

Of particular interest to Isla Vista residents is the proposed \$700,000 extension to Ward Boulevard. This segment will run along the north border of the campus, connecting the off-campus housing sites with the highway.

Camino Pescadero will be extended to Hollister

Avenue and will intercept the Ward Boulevard extension. Eventually, the west entrance to UCSB will be completely closed off.

Thus, in the words of Captain Lowe of the University Police Department, the new segment "will be a boon to the campus traffic problem".

## AS Election Sign Up Now

Seven Associated Students offices will be filled at elections held October 10 and 11. Prospective candidates must sign up in the AS Office by next Monday, September 24.

Offices to be filled are freshman class president, vice-president and secretary-treasurer, sophomore class secretary-treasurer, two women's RHA representatives, men's RHA representative, and fraternity representative.

A test on the ASUCSB Constitution and Robert's Rules of Order will be given on September 25 and 26 to all nominees. Publicity is due by September 26.

## Students Should Get Yearbooks

Returning students who haven't picked up last year's yearbook, La Cumbre, may do so now in the Graduate Manager's office.

Students at UCSB for one semester last year may buy the books for \$2 and all others may purchase the book for \$4.

## School Historian Back From SF Conference

Dr. Donald M. Dozer, associate professor of history, recently returned from a ten-day "Conference on Political Economy" held at the University of San Francisco.

The UCSB historian was one of 30 scholars to receive a fellowship to participate in this conference. The delegates were primarily college teachers in economics and the social sciences.

Dr. Dozer, a specialist on U.S. relations with Latin America and a former State Department official participated in seminars and discussions concerning

Latin America and American government.

The conference specifically considered problems facing our free society in a modern world. Questions included the following: "What are the relations between a free economy and the good society? What are the philosophical foundations of freedom? What role has economic theory played in the development of free institutions? What is the range of desirable government activity? and Are there consequences of the market economy which need correction by government action?"



PRESIDENT KERR'S RECEPTION--Karen Walker greets President Kerr (second from left) and Mrs. Kerr at Wednesday's reception in Robertson Gym. Next to President Kerr are Mrs. Cheadle and Chancellor Cheadle. Also in the reception line were Joe Sorrentino, AS President and Bob McCord, AS Vice President. An estimated 200 faculty and 1200 students greeted the visiting Kerrs. A dance followed the reception. President Kerr is attending a regents meeting, the Chancellor's inauguration and a dinner in honor of our new chancellor on campus today. See other page 1 stories.

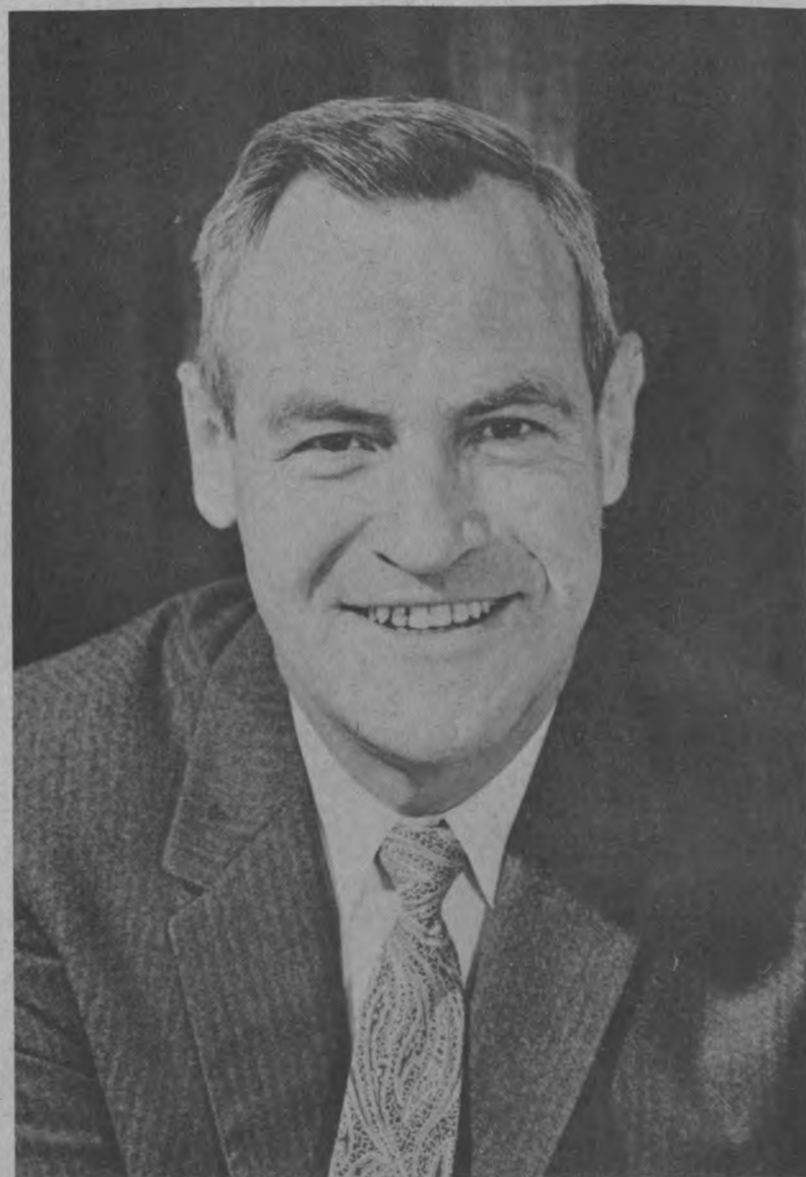
(SPA photo by Rich Armor)

## Packet Filing Starts

Students are reminded to file their packets at the Library, Santa Rosa Patio, Robertson Gym and South Hall 1004 from 8:30 to 11:45 a.m. and from 1:00 to 4:30 p.m.

All students may file today; on Monday, Sept. 24, R-Z; on Tuesday, Sept. 25, A-G; and on Wednesday, Sept. 26, H-Q.

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



CHANCELLOR VERNON I. CHEADLE

## Over 3000 Expected To Witness Ceremony

Dr. Vernon I. Cheadle will officially become chancellor of UCSB this morning.

More than 3,000 spectators plus delegates from 75 universities, colleges and other educational organizations will be present to honor the new chancellor at outdoor ceremonies in Storke Plaza at 10:30 a.m.

Presiding over the inauguration will be UC President Clark Kerr. Six chancellors from other UC campuses and 25 college and university presidents will also attend.

The ceremony will commence with an academic procession led by President Kerr. UC Regents other delegates from throughout the country, and UCSB faculty members, all decked in traditional caps and gowns, will parade to the music of the "Trumpet Voluntary."

The procession, which will begin in the South Hall court, will wind through the audience and end at the official seating platform in Storke Plaza.

Rev. Lawrence E. Fisher of the First Presbyterian Church, Santa Barbara will give the invocation which followed by introductory remarks from the University president.

The program will continue with greetings from State Lieutenant Governor Glenn M. Anderson; Joe Sorrentino, UCSB Alumni Associated Students President; Priscilla Simms, UCSB Alumni Association President; Dr. Walter H. Muller vice-chairman of the Santa Barbara division of the Academic Senate; and UC Regent Edwin W. Pauley.

After Chancellor Cheadle has delivered his inaugural address, President Kerr will dedicate Storke Plaza. The ceremonies will close with the University Hymn, benediction by Rev. Fisher and the recessional.

Dr. Cheadle, professor of botany and acting vice-chancellor at the UC Davis campus prior to his appointment, succeeded Dr. Samuel B. Gould as UCSB Chancellor, was born in South Dakota, he is a graduate of South Dakota State College and received his doctorate from Harvard University.

Chancellor and Mrs. Cheadle also will be honored tonight at a "black tie" dinner in the Coral Casino. Reservations for the UCSB Affiliates-sponsored affair may still be obtained from the Committee on Public Ceremonies at \$5 per person.

UC chancellors attending are Dr. Edward W. Strong Berkeley; Dr. Daniel G. Aldrich, Irvine; Dr. Herman T. Spieth, Riverside; Dr. Dean E. McHenry, Santa Cruz; Dr. Herbert York, San Diego; and Dr. Franklin D. Murphy, Los Angeles. (Continued Page 3)

## Drill Team Seeks Girls

UCSB Women's Drill Team is seeking additional members. The team is now creating a show for the next Gaucho home football game.

All interested women are invited to attend team meetings on Tuesdays and Thursdays from 2:30 to 3:45 at the baseball diamond on the Isla Vista side of the campus.

## Financial Wizards Committee Wants

Applications for positions on the AS Finance Committee are being accepted now in the Associated Student's office.

The Finance Committee handles the budgets of all AS committees and boards, the Student Bookstore and Student Union as well as other prominent campus organizations.

Previous experience in accounting or finances will help committee members, but this is not a prerequisite for a position.

## Folk Dance Group To Meet Tonight

Merhaba Folk Dance Interest Group will meet every Friday night beginning tonight from 8-11 p.m. in building 421, Room 110.

Folk dances will be taught to anyone interested in coming to the meetings. All persons are welcome whether advanced or beginning.

## AWS Election

AWS will hold a special election Oct. 3 and 4 to fill the office of second vice-president.

All undergraduate women with an overall 2.0 grade point average are eligible to run. Prospective candidates must sign up in the AS office by Monday, September 26.

## Armstrong Performs Thursday

Louis "Satchmo" Armstrong and his famous orchestra will feature a "Salute to W.C. Handy," a new medley of compositions by the late composer, in a stage show at the Santa Barbara Bowl.

The show is scheduled for Thursday, September 27, at 8 p.m.

Armstrong will also play new songs from his latest Decca albums and from his recent European tour, new arrangements from "New Orleans" and "Cabin in the Sky" film musicals in which he starred, and old favorites and request numbers.

Tickets for all performances are now on sale daily (except Sun.) at the Fiesta Box Office, 725 Santa Barbara Street, in Santa Barbara.

Tickets, all reserved, are as follows: \$3.50 box seats, \$3.00 orchestra, \$2.50 mezzanine, and \$2.00 balcony. Reservations may be made by phoning Santa Barbara 6-3788.

## Rec Night On Slate At Robertson Gym

A recreation night will be held tonight at Robertson Gym from 7:30 p.m. until 10:00 p.m. All students are cordially invited, and there will be no admission charge.

Badminton, volleyball, trampoline, gymnastics, and folk dancing are some of the activities offered. The events will be supervised, but no instruction of games will be given at this time.



# EL GAUCHO U.C. SANTA BARBARA

EDITOR - JOHN B. MOCKLER

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

STAFF: Kathy Davidson, Terry Worthen, Pete Kleinman

ADVERTISING MANAGER: Jerry Rocco

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## Editorial Column ...

### El Gaucho Salutes Chancellor

In the next few years the destiny of our campus will be shaped. We will grow in numbers, in size, and in prestige.

The problems of growth are immense. It would be difficult to simply provide the physical plant to house a quadrupling in population. To provide this increase while still maintaining the all-important small-campus atmosphere seems to approach the impossible.

Yet this is the task and the goal of the man who is to be our leader.

Chancellor Cheadle is a unique personality. His merits as an educator read like a literary who's who—Fulbright Research scholar, Phi Beta Kappa, Fellow of American Academy of Arts and Sciences, American Society of Plant Taxonomists, President of Botanical Society of America and many others.

But these intellectual qualifications run a small second to this man's stature as a human being.

To all he has met on our campus the qualities of congeniality, humility, and warmth are foremost.

To our new Chancellor Vernon I. Cheadle goes our fondest congratulations and our vigorous support. He enters a position of decision. We wish him well.

JOHN B. MOCKLER  
EDITOR

## Legislative Council Affirms Support Of Proposition 1-A

Whereas, California's future rests with the leaders of tomorrow;

Whereas, California has always provided the best of educational opportunities, which has assured its own growth in economic well-being and a position of leadership in the nation; and

Whereas, the number of high school graduates seeking a college education will increase 50 per cent in the next four years, and thus classrooms and laboratories must be found for 120,000 additional students; and

Whereas, the State Legislature and the Governor have placed on the November 6 ballot Proposition 1A, a \$270 million bond issue, at least 80 per cent of whose funds will go to expand California's junior colleges, and University of California campuses; and

Whereas, this organization strongly supports California's commitment to provide a college education for its future leaders, a commitment we believe insures the continued greatness and prosperity of this state; and

Whereas, we believe it the humanitarian duty of California to meet the essential needs of mental hygiene, and wise to expand its programs of conservation;

Therefore, we the members of the Legislative Council on this day, September 18, 1962, publicly endorse Proposition 1A and urge the citizens of California to carefully consider it when they vote this November.

LEGISLATIVE COUNCIL  
UNIVERSITY OF CALIFORNIA  
SANTA BARBARA



Is this ingredient necessary?

## SPEAKING OUT

...by Vic Cox

At the first Legislative Council meeting of the school year, September 9, 1962, Council members reaffirmed the UCSB commitment of support for the Camp Conestoga program.

Camp Conestoga is an enterprising project which endeavors, mainly through the efforts of its originators — two Santa Barbara teachers Mr. Frank Van Schaick and Mr. Don Ray

Pierce, to offer the children from the lower economic areas of Santa Barbara an opportunity to know the joys and experiences of outdoor camping.

Roughly 500 children a year participate on school weekends and vacations and daily during the summer in this "recreative-educational program." There is no question that this is a meritorious project worthy of Associated Student support — or is there?

The A.S. commitment, as reaffirmed, is to buy out one of Camp Conestoga Inc.'s co-sponsors, the Junior League (the other one being the city Recreation Dept.), for the sum of \$3,000.00 per year. That is, Legislative Council, through its authorization last year that Charities Committee make

"Camp Conestoga ... the A.S. major charity" (Legislative Council minutes Sept. 19, 1962) verbally obligated itself to a gradually increasing contribution to Conestoga (\$1,000. last year, \$2,000. this year, and \$3,000. next year). The payments level out at \$3,000. annually by 1964.

However, there is no written contract so the Associated Students assume no legal obligation. Furthermore, the AS contribution is gathered by dint of the efforts of the Charities Committee and the hypothetical success of their money-raising campaigns. Since this "commitment" is on a voluntary basis there is no reason to believe that Leg. Council would appropriate funds to fulfill our quota at any time should Charities Committee fail to raise the sufficient amount.

Another interesting aspect of the situation is that although the AS organization is doing all of the work raising money from the individual students, it is purchasing co-sponsorship in Conestoga, not for the Associated Students per se, but for the University Religious Conference. The way the original mo-

tion passed Leg. Council in September, 1961, the AS was only to provide the Camp board (a URC organization) with "campus assistance". At present it is not UCSB's Associated Student Body that is credited with the \$1000 installment paid last year to Camp Conestoga, but the URC.

Legislative Council members, is this agreement satisfactory to you? Are we going to legally commit ourselves (or the URC) on a business-like basis of backing a proven asset to the community's development, Camp Conestoga Inc.? If so, for how much and how long? And especially, how are we to go about wasting the financial support — by voluntary contribution, AS appropriation, or a combination of both?

Food for thought, and we hope, Legislative Council action.

## Columbian Earthquake Described In Letter From Former Student

EDITOR'S NOTE: The following is a series of excerpts from a letter written by former UCSB student Jan Condit to Ted Matteson, who is currently studying here in Manizales, Colombia relates some of her experience in the disastrous Colombian earthquake on July 30.

On Monday at 3:19 p.m., we had here in Manizales a very tragic and horrifying earthquake (terremoto). We all live in fear of more terremotos. Conversation around here runs like — "How are you? Where were you when the terremoto struck?" and "Tiene mucho susto o miedo?"

Manizales had earthquakes in December and March of this year also. It is said that the one Monday is the worst in the history of Colombia or at least since 1914. Reports say that it was intensity of 9 on the Richter scale, and it lasted for 55 minutes.

I live on the fourth floor of the Hotel Europa which is across from the cathedral (the pride and joy of Manizales but the ugliest, most dangerously constructed thing I've ever seen.) The cathedral has the highest tower in the country. The whole thing is monstrous.

## LISTENING POST

### Frosh Haze - Thanks

Editor:

One week ago today Frosh indoctrination ended as hundreds of spirited Freshmen tossed their beanies into the fog at La Playa Stadium. Viewed in retrospect, I think even the Freshman Class itself feels the indoctrination activities were a success.

Frosh indoctrination involves a mutual responsibility: the responsibility of the sophomore class to provide rivalry and activities that the freshmen expect, and the responsibility of freshmen to participate actively in these activities.

Both groups deserve commendation. To the freshman class — thanks for the enthusiasm and maturity you have demon-

strated. To Squires the members of sophomore council — thanks for the hard work which made the indoctrination events possible.

RON COOK  
SOPHOMORE PRES

### Congratulations...

Editor:

Congratulations on the content and looks of the revitalized El Gaucho. I know from my college days how tough it is to put together that first edition of the school year. You overcame the obstacles nicely.

Sincerely,  
PAUL VEBLER  
Executive Editor  
Santa Barbara  
News Press

### Other Campus Views

Many campus co-eds play a rather exciting game a couple of times each year. It's called sorority rush and it's really stimulating fun. The rules of the game are, not so oddly enough, very simple.

There are two teams participating; the 'inners' and the 'outers'. Simply, the object is for the outers to be absorbed by the inners with enough ceremony to give both sides the illusion that the entire bit is meaningful.

A very rigid training program is necessary for the game to be run smoothly; in other words keeping everyone too busy to realize how ridiculous they look. The inners learn such educational practices as how to light someone's cigarette in the 'proper' manner; how to sit on a rug, at the same time looking sophisticated; and how to converse on an absorbing intellectual level.

Meanwhile, back on the hill, the outers are also given worthwhile training. How to light their cigarettes when the girl holding the match is shaking the flame nervously; how to make the inner feel sophisticated while sprawled out over a rug; and how to listen to a less than shallow conversation and make the other believe it sounds absorbing.

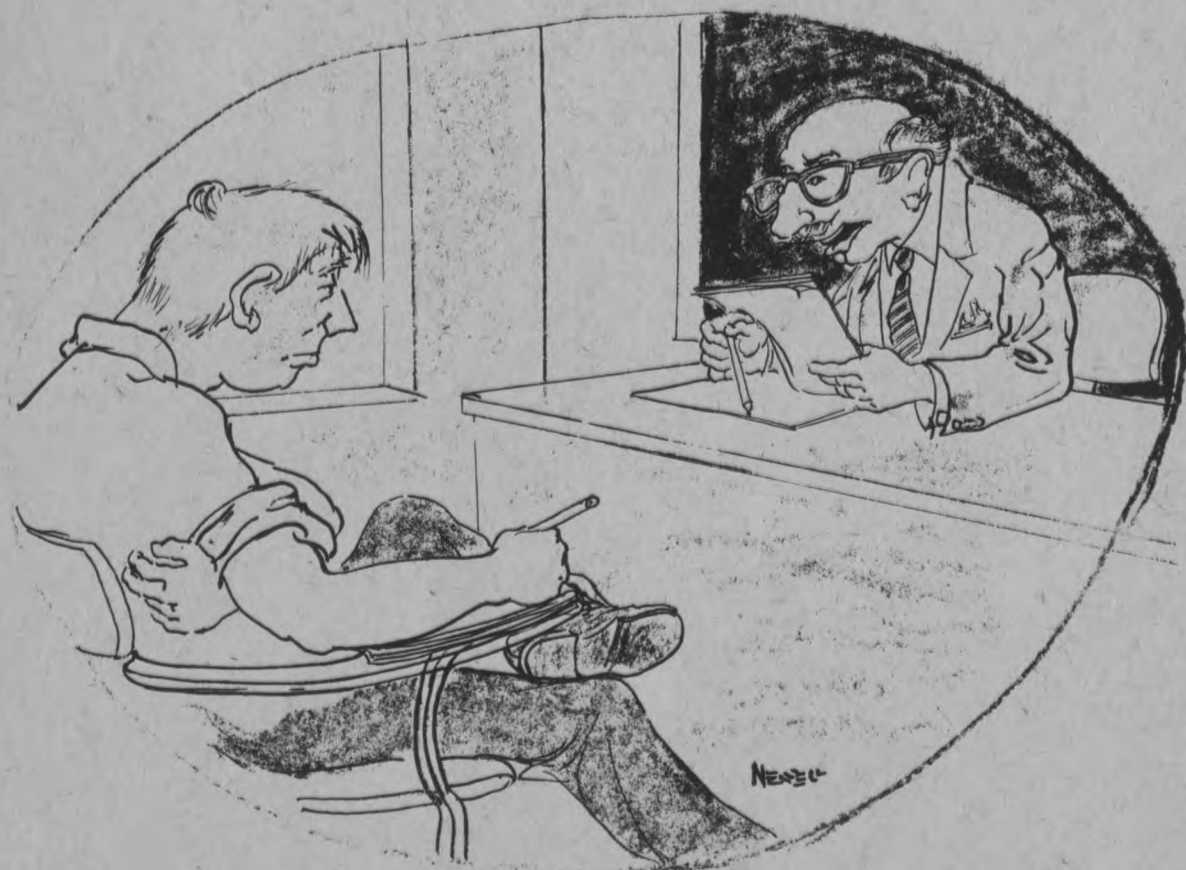
Then, much too soon---anytime less than never is too soon---R-day (rush day) arrives; tension mounts, pulses quicken, you know, as if something important was happening. The entire campus holds its breath mainly because all the cosmetics being used make it terribly difficult to do much else.

The outers descend from their lofts, down, down, to the Greek-labeled dwelling below. Dressed in party clothes, gleaming with ostentatious newness, they come, championing the causes of naivety, coyness, and virginity. The inners smile, the outers smile. The affair looks like a toothpaste commercial.

But then comes the moment-of-truth. The inners distribute their bids to the outers; they have made their choices, based on extensive contact with outers, maybe ten minutes of amorphous conversation.

It is said in the rule-book of the rushing game that the winner is the girl who receives a bid from the house of her choice. In truth, the winner is the co-ed who is smart-enough not to play the game at all...

--- Elliot Steinberg  
Editor  
Daily Californian



"Harvey, old man, yours is the sort of grammar up with which we can and shall never put."

## EL GAUCHO

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### EIL To Meet

Participants in the Experiment in International Living for the last two summers will meet Monday.

An important announcement will be made at the meeting to be held at 12:15 p.m. in SH 2102.

Anyone who cannot make the meeting should contact Gary Moselle in Anacapa Hall.

**(Inauguration...)**

(Continued from Page 1)  
Davis Vice-Chancellor Everett Carter and San Francisco Medical Center Provost John B. Saunders also will attend.

College and university presidents among the delegates to the inauguration are as follows: UC President Kerr; Dr. Harold D. Fasnacht, La Verne College; Dr. Julian A. McPhee, California State Polytechnic College; Dr. Russell T. Sharpe, Golden Gate College; Dr. Charles S. Cassassa, Loyola University; Douglas C. White, Santa Barbara City College; Dr. Edward Simonsen, Bakersfield College; Dr. H. Lynn Sheller, Fullerton Junior College; Dr. Cornelius H. Siemens, Humboldt State College.

Also attending will be Dr. Frederic Ching, Hartnell College; Dr. Walter M. Garcia, Modesto Junior College; Walter E. Conrad, Allan Hancock College; Dr. Catherine J. Robbins, Pasadena City College; Dr. Edwin H. Rowins, Ventura College; Dr. Stephen E. Epler, College of Marin; Dr. Frederick Hard, Scripps College.

Others expected to attend are Dr. Phil H. Putnam, Compton College; Dr. Robert M. Baker, Coalinga College; Dr. M. Norvel Young, Pepperdine College; Dr. Roger J. Voskuyul, Westmont College; Dr. Oscar H. Edinger, Mount San Antonio College; Dr. Carl W. McIntosh, Long Beach State College; Dr. Fred F. Harclerod, Alameda County State College; Dr. Ralph Prator, San Fernando Valley State College.

**Department To Expand**

The newly established school of engineering is expanding to meet the growth of the campus.

One section of the Arts Building is currently undergoing modification for an electrical engineering lab. Plans are being made for the introduction of a second curriculum, the department of mechanical engineering.

Future expansion will include the development of departments in chemical engineering, air science, engineering analysis, and systems engineering.

Abundant space and facilities for research will be the keynotes for the building program.

**Dean Of Students Releases Spring Semester Averages**

UCSB scholars compiled a 2.61 overall grade point average last semester according to figures recently released by the Dean of Students.

Pine Hall led all student groups with a phenomenal 2.95 rating. Consuelo Hall was runner-up to the men, surpassing the rest of UCSB women with a 2.79 average. The total averages for spring semester 1962 are as follows:

Overall Student Average - Spring 1962-----	2.61
Santa Cruz-----	2.67
Sorority Average-----	2.61
Anacapa-----	2.57
Las Casitas Residence Halls Average (Men)---	2.57
Fraternity-----	2.57
Santa Rosa-----	2.55
Las Casitas Residence Halls Average (Women)	2.49

WOMEN'S HALLS	
HALL	AVERAGE

Consuelo (SC)	2.79
Villa Marina (SR)	2.76
Primavera (SC)	2.73
Marisco (SR)	2.71
Oceano (SC)	2.69
Sirena (SR)	2.68
Corriente (SC)	2.67
Coralina (SR)	2.66
Estrella (SC)	2.64
Enramada (SC)	2.62
Arbolado (SC)	2.61
Bahia (SR)	2.61
Neblina (SR)	2.59
Oak (LC)	2.58
Ribera (SR)	2.58
Risueno (SC)	2.57
Madrona (LC)	2.53
Laurel (LC)	2.51
Tesoro (SR)	2.50
Manzanita (LC)	2.41

SORORITY	
SORORITY	AVERAGE

Chi Omega	2.70
Alpha Delta Phi	2.69
Sigma Kappa	2.64
Kappa Alpha Theta	2.63
Pi Beta Phi	2.60
Alpha Phi	2.56
Delta Gamma	2.52
Delta Zeta	2.50

MEN'S HALLS	
HALL	AVERAGE

Pine (LC)	2.95
Willow (LC)	2.70
Sequoia (LC)	2.69
Toyon (LC)	2.67
Navajo (A)	2.64
Acacia (LC)	2.61
Pima (A)	2.61
Ute (A)	2.61
Modoc (A)	2.58
Yucca (LC)	2.57
Yuma (A)	2.57
Apache (A)	2.54
Canalino (A)	2.54
Palm (LC)	2.54

Sycamore (LC)	2.50
Maricopa (A)	2.44
Cypress (LC)	2.23

FRATERNITY	
FRATERNITY	AVERAGE

Kappa Sigma	2.68
Delta Sigma Phi	2.62
Lambda Chi Alpha	2.60
Delta Tau Delta	2.56
Sigma Phi Epsilon	2.56
Sigma Alpha Epsilon	2.53
Sigma Pi	2.40

**700 RHA Students Dine With Cheadles**

More than 700 UCSB students honored Chancellor Cheadle at an RHA sponsored informal dinner on the lawn between Anacapa and Santa Cruz residence halls, last Sunday.

Dick Suter, RHA president, introduced the chancellor and his family to the group. Deans Lyle Reynolds, Jane Cosgrove, and Margaret Trainor were also presented.

Following the fried chicken dinner, students twisted, stomped, and mashed at a joint held in Anacapa Hall until 11:30 p.m.

**WHAT'S COMING OCTOBER 9?**

For Sale--55' T-Bird, with continental kit, original owner, 25,000 miles, 2-tops, excellent condition. \$1,595. Phone days 7-5314; eves. & weekends 7-5350.

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**KERR GREETINGS**

As the University of California begins another academic year, I want to express my greetings and best wishes to our many thousands of students from Davis in the north to San Diego in the southern part of the State. To those of you who are becoming acquainted with the University for the first time, I should like to extend a special welcome, together with the hope that you will come quickly to feel at home in both the academic and the extracurricular areas of your University lives.

To its students, the University of California offers a great many opportunities. These include a wide variety of academic programs and courses; cultural events and activities; intercollegiate and intramural athletics; student-sponsored activity programs of many kinds. Which of these opportun-

ities you grasp—how many of the invitations you accept—will be matters for your own individual decision. But the decision should be made carefully, for it will largely determine the course of your University career and even, perhaps, of your whole life.

You will probably never again have so free an opportunity to hear and to discuss ideas and opinions. Ideas and opinions are exciting, and the excitement they engender is a valuable part of your educational experience. Equally valuable, though not so exhilarating, is the habit of examining opinions, to see how firmly they are based on fact. I hope that, during your years at the University, you will enjoy the excitement of discussing your ideas and opinions freely, but with due respect for the facts that relate to them.

CLARK KERR

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**On Campus with Max Shulman**  
Author of "I Was a Teen-age Dwarf," "The Many Loves of Dobie Gillis," etc.

**ANOTHER YEAR, ANOTHER DOLLAR**  
With today's entry I begin my ninth year of writing columns in your school newspaper for the makers of Marlboro Cigarettes. Nine years, I believe you will agree, is a long time. In fact, it took only a little longer than nine years to dig the Suez Canal, and you know what a gigantic undertaking that was! To be sure, the work would have gone more rapidly had the shovel been invented at that time, but, as we all know, the shovel was not invented until 1946 by Walter R. Shovel of Cleveland, Ohio. Before Mr. Shovel's discovery in 1946, all digging was done with sugar tongs—a method unquestionably dainty but hardly what one would call rapid. There were, naturally, many efforts made to speed up digging before Mr. Shovel's breakthrough—notably an attempt in 1912 by the immortal Thomas Alva Edison to dig with the phonograph, but the only thing that happened was that he got his horn full of sand. This so depressed Mr. Edison that he fell into a fit of melancholy from which he did not emerge until two years later when his friend William Wordsworth, the eminent nature poet, cheered him up by imitating a duck for four and a half hours.

But I digress. For nine years, I say, I have been writing this column for the makers of Marlboro Cigarettes, and for nine years they have been paying me money. You are shocked. You think that anyone who has tasted Marlboro's unparalleled flavor, who has enjoyed Marlboro's filter, who has revelled in Marlboro's jolly red and white pack or box should be more than willing to write about Marlboro without a penny's compensation. You are wrong.

Compensation is the very foundation stone of the American Way of Life. Whether you love your work or hate it, our system absolutely requires that you be paid for it. For example, I have a friend named Rex Glebe, a veterinarian by profession, who simply adores to worm dogs. I mean you can call him up and say, "Hey, Rex, let's go bowl a few lines," or "Hey, Rex, let's go flatten some pennies on the railroad tracks," and he will always reply, "No, thanks. I better stay here in case somebody wants a dog wormed." I mean there is not one thing in the whole world you can name that Rex likes better than worming a dog. But even so, Rex always sends a bill for worming your dog because in his wisdom he knows that to do otherwise would be to rend, possibly irreparably, the fabric of democracy.



*"I better stay in case somebody wants a dog wormed."*  
It's the same with me and Marlboro Cigarettes. I think Marlboro's flavor represents the pinnacle of the tobaccoist's art. I think Marlboro's filter represents the pinnacle of the filter-maker's art. I think Marlboro's pack and box represent the pinnacle of the packager's art. I think Marlboro is a pleasure and a treasure, and I fairly burst with pride that I have been chosen to speak for Marlboro on your campus. All the same, I want my money every week. And the makers of Marlboro understand this full well. They don't like it, but they understand it.

In the columns which follow this opening installment, I will turn the hot white light of truth on the pressing problems of campus life—the many and varied dilemmas which beset the undergraduate—burning questions like "Should Chaucer classrooms be converted to parking garages?" and "Should proctors be given a saliva test?" and "Should foreign exchange students be held for ransom?"

And in these columns, while grappling with the crises that vex campus America, I will make occasional brief mention of Marlboro Cigarettes. If I do not, the makers will not give me any money.

The makers of Marlboro will bring you this uncensored, free-style column 26 times throughout the school year. During this period it is not unlikely that Old Max will step on some toes—principally ours—but we think it's all in fun and we hope you will too.

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Footballers In Retrospect:

# Scrutinizing Of 1962 Team Shows Strength

Defeat is hard to take whether it's a 59-0 score or a 16-14 score. The UC Santa Barbara warriors took the latter score right on the chin last Friday night as they allowed the San Francisco Gators slip from their grasp in the last seconds of play of the season's opener. UCSB jumped off to a devastating 14-0 half time lead but saw this advantage dwindle until they led by only a point with 16 seconds to play. The big toe of Gator Bob Baird (Continued on Page 4)

# CYCLE CLUB EXTENDS INVITES FOR EXCITING RACES, TOURS

A majority of travelers will admit in this trying age of automation that the drive from San Francisco to Los Angeles is quite a gruelling event, even exhausting. And they're talking in terms of the automobile!

Yet Rodger Dawson, a graduate student in English and president of the UCSB Cycle Club, recently etched his name in the cycling hall of fame with an arduous jaunt, via cycle, covering the distance in thirty-two hours and twenty-five minutes.

The twenty-three year old Dawson left San Francisco City Hall at 1:07 a.m., September 2.

Dawson headed down highway 101, and along with

his escort of two automobiles, one driven by his brother Chris, star UCSB football quarterback, arrived Tuesday at 9:32 a.m. Dawson's time erased a mark that had stood for fourteen years.



UCSB CYCLE CLUB Prexy Rodger Dawson relaxes astride his trusty vehicle which recently carried him from San Francisco to Los Angeles in a new record time of some thirty-two and one-half hours, erasing the old standard of thirty-six hours. No, he didn't ride the bicycle up the steps of L.A. City Hall! He walked.

# BETWEEN THE LINES

with Geoff Smith

A few reflections on last Friday's game wind their way into words at this time as the Gauchos turned in their best effort in some three years. The fans were looking for improvement, and many looked hopefully at a Gaucho crew that could come away losing by only two or three td's.

The Gauchos fooled 'em and fooled 'em bad and I take off my hats to Bill Hammer's boys for a job well done.

The play of Al Reynolds at fullback and linebacker demonstrated that on defense and offense, the grizzled gridders will have a solid performer for three more years.

Likewise, the arm of Chris Dawson, reminiscent of the glory days of Jim St. Claire, will patrol the slot for a trio more campaigns. Soph speedster Doug Bowman will also provide opposing coaches with nightmares.

Though defeated, Hammer's men turned in the best first half which I had seen for four years, at Berkeley too, displaying solid fundamentals, much improved over last year.

These guys are so hungry for victory that they bounced onto the practice field Saturday morning following the S.F. tussle, not sleeping in, but preparing for Whittier tomorrow night.

So the Gauchos prepare to meet the NAIA Western toughies, the Poets who eulogize John Greenleaf, and the locals will be going with one aim in mind - a win to even the 1962 slate!

A look at the obsolete bookstore in the SU reveals the painful ramification of the population explosion as students must now fight for a position in line. The enrollment at UCSB is now 5000. Don't feel bad.

The Berkeley Affair is now an epitome of Malthusian theory. Take UCSB basketball coach Art Gallon's daughter, now a freshman on that northerly campus. The young lady stood glumly in the interminable reg line for about as long as the Mets will be in last place, she saw two men, who approached her with sincere, inquisitive facades.

After five minutes of conversation, our exhausted angel was convinced that she must sign up for ROTC. She was told that the course, though not compulsory for the male population any longer, was now compulsory for the female segment.

Poor girl, they brain-washed her. She went down the appointed stairs and turned the corner and walked into some staff sergeants vise. The poor guy had to spend ten minutes straightening out our heroine again.

Feel thankful for a bookline. It may seem trying but pity our girl in Berkeley - number 229861

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Chancellor of the University of California

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# Gauchos Travel South As Local Hopes Soar

By Bob Walter

Tomorrow night, the UCSB Gauchos head south for their second game of the young 1962 season, tangling with the Whittier College Poets. The Bill Hammer mentored Gauchos will have a rough opponent on their hands and the game stacks up as one of the hardest of the season.

The Poets under John Godfrey are always formidable foes and it looks like this year is going to be no exception as the boys from Whittier demonstrated last Saturday as they skipped by rough Sacramento State, 14-0. The Poets completed their 1961 regular season play with a 9-1 record, as SCIAC champs and were ranked fourth in the nation among small colleges.

One of the big reasons for last year's successful season, including a 20-0 victory over UCSB was Little All-American end Stan Sanders. This 6-3, 205 pound senior can catch anything thrown near him and was a big factor in last week's victory over Sacramento State. However, Poet opponents cannot be content with just checking up on Stan. Most of Whittier's offense is geared around a running game and Sanders is used in the clutch or if the defense seems to be watching for the running game.

Sanders is by no means the only big threat that Godfrey uses to win ball games. Halfback Dick Skinner sparked the Poet's running game and newcomer Ron Hales has displaced first stringer Alex Gasporra, who gave Gauchos gridders fits last year at the other halfback slot.

One of the biggest features of the 1962 Poet team is their big and experienced line. All the starters are either juniors or seniors and feature All-Pacific Coast tackle Dick Peter and senior tackle Dennis McMaster with a total weight of 473 lbs.

The weak spot of the Whittier aggregation is quarterback. Using a converted halfback, named Rich Harrison, coach Godfrey is trying to come up with an adequate replacement for Sei Miyano who guided the Poets so well last year, but has only Harrison and a sophomore Doug Bennett to handle the chore. With such talent as Godfrey has at the other ten positions, he shouldn't lose much sleep over the situation.

All is not black for the Gauchos, however, as they proved to about 8,000 fans last Friday in a gallant but losing effort. The locals suffered no more injuries and will have the added strength of a few returnees from the disabled list.

Although he played against San Francisco, Larry Carlson was still on the injured list until Tuesday when a check on his knee showed that it was in good shape. Also having knee trouble is captain George Dryer who will suit up for the Whittier trip, but he is a doubtful participant. Also returning to the Gauchos lineup will be last year's quarterback (until he broke his arm against the same club), Austin Dias.

## Officials Sought

Men's Intramural Directors Jack Wilmore and Ray Thornton report the urgent need for football officials for the upcoming intramural season, beginning September 28.

The position of football referee is remunerative and all interested men may contact Jack Wilmore in building 420 or leave their names in the Sports' Department of El Gaucho.



GAUCHO LEFT END DENNIS LYNCH snares Chris Dawson's seven yard aerial, good for a six pointer in last week's heartbreaker with San Francisco State. Lynch will be one of the main offensive weapons tomorrow against Whittier as the Gauchos go for win number one. Photo by DeLespinasse and Kalbach

## NATATORS, HARRIERS BUCKLE DOWN IN PREPARATION FOR 1962 SEASON

While Bill Hammer's football aggregation prepares for its second game tomorrow night against Whittier, Coaches Frank Rohter and Sam Adams are sending members of the water polo and cross country teams, respectively, through their final paces in anticipation of initial 1962 competition.

Rohter's water warriors

open the season next week hosting a tough Fresno State water crew, and look forward to their best year since Rohter has been at the helm of UCSB's fortunes.

On the dry land side of the

ledger, Sam Adams looks forward to a successful season, opening tomorrow against Westmont across town. The Gauchos have been hard at it for the past two and one half weeks in preparation for this one.

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### 62 Team Shows Strength

(Continued from page 4)

was all the boys from the frozen North needed at that point as they registered a hard fought victory on his field goal.

This Gaucho team is different from any other that has torn the turf at La Playa. The Golden Grizzlies of the UCSB first unit were mean, tough, and determined. The sophomores and juniors, called the Young Tigers of the team, were splendid throughout the game. Still with all this in favor of the Blue and Gold of Goleta a victory was lost. Many people felt the Gauchos were surprisingly strong.

The only people who weren't surprised at this strength were the players themselves. Two weeks of pre-season practice---the way the Grizzlies work---does wonders to strengthen a team with potential.

"We thought our team played a great game," stated Coach Bill Hammer, "but that's all in the past now. We'll get better because this is a young squad and they'll improve with each game."

The UCSB talent was impressive. They had the ability to go around the ends, with Doug Bowman and Chris Dawson doing most of the work, plus the blocking to get the yardage up the middle with Reynolds and Larry Carlson carrying. Carlson, who is recovering from a knee operation and injured ribs, ran very well and caught the ball besides. His complete recovery will be a great aid to the team.

The passing attack clicked also. Dawson found his receivers open countless times but was unable to put this to full advantage because of the hard rush placed on him by the Gators. Dennis Lynch gobbled up two Dawson aeriels, one that covered seven yards and a touchdown. Doug Fell, Bill Peters, and Dennis Sonnenberg also helped out the passing game.

One important feature of

### First Year Grad Scholarship Open

Woodrow Wilson National Fellowship Foundation competition for 1963-64 is now under way. The Foundation is offering graduate study awards to 1,000 first-year graduates.

Faculty members have until October 31 to nominate candidates for the awards.

All nominees will be notified by the Foundation's regional chairman to return an information form immediately after receipt and to file other credentials no later than November 20, 1962.

for sale---overstuffed chairs and sofa, \$5; day bed, \$15; dresser and mirror, \$10; twin bed spreads, \$1; 45 record player, player, boxing gloves, ice-skates, badminton, odds and ends, very cheap. Phone 9-2136.

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## Wilde, Shaw Here Sept. 28

Tickets are now on sale in the Campbell Hall box office for the Sept. 28 dramatic offering, "A Wilde Evening With Shaw."

Starring Richard Gray and Mays Loizeaux and co-directed by Sir Cedric Hardwicke, the show contains some of the wittiest conversations from the varied works of Oscar Wilde and Bernard Shaw.

It organizes out of anecdotes, ideas and comments from letters, newspaper clippings, essays and speeches the subjective story of two men who wrote about the world as they saw it.

The three-act program uses some of the best known and some of the least known dramatic and literary works of the two literary minds.

The first two acts cover the period ending at the turn of the century and are drawn from such major works as: "An Ideal Husband", "Man of Destiny", "The Importance of Being

Earnest", "The Ballad of Reading Gaol", "The Happy Prince", "Poems in Prose", Shaw's Prefaces, "The Soul of Man Under Socialism", and "The Decay of Lying".

Major works from which the third act is drawn include: "Caesar and Cleopatra", "Man and Superman", "Pygmalion", and letters to Ellen Terry and Granville Barker.

Those holding season tickets to the 1962-63 series of the Department of Speech and Drama at UCSB will be admitted to this production.

### Big Little Sister Picnic At Beach

AWS Big-Little Sister annual picnic will be held on Sunday, September 30, at 3:30 p.m.

Tickets will go on sale at the Graduate Manager's Ticket window Monday and will be available through Thursday.

The United Campus Christian Fellowship at UCSB Congregational, Disciples of Christ, Presbyterian Invite you to their meeting The Student Center, St. Michael's Episcopal Church, Isla Vista SUNDAY, SEPTEMBER 23, 4-6 P.M. SUPPER WORSHIP DISCUSSION

### SAE Slates Dance Featuring Bands

"Battle of the Bands", a rock-and-roll sock hop, will fill Robertson Gym next Friday night, September 29. Sponsored by Sigma Alpha Epsilon, the dance music will be provided by Sandy Nelson, The Royal Tones, and The Gamblers.

Tickets are available at the Graduate Manager's Office.

### Pledge Presents

The new Sorority pledges will be presented Sunday at 2 p.m. in Robertson Gymnasium. Following Presents each of the houses will hold an open house. Both events are open to parents of the pledges and to the general public.

Karin Kettle, Panhellenic Presents Chairman, has estimated the total number of pledges to be "about 180."

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## Regents Meeting on Campus

University Regents will convene today at 2 p.m. in South Hall for their monthly meeting. Committees met yesterday to make recommendations for this meeting.

Matters to be considered by the 24 member board include schematic plans for new Engineering and

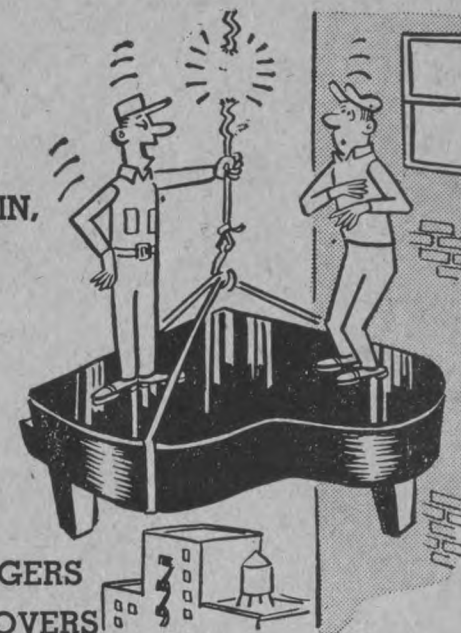
Chemistry buildings and the suggested budget for the Santa Barbara campus.

Those attending will be Edwin W. Pauly, Cornelius J. Haggerty, Donald H. McLaughlin, Edward W. Carter, Mrs. Randolph A. Hearst, Samuel B. Mosher, John E. Canaday, Philip L. Boyd, Jerd R. Sullivan Jr., William M. Roth and

Mrs. Edward H. Heller.

Members absent from today's meeting will be President of the Regents and Governor of the State Edmund G. Brown, elected chairman of the board Gerald H. Hagar, Mrs. Dorothy B. Chandler, Norton Simon, and Frederick G. Dutton.

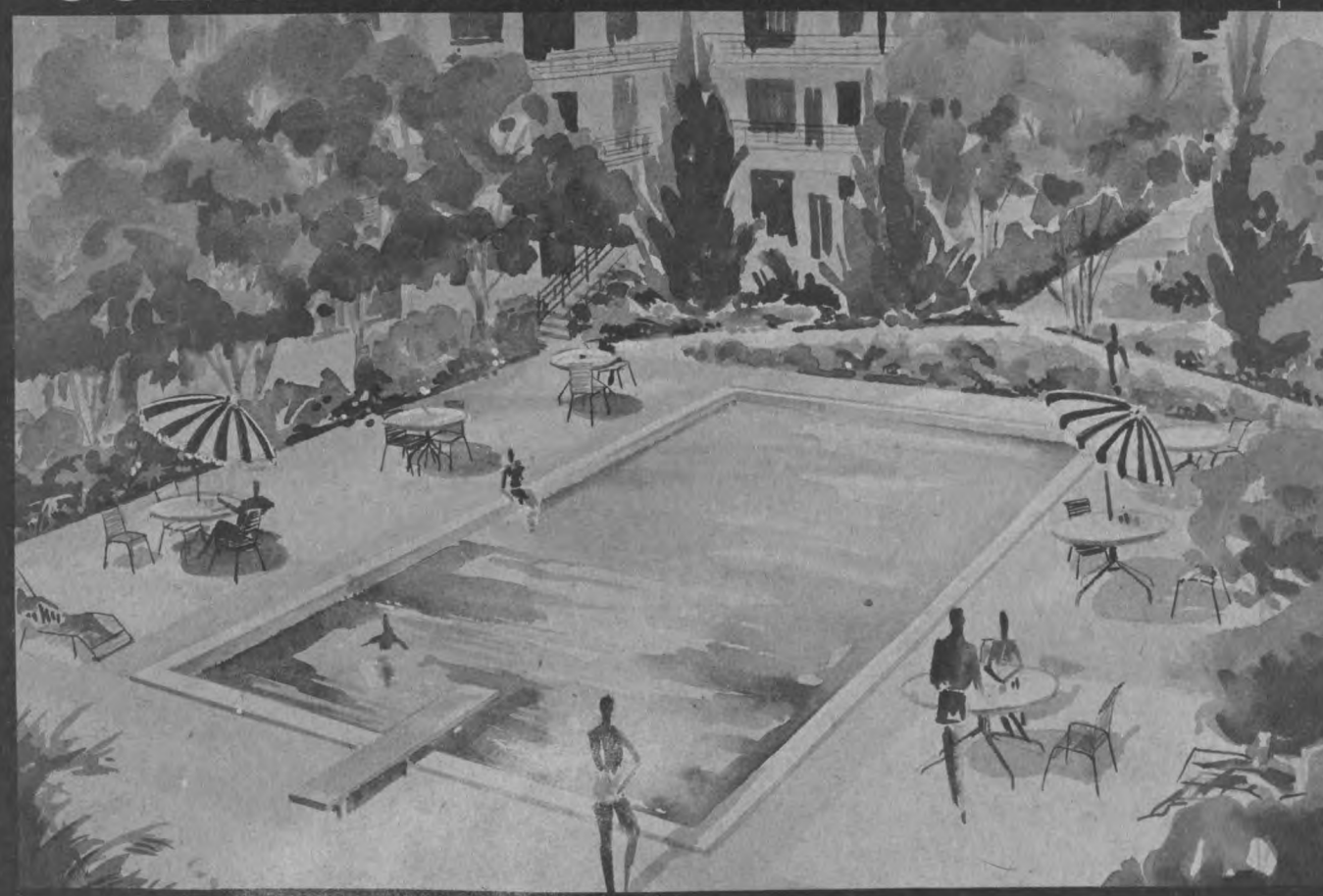
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