

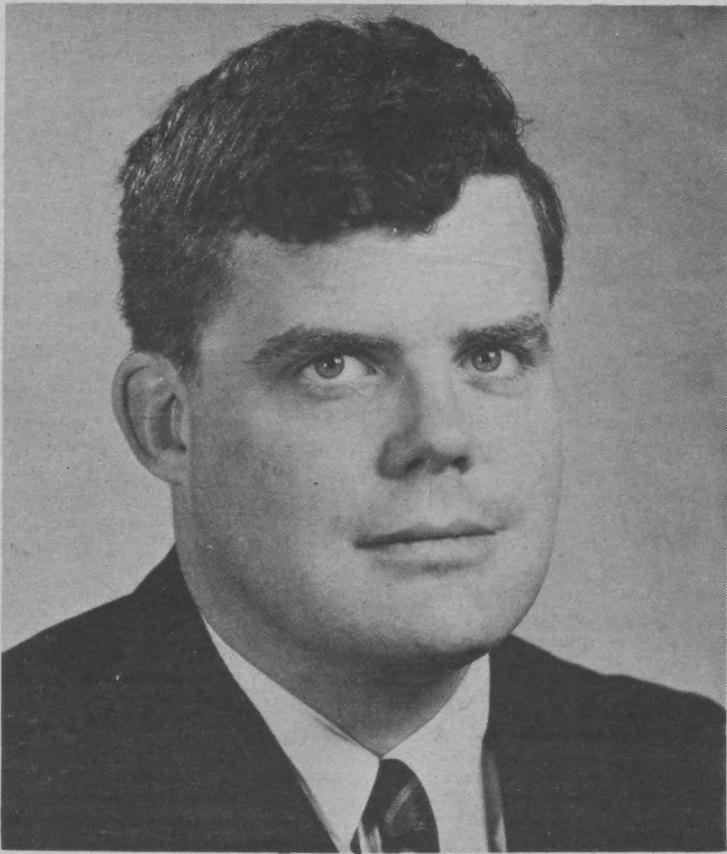


# EL GAUCHO

Vol. 48 - No. 50

Santa Barbara, California

Thursday, January 4, 1968



GORDON MACDONALD

## MacDonald Named As Vice-Chancellor

Geophysicist Gordon J. F. MacDonald of UCLA and the Institute for Defense Analyses has been named vice-chancellor for research and graduate affairs here.

The appointment was approved by the University Regents and announced by Acting U.C. President Harry Wellman and Chancellor Vernon I. Cheadle.

Dr. MacDonald, 38, a member of the National Academy of Sciences, will be on leave-of-absence from UCSB until September of 1968. He is presently executive vice-president of the Institute for Defense Analyses in Arlington, Va., a non-

profit research corporation sponsored by various American universities.

A member of the President's Science Advisory Committee, Dr. MacDonald specializes in the constitution of the upper atmosphere, the moon and the planets.

At age 29 he was awarded the American Academy of Arts and Sciences Monograph Prize in Physics and Biological Sciences for his book, "Rotation of the Earth," co-authored by Walter H. Munk of UC, San Diego.

The geophysicist received his (Continued on p. 8, col. 1)

## Peace-Freedom Party Qualifies; Wallace Aims At Other States

SAN FRANCISCO (AP) - The Peace and Freedom party yesterday reported it had obtained 88,000 party registrations, more than enough to qualify for the 1968 presidential ballot in California.

Deadline for obtaining the required 66,059 registrations was midnight, Tuesday.

Before yesterday's announcement, Peace and Freedom party spokesmen had predicted they would have "pretty close to 80,000" signatures.

In Sacramento H.P. Sullivan, assistant secretary of state, said an official count

probably cannot be made until Jan. 20--the deadline for counties to report their registrations to the state.

The opposite end of the political spectrum, Former Alabama Gov. George C. Wallace announced that more than 100,000 Californians have registered in his American Independent Party, qualifying it for the state's presidential ballot in November.

This is about 34,000 more than were needed.

The campaigner promised "a firm announcement . . . in the very near future" on whether he will be a third-party candidate for president.

"There are more chances that I'm going to run than not," Wallace told a news conference conducted in a large hotel room crowded with some 200 cheering supporters.

State officials say Wallace's party has qualified although the final registration total has not been verified.

In response to questions, Wallace said that at the moment he has no running mate but "several have been discussed."

In how many states will the American Independent Party get on the ballot?

"In my judgment, all 50 states," Wallace replied, adding that Ohio might be "very difficult because of a law written, in my opinion, to keep a (Continued on p. 8, col. 1)

## New Organization For Peace Formed

By JIM BETTINGER  
EG Staff Writer

A new peace organization, basing itself on philosophical rather than political ideals, has formed on campus.

Rep-at-large Hubert Jessup, a co-founder of the UCSB Peace Committee and current spearhead of the A.S. Draft Counseling Service, announced that the group will follow as closely as possible the precepts of Mahatma Gandhi.

"We see these ideals as honesty, compassion, and the reception of suffering. Any action or reaction will be a synthesis of these three ideals," Jessup explained. He went on to say that the group would involve itself "in any area in which conflict occurs."

"We want to enter into these conflicts in a non-violent, constructive manner. But non-violence requires a tremendous amount of discipline and preparation," the A.S. legislator noted. "For this reason, we are now conducting a two-part program. First, we are doing extensive reading in non-violent literature, such as Gandhi's. Second, we are holding a series of role-playing discussions, so that individuals can see how one can relate to potentially violent situations non-violently.

"We haven't formulated any real plan of action yet. One possibility is a series of discussions with the people who work in the defense industries on Hollister. We would like to set up dialogue situations rather than just demonstrations."

When questioned about the possibility of differences with the Peace Committee, Jessup denied there was any such quarrel. "The Peace Committee is doing some fine things. But it is a peace organization, and we are really a pacifist organization."

Jessup explained that the group operates by consensus rather than parliamentary procedures. "One of our precepts is that every man must follow his own conscience. This doesn't produce (Continued on p. 8, col. 2)

EG 'IN DEPTH' PROBE

## Lid Blown Off Riotous Isla Vista Nightlife

By MAC W. PFEND, B.S.

Strange things go on during Reg week in the wee hours of the morning, so we decided to cruise I.V. and campus and see where it's at. This is an honest-to-Reagan report, only the comments have been changed to insult the innocent.

● 1:12 Group of insomniacs indulging in 50 hour marathon football spectacle on Don Weintraub Memorial Field; score--64 touchdowns to 22, Communications on top of Rec Department; as we watched, underdogs scored their 23rd; observed two of county's finest adding head light assist to action; comment--"My partner's writin' a report and I'm watchin' the ball game . . ."

● 1:21 Marathon replacements sacked out in E.D. West lobby; Head Resident agreed to leave doors open all night; Happy New Year, Molly. . .

● 1:29 Sig Ep pledges plodding up del Norte. . .

● 1:31 Campus Cue -- four tables, four pinball machines in use; six spectators. . .

● 1:31.5 Donut shop crowded as usual, I.V. night owls replenishing blood sugar. . .

● 1:33 Noted five pledges running in place at El Nido; went to Sig Ep beach path -- saw group of

Phi Psi pledges and actives engaged in Hell Week activities; some pledge names -- Asty Ralice, Lurch, Oscar Mayer; at this hour of morning, they weren't sure who they were -- identified selves variously as Phi Deltas and CCC. . .

● 1:39 Montezuma, Pescadero side -- one light. . .

● 1:40 Sigma Chi house -- all tucked in. . .

● 1:41 Alpha Deltas running down del Sur back to house where pledges "might get a chance to go to bed for a while. . ."

● 1:43 Towers pool -- virtually deserted upon cursory observation. . .

● 1:44 Stop sign at Corto and Abrego run at 20 mph. . .

● 1:46 Oil derrick off Devereux Pt. -- still has Xmas lights on. . .

● 1:54 two lights at Montezuma. . .

● 1:55 Sig Pi's doing nada darn thing. . .

● 1:57 Villa -- Shults and Jeanne asleep; door to pool open, eye witness report -- empty. . .

● 2:01 Marathoner staggering back to E.D. for half-hour wink. . .

● 2:02 California Correctional Facility, Goleta (Sing Sing West) -- all quiet on the Western front, as on Colegio side. . .

● 2:05 Must have been power failure in Admin. Bldg. -- NE corner, floors two and three not lit. . .

● 2:06 Nostalgia -- KUDU flashback of "little Old Lady from Pasadena. . ."

● 2:08 Home Ec Bldg. lit. . .

● 2:09 Santa Ynez Airport limousine one of five illegally parked vehicles in San Miguel lot. . .

● 2:10 University House -- no sign of life. . .

● 2:12 Campus Beach -- left swell inching along at 3-6. . .

● 2:12.5 Question -- why no uniform coloration for University fire hydrants?

● 2:13 Santa Cruz flower garden well lit. . .

● 2:15 Weather check from campus mesa -- clear to southern end of Goleta Valley; temp -- cold. . .

● 2:16 Disco still has Xmas lights up (owned by oil company?). . .

● 2:17 Nothing discorporating in corporation yard. . .

● 2:18 Experimental all plywood faculty club (Continued on p. 2, col. 2)

# Kiosk

**RIFLE CLUB**  
Rifle Club will have its general legislative meeting today at 2 p.m. at the Rifle Range over at the ROTC Building.

**IFC**  
Interfraternity Council will be meeting every Thursday at 6 p.m. in Ucen 2284 beginning tonight.

**CLASS OF '70**  
Sophomore class is sponsoring a dance with the Soul Purpose tomorrow night from 8-12 in the Old Gym. Tickets are 50 cents.

**SKI TEAM**  
Final plans for the weekend practice trip for the ski team will be made tonight at 7 in Bldg. 500.

# Expose

(Continued from p. 1)  
seems no nearer completion than two weeks ago . . .  
● 2:19 Five trash bins full behind UCen . . .  
● 2:20 Lagoon -- several fowl ducked our head lights . . .  
● 2:21 Query -- Does anyone ever use rowboat on lagoon?  
● 2:22 Question for Petula-- Shouldn't other man's grass be gold?  
● 2:25 ROTC parking lot only empty one on campus . . .  
● 2:26 Query -- Who authorizes. "Authorized Only" areas?  
● 2:27 Hooverville west of old gym -- depressed . . .  
● 2:29 Saint Mark's -- shedding no guiding light . . .  
● 2:30 Montezuma -- back to single light; one of them must have taken her, home?

# KMPX-FM's Donahue Programs Music With a Wide Open View

(Reprinted with permission from Billboard)

LOS ANGELES -- He calls it black top 40 and it's a potpourri of progressive rock records, blues, folk, and r&b. Sixty per cent of the programming is progressive rock, "but during a four-hour show we may even play a jazz record. Or a classical work," said Tom Donahue, a self-styled prophet of creative radio.

"I think of it as the other side of the coin--black top 40. There's no restriction on the deejay. He can play a large variety of music and the records are played without worrying about the length of the cut." Donahue is program director of KMPX-FM, a 70,000 watt stereo operation in San Francisco that has become the talk of the radio industry. He's also program director of a sister station in Los Angeles, KPPC-FM, that headquarters in the basement of a church. Donahue calls KPPC-FM "true under-

ground radio," KPPC-FM will be upped to 50,000 watts soon in stereo (it presently is 22,500 watts).  
The Los Angeles operation has only been under the Donahue influence four weeks, yet already reaped "hundreds of phone calls." As for KMPX-FM in San Francisco, the impact has been decidedly strong and far-reaching.

Gramophone Records Shops (a three-store chain) in San Francisco thinks enough of the sales-impact of KMPX-FM to bring the station British albums twice a week. "Retailers tell us," Donahue said, "and you can check with Al Bramey at Melody Sales, that we're bringing people back into the store." Not hippies either. "If I had all of the hippies in San Francisco listening to us--the type of hippie that the media created--they would only constitute 5 per cent of our audience." He felt the station's basic audience was about 18-34 years of age. "We're an alternative. Top 40 radio is trying to program an audience . . . tell them what they should like. But I feel people have more intelligence than top 40 radio gives them credit for."

In the early days of top 40 radio, "We were dramatizing a new kind of radio, but I can't understand why we're still doing things the same way 10 years later," Donahue said.  
Donahue left college to join WTIP in Charleston, W. Va., in 1949 and claimed he got the job "like a lot of people get their first radio job--lying about my experience." Ten months later, he went to WINX in Washington playing mostly r&b music. In 1950, he joined WIBG in Philadelphia. "Jack Mahoney was the manager and Joe Niagra and myself were the only two deejays playing rock'n'roll records. Doug Arthur played big band records," Donahue spent 10 years at WIBG before moving on to KYA.

In 1965, he started Autumn Records with Bob Mitchell, now a deejay with KHJ in Los Angeles under the name of Bobby Tripp. Autumn Records lasted about two years.

In April 1967, Donahue joined KMPX-FM, replacing a Chinese language program. He began playing rock; actually Larry Miller had already started rock and folk on the station before Donahue's program came on the tail end of a Japanese-language program for the first six months.

In the middle of August of 1967 (Continued on p. 7, col. 1)

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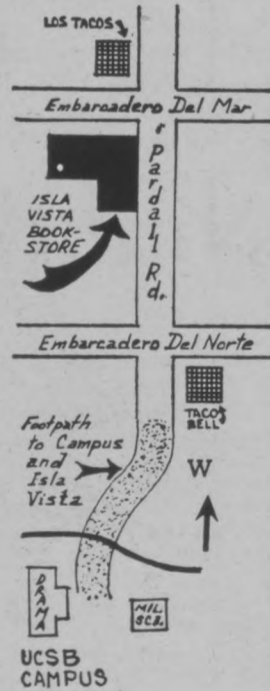
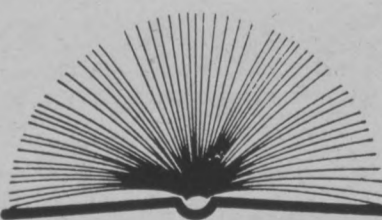
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# Federal Jury Raps Drug Manufacturers, Charges Production, Distribution Control

NEW YORK (AP) - The \$5 billion a year drug industry, which has produced so many modern miracles and profited handsomely for it, is now being forced to swallow the equivalent of some old fashioned castor oil.

A federal jury has just found three of the industry's most prominent members guilty of conspiracy to control production and distribution of antibiotics. Two of the companies were accused of making "enormous" profits thereby.

The conviction leaves Chas. Pfizer & Co., Bristol-Myers Co. and American Cyanamid subject to fines of \$150,000 each, and opens the way for triple damage suits from big purchasers.

### WITHDRAWAL

But the dosage may be even more bitter. Dr. James Goddard, Food and Drug Administration head, said his agency is now considering the forced withdrawal from market of

many scores of drugs in the next two years.

Among the products that have been found ineffective, he said, are some of the best known patent medicines in use today. As many as 1,600 brand names might be affected, he said, a number shocking to both industry and users.

Little wonder then that this industry, which was recently and understandably acclaimed by a national magazine as the most profitable in the business world, should suffer losses in the stock market also.

### SHARES DROP

On the first day of trading after the New Year holiday, Pfizer dropped \$10.12 to \$65.25 a share, Bristol-Myers \$5.62 to \$68.37 and American Cyanamid \$2.25 to \$26. Other drug makers also suffered sizeably.

If anything is proved by this it is that an industry cannot continue to thrive without aligning itself with the aims of the socie-

ty in which it operates. Otherwise society reacts, sometimes with new laws.

As stated by businessmen repeatedly this year, a company must concern itself with social units as small as the neighborhood in which it operates a factory on up to the national economy itself.

This concern expresses itself in the preservation of clean air and water, the hiring and training of the underprivileged, the elimination of discrimination and a regard for the consequences to the national economy of price increases.

Where this concern has been lacking, the government generally has acted with such ammunition as new laws, with roll-back pressure on prices, with such a barrage of adverse criticism that an industry's consumer markets are endangered.

In other words, the environment for business today is one in which the ground rules can be changed swiftly. Many industries, not just the regulated utilities, suddenly can find themselves out of bounds.

### OPPORTUNITIES PROVIDED

On the other hand, the interests of society also are providing a huge opportunity for many companies responsive to its needs. This responsiveness is called the "new capitalism" by M. A. Wright, past president of the U.S. Chamber of Commerce and present chairman of Humble Oil & Refining Co.

It is a capitalism, he says, "of stewardship, of social action, of responsiveness." To preserve freedom and initiative, he feels, business "must devote an increasingly large proportion of time to meeting the nation's social needs."

Feels good to be back at the machine, but EG is hurting for writers, so come in and help us . . . Jo, H.B., and Brian too, though it's late . . .

# College to Present Lehmann in Series

The College of Creative Studies at UCSB will present Mme. Lotte Lehmann conducting a Demonstration Class in the Interpretation of Song and Opera on successive Saturdays throughout the month of January.

The class is arranged as a series of programs in Room 1145 of the Music Building from 3 to 4:30 p.m. on January 6, 13, 20, and 27.

Mme. Lehmann will be assisted by a group of professional singers to whom she is giving advanced instruction.

The programs and the singers participating include Schumann's "Dichterliebe" ("A

Poet's Love"), with Ronald Anderson, and songs by Schubert and Schumann, with Shirley Day, January 6; the letter scene from Tchaikovsky's "Eugene Onegin," with Edith Johnson, "Ritorna vincitor" and the Nile aria from "Aida" by Verdi, with Miss Day, January 13; a scene from the second act of Strauss' "Der Rosenkavalier," with Halo Priest as Octavian, Nancy Tretham as Sophie and Miss Johnson as Duenna, and a scene from the composer's "Ariella" with Miss Day in the title role and Arle Hartson as Zdenka, January 20; Mahler's "Songs of a Wayfarer," with Pauline Law, and songs by Richard Strauss, with Carol Ann Mueller and Patricia Jennings-Armstrong, on January 27.

Mme. Lehmann and the singers will be assisted at the piano by LaVerne Dayton. The public is invited to attend the sessions.

# Monagan Objects To Bills

(AP) - Republican Assembly Minority Leader Robert T. Monagan of Tracy said he objects to new legislation against "demonstrations if they don't interfere with other school activity and do not destroy property or the function of the university or college. Otherwise, expel students and throw non-students in jail."

A solid core, although a minority, exists in opposition to any new legislation. One liberal Democratic assemblyman spoke for this viewpoint, saying the demonstrations are "a phony issue. No evidence that new legislation is needed... We need firm hands, not more laws."

On another education issue, the two parties remained sharply split on the tuition proposal for higher education which Gov. (Continued on p. 7, col. 2)



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EDITORIAL

# Council's Job

Student Power, assuming that such an entity can exist, is a strange being. It is sometimes so strong that a University President can be fired, and it is often so weak that it can be easily ignored.

The field of its concern roams from the war in Vietnam to raising money for Crew. Its strength can run from 2,000 willing to march to Sacramento to petitions for the abolition of the most obvious student power group: Legislative Council.

It undoubtedly can be the strongest force for change on the campus.

Legislative Council has spent the last quarter in an attempt to reconcile the power that is available with its inability to effectively lead that power.

Council has taken one step to remedy the situation during this past week. They have met, at Cachuma Church Camp, in an attempt to solve long-standing problems that have been the cause of much inaction this year. Hopefully they have returned with a plan and a new attitude.

## Black Power Advocates Perpetuate Racism

To the Editor:

In the past few weeks there has been an increase of pro-black power letters in your newspaper. Though it is not quite clear to anyone what black power is—least of all to the advocates of it—one thing common to these letters is their universal, unqualified indictment of America's white inhabitants.

One would think that at a university to remind people of the importance of precision, carefulness, and intellectual honesty is unnecessary. The fact is that the letter writers in question have, by their indictment of all white people, demonstrated that, education or no education, they have not learned the value of the aforementioned qualities. But, in addition and more importantly, these men have been terribly unjust to many whites.

### FOREIGN ORIGINS

It is not enough that they have singled out the United States of America as the best candidate for their accusations; they have failed to realize the fact that the U.S. is the least cohesive nation in the world as far as inhabitancy is concerned. Most of us originate from parents who are either immigrants or children of them. Even if there were some cogency in indicting cultures and races for the crimes of ancestors, this couldn't possibly work with the United States.

For example, I am white, middle class, average, and was born outside of the U.S. of European parents. To hear someone call me "whitey" and the like reminds me of the concept of original sin—somehow I am burdened for being white without having done anything myself to deserve this burden. And of course millions of white people are confronted with the same predicament.

### INJUSTICE

The fact is that this predicament is extremely similar to that of the Jewish people throughout the world. For some irrational reason, Jews have been condemned en masse for the crimes of some Jews (unrelated to being Jewish). And, of course, racism against colored people has similar irrational origins—people tend to rationalize their racist sentiments by reference to the alleged baser nature of colored people.

In addition to this injustice against white en masse—which just perpetuates the whole bloody mess of racism—there is the problem of antagonization which results in harm to the innocent. It might do well to remember that when President Kennedy was assassinated in Dallas, Texas, many blamed the event on the "climate of hate" in Dallas.

### HATRED

Though this might be dismissed as a bit of exaggeration, it is true that impressionable and careless people will tend to yield to unexamined first impulses when they hear words of hate. By being careless, imprecise, etc., the black power people contribute to this process of antagonization. The result may very well lead to further racism. But worst of all, it can lead to distrust of innocent Negroes in locations like Watts.

Instead of bothering with having to make distinctions between innocent and guilty Negroes (non-racists and racists), white (and colored) people might tend to ignore the black community altogether for convenience's sake. Less blase people will urge harsh measures against all Negroes. And should black power become wide-spread, the mobilization of white power may well follow -- leading to the hopeless degeneration of the whole situation.

All this is not to say that EL GAUCHO or UCSB is necessarily innocent vis-a-vis Negroes. But neither are all Negroes innocent vis-a-vis the white community at all times.

TIBOR R. MACHAN  
Graduate, Philosophy

## LETTERS

### Reader Hits Grade Fixing

To the Editor:

It is a sad day when two highly-populated well-known lower division courses' professors are directed (supposedly) by the Registrar's Office and direct their teaching assistants to give a certain percentage of "A's", "B's", "C's", etc. in order to have a normal curve.

Is knowledge determined by grades? Unfortunately, at the University grades do count for later things. If we have to have grades, they should at least be given fairly. I would appreciate an investigation of this matter by Leg Council, or at least a reply to the contrary.

JUDY EPSTEIN  
Sophomore, History

### Resolution Questioned

To the Editor:

There are two points on which I reject the resolution on Vietnam as passed by Leg Council.

First, I wish to question the legitimacy of the resolution in its amended form as opposed to the original proposal by Tony Shih. Whereas Shih claimed the support of 64 per cent of the voters in the last special election as in favor of his original proposal, including 42 per cent in favor of cessation of bombing and negotiations, the resolution as passed has no provision for the support of those negotiations that those 42 per cent of the voters wanted. Thus, the resolution isn't as representative of the voters as once thought.

Secondly, in passing this resolution, Leg Council has forced me, as a member of the ASUCSB represented by Leg Council, to be associated with a particular stand on the Vietnam issue, an issue on which I wish to take my own stand. The Vietnam issue is of such personal importance to every student that a stand on it, one way or another, should not

Legislative Council is the logical source for the channeling of this power. The conference also revealed methods by which this could be done.

But it must be remembered that Student Power does not belong to Legislative Council. Nor does it belong to EL GAUCHO nor is it a tool of the Administration. It belongs to the students themselves.

For anyone to wield Student Power he must excite the support of the mass of students themselves.

In the past at Santa Barbara, this has not been an easy task. It is not simple now. But Council must find a way if it's to be an effective voice of this power. The members have the ability to do this; they only need the desire.

There are definite reforms that Student Power can carry out. We suggested some last quarter, and we will suggest more in the future. Each Wednesday, in a special section, EL GAUCHO will examine in depth some aspect of student life. These will be areas that Student Power can affect.

But EL GAUCHO does not have the mechanism for carrying out Student Power. The Council must do this.

RICH ZEIGER  
Editor

be taken by a representative body. Rather, each student should be free to take his own personal stand on this issue without Leg Council's help.

In conclusion, I wish to go on record in opposition to the resolution on Vietnam passed by Leg Council.

RALPH OLSON  
Sophomore, Political Science

### Where Did Grass Go?

To the Editor:

To my distress I have found that much of the campus grass growth has been arrested. What's worse, the soft, cool green has been replaced by the hard, hot red-cement, that is,

I hate to sound anti-progressive, but I think this loss should be critically scrutinized. Also, since nothing under God's sun—not even Ronald Reagan—can prevent progress, I suggest that an appropriate ceremony (possibly a High Requiem Mass or a happening) held in memory and honour of grass (and weeds, too!).

DOUGLAS KING  
Soph., Chemical Engineering

### Protestors Protested

To the Editor:

We wish to protest against the protestors of this campus. "Peace protestors" have the right to follow their consciences, but so have other people the right to look for jobs where they will. If we had made appointments with the CIA, and had had to have them cancelled because of the personal convictions of other students, we would have been quite angry.

It is no different for the Dow Corporation or the CIA to come recruiting on this campus than for any other company. All those companies come at the request of the students. It is up to each individual student to make a moral judgment on a company in deciding whether or not he would want to work for it—it is NOT up to the other students to

make that decision for him by driving away the recruiters.

CLAUDIA MENG  
Senior, Anthropology

NANCY SHAW  
Senior, Math

### Establishment Is Defined

To the Editor:

Distasteful? Yes the "Establishment" is distasteful, but JUST WHAT IS IT REALLY? I think it includes many more people than presently recognized. For instance, I think that Stokeley Carmichael is a member of the "Establishment;" also, I think that George Wallace is a member of the "Establishment." The "Establishment" reaches out, unbounded, around the world. The "ESTABLISHMENT" IS, in my estimation, the lack of understanding and compassion for one's fellow man, the too self-limited goals of individuals that manifest themselves in an almost universal "gouge the other guy" complex.

The face of the "Establishment" is an inertness and an insensitivity characterized by violence: between Business and Labor, between one religious persuasion and another, between classes, etc. Now take any group of combatants and compare what they think of as the "good life;" not so different eh?

Violence, Hate, Greed, Power-Ideology; these are the "Establishment." The "Establishment" is a mistake; we are fallible. Let's admit it; for once let's believe we care about each other.

ERIC SILBER  
Junior

Letters to the Editor must be typed and should be under 250 words. EL GAUCHO will publish any letter written by a student, faculty member, or interested party, subject to space and pertinence. Letters must be signed, although the editors may withhold the signature upon request. All correspondences go in the upper left-hand box in the EL GAUCHO office on the 3rd floor of the U-Cen. The Editors reserve the right to edit all letters.



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# McLuhan -- At Least a Pavlov

By RICHARD MANSFIELD  
EG Staff Reviewer

Understanding Marshall McLuhan's "Understanding Media" is more a test of will-power than brains, but the New York Herald Tribune has called him "the most important thinker since Newton, Darwin, Freud, Einstein, and Pavlov," and he is at least as important as Pavlov, if not quite another Einstein.

There is something hypnotic about his ideas, something elusive and contradictory, something like truths. Trying to explain his thesis in simple terms is doomed the way generalizations about beams of light and moving trains hardly explain Relativity.

### DOOMED GENERALIZATIONS

If you will, I shall offer some doomed generalizations which, for me, were of some help in understanding McLuhan's Media Universe. First, McLuhan makes a distinction between "hot" and "cool" media. Certain media (books, radio) are "hot" because they are complete (or relatively more complete) experiences rather than "cool" media (TV) which, because the viewer participates with a greater involvement, is a less complete experience.

For example, if one were to read about Ruby shooting Oswald he would be far less involved with this act than if he were to watch it on TV. But then, McLuhan compares "cool" TV to movies and he says that movies are "hot." This is because the movie conveys a great amount of relatively complete information or "content" to us in each frame; TV is far more indistinct and we are forced to participate in completing each TV image. It must now be clear that McLuhan is not examining what information is conveyed, but rather how much information can be conveyed. Put another way, he states that Richard Nixon bombed the First Debate not so much by what he said (content) but because he said it on TV (the medium).

Nixon was an overwhelming favorite with persons who had listened to the debate on radio which is a "hot" medium. Because Nixon's content was also "hot" (or overly complete and rigid) he did well on radio, but overloaded the "cool" TV screen and the TV audience reaction was negative.

### MEDIUM IS MESSAGE

Since, in both cases, Nixon said the same thing, it was the medium, not the content of his speech, which determined whether the audience reaction, the "message" as opposed to "content", was positive or negative. Hence: The Medium Is The Message.

Reading McLuhan takes will-power because he requires that his reader make many conclusions on his own, that the reader build bridges between very questionable analogies, that the reader, in other words, participate in the experience of writing the book.

McLuhan has written a very "cool" book, full of games, hidden meanings, half-truths, and paradoxes. It is a new dictionary for our plastic age and it is necessarily chaotic; a reflection of an anarchical supercivilization which wants to gather together in tribes and destroy all the aluminum and start over again.

## Cast Put on for a Lovely War

Final casting has been announced by co-directors Dr. William R. Reardon and Timothy J. Lyons for the UCSB Department of Dramatic Art's production of "Oh What A Lovely War," written by Joan Littlewood.

The campus production, as described by Lyons "cannot be called a straight play, nor is it a revue, nor a musical comedy in the accepted sense of the term. Rather, it is a mixture of these elements, using song, dialogue, photographs, slang, and even statistics to give us a portrait of World War I."

"Oh What A Lovely War" opened in America on October 1, 1964 at the Broadhurst Theater in New York and was received with enthusiasm by the New York audiences and reviewers. Such adjectives as bright, merry, humorous, ironic and savage have been used to describe it. One reviewer, Norman Nadel noted "its brightness as entertainment and its unerring directness as an instrument of truth."

Eighteen cast members make up the "Merry Rooster" troupe who perform a variety of roles within the play. Among them are some familiar faces Santa Barbara audiences will remember from recent campus and local productions: Marcia Campbell as Frida in "Henry IV"; Dan Dorse as Cliff in "Look Back in Anger"; John Harrop as the Leper in "Savonarola and His Friends"; Judith Forman Lyons as Gertrude in "Fashion"; Celia in "Hatful of Rain"; and Eliza in "My Fair Lady"

(at the Lobero Theater); and Katherine Rindlaub as as Aunt Eller in "Green Grow the Lilacs".

Also included in the cast are Dee D'Orazio, Ken Ganado, Michael Graham and Rock MacKenzie who were last seen in "Measure for Measure" and some relative newcomers to UCSB productions: Carolyn Botts, Tom Gasque, Tim Hayes, Ted Levatter, Marilyn Means, Bonnie Rhoades, Stan Smith, Mark Thomson, and Tad Toomay.

Tickets are now on sale at the Arts and Lectures Ticket Office. Student admission is \$1.00.

## Euripides' Play

### Tryouts Set

Tryouts for the UCSB Department of Dramatic Art's production of Euripides' THE BACCHAE, directed by Stanley L. Glenn, will be held on Monday, January 8 from 3 to 5 and 7 to 10 p.m. and Tuesday, January 9 from 3 to 5 p.m. in the Main Theater.

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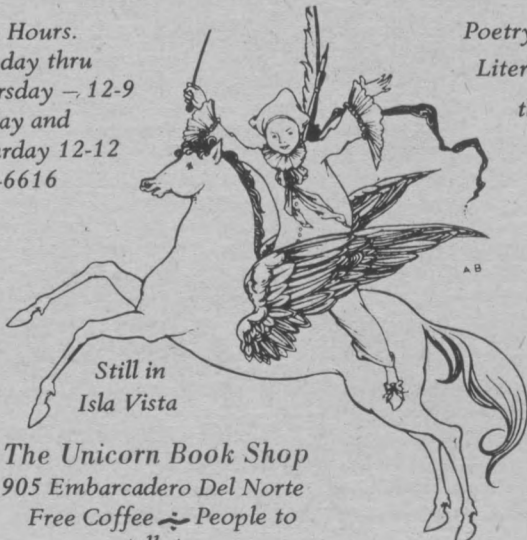
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## Tourney on Rugby Slate

By GERALD NEECE  
EG Sports Staff

Ever tried playing baseball with only six men or basketball with three? That's the way the UCSB rugby team must have felt as they played in the Southern California Tournaments over the holidays because they played a new type of rugby with only seven rather than eleven men.

Saturday, the Gauchos, led by player-coach Rod Sears, travel to Glendale for the La Canada Tournament hoping to add another fine performance to the impressive list they have compiled so far.

In the Southern California Tournament December 9, the Gauchos played the seven-man style rugby for the first time and took a third place out of 40 teams. They lost to the Islander Rugby Club for the coveted third spot. Perennial power UCLA outlasted all teams to win the tournament.

Then it was on to the All-Cal Tournament on December 18 where the Gauchos downed Berkeley 8-0 on their way to taking second in the tournament with a 6-1 record. The one loss came to UCLA, of course.

# Basketballers Set For League Play After A Sweet-And-Sour Vacation

By CLAY KALLAM  
EG Sports Editor

While the majority of UCSB students (myself included) relaxed and partied our way through the Christmas vacation, the Gaucho cagers were scrapping their way to a four and four record against some tough opposition. However, the worst of that inevitable New Year's hangover may be yet to come as UCSB engages the toughest WCAC competition in many moons.

First for Ralph Barkey's squad is San Jose State Saturday night up north, and next week the Gauchos open their home league slate with powerful UOP Thursday and not-so-powerful St. Mary's Saturday night.

Over the holidays Santa Barbara had a few sweet moments and some sour ones also. One of the sweetest was the 82-76 victory over Rhode Island, an Eastern power that played in the NCAA tournament last year. Leroy Jackson, who has turned into an outstanding player, led UCSB with 26 points in that game. Jackson has been averaging 20.9 points a game and his defensive work has improved greatly.

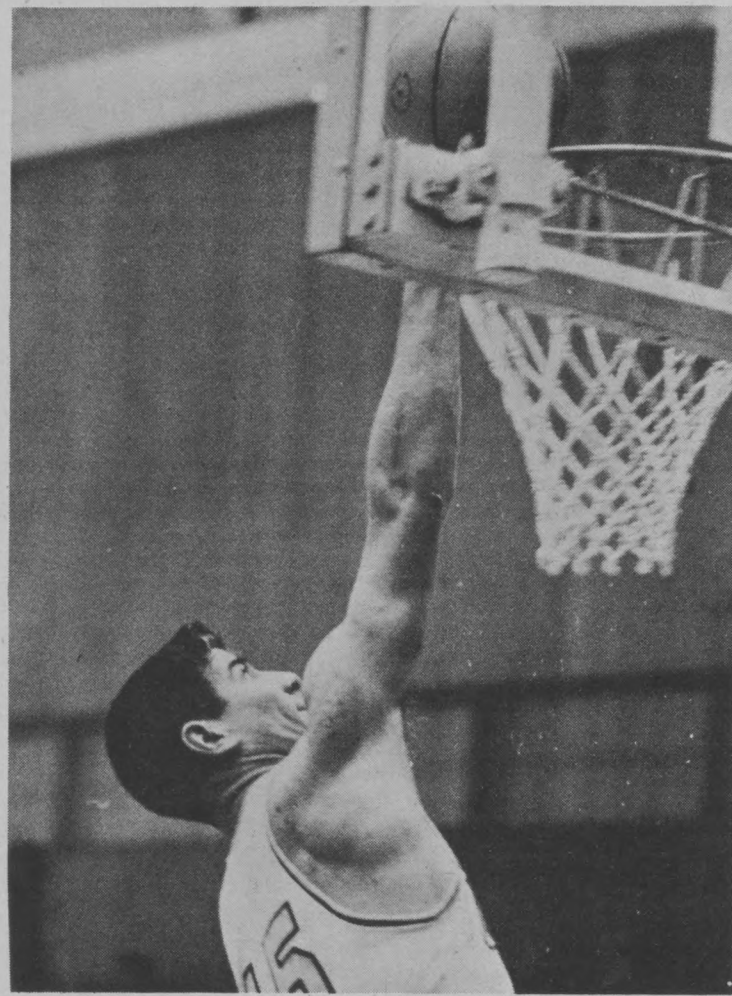
Of note also, was the 79-76 victory over Oregon in early December. Again Jackson was high with 17, and Steve Rippe, the 6-5 forward who has improved greatly to become one of the key men on the team, garnered 14. Rippe and Jackson again were the leaders in a 58-55 thriller as Santa Barbara slipped by potent Fresno State. Leroy poured 27 points against Westmont and little guard Al Bennet contributed 17 as UCSB knocked off the Warriors 91-80.

Other sweetness included Rippe's 63.9 per cent from the field good enough for third in the nation, and Jackson's 60.9 per cent. Overall, the team is shooting just under 50 per cent, a great improvement over last year.

On the other side of the ledger, there were a few disappointments. First among these was the game played against Loyola of New Orleans back there on December 22. With a nine point

lead and 2:30 left on the clock, UCSB went into their slowdown game and had four offensive fouls called in two and a half minutes and lost 85-81. That's right, four offensive fouls in a slowdown game. Sophomore forward Ron Rouse hit for 16 points in that game but it wasn't quite enough for the Gauchos to win.

Valley State hit an amazing 65 per cent from the field to slip past the shell-shocked Gauchos 108-93. Jackson had 28 to top Santa Barbara scorers.



STRETCH—Little Jim Finnerty extends every bit of his 5'9" to toss in a lay-up in recent UCSB cage action. The hustling Gaucho guard has been a valuable relief man for Coach Ralph Barkey scoring eight points in the Gauchos big 82-76 win over Rhode Island last week. —Strahler Photo

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## Donahue Maps Music With a Wide-Open View

(Continued from p. 2)

KMPX-GM dumped the rest of its foreign language programming. The big problem, to begin with, was finding deejays whose musical knowledge was wide enough. "Top 40 radio has created the type of deejay who knows nothing about music. We ended up with two deejays who'd been playing classical music, two from top 40 radio, and one from a middle of the road station."

Donahue said that he didn't think progressive rock radio--or non-format radio--was his own invention. "I think a lot of people probably had the idea. I was just able to put my idea into operation."

KMPX-FM is owned by Lee Crosby, an engineer who believes firmly in FM stereo radio. Crosby owns KPCC-FM in Los Angeles with Louis Avery. The San Francisco station went into the black in December, said Donahue. Each deejay has a different way of doing their programs. Object is to play good music and try to program their own show creatively. A deejay for example, may play four different versions of a given song back-to-back.

"There's so much good material being recorded today and the best of it is not being played--at least not on contemporary radio," Donahue said. "My idea is to keep radio in an experimental state. Last week, I told the deejay to pick a different shift for the week. When we get the Los Angeles station going better, I'm going to switch the staffs around for a week." He said he was also planning San Francisco remote broadcasts from the Fillmore Auditorium and the Avalon Ballroom.

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## Legislator...

(Continued from p. 3)

Reagan will demand again from UC regents and legislators, for the college system.

Twenty Republicans and six Democrats said they favor imposing tuition on California students for the first time, while 24 Democrats and only one Republican opposed it. As in 1967, this is expected to be a year-long topic of debate.

### LA Population Boom Estimated

LOS ANGELES (AP) - This city will have a population of three million by 1970 and five million by 2000, Mayor Sam Yorty said yesterday.

The estimated population as of last April 1 was 2,827,600. Greatest growth, Yorty said, will be in the San Fernando Valley, which should double its present population to about 2 million by 2000.

The mayor said his projections came from a City Planning Department computer system.

When it comes to the state's controversial Rumford open housing law, a majority of those responding said it shouldn't be repealed. That vote was 29-21, although some of those who opposed outright repeal favored modification and legislation to do this is certain to be introduced.

Among other issues expected to stir controversy:

Further attempts to tighten antismog laws, already tougher than federal standards.

Reagan's request that the fledgling anti-drunken driving law be expanded to make convictions easier.

Renewed attempts to tighten the law against pornography. The governor's legislation to do this was defeated in 1967, but will be introduced again. Observers expect the election year to heighten chances that some alteration of the law will get through.

How far the state should go in aiding establishment of local rapid transit systems, and exactly what it can do to help the San Francisco Bay Area system out of a financial pickle.



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### Parties...

(Continued from p. 1)  
movement of this sort off the ballot."

He said he might concentrate immediately in about 10 additional states with registration deadlines 30 to 60 days away.

"There are volunteer organizations today existent in every state in the union," he said, to loud applause and cheers from supporters.

Wallace said that if his party holds a convention--"and we are not clear on that in our own minds,"--it will probably be in one of the cities where the two major party conventions will be held to simplify television coverage.

### MacDonald...

(Continued from p. 1)  
education at Harvard University, where he was awarded his AB, summa cum laude, AM and Ph.D degrees, and served as a junior fellow from 1952 to 1954.

He taught at MIT and did research at Carnegie Institution's Geophysical Laboratory before coming to UCLA in 1958 as a professor of geophysics.

At UCLA, MacDonald became director of the Atmospheric Research Laboratory, associate director of the Institute of Geophysics and Planetary Physics, and chairman of the new department of planetary and space science.

The author of some 100 articles on scientific subjects, MacDonald serves on numerous national committees and is a member of many high-ranking professional and scientific societies.

He is married and has three children.

### New Group Pacifistic...

(Continued from p. 1)

a large amount of action, but the action that is taken is unanimously done."

Upset by some of the occurrences during Stop the Draft Week, Jessup stated that his group would try to prevent all kinds of violent reactions. "Violence occurs when there is highly-charged emotion among the participants, and there is not adequate preparation to handle this emotion. We want to develop the discipline required to remain non-violent in the face of provocation."

Emphasizing that the group will maintain relations with the Peace Committee, Jessup promised that "any demonstrations into which we can enter conscientiously, we will." The next meeting will be on Monday evening, Jan. 8, at the College Inn.

### Rush Signups Told

Fraternity rush will be held Wednesday, Jan. 10 through Sunday, Jan. 14. Sign up tables will be in front of the UGen, the library, Campbell Hall, College Inn, the SAE house, and the Lambda Chi house.

There will be a rush orientation meeting Wednesday night, Jan. 10, at 5:30 p.m. in the Speech building, 1201. At this meeting men will be given the appropriate information concerning the rush week. Rush will start at 7 p.m. Wednesday, so wear a coat and tie to the orientation meeting.

Sign up now! This will be the last formal rush of the year. The Greeks are looking forward to seeing you at their houses next week.

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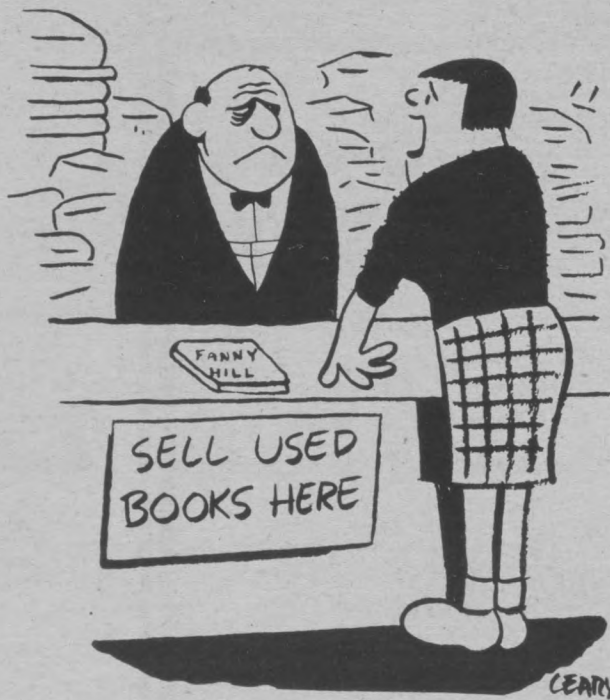
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