

Commons coming out of hole

By Mahmoud Abouzeid, Jr.
The Commons is threatening to show a \$1,400 profit for the month of March, according to a report made by Foundation Director Fred Avilez at the Monday meeting of the board of governors.

An 11.4 per cent reduction in labor costs coupled with a 5.7 decrease in food costs should result in a monthly savings of approximately

\$7,000—a figure large enough to pull the food operation out of the red for the first time in 10 months.

Despite the news, President Paul A. Dodd remained cool about the loss.

"I still don't know what the deficit figures of the operations of the Commons are..." but, "I am bound and determined to get them," Dr. Dodd said.

"Our first effort should be directed toward straightening out the record from here on in," the president added.

Dodd expressed concern for another aspect of the Foundation, which he said was losing "\$300 or \$400 per month."

He was referring to the investment policy now in effect with regards to the Foundation reserve fund.

At present, the Foundation

has five \$10,000 accounts with savings and loan establishments, earning 4.8 per cent interest; a \$210,000 savings account in a bank earning 3.8 per cent interest; and a commercial account with a \$72,000 balance.

Dodd suggested that more savings and loan accounts be opened, and less savings kept in the lower interest bank accounts.

Avilez replied that plans are now under way to open 15 new savings and loan accounts, thus transferring \$150,000 from bank savings to savings and loans.

Dodd also suggested that less money be kept in the commercial account. He said that transferring it to a bank savings account would allow the Foundation to profit from daily interest and at the same time permit money to be shifted from the commercial to the savings account as the need arises.

A recommendation by Avilez to keep the semester price of food in the Residence Dining Hall at the same level for the coming fall brought varied reactions from the governors.

Dr. Curtis Aller questioned whether the residence hall students should be charged the same food rate for food since the residence hall oper-

ation is currently showing a \$16,000 profit.

Aller pointed out that the Foundation is a non-profit corporation and as such should operate on a cost basis.

Executive Dean Harry Brakebill said that the dining hall was showing a three per cent profit and suggested that perhaps the margin was not so great as to require an adjustment.

The matter was referred to subcommittee for further discussion with a report to be made to the board by May 15.

The board did, however, unanimously approve a motion stipulating that the fees for the fall semester should not exceed the current \$435, but that they might be less.

The board also referred to a subcommittee a number of proposals concerning food service in the residence hall during the six-week summer session. The proposals included:

- Serving three full meals per day in the residence dining hall.
- Serving a continental breakfast to residence hall students thus cutting down on labor expenses.
- Serving residence hall students contract meals at special rates.

The board's next regularly scheduled meeting is Monday, May 6.

Golden Gater

Vol. 85, No. 36

San Francisco State College

Wed., April 3, 1963

The Committee plays today

The Committee will bring a new style of theater to SF State today at 12:30 in the Main Auditorium when the group performs for the Associated Student Welfare Drive.

Dubbed "improvisational" theater, the Committee uses a jazz style—using a set piece and then "going off on a tangent if the ideas flow," according to director Alan Myerson.

Myerson said the group uses no props and does pantomime and ad libs from suggestions from the audience.

"This is sort of cabaret theater, something like the European idea," said Meyerson. "We'll use satire, political and social."

No two shows performed by The Committee will be identical because of this format.

Members of The Committee include KCBS commentator Scott Beach, Irene Riordan, Hilda Brawner, Kathryn Ish, Bobby Camp, Garry Goodrow, and Larry Hankin.

Tickets for the performance are 50 cents and will be on sale in front of the Commons at 9 a.m. today.

The Committee will make their San Francisco debut at the old Bocce Ball at Broadway and Columbus April 10.



Scott Beach performs an "improvised" extraction on Garry Goodrow in a rehearsed ad lib performance by The Committee. The Committee will perform today at 12:30 in the Main Auditorium. Admission is 50 cents.

Spring art show scheduled

SF State is going to have a festival of contemporary arts this spring with jazz, poetry, a play, and student art.

The student art may be work in progress, and will be judged twice, once by professionals and once by a student committee with \$335 in hand with which to buy work for the campus display.

Entrants should bring their work to the recreation room of Merced Hall from 4 to 8 p.m., April 15 and 16. Each student is limited to four en-

tries, but may include any painting, photography, sculpture, ceramics, or graphics.

The work will be judged before the festival opens April 26. The student judging may differ from the professional, but will be done with an eye towards "permanent and prominent display on campus." The artist does not necessarily have to accept an offer made for his work.

Vince Guaraldi, John Handy, and Turk Murphy will be among the professional musi-

cians on campus for the event.

The Actor's Workshop production of "Waiting for Godot" will be directed by Herbert Blau, professor of English, in the Main Auditorium during the festival.

Besides the work to be judged, which will be displayed in the Gallery Lounge, an art show will be held in the CA building that Saturday.

Poetry readings by students, faculty, and professionals, will also be part of the festival.

Five hear Manning social welfare talk

By BILL DAVIS

Attendance at the Monday evening Alumni-Faculty Forum fell off a bit, but Dr. Seaton Manning, professor of social welfare, carried on for a meager, but interested, group.

Two students, an elder man and woman and the MC listened as Dr. Manning spoke on "Education in Social Welfare."

Manning, who has been in the field for more than 20 years, said that most people equate social welfare with money distribution.

"While this is an important aspect, the social worker's time is spent mainly in individual and community service projects," he said.

"Social service would be needed were poverty eliminated."

Manning referred to social work as a problem-solving profession. The situations social workers encounter "are usually problems having something to do with social function."

"The social worker attempts to solve problems of social interaction, assisting people to live more satisfying lives," he said.

Manning said that most problems arise from people who are unable to cope with conflicting roles. The social worker lends assistance through case work (aid to individuals); group work (emphasis on the individual in a

group) and community work (aid to groups through the coordination of community services).

Social welfare is administered through agencies and service groups, including the Boy Scouts and the San Francisco Youth for Service.

Manning said that the social worker's education is built around the idea that "the center of social work practice is people." Thus, the undergraduate curriculum is centered on the biological sciences, psychology and social sciences.

"This material is synthesized and presented in terms of problems confronting social workers," he said.

AS petitions

Petitions are now available for the spring AS elections and may be secured at the Business Office in Hut T-1.

An addition to the spring election ticket is the post of graduate representative which requires the signatures of at least 30 graduate students on the petition.

Petitions will be available until April 17 with the primary election slated for April 24 and 25.

Folberg realizes goal of campus political parties

By JIM MacKENZIE

(Second of a series on the AS goals of Jay Folberg—the editor).

One of the major goals proposed by AS President Jay Folberg at the beginning of the academic year was the formation of campus political parties. This goal will be realized with the creation of the Liberal Student League.

Based on the twin purposes of maintaining continuity from year to year in AS plans and

programs and forming a voting block of ideas rather than one of individuals, the Liberal Student League plans to be in action before the Spring elections.

The formulating committee for the organization consists of Folberg, AS treasurer Tom Ramsay, and AS Legislature members, Bill Burnett, Arnold Katz, Sandy Miller, Nel Marie Nicholson, Ken Bowman, Jack Maslow, and Dave Strauss.

The LSL has filed as an official group on campus and to use information tables and the speaker's platform to recruit members.

Another aim of the group is to make the LSL a campus—rather than just a banding together of the officers.

Folberg said, "As the party succeeds in implementing its policies through the medium of student government it will overcome the traditional 'let's

pretend' philosophy of the Associated Students.

"The campus cannot afford, and should not tolerate, a student government that exists only as a training ground for junior corporation executives and government aspirants as it has in former years."

Folberg went on to say that training students for democratic citizenship is still an important role of student government, but to be successful, such training must be more than learning and practicing principles in a hypothetical, unreal, "sand box" world.

Folberg feels that the AS government has a responsibility to take informed and intelligent stands on all issues of eventual concern to students when reliable information is available.

The AS president thinks that this type of action will be possible through a political party that has all members

committed to the same liberal progressive philosophy rather than just a collection of individuals acting at random.

The subject of continuity is an important one to Folberg because many of the projects he has begun this year could be continued and expanded by a party committed to ideals and not to individuals.

Examples of this are getting student participation on the Foundation and Faculty Committee on Student Affairs and the joining of the National Student Association.

The party plans to run a full slate of candidates for all AS offices and to take stands on issues affecting both the campus and the world at large.

With the establishment of the LSL Folberg hopes that opposition parties can be formed. This would create a real political atmosphere on campus and provide a check-and-balance system.

Letters to the Editor

'We liberals'

Editor:

The attempt by Inslee Rude (Letter, March 19) to equate the free expression of ideas on campus with the ultimate destruction of the college is beyond my comprehension. He further implied that "liberalism" is the cause of the self-centered, selfish and bored attitude of many students.

As far as we "liberals" are concerned we will continue to strive for an atmosphere where all ideas and opinions, no matter how unpopular they are, may be expressed.

At the end of his letter, Mr. Rude calls on "God" to help against the "liberal progressive threat." What has he got to do with it?

Arnold Katz
SB 5694

Commons co-owner

Editor:

When our non-profit food service shows a loss, Mr. Avilez finds it desirable to cease that service, hoping perhaps to prove himself a successful businessman. If he is running a commercial enterprise perhaps the students, to fulfill their roles as consumers in a free enterprise system, should demand food from some other restaurant. But there is no other and we are not merely consumers but co-owners of the Foundation. The only choice I can make is to demand that the Commons remain a service.

I am willing to make some sacrifices—bus my own dishes, not look at flowers, even hang a wet raincoat over the back of my chair. But I shall not pay higher prices for food which is already overpriced and which, according to Mr.

Avilez, is about to decrease in quality and variety. And I shall not give up my cup of coffee because it doesn't sell for a quarter.

I wonder how many students don't buy a meal because the tables are crowded. I suspect that those who do not bring a lunch buy a meal anyway and face the crowded room with anger or stoicism. To throw out the coffee drinkers will merely create more room for the established number of dinner eaters. All that is gained is a loss of revenue and a lot of space which might be used for coat racks and flowers.

Perhaps, as they eat their comfortable dinners, they will have sympathy for the great mass of bag lunch eaters crowded outside. Perhaps they will invite us in for coffee . . . or perhaps we will just stand outside and shout.

Henry Ziff

Lightened burden

Editor:

I must congratulate Peter Edwards on the deep sense of piety he achieved in his column of March 25, "No true jock ever likes to be beat." Truly, a man who sees Christ in every living creature (bearded, barefoot, or no) is a man to be held in utmost esteem. I cannot help but admire and praise his poetic juxtaposition of common event and religious fervor as a magnificent monument to your personal artistry and dignity. I ask, who could pass unnoticed the humble prayer: "... our beat friend was a jock . . . And now, like any other loose jock, he's been discarded. Of course there have been comparisons with Jesus Christ, who, if rumor

has it correctly, also went around unshod, unshaved and unwelcomed. Which reminds me of the first time I saw Woody . . . He looked just like JC ascending to heaven, hair flying and bare toes pointed earthward. I understand . . . his roommate will seek to have him beatified."

What more can be said of such a profound message? I can only add that it had increased my faith in the mutual respect of men and somewhat lightened my Lenten burden.

Phillip F. Stokes
SB 2297

No authorization

Editor:

I was surprised to find myself identified as "a member of YAF" and quoted in that context in Friday's Gater as saying that "... the Communists would be for . . ." the Berkeley housing ordinance.

Inasmuch as no reporter had asked my opinion on the subject, nor had I authorized anyone to express my views, how does the Gater reporter justify himself?

Perhaps an explanation is in order?

Dirk Hudson
SB 472

(In the future, we'll record all your statements—the editor).

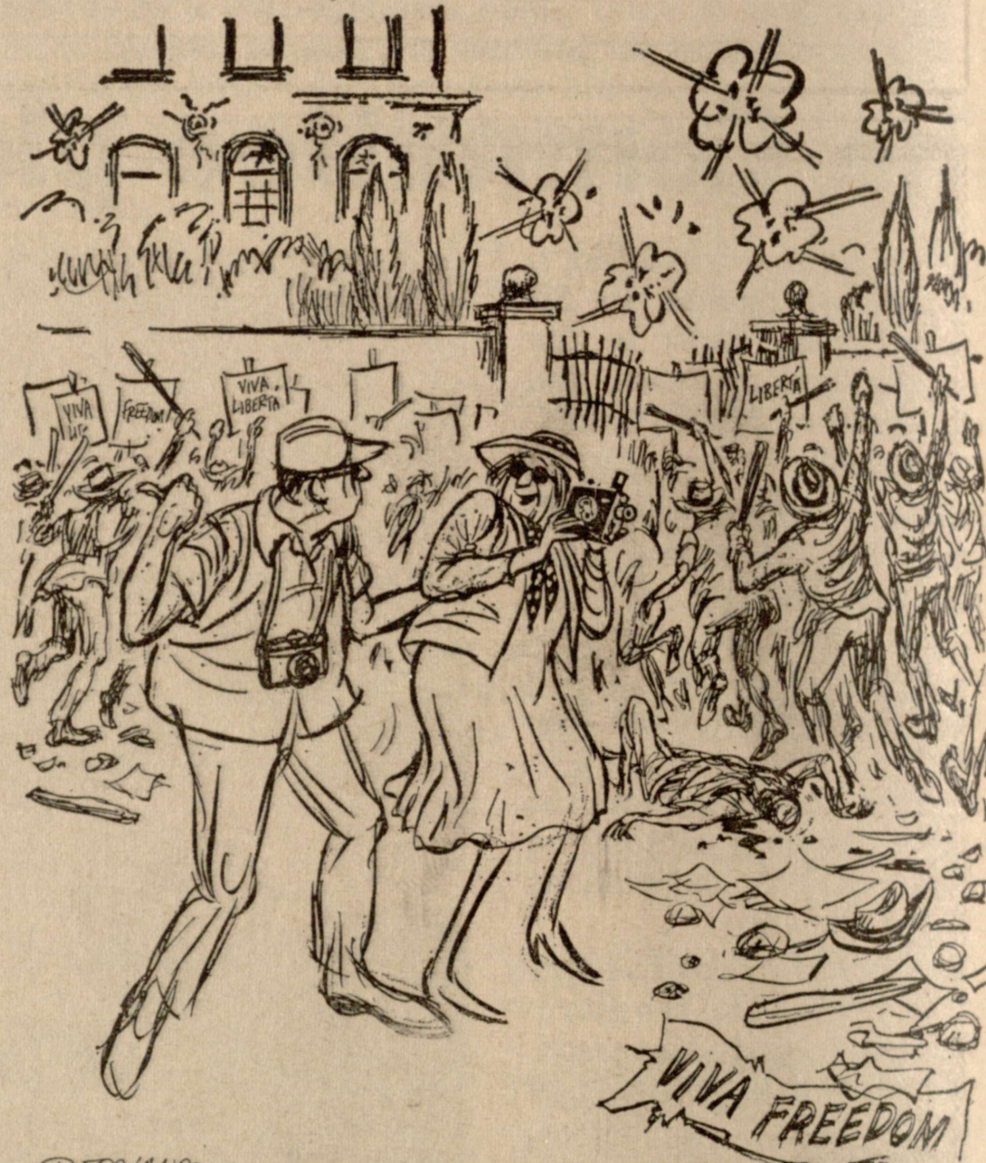
Hayakawa finishes talks

Dr. S. I. Hayakawa, SF State professor of English, is expected to return this week after attending conferences in San Diego, and Miami, Florida.

Saturday he flew to Miami to attend a meeting with members of the typewriter division of the International

Business Machine Company, where he spoke on "Communication and Executive Responsibility."

He was previously in San Diego at a board meeting of the Western Behavioral Science Institute, which performs various kinds of social science research.



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Wednesday, April 3, 1963

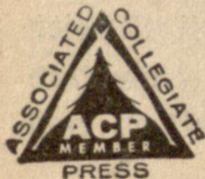
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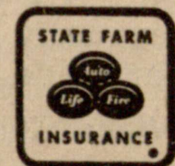
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Tomorrow at State

Formal Folk Singing and Informal Hootenanny in Gallery Lounge at 12:15 p.m.
Japanese - American group in AD 162 at 11 a.m.
Youth for Dobbs in BSS 110 at 12:15 p.m.
Young Democrats in BSS 202 at 12:15 p.m.
Business Club in AD 162 at 12:15 p.m.

Social Work Club in BSS 115 at 12:30 p.m.
Amateur Radio Club in IA 235 at 12:30 p.m.
Roger Williams Fellowship in BSS 106 at 12:45 p.m.
Christian Science in BSS 118 at 1 p.m.
Alpine Club in HLL 101 at 1 p.m.

Official notice

CAP AND GOWN

Orders for caps and gowns for June 7 Commencement must be placed with the Bookstore before April 20. Mail orders can be placed by forwarding the following information to the Bookstore with your check for \$3.50 (bachelors) or \$6.60 (Masters) payable to "Bookstore SFSC."

Height, weight, head size, (men—hat size) (women—circumference in inches). Masters indicate whether MA (white hood) or MS (yellow hood) earned. Further details about Commencement will be mailed on or about May 1, 1963 to graduates.

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23 Gators in Peace Corps

Twenty-three SF State students are currently working overseas as Peace Corps volunteers.

Among the 23 are Beatrice Anderson, who is teaching English in Santa Lucia, and Russell Massengale and his wife Marian, who are teaching in Liberia.

Miss Anderson, in addition to teaching, is also working in nursing and home economics.

Gerald McMahon, another SF State Peace Corps volunteer, is with the first group sent to Colombia. He is working with CARE in a rural development area.

Dennis Ekberg, who graduated from SF State with a BA in social science, was with the first Peace Corps group sent to Ethiopia.

The Ethiopian group increased by half the number of Ethiopian children who attended school. Before their arrival, only .5 per cent of Ethiopian children attended school.

Five SF State students are working in the Philippines which has the largest education program of the countries where Peace Corps volunteers are working.

The next Peace Corps placement test will be held April 27 in San Francisco.

Those eligible to take the test must have their questionnaires filled out and submitted to Washington or complete them before leaving the building.

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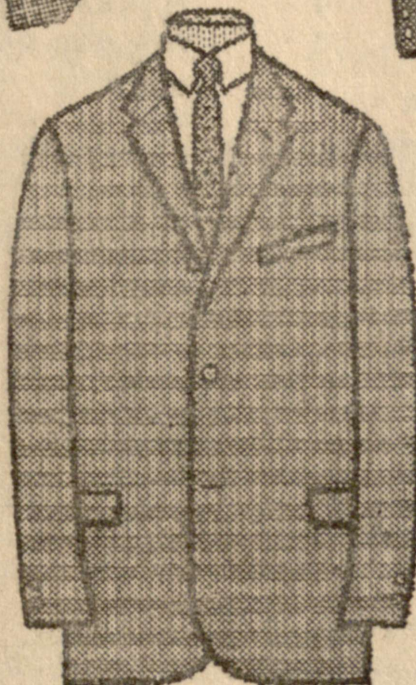
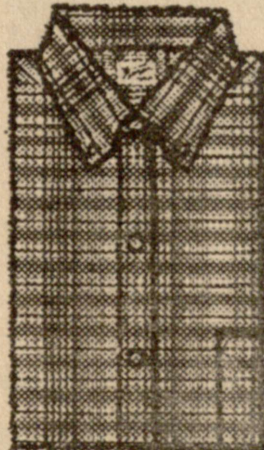
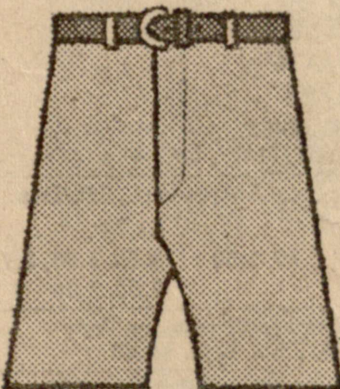
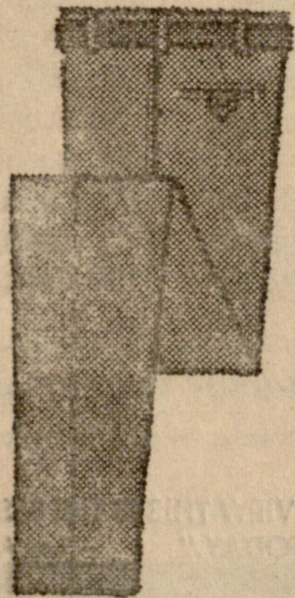
GENTLEMEN

Everything on this page is needed for a successful spring

VACATION

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Art, people share space

By ELLEN STONE

"I want the Gallery Lounge to be a gathering place, where works of art and people share living space," said Dr. Robert Church, faculty adviser of the Gallery Lounge.

He added that this attitude grows out of his dislike for museums which "hold people out and make them feel isolated."

With his bald pate and brisk gestures to art students setting up the exhibitions, Dr. Church appears somewhat like a jolly Yul Brynner. He says there is no limit to the combinations of the arts in the Lounge. "We want the small space to really swing. So you're listening to folk music and sitting next to a \$150,000 painting—so, it's an event!"

This month's exhibition, called "Precedents," presents works of European and American artists from the past 30 years, and includes paintings

by Grant Wood and Salvador Dali. It was selected to complement the Contemporary Arts Festival.

Dr. Church directs his students to "think of the accidental elbow and the bifocal lenses." In order for works of art to reflect life, he says they must be a part of life, fit in with normal sitting and standing. "We are creating what you might call living sculpture."

The modern decor of the Lounge serves only as a jumping-off point for Dr. Church's ideas in conveying a sense of the working of the past and the present in art.

During the year, he has guided the selection of exhibitions through current works from Spain, then Italian sketches 400 years old, faculty work, and a display of West Coast stitchery, jewelry, and small sculpture. The May exhibition will be devoted to student paintings in a current

trend called "non-objectivity."

And after all this, Dr. Church can still exclaim, "Yes, we think jazz is also a great art!"

Largest in hemisphere

The 16 campuses of the California State Colleges (with two additional campuses in the planning stage), represent the largest system of public higher education in the Western Hemisphere. Current enrollment of 118,000 students is expected to increase to 180,000 by 1970.

Foreign campuses awaiting final okay

Awaiting final approval by the Board of Trustees, study programs for state college students at schools in France, West Germany, and Spain have been negotiated.

Among the European schools participating will be the University of Heidelberg, the Free University of Berlin, the University of Aix-en-Provence, and the University of Madrid.

Upper division and graduate students able to speak the language of the host country may apply for the program until April 19.

The program will consist of an period of orientation to the country and some advanced language study.

A member of one of the State college faculties will be in residence on each foreign campus to direct the program.

Students will be enrolled at both their own California campus and the foreign university, with credit applicable to the California school.

Participating students must pay their own expenses, but some scholarships and loans are available.

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Are any of these your questions?



Where can I get a job that will make use of my college training ?

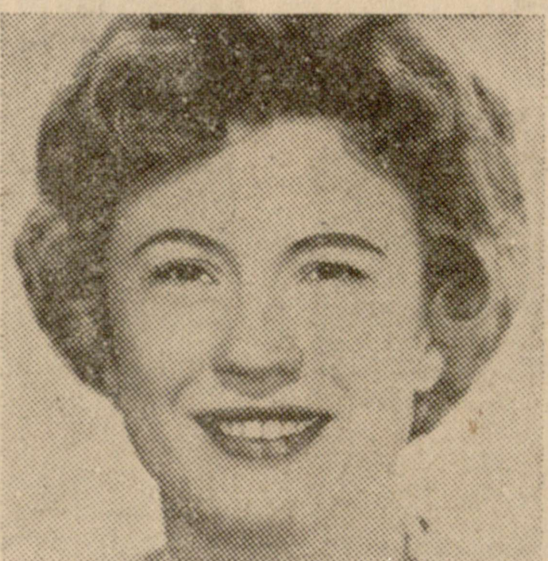


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Dr. Neil Snortum, associate professor of English, is a conforming nonconformist.

"A person should conform only when it helps that person," said the easy-going ex-wandering minstrel.

He worked his way through the University of Michigan working for the Ann Arbor park department singing and teaching folk songs in city parks.

Now he gives guitar lessons in his spare time and is a familiar figure around

campus hootenannies. Occasionally, he brings the guitar to school to illustrate a lecture in one of his classes.

Snortum, who wears loafers, packs an overloaded briefcase, and commutes from Walnut Creek, said, the label of doctor for PhD holders often "stifles the learning process," and "authority in a teaching situation should rest on the instructor's knowledge of he material and not his position," in commenting on his educational philosophy.

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Y plans Mexico trip

The College Y is sponsoring a summer tour into Mexico for SF State students, faculty, and members of their families.

Cost for the six-week tour below the border will be \$400.

The tour will leave the campus July 13 and return August 24, 1963.

The group will travel by chartered bus or Volkswagen microbus down the coast route

into Mexico City and back into the United States by the central route.

The group will camp out en route to the border and plans low cost hotels and college and family housing while in Mexico.

Interested students and faculty members must file applications at the College Y, Hut T-2, before April 19, 1963. A \$100 deposit will be collected.

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CALIFORNIA MUSIC FOUNDATION

State Board of Education postpones Fisher Bill until 1964 as 'compromise'

The State Board of Education has proposed a delay of the Fisher Bill, which would revise the teacher credentialing system in California.

The program was to become effective in July of this year, but has been moved forward to January, 1964.

This action is the result of indecision concerning which courses colleges and universities will need to offer to fulfill the requirements of the Fisher Bill.

The bill generally outlines a reduction in the number of

credentials offered to five, and requires students in education to have an academic major. However, without specification of those courses which will implement the legislation, education divisions are unable to adjust their programs.

If July, 1963, was to remain the effective date, the result would be a fast shuffle of programs and course requirements.

"We would be hard put to organize a program on such short notice," Dr. Aubrey

Haan, Chairman of the SF State education division, said.

The January, 1964, date represents a compromise. Proposals were made which would change the program to as soon as November, 1963, or as far off as September of 1964.

The State Board rejected both proposals as either too soon or too late. They especially took issue with the September, 1964, date, saying that "We're not going to lose another freshman class to the old system."

Dr. Haan, who earlier predicted a postponement, said that January, 1964, should be time enough to establish the course requirements and programs.

Students will be able to study under the old credentialing system until January, 1964, which includes the fall semester, 1964.

Gater briefs...

• Applications for song girls for the fall semester will be available in Hut T-1 until Monday, April 15.

A 2.25 GPA is required and the candidates will be taught the song girl routines.

• Designs for display in the Theatre Arts Fair, opening April 19 in the Little Theatre Lobby, may be submitted to CA 101.

Sponsored by the Players Club, the second-annual fair will include exhibitions of student and faculty work in all phases of dramatic production.

• Mali students attending the English Language Institute at SF State will lead the Intercultural Discussion Group Thursday, April 4 from 12:30 to 2 p.m. in the College Y, Hut T-2.

The students will discuss Mali, a new African nation.

• Applications for on-campus orientation work and pre-registration will be available until tomorrow. They may be obtained in Hut T-1 or AD 168.

• SF State's department of recreation will sponsor an Easter ski trip April 9 through 14 at Camp Leonard.

Ski lessons will be given on the week-long trip, and the ski equipment will be supplied by the recreation department. Plans also include informal activities and entertainment.

A fee of \$37 is required. Participants will be able to acquire one unit of credit.

Interested students may contact Mrs. Brown at extension 788 in the Gym.

• A formal folk sing and an informal hootenanny will be presented tomorrow in the Gallery Lounge starting at 12:15 p.m.

Michaela and Dave and Skip Hendersen will participate in the formal folk sing until 1:15 p.m. The hootenanny will follow and folk singers are asked to bring their instruments.

• An Employment Workshop, a service for foreign students seeking summer work, will be held in the Gallery Lounge tonight at 7 p.m. Personnel officials of vari-

ous business enterprises and employment agencies will be on hand to discuss the necessary procedures in applying for work.

Practice interviews are scheduled to acquaint foreign students with employment practices.

ARE YOU IN IT?

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Gators score 15 runs on weak St. Mary's pitching

With the bases full, Gator centerfielder Ken Barbarie hit the first SF State grand-slam home run of the season over the leftfield fence in the second inning Monday against the St. Mary's Gaels.

That was the real beginning of the 15-2 Gator win. The Gators scored two more runs that inning and five in the fourth. The game was called in the eighth inning because of darkness.

The big fourth inning came when pitcher Terry Christman nearly duplicated Barbarie's efforts. Christman hit over the right field fence for three of the five runs.

Christman pitched the first

five innings, claiming the win. Dave Gehre, who pitched an 11-0 game against University of Pacific last week, finished up the game.

The Gators beat the Gaels twice last week, 6-2 and 8-6. The Monday game gave the Gators a four-game winning streak with an overall record of 12-5.

Poor Gael pitching was re-

sponsible for their loss, as nine men were walked, and when the ball did come across the plate, the Gator team took advantage of the opportunity. Rich Jefferies, John McCarthy, Rich Medalgio, and Bud Harrelson got two base hits apiece.

The Gators travel to Chico Friday to open league play with a doubleheader.

Gator sports schedule

- Today. Swimming at Sacramento State, 3:30 p.m.
- Tennis, San Jose State, here 2:30 p.m.
- Thursday. Golf vs. San Jose State, Almaden GC, 1 p.m.
- Friday. Tennis at Chico State, 3 p.m.
- Saturday. Baseball (2) at Chico State, 1 p.m.
- Golf vs. Nevada, Hidden Valley GC, 10 a.m.
- Track, Cal Poly and Humboldt State, here, 1 p.m.

More swimming records fall as Gators win two

SF State swimming records continued to fall over the weekend, as three new marks were set in a double dual meet between the Gators, Sonoma State, and Chico State.

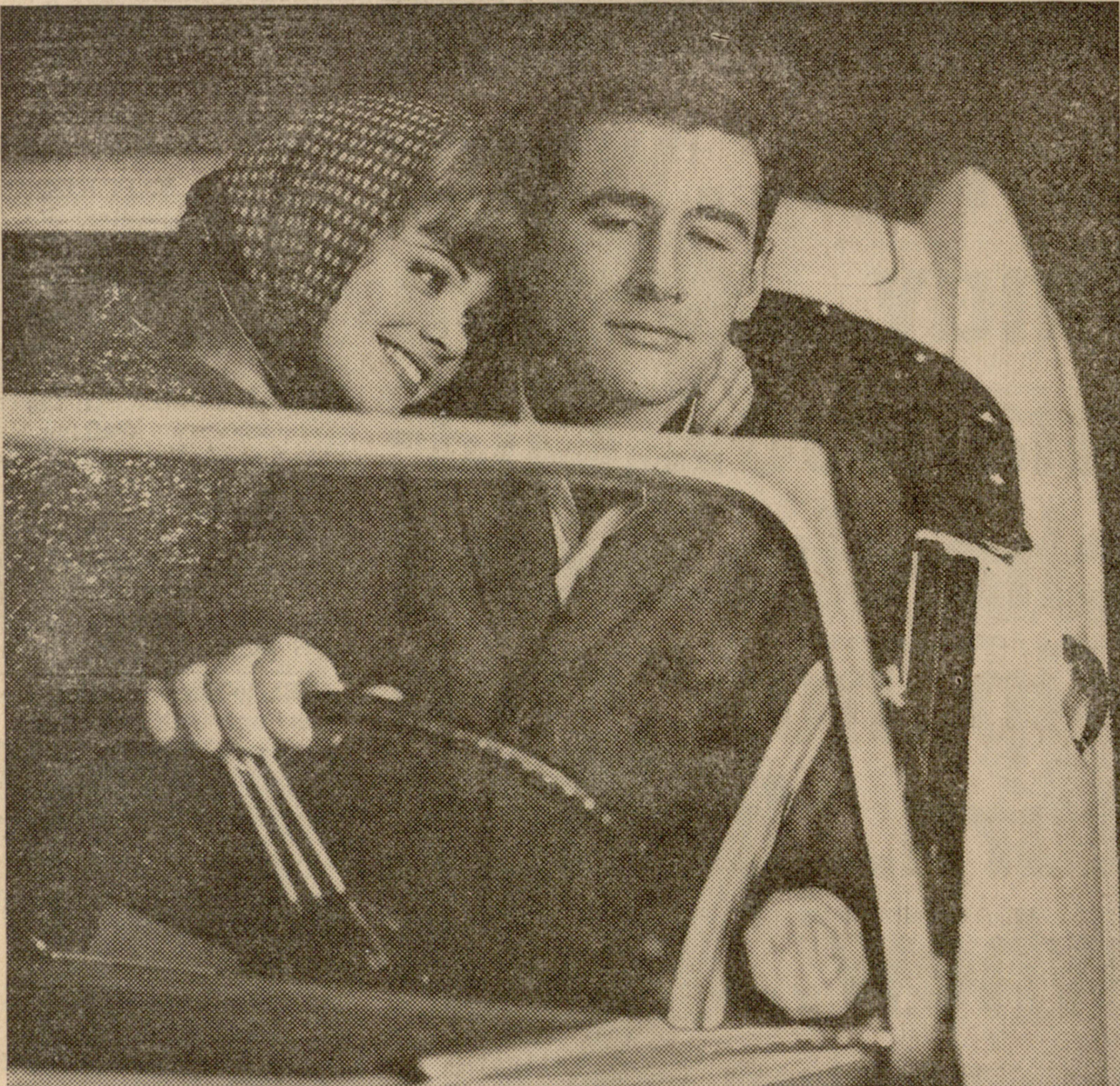
The SF State mermen took both meets, defeating Sonoma 81 to 12, and Chico 58-37, and John Wilcox again led the Gators with five victories in six events that included two new marks.

Wilcox won the 200 yards freestyle in 2:01.7 to break Stan Dombroski's record, and returned to break team mate Wayne "Whiz" Wiswell's mark in the 200 yards butterfly with a 2:18.6 clocking.

Harry Davis contributed four victories on the afternoon winning the 50 yards, and 100 yards freestyle. The sprint ace gained his second record of the season as he splashed to a 52.9 clocking in the 100 yards event.

Larry Decker also scored four firsts, as he defeated both Sonoma and Chico in the 200 yards individual medley and backstroke events. Bill Zirzow scored a lone win in the 500 yards freestyle.

The win over Chico gave Walt Hanson's mermen an unblemished 4-0 record in FWC competition, with a chance for win number five in today's clash at Sacramento State.



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Gymnastics film

Films of the gymnastic competition in the World Games held recently at Prague will be shown today and tomorrow in Gym 217.

Gym coach Angelo Festa said that "all students and faculty are invited to view this film — probably the best coverage ever made of such an outstanding meet." The film will start at noon both Wednesday, and Thursday.



On Campus

with Max Shulman

(Author of "I Was a Teen-age Dwarf," "The Many Loves of Dobie Gillis," etc.)

HOW TO GET EDUCATED ALTHOUGH ATTENDING COLLEGE

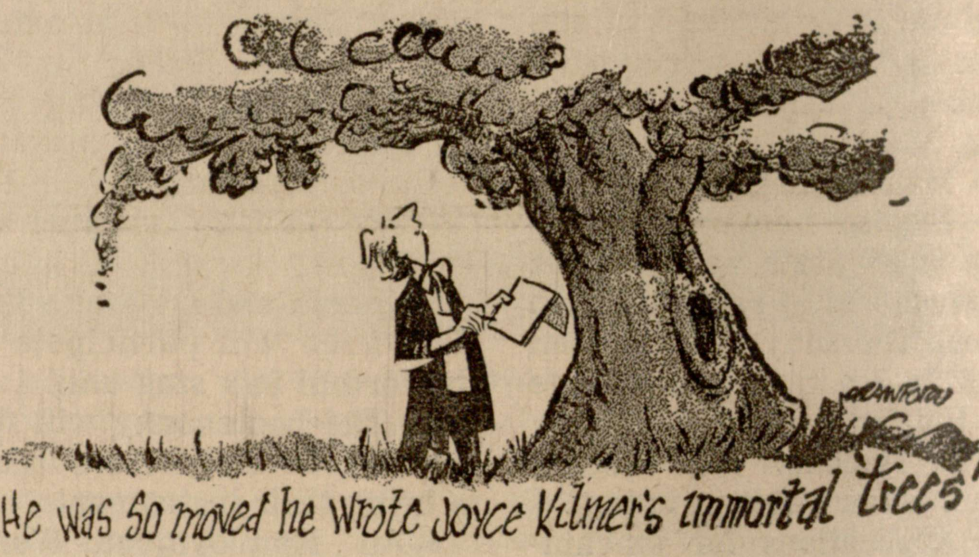
In your quest for a college degree, are you becoming a narrow specialist, or are you being educated in the broad, classical sense of the word?

This question is being asked today by many serious observers—including my barber, my roofer, and my little dog Spot—and it would be well to seek an answer.

Are we becoming experts only in the confined area of our majors, or does our knowledge range far and wide? Do we, for example, know who fought in the Battle of Jenkins' Ear, or Kant's epistemology, or Planck's constant, or Valsalva's maneuver, or what Wordsworth was doing ten miles above Tintern Abbey?

If we do not, we are turning, alas, into specialists. How then can we broaden our vistas, lengthen our horizons—become, in short, educated?

Well sir, the first thing we must do is throw away our curricula. Tomorrow, instead of going to the same old classes, let us try something new. Let us not think of college as a rigid discipline, but as a kind of vast academic smorgasbord, with all kinds of tempting intellectual tidbits to savor. Let's start sampling tomorrow.



We will begin the day with a stimulating seminar in Hittite artifacts. Then we will go over to marine biology and spend a happy hour with the sea slugs. Then we will open our pores by drilling a spell with the ROTC. Then we'll go over to journalism and tear out the front page. Then we'll go to the medical school and autograph some casts. Then we'll go to home economics and have lunch.

And between classes we'll smoke Marlboro Cigarettes. This, let me emphasize, is not an added fillip to the broadening of our education. This is an *essential*. To learn to live fully and well is an important part of education, and Marlboros are an important part of living fully and well. What a sense of completeness you will get from Marlboro's fine tobaccos, from Marlboro's pure filter! What flavor Marlboro delivers! Through that immaculate filter comes flavor in full measure, flavor without stint or compromise, flavor that wrinkled care derides, flavor holding both its sides. This triumph of the tobacconist's art comes to you in soft pack or Flip-Top box and can be lighted with match, lighter, candle, Welsbach mantle, or by rubbing two small Indians together.

When we have embarked on this new regimen—or, more accurately, *lack* of regimen—we will soon be cultured as all get out. When strangers accost us on the street and say, "What was Wordsworth doing ten miles above Tintern Abbey, hey?" we will no longer sink away in silent abashment. We will reply loud and clear:

"As any truly educated person knows, Wordsworth, Shelley, and Keats used to go to the Widdicombe Fair every year for the poetry-writing contests and three-legged races, both of which they enjoyed lyrically. Well sir, imagine their chagrin when they arrived at the Fair in 1776 and learned that Oliver Cromwell, uneasy because Guy Fawkes had just invented the spinning jenny, had cancelled all public gatherings, including the Widdicombe Fair and Liverpool. Shelley was so upset that he drowned himself in a butt of malmsey. Keats went to London and became Charlotte Bronte. Wordsworth ran blindly into the forest until he collapsed in a heap ten miles above Tintern Abbey. There he lay for several years, sobbing and kicking his little fat legs. At length, peace returned to him. He looked around, noted the beauty of the forest, and was so moved that he wrote Joyce Kilmer's immortal *Trees*... And that, smart-apple, is what Wordsworth was doing ten miles above Tintern Abbey."

Poets and peasants, students and teachers, ladies and gentlemen—all know you get a lot to like in a Marlboro—available wherever cigarettes are sold in all 50 States.