

# THE KENTUCKY KERNEL

Tuesday Evening, Nov. 26, 1968

UNIVERSITY OF KENTUCKY, LEXINGTON

Vol. LX, No. 65



**Bradshaw's Final Act**  
The football season came to a close Monday night with the annual football banquet, but this year's affair also marked the end to Charlie Bradshaw's coaching career here at the University. For the story, see page 6. Kernel Photo by Howard Mason

## Johnson Speaks To Bar

By ELLEN ESSIG

Fayette County Judge Joe Johnson, who recently initiated a court of inquiry into the operation of the Lexington-Fayette County Planning and Zoning Commission, spoke yesterday to the Student Bar Association.

Johnson commented on the Maine Chance Farm controversy: "It was an attempt by Keeneland Association to use UK." Lexington veterinarian Arnold G. Pessin and horseman Rex C. Ellsworth, in an anti-trust suit, contend that UK, the Bank of New York and Keeneland conspired to prevent them from buying Maine Chance Farm. It was purchased by UK for \$2 million in July of 1967.

Judge Johnson called the Planning and Zoning Commission

## Empty Boxes

Because many students leave early for Thanksgiving vacation, there will be no Kernel tomorrow. The next edition will be published next Monday.

## Former Prof Leads Anti-Establishment

# Democrats Ready For Precinct Struggle

FRANKFORT, Ky. (AP)—The struggle for grass roots control of the Democratic Party in Kentucky focuses on Fayette County this week, where it may be settled amicably or burst into a wide open contest.

Essentially it is a repeat of last summer's battle between the party establishment and the young turks, often the same ones who supported U.S. Sen. Eugene McCarthy for president.

Whatever happens in Fayette County, the political jockeying will re-occur in one form or another in most of the 120 counties, climaxed by the official voting Dec. 7. On that day, Democrats from each precinct who care to show up elect a committeeman, committeewoman and youth representative.

A week later the three from each precinct meet to pick legislative district chairmen who in turn choose a county chairman the same day. The process occurs every four years.

The status quo in Fayette County is represented by County Chairman Steve

Banahan, a veteran who said he plans to step down anyway and wants Democrats to resolve their differences harmoniously.

The anti-establishment leader is Jack Reeves, former University of Kentucky political science professor and rallying point for McCarthyites months ago.

Delegates from the two sides have met long and often, with another flurry of activity during the past weekend.

"We're trying to work out a proposition where all will be satisfied," Banahan said. "We're not too far apart and have practically agreed on my successor."

Banahan stresses the upcoming county races next spring and the need for Democrats to end their internal bickering before then.

Reeves seems less optimistic than the county chairman on a compromise.

"I don't want a fight that might endanger the party's success in the fall election," he said. "But I can't agree

"the instrument of county government which lends itself most readily to corruption." He suggested ways to keep the Commission free of corruption: Try to fill seats with people who are not involved in real estate and restrict discussion of zoning cases to hearings only.

"Personally," he added, "I'd make the members take a lie detector test every six months."

As a result of the inquiries, two suits have been filed against Johnson, who said, "I've done more for the bar association than any one else in the county by stirring up so many litigations." He has drawn criticism from several members of the local bar association for his conduct during the inquiry.

Johnson said more should be done to catch the "sophisticated thieves in big mahogany offices who steal millions of dollars."

## Abel Says: 'Troubles Go Deeper Than War, Prejudice'

By CATHY FOX

"We were the first to see the negative. We were the first to pollute the air. We were the first to build skyscrapers. Our influence in the world will depend on how we deal with these problems, not how many bombs we drop, because these are the problems of mankind," NBC news diplomatic correspondent Elie Abel told an audience in Memorial Coliseum Monday night.

Nixon is taking over at a moment when, according to Abel, "the superpowers are discovering they aren't going to be able to run the world one-against-the-other. Smaller countries are going to have more influence."

Deterrence is only effective when two large countries are trying to effect their will on each other, Abel said. He added that it was clear that the United States failed in Vietnam, Cuba and with DeGaulle.

At one point in his speech, he took time to make a few comments on today's youth.

"The young take a great deal for granted. Not the rhetoric that they were taught, though."

## Alcohol Arrests

### Get 22 Students

Some 22 University students were arrested over the weekend on charges of possession of alcohol while under the legal drinking age, according to Assistant Dean of Students K. E. Brandenburg.

Seventeen of the students' cases were heard Monday in the county quarterly court. All were fined \$10 and \$13.50 in court costs and received a verbal reprimand from the judge, Brandenburg said.

He said five other students were arrested by the city police department and that their cases have been continued to Jan. 3.

Brandenburg said the University played no part in what he termed the "apparent crack-down" at establishments located near campus.

With the facts that we taught them—"One nation indivisible with liberty and justice for all." They say, "You've got to be kidding! Where?"

He said the unrest among students has been blamed on the Vietnam war and on the tense racial situation.

"I submit that the troubles go deeper than war and race prejudice," he said. "Some of the unhappiness is related to modern technology and mass production. The individual, especially the sensitive individual, feels thwarted. He feels he has lost something."

Abel feels that respect for the human being has been lost today.

"I suspect this is the root of the problem and it is not just our problem."

Of the recent election, Abel said, "We ought to pray that Richard Nixon has a long life. I am not being nasty to his vice president. He is a political accident. Up to two years ago he was essentially a county official, not doing anything more difficult than tax assessment on suburban property.

"I don't know enough about him to say whether he is bad or good." But, he added, "I can

think of at least a hundred other Republicans better qualified."

Asked whom he thought Nixon would name to his cabinet, he mentioned as possible prospects, Clark Clifford, the Democratic secretary of defense, to remain in his position (also mentioning Nelson Rockefeller for the job) and possibly Douglas Dillon as secretary of state.

On Nixon's proposal to end the draft after the war, he said it would be impossible unless we reduce our commitments around the world.

## Isbell To Explain Effects Of Drugs

Dr. Harris Isbell, a Medical Center physician of national stature as an authority on narcotics, will speak Monday night on "The Effects of LSD and Marijuana on the Body."

The talk is sponsored by Pryor Pre-med honorary and will be held at 7 p.m. in MN 563 of the Medical Center.

Those interested in attending are advised to take the elevator near the med center library to the fifth floor.

## Retired Artillery Officer To Speak Out On Vietnam

"Why Are We Forbidden To Win?" will be the subject of a talk by Lt. Col. Paul G. Erickson on Monday, December 2. Erickson will speak at 3 p.m. at the Student Center Theater under the sponsorship of the Young Americans for Freedom (YAF).

Erickson was born in Minnesota but now resides in California. He graduated from West Point in 1954 and has since served as an artillery officer in Germany, Korea and Vietnam. He has also been an instructor in nuclear weaponry.

After fourteen years' service as a career officer, Erickson resigned his commission to be free to speak out on matters concerning the conduct of the war in Vietnam.

"The restrictions on our forces are incredible," he says.



LT. COL. PAUL ERICKSON

# Could There Be Ecstasy In Education?

By JEREMY JOAN HEWES  
The Michigan Daily

Education and Ecstasy, by George B. Leonard. Delacourt Press, 1968.

(CPS)—The principal is happy and I rejoice with him about the delicious, perfectly balanced flow of outdoor light into a room filled with beautiful children. But something disturbs me, a vinegary tingle at the back of my neck. There is a witch in this room.

I see her near the back of the fourth row—milk-white skin, black hair falling onto a faded blue blouse, a band of freckles across the bridge of a small, sharp nose. Dark eyes with dilated pupils are fixed on me now, bold and direct, telling me that she knows, without words, everything that needs to be known about me.

I return her stare, feeling that this girl, with an education she is not likely to get, might forecast the future, read signs, con-

verse with spirits. In Salem she eventually would suffer the ordeal of fire and water.

In our society she will be adjusted.

## Fifth-Grade Witch

An observer visited a typical school somewhere, but it wasn't the perfect lighting, language labs or multi-degreed teachers that impressed him. In an instant he was struck with the realization of what education now is and what ecstasy it could be: a fifth-grade witch had stared him down.

The visitor was George B. Leonard, Senior Editor of Look magazine, where he has reported on education, and vice president of California's Esalen Institute, where he has explored paths to ecstasy. Thus, his Education and Ecstasy is a product of thorough study and imaginative experience. The author cites shortcomings in the present educational system, arguing for a positive and creative preparation for the "unity of life" that John Dewey foresaw decades ago.

What Leonard believes necessary is an education for the totality of living; more important, he seeks a process which would allow people to realize some large measure of the human potential and exist in harmony with the enmity of their time. Today, all processes and institutions tend to fragment us, and schools simply initiate children to the compartmentalization of living that spirals with age and experience.

A graduate of the current educational system has become adept at a kind of post-office sorting job—putting emotion, creativity, frivolity, curiosity and a hundred other human qualities into their assigned cubbyholes, all with his eyes closed.

## Education Redefined

Leonard envisions an overhaul of this initiation process, by applying theories, methods and technological devices that already exist. First, education

would be redefined: "The whole superstructure of rational-symbolic knowledge can be rearranged so that these aspects of life's possibilities can be perceived and learned as unity and diversity within change rather than fragmentation within an illusory permanence." This concept of education would encompass all facets of human functioning, and education would become "a lifelong pursuit for everyone."

Teachers would share in the learning process with students by expanding consciousness and exploring everyone and everything around them. They would pursue the magic moments of learning that sometimes occur in classrooms today and would become accomplished at techniques of discovering or creating the delight that makes learning worth it.

In fact, society has always had such teachers; Leonard calls them rogues—persons who know what being alive is and who have captured our imagination for just that reason. The old rogues are adventurers like Robin Hood, mystics like Christ, mad scientists like Frankenstein, and artists like Dali. The rogues teach us "the first elementary lesson about a life . . . in which new technology—whether outside or inside the human organism—is not feared and resisted, but deflected toward humane uses." Today's rogues are today's children, the author states, and education should let them discover and express the ecstasy of being alive.

## Reshaping Education

Several methods of reshaping the concept and processes of education are discussed in Education and Ecstasy. One chapter describes an ultramodern school where sophisticated electronic devices impart knowledge and hold discussions with pupils.

In another chapter, Leonard proposes that compulsory school attendance be abolished. To counter objections from horrified parents, the author suggests that the parents attend school for a day, putting themselves in their child's place—no breaks for cig-

rettes or coffee, no deviations from the classroom regimen. Parents might then see, Leonard reasons, just how much is learned in a day and how much of the child's valuable time and potential are wasted.

This is not to say that schools would cease to exist. Rather, institutions such as New York's Fifteenth Street School would operate, and presumably their "free-learning atmosphere would offer the delights of learning to eager children." The Fifteenth Street School, founded by actor Orson Bean, offers no formal classroom instruction, though five "teachers" read aloud from texts, discuss ideas with students and offer guidance. The school provides books, lounges, art materials, games and playing space, and the children are free to work and play at will.

## Total Environment

This free-learning school creates a total environment for learning, the situation Leonard considers vital to education as "an apprenticeship for life." He discusses two total environment institutions that have developed techniques of expanded consciousness and continuous education.

Synanon, established in 1958 as a rehabilitation center for drug addicts, now operates in four California cities, as well as New York and Detroit. In addition to housing 1,000 addicts, chapters conduct Synanon Game sessions, where 2,500 non-addicts participate in weekly discussions.

Esalen Institute offers experimental programs such as "Sensory Awakening for Couples" and "Meditation." The Institute's week-end and evening sessions have provided an opportunity for all who can afford it to work with such experimenters as B.F. Skinner, Alan Watts, Buckminster Fuller and others. A group of graduate students holds residences there, as well, developing all manner of free-learning environments.

## New Education

George Leonard asserts that there can be ecstasy in learning and thus in living. He advocates the total environment and free-learning concepts as a means to ecstasy, citing three institutions that have overcome the barriers of tradition and brought joy to their members. All of this is the "new education," the author states; now it is left to us to assault the system and ourselves.

## THE KENTUCKY KERNEL

The Kentucky Kernel, University Station, University of Kentucky, Lexington, Kentucky 40506. Second class postage paid at Lexington, Kentucky. Mailed five times weekly during the school year except holidays and exam periods, and once during the summer session.

Published by the Board of Student Publications, UK Post Office Box 4986. Began as the Cadet in 1896 and published continuously as the Kernel since 1915.

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## Production At Guignol Provokes Escape Plan

By W. H. McNew  
Kernel Drama Critic

In January of 1935, John Holm's and George Abbot's "Three Men on a Horse" opened in New York. It enjoyed 835 performances.

I know these things because the program for the Guignol Theatre production told me so. Otherwise, I never would have guessed.

The play is distinguished only by a smattering of flip lines and a creaky plot centered about a mild-mannered craftsman of greeting card verses.

Erwin Trowbridge, this Keats of the Mother's Day and Christmas seasons, is no Clark Kent; but he does have an amazing facility for handicapping the nags while riding the Ozone Heights bus home to his loving wife and egregious brother-in-law.

## Thin Jokes

The Guignol players, under the direction of Raymond Smith, have approached this plot in an arch and highly artificial manner which serves only to expose the play's weaknesses. Most of the jokes are too thin to stand to be driven home with a lifted eyebrow and a sledgehammer.

The standard of acting itself was remarkably consistent. Most of the players tried to milk their parts with too heavy a hand, but there was no one on the stage who was less than competent.

Wallace Briggs, David Mabee and Howard Enoch, in particular, were tiresomely insistent on making their presence felt at all times.

## Almost Professional

This made the fine, almost professional performance of Barry Bleach all the more welcome and noticeable.

Jo Ann Smith and Bruce Peyton were more than adequately hysterical as the Trowbridges; though Peyton's make-up job would have been more appropriate on Linda Nolan, who played a washed-up and overweight Follies girl.

Dowell Platt in the part of Moseyewitch, the White Russian (a part which in the original version of the 30's was written for a black Afro-American), gave us a very good imitation of an Italian accent.

## Lighting and Staging

The lighting and the staging were alike unadventurous and unexciting, while the overall standard of action was crisp and smooth.

"Three Men on a Horse" is a long play; and though it does offer its humorous moments, audiences should be warned that although they might come to it looking for escape, they may find themselves planning another sort of escape as the umpteenth joke is relentlessly driven home.



# Sigma Nu Football Run Turns Into Harrowing Ordeal

By MIKE HERNDON

It didn't seem like much of an accomplishment at the time—merely running a football to the Kentucky-Tennessee border.

However it turned out to be one of the most harrowing ordeals ever experienced by Sigma Nu Fraternity in its long history on the University campus.

Running a pigskin in support of a school's athletic team is nothing new in college annals. But it was the first such effort by the Sigma Nu's, and it was an enthusiastic group which sped from the Haggin Field pep rally Thursday night to meet the UT chapter in Jellico, Tenn., at 11 p.m., Friday.

What happened in the interim could be documented in a volume the size of Webster's New Collegiate and aptly dubbed, "On the Jellico Road."

Long hours of midnight oil went into preparation for the journey, and plans were mapped out in the most minute detail. But despite the best laid plans, so to speak, events occurred which even the most farsighted of men would not have anticipated.

Some unusual and some not so unusual occurrences were experienced by each of the six cars carrying Spirit Sprinters. But it seemed that the dangers and frolics increased with each change-over of runners. By the time the fifth car began its 20-mile leg, the fun really started.

Car Five pulled to the side of the road early in its heat to allow the trailing ball carrier to catch up. It was there that the occupants discovered a group of appropriately-dressed country folk surrounding a parked jalopy.

Approaching the group, the runners found that one of the group was perched atop the auto warbling country music and strumming an old flat-top guitar.

Upon learning that one of the Sigma Nu's was something of a musician in his own right, the natives invited him to join the songfest. But the fact that the runner's repertoire consisted mostly of folk music didn't exactly "set well" with the farmers.

He struck out with his renditions of "Classical Gas" and "Love is Blue." And when the mountain men threatened him with bodily harm if he didn't sing, "Don't Bring Your Baby Home Drinking Tonight," Car Five decided to take its guitar-ist and "get the heck out of there."

Stopping to rest at the end of its run, Car Five "met up"

with some more mountain hospitality. The runners braked to a stop at the edge of a driveway and were immediately confronted by a pack of snarling wolf-hounds. Right behind the watchdogs was the lady of the house, clutching a chrome-plated revolver menacingly in her trembling hand.

One of the runners immediately departed the parked vehicle with hands over head. "We surrender, lady," he called in a shaky voice.

"What do you want here?" she demanded, still flaunting the deadly weapon.

"We're running a football to Tennessee, and your driveway was the only place we could get off the road to rest," one of the boys answered nervously.

Though eyeing them incredulously, the woman shook her head and retreated to the safety of her house, leaving the four "shook" runners breathing sighs of relief.

The local boys had little trouble completing the remaining distance into Jellico, but it was to the UT Sigma Nu's that threats finally culminated in violence.

On the outskirts of the smaller border town, two Tennessee runners were jumped and the ball stolen. There was little the way-laid men could do since they were outnumbered by almost 6 to 1. So, purchasing a new ball, they once more continued the run.

However, further down the

road, two more ball carriers were assaulted by trouble-makers from the UT campus. This time the action started.

The husky individual who had the ball decided that it wouldn't be taken so easily this time and fell on the pigskin as on a fumble. He received a vicious kick from one of the attackers and lost two teeth for his bravery.

While the one runner lay bleeding on the "prize," the other attempted to battle the 12 ambushers. About that time, the trailing car arrived with the remaining runners. The fight that ensued would have done justice to a Madison Square Garden main event.

Broken noses, basel heads and cracked skulls were the order of the day, as flaying arms and swinging fists connected with rugged regularity.

Several moments later, the six Sigma Nu's successfully routed their would-be assailants, as the husky runner retained his vise-like grip on the grounded football.

It was a bloody but happy band of Sigma Nu's that entered Knoxville at noon that day. And it was a proud moment when representatives from both chapters presented the elusive football to the referee before the roaring crowd in Shields-Watkins Stadium.

And the events which had taken place were enough to make the game seem just a little anti-climatic.

# Soviet Students Share Problems With American Counterparts

Review By BILL MATTHEWS

Russian students are better informed about life in the United States than American students are about their Soviet counterparts, according to Soviet Life magazine, which cites Life magazine as its source.

Soviet Life is a Russian pictorial magazine published by a reciprocal agreement between the United States and Soviet governments. The agreement provides for the publication and circulation of Soviet Life in the United States and the magazine America in the Soviet Union.

The November issue of Soviet Life is dedicated to answering questions received from American students. The answers to these questions were prepared with the help of students at Moscow University and the editorial board of the university paper.

The articles answering American students indicate that, in some respects, Soviet students share the same problems as students in the United States. Getting into a Soviet college is much like the routine that U.S. students follow. As in America, a prospective Soviet college student submits an application and secondary school diploma to the college of his choice, takes an entrance examination, and waits for final acceptance by an examination committee.

Soviet students attend colleges for about the same length of time for a degree at 42 universities, 725 institutes, and 3980 specialized secondary schools. Almost all Russian colleges are relatively young, most being less than 40 years old.

As in American universities, Russian students have student governments and student unions. Students have a voice in the distribution of stipends to students and no student may be expelled from a school without the consent of the Komsomol (Young Communist League).

All students in the USSR receive government allowances which cover meals, lodging and other basic expenses. There is no tuition fee at the universities.

"Are academic undesirables weeded out through state tests?" According to Soviet Life, no. Students

who fail three or more courses in one year without suitable excuses (illness, etc.) are expelled. They may either re-apply for admission or go to work.

Soviet students, like their Western counterparts are subject to a military draft. However, in Russia, students receive draft deferments as long as they remain in school.

Contrasting Russia and the United States, Soviet Life claims that Soviet students experience no need to become involved in civil rights movements because socialist countries guarantee a "society of equal opportunity and equal civil rights." While admitting to the presence of a Russian generation gap, the magazine maintains that "this difference bears no trace of social conflict."

Soviet students become voting citizens eligible for public office at age 18. They receive free tuition, are guaranteed employment, receive draft deferments and get a discount on all forms of transportation.

Another article in Soviet Life points out that the Soviet Constitution guarantees freedom of speech to all, and that Russians may criticize "without regard to persons." The article cites several examples of how student and press criticism has led to change. The examples dealt with non-political domestic problems such as proper housing.

In a poll taken by a Soviet youth paper, Russian students listed among their ten most common characteristics internationalism and love of peace. Listed somewhat more often, however, was loyalty to the Communist Party and its ideology.

Although Soviet Life indicates that Soviet and American students are much alike, it lacks complete conviction for the reader. One unusual point is that the magazine failed to show any dissension among Soviet youth. The effect is that the students emerge looking just too good to be believable.

Among exchange students interviewed by Soviet Life the only criticism of Russia printed was of Russian cooking and compulsory class attendance. The over-all impression created by the editors of the magazine is that the Soviet students believe theirs to be the best of all systems.

# Morehead U Gets GLOF

Morehead State University has been named the recipient of this month's "GLOF Award" by Moderator magazine.

The award was presented on a variety of grounds, but mostly in relation to the controversy last year about the compulsory ROTC program implemented this semester.

The magazine said, "... but when three professors violated the traditional faculty temerity and spoke out against the war, and ROTC, last year, they were ... well, they're not back this year."

"They weren't really fired; their contracts just weren't renewed. Same end, nicer means."

Other qualifications mentioned were the handling of More-

head's student newspaper and the alleged harassment of the few students who participated in anti-war activities.

The spoof award is presented on a monthly basis by the magazine.

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# China And The UN

The prospects for world peace grew dimmer still last week with the vote of the United Nations against the inclusion of Communist China and the expulsion of the Taiwan government as the representative of the Chinese people.

It was clear for some time before the actual vote that Red China would not be admitted this year, and that, if this country had its say, it would not be admitted for some time. The greatest ally the United States had in its drive to exclude Peking was in fact the resolution on the issue.

The resolution, sponsored by Cambodia and Albania, gave the U.S. a strong arguing point by making the admitting of Red China contingent upon the expulsion of the Formosa government. The real issues therefore became clouded in a wave of rhetoric about the "proper" time for admitting Peking, and about the desirability of retaining the Taiwan Government in the UN.

Still, the real issue is that the United States simply does not want Communist China in the United

Nations, for reasons which have deep, if not valid, historical roots. The principal of these is this country's commitment to the Nationalist regime of Chaing Kai Chek; another is the corollary American devotion to the containment of Asian communism.

It seems now that both of these commitments should be re-examined in the light of world developments of the last decade. Clearly, for all the talk of the Nationalist regime, there will never be a Formosan invasion of the mainland which will restore non-communist government to China. Even more clearly, there is no possibility of the Formosan government shaping world events as the Peking regime can do.

What is needed, then, is a realization of the fact that, if lasting peace in Asia is to become a reality, there must be a chance to converse with the nation which can do the most to control the events in that continent. That nation is mainland China, and the place for that conversation is the United Nations. Unfortunately, the time is apparently not now, regardless of the need.



## SCOTT FREE

By SCOTT WENDELSORF

**EDITOR'S NOTE:** The opinions expressed in the column titled Middle Man, Cynic View and Scott Free do not necessarily represent the opinions of the editors but rather represent the opinions of the authors.

With the reinstatement of Holmgren and Friedlander, this writer is confident that our administrators now retire each night convinced that they have granted to these students a favor unparalleled in its compassion and generosity. The action, however, hardly erases the serious implications of the initial suspension, and undoubtedly it is still beyond the comprehension of the administration why that suspension was not met with the gratitude of the student body; but rather

by the outrage of the university community's thinking individuals.

Indeed, the suspension was a prime example of the irresponsible use of arbitrary power by university administrators armed with ambiguously worded "Student Codes." This action was clearly repugnant to the doctrines of due process, presumption of innocence, and freedom from double jeopardy.

Under the purposely vague code, this University has the power to suspend a student simply for being accused of what the University considers to be a "serious" offense. It seemingly is not necessary to be convicted of anything before punishment is dealt out. In addition to being liable to trial and punishment by civil authorities, a student is also liable to

punishment (The University apparently looks upon trials as Un-American) by the University authorities for the same offense. In a private institution, the ethics and legality of such a policy would conceivably be open to debate. In a state University, however, it is clearly wrong and contrary to several centuries of common law tradition.

Enter the Student Government in a surprise flirtation with constructive social concern over the injustice of this "Student Code." A noble gesture on the part of our representatives, but (as could be expected) one that ignores the basic issue.

By attacking the particular rule in question and nothing else, the SG has in effect admitted that the University has

a right to make such rules for its students to live under. Agitating to amend the Student Code implies a support for the whole concept of a student code that establishes a soubse standard of in loco parentis justice.

The need on this campus is not for liberally enforced restrictions, but unalienable student rights against the arbitrary use of power so characteristic of the past.

We must look beyond this one rule. We must question the whole concept that fostered the unjust regulations of this University. The SC has called for more humane treatment of the slaves, but the question of challenging the slavery itself has never crossed their minds.

## Kernel Forum: the readers write

To the Editor of the Kernel:

The Kernel's recent feature story and editorial which seek to show that the Kernel costs each student less than 25 cents per year is a prime illustration of the old adage that "Figures don't lie but liars do figure." The entire analysis is specious.

In the first place, only the students have any moral claim upon monies spent from the general fund. These monies are spent on the students' behalf for instruction, libraries, janitorial services, administration, and so on. Neither the Kernel nor anyone else has an independent claim upon such funds. It is therefore wholly irrelevant to consider the pro rata portion of the Kernel's budget from student fees alone. All the money spent on the Kernel, no matter what its source, is money which it was intended should be spent for the direct benefit of the students. Possibly some students would prefer that their respective \$6 be applied to a subscription to the New York Times, the Daily Worker, or the Berkeley Barb—each of which, in its own peculiar fashion, is superior to the Kernel.

The Kernel makes much of the fact that it contributes \$50,000 of its \$89,000—

budget by means of advertising revenues. This is all well and good, but takes no account of the fact that the advertisers are paying for a guaranteed readership. Because the Kernel's readership is a captive audience, this revenue ought more properly be considered the due of the students. Without the student body to sustain the Kernel, no one would pay to advertise in it. If the Kernel believes otherwise, let it prove its point by arranging to be put on a wholly voluntary subscription basis, as the YAF petition requests. I promise to be the first to hail its independent success.

Let us next consider whether or not the Kernel is an adjunct of the Department of Journalism. According to Webster's New Collegiate Dictionary, an adjunct is an "appendage, appurtenance, or an accessory." The Kernel so qualifies. It is housed in the Journalism Building, it has an official faculty adviser from the Journalism Department, its opportunities are noted in the offerings of the Journalism Department in the official University Bulletin, and at least some of the students in the department are required to write articles for the Kernel. If words have not lost their meanings, the Kernel is an

adjunct of the Journalism Department.

And finally, the editor offers it as his considered opinion that he and his publication are the object of a petty personal vendetta on my part. In Hamlet's words, "Lay not that flattering unction to your soul." The current petition drive is wholly a spontaneous expression by dissatisfied students. I am saddened, but not surprised, that the Kernel's editor has attempted to equate a demand for journalistic integrity with peevish rancor. I assure him that it is my true purpose to see that honest student critics are not gratuitously abused by neophyte editors puffed up by the power of their subsidized press. I assure him also that the YAF will accept gracefully the identification of any errors of fact. No such errors have yet been identified by the Kernel.

W. S. Krogdahl  
Professor of Astronomy

To the Editor of the Kernel:

The following letter was submitted to local Selective Service Boards, 23 and 127, on Thursday, November 14, 1968 in protest of the draft and its system.

"Is this, Sir, consistent with the character of a free government? Is this civil liberty? Is this the real character of our Constitution? No, Sir, indeed it is not. . . . The people of this country have not established for themselves such a fabric of despotism. They have not purchased at a vast expense of their own treasures and their own blood a Magna Charta to be slaves."—Daniel Webster

The above statement, given during a period of war, the War of 1812, and delivered by a man who understood well the true nature of his own country, should be profound enough to the minds of rational beings. But to those who may not understand, and to those who will not seek understanding, we make this effort to address you.

The country he spoke of and the one we speak of are the same. The system he spoke of and the one we speak of are also the same. The country: the United States; the system: the draft.

We oppose the draft, partially because of the war (Vietnam) it currently supports, or wars it may support in the future. Vietnam, the current war, has not the support of many of this nation's leading citizens, but due to the Selective Service, and the legal authority behind it, maintains an unqualified support of this nation's young men.

We also oppose the draft because of the very nature of its name, Selective Service. Such a "service," Selective Service, discriminates against certain individuals and individual segments of our society due to educational, economic, political, and social status. It thus makes one man the beneficiary, and another, the victim.

And finally the Draft is an obnoxious denial of freedom. Conscription, its sister word, and slavery its brother.

Don B. Pratt  
Former Student

## THE KENTUCKY KERNEL

UNIVERSITY OF KENTUCKY

ESTABLISHED 1894

TUESDAY, NOV. 25, 1968

Editorials represent the opinions of the Editors, not of the University.

Lee B. Becker, Editor-in-Chief



# ROTC Has Gained Strength In 60's, Says Writer

**Special To The Kernel**  
Compulsory military training on U.S. college campuses, which had been on the decline during the 1950's, has made a comeback in the 1960's because of the war in Vietnam, according to an expose of the Reserve Officers' Training Corps written by Milton Mayer and published in the December issue of The Progressive magazine.

"In 1962," Mayer writes, "compulsory ROTC programs (which 40 percent of the students always found one way or another of ducking) had a 70 percent dropout after the required two years. Not now; four years of

being fired at with blanks by college chums has a certain contemporary charm. Draft-age patriots would rather be red, white or blue than dead.

"The once high hope of getting rid of Rot-see has gone glimmering," Mayer writes. "It (ROTC) is cemented into the campuses of 250 colleges and universities across the country. It has, of course, no more to do with the higher learning than it ever had. It has to do with marching up the hill, and, if you haven't had your head shot off at the top, down again."

A regular contributor to The Progressive whose writings on

social, religious and political developments frequently have stirred up controversy, Mayer is presently on the faculty of the University of Massachusetts at Amherst. He has taught at the University of Chicago, Frankfurt University in Germany and on the Comenius Theological Faculty of Prague. His most recent book, "What Can A Man Do?" a collection of his articles and essays, won praise from many reviewers.

In the December issue, now in the mail to subscribers, Mayer writes in his article, "ROTC: The Lower Learning," that the program "does not produce good

officers, because virtue is not absorbed through the soles of the feet. The only way the Army—any army—can get good men to be trained as officers is to dragoon them. And this it can't do on the campus.

"Beginning in 1923 (when the University of Wisconsin threw it out) compulsory ROTC faded from all of the better (and most of the worse) institutions at the rate of twelve units a year. It faded fighting, though, until, the attrition unabating, the Army finally 'approved' of voluntary programs in spite of the fact that the change-over means an instantaneous drop of never less

than 80 percent of the enrollment.

"Two years before the compulsory program was dropped by the University of Massachusetts in 1962, it was opposed in a student survey by 75 percent of the males and by 90 percent of the female conscript cadets," Mayer reports.

"In wartime 1942, 80 percent of the draftees selected for Officer Candidate School were college graduates; less than six percent of them were Rot-see products."

Faculties "generally despise" the ROTC program, he claims, and "where academic bodies have the opportunity (as they did at Boston University this spring), they strip it of its credits, reducing its positive student appeal to the money they get if they stick it out. Occasional professors of engineering, looking for scholarships for their fledglings, fancy the Army's magnanimous grants for advanced training, but the Engineering Council for Professional Development strenuously opposes Rot-see credits toward an engineering degree."

Mayer describes the content of both "academic" and military courses given under the college ROTC program. He quotes this description—taken from an Army manual used as an ROTC text—of an antiguerrilla unit: "a hunter-killer outfit capable of beating the guerrillas at their own game . . . The problem of creating the ideal soldier for the hunter-killer units is the most difficult part . . ." This "ideal soldier" employs both friendly persuasion and Armed Propaganda. The latter, the textbook says, "is the tactic of intimidating, kidnapping or assassinating carefully selected members of the opposition in a manner that will reap the maximum possible psychological benefit."

Summing up the case against ROTC in his article, Mayer writes that ROTC "may be able to liberate nations. It cannot liberate men, because men are liberated by reason, and it is not the soldier's (including the five-star soldier) to reason why.

# Three Colleges Close After Racial Disorder

**By The Associated Press**  
Racial disorders have closed three of the nation's colleges at least until after the Thanksgiving holidays.

Security forces guarded all approaches to Bluefield State College in West Virginia which was closed indefinitely after a bomb blast ripped part of the physical education building.

No one was allowed on campus without a police pass. Classes were canceled and the school's 1,400 students sent home following the Thursday night explosion, the latest in a series of

incidents including death threats and vandalism.

Wendell Hardway, the first white president of the formerly all-Black college, said damage from the blast was estimated at \$80,000.

Shortly before the violence increased, Edgar James, a former paratrooper who claims to speak for all the school's 450 Blacks, demanded Hardway's removal and presented a list of 35 grievances.

The president of Oshkosh State University in Wisconsin has suspended more than 80 percent

of the school's 111 Black students following a demonstration that ended with the wrecking of administration offices.

President Roger E. Guiles took the action Friday against 92 Black and four white students as he ordered a premature start of the school's Thanksgiving recess. More than half those suspended were still in jail.

The white president of the 11,000-member student body and the ranking Black faculty member both recommended alternatives that might lessen the pos-

sibility that the school would be stripped of all but a few of its Black students.

David Frank of Milwaukee, the student body president, said the violence indicated a gap exists between Black students and the administration and added: "By suspending the students, the question of closing the gap has in effect been suspended."

Since October the demonstrating students had sought an administration pledge to expand offerings for Black curriculum, allocate space for a Black student center and recruit more Black faculty members. The rampage in the offices began after Guiles rejected their demands.

Authorities at San Francisco State College halted regular classes again until Dec. 2 and planned a three-day convocation to discuss issues behind a student strike led by the Black Student Union.

The campus had reopened Wednesday after being closed six days following disturbances between police and students. After more minor disruptions Friday the faculty voted to hold the convocation instead of classes next week.

# TODAY and TOMORROW

The deadline for announcements is 7:30 p.m. two days prior to the first publication of items in this column.

### Today

An exhibit by the faculty of the UK School of Architecture is on display daily, 8:30 a.m. to 4:30 p.m., in the gallery of Pence Hall until December 8. The exhibit includes architectural drawings, photographs, models, paintings, and sculpture.

Dr. Gertrude Cox will speak at a Statistics Seminar on "International Education in Statistics" in the Student Center Theatre, Tuesday at 8 p.m. The lecture will be preceded by a dinner in the Presidential Room of the Student Center at 6:30 p.m. The charge for the dinner is \$3.50 per person and reservations for the dinner can be made with Mrs. Ruth Gordon, Ext. 2931, Station 289. It is not necessary to attend dinner in order to attend lecture.

John Jacob Niles and several other musicians will perform the Niles-Merton Song Cycle at 8 p.m. in Memorial Hall.

The Student Center Board will sponsor an exhibit of photography by Bill Roughen and Sam Abell in the Student Center Art Gallery. The exhibit will close December 15.

Holiday Steamed Puddings will be on sale in the Home Economics Building Lounge through noon Wednesday. Orders may be placed by calling the Home Economics Office, 2781. Orders must be picked up by noon. The sale is sponsored by Phi Upsilon Omicron, home economics honorary.

### Tomorrow

"Mutation in Bacteria" will be the topic of John Ellis at 4 p.m. in a Biological Science Seminar at Prestonsburg Community College at Prestonsburg, Ky.

### Coming Up

The Conference on Library Networks: Computers, Communications, and Photography will be Tuesday.

December 10, in the Student Center Theatre. It will begin at 9 a.m. and is sponsored by the School Library Science.

"The Alleged Narcissism of Sor Juana Ines de la Cruz" will be the topic of Dr. Alexander Parker on Thursday, December 5 at 8:15 p.m. in the Commerce Auditorium. Dr. Parker holds a chair at the University of Edinburgh, Scotland, and is currently on leave as a visiting professor at the University of Pittsburgh.

The Pryor Premedical Society will be meeting Monday, December 2 at 7 p.m. in the Medical Center, Room MN 563. The speaker will be Dr. Harris Isbell and his topic will be "The Effects of LSD and Marijuana." All premed and pre-dent students are urged to attend and all interested persons are welcome.

### UK Placement Service

Register Wednesday for an appointment on Monday with Mason & Hangar—Silas Mason Co., Inc.—Chem. E., Elec. E., Mech. E. (BS, MS); Civil E., Chemistry, Physics (BS). Citizenship. Locations: Florida, Iowa, Nebraska, Texas.

Register Wednesday for an appointment on Monday with Mutual Life Ins. Co. of New York—any graduate interested in sales or sales management. Location: Lexington area. Check schedule book for updated information.

Register Wednesday for an appointment on Monday with Skres Tarzan, Inc.—Accounting, Chem. E., Elec. E., Mech. E., Met. E., Journalism, Radio-TV-Films (BS). Will interview Juniors and Seniors for summer employment. Location: Bloomington, Ind.

Register Wednesday for an appointment on Monday with University of Alabama in Huntsville—English, History, Philosophy, Art, History, Sociology, Political Science (Ph.D., ASD).

**READ THE KERNEL**  
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**GET MORE MONEY FOR YOUR BOOKS ANYTIME — AT — WALLACE'S BOOK STORE**

**Claudius . . . Did You Know That The 1968 Kentuckian Can Still Be Purchased for only \$7.88 in Room 111, Journalism Building?**

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## Bradshaw Thankful, Harsh In Farewell Addresses

Charlie Bradshaw officially left the University athletic picture Monday night at the annual football banquet—Bradshaw's last function as head coach.

The now-former UK coach appeared grateful to some "who did all they could" during his seven years at UK.

Bradshaw personally thanked the players for their work and added, "We wish we could have helped you more."

Bradshaw singled out the senior members of the squad for their "leadership and examples displaying the fine young men that you are. Gentlemen, we're very proud of you. You've never embarrassed anyone and you never will."

### Issues Challenge

While praising the seniors, Bradshaw issued a challenge to the younger members of the

squad. "What you have done this year is not indicative of what you are capable of."

"A 3-7 record does not indicate the real story. (You can) make something happen at the University next year. We know you will."

A few hours earlier, Bradshaw was not quite as thankful. His voice quivered a bit as he spoke to a joint meeting of the Lexington and UK Wildcat Clubs in the Student Center Ballroom. A slight touch of bitterness came out as Bradshaw spoke of the apathy in the stands.

"Never will we have a fight-

ing football team until the attitudes of the UK students and supporters change. Everyone must fight as hard as the team does all week long. If there is more aggression in the stands there will be more aggression on the field."

At the luncheon, Bradshaw was presented a color television set by the Lexington Wildcat Club.

Bradshaw received another award at the evening banquet—one that probably meant a little more than the television. Senior co-captain Jeff Van Note presented Bradshaw with a paper

that "expressed gratitude and heartfelt thanks" to Bradshaw from the players.

### Palmer, Lyons MVP's

Dick Palmer and Dicky Lyons shared the Most Valuable Player award given at the grid banquet. Cary Shahid won the 110 percent award. Senior Louis Wolf had the highest scholastic standing for four years. Jeff Van Note was the Outstanding Senior and Jim Grant won the freshman leadership award.

At the earlier meeting, the individual awards for top season performance were given. Wilbur Hackett won the Ball Hawk award, given to the top defensive back or linebacker.

Dick Palmer won the Wild Man (defensive lineman) award. Dennis Drinnen was the best offensive lineman and the recipient of the Wildcat award. Vic King won the Thoroughbred award, going to the outstanding back or end.

## Is Elliott Under Consideration?

Pete Elliott, former football coach at the University of Illinois, is reportedly being considered for the top spot at UK.

John Hundley, sports editor of The Daily Illini at UI, said by phone Monday that a prominent figure in the Illinois athletic structure said Elliott was under consideration for the UK job.

Elliott was fired from Illinois two years ago after the "slush fund" scandal in which Elliott and basketball coach Harry Combes were relieved of their duties and the school put on NCAA probation.

Elliott coached a Rose Bowl team during his stay at Illinois and developed such players as pro stars Dick Butkus and Jim Grabowski.

## No Change In Ticket Procedures

The ticket allocation procedure for the basketball season will be basically the same procedure used last season.

The student must present his or her ID card and activity card at the gate. The student will then receive a ticket with a seat number on it. The doors for the Xavier game, and for all UK evening games, will open at 5:30 p.m.

Other rules for student admission procedures are:

► Persons leaving after the freshman game will not be readmitted.

► No smoking in the Coliseum except on main concourses.

► Persons caught throwing anything on the playing floor will be ejected at once.

## THE KENTUCKY KERNEL Sports

## 'Cats Open With Xavier Saturday

Despite their "too high" pre-season rating, Adolph Rupp's UK Wildcats will be heavy favorites over Xavier in the season opener Saturday night.

Rupp, who claims that the Wildcats aren't in the condition to be rated among the top three teams in the country, will be

after his 783rd win when the Musketeers invade Memorial Coliseum.

UK will be without Mike Pratt, who is still out of action because of a finger injury last week.

Rupp will probably move Mike Casey to forward, and go

with sophomore surprise Larry Steele at the other forward. At guards Rupp will probably go with Phil Argento and either Terry Mills or Greg Starick.

This combination plus Dan Issel at center will not be tall, but they should be fast. The

Wildcats will average under 6-5.

The loss of height shouldn't hurt too much since Xavier is also short. Their tallest returning letterman is only 6-6.

The UK freshman team will battle the Xavier frosh in the preliminary contest at 5:45. The doors will open at 5:30.

WISDOM IS SAVING MONEY ON BOOKS AT KENNEDYS BOOKSALE

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# Santa and the Hippies

By LUCRECE BEALE

Synopsis: When Santa leaves Santa Land, a dwarf named Heskiah turns all the elves into spinning tops. Then he sets to work in Santa's workshop to build a machine to take the place of people.

## CHAPTER 8

### THE HIPPIES AND SANTA

WHILE all these terrible things were happening in Santa Land, Santa and Ding Dong arrived in faraway Hippieville.

The hippies greeted them with a cheer. "You captured him!" cried the red-headed hippie to Ding Dong. "How did you do it?"

"I said there was a boy in a well who couldn't get out," said Ding Dong, not looking at Santa. "But

"Groovy!" yelled the hippies. "Where is the boy?" asked Santa. "We better hurry and get him out."

"There isn't any such —" Ding Dong began but the hippies shouted. "The well! Take him to the well!"

They led Santa behind one of the hippie houses and there sure enough was an old empty well. Santa peered into the hole. "Why, there's no one in it!" he said.

"Now there is!" cried the hippies. They gave Santa a push and tumbled him into the well.

"He's our prisoner!" gloated the redhead hippie. "Children everywhere are free. They can do as they please and not have to worry about being good anymore."

Ding Dong shouted, "But what about Christmas?"

"Nobody has to be good for Christmas anymore," bragged the redhead.

"But without Santa Claus there won't even be any Christmas!" protested Ding Dong.

"True," said someone in surprise. "I hadn't thought of that."



"Now it is time for me to get back to Santa Land."

With a grunt and a groan Santa Claus suddenly popped out of the well — a very easy matter for one who had been popping in and out of chimneys all his life.

He shook his head sadly and said to Ding Dong, "I'm surprised you'd trick me like that."

"I did it so they would see what you're really like," mumbled Ding Dong, red-faced.

"Actually, he looks like a hippie!" exclaimed someone.

"I dig those whiskers," said another hippie.

"I dig that groovy red suit," said another.

"So what's all the fuss?" asked Santa.

"Well," said the redhead with embarrassment, "we don't like to comb our hair or eat with forks instead of fingers or clean our rooms and all like that."

"Fine," said Santa. "But why knock the kids who do?"

"You mean you don't care about being good?"

"There are lots of ways of being good," said Santa. "I expect that, in their own way, hippies are very, very good."

"Oh, I dig this Santa Claus!" exclaimed the redhead.

"And I dig hippies," said Santa gravely. "But now you've had your fun. It's time for me to get back to Santa Land to fill my Christmas orders."

"Suppose," said a hippie, "we sent you a letter. Would you fill our order?"

"Try it and see," said Santa, with a smile.

Then he turned to leave, but as he was about to climb in his little plane Edgar the elf swooped down on the back of a red-eyed goose.

"Santa! Santa!" gasped Edgar. "A terrible thing has happened!"

"What on earth can it be?" cried Santa in alarm.

"Santa Land is no more!" moaned Edgar. Tears rolled down his cheeks and he wrung his hands in despair.

## — CLASSIFIED —

Classified advertising will be accepted on a pre-paid basis only. Ads may be placed in person Monday through Friday or by mail, payment enclosed, to THE KENTUCKY KERNEL, Room 11, Journalism Bldg. Rates are \$1.25 for 20 words, \$3.00 for three consecutive insertions of the same ad of 20 words, and \$3.75 per week, 20 words.

**FOR SALE**  
FOR SALE—Jaguar 1960, four door sedan, light blue, good tires, engine just completely overhauled; stick—four on the floor transmission. Phone collect or write LeGrand Thompson, Bagdad, Ky. 40003. Phone 747-6700. 20N51

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**ONE, TWO** roommates to occupy 2-bedroom Apt. Barclay East through Dec., available lease Jan. 1. Call 252-6238. 21N51

**FOR SALE—1967 Honda CB 160**, like new engine, \$325 or best offer. 655 Maxwell Ct. daily 11 a.m.—1:30 p.m. 22N31

**LOST**  
LOST—Ladies' gold Waltham watch 3 weeks ago. Reward. Call 8-4423. 20N51

**FOR SALE—1967 MGB 1800 British racing**, green, over-drive, luggage rack, spoke wheels, tonneau cover. Condition warrants price. Call 277-7771. 22N31

**LOST—Yellow gold ladies' watch**, leaf shaped. Black cord band. Lost at UK-Florida game. Large reward. Call 254-8084. 22N31

**1964 MG Midget**. Wire wheels; 36 mpg. Radio, heater. Must sell (tuition). Best offer over \$700. Also, two '68 Yearbooks, cheap. 266-5712. 25N51

**LOST and FOUND**  
LISTED is the property on hand in our lost and found department not listed before. Items may be claimed from the Campus Police in Room 3, Kinkead Hall from 8 a.m. till 5 p.m. Monday through Friday: 1 Lady's Blue Purse; 3 pairs Lady's Glasses; 3 Keys; 1 Man's Sweater; 1 pair Man's Sunglasses; 3 pairs Lady's Gloves; 2 Umbrellas; 1 Book of Stitches; 2 Men's Jackets. 25N21

**FOR SALE—Set of Rader Mag wheels** for G.M. car, and a 1965 Honda 300 Motorcycle. Call 252-7017, after 5 p.m. 20N11

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APT. FOR RENT—Eff. furnished; 3 blocks from campus. See Mer., 318 Transylvania Park or phone 254-8482. 7N1f

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**Electric in-car heaters!** STARTS TOMORROW! Adm. \$1.50

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### Let's Get It Straight

## THANK GOODNESS!

"Thank goodness!" you say, when something turns out well in spite of your fears. "Thank God!" says someone else. We realize that usually these are simply heartfelt expressions of relief. But let's analyze them a bit more closely

"Thank goodness" is an impersonal sort of expression, not addressed to anyone in particular. "Thank God," if uttered sincerely, can mean that you recognize His power to intervene in your life, and that you appreciate it. However, the person who unthinkingly says "Thank God" for every minor circumstance that pleases him — "Thank God it's quitting time! Thank God the dishes are done! Thank God that pest is gone!" — is taking God's name in vain, for he has no thought of his Creator in speaking in this fashion. He is simply being profane.

Someone has asked, "Whom does the atheist address when he wants to express gratitude for unexpected good fortune?" Henry Van Dyke wrote a story called "The Lost Word," in which a man gave up the word "Father" from his vocabulary in exchange for

some material gain. "But when his child was saved from death, when undeserved blessing came to him, he was at a loss how to express his gratitude. Finally, sensing the emptiness of his life without God, he repented and found peace.

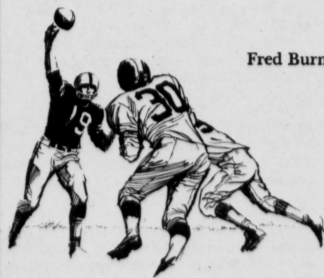
"What have you that you did not receive?" asks the Bible. Your mind, your body, your talents, the very breath you draw, were not your gifts to yourself. You were endowed with them at birth. Whatever good use you are able to make of them is only by the grace of God who continues to supply you with life and the ability to function. Have you lost the word "Father" from your vocabulary? The only way you can regain it is to become a child of God through the new birth, through receiving Jesus Christ into your heart and life and thus becoming related to God through Him.

For free booklet, "FOLLOWING CHRIST," write to Box 327, RIDGEFIELD, N. J. 07657, DEPT. KK

Tomorrow: Edgar's Story

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Fred Burns — Dick Boneta — Lou Burns, CLU



## FOOTBALL FORECAST

| CLICA GAMES OF THE WEEK           |       | THIS WEEK'S GUEST EXPERTS |                  | CLICA Picks      |
|-----------------------------------|-------|---------------------------|------------------|------------------|
| Notre Dame vs. So. California     | ..... | Tau Kappa Epsilon         | Pi Kappa Alpha   | SO. CALIFORNIA   |
| Army vs. Navy                     | ..... | SO. CALIFORNIA            | NOTRE DAME       | ARMY             |
| Alabama vs. Auburn                | ..... | ARMY                      | ARMY             | AUBURN           |
| Florida vs. Miami of Florida      | ..... | AUBURN                    | AUBURN           | MIAMI of FLORIDA |
| Oklahoma vs. Oklahoma State       | ..... | MIAMI of FLORIDA          | MIAMI of FLORIDA | OKLAHOMA         |
| Florida State vs. Houston         | ..... | OKLAHOMA                  | OKLAHOMA         | HOUSTON          |
| Georgia vs. Georgia Tech          | ..... | HOUSTON                   | HOUSTON          | GEORGIA          |
| Mississippi vs. Mississippi State | ..... | GEORGIA                   | GEORGIA          | MISSISSIPPI      |
| Vanderbilt vs. Tennessee          | ..... | MISSISSIPPI               | MISSISSIPPI      | TENNESSEE        |
| Texas vs. Texas A&M               | ..... | TENNESSEE                 | TENNESSEE        | TEXAS A&M        |

LAST WEEK'S RESULTS:

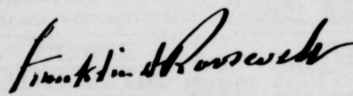
Baptist Student Union 5-5; Newman Club 5-5; CLICA Picks 5-5.

LOOKING FOR THAT MAGAZINE YOU ORDERED?

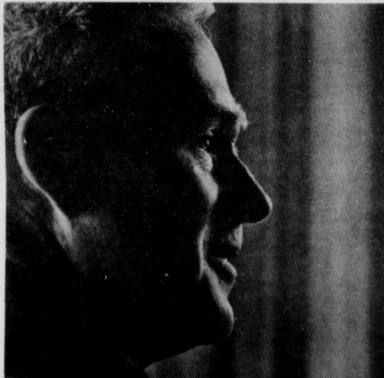
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Mr. Galvin:

# ADVERTISING IS A SHOWCASE FOR INGENUITY... THE PRODUCT SALE IS ACCIDENTAL



"If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology. Because it brings to the greatest number of people actual knowledge concerning useful things, it is essentially a form of education... It has risen with ever-growing rapidity to the dignity of an art. It is constantly paving new paths... The general raising of the standards of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the knowledge of higher standards by means of advertising."



Dear Mr. Galvin:

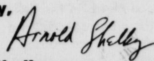
One mysterious aspect of business today is the mind-bending talent of the advertising agency. Increased advertising sophistication and an indefatigable quest for originality have produced campaigns which subordinate the client's chance of future profits.

Advertising theorists maintain if the campaign is creative, the product will automatically sell. Thus, ads today shock rather than sell, stimulate emotions rather than discuss the product. What is selling merchandise today is not the advantages of the product but the ingenuity of the ad.

The omnipresence of television has replaced other media in importance. Thus, TV commercials have to be more exciting than the programming; commercial breaks cannot bore the viewer. Consequently, heavily advertised products have developed distinct personalities: the Volkswagen, the Lay Potato Chip, the Coca Cola ads all have distinguishable characteristics. Alka-Seltzer's introspective conversations between a man and his stomach, Excedrin's documentary analyses of the headache and Goodyear's tire for the woman with no man around are advertising marvels. But is selling the product the ultimate purpose, or is that purpose proving the ad-man's creative genius?

Thus the question: are today's ad campaigns designed to shock a media-controlled public into buying or to prove the creative splendor of the advertising business? I contend business is being trampled upon by the ad agencies' quest for creativity; and, therefore, if the product does sell it is strictly accidental.

Sincerely,



Arnold Shelby  
Latin American Studies, Tulane

## WHO CARES ABOUT STUDENT OPINION? BUSINESSMEN DO.



Three chief executive officers—The Goodyear Tire & Rubber Company's Chairman, Russell DeYoung, The Dow Chemical Company's President, H. D. Doan, and Motorola's Chairman, Robert W. Galvin—are responding to serious questions and viewpoints posed by students about business and its role in our changing society... and from their perspective as heads of major corporations are exchanging views through means of a campus/corporate Dialogue Program on specific issues raised by leading student spokesmen.

Here, Arnold Shelby, in Liberal Arts at Tulane, is exploring a point with Mr. Galvin. Keenly interested in Latin American political and social problems, Mr. Shelby toured various countries in the area last summer on a "shoe-string" budget. He plans a career in journalism.

In the course of the entire Dialogue Program, Arthur Klebanoff, a Yale senior, will probe issues with Mr. Galvin; as will Mark Bookspan, a Chemistry major at Ohio State, and David G. Clark, in graduate studies at Stanford, with Mr. DeYoung; and similarly, David M. Butler, Electrical Engineering, Michigan State, and Stan Chess, Journalism, Cornell, with Mr. Doan.

All of these Dialogues will appear in this publication, and other campus newspapers across the country, throughout this academic year. Campus comments are invited, and should be forwarded to Mr. DeYoung, Goodyear, Akron, Ohio; Mr. Doan, Dow Chemical, Midland, Michigan; or Mr. Galvin, Motorola, Franklin Park, Illinois, as appropriate.

Dear Mr. Shelby:

Advertising is one of the most often criticized and least understood professions. It is also one of the most complex, involving consumer needs and desires, market economics, tastes, semantics, the arts, persuasion, and a host of other factors. In advertising, as in many other fields, there is a constant quest for originality and creativity. Today's consumer—more sophisticated and better educated than ever before—demands it.

Different advertising techniques are needed to sell different products. Audiences must be carefully evaluated. Advertising that sells soft drinks could not be successfully used to sell—say—heavy machinery, surgical instruments or textbooks. Effective techniques must be visually or graphically arresting—and augmented by carefully chosen language—to express the salient features of the product or service to the listening, viewing, or reading audience. A "creative" ad that merely displays ingenuity, or shocks, without presenting the product in such a manner as to persuade its purchase on the basis of merit, as well as its intangible benefits, cannot be considered really creative.

Advertising is never an end in itself; its goal is to communicate knowledge so that the consumer may exercise his freedom of choice, his intelligence, and his desire to buy or not. However, even the most creative and persuasive advertising will not sustain sales of inferior merchandise for very long.

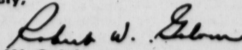
Television has not replaced other media in importance. While the impact of television cannot be denied, use of print advertising, billboards, direct mail, and other media are at an all-time high.

Like you, I deplore pedestrian and tasteless advertising. Likewise, I deplore "trashy" books, inferior movies, poor plays. Advertising has the complex task of appealing to all tastes, all intelligence levels, all ages, and both sexes. A person is subject daily to over 16,000 advertising messages. Many are informative, entertaining, motivating, precise, practical; many show a lack of creativity, poor taste, and over-use of gimmicks. In the final analysis, judgment is passed by each of us in our buying decisions.

In our sensitivity to that which we may find objectionable, we should also note that the advertising business donates some \$260 million dollars' worth of public service advertising each year... Smokey the Bear, the Peace Corps, Keep America Beautiful, the Red Cross, the United Negro College Fund, Mental Health, CARE, UNICEF, Radio Free Europe, and many more worthwhile campaigns.

From what I know of advertising firms and their people, I believe the profession offers one of the most challenging, fulfilling careers available. Keen young critics like yourself are needed to constantly upgrade the quality of its services, and shape them to fit the precise future needs of society. This will continue to assure responsiveness to the needs expressed by the consuming public.

Sincerely,



Robert W. Galvin  
Chairman, Motorola Inc.