

Senate Committee Kills State College Measures

Name Change, Ex-Officio Member

Bills 'Tabled' Unanimously

Two bills affecting the California State Colleges have been killed by the Senate Governmental Efficiency Committee, according to a report in the California Teachers Association Legislative Letter.

SB 189 by Sen. Meryvn Dymally of Los Angeles would have allowed the State College trustees to change the names of selected campuses to "State University" as they felt the campuses qualified for the title.

SB 190, also by Dymally, would have eliminated the four ex-officio members from the college trustees and substituted one faculty member. An amendment would have increased faculty memberships to four.

Both measures were tabled by unanimous vote. A "tabled" bill cannot be revived without a two-thirds vote of the committee. By contrast, one "held in committee" can be revived with a majority vote.

State College trustees and facilities were unanimous in support of SB 189. They testified that certain of the older, larger state colleges qualify as "universities" in size, quality and breadth of programs, and prestige.

As a practical matter, they said designation as "state universities" would be extremely helpful in recruitment, retention

and morale of faculty and in obtaining grants from federal and private foundation sources.

They held that ample precedent exists for the name change in other states. They denied the proposal is a "foot-in-the-door" tactic ultimately designed to allow the state colleges to encroach on the role assigned to the University of California in the California Master Plan for Higher Education.

Committee members indicated a feeling the name change would tend to fuzz the distinction between college and university, and would confuse the two institutions in people's minds, particularly if some of the state colleges were to be known as such while others would be known as state universities.

There was no indication as to whether the committee was voting against elimination of the ex-officio memberships in SB 190, or against faculty members on the Board of Trustees.

If the ex-officio membership provision was the cause of opposition in this key committee, it could have important consequences for other similar bills, including one which eliminates ex-officio memberships from both the college trustees and the University Board of Regents.

CUB Continues Action Course With New Projects, Policies

Action continues to be the main objective of the College Union Board. At its last meeting on March 16, several different projects and policies were reported and passed.

Howard Goodwin, College Union Board Director, reported that he had an opportunity to attend a meeting in San Francisco on Wednesday, March 29 with the college union directors from California Colleges. The topic of discussion at the meeting was the financing and programming of a College Union. Goodwin's request was passed by the Board.

Also, Mrs. Kay Chaffey expressed a desire to stay on the Board rather than resign, although she cannot attend any of the meetings. A motion was made to ask for her resignation, but it was defeated unanimously. Mrs. Chaffey was then appointed to the Activities Committee.

Paul Moore presented the Board with a request to purchase some new equipment for the CAC poolroom and to repair the equipment their now. Valley Billiards of Sacramento has submitted a bid of \$1,555.40 for the improvements. Several Board members expressed a desire to obtain more bids, and the motion by Moore was tabled until other bids could be received.

Recently, Marvin Trump of Trump and Sauble Architects made a report to the Board on the schematics and landscaping of the College Union.

Trump outlined the steps that the Board will have to take in order to complete the new building. The first step

is to submit a written program plan, since the architects have to get a general idea of what needs to be done in the way of remodeling the old buildings and designing the new ones. Trump also stated that it would be relatively simple to keep the large spaces in the new buildings and use the old buildings for the smaller ones.

The schematic drawings, Trump said will be rough outlines, and will not include markings for doors, wall thickness, or electrical wiring. Once these drawings are approved, the preliminary drawings and working drawings will be prepared. The next step will be the actual supervision of the building.

Trump also asked the Board to submit a program of activities the Board is planning. He also needs the topographical survey and the soil sample results before the schematics can be completed.

Film Today Discussing

Future in Mathematics

A mathematics film entitled "Challenging Conjectures" will be shown today at 4 p.m. in the Wildlife Auditorium. Admission is free.

The filmed lecture by Dr. R. H. Bing tells why "this is a good day to be a mathematician and a mathematics teacher."

Dr. Bing is a Professor of Mathematics at the University of Wisconsin and Former President of the Mathematical Association of America.

Tuesday Noon Edition

LumberJack

HUMBOLDT STATE COLLEGE

Arcata, Calif.

Tuesday Noon, April 4, 1967

No. 27

Alirio Diaz, Famed Guitarist To Give Concert in Sequoia



ALIRIO DIAZ - Guitarist Here Tomorrow

Alirio Diaz, classical guitarist, will appear in concert in Sequoia Theater Wednesday at 8:30 p.m.

Mr. Diaz has just completed a concert tour that has taken him to London, Vienna, Rome, Mexico City and New York, and appears here as part of the HSC Lecture-Concert Series.

His program will include two sonatas by Scarlatti, a Bach suite transcribed for guitar, and a variety of Latin American music for which the guitar has a peculiar affinity. These will include dances by the 17th Century guitarist-composer Gaspar

Sanz, and music by Mario Castel nuevo-Tedesco, one of the outstanding contemporary composers, and I. Albeniz who wrote no music for guitar, but whose piano works are transcribed for guitar.

A pupil of master guitarist Andres Segovia, Alirio Diaz has taken his own place as a classical guitarist. His interpretations of the great classical masters Bach and Scarlatti have earned him great renown in Europe and America.

Tickets are now on sale at the College Bookstore at \$2.50 general admission, \$1.50 with ASB card.

Marine Lab Used By Many Students

by Tim Stewart
LJ Feature Editor

Last September, the Humboldt State College Marine Laboratory at Trinidad was opened for use by all college students interested in studying marine life.

The cost of the Marine Lab was approximately \$600,000. According to Dr. James Gast, Professor of Oceanography, Humboldt has the only lab with salt water system aquarium in the California State Colleges. The reason the lab was constructed in Trinidad is that it is the only area where the salt water can be utilized, said Gast. If it wasn't for the salt water, the lab would have been constructed on the hill top campus.

Presently there are two divisions that use the marine lab, Natural Resources and Biological Science. Out of these two divisions, students who major in Oceanography, Fisheries, Zoology, and Botany use the lab every week to work on their specimens. In fact, said Gast, 200 students use the lab about forty-five regularly scheduled hours a week. They also use it in the evenings, as well as on Sundays.

Each student gathers his own sea water specimens to work on.

(Continued on Page 8)

Communists Topic Of Carl T. Rowan, Former USIA Chief

"Where the Communists Won't Co-Exist" will be the topic of speaker Carl T. Rowan, a national syndicated columnist, author, diplomat and former director of the U.S. Information Agency Thursday, April 6, in the Sequoia Theatre. The 11 a.m. speech is part of the Chancellor's Statewide Lecture Series.

Rowan has an excellent background in government service as well as the keen perceptive powers of a top-ranking newspaperman. No other Washington columnist can boast of winning the coveted Sigma Delta Chi award for three consecutive years.

The late president John F. Kennedy started off Rowan's governmental career at the age of 35 by appointing Rowan Deputy Assistant Secretary of State for Public Affairs. He was appointed Ambassador to Finland two years later.

Rowan, "one of our outstanding young Americans" according to President Lyndon Johnson, was appointed in 1964 by President Johnson to succeed the late Edward R. Morrow as director of the USIA. As its director Rowan enjoyed the confidence of a select circle of Administrative Advisors, cabinet members and the President himself.

In 1965, in order to return to the newspaper profession Rowan left governmental service. His syndicated column appears in all major cities throughout the country and he has written many pieces that have appeared in the major magazines of the country.

Rowan has written four books, his last two, "South of Freedom" and "The Pitiful and Proud," were cited by the American Library Association and placed on its annual list of "Best Books of the Year."

His appearance in Sequoia Theatre is open to the public and there is no charge for admission.

Debator To Speak On Free Enterprise

Mr. H.C. Peterson, a professional debater in the field of business from San Francisco, will give a talk entitled, "I Speak for Business," this Friday at 1 p.m. in Founders Hall Auditorium reported Gerald Stewart, Business Club President.

Mr. Peterson represents a group of businessmen who, at their own expense, give various talks defending free enterprise, said Stewart. Stewart added that the speaker urges audience participation and welcomes the opportunity to debate with members of the audience.

Stewart also stated that Mr. F.M. Brown will speak with H.C. Peterson this Friday. Brown is also a member of the same speaking group.

Summer Schedules Now Available

Summer Sessions Catalogs are now available, reports Dr. James Milne, Extension co-ordinator, and may be obtained at Room 217 in the Administration Building.

Milne said the catalogs contain registration forms which can be submitted now with a \$10 Foundation Fee. Tuition fees can be paid anytime between now and June 24.



CARL T. ROWAN
(Courtesy Humboldt Times)

Editorial

Future at Stake In ASB Elections

Two student body elections will be held this month, and the LUMBERJACK will soon be carrying the details of the issues and ideas at stake.

On April 14, students will have an opportunity to accept or reject the planned restructuring of Student Legislative Council. If the proposed constitutional amendments are accepted, Council representation will soon be on a divisional basis, and terms of office will conform with the quarter system being accepted next fall.

And on April 27-28, general ASB elections will be held to choose a whole new slate of officers for next year, from ASB President on down.

People who have in the past criticized the value of student government have now had an opportunity to see what a strong organization CAN do to benefit students and supplement their educations. The Tutorial Program, Experimental College, Focus: Vietnam, and "Big Brother" are only a few examples—examples of what can be accomplished in the future, only more successfully.

If we are to continue moving in this direction, we need an interested and informed student body. Interested and informed enough to vote intelligently in the upcoming elections.

That's why we are urging people to examine the upcoming issues closely and critically.

The educational opportunities open for us next year will largely depend on our judgement now.

Open Letter

Urges 'Yes' Vote On Restructuring Question

"In an attempt to make Student Legislative Council more representative of the student body," is a quote from the proposed restructuring plan that was accepted by S.L.C. three weeks ago and will be going to the student body for approval on April 14, 1967. As chairman of the Restructuring Committee, I am urging each of you to study this proposal, and make sure this is really what you want.

During the two years I have been associated with student government, students have been hollering for a more representative type of government. Most of the candidates for office last spring campaigned for some type of Council restructuring, and this promise is now being kept. Restructuring has been in committee for almost a year and all of the minute details have finally been worked out.

Each of the nine major divisions will have an equal voice on Council, and as we progress towards stressing academic functions more than social, this type of representation on Council will prove to be a necessity. I might also add that "factions" on council will be eliminated under this type of government. The program has been designed to fit into next year's switch to the quarter system and if there is full participation by each division, there is no reason why this new type of government will not prove to be the best in the history of HSC.

Again I urge everyone to carefully study the proposal and if it meets with your approval, please vote yes on April 14

Steve Fisher Chairman, Restructuring Committee

Letters

Agrees With Health & Hygiene Column

Editor:

In regard to the article written by Steve Richards in Friday's Lumberjack ("Health and Hygiene Not Useful"), we say AMEN. As students who have taken and are taking this course we feel that the hours that we spend studying and going to class are a waste. It is not fair to students who would like to spend their time more constructively to be burdened

by a class that is anything but educational.

It is true that knowledge can be gained from any class taken in college or high school, but the amount of knowledge gained by this class does not merit the time, effort and worry which students have put into the subject.

We have come to college to become educated. Health has not told us anything new and interesting. It is a rehash of the old and known. To make a course like Health and Hygiene a requirement is an indirect slander on the educational qualities of the college student.

Dan Franck Phil Backlund Rod Rector

Let's Oust Non-Students!

(Editor's Note---The following article is reprinted from the February 1967 issue of Voice of the Faculties, a newsletter of the Association of California State College Professors, by David Lucas Editor, Voice of the Faculties

Following the fine example of the Governor and the Regents of the University, the removal of non-students from the campuses of the California State Colleges would seem to be long overdue.

We herewith call upon the State College Trustees to act now, to prevent still further deterioration of our educational system.

Those non-student alumni and civic leaders, who come on campus to help us shift more of our resources toward inter-collegiate athletics and away from our educational programs, should henceforth be barred from campus.

Those non-student parents, housing coordinators, and student activities coordinator, who are helping us to keep the young people on campus in a condition of childhood under institutional care, effectively preventing most of them from becoming adults, should henceforth be barred from campus.

Those non-student military, government, and business recruiters who are trying to enlist our young people in the effort to perpetuate current American institutions, rather than to examine them and challenge them, should henceforth be barred from campus.

Those non-student hired agents of the military, the Peace Corps, and the FBI, who are coming on campus to solicit information about our more socially conscious students which would screen them out of our crucial government operations and would discourage other students from becoming socially conscious, should henceforth be barred from campus.

THOSE NON-STUDENTS who come on to campus to organize and direct government and business and religious institutes so that an increasing share of college resources may be converted into an arm of other, non-education American institutions, should henceforth be barred from campus.

Those non-student buildings and grounds and technical personnel who are absorbing an increasing amount of the State College budget so that our colleges may become more like showplaces than like centers of learning, should henceforth be barred from campus.

Those non-student officials, Trustees, and administrators who are on campus attempting to make the colleges indistinguishable from other branches of State bureaucracy, should henceforth be barred from campus.

Those non-student faculty members who insists that they are here to do the job they were hired to do, to fulfill the terms of the State Education Code rather than to challenge it and to proceed beyond it, should henceforth be barred from campus.

Those non-student matriculated young people who are here

(Continued on Page 7)

A.S. President Speaks Out

Arrest is Only Drug Danger

by John Woolley

According to Pharmacology--The Nature, Action and Use of Drugs, marijuana is a drug that causes a mild form of intoxication that has become popular with many people. The article further added that neither tolerance nor physical dependence develops. It would then seem that the greatest danger involved in smoking marijuana is that it is a felony and can lead to arrest and conviction.

The reality of this situation is being presented to three Humboldt students the hard way--through arrest. The three were arrested in a raid March 16, and must now face the consequences that could ruin their whole future as adults in society. The law seems to have taken the stand that IT is more important than the individuals.

The whole incident, and ones like it, indicate the need for drastic changes in the drug laws of this nation and state. No longer should these situations exist, for the growing use of marijuana makes the law unsuitable.

Our present concern is for these students. The college administration, the faculty, and the student body should make every effort possible to help these persons.

We cannot ignore them, for they are NOT real criminals, but are individuals who have been caught up in an archaic law. We request mercy for these people from all whowill be their judges.

Letters

'Foreigners' Jailed In Humboldt County

Editor:

The other day three bearded, sinister men and one girl were sentenced by our Garberville judge to 90 days in jail. Although they weren't stealing tires or lifting shop goods or disrespectful to our Christian folk down there; they were caught holding up in a deserted cabin to get out of the rains. This is TRESPASSING!

Why they were given only three months, I'll never understand, because these are the people that won't put on ties, manufacture guns or file income tax. HIPPIES, (as they are called) everyone knows are against free enterprise! Imagine, all that they claim they want is to buy our land in order to colonize on the Eel River and live by fishing for our fish and farming our top soil. Think of the damage they'll do to our lumber and thriving industries down there, and they won't be buying our imported produce or drinking our gin. Why, I must say, that they would not even fight for Humboldt County, Social Security or LBJ!

Now we were lenient this time to the foreigners, because one day out of ninety was suspended. But I beleive this is the beginning of an invasion. So let us quickly summon Governor Reagan to lead our National Guard to protect us from ourselves. After all, everyone must get stoned. You know in your heart I'm right!

Donald E. Park

Lumberjack

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Curriculum Committee Approves Recommendations on Military Credit

The Faculty Curriculum Committee has approved the following recommendations of its subcommittee on the evaluation of educational experiences in the Armed Services:

1. General Credit for length of service is not to be granted and hence not to be used for degree purposes; however such credit may be recognized for admission purposes.

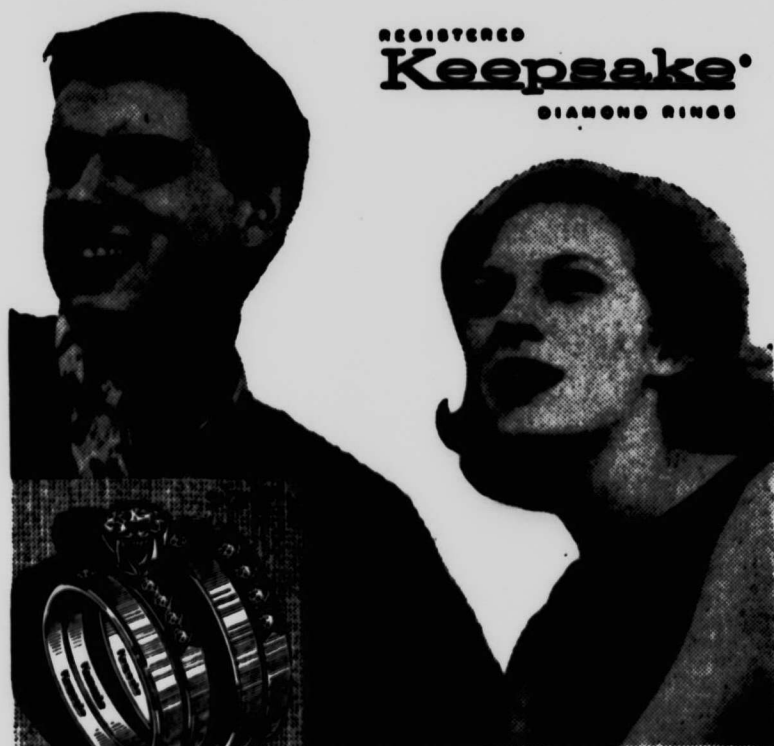
2. Two years of active military service may be used for waiving course in Personal Health and Safety.

3. No waiver of physical activities requirement will be granted for less than one year of service. One-half of the requirement will be waived for between one and two years of active service. The requirement will be waived for two or more years of active service.

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FORUM:

FORUM . . . presents timely and provocative opinion and discussion on subjects of general interest. Faculty members and students are invited to submit material on any topic. Manuscripts may be submitted to the Lumberjack editor in LA 18 and should not exceed 1000 words.

by Cedric Hepler
Campus Minister

Dr. Edward C. Hobbs of the Church Divinity School of the Pacific (Episcopal), Berkeley, gave three lectures at HSC March 6 and 7 entitled "The God-Language Game." Dr. Hobbs indicated how God-Language must be put in its place or locations.

Today, God-Language is used in Church, in theological discourse, and cursing. It is expected that God-Language be used in these places because the mood of our secular age has relegated the un-viable concepts of God-Language to areas that are untouched by or do not touch the nitty-gritty, gut-level of existence.

And even the use of God-Language in cursing validates its un-viable character, for it is used openly with no qualms of threat or retribution from a "Supernatural being or realm." God-Language in cursing is more acceptable and less "shocking" now than references to sexual functions and eliminations of bodily wastes by humans or other beings. In such a secular mood the attempts to restore God-Language to ordinary language will be futile.

The task for our age, which is post-Christian, i.e., being without the substance of a metaphysical world or being from which all directions of life are taken, and secular, i.e., basing the meaning and purpose of this life on the contingency and need of this life--is to understand how God-Language functioned when it was viable.

It is then apparent that since God-Language does not function for our age a language that gets at the vital issues of our limitations and needs must be found and called into action. This will be a secular language out of experience aimed at our limitations and needs. It will function in the same way as God-Language functioned for the religious persons of say the first century A.D.: it will "language" or will cast as functionally transcendent the communality of the exposure of human limitations and needs and the ability to accept and live creatively with these limitations and needs by everyman.

It is the discrepancy in the actual case of our limitations and need for others and in our hypocritical denial of our limitations and dependence on others that is exposed in the situation of the prophets, Jesus and the disciples speaking and acting in love and acceptance in spite of our limitations and needs.

The originality of the "Gospel" "I"-"you"-"we" are all

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Discussion of 'God-Language Lectures

limited and in need and really don't have to live inauthentically by faking our way through life as if we are almighty in ourselves-- by this we can be set free from our pasts and liberated for the future. This is a new beginning as one not condemned but as one accepted for what one really is, as all are-- limited and in need of one another.

Jesus was but one instance of this exposure of this human situation of limitation and need. The penetrating originality of the situation of Jesus which the first disciples know as God-Language is available to us today, but only so in a secular, ordinary language that speaks to us and conditions the exposure situations for us in terms, concepts, images, myths, and symbols that arise out of secular existence today. This was the experience of the "first" users of God-Language; they too, as all humans have and will, spoke

of and acted upon their experience of this functional transcendence of the communality of the acceptance of human limitation and need or dependence on others for life, trust and love.

This has been but a brief response to the originality and creativity that Dr. Edward Hobbs shared with us concerning our common need to admit the discrepancy in the actual case of the death of God-Language for a secular world and our continual hypocritical use of it to attempt to use it to speak to this world when in fact it has been absolutized to speak about a being apart from this world and living in another world--a world that we can only hope to prepare for this world.

Oh, ye of this world who suffer, who starve, who are politically powerless, have faith, for ye shall reap thy rewards on the golden banks of the sweet bye and bye.

Dr. Proctor Receives Russian Research Grant

Dr. Thelwall Proctor, associate professor of Russian, will soon be traveling to Russia on an exchange scholar program.

The program includes a grant which provides for living expenses, transportation to and from Moscow, and additional excursions.

Dr. Proctor will spend seven months in Russia doing research in the University of Moscow Library for a Russian Literature book covering the period from 1890 up to the Russian Revolution. Until now, this historical period of Russian writing has not been explored. Dr. Proctor's book will be an introduction to this period of Russian works for the interested reader.

In his research, Dr. Proctor hopes to gain access to the Archives of the University Library which house much of the material, in the form of personal papers necessary to Proctor's research. In order to complete his research, Dr. Proctor

requires the use of these papers for study, although critics of such documents are not very popular with the Soviet Government.

Further plans include traveling in Europe and visiting many old friends. At present, Dr. Proctor has failed to hear from the Soviet Ministry regarding his formal acceptance, although he believes there is little possibility of refusal.

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HSC ART STUDENTS DO BRONZE CASTING



Easy does it are the words of command as students lift the red hot crucible of molten bronze from its position in the furnace.

Artists warm up
on cold mornings.

Photos
by Lou D'Aria



Careful hands poke into furnace to make sure the melting process is well under way.



Professor of Art Melvin Schuler puts finishing touches on

Text by Fred Nave



After the pieces of styrofoam are invested in sand the bronze is carefully poured into the form.

Bronze Casting

A small group of Humboldt students use and maintain a small scale bronze foundry that they built themselves.

On a Wednesday night or a Saturday morning, in and around an old tin building known as the Hut located between the Science Building and the baseball field, one can find a group of students busily casting pieces of sculpture in bronze.

This group consists of two instructors and the 19 students enrolled in Art 180, Workshop Bronze.

Louis Quimby, quarter time instructor, and Melvin Schuler, Professor of Art, are the two instructors for the class, with Quimby supervising the mechanics of the casting process and Schuler handling the aesthetic end of the course.

According to Quimby, the students work with styrofoam, wax, and foreign burn-out material to create pieces of sculpture, and then invest their work in sand, plaster, or ceramic shell, the materials into which the bronze is poured.

Schuler and Quimby agree that the process of pouring hot bronze, if not carefully handled, is a very dangerous task. They have continually stressed the fact that care should be taken when pouring the bronze.

According to Schuler, the class began three years ago under the direction of Jim Bom, an instructor hired to fill a temporary vacancy in the Art Department.

Schuler said that the following year a student, Gordon Van Zee, took over the direction of the class under his supervision.

Last spring Schuler had 10 students enroll in the class, and with the help of Quimby, he was able to uncover much information on bronze casting.

According to Schuler, this class is off to a fine start, with much of the progress due to past experience and close watching of the funds used to buy material and equipment.

Schuler welcomes prospective visitors to drop in and take a look around. He does warn, however, that visitors must stay out of the way, since the operation is a delicate one and can become quite dangerous.



Student places finishing touches on sand investment of styrofoam.

Board of Trustees Names Outstanding Prof Each Year

Every year, the California State College Board of Trustees asks each state college to submit the name of an exceptional faculty member for possible state-wide recognition as Outstanding Professor.

At Humboldt, the Academic Senate has established a Faculty Awards Committee to receive nominations from the faculty for Outstanding Professor, then recommend one or two professors to the Senate and College President for their approval.

The Academic Senate has given the committee the following criteria to aid in making their selection:

"The Outstanding Professor is one who has attained distinction in his field and has demonstrated, as well, a high order of leadership within the college. Distinguished teaching may or may not be among his accomplishments, and, therefore, student opinion will

not be a major determinant in his selection."

Only faculty members may submit nominations, and they must include a written rationale supporting their selection and are held in strict confidence.

Each college submits one name to the State Academic Senate, which narrows the field to three to five names, and passes them on to the Board of Trustees for their final selection.

The Outstanding Professor Award is primarily for the professional educator who has become involved in campus activities and is noted for his research and study. To recognize the person who has established his name as a "teacher," or a person highly devoted to the education of students, another award, the Distinguished Teacher Award, is given.

The same committee that chooses the Outstanding Professor candidate also makes recommendations for the Distinguished Teacher. The members use basically the same criteria, in that the faculty is asked to submit nominations, from which the "Teacher" is selected. As this is a local award, it does not go to the State Academic Senate for approval.

The nominee for the Out-

standing Professor receives \$500 from the Humboldt State College Foundation. Last year's winner was Dr. John Gimbel of the History Department. The Distinguished Teacher receives \$500 from monies granted by the Board of Trustees, and last year's recipient was Mr. Floyd Glende of the Music Department.

Although students do not have a voice in the granting of either award, Dr. Joseph Trainor, chairman of the Faculty Awards Committee, said that student "reaction" is measured through the members on the Committee.

Selection of committee members is based on the professor's experience on this campus.

Current members are: Mr. Max Butler, associate professor of art; Dr. Stuart Johnson, assistant professor of sociology; Dr. John Pauley, professor of speech and drama; Dr. Roscoe Peithman, professor of physics; and Dr. Trainor.

Dr. Don Karshner, dean of students, remarked that in the area of recognizing outstanding teachers, students should have more of a voice. It is important, he said, that students be allowed to affect directly what effects them.

LITTLE MAN ON CAMPUS



Reagan Names Commission

Sacramento-Gov. Ronald Reagan has named four persons as members of the Educational Commission of the States.

The Commission was created by the 1966 Legislature.

Named were: Charles Luckman, Sr., Los Angeles architect and a member of the Board of Trustees of

the California State Colleges; the Most Reverend Francis J. Furey, Bishop of San Diego; James E. Stratten, executive director, Booker T. Washington Community Service Center, San Francisco; and Dr. Max Raftery, State Supt. of Public Instruction.

Campus Security Concerned Over Recent Student Behavior

The Campus Security Police has expressed some degree of concern over student behavior at recent athletic and social events on campus.

One officer mentioned there has recently been a higher incidence of intoxication at these functions, but was quick to point out that most of the offenders appear to be College of the Redwoods students.

Campus Security officers have said that their only concern when encountering a student who is intoxicated and/or obnoxious, is to get that student home as quickly and safely as possible. They will not turn him over to the local police except in "extreme" cases.

They say that referral of a drunk student to the local police could easily result in an arrest and conviction record that could hinder the student's endeavors

for the rest of his life. "We won't do this unless we really have to," one officer said. "We would much rather see a drunk's buddies take him home before he gets into real trouble."

Real trouble, the officer indicated, is an arrest and court trial. He said that local police officers tend to be very adept at spotting persons in this condition and arresting them.

He also said that in addition to the future embarrassment caused by a criminal record, courts in the area have been known to sometimes deal stiff sentences to intoxicated persons, particularly those that are underage or involved in the conveyance of an automobile.

"We don't want to make trouble for students," said one officer, "we just want to keep them out of it."

Movement to Form Fraternity For Radio-Television Students

There is a movement to form a national radio-television fraternity on campus, reported Richard Taylor, an active member of the students involved.

The national name of this fraternity is Alpha Epsilon Rho. The students hope to become nationally affiliated some time this spring reported Taylor. The group has not elected officers yet, but has applied for a permit to organize on campus.

The organization, Taylor explained, is to be an honorary, coed fraternity. Its purpose is to encourage scholarship in radio and television, to encourage broadcasting skills, and to recognize and promote

outstanding ability in students. The advisor of the group is Dr. Dale N. Anderson, associate professor of speech-radio-television.

The group now has a membership of approximately 15. The next group meeting will be today at 2:00 in the television studio in the Language Arts Building, and Taylor said he urges all interested students to attend.

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NON-STUDENTS (Continued from Page 2)

to find careers and marriage partners that will help solidify American institutions, rather than examine them and revise them, should henceforth be barred from campus.

THE RESULT OF THIS long overdue purge will be of course, that only a few will remain on each State College campus. There will remain a handful of student-professors who are here to advance the frontiers of knowledge and social institutions. There will remain a handful of matriculated students who are here to learn the yet unlearned, and to attempt the yet unattempted.

Last but by no means least significant, there will remain on each campus a handful of formerly matriculated students who have achieved an unusually high level of personal, social, and intellectual awareness, and who have therefore abandoned the stultifying structure of course and curriculum in favor of a genuine effort to read, learn and explore the means whereby American colleges can perhaps begin to assume the forefront in the realm of ideas and in the realm of social experiment.

Only those few student-professors, matriculated students,

and formerly matriculated students will be left on each campus. But at least the California taxpayers will be happy. They will at last be getting their money's worth in the kind of intellectual and social leadership that only these types of genuine students on our campuses can provide for the taxpayers.

ASB Pushes for Better Air Service

The Associated Student Body, through the efforts of ASB Vice-President Gary Morse, has investigated the possibility of improved commercial airline service to the Eureka-Arcata area, and has achieved favorable results.

The investigation began in January, according to Morse, when Professor David Kwan sent a letter to Pacific Air Lines, the only company with scheduled passenger service to Humboldt County, inquiring into the possibility of a new schedule with better connection to Southern California.

Kwan noted that many HSC students, traveling home, as well as faculty members attending conferences, are often times required to take an extra day in making the trip, due to the lack of late afternoon and evening southbound connections.

Currently, Pacific departures from Eureka-Arcata fly only as far south as San Francisco, and the evening plane arrives too late for a passenger to make connections for the Los Angeles and San Diego areas. Likewise, the morning northbound flight to Eureka leaves San Francisco very early, thus making it necessary for a passenger from Southern California to arrive in San Francisco the night before, or take a later plane.

After Kwan's letter, Morse contacted Pacific Air Lines on behalf of the ASB, voicing similar complaints. Last week, he received response from Juan O'Callahan, a PAL vice-president, stating that the problems mentioned by Morse have been the subject of "considerable research," and that a new schedule, effective April 30, should alleviate many inconveniences.

The new schedule, according to O'Callahan, will provide for "excellent connections" to Southern California on both the late afternoon flight southbound and the morning flight northbound.

In addition, O'Callahan said, Pacific plans to inaugurate one-stop Boeing 727 fan-jet service from the Arcata Airport to Lockheed Air Terminal in Burbank, with the northbound flight leaving Burbank in the early afternoon and southbound flight departing from Arcata in the late afternoon. Both flights will operate daily and will make brief stops in San Francisco.

O'Callahan said the new schedules will be made public "in the near future."

HAVE YOU INVITED YOUR MOTHER YET?
 Campus Mother's Day, April 22. Pick up forms & invitations in the Activities Office or Bookstore today!

From the Editor's Desk

New Campaigns To Sell Beer

by Don Rubin
 LJ Editor

The March 29 Wall Street Journal carried a story on current competition in the brewing industry, chronicling the battle between world sales leader Budweiser and runner-up Schlitz for bigger and better markets.

Both companies are beating their brains out to out-sell each other, thereby increasing corporate profits and prestige.

And what is their strategy? Are they spending millions on research, so a more pleasing and palatable product can be brewed? Or are they planning to cut their prices or increase bottle size, thus giving customers more for their money?

No, such methods would be entirely un-American—in the sense that the American public would never respond to them. Instead, Budweiser and Schlitz are relying on the tried and true methods for boosting sales—new advertising gimmicks, packaging innovations, and a scattering of promotional stunts that are as crazy as they are costly.

Both companies have spent considerable time and money on advertising campaigns, and one jingle or slogan soon replaces another, when it is discovered that consumers would rather "pick a pair of six-packs," than go for the brand with "real gusto."

Publicity gimmicks from the makers of Budweiser include lavish \$8 million garden showplaces at their Tampa and Los Angeles breweries, August Busch's estate and private zoo in St. Louis, and its team of 2,000 thoroughbred Clydesdale horses similar to those that pulled brewery wagons at the turn of the century, but now only pull floats at the annual Tournament of Roses parade in Pasadena.

Schlitz, on the other hand, contents itself with sponsoring frequent concerts in home-town Milwaukee, and throwing a quarter million dollar parade there each Fourth of July.

With things like this going for them, one can easily see why the two brewers are world's leaders in sales, although many beer-drinkers freely admit they prefer the taste of Coors or Burgie Draft.

But beer-drinkers aren't true American consumers. They spend too much time slurping suds, instead of watching television, where they can discover the name of the brand that is used by handsome guys with sports cars or memorize idiotic jingles they can whistle while wheeling their supermarket carts to the check-out stand.

They don't go 200 miles out of their way on a vacation trip to take in a brewery tour and visit a garden exhibit they've heard so much about, or smell the fragrance of eight 2000 pound horses in an exhibition tent (last seen by this writer on display on Fisherman's Wharf in San Francisco).

And the real beer-drinkers are concerned with the quality (and the price) of the contents INSIDE the can, and are not really impressed by such "conveniences" as pop-tops, which made the can-opener obsolete at the expense

of thousands of fingernails.

One can't really blame the leaders of Schlitz and Bud for channeling their desires for increased sales into such ridiculous (and costly) activities. After all, this is what the American consumer wants. He wants the beer that is most accepted by SOCIETY (and society, in advertising language, means handsome guys with beautiful girls, admiring each other with sickly stares). He doesn't necessarily go for the brand that tastes best, is cheapest or gets him the drunkest the fastest.

This poses an interesting, but probably unanswerable question: Are sales promotion techniques molded to fit the natural desires of the American consumer, or is the American consumer the way he is because of the materialistic, unrealistic sets of values rammed down his throat by the advertising and promotional media?

In other words, which came first, the chicken or the egg?

Overall Fall GPAs For Groups Listed

Overall student grade-point averages from the Fall 1966 semester have been compiled, according to a report from Dr. Don Karshner, dean of students.

The averages were compiled by Tom Price, registrar, and Bill Aubry, of the Counseling Center.

All-college grade-point averages for men and women were as follows:

- All men average: 2.58
- All women average: 2.72
- All college average: 2.63

On campus living groups:
 Sunset Hall (women) 2.70
 Redwood Hall (men) 2.53
 Nelson Hall (men) 2.41
 Total Residence Hall Average: 2.55

Social Fraternities:
 Delta Sigma Phi
 Total membership: 2.61
 Tau Kappa Epsilon
 Total membership: 2.41

Social Sorority:
 Delta Zeta
 Total membership: 2.61

Optometry School Scholarships

An opportunity for a career in health service is being offered by the University of California School of Optometry at Berkeley.

The School is seeking more students for its professional program to help meet California's rising need for optometrists.

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(Continued on Page 8)

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MARINE LAB...

(Continued from Page 1)

Gast pointed out that some of the students use them for dissections, while others use them for studying each specimen's habitat. All the specimens in the lab were locally gathered; none of them were purchased.

The teaching facilities consist of one laboratory and a large

aquarium. Gast said that a small chemistry room will also be utilized soon. Another room was intended to be used as an all-purpose room for conferences and studying, but it is instead being used as a store room, due to lack of storage space.

In addition to Dr. Gast, instructors at the lab include Dr. Robert Rasmussen, botany; Dr. John DeMartini, zoology; Dr. James Waters, zoology; Dr. George Crandell; oceanography; and John Winther, fisheries. According to Gast, each class consists of approximately twenty-four students. Each instructor has a designated time when he may use the lab for instruction.

Concerning transportation to Marine Laboratory, Dr. Gast said, "Transportation is presently being handled by the college.

Each day students are being transported to and from the lab at no charge."

Regarding who may use the lab, Dr. Gast said, "The Laboratory here is a campus facility. It is not just for one department's use. It is for all divisions at Humboldt." He also pointed out that any student who desires to utilize marine specimens is welcome to use the lab whether or not he is a Biological Science or a Natural Resource major.

As for the future, Gast stated that later on, the lab may be used as a place to do underwater photography. In the future, the lab will be used for anything associated with marine life, said Gast.

The laboratory will also be used this summer by students and faculty members for research and study. In addition, students in the summer institutes at Humboldt will get an opportunity to utilize the lab if they desire to, said Gast.

Dr. Gast invites any student to come to the new Marine Laboratory and inspect its operation. "After all, the lab is for all the students of Humboldt State College," said Gast.



JACK HURLER - Much of Humboldt's baseball hopes rest on the left arm of Tommy Thomsen, this strong throwing first year hurler.

OPTOMETRY

(Continued from Page 7)

well as private practice. After preoptometry study in any college, students receive professional education at the University of California in small classes and modern clinics.

For further information, interested persons are requested to write to the Student Relations Panel, School of Optometry, University of California, Berkeley 94720.

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Portland Cindermen Dump Humboldt

by Mike Blackwell
LJ Sports Writer

Portland State, with its superior depth and balance, thrashed Humboldt 101½-43½ in a dual track meet held on the Portland oval last Saturday.

The Lumberjacks weren't without glory however, as three of the Jacks set three new school records. Mike Phillips, a standout miler, stepped off a record-breaking pace in the mile with a time of 4:18.6. Gary Tuttle, sophomore distance runner, was clocked at 9:25 in the two mile in his record-setting time.

Pete Sturman, veteran hurdler of Humboldt, was clocked at 14.9 in the 120 yard high hurdles to smash the old standard. However, Humboldt State only managed to win 5 of 17 events. John DeWitt threw the javelin 200'5" to grab the last first place finish for the Jacks.

Portland's ace Harold Strong was the standout of the meet by winning the 220, 440, and anchoring two winning relays teams. His time of 48.5 in the 440 set a

new Portland State record. Portland swept the 100 yard dash, the shot put, and discus to run up their point total.

KHSC Concert Selections Told

The following selections will be heard this week on KHSC-FM's nightly concert music program at 8:30 p.m.
Tuesday, April 4th

Serge Prokofiev's Symphony #4 (8:30) and Symphony #9 (9:10) featuring the Philadelphia Orchestra conducted by Eugene Ormandy.
Wednesday, April 5th

The Houston Symphony Orchestra conducted by Leopold Stokowski will present Dmitri Shostakovich's Symphony #11 (8:30), and Sonata #2, Op.64-featuring Emil Gillels, pianist (9:35).
Thursday, April 6th

Piano Sonatas of Haydn (8:30) and Hall of Song (9:30), both produced by National Educational Radio.
Friday, April 7th

Because of a dispute between players of the Cincinnati Symphony Orchestra and their management we have been informed that the Cincinnati Symphony, originally scheduled for broadcast at this time, has been cancelled by the network and the following program will be presented instead: the University of Chicago presents "The Contemporary Chamber Players Concerts," which will feature a group of young, professional instrumentalists.

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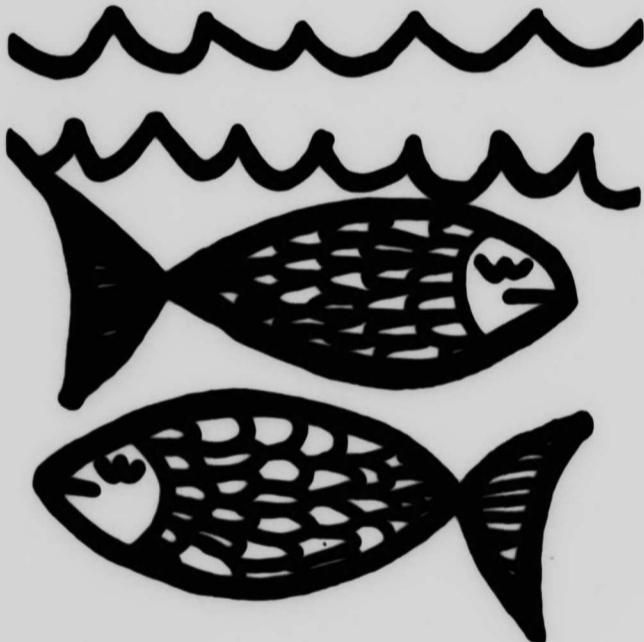
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