**Editor Discusses** The Brown Card; See Page Four

# The Kentucky

Today's. Weather: Cloudy, Showers; High 71

Vol. LIII. No. 109

LEXINGTON, KY., THURSDAY, MAY 10, 1962

Eight Pages



Gamma Sigma Delta

Four persons were given awards Monday night at the Gamma Sigma Delta banquet. First row from the left are: Robert L. Milam, Shepardsville, outstanding senior; and Earnest L. Harris, Prospect, outstanding alumnus. Second row, Benjamin A. Taylor, Macco, outstanding junior; and John C. Ferguson, Sonora, outstanding

# Honors Day Program Cites 223 Students

The highest honors the University can bestow on graduating seniors will be awarded to one man and one woman during Honors Day ceremonies

To be honored students must rank in the top three percent of their respective colleges. The 22s students to be honored include: COLLEGE OF ARTS AND SCIENCES

# The Algernon Sydney Sullivan Medallions, awarded for "the possession of such characteristics of heart, mind, and conduct as evidence a spirit of love for and helpfulness to other men and women," will be named during the 3.30 nm program in Memorial Hall. Prof. Staley Adams of the College of Engineering, winner of the \$500 Alumni Association Award for outstanding teaching, will deliver the principal address at the ceremonies honoring the University's academically elite. To be honored students must award a were presented attachment to the past year were presented attac

Students who have distinguished themselves in the College of Pharmacy during the past year were presented awards at a banquet at the Student Union Building last. Student Union Building last

harmone ten Journal Pharmacy Administration award, for best grades in sharmaceutical administration, Wallace D. Ralph, Goodeltswille, Tenn.

Oscar C. Dilly Memerial award, in memory of Mrs. Mary E. Dilly and given for lighest grades in all courses the control of the control o

Continued on Page 8

## IFC Plans New Rush System

The Interfraternity Council Tuesday approved a tentative plan for rush to go into effect ing to accept them.

"This is the biggest change the

The plan was approved by a 15-2

They will list fraternities they are interested in pledging.

Each fraternity will compile a list of rushees they want to pledge. Then, the IFC rush committee will compare the two and decide which fraternities the rushees will pledge.

Later in the semester, freshmen will sign preference cards listing the fraternities which impress them the most. Freshmen will not pledged until the second se-

be pledged until the second se-

"This is the biggest change the IFC has made in its rush system since the adoption of deferred rush, but I would not call it a revolutionary process, but an evolutionary process.

this explanation of the existing rush system:

"When men are eligible to be pledged, fraternities give them pledge pins when rushees are willing to accept them.

"We feel the new system as "We feel the new system as "We feel the new system as "Alonted will make rush short, dy-both ites."

"It is the biggest change the changes are the result of rush will be after the Christmas vacation.

A rush evaluation report was presented to the IFC representatives. The report was compiled by president, from a questionnaire distributed earlier to all fraternities. we used last year tender we used last year tender of students on the campus.

"We feel the new system as adopted will make rush short, dynamic, and appealing to both rushees and fraternity men."

The tentative dates for rush were set for Sept. 20-27. Open before the IFC by John Connor. The organization, a community service club, is sponsored by the Kiwanis Club.

Membership applications were set for sept. 20-27.

# the plan was approved by a 15-2 vote following a lengthy discussion of the procedure. The plan uses a "bid system." The system outlined by Tom Cooper, IFC rush chairman, will work this way: Rushees will sign a bid card in the office of the dean of men. They will list fraternities they are interested in pledging. since the adoption of cardinal trushes and fraternity most are volutionary process. Troupers Present Show Friday, Saturday Nights

The University Troupers will half of the show is keyed to campresent their annual program brings back memories of Ft. Friday and Saturday nights at Lauderdale, Fla. the Alumni Gym.

The setting and theme for the musical comedy is just plain col-

"Collegiate," directed by Troupester. ers' sponsor, Bernard Johnson, is Bill Cooper, IFC president, gave a show of dual nature. The first

additional application forms are available in the office of the dean Connor said the organization was open to both independent and fraternity men.

## **Brockman Misquoted** In Kernel Yesterday

The Kernel yesterday misquoted
Jim Brockman, one of three candidates for Student Congress president, in the front page story headlined, "Candidates Give Views On Coming Sc Election."

In quoting Brockman's statements, the Kernel inadvertently tites As such, these restricts of the state of t

didates for Student Congress pres-ident.

"The article should have said that Student Congress has been dominated in the past by rep-resentatives who are also mem-bers of fraternities and sopori-ties. As such, these representa-tives have interests generally similar, to those shared by other

ments, the Kernel inadvertently wrote:

"I'm definitely anti-Greek, but I think independents and Greeks should get together and really have a representative congress." on been truly a student body representative organization because written: "The definitely NOT anti-Greek. . ." to apologize for this error of omitting one very important word.

As a further explanation of his process, and the congress of a social Greek organization, I would like to stress that I am NOT anti-Greek. It is my purpose and hope, however, to interest the unaffiliated students in their Student Gorgess on independents and Greeks can get together and real-article on the views of the can-



'It's All In The Touch'

today from 1-5 p.m. in the game room in a wom-en's day event sponsored by the SUB Recreation committee. There will be no admission to ladies for the afternoon, and no admittance to gentlemen,

#### Coliseum To House Science Fair Friday

An Eastern Kentucky State College scholarship of \$100 will be the prize for the top project in this year's State Science Fair Friday and Saturday.

The fair, in which high school pupils compete for prizes with laboratory projects, will be cosponsored by the UK Department of Zeology and the Kentucky Junior.

Zoology and the Kentucky Junior Academy of Sciences.

#### CLASSIFIED

FOR SALE

SALE—Large desk in good condiBy Prof. A. W. Goodman. Phone
2168 or 7-3947 after 8:30 p.m. 8M4

FOUND—In Margaret I. King Library— 1960 Class Ring, No school given. Car be called for in Periodical Room. 10M4

WANTED—Full time or Summer work for young man at McDonald's carryout Restaurant. 73 heritagen work for young man at McDonald's carryout heritagen 24 p.m. every weekday. 10M4t

JOB OPPORTUNITIES
SUMMER JOBS PER COLLEGE MENTOWN DATE OF THE COLLEGE
TOWN DATE OF THE COLLEGE

RALEIGH LANE FOR PRESIDENT: On the basis of proven ability, Raleigh l Cen.
Project. I unent of Student Country of Student Country (IV)
Ie, UK Debate Tear
LOST

LOST—Glasses and sunglasses, in case. Call Delta Zeta House, 2-9940. 8M2t

MISCELLANEOUS
TENNIS RACKETS restrung. Expert. overnight restringing, machine strung. New and used rackets for sale. Call Larry's Tennis Service. 6-6147. 18Axt

ALTERATIONS—Dresses, coats, skirts. 348 Aylesford Place. Phone 4-7446. — Mildred Cohen, 27A18t



I WITNESSED THE ATROCITIES IN ANGOLA

ATROCITIES IN ANGOLA
A pregnant mother is clubbed to
death. A laborer is thrown in prison
for missing a day's work. Hundreds
of Angolans are slaughtered in cold
blood. In this week's Post, an American 'missionary describes this
butchery. He tells how the Portuguese keep 4,000,000 Africans in
near -slavery. And how he himself
was jailed on trumped-up charges.
The Saturday Evening.

The Saturday Evening

MAY 12
ISSUE/NOW
ON SALE

International Business Ma-chines, Nucleonies Laboratory of the Lexington Signal Depot, Wesson Metals Co., and the UK Department of Zoology will set up exhibits in the concourse of Memorial Coliseum for viewing by the academy members and the public.

The students' exhibits, will be

The students' exhibits will be judged at 6:30 p.m. Friday by a group composed of specialists in different scientific fields and col-

different scientific fields and college students in the various areas of science and engineering.

"Awards will be announced at 10:30 a.m. Saturday in the Ballroom of the Student Union Building. At that time, prize-winning discussions will take place and the new KJAS officers will be installed.

#### Mike Fearing Elected To Newman Post

ism major from Ashland, was elected province extension vice chairman of the Ohio Valley Province of the Newman Club Federation.

The Ohio Valley province covers 50 Newman Clubs in Ohio, Indiana, Kentucky, and West Virginia. Miss Fearing will work with five regional directors in establishing new Newman Clubs and rebuilding weak ones.

Miss Fearing was also honored by the Province Executive Committee for her outstanding contribution to local, province, and national levels of the Newman Federation.

The lectures will be on the "Bay-esian Theory Versus Classical Sta-tistics and Practical Statistical De-cision Making." The first lecture will be at 9 a.m. tomorrow in the Music Room of the Student Union Bullding, and the second will be at noon in the Donovan Hall Cafeteria.

First Since '60

# **Students To Select** SC Officers May 14

A campus-wide election, the first in two years, for Student Congress officers is set for 7:45 a.m. to 5:30 p.m. Monday, May 14.

Designated polling places will be in the main corridor of the Journalism. Building and the voting booth in the Student Union Building.

Each student must present his ID card in order to vote. He must ID card in order to vote. He must

ID card in order to vote. He must also sign the register at the poll. ID cards will be punched on the which preceeds the word "sign" before the student's signature to safeguard against the possibility of a student voting

On the ballots, the names of the nominees will be printed under the title of the office for which they

There will also be space on the ballot for write-in votes. Requirements for a write-in candidate are completion of one full semester in residence, and full-time student standing.

There will be at least two poll managers present at each voting area who will be responsible for enforcing the voting procedures. Marvin Henderson, chairman of the elections committee, said:

this week from 9 a.m.-5 p.m. in the east corridor of the Student Union Building. All students except graduating seniors must have their pictures taken because the present cards expire at the end of the 1962 spring semester.

I-D Photos Pictures for I-D cards for 1962-63 will be taken every day

#### CONTACT LENSES

## KRAUSS OPTIK

183 N. UPPER Phone 4-8083 By Appointment

# **Dunn Drugs**



SERVICE

RAPID DELIVERY

Fountain Service Open 7:30 a.m. to 9 p.m. Sandwiches and Short Orders

WILL DUNN DRUG COMPANY Lime and Maxwell 4-4255

The area will be arranged so that anyone wishing to observe the y counting procedure may do so. A running tally will be kept of the votes on a blackboard for the benefit of those watching.

The total number of ballots cast will be checked against the total number of persons registered to yote.

ed to vote.

"The ballots will be kept in the Student Congress office until the end of the semester when they will be destroyed," Henderson said.



# PHONE 4-4570 LAST DAY —

- STARTS FRIDAY Wierd . . . and Fascinating! Journey to the 7th Planet - AND -"Lost Battalion"







ANGELA LANSBURY · BRANDON de WILDE

# ticians have been changing the traditional ways of making business decisions. These men have been using computers and esoteric formulas to bring about the big advances in fields such as invent-JUST ARRIVED

Law School To Hear

Prof. Robert Schlaifer of Harvard, a leading authority in

the field of Bayesian statistics (the theory of predicting the

success of untried products) will give two lectures tomorrow.

Although intended for law students, the lectures will be opened

or the public.

The lectures will be on the "Baysian Theory Versus Classical Staistics and Practical Statistical Desiston Making." The first lecture vill be at 9 a.m. tomorrow in the dusic Room of the Student Union Suilding, and the second will be to noon in the Donovan Hall Tafeteria.

Since World War II, mathematicians have been changing the

Statistics Lectures

"Rise and Fall of the Third Reich"

\$1.65 Paperback

#### **Kennedy Book Store**

TOMORROW NIGHT **FOLLOW THE CROWD TO** 

On the Old Frankfort Pike

TWIST to ... CHARLIE BISHOP

> And His Band! COUPLES ONLY

DANCELAND



Throb And Dreamgirl

Pin-mates, Ronnie Christopher, a member of Pi Kappa Alpha fra-ternity, and Lochie Overbey, a member of Kappa Alpha Theta so-rority reign respectively over each other's formal held last weekend.

## Social Activities

Alpha Psi
Alpha Mu chapter of Beta Alpha
Psi, national accounting fraternity,
recently elected Barnar Burke,
president. Other officers includer,
Carle Garrett, vice president,
Charles Boyd, treasurer.
Steve Larimore, secretary; and
Sue Kay Miller, assistant secretary.

The newly initiated members of Kappa Sigma fraternity include: Drew Hawkins, Camp Hill, Pa.; Jim Dillon, Jersey City, N. J.; Jim Paul, Elsmere; Glenn Moore, Levipotro. Lexington.

John Huffman, Harlan; Kirby Smith, III, Middlesboro; Bill Don-ham, Lima; Richard Hover, Mid-dlesboro; and Joe Dirkin, Louis-

Phi Delta Theta fraternity re-cently initiated the following mem-bers: Karl Crandall, Millersburg, Ohio; William Dubourg, Louis-ville; Doughas Pinnegan, Louis-ville; George Giazebrook Jr., Lou-isville; Christopher Gorman,



ABOUT HER INDIA TRIP

ABOUT HER INDIA TRIP
"I'm glad I went," said Mrs. Kennedy on the plane home, "but I'd
never take a trip like this again
without Jack." In an exclusive feminine chat in this week's Post, Jackie
tells why she hates the limelight.
How she put her foot down when the
Sectet Service fried to spoil her fun.
And how she managed to keep looking cool under the blazing Indian sun.
The Saturday Evening

MAY 19
INDICTION

# Pin-Mates Reign Over Formals

time last weekend, in the lives of a certain couple.

The couple . . . Lochie Overbey, a junior elementary education major from Murray, and her pinmate, Ronnie Christopher, a junior prelaw student from Murray. Both are transfer students from Murray State College.

The situation . . . Lochie is a memthe situation . . . Lochie is a member of Kappa Alpha Theta sorority, Christopher is a member of Kappa Alpha Theta sorority, Christopher is a member of Pi Kappa Alpha fraternity. Nothing really phenomenal about that, you say. Ah, but the plot thickens.

As fate, rather the Moirai,

you say. Ah, but the plot thickens. As fate, rather the Moirai, would have it the Pi Kappa Alpha formal was held Friday night at the Spring Valley Country Club. Meanwhile, a few miles away at the Rotunda in Frankfort, the members of Kappa Alpha Theta sorority were waltzing like many Cinderellas.

Cinderellas.

And the plot thickens more...

Each year at this formal occasion, the PiKA's choose a charming coed as their Dreamgirl. Yes, and each year the Theta's choose a young man as their Theta Throb.

Pring to each on Let the wonder.

By ANNE SWARTZ
Associate Society Editor
The Moirai, the group believed by the Greeks to govern the fate of individuals, were working overtime last weekend, in the lives of a certain couple.

The couple. . . Lochie Overbey, a junior elementary education major from Murray, and her pinmate, Ronnie Christopher, a junior work of the Rotunds of waltzes, the high point of the evening was an injor from Murray, and her pinmate, Ronnie Christopher, a junior.

Low and behold, Ronnie Christopher, our Prince Charming in the episode, was named Theta Throb. What a wonderful surprise to the couple. This was complete-tly unbenounced to Lochie, since the social chairman was the only one to count the ballots cast in the election of the sorority favorite.

As time would have it, and since there was still Prince Charming's formal to attend, the happy couple hailed their coach and rode off on Cloud Nine.

Cloud Nine.

Returning to Lexington in a whirl of dust, the illustrious coach carrying the royal occupant and his pin-mate came to a lurching halt at the Spring Valley Country Club, the scene of the Pi Kappa Alpha formal, Christopher's fraterity.

REPEAT — Last week I mentioned a new "Batik" designed dinner with the community of the community o

#### Repeat Performance

Kepeat Verformance
CRAIG, Colo. (P)—Ray Green
was traveling west on Berthoud
Pass. He was suddenly blinded by
snow whipped up by [passing
vehicles. His truck wound up in a
ditch. Estimated damage: \$200.
Green tried the trip again the
next day. Same mountain. Same
snow. Same ditch. Estimated damage: \$150.



ing coed as their Dreamgirl. Yes, ternity.

Within a few minutes after arayoung man as their Theta Throb.

Within a few minutes after arayoung man as their Theta Throb.

Perhaps, now, you are beginPerhaps, now, you are begin
Automatic Door

ROCHESTER, N. Y. (P)—Murtime Lochie received an inflation of the already enchanted couple dock L. Philipotts was at a loss to explain why his garage door opened and closed at about the same

As the bewitching hour of 12 to the seen well—Mike Ellis (engineering student) is the proud owner of one. This garment is difficult to dock L. Philipotts was at a loss to explain why his garage door opened and closed at about the same

effect—but sharp.

THE TREND — And a welcome THE TREND — And a welcome one, is to wear your pants at your waist line—not your hip bones (thus causing baggy, unsightly back views). The idea of wearing low, low waist lined trousers start-ed with blue peans (shades of high school) but now—!!

school) but now—!!

TING-A-LING — Went the phone and a voice identified itself as "astudent at U.K." Question—"what time of year is proper to wear a white dinner coat?" Answer: After Easter, weather permitting. Kuestion: "Should pleated tux shirts be starched?" Answer: No tonly lightly, if at all)—stiff bosom (or front) tuxedo shirts are worn only with the tail coat, and require a stand up winged collar and white tie. "Ting-a-ling," I appreciated Your call—if I can advise you—call or drop a card—I will be happy!

KRA-VAT — Wait! — Don't throw that the away—try a new spof-removing solution called (you guessed it) "Kra-Vat." Spray on—tub lightly and swoosh—clean as new (I don't think the the industry is going to like this!) — but it works!

A POST CARD — (Postmarked TING-A-LING — Went the phone

A POST CARD - (Postmarked A FOST CARD — (Postmarked Eastern State College) that needs answering. You are correct—never button the bottom button on a suit or sport coat. You win so pick up the D—— (pardon) marbles.

So long for now,





BARBARA FAULCONER Kappa Alpha Theta

Barbara was president of her pledge class last semester and was selected as the out-standing Theta pledge. She is treasurer of Junior Panhellenic and a member of the High School Steering Committee

Hymson's Tota: Teens



Barbara Faulconer, a member of Hymson's College Council, finds that Kentucky rain won't stop even when she is trying to make a getaway from the dorm.

So she wears the latest in raincoats — blue denim. This one is lined with fashionable Madras plaid. She carries a sophisticated white umbrella that doubles as a parachute if she falls.

umbrella that doubles as a parachute if she falls.

Her sheath skirt-also is fashioned in blue denim. With it, she wears a drip-dry shirt styled with a collar-band and roll-up sleeves.

Actually she wasn't making a getaway from the dorm. What really happened was that a month or so ago I was walking up the alley by the Lafayette Hotel from the parking lot and decided that it looked romantic and like Paris and that I should take some fashion shots from should take some fashion shots from

there.
So Barbara selected an outfit that

So Barbara selected an outfit that would look like a girl should look when walking and daydreaming by the Seine and we went over to take the picture, and guess what?

There were all these little menthere, and they were tearing up my romantic alley and making it look modern. There was one little man on a stepladder, so we said, "Little man could we use your stepladder. on a stepladder, so we said, "Little man, could we use your stepladder for a minute?" And he said, "Sure, lady. I don't mind. I get paid by the hour. Four dollars an hour."

So we took the picture and came back to campus to go to class to finish college, so that we can get a good job—making about . . . well, not four dollars an hour, anyway.

### The Kentucky Kernel

University &F Kentucky

Entered at the post office at Lexington, Kentucky as second class matter under the Act of March 3, 1879
Published four times a week during the regular school year except during holidays and exams.
SIX DOLLARS A SCHOOL YEAR

ED VAN HOOK, Editor

KERRY POWELL, Managing Editor
BEN FITZPATRICK, Sports Editor
DICK WALLACE, Advertising Manager
BIL HOLTON, Circulation Manager

WAYNE GREGORY, Campus Editor JEAN SCHWARTZ, Society Editor SUSY McHugh, Cartoonist BOBBIE MASON, Arts Editor

THURSDAY NEWS STAFF

KYRA HACKLEY, News Editor

PETER M. JONES, Associate

#### Why The Brown Card?

through the pages of the schedule of classes with dreams of having that "ideal schedule" the next semester. They go to the dean's office and pick up their little brown cards, then dutifully visit their advisers four or five times and finally plan their class schedule. After everything is in readiness for the next semester they give a sigh of relief and go home for the summer vacation.

After a summer of rest and relaxation they return ready to conquer new fields of knowledge, and some even look forward to the new classes. Again they march dutifully to the dean's office and pick up the little brown cards which have collected dust over the summer. They are marked "OK," so the student goes to the Coliseum to pick up his IBM

Here, however, the poor student finds that half the classes he needs are closed. He has been trying to get in one of them for four semesters and hasn't succeeded vet. Another won't be taught again until after he is supposed to have graduated. The student ends up taking three courses he doesn't need, and his whole outlook on the semester is ruined.

It seems that those who hold these little brown cards all summer might look at them and see where extra sections of a class are needed. Just because a student registers last should not mean that he has to take all the classes no one else wants. He, too, should take what is pertinent and necessary to his degree and his future job. Why do we sign the little brown cards 'anyway?

#### **Humor In Editorials**

By MAXINE CATES

Editorial Staff Writer

What has happened to the American sense of humor?

The editors of large metropolitan newspapers have lost the light touch of laughter which used to appear on editorial pages. Everything of late deals with the crucial political situations in Berlin, Africa, and South America. These events are important to the public knowledge, but it is always nice to discover some humor present in the paper.

It seems the only humor one finds

on the opinion page is the cartoon. A newspaper is not displaying itself to its utmost when it must rely on the cartoon or comics for humor. It should utilize more comical news columnists and analysts.

The editor's motto should become "news facts mixed with comedy." This sounds like a concoction for a recipe of some sort but the result could bring in a mint for the newspaper industry. If this recipe for humor were instituted, maybe the public's melancholy mind might become more saturated with articles included on the newspaper's one and only expression section, the editorial page.

In a recent article by James, alias "Scotty," Reston of the New York Times; it was said that newspaper editors ought to take a few lessons

from comedian Bob Hope. For example:

The steel industry finally found out who Big John is.

"Those Kennedys get around: They make the Roosevelts look like



shut-ins. They remind me of the Strategic Air Command: Somebody in the air all the time.

"They've even split Massachusetts, High Mass and Low Mass.

These examples are extremities which newspapers should not utilize but which editors should keep in mind while writing their editorials. After all, "news facts mixed with comedy" could bring in a mint by increasing the readership of the edi-

#### Campus Parable

By JOHN R. KING Presbyterian Chaplain

In The Screwtape Letters, by C. S. Lewis, there is a memorable sentence. The demon's plans to secure the soul of a certain man failed and in agony he falls on the floor of hell, not because his plan went awry, but as he says: "That this thing of earth and slime could stand upright and converse with spirits."

We walk this campus and our times in garments of clay-"of earth and slime" describes at least a part of our existence.

It is our eternal hope and dignity that through religious faith we encounter God and emerge trium-

#### LITTLE MAN ON CAMPUS



OMEWORK HAS IMPROVED SO MUCH THAT YOU'LL BE THE ONLY STU-MY BEGINNING OIL PAINTING CLASS EVER TO EARN AN "A". "

#### **One-Way Ticket**

The white supremacists in New Orleans who are offering Negroes oneway tickets to the North are not, as they childishly suppose, starting something. They are only continuing, by unorthodox and sleazy means, what has become a tradition. Negroes trying to better themselves have been buying one-way tickets out of the South for a generation. In the 1950's alone 1.5 million Negroes moved to the North, and the exodus continues. In the past 30 years the percentage of American Negroes living in the states of the old Confederacy has dropped from 71 to 51. By the next census Southern Negroes will probably be a minority.

The migrants have not found the Promised Land in the North, but neither has their lot been the wretchedness the Citizens Councils evidently suppose it is. Segregation and discrimination, to our shame, continue, but there are also good schools, higher wages-and the right to vote.

One has only to look at the statistics, from life expectancy to literacy to average income, to see why poor people are willing to accept help even from White Citizens Councils in moving North.

Perhaps the sorriest part of this enterprise is that it started in New Orleans, a city with a long history of toleration, a cosmopolitan oasis and a center of civilized living. An uncouth and noisy minority has tried to blemish New Orleans's reputation, using these people as its instruments. The plan is likely to backfire: it will not add to the luster of New Orleans, but it may very well succeed in helping the Negroes who are the intended victims. -The Baltimore

#### Kernels

There must always be a struggle between a father and a son, while one aims at power and the other at independence. -Samuel Johnson.

#### The Valuable Role Of Advertising

Money talks-and if advertising were not worth its salt the amount spent for this purpose would not have jumped from around \$200,000,-000 in 1880 to \$11,100,000,000 in 1959. Indeed, to imagine what would happen if all advertising stopped, we refer to an ad run by the Advertising Council: "Stores would begin cancelling orders. Very quickly, manufacturers would close down plants and lay off millions of employes. Volume production would be a thing of the past, so prices would rise fast. Within a week most radio and television stations would close up shop for lack of revenues. .

It is perfectly true that all communications media would be hurt, newspapers, magazines, et cetera. If they managed to survive at all, prices would have to be raised to such a point that few could afford to buy them, as pointed out in a recent discussion of the history and function of advertising by Robert E. Lusk, president of the New York advertising firm of Benton & Bowles, Inc.

While advertising, Lusk said, is tied closely to America's standard of living, it is the creature, not the cause of this high living standard. Its role is simply to sell goods and services

Lusk denied that, as a general rule,

advertising serves only to increase the cost of the product; he argues that it has helped steadily to reduce product cost "by widening its base of acceptance and thus allowing more of it to be produced at a lower cost, thereby lowering the selling price." He likewise denies that advertising makes people buy things they don't need, and asks: "Is it wrong for people to want these things, once they have been created, if they can afford to buy them?"

Although some advertising annoys us, we believe Lusk makes a case; the nation could hardly get along without advertising. We believe Barron's financial weekly hit the nail on the head when it said, recently: "Despite its offenses and lapses, of which the Russians have just started many, advertising has much to be proud of. By carrying the word (albeit at times in bad grammar) from producer to consumer, the industry serves as an invaluable link in the U.S. chain of distribution (one which we believe there have been too copying). . . . On any sensible bal-ance sheet, the assets plainly outweigh the liabilities."

Huckster, in short, is not a dirty

-CLEVELAND PLAIN DEALER

#### Student Art Exhibition Opens Sunday In Gallery

The annual student art show opens Sunday, 3-5 p.m., in the Fine Arts Gallery. It will encompass painting, sculpture, drawing, graphic arts, and ceramics.

The exhibition will "spotlight" five graduating seniors, Peggy Parks, Irvington; James Channon, Louisville: Lynn Bostick, Evelyn Elton, and David Otis, Lexington.

It will continue through June when two graduate students, Galaor Carbonell, from Cuba, and Phillip Harris, an instructor in art from Lexington, will have one-man shows in the gallery.

The exhibition, which will overflow from the gallery into the hallway opposite the Fine Arts library, represents 10 graduating seniors and about 30 undergraduates.

Richard B. Freeman, head of Hostesses at the Sunday after-the Art Department, commented noon opening will be members of that this was the largest graduthe Art Club.

ating class the department has ever had.

Works will also be displayed in the corridors of the first and segond floors of the Fine Arts Building. These will be representatives of the basic courses in design and graphics.

The juries selecting the ex-The juries selecting the exhibits are composed of two students, Evelyn' Elton and Peggy Parks, and four faculty members, Richard Lethem, instructor in art, and Edward V. Rannells, professor of art. Raymond Barnhart and Ann Green are judging the sculpture and ceramics.

Hostesses at the Sunday after-



Geraldine Page clasps her throat in anxiety as she talks with Pamela Tiffin in a scene from the Hal This Ten-

Williams drama concerns a prim and young woman and her tragic reversal of personality.

## 'Jacaranda Tree' **Continues Tonight**

The Guignol production, "The Jacaranda Tree," continues tonight through Saturday.

The play, written by contemporary Spanish playwright Alejandro Casona, is a tragi-comedy about the "life lie." A business firm sets out to make people happy even if it means deceiving them.

there. The Guignol production is 'Summer And Smoke'

The cast includes Renee Arena, Jim Slone, Phyllis Haddix, Anne Gabbard, Margaret Silbar, Stuart



'The Jacaranda Tree'

Phyllis Haddix and Jim Slone play major roles in the Guignol production of the Spanish play, "The Jacaranda Tree." It is a contemporary play by Alexjandro Casona which is being produced for the second time in the United States.

# Picture Is 'Tour de Force' Director Charles Dickens was a principal cast member in the play when it was produced in 1956 in p.m. Tickets may be reserved at Cleveland. Ray Smith, Guignol the Guignol box office, extension set designer, directed the play 3300. \*\*For Actress Geraldine Page\*\* The Hal Wallis screen verthough they were leaking discovered to the guignol box office, extension set designer, directed the play 3300.

Glenville seems to have staged the action as though it were be-ing seen in full proscenium per-spective. The audience has the sensation of viewing the most intimate happenings in the lives of people in a small town as

though they were looking through a fourth wall which has been lifted so that they might

sion of Tennessee Williams play, "Summer and Smoke," provides a tour de force for actress Geraldine Page as the lonely and repressed heroine, Alma Winemiller.

Buchanan. They are children, and John meets her in the park under of our time. She has a supurb acting technique of which her eloquent and expressive hands seem to be the most important part.

Througehout, her performance is the most of Williams' endings that the audience expected nothing more. However, the tragic rinality when she pulls down her window shade which had always hidden her spylong on him as he came and went from his house next door.

This climatic scene was so typical of Williams' endings that the audience expected nothing more. However, the tragic reversal has not been carried to the two central characters. Alma and bonne extended to the winch had always hidden her spylong on him as he came and went from his house next door.

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This climatic scene was so typical of Williams' endings that the audience experience in the most brilliant actions the most important part.

The most important part when she pulls down her window shade which had always hidden her spylong on the pull of Williams' endings that the audience experience in the most more from his house next door.

This climatic scene was so typical of Williams' endings that the audience experience in the most more from his house next door.

This climatic scene was otypical of Williams' endings that the audience experience in

technique of which her eloquent and expressive hands seem to be the most important part.

Throughout, her performance is flawless, and her characterization is sensitive and packed with emotional intensity. Indeed, it is above most superlatives.

The movie as a work of art is brilliantly produced and directed, and does a great justice to one of Williams' earliest works. Director Peter Glenville creates a moving and powerful study of a prim minister's daughter who is full of affectations, and captures the full magnetism of Williams' writing.

Glenville seems to have staged

He is gently malicious in his contact with her and teases her with her and teases her with childish cruelty. From the opening scene, the aud ience begins to feel the suffering work possible personalities, and must above most possible personalities, and must watch helplessly as the lonely will-living John, played with particular power by Laurence Harvey. Alma must also suffer public embarrassment because of her metally deranged mother, played expertly by Una Merkel, When we expertly by Una Merkel, When we

ticular power by Laurence Harvey.

Alma must also suffer public

embarrassment because of her

mentally deranged mother, played

expertly by Una Merkel. When we

first see Alma with her mother,

Miss Page's hands are clasped in

an intense appeal for her mother

to behave. And through the fol
lowing scenes her hands seem to lowing scenes her hands seem to tell all. Every movement is a com-plete reaction and every reaction is sensitively calculated and exe-

The tragedy of Williams' heroine lies in her complete personality reversal. This change occurs when Alma can no longer keep her love for John, who has become a doctor at his father's insistence, on a spiritual plane. Her "pride" will not let her admit that she loves him. She screams, "Did you in your wildest imagination believe I would have relations with you?" She constantly fells him that he should throw himself into his work and forget his drinking and lecherous living. When his father is killed by one of his drunken friends, he leaves and discovers his "self" in work. His return home is like that of a conqueror. The tragedy of Williams' her-

He feels that Alma is responsible for bringing him to his senses, and tries to see her. But her father will not permit the young doctor in the house. When he is gone, the father tells Alma that the doctor

from her house, and she shuts her-self up with tragic finality when she pulls down her window shade

been completed.

Some weeks later Alma is sitting in the park where she was first seen talking to John, under the "eternity" statue. She is older by years, beaten, and alone. One of her former music pupils recognizes her and joins her.

recognizes her and joins her.

The young girl, Nellie Ewell, who is played with delightful innocence by Pamela Tiffin, has just returned from school for the holidays. She had been seen earlier as a breathless teenager who had innocently and fearlessly asked "Doctor Johnny" to tell her the facts—the facts of life.

She has emerged into a beautiful and coquettish young woman while at school, and John has asked her to marry him. Of this, Alme

ed her to marry him. Of this,

ed her to marry him. Of this, Alma knows nothing, but Nellie tells her that Dr. Johnny has said that it was Alma who brought him to his senses, and that he had likened her to an angel in his life.

Alma goes to see him, and realizes that he is changed. He respects her and is grateful to her for "saving" him. She begs him, "Please love me," and the characters have completely reversed. Her need for him is now desperate, and it has broken her.

This tragic encounter is interrupted when Nellie breezily comes in and insists that Alma sing at her and John's forth-

sing at her and John's forth sing at her and John's forth-'coming wedding. Clasping her throat in anguish. Alma rushes from the room. She returns to the statue of "eternity" and is joined there by a young travel-ing salesman. She suggests that they go to a night club together, and they depart as the wind blows the dead leaves through

return home is like that of a conqueror.

He feels that Alma is responsible or bringing him to his senses, and increase to see her. But her father rill not permit the young doctor in the house. When he is gone, the table rills Alma that the doctor. have been given to Miss Page, who

had come to see him, and did not is unquestionably an actress of mention her.

Alma turns away from and walks painfully up the stairs thinking she will always be what sveryone tucky Theatre. If for no other has called her—a prim old maid, reason than the performances, it full of affectations. From her win-

#### Art Department Represented In Louisville Show

Four students, four graduate students, and two instructors in the Art Department were represented in the 1962 Art Center Annual at the J. B. Speed Museum in Louisville during April.

Those represented had 23 art pieces out of the approximate 200 accepted at this big regional art show encompassing Kentucky and Southern Indiana. Of these 23 pieces on exhibition there were two prize winners and one honorable mention.

orable mention.

Raymond Barnhart, professor of art, said the highly competitive show had seven or eight hundred pieces submitted, including paintings, sculpture, and crafts. He said the competition went as far into Indiana as Indiana University at Bloomington.

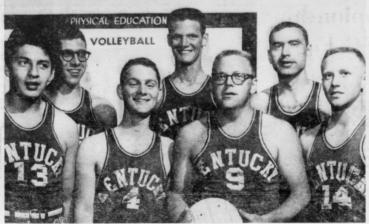
Biomington.

Students who had paintings accepted were James Channon, Louisville; Robert Foose, Lexington (water color); David Webb, Lexington; and David Otis, Lexington, (two paintings). The only undergraduate student sculpture exhibited was by David Otis.



Art Movie

Ballad of A Soldier, third in the Lexington art film series, is ing today at the Ben Ali Theatre. The Russian movie, direc Grigori Chukhrai, has English subtitles, with no dubbing of



nament this weekend in Philadelphia. In the front row from the left are Angel Aparicio, Dave Har-

rison, Don Sebolt, and Bob Miller. In the back row are Robert Taliaferro, Bob St. Clair and Jay Bayless, captain. The team is sponsored by the Physical Education Department.

## Travis Tops SEC This Season In High Hurdles With: 14.4 Time

Kentucky's Art Travis, holder of the best time in the high hurdles in the SEC this season, leads the Wildcat track squad into the league's Track Championships this weekend at Baton Rouge, La.

Itim Wiltermyre rapks tenth ton Rouge, La.

Kentucky is ranked ninth in the standings of the 12-team confer-

Other UK performers among the leaders in Southeastern Conference track and field are: John Baxter, third, with a time of 1:54.3 and Dave Cliness, 11th, with a

The nine-banded armadillo has spread from the Rio Grande coun-try in Texas northward to Kansas and Missouri and eastward to Alabama. Introduced into Florida about 1920, the armadillo flour-

Jim Wintermyre ranks ton Rouge, La.

Travis' time for the 129-yard hurdles is 14.4 seconds.

Kentucky is ranked ninth in the standings of the 12-team conference.

Other UK performers among the leaders in Southeastern Conference track and field are: John

Baxter, third, with a time of 1:54.3 and Dave Cliness, 11th, with a day and Dave Cliness, 11th, with a land Dave Cliness, 11th, with a day and Dave Clines, 11th, with a day and Dave Clines, 11th, with a day and Dave Clines in the SEC meet.

The point-rating system is based on 5-4-3-2-1 points for first through fifth places. The schools are ranked: 1. LSU (52½), 2. Auburn (36), 3. Miss. State (35½), 4. Florida (28), 5. Alabama (27½), 6. Georgia (15), 7. Vanderbilt (13½), 5. Tennessee (10¾), 9. Tulane (10), 11. Mississiphi State, Florida and Alabama are the top choices in the SEC meet.

The point-rating system is based on 5-4-3-2-1 points for first through fifth places. The schools are ranked: 1. LSU (32½), 2. Auburn (36), 3. Miss. State (35½), 4. Florida (28), 5. Alabama (27½), 6. Georgia (15), 7. Vanderbilt (13½), 5. Tennessee (10¾), 9. Tulane (10), 11. Mississiphi State, Florida and Alabama are the top choices in the SEC meet.

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#### **Volleyball Squad Opens** Against Defending Champs

The UK volleyball team will make its initial appearance the National Collegiate Tournament tomorrow in the huge Philadelphia Palestra. Their first round opponent is Santa

Monica, defending champion.

The UK squad will join last the Troupers and will take part year's runnerup George Williams, and such notables as University of In three tournaments this sea-Mexico City, Ball State, and Witsenberg, In all, approximately 15 teams will participate.

Matches will be played tomor-row and Saturday in the double elimination tournament. Teams are paired according to season accomplishment with highest ranked team playing the lowest.

Members of the UK squad making the trip to Philadelphia wer Coach Jay Bayless, Angel Apar-acio, Ry Taliaferro, Bob St. Clair, Bob Miller, Don Sebolt, and Dave Harrison. Kirk Muse, a regular on the team, will be unable to make

TV'S"BEN CASEY": WHY HE'S RITTER ABOUT SUCCESS

BITTER ABOUT SUCCESS
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The Saturday Evening.

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## Netters Prep For Championship; Drop 3rd Match To SEC Foe

The UK tennis team dropped its third straight conference match Tuesday as they continue their final warmups for the SEC Championships, to be played today through Satur-

ine Netters lost to Vanderbilt by a score of 8-1. The squad had previously lost to LSU and Tu-lane, but have not dropped matches to any nonconference foes. The squad is 12-3 on the season. The Netters lost to Vanderbilt

Ballard Moore's team had a Ballard Moore's team had a match with Tennessee in Nash-ville, yesterday in their final warmup. The SEC championships will also be held in Nashville.

In their loss to Vandy, Woody McGraw was the only man who managed to win a match. The number two player defeated Bill Darby 6-3, 4-6, 6-3.

In a freshman match the Kit-

In a freshman match the Kit-tens defeated the baby Commodores, 2-1.

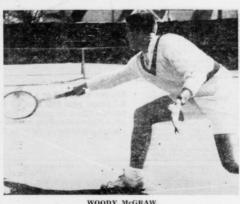
dores, 2-1.

Larry Roberts defeated Charlie
Will, 2-6, 6-4, 8-6, and Joe Durkin defeated Lindsey Builder, 6-2,
2-6, 9-7. Roberts and Durkin lost
in the doubles match to the same
two men they had defeated in
singles play.

Tony Vanderbiit 8. Kentucky 1

Tony Vanderbiit 8. Kentucky 1

Woody McGraw (K) def. Charlie Daus
(K), 6-6, 6-6, (V) def. Charlie Daus
(K), 6-6, 6-6, (V) def. Bill Darby



WOODY McGRAW Wins Only Match Against Vanderbilt

#### Frosh Sets Record In 440

Kentucky freshman Dick Hod- in a National AAU run at Dayton, getts, former Henry Clay High Ohio in 1957. track star, Monday broke the school frosh record in the 440-yard

school frosh record in the 440-yard dash. His time of :50.1 came in an assistant to Alexander Graham fres Caurell (V) def. Larry Dentric Caurell (V) def. Bob Shier (K).

1.4 records in singles play. Shier in the UK Sports Center.

1.5-4 in doubles play and Huston on the coech and Chapin (V) def. Daus and Caurell (V) def. Daus and Caurell (V) def. Dens squad, Charlie Daus, a 6-2, 200

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Miniature Golf Free to Ladies When Accompanied by Date

Play All 3 At Par 3



No Football Here Until Fall

While Coach Charlie Bradshaw is hard at work trying to update the Wildcat football team, Athletic director Bernie Shively has been busy overseeing the updating of Stoll Field. Here men are shown as they grade the playing surface after installing a drainage system.

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## Honors Day Program Today

L. Crook, Frankfort; Victor W. Day, legendence; Betty M. Gillum, Wich-Kan.

W. Glarebrook, Louisville; Vivian L. Gray, Paducah; Nancy L. unn, Paducah; Caroline E. Haase, lles, Mich.; Keith W. Hagan, Louis-les, Mich.; Layton, Livia; Trudy B. Mascla, Layton, Livia; Trudy B. Mascla, bedley A. Meyer, Pittsburgh, Pa; bert, T. Mills, Cincinnati, Ohio; riba, J. Minogue, Louisville; Jimmie F. Lexington; Druscilla D. Rawlings, Charleston, W. Va; Eugene T. Reed Jeffersontown; Richard E. Salzni, W. Hollywood, Fia.; Cecilia L. Carmel, Illie; Carol. A. Sawyer, Carmel, Mille; Carol. A. Sawyer, Carmel, Millie; Carol. A. Sawyer, Carmel, Mille; Carol. A. Sawyer, Carmel, Kenter K. Sohmer, Milburn, Swara, Jeffersontown; Lawrence, Tumbrink, Carrollton; Hugh M. alser Jr., Lexington; Annette Wits, Mann, Fla.

COLLEGE OF EDUCATION Conciors—Judith A. Beetern, Lexington; College of EDUCATION conciors—Judith A. Beetern, Lexence, and T. Delty, Lexington; Paul Duffy, Card Paul Parker, Paul Duffy, Paul Duffy, Paul Duffy, Paul Duffy, Paul Duffy, Paul Duffy, Paul Parker, Paul Puffy, Paul Duffy, Paul Parker, Paul Puffy, Paul

Mitchell.

"reshmen-Martha H. Bell, Cynthi"i Male W. Clark, Winchester, Rob"it Male W. Clark, Winchester, Robsas Y. Hussey, Lexington, Patricia
Kelly, Pittsburgh, Pa.; Frances O.
"ight, Fullon, Fernise Fennise Frances
miors—Henry M. Bennett, Calboun,
uel C. Berry Jr., Lexington; Louis
urlong, Lexington; James E. Gibbs,
"Indicatoric John M. Gibbson, Frank-

#### Pharmacy Awards

Continued from Page 1
harmaceutical Education award
nior who has made greatest schoimprovement over sophomor
Linda Ann Johnson, Bowling



DO-OR-DIE FOR NIXON: CAN HE WIN IN CALIFORNIA? CAN HE WIN IN CALIFORMIA? Nixon is staking, his career on the gubernatorial race. Can he win? (He carried the state in '60, but time and political factors have changed.) In this week's Post, you'll learn how he's doing against a right-wing Republican faction. How he's coping with his Democratic opponent Pat Brown. And why he thinks he went down to defeat in 1960.

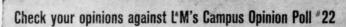
POST ISSUE/NOW .

Ashland, Creater—Sophomores: Andrewst Center—Sophomores: A

Witten, Louisville: Joseph P. WostCOLLEGE OF AGRICULTURE AND
COLLEGE OF AGRICULTURE AND
HOME ECONOMICS
Seniors—Ann E. Fits, Lexington;
Robert L. Milam, Shepherdaville;
L. Tobin, Harned; Ruth E. Williams,
Stanton, Juniors—Emily R. Greer, Middiesboro. Sophomores—John C. Fergudiesboro. Sophomores—John C. FerguChaplin, Lexington-Huelmann, Calif.
Chaplin, Lexington-Huelmann, Calif.
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A How do you feel about fraternities?



**3** What would convince you to switch to a different cigarette?



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%GI"		Don't like 'em.
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