

5-27-1964

The Daily Egyptian, May 27, 1964

Daily Egyptian Staff

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Volume 45, Issue 153

Recommended Citation

, . "The Daily Egyptian, May 27, 1964." (May 1964).

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'Cool' Lost At Library

The warmth of Morris Library this week has been a result of the process of "balancing" the air conditioning system.

This was the explanation of William A. Volk, supervisor of construction at the office of the University architect.

Volk said the new portion of the system, designed to serve the new areas of the library, is being put into use.

This involves what Volk called "the usual difficulties" of putting this new equipment into use. He described it as "balancing" the system, a procedure that involves testing, starting, checking outputs, retesting, and alterations.

The objective is "peak efficiency," Volk said.

The procedure is required of any new system, he said, but the Morris Library equipment is taking more testing-trial time than others, according to Volk.

The contractor and all others concerned are "doing the best we can," Volk said. It is not possible to estimate when the process will be completed, he added.

Psychology Lecture Tonight at Library

The eighth of nine spring quarter lectures sponsored by the SIU Department of Design is scheduled for 8 p.m. today in Morris Library Auditorium.

Israel Goldiamond, executive director of the Institute for Behavioral Research at Silver Spring, Md., will be the speaker.

His lecture will be entitled, "Symposium on the Application of Behavioral Psychology to the Design of Education."

Goldiamond is professor of psychology at Arizona State University, and adjunct professor to the SIU Department of Design.

He has worked in the areas of visual perception, stuttering behavior, and in the application of operant conditioning to such diverse areas as psychiatry, anthropology and education.

Photography Sale Today at Center

Students may purchase photos of campus scenes, activities and events at the annual print sale of SIU's Photographic Service today.

The sale will be from 8:30 a.m. to 4:30 p.m. in Room H of the University Center.

Gus Bode



Gus says he doesn't need an athlete scholarship. He can always drive his roommate's car.

DAILY EGYPTIAN

SOUTHERN ILLINOIS UNIVERSITY

Volume 45

Carbondale, Illinois Wednesday, May 27, 1964

Number 153

Car Crash Kills One SIU Student, Injures Four Others on Route 13

Six-Car Mix-Up Follows Driver's Passing Attempt



FAREWELL REVIEW - Cadet Col. John Patrick Maguire (center) was accompanied by Jeanne Ertel, Honor Guard sponsor, when he made his last inspection of the special AFROTC unit Tuesday. Maguire, a senior, ended his year as Honor Guard commander. His replacement is Cadet Capt. James W. Trobaugh.

Four SIU students remain in Herrin Hospital today suffering from major injuries received in a six-car crash near Carterville.

Dewey E. Wright, 24, of Marion, was killed in the accident on Illinois 13 early Tuesday.

The injured students are: Lynn Taylor, 22, a junior from Streator, Ill.

Dale Wasson, 23, a graduate student from Harrisburg. JoAnn Degler, 21, a senior from Du Quoin.

Makeup Tests Set For Sophomores

Make up examinations for some 800 sophomores who failed to show up for the sophomore tests given last week will be held Thursday and Friday.

Thursday they will be given at 9 a.m. and 1 p.m. in Muckelroy Auditorium. Friday they will be given at 9 a.m. and 1 p.m. in Furr Auditorium.

Thomas Oliver, supervisor of testing, said any sophomore who has not taken the test this year should do so when they are offered Thursday or Friday.

Mike Roberts, 20, a junior from North Miami Beach, Fla.

According to Dr. Herbert Fine of Carterville, who attended three of the students, Miss Taylor was the most critically injured.

"She suffered a severe, ragged laceration of the chin area that extends into the mouth, and she lost many teeth," Dr. Fine said.

In addition there is a possible fracture of the lower jaw. She also suffered a fracture of both bones in her right forearm, a lacerated right knee, multiple body bruises and contusions. Her condition is considered satisfactory.

Miss Degler suffered injuries to her left ankle, a large laceration below her right eye which crosses her cheek and extends into the nose, and a puncture and laceration of her right arm near her shoulder, Dr. Fine said. Her condition is satisfactory.

Dr. Fine said Roberts was the "least injured" of the students he attended. He suffered whiplash injuries to his neck, but apparently it wasn't fractured. He also has a lacerated right eyebrow and a lacerated right knee.

Wasson, who was attended by two other doctors, reportedly suffered a fracture of the pelvis, a cut tendon on one hand and extensive rib cage injuries. The doctors who attended him were not available for comment.

Dr. Fine said all of the students were covered with hundreds of pieces of shattered glass from the auto windows. He said they had

(Continued on Page 2)

Drip, Drip and Who-o-o!

Students to Summarize Sounds of Southern In Improvised Concert Tonight in Shryock

Two SIU composers will attempt to summarize the variety of sounds that have invaded the music world of SIU during the past year, in a recital at 8 p.m. in Shryock Auditorium.

Dan McEvilly and Gordon Chadwick, both students, will join forces in presenting what is probably the first full scale major work of an improvised nature to be performed on campus.

It, of course, may be the last.

The composers are attempting to spell out their own directions in musical thinking. The performance represents the total involvement in contemporary music of these students and their relationships with leaders in musical thought, such as SIU's Will Gay Bottje and Lucas Foss, guest conductor-composer who visited the campus last term.

Bottje's study of electronic music (an organized jumble of speeded-up, slowed-down, turned upside-down recorded rain drops, train whistles, etc.) has provided source material for Chadwick and McEvilly.

The students have also adapted various qualities from Foss' theories of improvised music.

Although McEvilly's musical lines conform more toward

the classical control than Chadwick's improvised style, the two will combine to produce an improvised concerto for piano entitled "Concerto Improvisato for Piano, Brass, and Percussion."

McEvilly will also present his Sextet, "Noctourne" for

flute and piano, and "Thirteen Ways of Looking at a Blackbird" for piano.

Chadwick will present his Two Pieces for Piano, "Herbsttag" for solo baritone based on the poems of Rilke, and his "Elegy" for trumpet and piano.

Area Leases Outdoor Classroom

A 20-year lease on 1,800 acres of public land has been granted to Southern Illinois educators for a gigantic outdoor classroom.

Arrangements for the transaction were completed at a conference attended by R.W. Burwell, regional director of the U.S. Fish and Wildlife Service; Arch Mehroff, manager of the Crab Orchard project; President Delyte W. Morris of SIU; and John Rendleman, University general counsel.

The lease transfers federal land use to the Educational Council of 100, Inc., for construction and supervision of outdoor classroom facilities where Illinois public school children can explore areas once the hunting grounds of Indians. While under federal management, much of the land has reverted to the same condition as it was found by the early Illinois pioneers.

The Educational Council of 100, consisting of school administrators, teachers and

other interested persons from 31 counties of Southern Illinois, designated the SIU president as its representative in negotiations for use of the federal lands. The University, which owns some 900 acres in the Outdoor Education Center area, is supplying the present staff, using the area as a training center for students majoring in education, with many specializing in camp counselling and directing.

President Morris told the federal representatives that the outdoor education program, as presently operated on a limited scale, has reached more than 800 grade school pupils this spring. He produced figures from the Educational Council predicting that with the increased acreage and planned facilities, children and their teachers can use the area simultaneously for one-day field trips while other groups are in residence for longer periods of study.

The land use lease is contingent on work to be done by the council and the University to develop needed facilities. This would include roadways and parking lots, water and sewer lines. However, President Morris said the man-made structures would be kept to a minimum to preserve the natural aspect of the terrain.

Besides being an education center for children, Morris said the area will be available to teachers who wish additional training in outdoor education techniques, adult groups interested in conservation, students pursuing practice teaching in outdoor education and scholars conducting research.

The Outdoor Education Center was the idea of Lloyd B. Sharp, SIU professor of outdoor education, who died last December. He vigorously championed the educational concept of personal experience rather than textbook knowledge, of real-life view rather than book illustrations.

Ministers Differ on Religious Influence at Southern

Pastors Discuss Christianity in University Setting

By Erik Stotttrup

Religion on the SIU campus may not be dying, but it is not replacing the twist in most students' lives.

Like many intangibles, measuring the degree of religion in students' lives is difficult.

Some ministers in Carbondale and at SIU say religion's influence on the campus is declining.

Others say more students are participating in religious activities.

Almost all say statistics of church attendance do not reflect the depth of the students' commitment to religious action.

Religion is the answer to the "depersonalization" of a sprawling university, ministers say.

"Religious foundations can inject a sense of meaning into a mass society," according to the Rev. Malcolm Gillespie, director of the Student Christian Foundation.

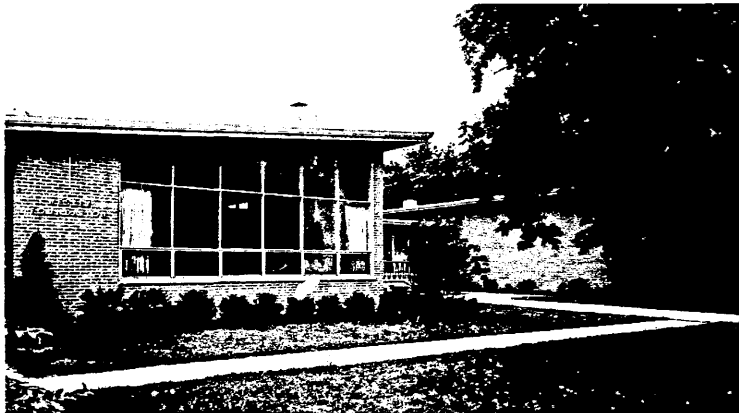
"Many who fail at SIU could make it if they could find themselves. That is what we are trying to do," he said.

The Rev. Mr. Gillespie said about 400 students take part in some SCF activities each quarter.

The danger of depersonalization also is present in the Christian Foundation, Mr. Gillespie said.

"The core group has a natural limitation on size," he said. "If it gets too big it becomes impersonal." He said the foundation maintains many study and discussion groups to prevent membership in any one group from becoming too large.

The SCF director sees the purpose of the campus religious foundation to "equip the saints for the ministry of the church."



THE WESLEY FOUNDATION IS ONE OF SEVERAL WHICH PROVIDE SIU STUDENTS WITH AN ACTIVE LINK TO RELIGION AFTER THEY COME TO SIU.

Most of the work of the foundation takes place in the dormitory bull session between the participating member and other students, he said.

The Rev. Ronald Seibert, director of the Wesley Foundation, said the rate of participation in foundation activities has grown steadily since it was formed in 1954. The Rev. Mr. Seibert is president of the Carbondale Ministerial Alliance.

However, Mr. Seibert believes the maturing of students' religious thought lags. "A student may be taking advanced math and physics but have only a fifth or sixth grade education in religion," he said.

Mr. Seibert said most students come to college with the idea religion is just another activity.

"Students compartmentalize religion, and the allotment of one hour each Sunday at church is about it," he said.

"The primary concern of the foundation is to make as many persons as possible aware of the disciplines, op-

portunities and responsibilities that are involved in a commitment to the Christian faith," Mr. Seibert said.

"We encourage a deep inquiry into a self-understanding and a development of an intelligent and committed philosophy of life," he said.

He emphasized the need for "real personal involvement" in students' lives.

Conferences, work camps and other organized activities are opportunities for interaction, he said.

"Religion is not isolationist. It is involved in all areas of life," Mr. Seibert said.

Only about 40 per cent of the 2,200 Methodist students at SIU participate in foundation activities during a year.

Student response to religion is poor, said the Wesley Foundation director. "What really draws students when one gets beyond purely social activities?" he asked. "There was a day when the campus was the cutting edge."

Student attendance at the First Baptist Church in Carbondale is declining, according to the Rev. Willard Foote, pastor.

An average of about 34 students attended the church last

fall. A year ago the total was about 48 students a Sunday.

The Rev. Mr. Foote maintains the church has much to offer the student away from home for the first time. "There is a growing need for what the church has to offer because university life tends to depersonalize," he said.

Mr. Foote said the church can contribute to student life in church school classes where small groups can discuss the implications of courses taken at SIU.

However, he believes the Christian church is a minority movement. "The demands Christ makes on his followers are heroic demands," he said. Students tend to break away from the church-going pattern parents set at home.

The pastor said parents

often write or visit him asking that their son or daughter be put on the church's mailing list or asking for help.

The Rev. Lenwood Monte, head of the Lutheran Students Association, said about 200 students out of a total Lutheran group of 600 attend religious activities. The Rev. Mr. Monte is pastor of the Epiphany Lutheran Church in Carbondale.

Mr. Monte feels the church is losing its influence with students to "quasi-scientific ideas."

With a college education "young people get an idea that the book of Genesis doesn't coincide with scientific theories about the evolution of man," the Lutheran minister said.

"But the church isn't going to die just because it has lost some of the sweetness and light approach it has had in the early 1950's," he said.

"One thing that must be done is establish chairs in religion to give an adequate understanding of what religion or Christianity is," he said.

He believes churches often fail by saying "all we have to do is get together, and we will all love Jesus and be one big happy family."

"Christianity will have to be made intellectually respectable, like the scientist's approach to engineering or education, to reverse the declining influence," he said.

"Everybody knows we ought to quit sinning. What we need is an intellectual understanding of what sin is and what Christianity is really saying," he said.

Rt. 13 Crash Kills 1 Student; 4 Injured Remain in Hospital

(Continued from Page 1)

numerous cuts about their bodies from the glass.

"We'll probably be picking glass out of them for several weeks," he added.

The doctor said that extensive X-ray and other examinations will be made on the four to "check out any possible injuries that we have missed."

He did not indicate how long they may remain in the hospital.

According to State Police, Wasson was driving and Miss Taylor was beside him in the front seat. Roberts and Miss Degler were in the rear seat.

The accident, police said, apparently was triggered as

Wright was attempting to pass a car driven by Fred Gibbs, 25, of Carterville, his brother-in-law.

Wright's car plunged off the pavement after hitting Wasson's car and Wright was thrown from it. Drivers of the four other cars escaped injury.

State Police said the impact from the Wright car shattered all the windows.

Police said three cars of the six involved were headed west, and the other three east.

Student Fined \$150 On Three Violations

Roger McCredie, 19, sophomore from Auburn, has been placed on disciplinary probation through the fall quarter after being fined \$150 on three charges.

McCredie was fined \$50 in Circuit Court on a charge of trespassing, \$50 on a charge of underage acceptance of alcoholic beverages and \$50 for resisting arrest. He was also assessed \$5 for costs.

Arab Students Elect Farouki President

Nabil Farouki was recently elected president of the Arab Student Association for the 1964-65 school year at their spring picnic at Crab Orchard Lake.

Other officers are Walid Yousef, vice president and social chairman; Mohammad Khanfar, treasurer; Mufid Halawa, secretary; and Hashim Madi, editorial chairman.

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	Lunch at Bamboo Inn	1.45
Sat. P.M.	Nat. Hist. Museum Tour	1.15
	Dinner at Y Hotel	1.85
	Set. site dance, Y Hotel	.10
	Coke date	.45
	Room at Y Hotel	2.85
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Sun. P.M.	Back to campus	
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Activities:

Design Lecture at 8; Judo Group to Meet

The Photo Service will be selling photographs from 8 a.m. to 5 p.m. in Room H of the University Center.

The Salukis Flying Club will be taking reservations for the flight to the World's Fair from 10 a.m. to 2 p.m. in Room C of the University Center.

The Judo Club will meet at 5 p.m. in the Quonset Hut.

Phi Beta Lambda will have a picnic and senior send-off at 5:30 p.m. at the Boat Dock.

The Design Department will present a lecture by Israel Goldiamond at 8 p.m. in the

Morris Library Auditorium.

The Soil and Water Conservation Club will meet at 7 p.m. in the Agriculture Seminar Room.

Inter-Varsity Christian Fellowship will meet at 7:30 p.m. in Room F of the University Center.

The Young Democrats will meet at 7:30 p.m. in Room D of the University Center.

The Young Republicans will meet at 7:30 p.m. in the Morris Library Auditorium.

Coed Archery will be held at 8 p.m. in the Women's Gym.

The Music Department will present a student recital at 8 p.m. in Shryock Auditorium.

Unruly Roommates Receive Probation

Fred Weinert, 22, a sophomore from Deerfield, and James Nell., 25, a junior from Lake Forest, have been placed on disciplinary probation through the fall quarter.

The Office of Student Affairs said the two, who share a trailer, were each fined \$10 plus \$5 costs in Circuit Court for disorderly conduct, which occurred on May 9.

3 Students Fined For Lifting Signs

Three students were each fined \$50 plus \$5 costs on charges of removing traffic signs on Pleasant Hill Road. The fines were levied in Circuit Court.

The Office of Student Affairs, which has not taken disciplinary action pending an investigation, identified the three as Terry Wolf, 21, a senior from River Forest, Robert Standish, 19, a freshman from Marengo, and Guy Caraine, 19, a freshman from Southport, Ind.

The office said the three pulled a "Yield Right of Way" sign and a "Slow, Children" sign out of the ground and put them into a car.

News Competition Is Radio Topic

News in the 20th Century will feature "The News Media: Competition and Change, #3" at 7:30 p.m. today on WSIU Radio.

Other highlights:

10 a.m.
Patricia Marx Interviews: "B. H. Haggin, Music Critic."

12:30 p.m.
News Report.

2 p.m.
Retrospect.

2:30 p.m.
Emancipation Centennial.

7 p.m.
Page Two.

The Speleological Society will meet at 8 p.m. in Room E of the University Center.

The Jewish Student Association will meet at 8 p.m. in Room F of the University Center.

New Student Week steering committee will meet at 8 p.m. in Room C of the University Center.

Judicial Board will meet at 9 p.m. in Room D of the University Center.

The Summer Orientation committee will meet at 9 p.m. in Room C of the University Center.

Pershing Rifles will meet at 9 p.m. in Room 113 of Wheeler Hall.

Fall New Student Week Leaders will meet at 9:15 p.m. in various rooms in Parkinson Hall.

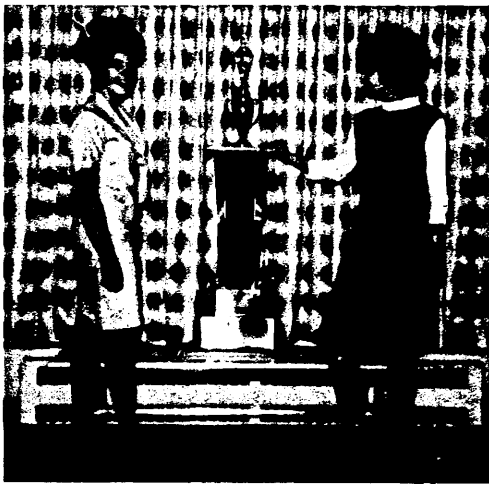
Arts Festival Features Satirist At 8:30 Today on WSIU-TV

Festival of the Performing Arts will present a program entitled, "An Evening with Joyce Greenfell," at 8:30 p.m. today on WSIU-TV.

Mrs. Greenfell will entertain with satire ranging from a take off of a lady disc jockey from the South to a Cockney lass gossiping her way through life.

Other Features are:

- 5 p.m.
What's New: "Rio Grande"--An expedition along the great river continues. On this program the viewer learns the facts and figures about the mountain areas surrounding the river.
- 5:30 p.m.
Basic Issues of Man.
- 6 p.m.
Biology: "The Fossil Record, Part III."



SORORITY SCHOLARS - Marsha Purdum (left), president of Delta Zeta social sorority, and Carol Bartels, scholarship chairman, admire the Panhellenic scholarship trophy their house won with a 3.7 average for the winter term.

Delta Zeta 3.7 Grade Average For Winter Term Wins Trophy

Members of Delta Zeta social sorority were named winners of the Panhellenic scholarship trophy for the winter term.

The trophy is awarded to the sorority with the highest grade point average for the quarter. Sigma Sigma Sigma won it in the fall term.

The Delta Zeta pledges contributed to the win by topping all other sorority pledges in grades during the winter term.

Both activities and pledges maintained a 3.7 overall grade

Visiting Champion Beats 9 in Chess

The SIU chess club had a surprise visitor who played against nine members and defeated all of them in an hour and a half Sunday night.

The visitor, Walter Grombacher, is recognized as a national chess expert by the United States Chess Federation.

Grombacher offered Bill Brockus a draw when Brockus was a pawn up on him in the last game, but Brockus refused and played to win. Grombacher won nevertheless.

Then in a series of 5-minute games, Owen Harris was able to beat him only once.

Grombacher, who is from Chicago, was just passing through town when he kidded someone about being a chess champion. He was then invited to meet with the SIU chess club.

University Grants Eight Fellowships

Eight students have received fellowships from Southern, two of them on full-year terms. They were given on the basis of academic standing and recommendation.

Richard Mussard, philosophy, and Gary Tegmeier, microbiology, received their fellowships for the next academic year.

The following received fellowships for the summer quarter: Nancy Swan, music; Gordon Cluff, speech correction; Judy Lloyd, speech; Eduardo de Almeida, business management; and John Muir, philosophy.

Moslem Association Picks Linda Clark

Linda Clark was re-elected as president of the Moslem Student Association for the second time.

Other officers are Siavush Batmanghelidj, secretary; Mirza Ahmed, treasurer; Mohammad Ammadi, information and publication; Saeed Nizami, congregation and activities; and Daryoush Batmanghelidj, religious relations.

- 7:30 p.m.
Bold Journey: "Capetown to Sudan"--A journey from the Southern tip of Africa through, what was formerly known as darkest Africa, into the Sudan country.
- 8 p.m.
Jazz Casual: "Mugsy Spanier"--Host Ralph Gleason talks with Mugsy Spanier the jazz mar who has done much to keep rag time alive.

Kupeck Heads Group On Foreign Languages

Joseph R. Kupeck, associate professor of foreign languages, was elected chairman of the Russian and Central European Studies Committee for a two-year period beginning next fall.

The election was held at the last meeting of the committee.

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Associated Press News Roundup

Peking Won't Act To Halt Laos Reds

TOKYO--Red China requested Tuesday a British surmount to restrain the attacking Communist soldiers in Laos. Instead, Peking charged U.S. actions raised the threat of a general civil war in the Asian kingdom.

Radio Peking declared that the United States "has taken the first step of direct armed intervention in Laos through its Air Force's bombing and reconnoitering flights over Laotian territory."

While the United States has said it sent only reconnaissance planes over Laos at the request of Premier Prince Souvanna Phouma, Peking used the flights to predict future U.S. moves in Southeast Asia.

"The United States," Peking said, "is planning to send its troops to Thailand, from where they intend to enter Laos."

Red China then proposed a meeting next month in Phnom Penh, Cambodia's capital, of ministers representing the 14 nations that signed accords in Geneva in 1962 setting up

Laos as a neutral in the cold war.

In Tokyo, Anastas I. Mikoyan, Soviet first deputy premier, leveled similar charges against the United States but made no mention of Peking's proposal for a meeting in Phnom Penh.

Winding up a two-week visit, Mikoyan told reporters the United States secretly supported rightist generals who seized control of Vientiane April 19 and won a stronger hand in the regime. Mikoyan said the coup was the real cause for the current crisis.

While the diplomatic war proceeded, the pro-Communist Pathet Lao pressed its drive in north-central Laos against the battered neutralist army.

Souvanna told the National Assembly of Laos that the Pathet Lao advance threatened the royal capital of Luang Prabang, 130 miles north of Vientiane, and the road leading south to Vientiane. He has asked immediate military aid from the United States and other nations.



Bruce Shanks, Buffalo Evening News

Rockefeller Believes Ike Supports Him

LOS ANGELES--Nelson A. Rockefeller carried a new Eisenhower line into his Republican presidential race Tuesday.

He told California Republicans, in effect: "If you like Ike, vote for me," in his June 2 primary battle with Sen. Barry Goldwater.

The New York governor clearly pointed his appeal at the undecided voters in the state that twice gave solid majorities to Dwight D. Eisenhower.

Rockefeller wrapped Eisenhower into his campaign Monday, heartily approving the former president's call for "responsible, forward-looking Republicanism."

At a news conference Rockefeller said Eisenhower is his kind of a Republican. He said Goldwater doesn't fit Eisenhower's definition.

GOP Hits Johnson For 'False Economy'

WASHINGTON--The Republican high command in Congress accused President Johnson Tuesday of playing the American people for suckers by falsely posing as an apostle of economy.

And abroad, the GOP leaders said, the administration "falters in indecision" in Viet Nam, involving the United States in a "treadmill conflict that parallels the experience of the Korean War."

These shots at Johnson were fired by Sen. Everett M. Dirksen of Illinois and Rep. Charles A. Halleck of Indiana.

Halleck said Johnson spent more money in his first three months than any president in history.

Committee Votes Party Lines In Approving Antipoverty Bill

WASHINGTON--The administration's \$926.5-million antipoverty bill was approved Tuesday by the House Education and Labor Committee over solid Republican opposition.

The 19-12 vote, reflecting the committee's party makeup, climaxed more than two months' effort on the bill President Johnson has made one of his prime legislative efforts of the session.

Called the Economic Opportunity Act of 1964, the bill includes a variety of programs designed to "eliminate the paradox of poverty in the midst of plenty."

The bill includes several changes from the version sent up by the administration.

- The chief ones would:
 - Permit young women 16-22 to take part in a proposed Job Corps. They would live in residential centers and receive vocational education or work on conservation projects.
 - Eliminate both public and private schools from receiving direct federal support under community action pro-

grams. The administration had proposed funneling such aid to public schools.

--Write allocation formulas for distribution of a state's share of funds for the Job Corps and the community action programs. The administration had proposed a more flexible arrangement whereby the director of the program could set the amount each state would get.

Republicans, who started hitting the program on the opening day of hearings last March, have called it politically inspired and a duplication of existing efforts.

Viet War Gets Best Weapons, Top Priority, McNamara Says

WASHINGTON -- Secretary of Defense Robert S. McNamara said Tuesday that the leaders of the U.S. forces helping the Vietnamese battle communism "have a blank check" and top priority on the arms, manpower and funds of the Defense Department.

"It's absolutely without foundation," McNamara said of reports that obsolete military aircraft or equipment have caused casualties among U.S. forces and the South Vietnamese.

He told newsmen the leaders of U.S. forces in Viet Nam had been told they had top priority on whatever they need to aid the conduct of hostilities.

He said this includes the "best equipment that we have

to deal with the situation at hand."

And McNamara flatly denied the repeated charges of Sen. Wayne Morse, D-Ore., that the fighting in Viet Nam is "McNamara's war" and an illegal and hopeless battle.

McNamara's comments came after he spent nearly three hours briefing the Senate Armed Services Committee on his most recent visit to the battleground.

His statements with respect to the planes in use in the Southeast Asian country firmly backed up testimony by Secretary of the Air Force Eugene M. Zuckert in another congressional hearing.

Zuckert said faulty structure may have caused some plane crashes there, but he insisted the aircraft are the safest in the U.S. arsenal.

McNamara, talking with newsmen after the Senate hearing, said he is positive that the South Viet Nam people want to win and can protect their independence with the help of this country.

Sen. Richard B. Russell, D-Ga., chairman of the Armed Services Committee, said McNamara's secret testimony indicated the situation in Viet Nam is very serious.

"He was not as optimistic on his tinetable as he had been before," Russell said.

The chairman said no members of his committee appeared to agree with Morse and a few other senators that U.S. forces should be withdrawn from Viet Nam.

U.N. Role Doubtful

OTTAWA--U.N. Secretary General U Thant said Tuesday he doubts the United Nations could undertake a task at this time in Southeast Asia.

Thant thus appeared to reject proposals by the United States that the United Nations supervise the border between South Viet Nam and Cambodia.

International Loan Funds Bill Signed Into Law by President

WASHINGTON -- President Johnson put the finishing touches on a major foreign aid victory Tuesday by signing legislation authorizing a \$312 million U.S. contribution to funds of the International Development Association (IDA).

He called the measure "international sharing at its best."

The legislation assures IDA, a World Bank affiliate, of a \$750 million replenishment of its loan capital from the United States and 16 other industrially advanced nations over a three-

year period beginning July 1, 1965.

IDA was established in 1960, at the urging of Sen. Mike Monroney, D-Okla., to provide a source of capital for long-term, easy pay loans to underdeveloped countries unable to meet the cost of private capital or World Bank loans.

Originally passed by the Senate Jan. 20, the resolution ran into trouble in the House.

On May 13, the House reversed an earlier stand and passed it by voice vote after a Republican motion to return it a second time to committee was rejected, 247 to 132.

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Variety of Faculty Art Displayed



MOHAMMAD KHANFAR STUDIES ONE OF THE PAINTINGS ON EXHIBIT AT THE CURRENT SIU FACULTY ART SHOW.



THIS PAINTING IS STUDIED BY JEROME HEIZ, LEFT, AND KHANFAR



Exhibit in Mitchell Gallery

Candlesticks to Chess Set Indicate Range of Showing

By Larry Odell

Have you ever seen a bronze, ivory and rosewood chess set? Or silver totem candlesticks? Do you know what Diogenes' uncle looked like?

If not, you may want to visit the faculty art exhibit at the Mitchell Art Gallery in the Home Economics Building.

The exhibit, entitled "Art at Southern," features paintings, sculpture, ceramics, weaving and drawings by members of the SIU art faculty.

Louis B. Kington, assistant professor of art, has a beau-

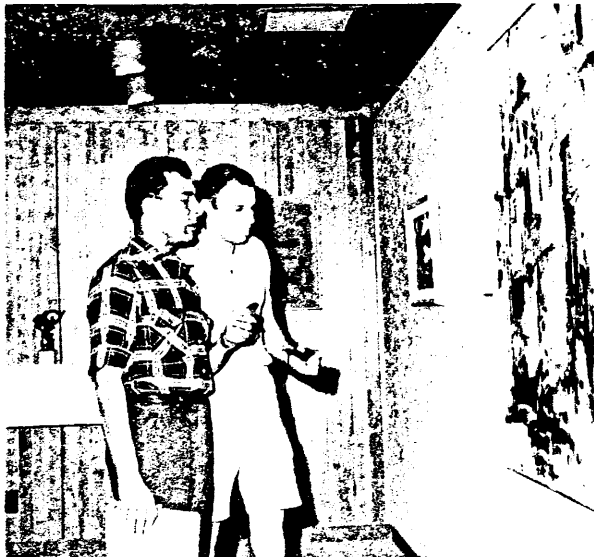
tiful hand-made chess set of silver, bronze, ivory and rosewood. In addition to the chess set, Kington also has an unusual miniature silver totem candlestick and a large totem candlestick.

Nicholas Vergette, assistant professor of art, has created an unusual sculpture of Diogenes' uncle.

Also featured at the exhibit are a display of thread paintings and wool tapestry rugs by Claribel McDaniel, lecturer in the Art Department, and a series of nature paintings of the Carbondale area by Ben P. Watkins, assistant professor of art.



A WIDE VARIETY OF ART IS ON DISPLAY IN MITCHELL GALLERY IN THE HOME ECONOMICS BUILDING; BETTY BORGER AND MOHAMMAD KHANFAR LOOK AT ONE OF THE PAINTINGS.



HEIZ AND KHANFAR ENGAGE IN A DISCUSSION OF ONE OF THE EXHIBITS AT THE FACULTY ART SHOW.



BETTY BORGER STOPS TO EXAMINE A LANDSCAPE ON EXHIBIT IN THE MITCHELL GALLERY.

U.S. Chose Non-Involvement In Original Mideast Policy

American Interests and Policies in the Middle East 1900-1939, by John A. DeNovo. Minneapolis: Univ. of Minnesota Press, \$7.50.

This book does indeed, as intended by its author, fill a gap in the literature dealing with the rise and evolution of American foreign relations with a particular area of the world. It gathers successfully and brings into much-needed synthesis many scattered treatments of various aspects of American practices and policies and their underlying motivations throughout a substantial period of the national existence of the United States. By making a bold attempt to obviate their inter-relationships and fit them in a general context it sheds a new light on some of them and contributes to a better understanding of each through a broader understanding of the whole.

The author traces and analyzes in detail and with lucidity the earliest American interests in an area which was considered an extension of Europe and not, therefore, a proper field for American political involvement. These interests were mainly cultural, philanthropic and commercial, embracing within their fold the educational and relief work of American missionaries, the excavational enterprises stimulated by increasing interest in Biblical history and ancient civilizations, and the first contacts of trade.

The pursuance of these interests reflected the dualist character of the national heritage as expressed in the realm of foreign relations with its "curious and interesting blend of the practical and the ideal." It also gave the United States its earliest image in this part of the world which was to official circles, "a possible source of assistance for economic development" and, to reformers, "an ideal and a beacon to guide them toward liberal nationalism."

The book contains a very comprehensive and systematic narration of cultural and philanthropic activities by American missionaries and the diplomatic protection and assistance given to them by the American government, especially after the conclusion of the treaties of 1830 and 1856 with Ottoman Turkey and Persia respectively. This protection, which was sometimes supported by a show of naval power did not stop at the removal of possible danger or the recovery of compensation for sustained damage, but extended to the removal of restrictions on their activities.

Likewise, the book contains a good exposition of the growth and proliferation of American commercial interests from items such as tobacco, licorice, dried figs, Muscat dates and kerosene lamps to the giant oil concessions.

Professor DeNovo explains how the United States looked with approval at the cultural and commercial activities of its citizens in this area but tried to limit its official backing to the ordinary protection it gives its citizens elsewhere and avoid involvement in the internal and international politics of the Eastern Question. It applied this policy towards the Shuster mission

which was squeezed out of Persia by Russian pressure and reflected it in its indifference to the struggle of liberal elements to free themselves from oppressive regimes.

This, however, did not deter some idealist Americans like Baskerville, in spite of official opposition, from throwing their lot with the struggle for freedom in countries such as Persia.

Reviewed by

Abdul Majid Abbass

Department of

Government

It is shown that the support given to the missionaries presumed that isolation did not extend to cultural relations. Similarly the protection, and, sometimes the active backing and encouragement of commercial interests like the Chester Concession, seemed to preclude such isolation. Yet there was a peculiar view that "proliferating American interests could somehow be protected by traditional means." The author attributes this view to the "questionable premise that cultural and economic commitments could be sealed off on separate compartments from the international struggle for position".

The period following the First World War brought in its wake the "oil scare" and the frantic search by Americans for new oil resources. America had to enter the oil competition in the Middle East but it still wanted

Con Artists Exploit Human Weaknesses

The Big Sell, by Pierre Berton, New York: Alfred A. Knopf, 1963, \$5.

In **The Big Sell**, Pierre Berton gives the answer to a much asked question concerning the legitimacy of various sharksters and salesmen. For instance, the book tells how song sharks take hundreds of dollars from gullible housewives to "public" lyrics that haven't a chance of making the Hit Parade. Or the techniques used by encyclopedia salesmen and other door-to-door artists to get into your living room. And finally Berton mentions tricks that the "victim" can use to thwart the practitioners of the Big Sell.

Berton, a Canadian, has written much about human folly. He has written several novels, been a newspaper editor, and for many years wrote a column for the Toronto Star. The research for **The Big Sell** was done while he was with the Toronto Star, and he discussed much of the material in his column also.

In this book he deals not only with exaggerations of the every day salesman's technique, but also with the ingenious deceptive devices that are being used. The items on the market are not always tangible things such as encyclopedias or water softeners, but sometimes lean towards the ephemeral such as being made a popular, socially accepted person or getting a dream of fame and fortune.

to do it under the cloak of traditional policy. It used the argument of co-belligerency which should assure Americans of an equitable share of the fruits of the common victory. It also used "a weapon from the American diplomatic arsenal" namely the "Open Door" which meant equal treatment for American interests in the area.

By this dubious fiction the United States was able to assure its citizens of a major share of the oil concessions in the Middle East. Meanwhile, the increasing pressure in Congress in favor of Zionism raised the apprehensions of Arab governments as well as American oil interests.

New implications for American strategy and national defense arose and when the year 1939 closed the inter-war era, "oil and Zionism were the two most potent factors operating to outmode traditional American non-involvement in the Arab Middle East".

In spite of the merits of the book it will continue, for sometime at least, to suffer from a serious drawback. The work stops at 1939 which marks the beginning of rapid and sweeping change in American relations with the Middle East. While I can understand and appreciate the reasons advanced by the author for abstaining for the time being from treatment of the following period, I cannot help feeling at the same time that the book will remain, in the circumstances, of limited value for understanding the present issues and developments in the foreign relations of the United States with the nations and countries of the area.

Contrary to many opinions, the con-man cannot be always identified by his striped suit and loud tie. It may be a young boy trying to sell magazines to work his way to Europe. That is the story he gives, but actually he is hired by agencies to con housewives into buying long term subscriptions. Or maybe the one who hooks you is one of your best friends.

In Ontario several ministers were sold water softeners through the recommendation of their minister friends. This was done in the form of a chain letter recommending the water softener followed by a call and later by a representative from the company. In each case the softener was found to be worthless and the subject could not get any money refunded and could not get out of paying the balance on the item.

The sharkster doesn't always have something to sell. Many lonely strangers in large cities are relieved of large sums of money by "friendly" seeming people. The con artist somehow meets a likely, well-picked prospect and from there follows a much-rehearsed script which gains the prey's confidence and makes him feel attached to the sharkster.

From here the sucker can be conned into a card game (rigged, of course), into buying worthless stock, or even into lending the sharkster money which will never be paid back. This device cannot

Tribute to Pope John XXIII

New Position of Catholicism Clarified in Priest's Work

Peace On Earth, A Commentary on Pope John's Encyclical, by Peter Riga, New York: Herder & Herder, 254 pp. \$4.95.

The Church is not a stuffy institution. But there are many Americans today who think that Swinburne hit the nail on the head when he wrote the line:

"Thou hast conquered, O pale Galilean;
The world has grown gray
From thy breath."
(The Hymn to Proserpine)

Pope John the 23rd was the kind of man to give the lie to those words. He built up in a few years in the world limelight an image of himself as a good humored, broad-minded and kind man. Even Khrushchev, the best-humored Communist to gain notoriety to date saw and appreciated Pope John's humor.

Pope John's overtures of friendship towards the Communists first shocked and then delighted the world. Intelligent statesmen such as John F. Kennedy who had a sense of humor and Charles De Gaulle (who doesn't seem to have) got into the act. If there is less world tension now than when he became Pope, Pope John deserves a large share of the credit.

Unfortunately, in his official writings, Pope John's humor seems to be buried deep and his Encyclical, **Peace in Terris**, (Peace on Earth) is as dull as a Sociology text book. The book under review is a commentary on **Peace in Terris** by a learned Catholic priest who writes only a little better than Pope John.

be used by an individual or by an amateur because it is a complex network involving many experienced con men.

Berton has included a chapter in the book entitled "The Gospel According to Arthur Murray." In this he presents the actual scripts that dance instructors must memorize to sell customers as much as \$12,000 worth of dance lessons. There is nothing illegal or even too deceptive about Murray's technique. It is all formed in the customers mind. Instead of selling dance lessons, the con men are actually selling popularity, social ease, and a sense of belongingness, to the prospect. It is surprising how many people will spend thousands of dollars to gain any of these things.

In the world that Berton describes, things aren't always as they seem to be. Men and women assume roles and memorize scripts as carefully as any actor; prospects fall into the traps by giving; right answers without even realizing it.

It is obvious that much work has gone into the book in the form of surveys, culling records, and answering ads by Berton and his assistants. This readable book is entertaining as well as informative because Berton is an apt story-teller, being convincing without preaching. It is a story that "will be enjoyed even by mooches who have succumbed to the big sell--and that includes almost everyone."

Becky Storey

Even though I would have liked the book to have been written with the sparkle of a Ronald Knox, the breeziness of a Belloc, the fighting spirit of a Chesterton or the smoothness of a Frank Sheed, I am glad to be able to read it in the competent prose of a Peter Riga.

A quotation from French Philosopher Louis Lavelle expresses one of Pope John's ideas very well. "The greatest good that we can do others is not to transmit our riches to them, but to discover theirs." Two things stand out about **Peace in Terris**. It was the first encyclical to be addressed to the whole world and its appearance was hailed both by the United States Government and the Communist Press.

The first part is devoted to the rights of men and this should not seem strange in an encyclical on peace in the world, for if everyone in the world is given his full rights he won't have to fight for them.

Part two of the Encyclical deals with "Relations between individuals and the Public Authorities within the State."

Part three deals with relations between states. Part four concerns the relationship of men and of political communities with the world community. At the end of his book Father Riga gives the full text of the Encyclical in an English "translation."

Peace in Terris contains the first clear statement in an encyclical of the principle of religious freedom. It means that a man is free to follow his conscience, even if it leads him astray, into Protestantism, for instance.

This is not just a piece of compromise like saying that after all doctrine is not important or that one religion is as good as another. It is saying, and this has always been the opinion of the majority of Catholics, that the man who goes into error following sincerely the dictates of his conscience is a good man even if his conscience is a lousy one.

A student of Catholic ways may see the result of Pope John's teaching in Pope Paul's cold reception for Archbishop Diem or in his plea for more freedom for Protestants in Spain. To put it in another way; Catholic doctrine is not changing but there is now more emphasis on Christian Catholicism than on mere Catholicism, more dependence on persuasion than on pressure.

But it's all in the book, a book that will help to correct misconceptions of new Catholic positions acquired by reading only the items of the Second Vatican Council which are reported in the daily press.

Father Riga quotes approvingly thoughts from such un-Catholic sources as Marx's **Das Kapital** and Simone de Beauvoir's **The Second Sex**. A paraphrase of St. Thomas to the effect that "The right of property is a means to an end, and is therefore subordinate to the right of usage" may not appeal to the American "far right" but it's a good sample of the kind of Catholic thinking re-emphasized in **Peace in Terris**. The book is a must for all serious American Catholics.

John Ralph



KENT COLLINS



JIM LONG



MIKE PRATTE

Collins May Tie Record

Saluki Baseball Team Accepts NCAA Tournament at Jackson

Southern's once-beaten Saluki baseball team has accepted an invitation to play in the NCAA small-college regional June 4-5 at Jackson, Tenn.

Other teams in the two-day tournament are host Union College, Youngstown of Ohio and Mount Union College of Alliance, Ohio.

The Salukis are scheduled to meet Youngstown in the first game, which will start at 10:30 a.m. Thursday, and host Union meets Mount Union at 3 p.m. the same day.

A consolation game will be at 10:30 a.m. Friday, followed by the championship game be-

tween the two first-day winners at 3 p.m.

Since there is no national baseball tournament provided under NCAA jurisdiction for college-division schools, there will be no tournaments beyond the regionals. Regional champions will be crowned, with no national playoff scheduled.

The Salukis will be entered in the college-division tournament because three players--Jim Long, Mike Pratte and Gib Snyder would all be ineligible to play in the university-division tournament. All three started their varsity careers as freshmen.

Records for the participating teams were not available at press time. Last season, Youngstown compiled a record of 11-4, Union chalked up a 17-5 mark a year ago.

The Salukis will finish out their regular season in a doubleheader with the St. Louis Billikens in St. Louis

on Saturday. The Bills are the Missouri Valley Conference champs and should give the Salukis two rough games.

Kent Collins, Southern's leading hitter, needs only one more hit to tie Jerry Qualls' leading hit total of 39 last year. Collins, who is batting around the .390 mark, will have to have a great day, however, if he expects to reach Qualls' batting mark of .419.

Water Pressure To Drop Today

Water pressure was scheduled to drop temporarily this morning in many buildings on the SIU campus.

The reduction in water pressure was scheduled for 7 to 9 a.m. today for all campus buildings south of Chautauqua Street.

Paul W. Isbell, director of business affairs, said the reduction was required in order to connect the new General Classroom Building to the water system.

SIU Wrestlers Training Hard For Berths on Olympic Team

With the 1964 Olympics a mere five months away, athletes across the nation are working hard for a chance to represent the United States in Japan come October.

Here at SIU, eight determined wrestlers--six varsity members and two former Saluki mat standouts--have been training regularly with hopes of gaining berths on the U.S. Olympic wrestling team.

Veterans Larry Kristoff, Terry Finn, Dan DiVito and Don Devine, sophomore hopefuls Dennis McCabe and Larry Baron and former stars Ken Houston and Lee Grubbs will find out the results of their long months of training when they compete in the annual National AAU wrestling finals at the New York World's Fair, June 22-26.

The AAU finals will feature the best amateur wrestlers in the nation and is considered to be a vital stepping stone for a spot on the Olympic team. The top wrestlers in the meet, and those who were listed among the best matmen in NCAA competition this past winter, will have an opportunity to compete in the Olympic wrestling finals at the World's Fair late in August.

Kristoff, a rugged senior from Carbondale, will be defending his AAU heavyweight title at the June meet. Kristoff, who recently suffered a slight shoulder separation, is expected to receive some stiff competition in the defense of his crown.

According to SIU wrestling coach Jim Wilkinson, Joe James of Oklahoma State, Jim Raschke of the New York Athletic Club and Garry Stenslend of the Mulmonah Athletic Club will have the best shots at the burly Salukis' title. "Larry hasn't been feeling too well lately," said Wilkinson. "But Kristoff is a tough and determined wrestler and I expect him to be in top shape for the AAU meet."

Kristoff and Terry Finn, a tough little senior from Oak Lawn, already have qualified for the Olympic tryouts on the basis of their regular season and NCAA meet performances. Finn is the NCAA's 115-pound champion and is considered to be one of the best lightweights in the nation.

Wilkinson feels that among the eight Saluki hopefuls Kristoff has the best chance for an Olympic berth, but indicated that all are capable of winning AAU titles next month.

Egyptian to Honor Athletes By Picking All-Sports Team

Southern athletic teams had a great year in 1963-64 but the individuals that made up all of these successful teams will not go unnoticed.

The Daily Egyptian will select an All-Sports team consisting of the most valuable player from each of the nine sports including the Most Valuable Southern athlete.

2 Teams, Golfer Win in Intramurals

SIU has three new champions in intramural athletics, as the result of tournaments in softball, volleyball and golf which ended last week.

Dan Maga won the intramural golf championship after defeating Jim Manczak in a two-hole sudden-death playoff. Both Maga and Manczak had 145 scores after the regulation play.

Other low scorers were Lee Prochnow, 151, and Richard Myers and Jim McMahon, each with 155 scores.

In volleyball competition Sigma Pi defeated the Animals in the finals, 15-13, 15-8 and 15-5. The Beavers from Abbott Hall took third place.

Sigma Pi, bidding for a second intramural title, lost to the Alkies, 4-1, in the softball championship game. Carl Montross struck out 16 batters for the Alkies. The Warren Hall Warriors took third place in the tournament.

The Daily Egyptian sports staff--Rich LaSusa, Al Goldfarb and Bob Reincke--will make the selections which will appear Thursday, June 4.

Selections will be based on individual performances with emphasis on the players' value to their respective teams. Certificates will be awarded to each of the nine athletes.

One athlete will be selected from the football, basketball, baseball, gymnastics, wrestling, swimming, golf, track and tennis teams, with one of the nine selected as Most Valuable Athlete for 1963-64.

Microbiologist's Talk Scheduled for Friday

Ralph S. Wolfe, professor of microbiology from the University of Illinois, will present a lecture on methane bacteria and methyl cobalamin at 10 p.m. Friday in Room 16 of the Life Science Building.

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RON HOFFMAN

Judo Championship Taken by Hoffman

Ron Hoffman, 19-year-old SIU student who is a prime mover behind the SIU Judo Club, has won the Midwestern Judo Championship in the unlimited division.

Hoffman will now go to New York to try out for the United States Olympic Team. If he makes the team he will compete in the Olympic games in October in Tokyo.

The Midwestern competition was sponsored by the Chicago Judo Black Belt Federation.

SIU Awarded \$10,590 By Science Foundation

The National Science Foundation has awarded SIU \$10,590 for purchase of scientific equipment for use in undergraduate instruction in the Psychology Department.

The University is to provide matching funds from non-federal sources to the extent of at least 50 per cent of the direct costs involved. The grant is to be used over a two-year period.

David Ehrenfreund, Psychology Department chairman, said the funds will be used to purchase electronic apparatus and other equipment for use in undergraduate laboratory courses.

DAILY EGYPTIAN CLASSIFIED ADS

The classified advertising rate is five cents (5¢) per word with a minimum cost of \$1.00, payable in advance of publishing deadlines.

Advertising copy deadlines are noon two days prior to publication except for the Tuesday paper which will be noon on Friday. Call 453-2354.

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The Daily Egyptian does not refund money when ads are cancelled.

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The Jewel Box is now accepting girl's applications for Summer term. Rooms with cooking facilities. Excellent housing adjoining campus. Resident car parking. 806 S. University. Phone 457-5410.	FOR SALE
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Stuck With Lady Luck

16 Years a Golfer, Carello Started at 5

By Charlotte Thompson

When Gene Carello shot his first nine holes of golf, he came up with an 80—certainly not a very auspicious start for a young man who has turned out to be one of the top golfers in Southern Illinois.

But how many other golfers do you know could score quite as well when they are only five-years-old?

Since that round some 16 years ago, Carello has managed to cut his score to an enviable 74 and this year in college play lost only two matches.

Carello is a dark-haired, dark-eyed young man who looks like an unsanforized Gary Player after a hot shower. On the golf course he is as quiet as he is in the University Center having a Coke and reluctantly talking about himself.

Unlike many athletes, Carello isn't much of a believer in luck's influence, but he admits that it was a stroke of luck that put him in the National Amateur tournament last summer.

In a sudden-death playoff for a berth, Carello teed up and gave the ball a wallop. It went sailing off the course, across a road, slammed into a mailbox and bounced back on the course. It was in-bounds by a scant six inches. Carello eventually lost out to a doctor from Florida but he'll give it the old college try again this summer.

Although Carello has been playing college golf for three years at Southern, he feels that college golf is an unfair test.

"Many times the best team loses, not because they played poorly, but because they did not have sufficient knowledge of the course," Carello said.

"Southern has one of the finest teams in the country, he added. However, I don't feel that any member is playing anywhere near his potential. This isn't because he isn't trying, but because of the conditions he is playing under. The biggest handicap of a college golfer is his studies and the biggest handicap of his studies is his golf game."

"I learned to play from my uncle, a professional. The only way to learn to play the game is through a professional," Carello said.

This summer Carello himself will be giving a few lessons at West Frank-between summer golf tournaments.

Like most golfers, Carello has a collection of unusual things that have happened to him on the golf course. But he explains quickly.

"I really can't tell some of the things that have happened to me and let them be

Aluminum Firm To Offer Jobs

A representative of the Wearever Aluminum Company will be on campus Thursday to interview students for summer employment.

The only requirement is that a student have access to an automobile. The representative would like to hire about 40 men for selling in their home-town areas.

Those interested should contact Bruno Bierman or Harlold Reents at the Student Work Office to arrange interviews.

put into print, but one thing that's funny happened last summer. While crossing over a bridge on the West Frankfort course, my cart fell in as well as my bag and clubs. In order to get it I had to send divers down to fish it out." He had his best score on this course--63--while playing in the Golden Cup Tournament.

Although he wouldn't say how, Carello lost his putter on the course while playing in a tournament. "According to the rules a player can't substitute clubs after the game has started. So I finished the game with a driver on the green. I felt kind of foolish on the 18th hole with a large crowd gathered and me putting with my driver." His ingenuity paid off though, because he won the match by one stroke.

While playing in the Buckholtz Intercollegiate Golf



GENE CARELLO

Tournament in Mobile, Ala., Carello did have some bad luck. "I teed my ball up in a foreign (wrong) fairway and was given a two stroke penalty. I went on to place second in the tournament losing by one stroke."

"I would like to turn professional within the next five years, play the circuits as long as I can and eventually become a country club professional."

Draft Board Catches 'Bluff' In Sophomore's Card Game

A 19-year-old sophomore from Kankakee, put on disciplinary probation by the Office of Student Affairs through the summer term, may face induction into the armed services.

The office said the student was found with two Selective Service cards, a Social Security card, a driver's license and a voter registration card, all belonging to another person. Authorities said he lost his wallet, which was turned over to the Security Police by the finder.

An office spokesman said the youth, who was not identified because no police action was taken, told officials he tried unsuccessfully on one occasion to buy alcoholic beverages with the identification and never used it again.

The office said the draft cards were sent to the proper Selective Service Board, the Social Security card was mailed to the Federal Bureau of Investigation, the drivers license was sent to the sec-

retary of state's office and the voter registration card was sent to the County Clerk in Kankakee.

An office spokesman said that the Selective Service Board usually initiates induction procedures against persons who misuse draft cards.

Spackman's Book Shows Isometrics

SIU trainer Bob Spackman's book, "A Two Man Isometric Program for the Whole Body" is now available in the University Book Store.

The book, priced at \$2.25, is published by the William C. Brown Publishing Company of Dubuque, Iowa.

Spackman, who has written several books about isometric exercises (exercises without weights), says his latest book has illustrations showing how to exercise each muscle group in the body with isometrics.

The book is intended to help businessmen, teachers and secretaries.

Your Newspaper Advertising Is Your Store's Image!...

A store's image is "part and parcel of everything you do in your advertising," said Morris L. Rosenblum, creative advertising administrator for Macy's, New York. Speaking recently at the National Retail Merchants Association, Mr. Rosenblum told of several qualities of good image-creating advertising.

- 1. CONSISTENT:** Ads should run consistently — the more often the better. The less advertising a store uses, the harder the ads have to work to create a character image.
- 2. DIFFERENT:** A store's ad style should be as different from the competitors' as the store is different.
- 3. SIMPLE:** Ad style should not draw attention to itself, but should help get the message read.
- 4. FLEXIBLE:** Ad style should allow you to advertise any kind of merchandise at any time of the year for sale or non-sale events.
- 5. LONG LIVED:** Ad style must be able to stand the rigors of time and change, and still maintain its individuality.
- 6. BUDGETING:** Get every benefit of wise budgeting. A budget assures you of enough advertising to attract the attention of a maximum number of prospects with the full story of your merchandise.

Good Ads — sales producing ads — DON'T JUST HAPPEN! Careful "think through" of newspapers full power advertising and "how to budget advertising for bigger volume, more profits" will be discussed and planned at your convenience by competent advertising men who can help you solve your problems and aid you in getting your maximum share of the retail market. Let us discuss your advertising with you — NOW!

Advertise where your market is— in the

DAILY EGYPTIAN