

7-17-1964

## The Daily Egyptian, July 17, 1964

Daily Egyptian Staff

Follow this and additional works at: [http://opensiuc.lib.siu.edu/de\\_July1964](http://opensiuc.lib.siu.edu/de_July1964)

Volume 45, Issue 182

---

### Recommended Citation

, . "The Daily Egyptian, July 17, 1964." (Jul 1964).

This Article is brought to you for free and open access by the Daily Egyptian 1964 at OpenSIUC. It has been accepted for inclusion in July 1964 by an authorized administrator of OpenSIUC. For more information, please contact [opensiuc@lib.siu.edu](mailto:opensiuc@lib.siu.edu).

# Daily EGYPTIAN

Southern Illinois University  
Carbondale, Illinois

Volume 45 Friday, July 17, 1964 Number 182

## GOP Choice Startles Some, Pleases Others

Sen. Barry Goldwater's impressing first-ballot sweep of the Republican presidential nomination left surprised, startled and, of course, pleased persons in its wake.

Here's what a number of persons on the SIU campus had to say about it:

"I can't see how Sen. Barry M. Goldwater got the nomination," says Roger Turner, a senior advertising major from Kankakee. "It shows what a well-planned organization can do."

"I feel that the reason Goldwater got the nomination was that everybody in the Republican party was confused and there was no united leadership opposing Goldwater," Turner continued.

"I feel it was good that Sen. Goldwater got the nomination," said Tom Maye, a management major from Kewanee. "I feel that for the first time in a long time the Republican party doesn't have a duplication of a Democratic platform."

"Goldwater is going to have to make his views a little more liberal in order to appeal to the American voters," Maye added. "He can do this by getting to the people and really telling them how he feels on national issues. Goldwater's views are America's last hope for American ideas."

Dan Danielczyk, a chemistry major from Park Ridge, says that he wished the Republican delegates would have put real thought into what Goldwater stood for before they jumped on his band wagon and nominated him.

"I'm worried about his  
(Continued on Page 6)

## Today Is Deadline

### For Graduation Forms

Today is the last day to apply for August graduation. Forms can be picked up in the Registrar's Office until 4:30 p.m.

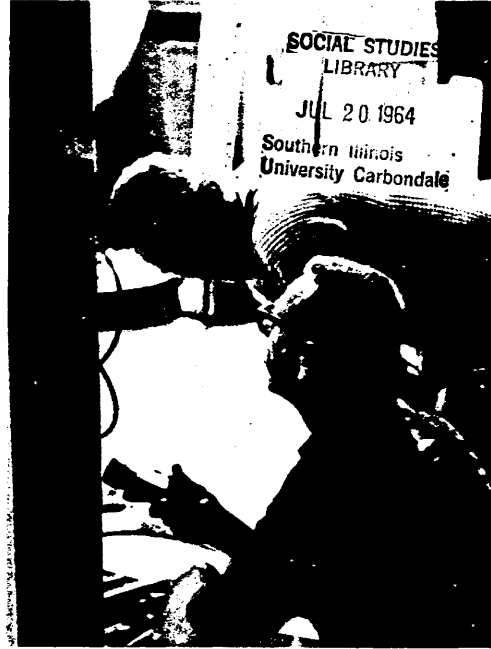
## Woman Journalist, 72, Wins Editorial Award

"One of my sons roped me in on it."

Thus did Mrs. T. M. B. Hicks describe her belated entry into full-time newspaper work. Her 14-year career was capped Thursday night by her winning the highest editorial-writing award of the International Conference of Weekly Newspaper Editors.

Mrs. Hicks, 72, got her newspaper job when a writer was needed in an emergency.

Thursday evening, she was awarded the Golden Quill for her editorial, "The Eternal Flame," which was judged the best weekly newspaper editorial of 1,189 entered in the annual contest.



**HOT JOB** - Workmen swelter in the basement of Morris Library as they try to repair the air-conditioning system that has been acting more like a furnace than an air conditioner all week. The library will open again today on a trial basis, if it isn't too hot inside, officials said.

## 101 Fields Available

### Choose Majors With Care, Graham Urges Bewildered

Selection of a major field of study at SIU is an important decision and one that a goodly number of students have not made yet.

Jack W. Graham, coordinator of the Academic Advisement Center, said nearly 2,000 SIU students were still undecided last quarter about their choice of a major, and over 700 summer students are still undecided.

"There are 101 majors listed in the General Studies Bulletin for undergraduates of the Carbondale campus.

This gives one quite a selection," Graham said.

"Selecting the most appropriate major is an important decision," he continued.

"Students should take time to come to a realistic decision. It is not always easy to understand oneself, one's interests, and one's abilities and match these with the world of work."

"Southern Illinois University is interested in helping its students find meaningful

(Continued on Page 3)

land, Massachusetts, Nebraska, Kentucky, Texas, Washington, Oregon, Virginia and Pennsylvania.

"The Eternal Flame" was written and published following the assassination of President John F. Kennedy.

It was among about 80,000 weekly newspaper editorials examined at the SIU Department of Journalism during the year ended May 30. Of this total, 1,189 including all formal nominations made by editors were sent to Charles Edward Bounds, chairman of the Department of Journalism at the University of Alabama. He was the final judge.

He selected two runners-

up, Robert E. Fisher of the Crosssett, Ark., News-Observer, and George Murphy Jr. of the Manteca, Calif., Bulletin.

Editors receiving honorable mention were Hal DeCell of Rolling Fork, Miss., the 1961 winner; Ezra Crane (deceased) of Wailuku, Hawaii; Robert Wilson, Maroa, Ill.; Norman B. Gallagher, Belle, Mo.; Gretchen C. Billings, Helena, Mont.; Thomas J. Lassiter, Smithfield, N.C.; Robert F. Hall, Warrensburg, N. Y.; Foster M. Russell, Cobourg, Ont.; J. C. Maret, Liberty, S.C.; and Osjetta Briggs of Palestine, Texas.

The Conference's annual meeting ends today.

Officials here blamed "confusion in the contractor's office in St. Louis" for causing Morris Library to close down early again Thursday. Extremely warm temperatures in the building forced its closing at noon Thursday. The plan had been to keep it open all day while workmen sought to repair the faulty air conditioning.

Here's what happened, according to William Volk, associate university architect in charge of construction:

"When the new equipment, installed as part of the expansion program this year, proved to be faulty, we felt we could use the older air conditioning units, installed when the building was first constructed, to partially cool the building so it could be used.

"However, the older equipment needed someone in at-

**Faster Computer Will Be Installed Here Next Week**

A newer and faster computer will be installed next week in the Data Processing and Computing Center at SIU. John W. Hamblen, director, said the new unit will be the model II 1620 machine. It will replace the present slower Model I which will be transferred to the Edwardsville campus.

Hamblen said Model II is capable of handling all programs for Model I without modification.

The new machine will be two to four times as fast internally, and will have a random access storage unit with each disk capable of storing over two million characters of information, Hamblen said in a bulletin. It will also have process control capabilities such as in the IBM 1710, he added.

"In addition to easing the schedule for 1620, the new system will provide for a wide range of usage," he said.

An announcement of a short course in the use of the 1710 system will be forthcoming within a few weeks, he said.

The information about the new model was directed primarily to faculty research and instructional users.

Another part of his memorandum described a new system of priorities for the programming and operations staffs at the center.

These staffs, Hamblen said, "will have extremely heavy demands placed upon them"

(Continued on Page 6)

tendance throughout the night. I contacted the Carrier Air Conditioning Company in St. Louis, the contractor, and they agreed that if we closed down the equipment late Wednesday their man would restart it at 5:30 a.m. Thursday.

"But when we opened the building Thursday morning the equipment wasn't operating and, naturally, it was uncomfortable hot inside.

"I learned that the Carrier official who had agreed to have the equipment restarted at 5:30 a.m. failed to tell another official of his agreement with us. The second official, meanwhile, called the firm's representative here and told him not to restart the equipment at all. It obviously was a case of the men in St. Louis not talking to each other about the problems here."

"They violated their agreement with us through the confusion in their office," Volk added.

He explained that the air conditioning unit installed when the library was being built in 1956 is being retained and is "tied in" with the new system, installed this year when the additional floors were added to the building.

"Some work remains to be completed on joining the two systems together, which is why the older equipment must have someone in attendance at all times if it is operating," Volk said.

He said that SIU was to use some of its personnel Thursday night to maintain watch over the equipment so the building will be "at least partially cool when it reopens at 7:15 a.m. today."

"We have been struggling with this since last Friday," Volk said. "And we finally got them (Carrier) to agree that the new equipment was faulty, something all of us have known for more than a week but they just couldn't see."

Ralph McCoy, director of libraries, expressed his disgust over the situation. "We feel that the contractor hasn't lived up to his responsibility," he said.

"Naturally, we regret having to close the building again because so many people need to use it," McCoy said, "but it is just too unpleasant in there to ask anyone to work in the place."

Plans now call for the building to be closed at 5 p.m. today and remain closed throughout the weekend while repairs are made to the faulty equipment.



MRS. T.M.B. HICKS

### Peace Corps Test

A Peace Corps placement test will be given at 8:30 a.m. Aug. 8 in the main Post Office, Carbondale.

Any U.S. citizen who is 18 or over and has no dependents under 18 is eligible.

**MARLOW'S**  
THEATRE MURPHYSBORO

2 GREAT FEATURES 2!  
REG. ADM. 75¢ AND 25¢

TONIGHT AND SATURDAY  
TONITE OPEN 6:30 - START 7:15  
CONTINUOUS SAT FROM 2:30

**LOVE THOSE YUM-YUM GIRLS!**



COLUMBIA PICTURES presents  
**Jack Lemmon**  
*Under the Yum Yum Tree*

Carol Lynley-Dean Jones  
Edie Adams-Imogene Coca  
Paul Lynde-Robert Lansing  
-PLUS-

JOANNE WOODWARD  
RICHARD BEYMER  
CLAIRE TREVOR  
CAROL LYNLEY  
*The Stripper*

20 COUNTRY CINEMA SCOPE  
JULY 29 TO AUG 4

JOSEPH E. LEVINE presents  
**THE CARPETBAGGERS**  
A PARAMOUNT PICTURES release  
TECHNICOLOR PANAVISION™

THIS IS ADULT ENTERTAINMENT!



EILEEN QUIGLEY

### Dean Quigley Named Consultant

Eileen E. Quigley, dean of the School of Home Economics, has been appointed a consultant on home and family problems to the Governor's Commission on the Status of Women.

She recently returned from Springfield where she participated in the commission's first hearing for central Illinois. Emily Taft Douglas, former congresswoman and wife of Sen. Paul Douglas, was the speaker.

The commission will hold another hearing Aug. 5 in Edwardsville.

### MOVIE HOUR

SATURDAY, JULY 18  
FURR AUDITORIUM  
UNIVERSITY SCHOOL  
SHOWING AT 8:00 P.M. ONLY

BARBARA STANWYCK  
JAMES MASON  
AVA GARDNER

-IN-

### "EAST SIDE, WEST SIDE"

Martial infidelity among a group of big-city socialites becomes the setting for murder, when a philandering husband's amorous dalliance is stopped by a bullet.

ADMISSION  
ADULTS 60¢, STUDENTS 40¢  
WITH ACTIVITY CARDS

### Golden Quill Editorial

## The Living Flame

The hollow and alien sound of hooves on Pennsylvania Avenue. The six grey battle horses and the outrider on the seventh.

The flag-draped casket on the caisson. The riderless horse with its empty saddle, dancing feet spurning the pavement, restive under the rein, but obedient.

The Navy Band -- Hail to the Chief-- America the Beautiful.....The Navy Hymn. The unending procession of mourners filing past the bronze casket, high on the catafalque in the vast and echoing rotunda of the Capitol, the same catafalque where Abraham Lincoln had lain in state almost a hundred years ago.

Dark faces among the grieving multitudes and among the chosen service men who guarded the casket, North and South and East and West, at the four points of the compass.

Notables from other countries, heads of State, delegations, arriving at Dulles Airport during the evening hours of the day before the State funeral.

Royalty joining the family and the new President of the United States, the Cabinet, and high officials of the government on the symbolical walk behind the caisson from the White House to St. Matthew's Cathedral.

The Mass of Requiem.

The procession from St. Matthew's to Arlington Cemetery, sleek black limousines creeping behind the caisson.

The Funeral March. Anxious secret service men guarding the new President.

The Lincoln Memorial at the entrance to the bridge spanning the Potomac.

The endless procession, reaching back as far as the eye can see. Onward Christian Soldiers--And again, the muffled drums.

The caisson, emerging from the shadows of the buildings into eternal sunshine.

The Memorial Bridge, and the grey horses laboring up the hill to the yawning grave.

Dry leaves scudding before a freshening breeze, in the bright November sunshine. The Black Watch, and the walling bagpipes. Two colored boys, young and dignified, in

the uniform of their country, helping six other service men to carry the coffin from the caisson to its final resting place.

The solemn ceremony. Jet planes screaming overhead in formation, saluting their fallen chief.

The Irish Guard, saluting and leaving the site of the grave.

Haile Selassie, the Lion of Judah, from Ethiopia, small and somehow pathetic in his benedicted uniform, dwarfed by General DeGaulle, imperturbable in his Field Marshal's cap.

A breathless hush. Cardinal Cushing. . . I am the resurrection and the life.

The 21-gun salute, echoing over the graves at Arlington, and over the Tomb of the Unknown Soldier, where the President of the United States had placed, so short a time ago, a wreath in memory.

And over the grave of John Fitzgerald Kennedy.

The firing squad, three short bursts of fire.

Taps. The flag, held taut above the casket by eight service men, folded now with beautiful precision, and passed ceremonially from hand to hand, to be presented formally to the black garbed widow.

The Navy Hymn--Almighty Father, strong to save.

The eternal flame, kindled by Mrs. Kennedy.

The decorous departure of visiting dignitaries, foreign heads of State, the new President of this Nation, and two former Presidents.

The lengthening shadows, throwing into stark relief the white gravestones of the Nation's heroic dead.

The "little people," filing past the casket, still not lowered into the kindly earth.

A cathedral hush, long light slanting through the trees.

Dusk, and a newly mounded grave. The living flame.

--Dallas (Pa.) Post

### Teachers in Forefront

## Plenty of Jobs Available for SIU Grads; Bryant Notes Better Opportunities in '64

August graduates should have no trouble finding jobs, the SIU Placement Service reports.

This will be especially true in the case of teachers, ac-

ording to Royce R. Bryant, director.

The only exception might be in jobs that require special training during the summer months, he added.

Bryant said that 1964 has been a particularly good year for college graduates securing desirable positions.

"Salaries are two to three per cent higher with better working conditions than in the past," Bryant said. He added that there are more firms seeking graduates this year than last.

"And there are more out-of-state employment opportunities than in the past," he said.

Bryant said that the company representatives who come here have said that they

feel SIU graduates are better trained than they were some years ago, and there is a better selection of applicants for the more technical fields.

Bryant said his office has been able to place most graduates who apply for jobs. However, he said some do not accept job offers for various reasons.

Some go directly into military service, others await assistantships to work toward advanced degrees, and still others seek jobs in certain geographical areas where positions in their field are not currently available.

The last reason is especially true of Southern Illinois, he said, where wives of graduate or undergraduate students want a job in the area until their husbands complete their education.

### Today's Weather

WARM



Continued warm. High in the 90s.

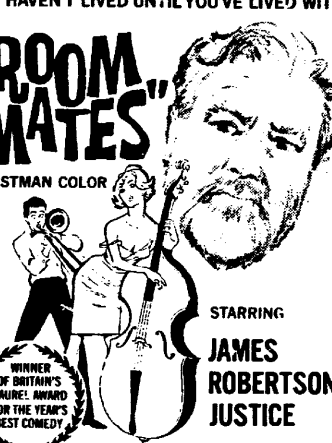
### VARSITY LATE SHOW

TONIGHT and SATURDAY NIGHT ONLY  
Box Office Opens 10:15 P.M. Show Starts 11:00 P.M.  
ALL SEATS 90¢

YOU HAVEN'T LIVED UNTIL YOU'VE LIVED WITH

**"ROOM MATES"**

"EASTMAN COLOR"



STARRING  
**JAMES ROBERTSON JUSTICE**

WINNER OF BRITAIN'S LAUREL AWARD FOR THE YEAR'S BEST COMEDY

AND THOSE CARRY-ON CHARACTERS!  
IN THIS SEASONS GREATEST COMEDY HIT!

A HERTS-LION INTERNATIONAL PRESENTATION

**VARSITY** TODAY AND SATURDAY

THE INTERNATIONALLY ACCLAIMED HIT!  
FIRST TIME AT POPULAR PRICES!

DARRYL F. ZANUCK'S  
**THE LONGEST DAY**  
WITH 42 INTERNATIONAL STARS!

Based on the Book by CORVELLUS RYAN Released by 80th Century-Fox

20 SHOWINGS ONLY EACH DAY  
BOX OFFICE OPENS 1:30 P.M. SHOW STARTS 1:50 P.M.  
BOX OFFICE OPENS 6:00 P.M. SHOW STARTS 6:50 P.M.  
ADMISSIONS CHILDREN 50¢ ADULTS \$1.00

**ONE PROSCENIUM ONE**

Presents:  
Pulitzer Prize Winning Play  
**J.B.**  
by Archibald MacLeish  
Performance at 8:30

July 17, 18, 19  
July 24, 25, 26  
July 31, Aug. 1, 2  
Air Conditioned  
409 S. Illinois



**MY FAIR LADY** — Mary Jo Smith of Mt. Vernon and the make-up artist practice for their work in the SIU Summer Music Theater Production of "My Fair Lady." The two photographs show Miss Smith, who has the lead role of Eliza, as



the Cockney girl prior to her discovery by Prof. Higgins and as the glamorous lady who emerged after his tutelage. The show will be presented in Shryock Auditorium at 8 p.m. July 31, Aug. 1 and 2. All seats are reserved.

## Shakespeare Plays to Relive On Radio 'Festival' Program

The Shakespearean Festival will feature "The Great Globe Itself" and "A Midsummer Night's Dream" at **2,000 Undecided**

### On Major Fields

(Continued from Page 1) educational goals. One of the prime goals of the Counseling and Testing Center is to help students evaluate themselves, learn to read materials describing the field of work and advanced graduate study, and to make realistic educational and vocational plans," Graham said.

He suggested these possibilities for students who want assistance in selecting an appropriate major:

1. Discuss various majors with friends and check the appropriate bulletin to learn what courses a person must complete.
2. Make an appointment with some faculty member in the department of possible choice. Review requirements, graduate school opportunities, and vocational choices upon graduation.
3. Review the vocational information file in the Education Section of Morris Library.
4. Review the vocational information in the reading room of the Academic Advisement Center.
5. Arrange for an appointment to see a counselor in the Counseling and Testing Center. If it is appropriate to take additional interest or aptitude tests, these can be arranged.

7:30 p.m. today over WSIU Radio.

Other highlights:

12:45 p.m. Over the Back Fence.

2:30 p.m. Transatlantic Profile.

2:45 p.m. Flashbacks in History: "Heinrich the First and Ott the Great."

3:30 p.m. Concert Hall. Bruch, Violin Concerto No. 1; Mendelssohn, Symphony No. 4 in A Major (The Italian); Shostakovich, "The Age of Gold."

7 p.m. Special of the Week.

7:30 p.m. Shakespearean Festival: "The Great Globe Itself"; scenes and lines from the bard's latter plays, featuring John Gielgud, Lawrence Olivier, Michael Redgrave, Ralph Richardson, Sybil Thorndike and other outstanding Shakespearean interpreters; "A Midsummer Night's Dream" with Paul Schofield and Joy Parker.

### Saluki Safari Sets Lincoln Home Visit

This week's Saluki Safari will leave at 10 a.m. Sunday from the University Center on a tour of New Salem, Ill., and a visit to the restored home of Abraham Lincoln.

## Movies, Parties, Outings Offered For Midsummer School Pastime

Friday, July 17

Freshman Testing, Room D of the University Center, 7:30 a.m. till noon.  
Practical nursing examination, Morris Library Auditorium, 8:30 a.m. till 3 p.m.  
Organic chemistry seminar, Room C of the University Center, 10 a.m.  
Tennis class sponsored by the Men's Physical Education Department, University tennis courts, 7 p.m.  
Cinema Classics: "Fury," 8 p.m. in Browne Auditorium.  
"The Millionaires," presented by the Southern Players, 8 p.m. in the Playhouse.  
"Ship Wreck Party," Lake-on-the-Campus beach, 8:30 p.m. till midnight.

Auditorium, 8 a.m. till noon.  
Bus to St. Louis, Cardinals vs. Mets. Leaves University Center at 10 a.m.

Socialist Discussion Club meeting, Room F of the University Center, 3 p.m.  
Iranian students' meeting, Ag Seminar Room and kitchen, to 10 p.m.

Movie Hour: "East Side West Side," Furr Auditorium, 8 p.m.

"The Millionaires," presented by the Southern Players, 8 p.m. in the Playhouse.

"Daisy Mae Leap Party," Roman Room of the University Center, 8:30 p.m. till midnight.

city Center at 10 a.m.  
Philosophical Picnic: Willis Moore, professor philosophy, presents food for thought; hot dogs and lemonade to be served, at the Dome, 5 p.m.

Student Nonviolent Freedom Committee meeting, Room D of the University Center, 6 p.m.

"The Millionaires," presented by the Southern Players, 8 p.m. in the Playhouse.

Saturday, July 18

ACT Testing, Muckelroy

Sunday, July 19

Saluki Safari to New Salem, Ill.; bus leaves the University Center at 10 a.m.

## Saki's Humor to Be Featured On Channel 8 Arts Program

Tonight's Festival of the Arts will feature the dry wit and humor of Saki at 8:30 p.m. on WSIU-TV. "Laura," "Dusk," "Bread and Butter Miss" and "Hounds of Fate" are among the stories covered tonight.

Other highlights:

4:30 p.m. Industry on Parade.

5 p.m. What's New: A look at the hard life of the cowboys in the old West.

6:30 p.m. What's New: A look at the cattle herds being driven to market.

7 p.m. At Issue: A discussion of

one of the most urgent questions of the day.

7:30 p.m.

Lyrics and Legends: This is a look at the city blues tradition in music and shows how the early field songs became formalized.

### DAILY EGYPTIAN

Published in the Department of Journalism daily except Sunday and Monday during fall, winter, spring, and eight-week summer term except during University vacation periods, examination weeks, and legal holidays by Southern Illinois University, Carbondale, Illinois. Published on Tuesday and Friday of each week for the final three weeks of the twelve-week summer term. Second class postage paid at the Carbondale Post Office under the act of March 3, 1879.

Policies of the Egyptian are the responsibility of the editors. Statements published here do not necessarily reflect the opinion of the administration or any department of the University.

Editor, Walter Waackel Fiscal Officer, Howard R. Long Editorial and Business offices located in Building T-48. Phone: 453-2354.

The  
*House of*  
Millhant

606 S. Illinois

fine women's sportswear

SAVE...SAVE...SAVE...!

Direct Factory Purchase  
Woman's Nationally Advertised

## Summer Coordinates

All First Quality

- Jamaicas
- Slim Jims
- Ski Coats
- Skirts

- Bermudas
- Crop Tops
- Blouses
- Short Shorts

5.95 Value

**2** For **\$5<sup>00</sup>**

Single \$2.79

Sizes 7 to 18

- Gabardines
- Dacron & Cotton
- Seersucker
- Cotton Ducks
- And Cotton Knits

ALL ON SALE AT LESS THAN 50¢ ON THE DOLLAR

**Cousin FRED'S**

521 E. Main St.  
OPEN DAILY 8 a.m. - 9 p.m.

SAVE...SAVE...SAVE...!

Associated Press News Roundup

# Federal Court Jury Acquits Roy Cohn

NEW YORK--A federal court jury Thursday acquitted attorney Roy M. Cohn on charges of perjury and obstruction of justice.

The case was a re-trial of the one-time aide to the late Sen. Joseph R. McCarthy, R-Wis. A mistrial had been declared on the same charges April 19.

The jury of 11 men and a woman also acquitted Murray E. Gottesman, a co-defendant charged with perjury.

The jurors, who received the case Wednesday and had spent the night at a hotel, deliberated nine hours.

Cries of joy arose from the defense table when Claude C. Applegate, jury foreman, announced:

"We have found unanimously the defendants are not guilty."

The defendants were accused of lying to a 1959 grand jury investigating a 1959 stock fraud indictment.

The government contended that they were able, through contacts in the United States attorney's office, to prevent the indictment of four men involved in the fraud.

# Congo Leaders Boycott Meet

LEOPOLDVILLE, the Congo--Congolese President Joseph Kasavubu and Premier Moise Tshombe will boycott the African summit conference in Cairo because an unwelcome sign has been put up for Tshombe.

Kasavubu and Tshombe decided to stay home from the meeting of the Organization of African Unity after some African leaders vowed they would not sit at the same table with the former Katanga secessionist leader. Foreign ministers preparing for the conference declared Tshombe an undesirable Tuesday but did not oppose Kasavubu's attending.

Many African nationalists are still bitter about Tshombe's links with the Belgians during the Katanga secession and the slaying of leftist Patrice Lumumba.

## RENTAL

TV's  
RANGES  
REFRIGERATORS

WILLIAMS STORE

212 S. ILLINOIS

YELLOWS - ARE - BOUGHT - BY - PEOPLE - OF - THOUGHT

**YELLOW CAB CO., INC.**  
Phone 457-8121

PRESIDENT  
PHILIP M. KIMMEL

CARBONDALE, ILL.



# RICHARD'S

FOR

- Sandwiches
- Cold drinks
- Fountain specials

Open from 10 a.m. 'till 1 a.m.

## LIGHT, SUMMER MEALS

821 S. Illinois

Carbondale

# IN A BIND? ?

Sell That Unwanted  
Item With  
A...

DAILY  
**EGYPTIAN**

Classified Ad  
Ph. 3-2354



FLAK-PROOF?



Bruce Shanks, Buffalo Evening News

# 'Doctor Sam' Signs Bond, Is Released

COLUMBUS, Ohio--Dr. Samuel H. Sheppard, central figure in one of the nation's most-publicized murder cases, left Ohio Penitentiary Thursday on his first steps to freedom.

The 40-year-old former suburban Cleveland osteopath, convicted in the July 1954 bludgeoning slaying of his pregnant wife Marilyn, left the old stone prison in downtown Columbus in custody of Warden Ernie Maxwell.

They went to the U.S. District Court, where Sheppard met his attorney and signed the \$10,000 bond specified by the federal court in Dayton Wednesday. The Dayton court ordered Sheppard's release on a habeas corpus request.

# Symington Urges Cardinals to Stay

ST. LOUIS--The St. Louis football Cardinals received a stern letter Thursday from U.S. Sen. Stuart Symington which urged them to stay in St. Louis and reminded them of federal anti-trust laws.

The Cardinals are reported considering a move to Atlanta, just five years after jumping from Chicago to St. Louis.

Symington's letter was addressed to brothers Charles and William Bidwill, president and vice president respectively of the Cardinals.

The Missouri Democrat noted that "there has been increasing concern in the Congress about the frequent moving of professional teams from one city to another without fair consideration given to the loyalties and interests of the fans and the community where these teams are located."

There has been a storm of protest about the proposed transfer in this old city, which seldom gets excited about anything.

Baseball Cardinal owner August A. Busch Jr. has offered to make schedule changes more beneficial to football.

The grid team has been using Busch Stadium, where the baseball club plays.

# Hoffa Says Signature Not His On Key Prosecution Document

CHICAGO--James R. Hoffa, president of the Teamsters Union, testified Thursday at his fraud and conspiracy trial that a signature on a key government document is not his.

The document, a trust agreement that turned up between the pages of a cook book, purports to show that 45 per cent of the stock of Sun Valley Inc., a Florida homes development, was be-

ing held in trust for Hoffa.

"I don't believe the signature on this paper, is mine," Hoffa testified under examination by Maurice Walsh, his chief attorney.

The union leader said he "had no recollection of seeing the document prior to its introduction by the prosecution in the current trial. He pointed out that signature was written "J. R. Hoffa" and insisted he always spells out his first name in executing or signing legal documents.

"If I was going to sign a legal document it would be notarized or at least witnessed by somebody," the witness said.

Hoffa admitted that he did have an option to buy 45 per cent of the stock of Sun Valley, but said he never exercised it.

The prosecution charges Hoffa was financially interested in Sun Valley, a homes development for retired teamsters that went bankrupt in 1959, and had illegally pledged \$400,000 of union funds for a bank loan for the project.

# European Press Levels Volley Of Criticism at GOP Nominee

LONDON--The nomination of Sen. Barry Goldwater aroused editorial apprehension in Britain and most of Europe Thursday.

Government officials refrained from public comment, but newspapers in general described the choice of the Arizonan as a victory for the forces of reaction and a threat to world peace.

Bitterest of all, predictably, was the Communist press.

Pravda, the organ of the Soviet Communist party, said Goldwater was running on the "most reactionary, bellicose

and adventurist pre-election platform in American history."

There were hard words for the GOP standard-bearer from anti-Communist journals of Western Europe as well.

Stockholm's liberal Expressen, the biggest daily in Scandinavia, described the nomination as "a catastrophe for the Republicans, a threat against the United States, a danger to the world."

Copenhagen's liberal Ekstrabladet asserted:

"The blackest reaction won the battle in the Cow Palace. The progressive forces that have ruled in the Republican party since 1940 were trampled down under hooves this morning."

Cassandra, columnist of Britain's 5-million-circulation pro-Labor Daily Mirror wrote from the Cow Palace: "The corpse of much that is decent and wise and tolerant in American society is in the coffin, although the lid has not yet been finally screwed down."

# Wortman Claims Monthly Income Is Only \$200

BELLELEVILLE, Ill.--Frank Buster Wortman, reputed Southern Illinois crime boss, has told a court he barely had enough money to buy food. Wortman made the statement Wednesday in a hearing on a separate maintenance suit filed by his wife, Sylvia in May. Mrs. Wortman said she and her husband had been separated since April 22.

Associate Circuit Judge Alvin Maeyts took the case under advisement.

Mrs. Wortman charged the reputed representative of a national crime syndicate with cruelty.

Her attorney, Maurice E. Bone, asked that Wortman give her separate maintenance of \$450 to \$500 a month.

Saul E. Cohn, Wortman's attorney, told the court he believed \$25 a month would be enough. Cohn said Wortman's income is only about \$200 a month.

## Bring Your Summer Cleaning STUDENTS & FACULTY

Let us handle your laundry and cleaning problems

### ONE STOP SERVICE

Fluff Dry - washed & folded      Finished Laundry of all Kinds  
Shirts Finished - folded or on hangers

Save 20% on DRY CLEANING cash and carry

JIM KIRK - OWNER

# UNIVERSITY CLEANERS

801 S. ILLINOIS

Drafting Battle Plans

# Miller Is Goldwater's Choice As No. 2 Man on GOP Team

By the Associated Press  
SAN FRANCISCO—Triumphant Sen. Barry Goldwater picked Rep. William E. Miller as his running-mate Thursday moved to rally Republican forces for the autumn battle against President Johnson's Democrats.

The Arizona conservative quickly began drafting battle plans with GOP leaders after sweeping to the Republican presidential nomination Wednesday night.

His swift, massive bandwagon rolled over Gov. William W. Scranton of Pennsylvania and other "Stop-Goldwater" forces in a roof-raising first-ballot victory in the convention.

About all that was left after that was for the senator to disclose who he wanted to run with him, and word came this morning.

Goldwater let it be known that Miller, a New York congressman and retiring GOP national chairman, was his man. California GOP Leader William F. Knowland announced the decision at the Republican state chairmen's meeting Thursday morning.

Miller's selection came as no surprise. It has been rumored for days he was the senator's first choice and Wednesday night Goldwater all but made it official by announcing he was "favorably inclined" toward Miller.

Actually the delegates must nominate the vice-presidential candidate, but by tradition, the presidential nominee gets his choice.

Miller, a Roman Catholic from a big-vote state, is the type of rough-tough campaigner that politicians call a gut-fighter.

More or less burning his

political bridges behind him, Goldwater has announced that he will not run for Senate reelection and will devote all his attention to the presidential battle.

And this, Goldwater said Wednesday night, he will win on his motto of giving the voters "a choice, not an echo."

The GOP theme today was unity.

Scranton sounded the need for loyalty in the convention after Goldwater smashed to his victory.

The Pennsylvania governor told the applauding delegates the party had to "emphasize its unity."

## Next Hurdle Facing Goldwater Is to Unite Dissatisfied Forces

By The Associated Press  
SAN FRANCISCO—Sen. Barry Goldwater, the unity of the Republican party his most immediate concern, Thursday embarked upon what he promised would be a vigorous—but not a personal—campaign against President Johnson.

Goldwater said his personal affection for the Democratic incumbent as a man was too great to allow the campaign to get into the gutter, although he did say that brickbats would inevitably be flying.

As a running mate in the vice presidential slot the Arizona Republican picked William E. Miller, national chairman of the party and Congressman from New York State's "Niagara Frontier" country.

Miller is known in the trade as a "gut-fighter," one who enjoys the give and take of political campaigning. Some terms applied to the Roman Catholic New Yorker by political writers are "pugnacious," "slam-bang," and "rock'm sock'm."

Unity looms as the first problem to be solved by Goldwater as the summer heads toward fall and the official beginning of the campaign.

Gov. William Scranton, who has gone to Hawaii for a va-

caution, took the floor of the convention after Goldwater's nomination was assured. He asked Republicans to unite behind the candidate.

Scranton, who cannot succeed himself as governor of Pennsylvania, will find himself without a political base, considered so important by professional politicians, when his four-year term ends in 1966.

Goldwater wired the Pennsylvania governor:

"It is my desire and I know it is yours to now unite for a drive to defeat Johnson in November."

Scranton's bitter charges in his one-month-long campaign for the Republican nomination had angered the Arizona.

Michigan Gov. George Romney and New York Gov. Nelson A. Rockefeller, who has supported Scranton's bid, made early overtures for burying the hatchet.

But the unity appeals of Goldwater and other party leaders—including former Presidents Dwight D. Eisenhower and Herbert Hoover—hit some opposition Thursday.

Sen. Clifford Case of New Jersey said he cannot support Goldwater until the Arizona modifies some of his views on key issues.



BARRY GOLDWATER

### Bucking the Trend

## Goldwater--A Man Of Firm Beliefs

SAN FRANCISCO—Barry Morris Goldwater has his own ideas about presidential campaigning—and almost everything else.

"I'm not one of those baby-kissing, hand-shaking, blintz-eating candidates," he said once. "I don't like to insult the American intelligence by thinking that slapping people on the back is going to get you votes."

When a crowd chanted, "We Want Barry" for 10 minutes at a Madison Square Garden rally in New York, Goldwater finally shouted impatiently, "You'll get him if you'll just be quiet." It was not the usual response of a politician at a cheering throng.

By his own account, Goldwater is bucking the trend of history, seeking the White House as a senator from the small-population Western state of Arizona.

He goes where he wants when he wants, sometimes ignoring what his political advisers regard as pressing local campaign chores.

More than a year ago he said, "I've never done anything to get the nomination, and yet all of a sudden everyone wants to thrust it on me." He used to talk of "the president thing" as though he couldn't quite believe it.

But last Jan. 3, Goldwater, 55, announced he was going after the top job. Now he says, "I wouldn't have got into this if I didn't really want it."

But an aide said, "However, he has no overwhelming desire to be president. If he thought there was another conservative who could do the job he'd be glad to have him do it."

### Goldwater to Quit Senatorial Race

SAN FRANCISCO -- Sen. Barry Goldwater declared after winning the Republican presidential nomination that he will not run for re-election to the Senate.

"I would not run for both places," the senator told reporters.

on the platform. He delivers some of his toughest campaign attacks in a near-monotone. But sometimes he is eloquent.

"I want to help my country," he told one crowd. "I want to work for it. I want to pay my rent for a Polish grandfather who came to this country through England. I just want to help."

Without a text, Goldwater's words sometimes run away with him. In a Reno television interview, he was asked if he had said something attributed to him. "Not in my most lucid moments," he replied.

He was once quoted as saying he wasn't sure he had "the brains to be the president." Asked about it at Minneapolis, he said, "I've done all right in my life. I don't have a Phi Beta Kappa key, but I hire them." He had a year at the University of Arizona, but quit to join the family department store in Phoenix.

Goldwater's wife, Peggy, doesn't fit the usual pattern either. She shuns the campaign trail.

**MOUTH-WATERING CATCH**

**HOT FISH SANDWICH 25¢**

**BURGER CHIEF**

**HAMBURGERS**

312 E. MAIN

Home of the World's Greatest 15¢ Hamburger!

Free Delivery on order over \$2.00.

**OUR PLATFORM**

1. Honesty
2. Integrity
3. Best darn mobile homes in town.

**CHUCK GLOVER TRAILER SALES**

**Bored With Life of Rich**

# Finance Fairy Tale Catches Shaw Spirit

If you happen to be passing the Southern Playhouse this week and notice the shadowy specter of a tall, thin man with a long red beard and a devilish grin on his face, don't be frightened. The spirit of George Bernard Shaw hovers over the Playhouse stage, keeping an eye on the performances of his comedy classic, "The Millionaire."

Shaw must not only be hovering, but inspiring the performers. Opening night they seemed to have as much fun on stage as Shaw must have had in writing the modern-finance fairy tale.

In his impeccable style, Shaw relates the story of Epi-



SHERWIN ABRAMS

fania, a millionairess who is bored with the life of the rich, though not with the riches. She decides to commit suicide, judos her would-be lover down a flight of stairs, contemplates divorce, and assumes she can make a Mohammedan doctor marry her—all in quick succession.

Directing with a well-experienced hand, Sherwin Abrams has in his 19th summer theater season matched Shaw's writing techniques with an Abrams sharpness that severs all that is not professional from the stage. A snappy pace and cocky air shoot the play through an evening with never a sagging moment.

Carleton Winters as Julius Sagamore, counselor of law, sets a crisp mood when he enters his office. As Epifania's solicitor he gives her a special poison formula. And though the millionairess is determined on suicide so her husband will suffer from having money go to his head, she ceremoniously tears the formula to pieces. Sagamore tries again to be helpful, offering the lady his prize Chippendale chair on which to sit. She promptly pushes the chair back off the chair.

Yet, no need to feel sorry for the solicitor. Shaw lets him successfully manipulate himself into the good graces of all factions. And Winters plays what could be a comparatively sophisticated trifle with comic skill that engineers him into a noticeable position.

When Phil Potter as Alistair Fitzfassenden, husband of the millionairess, brings his paramour into the solicitor's establishment, Epifania justifiably raises an eyebrow. She promptly titles Patricia Smith, played by Jo Ann Forte, as "Seedystockings."

But alas, to not much avail. Anyone can see "Seedystockings'" loveliness underneath her glasses and bun. Miss Forte in her free and facile way unobtrusively convinces

all that she deserves to win Alistair in the end.

Potter himself is full of surprises. He does not play Alistair as a ring-a-ding-comedy character or feather-headed fellow. Rather, he finely portrays a man bored with a bored woman and with enough get up and go to find a happier helpmate. Potter does equally well with fuming and facetiousness.

Suavely sauntering into the fracas, James Keeran as Adrian Blenderbland makes his bid for a bit of the money. Epifania immediately takes him for a jaunt to the Pig and Whistle coffee room near the river. Unhappy with the lack of plush, Blenderbland complains about the food and Epifania's father fixation. He promptly picks himself up, not once, nor twice, but three times when his lady throws him to the floor. But when she pushes him down the stairs, it takes six months for him to return to the scene.

Only a little bitter, Blenderbland makes a claim for damages. Keeran's rendering of the unlucky other man is comically blending throughout, and never bland.

Cast in the role of the Doctor, Richard Boss plays a man of principle. He cares nothing much for Epifania's money, yet is carried away by her pulse beat. Boss portrays the Mohammedan love interest with solemnly believable tones.

Charles Gilroy as the manager of the Pig and Whistle gives ingratiating spirit to the part of the owner's son, who now has a future in the thriving establishment instead of the failing coffee room.

Glenda Spicer creates an Epifania to do Shaw proud. Energetic and self-demanding, Miss Spicer establishes a woman taking from life all she thinks she deserves. As a strong-willed; powerful, but completely undisciplined woman, Epifania turns pennies into dollars and wonders why others cannot.

## Miss Spicer's performance Data Center Gets Newer Computer

(Continued from Page 1)

during the next several months. "Therefore, it will be necessary to place priorities upon their services in order to keep the present procedures in operation and yet prepare for the 7040 system which is due to arrive in late November," he continued.

In particular, changes and new procedures should be kept to a minimum until after Jan. 1, 1965, Hamblen said.

He outlined the following priority system for the remainder of the year, with top priorities listed first:

Current operations, processing existing programs.

Externally imposed changes to existing procedures (required by law, board action or top management policy change.)

Preparations for 7040 installation.

Direct conversion of certain procedures to the 7040.

Consolidation and conversion of certain procedures to 7040.

Departmental requests for changes in existing procedures.

Requests for implementation of new procedures.



GLENDIA SPICER AND JAMES KEERAN IN A SCENE FROM "THE MILLIONAIRE"

is unique. She easily could have stolen the show, but she discreetly directed her talents toward the total play entity instead. Consequently, she not only presented a spicy characterization, but displayed a commendable ethic.

"The Millionaire" is a play filled with many little vignettes that might ordinarily pass by the way. A scene between Epifania and an old couple typifies the sort. But Jimmy Powell and Bever. Byers not only save the little scene, they make it a highlight of the performance. With perfect cockney accents and

movements they bring the poorest of London shopowners to the stage. Their acting is especially commendable in view of the often flubbed stage accents.

Always imaginative, Darwin Payne, created settings of style and color. The stage becomes an office, a run-down coffee room, a dismal shop, and a transmogrified coffee room.

"The Millionaire" will play through Sunday. All seats are reserved. Box office hours are from 10-12 a.m. weekdays and 7-8 p.m. show nights. S.F.

## Mafia Conspiracy

# Criminal Elements Subjugated a People

The Honored Society, by Norman Lewis, New York: G.P. Putnam's Sons, 1964, 318 pp.

This well-researched book, first, establishes that the Mafia in fact exists and, second, reveals some of the inner workings of what Mr. Lewis calls this "conspiracy."

Many, especially those who have fallen under the brutal domination of the Mafia, deny that the "honored society" exists. The Italian government was unable to find anyone who would testify in court against the Mafia, at least anyone so inclined who lived long enough to do so, until 1963. And this "hero" was himself a

leech at Sicily's throat. Never before had the Mafia held political control on such a scale.

We were repaid in kind when American mafiosi, deported as undesirables, used Sicily as the hub in their drug traffic to the United States. These "repatriates" also engaged in open warfare with the established Mafia for control, an eventuality that led to a further depopulation of Sicily.

The Sicilian practice of "not seeing" crimes committed before their eyes, even when members of their own families were slain, has been evidenced recently in the United States. But Mr. Lewis doesn't blame this on the Mafia or point to American moral decay. How could he? This malady only recently has come to public attention.

The book presents a grimy picture of cities stripped of male adults by Mafia killings, roving tribes of criminals who terrorize the countryside, blatant mass murders to avert land reform, feuds that wiped out all male members of certain families, unimaginable poverty that resulted from the society's "controlled dearth." He documents links between the Mafia and police, government, courts, prisons, and even the church.

Major portions of this book appeared first as a series in The New Yorker. If the book has a weakness, it lies in the fact that traces of this segmentation remain, slowing the pace at times and contributing to some needless repetition.

Regardless, this interestingly written, highly readable book shows how criminal elements can and did subjugate a people. We should take heed.

## Reviewed by

Bryce W. Rucker

## Department of Journalism

criminal. With this breakthrough the government's attempts to curb the Mafia have borne fruit.

But let's begin with the beginning. Mr. Lewis sheds new light on the birth of the Mafia in the Middle Ages, its growth and change from a force that defended the downtrodden Sicilian to one that squeezed the very lifeblood from those long-suffering people.

The American Army comes in for its share of blame, for in 1943 it traded political control over Sicily to the Mafia for the Mafia's cooperation in capturing Sicily. Thus, the society, weakened by attacks from the Mussolini government, flowered into full bloom after World War II, as both the political and economic

## Republican Choice Startles, Pleases

(Continued from Page 1)

plans for making the war in South Viet Nam a nuclear war. Also, Goldwater's plans for using these bombs in Cuba could develop into a major war there," Danielczyk continued.

"I'm against Goldwater's nomination in the Republican party," says Rosemarie Garavalia, a guidance graduate student from Harrisburg. "Goldwater is a radical type of person and we don't need this type of person in this day and age. Goldwater is a type of person like Andrew Jackson and he should be running for election back in Jackson's day," Miss Garavalia stated.

"I believe that Goldwater's good looks and his good-looking family won him many Republican delegate votes," she added.

"I feel that it was good that Sen. Goldwater was nominated," says Larry Mann, a junior advertising major from Albion. "It is about time that the American people have a choice in parties and men. Now, instead of voting for the lesser of two evils, the American people can vote for the man," Mann added.

"I feel Goldwater has a good chance to win the election in November. Instead of voting for the party of your choice, the voter can vote for the man and platform of his choice," Mann stated.

Sherry Bohlen, a speech major from Mt. Vernon, feels it was good for President Johnson that Goldwater got the nomination. She feels that Goldwater will be a much easier man for Johnson to beat in November.

"I don't feel Goldwater has a chance against President Johnson," says Miss Bohlen. "Of course, the next few months will make a great deal of difference. I do feel right now that President Johnson could stay home and not campaign and still win the election in November," added Miss Bohlen.

Dale Holmer, a business management major from Litchfield, feels that it wasn't good that Goldwater was elected because he doesn't feel that Goldwater represents the thoughts and ideas of the majority of the people of the nation.

"Many of Goldwater's ideas seem to be radical," says Holmer. "I don't feel Goldwater has a chance against President Johnson. He's lost a log of Negro votes because he's not completely in favor of the civil rights bill."

## Gus Bode...



Gus explained to his instructor that he missed his 8 o'clock due to a power failure--he just didn't have the power to get up after he shut off his alarm.



MRS. MARY ANN STRAWN AND HER SONS, JOHN (LEFT) AND BOB TRY A LITTLE CLOSE FAMILY HARMONY.

Organist in 2 Churches Here

**Widow With Three Children Works Way to Degree, Job**

About six years ago, a new widow called her three young children together for a council on their future.

The insurance policy left by the husband and father would not cover higher education for the three children. The question was this: Should the family use this resource to train the mother for an academic career?

The decision was affirmative, and now Martha Ann Strawn, 43, stands on the threshold of being awarded a master's degree and a full-time teaching position.

Helping her on the way to her goal was a part-time job at the console of church organs.

Mrs. Strawn expects to complete her master's degree in zoology at SIU this summer and has already accepted a position teaching biology at Black Hawk College, Moline.

At the death of her husband, Ed, an Illinois Central Railroad yard employee at Centralia, in 1958, Mrs. Strawn was left with three children to support and an insurance policy that looked far too small to educate Ann, 16, John, 13, and Bob, 10.

She called a family council. "I felt the children had a stake in our future and their voices ought to be heard," she says.

"We considered all the possibilities. I had a small income from playing the organ at Centralia churches. But I had no training for a full-time job.

"We took a vote, and decided to gamble the insurance policy on a college education for me."

She first enrolled in Centralia Junior College and distinguished herself scholastically, achieving election to Phi Theta Kappa, scholastic honorary fraternity. She received her junior college certificate in 1960.

She then left her home in Centralia and moved the fam-

ily to Carbondale, where she and Ann entered Southern Illinois University. The two boys attended University High School.

As an undergraduate, she made an outstanding scholastic record and won election to the Liberal Arts and Sciences Honor Society and Phi Kappa Phi honor society. She received a research assistantship in the zoology department, and after completing her degree was appointed a graduate assistant with laboratory teaching assignments. Last year she received a National Science Foundation fellowship to help finance her graduate research.

For three years, the Strawns lived in a tiny apartment in SIU's Chautauqua Housing Project, but about a year ago rented a nine-room house.

It was to help pay the higher rent on the house that Mrs. Strawn began working on Sundays. An accomplished musician, she had served as paid organist in her own church, the Christian Church in Centralia, and at the Jewish Temple. Now she plays at both the Christian Church and the Christian Science Church in Carbondale.

The past six years have not been easy, but Mrs. Strawn has found them satisfying and challenging.

"I have only gratitude for our 17 years of family life in Centralia, for the cooperation and understanding of my children and for the opportunities I have found here at SIU as well as in Centralia Junior College," she said.

Only her boys are at home with her now. John, at 19, is a sophomore at Southern, majoring in philosophy and English and is in Plan A.

Bob, 15, a freshman in University High School, is president of his class.

Ann, now Mrs. Jesse Acuff, after three years at SIU, is a senior at Middle Tennessee State College, Smyrna, Tenn.

Moral: Write It Right

**Preposterous Prose Glutted With Gabble**

By Leonor Wall

The preponderance of pompous prose proliferating through our populace precipitates profound perversion.

Are you a disciple of such esoteric writing that a dictionary or thesaurus is needed to decipher your meaning?

Are you a slave to the use of confusing jargon, gibberish, gabble and phraseology that only obscures the meaning of what you have to say?

To seek an answer to the ever increasing tendency of writers to use "50 cent words when 25 cent words would do," to believe that "elaborateness of expression indicates profundity of thought," to assume that "everyone who reads their jargon will understand what is meant" and to "fear taking an abstract topic and presenting it step by step or phrase by phrase for fear that their reader will take it to be too simple," we sought Robert D. Faner, chairman of the Department of English, for answers to such a dilemma.

"Excellence of style is not an object that many people hold high or are concerned about," Faner feels. "There is not enough emphasis in training of scholars in the effectiveness in writing as there should be."

"In some disciplines," he continued, "people are thinking that if the facts are present the purposes for which the research was undertaken are served. They are more concerned with the information that is set forth than how they are saying it; the manner of presenting facts is of small importance."

What has caused this mish-mash in writing? Faner offers us food for thought. For one thing he feels that much more is written now than formerly, such as the extensive written records of everything that are kept today. Also, because we are writing so hurriedly and hastily and never changing what we have once put down, we are encouraging the continuance of poor writing.

"There was a time when things were written with grace and clarity in style but now people simply don't care about this very much any more."

Faner said with a note of dismay in his voice.

Just what are we talking about when we mention the use of jargon which is "creeping increasingly into" written discussions and has a way of befogging and keeping writing from being graceful?

Examples, as Faner noted, are such words as "finalize"



ROBERT FANER

which is used instead of "conclude" or "bring to a conclusion."

Another example is "maximize" which is being used for "make the greatest use of."

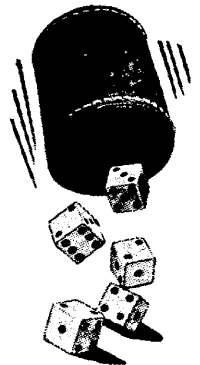
Faner feels, that the problem of jargon, however, is "not of overwhelming importance." He feels that there are no absolutes on the topic of excellence in writing because people have different standards by which they judge writing. What one may feel is good writing another author may feel is "ghastly."

What can be done to alleviate this situation? Faner suggests that the training of students in composition classes and the insistence by people in authority, such as magazine editors and teachers, that an emphasis be placed on good writing would be a step in the right direction.

"People first must become aware of the fact that writing is not as good as it once was," Faner said, before something can be done concerning the problem.

A final thought by Faner and perhaps an urging to all of us to examine our own literary and scholarly achievements in the field of prose is his opinion that "written expression ought to be as good as possible all of the time."

You Wouldn't Gamble And Disconnect Your Phone A Couple Of Days A Week. . . .



...because you know that good prospects might be trying to get in touch with you during those periods when your phone service is discontinued.

It's the same with your advertising. People are buying every day.

Don't let that business pass you by because your advertising is "disconnected."

Advertise in The

**DAILY EGYPTIAN**  
"RESULT RINGING"  
Classified Section  
Every Day

**Daily Egyptian Classified Ads**

Classified advertising rates: 20 words or less are \$1.00 per insertion; additional words five cents each; four consecutive issues for \$3.00 (20 words). Payable before the deadline, which is two days prior to publication, except for Tuesday's paper, which is noon Friday.

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

The Daily Egyptian reserves the right to reject any advertising

<b>SERVICE</b>		Harley Davidson "125" motorcycle. Reasonable. Phone Morion, Ill. WY3-4345. 181-182
24 Hour Service to serve you better. <b>KARSTEN'S MURDALE TEXACO.</b> Murdale Shopping Center. Ask about our free Car Wash Club. 161-186c		Brand New (1) Movie camera, Mikko, 16-mm. lens. (2) Photographic camera, Yashica. (3) Spanish Guitar - made in Barcelona. Very cheap. Call 549-3059, Robert. 182-185p
<b>FOR RENT</b>		14 ft. Richline boat. 30hp Mercury motor, trailer, skis, extras. Excellent condition. 5375. Phone 549-1826 after 5 p.m. 182-185
2 bedroom trailer available now at Chuck's Mobile Ranch lot no. 1. Call 457-8558 after 5pm. 179-182		<b>WANTED</b>
Houses-Trailers-Apartments, Air-conditioned - Available Now, Phone 457-4144. 170		Take over payments on 10X50 used trailer, also trailer lot. Near campus. Call Larry Cn-marcus, 212 W. Elm. 457-2869 182-185p
<b>FOR SALE</b>		
1 opt. size crib and mattress. Like new. Call 9-1152. 181-184		



**Flight Across Equator**

# Family Has Winter, Summer in a Day

The Richard Franklin family left Australia in winter weather this summer and arrived in Hawaii in summer weather the morning they left Australia that evening.

Franklin, director of the Community Development Institute at SIU who spent nearly six months in Australia as a Fulbright lecturer at the University of New England easily of course.

Franklin, his wife, Paula, and their two sons, ages 9 and 7, left Brisbane in June, which is an early winter month on the continent far down below the equator, and the change in time zones put them in Honolulu at an earlier hour the same day despite the fact their air trip was 4,700 miles long.

Franklin, who also visited six other Australian universities as a lecturer or consultant, said Australia is looking more and more to our education system to see what can be learned from it. And more of its students are coming to the United States for graduate work although the British Isles still get the major portion of them.

Franklin said most Australians are thankful that the United States intervened in Far Eastern activities during World War II.

They feel the action kept the Japanese from invading their continent. A national observance is Coral Sea Week, commemorating the Coral Sea battle in which the American Navy turned back the Japanese warships.

He said our extremes in wealth are a bit shocking to the Australians, who live in a country where there is little unemployment and little poverty. Mansions are few, but slums are few, too.

Franklin, who received his doctor of education degree in social psychology at Columbia University Teachers College in 1955, joined the staff of the SIU Community Development Institute last year.

## Shipwreck Party Planned at Beach

Dancing, a hootenanny, marshmallow roast and buried treasure will be the features of a Shipwreck Party today.

Beginning at 8 p.m., all survivors are invited to gather at Lake-on-the-Campus Beach.

Diana Cannata will lead the hootenanny. Prizes will be offered for the treasure hunt.

opment Institute the following year. A native of Ohio who worked as a newspaper reporter for the Toledo Times and the Marion Star in Ohio after receiving his master's degree in journalism at Ohio State University, Franklin was editor of the news bureau of the Church World Service from 1946 to 1948. He was a bomber pilot during World War II.

### Allen to Talk at Dome

John W. Allen, author of "Legends and Lore of Southern Illinois" will speak at 8 p.m. Saturday at the Dome.

### Midland Hills Golf Course 5½ Miles South of Campus

- ✓ Green Fee Rates
- ✓ Rental Rates
- ✓ Motor Cars
- ✓ Special Summer Membership Rates

### Need A Vacation Before Winter Term?

#### Portugal, Spain & Morocco

LEAVING AUG. 31, RETURNING SEPT. 21  
LEAVING SEPT. 7, RETURNING SEPT. 28

DELUXE HOTELS

ONLY **\$725** FROM NEW YORK

ALL MEALS INCLUDED

ONLY FULLY ACCREDITED AGENCY IN THIS AREA

**Holiday Travel** 207 S. ILL. 457-6173

# AHHH! PIZZA



LIKE MUNCHIN' ON A CLOUD!

# PIZZA KING

719 S. Illinois

PHONE 457-2919

# 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



457 - 2985  
for  
reservations

- ... Steaks
- ... Sea Foods
- ... Italian Foods
- ... Sandwiches & Plate Lunches

... catering to parties, banquets & receptions. Open from noon until midnight.

**Little Brown Jug  
Steak House**

119 North Washington