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Daily Egyptian Staff

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Gov. Kerner to Bolster Area Tourism

* * *

Bus Service May Cease

The summer bus service that was started on a temporary basis two weeks ago has been operating at a $90 per cent deficit, according to Bob Drinan, student body president.

"We have only been getting about $2 per day from fares and it is costing us $30 a day to run the service," Drinan said. "At this rate it is costing almost $1.25 per person per ride."

"This seems very unfair to put the burden on the student body as a whole when the average taxi cab fare is 50 or 60 cents," he said.

Student government, which receives subsidy from student activity fees, must make up part of the deficit.

"It will be entirely out of the question to continue this service unless the student support is more significant," he said. "Unless we get comments and suggestions concerning the bus schedule or route, we will discontinue the service."

Drinan said students will be notified a week in advance, if the service is stopped.

"It was impossible to get a cheaper bid for the service. The cost is triple that of last year because the companies have been forced to up their prices," he said.

"The reason that we provided the bus service for the summer was the requests from students. If the many who said they wanted the service do not respond to this minimal arrangement, it will be impossible to provide the service on a full scale," Drinan said.

"Unless we can get specific guarantees from the serviced areas, the buses will not continue running."

Plans for Massac

Told to Investors

Gov. Otto Kerner announced in his address to the Southern Illinois Tourism Investment Conference Friday that he would put $1 million in general revenue funds from the next Illinois General Assembly for development of Fort Massac State Park near Massac County.

The project, which could result in the creation of 800 job opportunities, will be part of the drive to develop the tourism and travel industry in Southern Illinois.

Kerner spoke to delegates in the University Center Ballroom as part of the day-long conference that included meetings and discussion groups.

"I need not remind you that the tourism and travel industry is one of the fastest growing industries in the United States today," Kerner said.

The industry's revenue reached an all-time high of $33 billion last year.

Kerner said that Southern Illinois could expand its $25 million annual tourist-recreation business fivefold in 10 years to a potential of $123 million.

"We must have continual support and interest in Southern Illinois," he said. "Investing in Southern Illinois is a downhill sound business venture. It is an area that just five years ago was beset by economic problems that seemed insurmountable."

"Fairly in 1961 the situation was critical. Thirty-six counties were designated as depressed areas by the Area Redevelopment Administration. Today, only 12 of these counties remain on such a list," he said.

"We accomplished this because we sat down and drew up realistic goals. It was a team effort that is still showing results."

Kerner cited six goals that were set in a statewide attempt to improve conditions.

"First, we pledged to conserve and develop our natural

(Continued on Page 2)

Gus Bode

Gus says he guesses he'll have to go to school and take a job as a construction worker to get a parking place on campus.
Kerner Tells Tourism Investment Conference Of Plans for Southern Illinois Development

(Continued from Page 1)

cal water resources at Rend Lake, Kaskaskia Valley, At-
line Valley and the Wabash Valley. In this, our progress
has been substantial.

Second, I promised to es-

ablish a Board of Economic
Development which would
maintain an economic de-
velopment office in Herrin.
This was done.

Third, we set out to en-
courage the expansion of
growth industry and to at-
ttract new industry to southern Illi-

nos. Expansion is still going
on.

Fourth, we decided that
new interstate highway de-
velopment was essential to in-
dustrial development and

on. Interstate 57 is near-
in completion.

Fifth, we needed to educate
our unskilled workers. This
is now paying dividends al-
though our work is far from
complete.

Sixth, we needed to study
and promote the tremendous
tourism and recreational
potential that this area of-
ters. Tourism councils have
been organized and tourist
trails have been established.

Kerner said he has already
approved Illinois' application
to the Economic Development
Administration for a technical
assistance grant of $200,000
to plan the development of
the recreation complex near
Metropolis.

"Fort Massac will serve
as a gateway to the Shawnee
recreation area and contribute
to the historical and cultural
interests of our citizens," he
said.

"The need exists for pro-
viding these facilities," Ker-
ner said, "not only for the
people of Illinois, but also for
our neighbors from states
who can help the economy of
Illinois and the profits of your business.
I place the challenge of pro-
viding these facilities before you."

Leisure Writes Article

J. K. Leisure, professor of
plastic industries, is the author
of an article, "A Logarithmic
Step Sprayer," in the summer
issue of El-Dujah Earth, a pub-
lication of the Dow Chemical
Co., reviewing progress in the
use of agricultural chemicals.

Music Department Schedules
Concerts, Workshop for Fall

An organ workshop, a choral
clinic, a program of opera
excerpts and two per-
formances of the oratorio,
"The Messiah," together with
a number of concerts have
been scheduled by the Depart-
ment of Music for the fall
quarter.

SIU will also be host to
a district meeting of the Ili-
nios Music Education Asso-
ciation Nov. 12, and will fur-
nish auditorium facilities for
several concerts presented by
the Carbondale Community
Concerts Association, in-
cluding one Oct. 3 by pianist
Andrew Watts.

The choral clinic will be
held Oct. 8, the organ work-
shop Nov. 5.

Concerts include a Young
People's Concert Oct. 19, an
organ recital by Marianne
Webb, assistant professor of
music, Oct. 23, Homecoming
Concert, Oct. 29, a per-
formance by the Southern Illinois
Symphony Orchestra, Nov. 9,
and a program by the Opera
Workshop, directed by Mar-
jorie Lawrence, Nov. 13.

A concert by the University
Symphony Nov. 16; piano con-
cert by Steven Barwick, pro-
fessor of music, Nov. 20; "The
Messiah" by the Southern Illi-
nios Oratorio Society, Dec. 3
and 4; and a Christmas pro-
gram by the University School
music department, Dec. 11.

NOW, NIGHT GOLF!
A beautiful 9 hole par 3 golf
course, expertly lighted for
night golfers.

This is not a "gimmick", but a golf course entirely illuminated for those
students and workers who are busy during the day or who do not wish
to chance strokes and rough. Fairways range from 60 to 160 yards, so
only irons need be utilized. This is the first golf course "under-the-
lights" in Southern Illinois, and is a genuine boon to golfers.

Also, for an evening of fun and relaxation:

- GOLF DRIVING RANGE
- PUTT-AROUND GOLF
- GO-CART RACING
- PADDLE BOATS
- PRO. GOLF LESSONS

Riverview Gardens

Rt. #13—East of Murphysboro

Today's Weather

Fair to slightly warm with
a high in the mid 90s. The
record high for this date is 110, recorded in 1934, and the
low is 43, set in 1947, accord-
ing to the SIU Climatology Labora-

YOUR BEST BUY!
SEE THE JAWA 05A TODAY
3.5 H.P.
45 MPH
ONLY $139.00
PLUS FRT. AND TAX

SPEEDE SERVICE "YOUR CYCLE CENTER"
JACKSON CLUB ROAD W141. SOUTH OF OLD RT. 13 WEST

Perfection in High Quality Bicycles, Parts, Repairs and Service

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SUNDAY

Summer Musical Theater will present "Once Upon a Mattress" at 8 p.m., in Muckleroy Auditorium of the Agriculture Building. Southern Players will present "In White America" at 8 p.m. in the Playhouse.

A bus excursion to the St. Louis Botanical Gardens leaving from in front of the University Center at 10 a.m. "Music and Youth at Southern" features a band concert at 7:30 p.m. in the ballroom of the University Center.

A band dance will be held in the ballroom of the University Center.

The Inter-varsity Christian Fellowship will meet in Room C of the University Center at 11:30 a.m. and 7 p.m.

Author to Discuss Book on Algren

"Conversations with Nelson Algren" will be discussed by author H.E.F. Donohue on "World of the Papercan" at noon today on WSIU Radio. Other programs:

10 a.m.
From Southern Illinois: News, interviews, conversation and popular music.

3 p.m. News Report.

3:10 p.m. Broadway Beat: The original casts and dialogue of Broadway productions.

7 p.m. The Two Worlds of Jazz: Nat Hennoff, Father Norman J. O'Connor, Pastor John Genes.

10:30 p.m. News Report.

11 p.m. Swing Easy: Cool, restful sounds for a Saturday evening.

Sunday

"Special of the Week" features James B. Donovan, noted attorney and author, in a recorded speech at the University of Michigan. The talk, which deals with incidents in his career in intelligence work and in private practice, will be presented at 7 p.m. Sunday on WSIU Radio. Other programs:

10:25 a.m. Non Sequeur: David Broek, SIU student, selects music and word recordings.

BONN: West Germany—The emergence of dueling and beer bouts in German universities is alarming liberal students. Swords and beer steins are being wielded by the same "corporations" (fraternities) blamed for glorifying militarism in the past and helping pave the way for Hitler's rise to power.

Corporations formerly were bastions of the upper classes. Their "toggles" (freshmen) and "old gentlemen" (old grads) were antiliberal, anti-intellectual, anti-Semitic and believed foreigners were inferior to the German master race, charges the latest issue of the Bonn student magazine, AKUT.

Dueling was forbidden after Nazi Germany's defeat in World War II. But students caught at it were freed by judges who were "old gentlemen." They ruled that dueling was only a sport. Had the country's judges and young women with only two years of college nurses' training come into the Army as warrant officers. With three or four years of college, they can qualify for commissions.

The Army is running into trouble recruiting by trying to line up thousands of nurses. The other armed services are recruiting, too, and are thousands of civilian hospitals around the nation. It seems that nursing has lost some of its glamour, a profession, the Army concedes.

Copley News Service

I HEARD THERE ARE A LOT OF FOREIGN STUDENTS HERE...

The Army wants to double its Nurse Corps in the next year, but so far it hasn't been gaining much luck.

Today the Nurse Corps comprises 4,000. The Army wants another 4,000 in the next 12 months and has launched a nationwide campaign to achieve this goal. Originally the Army Nurse Corps was comprised of only college graduates, but now young women with only two years of college nurses' training can come into the Army as warrant officers. With three or four years of college, they can qualify for commissions.

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Copley News Service

I HEARD THERE ARE A LOT OF FOREIGN STUDENTS HERE...
Graves Says Area Needs "Investors' Aid"

The Illinois Department of Business and Economic Development will arrive to develop tourism and recreation in southern Illinois.

To do so, however, help is needed from real estate developers, investors and Checchi and Co., of Washington, D.C., Gene Kern, the department's executive director, said at the Southern Illinois Tourism Investment Conference held Friday in the University Center.

The conference discussed the potentials for tourism development in Southern Illinois presented in the Checchi report, which gave detailed listings and appraisals of area projects. There were also panel discussions and an address by Gov. Otto Kerner.

Graves pointed out that his department has the ability "of looking out for the economic welfare of all areas of our state and developing and promoting the state's tourism potential whenever they may exist."

He asserted that as private investors become active in the department "won't be revealed as to the state's potential for expansion of the potentials and a plea for development."

The department has already submitted an application to the Federal Economic Development Administration reappealing that Checchi and Co., be retained as a consultant for another year. The firm has not found the projects to "provide technical assistance" as it said.

"Company representatives will be needed for discussions with companies and investors about the six projects recommended for immediate development," Graves added.

Another plan for carrying out the report involves the establishment of several tourism investment teams. Graves said, "Representatives of this department will attempt to organize a motion and investment organizations and agencies for help in organizing these teams."

Plans are also being made to distribute the Checchi report available to any promotional groups or other entities interested, Graves said. SIU will reprint 1,000 copies to be available at reduced price.

Graves emphasized that "getting the report out on its own is not all."
The report by the company also recommends a boost in private capital to complement the public funds which have already been committed. It is the hope of the department as well as Gov. Kerner "that private investors will accept these recommendations and will devote their abilities to their fulfillment," Graves declared.

"This conference today will become a landmark in cooperation between business and government," he added.

---NADe DE LLAMAR A UN TAXI... BASTANTE HEMOS GASTADO YA HOY.

Conoces a su Vecino

'Mi Media Naranja'

Según la tradición estereotipada del latinoamericano o del español, el hombre gobierna el hogar, es el rey de su casa, el jefe mandante y a quien todos obedecen. Tan así es que los estudiosos que se dedican a la consideración de los problemas psicólogico-sociales de la cultura hispánica atribuyen cuando menos algunos aspectos básicos de la personalidad femenina, al papel que hace el padre de familia en la formación del carácter del niño.

Especially in the class media del burgués, empleado comercial, y pequeño industrial donde casi todos tienen varias trabajos para poder "defenderse" en estos días de aumento continuo de precios y inmediaciones recurrentes de la familia para "modernizarse", el padre del hogar o trabaja largas horas en el negocio o tiene varias "chambas" (expresión popular que significa "empleo"). Resulta que llega a casa tarde y sale temprano.

En casa todos se apresuran a atender los negocios, y con eficiencia para no ser descalificados. Superficialmente su palabra es la ley y sus órdenes incontestables.

La representante imagen del "paternalismo" en la mentalidad del niño es la de una autoridad completa que el ambicioso lograr tan pronto como sea posible. De ahí el "machismo" latino, la necesidad de dejar en claro una y varias veces la procedencia masculina y obtener el reconocimiento general de la hombrada, porque la verdad es que detrás de las escenas y detrás del círculo familiar y social es la mujer quien lo controla casi todo.

Con la presencia in frecuente del padre, los niños están sujetos casi completamente a los reglamentos que impone la mujer. Ella recibe el "almendrito del gato" de su esposo, tiene que manejarlo bien para poder comprar los alimentos, para pagar la renta, vestirse a sí misma y a los niños, y en general ver por las necesidades de la educa ción en su sentido más amplio: la escuela, la diversión, la vida social, la religión. . .

Así es que la conducta del niño se rige según las normas maternamente establecidas, El niño que no obedece muy prontito sabe lo que es una "jalada de orejas" o, aún más, un "buen pelotazo" en sus tiernas nalga.s. En la literatura hispánica hay numerosos casos en que una mujer va a su casa y abuela todavía controla a su hijo en casos de emergencia o de sentimientos inflamados empleando este tipo de "pero acostumbrarse", casti go que muchas veces su atribución esposa no se atreve a emplear.

Debido a las relaciones entre el "dueno y señor" y la "media naranja", o como suelen decir los ingleses, a la "manzana o pear", a los cari caturistas y bromistas se les presenta, como en todas las culturas, la oportunidad de formular sus chistes a coste de ambos miembros de la pareja.

El ejemplo: Conversan dos hombres sentados a un lado de la sala mientras por el otro lado conversan dos mujeres. Dice uno de los hombres: "A veces ella sabe ser la mejor amable de la tierra. Recuerdo que una vez, en el mes de junio..."

Otro: Conversan hombre y mujer. Ella dice: "Tengo un marido adorble. Si digo una contrae son sorunt."

El contestar: "Y no se causa de sonreír a todas horas?"

JOE INTERVIEWS

Appointments for job interviews should be made with Placement Service in Anthony Hall as soon as possible.

Tuesday

RYDER TRUCK LINES, INC., Jacksonville, Fla.: Seeking business administration, industrial engineering and transportation majors for positions in sales and sales management.

Wednesday

BEST FOODS DIVISION OF CORN PRODUCTS, St. Louis: Seeking business, liberal arts and science majors for positions in sales and sales management.

GENERAL MOTORS PARTS DIVISION, Flint, Mich.: Seeking general business, accounting, and engineering majors for positions in administration and supervision of production.

SOCIAL SECURITY ADMINISTRATION, Payment Center, Chicago: Seeking candidates for positions in claims, claims representative, field representative, benefit examiner and other related-positions. Almost all majors are eligible to apply.

SWIFT AND CO., Chicago: Seeking candidates with majors in agriculture, chemistry, mathematics and business for positions in agricultural chemical sales, corporate planning, processing, operations and marketing (MBA only).

Thursday

SWIFT AND CO., Chicago: See listing above.

RCA-HOME INSTRUMENT DIVISION, Memphis, Tenn.: Seeking technology and engineering candidates for first-line positions in supervision of manufacturing and material control.

Most Modern Barber Shop in Carbondale

• 6 Barbers
• Air Conditioned
• Vibrators
• Hair Vacs
CAMPUS PLAZA BARBER SHOP
Campus Shopping Center

SALUKI CURRENCY EXCHANGE

Campus Shopping Center

• Check Cashing
• Notary Public
• Money Orders
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• Open 9 a.m. to 5 p.m. Every Day

Pay your Gas, Light, Phone, and Water Bills here

This is how you live in SPACIOUS COMFORT!

Stevenson Arms, the new dorm for men at Mill and Poplar offers:

• Comfortable, beautifully furnished rooms
• Located right next to campus
• Top quality food
• Spacious recreational areas
• Color TV
• Air-conditioning

APPLICATIONS NOW BEING

TAKEN FOR FALL

W.B. GILE

549-2755
Rusk Invites Soviets to Call Geneva Talks

WASHINGTON (AP) — Secretary of State Dean Rusk called on the Soviet Union Friday to join with Britain in reconvening the Geneva conference to discuss a peaceful settlement of the Viet Nam conflict.

Britain and the Soviet Union are cochairmen of the 14-nation group which met at Geneva in 1954 and 1962 to discuss questions of common interest.

In an address to the International Platform Association, Rusk repeated explicitly that the Geneva meetings are the most suitable for very serious peace talks, provided both sides live up to their promises.

He said the recent Warsaw Pact communique called for compliance with the 1954 agreement and he said: "We agree with that, but we assume that others also will comply—let us get on with it," Rusk said.

"We have tried in every way we know to engage the other side in negotiations for a peace settlement," he said.

Military May Use Laser Light Soon

WASHINGTON (AP) — Years of research with devices using highly concentrated light beams is about to pay off with military hardware, it was learned Friday.

The first gear to use lasers will be rangofinders for artillery, forward observers, Army scientists said.

In the meantime, military scientists are also working on light weapons which could lead to a possible death ray type of weapon in the laser family.

But this work is being carried on under top-secret conditions. The term laser, covering the laser devices, comes from the first letters of the technical description "light amplification by stimulated emission of radiation."

Basically it involves the generation of light in a very narrow beam, focused to tremendous energy intensities. As far as historians, Curtis E. LeMay, then Air Force chief of staff, spoke of the possibility of "beam-directed energy weapons" that might be used in space.

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NCAA Adopts Optional Rules For Baseball

The NCAA Rules Committee has adopted a package of optional rules for college baseball that should speed up the ball game.

The rules, to be adopted in the 1967 season, should be used if the opposing coaches agree.

One of the rules allows courtesy runners for the pitcher if he reaches base. This would eliminate the time between innings when the pitcher would have to put on his equipment.

Another rule allows only 60 seconds for the change of strung between innings. The pitcher would also be given only 20 seconds between pitches. This would allow more contact between batters and pitchers.

Another measure is the wearing of protective headgear. This rule may pass without batting, but also while running the bases.

The new rules, however, are emphasized as optional.

Salukis Will Play At Lincoln Sunday

SIU will meet non-league for Lincoln College at 2 p.m. Sunday in Lincoln.

Even though Saluki badminton has taken four out of five non-league titles this season, the Southern Illinois Scholastic Coal Belt League entry has been the only area team to win all three matches in the West Frankfort and Harrisburg high school tournaments.

The latter team received two setbacks from Southern.

At the University of Illinois, the Midwestern Summer League, the Salukis played another league for until June 30, when they will open a four-game series against Missouri State and St. Louis University Billikens.

Cycle Hits Car, Student Injured

A SIU student suffered a fractured leg in a car-motorcycle accident Friday afternoon.

The student, Richard F. Soka of Glenview, was a passenger on a cycle given by Phillip Thompson of Decatur.

Soka was taken to Doctors Hospital and then transferred to Belleville.

After Second Round at Akron

AKRON, Ohio (AP) — Sam Sned, the phenomenal West Virginia mountaineer who lead the team with 119 total Friday and watched favorites Arnold Palmer and Jack Nicklaus stumble in the second round of the Professional Golfers Association Championship.

In the first day lead at 68, almost blew himself out of it with a double bogey 7 that spoiled his bid for the lead. He finished with a 74.

Snead’s 139 Tops PGA Field For Academy at Akron

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In the first day lead at 68, almost blew himself out of it with a double bogey 7 that spoiled his bid for the lead. He finished with a 74.

Snead, the year's leading money winner on the golf circuit, has never won a professional event. No runner-up for the title would have it. (The Associated Press)

STILL AFTER THE BIG ONE -- Doug Sanders, the leading money winner on the golf circuit, has never won a professional event. (The Associated Press)

For Sale

Golf clubs—never used will fit in plastic covers. Asking half. Call 7-6348 by 4:45.

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British Editor Speaks to Journalists

"Love is the mainspring of the entire universe," said British editor Mrs. Kay Clemenson to a group of women journalists at the SIU Student Center July 15.

This silver-curtled, newspaper editor-publisher from Tunbridge Wells, England, went on to express her hopes that through an emphasis on "the constructive and better things of life" in the newspapers, the readers will become accustomed to hearing about good instead of evil.

Mrs. Clemenson also spoke of the new important role of women in the field of communications. Because women have "an inner sensitivity and underlying qualities of love," she feels that they make better reporters.

One vital talent of a journalist is being able to be aggressive without being annoying, she explained.

Mrs. Clemenson said that she and Billy Graham were on the same ship, the "Queen Mary," on route to America earlier this month. She arranged for a 20-minute interview with Graham, giving her a "scoop" for her newspaper.

Mrs. Clemenson was amazed when Graham told her that 50 per cent of his English audience at a crusade earlier this month were teenagers. In this "bewildering age for kids" she thinks "gambling, drugs, crime, more money and shorter hours equal a lack of purpose" in England's younger set.

The past president of Great Britain's Editors Guild isn't too worried, though. She remembers reading a work of Socrates, who was also complaining about the errors of his younger set.

One of Mrs. Clemenson's greatest dreams is the eventual evolution of what she names a "World Society." People would be more concerned with hearing about the good in the world in the newspapers rather than the evil. Her ideas have caught on.

Recently the usually sensational London Daily Mirror re-oriented its policies toward good news. It began a series of articles on youths who are helping to better life by different ways throughout the world.

Mrs. Clemenson, who is a member of the Press Council of Great Britain, announced that the time has come for the World Society. "I want to do all I possibly can in the garden of England" through my papers to bring it about.

Workshops Plan Future Activities

Many programs have been planned by certain departments of the Communications Workshop in anticipation of the final days of the workshop.

Pop Popular at SIU

Parents must often wonder where SIU students spend their money. A Journal survey last week provided a partial answer, at least in hot weather. Considerable money goes for soft drinks.

At Thompson's Store in Barracks T-32 just north of the Student Center, Mr. Thompson, the owner, increased his orders for Coca Cola and Pepsi for two days after the Student Union snack bar probably in the campus "beer seller" of soft drinks. Last week food personnel were kept busy, daily serving about 1,100 glasses of Pepsi, 100 glasses of Coke, about 100 eight-ounce glasses of milk, and about 750 eight-ounce glasses of fruit drink.

Workshop Journal Staff

Managing Editor Linda Brown
Feature Editor Steffee Wright
News Editor Dorsey Mark
Photo Editor Carol McArthur
Layout Editor Alvin Blesstein

Among work stops of SIU students were:

Shoppers Attend Muny Opera; Journalists See KSD, Post

Over 100 Communications Workshoppers traveled to St. Louis Monday, July 18, to attend the Muny Opera production of "Bye Bye Birdie." Journalists students separately to have time to tour communications facilities in the big city.

For the journalism people a trip to the KSD television studio was first on the agenda. There they were the audience for the "Noon Show." Students witnessed a live newscast given by John O'Dell from the KSD studio. Following the news, the "Noon Show" began.

After the program, the shoppers were free to eat lunch at any of the many restaurants in St. Louis.

At 2:30, Mr. Robert Specht, public relations representative for the St. Louis Post-Dispatch, guided the journalism students through the Post-Dispatch plant. The tour included editorial rooms, composing rooms, and the press rooms.

For the remaining two hours students had a chance to see the city on their own.

The bus then took the journalism workshoppers to Forest Park, where they joined the other workshop students who arrived for a box supper supplied by SIU.

A tour of the Muny Opera followed dinner. At 8:15 the Muny production of "Bye Bye Birdie," starring Grehan Wyler and Dick Patterson, began.

After the performance, the buses took the students back to Carbondale. The following day, classes for the summer school students did not start until 10:30, giving workshoppers two extra hours of sleep.

NOTHING IS BETTER than a free watermelon feast on a hot day. Workshoppers Mark Dorsey (left), JoAnn Peterson, Diane Matthews, Diana Hall and Linda Brown take advantage of the Student Activity Committee's attraction Wednesday, July 20, just north of the Student Union.

Some Vols?---Workshoppers Judy Shepard (left), George Douglas and Sid Faulkberry tested the "fryability" of an egg during SIU's 108-degree weather last week.