



THE SUNFLOWER

See Editorials, Page 4

VOL. LXXIII NO. 2

WICHITA STATE UNIVERSITY

TUESDAY, SEPTEMBER 24, 1968

Turnover of Crestview Property May Be Delayed Until Fall '69

By RON WYLIE
Staff Writer

WSU trustees announced Friday that the University will probably be collecting rent on the Crestview Country Club property through next fall.

Under the terms agreed upon when the property was acquired in July, 1967, WSU will receive \$3,500 per month for every month after Jan. 1, 1969 if Crestview is not ready to move to new facilities.

George Worden, WSU's director of information services, estimated that the Crestview officials would turn the property over to the Board of Trustees by late summer or

early fall of 1969. Worden said there is "no immediate need for the property," adding that the Crestview Planning Committee, headed by William I. Robinson, can continue its work regardless of the delay in property transfer.

The Robinson committee has been concerned with three areas of study in the development of the Crestview property.

First, the committee is interested in the operation of the golf course by and for the University, until such a time as the land is actually needed for additional buildings.

Secondly, the committee is concerned with the continued operation of the pool and tennis courts for University use.

Finally, there is the question of uses for the clubhouse.

Long range development of the property, according to Worden, is being undertaken by the University Area Committee, which is responsible for planning for housing, health facilities, and scientific, religious, or social institutions within the area.

COST Group Takes Stand On Stadium

The Committee Opposing Stadium Taxation (COST) distributed a four page position paper on campus Friday.

The document stated that the absolute and exclusive purpose of a university is to educate. In the paper, COST stated it is not the intent of the organization to do away with the athletic program, but called efforts proposing stadium expansion "callous and indifferent misuse of funds, human resources and planning."

The COST position is that academic priorities must take precedence over all other matters. Among these priorities, they list the inadequacy of faculty salaries; the lack of laboratory facilities; and the restrictive and often makeshift office space. COST compared the amounts being spent on building expansion, such as Neff Hall, to the proposed expenditure on the stadium expansion and questioned the indication that something used five times a year is as important as something used five days a week for at least forty weeks annually. COST also expressed suspicion of arrangements for paying off the bond issue on the stadium. The paper further asked how the proponents of the stadium plan could justify expanding on a stadium which, though small, was never filled.

COST spokesman Bill Brittain has announced that the committee plans to present its position paper to both the faculty and student senates.



CANDIDATE CONFRONTED--Democratic Vice Presidential candidate, Sen. Edmund S. Muskie, answers questions on entrance for speech. See story p. 3.

Fee Payment Starts Today in Ablah Library

The rigors of enrollment are over, but the process of fee payment begins today.

IBM fee assessment cards may be picked up and fees paid in Ablah Library according to the following schedule:

Tuesday, Sept. 24 8-12, 1-5 A-G will pay.

Wednesday, Sept. 25 8-12, 1-5 H-N will pay.

Thursday, Sept. 26 8-12, 1-5 O-Z will pay.

Friday, Sept. 27 8-12, 1-5 and Saturday, Sept. 28 8-noon.

All those unable to appear Tuesday, Wednesday, or Thursday

Evening students may pay fees at any of the times listed above

or on Tuesday and Wednesday evenings from 6 to 8:30 p.m.

Students paying fees should bring the certificate of registration issued them at the time of enrollment. In order for the certificate to be valid after Sept. 28, it must carry the stamp of the Business Office.

During fee payment, activity auto registration stickers will also be issued.

All enrollments will be cancelled on Monday, Sept. 30, for students whose fees are not paid. A late fee is necessary if the student wishes to be reinstated.

The incidental fee, the campus privilege fee and the library fee are assessed according to the following schedule:

Incidental Fee (Paid by all students)	
Resident Non-resident	
Undergraduate	\$8 \$23.35
(Per credit hour)	
Graduate	\$8 \$23.35
(Per credit hour)	

Campus Privilege Fee \$2.40 per credit hour, paid by all students. Library Fee \$2.50 per semester, paid by all students.

Gardner Services Today; University Pays Respects

University faculty and staff personnel may be excused from their duties today to attend the funeral of Glen Gardner.

Gardner, executive vice president of the WSU Board of Trustees, passed away Saturday.

The funeral services will be held at 2 p.m. at the Central Christian Church at Central and Market.

Gardner was most widely recognized for his work on behalf of WSU.

Taking office in 1952 as director of finance, his University career was climaxed in 1963 when he accepted responsibility for organizing the efforts of a volunteer team, that aided in bringing the University of Wichita into the state system of higher education.

An intensive educational and organizational effort supporting the entry was headed by Gardner working with Harry F. Corbin Jr., then president of WU, and community and state leaders.



GLEN GARDNER

As the chief finance officer of the University, he was responsible for financing and developing campus growth over the past 16 years.

Student Senate Set for Vote On Stadium Resolution Tonight

A final vote will be taken at tonight's Student Senate meeting, determining the Senate's stand on endorsement of a resolution favoring expansion of WSU's football stadium.

Senate President, John Tatlock, said last week that he welcomed any discussion concerning proposed enlargement of the present football facility, whether such discussion be pro or con.

The resolution in question will be introduced for the second time for final discussion and vote, in accordance with a ruling set down in the new Senate constitution.

If the resolution passes the Senate, then a student referendum will be held during Oct. 10 and 11. Election polls for the decision days will be positioned as to give every student on campus an opportunity to cast his vote. Elections Commissioner, and

Senate Vice-President, Steve Davies, will also be on tonight's agenda, delivering an extensive report on general proceedings during elections for the year.

His report will include information relating to an upcoming queen election, freshman elections, and student referendum proceedings pending outcome of the Stadium Resolution vote.

Steve Joseph, LA Sr., will present his Human Relations Committee report, concerning a questionnaire sent to all approved campus organizations during the second semester. The cumulative results of the questionnaires will be discussed, and a meeting of all organizations who did not complete the form will also be announced. A reliable source disclosed that the meeting will probably be at 12:30 p.m. tomorrow, in the CAC.



STEVE DAVIES

Newsfronts

VIETNAM South Vietnamese troops bear the brunt of ground fighting Monday in sharp battles from the Mekong Delta to the demilitarized zone.

On the eve of the opening of the U.N. General Assembly, Secretary-General U Thant virtually invites the delegates of 124 member nations to record their opposition to U.S. bombing of North Vietnam.

NATIONAL General Motors announces 1969 auto price increases almost 50 per cent lower than Chrysler's, and denies receiving any pressure from the government.

Vice President Hubert H. Humphrey says that, as president, he would find a way to reduce U.S. forces in South Vietnam.

Health officials say a new strain of Asian flu has increased the possibility of a flu epidemic in the United States this winter.

Engineers believe bailout capsules can be built to bring astronauts safely back to earth from orbiting space stations in case of trouble.

INTERNATIONAL Nearly six weeks after being occupied by Warsaw Pact forces, Czechoslovakia pursues its independent policies.

Unidentified persons shoot up an unoccupied preparatory school near the Olympic Village as a two-month conflict between striking students and the government continues in Mexico City.



BEST FILM OF 1968—David Hemmings chats with an admirer in the film "Blow Up" which was Michelangelo Antonioni's first English speaking film. The film was voted the best of 1966 by the National Society of Film Critics and will be presented by the Wichita Film Society Wednesday, Sept. 25, at 7 and 9 p.m. in the CAC Ballroom. The film co-stars Vanessa Redgrave. Admission is 50 cents for students and 75 cents for faculty and staff.

Marine Band Slates Field House Concerts

"The President's Own" United States Marine Band will perform in the Field House, Thursday. The band, under the direction of Lt. Col. Albert Schoepper, is scheduled to give two performances. The afternoon performance for school children is a sell out. Tickets still remain for the 8:30 p.m. concert.

Nominational Vote Reform Demos' Goal

PITTSBURG, Kan.(AP)—Reform of state and national nominating processes "to give the people a vote" in selection of presidential candidates is the goal of two Collegiate Young Democrats at Pittsburg State College.

The students - David Miller and Terry Hatfield of Parsons - said they would set up primary elections to nominate presidential candidates but would retain the conventions to draft platforms.

Miller said they are trying to gain support of persons who backed Sen. Eugene McCarthy, Sen. Robert F. Kennedy and Gov. Nelson Rockefeller in a movement to bring "progressive change to our government."

They said they already have drawn a constitution and platform and plan to call an organizational meeting at Parsons. They also said they plan to organize a committee at the college.

Freshmen to Vote For Class Offices

Freshman class elections are scheduled for Oct. 4.

Any freshman interested in running for an office should file an application at the Student Government Association office, Rm. 211, in the CAC.

Applications must be returned to the SGA office no later than Friday, Sept. 27.

Thursday's programs will feature baritone soloist William Jones, who has been with the Band since 1955. He is the first full-time vocalist in the history of the organization.

Before singing with the Band, Jones performed as a soloist with many leading symphony orchestras, including the Washington National Symphony. Since then, he has accompanied the Band on tours to over 26 countries.

Other featured soloists include James Erdman, trombone; Fredrice Erdman and Charles Erwin, cornet; and Frank Cocuzzi, marimba.

This year, the Marine Band concert is being sponsored by the Wichita Downtown Kiwanis Club. Tickets for the evening concert are available at the Central Ticket Agency, Downtown Kiwanis office and at the Field House doors.

English Head Dinner Host For Authors

Dr. Walter Merrill, head of WSU's English department, will be co-chairman of the 2nd annual Books and Authors Dinner, Wednesday.

The dinner and panel discussion, sponsored by the Friends of the Wichita Library, will be at 7 p.m. in the Innes Tearoom.

Dr. Merrill will be featured with famous journalists and authors from all over the United States.

Tickets are \$7.50 for dinner and discussion, and \$3, for panel discussion only.

These prices include a year's membership in the Friends of the Library group.

Berg Says 'Welcome'

J. Robert Berg, dean of the University College, welcomed new students in the first freshman meeting Thursday.

The meeting was conducted by Mrs. Bessie Duggan, assistant to the dean, and was held in Wilner Auditorium.

The purpose of the meetings, according to Dean Berg, is to acquaint the new students with WSU, with the University College and with some of the problems they may face.

The University College is the largest college with over 4,560 students enrolled.

At Thursday's meeting, Dean Berg told the 400 students the University College was trying to establish a two-way communication between the students and the college.

Students were urged to ask questions, discuss any problems, and through the meetings, gain

information which would be vital to them.

Mrs. Duggan said the meetings gave students an opportunity to channel interests and power into a constructive force for the good of WSU.

She added that they gave new students an opportunity to express themselves as a class and as an individual within a class.

"This is your only real chance," said Mrs. Duggan, "to meet as a group and communicate ideas from you to us."

Thursday's topics included campus politics, offices and the core-curriculum.

In the future the meetings will discuss such issues as "black power, green power, red, white, and blue power", and "How to Take a Trip - via L.S.D."

'Campus Dissent' Thursday's Topic At News Forum

"Dissent on Campus" is the current interest topic scheduled for the News Forum, Thursday.

The public is invited to the discussion session at 2:30 p.m. in Rm. 249 of the CAC.

Dean Lyle Gorn, assistant dean of students, will serve as panel moderator.

Other panelists are Dr. John Weston of the business administration department, and Richard Zody of the political science department.

Through the News Forum, students have an opportunity to express their ideas and opinions on current issues in an open discussion between students and faculty members.

Judo and Self-Defense

Classes For Both Men And Women If Interested Contact

Larry Carver MU 4-9651

2 FAMOUS Lindy® BALLPOINT PENS FOR THE PRICE OF 1

SPECIAL OFFER 39¢

Lindy

FREE

28¢ short shorty™

with purchase of **39¢ MEDIUM PT. UTILITY**

68¢ value

both for 39¢

2 FOR THE PRICE OF 1

color of pens is color of ink

UNIVERSITY BOOKSTORE

A Service of the CAC



FREE Beer!

Drag your favorite girlfriend to the Stage Door Inn, Harry and Topeka, this Wednesday night, and take advantage of **FREE Beer Night**.

You get all the cold beer your caveman belly can hold. **FREE.**

Offers like this are extinct in this day and age. But don't tell that to the folks at the Stage Door, they might feel bad about not dying out with the rest of the do-gooders.

So Wednesday night, make a killing, leave your cave and head for the **free beer** at the Stage Door Inn.

If that girl of yours doesn't feel like drinking free beer, club her a couple of times and drag her there. (That's how it's done in Chicago, anyway.)

Remember! Thursday Nite, College I.D. Nite!

FREE Beer!

'Change and Improvement' Topic Of Sen. Muskie's WSU Speech

By BILL STEGMAN
Co-Editor

Sen. Edmund Muskie, Democratic vice presidential nominee, Friday, talked to an overflow crowd in WSU's Wilner Auditorium concerning the "tremendous interest in change and improvement" in the United States.

Students from WSU, Sacred Heart College and Friends University, along with representatives of the press and three national television networks waited 30 minutes to hear the address.

During his speech, Muskie

touched on all the major campaign issues, including social injustice, crime in the streets, crowded cities and Vietnam.

Muskie urged that emotions be kept under control when it came to these problems. He criticized the campaign of third party candidate George Wallace and said his supporters were "reacting emotionally."

Later, Muskie said that man had never solved all his problems, but he added he felt the United States did have ways of solving the problems. He also referred to man's beginnings as a

starting point for crowded cities. He said the problem of crowded cities began when man began to assemble. He did say, however, that the United States was in better shape now to provide for its people than ever before.

Muskie interpreted the social unrest in this country as being a clash between those who have gained and those who have been shut out. He added that crimes were committed by criminals who were basically products of their society. Muskie said that the easy answer to this problem of social unrest was the policeman's night stick. He pointed out that that approach would not work and added that violence on the part of government was not the answer.

Concerning Vietnam, Muskie said he hoped that the members of the Republican ticket would also be asked to meet the same tests on the issue, as he and Vice President Hubert Humphrey are facing.

He traced the United State's commitment in Vietnam to its origin in the Geneva Accords, which, as he pointed out, were drawn during a Republican administration.

He said the question of how to meet that commitment honorably was the question which divided the Senate and the people.

Muskie said he felt that stopping the remainder of the bombing in Vietnam might result in greater progress in the Paris peace negotiations. He said, "It is in the best interest of the United States, South Vietnam and the rest of the world to negotiate a settlement."

Peaceful Demonstrators Greet Demo VP Candidate

Sen. Edmund Muskie's appearance on the WSU campus Friday drew only a small group of demonstrators who were neither vocal nor violent.

The group gathered along the walk leading to Wilner Auditorium holding signs protesting the war in Vietnam, police activities in Chicago, and a lack of choice in presidential candidates.

Members of the group ranged from student "hippies" to a couple of neatly dressed students and one little lady.

The ladies' printed sign "Save America first - Stop the war now!" carried a hand written notation for like-minded individuals to join her on Saturday afternoon in front of the post office.

Other signs carried by the protesters included: "The war is the issue"; "Stop political imprisonment of dissenters in America," Chicago was democratic?" and "Wallace is a pig-Nixon is a slob-Hump and Musk are better? - But they are still Racist - Imperialist."

One demonstrator, carrying a sign reading "No choice - No vote - Stay home in 68 - Remember Chicago," was asked "Do you think no vote is a democratic process?"

He replied, "What democracy?"

When asked if he thought he could protest like this if he were

in Czechoslovakia, he only sneered.

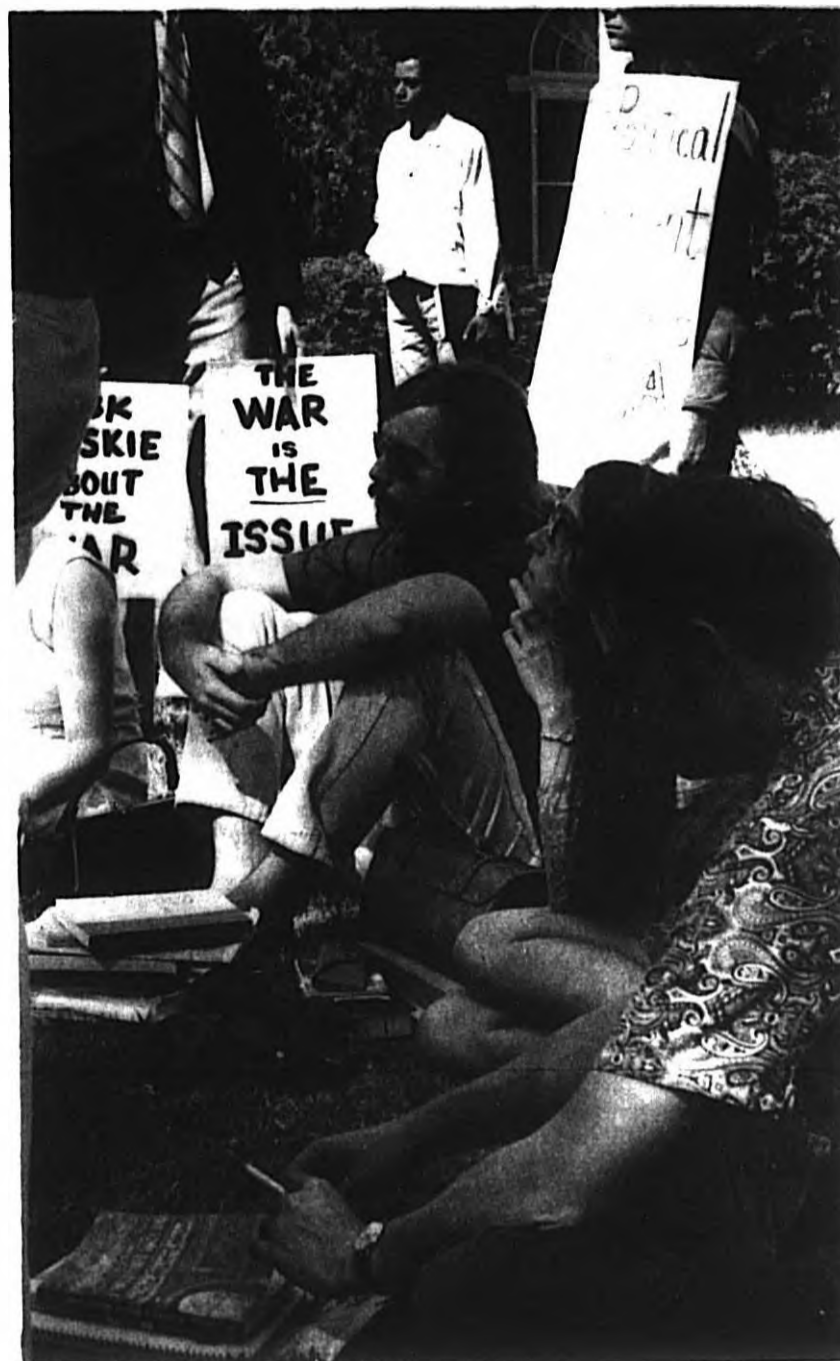
A student whose sign read "Ask Muskie about the war" said, "I felt the choice McCarthy represented was squashed at Chicago. Hubert Humphrey and Nixon are both hawks on the war and haven't spoken on a constructive means of ending it."

He said, "the Democratic machine won't produce a choice, Humphrey is not a popular candidate and Muskie was selected to help the party position but both are following the present party line."

The same student confronted Sen. Muskie when he arrived at the convocation. Holding his sign up he shouted "please address the war in specifics."

Muskie replied, "I have done it every day."

The only incident by a protestor came following the convocation. One student shouted his idea of the economic situation in the United States until the crowd booed him down from the steps of the auditorium.



THE WAR IS THE ISSUE--Students gather outside Wilner Auditorium as Sen. Muskie addresses crowd inside.

KEYN INVITES....

You

To The New Car Party September 26, 1968

Broadcasting live all day

Prizes
Refreshments
Music by:

Board of Regents
and

Don Mark II

Presented by Price Auto Service
and

Yingling Chevrolet

See New '69 Chevys and Fords

PIPE RACK

AM 4-5683

Imported Pipes
Pipe Repair
Imported Cigarettes
Tobacco Blends
225 E. William

Bride's Talk...

Hi Girls! Are you planning a late fall or winter wedding? Consider lush velvet in Topaz Gold, Ruby Red or Royal Blue for bridesmaid's dresses. A beautiful headpiece to complete the outfit could be a white fur headpiece and matching muff trimmed by the florist with your favorite flower. Brides-to-be, do come in and visit my salon and register for the \$50 Gift Certificate to be given away the end of October that may be applied on a wedding gown.

"Marge"

BRIDE'S SHOWCASE

Normandie Center
6528 E. Central
MU 5-1329
Marjorie Morgridge,
Bridal Consultant

'Bring A Friend To Dinner'

Thursday - 5:30p.m.

AT

CANTERBURY HOUSE

N.E. Corner 12th & Yale

"Don't Miss The Program To Follow"

Editorials

The Sunflower's Function...

Since the "penny press" dailies ushered in America's first era of popular journalism some 135 years ago, three editorial functions of the press have been espoused--the impartial gathering and reporting of the news and its comprehensive display, responsible leading of opinion, and entertaining.

Although a bi-weekly publication, The Sunflower, as it begins its 73rd consecutive year as WSU's official student publication, will have the same goals as those of the daily press--to inform, to instruct and to entertain.

In the informational area, The Sunflower's primary purpose is to keep WSU students, faculty and staff abreast of those events and the persons who shape those events which affect the University community.

Such an undertaking necessarily involves campus news coverage. Indeed, we would be remiss in not making this our prime purpose.

But "going away" to college cannot isolate the student from those persons and events which occur outside the physical confines of the campus. Events in Vietnam, Paris, Washington, Topeka, or on the campaign trail in this election year may literally change the course of a student's life. Thus, through the utilization of the newly-acquired wire services of the Associated Press, The Sunflower will attempt to inform its readers concerning the world which at times seems so distant, but can suddenly come so near.

INTERPRETATION AND OPINION

A responsibility for reporting carries with it an added responsibility of offering interpretation and opinion. One of the leading editors of modern times, Joseph Pulitzer, offered an idealistic goal for the page:

"... every issue of the paper presents an opportunity and a duty to say something courageous and true; to rise above the mediocre and conventional; to say something that will command the respect of the intelligent, the educated, the independent part of the community; to rise above fear of partisanship and fear of popular prejudice."

The Sunflower's hope is that, by means of editorials, columns and letters to the editor, it can occasionally meet such a lofty challenge as that issued by Pulitzer.

The entertainment function is also important to The Sunflower, both in its own right and as a means by which writers and cartoonists can deliver facts and viewpoints in a manner palatable to the readers.

Thus, The Sunflower, one of the oldest student publications in the Midwest, begins another year. But should The Sunflower staff succeed in achieving its objective--comprehensive reporting, responsible leading of opinion and entertaining--1968-69 will not be just another year for us.

The Loss of a Friend...

The Wichita community, WSU in particular, lost a true friend with the recent passing of Glen Gardner.

Responsible for the success of community fund-raising campaigns for the Red Cross, the Community Chest, now the United Fund, and the Wichita Symphony Society, Gardner's most visible efforts were on behalf of WSU.

Gardner joined the WSU staff in 1952 as director of finance, and the growth of the University in the ensuing 16 years was largely the result of his efforts.

His contributions to the University included planning both for the present and for the future.

PRESENT AND FUTURE CONTRIBUTIONS

Among buildings which resulted from his work were the Field House and Ablah Library.

Gardner helped chart the future course of WSU, when, in 1963, he organized efforts to help bring the University into the state system of higher education.

Other major contributions to the University were the development of plans for acquisition of Crestview Country Club and the establishment of the WSU Endowment Association.

Dr. D. Cramer Reed, colleague of Gardner's on the University Board of Trustees, summed up our sentiments best when he said: "Mr. Gardner's loss will be felt by the University and by the community at large but most of all by those of us who had the great privilege to know him."

From Other Campuses

College Offers New Curriculum

KENYON COLLEGE—The Gambier, Ohio school has adopted a curriculum in which there will be no required courses whatsoever. Instead of the familiar sequence of required general education and survey courses, the Kenyon student will design a program suited to his particular needs and interests.

Bruce Haywood, College provost, notes, "The backgrounds and interests of today's students are so diverse that no prescribed set of courses will satisfy even the majority. Our undergraduates need guidance and assistance, but not coercion."

The new program is composed of three elements: guided electives, the student's major program and free electives.

The guided electives give the Kenyon student a breadth of understanding of the arts and sciences. In conference with his faculty adviser, each student selects seven two-semester sequences from nine areas of study, ranging from the fine arts to the experimental sciences.

In establishing the areas of study, the faculty approved abandoning of the traditional ranking of English above a foreign language or of history above economics. It will now fall to the individual student and his adviser to determine the priority to be given to the study of particular disciplines.

"In a culture as complex as ours," Haywood comments, "we can no longer insist on a paramount position in the undergraduate curriculum for certain subjects. For some students, knowledge of a European tongue may be vital; for others the 'language' of mathematics may be of far greater significance."

"No student can hope to encompass the range of man's activities as even a small college proposes," the Kenyon administrator notes.

"We must be sure that our students have a sympathetic understanding of matters outside their area of concentration, but we must also be sure that their general education is coherently related to their work in their major discipline."

The principle of liberal education--bringing specialized knowledge and breadth of experience into harmony--is seen in the design of the student's major program. Here, eight two-semester course sequences are called for, but the student may take no more than six in his major department. Two of four units will be taken in associated departments, ordinarily in subjects started in the program of guided electives.

The third area is to encourage students to investigate knowledge which lies outside their immediate interest. The faculty has approved each individual taking up to four semesters of free electives. Instead of letter grades, the student will be scored either "satisfactory" or "unsatisfactory."

The new scheme leaves untouched the comprehensive examination in the major subject which all Kenyon graduates must take. In addition, honors candidates are required to undertake an independent research topic and defend their findings before an outside examiner.

"Elimination of required courses will have a salutary effect for both students and teachers," Haywood believes. "The new curriculum will provide greater flexibility than ever and we shall be able to move every student on to advance, independent work as quickly as his abilities and preparation permit," he said.

KENT STATE UNIVERSITY—In a report to Kent State University President Robert White, a special campus task force on personalizing undergraduate education points out that an effective teacher-adviser would be rewarded for his performance.

"This implies recognition of teaching and advising services as part of faculty opportunity for advancement, bearing as much weight as research and writing."

Major task force recommendations center around establishment of new avenues of student-staff and student-faculty communication. Among them are an information center and an office of institutional evaluation.

The former would answer questions about established procedures, refer callers to correct offices and be informed of daily events on campus. The institutional evaluations office would obtain information, sample student opinion and provide analysis of data concerning the functioning of the University for use of the administration, staff and students.

This also is in line with the group's proposal "to continue and increase (administration) consultation with students on changes in procedure, standards and programs of the University."

The study group also investigate undergraduate personalization programs, such as the small-group housing units which opened last fall.

"The eminent experiment at Kent of housing some students in smaller dormitories, with counselors in residence, is meritorious," according to Dr. Milton S. Eisenhower, president emeritus of Johns Hopkins University who was brought to campus as a special consultant on University planning.

Another prominent area already underway is the "faculty associates" program begun last fall at one of the freshman residences, Manchester Hall. About 40 professors are involved. Each is "assigned" three rooms of three students each.

The professor visits the rooms when he wants to and talks informally with "his" students and any others who care to join in. The professors may bring their families to meals at the residence hall, and some have invited students to their homes for dinner.

The task force urged further development of this program. Another way to make students feel part of a group is to set up "block scheduling." Such a program would allow a group of students to take classes together and get the same professor more than once.

The task also called for "greater consideration to students who experience difficulty in their University experience."

"A staff of general advisers who have interviewing skills and are knowledgeable about the University programs, requirements and procedures should be maintained. This staff should be available to students seeking assistance in making educational and vocational decisions."

Readers Speak

'Tune in to Reality'

To the Editor :

Stuck in front of my visual chewing gum set the other night, I watched hordes of grim soldiers leap out of hovering helicopters, machine gunners firing as they moved forward to protect American Democracy. There were brilliant panoramic shots of bombs bursting on towns, cannons firing on targets miles away, airplanes diving for the kill. All these pictures of our U.S. military might were shown while our National Anthem was playing in the background. Towards the end of this traditional television sign-off, I was reassured of the integrity of our military enterprise with a picture of a Priest giving church service to our "fighting men" in Vietnam... just before the Stars and Stripes waved over the set. With this my set was sent to the realm of static and test patterns...but what of me? I turned the set off, but was unable to turn off my mind.

We need to plug into the hot circuits of our television sets and feel the pain of the reports from Watts and Chicago. We need to admit that we don't always know "where it's at" and admit that the failures here at WSU and of American society in general spring in part from ourselves as individuals. We need to surrender to the electric message of the teletype wires which we have refused to hook to our minds.

This is why The Sunflower should strive to create a mood which conveys our simultaneous needs to create and destroy, to laugh and cry, to agree and to dissent. These are needs which have to be met and dealt with unless our minds are to end up in a state of static and repetitive test patterns. At WSU there should be more than a vague comprehension of our social problems. There should be open and free discussion. I do not propose to mourn America, but rather to assist in her rebuilding. In the late President Kennedy's words, "A journey of a thousand miles begins with a single step." This should be our single step. Click!

John M. Valenza
BA, Sr.

The Sunflower

005 Wilner Auditorium Wichita, Kansas 67208
MU 3-7561 Ext. 348 -- Second Class
Postage paid at Wichita, Kansas

Founded in 1896 and published each Tuesday and Friday morning during the school year each Tuesday morning of the summer session by students of the Department of Journalism of Wichita State University except on and during holidays, vacations and examination periods.

Any opinions expressed in The Sunflower are not necessarily those of Wichita State University's administration or of the State Board of Regents.

Co-Editors..... Mike Kiser
Managing Editor..... Bill Stegman
News Editor..... Bob Jordan
Sports Editor..... Vicki McKissick
Makeup Editor..... Paul Mabiley
Business Manager..... Judy Rapps
Rick Cox

Staff writers: Dan Bradford, Kathy Endorf, Kathy Hodge, Donna Johnson, Elaine Records, Jim Reece, Bill Sager, Richard Schopf, Ron Wylie.

Staff photographers: Mary Ann Ireland, Greg Livingston, Larry Lund, Bill Miller.

What's Happening?

TUESDAY, SEPTEMBER 24

6:30 - 7:20 a.m. Army Blue Pledge Drill Practice, Field House
1:30 p.m. UCF Seminar, 251 CAC

2:30 p.m. Book Discussion, 249 CAC

6 p.m. SGA Meeting, 209 CAC
7:30 p.m. Meeting of students interested in theatre, Pit Theatre, Wilner Aud.

8 a.m. Parnassus yearbook photos, Area 3, CAC

WEDNESDAY, SEPTEMBER 25

6:30-7:20 a.m. Army Blue Pledge Drill Practice, Women's Gym
8:00 a.m. Elmer Fox & Company, 249 CAC

12:30 p.m. News Forum, CAC Ballroom

3:30 p.m. Liberal Arts Policy Committee, CAC Board Room
5:15 p.m. Spurs Meeting, 109-110 CAC

7:00 p.m. Students for Democratic Society Meeting, 254 CAC

7 & 9 p.m. Wichita Film Society, "Blow-Up," CAC Ballroom

7:30 p.m. Play Tryouts for "Richard III," Pit Theatre, Wilner Aud.

8 p.m. Pershing Rifles Smoker, Armory
8 a.m. Parnassus yearbook photos, Area 3, CAC

THURSDAY, SEPTEMBER 26

8 a.m. Parnassus yearbook photos, Area 3, CAC

6:30-7:20 a.m. Army Blue Pledge Drill Practice, Men's Gym
8 a.m. Elmer Fox & Company, 249 CAC

12:30 p.m. Faculty Christian Fellowship, 209-210 CAC

2:30 p.m. News Forum, East Ballroom CAC

6:30 p.m. Drill Down, ROTC Armory

7:30 p.m. Play tryouts for "Richard III," Pit Theatre, Wilner Aud.

7:30 p.m. Ayn Rand Society, CAC Ballroom

FRIDAY, SEPTEMBER 27

8 a.m. Elmer Fox & Company, 249 CAC

5:00 p.m. Chess Club, 254 CAC

7:30 p.m. Play tryouts for "Richard III," Pit Theatre, Wilner Aud.

7 & 9 p.m. Two-Bit Blick, "A Man for All Seasons," CAC Ballroom

8:30 p.m. Dance for Married Couples, Newman Center



SCHOLARSHIP WINNER--WSU senior Dale Winter was named winner of a \$500 scholarship given by the Kansas Society of Certified Public Accountants. Making the presentation is Dr. Eldon Lewis, head of WSU's department of accounting. Dean of the College of Business Administration, Frank Jabara, watches.

Business Major Winter Receives \$500 CPA Award

A WSU business administration student has received a \$500 scholarship, presented by the Kansas Society of Certified Public Accountants.

Dale A. Winter, a Mt. Hope, Kan., senior, was one of seven Kansas college students adjudged winners of the scholarship.

David Tripp, president of the KSCPA, made the presentation at the group's 35th annual meeting.

Tripp said the purpose of the scholarship "is to attract students with high grade point averages and an interest in accounting to enter the field. Of course, we encourage them to stay in Kansas where opportunity is almost limitless."

Besides Winter, this year's winners, include:

Richard R. Dickason, Kansas University; Beth Ann Hembree, Kansas State Teachers College, Emporia; Beverly J. Kernohan, Fort Hays Kansas State College; Raymond E. Middleton, Kansas State University; Thomas E. Pyle, Kansas State College of Pittsburg; and Michael C. Keener, Washburn University.

America's changing.

Change with it. Hustle posters in your spare time for fun and profit. GNP is a new, improved concept in new, improved concepts. Send your name, weight, shoe size, loyalty number and address and we'll rush a complete, free poster profit kit to you, full of surge.

GROSS NATIONAL PRODUCT
BOX 427, WAPAZATA, MINN. 55341



You say the phone company strikes you as a dull place to work?

Don't you believe it.

If you have an idea the telephone business is uninteresting, monotonous and lacking in challenge—do us a favor. Talk to someone who works for Southwestern Bell.

Talk to last year's college graduate who now finds himself responsible for tele-

phone service in an entire community.

Ask the young engineer in charge of a million-dollar expansion program how "dull" his days are.

Boring? Spend a few minutes with the technician planning vital microwave routes for defense installations.

Or question a sales representative who's just completed work on a nationwide data communications network.

The business of our business is the lively art of communications. It's a look-ahead, on-your-toes, make-it-happen business.

But dull?

Don't you believe it!



Southwestern Bell

'Start of WW III' Tasch's Czech View

By RON WYLIE
Staff Writer

"Everyone had the feeling that this was the beginning of World War III," was the way Dr. Paul Tasch of WSU's Geology Dept. described initial reaction to the Soviet invasion of Czechoslovakia.

Dr. Tasch was in Prague at the time attending the twenty-third session of the International Geological Conference. Before the conference opened, Tasch had spent two weeks in the field, in Czechoslovakia, collecting fossils, but for the week of August 20-27 he was in Prague to attend the conference and to present his paper on "continental drift."

Tasch said that the morning of the invasion, he heard of the takeover while at breakfast and was at the point of disbelieving his informant when he heard tanks rumbling down the street outside the hotel. A few seconds later he saw Russian aircraft flying low over the city. Tasch likened the reaction of the young Czechs to that of the skua - a scavenger bird of the south polar regions.

"They've never seen fire," he said, "so they fly right into it without knowing what it can do." This, said Tasch, was the reaction of the young people to Russian tanks and guns. He believed a lot of the young people were killed because of their lack of respect for the destructive properties of Soviet equipment. He cited the case of a young girl who stood, arms out in protest, in the path of a moving Soviet tank. The girl died under the tank's treads.

All passage in all streets was cut off, Dr. Tasch reported, and there was an 8 p.m. to 5 a.m. curfew. As a result of these conditions, after three days, the geological conference was a shambles and was finally cancelled. During the last two days of the conference, Tasch said that all the delegates, with the exception of the Russians, wore black. "The Russians were openly embarrassed at the whole thing and some of them made comments to me like 'It's a big mistake... shocking...it's a great tragedy,' that sort of thing. Others were afraid to express themselves."

After the first day the American embassy gave instructions to all U.S. nationals to stay at their hotels, "but I walked around town anyway," Dr. Tasch said. "I saw the students jump up on the moving tanks and draw swastikas inside the red star." He praised the Czechs for their wit and ingenuity when harrassing the Soviet troops. On the 23rd, all Americans were evacuated, but because he was wandering around Prague instead of waiting in his hotel, Dr. Tasch was left behind. The embassy arranged for him to leave that evening on a Swiss bus that was going to Vienna. Tasch reported that in every town along the way he saw the same signs of resistance to the Russian presence. The border at Hat'e had not been closed at the time his bus arrived and several Czech citizens without visas were able to get out of the country aboard that bus.

Dr. Tasch, in an attempt to convey the feelings of his Czech friends, spoke of the fear and the disgust they demonstrate. "As for their feelings", he said, "as far as the Czechs go, once they were the victims of the brown fascists; now they're the victims of the red fascists." Tasch says he gives no credence to any reports coming out of Czechoslovakia since the takeover and he urges that Americans be extremely skeptical of any information originating from Prague or Moscow in the future.



FOSSIL COLLECTING—Dr. Paul Tasch (center) was in Prague attending the International Geological Conference when the Soviets invaded Czechoslovakia.

Plans Made For College Store Promo

WSU will participate in the first national college store promotion, it was announced this week by Rick Cox, business manager of The Sunflower.

The promotion will be sponsored during the month of October by the National Educational Advertising Services (NEAS), the national ad sales representatives for some 900 college newspapers. The promotion is designed to call attention to products advertised in The Sunflower and sold in the CAC bookstore. These products will be featured in the store during October with pennants carrying the slogan, "Fall Festival of Values... as advertised in your college newspaper."

Another feature of the promotion will be a photo contest in which valuable prizes will be offered to store managers for the most photogenic product displays. Details of this contest will be made known later.

In announcing the national promotion, Cox noted that college store sales have been growing rapidly, and that national advertisers are increasingly aware of the value of advertising in leading college newspapers, and of merchandising their ads with product displays in college stores.

"College stores represent big business," he said, noting that in 1966 the National Association of College Stores reported that its 1,700 member stores rang up total sales of \$444,970,000.

"The Fall Festival, and future promotions now being planned by NEAS, should help even further to assure the CAC bookstore and The Sunflower a substantial share of the investment being made in colleges by American business," Cox said.

Sheaffer's big deal gets you through 29 term papers, 3 book reports, 17 exams, 52 quizzes and 6 months of homework. Sorry about that.

Sheaffer's big deal means you can write twice as long. Because you get the long-writing Sheaffer dollar ballpoint plus an extra long-writing 49¢ refill free. All for just a dollar. How much do you think you can write?

The world's longest writing dollar ballpoint pen. **SHEAFFER®**



© 1968 W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, A TEXTRON COMPANY

GO Shockers!

for good grooming
go to

**Maurice's
Barber Shop**

Next To
Cedar Lounge

Halmark Realty

2436 W. Douglas

\$.00 DOWN G.I. - FINISHED BASEMENT NEAR W.S.U., all brick, in top condition, 3rd. bedroom in basement, guest size formal dining plus kitchen eating space, 24 x 12 carpeted living room with fireplace. Better Hurry.

ONLY \$115.00 MONTH.

Call WH 3-1211, evenings, Laham - MU 2-2086
or Haley - WH 2-5847.

Buffaloes Stampede Shockers; Mistakes, Penalties Decisive

By PAUL MOBILEY
Sports Editor

A slippery West Texas State offense matched a first half 77 yard touchdown run with 19 second half points to romp to a 26-0 triumph over the Wichita Shockers, Saturday night in Canyon, Tex.

The Shockers defensive titans fought a valiant battle for three quarters, but finally gave way when the offensive failed to materialize.

The teams battled to a 0-0 first quarter standoff. The Shockers seemed destined to score, but a steady onslaught of rain and a handful of penalties added to the Shockers woes, spoiling their 1968 debut. Head coach Eddie Kriwiel said inexperience broke the backs of his charges. He added, "This was evident when we were on the move and the rain started coming down. They just lost their composure and we couldn't seem to get the big play we needed."

The Buffaloes drew blood midway in the second quarter with a surprising 77 yard touchdown scamper by reserve fullback Duane Thomas.

Wichita's defense held Eugene "Mercury" Morris to a "low" 129 yards rushing, which is some 100 yards less than the senior speed demon earned a week before against Lamar Tech. He put the Texans on the scoreboard again with 8:52 remaining in the third quarter with a 27 yard sweep.

The Shockers then missed several scoring opportunities on mistakes and penalties. The Buffaloes then started their fourth quarter torture by tackling WSU quarterback Bill Lalla in the end zone for a safety.

Adding to the insult, the Buffs went to the airways to lock up on an 18 yard scoring pass from field general Roy Winters to split-end Dick Flynn.

West Texas' final score came with three seconds left in the game on a 44 yard field goal by Matis Garza.

Offensively, the inexperienced Shockers were successful only 6 out of 19 times on third down plays. Coach Eddie Kriwiel, whose coaching debut was spoiled by the loss, pointed out, "Of course this indicates our inexperience and, in the West Texas game, proved to be the deciding point."

The Shockers had a golden opportunity early when quarterback John Beeson scrambled around right end for a 24 yard pickup to the WTS 20 yardline. However a downpour at this time caused several costly mistakes which kept the Shockers from scoring.

Kenny Lee was outstanding on offense, as the junior workhorse tailback ground out 74 yards in 23 carries. Sophomore quarter-

back John Beeson also showed well in his varsity premier. He made several long runs that were nullified by penalties, but still managed 34 yards in 9 carries. Beeson and quarterback Bill Lalla completed 25 per cent of their passes for 79 yards. Randy Cayce, also showed yeoman work at the wingback position.

Defensively, Kriwiel said his team played well "although we made some mental mistakes." He refused to single out individuals who played well although he said sophomore Bob Hayes "did an admirable job" filling in for All-Conference end Jimmie Jones. Newcomers Rick Burgess and Danny Pidcock played well and Lynn Duncan and Richard Stiverson gave their usual fine performances.



KENNY LEE



BOB HAYES

Top 3 Finishes Help Shocks Win In Cross Country

Capturing the top three spots, the WSU cross country speedsters ran away from the rest of the pack to win their own triangular meet, Friday.

The meet, run at Echo Hills Golf Course, saw the Shockers take the victory with 20 points, trailed by Pittsburg State with 53 points, while Oklahoma Baptist finished third with 62 points.

Veterans Charley Perez and Roy Old Person ran neck and neck throughout the race. Perez outstretched Old Person at the tape to capture the three-mile event in 15:59, one-tenth of a second ahead of Old Person.

In the meet the places of the top 18 were added up for the team total. The runners of Coach Herman Wilson amassed their team total with Perez and Old Person's 1-2 finish; freshman Loren Houltsberg's surprising 3rd; Dave Robl's 6th; and Ken McCaffree's 8th.

Also running for the Shockers were Mike Bianco, Steve Kohlenberg, Joe Rodriguez, Roger Hinkel, Rick Henson and Brian McGuire, who finished 9th, 10th, 12th, 16th, 18th, and 19th, respectively.

Top man for Pittsburg State was sophomore Richard Yergovich, who finished 5th. Oklahoma Baptist's John Gratton finished 4th.

Carl Nicholson, running unattached for Wichita, placed between Old Person and Houltsberg, but his efforts were not counted in the final team standings.

Freshman Basketball

Freshman basketball coach Ron Heller would like all those interested in trying out for the freshman basketball squad to meet with him Wednesday, at 3:30 p.m. in Rm. 100 of the Field House.



Work in Europe

American Student Information Service has arranged jobs, tours & studying in Europe for over a decade. Choose from thousands of good paying jobs in 15 countries, study at a famous university, take a Grand Tour, transatlantic transportation, travel independently. All permits, etc. arranged thru this low cost & recommended program. On the spot help from ASIS offices while in Europe. For educational fun-filled & profitable experience of a lifetime send \$2 for handbook (overseas handling, airmail reply & applications included) listing jobs, tours, study & crammed with other valuable info, to: Dept. M, ASIS, 22 ave. de la Liberte, Luxembourg City, Grand Duchy of Lux.

BUY . . . SELL . . . TRADE . . . With

Shocker Classified

Ads for "Shocker Classified" cost \$1.50 per inch, payment in advance. Deadline for placement of ads is the Thursday before the Tuesday paper and the Tuesday before the Friday paper. Ads may be placed in the Sunflower Business Office, basement of Wilner Auditorium, between 1:30-5:30 p.m.

RENTALS

Furnished basement apartment 2 blocks from campus. \$95 mo. all bills paid. Private entrance. Limit 2 persons. Available immediately. Contact Ed Carraway, WSU ext. 257.

ROOMATES WANTED

Female roommate needed to share beautifully furnished house with other co-ed. Bills paid, tv, air conditioned, \$60 mo. Call AM 4-3470 between 1-5 p.m.

Graduate student or upper classman wanted to share house. Private bedroom \$45 mo. 852 S. Belmont. Call WSU ext. 454.

Roommate wanted. Contact Carol Crooks after 6 p.m. MU 5-7483. Male roommate. Call Terry, PL 5-1916.

Need one roommate (male). \$35 mo., air conditioned, furnished, 2-car garage, 2 blocks from campus. Call Jack Heavey, WSU ext. 521.

Girl to share furnished apartment at 603 N. Fountain. \$45 mo. See Julie Leichhardt, 205 Jardine Hall after 1:30 p.m. WSU ext. 391.

HELP WANTED

Need baby sitters for two small boys, ages 2 1/2 and 4 years. Live two blocks from campus. Call MU 6-1158.

Girl wanted to work from 9-6 at Kenny Chapman's Auto Sound Center selling car stereos and tapes. Apply 1325 E. Douglas.

Guitar teacher wanted to teach classic, folk. Inquire: Jim Stark-ey Music Center, 1324 W. 18th, AM 2-2351.

WORK WANTED

Will do ironing. \$.15-slacks, shirts, blouses. \$.25-dresses, dress shirts. 1405 Fairmount St.

Will do typing. \$.25 a page, \$.15 for carbon. Contact Linda Pottenger, 7029 E. Lincoln, Apt. 202. MU 5-3397.

Typing wanted. Mrs. Philip (Pam) Berenson, 2010 Mona Lane LY 1-2762.

Day care for children ages 2-. Full day or part-time care. 1815 Harvard, MU 2-8725.

FOR SALE

1968 Triumph TR6C with 1500 miles. Still under warranty. Contact Gene Hoffer, 465-3413, Haven, Ks. \$1,050.

Beautiful violin, German-made. Bow and padded case included. Call MU 4-0841.

Dance leotard and tights, like new. \$6. Size 12-14 tall. 1700 Lynnhurst, WH 3-4447.

1967 442 Oldsmobile, 4-speed. 300h.p., 400 cu.in. Factory air, 25,000 actual miles. Yellow with black interior. \$2,600. Contact Merle Butler, 465-3388, Haven, Kans.

White German Shepherds. AKC Registered. Puppies 4 weeks old. Call MU 3-5828.

FOR SALE

KG-50 Am-Fm multiplex tuner with walnut wood cabinet. \$45. KG-400 Stereo amp. 32 watts continuous sine wave \$39. MU 3-6416.

Silvertone double, pick up guitar. Also twin 12 inch amplifier. Reverberation, tremolo and foot switch. \$125. Call Gene, MU 5-3752.

1963 Impala Super Sport, 2-door hardtop. 327. Automatic with console. Radio and heater, factory air. New white paint with tan interior. Bucket seats, seat belts. MU 3-2823.

Allstate scooter (125cc) Good transportation. \$175. MU 6-0423.

Conn 6H Trombone in excellent condition. MU 3-9545 evenings.

1966 Yamaha Twin 100. 4200 miles, like new. Luggage rack, extra chain, battery needs charge. Asking \$300, but will negotiate. See at 3844 Roseberry anytime.

Chadwick violin 1905. Bargain at \$250. Music rack. MU 3-2823.

PERSONALS

Dial MU 3-4522 for daily listing of campus activities.

Ayn Rand's

The Fountainhead
starring
Gary Cooper

will be shown Thursday Sept. 26, 1968
8:00 p.m. CAC Ballroom 50¢

These ads published
courtesy of The Sunflower
as an introductory offer.

U.S. Records at '68 Olympics ? Wilson Will Not Be Surprised

By MAX STEINBUCHER
Staff Reporter



HERM WILSON

If records are set at the Mexico City Olympics in October, the one person in Wichita who won't be surprised will be WSU Head Track Coach Herm Wilson.

Coach Wilson was one of twenty college coaches from across the U.S. who was invited to attend the U.S. Olympic Medical and Testing Program at South Lake Tahoe, Calif., from July 15 to August 31.

His secondary job at the high altitude testing center was to find employment for the athletes in South Lake Tahoe and in the camp, while his primary function as a coach was to help all sprinters and hurdlers in their events.

"We had 175 boys up there out of the over 200 who qualified for the Olympic trials," Wilson said, "and I feel that this program will definitely have a bearing on their performance."

"This year's Olympic team is the best that the United States has ever put together," Wilson continued, "and I won't be surprised at anything they do at Mexico City, except a bad showing."

"The one man from WSU who would have had a chance in the Olympics was Fred Burton, our best pole vaulter in years, but after Fred was hurt in an early Olympic trial and had to have surgery, he just didn't have time to get back in shape. Fred could have gone on with his training and I am sure he would have been one of the three U.S. representatives at Mexico City," Wilson commented.

"The altitude training was what we needed," Coach Wilson pointed out. "Just look at the records and times that were turned in at the Olympic final trials, earlier this month."

"Our boys could have an advantage at Mexico City," con-

tinued Wilson. "The altitudes are nearly the same; Lake Tahoe is 7,377 feet while Mexico City is 7,349 feet high; both tracks are 3-M Tartan tracks, - Tartan being a rubber-plastic composition."

"The Tartan track," Coach Wilson said, "provides a very fast surface and is usable in almost all kinds of weather. In fact, our WSU track squad will be running on a Tartan track at the Drake Relays this spring. Darke is now installing one so that it will be ready for that event."

"I was invited by Bill Bowerman of Oregon, co-ordinator and director of the summer program to come to Tahoe, so I packed up my family and off we went," Wilson said.

"Work such as this is a very rewarding experience. You have so many good athletes in one place. All personnel concerned were there voluntarily, both athletes and coaches," continued Wilson.

"We coaches were paid a per-

dium salary and this helped, but I think the most rewarding experience I had out there," said Wilson, "was that meet on Aug. 17, when they asked me to be official starter."

"I have been starter at the Kansas State Indoor meet for the past 12 years, but this was a chance not everyone gets."

"Another high point was when my two sons, Greg, 12 and Don, 11, qualified through the South Lake Tahoe summer program, to run in a special 300-meter race at the track. The South Lake Tahoe summer program ran races to qualify boys for the race, which was held during one of the regular meets. Greg and Don were thrilled at the chance to run with the big boys, and surprised me when they placed second and third respectively."

"Even my seven-year-old Doug got into the act and brought home four first place ribbons from the South Lake Tahoe city summer program."

"All in all, I am glad for the experience of being able to help those wonderful athletes at South Lake Tahoe. You can't imagine the fellowship and extremely warm friendship that something like this summer program allowed me to have," Wilson said.

"Now that I am back at WSU," Wilson explained, "I am going to have to put Lake Tahoe in the back of my mind and see to it that we win all the meets we can, in cross-country and track."

"People have asked when WSU, Kansas State and KU are going to compete against each other. We have in the works right now a dual or triangler meet for the schools, even though we do compete against them, in the big meets like the KU Relays, Drake, the KSU Indoor and various other meets. I think inner-state rivalry is good but it just takes time to set these things up," Wilson said.

Pep Council Sets First Meeting For Wednesday

Petitions for membership in WSU's Pep Council are now available to all interested students in the CAC activities office.

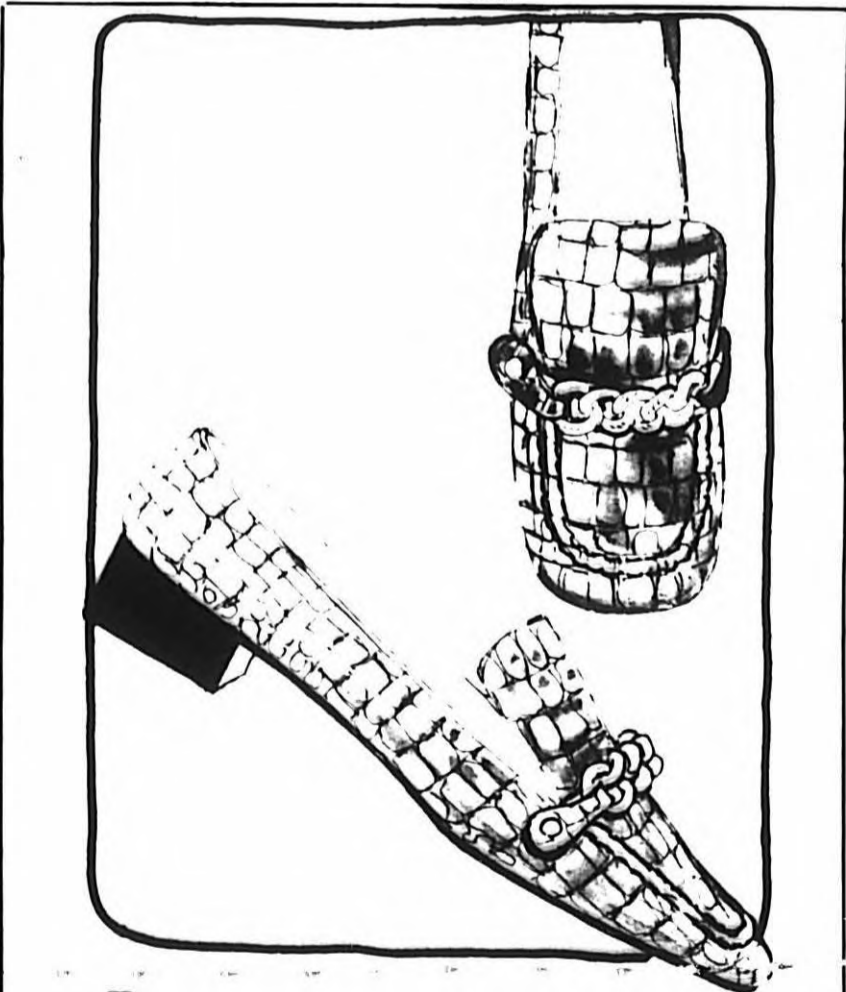
One representative is chosen from all Student Government recognized campus organizations. Each dorm has one representative, and ROTC, Pep Band, and the CAC have one representative each.

All varsity and freshman cheerleaders are members of Pep Council. The football and basketball teams, and the minor sports, all have two representatives to the council. One representative is also chosen from each class and from Shoutin' Shockers. There are also five representatives at large.

The 1967-68 Council will meet Wednesday, in Rms. 209-210 of the CAC.

Improve Your Concentration and Memory
Learn Self Hypnosis
Institute of Applied Hypnosis
L.Y. 1-4177 for Brochure

Wanted by Record Club of America
Campus Representative to earn over \$100.00
Write for information to:
Mr. Ed Benovy, College Bureau Manager, Record Club of America, Club Headquarters, York, Pennsylvania 17401



Back to the chain gang! In our loafer of shiny finish alligator-print calf, sporting a gold-toned chain. A natural for the new leather movement in clothes - just add knee sox. \$18.95

Youthful Shoes



Take Five

By PAUL MOBILEY
Sports Editor

WORLD SERIES

Among the advertisements in Thursday's St. Louis Post-Dispatch was one full page about the upcoming World Series. It was not one favoring the St. Louis Cardinals.

Hudson's, a Detroit department store, ran a full page drawing of a Tiger with a small redbird in its mouth. Next to the cardinal it read, "Bye Bye Birdie."

The ad was signed, "Hudson's - Detroit's world famous department store."

This is just a beginning of the tactics in store for the World Series pitting the World Champion Cardinals against the Detroit Tigers. The Series is scheduled to begin Oct. 2.

Baseball observers are beginning to talk about St. Louis, which has speed, depth, youth, and a solid defense, as a new pennant-winning dynasty. In this the year of the non-hitter the Redbirds sport a handsome .254 batting average, although it has been an off year for sluggers Orlando Cepeda and Tim McCarver. The pitching staff is coming through with a superb 2.42 earned run average.

Center-fielder Curt Flood has been hitting close to .300 all year; left fielder Lou Brock has had another banner year, and third baseman Mike Shannon has not only improved his glove work but has taken the lead in RBI's and homeruns.

But the big story of the Cardinals is pitchers Bob Gibson and Nelson Briles. The buzz-bombing Gibson has set all kinds of records this season on the Cardinal staff. He boasts the league's lowest earned run average and once during the season threatened to break major's consecutive inning shutout record, and naturally he has won 20 games. Briles, who has been steady and superb, has a chance to reach the 20 game victory goal.

Las Vegas bookmakers have picked the Cardinals as 17 - 10 favorites to take the series.

SIMPSON VS. KEYES

The whole nation is braced for the fierce battle expected between USC's O.J. Simpson and Purdue's Leroy Keyes, for college football's most coveted award, the Heisman Trophy.

Keyes, known as Mr. Cool, has been described as the most complete college player in the game today. Switched from defensive back to a combined flanker-tailback spot last season, he scored 19 touchdowns, ran for 986 yards, caught 45 passes for 758 yards and six TDS, threw three passes for touchdowns and with his 114 points gave the Big Ten its first national scoring champion since 1940. This year in addition to his other chores, Keyes will kick off, attempt long field goals and try for extra points.

O.J. Simpson is, in the opinion of the sane, the most spectacular running back in the college game. In 10 games last season he carried the ball 291 times for 1,543 yards and scored 13 touchdowns. The 220 pounder has been clocked in 9.3 at 100 yards.



If the opportunity to join your student Blue Cross-Blue Shield program zipped by you in the hustle and bustle of enrollment... you still have time to get in. Blue Cross-Blue Shield Representatives will be in Ablah Hall, today through Saturday, September 24 through September 28, to help you enroll.

Get an application. Fill it out. That's all you do. Blue Cross-Blue Shield gives you 12 month protection. On and off campus. Supplements your Student Health Program. Available at low student rates.

Blue Cross-Blue Shield

Kansas Hospital Service Assn., Inc.
Kansas Physician's Service