

Cougars Maul FSU, 33-13

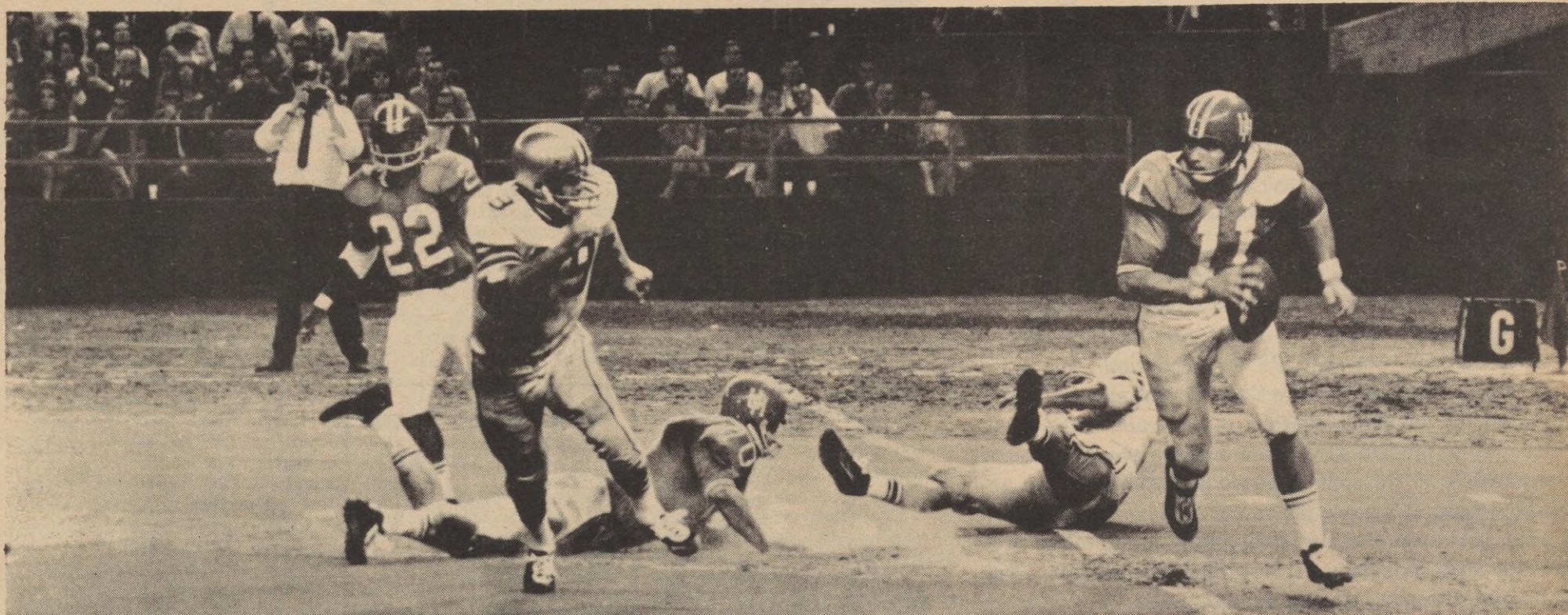


Photo By DON BRADY

Cat-Quick Quarterback Eludes Defender

Senior Cougar signal-caller, Dick Woodall (11), looks for downfield receiver as he scrambles inside the UH

five-yard line. Woodall eludes the grasp of one defender as the potent Cougar offense rolls up 33 points

in a 33-13 shellacking of Florida State's Seminoles. It was the season opener for both teams.

THE DAILY COUGAR

VOL. 34, NO. 2 UNIVERSITY OF HOUSTON HOUSTON, TEXAS TUESDAY, SEPTEMBER 19, 1967

UH Regents Commission 18 S&S Peace Officers

At the first regular meeting for this month, UH Board of Regents approved the commissioning of 18 members of the Safety and Security Department as peace officers.

This action represents implementation of a bill passed in the last session of the Texas Legislature, which permits state institutions of high learning to have employees commissioned as peace officers.

The senate bill also prescribes their duties and powers.

UH officials pointed out that the new law was designed as an effort to provide better protection for all members of the university community.

Regulations concerning safety and protection are included in the measure which would have little specific effect on students or faculty members, according to UH officials.

Spokesmen also say that the commissioning of security personnel will provide a more

definite way for the protection, safety and welfare of students, employees and university visitors.

It will also provide a better means of protecting and policing the buildings and grounds of the university and for the regulation and control of traffic and parking on campus.

This law does not preclude the arming of security officers. UH Regents would specifically have to grant separate authority for any such action, which is not contemplated at this time, according to UH officials.

Spokesmen added that the question of arming campus police has not arisen and would probably be considered only for a few specially trained officers on night patrol.

In other board action, the Building Committee authorized the preparation of plans and specifications for remodeling the present Engineering Laboratory Building.

Charles V. Kirkpatrick, dean of the Cullen College of Engineering, proposed that approximately 6600 square feet of space be added to the new Engineering Building.

Who's Who Forms Ready

Students may pick up Who's Who applications in the Dean of Students office, according to Pete Benavides, Who's Who director.

Applications should be returned to the dean's office by 5 p.m. September 27. A transcript should be included with the application.

According to Benavides, the Who's Who committee will select 33 students to represent UH.

USNSA Lauds Student Power

By IRENE SALINAS

Twenty-one UH delegates, alternates and observers returned from the National Student Association congress recently foot weary and issue leery after two weeks of seminars, workshops and legislative plenaries that seemed to continue round-the-clock.

The UH delegation to the United States NSA congress held at the University of Maryland August 13 through 26 included delegates Jim Evans, Richard Hancock, Ransom Foreman, Richard Gaghagen, Larry Edmonson and Ron Dear. Elected delegate Tim Wood did not attend.

Alternates and observers attending included Denise Singer, Ann Tofft, Jerry Hoffman, Jack Burkhead, Judy Ganem, Robert Renton, Jim Grant, John Houchin, Ted Pentecost, Alan Potter, Joe Trial, Nancy Rooks and Irene Salinas.

The Rev. Edwin Bennett, coordinator of Religion and Leadership Activities, and James Whitehead, associate dean of Student Life, also attended the congress as observers.

Two Get Positions

Two delegates came home with NSA positions. Larry Edmonson was elected regional coordinator. Richard Gaghagen is director of Student Government Information Service in Washington, D.C.

Expenses of most of the UH delegation were paid for by Student Association. The expenses of Robert Renton and Ann Tofft were paid for by the NSA project SCATE (Student Course and Teacher Evaluation.) Expenses of Irene Salinas, Daily Cougar managing editor, were paid for by Student Publications.

Some of the alternates primarily attended special sessions. Potter and Foreman attended the experimental college workshops. Trial attended the drug conference; Denise attended student stress workshops; Grant and Houchin attended tutorial workshops and Ren-

ton and Ann attended SCATE workshops.

The new president of NSA is Ed Schwartz, a 24-year-old graduate of Oberlin College, who succeeds Gene Groves. The national officers are mandated by NSA to administer any programs adopted by the congress.

A student power resolution was passed by the NSA delegates. The resolution demands complete student control over university social and disciplinary regulations. It passed almost unanimously. The UH delegation voted for the resolution.

Part of the resolution states that the "rights of student governments to legislate over matters of solely student concern must be recognized, as must the status of students as citizens. This obligation must not be shirked by either fac-

(See NSA CONVENTION, Page 8)

Guest Ticket Price Doubles This Year

Many UH students felt the squeeze of inflation when it hit the Athletic Ticket Office last week.

Tickets for students' guests are now \$2.50 each. This is double the amount charged for the tickets in previous years.

Harry Fouke, director of athletics, said that the raise is "to get our policy more in line with other schools."

Gate Receipts Less

Fouke explained that the long-standing \$1.25 ticket was of concern to universities playing the Cougars. Gate receipts have been considerably less because of the lower price, thereby affecting the ticket receipts shared by the two universities. In regard to this, Fouke emphasized that students at most other universities must pay full price for guest tickets.

"I don't know of any institution with a policy more favorable than ours," he said. "The last time a raise was made was about 1946.

There has been no increase in price and everything has gone up."

Fouke said there had been some abuse of the \$1.25 price by some students obtaining more than the allotted one-ticket-per-student. But he said that this was not an element in the price increase.

"It is important to understand that we didn't increase the cost of student tickets," said Fouke. "We increased the price of guest tickets. Student guests are still getting a \$5 seat or better for \$2.50."

The only other change in ticket policy was a temporary suspension of block seating for more than four persons. Fouke said that Edward Thompson, business manager of athletics, would enforce the rule for last Friday's Florida game only in order to ease the confusion of the opening season.

Despite Thompson's intentions, block seating was obtained by some fraternities. The means of accomplishing this has not been explained.

Yearbooks Available

The 1967 Houstonians are now available to students. They may be picked up in the business office of the Department of Communications between 8 a.m. and 5 p.m. Monday through Friday. For the first two weeks, yearbooks will be delivered during the lunch hour.

Students need sufficient identification and 10 cents tax to pick up their yearbooks. An optional expense is the 20-cent plastic yearbook cover. A student may pick up another student's Houstonian, provided he signs both his and the other student's name.

Students who have not paid the activity fee can purchase the book for \$5 plus tax. In some cases, students who were at UH in the fall last year, but not in the spring, may purchase the book for only \$2.50 plus tax.

editorial page

And Now A Word To Our Critics...

To those critics of the so-called "Establishment"—The Daily Cougar—at the recent preliminary meeting of the Experimental College: hear ye.

The Daily Cougar is a transitory newspaper where editors and policy are concerned. It exists to serve UH students as a student newspaper—to allow them a forum for expressing themselves to each other and the administration.

But to your charges that The Daily Cougar serves as a publicity sheet for the administration, your picture is badly out of focus. At no time does the administration exert any degree of censorship over the content of the student newspaper. Admittedly, pressures are exerted to try to stem the tide when the water gets deep. But this amounts to no more than self-protection through defense. It may be a defense with which we strongly disagree and may serve to protect policy which we find unfair and evasive. But that should be nothing less than incentive to expend our efforts to bring about a change in such policy.

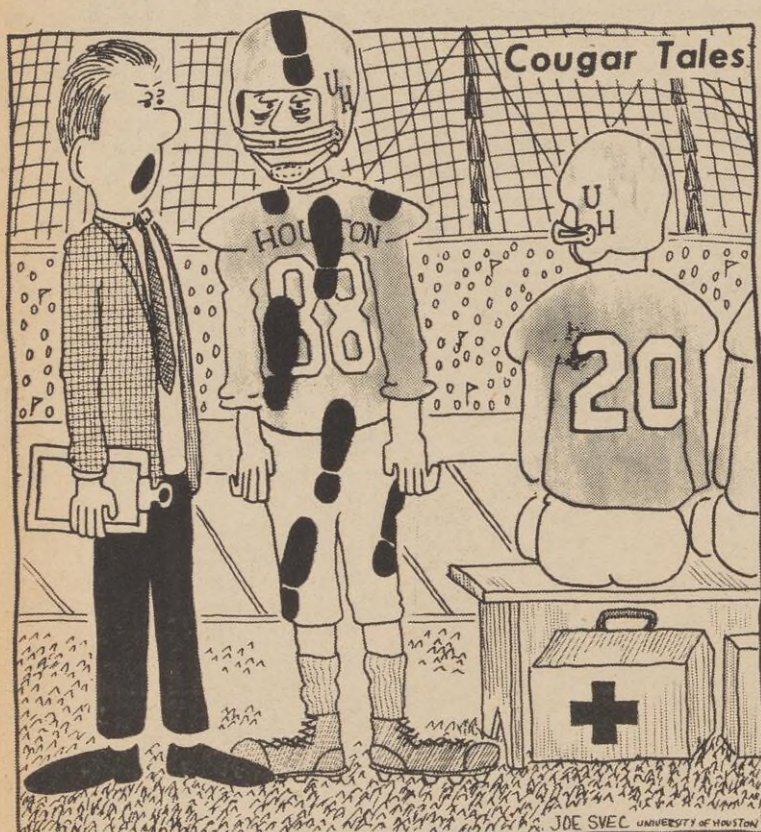
The recent registration issue of The Daily Cougar carried an extensive address by the president of the university. Some have distorted the publication of that address to represent a bow to this non-existent administration authority over the student press. The address appeared as a matter of tradition, courtesy and information.

Even those strongly opposed to administrative policy have something to gain from statements such as that of the president. Disagreement with administration policy has not been uncommon among UH students or in The Daily Cougar. And disagreement is the best reason in the world to hear what the other fellow has to say. Opposing someone blindly is like firing into the dark.

Granted, the president's message had little to do with policy and much to do with optimistic predictions for the coming year. But the presence of his address in the first issue of the fall Cougar gave students an opportunity to slightly acquaint themselves with a man who few students get to know. And it provided a small element of badly-needed communication between administration and students.

It will continue to be the policy of The Daily Cougar during my editorship to listen to what administrators have to say. It will also be our policy to question administrators' statements and challenge when warranted.

Succumbing to authority is one thing. Cooperation is something entirely different.



"SOME OF THE OTHER BOYS SAY YOU'RE LAYING DOWN ON THE JOB—WHAT ABOUT IT SLAWTER?"

AS I SEE IT

NSA Delegate Offers Explanation of Absence

By TIM WOOD

On August 10, 1967, the University of Houston delegation left for the National Student Association convention in Maryland. I had been elected by the student body as one of four voting delegates to represent UH students at that convention. I had purchased my ticket and was preparing to leave for the convention, when there appeared in The Daily Cougar an article which stated that I was ineligible to attend the conference as I had graduated from the university. I made several attempts to contact individuals in the Student Association to clarify this statement, as I was not slated for graduation until August 25, the termination of the summer school session. These individuals in SA were either "not available" or "not in at the present time." I even tried to contact these people at their homes, but this was to no avail. Consequently, unsure as to my position in the delegation, or my legality as a member, or as to the legality of SA (as it had spent more time in court than out of court this summer), I did not attend the conference.

Now, as I return the money for my ticket to SA, I find to my dismay that the article in The Cougar

was a mistake and I was eligible to attend the conference. The mistake is certainly possible.

However, I cannot help but wonder if there were those in SA who might have felt uneasy or apprehensive about my presence at the conference since I was a voting delegate representing the students, not some power group or political machine. But this is only supposition on my part, and I do not want to cause any smoke where there is no fire. Or is there?

We Welcome 'The Sheet'

Dear "Sheet" people:

Welcome to UH. Who but a bunch of groovy architecture students would have thought of actually doing it?—At last, our very own underground newspaper to prod, delight, enhance, praise, condemn and fight for right and progress on the UH campus.

"The Sheet" will be something new and bright in the lives of Cougars, we hope. The staff of the Establishment welcomes your wit and your wisdom and even your competition.

We look forward to seeing you regularly.

Our best to you,
The Daily Cougar

Anyway, SA could not afford much more smoke, I'm afraid.

Finally, as a graduate of UH, I say to you, the students, to be knowledgeable and aware of SA, as you are all members. The elected officials are elected by you, the students, and your money pays their salaries. Several years ago, SA stated its purpose to be the most representative organization on this campus. It is up to you to make this government live up to its purpose; it is up to you to make the officials "available" in student affairs; it is up to you to make the officials break away from petty politics and represent you, the students. And most important, it is up to you, the student, to be aware of actions taken in SA, and to make certain everything is "above board." If the student is able to do this, and if the elected officials realize their responsibility, then SA will be a fair and honest body, legal in every sense of the word. Good luck.

College Planned

Students interested in participating in the student staff of the new Experimental College may meet Wednesday, 3-9 p.m., in the San Jacinto Room of the University Center.

Strawberry Fields

By EDITH E. BELL

The Editor is sticking his head in the trash can and talking about nude, drooling ducks. The managing editor is scratching her legs and giggling as she types with her toes.

Speaking of losers...

This summer I was standing in front of a hair cut place called "The Hip Snip" when this wino came up to me and asked if I was a snip. When I told him "no" he seemed disappointed and wandered off toward one of the local head shops. This particular shop specialized in cigarette lighters made out of old beer cans and when he came out he said, with great amazement, "They've got aerosol beer in there!"

Yeh, he was great.

Speaking of great...

I am called The Great Strawberry and I am the greatest loser of them all.

I am a fifth-year junior who is majoring in journalism and hates newspapers.

I waited four gutless years to have eye surgery and now that I've finally had it done I see worse than I did before.

For the surgery I had to have my eyes taken out and put back in, and the ole doctor put the left one back in crooked and dropped the right one.

I went to Detroit this summer and missed everything... I got there after the riots and before the strike.

I took a shopping excursion to Canada and forgot to bring any money... so I bought 100 pieces of Canadian bubble gum.

I just went outside to sit in the grass and work on this column and it started raining.

Yeh, I've got problems.

And, speaking of problems...

There is some advice I give to freshmen every year (losers love to give advice).

Don't think... you might learn

something.

Don't associate with anyone who isn't just like you... you might grow.

Don't develop your own opinions... you might blow your mind.

Don't exert your student rights... things might change.

Don't study... you might make your grades.

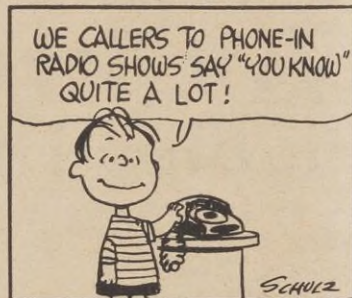
Don't do what you want to do... you might have fun.

Don't talk to strangers... you might meet somebody.

Yeh, that would be bad.

Speaking of bad...

This column is finished.



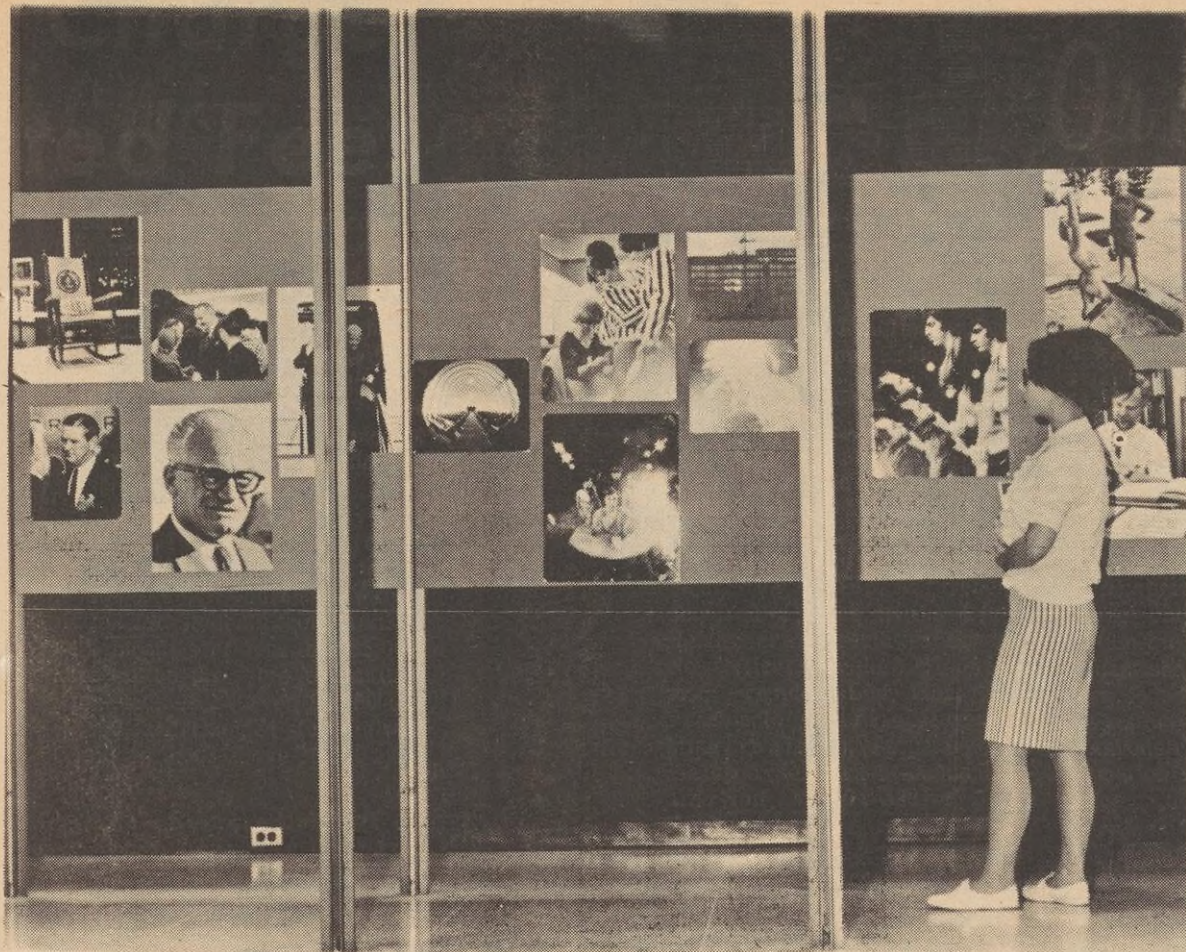
Peanuts appears through the courtesy of THE HOUSTON CHRONICLE.

THE DAILY COUGAR

The Daily Cougar, official student newspaper of the University of Houston, is published in Houston, Texas, Tuesday through Friday, except during holiday and examination periods, September through May.

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Chief Copy Editor... Don Stowers
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Sports Editor... Tim Fleck
Asst. Sports Editor... Mack Smith
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Copy Editors... Leslie Ashwege, Brenda Countee, Carolyn Lister, Glenda Sanders, Barbara Spector

Opinions expressed in The Daily Cougar are those of the staff or writer and do not necessarily reflect the views of the university administration.



King Wong Photos Displayed

Photo By DICK WEDEGARTNER

Marguerite Gee, journalism teaching senior, admires the art exhibit on display on the first floor of the University Center. The exhibit fea-

tures a series of photographs by King Wong, UH official photographer, and is sponsored by the Office of Information.

UC Program Council Slates Cultural, Recreational Events

By MARK MacELREATH

Monthly dances, an avant garde film series, lecture artists, art exhibitions, bridge and guitar lessons and tournaments for billiards, bowling, bridge, chess and ping-pong are scheduled by the Program Council for the fall semester.

Cinema 67 is this year's film series. The movies will be shown at

7:30 p.m. every Wednesday in the UC Houston Room. This Wednesday's fare is "The Fountainhead," the movie adaptation of Ann Rand's third novel which stars Gary Cooper.

The first special event of the PC is the West Coast Pop Art Experimental Band which will perform its own brand of psychedelic-rock

in Cullen Auditorium.

The costliest film event to be sponsored by PC is scheduled for two showings. Cinema I and II is composed of experimental short subjects and has received high acclaim across the nation. Cinema I will be shown from October 27 through 29 and Cinema II will be shown from November 9 through 12 in the UC Houston Room.

The Lecture Artist Series begins the second week of October when Lt. Gen. Sir John Glubb of the Arabian Legion will discuss military strategy in the library auditorium October 12.

Later in October, the "French Review" from the Left Bank in Paris will perform in the Cullen Auditorium. The Paris Rive Gauche (La Contrescarpe) is the name of the group which has received outstanding reviews for their musical comedy.

Monthly Exhibits Planned

Each month there will be exhibits in the UC lobby on subjects such as famous American painters and the history of poster art.

Charm Week with fashion and make-up experts offering their advice and displaying styles for the college coed is planned during October. The dates will be announced.

During November the plans of the Program Council include Dad's Day, the music of the Preservation Hall jazz group, a debate by the British Debate Team and the play "Hogan's Goat."

In December an All-Games Tournament is scheduled. Bridge, bowling, ping-pong, billiards and chess players will have a chance to compete for the prizes.

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MSU to Charge Graduated Fees

EAST LANSING, Mich.--(CPS)--Michigan State University will base student tuition charges on parents' incomes starting this fall, despite heavy criticism and threats of legal action.

The new plan was adopted 5-3 by the MSU board of trustees to raise additional revenue to offset heavy budget cuts made by the state legislature and Gov. George Romney. The university asked for \$72.3 million, but got \$56.7 million from the legislature after Romney recommended \$59.4 million.

Only Plan Of Its Kind

Under the MSU plan, the only one of its kind, in-state undergraduates whose family income is less than \$11,800 will continue to pay the old tuition rate of \$354 a year. Students whose families make more than \$16,666 will pay \$500 a year. Students with family incomes between these two extremes will pay three per cent of their family income as tuition.

In-state graduate students will pay on the same basis, except that their tuition is \$30 more. Out-of-state students will pay a flat \$1,200 as undergraduates, \$1,230 as graduates.

Supporters Defend Plan

Supporters of the "ability-to-pay" plan said it takes pressure off students whose family incomes don't normally qualify them for scholarships and loans. Most of those with family incomes under \$11,800 can get scholarships and loans, if they need them, according to the trustees.

But the plan has already come in for heavy criticism on several grounds:

- It makes no allowance for the number of students a family has in school. Thus a family with a \$10,000 income and one student in college would pay \$354 in tuition while a family with \$17,000 income and three students would pay \$1,500 in tuition.

- It does not help really poor families. The MSU administration proposed a plan, rejected by the trustees, which would have waived tuition for students from families with incomes of less than \$5,000, kept tuition the same for families with incomes between \$5,000 and \$8,500, and charged students with family incomes above \$8,500 a flat increase.

New Revenue Unknown

- Since the trustees approved the plan without a complete study of students' family incomes, no one knows exactly how much new income it will bring in. MSU officials say an excess would be used for scholarships to needy students.

Opponents of the plan are asking the state attorney general and civil rights commission whether the proposal is constitutional or discriminatory. Michigan's constitution prohibits a graduated income tax and one trustee says this might prohibit a graduated tuition rate.

Rep. Gustave Groat also objected to the university's looking at income tax returns filed by the students' families.

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In Appreciation...



We hope you enjoyed your free, ice cold Coca-Cola at Fall Registration, courtesy of the Coca-Cola Bottling Co. of Houston. On behalf of the more than 20,000 UH students who endured the trials of Registration to find this refreshing reward, we express our great appreciation and thanks to our friends at Coca-Cola!

Remember...



Also, we hope that you will remember to attend and enjoy our campus movies, the Premium Feature Films Series, every Thursday night in Oberholtzer Hall Ballroom, 7 and 10 p.m. See you there!

Alpha Epsilon Rho

National Honorary Radio-TV Fraternity



Photos By DON BRADY

Those Hectic Days Of Registration!

Familiar scene? It is to the 21,000 students who perhaps found themselves frustrated and weary dur-

ing the four day registration period. On the left, students wait in line to obtain class cards at one

of the many stations in the gym. On the right, two students find it necessary to rearrange schedules.



Photo By DICK WEDEGARTNER

Lilliputian Desks Provided

UH student assumes an unusual position as he tries to readjust his schedule after finding many of his classes closed during the last days of registration.

UH Enrollment Up 10 Per Cent

The 1967 fall enrollment at UH at the close of late registration yesterday was expected to reach the 22,000 mark, an increase of over 10 per cent of last year's figure.

Registrar Ramon Vitulli reported that 21,278 students had registered at the end of the regular registration period Thursday evening.

Of these 21,278 students, 15,624 are former students and 5,624 are new students, half of which have transferred to UH from other col-

leges and universities.

Late registration was conducted yesterday, the beginning day of classes for the new term.

The university experienced its biggest increase in new students with almost 16 per cent more new students enrolling this fall over the previous fall.

The 1966 fall enrollment was 19,986.

To meet this new enrollment, a number of new classroom buildings with large classrooms and auditoriums have been added to

the campus.

Among these is the Cullen College of Engineering with reading rooms for students and a very large auditorium.

In addition to this building is the Liberal Arts Building with two auditorium-classrooms.

The library has also been expanded to meet the student increase. Two thousand student chairs and 404 individual study carrels are provided for students.

Total area for the library have been boosted to 219,000 feet.

Sept. 22 / Darling

Sept. 29 / Wild Strawberries

Oct. 6 / The Gospel According to St. Matthew

Oct. 13 / Red Desert

Oct. 20 / Whistle Down the Wind

Oct. 27 / The Balcony

Nov. 3 / Juliet of the Spirits

Nov. 17 / 400 Blows

Dec. 1 / Rules of the Game

Dec. 15 / The L-Shaped Room

Jan. 5 / My Name Is Ivan

Jan. 12 / The Shop on Main Street

University of Houston Fall Film Series

a function of student association



8 p.m. / library auditorium / donation 50¢

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Draft Forms Available

New draft deferment forms may be picked up in 133E, according to Selective Service Federal Records spokesmen at UH.

It was announced during the summer that students must request deferment either by using the SSS Form 104, "Request for Undergraduate Student Deferment," or by ordinary letter.

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cougar classified

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Deadline 10:30 a.m. day before.

FOR RENT

Unfurnished 4-room apartment. Walking distance U of H. \$97.50, air, heat, bills paid, new condition, stove and refrigerator. Third floor sundeck, pool. JA 9-3375.

ROOM AND PRIVATE BATH, available Sept. 15. \$40 a month. Arrangements may be made for meals. Call MO8-9168.

Garage apartment, completely furnished. 15 minutes from UH. Mrs. Uschak, UN 2-9545.

Walking distance U of H. One-bedroom, all new furnished or unfurnished. Air conditioned, all bills. \$110., MO 5-8059 or JA 2-4231.

Walking distance U of H. Furnished air conditioned efficiency. All bills \$69.50. MO 5-8059 or JA 2-4231.

Two-room furnished garage apartment. Five minutes U of H. Adults only. \$55, bills paid. WA 1-4221.

Room, private home. Quiet neighborhood. Board if desired. Reasonable. MO 7-5087 after 6 p.m.

Walking distance U of H. One-bedroom garage apartment, furnished, air conditioned. All bills. \$89.50. MO 5-8059 or JA 2-4231.

Nice clean, cool room, near UH. Shopping and bus. WA 3-1988.

Five minutes UH. Large bedroom, quiet private entrance, \$10 weekly. WA 6-1684 after 5:00 p.m.

Garage apartment, bills paid, furnished, air conditioned. 1551 Lombardy, \$65. Call WA 1-7430 after 9 p.m.

Hey University Students! Share a room with a buddy. Just only \$8 weekly. Also apartments available. Two blocks off South Main. 3011 Caroline. JA 8-0426.

Young lady to share air conditioned home. Private bath, kitchen privileges, Southwest Area. Call MO 7-3923 early mornings, evenings. PA 3-5211 anytime.

Nice furnished rooms. Central air, heat, telephone, extra sitting room, private entrance, many more facilities. Bus. For information call RI 8-0428 or inquire at 5410 Calhoun.

FOR SALE

79 cc Motorcycle. 956 miles. No accident-bought car. Helmet, bubble mask, other accessories. \$250. PA 3-3720.

Used wooden drafting tables, good condition. \$15 each. RE 3-8181.

BUSINESS FOR SALE. Small highly specialized men's clothing shop. Ideal for husband and wife team. Mr. Middlebrook, JA 3-8348.

Royal elite typewriter. Completely reconditioned. MI 3-1711.

ROOMMATES WANTED

Girls only, mature student to share apartment. Two-bedroom, very spacious. MI 9-0653, MI 9-3026 after 4 p.m.

Two male roommates for a 2-bedroom furnished duplex. Near UH. \$40 monthly, bills paid. 748-6433. MO 5-8059 or JA 2-4231.

Live in quasi luxury, 5.3 minutes from campus. Take half two-bedroom apartment with air, pool. Semi-furnished. RI 8-3219 after 6:00 p.m.

Male to share very nice furnished apartment near O.S.T. and Cullen. Air, central heat, bills paid. \$40 monthly. RI 8-6671, Bill Jones.

Male roommates to share 2-bedroom apartment. Within walking distance. 4149 Drew. Call Jim Westphal 748-6531 or 223-4453, Ext. 30.

HELP WANTED

Well groomed university girl for part-time work. \$200-\$400/month. Contact House of St. Laurent, Town and Country Village, Memorial Drive. Interviews starting Sept. 11. Look for us under the clock.

Seniors who want to earn \$35-\$40 a week during their spare time call Marion Tindall. NA 2-5070 or MO 7-8512.

Wanted, TV or electronics servicemen. Large firm, benefits. Also need system installers for public address and intercom installations. Preferably full-time worker but consider part-time. Call 666-3811, Ext. 71 or 72.

Night cashier wanted. Six nights, off Mondays. Start at 5 p.m., junior girl or over. \$1.50/hour plus one meal. Call CA 3-0226 for appointment. Bill Bennet's Steak House in the Sky.

Need two seniors for part-time employment. Earn \$40-\$50/week. Opportunity for full-time employment upon graduation. For details call Richard K. Greer. NA 2-5070.

Immediate openings for experienced and trainee: Keypunch operators, programmers, tabulating and computer operators. Any shift. Full-time. University of Computer Sciences Employment Service. JA 4-1961.

ROOM and BOARD

Girl wanted, free room and board in exchange for baby sitting in private home. PA 3-2895.

LOST and FOUND

LOST: Small white kitten wearing a blue collar. Last seen in vicinity of Orleans Royale Apartments, 5918 Schroeder #4. Please return her or call 747-9784. Reward.

RIDE WANTED

Ride wanted, Liberal Arts Bldg., 3818 Ruth, 8-5, 5 days. Will pay \$2.50 week. Ext. 779 or JA 4-7187.

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Thesis typing, reasonable rates, accurate, HO 8-8963.

Gearhart Joins KUHT Staff

A former news director of KHOU-TV, Channel 11, N. L. "Nick" Gearhart, has been named staff director of a continuing education project that will utilize television to seek new approaches to community problems and to provide a better public understanding of social and government processes.

In the project Gearhart will work with KUHT-TV, Channel 8. The specific areas to be treated include transportation, pollution, water supply, land use, human resources, and education.

UH was allocated \$35,000 for the project last spring by the Texas Coordinating Board.

25-Year Veteran

Gearhart, who has spent some 25 years in the broadcast and newspaper journalism field, became news director of KHOU-TV in 1962.

During his journalism career, Gearhart owned weekly newspapers in Louisiana and was news director of several radio and television stations, including WWL-TV in New Orleans. He came to Houston from San Diego, Calif. where he was night news manager of KFMB-TV.

While at Channel 11 Gearhart was responsible for a number of "specials" on such vital community issues as zoning, parimutuel racing, the Manned Spacecraft Center, slant-well oil drilling and the Chamizal.

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DPS Sets Helmet Laws For Cyclists

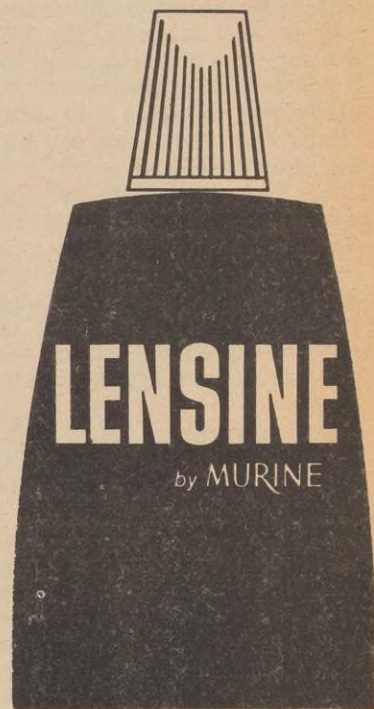
Col. Homer Garrison, Jr., director of the Texas Department of Public Safety, reported that protective headgear standards for motorcycle operators and passengers have been established. The DPS is currently testing headgear and issuing approval certificates to helmets meeting the prescribed standards. The department was delegated the responsibility of establishing standards by the last legislature.

Effective January 1

Effective January 1, 1968, all motorcycle operators and passengers will be required to wear approved protective headgear whenever riding a motorcycle. The law provides that any person convicted of riding a motorcycle without protective headgear may be fined not less than \$10 nor more than \$50.

According to Garrison the department will have a list of approved helmets available about October 1. This list will be furnished to all police agencies, to headgear wholesalers and retailers, and to new agencies.

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UH HALFBACK PAUL GIPSON MANEUVERS IN COUGAR BACKFIELD
The 200 Pound Cougar Power Runner Rushed For A 103 Yard Total



WARREN McVEA ELUDES FSU LINEBACKER
UH Halfback McVea Reversed Direction After Encounter

Gipson, McVea Lead UH To 33-13 Win Over FSU

By TIM FLECK

Backed by the flying feet of Warren McVea and the power running of Paul Gipson, the 1967 edition of the UH grid team shocked friend and foe by bowling over the highly-regarded Florida State Seminoles in the Astrodome with incredible ease, 33-13.

The real story of the game lay with the Cougar defense. The secondary proved to be the most potent weapon against the Floridians as five FSU passes fell into Cougar hands. The first of the interceptions put the Cougars well on their way to the first TD of the game.

FSU quarterback Gary Pajcic dropped back on the second play from scrimmage and fired a bullet up the middle. As neatly as a revolving door, left linebacker Greg Brezina stepped into the path of the ball and snatched it enroute to the Florida State 14-yard line.

From the 14 Gipson hammered his way four yards down to the 10.

On the next play UH quarterback Dick Woodall handed off to McVea, who lanced right and rode offensive guard Rich Stotter's block into the FSU end zone. With scarcely two minutes gone UH led 7-0.

The excitement had barely died down when the Cougars came roaring back toward the FSU goal line again. After a quick Florida State set of downs which saw the Seminoles gain nothing in yardage, the Cougars took possession and drove down the field, mostly on the strength of McVea's elusive scampers and excellent handling of the option plays by Woodall. Woodall climaxed the drive with a seven-yard jaunt into paydirt around the right end. Split end Ken Hebert's second extra point attempt failed but UH now had a fairly firm 13-0 lead.

The vaunted FSU aerial attack laid five very large eggs, better known as pass interceptions. Three came at critical times and they prevented the Seminoles from getting back into the game while there was still time. The two Florida state TDs came after the Cougars had run the score to 33-0 and had inserted second string players at most positions.

The most welcome surprise of the game for UH supporters was the sudden emergence of Cougar soph quarterback Ken Bailey. After Woodall suffered a mild leg injury in the third quarter Bailey entered the game. Considering the fact that Bailey had never played in a varsity game before Friday he showed

The third UH score of the game came as Bailey hurdled across the line to score, ending a push which had begun in Cougar territory and featured the sharpest passing of any of the four quarterbacks both teams used. Bailey completed seven of 13 passes for 107 yards.

The only troubling feature of the game was the inability of Dick Woodall to direct a sustained passing game. Woodall has proven his aerial abilities in four years at UH and it is reasonable to assume that first game jitters hampered his passing attack Friday night.

The two FSU scores came late in the game on two passes from FSU QB Kim Hammonds to Lane Fenner and Thurston Taylor. A measure of the quality of the UH secondary is the fact that Ron Sellers, FSU's potential All-America receiver, caught only two passes for a total of 12 yards during the game.

	FSU	UH
First Downs	16	19
Rushing Yardage	44	226
Passing Yardage	146	141
Passes	19-49	9-19
Interceptions By	3	5
Fumbles Lost	5	1
Yards Penalized	35	92

AN EVENING WITH



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REMARKS BY
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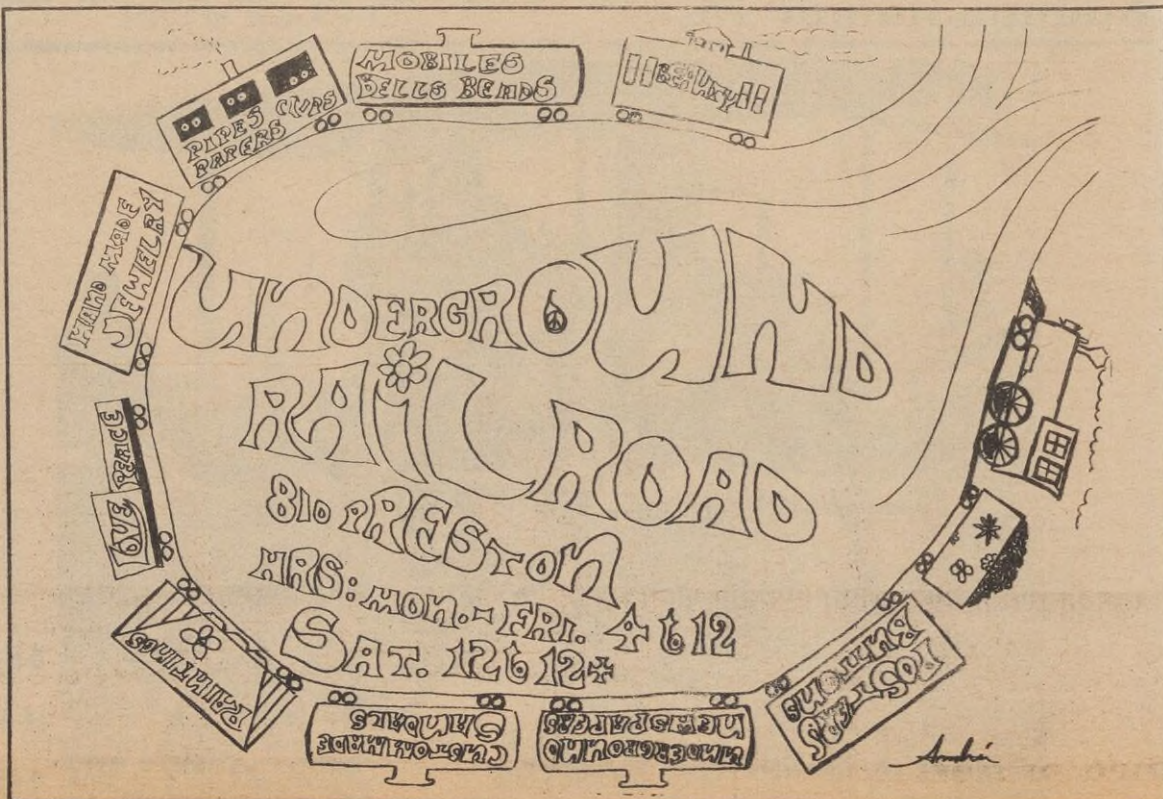
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New Grid Stars Spark Cougar Win Over FSU

Among the most pleasant aspects of Friday night's clash with the Seminoles of FSU is the emergence of two new Cougar grid stars. Soph Ken Bailey entered the game in the third quarter when regular QB Dick Woodall was injured and turned in a sterling performance. Junior Paul Gipson gave his first performance as a full-back since his suspension from the team last season for curfew violations.

Bailey's debut was notable mainly for the coolness and composure he exhibited as quarterback. He stayed in the pocket on passes and waited until the last possible moment before losing the ball. The results were clearly apparent—seven completed strikes for 104 yards. He turned in the finest performance of any of the quarterbacks used, including heralded passing whiz Gary Pajcic.

Gipson's return is clearly one of the best breaks the Cougars could want. After his suspension last year there had been rumors that he had been drafted for military service and would not return in 1967.

Gipson carried the ball 19 times and accumulated 103 yards rushing.

Other standouts during the game were Gus Holloman, who intercepted two passes to add to his school record tally of 14, and Bob Long, who did a fine job of blocking and receiving from his tight end position.

Coach Bill Yeoman praised the performance of the team following the game but also pointed out several sloppy plays which cost the Cougars points on the board—not that they really needed them.

A needless clip marred a tremendous running recovery made by UH runner Warren McVea in the second period. McVea stabbed into the line, found his path blocked, and reversed himself. After looping some 30 yards back he dashed into the line once again, this time picking up eight yards. Unfortunately the penalty nullified the gain.

With Michigan State only a week away Yeoman prudently withdrew McVea after the first half. As the score spiraled to a 33-0 lead, his presence would have served as an insult to the downtrodden Florida Staters.

In the final analysis FSU did not shape up as the same team that had been described as a formidable threat not only to UH but also to Alabama. In the light of the ease of the UH win an observer has to wonder what the Crimson Tide will do against FSU next weekend.

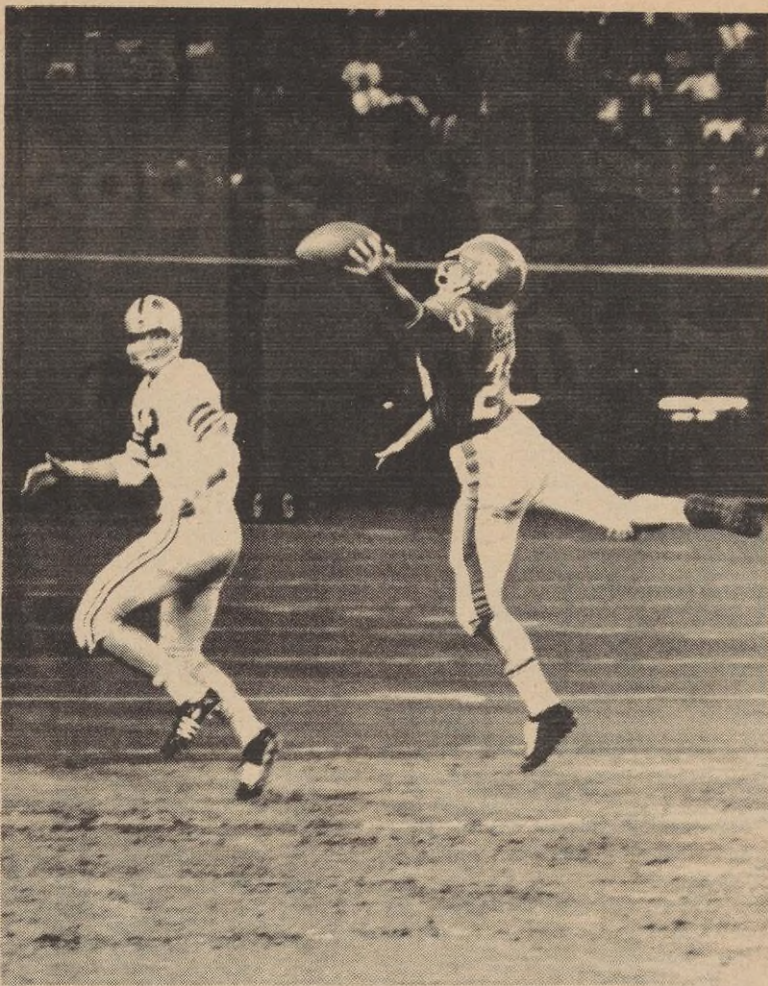
Lewis Named Asst. Director

Guy Lewis, the coach who led the UH cage team to a third-place finish in the 1967 NCAA basketball tournament, has been named assistant athletic director at UH.

The announcement of the appointment was made Friday night prior to the UH-FSU football match by Harry Fouke, Cougar athletic director.

Lewis will retain his position as head coach of the basketball team in addition to his new duties.

The career of Lewis at UH began when he starred as a guard on the basketball team and then moved up through the coaching ranks to his current position. He was instrumental in lifting UH to its position of number two in the nation in basketball. Lewis led teams which have competed in NCAA tourneys the past three years.



DEFENSIVE HALFBACK MIKE SIMPSON DEFLECTS PASS
Defensive Plays Like This Wrecked FSU's Aerial Attack

SMU Midgets Outfox Aggies

Capitalizing on a strictly out-of-sight last minute rally centered around an undersized 5-4 quarterback named Ines Perez, the resurgent Miracle Mustangs of SMU downed the Texas A&M Aggies Saturday at College Station in what must be the most chilling, unbelievable grid contest ever televised.

Although fabulous wingback Jerry Levias snagged the seven-yard pass in the end zone which brought the Mustangs into the winner's circle with four seconds to spare, it was the diminutive Perez who caught the imagination and the cheers of SMU supporters.

Perez, reportedly the smallest college football player in a major college, did not even try to look over the line. He stayed in the pocket, relying on a gap through the middle as a vantage point.

After the Aggies executed the final kickoff SMU speedster Levias raced the kick back to the A&M 44-yard line. From there Perez fired the ball four times and each time scored pin point hits on his receivers. With 12 seconds left, the Mustangs stood on the Aggie six-

yard line.

Back went Perez again. He stubbornly held his ground in the pocket while massive Aggie line-men closed in around him. Perez finally loosed a bullet which glanced off a receiver's hands in the end zone. Now with four seconds left Perez stepped back and lanced the ball deep into scoring territory.

Levias leaped high on the edge of the end zone and snatched the ball. With an Aggie clutching both feet Levias toppled to the ground with the winning TD. With the 20-17 win SMU will lead the Southwest Conference for at least three weeks.

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NSA CONVENTION—

(Continued from Page 1)
ulties, administrations or student governments."

Three draft resolutions were proposed and the one that was finally accepted advocates the abolition of the selective service system which is to be replaced by a voluntary army.

The resolution reads, "USNSA advocates the abolition of the selective service system and opposes any system of forced service to the government as seriously endangering human freedom."

A mandate, which was passed separately from the statement of principle and the declaration, states that the anti-draft campaign shall be started as of the passage of the mandate.

Special Resolution

Congress delegates also passed a special resolution calling for an end to government prohibition of marijuana smoking on private premises.

The resolution encourages that "local, state and federal governments stop all punitive and criminal approaches to the use of cannabis, a mind-altering, non-addictive drug reevaluate their laws on hallucinogenic drugs in light of current scientific research; and treat narcotics addiction as a serious health problem and narcotics traffic as a serious criminal threat to the health and safety of the American society.

The resolution also called for the "smoking of cannabis on private premises (to be) . . . allowed and no longer constitute a criminal offense," and the commutation of sentences of those presently imprisoned for violation of present prohibitions of cannabis smoking on private premises.

A policy statement on urban unrest was also passed. The resolution puts NSA on record as affirm-

ing seven items of action in the ghettos, including the encouragement of low income people to participate in the economy of the ghetto, development of cooperative housing, recruitment of police from ghetto areas, consultation with local residents on health, recreational and educational facilities and establishment of university community action projects in the ghettos.

Several motions were introduced and defeated concerning popular election of delegates on member campuses. One motion, submitted by David Henry of Wheaton College would have provided that no more than two members be selected by other than all-school elections.

Another motion was made to require all member schools to elect all their delegates in an all-school election.

(At UH, four of the seven delegates are elected by an all-school election, while the Student Association president, attorney general and NSA coordinator, who is appointed by the SA president, automatically go.)

Amendment Fails

An amendment to provide a one-cent-per-student assessment of NSA member schools to provide funds for NSA programs separate from government sources failed to receive the necessary two-thirds votes for passage. It did, however, receive a simple majority vote, thus referring it to member schools for ratification.

Arguments in favor of the measure were that it would help pay the mortgage on the Washington office and also give students a voice in programming.

A by-law amendment which provides member campus referenda on not more than three of the legislative items considered by the congress was approved.

A bill of Faculty Rights was almost unanimously passed. The resolution affirms NSA's belief that "the teacher, as a citizen, has the right to a private and political life . . . rights to speak or write and hence should be free from institutional censorship and discipline, unless through due process it can be proven that his actions are detrimental to his academic responsibilities. It also states that "a teacher-student relationship is analogous to the lawyer-client, doctor-patient relationship and teach-

ers should have the legal right not to be compelled to disclose privileged communications."

The congress also passed a resolution on birth control, designed in part to support birth control advocate William Baird who is facing a 10-year sentence in Massachusetts as a result of a speech he gave at Boston University.

An amendment to create a position of area coordinator, dependent on the national office and for the areas being able to finance it, passed by a two-thirds vote.

The area coordinator's main duty will be to improve the communication between regions.

Motion Defeated

A motion to end all legislative action by NSA was introduced at the commencement of the legislative plenaries. The motion, introduced by the Michigan-New York region delegates was defeated by 178 votes. The result was a one-day walkout of about 100 delegates and alternates from the sponsoring region.

The vice-presidential structure of NSA was officially changed by the delegates to "modernize and streamline" the organization.

The constitutional amendment calls for two vice-presidents, one to oversee international pro-

gramming as well as community action, while the other will administer programs in the educational and service areas.

The newly elected officers include Teddy O'Toole, Educational Affairs vice-president. O'Toole urged the NSA delegates to reject "its inheritance and make your own future." Dan McIntosh was elected International and Community Affairs vice-president. He stated that Vietnam is the most immediate issue concerning NSA and that NSA should provide information, speakers and competent staff to member schools to inform and discuss Vietnam.

The hottest debate at the legislative plenaries ensued over the Black Power resolution. Delegates chose the apparently more militant of two proposed drafts and then proceeded to make two significant amendments of deletion.

The first amendment deleted a provision which would have required NSA "insofar as possible" to assure the presence of one Negro on any delegation representing NSA.

A second amendment was adopted by a nine-vote margin striking from the principal section the phrase, "by any means necessary" from a sentence describing

the manner in which Negroes should pursue their "liberation."

The deletion of the controversial phrase led a Negro delegate to call a walkout to "prevent any further watering down" of the resolution. The result of the walkout was adjournment of the session at 2 a.m. for lack of a quorum.

The next morning at 9 a.m. another vote on the amendment was taken and the congress voted to reinsert the phrase "by any means necessary" into the principal section.

The UH delegation voted against the insertion of the phrase.

The congress also voted for a Negro to head the USNSA Civil Rights desk; cooperation with Negro organizations such as the NAACP, CORE and the Urban League; inclusion of at least one Negro in any NSA delegation "representing the view of American students" and the creation of a sub-desk on the role of whites in the Black Power movement and a national conference on that topic.

A reaction to this action was CBS news commentator Walter Cronkite's statement, "the usually moderate National Student Association congress, after a long floor fight, adopted a strong Black Power resolution."

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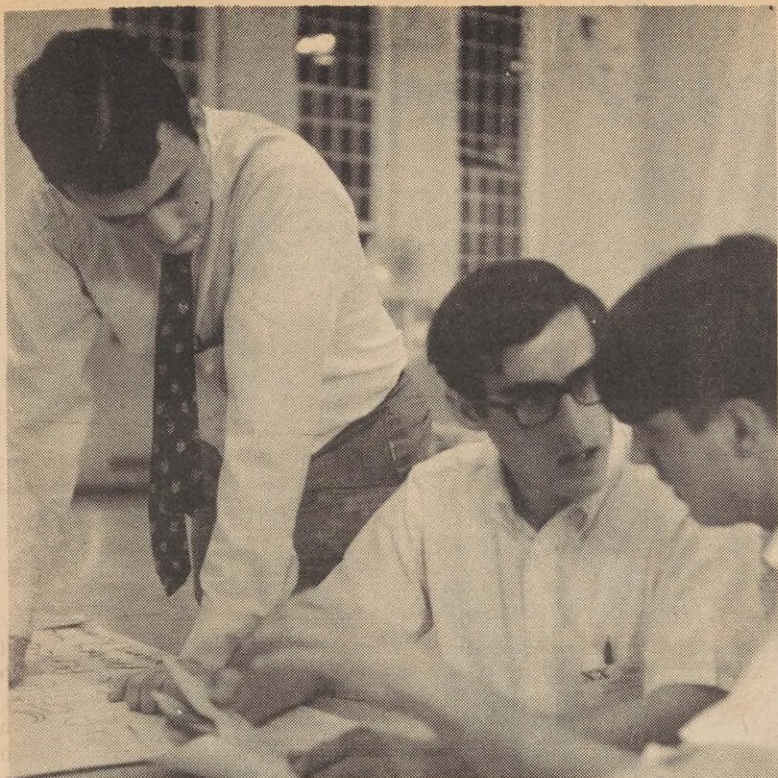
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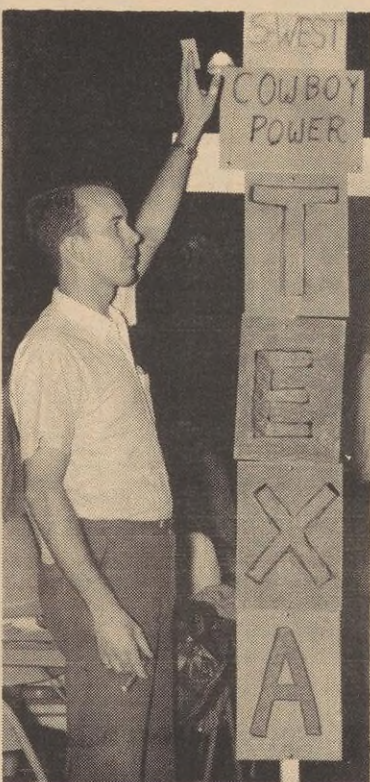
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Foreman, Houchin and Edmonson confer.

Evans votes by regional sign.



Delegates Kept Busy at USNSA Summer Congress



SMU Delegate And Hancock Talk



Photos By IRENE SALINAS

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Delegates attended regional meetings to discuss congress activities and legislation to be sponsored in the plenaries.

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Organizations

Any organization wishing information published in the organizations column should send the formation to The Daily Cougar call Ext. 338. Deadline for Tuesday's issue is noon Friday.)

By NANCY ROOKS

The Alpha Epsilon Pi national fraternity has announced the affiliation of the HOUSTONIANS, its newest fraternity. The 36-member colony, founded in February, is composed mainly of Jewish men. The group has recently acquired a home in the Braes-Highlands area in southwest Houston. New officers for the 1967-68 year are: President Don Aron, Vice-Presidents Charlie Meyer and Mike Shefman, Secretary Paul Isaacson, Sergeant-at-Arms Richard Wolf, and Treasurer Gerry Fitzgerald.

AEPi's have already made their mark in scholarship by posting higher grades last semester than any other group.

Kappa Delta Pi

KAPPA DELTA PI, education honors society, will meet at 3 p.m. September 24 in the UC San Jacinto Room. Guest speaker will be Dr. Edwin Martin, professor of education at Houston Baptist College. Dr. Martin has been a member of Kappa Delta Pi since 1939. He was formerly assistant superintendent of the Houston In-

dependent School District but is now the counselor of the Alumni chapter of KDP.

Alpha Phi Omega

The ALPHA PHI OMEGA rider-driver board chairman, David Bizziak, has announced that the board has been permanently placed in the University Center downstairs along the south hall between the recreation room and the stairs. Displayed are a national driver board and a county board for commuters. Each board is marked by numbers from one to 20. After filling out the necessary information on the card provided, the student should drop the card in the corresponding numbered box at the bottom of the board.

Anyone requesting additional information should contact the APO office in the UC or call Ext. 1269.

Mexicans-Americans

The new UH Mexican-American Students in Social-Cultural Activities (LOMAS) will have a party at 8 p.m. Saturday at the home of Armande Maraquin, 4161 Tuam. All interested students are invited to attend this party and the first meeting of LOMAS October 1 in the UC.

International Relations Club

The INTERNATIONAL RELATIONS CLUB has recently elected Russell McMains, political science junior, as president.

Open to students interested in

world affairs, the IRC meets regularly with specialists invited to present particular viewpoints on current issues. Meetings consist of lectures, panel discussions and debates.

Drama Department

The Drama Department is creating an ACTING POOL for any student interested in earning one hour college credit for acting in student-directed scenes. There will be no set hours for the course; times for rehearsals will be agreed upon on an individual basis. To join the acting pool a student should add the course, DRA 115.

Houstonian Pages

Campus organizations wishing to have a page in the 1967-68 Houstonian may pick up PAGE CONTRACTS in the Houstonian office. Deadline for buying a page is October 4. Contracts have been mailed to only those organizations who have boxes in the University Center.

Dames Club

THE DAMES CLUB, composed of wives of optometry students, will hold their annual appreciation dinner for the fifth and sixth year optometry students. The dinner, given by the Harris County Optometric Society and Auxiliary, will be at 7 p.m. September 30 in the home of Dr. and Mrs. William B. Kemp, 366 Kings Court. The Dames Orientation Tour will be at 2:15 p.m. October 1 at the Optometry Clinic. Following the tour a Get-Acquainted Party is planned along with installation of officers in the home of Mrs. Chester H. Pfeiffer, 4702 Rockwood.

UH Faculty Club

A club of UH FACULTY who belong to Phi Beta Kappa has been organized with 15 charter members.

Dr. Allen J. Going, professor of history, was named chairman of the group, and Dr. Betty A. Wieland, professor of psychology, vice chairman. Plans for establishing a nationally affiliated chapter at UH will be made during the year.

Any member of the UH faculty, full-time or part-time, who is a Phi Beta Kappa, is requested to contact Dr. Going.

Pre-Pharmacy Society

All pre-pharmacy students are asked to attend the Pre-Pharmacy Society meeting at noon Wednesday in the UC World Affairs Room. Bring application forms at that time.

Young Republicans

The first meeting of the Young Republicans is at 7:30 p.m. Thursday in the UC Honors Hall. Senator Hank Grover will speak and all interested students are invited to attend.

NOTICE

All organizations are requested to clean their MAILBOXES in the University Center. If this is not done every two weeks, the Campus Activities secretary will clean it out—and throw away all contents!

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EXPANSION HAMPERED

Jeppesen Vital to UH Growth

(Following is the first of a five-part series dealing with the physical expansion at UH and the importance of the acquisition of the Jeppesen Stadium property to the projected expansion plans. The next four issues of The Daily Cougar will carry the subsequent four parts of the series--THE EDITOR)

By JIM RICE

Jeppesen Stadium, a 22,000-seat sports arena parented by the Houston Independent School District, is readily becoming a pain in the gist of the UH Comprehensive Plan for expansion.

It is the stadium land—all 57.5809 acres or 2,508,224 square feet of it—that UH needs to alleviate a serious parking problem that has already begun to plague the campus.

And it is the stadium, a spartan amalgamation of concrete and steel, that H.I.S.D. covets.

Much depends on the success of UH negotiations with H. I. S. D. for the acquisition of Jeppesen property. A Board of Regents committee, headed by C. T. Parker, chairman, and composed of J. A. Elkins Jr., Col W. B. Bates and William G. Farrington, has been studying Jeppesen property with respect to future negotiations with H. I. S. D. Similarly, the School District has already ordered appraisals of its stadium and surrounding property.

But a settlement between the two state-supported institutions of learning is far from being reached. Negotiations by both parties are in an informal stage.

According to the Comprehensive

Plan compiled in December for UH by the Architectural-Engineering Firm of Caudill Rowlett Scott, the acquisition of Jeppesen property is vital to the realization of a unified academic community.

If this rectangular stretch of land located to the west of UH is acquired, the university community will become appreciably enlarged within an acreage bounded to the south by Wheeler-Blodgett Street, to the west by Scott, to the north by Elgin and to the east by Calhoun, and the need for an estimated 18,500 parking spaces for UH will be gratified.

10,000 Parking Spaces

Ten thousand parking spaces are presently available to UH students and faculty.

The Comprehensive Plan states that "property expansion is imperative to the parking situation, especially if reliance is put largely on surface spaces." Multi-lateral, or high-rise parking facilities are also being considered.

Acquisition of this property would permit the location of most UH parking facilities to be on the perimeter of the campus.

The entire university would become a unified academic area and a provision for additional expansion to the west would be assured for future need.

It would mean the installation of service drives across campus for university vehicles. The overall effect would be a pedestrian environment on campus.

Procedure Used Before

Patrick J. Nicholson, vice-president of university development, said that the procedure for purchasing Jeppesen property from H. I. S. D. would be similar to the procedure by which UH purchased Settegast Park (where the Athletic Office is now located) from the city in 1962.

Dr. Nicholson said, "I would assume that this would be handled by these steps. First there would be a study by our Regents, which is now underway. Then there would be a meeting with representatives of the H. I. S. D. The subsequent agreement, if one could be met, would be presented to district voters."

He added that it took several years to work out the plans which led to the acquisition of Settegast Park.

However, a prerequisite for this projected, unified expansion of UH has already been met. Dr. Nicholson said UH representatives asked the City Planning Committee to remove Cullen Blvd. from the list of major thoroughfares, and the city complied with their request. City planners have also abandoned plans to construct a bridge across Braes Bayou.

If the Comprehensive Plan be-

comes a reality, Cullen Blvd., which now runs through the university area perpendicular to Wheeler Street, will probably be closed to the public, and Wheeler Street, beginning at Rockwood, will probably be realigned so that it curves gradually south-southwest and ultimately connects with Blodgett.

If Jeppesen property is not acquired by UH, it is unlikely that these street changes could be made.

The tremendous acceleration in UH expansion, which dictates the acquisition of Jeppesen property, began with the arrival of full state economic assistance to the university in 1963. Over 17,000 students were enrolled at UH that year.

Now UH enrollment is over 21,000. Seventy-one per cent of the student body is from Houston and Harris County. All 50 of the United States are represented in the enrollment, as well as 57 foreign countries. Almost 60 per cent of the student body is enrolled at UH full time.

UH, once a single-unit "Cougar High" on Cullen Blvd., has matured into one of the largest universities in the nation, containing nine colleges and offering degrees in approximately 50 fields of study.

Now that UH has grown, it needs more room to function. Next: UH students need parking space; H. I. S. D. covets football stadium.

CLIP THIS

Telephone numbers have been changed for organizations and offices located in the University Center. The new listings effective now are:

Administrative Offices	1245, 1246, 1247, 1248
Alpha Phi Omega	1269
Arts & Crafts	1262
Barber Shop	1258
Bookstore	1301
Campus Activities Area	1255, 1256, 1258
Campus Activities Student Phone	1263
Check Room (for Houston Ballroom)	1265
(President's) Dining Room	1249, 1250
Information Counter	1260, 1261
Inter Fraternity Council	1270
Maintenance	1268
Music Area	1264
Post Office	1301
Recreation Area	1269
Reservations	1251
Student Association	1253, 1254
Ticket Office	1261
Young Republicans	1228

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		One Day Shirt Service on Premises	
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KLH launches an inquiry into "Subjective Value."

(SURVEY)

Question #1

How much would you pay to keep your wife one more year?

DO YOU REMEMBER the game kids used to play in school where you were asked how much money it would take to get you to sell your country's secrets? (Assuming no torture.) Or your dog?

It was a way of thinking about the value you *really* placed on a thing.

One of the first things you learned was that "features" had very little to do with it. (For example, if your country had had 20 more rivers, or your dog's tail wagged at 86 Per Minute—six less than an "average" dog's—the answer would hardly have changed.)

When KLH began making stereo equipment ten years ago, our founders (K., L., and H.) noticed that grownup manufacturers talked as though features had *everything* to do with value. We hated that. We still do.

"Feature": Injecting 380 horsepower into cars that have no plausible market save those who commute back and forth over the Bonneville Salt Flats.

Or Again: Advertising 300 watts of power in a high priced stereo console unit to give it the *appearance* of value. (Neglecting to mention that large numbers of watts have nothing to do with hearing the music accurately, or even loudly, both of which depend on what kind of equipment you've squeezed the watts into. 35 watts in good equipment will do far better.)

42-22-36

To define worth solely in terms of features is like determining the "market value" of a wife from her height, age, weight, width of smile, tendency to suntan evenly, and the number of pounds of food she is capable of cooking up in an evening.

It's true enough we all like to have *something* explicit to help our thinking. Even Consumer Reports will sometimes find itself detailing competitive features and statistics; akin to Playboy's 42-22-36 ratings.

But studying the centerfold and accompanying data simply doesn't give us all the information we really need. What does? Well, probably nothing short of a few years in the same house together.

BASEBALL PLAYER

Packard had it right, way back in the twenties, when its advertising rested on the confident slogan "Ask The Man Who Owns One."

(It was a new kind of "testimonial" but it's been watered down since. How is a man today to depend on testimonials to choose, say, his cigarette brand when dozens of equally

beloved baseball players can't get together about which is best?)

Still, the principle of determining value through testimonials makes very good sense:

Economists, for instance, say value can be understood as "some measure of the sense of loss one experiences after being deprived of a commodity or service," or, ask the man who owns one how much he'd dislike losing it. (The boy contemplating his dog's worth figured it out the same way.)

Any other way of measuring value, like establishing a ratio between features and price, is at best only a guess, made *before* anyone could possibly know.

DEPRIVED OF YOUR WIFE

What we propose, then, is a technique of *measuring* the sense of loss as a way of thinking about "Subjective Value"; i.e., what a commodity means to someone who has it.

So. Assume for a moment that you are

about to be deprived of your wife. (Substitute husband or "good friend" where applicable.) How much would you pay in dollars to keep her one more year? When you're through thinking about that one, fill in No. 1 and have a look at the rest of the questionnaire.

You see what we're up to here.

We began on this idea because we already have evidence (based upon a comparison of the number of hours owners sit listening to KLH phonographs as opposed to other brands) that our \$300 stereo system is cherished somewhat more than at least one \$400 system we could name; and perhaps twice as much as another \$300 set.

Doubtless the same situation exists among magazines—some are surely valued more than others—or sewing machines, or autos, or toothpaste. Toothpaste? Well, we'll soon see, and if you're interested we will be pleased to let you know what we learn.

QUESTIONNAIRE

If one or more of these questions interests you, then kindly fill in the blank spaces that apply and mail to the address we have listed at lower right. For our part, we will gladly send you a tally of the results of this questionnaire, and others we are doing in subsequent ads, if you also add your name and address. Thank you.

- (See Headline.)
- Are you a subscriber to this publication? If not, do you read every issue of it? If your answer is yes to either of these, and you were informed that because of financial difficulties the publication might discontinue publishing, how much would you be willing to pay for one more issue rather than be deprived of it? One more year's subscription?
- Do you have telephone service at home? If yes, assume you now pay an average of \$20 monthly for this service. How much additional would you pay, rather than be deprived of it?
- The automobile you now own was purchased in what year? At what price? What make? Assuming it's in good running order, and that you couldn't get another one like it, how much would you pay to keep it during the upcoming year?
- Do you own a piano? What kind? How much did you pay for it? How long ago? How much would you pay to keep from being deprived of it?
- Do you regularly use a particular brand of toothpaste? If yes, which brand? Assuming you were informed that because of financial difficulties your brand of toothpaste

might go out of business. How much would you be willing to pay, above its present cost, to have one more tube, rather than be deprived of it?

- Assume for a moment that an offer was being made for your wife's wedding dress. How much would you be willing to sell it for? What does your wife say?
- Do you own stereo equipment at home? A console? A one-piece table model? A three-piece system? Components? Which make(s)? How much did it cost you to buy? How long ago? If you were about to be deprived of the set you now own, and knew you could not get another of the same kind, how much would you be willing to pay to keep it?

(If you worry that by putting your name below you may be subjecting yourself to a barrage of KLH literature, or that we may send a salesman around, or sell your name to some "list house," rest easy. We won't. Though if you would like to have a catalog and the name of the store near you that sells our equipment, please so indicate in the appropriate box.)

Name

Address

City State Zip

☐ Please send catalog ☐ Forward survey results

Mail to: Henry M. Morgan, Pres., KLH Research and Development Corp., 30 Cross St., Cambridge, Mass. 02139