Volume 13—Number 30

American soprano Katherine Williams will be presented in a recital Monday (July 8) evening at Western State College. Her appearance is sponsored by the EWSA-Community Artist Summer Series and is open to the public without charge. The program will begin at 8:15 p.m. in Showalter Auditorium on the campus of Chico State College.

Katherine Williams will be featured in a recital program which will begin at 8:15 p.m. in Showalter Auditorium on the campus of Chico State College.

Empac Rehearsals are now underway for the upcoming recital, which is being held in Showalter Auditorium on the campus of Chico State College.

Former President of the State University of Chico, Miss Williams has been extensively praised for her performances. Her voice is described as "vibrant and full of life." She is known for her ability to connect with her audience, leaving them with a sense of wonder and awe.

The program will feature a variety of classical and contemporary pieces, showcasing Miss Williams' versatility as a performer. It will include works by composers such as Beethoven, Mozart, and Brahms. The recital is expected to be a highlight of the summer season in Showalter Auditorium.

Further information about the recital, including ticket prices and seating arrangements, is available by contacting the Showalter Auditorium box office at (530) 898-3331.
Voice Of Discontent Prosper in San Jose

The Campus Voice, a controversial publication at San Jose State College, has escaped unscathed from its first semester of publication at and for the fringes of the college.

"Our purpose," says Richard Rubacher, co-editor, "is to give an intellectual an identity, and to attract people disillusioned with college publications."

"Our motto is "Militant, Thoughtful, Sensitive." A neat trick if you can throw it."

But the alpha/bet, which contains 42 letters and 19 new symbols, is somewhat difficult. The Pitman method reads as follows: "Letter and 10 symbols. A Read paragraph resembles my handwriting. A Read tree looks around a corner."

The occasional use of certain Arabic numerals is vicious. The staff is willing to accept letters containing only 19 symbols, but they are not repulsive or filthy, only pedantic.

"What do you do with the remaining three symbols?" asks Tom Schmitt, a New Yorker who never attended high school.

He is majoring in social science at the college, getting his diploma via correspondence course.

A rented mimeograph machine is in Rubacher's apartment near the campus. He has delegated the total cost of $12,000—$500—without subscriptions, donations, and proceeds from parties.

His co-editor is James Crippen, an English instructor at the college. The editorial board is described as ranging from "an aristocratic right to two anarchistic."

So far, officials at the college have taken a hands-off attitude, because of the nature of the publication, but unofficial notice has been given to the school. Three department heads have been given the distribution of the Campus Voice in their experimental mailboxes. Large numbers of the faculty and students have written to the publication with words of praise, though, said the staff of the "Voice."

Lynn Ludlow, a San Jose Mercury staff writer, said: "This immodest publication has grown fat on a diet of ideas which nobody, not even the editors, can swallow whole."

By Judith Huetson

The Looking Glass

Simple As (/) /0

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Two new alphabets have introduced recently to English-speaking children, 72 or 80 children, were taught by Sir James Pitman of London. King's Read produced one for German, and Pitman's alpha/bet, which contains 42 letters and 19 symbols, is somewhat difficult to reproduce. It has been used in the financial and spiritual help of George Bernard Shaw.

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EWSC Is Cheney's Best Customer

Eastern Washington State College is a good customer of the City of Cheney and Cheney businessmen.

EWSC paid the City of Cheney more than $1,000,000 for electricity, more than $33,000 for water and sewer service plus $190,000 for the city's new sewage plant, more than one-third of its cost.

Dr. Don S. Patterson, EWSC president, said the figures are for a one-year period through May of this year.

In addition, the college spent in excess of $11,000 with Cheney businesses, the largest amount being almost $5,000 paid to the Cheney Telephone Company.

And Eastern is the largest customer the Cheney post office has; it spent more than $9,000 in postage the past year.

There were 460 students living in college dormitories and conservatively estimated, 200 other EWSC students living in Cheney, based on an April census count, for which the city received $123 each from the state, for a total of about $12,800.

The state-distributed funds go to local communities on the basis of population and are derived from liquor excise taxes and a portion of the motor vehicle excise and fuel taxes.

With the opening of the new men's residence hall and diminution of temporary housing, the dormitory count is expected to increase to 385, meaning an additional $4,485 in state distributed funds for the city.

"The common property adjacent to the college seems to be viewed by some as rather like a local tax income," Dr. Patterson said. "Because the college is one of the larger property owners in Cheney, the creative mind is perhaps a little embarrassed by the amounts which have been received from it over the years."

In the past 10 years, the college enrollments and buildings have increased to the extent that the city has a new property income. Of those, three or four were moved within the city and three other buildings were added.

"Some of the properties purchased were moved out of town, so they were not burned. Obviously, it was the better business to have, with higher valuation and higher taxes, that were moved to other locations.

"The net change within the city, with three better houses remaining and three new ones being built, has resulted in an increase in the taxes paid to Cheney.

Some other benefits which Eastern provides the people of the City of Cheney include:

--The college library is available to the community.
--The college swimming pool has been widely used by Cheney citizens.
--Many activities for young people of Cheney are offered by the college, including aerobics, swimming instruction and swimming meets, men's and women's basketball, and track.
--College-sponsored activities are open to young persons and adults of the community. They are able to attend the college convocations and concerts and plays; special classes in weight lifting, art, crafts, furniure repair and scuba diving; and, addition only a few, are provided for adults.
--Attendance money for students enrolled in the Eastern Campus Elementary School is sent to the Cheney school district. And teacher salaries come from state funds appropriated to the college.

"The college has a policy of building no more apartments for married students, so that Cheney citizens may build and rent their own apartments. The college runs a bureau to assist local persons in renting homes and apartments to college personnel and married students.

"The relationship between the college and the City of Cheney is a two-way one," Dr. Patterson said. "We point out that Cheney provides the college with many excellent services, such as fire protection and periodic fire inspections. This service has been the envy of similar institutions elsewhere.

"Local police protection is courteous and understanding," he said. "Young persons not yet of college age treat college property with respect."

The Cheney school district transports many college elementary school children, and it makes it possible for the Western State College school district, he said, and the college makes sure the children have adequate schools for college preparation.

"Cheney businessmen sponsoring awards for the Reserve Officer Training Corps, and city officials always assist the college each fall in the orientation of new students.

"The Cheney city council has done an excellent job in assisting the college," Dr. Patterson said, pointing out that it has vacated streets and alleys within the campus, assisted in surveys and studies and helping with utility problems.

"We make every effort to compete with local business," he said.

A survey conducted among students five years ago showed that each student spent an average of $425 a year in Cheney.

"Now, with more than 2500 students, this indicates that more than $1,000,000 a year is spent by EWSC students in Cheney."

The same survey, Dr. Patterson said, showed that college faculty members and other employees spent an average of $1,600 a year in Cheney.

The college has about 300 full-time faculty members and other employees.

"The environment in which a college is located, is most im-
portant," he continued cooperation of college and community will be to the mutual advantage of both.

Dick Brown, chairman of Cheney city council, said that Cheney citizens may identify children as gifted on the basis of intelligence or scholastic aptitude tests, says Dr. E. Paul Torrence of the University of Minnesota, "we would eliminate from consideration approximately 70 per cent of the most creative."

"A creative mind is concerned with meaning, implications, and ideas. These children are overwhelmingly intuitive. They are concerned with possibilities. Only a few are able to escape the mores of society which put the possibility of ignoring on continual "why."

"As Edison observed, genius is one per cent inspiration and 99 per cent perspiration. This quality does not make him an easy student for teachers. The creative child is often a seemingly mediorc scholar; While appearing to do nothing, an idea may be building in his head. Once it is launched, a whirlwind follows unless a well-meaning person suppresses it."

"For the teacher who demands answers, no questions, he may be forced to conform, and the resultant loss to socie-
ty is incalculable.

For the school, the role is difficult and critical. The cre-
atively inclined are not considered satisfactory students, frequently. They resist group work and seem to be in con-
flict with class goals."

In the words of the Carnegie Corporation of New York Quar-
terly, "Creative talent has al-
ways existed and managed to
flower. If a man seems out of
step with his fellows, it may be
because, as Thoréz said, "he
hears a different drummer."

"Let him step to the music which he hears, however measured or far away."

Education for creativity has, in fact, become essential to education for living. Man is reaching for the more. Will a student be expected to be a conscientious teacher, lead him to this goal?"
Cigarette Makers to Drop Ads. From College Papers

Most of the major cigarette manufacturers have decided to stop advertising in college newspapers, magazines and football programs, and campus representatives of several cigarette companies will lose their jobs.

George V. Allen, president of the Tobacco Institute, confirmed recently, and said:

"The industry's position has always been that smoking is an adult custom. To avoid any confusion or misconception in the public mind to the contrary, a number of member companies of the Tobacco Institute, I understand, have each decided to discontinue college advertising and promotional activities." While Mr. Allen declined to specify the number of companies that would ban cigarette advertising on campuses, it was understood on good authority that "most of the major companies" were involved.

Mr. Allen said nothing about health as a factor in the decision.

The tobacco industry contends that no direct link between smoking and diseases has been proved.

Canadian tobacco manufacturers announced recently they had decided to shift their cigarette commercials to the late evening hours on television and radio.

John H. Devlin, president of Rothmans of Pall Mall and its affiliate, Rock City Tobacco, said the move was meant to "keep youngsters from getting into the idea that smoking is grown-up and the thing to do." Beginning immediately, he said, no cigarette commercials will be broadcast or televised before 9 p.m.

It was reported on Madison Avenue recently that "several tobacco manufacturers" were also considering a code of self-regulation that, among other things, would eliminate athletes from cigarette ads.

This would have major repercussions in the athletic world. Many sports stars earn thousands of dollars a year from endorsements.

The tobacco companies' decision to eliminate advertising from college newspapers, magazines and football programs will be felt financially on campuses. It will also affect the students who take jobs as cigarette representatives — jobs that enable them to remit free, make a small salary, and enjoy a good deal of popularity.

Bob Neilson

Is Winner Of Cadet Award

A 1963 graduate of Eastern Washington State College has won the Dr. Ralph Mershon Award as the outstanding distinguished military graduate for 1963-42.

He is 2nd Lt. Robert S. Neilson, son of Mr. and Mrs. Dave Neilson of Cathlamet, Wash. Col. Erwin G. Nilsson, EWSC Reserve Officers Training Corps commanding officer, said the award is from the estate of the late Dr. Merhon, noted scientist and reserve officer who served on active duty during World War I, and carries a $250 grant.

During his last year at EWSC, Neilson applied for a regular ROTC scholarship and received it under the distinguished military graduate program. Of 1,730 who applied, he attained the highest composite score based on grade-point average and intellectual achievement, performance in summer training and evaluation by three regular army officers.

Neilson later received a bachelor of arts in education degree from EWSC; he completed the infantry officer orientation course, the ranger course and airborne course at Fort Benning, Ga.

Neilson is now on duty in Korea with the First Cavalry Division.