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Director Puts 'Accent' on Development

USD's fledgling Office of Development is going to do just that—develop. Michael Newman, the first Director of Development feels that within the next two or three years, USD should be "on the map across the country."

In an interview with **Vista**, Newman stated that USD has a good destiny that should be emphasized, rather than the more easily seen inconvenient growing pains. Since the Development Office is not under the jurisdiction of the CM, CW, or the School of Law, the Office is able to act as a

sounding-board for the entire campus. Newman said, "My office can be the confessional for all USD problems—of faculty, students, and administration."

Former delegate to the United Nations and First Secretary for Rhodesian affairs under Lord Harlech, Newman approaches USD with a light British accent and a heavy accent on the positive future of the university.

The newly formed Advisory Board will work closely and actively with the Development Office, here again the Board

is not set up under a legislative body. The Board will eventually consist of twenty members, men and women of caliber. Although Newman is attempting to include many San Diegans, he hopes for some representatives from throughout the country. The Advisory Board will be a diversified group that will advise sources of funding and help to better coordinate USD's future.

Newman will be drawing a plan, with the Executive Board (CM President, Father

Baer; CW President, Sister Morris; Dean of Law School, Dr. Sinclitico) and the Advisory Board, which will explore USD's growth for the next ten years. Newman hopes to expand USD's development in these ways: First, operative now, Student Union, joint cafeteria and bookstore; second, more active involvement of alumni from CM, CW, and School of Law; third, better student-faculty relations outside the classroom; fourth, coordinating all USD press releases; fifth, improving USD's "image."

Newman said, "One must not lose sight of USD's main responsibility—to provide a Christian education. In this responsibility and goal, USD is unique to this area."

If you have a problem that concerns the future of the University of San Diego, contact Newman in DeSales Hall, first two offices on the left.

"USD is a going forward concern, the main point is to find the best facets and bring them together. Let us go forward together," emphasizes Newman.

—Janet Howard

Shipwreck Dance
at S.D. Rowing
Club Tonight

Vista

University of San Diego

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No. 1

Look for Next
Vista
Oct. 11



LOOK OUT BELOW!—USD freshmen swing off the year with a bit of annual tradition by painting the U in back of the CM. At the end the students had more paint on them than there was on the U. (Turn to page 3 for more pictures.)

Can You Spare a Dime?

(Statement of Policy, Page 2)

At the conclusion of last semester, the **VISTA** finally, after many years of existence, formulated a workable statement of policy. Coupled with this statement of policy were efforts made toward better unity and efficiency, and also high hopes for a bigger, better, 1968-69 school year.

Now that the school year has come, the **VISTA** finds that the same loop holes once again plague the staff. Arrangements for token editorial staff scholarships were made in May of last semester with the financial aid office. Since there was a temporary changeover in administrative officials within the office, the monies that were to be allotted went unnoticed in the process. Negotiations now have to be made again because of the unfortunate financial arrangements existing between the CM and the CW. Despite this particular money hang up, the **VISTA** does appreciate heartily the additional funds from the ASB for this academic year.

Aside from its financial problems, the **VISTA** also has once again a repeated staff deficiency. It was amazing last semester

(Continued on Page 4)

USD Grad Keyes Named Elector

SACRAMENTO—Robert J. Keyes, a 1960 graduate of USD, was recently one of five San Diego County Republican residents appointed to serve as presidential electors from California in the Electoral College.

Keyes is Governor Reagan's Director of Human Relations. He was a football and baseball star at USD.

The appointments were made at the Republican state convention here. In addition to Keyes, those named were:

Rear Adm. Leslie E. Gehres, USN, ret.; Mrs. Eleanor Ring; Dr. Gaylord Parkinson; C. Arnold Smith.

Frosh: Remember Toothbrush, Homework, Sense of Humor

By Belita Taylor and
Jon Connor

The change from high school to college is tremendous. For many students this represents their first time away from home. The incoming freshman must learn an entirely new way of life.

Some freshmen make the change easily, others never do adapt completely. So in an effort to help and encourage freshmen in college life, the **Vista** offers these tips from former freshmen at USD.

Students offer varied advice, from bringing a razor blade to making friends at the university. Foremost among student opinion is to have a balance between school work and social activities.

Curt Harper, junior—"Bring a car, razor and other necessities. Stay away from girls for the first year. Try to get involved with campus activities if they don't interfere with your studies."

Trudy Simoes, junior—"Bring a sense of humor and lots of patience and energy. Also bring a typewriter and a reasonable knowledge of how to use it. To the girls, free yourself from boyfriends back home."

Dennis Murphy, senior—"Don't act immature when you get here. Stay away from the booze, and don't stay up all night. Don't get in the habit of skipping classes."

Letitia Valez, junior—"Being a freshman is a whole new idea. Socially bring at least one formal and a dressy dress. Speak up in your classes—high school should have prepared you for this."

Tom Ronco, sophomore—"Bring a lot of money. The secret to success here is to keep your wallet open and your mouth shut. Stay independent of fraternities for the first year. You should bring light clothes. It is also good to talk to your local draft board before coming."

Dona-Marie Florey, junior—"Be perceptive—get familiar with all people. Be aware of people for their values, not for their race, creed or religion. Typing is essential. Discipline yourself for college work."

Bill Bachofner, graduate and former ASB vice-president—"Be organized—budget your time. Learn how to type, or at least how to hunt and peck real well. Be yourself and earn as much money as possible during the summer. Beware of the country club atmosphere."

Lynn Anderson, junior—"An incoming freshman needs someone to fill her in on all campus activities. A working acquaintance with the library is good also."

Mark Forgeron, junior—"Bring towels, soap, razor and toilet paper. Pick friends slowly. Get to know the administration well."

Nick Nicassio, junior—"Take advantage of your study hours. It is good to get your study habits developed in the first semester. Find out your program of study. Work with your counselor. Ask upper classmen about various teachers and their methods."

Music Series Opens at C.W.

The first in a series of faculty concerts will be held tonight in the C.W. Theatre.

The program will be devoted to cello and piano works by Marjorie Hart, cello, and Ilana Mysore, piano. Both are on the music faculty and both have performed extensively in the area. They are members of the San Diego Symphony and La Jolla Players.

The concert, to start the series, will begin at 8 p.m.

The program will include Cello Sonata by Sammartini; Beethoven Piano Sonata, Les Adieux; Ten Bagatelles of Alexander Tcherepnine for piano; and Grieg Sonata for cello and piano. Performances are free.

The next concert will be next Friday night in the CW French Room.

'Yes, We Have No Books'

Carlyle said the best university is a collection of books. Most college professors feel the same way and assign books for their students to purchase, read, and study. And most students go to the bookstore on campus to pick up the assigned texts—except at USD!

The bookstore set-up at USD never was very good. In the past, there were three understaffed, overpriced, hard-to-find-open bookstores on this campus. But after many complaints from students, and advice from this editorial page, a great and long-awaited consolidation took place. And so, this month we find that we now have one understaffed, overpriced, hard-to-find-open bookstore.

If you think we sound a bit harsh, read the facts: during the first two days of school, there were only two persons staffing the bookstore; students were not trusted to go behind the counter and pick out their own books; all students were expected to fill out an ordering form using the single list of texts in stock; half the books ordered were not in stock; prices were often raised as much as 15 percent by the bookstore managers; and on the third day of school, the bookstore was closed for the day.

We suggest that the bookstore could become more efficient by adopting any number of time- and effort-saving operations. If the managers are worried about theft, for example, a turnstile could be installed, or a private guard could be hired during the first days of the semester. This would allow students to get their own books, rather than have to wait an hour or two hours to be helped.

If a self-help bookshop were not satisfactory, and the present plan is retained, the size of the staff should be tripled, and there should be numerous booklists available, to facilitate purchases. And we also wonder why used books cannot be bought and sold in this central bookshop.

And finally, we might add that these comments do not stem from OUR displeasure at having to wait in line; we, like many students, found that textbooks can be purchased faster and cheaper at other college bookstores.

—Sean Hughes

Reflect Ideas—A Policy

The **VISTA** is subject only to the canons of responsible journalism. Published by the Associated Students of the College for Women and the College for Men, the **VISTA** is the official undergraduate campus newspaper of the University of San Diego, and is free to develop its own editorial policies and means of news coverage.

It is the policy of the **VISTA** to encourage and reflect the ideas and opinions of all members of the University community. The **VISTA** is politically independent, though it reserves the right to comment on all issues.

Such comments, whether written by members of the **VISTA** staff and guest writers, or in letters to the editor, are not necessarily the opinions of the entire **VISTA** staff, the colleges, the University, or Associated Students.

—The Editors

A Letter to the Freshman Class

Dearest Brothers and Sisters:

Last year, as embryonic college freshman No. 18979, I was among the ranks of those who do the "first year of college" thing. I would like to share with you my fondest memories of the freshman phase.

First and foremost were the indoctrination-orientation games, in which I met the hodge-podge of fellow students, male and female, at our fine university. This experience was relatively free and easy because we all were on the same level; no polarizations yet. As the year unfolded, the great amorphous glob broke down. I saw the polarizing machines gradually attract and absorb people. Soon after the second semester began, freshman began their climb up the ladder of social acceptance, with the fraternity-game as the standard vehicle. Others became fully engrossed in the Tijuana, beer-drinking huckster game. Others floated home to mommy and daddy, or oiled their hot rods, or tripped out with a variety of mind-altering substances.

What disturbed me most was **NOT** to see everybody "doing their thing," (or in-

stead, doing a thing someone told them was theirs); what disturbed me was the resulting apathy and self-indulgent withdrawal of most of the students. The whole scene resulted in a most tragic lack of communication at the University of San Diego.

However, the radical people, the erudite people, and the generally hip people insured some sort of stimulation to the decaying academic community. The "Students For Responsible Freedom" group sponsored rallies and a far-out play to shake the roots of student-faculty-administrative sterility. Time ran out, and the summer terminated the university scene for 1967-68. **What happens this year, in 1968-69, is your trip.**

Last year I learned never to tell anyone what to do, because everyone will do his own thing. I hope that you'll do your own thing and keep in communication with everyone on this campus. I hope there will be fewer sell-outs and games around to attract you this year.

I make no recommendations other than "do your own thing." USD is a miniature reflection of American society at (Continued on Page 4)



'He Got His Books—at UCSD' Prof Says Apathy Plays Campus Role

By Dr. Richard J. George

(Editor's note: Beginning with this issue of the **VISTA**, we will present a philosophy column in which an argument, question, idea, or topic of some interest to students is presented. This is a means of illustrating and encouraging the use of the various dialectical tools in a philosophical investigation. Any student or professor is invited to rebut whatever is printed, and discussion will continue until the topic has lost interest. Then another similar write-up will be used to renew the dialectical process. Dr. George is chairman of the CW Philosophy Department.)

"Apathy," as opposed to a certain concept of "involvement," seems the lesser evil and, as such, something to be defended. Since those who become "involved" in the way some recommend cannot but do considerable harm it would be better if they were "apathetic."

The involvement in question is that requiring everyone to take a direct and active part in shaping many important policies of church, state, school, and lesser social institutions. We are all to have an opinion on dozens of significant questions and to act so as to have our views become the basis for policy. The potential harm of this counsel is manifested by the following considerations; where this harm has become reality should be evident to the most casual follower of public affairs.

First—No one person can possibly become informed on all burning questions of the day. Such involvement supposes the presence in man of superhuman intelligence.

Second—Because of their inexperience and because they are much swayed by emotion, young people will have the greatest difficulty in forming accurate judgments as to what is desirable and as to what is possible. Ignorant of the complexity of ethical, economic, and social issues, they tend to prefer simplistic solutions which have the properly elevated moral tone. Idealism coupled with ignorance is devastating.

Third—The activism of "involvement" consumes so much of a student's time that he lacks the leisure to observe events, to ponder them, to study the significant philosophers, historians political scientists, etc., who can assist him to come to an understanding of affairs. Their action on behalf of policies whose consequences they do not know prevents them from ever coming to know in a relatively complete way these consequences.

Fourth—Further, there are constituted authorities elected or appointed to deal with the various "problems" of society. For everyone to become directly involved is contrary to the nature of society, which entrusts to its leaders the direction of policy. This view of involvement seems to substitute for the various superior-inferior relationships essential to a society, a classless "society" in which all human beings united together by sharing the same views and desiring the same things are in no way subject to a superior authority. This, oddly enough, is the Marxist view of human "freedom."

In summary, this indictment of "involvement" defined as noted above and defense of "apathy" points out the ridiculous assumptions as to the knowledge and prudence present in the majority of men and, above all, in the young; on the intrusion. Were the roots of this concept exposed, one might very well find upon the authority of superiors without whom society disappears. An outlook which tends to deify man and to deny his utter subjection to a being infinitely better than man. Such more profound analysis must wait upon another occasion. For now, it is sufficient to reassure those who have not become aware of the rightness of rejecting this useless and harmful "involvement."

Sean Hughes

In grammar school, there was an unchanging ritual that was performed every September—the nun assigned our class to write 200 words on "How I Spent My Summer," or "What I Did On My Vacation."

And we all wrote dumb essays about going to Yosemite with the Boy Scouts, or Balboa with the family, or taking the train to the San Diego Zoo one Saturday. But after all of those similar summers, I finally had a really exciting one—working for the Smothers Brothers.

Beginning May 29, I reported to CBS-TV in Hollywood each morning at 9:30 or 10 a.m. From then until sundown I was the courier/messenger/driver/errand boy for the "Summer Brothers Smothers Show." My day included anything from picking up sheet music at Wallach's Music City and ordering coffee for rehearsal, to filing records, driving Tommy to the airport, or 50 other things. It was a groovy and very worthwhile summer.

The "Summer Show" was the first venture and the first success of Kragen, Smothers, Fritz, Inc. Ken Kragen and Ken Fritz are the Smothers Brothers' personal managers. And Tom Smothers has combined forces with them in a young company that is already involved in television and movie production, a new record company, music publishing, merchandising, commercials and documentaries, convention services, and personal management.

The reason KSF is a winning team is because they have no fear of change. They see and hear all they can, listen to everyone who wants to talk, discuss things honestly, and then make their move. "Judgment," says Ken Fritz, "can take the place of experience." Recently, KSF purchased the west coast rights to the Broadway show "Hair."

I enjoyed this summer because I worked with inventive people who expressed a lot of their own ideas; they weren't simply "doing a show." Tom Smothers and George Sunga, as co-producers; Mason Williams and Allan Blye as head writers; Glen Campbell, Pat Paulsen, and John Hartford—these were the creative, young men who guided the "Summer Brothers Smothers Show" to success. The satire criticized stagnant political forces and police brutality. The songs often spoke out against war and bigotry. And the dancer and guests said and did what they believed.

In what I thought was my last week at CBS, I received a telephone call. After two weeks in Lake Tahoe, the Smothers Brothers were beginning the second half of their tour of one-nighters around the country. "En route" were Tom and Dick, Pat Paulsen, John Hartford, three musicians, a soundman, and a road manager.

"We need another man to travel with the troupe," I learned, "so we're sending you. You'll be the assistant road manager, you'll learn what to do as you go along, we're giving you a raise, you'll be back in time for school, you'll see a lot of the country, it'll be good experience, and you leave tomorrow at noon. Have you got any questions?"

I asked if the whole thing were a put-on, but I was assured it was no joke. So I packed my bags, and left the next day for Seattle. In 2½ hectic weeks, we played Portland, Oakland, Denver, Houston, Cleveland, Pittsburgh, Rochester, Syracuse, New York City, Baltimore, Los Angeles, and three days (Continued on Page 4)

Vista
University of San Diego

Sean Hughes	Editor
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Pat McCartney	Sports Editor
Janet Howard	Feature Editor
Jon Connor	Staff Writer
Marci Cooke	Business Manager
Bill Thomas	Moderator



SPLASHING ART FORM served as initiation for USD's new freshman class. At right, Mary Geils displays her new, frosted hair.

Want Study Tips? Here are 10 Ideas

Any freshmen will concede that college offers many social benefits. But college is more than beach parties, luaus, and dances. It is also long hours of study.

A Purdue University professor has suggested "Ten Commandments for study," which contain sound guidelines for any student from Purdue to Kalamazoo.

If you're used to studying about an hour a day in high school, get ready to make some changes.

A college career not only means freedom, independence and a swinging social life, it also means 20 to 25 solid hours of hitting those books every week.

And Professor Louis E. Bednar, of Purdue University, was here this summer teaching high school graduates to do just that: study.

His course, "How to Study in College," at California Western University, ended last month. More than 160 students from 44 area high schools took part in the five-day session sponsored by the YMCA.

10 Commandments for Study

"The difference between high school and college is tremendous," said Bednar. "You need self-motivation and the ability to plan ahead in order to have a successful college career."

Bednar offers these "Ten Commandments of Studying" to the prospective college student, or even to someone already in college:

First — Remember there is no substitute for daily preparation. Schedule a time for study every day and stick to it.

Second — Get help quickly if you have any problems and don't be afraid to ask questions.

Third — Know your instructors. It's a fallacy that professors don't have time to help. That's their job.

Fourth — Utilize bonus study hours. Few students study between the hours of 8 a.m. and 5 p.m. Breaks between classes and time before meals are ideal study hours.

Fifth — Make your academic adjustment immediately. New college students face two important changes in their lives — increased academic pressure and a fuller social life. Make sure the academic adjustments are made first.

Work According to Plan

Sixth — Plan your work and work your plan.

Seventh — Maintain a constant goal of increased self-discipline. In college, you're your own boss, so stick to the job.

Eighth — Learn to evaluate your performance constantly. Decide whether you're measuring up to the competition and work accordingly.

Ninth — Develop an attitude that makes each course meaningful. Search for areas of interest to stimulate your learning.

Tenth — Don't forget, there's no substitute for daily preparation.

The study course taught by Bednar was developed 11 years ago by two Purdue professors and has been taught at Cal Western for four years.

The 160 students who took the course will be heading for about 60 different colleges in the fall, most located in California.

Others will be attending Notre Dame, the University of Arizona and the University of Chicago.

3 Lecture On Theology

"Comparative Western Religions" is the topic for Protestant, Jewish, and Catholic scholars in a twelve week lecture series this fall at the College for Women. Sister Nancy Morris, CW president is coordinator for the course.

The class meets at 7 p.m. Wednesdays in the Academic Building. Trends in the three major western religions will be examined during the course.

The series opens with Dr. Richard Comstock, associate professor of religious studies at the University of California at Santa Barbara. Comstock is an authority on the Protestant theologian Paul Tillich.

Basic Judaism, recent trends in Jewish theology and the works of Martin Buber, Mordecai Kaplan, and Richard Rubenstein will be discussed. The speaker will be Dr. Henri E. Fornt, Rabbi of Wilshire Boulevard Temple in Los Angeles.

Exploration of renewal initiated by Vatican II in Roman Catholic thought will conclude the series. The speaker will be announced later. —J.H.

225 Frosh, Profs Spur Enrollment

Last week USD welcomed old and new faculty and students with the start of the new academic year. Approximately 225 freshman enrolled at USD this year. Even the returning students, however, encountered new procedures and facilities.

For example, the CM and CW students discovered that they will share the dining facilities of the CW this year. The Lark, which now contains a snack bar, will eventually house a student union.

In addition, the university has established a central bookstore at the CM. Students of the CM, the CW, and the Law school may now purchase their books at the university bookstore rather than the three separate stores, which had previously served in each of the colleges.

Clubs Offer Wide Student Appeal

By Sara Lobb

There are many organizations and publications of interest to incoming freshmen and new students.

Perhaps the best known of these are the fraternities. There are three on campus.

Besides serving a social purpose, the fraternities sponsor projects to aid orphans and the poor in Mexico and to provide a Big Brother program for underprivileged young boys.

Leaders of Clubs Named

The fraternities and their presidents are: Alpha Delta Gamma, president Bill Youmans; Phi Kappa Theta, president Jules Fleuret; and Tau Kappa Epsilon, president John Street.

For those interested in chess tournaments, the CM has a chess club headed by Frank Trombley. The Circle K, a service club affiliated with the Kiwanis Club, is again active this year under the leadership of Paul DuPres. The Econ Club, whose president is Everett Harry, holds lectures and conducts field trips for Econ students.

Singers Active on Campus

Those with musical inclinations may try their voices in the Men's Glee Club, which provides music for meetings of various groups such as the Alcala Guild and performs at Christmas programs.

The Political Science Club faces an active election-year schedule with lectures by speakers from the political parties and other nations. The debate squad has openings—especially for potential office-seekers.

Aspiring doctors might find that the Pre-Med Club offers many benefits to its members.

The residents of the CM have the Resident Students Association to represent their interests and to initiate improvements in the dorms. Its president is Tim O'Keefe.

Talks, Trips in Business

Society for the Advancement of Management president Bruce Webber advises business majors to learn more about their careers through the society's talks and trips.

Seafaring students will want to take part in the activities of the Sailing Club or the Surfing Club on campus. Both clubs have outings and films and participate in intercollegiate competition.

The SPEED poster committee turns people on to activities on campus through its production of posters and a weekly newsletter-calendar. It is co-chaired by Kathy Lamb, Greg Vinciguerra, and Carey Reid.

Openings for Language Buffs

Language buffs are invited to join the French and Spanish Clubs, both of which promote their cultures on campus.

Pat Baker, president of the International Relations Club, invites all students to attend lively discussions and lectures of current events.

Those interested in learning about foreign countries on a personal basis will want to join the International Students Association. The president is Basel Khalifeh.

Opportunity for New Writers

The Science Club at the CW coordinates seminars and lectures in the various sciences.

Literary interests are well represented in the various publications on campus. The *Pequod*, a literary magazine, is sponsored by Dr. Lee Gerlach of the CM and edited by the students. *Impetus* is a periodical of selected essays and *Unum*, a literary magazine, is sponsored by the CW. The *VISTA* is open to students of both colleges.

Thompson's Pro Debut—Big Hit

By Pat McCartney

The 5-10, 170-pound Thompson has one main goal. "I'd like to go as far in professional ball as possible," Lucky said, "while retaining the eagerness to play, the love of the game." Outside of that? "I'd like to play with the Cardinals and someday make a championship team." Stick with the Cardinals, Lucky. —PKM

