

Student Voice

VOL. 48 NO. 5

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RIVER FALLS STATE COLLEGE

MONDAY, SEPT. 30, 1963

Senate Changes Its Mind

By DAVID STERN
Voice Staff Writer

Student senators overruled on of their committee's decisions when they voted Monday night to contact the Sonny Raye band to play at the Homecoming Dance

instead of the band previously selected by the Homecoming Committee.

Previously the Tony Martel band out of Chicago had been contacted about playing on Oct. 12 for the dance. However, it was

suggested by a member of the Senate that the Sonny Raye band be contracted. This would involve an approximate \$700 cut in the Homecoming budget. Earlier \$1000 had been allotted for a band.

A heated debate followed this suggestion. The Homecoming committee protested that a cut such as this would not be in the best interests of the student body. Most of the Senate members wanted to assure financial success by hiring the least expensive of the two bands.

When the debate was over, the Senate voted 5-2 to contract Sonny Raye.

In other matters, the Senate announced that it now has two vacancies instead of one. This is due to the resignation of Paul Arneson, who will not attend school this quarter because of illness.

Dave Frazer, chairman of the Committee for Investigation of Sign Regulations on Campus, reported that Robert Brock will side with the Senate if they decide on all-campus sign regulation enforcement. A formal document concerning this will be presented at the next Senate meeting by Frazer.

Faculty committee appointments were made at the meeting. Fran O'Connell, Morgan Graham, Harvey Stower, and Hampton Wilmot were appointed to the

Student Disciplinary Committee. Marn Thorson was appointed to

the Teacher Education Committee, John Hanson to the Liberal Arts Curriculum Committee, and Larry Feltes to the General Education Curriculum Committee. John Hanson was appointed to the Greek Letter Council as the Senate representative.

The Social Committee reported that a campaign dance will be held Thursday night. Two new members are needed on this committee. Anyone interested in joining the Social Committee is asked to attend the Senate meeting tonight (Monday) at 6:30 in Room 200 of the Student Center.

At tonight's meeting the Senate will hold hearings on budgets for the various activities on campus. Faculty advisors will present the budget to the Senate and answer questions concerning their groups.

A Senate sub-committee will then examine the budgets more carefully and make recommendations to the full Senate. From here the budget requests will go to the President's office for final approval.

This year the Senate will have over \$60,000 to allot. The money comes from the \$13 activities fee each student pay each quarter.

New Point System Organized For Homecoming Activities

There will be a point system in effect for campus social organizations during all homecoming events, the Homecoming Committee has announced.

The organization compiling the most points will be awarded a trophy. For an organization to win the trophy, it will have to excel in many of the events, not just one, a committee spokesman said. The queen and float contest are worth the most points. The lawn display has the next highest points, and the window display and skit contest have the least value in points.

Any organization entering all events will receive an extra five points.

The committee has reminded all organizations that they are expected to clean up their window and lawn displays. It will also be necessary for any organization which takes its floats to Ramer Field to clean up any mess which should be made by the float. Each organization is also responsible for its own skit props and cleaning up afterwards.

Any organization which violates the rules will be disqualified from winning any prize money on the sweepstakes trophy, the spokesman said.

Prize money to be awarded this year will be:

Float contest--first \$35, second \$25, third \$20 and fourth \$15.

Lawn display--first \$15, second \$10, third \$5.

Window display--first \$10, second \$7, third \$5.

Skit contest--first \$10, second \$7, third \$5.

The presidents of all organizations will be given a complete schedule of homecoming week events and rules for the events at the SAC meeting to be held soon.

Campaigning for queen candidates will begin Friday, Oct. 4 at noon. Any campaigning before this date will mean disqualification of the sponsoring club and the candidate.

A black and white portrait of the queen candidate must be turned into the committee by Friday, Oct. 4.

for Homecoming Queen will be introduced.

The Queen's Ball will be held at 8 p.m. Wednesday in Hagstad Student Center. It will be an informal dance with music by the Mystics, a St. Paul group.

Students will vote for Homecoming Queen from 8 a.m. until 5 p.m. Thursday. A pancake-eating contest will be staged at 5 p.m. Thursday in the Student Center.

The queen will be announced at a 7 p.m. pepfest Friday at Ramer Field. Also on the program for the pepfest are talks by the coaches and the introduction of the football squad. At 8 p.m. there will be a bonfire and snake-dance, and the Greek Letter Council will sponsor a dance at 9:30 p.m.

Saturday will be a big day. The Homecoming parade will begin at 10 a.m. in downtown area. At 1:30 p.m. the Falcons will tangle with Platteville in the Homecoming football game at Ramer Field. The queen and the winning floats will be presented at halftime, and the Hamm's Indians of St. Paul will perform.

A 4 p.m. alumni reception in the Student Center will follow the game. Finally, the week will come to a close with the Home-

coming dance from 9 p.m. to 1 a.m. in Karges Physical Education Center.

Festivities will begin on Monday, Oct. 7, with an 8 p.m. kickoff convocation in North Hall Auditorium. Organizations will present skits and the candidates



THIS YEAR'S HOMECOMING CHAIRMEN are photographed in the Cage during a planning session. From left to right are Larry Baker, Wayne Siebold and Joe Valenta.

Blugolds Defeat Falcons

Complete Details
Page 8



May Hall Elects Dorm Council

The following men were recently elected to the council of the May Hall Club. They are:
 Front row (L to R) Jerry Swedish Pres., Tod D. Plsieu Vice Pres., Gerald DeWolfe Sec., Ray Secrist Tres.

2nd row (L to R) Ron Harper, Marlyn Wenday, Dennis Johnsen, Bruce Rossing, John Hanines, Holles Beele.

3rd row (L to R) Alan Zimmerman, Allen T. Patsons, James Anderson, Bob Sawyer, Ward Winton, Robert Brown, Jim Oakland.

Meletean Staff To Compare Ideas

The Meletean staff will go to La Crosse Thursday to compare ideas for yearbooks and to meet with the publishers, according to Editor Diane Fansler, junior from Amery.

Oct. 15 is the first deadline for the Meletean, and one-fourth of the book is due then. Senior pictures are due Dec. 1. They are to be glossy wallet-sized pic-

tures. Final deadline is Feb. 1, 1964.

The theme of the Meletean this year, "Lines," signifies going forward, Miss Farsler said.

The book will be much the same as last year. It will be divided into five sections--administration, sports, organizations, classes, and activities and special events.

Anderson's Articles Published

Two articles by Dr. Philip Anderson of the School of Education were published in "Educational Research in Wisconsin," distributed earlier this month.

Both papers were read last fall in Milwaukee by Dr. Anderson at the annual meeting of the Wisconsin Educational Research Assn.

"Student and Faculty Reaction to Certain College Objectives" reports on a sampling of opinions of students and faculty at River Falls. The paper indicates "a linear progression from the freshmen to the senior level in the direction of faculty values."

Dr. Anderson points out that there is no evidence to conclude that students become more like the faculty because of contact with the college and its faculty. In fact, he says, the study may simply indicate that the "rebels" drop out of school.

The second article, "A Preliminary Report on a Test of Academic Aspirations," reports on attempts to predict academic success in college and efforts to measure academic aspiration.

FALLS THEATRE
 NOW SHOWING
 Ends Wed. Oct. 2

THE INTERNATIONALLY ACCLAIMED HIT!
 DARRYL F. ZANUCK'S **THE LONGEST DAY**
 Based on the Book by CORNELIUS RYAN Released by 20th Century-Fox

One show at 7:30
 Adm. - 50-75-1.00

Paramount Pictures Presents
JOHN WAYNE
 IN THE JOHN FORD PRODUCTION
DONOVAN'S REEF
 TECHNICOLOR

LEE MARVIN ELIZABETH ALLEN JACK WARDEN
 CESAR ROMERO DICK FORZAN and DOROTHY LAMOUR

Fri. - Sat.
 Oct. 3 - 4

FRANK SINATRA
 in **COME BLOW YOUR HORN**
 TECHNICOLOR it is!

COBB-PICON-RUSH-ST. JOHN
 Sat. - Sun. - Mon.
 Oct. 5 - 6 - 7

5 - yes 5
Home Style
Hamburgers
\$1.00
 SUNDAY, OCT. 6
DAIRY QUEEN

Vote Ken Lee

- Sophomore
- Former High School Class President
- R Club Member
- Dem Club Treasurer

FOR STUDENT SENATE
 "You 'Ken' Win With Lee"

Senate Election To Fill Vacancies

The Student Senate will hold special elections this week to fill the two vacancies on the Senate caused by the resignation of Lincoln Betler and the illness of Paul Arneson. Both were elected to serve on this year's Senate last spring.

Betler did not return to school this fall and Arneson dropped out of school for the fall quarter last week due to illness.

A primary election will be held tomorrow to determine which four of the eight candidates will be placed on the ballot before the voters in the final election which will take place this Thursday, Oct. 3.

For both elections students will be able to cast their ballot at polling places set up on the main floor of the Student Center between 8 a.m. and 5 p.m. In order to vote students will have to show their activity card.

Students will be able to vote for two persons in each election.

The candidates, their year in school, their home town and their major are listed below.

- Larry Baker, sophomore, Massillon, Ohio, Speech.
- John Gilbert, sophomore.
- Kenneth Lee, sophomore, Durand, Wis., mathematics.
- Richard Longsdorf, junior, Pepin, Wis., pre-law.
- Mary Ellen McEwen, sophomore, River Falls, French-German.
- Joseph Valenta, junior, Suring, Wis., agriculture.
- Rick Vielie, freshman, Mil-

waukee, pre-medicine.

Richard Zuke, senior, Riverside, Ill., economics.

"I am gratified that so many students are interested enough in the workings of the Senate to want to be a part of it," said Larry Feltes, Student Senate president, when asked to comment on the number of students who registered to run in the election.

"It is of benefit to the entire student body that we have so many persons interested," he said.

Feltes said he was sorry Arneson and Betler were not able to be on this year's Senate. "I know they would have added a great deal to our body."

"However, I am pleased with the persons who are running and I am confident that each would do a very capable job if elected."

The Student Voice

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SUBSCRIPTION RATE

Delivered free to students and servicemen. \$3.00 per year by mail.

SECOND CLASS POSTAGE paid at River Falls, Wisconsin.

Dear Girl — of course I read the STUDENT VOICE — it has the College Pharmacy ad in it!

LOOK —
 DON SELLS THAT WONDERFUL AQUANET HAIR SPRAY AT ONLY 99c — OR 2 FOR \$1.88 HIS PRICES REALLY FIT THE STUDENTS BUDGET! And those darling YELL-A-PHONES

— must for all games — and the perfect souvenir! ONLY 98c —

Did you know that Don has the greatest cosmetic and hair care section — Just every name brand there is and all the Fall — Winter colors are in.

I Love to Stop and Just Browse!

BERTELSEN'S COLLEGE PHARMACY
 DON ASPENES, R. PH. RIVER FALLS, WIS.

RF Students on Way to Europe

(VOICE staff writer Pat Henneman is one of 39 River Falls students who is spending the fall quarter studying in Europe. Her dispatches from the continent will appear from time to time in The VOICE.)

By PAT HENNEMAN
Voice Staff Writer

ENROUTE TO ENGLAND--Goed Daz (hello), from the Groot Beer, a Dutch ship taking a contingent of River Falls quarter abroad students towards Europe.

We left on our journey on Friday, Sept. 13, an ominous day to say the least, but only a black day for those who are adverse to a continual rock and roll lullabye, and who consequently have been in bed ever since we left pier 40 in New York.

Speaking of New York - Here are a few interesting facts this reporter picked up: There are 250 women taxi drivers in New York; 250 mounted police; Bowery is the Dutch name for farmland and what is now New York's claim to fame was

once Peter Stuyvansent's farmland; Eating three meals a day with each meal taken in a different restaurant would take a person 19 years to avail himself of all the restaurant cuisine in New York; There are 20,900,000 dogs in New York, predominantly poodles (very smart ones too) I saw

one pouring all over the N.Y. Times); the Empire State Building weighs 730 million tons and seven ounces, and something which I discovered for myself, if you are able to maintain your equilibrium in a New York subway you have passed the first level in getting your sea legs for the Graate Beer (Great Bear).

Believe me, everything about this venture is exciting, it's the first time I've ever been lulled to sleep by a rocking in the water. And what do you do when you realize that you have just used the wrong knife and fork and the waiter has definitely let you know about your mistake?

The Great Bear has a newspaper called the Daily Beer - all puns intended which is much like The STUDENT VOICE; schedule of events, lousey jokes, news articles, editorials and generally criticisms

of the Americans by Europeans which acts as a gambit for conversation and a return letter.

The majority of us live in cabins of three or more people, which is a good inducement to friendship. Some of us have even been fortunate enough to make contacts which will give us a big boost on our projects overseas.

Gone is my idea of the tranquil ocean voyage taken for one's health in view of one's wealth. There are just too many things to do. Forums to attend on American Perspective, the Negro question, meetings of Europeans and Americans with a lot of give and take, concerts movies, folk dancing, calisthenics, lectures, intellectual cabarets and even poetry reading.

No one has any excuse to be bored, about the only thing you can't do on this ship is pack up and go home unless you mean you're moving your trunk to the ocean bar.

Most of the people on board are students having spent some time in the United States and now going back to their respective countries for further study or else Americans going to study abroad. They're quite a friendly homogenous group.

The Student Voice

Second Front Page

MONDAY, SEPT. 30, 1963

RIVER FALLS STATE COLLEGE

PAGE THREE

Freshmen Elect Class Officers

The largest freshman class in the college's history went to the polls last Friday and elected their class officers for the 1963-64 school year.

Elected were Tom Schaffer, No. St. Paul, Minn., president, Jim Anderson, Winter, Wis., vice president; Harriet Lansing, Elmwood, Wis., secretary, and Sandra Danielson, River Falls, Wis., treasurer.

A committee of freshmen nominated four freshmen for each position and the final decision was determined by the vote.

Other candidates were: Abby Grasser, Bill Gust and Phil Betzel, president; David Barber, Dale Jensen and Hand Vandyc, vice president; Christeen Anlauf, Jady McIntyre and Tom Socha secretary; Ray Cross Pat Morisand and Ralph Tjelta treasurer.

Delorit to Speak To Amery FFA

Dean Richard Delorit of the School of Agriculture will travel to Amery tomorrow to speak at the Future Farmers of America officers training meeting. The subject of his speech will be "The Need for Leadership in Our Communities."

Attending the meeting will be officers of high school FFA chapters from the northwest area.



THE OZMAN TEMPLE from St. Paul was one of the Shrine temples which took part in the parade Saturday night, preceding the River Falls-Eau Claire football game at Ramer field. The game was sponsored by the Shriners as the Little East-West Shrine game.



Norwegian Speaks Directory To Ag Organization On Sale

Per Gunnar Brandsoter, a 20-year-old exchange representative from Hvitingsfor, Norway, was the guest of the Agrifallian Society here on campus last Thursday.

Brandsoter, who is now spending several weeks at the Glen Nelson farm at Spring Valley, was given the opportunity to tour the campus, attend classes and speak in Little Theatre Thursday evening.

In an informal interview last Thursday, Mr. Brandsoter stated that Wisconsin "is a very big and prosperous land." In Norway, he said the farms are only five to 40 acres on the average

although his father's farm consists of 160 acres.

According to Mr. Brandsoter, labor in Norway is so expensive that their farm had to be mechanized to a large degree.

While staying at the Glen Nelson farm, he helps with the farm work and goes to meetings with the Nelsons in order to meet people and discuss farming techniques.

Mr. Brandsoter, has just finished a short course in agriculture in which he spent four hours a day attending classes. He intends to go to college when he returns to Norway and eventually take over his father's farm.

This year's edition of the college Student Directory will go on sale sometime this week, at a cost of 25 cents, it was announced by Sigma Tau Epsilon president Larry Baker.

This year, contrary to the past, the Student Directory is not entirely a project of the Student Senate. The Senate has leased the project to Sigma Tau, which will receive a percentage of the sales.

The fraternity was in charge of selling advertising and will handle sales of the directory. Twelve hundred copies have been printed.

Directories will be available in the college bookstore and in the dormitories. They may also be purchased from Sigma Tau Epsilon members.

70 Students Chosen For Concert Choir

The Concert Choir has been selected, according to Elliot Wold, director, and the response was good and competition was keen. Seventy persons were selected. Wold stated that the Choir will perform whenever afforded the opportunity.

The sopranos selected are: Soprano I - Linda Siepel; Gail Sommers; Merry Jo Bergmann; Carole Ann May; Jerilynn Ritch-

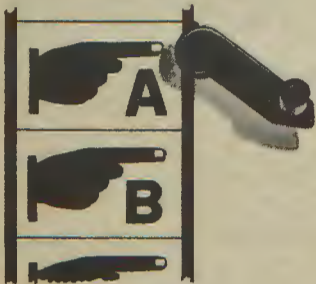
ey; Jerilynn Thompson; Marilyn Cordes; Joan Chelmo; Kathleen Kilbride; Nancy Larson.

Soprano II - Beth Hanson; Colleen Goodell; Donna Haasi; Sharon Toll; Gwen Gerberding; Pat Phillips; Kay Vincent; Janice Waxon; Sandy Senechal; Mary Ann Cook.

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Okay, Vote

With Student Senate election so close at hand, perhaps it would be proper once again to urge you to vote. Okay, you are urged to vote.



The Student Senate is the most important body on campus. It determines the whole sphere involving our campus, and it determines the directions in which this sphere heads. In choosing your senate candidates, look for the ability to lead, to be led, to speak effectively, and to act in the best interests of the Student body. All right? Vote Informedly
Vote Wisely
Vote.

A Mistake

The Senate made a mistake at its Monday night meeting, not a mistake in judgement perhaps, but a mistake in timing. The Senate took it upon itself to review the plans for Homecoming which have been worked out so far and then decided that too much money was being spent, so it slashed the Homecoming budget one-third in the name of economy.

Now, tonight, the Senate will act on the budget requests. Faculty advisors will appear with budgets for their activities ready to defend them against the scrutiny of the Senate. It is rumored that this year's Senate will take a long, hard look at all spending and it is rumored that there will be substantial cuts in several instances.

So, with this in mind the Senate evidently decided to begin budget cutting at home in its own quarters.

This paper is in agreement with the idea of budget cutting. Certainly many budgets which are presented are padded to the hilt.

But in the case of Homecoming, the time to cut budget is before it is set up, not after a committee has done a lot of work, made a lot of arrangements, just a few weeks before Homecoming.

If the Senate wanted to economize with Homecoming, it should have thought about it and acted before the committee had done all of its work.

Now, because of this action, the band which was suppose to play will have to be canceled.

We agree that the amount to be spent for the band was way too much, especially since it is not known in this area. But the time to act on setting the amount to spend on a band is before negotiations begin, not after a band has agreed to play for such and such a price on such and such a date.

In conclusion it could be said that although this action won't hurt the Homecoming activities, and the Senate's idea was a good one, its timing was way off base.

We Hope Not

It has been rumored that several campus organizations and at least one dormitory are seriously thinking of not entering all the Homecoming activities this year. It is hoped that these rumors are just this -- RUMORS and nothing else.

Although it is a trite cliché, "Homecoming is a part of college life and ought to be enjoyed by everyone on the campus," It is hoped that those groups which have been thinking of staying out of some of the Homecoming activities will reconsider and take part FULLY in the 1963 Homecoming, making it one of the biggest and best ever.

LITTLE MAN ON CAMPUS



"BUT I REALLY MUST GO IN, WORTHAL - I SEE OUR HOUSEMOTHER GOT BACK."

The Staff Speaks

NFO Causes Conflict

By DONALD GENRICH
Voice Staff Writer

The NFO is an organization of conflict and controversy, an organization attempting to find a solution to a problem that has existed for decades. The NFO is not alone in this attempt, for many possible answers have been put forth by many people. At present, the NFO's policies have been debated most extensively.

We, therefore, would like to review and examine some of these policies. We won't mention the NFO's methods of establishing their policies save to say this; the only way their actions can be justified is by pleading that the end will justify the means. In the end the farmers will be no better off than they were before the NFO.

As we understand it, the main purpose of the NFO is to raise the price of farm products to what is considered a just or fair price. Today there is no such thing as a just price, prices are set by power, often monopoly power, or by controlled production. The NFO simply cannot obtain this sort of power over farmers who are and always will be completely individualistic.

We have nothing against the attempt of the NFO to set prices. It is a well known fact that farmers have a lower standard of income than people who do a comparable line of work. They do not, however, need an increase in income to keep from going broke, as some people have been led to believe. The idea that dairy farmers need to receive five dollars a hundred for manufactured milk to make money is completely ridiculous. The only sound reason for farmers to receive more for their products is to obtain a more equitable division of the national income.

An increase in the price of farm goods is bound to bring an increase in production. This is where the program of the NFO is really lacking, they have yet to propose an adequate program to handle surplus production. If a solution could be found to this problem, a forced and phoney rise in prices would not be necessary, for prices would rise by themselves. It is apparent from past attempts of the government that no giveaway program or land re-tirement program will work. In the face of this surplus, is it reasonable to raise the price higher and encourage more production?

We also question whether higher prices will increase the profit of many farmers greatly. It is accepted economic theory that a farmer will compete more strongly for the resources needed to produce if he expects an increased income. This competition will raise the prices of these resources such as land, cat-tle and machinery thereby wiping out an increased margin of profit the farmer might have realized.

If ever effective, the program of the NFO will do one thing, raise prices. No only those prices received by the farmer but also those paid by the consumer. It can not even be definitely stated that this increase in price will aid the farmer. It will just go farther to creating a false and unsound economy around the farmer's products. It is our opinion that all the money and effort spent by the NFO could have been much better used in trying to get farmers to VOLUNTARILY and SIMULTANEOUSLY reduce production instead of having them demand higher prices. If this was done, the farm problem might then be solved.

Looking Back

In The VOICE

One Year Ago This Month

Faculty representatives of various organizations attended the weekly Student Senate meeting last Monday to discuss their budget allotments.

The parents of River Falls students have been invited by the Student Senate to spend Saturday afternoon on campus and to watch the Falcons play Milwaukee that night in a football game at Ramer Field.

10 Years Ago This Month

The 1953 Homecoming weekend began this morning at 10:30 with the breakup of classes. Students have been busy all day decorating, finishing up the floats and getting ready for the many activities of the weekend.

Thorvald E. Thoreson and Melvin Wall of the agriculture department were judges at both the Wisconsin State and National plowing contests held recently in Russells Corners, Wis.

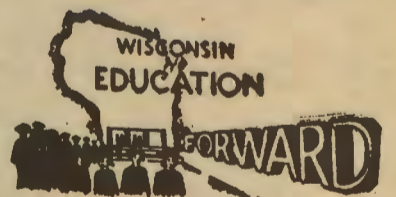
15 Years Ago This Month

During Homecoming this year, a special effort will be made to secure pledges for the proposed fieldhouse, by the college foundation committee. Pledge cards may be picked up in the administration office.

30 Years Ago This Month

The various classes and school organizations, as well as several rooming house "gangs" and "individuals" are making every effort to make the 1933 Homecoming mass meeting, the torchlight parade will form outside North Hall.

Miss Frances Perkins, secretary of labor in President Roosevelt's cabinet, was one of the principal speakers on the general program of the Northwest Wisconsin Teachers Association meeting held at Eau Claire last Thursday and Friday.



While the football squads are devising ways to move the ball over the opponents' goal lines, the debating and discussion teams at Wisconsin's nine State Colleges are getting ready for another kind of intercollegiate competition, the central office in Madison reports.

Debating teams this year are preparing to support and oppose this proposition: "The federal government should guarantee an opportunity for higher education to all qualified high school graduates."

The discussion groups, in their meetings with other colleges, will demonstrate their powers of reason and persuasion in tackling this question: "What should be done to minimize friction among racial groups in the United States?"

River Falls State College has debate and discussion programs for students as an activity in addition to their regular classwork.



THE ZOR TEMPLE DRUM AND BUGLE CORPS OF MADISON MARCHED IN THE PARADE SATURDAY NIGHT.

Plain, Ordinary English Given As Key to Successful Writing

Do you understand what the following sentence means? "Upon the advent of the investigator, his hegemony became minimally co-extensive with the areal unit rendered visible by his successive displacements in space."

Translated into plain, everyday English, it simply means, "He came, he saw, he conquered."

Now, look at that first sentence again.

There's nothing grammatical-

ly wrong with it.

All of the words can be found in the dictionary. The sentence can be diagrammed. The only trouble, apparently, is that nobody can understand it.

Too many people make the same mistake. They use gobblede-gook when they should be using plain, ordinary English. And the consequences of faulty communication can be disastrous--for the student who submits a paper.

To get your ideas across, properly and persuasively, semanticists and psychologists recommend that you follow these rules:

1. Avoid words that are too familiar--or not familiar enough.

Words that are heard too often end up by not being heard at all. They make no mental impression. They are stale, lifeless, "blah". Nowadays, perhaps the most overworked word in the entire English language is "fabulous," but no doubt you have heard of the fellow who said that the two most over-used words were "great" and "lousy".

On the other hand, don't go too far out of your way to use unfamiliar words either--like "teleological", or "entity". If you have something worthwhile to say, you don't have to deck it out in dazzling clothing.

2. Don't confuse or misuse words. Even one of America's greatest writers has confused words. William Faulkner, in his novel REQUIEM FOR A NUN, consistently used the word "euphemistic" when he meant to use the word "euphonious". ("Euphemistic" means substituting

FILM - MAKING & MOVIEGOING

BY BERT BROWN & BERT SALZMAN

At the present time the latest Alfred Hitchcock film, "The Birds" is being shown across the country. We are thus provided with an opportunity to make an extended analysis of Mr. Hitchcock's work. These are some of our preliminary notes.

Mr. Hitchcock has always used sound masterfully: he has used songs or melodies to underscore and promote the action of his films; he has used sound to bridge the action between incidents; in *The Birds*, he uses sound as a principal part of the action itself.

At one point in the film, the birds, whose unaccountable and inscrutable behavior has precipitated the action, are massing outside Rod Taylor's Bodega Bay home; the family has barricaded itself inside; we wait; they are coming closer; we can only wait; and they strike: fiercely, and with shrieks and cries and whirrs and beating of wings; repeatedly, they attack; and still they continue to come.

The sequence lasts about 5 minutes; when it is over we are then free to note that the effect has been created by sound alone; not a bird has been seen; which leads us to the major point of this column.

Things are not (or seldom are) what they seem. In *The Pleasure Garden* a nice chorus girl (with a heart of gold) marries a man who, except for a few ambiguous hints to the contrary, appears in every way to be a decent middle-aged man: lonely; tired; and clearly smitten.

He is instead a liar, a cheat, a drunkard, a brute; in one stunning sequence, the man, who has gone to Africa to supervise a native outpost for his employer, jilts his native mistress; she immediately runs into the ocean and swims out to deep water; she turns to him imploringly; he stands at the water's edge; is he moved? he swims toward her; she smiles; he is coming at last; he loves her; he swims to her side; she raises her arms; he raises his arms; he brings them down; on her throat; he chokes her and she drowns. We are deceived.

In *The Lodger* a wave of killings has paralyzed London. A stranger wearing a scarf skulks the foggy streets of London on Tuesday evening; murdering pretty, young, blonde women.

We first see the lodger in the doorway of a lodging house; he has emerged out of the fog; tall forbidding eyes fiercely open. We note he wears a scarf. We note later that he reverses the pictures (furnished by the landlady) on the wall of the room he rents; each picture shows a pretty, young, blonde woman; he paces the floor; he goes out silently on Tuesday nights; he is attracted to the pretty, young, blonde daughter on the landlady; he plays chess with her and on one occasion, when she bends over to pick up a chess piece that has fallen on the floor he stealthily reaches for a metal poker.

He is surely the killer; when will the girl come to her senses; we are deceived. The lodger is actually a brother of one of the murdered girls, who cannot bear to see reminiscent pictures of blonde young women; who has sworn revenge on the killer. The poker; that was only to stoke up the fire.

In *The Birds*, those lovely creatures whose brain pans (we are told by one of the characters) are so small that they cannot really contain a thought much less a plan; whose xenophobia is such that species do not mingle with species; who have always acted as docile hostages; feathered friends: love birds (we see them throughout the film as counterpoint); they are symbols of billing, cooing and genteel making-out; the birds: the birds turn on us.

It seems that they harbor instead a hatred; a plan; a concerted murderous intent. We are deceived. The final shot of the film is one in which the humans have left the scene; and the birds, thousands of birds, sit silent, judging, waiting.

The nature of film is such that it is a medium of appearances; we know what we are shown; if we are shown a frame, we can only guess what goes on outside of it; if we are shown a part of a body, we can only guess what the rest of the body is doing. The thing that is seen; the thing that is shown, for the time being, becomes our reality.

The image on the screen becomes very much like the image presented by the world; that is, we can only guess what is going on. In life, we know of course that appearances are deceiving; but such is the cumulative power of film, and such is the cumulative power of Mr. Hitchcock's films, that we believe the appearance is all.

Hitchcock, the man, is such a brilliantly bland work of art that we cannot possibly believe that this pudgy, old man with a lisp does not like us; we don't quite know for sure; we don't know what to believe; and so the great illusionist continues to amuse us; and entertain us; and we continue to see his films. He presents in his way the human condition; we live in the dark; we try to find the light as best we can; we rarely know what we think we know.

NOTICE FROM THE DEAN'S OFFICE

Students whose NDEA Loans have been approved for the 1963-64 school year should report to Kenneth Moore in the Business Office to sign their notes and/or affidavits as soon as possible.

Continued on page 6

WEEK'S SPECIAL

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Last week's winner—Mary Hartwig, Hathorn Hall

Town Shoppe

Successful Writing

Continued from page 5

a mild expression for one that might be unpleasant; "euphonious" means having a pleasant sound.)

It's easy to make a mistake. A "Breton" lives in Brittany, France; a "Briton" lives in Great Britain. A "correspondent" is someone you communicate with; a "corespondent" is a person involved in a divorce suit. "Enormous" means large; "enormity" implies something horrible. "Sensuous" means pertaining to the senses; "sensual" means voluptuous. "Ingenious" means imaginative; "ingenuous" means naive.

All of these words are deceptive because they are similar to other words with different meanings. But there are also words that people simply misuse. A "fulsome" speech is an offensive speech. A person who "tinkers" with a radio is doing a bad job of trying to repair it. Most Scotsmen don't appreciate being called Scotch--that's the name of a whiskey. A person who is "masterful" is domineering.

As the saying goes, "When

in doubt, look it up or leave it out."

3. Be terse. Theodore M. Bernstein, assistant managing editor of the New York Times, is forever telling his reporters: Use one idea to a sentence. And the reason is that it is easier to understand something that is brief.

4. Recognize the connotation of a word as well as its denotation. A word's denotation is what it means precisely. Its connotation is what it suggests. And if you want to make friends instead of enemies, and persuade people to your persuasion, it would help if you recognized the emotional implications of words you use.

Take the word "mother". It suggests many more things than the word "woman", or "parent", or "relation".

As John B. Opydyke, the language expert, has said, "house for sale" is cold--but "home must be sacrificed" is expressive. The same holds true for "infants' wear" and "togs for tots"; "janitor" and "sanitary engineer"; "open to parents" and "fathers and mothers welcome"; and "automobile" and "jalopy".

If you don't understand the difference between denotation and connotation yet, try calling a woman "fat" instead of "plump".

5. Seek simplicity. Of all the 450,000 words in Webster's NEW INTERNATIONAL DICTIONARY, only one out of ten comes from the Anglo-Saxon (Old English). Yet these are the most essential ones--they are short, hard, gritty words, the words that bite.

According to Malcolm Cowley, the literary critic, most good writers use six Anglo-Saxon words for every one that comes from Greet or Latin. Anglo-Saxon words add clarity and strength to your speech or your writing. You don't have to recognize words of Anglo-Saxon origin. Just make sure that whenever you can use a word of one syllable in place of a word of three syllables, do it.

Now if you follow these five rules carefully, you won't necessarily become a Daniel Webster or a William Shakespeare. But these rules will help you avoid embarrassment, put the most pleasing aspect on your words, add interest to what you say, and--most important of all--help get your ideas across.

Mrs. Roy to Speak To College AWS

Mrs. Beatrice Roy, 1950 graduate of River Falls State College and a present high school teacher in River Falls, will address students at the AWS reception Thursday night.

Speaking at 8 p.m. in the Karges Center gymnasium, Mrs. Roy will address the women on the subject "Salient Serendipity." The former River Falls student was active in Masquers and served as an AWS board member while in college. At present she is vice president of the American Association of University Women.

Fashion Notes

The popularity of striped shirts (still growing) has had an influence on neckwear. There's been a minor resurgence of plain-colored knit ties, which will grow. And polka dots and neat patterns--especially in red and burgundy--will lead the cravat parade this season.

CARE OF CLOTHES:

When laundering a wash-and-wear raincoat in a washing machine, let it go through two rinsing cycles. If a touch-press is desired, set iron for "synthetics"...A piece of paraffin, rubbed on the inside of the leather sweatband of a hat, will keep the hat and silk band free of perspiration... Sweaters will refresh themselves after wearing if they're shaken out and allowed to lie flat on a shelf, instead of being hung or folded into a drawer.

Avoid the lazy-man's method of slipping a knotted tie over your head to get it off. A tie will give almost double the wear if untied and allowed to hang between wearings...Do not park your hat on a hook. You'll get longer service and it will look better, if always placed on a flat surface.

TRENDS:

Watch for a growing acceptance of the bottle green blazer--added to the family of black, navy, camel and oxblood, says American Institute of Men's and Boys' Wear. One of these days, men might just be buying a wardrobe of colors--in these handsome and flattering blazers. (Note: Burgundy blazers with pink shirts already almost a uniform in several Southern colleges!)

Faculty Roughs It In Annual Canoe Trip

"It's unprintable," said Ted Setterquist, chairman of the chemistry department, when questioned about the sixth annual faculty canoe trip, adding that it was enjoyed by all.

The canoe excursion, an idea first originated by Setterquist in 1958, was held this year on the Nemakagon River starting at Hayward, Wisconsin.

Forty-five men went off alone Sept. 21 for a weekend of "roughing it," although 14 of the faculty members interrupted their weekend in the wilds to cheer the Falcons to a victory against Superior State College there while a few remained behind at the "River Rat Camp."

On Sunday, Sept. 22, the remaining faculty members joined the group for a day of fishing and canoeing. The only near casualty mentioned is the upset of the canoe of Dr. Mark Perrin, Dr. Dan Brown of the School of Education, and Homer Kringlel,

principal of Greenwood Elementary School. The three encountered an island in the middle of the river and had to decide which course was best to take in getting around it. They went the wrong way and hit the island, swamping the canoe, but managed to wade ashore safely.

Classified Advertising

WANTED-Babysitter my home near college football field. Part days begin December. Call Nancy Johnston. HA5-6446.

LOST-Pair of brown sunglasses in tan case. May be claimed in Room 114 North.

Bonjo for sale, or will trade for a good baritone ukeleke. Call HA 5-2035. Ask for Don Negard.

Choir

Continued from page 3

The altos selected are:

Alto I - Carroll Peterson; Kathy Olson; Daisy McKinley; Vicki Graham; Lois Johnson (Accompanist) Janice Albrightson; Sharon Swanson; Myrna McKinley; Arlouene Van Horn; Louise Fiebig; Lea Pitzer.

Alto II - DeAnn Wickboldt; Roberta Nelson; Kay Armstrong; Bette Jean Hermanson; Wendy Wall; Judith Norderhaug; Joan Ditlefsen; Mary Loeber; Diane Hagen; Susan Jahn.

The tenors selected are:

Tenor I - James Tanner; Dennis Bastian; Jeffrey Hayden; James Oakland; Donald Sabotta.

Tenor II - Warren Wilson; John Witte; Arthur Downing; Dave Barber; Dale Rye; Carl Kozak.

The baritones selected are:

Baritone - Bill Pippenger; Art Stoerber; James Durand; Dan Anderson; Doug Sumner; Lloyd H. Wilson; Norm Knuth.

The bass selected are:

Bass II - David Schaefer; Peter Falkman; Gerald Nickell; George Motz; Spence Charlson; James Ahasay; LeRoy Nelson; Eugene Fall; Thomas Kurth; John Rorvick; Dave Balke.

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River Falls Rooters; Meet Your New Cheerleaders



Mary Balfanz, 18, is a freshman from Stillwater.

Thus far, she has found the style of cheering much different in college than in high school. She says that the college yells are slower and more precise than those which she had been used to.

Mary got into cheerleading due to her love for hearing the noise of crowds. "Besides," she says, "it's a good excuse to keep warm."

Supporting a winning football team is a novelty for Mary as Stillwater failed to come up with a successful grid season while she was there.

Mary, who commutes from Stillwater, is presently enrolled in pre-nursing, but expects to change her curriculum.

Judi Hillstead, 18, is a freshman from Spring Valley. She is majoring in speech and minoring in Phy Ed.

She is especially enjoying her role as a cheerleader, this year because she says it makes her feel more like part of the school. She first got into yell leading because "I've got a big mouth," she says modestly.

The only time she does not enjoy cheerleading is when no one is following her cheers. Then she feels "alone and ridiculous."

One thing that she is very pleased about in college is the fact that the boys yell for the team along with the girls.

Melodie Sweeney, age 20, a junior from Cornell, is one of the two remaining cheerleaders from last year's squad. She believes this year's team has good potential and has shown a lot of enthusiasm thus far.

When asked whether basketball fans were more enthusiastic when cheering than football fans, Melodie answered "no". She said the open air seems to make the football fans more exuberant and hence they yell a little louder.

Melodie is a busy girl but still finds time for the demands of cheerleading. She is a member of WRA, Newman Club, Phi Delta Theta, Pem Club, is secretary of the Greek Letter Council, and is planning on joining Sitzmarkers and the Psych Club.

Dianne Howard, 18, is a sophomore from Madison. Her family recently moved to Madison after her graduation from White Bear High School in Minnesota.

Liking sports, Dianne realized that cheerleading would bring her as close to the competition as possible. She began cheerleading while at Tomahawk High School.

She is looking forward to a good year for all the River Falls teams, including the yell corps. She confidently expects the football team to "go all the way this fall."

Dianne plans to become a speech therapist after graduation.

Judy Rein, age 18, is a freshman from Babbitt, Minn. She likes dorm life and thinks the suitcase students make it "kind of dead" on weekends on campus.

When asked what she thought of fans who don't cheer, she stated, "I feel that if they are enjoying the game, they should yell a little if they are behind their team." This is a subtle hint to you fans who don't cheer.

Judy said she likes the excitement of a football game but believes people respond more at a basketball game.

Judy is majoring in Elementary Education.

Barb Lewis, age 18, is a sophomore from River Falls. Barb is captain of the cheerleaders this year and credits Vince DiSalvo for helping to organize them.

When asked how the cheerleaders plan to improve the cheering this year, Barb said, "We have changed a lot of the cheers and we are working out new cheers and new actions."

Barb said the cheerleaders are working very well together and are now spending six hours a week in practice. Beside cheerleading, she is a member of Delta Iota Chi sorority and works part time as a secretary.

From Where We Sit

By KURT KLEINHANS
Voice Staff Writer

The fine turn out of River Falls backers at the Superior game makes me wonder if the frequently heard cry of "poor school spirit" is warranted.

Granted at home games even though the crowd is larger, the volume of the cheers is generally smaller than those generated at away games: The reason probably being that spectators at away games generally are better fortified against the elements. It could be that the problem is one of spirits rather than spirit.

Why must the intramural program get off to a blotched up start? This year the program was delayed a week because the playing field boundaries were not limed. Then a schedule change caused several teams to lose by forfeit because they were not aware of the change.

If the program does not seem important enough for the athletic department to get it organized and running on time and with a minimum of problems why not give the job to someone else. Perhaps two Phy. Ed minors could be given the job as a class project or perhaps the P.E.M. club could be interested in the job.

Here's more fuel for that argument between football and baseball fans over which sport is more popular. On Sunday Sept. 22, this fall the NFL drew 246,290 fans to six games.



HOLDING THREE OF THE FIRST FOUR positions at this stage, the Falcon harriers seem to be doing fairly well. This apparently bright picture did not last however as Winona came on strong to win the meet and spoil River Falls' home debut.

Harriers Drop First Meet

The hounds failed to catch the rabbits in Wednesday's cross country meet at River Falls enabling Winona State College to

run over River Falls 19 to 36. The rabbits, Tom Gale and Bruce Smith, Winona State freshmen, outclassed the pack with

respective times of 16:30 and 16:31 for the 3.1 mile trek.

The Falcon defeat became obvious at the half mile mark when the two Winona freshmen and their captain, Dick Lietzel, who finished third with a time of 17:08, began to pull away from the 21 also-rans. Their closest River Falls pursuers were Oscar Skoug, fourth, 17:20, Dick Armbruster, sixth, 17:33 and Charles Woiwode, seventh, 17:34

The Falcons will again try for their first victory in two years when they travel to La Crosse, October 5, for an 11 a.m. contest.

MARY McEWEN



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Fumbling Gridders Drop From First

The Falcon gridders dropped a 14-7 decision to the Eau Claire Blugolds: literally dropped it.

Going into the game River Falls boasted of not having fumbled or having its goal crossed this season. The first quarter of the Eau Claire game spelled the end of these strings.

Capitalizing on a blocked punt and a pass interception, the Blugolds scored all of their 14 points in the first stanza.

Eau Claire had to drive only 9 yards for their first tally as they blocked a Falcon punt. Jim VanGorden threw a two yard pass to Jerry Gendron for the score.

After receiving the kickoff, the Falcons moved for three first downs before a Blugold player picked off one of Bob Pritchard's passes on the Eau Claire 40 and

raced to the River Falls 25. Several plays later, VanGorden swept around end and scored from seven yards out.

River Falls got one of the touchdowns back in the second quarter on an 80 yard drive after Ted Ragatz intercepted a pass in his own end zone. After Pritchard had passed to Larry Madsen for a first down, the Falcons turned the ball over to Freshman fullback, Jim Baier. Baier ran for the other four first downs in the drive and capped it by scoring on a one yard plunge.

The Falcons fumbled nine times and lost the ball five times on miscues. This failure to hang on to the ball stopped them several times on excursions into Blugold territory.



PLAYERS FROM BOTH TEAMS are still converging on Falcon halfback Ted Ragatz after he is brought down. DeWayne Johnson is about to throw a tardy block into Dave LaViolette of the Blugolds.



THE STORY OF THE GAME: Jim Baier driving for additional yardage after being hit.

5 Teams Unbeaten In 1st I-M Week

Five of the sixteen teams in the two intramural football leagues remained undefeated after completion of the first weeks slate of games.

Showing strength in the Campus League were the 69'ers, the Ineligibles, the Rec's Reck, while May 1st and Prior are currently leading the Dorm League.

The 69'ers, led by quarterback Dave Jensen won easily over their first two opponents with shutout victories. They beat the Chinese Bandits 24-0, and bombed the Re-Entries, 48-0.

In the win over the Bandits, Jensen tossed touchdown passes to Gary Auler and Dave Balke, and Gordy Olson intercepted a lateral and raced to the goal line for the other tally. Jensen also flipped a number of TD passes in the victory over the Re-Entries. The 69'ers were the first team to suffer a player loss when Don Neste became the victim of a fractured jaw in the opening play of the first game.

The Ineligibles, also sporting a 2-0 record, whipped the Neat Nine in their opener, 27-0, and edged the Cellar Dwelling Ceiling Seekers 12-7.

Under the guidance of quarterbacks Porky Lloyd and Bill Swartz, the Ineligibles derive their name by having nine players who have had previous var-

sity experience.

Rec's Reck have remained undefeated in the Campus League also with a forfeit win against the Howse Boy's and a lopsided 38-6 lashing of the Neat Nine.

May 1st, which looks like one of the teams to watch in the Dorm League, notched three victories in their first week of play. They shut out the Meat Balls 15-0, and Proxy 13-0. Their third win was by a narrow 6-2 margin over the Pramm and Prism squad.

Prior, also undefeated, won by forfeit over the Proxy team, and rolled over Cegielski's Shysters 28-0.

In other games of the week, the Cellar Dwelling Ceiling Seekers beat the Re-Entries 18-6, and the Meat Balls edged Pratt House 7-6, who in turn shutout Tappa Kegga Dae by a 7-0 score. Pramm and Prism slipped by the Meat Balls 18-6 and Cegielski's Shysters nipped Tappa Kegga Dae 12-7.

All Campus League games are played at Ramer Field and the Dorm League tilts are at Glen Park.

Attention this week will be focused upon the 69'ers-Ineligibles game Tuesday afternoon in a meeting of the Campus League leaders.

Bad Breaks and Baier Tell Story Of Gridders Loss to Eau Claire

By CHRIS BECKER
Voice Staff Writer

Drawing the line between bad breaks and inexcusable errors is often very difficult in football. But when the game has been an important one, the process becomes pure torment. The Falcon's 14-7 defeat to Eau Claire, Saturday night, was such a game.

When Tom Hetzel, tried to intercept what turned out to be an Eau Claire touchdown pass, you can say that it was a bad break that the ball bounced off his shoulder pads into the hands of the intended receiver. But needless to say, the blocked punt that set up the score, never should have happened.

Or, you can pin the defeat on the offense which missed many-a-scoring opportunity with four fumbles and an interception. Yet it was this same offense, let by Jimmy Baier, that marched 80 yards for a touchdown against a rugged Eau Claire defense.

If there is any one play that could be termed a bad break, it would be the Pritchard to Chuck Madsen 4th down pass that fell inches short of a first down. The play came with 2:35 left as the Falcons were deep in Bluegold territory. It marked the last scoring threat for the team that had controlled the ball for most of the second half.

"River Falls came back like a ton of Wildcats," were the words Jim Rice, Eau Claire head coach, used to describe the Falcons' second half play. Rice also stated that his team was surprised to get two quick touchdowns.

"This both helped and hurt us," the Bluegold mentor said, "They won the game for us, but we let down."

Falcon coach, Gwyn Christensen, felt that his team had underestimated the size and speed of the Bluegold offensive line.

"They outsmarted us that way," Christensen said, "all week long we worked on pass defense, and they hardly threw against us." Eau Claire gained

on 39 yards in the air to the Falcons' 87. However, the Blue-golds out-rushed River Falls, 257-178. Each team had 10 first downs.

According to Coach Christensen, the biggest single mistake by the Falcons was the blocked punt in the first quarter.

"It was a definite mental error," he said, "The center of the line wasn't doing its job."

As to the performance of fullback, Jim Baier, Christensen made this statement: "He played until he ran himself, and probably the Eau Claire defense,

right into the ground. Of the 178 yards River Falls gained by rushing, the hard-driving Baier had 161 of these.

Christiansen felt the team generally "too high" for the game. "Some of our younger men were really nervous," he said.

"We gave away two cheap touchdowns and we almost came back."

"I would have been happy with at tie," Christensen concluded.

Unfortunately, the Falcons didn't tie and as a result they have no choice but to take one long, hard look at themselves,

Student Voice

SPORTS

MONDAY, SEPT. 30, 1963

PAGE EIGHT



JOGGING ONTO THE FIELD in their still clean uniforms, the Falcons pass under a torch held by a River Falls fan.