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Michael Foerster

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Campus
Edition

Editorial Page

Revision: It's About Time

In last Thursday's meeting the student association legislature unanimously passed a resolution appointing a committee to prepare revisions and amendments to their constitution.

It is about time.

Resolution 13 says there are "expressions of doubt" about the need for constitutional revision. We don't doubt it for a minute. Several times in the past our editorials have pointed to the need for a new constitution which would be free of the ambiguities and vague phrases in the present document.

We would prefer a constitutional convention to be held in the fall and made up of representatives of all campus interests. But this democratically structured committee appears to promise a diversity of views.

Also encouraging is the clause which asks for student body participation in aiding the committee in its investigations.

Our suggestions for constitutional revision include:

- Provision for a student judicial branch which has long been discussed, dropped and discussed again.

- Specific length of terms of office for SA members. It is yet

to be specifically mentioned in the constitution.

- Appointment of treasurer and secretary instead of having them elected. These are jobs which require special knowledge and past elected officials have proved incapable of handling the duties of these offices.

- Correcting the semantics of the constitution and eliminating such catch-all phrases as "unless otherwise stipulated" which bring up enormous problems in interpretation.

But most of all we hope this committee will not burden itself and the student body with a cumbersome document. Let's keep it simple and to the point.

A major responsibility now falls to the greater portion of the student body. Many of us have sat back comfortably and grumbled about the weaknesses and ambiguities of the SA in general and this unfortunate constitution in particular.

SA leaders want those complaints articulated in public sessions, toward building once and for all a strong and coherent constitution.

Our responsibility is to now make our wishes known or be quiet about it and stop complaining.

Book Review

Dean Fisher's Book Worth Reading

By GRETA KMARIE DIXON
Campus Book Critic

College Education as Personal Development by Margaret B. Fisher and James L. Noble, (Prentice-Hall Inc., New Jersey), 1960, 375 pp., illustrated.

"To be a student implies, first of all, being a self, an individual, a person different from others." With this idea in mind the authors of College Education As Personal Development strive to impress upon the students that their college years are for the most part the main stepping stones to independence and maturity.

THE BOOK is divided into three distinct sections and deals with the student as self, as a member of the academic community and as an adult. It is an inspirational commentary and explanation which goes far beyond the formal and technical copy found in most volumes of this nature, for it dwells on the education of the whole person—emotionally, physically, and spiritually.

Yet the authors are not so pretentious as to claim their work says everything there is to be said about this subject. They do, however, attempt to lay a solid foundation of knowledge in this field for their readers; a necessary starting point for further and deeper study, experiment and practice.

THE AUTHORS make it quite clear that their volume describes only the student's general style of life, out of which an individual way of life develops. What makes a student an individual, he himself must supply, for the writers make no attempt to do it for him. "Each student," they feel, "must seek to understand himself and his college by direct experience and observation."

This of course, they continue, "Im-

plies accepting the disciplines and habits of college study . . . it means working with faculty members." In summary it means accepting self-responsibility.

AN IMPORTANT ingredient of this book is its humor which allows the authors to make sane, but witty comments on sometimes all too serious parents, professors, and students.

The subject matter of College Education is gleaned from many sources, although its pages are not cluttered with footnotes and references. True, their are references given, but the authors have wisely shoved them to the back of their volume under a special section titled Notes. As for footnotes, they are there, with their needed knowledge, but they have for the most part been incorporated into the body of the text.

Likewise, for easier reading, subtitles have been skillfully used throughout the book and provide the reader with a series of pegs, upon which to hang the memory in the study of the text.

THE VERY NATURE of this work suggests that it is not a book which should be thrown away at the time of graduation, but rather a friend to be taken along by students into their fields of action, to aid them in recalling and renewing the zeal and enthusiasm of their college days. For "personal development does not cease with college. College, rather, opens up a way of life in which the disciplines of scholarship can be applied in a long and productive career."

This work is recommended as must reading for all students, parents, and those who in any way deal with academic life.

One of the authors of College Education, Dr. Margaret Fisher, is dean of women at USF.

Sports

Pluta Cops I-M Title In Tennis

John Pluta won the I-M tennis championship last Thursday, defeating P.E. instructor Richard Wehr 6-4, 16-14. The game had been postponed several days until a blister on Pluta's foot healed.

The softball trend continues as trimester IIB's Slow Pitch Softball League is now being organized. The competition will be hot as Cratos, IIA I-M champions, have re-entered along with a much improved Enotas & Help.

Staff effort has picked up steam and a group of science teachers attending a seminar on campus will be a strong contender. This team placed second in last year's IIB competition.

Any student or member of the staff may organize a team. Each team consists of 10 players and rosters must be in the I-M office, UC 158, no later than Wednesday, June 24, at 4 p.m. All faculty and students are urged to participate. Trophies will be awarded to the winners.

Persons interested in officiating softball games should contact I-M director Murphy Osborne at the I-M office, UC 158.

Interviews for students interested in working in the I-M program are being held at UC 158. The qualifications are a 2.0 average and sincere interest. Contact Osborne, Ext. 474 for appointments.

UC News

Modern Jazz Concert Set Tomorrow

The trio: Carl Goodspeed on piano, Phil Richards on bass, and Mark Morris on drums, will present a concert of modern jazz during the free hour tomorrow in the US ballroom.

The group has performed many places publicly, including Jazz Underground, St. Petersburg.

The Eddie Duchin Story, starring Tyrone Power and Kim Novak is the UC movie for the week. The film will be shown Friday, 7:30 p.m. in FH 101, and at the same hour Sunday in the TA.

A free stereo dance is planned for Saturday, 9 to midnight, in the ballroom. Brooke Chamberlain will be disc jockey. School clothes will be in order.

Table tennis tournament entrants may sign up at the UC desk starting today through July 8 for a tournament which begins July 13.

Girls of all ages are invited to sign up for the IIB Charm and Self Improvement Course, and may sign now at the UC desk. Classes are every Tuesday, free hour, in UC 47; registration is 50 cents.

The next few classes will cover wardrobe styling.

Those interested in taking dance lessons which begin Wednesday during the free hour in UC 47, may sign up now at the UC desk.

SA Changes

(Continued from Page 1)

R.13, further provides for invitation to the entire student body to participate by suggestions in writing, and by defending their suggestions in public committee meetings.

According to SA president Bob Ashford, the new committee will probably consider, among other suggestions, a tentative complete new constitution drawn up by an executive committee of Ashford, Ron Johnson, John Bolcher and Carolyn Wedel.

Ashford described this document as "self consistent, more specific; and it contains provision for a judicial branch." Ashford pointed out that, whatever the final constitution looks like, he hopes for this self consistency, and inclusion of more executive power.

The present constitution requires constitutional changes to pass by two-thirds of the total voting membership of the legislature, plus ratification of two-thirds of the total number of students voting in a general student election.

In other business the legislature approved presidential appointments to fill vacancies. Pat Brown, Liberal Arts and Dick Cadwallader, Business Administration, were approved as senators. Ruby Murphy and John Cicero became new representatives.

Ashford urged the colleges to elect their own representatives to fill vacancies. According to Ashford, the colleges can still elect members and supercede his appointments.

A resolution to investigate possibilities of outside catering was carried after some discussion.



PROF. PETER Wright teaches reading to two young Guatemalans in the small village of El Jocote. He, along with Thomas A. Rich, director of the developmental center, will study the effects of literacy in that country this summer.—(USF Photo)

Evaluate Literacy Program

Professors Off to Guatemala

At the request of the Guatemalan government, USF professors will go to the Central American country this summer to evaluate an experimental literacy program.

Through the cooperation of the U.S. Agency for International Development, the university has received a \$14,000 grant for the project to be directed by Professor Peter C. Wright.

Professor Wright, Mrs. Wright and Professor Thomas A. Rich, director of the USF Development Center, will leave in July to spend two months in Guatemala.

This will be the third year Professor and Mrs. Wright have spent in Guatemala studying the effects of literacy. The USF professor also received an \$8,918 grant this spring from the U.S. Office of Education to analyze and evaluate the data collected so far.

Professor Wright points out that 72 per cent of the people in Guatemala cannot read or write, and that this is one of the highest percentages in the world.

The value and effects of literacy in Guatemala have been a subject of controversy since the first adult literacy program was started by government decree in 1944.

In 1952, the government extended the adult literacy program stating that literacy is fundamental to the improvement of health and the economic and social life of the country. However, in 1954 the national literacy program was canceled for failure to produce the expected results.

Between 1954 and 1962 Guatemala's only literacy program for adults was conducted by the Guatemalan Army among its own members. In 1962 the army program was introduced to the civilian population of the Department of Jutiapa in southeastern Guatemala on an experimental basis.

This pilot program in Jutiapa will be evaluated by the USF researchers.

Professor Wright plans to select four communities where the pilot literacy classes have been conducted. The

USF team will interview students attending the classes, and those who have been enrolled but dropped the course.

Other interviews will be conducted with persons who have volunteered as teachers in the program, and with supervisors of the program in Jutiapa and Guatemala City.

Professor Wright hopes the study will provide information on the effects of literacy in personal, social and economic improvement; the meaning of literacy in isolated peasant communities; and the effect of adult literacy on the school attendance of children.

During the past two summers in Guatemala, Professor Wright conducted a detailed study of literacy in the rural community El Jocote. The area has been isolated from technological change and untouched by economic development.

The USF professor has interviewed descendants of four families which account for nearly half of the 700 residents of the community.

Professors' Passports In Use

University of South Florida professors will keep the passport office busy this summer.

Professor Theodore B. Hoffman is bound for Formosa to participate in an Institute on Chinese Civilization at Tunghai University. The USF humanities professor received a Fulbright grant to spend July and August there.

Two other Fulbright recipients at USF are foreign language instructor Pat Porter and history professor Charles Arnade. Mrs. Porter is now in Rio de Janeiro studying Brazilian poetry, and Dr. Arnade will spend eight months in Spain collecting Spanish documents on the early exploration of the southeastern United States.

USF artist Harrison Covington has recently returned from several months in Europe under a Guggenheim Grant.

Also returning to Tampa this summer will be USF speech professor Anthony W. Zaitz. He has spent the past two years in Damascus, Syria, on a U.S. State Department project.

Bound for the USF campus from the Near East is a new faculty member, Harjit Singh Sandhu. Presently a staff member at the Prison Officers Training School in Punjab, India, he will be an assistant professor of sociology at USF.

Three USF professors will be spending their summer in Central America. Professors Peter Wright and Thomas A. Rich have received grants to study literacy in Guatemala, and artist Wesley Houk will be traveling in Mexico—painting and drawing.

International meetings will take two USF professors out of the country. Botanist Robert W. Long will be a participant in the International Botanical Congress in Edinburgh, Scotland, Aug. 1-15, and mathematician R. J. Roth will take part in the Seminaire de Mathematiques Superieures at the University of Montreal July 6 to Aug. 14.

Cancellation

The chorus concert scheduled for 8:30 p.m. June 26 and the Senior Recital by Bob Gower scheduled for July 1 have been canceled.

VA Team...

(Continued from Page 1)

addition; we are definitely building over here." Bowie added that Bay Pines will not be "phased out;" the VA has made a commitment to keep it open.

"Good Environment" VA Site Planner Elmer S. Atkins calls the USF area a "good environment for a hospital." On the subject of design, Atkins added, "We have not set building plans for hospitals; we always do our best to blend in with the University architecture."

The hospital near USF and a proposed facility in San Antonio, Texas, are the first examples of the VA building before a medical school has actually existed. In the past, VA's policy has been to locate hospitals near already existing schools of medicine.

"The VA has had a long, drawn-out fight to get this hospital here; we have finally accomplished it," Bowie said.



BUSINESS ADMINISTRATION representatives Richard Cadwallader and Charles Frey listen attentively to discussion before voting on a piece of SA legislation.—(USF Photo)

Schedule Of Events

Monday, June 22, 1964		
2:30 p.m.—Senior Accounting	UC 215	
3:30 p.m.—Civnettes	213	
5:30 p.m.—Gold Key Club	215	
7:00 p.m.—Student Association Executive Council	221	
Tuesday, June 23, 1964		
1:25 p.m.—Jazz Program	UC 248	
Sports Car Club	202	
Student Association Projects Committee	213	
Sailing Club	221	
Charm Course	47	
5:30 p.m.—Verdant	223	
7:00 p.m.—Paisida	215	
7:30 p.m.—Fia	215	
Arctic	47	
8:00 p.m.—Cratos	223	
Wednesday, June 24, 1964		
All Day—U.S. Air Force South Lobby		
1:25 p.m.—Dance Lessons	UC 47	
Business Ad Club	203	
Young Democrats	204	
Literary Society	205	
Christian Science	215	
Water Ski Club	223	
Thursday, June 25, 1964		
All Day—U.S. Air Force South Lobby		
1:25 p.m.—Bridge Lessons	UC 108	
UC Personnel Committee	214	
UC Special Events Committee	215	
7:30 p.m.—CF	221	
7:30 p.m.—IFS	221	
8:30 p.m.—CFS	216	
Friday, June 26, 1964		
7:30 p.m.—UC Movie "Eddie Duchin Story"	FH 101	
Saturday, June 27, 1964		
9:00 p.m.—UC Stereo Dance	UC 248	
Sunday, June 28, 1964		
10:30 a.m.—Wesley Foundation	UC 47	
5:30 p.m.—Wesley Foundation	226	
Also of interest: Hans Hoffman Art Exhibit, every day this week, UC 108. Planetarium Lecture for students—Every Thursday, Free Hour.		

In Engineering

'Full-Time' Program by 1965

USF's College of Engineering will go into operation with a full-time program at the junior level in September, 1965, according to Dr. Edgar Kopp, new dean of engineering.

A partial program at the junior level will be offered this fall.

The College of Engineering building will be ready in July of 1966.

The college has been in the planning stage for about eight months. Planning began when President Allen asked Dean Kopp to serve as a consultant for him in the program. Dean Kopp was then assistant dean of academic affairs at the University of Florida.

The new college is designed to prepare students for careers in three major areas of

engineering—engineering design, research and development, and the operation of complex engineering systems.

To earn the Bachelor of Science in engineering, students major in one of these specialization areas: Electronics, energy conversion, structures and materials, or engineering systems.

Present planning is for most students to continue for a fifth year master's degree, at which time they will work with industry and practicing professional engineers. The graduate program as planned will emphasize three areas: Master of Engineering—Design, Master of Science—Research, Master of Engineering Administration—Operations.



EDGAR J. KOPP

LITTLE MAN ON CAMPUS



"IT'S REFRESHING, INDEED, TO SEE SUCH A THIRST FOR KNOWLEDGE IN THIS AGE DOMINATED BY MATERIALISM."

BY BIBLER

The Campus Edition

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'Henry Orient' Develops Plot Trouble

By ALLAN J. BERRY
Campus Movie Critic

The World of Henry Orient is a nice place to visit, but I wouldn't want to live there. The inscrutable Orient, as played by Peter Sellers, is a pianist. His ability ranks him as "not a Van Cliburn."

Rather than practicing his art, he runs around inducing married women. So far, so funny, film is an occasional attempt especially in the scenes with Paula Prentiss. Miss Prentiss is absolutely daft as the anxiety-

ridden object of Sellers' maneuvers.

Complicating the plot is another story taking place at the same time. Two 14 year olds have a crush on Orient, and hound his steps, both foot and door. One of the girls is from a broken home and the other from a home that is fast breaking up.

Mixed with the humor of the film is an occasional attempt to say something profound about the consequences of di-

Merry Spaeth and Trippy Walker, are consistently funny and vigorous, in a wild-eyed kind of way.

Angela Lansbury plays the mother of one of the girls and brings credibility to a totally unsympathetic role. Minor parts are taken by Tom Bosley, an actor of tremendous ability and subtleties, war throughout, keeping the movie from finally coming to a sensitive statement about modern family life. Not even Peter Sellers can unify this kind of schizophrenia.

shots of the city at Christmas. Without belaboring the point, he brings home the loneliness of a holiday spent alone in the company of others. But there is a basic flaw of the "point of view" which is never settled. The two story lines, with different emphases and subtleties, war throughout, keeping the movie from finally coming to a sensitive statement about modern family life. Not even Peter Sellers can unify this kind of schizophrenia.

Good Times Sweet Turns a Bit Sour

By SAM DAWSON
AP Business News Analyst

NEW YORK (AP)—A slowdown in the growth of personal incomes for the first time in months is about the only sour note in the lilting chorus of good times.

Most business news has been so much better than expected in the spring now ending that about the only worry has been: Is it too good to last?

Personal spending is the biggest bulwark of the economy. It is broader than either government or business spending. The steady climb in personal income totals has strengthened this bulwark. This in turn has bolstered industry and trade and above all has inspired hope that the general upturn will continue into the foreseeable future.

And personal income did climb in May. The only disappointment is that its growth was only about half that of April. Available signs show June pretty much like May.

If May is a new trend rather than an exception the question becomes: Can personal consumption expand enough, and fast enough, to justify all of the high hopes on which business now is basing its planning?

As a bulwark for the economy personal spending can continue to grow. It can reasonably count on some gains in the totals, even if at a slower pace. Beyond that there is the increased total of personal savings which could be drawn upon to buy still more goods and services, if that's what people want to do.

But personal debts also are rising. And these often repre-

sent prior repayment claims when the weekly paycheck is up for distribution.

The May figures for personal incomes put the total at a seasonally adjusted annual rate of about \$485 billion. This would be about \$1.25 billion above the revised April rate, which at first was estimated to have topped March by \$2.2 billion.

One reason that personal incomes are expected to go on rising, at whatever rate, is that the very business boom itself will generate expanded payrolls. If all of the corporate plans for spending on new plants and equipment are carried out, there will be new jobs and longer work weeks.

And employment totals did go up in May to a record 71 million, with 81,000 new jobs in manufacturing alone. The factory work week was the longest and the overtime hours the highest for any May in nearly 10 years.

Still another reason for expecting personal income totals to climb is that important labor negotiations are in the works this summer. And for all its concentration on job security, labor isn't easing its demands for higher wage scales. In most industries some increase in hourly pay is considered a sure thing.

So the worry, if any, about the business cycle today isn't whether personal income and the other factors in the economy will go on expanding for a time at least, but how fast. And particularly if the growth will be fast enough to fill the demands of a swelling population with ever higher goals for its standards of living.

Sears, Federated Show Top Gains in Nation

By DAVE PAULY
Chicago Daily News Service

CHICAGO — Chicago's Sears, Roebuck & Co. and Cincinnati's Federated Department Stores are the nation's most profitable department store organizations.

Yet the two retailing giants represent two completely different approaches to their business.

In fiscal 1963, Sears kept 5.1 per cent of its sales as profits. Federated's profits-on-sales ratio was 4.7 per cent last year.

Sears' 1963 profits represented 14.1 per cent of net worth; Federated's equaled 14 per cent.

Using these twin indicators of earning power, Sears and Federated stand in a class by themselves. A Harris Trust & Savings Bank study of 16 leading department store companies, including Federated, shows these firms had an aggregate profit-to-sales ratio in 1963 of 2.73 per cent and profits-to-net worth ratio of 9.83 per cent.

The only other big department store chair to achieve a 4 per cent or better profit on sales last year was May Department Stores, with 4.2 per cent. J. C. Penney Co. and Inter-

state Department Stores, primarily a discounter, both exceeded Sears' and Federated's profits to net worth performance, but fell far short on the other indicator.

Penney earned 15.2 per cent on net worth in 1963, but only 3 per cent on sales. Interstate's profits were 14.8 per cent of equity, but a scant 1.3 per cent of volume.

Sears and Federated are actually just about even on profits to sales, as they are on profits to net worth, if Sears' figure is adjusted to include only profits from its retail business. The Chicago company had net income of \$35,651,539 last year from dividends and "miscellaneous."

Sears' profit-sales figure, without adjustment, in 1963 was the same as in 1962. Federated hiked its profits in 1963 from 4.1 per cent in 1962. Sears' profits on net worth figure in 1962 was 13.3 per cent, Federated's in the same year was 12.8 per cent.

Federated's proposed acquisition on Bullock's of Los Angeles won't affect its profit-to-sales margin, but will lower its profit-to-equity ratio. Bullock's earned 4.8 per cent of sales in 1963, but only 11.5 on net worth.

Similarly profitable, Sears and Federated are dissimilar operations.

Sears has grown from within; Federated's main route to expansion has been through acquisition.

Sears' forte is central buying for the whole chain; each of Federated's 12 independent divisions does its own buying.

Virtually all of Sears' products are made under its own labels; Federated sells the name brands.

Sears started out as a mail order house and has built its department stores one by one, or, maybe, three by three. Federated was born by merger and has grown that way. Of course, the various Federated divisions have expanded within themselves.

Federated came to be in 1929 when three famous merchants combined: Abraham & Straus of New York, Filene's of Boston, and F. & R. Lazarus of Columbus, Ohio.

The chain added other big names as time passed, including Bloomingdale's, also in New York, Shillito's in Cincinnati and the Boston Store in Milwaukee. Most recent additions were Rike's of Dayton, Ohio, and Goldsmith's of Memphis, both acquired in 1959.

Sears, of course, also is in the catalog business, while Federated is strictly a department and specialty store firm. Sears' catalog sales of about \$1,180,000,000 (The total is \$5.1 billion) are greater than Federated's total volume, \$932,777,286 in 1963.

From a smaller base, Federated has increased its profits 129 per cent in the last 10 years, to \$43,700,000 compared with a gain in earnings of 85 per cent to \$261,00,900 by Sears. Federated's 10-year sales gain is 86 per cent, Sears' 73 per cent.



GRAVES BECOME PRIVATE PROPERTY
... illegally placed graves show in view north toward Interstate 4.
'GARDEN OF PEACE' SETTLEMENT NEAR

City To Buy 2 Acres, 40 Graves

By GARY BRADDOCK
Times Staff Writer

PLANT CITY — City officials hope to complete a land purchase deal today that will place at least 40 graves back within the legal confines of the "Garden of Peace," Plant City's Negro cemetery.

Negotiations have been in progress with John Neuner, local investor, for about two weeks to purchase two acres of land immediately north of the cemetery.

Neuner, vice president of the First National Bank, agreed to accept the city's offer of \$2,400 for the tract late last week, officials said.

THE NEGOTIATIONS were initiated immediately after Neuner informed the city that the graves were on land he recently bought from a local cattleman's group.

His disclosure came as a revelation to city officials, but they were not overly surprised.

The city never had an engineering survey made of the tract in question, or for that matter the older portion of the "Garden of Peace."

FOR COUNTLESS YEARS, possibly extending back beyond the turn of the century, Negro families had laid claim to tracts within the cemetery to bury their deceased.

Up until a few years ago, the city had no control over who acquired plots or the opening and closing of graves.

But in April, 1962, the city passed a cemetery ordinance taking over maintenance of the cemetery. In addition to charging a fee for tracts, an engineering survey was made to plat 188 lots in an area extending 625 feet north of Spencer Street.

THIS IS KNOWN as the new section of the cemetery. No survey, however, was made

Fourth Of July Plans Made By Jaycees

PLANT CITY—The Plant City Junior Chamber of Commerce has completed plans for its annual Fourth of July barbecue supper and dance, club officials announced today.

The celebration, to be held underneath the auction shed at the State Farmers Market, will begin with a dance for teenagers. The Stingrays will provide music for this event, from 2:30 to 4:30 p.m.

A barbecue chicken supper will be served from 5 to 7 o'clock by Jaycees, with members of Theta Zeta chapter of Beta Sigma Phi serving cake and coffee for dessert.

The evening program will begin at 7, with Paul Bradley and his Country Ramblers providing music for square dancing until midnight.

The Jaycees have been sponsoring the supper-dance several years to encourage area residents to stay off the congested highways over the holiday weekend.

Tickets may be purchased from Jaycees and are available at the First National Bank and the Tampa Electric Co. office.

Mrs. LBJ Gets Painting By Marine Artist

WASHINGTON, June 22 (UPI)—Mrs. Lyndon B. Johnson has received an original water color by marine artist Winslow Homer for the White House collection.

Donation of the painting, "Surf and Prout's Neck," was announced over the weekend. It was given by Mrs. George Brown, wife of a Houston, Tex., businessman and a prominent art patron. Mrs. Brown is also a member of the Committee for the Preservation of the White House.

A seascape of Maine in 1893, the painting has been put up in the west hallway on the second floor of the executive mansion. It is the first Homer work to be placed in the White House.

DIAL CIRCLE 7-0100

N.Y. Has Plenty of Hotel Rooms

NEW YORK, June 22 (UPI)—"We have, right this minute, between 300 and 400 hotel rooms available, some of them in the heart of midtown Manhattan."

And that, says Charles Gillette, vice president of the World's Fair Housing Bureau, is the answer to the reports of a shortage of hotel space in New York City.

The problem, says Gillette, is not space but knowing where to look for it—and his bureau is the place.

A TELEPHONE call to Circle 7-0100—or a letter to the housing bureau at 30 Rockefeller Plaza—will bring the right information to anyone already in or bound for New York to visit the fair, attend a convention or just go sight-seeing.

There have been reports from

all over the country of people who complained, with justice, that when they got to the New York hotels where they had made reservations, rooms just weren't available.

"The reason for this," says Gillette, "is that many people who already had rooms decided to stay on and refused to vacate, thus leaving the hotel on the spot."

"BUT," HE ADDS, "if these same people had called us, we could have gotten them rooms elsewhere almost immediately."

"Throughout the past two weeks, there have been rooms available, at good hotels, at all time. Right now, we could take care of more than 300 people."

The World's Fair Housing Bureau is an adjunct of the New York Convention and Visitors

Bureau, a permanent organization.

Three years ago, when plans for the World's Fair were being formulated, the organizers set up the housing bureau to act as a clearing house for all hotels in the Greater New York area—which, for their purposes, takes in a radius of 35 miles around Manhattan.

THE BUREAU lined up 380 hotels and motels, each offering good rooms and good food, with a total capacity of some 100,000 rooms.

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THE DEPENDABLES: SUCCESS CARS OF '64



How to be a hit



with the misses

The answer, obviously enough, is to become a 1964 Dart owner. For this young-at-heart beauty is winsome—and then some.

Take 1964 Dart styling, for instance. Handsome, dashing, suave, and far from stuffed shirt. Here's a car anyone could love for looks alone. But let's go on. Inside, leather-grained vinyls are every bit as soft and supple as they appear. And how many other compacts can you name that offer a choice of standard or bucket seats, carpeting on the floor, and engines ranging from a Mobil Economy Run winning Six to a new V8, 273 cubic inches strong?

Maneuverability and response? You bet. We're talking Dart, aren't we? Oh, yes. There's one other thing about Dart that the ladies really appreciate.

It's called dependability. And it carries a 5-year/50,000-mile warranty.* So, if you want to be a hit with the misses, see your Dodge Dealer. But hurry, there are bound to be many other fellas with the same idea.

*HERE'S HOW DODGE'S 5-YEAR, 50,000-MILE ENGINE AND DRIVE TRAIN WARRANTY PROTECTS YOU: Chrysler Corporation confidently warrants all of the following vital parts of its 1964 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings. REQUIRED MAINTENANCE: The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every 2 years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection.

Compact Dodge Dart

DODGE DIVISION  CHRYSLER MOTORS CORPORATION

Our Golden Anniversary is your golden opportunity! Come in and see the Dependables!

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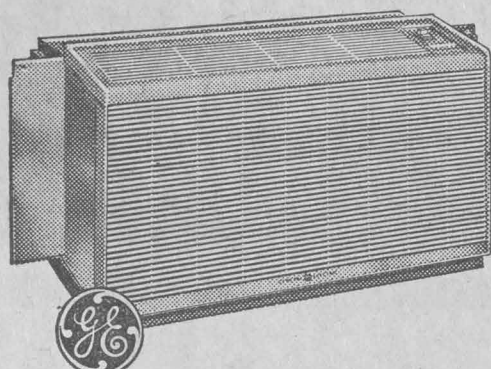
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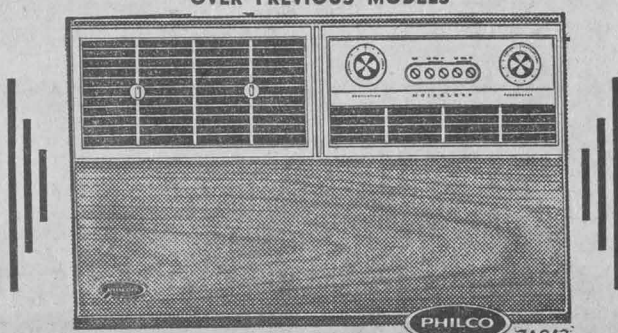


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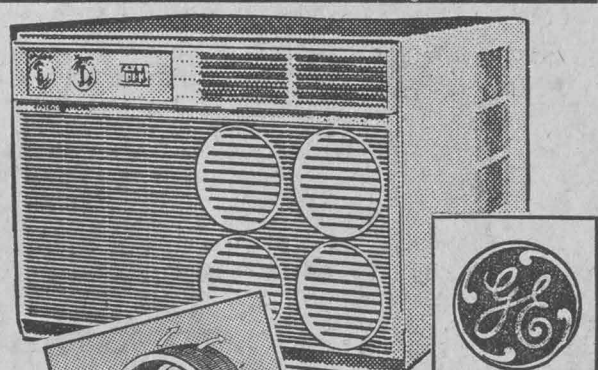


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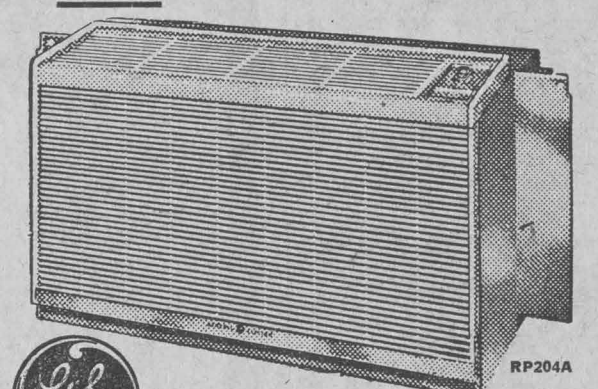
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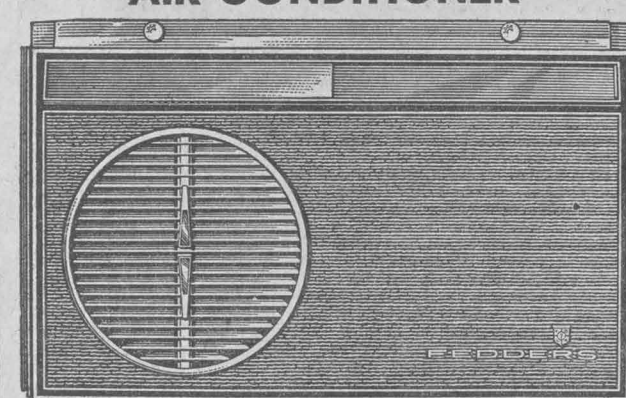
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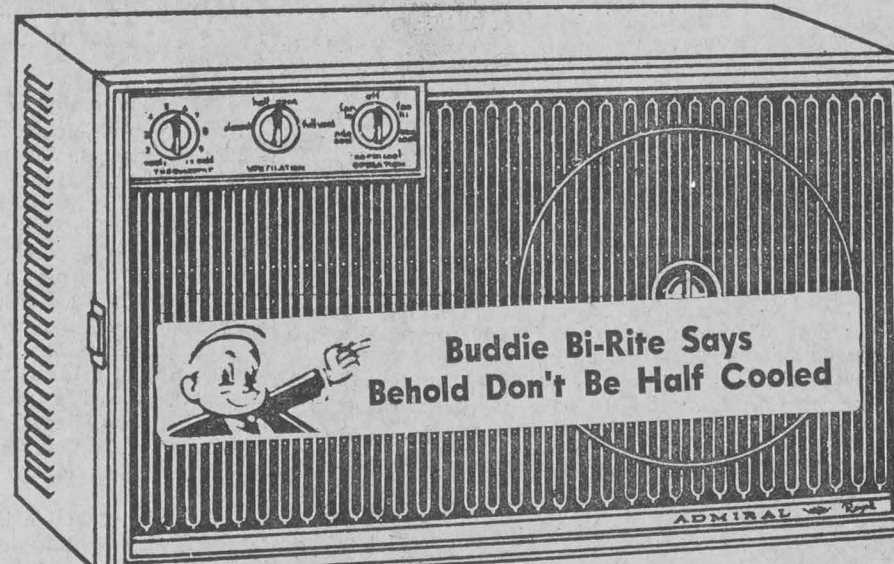
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