Editorials

Student Senate OK's New Autonomy Bill

By KATRINE KEVIN
Alligator Staff Writer

A revised version of the ill-fated Student Publications Autonomy Act was passed on its first reading by the Student Senate Tuesday in a move to adopt an acceptable substitute for the bill vetoed by former Treasurer Don Brandcock in December. The senate failed in its attempts to override the veto earlier this quarter.

Both publication acts transferred authority over funds from the treasurer to the Board of Student Publications (BSP). The major difference between the two bills is that while the bill vetoed by the treasurer called for financial reports to be made only at the end of each quarter, the revised bill provides for monthly reports in addition to the one due at the end of the quarter.

Monthly reports may be made on a cash or accrual method acceptable to the treasurer, while he reported at the end of the quarter will be made up on an accrual method only.

A cash method of accounting only recovers incoming and outgoing funds, while an accrual method records the total value of assets by adjusting for depreciation of equipment, outstanding bills, etc.

The revised draft calls for depreciation of equipment, outstanding bills, etc., to be recorded when the temporary legislative body expires in June. (Photo By BERTRAND ARAYO)

News from the Student Senate:

The senate also passed the elections of Jan. 25 and Feb. 6 and formally approved the election results.

New members of the senate will be sworn in and will take office at the new meeting. At that time, the new Senate body will formally become the Student Senate, a change providing in the new student body constitution, which was approved in the 25 election.

The charter for the Teachers Evaluation program sponsored by Student Government was approved unanimously on its second reading.

Taylor Outlines Year's Program

By JANE GOULD
Alligator Staff Writer

New Student-Body President Clyde Taylor will head for the Council of Student Body Presidents' meeting in Tallahassee this weekend, to discuss with the Board of Regents new get-tough policy with drugs.

Taylor said he wants to find out first-hand what the regents are doing. "If this is the approach the regents are taking," he said, "then they're losing sight of what a college should be.

Vice-President Gary Goodrich added, "(Timothy) Lardy would have been appropriate to have a guy like this campus," he said, but Lardy wouldn't have anyone to use LSD. However, (Adam Clayton) Powell would have come at a bad time for Gainesville. The Academic Senate is a responsibility to the city.

Lardy, an advocate of LSD use, was denied permission to speak here by the Union Board because of possible reaction from the regents.

Taylor also outlined plans for his administration to the Alligator on the eve of his inauguration Wednesday night.

Programs in the planning stages include a revised football seating arrangement, an off-campus housing authority and voluntary ROTC.

"The football plan will improve seating efficiency for all students," Taylor said. "We want to keep it under wraps until we can meet with the administration." He expects to have it ready by April 1.

Taylor is going to discuss the football plan with the regents. "We'll try to sell them the facts," he said. Taylor said, however, that nothing concrete can be done until he appoints a cabinet.

After the CSBP meeting Taylor expects to have some items ready for action.

"We want to see how other schools are doing an armament program," he said.

"We want to see how other student arms programs are doing in the future," Taylor said.

"I think Taylor should seriously consider a student defender program," said Charles Harris, the committee chairman. "I'm glad he's serious about the draft." (SEE "TAYLOR" PAGE 2)

Confrontation

Eighteen-month-old Cory Winesett, a resident of Florida, takes time out to contemplate...well, anyway, see Friday's Alligator for more on this young man and his family.

Viet Movie Prompts ETV Screening Plan

By JOANN LANGWORTHY
Alligator Staff Writer

A subcommittee will look into the need for screening programs shown over the state's educational television network was appointed yesterday by the State Legislature.

The committee expressed concern over a program on the Vietnam war which was shown on ETV last week.

This program was labeled "communist inspired" by the Board of Regents last week because of a portion of film in it. The film portion shows American airplanes bombing North Vietnamese citizens in villages far from strategic targets.

WUF Program Manager Mark Damas, who decided what will or will not be shown over WUF, said censorship of programs was justified when they threatened national security or were grossly bad taste.

(SEE "ETV" PAGE 2)

Weather

Partly Cloudy
High In The 60s
Low In The 30s

Inside

Gainesville Mall
Grand Opening Today
See Ad Insert, Page 9

The Florida Alligator
THE SOUTHEAST'S LEADING COLLEGE DAILY
Vol. 50, No. 84
University of Florida, Gainesville
Thursday, February 15, 1968

UF OFFICIALS 'DUB IT' DRAFT

Draft Increases to Affect UF Students?

By DAVE JOCOUTE
Assistant News Editor

Most UF students with 2 or 4 draft classifications will not be affected by the coming draft calls expected in the next few months.

A spokesman for the registrar's office said there has been no problem with UF students being drafted if they're not 'dubitably pursuing' a course of study leading to a degree.

The Associated Press reported Wednesday, in a series of questions and answers, that a relatively high level of draft calls will be required to replace the large number of men drafted for two years at the beginning of the Vietnam window in 1968.

Satisfactory students are not being drafted, the story said, but propensities, including those who have failed to earn their credit, may be drafted.

Requisitions peremptorily deferment of a full-time college student 'dubitably pursuing' his studies until he graduates, drops out or reaches the age of 24, whichever comes first.

According to the report "satisfactorily pursuing his studies" means a student with a grade average of 1.3 as opposed to "dubitably pursuing".

The director of selective service said that a student working toward a four year degree must earn the degree in four years from the time he entered college to maintain a deferment.

Class standings and grade averages do not determine deferments.

Also permitted in the deferment of graduate students in medicine, dentistry, veterinary medicine, osteopathy or optometry, or in such other subjects necessary to the maintenance of the health, safety or interest as are identified by the director of selective service upon the advice of the National Security Council.

The National Security Council has not yet identified any other graduate studies for deferment, the AP said.

Draft calls for 1968 have been comparatively higher than 1967.

Draft calls for the first half of 1967 calls averaged about 15,000 per month while the average rose to about 22,000 during the last six months of the year.
Viets Reject Peace Bids?

WASHINGTON (UPI) -- Secretary of State Dean Rusk said Wednesday that "all explorations to date" indicate that North Vietnam has "rejected President Johnson's terms for peace talks."

Rusk issued a statement through the State Department press office after the Italian Foreign Ministry announced that Italian Foreign Minister Agostino Pannella had met with "two qualified representatives of the Hanoi government" at their request to discuss Vietnam.

The communiques from Rome said the North Vietnamese envoys asked to meet Pannella "for talks about the Vietnam conflict and about possible hypotheses of a start of negotiations to settle it."

Rusk said the U.S. position on peace talks was stated fully in President Johnson's so-called San Antonio formula of Sept. 25. That formula said the United States would be prepared to stop bombing North Vietnam if there were a reasonable chance of prompt and fruitful talks and if Hanoi meanwhile did not take military advantage of the bombing halt.

Peace Terms Unchanged

PARIS (UPI) -- U.N. Secretary General Thant said a surprise visit to the Paris Peace Talks and conferred with Hanoi's top diplomat in the, west to pick up new information on North Vietnam's conditions for starting peace talks with the United States. He also met at length with State President Charles de Gaulle on Vietnamese and Middle East.

Informal sources said that the information Thant received from Mai Van Bo, head of the Hanoi general delegation in Paris, indicated there was no basic change in Hanoi's conditions for peace negotiations.

Informal reports reaching London on Thant's Paris talks said the North Vietnamese had remained adamant on their vague formula for starting peace talks with the United States.

According to Gainesville Theatres the film is not scheduled to appear here, however, within the next few months.

David added that it would not be practical for a state appointed committee to screen all programs intended for educational television (ETV) because some ETV stations are supported by private contributions in the community.

"You can't have the same set of rules for these private stations as you do for state supported stations," he said. "On the local level, such community decisions will make the rules.

He said it would be possible for the Legislature to appoint a committee of people from Florida to screen films over state owned ETV stations. These include university television stations like WUFU.

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Taylor Outlines Plans

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Deans Urge Course Revamps

By JOE TORCHIA
Alligator Staff Writer

The UF Council of Deans recently approved a resolution calling for a reduction in the number of courses and an increase in credit of those remaining.

If the colleges and departments comply with the resolution, some courses will be eliminated or combined, enabling the student to take the same number of credit hours but fewer courses.

This move will help provide what Vice-President for Academic Affairs Robert B. Mautz terms "much-needed relief for too much pressure under the quarter system."

The resolution, which passed "in spirit" a week ago, labeled adjustments of curriculum to the quarter system "to many areas inadequate" and urged each college "to examine its curriculum."

Adkins Seeks Court Post

Circuit Court Judge James C. Adkins, Jr., whose home was firebombed last month in apparent retaliation for sentencing two civil rights activists to jail without bond is expected to announce his candidacy for the Florida Supreme Court today.

His decision for the clinic, cancelled the pro-

"It's not so much how many courses we have, but how many courses," Mautz said.

"The quarter system shouldn't create any more pressure than the trimester system; in fact, there should be less," he said. "Mautz pointed out that the cur-

riculum of many colleges and departments does not reflect a reasonable adjustment to the quarter system.

"As a result, there has been considerable student concern about the number of courses people have to take in one term."

This concern was voiced to the Council of Deans by three members of the Student Advisory Committee at the suggestion of Vice-President for Student Affairs Lester L. Haas.

Student Body President Charles Shepherd, former Student Body Vice President Fred Brewes and Alligator Editor Steve But expressed student discontent over the "pressure" of the quarter system.

The resulting resolution is merely a "request" to the various departments and colleges, Mautz said.

But he said he expects them to comply with the resolution as best they can.

"There are extraordinary pressures, however," Mautz said. "He summed them up in one word: "time."

"It would be easy if you had a couple of months to work this out without worrying about other dates," he said.

The colleges of business administration, education and agriculture were cited as examples which already meet the request set forth by the council.

"These colleges already offer several four and five credit courses which takes some of the pres-

sure off the students," said Roy L. Lassiter, assistant dean of academic affairs.

Since the catalog of courses for next fall went to bed Nov. 15, it will be outdated if the various colleges and departments comply with the resolution.

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ing to your campus. We'd like to talk to you about coming to LMSG. Contact your place-

ment office for an appointment. Our placement team will be on campus February 22.

Move up to Lockheed... or move over for those who do. □ If an interview is incon-

venient at this time, write to: Mr. R. C. Birdsell, Professional Placement Manager, P.O. Box 504, Sunnyvale, California 94088. LMSG is an equal opportunity employer.

Despite recent attacks on UF coeds on campus, only a handful of coeds showed up at a self-
defense seminar Tuesday night.

Dirk Mosig, TAI, Instructor for the clinic, cancelled the pro-

gram but plans to reschedule it for next week.

Most coed could not explain why more coeds did not come. But one coed said she thought pro-

gress tests kept many would-be attackers away.
Wage Hike Will Affect 600 Students

By GLENN FAKE
Alligator Staff Writer

Approximately 600 UF students will receive dollar pay cuts this week as a result of a university-wide increase in the minimum wage.

The raise from $1 to $1.15 per hour, in effect since Feb. 1, will affect about 30 percent of the working students at the university, according to Ira D. Turner, director of student financial aid. The 1,300 other employed students are already receiving wages ranging from $1.20 to $3 per hour.

The raise was necessary because of a 1965 amendment to the federal Wage and Hour Law, which added minimum wage coverage to employees of state universities and other state agencies. According to Robert A. Button, director of the UF personnel division, the change met a personnel division's need to give consideration to the approval from state agencies.

"The State of Florida joined with 20 other states in contesting the raise," said Button. "The case is now in the Supreme Court."

Button said that the university is paying the full minimum wage now, even though the raise may be reversed by the Supreme Court.

"As long as we pay the new minimum wage now, the university won't have to pay back wages if the law is upheld," he explained.

The Wage and Hour Law requires raises of 25 cents per hour every Feb. 1 until 1970 when the hourly wage reaches $1.45.

Although the university may not be required to conform to the wage increase, Button stated, "We fully expect to raise the university minimum to $1.30 per hour next year."

A raise to this level would affect another 35 percent of the students employed on campus, according to figures compiled by Turner's office.

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Appeal Court Plan Studied

By JANICE FORSBERG
Alligator Staff Writer

Honor Court Chancellor-elect Pete Zinober has set up a committee to investigate the possibilities of establishing an appeals court for both civil and criminal decisions of the Honor Court.

Zinober's decision to form this court followed the ruling by Chancellor Bob Hughes to hold a non-presidential election. He said widespread dissatisfaction with Hughes' decision points out the need for an Honor Court appellate board for civil decisions.

Zinober originally called for a board to appeal any civil decision made by the Honor Court, but he now plans to grade a court where criminal decisions can be appealed also.

"The committee's job is in a matter of creation—of creating a court," said Zinober. "We want to set up a real court with people who have legal training—law students and a faculty member."

Zinober's committee is also looking into the procedure of getting the appeals court instituted. He will probably have to go in some form before the Legislative Council, said Button.

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Bank Loan Plan May Hit Snag

By SANDY BLOWERS
Assistant Correspondent

There may be problems next quarter when students apply for guaranteed bank loans provided by the federal government, according to Douglas Turner, director of UF student financial aid.

This student aid program, known as the Guaranteed Bank Loan Program, allows students to borrow money from banks to help finance their education and is guaranteed by the federal government. These loans are not repaid until after graduation.

The question is whether banks will accept a broader concept of the two-year-old program, said Turner. This new concept removes the limit on the amount of money that can be loaned.

Before January, 1968, a limit of $20 for every dollar on reserve was placed on the amount that could be loaned to students by banks.

A similar program, the United Student Aid Program, was established 10 years ago. The federal government stepped in two years ago and guaranteed the loans. The state governments were able to guarantee this reserve beginning in January.

Since the state governments failed so far to guarantee the loans, the federal government completely took over the program, calling it the Guaranteed Bank Loan Program.

Police Lax On Helmet Law?

The UF campus is the only place in Alachua County that motorcycle riders and passengers without helmets are not being issued warning tickets.

The University Police are not enforcing the law until there is some clarification of the visor restrictions, according to University Police Lt. V.K. Bihlmeyer.

The state law requiring all riders and passengers on motorcycles to wear helmets is being enforced by the Gainesville police, the Alachua County sheriffs department and the Florida Highway Patrol.

The Gainesville police began issuing warning tickets to riders and passengers without helmets as of Jan. 25, according to Police Chief N.D. Joiner.

There is no drive to cut down on helmetless cycle riders, but if an officer does come across a driver or passenger without helmet, they issue a warning ticket, said Lt. Gerret, of the Alachua County Sheriffs Office.

The Florida Highway Patrol is issuing warning tickets also, but they are waiting for further clarification on the visor restrictions.

Mailing some of the awards has helped to reduce long lines at the Depository. A gradual trend toward paying awards by check has also helped speed up the process.

It is less expensive for the University to use checks. Keeping large amounts of money in hand requires extra insurance. There is also the danger that the student may lose the cash.

"We are planning to use checks more and more. However, this policy is subject to overnight change," said Jan Arrowmuth, assistant director of finance and accounting.

Arrowmuth also said they were working on changing the Depository's check cashing policy. There is now a $50 limit. The limit would be raised to $75 and checks of larger amounts could be cashed in an emergency situation.

$4.5 million are awarded to students each year in scholarships and $2.9 million in loans. The 1,000 students benefitting from this aid receive an average of $600 a year.

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Compulsory ROTC: A True Choice?

The people who run the program don't like its compulsory aspects. The students who are forced to participate in the program don't like it one bit. The quality of the program is probably diminished because even those who don't care about it are forced to participate. The faculty has already voted to abolish it -- and yet we still have it.

What is it? It's compulsory ROTC.

The UF has been burdened with this anachronism for years now. The United States Government, by the grace of God and the Florida Board of Regents, has continued to force UF freshmen and sophomores to study the theory of war and the intricacies of military procedure. While the rest of the nation has seen the abolition of most compulsory ROTC programs, while schools such as Florida State University remain unburdened with such a program, we at the UF give our students a choice between compulsory service in either the Air Force or Army ROTC units ... which is no choice at all.

We forcefully, dynamically, tolerate this wrong. We have allowed our own subjugation by the Board of Regents for reasons we do not really understand.

Yet, we continue to comply with the rules and to fill the classes in the ROTC building knowing that many of our ROTC instructors would be happier if those who did not wish to attend military classes were not forced to do so.

Where is the logic to all this?

We just don't know.

But we do know that the issue of compulsory ROTC at the UF needs to be reviewed again. We must not simply accept the Regents' decision of last year, that ROTC remain compulsory here, as final.

A Pound Of Cure For Pressure Cooker

During the quarter system rush students tend to neglect many things -- such as eating, sleeping and looking to their good health.

This is regrettable.

Just as startling is the fact that many of us are sick, and because of a quarter system pressure neglect to seek a cure.

Many of us have contracted the early stages of severe illnesses and failed to attend to having any sort of physical examination.

That's where a little common sense comes in.

Here at the UF we have a fine team of physicians and surgeons at the J. Hillis Miller Health Center who work closely, when required, with the infirmary's staff.

The old adage that an ounce of prevention is worth a pound of cure is certainly true when one refers to health matters.

So, do yourself a favor. Get over to the infirmary, at least once a year, for a general health check.

And if you really don't feel well do something about it besides popping aspirin for weeks on end.

You owe it to yourself.
Editorial

For many months now, I have watched the Alligator give its opinion on various subjects. Sometimes我认为, I have noticed a bias, a foreign influence which sometimes even affects the integrity of the opinions it presents. Sometimes I think it is only an opinion, but at other times, I feel it is more of a propaganda piece, trying to persuade the reader of a particular viewpoint.

It seems to me that the Alligator's opinions are often based on personal feelings or biases rather than on objective analysis. I believe that a newspaper should strive to present a balanced view of the issues, rather than promoting a particular agenda.

I would like to see the Alligator adopt a more impartial stance in its future editorials. It is important for the community to have access to diverse viewpoints, and I believe that the Alligator can play a valuable role in facilitating this dialogue.
Tickets now are on sale for the Miss University of Florida contest finals. They may be purchased for $50 cents at the Reitz Union box office in the Constance Theater. The theater is where the events will take place Friday, Feb. 23.

Thirty girls are entered in the contest. Students will have a chance to see them at the UF-FSU basketball game Wednesday, Feb. 21, during halftime in Florida Gym.

The public is invited to attend the selection of 10 semi-finalists Thursday, Feb. 22, in the Constance Theater.

Judging will be on the basis of talent, beauty, and personality, according to Bob Kehoe, public relations chairman for the pageant. Kehoe believes students will be particularly interested in the contest this year because the winner will go to the Miss Florida pageant and could conceivably have an opportunity for becoming Miss America.

The contest features a Zenith portable television from Constant's, a $400 wardrobe from Maas Brothers, $250 in stereo equipment from the Sound Shop and $150 from the Interfraternity Council, all for the winner. Runners-up will receive $50 in addition to trophies and roses.

Word on the pageant began a month and a half ago. There are about 15 people working actively on planning the event, sponsored by Student Government.

Bob Hudson is chairman of the Miss UP "Pageant '68." Bob Kehoe is handling public relations and prizes, besides publicity.

The sponsors urge students to take a date to the finals. It's possible to witness what could be one girl's start on the path to Miss America.

Janet Martin, Barbara Gusenberg, Ann Florida and even Miss America. Donna Berger is special beauty adviser.

By JIM SILK

Ali格尔 Correspondent

Tickets now are on sale for the Miss University of Florida contest finals. They may be purchased for 50 cents at the Reitz Union box office in the Constance Theater. The theater is where the events will take place Friday, Feb. 23.

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From left to right, bottom row: Carol Still, Lynn Nelson, Barbara Banks, Jody Weber, Madeline Phillipson.

MORE CONTESTANTS

From left to right, front row: Pamela Hines, Andrea Janels, Pam Williams, Kathy Zvigh. Back row: Betty Jo Padron, Nan North, Martha Lyke, Chris- ty Tate, Carol Carthew, Mary Long, Happy Arkin.

The New Look For MEN

The 2 year Air Force ROTC Program

Transfer students can now take Advance Air Force ROTC and receive a commission as an officer in the Air Force.

To Qualify--
1. must have 2 years remaining at the University
2. must pass mental and physical tests for pilot or navigator training.

Benefits--
1. receive $50 per month while enrolled in the program.
2. receive $147 for a six-week training period at no obligation to continue the Program.
3. upon graduation, receive a commission in the USAF as a 2nd Lt. at starting pay of $579 per month.

For More Information, Contact Major Denney, Room 212 MII Building, University Ex 2355--No Later Than 16 Feb.

THE CONTESTANTS

Top row: Karin Ostland, Pattie Bohannon, Janice Kobler, Jac Renee Park, Jim Castro.

Middle row: Cynthia Bliles, Beth Smith, Diane Young, Sheryl Swan, Judy Silver, Barbara Banks, Judy Weiss, Madeline Phillipson.

From left to right, bottom row: Carol Still, Lynn Nelson, Barbara Banks, Jody Weber, Madeline Phillipson.

48-HOUR GUARANTEE

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That's because electronic fuel injection is a whole new way to make car engines run. The closest thing to it is a $325 optional extra on a car that costs almost twice as much. But electronic fuel injection is standard equipment on Fastbacks at $2278, and on Squarebacks at $2448. All of which should make you feel the same way about the carburetor as you do about putting antifreeze and water into the radiator. You can learn to live without it.

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Coconut Cake 9¢

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WATCH REPAIR

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MILLER-BROWN MOTORS INC.
GRAND OPENING
Gainesville Mall Opens Today

By MAEGIE GROSS
Alligator Staff Writer

Air conditioned and carpeted throughout, the $7 million-dollar Gainesville Mall will host its grand opening ceremonies Thursday morning.

The new Maas Brothers store, containing 40 stores, is the largest shopping mall between Orlando and Jacksonville. A ribbon cutting ceremony will be held at 9:45 a.m. Thursday, February 15th, with an emphasis on entertainment and the community. A "shop-a-long" will continue through Monday, with a home entertainment center, at 5:00 Monday night. All mall stores will also be offering prizes "during the drawing."

Radio station WUWH will broadcast from a remote station by means of a 200-foot microphone. Also in conjunction with the grand opening, and its new location in the mall, WUWH will conduct various contests.

The new Maas Brothers, located at the north end of the mall, will be the largest store in the community. The store features two floors and has approximately 15 departments selling men's and women's clothing, and house and garden products.

The new store is located on the first level and, approaching its entrance one can find varieties of fine furniture and housewares. Also included on this first level are the various home furnishings and appliances areas. One feature of the Home-furnishing department is a gift selection area. Designed with a Mexican atmosphere, it is an ideal place to shop for wedding and shower gifts.

Stereo and Color television banks will be installed in the Major Appliance area. Included in this department are various home entertainment centers, all from well known makers.

Mr. Richard Rodgers, manager for the Gainesville store, states that layout of the store is designed to meet the "shop and concept." Built on two levels, the store has numerous "shops" on both the first and main level. Included are five different women's apparel departments such as the Village Shop. The ladies' department also contains a Town and Country Shop and Fur Salon.

LARGEST STORE

As the largest store in Gainesville, Maas Brothers will carry medium to high-quality merchandise. Numerous name brands are available, including the well known shirts by Cast, Arrow, and Van Heusen for men. The complete line of Gap, plaid and other traditional clothing for men is covered in a shop entirely devoted to the traditional, by-look look. Located in the Cambridge Shop, many college students will be interested in the traditionally tailored suits which can be found. The fashion-sensitive man can feel just as at home in the Forever Look Shop, which present will be Robert Macht, vice president and group manager of Allied Stores. Managing Gerome Waterman, chairman of the board, Maas Brothers Department Stores, Tampa, Martin Seile, president of Maas Brothers Department Stores, Tampa; and Richard Hoberg, general manager of Maas Brothers Department Store, Gainesville.

Also on hand will be Miss Universe, from the University of Alabama. Presiding over the ceremonies will be the president of the Chamber of Commerce, F. C. Wills. Representatives will be present from Gainesville, Alachua County, and the UF.

Lex Lee, president of the Gainesville Mall Association Incorporated, said that over $3,000 will be given away during the grand opening.

Opening ceremonies and sales will continue through Monday. There will be a drawing for all the prizes and the grand prize, a home entertainment center, at 5:00 Monday night. All mall stores will also be offering prizes "during the drawing."

Schlesinger

WATERMAN

SCHLESINGER

WATERMAN
We've arrived! And we're delighted to serve you in our beautiful, new Gainesville store. Our many, spacious departments are brimful of fresh, exciting merchandise with thousands of selected items for yourself, your family and your home. Convenient services await you, too, including free delivery, easy credit terms and plenty of parking.

Informal modeling and other special events will continue during our opening week, so plan to visit MAAS BROTHERS ... WHERE YOU'LL FIND THE GREATEST SELECTION OF TOTALLY PLANNED FASHION IN THE UNIVERSITY CITY!

VISIT MAAS BROTHERS TODAY. WE'RE OPEN 10 A.M. 'TIL 9:30 P.M. MONDAY THROUGH SATURDAY!
We Invite You To Attend Our

GRAND OPENING

THURSDAY, FRIDAY & SATURDAY

Come In And Register For FREE GIFTS!

SHOP THESE: FAMOUS BRANDS

Stag 'n' Drag Opens Mall Store Featuring Variety Of 'Styles

Alex and Leon Robbins will open Stag 'n' Drag number 2 in the new Gainesville Mall. The Robbins brothers, both former T E Phi's have been in business here in Gainesville for 21 years, the Robbins family have resided here for 57 years.

The new Stag 'n' Drag will feature the same traditional Williamsburg decor of the University Avenue store, and the latest fashion for men and women. Famous labels such as Haspel, Griffin, Stanley Blacker, Sero, Creighton, Arrow, Higgins, Coventry Square, Gold Cup, Harness House, Cox-More, Jantzen, and Puritan. The new store will be managed by Alex Robbins. Also filling the stock will be such wardrobe musts as Glen of Michigan, Gay Gibson, Mister Pants, Norman Davidson, Jeune Leigue, Etienne Aigner, Country Miss, Jantzen, and many other names you will find familiar.

Stag 'n' Drag gives easy accessibility to a great variety of styles and brands. Catering to the sophisticated, young modern look.

Stag 'n' Drag

No. 2

In The Gainesville Mall

STUDENT CHARGE ACCOUNTS INVITED
Rutherford’s Opens Mall Branch

When the new Rutherford’s Jewelry store in the Gainesville Mall was being designed, the owner traveled all over the Southeast studying different examples of jewelry store design.

The result is a store in the provincial style with gold trim throughout. With a marble front, the store looks like the jewelry stores of the north.

The store in the Mall is the third in Gainesville under the same ownership, joining Rutherford’s downtown and the Silver Shop on W. University Ave.

“The new store is about three-quarters the size of the main store,” said James D. Hamilton, manager of the new store. “It will be just like the old store except that it will be more jewelry oriented.”

“The new store will carry all the silver and china that the downtown store carries,” said the 22-year-old Hamilton. “More emphasis will just be placed on fine jewelry than on the bridal services.”

“All the display cases in the new store are hand-built, and were designed by people in Rutherford’s,” said Hamilton, in the jewelry business since he was 17. “The cases for diamonds and watches, will be sit-down cases for more comfortable service.”

Hamilton, who now lives at 3021 NW 16th Place with his wife and two children, moved from Sarasota to accept his new position and has five years experience in the jewelry business.

Larry Dougherty, general manager for the downtown store, the Mall store and the Silver Shop has 13 years experience in fine jewelry. He makes his home at 1728 NW 22nd Terrace. According to Dougherty, the new store was built because “we wanted to expand.” “We hope to keep expanding.”

Rutherford’s first became a jewelry store in the early 1930’s and moved to the present location around 17 years ago. The current owners bought the business from the founder, Miss Bessie Rutherford, in 1954. The Silver Shop at 1129 W. Univ. Ave., was begun around five years ago, and is also affiliated with Rutherford’s.
Blanch's Has Served
Gainesville 17 Years

L. J. and Blanch Jerkins have been serving the Gainesville area residents for 17 years. Their first venture in Gainesville was a beauty shop at 7 NW 10th Street, opened in September, 1951, where they operated the first air-conditioned beauty shop in Gainesville.

After three years at the 10th Street location, they moved the beauty shop to 311 NW 13th Street.

In August, 1956, Mr. Jerkins opened the clothing store at 313 NW 13th Street, adjacent to the beauty shop. They remained at that location until moving to the Gainesville Mall in November, 1967.

Things have come a long way at Blanch's since 1951. The modest beginning of the two-operator beauty shop has developed into a ten-operator salon with fully air-conditioned dryers, specializing in complete beauty service, with modern equipment and modern services.

Among the lines and brands available at Blanch's are: Junior Themes, Mancinni, Fred Rothchild, Lilli Ann, Miss Couture, Ellen Tracy, Lady Manhattan, Norman Davidson, Alix Colman, Jeanne Leighe, Jack Bloom, Miss Pat, Carol Craig and Susen Thomas, and many more well-known names from the world of fashion.

The Jerkins are looking forward to many more years of serving and satisfying the beauty and fashion needs of North Central Florida residents.

Gilberg’s Manager Vincent Luca shows a dress to a customer in Gilberg’s Gainesville Mall store.

Gilberg’s Carries Fabrics
For Mod And College Sets

"I feel the new shop will provide a most pleasant shopping experience," Luca said, referring to its relaxed atmosphere.

The new location will also aim at all fashion groups, he said.

For the college set, Gilberg’s will have daisy prints, kettlecloths in prints and solids, homespuns, canvas stripes, crinkle crepes in geometric patterns. Chino for the dress with the border, and Moyskabel sets with pre-cut dress panels are also big and will be available.

For the strictly mod, Gilberg’s has bold-colored fun-prints, complete with mini-care finish. More moderately reflecting the new trends are its delicate country canvas prints and embroidered suansar. Among with many more fabrics, Gilberg’s will have bottoms, sipppers and notions to finish any project.
GRAND OPENING
NOW THERE ARE TWO-TO SERVE YOU BETTER!
A FABULOUS NEW GILBERG’S FASHION FABRIC CENTER
A NEW WORLD OF SHOPPING CONVENIENCE

Downtown on University Ave., and in the All New Gainesville Mall

THESE OUTSTANDING VALUES ARE ON SALE
AT BOTH GILBERG’S STORES

FASHION BUTTONS
Famous brand names individually packaged
Reg. 39¢ card.

10¢

DAC/COT DOTTED SWISS
45” wide, 65% DACRON
and cotton. Crease resistant, washable.
Reg. $1.29

88¢ yd.

DESIGNER FABRICS
15” full prince
58% cotton, 42%
Reg. 4.79

10¢ yd.

45” CANVAS PRINTS
Crease resistant, all cotton machine washable.
Reg. $1.69

88¢ yd.

10,000 YARDS OF FAMOUS TRIMMINGS
Pony, braids, lace, rufflings in white and pastels.
Values to $1.98 yd.

FREE!

DACRON AND COTTON BROADCLOTH
12 beautiful shades
45” wide, Machine washable, drip-dry fit.
1ts, 65% DACRON; 35% Cotton.
Reg. $1.99

$1.98 yd.

FASHION’S TREES, Bonded to tricot lining to
eliminate lining wrinkles.
Reg. 2.98 yd.

BONDED MOSS CREPE

87¢ yd.

SPECIAL PURCHASE
FREE!

YARD STICKS IN OUR DRAPERY DEPARTMENT

FREE, THE KIDDIES BALLOONS FOR THE CHILD-
MOTHERS—BRING YOUR CHILD-
RENS!!! GILBERG’S KIDDIE CARE
TLE LETS YOU ENJOY CARE
FREE SHOPPING WHILE CHILD-
FREE SAFELY PLAY IN OUR CAS-
LEN PLAYHOUSE IN THE MALL
ONLY

TO THE FIRST 1000
CUSTOMERS
FREE three armhole dress patterns
4 pattern fits all sizes — the new:
FABULOUS FASHION FABRIC CENTER

Pay your charge each month in thirty days of billing date with
no service charge— or if you pre-
fer, stretch your payments out
over a ten month period with
a small service charge added each
month.
The Party Line Is Tops
For Special Gift Items

The Party Line, Gainesville's specialty shop for gifts and party accessories is in the place to go to "decorate your castle with Tiffany taste on a bake-bean budget."

So says Sherry and Terry Davidson, owners and managers, both from Gainesville.

After college at UF and the Army, Terry was a Dept. Manager at Maas Bros in Clearwater for two years before coming back to Gainesville. Sherry went to school at Stephen College in Columbia, Missouri, where she majored in art.

The Party Line in the Mall is going to be primarily a gift shop, with the lines of merchandise expanded to include such items as gourmet foods, kitchen ware, and better gifts for the discriminating shopper. There will be frivolous and fancy gifts for all your fun friends.

The Mall shop's decor is described as "color madness with early attic, late wicker, and mixed modern." A combination of fun, value, and excellent merchandise are yours to see at the Party Line, Gainesville's specialty shop for gifts and party accessories.

The Wig Box Opens

The Wig Box is celebrating its Grand Opening in the new Gainesville Mall. They offer a complete wig service, styling, cleaning, repairing and work done in their salon by professionals who know the wig business thoroughly.

Mr. Sam, wig consultant at the Wig Shop, answered these questions from a novice:
Q. Is a wig hot or heavy on the head?
A. Definitely not. The entire weight of the wig is less than 4 1/2 ounces -- much lighter than the lightest hat. Hold up the wig to the light and note that the spacing between the wefts allows the air to circulate for cool comfort. Note that the foundation of the wig is lacy, light and airy.
Q. Can a wig be repaired?
A. Yes, providing the net foundation has not deteriorated beyond the point of repair.
Q. Can I use a hair spray?
A. Yes, a very light type of wig spray can be used in moderation, and from a distance. Never use lacquer.
Q. Will wearing a wig harm my hair or scalp?
A. No. The light, airy, lacy net foundation of a wig allows the air to circulate freely.

Windy's - A Student Tradition

Windy's Barber Shop has been a tradition with University of Florida students for eight years at the 1125 W. University Ave. location.

Windy Wilkerson, active in local politics, youth recreation programs and university activities, has opened a new shop in "the mouth of the Mall."

The congenial atmosphere at Windy's, including Windy's willing ear and available opinions, have not been lost in the new location in the Mall. Always interested in university affairs, Windy employs three students as barbers, and was the first barber shop in Gainesville to feature a lady barber.

E U R O P E A N
M I N I - F A L L
G R A N D O P E N I N G S P E C I A L O F F E R
REG 69.95
$39.95
THE WIG BOX
THE MALL
378-8366

Windy's New Barber Shop Is Conveniently Located in The Entrance to The Mall

Windy's New Barber Shop is truly "In the mouth of the Mall", located just inside the main mall entrance. The modern new shop features comfort and convenience for all.

Come in soon... treat yourself to Windy's efficient, courteous service. There's plenty of Free Parking at the Mall.

WINDY'S BARBER SHOPS
In The Mall
And
1125 W. University Ave.

376-0165
THE MALL
378-8366
Twig Opens Store In Gainesville Mall

Twig has opened its second location in Gainesville in the New Gainesville Mall. Located adjacent to Maas Brothers at the north end of the Mall, twig features the same look in traditional and in contemporary styling for females.

The original twig was opened in the fall of 1963 by Shermy and Jerry Ruderman as a campus branch of their family downtown store, Ruddy's. As that store has proven so successful, and so well accepted-by the community as well as the campus, the Ruddermans decided to present their look in the new Mall. The new store has the same rustic, Early American decor featured in the campus store.

The new twig is managed by Mrs. Mary Lansdale, formerly in the downtown Ruddy's store. Mrs. Lansdale says student charges are welcome, and are accepted in both twig shops, as well as Ruddy's downtown. The Mall twig is currently open from 10 a.m. to 9:30 p.m. Monday through Saturday.

Merle Norman: Beauty Consultant

Marjorie Butler, owner of the Merle Norman franchise in Gainesville announces the Grand Opening of their new location in the Gainesville Mall.

Mrs. Butler, who employs five beauty consultants at her two locations has 12 years experience in the field, ten of them in Gainesville.

The Royal Blue and White modern decor and patio type reception area were designed with your comfort in mind. Merle Norman's beauty consultants specialize in color and skin analysis.

MERLE NORMAN

UF coed, CAROL EASTMAN, (right) receives the free Merle Norman skin analysis and make-up from Beauty Consultant JUNE RIDDLE, one of the five cosmetic specialists available to customers.
THE MALL AT NIGHT

will be a boon to student shoppers who don't have time for daytime shopping. Shop til 9:30 nightly.

Woolworth's camera counter shows it's more than just a dime store.

Kinney's window makes for easy shoe shopping.

A traditional look for the collegiate clothier department at Maas Brothers shows how the store was designed with the all-important student shopper in mind.

A flood of fashions await your selection at Blanch's (left) and Stag 'n Drag (right). The Mall eliminates the street-walking drudgery of shopping.
Susan Scott Presents
Varied Ladies Apparel

The Figure Fair that is located in Gainesville is the perfect example of retailing on the move. The company was formed many years ago as a corner operation in Bradenton, Fla. by a graduate of UF's Business Administration department. Through the years, as the needs of women changed, Figure Fair changed along with them.

They re-designed the stores as well as changed the type of merchandise carried. Some examples of this found in the shop today are: their Jr. Department - a size range not existent years ago; bikinis, pants, for which the store has already become famous in Gainesville, were also non-existant, as were fiber contoured bras, lycra spandex elastic and light weight controlling pants.

The Figure Fair that is located in Gainesville today, too is located in the new Mall Shopping Center.

SUSAN SCOTT presents the newest in ladies apparel with the experience of forty-two years of retail service to Pinellas and their visitors.

In 1962 Samuel Spritzs, with a background of twenty years in the garment manufacturing industry, embarked upon the retailing of ladies apparel in downtown Miami, and the LILA MAY shop (named for his daughter) an active boyer and consumer consultant, is a dominant factor in the Northside Center there. The Orlando store, which was opened in 1930 was given a new name, SUSAN SCOTT, and a new image with its remodeling in the Colonial Plaza. SUSAN SCOTT's also the name, by which this fine store is known in Byrd Plaza in Cocoa.

Mr. Robert L. Spritzs, a U.S. Navy sailor, has been responsible for the expansion into Cocoa and Gainesville, selecting sites and personnel, supervising construction and operations, joined his father in 1946 upon discharge from the U.S. Navy, and serves as a vice-president and treasurer of the parent organization. A year later, W. F. Saders, husband of Lila May, became a member of the firm, serving as secretary and co-byepr with other members of the family so that each store can present merchandise individualized to the needs of its own customers and locale.

These stores are really local specialty shops operated by local personal striving to please the fashion conscious customer by matching her personality, purse, and wallet with other apparel in that is flattering in line, color, and fabrics. The third unit in this division is opening in Gainesville today. It too is located in the new Mall Shopping Center.

Our "Cameo Girl" has a Gainesville address

Robert L. Spritzs, Manager, Susan Scott

Our newest shop will open its doors on Thursday, February 15. Sportswear, daytime fashions, evening elegance, all yours, all as fresh and sparkling as your smile.

Register For Merchandise, no purchase necessary
Gift Certificates $50 • $25 • $10

Susan Scott
The Mall/Gainesville
Colonial Plaza/Orlando
Byrd Plaza/Cocoa
STORE FRONTS
BEAUTIFY MALL

KINNEY SHOES

BLANCH'S
A Colonial decor may match Colonial, and Trissi will be the frilly dresses and separates for the name, but the merchandise featured on the racks. And among the prominent names at the Colony Shop will be Mrs. Doris Peterson, the local manager.

Along with the complete line of fashion for all ages, Colony Shop will have a shoe department to provide accessories for all the clothes. These will be just as new and different as the clothing styles.

Coordinates, costume dresses, frilly dresses and separates for the young look, or fur-trimmed suede coats and after-five dresses for the smart business look, the new look is in at Colony Shop.

Visitors to the new Colony Shop will have the opportunity to win one of their Grand Opening prizes. First prize is a $25 gift certificate, with ten $5 gift certificates also offered. Participants in the contest do not have to be present to win.

The Colony Shop features fads, styles, and anything that's new... for all ages, teens, boppers to businesswomen. It is one of 15 such shops in Florida, all of which are almost-identical in decoration and merchandise.

Villager, Bobbie Brooks, Jane Colby, and Trissi are the names, but the merchandise on the racks. And among the prominent names at the Colony Shop will be Mrs. Doris Peterson, the local manager.

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Mall Woolworth's
No Longer Like
A 'Dime Store'

The new Woolworth's variety store in the Gainesville Mall Shopping Center is a far cry from the "dime store" image of the 88-year-old chain.

The new store offers everything from chocolate flavored pretzels and toenail clippers for the family pooch to top fashion clothing for the lady of the house.

There are hair pouches and cosmetic bags for the ladies, also handbags and girdles, wax fruit and flowers.

There is imported candy from Britain, Belgium, and France for all having a sweet tooth.

For the early Easter shopper for candy delights, basket decorations, plush bunnies, as well as, latest fashionable ladies' active and accessories, the new Woolworth's becomes a one-stop shopping center.

C. Milburn Purdy, Vice-President and Director of Woolworth's Southeastern operation, said the 31,750 square foot store is among the largest Woolworth's in the South and indicative of the Company's expansion and upgrading program. He termed it a sophisticated variety store.
EVERYONE HAS HIS HANGUP.

with campus cognoscenti it's Bass Weejuns®; swinging from classroom to coffeehouse with equal aplomb. true moc®es to soothe the savage beast when he's at the end of his rope, or dangle delightfully from a pretty foot in the cheering section. if quiet quality is your hangup, indulge the yen for Weejuns® at 19.00-20.00 for men, 15.00-16.00 for women.
Lerner Shops
2546 N.W. 13th Street
GAINESVILLE MALL
FASHION SPECIALS

Thursday through Saturday

DRESSES
entire stock
reg. 7.99 & 8.99 $6.88
See the newest fashions including shirtdress styles in easy-care
cottons, novelty fabrics, Prints and solids in misses', jrs.,
etties', youthful half sizes.

BLOUSES & SHIRTS
entire stock reg. 2.99 $ for 4.88
What a choice! Dacron polyester and cotton blends, acetates,
cottons...more. Prints, stripes, colors. Sizes 32 to 40.

BULKY CARDIGANS
orig. 7.99 & 10.99 5.99
Down goes the price! Orion acrylic bulkies in novelty styles,
smart colors. Sizes 34 to 40.

ROBE BUYS
orig. 2.99 & 3.99 2.00
Here's value and selection, too! Cotton robes in prints and
colors. Sizes 10 to 18.

EXTRA VALUE!
NYLON STOCKINGS
59¢
First quality nylons in seamless, stretch, sheer styles,
All nude heels. Navy and 'hot' colors. Stock up!

GIRLS' SPRING DRESSES
reg. 3.19 reg. 3.99
Save on just-unpacked spring knits, cottons, dressy styles.
Sizes 1 to 14.

CHARGE IT! Use our revolving credit plan...
No money down—take months to pay!
Zale's Jewelers, the world's largest retail jewelry chain, brings suburban shopping conveniences to Gainesville residents with the Grand Opening of the Gainesville Mall on February 15th.

In announcing the opening date, Store Manager Marvin Berkman extended an invitation to area residents to visit the new facility and enjoy refreshments while viewing the latest fashions in fine jewelry, watches and gift items.

Manager of the store is Marvin Berkman, 26, who has been associated with Zale's since 1963. A native of Boston, Mass., Berkman graduated from the Huntington School in Boston. After completing his studies of marketing and management at the University of Miami, Berkman joined Zale's in a sales position at the Miami store. He was assistant manager of a Miami Zale's before his promotion to Gainesville.

MARVIN BERKMAN

Berkman lives with his wife, June, and son Gary, at 1234 NW 16th Avenue. He said, "This store location was planned to give even greater and more shopping convenience to the largest possible number of Zale's customers. The rapid population expansion in suburban Gainesville created a demand for more retail facilities in this area, and Zale's was quick to meet that demand."

The new Zale's Jewelers in the Gainesville Mall is one of the most modern in the chain, having been designed by Zale's own architectural staff. Like Zale stores all across the United States, it will feature exclusive diamond rings, earrings, pins and watches by the same design staff that won for Zale's three coveted Diamonds International Awards in worldwide diamond design competition. Zale's and its designers are now members of the Diamonds International Academy on the basis of these awards.

The diamond ring or pendant which you see in Zale's window had a long, involved journey from the home in an African mine to Zale's window. And Zale's was with it every step of the way.

As the largest purchaser and user of diamonds in the world, Zale's purchases rough diamonds in wholesale lots for greatest economy. The gems are then cut in Zale's own diamond cutting plants, located in Antwerp, Puerto Rico, Tel Aviv and New York, and mounted in settings which have been designed and hand crafted by the company's own experts. Large scale buying and production also account for the outstanding watch values offered at Zale's.

In addition to Elgin, Longines, and Bulova models to fit every taste and pocketbook, the new store will offer a complete selection of men's and women's Baytor watches. The Baytor line is exclusively franchised to Zale's and sold only in their stores.

The newly opened Zale's will carry, in addition to Zale's jewelry, a complete selection of exceptional buys from name-brand houses and other gift items, including class rings.

Inside this door are the brightest ideas in town!

The door is open at Zale's

2520 N.W. 13th St.

THE NEW MALL

Two waiters wait to serve you in Morrison's plush Victorian dining room.

... a beautiful display of but a small sample of the fine jewelry at Zale's.

Student Charge Accounts Invited

Convenient Terms

In The Mall
Baker’s: Nation’s Largest Shoe Chain

Baker’s Shoe Store, formerly located in Gainesville Shopping Center, will move to its new location in Gainesville Mall on Thursday, February 15. With over 400 stores throughout the United States, including Puerto Rico and Hawaii, Baker’s is the nation’s largest chain of shoe retailers. Baker’s exclusive QualiCraft is America’s largest selling brand of women’s fashion shoes.

Gainesville Mall offers a wide range of shops and services, making it truly a complete family shopping center. Major stores are Sears and Mass Brothers Department Stores.

The exciting Grand Opening collection of QualiCraft Shoes at Baker’s in Gainesville Mall will feature all the freshest new shoe looks for spring. Toe and heel shapes, colors and textures all combine to make the shoe news this season. Toes have a broad fullness, gentle circles and brimmed edges squares reflect the new femininity of fashion. Heels go many ways. Some are flattened to near-nothing, some take the middle ground, some rise to more than two inches. Blocky heels can be barrel-backed or flat-backed, stacked under or straight. The shape that’s most girlishly fresh is the curvy flared heel, tiny or taller.

The brilliant brights are the colors to stand on this spring. Tangy yellow, clear green, hot orange and vibrant pink are the most important. Among the neutrals, a new pep-up-nery and a pale nearly-gray bone take the lead. The new QualiCraft shoes show their colors on every texture from smooth calfskin and kidskin, to shining patent, to leathers richly grained to look like tortoise, alligator and ostrich.

Baker’s complete handbag department offers all the most wanted bag looks for day or evening, casual to gala. Many are coordinated to match shoe colors and materials.

The hosiery department at Baker’s is headquarters for every kind of leggy look. You’ll find sheer and fresh hose in basic shades and the new bright pastels, textured hose in bold patterns for day and delicate weaves for evening, opaque hose in lots of colors -- plus pantyhose, knee-highs and sport socks.

Accessory excitement abounds at the beautiful new Baker’s in Gainesville Mall, opening Thursday, February 15.

Cherry’s in the Mall, a fashion leader in better women’s dresses, suits, coats and fashionable apparel, is celebrating its Grand Opening in the new Gainesville Mall as the second Cherry’s in Gainesville.

The downtown store, has been at its familiar 7 W. Univ. Ave. location for the past 15 years, operated by Mrs. Cherry, a Gainesville resident for 22 years.

The new Mall store, featuring a contemporary decor, is managed by Dorothy Copeland.
WE'VE MOVED!

Grand Opening Thursday, Friday & Saturday!

the Exciting New Baker's
GAINESVILLE MALL
SHOPPING CENTER

Beautiful new store! Wonderful new fashion excitement! Come see a tantalizing Grand Opening collection of all the freshest new shoe shapes by QualiCraft, America's favorite fashion shoe brand.

Great!

QualiCraft
the shoes with the $20 look

It's great to be girlish again, feeling frankly female in circle toes, curvy heels skimming low or rising higher, delicious colorings on patent and reptile-grain, pumps swooping low at sides, strap shapes stripped away to near-nothingness, big flirty bows, fanciful flowerings. Here, the hi-front lo-side bow pump of sun-gleamed black manmade Pattina, 8.99. QualiCraft's great ways to play the girl-game are amazing for just 7.99 & 8.99
The opening of the new Morrison's Cafeteria at the Gainesville Mall Shopping Center will mark the establishment of the 27th Morrison's in Florida and the 54th in the company's constantly-growing chain throughout seven Southeastern states.

The new Morrison's is unique in that its interior is designed to create a turn-of-the-century village green atmosphere and to give diners the illusion that they are eating out of doors.

Inside walls are for the most part faced with old-brick wainscoting, wrought-iron fencing, painted trees and exterior lap siding to carry out the out-of-doors motif. In the center of the main dining room is a gazebo, complete with four entrances, simulated mansard roof with rustic shingles, old-fashioned ceiling fan and tables and chairs inside for dining.

A second dining room, more formal and Victorian in décor, features floor-to-ceiling pecan paneling, red carpeting and beautiful low-hanging chandeliers.

Proudly responsible for the engineering and interior decoration of the new cafeteria are Edward Coalla and Robert McKenzie respectively both with the Food Service Equipment Company, Tampa.

In speaking of the new Gainesville Mall cafeteria, Mr. J. H. Gibbons, Morrison's president, said, "Although our company was founded in Mobile, Alabama, and still has its administrative offices there, our continued growth in Florida has played an important part in the company's overall success. We are grateful to Floridians for their enthusiastic support and continued acceptance of Morrison's."

The Gainesville cafeteria will be managed by B. W. "Bert" Graham, formerly of Gainesville. The assistant manager will be Dale Hannon, Area supervisor is Robert F. Rightower.

Morrison's operates the food services at many institutions throughout the Southeast. Among them are Florida State University at Tallahassee, the University of Southern Florida at Tampa and a large number of schools, hospitals, office buildings and industrial plants. This work is done through a subsidiary, Morrison Food Services, Inc.

The Morrison Cafeteria Company, founded in 1920, is today one of the largest food service organizations in the United States, and the oldest cafeteria company to have operated continuously under the same management.

We of the Morrison Cafeteria Company are particularly proud to be a part of the family of fine stores in the Gainesville Mall ... easy to reach, easy to park, easy to shop.

With the Grand Opening of Maas Brothers' magnificent department store, we can proudly say that our Mall is second to none for complete one-stop shopping.

You must come to the new Morrison's at the Mall soon — and often. You'll enjoy fine food, quickly and courteously served in pleasant surroundings at moderate cost. Whenever you stop in for lunch or dinner, the folks at Morrison's will do everything they can to help you "Be Happy!"

Our interior is designed to create a turn-of-the-century village green atmosphere with a gazebo the center of attraction in the main dining room.

SERVING HOURS — 7 DAYS A WEEK
Lunch 11:00 a.m. to 2:00 p.m.
Dinner 4:30 p.m. to 8:00 p.m.
KINNEY SHOES

America's largest chain of family shoe stores

OPENS TODAY

Come see the store of tomorrow...Here TODAY!

Kinney's bright new Shoe Fashion Showplace has a special meaning for everyone because this newest Kinney Store was designed with everyone in mind. It took Kinney over 70 years to become America's largest family shoe chain, with over 700 stores. It will take you two minutes to find out why. You'll thrill to the beauty of the store itself—the gay colors, the ease of selection. You'll find exactly what you want with over 1000 styles to choose from. And, courteous well-trained salesmen will guide you in making the most flattering decision. You'll discover nationally advertised brand name shoes, guaranteed for quality and dependability. Join the Kinney family of twenty million customers who shop in Kinney Stores year in and year out!

GAINESVILLE MALL SHOPPING CENTER

2536 N.W. 13TH STREET
Publix Founder: Rags To Riches

All the world loves a story about the individual who arises from an economic nothing to become a dynamic leader with a fantastic record of achievement. One of the most dramatic of these true stories is that of George Jenkins, founder and President of the Publix super market chain.

The son of a country storekeeper in Georgia, Jenkins landed in Florida with nine-dollars in his pockets and a burning ambition to do worthy things on a huge scale. From that time, in 1928, he began a career that led him to become one of the most outstanding and widely-known grocery magnates in the country.

At the start, the collapse of the "boom" put him to work for a Winter Haven chain grocery store at $15.00 a week and a share of the gross. Within a year this young man had increased the store's weekly receipts from $1000 to $3600. This was enough to promote him to the management of the firm's biggest store which grossed $7,000 a week, and his salary increased to $45.00 plus a percentage of the profit.

That was in 1928. Two years later the depression faced him with a big cut in his income. It was then that he resigned and began to make new strides toward an impulsive goal. With the money he had saved, he opened his own store in 1930. In the first year after that, Jenkins grossed $120,000 -- a phenomenal income in the early 1930's. Opening the Economy Store, also in Winter Haven, he added another $80,000 to his gross. He then formed the Publix Food Stores Corporation.

Defying the depression he showed remarkable business acumen in operating the two stores when people purloined money and he often gave free groceries to the unemployed. By 1940, Jenkins took the plunge that has made him one of the leading grocers of the country.

After closing the two stores, he borrowed $32,000 by mortgaging an orange grove and then in Winter Haven built the first of the marble, tile and stucco palaces that made up the distinctive, much-admired Publix chain. The war delayed expansion for a few years, and then shortages of building materials prevented execution of his plans. But, by purchasing a group of 15 small stores offered for sale by a retiring grocerman, and by remodeling and revamping their sales and merchandising methods, he was able within five years to increase the sales from $300,000 to $1,250,000 a year.

Vegetables, groceries and meat, as well as a building materials store, became more plentiful, and in the following year, Jenkins began to close and replace the old stores with a distinctive design that he created himself.

Especially attractive was this modern design with the plate glass windows and special tower over the entrance. The design has an enthusiastic reception in many communities in south central and west coast Florida until by late 1967 there were 37 of the in 30 cities, and had reached a gross of $77 million. By the end of 1958 the Publix operation had grown to 43 stores doing $93 million that year.

1955 saw the acquisition of seven new Grand Union stores (mainly in the southeast coastal area) and more stores constructed, and the year ended with store sales of a volume of some $112 million dollars and 57 stores. By the end of 1960 the Publix organization enjoyed a business volume of $141 million and some 62 stores in 30 Florida cities. Company gross sales over the years are a sharp indicator of growth, and the Publix sales figures certainly indicate that the firm is a substantial and well-managed organization. Publix has kept up with the growth of Florida, both in expansion of the sales area and in sales, as the following few figures indicate:

- 1951: $18 million in sales
- 1955: $28 million in sales
- 1959: $42 million in sales
- 1962: $77 million in sales
- 1965: $112 million in sales
- 1969: $141 million in sales
- 1961: $124 million in sales
- 1963: $150 million in sales
- 1967: $210 million in sales
- 1969: $300 million in sales

Publix thinking and expansion has not slowed down during the 1960's. For by Nov. 1967 the firm had 143 markets operating and approximately 10 more stores currently under construction or in the planning stages.

Another great milestone in the progress of Publix was the opening (in 1965) of a huge new distribution office and warehouse in North, Miami. This gleaming modern food distribution center was a welcome addition to the servicing of all Publix Markets from Vero Beach south through Miami. When opened, this Southeastern Division warehouse contained 300,000 square feet of office and storage space compared to the current 460,000 square feet contained in the main office and warehouse located in Lakeland, Florida.

Publix Awarded Citation

Publix Markets, one of the first and original recipients of the Good Housekeeping Magazine Special Citation Award, was again awarded the Citation this week. This, the principles and practices for which "Publix stands" is again commended.

Max Brown, Associate Publisher of Good Housekeeping, flew in from New York to present the award to George Jenkins, Publix President. Brown pointed out that the fame of Publix has spread far beyond the borders of Florida, and that Publix was known nationally for the merchandising innovations and courtesy which have contributed to Publix's outstanding success.

Brown further added that the development of super markets, of which Jenkins has been a pioneer, has been one of the greatest boons to the homemaker. He further stated that "Publix, its management and employees, have been one of the great symbols of the industry, and reflect great credit to supermarketing in the nation today."

THE MALL
GAINESVILLE

THE MALL
GAINESVILLE
THE HAPPY DIFFERENCE IS IN THE EATING

STEAK MAKES a good meal great—when it comes from Publix. Savory, juicy, superbly tender no matter what the cut—that's quality, Swift's Premium!

Publix specializes in meat...makes a big thing of beef...especially steaks, the very symbol of good living.

At Publix no sale is final until you've enjoyed the Happy Difference in the eating, as well as in the shopping. You can save time by selecting from pre-packaged cuts. Or, like old-time meat markets, we'll custom-cut your steak or roast. Friendly interest and personal attention make a Happy Difference, too!

**PUBLIX MENU SPECIALS**

**SWIFT'S PREMIUM PROTEIN GOVERNMENT-INSPECTED HEAVY WESTERN BEEF SALE!**

**the BEEF that NEEDS LESS COOKING TIME!**

**Sirloin, T-Bone, Key Club, Boneless Top Round**

**Steaks**

lb. **$1.09**

**Swift's Premium Protein Tasty Meaty**

**Chuck Steaks**

lb. **69¢**

**Swift's Premium Delicious Steak Cut!**

**London Broil**

lb. **$1.99**

---

**THE HAPPY DIFFERENCE IS IN THE EATING**

**Ice Cream**

half gal. **79¢**

**15% off Swiff's Wednesday Detergent**

**Sunshine Rinso**

gallon **49¢**

(Limit 1 please with other purchase of $5.00 or more)

Kraft Salad Dressing (Limit 1 Please)

**Miracle Whip**

quart **49¢**

**Swift's Premium Assorted Flavors**

**Chase & Sanborn**

1 lb. **38¢**

(Limit 1 please with other purchase of $5.00 or more)

**Swift'n'ing**

3 lb. **49¢**

**Pineapple Juice**

4 qts. **$1.**

**U.S. #1 Idaho Baking Potatoes**

10 lb. bag **69¢**

**Crisp, firm**

**California, Head**

**Lettuce**

**$1.99**

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**PUBLIX WHERE SHOPPING IS A PLEASURE!**

1014 N. Main St
2630 N.W. 13th St
125 S.W. 34th St
Clip This Coupon

- Bring With You To Register for the Fabulous Prize!

FILL OUT AND DEPOSIT THIS COUPON WITH THE AFOREMENTIONED PARTICIPATING MERCHANT. DRAWINGS WILL BE HELD TO DETERMINE PRIZE WINNERS AT 8:45 P.M. FEBRUARY 19, 1968. WINNERS WILL BE POSTED IN EACH STORE. YOU NEED NOT BE PRESENT TO WIN.
"La Strada," the first internationally acclaimed work by Federico Fellini, will be shown at the Reitz Union Theater at 7 and 9:30 p.m. Fellini is by general agreement Italy's top director, with nine and one-half films to his credit (the 10th was one done in collaboration). He began his career as a script writer in the 40s, and made several films of his own before "La Strada" brought him world fame. Each succeeding film increases his status—among them "La Dolce Vita," "8 1/2," and "Juliet of the Spirits."

"La Strada" may be a study of a relationship between a weak-minded peasant and a circus strong man. She slowly realizes her purpose.

Vita," succeeding film increases his status with nine and one-half films. The rest of the speaking and non-speaking parts in the Christopher Marlowe masterpiece are taken by all students from the University Dramatic Society, had never been in front of a camera set-up in color. The hundreds of sketches were hung in chronological order in a room just off the stage so that Burton and his crew could consult them when needed.

"Dr. Faustus" is coming at the Reitz Union Theater, starting Monday, Feb. 19 through Sat., Feb. 24. There will be only one showing each night at 8:15. Tickets may be purchased at the Union Box office or at the door.

Burton worked at a great pace despite the fact that most of the players, members of the Oxford University Dramatic Society, had never been in front of the film camera before. This speed was the result of careful pre-planning and pre-rehearsal. Production designer John DeCuir (who won Hollywood Oscar) for "Chocolatier" and "The Agency and the Fallacy," sketched out each camera set-up in color.

Films Committee Presents 'Doctor Faustus' Monday

By MARK SPOOL

Alligator Correspondent

As a continuation of the Shower of Stars series, the Films Committee of the Reitz Union Board of Student Activities tops off the winter quarter with the premiere showing of "Dr. Faustus.

Throughout the year the Films Committee has presented such great films as "The Taming of the Shrew," "Owen Lake," the premiers of La Traviata (with a guest appearance of Anna Moffo), and the premieres of "The Winter's Tale."

Richard Burton, who has "always wanted to do "Doctor Faustus," finally had his wish fulfilled. Co-starring with him, in a non-speaking role, is his wife, Elizabeth Taylor, who makes eight appearances in different guises as Helen of Troy.

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**STUDENT EMPLOYMENT in Yellowstone and all U.S. National Parks. Rock Creek. How to apply? Send $1.00 to Arnold Agency, 206 East Main, Harlingen, Tex. 78550, (5-16-68).**

I AM LOOKING FOR a particular type girl who is interested in earning extra money part-time. Commission, 5-10, 617 University Ave. (6-3-23-M).**

ADVERTISING SALESMAN for the Alligator. Must have car and be available for summer term. Good pay, good working conditions, great experience. Ads majorly preferred. Apply room 2308 -t-1. (6-4-10-0).**

**autos**

1958 CORVETTE. Good interior. Excellent Engine. $200.00. Call or see Brian Room 308, You (813) 292-2381. (G-15-2).**

71 Cit. Radio-Rec. - Excellent condition. Mechanically perfect. Like New. Call 376-3301, Ext. 3026 or 373-3572. (G-15-2-1).**

1966 PONTIAC LE MANS Sprint. High Performance OHC; 4-speed, green exterior, excellent condition, best offer $1,800. 00. Call 376-1078 or after 5:00. (G-16-5-0).**

1954 MALIBU SS Silver blue. Black bucket seats, 4 speed, new 327 cu. in. engine, good tires, radio rear speakers. $1,175.00. Call Dick Curtiss. 7-5 p.m. 297-2295. (G-16-51-1).**

**WANTED:** WEAR YOU desire a paperback book to classify? (EMANUN doon. (J-4-16-2).**

**WANTED:** A Happy Onelist! You must have many more a wonderful Much Love - Your Wife. (J-4-16-2).**

**WANTED:** SWEET WILLIAM, my Valentine Love consists in this, that two solitude protect, and love, and greet each other. (6-15-2-1).**

**WANTED:** Atractive Mature couple to cook four support a week for two guys. No emotional hang-ups please; our last cook blew her mind. Call 376-5900. Please hurry - we're starving! (G-15-2-31).**

**RACING Embassador! Gynkhana February 13 behind petitions in the Mail. Registration 9-30 - 12a.m. For information call Larry Furr 372-0923 or 530. (J-45-22).**

**DEADLINES**

Determine date prior to publication. (J-16-5-8).**

**TAPE TRANSCRIPTIONS:**

**services**

**DETERMINE COST**

Count the words, excluding a's, e's, u's, o's; Add 300 words for each page. Address not please student must cover 35% of the charge, $1.00 for 30 Words. For each additional 30 words add the number of words in 35, but the total cost (if applicable) and enclose a check for the remainder. (J-16-5-8).**

**WANTED CLASSIFIEDS**

Dick Curtis. Black, buckets, 4 speed, new 1964 330 car and be available for sum-

**LOST:**

Mandu diamond ring, Fritz's Big Boy, N.W. 33rd bl. $50.00 reward. No Questions Asked. - Contact bid police Dept. (J-7-23-4).**

**LOST:**

One Pearl necklace with gold clasp between Home and Union and Gym Saturday night. sentimental value. Reward. Call 376-1159. Bought from Chen's (J-15-2).**

**WANTED**

would the student accidently-

**lost-found**

Two students, room 309, have lost the key to class. (J-15-2-3).**

**DETERMINATE COST**

Count the words, excluding a's, e's, u's, o's; Add 300 words for each page. Address not please student must cover 35% of the charge, $1.00 for 30 Words. For each additional 30 words add the number of words in 35, but the total cost (if applicable) and enclose a check for the remainder. (J-16-5-8).**

**autostr**

**autos**

**personal**

**DETERMINE COST**

Count the words, excluding a's, e's, u's, o's; Add 300 words for each page. Address not please student must cover 35% of the charge, $1.00 for 30 Words. For each additional 30 words add the number of words in 35, but the total cost (if applicable) and enclose a check for the remainder. (J-16-5-8).**

**NAME**

Student #

Phone

Address

City State Zip

Date

Money cannot be refunded if ad is canceled.**
What's Happening

By David Chafin
Alligator Staff Writer

In Back Alley Gator: The Helt Union Ten-pin room will host a college district bowling tournament tomorrow, Friday, and Saturday. Scholastic sending hand-pin Berouetees (or Bericuil), or whatever to battle the Gators are Georgia, Alabama, and Minnesota.

In the main ingredient in the UP's Witches' Brew: "Legislation and Marijuana" will be the topic of discussion and debate held tonight in the University Auditorium at 8 o'clock. Participants in the program will be Dr. Sidney Jourard, Dr. Willard Cugnot, and Prof. John Paddiet.

In UP's Big Brother-Boom: The Inter fraternity Council will frolie into rooms 121, 122, and 123 of the union today at 5:30 p.m. for a meeting.

In "Well, Every Now and Then We Do Lose a Bridge or Two...": "Engineers are human" will be the topic spoken on by Dr. Robert Galler at a meeting of the Engineering Camera tonight at 8 o'clock in the Mechanical Engineering Building.

In DODGERS DOWN SOUTH: WAY DOWN SOUTH Dr. William Carter will tell about "The Indian Plants in Action" tonight at the Latin American Club meeting in McCarty Auditorium at 7:30.

In Good evening, Mr. Head Rawdsons*: Lambda III will meet with the director of the Gainesville Veterans' Administration Hospital in the Executive Council room of the V.A. Hospital tonight at 7:30.

In THE GATOR GREEK -- FEMALE DIVISION: Panhellenic Council comes together in room 150 C of the union tonight at 7.

In UP's 99-PERCENTILE PEOPLE: Monday, a great-gray matter-group, will have a discussion meeting tonight at 8:30.

Let it happen to you.

Performance drop-in:

NEW DODGE CORONET "SUPER BEE" Scat Pack performance at a new low price.

Punching a Super Bee is like dropping a bowling ball down an elevator shaft. It starts rather suddenly and improves from there. Owning a Super Bee is discovering that Piper-Heidsieck is selling at beer prices. Let's face it. When you put a hot cammed 383 V8 in a light coupe body, hang all the good stuff underneath, and price it below anything as quick, something's got to happen. The good stuff is listed below. The kicks are waiting at your nearby Dodge Dealer's.

- SUSPENSION: Heavy-duty springs and shocks, all four wheels. 34-inch dia. swing bar standard.
- BARS: Heavy-duty standard on all four wheels, 11-inch down, rear only. Springs: Front disc optional. Self-adjusting helical type.
- ADDITIONAL OPTIONS: High-performance axle package consisting of 3:55 axle ratio with Sure Grip, high-capacity radiator, 7-bolt slip-driven fan with shrou.

Other UP Faculty members whose plaques will be of display are L.E. Grand, Holli Hubbrook, R.W. Tremblay, Paul Kerkm, M.R. Johnson and Glen Branch.

Other notable members of Gargoyle are Randolph Weaver, first director of the School of Architecture, Ernie Daffin, one of the architects that designed the Battle Union; and D. Neil Webb, some architect for the Board of Regents.

The Gargoyle Society is also donating its funds to provide bookplates for volumes in the library donated by former Dean Bamattre to commemorate the 40th anniversary. The books were donated to the College of Architecture and Fine Arts and have been evaluated at approximately $15,000.

The anniversary activities will end with a reception Saturday evening at 6:30 in Lakeshore Towers for the past and present members of the Gargoyle Society.

Gargoyle Honor Society
To Celebrate 40th Year

By Beth Brandion
Alligator Correspondent

The Gargoyle Honor Society is celebrating its 40th anniversary by blending the past memories of the society with the present.

The society, which was originally the Architectural Club, was created in 1928 by Dean Randolph Weaver.

In 1939, Robert H. Brown, Jr., designed a gargoyle pin for the club. The name of the pin was then changed to the Gargoyle Honor Society.

One of the most notable features of the society is its tradition of making a caricature plaque for each new member. The tradition began in 1928 and was discontinued in 1945. Today, original designs by students represent their membership.

These plaques are going to be displayed in the Main Lobby of Building C of the Architectural and Fine Arts Complex, beginning tomorrow. Among the past members of gargoyle whose plaques will be displayed is W. T. Arnell, past Dean of Architecture and Fine Arts. Arnell was the founder of Gargoyle and its first president. He is the only member to have a child also become a member of the society.

His daughter, Sally, was initiated in 1961.

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- BARS: Heavy-duty standard on all four wheels, 11-inch down, rear only. Springs: Front disc optional. Self-adjusting helical type.
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Some Of The Inmates Of The Asylum

Bob Boyd as De Sade And Janice Tesh As Corday

"Michael Bowen As The Persecuted Marat

"Electrifying!"

"Cheers for Erroll Garner's latest disk, That's My Kick."
New York Times

"...all his customary joie de vivre... madly tantalizing as ever..."
Saturday Review

"Garnner is a unique and astonishing musician whose work brings beauty and happiness to the world."
Down Beat Magazine

"...a genuine jazz original... It's delightful."
The Boston Sunday Advertiser

"...one of a small minority of great jazzmen experimenting with new backgrounds and formats... on his latest MGM record."
Los Angeles Times

"...some of the most joyful sounds in jazz."
The Detroit Free Press

"All of the old Garner plus a new dimension... swinging jazz for any time and any place."
San Francisco Chronicle

3/SE-4463
Also Available

The Sound of
The New Generation
Is on

MGM Records is a Division of Metro-Goldwyn-Mayer Inc.
Graves And The Negro
By Bob Padecky
SPECIAL NOTICE
To all students and university personnel

The idea was right; the quantities, also, were not. When the Commandant arrived, Basil, also, was so torpid that he could not raise his bloated arm in a proper salute. He was, of course, immediately shot by a firing squad. Today, a perforated man, he earns a meager living as a collender in Cleveland.

3. Read properly.
Allergies read the paper at breakfast. It inhibits bolting. But do not read the front page. That is full of bad, acid-making news. Read a more pleasant part of the paper—such as the Home and Garden section, for example.

For instance, in my latest gardening work, The Home and Garden Panacea, there is a delightful column called "Ask Harry Home spun" which fairly teems with bountiful wisdom and answers to many an earthly chuckle. I quote some questions and answers.

Q: Am I thinking of buying some power tools? What should I get first?
A: How do you get rid of motes?
Q: How do you get rid of motes?
A: Pour the coffee.
Q: Pour the coffee.
A: What is the best way to put a wide car in a narrow garage?
A: "Better it."
Q: Better it.
A: What do you do for elk blight?
Q: What do you do for elk blight?
A: Salt water purple and bed rest.
Q: Salt water purple and bed rest.
A: What can I do for dry hair?
Q: What can I do for dry hair?
A: "Get a wet head."

© 1902, New Webster.

Personnels partner in sharing comfort is Burma, Shave, regular or mental. Together, Persson and Burma-Shave make a considerable contribution toward personal benefits.
Melnyk: UF Captain, NCAA's No. 5

Steve Melnyk, potentially the finest golfer ever to play for the UF, has been selected captain of the 1969 Gator golf team. Melnyk, a junior from Broward, was picked fifth in the NCAA, last season and was named to the golf all-American team. He was leading the tournament after the first two rounds and finished third when the college golf season ended.

"There is true an outstanding golfer," says Florida's golf coach, Buster Bishop. "He works very hard and thrives on competition."

"I look forward to playing in Georgia, the SEC, for the Gators," says Melnyk. "I play golf on the Georgia State High School Championship and defeated the finest pros and amateurs in the state when he was the Georgia Open."

Hard work and a cool head in competition has made Melnyk the golfer he is today. He spends 4-10 hours on the practice range and plays four to five 18-hole rounds during the week. "I seem to play better as the tournament gets started," says Melnyk. "Our schedule enables us to practice the teams in the country, which really prepares us for the bigger tournaments."

Melnyk began playing golf at the age of five under the direction of his parents, who are both competing golfers. His mother was a former State Champion in Georgia and has defeated some of the outstanding pro women golfers.

Melnyk, who did not play on a golf team until his senior year in high school, has set many goals for his career. Foremost, in his winning of the NCAA individual title and being named to the Walker Cup team. The Walker Cup team consists of the top eight amateurs in the United States voting for honors against the best Great Britain has to offer.

"Every summer I have worked and have time to play golf," says Melnyk. "But, I plan to play all summer long in opens and amateur events, hoping to make the Walker team."

When asked what was the strongest part of his game, Melnyk replied, "I feel it is my mental attitude, and concentration. The mental aspect means so much, you have to believe you can win and play under extreme pressure."

Melnyk's ultimate goal is playing professional golf. Florida has produced such greats as Doug Sanders, Dan Sykes, Frank Beard, Tommy Aaron, Dave Bagley, Laura Skime, and Bob Murphy. With the hard work and determination Melnyk has proved, it won't be long before his name is added to the list.

"We've got to play much better than that to stay in there against Auburn Saturday night," says Bad- biette. "We've got to come up with better defense, for one thing, be- cause it's difficult to keep any play- ers to carry you to a win over a good opponent."

Florida's SEC title chances are admittedly slim but the Gators are not completely out of it, in Battelite's opinion.

"We're definitely a long shot now," Battelite says. "However, stranger things have happened and if we have in there we have a chance."

Following the Auburn game the Gators return home to face LSU on Wednesday the 27th and Mississippi State on Saturday afternoon the 24th.

The Mississippi State game was originally scheduled for nighttime but has been switched to a.biz-

tealed contest with air time 5 p.m. and kickoff at 5 p.m. EPT.

Civil Liberties and Freedom is Everybody's Business

The Americans Civil Liberties Union has begun

court actions in establishing Thomas and Davis' rights to-bond.

In defending Pamela Brewer against censorship attempts.

"We are supporting an appeal of the Thomas-Davis con- ternal declaration.

In defending the right of a student to eat his hair

Justice must know money - The ACLU solicits your financial support and/or membership.

Make checks payable to:

Gainesville Chapter AUL, mail to:
Bette Peterson
956 S.W. 16th Ave.

1968 Chevrolet—Safe savings now on specially equipped Impala V8s:

Impala V8 Sport Coupe, 4-Door Sedan and Station Wagons—equipped with beauty and protection extras—are yours to choose from. Save money by ordering custom feature packages like power steering and brakes.

You've got nothing to gain by setting for less car. (not even money)

*68 Chevelle—Prices start lower than any other mid-size car.*

Sized to your needs, both in "112" and "118" wheelbase. Chevelle S-300 is comfort and excellence in a mid-size car at your kind of price.

*68 Camaro—lowest priced of all leading sportsters.

Sporty like Corvett e, yet with family-style comfort. Starling like Impala V8 and a 327-cu-in. standard V8. No wonder Camaro's popularity is growing faster than any other mid-size car in the industry.

Now you can "customize" your Camaro with bold new striping, mag-spoke wheel and "tooth" upholstery plus four new colors for Camaro: Coral Bronze, British Green, Rallye Green and Le Mans Blue.

Be smart. Be sure. Buy now at your Chevrolet dealer's.
<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>SUPER RIGHT WESTERN BEEF</td>
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<tr>
<td><strong>CHUCK ROAST</strong></td>
<td>48¢</td>
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<tr>
<td><strong>RIB STEAK</strong></td>
<td>98¢</td>
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<tr>
<td>SHORT RIBS</td>
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<td>BACON</td>
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<td>SHRIMP</td>
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### Specified Items

- **Chuck Roast**: 48¢
- **Rib Steak**: 98¢
- **Short Ribs**: 39¢
- **Bacon**: 39¢
- **Shrimp**: 65¢
- **Coffee**: 1.00
- **Ice Milk**: 39¢
- **Buttermilk Bread**: 49¢
- **Fab Detergent**: 49¢
- **Oleo**: 25¢
- **Coffee Rich**: 19¢
- **Gatorade**: 69¢
- **Honey**: 95¢
- **Tissue**: 1.00
- **Cheese**: 29¢
- **Potatoes**: 59¢
- **Butter**: 59¢
- **Ice Milk**: 39¢
- **Knives**: 1.00
- **Canned Food**: 90¢
- **Dirt†**: 8.00
- **Fruit**: 1.00
- **Peaches**: 1.00
- **Carrots**: 35¢
- **Spinach**: 8.00
- **Lettuce**: 2.00
- **Salad**: 1.00
- **Ketchup**: 45¢
- **Mayonnaise**: 79¢
- **Egg Noodles**: 33¢
- **Soup**: 29¢
- **Breakfast**: 59¢
- **Sugar**: 49¢
- **Flour**: 39¢
- **Rice**: 49¢
- **Coffee**: 1.00
- **Ice Milk**: 39¢

### Additional Information

- **Super Right Western Beef**: Bone in lb. or end sliced lb.
- **Cap'n John's Frozen Fantail Breaded**: All flavors Marvel Brand
- **Eight O'Clock Coffee**: 1 lb. bag or 3 lb. bag
- **Sunnybrook Fresh Fla. Grade-A**: Large eggs
- **Jane Parker**: Large eggs
- **R_CLIENTE**: Large eggs
- **Bacon**: 39¢
- **Shrimp**: 65¢
- **Short Ribs**: 39¢
- **Coffee**: 1.00
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### Notes

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