Philadelphia hippies can take as many trips on Sher Bidi's as they want, inquiries revealed today. The Bureau of Drug Abuse Control in Washington knows nothing about them.

For the time being, Jerry Jensen, the Bureau chief of criminal investigation, said that although no use in the Bureau had been informed about the cannabis cigarettes, and no research was presently being done on them, "We will certainly look into it."

The Bureau must investigate any reports they receive about "proquired abuse products.

"By far the smallest that they con- tain any hallucinogens," he said, "they keep us busy investigating different products to keep us away from hallucinogens they are selling.

Jenson said that if, after investi- gations, the DUAC found such a product in the office, it would be in- formed immediately to the manufacture of the prod- uct and the person responsible to someone constitutes a sale.

He said laws governing the posses- sion, use, and sale of marijuana come under a different statute.

Sher Bidi's cigarettes from rolled Bitch is not used, and, so far, are legal enough to bear the cigarette stamp of the Commonwealth.

HUMOROUS ROMPERS

Jenson said that quite often hip- pies spread rumors that various products are hallucinogenic to throw the bureau "off the track.

He said the Bureau must investi- gate any reports they receive about "proquired abuse products.

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Sher Bidi's cigarettes from rolled Bitch is not used, and, so far, are legal enough to bear the cigarette stamp of the Commonwealth.

A Correction

It was incorrectly reported yes- terday that the University had held a news conference yesterday afternoon in Houston Hall. Registration will be held next Monday, Sept. 25, to the West Alcove of Houston Hall, from 10 a.m. until 4 p.m. The Daily Pen- nsylvanian regrets the error.

By ZERY ZINTL

The cigaret was first intro- duced to the University last semes- ter when an Indian patiënt at a Free University lecture spoke some around. The cigarettes is now three-millimeter high similar to marijuana.

Ex D.P. editor appointed "Playboy" General Manager


By DAVID SILVERS

America's Moral Dilemma

In the same year of Con- ceivancesmas, the undergraduate or- ganizit which prevails political and social activities, films, debates, and discussions.

Conceivances chairman, professor, senior, James Rothausk, said the theme was chosen "because people are beginning to realize that the sheer use of brute power can no longer suffice in domestic or international affairs.

The first speaker of the year will be Pulitzer Prize winner Harrison Salisbury assistant managing editor of The New York Times and a veteran to North Vietnam. He will speak tomorrow night at 8 p.m. in Irvine Auditorium, on the relations of Moscow and Hanoi in view of his recent trips to both capitals.

Therefore, therefore, I will speak October 16 on the topic of American leadership. Tentatively sched- uled speakers include Madeleine Murray, H. Rap Brown, Allan Ginz- berg, John Roche, and either Sen. Thomas Dodd, William F. Buckley, Jr., or former ambassador to Japa- nese Edwin Reischauer. "How many of the speakers will actually ap- pear," Rotfausk said, "depends on allocation of funds by the student- government.

Rotfausk said the speakers are "chosen to cover most of the key areas - Vietnam, race relations, religion, protest, etc. - where the use of coercion by the provocateur forces is becoming less and less accepted."

"Our goal," said Rotfausk, "is to increase the political and social awareness of the University stu- dents and to make the campus more exciting and interesting place."

Jonathan Goldstein: 'Hell, no! I won't go!'

By BERL SCHWARTZ

Sixty-two University students have signed a statement which supports students who sign the key petition, according to Jonathan Goldstein, spokesman for the anti-draft group.

Goldstein said the "We Won't Go" petitions will appear as an advertisement in The Daily Pennsyl- vanian on Oct. 16. The day, 6,000 area residents are expected to turn back their draft cards in a mass protest at Independence Hall.

WONT SURRENDER

The signatures of the petitioners are not expected to surrender their draft cards at this time. Gold- stein said.

The petitions, which have been circulating since last Tuesday, state: "We, the undersigned as American men of draft age... declare our determination to refuse military service while the United States is fighting in Viet- nam. Our intention is signing this statement is to unite with other draft-age men who share our con- cerns, in order to further personal moral rejection of this war against effective political opposition to it."

THE VIETNAM WEEK COMMITTEE, with a booth in Houston Hall next week in Army recruiting, plans two major demonstrations against the war, today and Thursday.

In center Jules Benjamin, committee chairman.

By DAVID SILVERS

American's Moral Dilemma

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"Our goal," said Rotfausk, "is to increase the political and social awareness of the University stu- dents and to make the campus more exciting and interesting place."

Gicker meets Harnwell on funds today

President Harnwell will meet today with James Miller Gicker, the reluctant donor of $250,000 to the University.

Gicker announced last week that he was withdrawing a proposed legis- lation in the University as a result of a broadcast of an editorial which appeared in The Daily Pennsylvanian. The editorial sug- gested that President Harnwell should consider retiring.

Gicker announced his change of heart in a phone call to The Daily Pennsylvanian on Wednes- day.

Gicker said last week that if they receive draft notices, Gold- stein replied, "A lot of us just wouldn't go. We'd say, 'Hell, no.'"

Goldstein said the petitions are being prepared by the local Disobdients for Democratic Society and the (Continued on Page 5)

HELP! The paranoids are after me.
CAMPUS EVENTS

COMMUNITY INVOLVEMENT COUNCIL: Coffee Hour, 10:30 - 11:00 a.m. tomorrow, West Lounge, Houston Hall. Faculty interested in urban-related problems will be present.

CONTRABANDS: Pulitzer Prize winner Barrack's saladini will talk about his recent visit to Hand in a free lecture, 6 p.m. tomorrow, Irvine.

HILLEL: "Israel 90 Days Later" - a panel discussion by Penn students following their recent visit to Israel. 4 p.m. today.

HILLEL POLK DANCE: Every Wednesday, 6:30 - 8 p.m. at Hillel, Israeli and International dances taught to all.

NEGOTIATION NOW: Students to favor of stopping the bombing of North Vietnam and negotiating with the NLF as well as North Vietnam are asked to help the drive to collect 1,000,000 signatures on the Negotiate Now petition. Petition is in East Alcove, Houston Hall. All are asked to sign the petition alt.

ACTIVITY NOTICES

ALPHA KAPPA PSI: Meeting, 7:30 p.m., Thursday, E-418, Levine.

AMERICAN SOCIETY FOR MECHANICAL ENGINEERS; meeting, 11 a.m., today, Rm. 286, Toronto Bldg.

ARMENIAN CLUB: Organizational meeting, 7:30 p.m. today, Houston Hall Coffee Shop.

ATHLETIC COMMITTEE: USG Athletic Committee meets 4 p.m. today, Houston Hall. Compulsory for all members; anyone interested is invited. If you can't make it contact Max Case or Tom Brown.

BRIDGE CLUB: Game, 7 p.m. tomorrow, West Lounge, Houston Hall. All welcome.

CAMPUS GUIDES: Meeting, 11 a.m. today, Formal Lounge, Houston Hall.

DEBATE COUNCIL: Meeting at 11:05 this morning in Logan Hall. All invited. Reading smoker at 7:30 tonight in Room One, Houston Hall. Schedule and debating program will be discussed.

FENCING: Meeting, 11 a.m. today, Fencing Room.

GERMAN CLUB: Meeting, 11 a.m. today, 303 College Hall.

PAREXCELLENTS: Opening Bash parties today and tomorrow.

PENN CINEMA: Organizational meeting, 7:30 tonight, Frick's Room, Logan Hall. "The Book" and "Brother Emmanuel" will not be shown as previously announced.

CATACOMBS: Nickelodeon Night with Charlie Chaplin, Spunk and Buckweat. Tonight - 9:30 & 11:00 $0 (Free Peanuts!)

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THE DAILY PENNSYLVANIAN

"...if you read but one book this year, Dr. Frankl's book should be that one." —Los Angeles Times

Man's Search for Meaning

VIKTOR E. FRANKL

A former prisoner vividly describes his experiences in Dachau and Auschwitz and his formulation of the central theme of Man's Search for Meaning: "Man is a dynamic BiC Duo


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WANTED

GIRL - Receptacle urgently needed to work in the offices of THE DAILY PENNSYLVANIAN. Light typing and answering phones. Work closely with the editor-in-chief and his staff. Meets lots of interesting and stimulating people in the Universit community. This is a volunteer position only. Apply D.P. office in Sergeant Hall or Call 549-7255 for details.

WANTED: TEACHER FOR EASY ELEPHANTS (privy). Mexican preferred. Call at night, BA 5-1050.

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UNIVERSITY AREA - APARTMENT, 4 bedrooms, 2 full bathrooms, large kitchen, kitchenette area. Call 382-6111.

FOR RENT

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Washington Square Press is also pleased to announce the publication of the autobiography of Victor E. Frankl: "Man's Search for Meaning," a biographical memoir by his wife, Edith Frankl. The book, which tells the story of Viktor E. Frankl's life and work, is a moving account of the suffering and hope that characterized his own experience in the concentration camps of World War II. Frankl's life and work have continued to inspire and influence people around the world. The book is available for $4.95 in paperback and $14.95 in hardcover.

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THE DAILY PENNSYLVANIAN

PAGE THREE

Tuesday, September 19, 1967

Faculty News

DeLacy, Churchill, Niebanck join staff; Schwartz on comm.

De Lacy heads classical studies

Dr. Philip DeLacy, former professor of classical studies at Cornell University, has been appointed professor and chairman of Pennsylvania's department of classical studies, according to Otto Springer, dean of the College of Arts and Sciences.

DeLacy is president-elect of the American Philological Association. He is the author of "Philodemus on Methods of Induction" (with E. DeLacy) and editor of "Flintshir and Galen" (with R. Elsner).

Prior to joining the Cornell faculty in 1965, he taught at Northwestern University from 1941 to 1965. He received the A.B. and A.M. degrees respectively in 1932 and 1933 from the University of Washington and the Ph.D. degree in 1938 from Princeton University. He was an instructor in classical Princeton from 1936 to 1938 and assistant professor of classics from 1938 to 1940 at Stanford University.

DeLacy served as an instructor and assistant professor of Latin at the University of Chicago from 1940 to 1949. He then became professor of classics at Washington University (St. Louis) where he has special interests of DeLacy include Hellenistic philosophy, and the works of Flintshir and Galen.

Churchill named to Patterson chair

Dr. Stuart W. Churchill, chairman of the University of Michigan's chemical and metallurgical engineering department, has been named the first Carl V. S. Patterson Professor of Chemical Engineering at the University.

The Patterson chair was created in 1965 by a bequest of Patterson, a 1911 alumnus who developed a photographic screen used to X-ray. Patterson was co-founder of the Patterson Screen Company, which later became the Patterson Screen Division of E.I. du Pont de Nemours & Company. His company's nore and photoprint operation was also the beginning of the Sylvane Electric Products Company plant at Towanda, Pa.

The first holder of the Patterson professorship is a 1942 graduate of the University of Michigan.

He took his master of science in engineering degree there in 1945 and his Ph.D. in 1952. Churchill began his University career as a research associate in chemical engineering in 1948, and became chairman of the department in 1962.

A consultant to such major firms as Dow Chemical Company and Minnesota Mining and Manufacturing Company, Churchill is a frequent writer of technical papers and articles. He is best known for his work on convective heat transfer, and in 1964 was a recipient of the American Institute of Chemical Engineers' Professional Progress Award.

Churchill is immediate past president of the American Institute of Chemical Engineers and a member of the Engineers' Council for Professional Development which oversees the accreditation of engineering schools. He was also a member of the Board of Analysts which framed the Goals of Engineering Education Study for the American Society for Engineering Education.

At the University of Michigan, he held offices ranging from membership on the executive committee of the University's Institute of Science and Technology to vice-chairmanship of the campus Board of Control of Intercollegiate Athletics.

Niebanck new asst. professor

Dr. Paul L. Niebanck has been appointed assistant professor of city and regional planning in the Graduate School of Fine Arts at the University of Pennsylvania, according to G. Holmes Perkins, dean of the Graduate School of Fine Arts.

Niebanck has served as a research associate at Pennsylvania's Institute for Environmental Studies since 1962. He received the master of city planning degree in 1963 and the Ph.D. degree in city planning in 1966, both from the University. He was graduated with the A.B. degree in 1961 from Johns Hopkins University.

Schwartz to aid crime study group

Louis B. Schwartz, professor of Law at the Law School, has been named director of the research and drafting staff for the Federal Commission on Reform of Federal Criminal Laws.

The announcement was made at the first meeting of the Commission in the Rayburn Building, Washington, D.C. Former California Governor Edmund J. (Pat) Brown is chairman of the Commission.

Professor Schwartz's principal fields of interest are criminal law and administration, antitrust law, and economic regulatory law. He was co报告er on the American Law Institute's 10-year Model Penal Code Project, and is advisor to the Joint State Government Commission of the Commonwealth of Pennsylvania on the pending general revision of the state penal code.

Prior to joining Pennsylvania's law faculty, Professor Schwartz was chief of sections in the Criminal and Antitrust Division of the U.S. Department of Justice. He also engaged in investigating and prosecuting securities frauds, in the office of the general counsel, United States Securities & Exchange Commission.

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Rehearsal Room

Houston Hall
The Community Involvement Council (CIC) has grown in membership from 20 yesterday. If a two-year trend continues CIC could easily become the biggest and most important organization on this campus, if such is not already the case.

For example, CIC has a real link to the community council. Community council members will act as advisors to 37 CIC community-action programs, all of them aimed at splitting and enlightening the poverty-stricken and the ignorant of West Philadelphia.

Far from being a modern-day bearer of the white man's burden, CIC conceives and considers any student and faculty-run projects designed to help Philadelphia help itself out of the plight which Michael Harrington described as a vicious circle of poverty, poor health, apathy, and confusion.

From a modest start two years ago, CIC has grown in membership to 20 or so and is linked to the present 500 student and faculty projector workers and directors.

The crow's nest

The US Co. must look for some kind of solution

Ira Einhorn

What does the sudden unmanageable mass mean, and this confusion? (How grave the faces of human interaction are these days.)

And why is everyone going back home so late these days?

Because it is night and the barbarians have come, and some men have arrived from the front.

And they say that there are no barbarians any longer.

And now, what will become of us without barbarians?

Those people were a kind of solution.

CIC

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CIC

More than a burden

The Community Involvement Council (CIC) has grown in membership from 20 yesterday. If a two-year trend continues...
Sorority open house tonight for the 428 women... who have roomed with them, "even if they are... are the same thing last year's class."

By Linda Harvey

Tonight 428 women will converge on the University's ten sorority houses for the first round of pairings for the annual Panhellenic rush. Each prospective female, who numbered the sororities and chapter=houses before the class of 1971 has "a lot more feeling for rush than last year's class."

In the five fraternity pairs, rushes will find themselves in a whirl of invitations, coffee dates, even museum and study dates. As well as keeping them eating regularly, these informal dates provide the opportunity to get acquainted with individual sisters.

Opening parties, scheduled for tonight and tomorrow night, serve to introduce the rushes to the various houses and socials. Besides getting an overall impression of the women's fraternities, the rushes learn that rush is a period filled with free cigarettes and offers of food.

Debut parties, held next Sunday afternoon and Monday and Wednesday evenings, are usually a little more relaxed than opening parties. By this time the rushes and the sisters know each other a little better and the conversation steers away from the rather mundane "What is your major? Where do you live? Do you have a car? What form are you in?"

PARTIES GALORE

The Sunday, October first, is a welcome contrast to the less formal previous functions. Typical of the sorority atmosphere are the favorite houses and to get to know the activities of such houses, service projects, and more about Panhellenic functions, sisters, fraternity women exchange information and improve on each other's knowledge.

Party night, Tuesday, October 3rd, is a night when each chapter decorates its house in its chosen theme and the sisters wear appropriate costumes and present an original skit. Party in themself, the girls give the sisters a chance to have a laugh with other funny faces and a little music.

A TOUCH OF ELEGANCE

Elegance and seriousness high light formal parties. Impressive candle light ceremony are given by the sisters of each house. Scheduled for Monday, October 6th these parties terminate formal rush period.

Sororities and rushes then make out their preference lists which are matched up by the Dean of Women's staff. During the personal interviews, from the end of the first party to the time each girl picks her house, she has the opportunity to talk to people only to see and say "hello.

Afterward, this last party is a sorority life start. New pledges are taken through a round of dinners, mixers and parties, in addition to the pledge projects and classes.

The 6,000 draft cards are returned on Oct. 16.

NO ACTION

El Plaskow, field supervisor in Philadelphia for the Selective Service, said Monday that no action will be taken against the person who signed the petition.

The Selective Service will not disclose the names of those who return their draft cards. According to Dean Craft, 80% of the rise in the number of men who return their draft cards is due to their fear of being drafted or losing their wallets.

"The house system cannot replace fraternities... "Plaskow said that "Ten days later, we are heading the Kite and Key."

This third proposal is for reform by the freshmen rush committee of a draft of the new freshman class combine with aggressive encourages by the Administration. For the most part, freshmen rush committee have over the fraternities. As the lifeblood of the houses, the freshmen could demand that the fraternities get rid of bastards, the Christian-Jewish, and religious discrimination and select a sharper freshman class that realizes the difference between people.

"Can you imagine a bearded, flower-power going into Kappa Sigma during rush? - it could be one of the greatest things that has ever happened to Kappa Sigma. Or could you imagine an orthodox Jew getting into the University Fraternity, even Sigma Alpha Mu?"

Plaskow suggested that foreign students should be involved in the rush.

"Can you imagine a bearded, flower-power going into Kappa Sigma during rush? It could be one of the greatest things that has ever happened to Kappa Sigma. Or could you imagine an orthodox Jew getting into the University Fraternity, even Sigma Alpha Mu?"

VICES AND PATRONAGE

"Some of the more worthwhile campus activities such as the DP, SCUE and the CIC are not under... no one that is in the Houston community reward-and-punishment system. There is a... there are people of similar interests and they are suc- cessful for the same reason that the fraternities are there. They are a vast network of organizations."

The houses vary and the members within each house vary. This makes fraternities so great. They make this University what it is. This is also true of the fraternities but not to the same degree. There's a unity of interest because the people who choose to live together in fraternities are people of similar interests, but the independents cannot achieve the same success."

Editors note: The fraternity debate at Penn is one colored with prejudices and misunderstandings. In separate articles, for both sides of the question, namely Sororities, Fraternity and Improving Every student and Improving Environments, Mr. Finnerty and Mr. Plaskow give clear, accurate, and level-headed substantiation of their views. "Religious and even monetary discrimination are... a strong strain of racism in many fraternities."

There is no threat to the University.

"The house system cannot replace fraternities because although they provide the same common facilities, the house system does not cater to the diverse personalities and expecting them to work together is as unrealistic as the Independents. Everyone in the house is not the same, but by and large their general feelings on a key issue such as education, the administration, or athletics are in agreement."

Goldstein

(Continued From Page 1)

The Alpha Delta Phi chapter on campus is going to be involved... the selection process has an obvious purpose -"Plaskow said that "Ten days later, we are heading the Kite and Key."

This proposal is for a council that consists of representatives of all of the residential fraternities. The council would have the power to change student and improve every student and environment, improve the atmosphere that has a narrowing influence on its members. "The entire fraternity system has a pernicious influence on our campus."

Finnerty remarked that pledging and rushing are very necessary, but the fraternity system is so strong. The stereotype makes it seem as though the college is the same common goal. Diversity creates diversification. That's why the independents cannot organize. The fraternities divide half the students into a group that can work together towards one goal, the betterment of fraternities, and the other group are members. The independents are the campus and alumni leaders."

Plaskow pointed out that fraternity men and the independents are basically interrelated. The independents, but the independents cannot achieve the same objectives. "In fraternities there is efficiency of scale."

The fraternity question - pro and con

No threat to the University.

Fraternity men do not have as much time to... and Miss Brummett. This proved to me that the University doesn't tell the independents who must live with them; why should they tell the fraternities?"

VARIES STEREOTYPES

"When you look at any particular house, you will find 10 various degree a stereotype. I defined this as the picture that a representative of a group of people can have of any individual from the same group. The other one was proven to be true. I did not know exactly what rush was like before, there was any fraternity contact with the rushes. We ran an information booth in front of the Panhellenic house our first two fraternities, and the fraternities are here at the invitation of the independents. The University doesn't tell the independents who must live with them: why should they tell the fraternities?

Houses have "pemiculiar effect" on campus atmosphere - Finnerty

System promotes "efficiency," better University-Doug Cox

By Martin Gilman

EDITORS' NOTE: The fraternity debate at Penn is one colored with prejudices and misunderstandings. In separate articles, for both sides of the question, namely Sororities, Fraternity and Improving Every student and Improving Environments, Mr. Finnerty and Mr. Plaskow give clear, accurate, and level-headed substantiation of their views. "Religious and even monetary discrimination are a strong strain of racism in many fraternities."

"Some of the more worthwhile campus activities such as the DP, SCUE and the CIC are not under the leadership of fraternity men. Many of the other campus activities, however, part of a fringe..." Plaskow said that "Ten days later, we are heading the Kite and Key."

Referring to past demonstrations, Mr. Finnerty said that this does not reflect the attitude of the most outspoken critics of fraternities on campus. He attributed the apathy of fraternities to common age group first. The University should be a..." Plaskow said that "Ten days later, we are heading the Kite and Key."

According to Dean Craft, 80% of the rise in the number of men who return their draft cards is due to their fear of being drafted or losing their wallets."

"Can you imagine a bearded, flower-power going into Kappa Sigma during rush? - it could be one of the greatest things that has ever happened to Kappa Sigma. Or could you imagine an orthodox Jew getting into the University Fraternity, even Sigma Alpha Mu?"

The fraternity system cannot replace fraternities because although they provide the same common facilities, the house system does not cater to the diverse personalities and expecting them to work together is as unrealistic as the Independents. Everyone in the house is not the same, but by and large their general feelings on a key issue such as education, the administration, or athletics are in agreement."

The houses vary and the members within each house vary. This makes fraternities so great. They make this University what it is. This is also true of the fraternities but not to the same degree. There's a unity of interest because the people who choose to live together in fraternities are people of similar interests, but the independents cannot achieve the same success."

"In fraternities there is efficiency of scale."

House system - no threat

"The house system cannot replace fraternities because although they provide the same common facilities, the house system does not cater to the diverse personalities and expecting them to work together is as unrealistic as the Independents. Everyone in the house is not the same, but by and large their general feelings on a key issue such as education, the administration, or athletics are in agreement."
DO YOU REMEMBER the game kids used to play in school where you were asked how much money it would take to get you to sell your country's secrets? (Assuming no torture.) Or your dog?

It was a way of thinking about the value you really placed on a thing.

One of the first things you learned was that “features” had very little to do with it. (For example, if your country had had 20 more rivers, or your dog’s tail wagged at 86 Per Minute—six less than an “average” dog’s—the answer would hardly have changed.)

When KLH began making stereo equipment ten years ago, our founders (K., L., and H.) noticed that grownup manufacturers talked as though features had everything to do with value. We hated that. We still do.

“Feature”: Injecting 380 horsepower into cars that have no plausible market save those who commute back and forth over the Bonneville Salt Flats.

Or Again: Advertising 300 watts of power in a high priced stereo console unit to give it the appearance of value. (Neglecting to mention that large numbers of watts have nothing to do with hearing the music accurately, or even loudly, both of which depend on what kind of equipment you’ve squeezed the watts into. 35 watts in good equipment will do far better.)

42-22-36

To define worth solely in terms of features is like determining the “market value” of a wife from her height, age, weight, width of smile, tendency to sputan evenly, and the number of pounds of food she is capable of cooking up in an evening.

It’s true enough we all like to have something explicit to help our thinking. Even Consumer Reports will sometimes find itself detailing competitive features and statistics; akin to Playboy’s 42-22-36 ratings.

But studying the centerfold and accompanying data simply doesn’t give us all the information we really need. What does? Well, probably nothing short of a few years in the same house together.

BASEBALL PLAYER

Packard had it right, way back in the twenties, when its advertising rested on the confident slogan “Ask The Man Who Owns One.”

(It was a new kind of “testimonial” but it’s been watered down since. How is a man today to depend on testimonials to choose, say, his cigarette brand when dozens of equally beloved baseball players can’t get together about which is best?)

Still, the principle of determining value through testimonials makes very good sense.

Economists, for instance, say value can be understood as “some measure of the sense of loss one experiences after being deprived of a commodity or service,” or, ask the man who owns one how much he’d dislike losing it. (The boy contemplating his dog’s worth figured it out the same way.)

Any other way of measuring value, like establishing a ratio between features and price, is at best only a guess, made before anyone could possibly know.

DEPRIVED OF YOUR WIFE

What we propose, then, is a technique of measuring the sense of loss as a way of thinking about “Subjective Value”; i.e., what a commodity means to someone who has it.

So. Assume for a moment that you are about to be deprived of your wife. (Substitute husband or “good friend” where applicable.) How much would you pay in dollars to keep her one more year? When you’re through thinking about that one, fill in No. 1 and have a look at the rest of the questionnaire.

You see what we’re up to here.

We began on this idea because we already have evidence (based upon a comparison of the number of hours owners sit listening to KLH phonographs as opposed to other brands) that our $300 stereo system is cherished somewhat more than at least one $400 system we could name; and perhaps twice as much as another $300 set.

Doubtless the same situation exists among magazines—some are surely valued more than others—or sewing machines, or autos, or toothpaste.

Toothpaste? Well, we’ll soon see, and if you’re interested we will be pleased to let you know what we learn.

If one or more of these questions interests you, then kindly fill in the blank spaces that apply and mail to the address we have listed at lower right. For our part, we will gratefully send you a tally of the results of this questionnaire, and others we are doing in subsequent ads, if you also add your name and address. Thank you.

1 (See Headline.)

Are you a subscriber to this publication?

If not, do you read every issue of it?

If your answer is yes to either of these, and you were informed that because of financial difficulties the publication might discontinue publishing, how much would you be willing to pay for one more issue rather than be deprived of it?

One more year’s subscription?

2 Do you have telephone service at home?

If yes, assume you now pay an average of $20 monthly for this service. How much additional would you pay, rather than be deprived of it?

3 The automobile you now own was purchased in what year?

At what price?

What make?

Assuming it’s in good running order, and that you couldn’t get another one like it, how much would you pay to keep it during the coming year?

5 Do you own a piano?

What kind?

How much did it cost you to buy?

How long ago?

If you were about to be deprived of the set you now own, and knew you could not get another of the same kind, how much would you be willing to pay to keep it?

6 Do you regularly use a particular brand of toothpaste?

If yes, which brand?

Assuming you were informed that because of financial difficulties your brand of toothpaste might go out of business. How much would you be willing to pay, above its present cost, to have one more tube, rather than be deprived of it?

7 Assume for a moment that an offer was being made for your wife’s wedding dress. How much would you be willing to sell it for?

What does your wife say?

8 Do you own stereo equipment at home?

A console? A one-piece table model?

A three-piece system? Components? Which make(s)?

How much is it worth to you to keep it?

How long ago?

If you worry that by putting your name below you may be subjecting yourself to a barrage of KLH literature, or that we may send a salesman around, or sell your name to some “last house,” rest easy. We won’t. Though if you would like to have a catalog and the name of the store near you that sells our equipment, please so indicate in the appropriate box.

Name. Address.


□ Please send catalog □ Forward survey results

Mail to: Henry M. Morgan, Pres., KLH Research and Development Corp., 30 Cross St., Cambridge, Mass. 02139

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KLH launches an inquiry into "Subjective Value."

(SURVEY)

QUESTIONNAIRE

Eat at Kelly & Cohen's BASEBALL PLAYER

TUESDAY, SEPTEMBER 19, 1967
American left leaders will aim at local races

By DAVID AIKEN

CHICAGO (CPS) - Leaders of the American left, meeting at a national conference on "new politics," have decided to work on local political races, rather than run for "national" offices, "the concept of self determination for the people of "the imperialistic 20th century." The third ticket idea has the support of the Committee of Ameri
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CIC sponsors coffee hours

As an opportunity for the Univer

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designed by Bellanger for Voters in Peace and N.Y.

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Penn's Cadwalader, Meek, Ferriss row in first international competition

By BOB SAVET

The surge of the Pennsylvania cadets to the top of the rowing world continued this past summer among members of the varsity, junior varsity, and freshman eights.

Members of Penn's rowing crew, who have been steadily gaining on the upper echelons of the rowing world over the past several seasons, continued to make their presence felt abroad this summer. The Cadwalader, Meek, and Ferriss rowing crew, which dominated collegiate competition in the United States last year, continued their domination of the international scene this summer.

One example of this was the recent victory of the Cadwalader, Meek, and Ferriss crew in the world championships in Europe. The crew, which was led by co-captains John Cadwalader and Rick Owens, won the gold medal in the lightweight men's eights event, setting a new world record. This was the third straight year that the crew had won the championship, cementing their status as the world's top collegiate rowing crew.

Another highlight of the season was the performance of the freshman eights crew, which won a bronze medal at the European championships. This was a significant achievement for such a young crew, and boded well for their future success.

With the success of these crews, Penn has established itself as a dominant force in international rowing, and the future looks bright for the program.