

Graphics Confab Here Next Week

western washington
COLLEGIAN

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Friday, July 27, 1962

CONFERENCE FEATURE:

Premier Showing Here Of Danish Graphics

The world premier showing of an extensive collection of Danish graphic arts products, put together specifically for the Graphic Arts Educators Conference here next week, is on display in the lower gallery of the Arts Building.

The collection, considered to be the largest and most varied of its kind ever assembled, was made available through the efforts of J. Mogensen, Danish Vice Consul in San Francisco, who had the works flown in from Denmark and assembled them in the collection.

Arthur Trace To Lecture Here

Dr. Arthur S. Trace, author of "What Ivan Knows That Johnny Doesn't", will give a complimentary lecture at Western Washington State College Monday based on the content of his book.



Arthur Trace

Trace's book, published last year, compares text materials in reading, literature, foreign languages, history and geography in the Soviet Union and the United States.

His lecture is set for 8:15 p. m. in the college auditorium. He will follow it up at 9:30 a. m. Tuesday by appearing on a panel to discuss reading content and comprehension in the two nations.

The exhibit is titled "Danish Daily Life In Graphics," and includes works in advertising posters and poster stamps (miniature posters used as letterheads and letter seals), advertising mobiles, displays, greeting cards, and wrapping paper. There are also posters made of reproductions of works by artists such as Klee, Chagall, Michaux and others.

In a letter Mogensen said that since the showing, about ten years ago, of 130 Danish posters in several large American cities, "graphic art has stepped modestly aside, and repeated successful exhibits in the U. S. of Danish furniture, silver and textiles may have left the art-interested American public with the false impression that our graphic design and industry is on a lower level than our other arts and crafts, or even worse: not worth showing."

"The Danish Lithographers Guild and the Danish Consulate General in San Francisco are deeply grateful to the Graphic Arts Department at Western for having given them the opportunity to dispel that misapprehension at least in a certain measure," Mogensen said.

The 200 works are designed to give the viewer an idea of the artistic quality, humor and vitality of graphic art in Denmark today.

On discovering that the collection was being assembled, the San Francisco Museum asked that they be allowed to put it on permanent display. The exhibit will be here throughout the summer session.

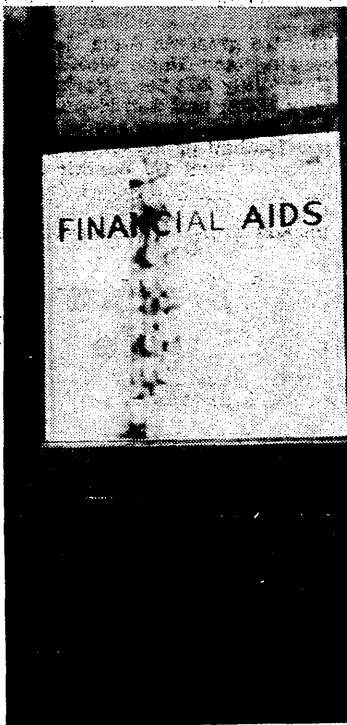
Financial Aids Office Started

Along with the many new departments and new official functions being established for the next year, one has been set up that should provide the student with a well-organized and efficient method of getting money.

William Hatch, a graduate from Western with many years of counseling and advising behind him, has been installed as the new Financial Aids Officer.

Hatch graduated from Western in 1943 with a major in counseling and guidance. He received his M.A. from Claremont College in California. After teaching for several years in junior and senior high schools in California, he moved to Everett, Wash. Prior to coming to Western, Hatch was head of counseling at Mountlake Terrace High School north of Seattle.

The complex system of loaning money will be moved behind



this door, just a few steps away from the main entrance of Old M. The National Defense Education Act fund, the college loan fund, and the emergency loan fund, will be incorporated with the scholarship programs and the part-time employment system in an attempt to put all means of student assistance in one place to better serve the poverty-stricken.

A Real Summer Has Just Begun

Think it was hot this week? You possibly don't recall that on July 27, 1958, the thermometer hit a record 102 degrees, the hottest ever recorded by William S. Perry, official U. S. Weather Observer.

During a three-day stretch last year, July 11, 12 and 13, the mercury hovered at 95, 99 and 93 degrees.

With Monday of this week listed as the warmest day of the year so far, the temperature hit 87. Sunday was second warmest with 85 degrees recorded, and Tuesday was a comfortable 84.

Summer isn't over, we hope. There have been no 90 degree temperatures yet to give Perry's thermometer a workout.

WWSC To Host 300 Graphic Arts Educators

Noted authorities in the field of Graphic Arts, educators, printers, editors—all will come together Sunday to begin the week-long conference of the International Graphic Arts Education Association.

Over 300 members of the IGAEA are expected to attend, making this the largest conference in its 37-year history.

Representatives from 28 states; two territories, four countries, and 27 colleges and universities will be attending the conference, held for only the second time on the West Coast. Santa Barbara hosted the graphic artists five years ago.

There are several reasons, according to Dr. Ray Schwalm, head of Western's Graphic Arts Department and chairman of the conference, why Western was successful in drawing the largest conference attendance yet recorded. The main reason, Schwalm feels, is the number of noted speakers to appear on the program.

Major speakers on the program include Faber Birren, color consultant; David Whiteford, vice president of Whiteford Paper Company of New York; Stephen Baker, creative designer; and Richard Coyne, art director and editor.

Birren, who has published 16 books on color and who is considered to be the world's authority on color, will present one of the major lectures of the conference at 8:15 p. m. Tuesday in the auditorium as part of the summer Concert-Lecture series.

Birren studied at the University of Chicago and the Chicago Art Institute. He has been a professional color consultant since 1934. His talk Tuesday is titled, "The Relation of Color to Form and Function."

The major speakers will appear in seminars and discussions throughout the week.

Swedish Film, 'Brink Of Life,' Last In Series

Sweden provides the setting for the dramatic film, "Brink of Life," the last of the summer Foreign Film series, at 7:30 p. m. Sunday in the auditorium.

The film, directed by Ingmar Bergman, portrays the story of three women awaiting the births of their children in a hospital maternity ward. One, an intellectual looking forward to her child to save her crumbling marriage, loses it in a miscarriage. Another, an unmarried adolescent, has already tried an unsuccessful abortion. The third, presented as the essence of maternal womanhood, loses her child in protracted labor—a scene that won actress Eva Dahlbeck the Best Actress Award at the Cannes Film Festival.

The second feature on the program will present three films starring Charlie Chaplin.

All four of the major speakers, along with members of Western's faculty, will appear in a symposium at 7:00 p. m. Wednesday in the Auditorium-Music Building to discuss the "Impact of Color and Motivational Research on Graphic Arts Products and the Consumer." Included as speakers in the symposium are Dr. Graham Collier and Dr. Herbert Taylor of Western's faculty. Dr. Ralph Thompson is the symposium leader.

Other events on the program include the Thursday night banquet and dance. President Jarrett will be the main speaker at the banquet.

First Workshop In Wrestling Led By Tomaras

By NIGEL ADAMS

Although Wrestling Workshop's are old hat to one of the nation's greatest wrestling coaches, the session starting Monday is another first for Dr. Bill Tomaras. Tomaras is known for the initiating of the wrestling program at WSU and for the final development phase of the program at USC. Since joining the faculty at Western last fall and entering the school's first team into competition, Western's physical education importance has been on the upswing. Tomaras held a brief session for high school coaches last winter when about 30 men from the state ranks showed up for some pointers.

This session for a week starts on Monday at 9 a. m. and runs till 4:30 p. m. The important thing about the course is its practicality. Instead of talking it over in a coffee shop session which characterizes a part of summer session for coaches this will on the other hand be marked by actual work in the field.

The participants will wear full gear and learn through doing.

So far 40 men have registered. There is one contingent on the way from California plus some from Oregon and the majority from Washington State. Some of the area coaches involved are Bill Baker from Whatcom Jr. High, Steve Hansen of Monroe High School, Charley Johnson of Bremerton, Dave Rich of Snohomish, Al Lynch of Twin Cities and Keith Kingsbury of the UW Physical Education Graduate School. Hansen and Johnson were former football greats from Western along with Kingsbury of basketball fame and

(Continued on page 4)



DR. RAY SCHWALM, left, discusses some of the problems faced in preparing for the Graphic Arts Conference next week.



SOME OF THE IGAEA delegates who have been here for the summer session are, from left to right, Lewis Canaday, Warren Hazzard, Otis Chidester and Harry Goldstein.

Tom Shucker of Welensky, Ohio, found a rock that he swears resembles an egg; although his wife Ima insists it is an oblate spheroid.

Year At Western Was Challenging Says Snedeker

Dr. John Snedeker, for the past year head of the Department of Education, expressed on leaving Western a respect for the present program and confidence in its future growth and expansion.

Dr. Snedeker will leave at the end of the nine-week session to take up the duties as president of New Mexico Western College in Silver City, New Mexico.

"The past year has been a vigorous and challenging one," Dr. Snedeker said. "I have enjoyed the intellectual atmosphere of Western and have particularly enjoyed working with President Jarrett whom I consider one of the great educators of our time."

In regards to the future of Western and some of the things he foresees in it, Dr. Snedeker said that we are "definitely on the growing edge of a new era."

"Western has a sufficiently diverse faculty representing varying philosophies to continue to be a source for bold new practices," he said.

He said that he has always considered Western as one of the best teacher education colleges in the country.

"I sense here at Western a dedication to teacher education that is well above the average," he said.

Turning to another aspect of Western's growth, Dr. Snedeker said that the development of the arts and science curriculum should be "high priority items in Western's expansion." He added that he hopes the social sciences will not be neglected because of increasing work in the lab sciences.

"The fact that when the ex-
(Continued on page 3)

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Dry 10¢

DRY CLEANING
10 lbs. \$2.00

Seafair Tops World's Fair Fun



SEATTLE'S THIRTEENTH SEAFAIR FESTIVAL will be staged this year against a backdrop of a spectacular Space Age World's Fair. The annual maritime frolic will have its ten day run July 27 through August 5, and should prove to be the most exciting period of the Fair which extends April 21 through October 21. In the upper left panel (No. 1) Seattle's famous Lake Washington is the scene of the fabulous \$35,000 Gold Cup Race for unlimited hydroplanes, one of sportdom's most thrilling events. President John F. Kennedy (panel No. 2), who will visit Seattle, is flanked by a picture (panel No. 3) of the 550-foot Space Needle, located in the heart of the World's Fair grounds. The Seafair Grande Parade (panel No. 4) is pictured wending its way before 200,000 onlookers on Saturday, July 28. A glamorous water and stage spectacle (panel No. 5) is nightly entertainment during Seafair, as the beautiful outdoor lakeside Aqua Theatre presents Aqua Follies, July 26 through August 15. In the insets are theatre and recording star Gisele McKenzie (upper left), star of the Aqua Theatre musical "Annie Get Your Gun," July 27; Bert Parks, popular television emcee and singing star, featured in "Music Man," July 17-22; and Bob Hope, America's beloved comedian, who will appear in "Bob Hope's Space Age Frolic" stage revue, July 9-15. The lower panel (No. 6) pictures the annual pre-season pro football game, which pits the San Francisco 49ers against the Minnesota Vikings on Saturday, August 11. Seafair Royalty (panel No. 7) welcomes the U. S. Fleet, Wednesday, August 1, while the Bon Odori (panel No. 8) illustrates the picturesque celebration of the Japanese community. It all adds up to the ideal time to visit Seattle, the World's Fair, and ten thrill-packed days of marine-flavored hi-jinx—the Seafair.

BOB'S DRIVE-IN IS HAVING ANOTHER

ICE CREAM FESTIVAL



TOPS IN HAMBURGERS
FOR GRAPHIC ARTS DELEGATES
FOOT OF HIGH ST.

"Drop By, Delegates, And Pick Up Tidbits"

- SNACKS
- ICE CREAM
- CANDY
- FRUIT

VAN'S

High Street Grocery

"Just Off Campus"

Sneak Preview—'Sell It To Me In Denmark'

By BILL BURKE

Due primarily to my vague Collegian-like features, I was allowed inside the locked confines of the lower gallery in the Art Building Wednesday to see a sneak preview of the Danish graphic arts exhibit.

Being the epitome of the "general public," an uninitiate, and a rank novice, I though I had long ago given up my bold and brash forays into the art realm. But I was very much impressed with the display, even though none of it had been arranged and much yet unpacked, and I had better say something now, before it all gets said.

Much of the display deals with advertising—posters, mobiles, poster stamps, displays—and since advertising is aimed at the "general public," I am safe in talking about its effect on me, and I need say nothing about color, design, etc., of which I know nothing.

I suppose I am no different than all of us in that I, too, succumb to the advice and, often, commands of the ad man's messages.

But I am offended (as we all must be) to think that many of our nation's advertisers seem to think that I have no taste, no sense of humor, and little intelligence. The venerable prophets of Madison Ave. seem to think that they need only to slap me with bold colors, catchy slogans, and sexy girls, and I will rush out and spend, spend, spend. Sadly enough, it's usually true.

The point is, if I have to be told what to buy I'd rather have them tell me in Denmark.

The attitude behind the advertising posters from Denmark seems to be that of producing something you'll see and want to read, as opposed to the atti-

tude here that you won't even want to see it, but if it hits you hard enough you'll buy the product without even thinking.

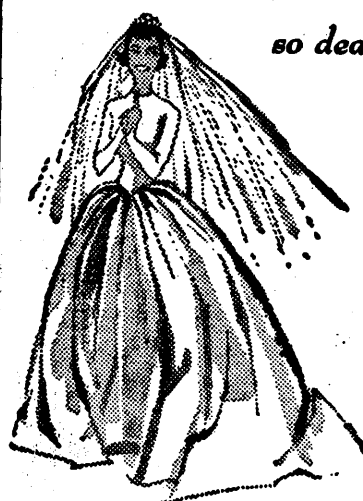
To digress into the content of the exhibit, notice, for instance, the terrific poster of the piano-playing tiger—it makes me want to attend the circus just to see the wild, roaring beast that can be made fun of. Or perhaps the little poster stamps—they can't use billboards in Denmark, so they've gone to the other and more fascinating extreme. And no marred scenery.

Since I lack the proper critic's

vocabulary, try this: Are you chained to the advertising habit? Try Denmark for a change. Or: Buying more now and hating it? All in all you get a lot to like in this exhibit—humor, quality, and plenty of good taste.

St. James Presbyterian Church
919 14th Street

10:00 Morning Worship
"Communicating the Gospel"—
by Charles Muir, D.D. Former
pastor at St. James. Now Field
Director in Christian Education
for the Synod of Washington.



so dear to a bride's heart...

The
Flower
Wedding
Line
Invitations

Good taste needn't be expensive. Our beautiful Flower Wedding Line proves this with the most exquisite papers, type faces and workmanship you could wish for! It features Heliograving*—rich raised lettering—elegant as the finest craftsmanship—yet costing so little! Come see our unusual selection.

*Heliograving—not to be confused with engraving.

LYNDEN TRIBUNE

FL 4-2123

610 Front St.

THE COLLEGIAN

Official Weekly Newspaper of Western Washington State College, Bellingham, Wash.

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Editor.....BILL BURKE
 Business Manager.....NIGEL ADAMS
 Advisor.....JAMES MULLIGAN
 Photographer.....CAL COLE

LACKING INTEREST?

We recently read of President Kennedy's concern over the fact that the nation's public seems to have a "lack of interest" for his proposed plan to build community fallout shelters.

In the same news article a Roper poll was cited as showing that most people are in favor of community fallout shelters, but it also showed that a majority doesn't expect to be needing them very soon.

A final additions to these observations might be that most companies who hopped on the "shelter wagon" six or eight months ago are now going broke.

We feel that the "concern" Kennedy has shown for the "lack of interest" of the United States public is, in light of the other observations, totally unfounded and shows on his part a lack of perception of the attitude of the American people.

It should be obvious to Mr. Kennedy that the business failure of those firms dealing in private fallout shelters indicates that the people of the United States have gotten over the first waves of the bomb scare, and are again looking to the future with a certain degree of optimism.

It was pointed out to us recently that people seem to have discovered that it was rather morbid and pessimistic to talk of shooting a neighbor to save the shelter, especially while testing negotiations were still going on.

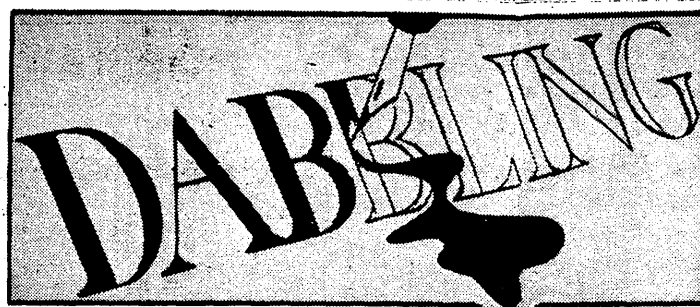
If Kennedy had a true perception of the feelings of the American people, it would seem that he should be pleased to think that we as a nation have enough hope and confidence in mankind to refuse, at least for the time, to run and hide.

The first atomic bomb used in warfare was dropped on Hiroshima, Japan, obliterating 60 per cent of the city's 343,000 people and almost two-thirds of the city. The Hiroshima bomb was only a little bang compared to the new bombs being tested today.

The new Telstar communication system has made live television transmission to Europe a reality. Now it is possible to send them Jackie Kennedy live and direct on her water skis.

The new appointment as secretary of health education, and welfare is Cleveland Mayor Celebrezze. We can't pronounce the name, but Celebrezze sounds like a sneeze.

Vacations aren't so hard to plan. Your boss tells you when and your wife tells you where.



By Bill Burke

Now that we have slipped into at least a temporary summer (By the way, did you notice that the day after the P-I ran a front page story saying "where is summer," the sun blazoned out hot and sticky?) we might as well talk about Birch Bay. Not the Bay so much, but the Birch Bay Sun. Not even that so much—the point is, the editors of the Sun (ex-editors, as you all must know, of the Collegian) hold an annual beauty contest. And they seem to think that all the beautiful girls come from Canada and lie about the beach all summer getting lovely tans.

Now that raises the ire within me—I happen to like the girls at Western, and think they could out-beauty those Bay chicks any day.

Well, in all the glory of my impetuous nature, I challenged the honorable editors Simpson and Ehlers, saying in effect that I could find a girl here at Western who would steal the show.

So I need a girl! All you young lovelies who would like to help me win the challenge come and see us. We'll pick the loveliest and rush her out to Birch Bay Thursday, August 9, for all the festivities. She'll ride in a convertible, be heard live on radio KPUG, and when we win, she'll get a free weekend for two (?) at the Bay.

Onward—All the niceties and failures of our automated society hit me with full and sweaty force the other day. I was out cutting my lawn (that "lawn" part is a joke between me and my landlord) with a hand sickle. And as I stood gasping in the heat, the automatic timer on the automatic chimes in that big church downtown struck six and automatic music rang out across the city. Now surely with all that they should be able to find an automatic substitute for a hand sickle.

Better Homes and Hovels Dept.—The noted art curator and blasphemer Jack Neill has been chosen as a feature for next month's issue of "Pad Weird," a magazine of crummy but gassy cribs.

Enjoyable Year Says Snedeker

(Continued from page 2) Executive order was given to proceed with atomic development its social implications were not considered accentuates the need for study in the social sciences," he said.

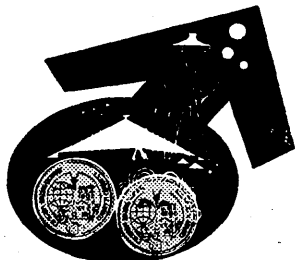
Asked if he felt that the education program might be neglected by an increase in the arts and science program, Dr. Snedeker said that he believes in the value of a very broad background on which to base specialization. "The education program can only be enhanced by the scientific programs," he said.

Contrary to popular opinion, "Chicken Cacciatori" is not cowardly.

Federal law prohibits the operation of an opium den within 500 feet of schools, churches and public institutions.

Contrary to popular opinion, "Euthenasia" is not a communist front magazine.

WORLD'S FAIR TRADE DOLLARS



COIN OF FUN • FOR CENTURY 21

PICTURE OF THE WEEK



Now really... What a ridiculous thing to have for the weekly picture. Just what is my photographer, anyway. Some kind of a nut?

"You Know You're The Second Person Who Said That Dept."—Hey, gang, look! Van, the bearding grocer, is offering a free trip to the Lynden Fair for the five thousandth person who enters his store to say, "Hey, I think there's something wrong with that sign out there."

And for you masses out there—Group!!! Fear not! Big Cedley is watching... heh-heh, sorry... exit...

Contrary to popular opinion, China is a larger country than Switzerland, even if we have less money there.

Moonlite Movies

Bellingham, off Freeway at Guide Road
 SHOW STARTS AT DUSK

FRIDAY AND SATURDAY
 ADVISE & CONSENT

★ Charles Laughton
 ★ Walter Pidgeon

STARTING SUNDAY
 THAT TOUCH OF MINK

★ Doris Day
 ★ Cary Grant
 (Sophisticated Adult Comedy)

— AND —

COLORADO

★ James Cagney

BUCK NIGHT — WED.

FRI., SAT., SUN.

MERRILL'S
 MARAUDERS

★ Jeff Chandler

Journey to the Lost City

★ Deborah Paget

MOTOR-VU

THEATRE

Located on Bennett Road

COMING

KING SOLOMON'S MINE

— AND —

NAKED SPUR

If You're Writing More And Enjoying It Less

See the
 Amazing

AQUA PEN
 (Pat.)



PRESTO! IT'S FILLED

Fills with Water...
 and Instantly
 ...Writes with Ink!

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 100% AMERICAN MADE

THE STUDENT CO-OP

"YOUR STUDENT OWNED BOOKSTORE"

Engraver Delegates Save ON



- SUN LOTIONS
- VITAMINS
- MAGAZINES
- HAIR LOTIONS
- TOILETRIES
- GIFTS

AT

RAWL'S SUPERETTE

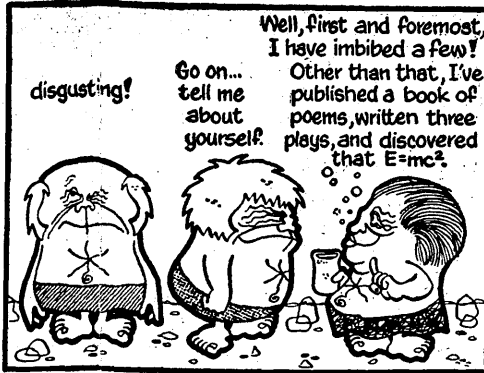
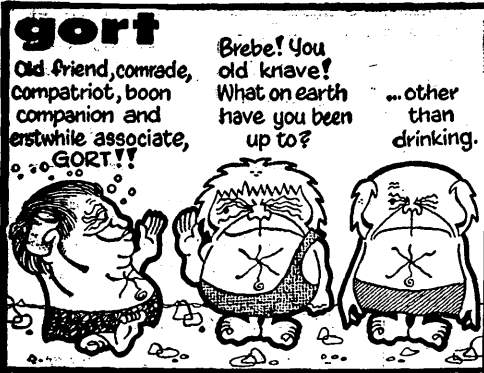
714 E. HOLLY

Home of
 The Square
 Barber Pole
 and the
 Round Barber



ERNIE'S BARBER SHOP

BELOW GUS'S



First Wrestling Workshop Held

(Continued from page 1)
Lynch who coached the Javee's for Hubbard last year.
Tomaras said that at 10:00 a.m. Monday the movie of the "NCAA Wrestling Championships Finals" will be shown in the Carver Gymnasium. Incidentally Tomaras offers a wrestling course at night school and this also draws in coaches from the area. There is still time to register for this session. An interesting highlight of the session will be some special wrestling matches.

Although it keeps you awake, Caffe Expresso is non-addictive.



SICK SYMPOSIUM:

Falstaff Associates

By Jack Neill
Would you like to 'Sound Off' about some controversial issues, or would you rather read some innocuous pather about a new floor wax being used in the coffee shop? Lets face it, only so much happens at Western. Thus the establishment of Falstaff Associates, a symposium of opinion concerning issues MEANINGFUL to contemporary students.

Topics will be selected from those submitted by students or staff the week previous to a given symposium and stated at the end of each feature. Contributions will be accepted from any who rars to submit his opinion; in the unlikely case that contributions exceed available space they will be considered on the basis of readability, pointedness, and contrast to other writings. All opinions should be stated within a maximum of 125 words.

The purpose of such a feature is to give the anonymous student a chance to state views without the intellectual drudgery of writing a complete column or the pretence of composing The Very Proper Letter to the Editor. Names will be printed with the contribution or withheld on request.

SICK, SICK, SICK
Since one must begin somewhere, we have selected the first topic, "Sick Humor: What is it, does it swing, is it nasty, why don't more people dig it, etc." If you dislike the opinions stated, feel free to wax brilliant; only one qualification—the printers haven't learned to set up snarls, so let's keep this bit intellectual and use words.

Joe Fasciani—"Sick Humor—what is it? This is the appeal for humor through the use of material traditional considered taboo. Such material would include death, illness, both physical and mental, people in mishaps or even gory accidents. Yet how sick is this? I feel that the very fact that it is now discussed where previously it was banned is a sign of awareness, even if that awareness seems cruel or crass. Was it a virtue to ignore the negative aspects of life now considered humorous? That the irreverence and lightness displayed toward these aspects is sick may be true, but how can the material be sick? If so, then all life must be sick. I feel irreverence is essentially healthy, for it means a lapsing from dogmatism. Sick humor is hardly about to usher in a philosophy of awareness, but it may startle that which most needs it—ourselves."

Anonymous Girl—"Wild."
Grad Student in Psych—"I

have heard approximately 14 so-called sick jokes in my life. 13 of them I heard after spring quarter 1958. The other one was about the kid who finally found the baby's soft spot which I heard shortly after the birth of my son: I don't know."

Jack Neill—"Somehow I prefer 'Sick' humor to the 'Pat and Mike,' 'Amos and Andy,' 'Farmer and Salesman' type jokes one used to hear with their quaint allusions to 'nasty' acts and 'human' foibles. At least a sick joke makes one realize the callousness with which we go around performing our roles, a fact that old humor tried to pass off as being the expression of 'illbred and ignorant' people from 'unfortunate' ethnic groups.

For instance: the mother-child bit that runs, 'Mommy, mommy, why can't I . . .?' and Mother, 'Shut up and . . .' hits home the adage about honoring one's father and mother in an operational way. 'Sickists' do not merely play lip service, they do their duty with a vengeance.

Or take the one: 'Can Johnny come out and play . . .' Merely an extrapolation from a child's view, of what happens in an adult world—where one uses another only to be abused in turn—where regard for the burden of another's affliction is a ceremonial mouthing, sacrosanct but not serious.

I think 'Sick' humor is a sane rebellion against the hypocritical maudlinism of business society and big peer groups; the exposure of street life to the eyes of 'Right Thinking' policy makers."

Bob Galford—"Sick Humor—ah, yes. It is the sick who call this type of humor sick. Their sickness is that they are mentally handicapped. Oh well, I suppose one should hire the handicapped. After all, they are fun to watch."

MORE TO COME
Unfortunately there were several contributors who failed the deadline, however we look forward to printing their opinions next week. Dr. Roy Mumme of the faculty has been sounded on this issue and may be cajoled into offering us a morsel of his marginal mentality. Surely there must be someone who finds "Sick" humor abominable and detestworthy—let's hear from you!

Delegates:

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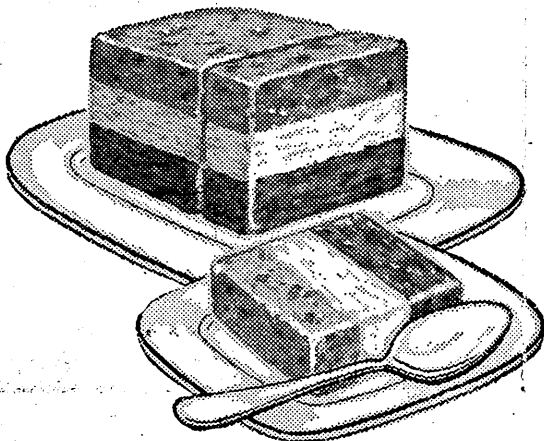


AT

VIENNA CLEANERS

206 E. MAGNOLIA

I.G.A.E.A. Delegates Don't Miss



OVER 30 FLAVORS

THE HILLVIEW DAIRY

Drive-In and Restaurant
1828 CORNWALL

"You won't want to miss an evening at SHAKEY'S"
"It's known the world over!"

SHAKEY'S PIZZA PARLOR

1234 State St.

RE 3-3020



THIS LITTLE FLAME CAN RUIN A FOREST



Remember—only YOU can PREVENT FOREST FIRES!

1 DOLLARS GO FURTHER HERE

- Meats
- Fresh Vegetables
- Picnic Items
- Refreshments

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