

GUILD NEWS

U.G.C. TAKES A LOOK

Thursday, Dec. 1, 1960
The Guild of Undergraduates—University of Birmingham

BROWN STUDY

A MAJOR question in the production of a play is the decision as to what extent the presentation should be dominated by the theme. It is evidently a play that the audience have come to see, and not a disputation on the nature of a facet of existence in dramatic form. Therefore the plot should be strong enough to sustain the attention independently of its philosophical content, and should at the same time allow the thoughts of the author to come through and register themselves upon the minds of the audience.

In this respect "The Great God Brown" seems to me to be a rather misguided choice for G.T.G. to have made for their Autumn Major. This play would be a challenging one for a professional cast to attempt; it needs a simplicity of approach, and a plasticity of emotion so that O'Neill's meaning shall not be too heavily pointed. The mystical patterns beyond the words and actions of the characters should be a background to the living drama.

Difficulty

The difficulty arises from the fact that O'Neill has stressed his theme almost too strongly from the beginning, by the device of using masks to represent the private and public faces of his characters. However skilful the actors, this rather naive use of symbolism is an obstacle rather than a help to the sympathy of the audience; when you can see that a trick is all done with mirrors, it ceases to draw your attention. The weakness of the method is revealed especially in the first scene of the last act; when masks are changed with the rapidity of characters jumping into bed in a Feydeau farce.

It may be argued that this is not so much a drama as a morality play, a materialistic



Linda Manning and Jim Bernhard in a scene from "The Great God Brown." (Photo: Dolphin).

myth. But you can't have things both ways; O'Neill himself intended "The Great God Brown" to stand on the grounds of realistic human drama, and this aspect must therefore necessarily be considered.

The story is primarily concerned with the lives of two men; Billy Brown and Dion Anthony, whose material and spiritual progress we follow throughout the play. Brown is a demigod of modern society, a Success,

who lacks the ability to create and love of Dion Anthony.

But it is also the story of the impossibility of being fully oneself in a misunderstanding world. Dion is unable to reveal his inner sensitivity even to those who mean most to him, whilst Brown, in stealing those qualities of Dion's that he covets, loses his own personality, and thus becomes not himself to anyone.

Conflicting

The intense conflicting emotions in this play place a heavy strain on the cast, and yet they come out of it remarkably well.

Of the four main actors, whose performances were in the main uniformly good, two should perhaps have special mention.

Linda Manning sustained her dual personality excellently throughout the play and brought real feeling to her interpretation of a very mature part, while Terry Hands' study of Dion without the mask had an immediacy which conveyed the poetry in the character directly to the audience.

The supporting cast, and in particular the two sets of parents in the Prologue, were very competent; in fact the weakness in the play could never be said to lie in its acting.

The set could have been more carefully planned and executed, but for the most part the faults lay in the choice of a taxing play and in the heavy stressing of an all-too-obvious theme.

M.A.B.

On Wednesday the Committee had lunch in the Union with the President and Executive and representatives of Athletic Union, G.T.G., and External Affairs Committee. This was followed by an informal discussion of a memorandum which had been submitted by Executive at the request of the U.G.C.

After outlining the status and functions of the Guild the memorandum goes on to outline its present situation and suggest plans for the future.

DOUBLE FACILITIES

The extensions will almost double the present Union facilities and the memorandum states that the completed building will be as large as can be possibly handled by the present student organisation.

It suggests that any increase in the size of the University must therefore be accommodated either by diminishing the activities of the Guild or by building sub-unions elsewhere on the Campus.

Another problem is that the Union does not possess a hall large enough to contain even half the members of the Guild at once. Theatrical productions are of a sufficient standard and arouse such great enthusiasm that a theatre is really necessary.

The memorandum also deals with the question of staff-student relations which, outside the Halls of Residence and the Staff-Student Dining Clubs, are almost non-existent. It suggests that there is a lack of communication both between the University and individual staff members and between staff and students.

TEACHING METHODS

It also suggests that the staff are required to devote time to administration which could be better spent in dealing with the problems, both academic and personal, of their students. A show of personal interest by members of Staff by their students is the essence of good relations. Freshmen in particular are very susceptible and anxious to learn from direct contact with their staff.

In dealing with teaching methods the memorandum suggests that lecture time should be reduced in favour of an extension of the tutorial system which is at present much more in operation in the Arts Faculty than in the Science departments. "Some so-called tutorials in the Science Faculty consist of classrooms containing twenty or more students working examples under the direction of a lecturer."

The memorandum concludes by saying that many of the differences between the practices of the Faculties and departments are paralleled by a sense of division and separation among the students. "This is only broken down by the Guild."

MORE THAN EVER

THE largest annual council ever held by the N.U.S. took place at Margate on 26th November. Over 150,000 students were represented by the 450 delegates there, and the size of the gathering reflected the importance of the topics debated. Birmingham were represented at the meeting by six delegates and six observers.

Concerning the Anderson Report, an M.P., when consulted by N.U.S. as to the best means of obtaining its implementation, said that students must make a concerted effort to express their views. As every student in the country must know by now, the major decision of the Anderson Committee was that the means test on grants should be abolished.

This recommendation to the Ministry of Education is now stagnating under the colours of a modification in the existing grants structure. The next six months, it was stated, will be crucial to the fate of students, and in order to force the Minister to implement to the full the advice of his experts, a Students' Grants Week was announced. This will be held from Dec. 8th to Dec. 15th and with protest meetings, the lobbying of M.P.'s and letters to the press, students will urge the adoption of the majority recommendations of the Report—to end the parental means test.

Mental health

Representatives from Manchester University moved two important resolutions concerning lodgings and Student mental health. They drew attention to

the "deplorable situation" in the larger Universities where students live in lodgings up to 20 miles from the town. The motion urging the University Grants Committee to give due regard to all categories of students was passed by a large majority, and it asked for University-owned flatlets for married students and others, Halls of Residence with full communal facilities and University-owned study-bedrooms. Regarding Halls our University provided one of the most trenchant illustrations, with only eight per cent. of the students in Halls and 70 per cent. in digs and 200 not placed at the beginning of the term.

Inadequate

Manchester's motion on mental health suggested that psychiatric and mental health facilities for students were inadequate. An investigation carried out by the president revealed that half of the 7,000 students at the University are taking 'drugs' to ease the strain of their studies.

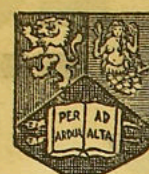
Birmingham, which was represented by Dave Mallion, Andy Bennet, Margaret Righton, Barry Faulkner, Sam Hiron and Ted Ash, suggested an amendment to the constitution which would exclude politics from the field in which N.U.S. would be allowed to work. This amendment was carried.

ad lib



out

TOMORROW



GUILD NEWS
THE UNIVERSITY NEWSPAPER
THE UNION, EDGBASTON
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The Christman Cometh

by Rev. Keith Wilkes

TOM Lehrer may seem to have analysed for us "the essential Christmas." Already the waves of sentiment (how nice) and uninhibited extravagance (get out and buy) are building up in the homes and shops of the cities. Plans are being made about "those whom we can afford to leave off the list this year," and preparations are in hand for those orgies of goodwill.

PAINFUL INCIDENT

MADAM—As a Deb. Soc. regular of six years standing I should like to offer my sincerest apologies to the Society for my ill-tempered outburst at the recent political debate. The incident pained those present no more than it pains me to recall it.

Your correspondent in a report not distinguished by its impartiality failed to mention Mr. Roy Jenkins' extinction of Mr. Powell-Smith and the brightest part of a deplorably low standard debate. Neither was mention made of Mr. Jenkins' reference to the Committee member (Mr. Powell-Smith again) who had enquired of him earlier in the afternoon, "Are you used to formal debate, sir?"

My contention that Mr. Jenkins was perfectly justified in opting for a jumble sale in his constituency, to escape the mumbo-jumbo of our debate, was simply valid. Further more the tide of Liberalism is running too swiftly throughout the country, and the Guild, for it to be halted by any irresponsible utterances of mine.

This would refute your correspondent's suggestions to the contrary. He failed to see that it was Deb. Soc. that suffered serious damage. The dismal failure of the whole business made manifest inefficiencies at Committee level where rearrangement might be necessary.

LIONEL A. KING.
MADAM—It is pleasant to see that Mr. King is gentleman enough to apologise for his unfortunate speech. But when he continues in a vain attempt to justify himself by attacking your Deb. Soc. reporter and the Committee he reveals, once more, that bias which earned his lamentable speech the contempt it deserved.

Your reporter, who seems to me to have made a first-class job of reviewing a debate distinguished only by mediocrity, is surely too limited in the amount of space he is allowed to permit acknowledgment of the flattening of Mr. Powell-Smith every time it occurs. Nor would it be just to so single out for attack one particular member of the House. This would indeed be the

Yet Christmas, the festival of the birth of Christ, has little enough to do with sentiment or extravagance, with keeping up the Joneses or with endless jolly parties. Christmas begins with the pain of childbirth; it is set in the context of human poverty and embarrassed publicans; it emerges out of a background of nationalism and dreams of world supremacy; it forms part of a sequence of history in which men and women have struggled for personal dignity, for a real community life, and for lasting values as well as for survival. Christ's birth is into the world as it is, not into a world we might imagine or pretend exists. Christ's birth is unpleasant, it is awkward in the extreme, it is part of real life and therefore it cannot be ignored in the end.

Realities
That is why in our observance, Christmas emerges from Advent when we think of realities about ourselves and the End. (That is why our Carol Service next Sunday is concerned with Advent too. For the ultimate reality and the conclusion of life and history come to us as inevitably as birth and death, as Christmas and Calvary.)

The End, the ultimate, the goal—the God who comes into the realities of our existence is no less real or innocent, personal or merciful than the Christman born in Bethlehem a little time ago.

In fact, He who comes to us now when our immediate moments of reality and He who will come when sentiment, extravagance, status-seeking and self-indulgence are done, is the same as He who came under the rule of Caesar Augustus, when Quirinus was Governor of Syria, born of an unmarried mother in the outhouse of an inn. He is the beginning and the end, the Lord, the Judge, the Saviour, our God and King.

partiality of which Mr. King accuses your reporter.

As for the accusations against Deb. Soc. the Committee has yet to be found that can introduce a suitable atmosphere into a House in which one side outnumbers the other by some four to one, especially when the larger party sits on its hands throughout the opposition's speeches. Mr. King himself was one of these culprits.

I believe that Mr. King is a prospective parliamentary candidate. If he continues in his "irresponsible utterances" I fear that the standard of the M.P.s in any larger Liberal party of the future will be just as abysmal as that of the two major parties of the moment.

Yours,
R. L. BOOTLE

PRESS POST THE HAPPY FEW

MADAM—With regard to the letter from Mr. Razzell last week concerning the basis of selection of the inmates of Chancellor's Hall, I think it raises some interesting questions.

What sort of student should be allowed into the halls? With regard to Chancellor's, it is almost universally recognised in the student body that public school "types" predominate heavily there. So what? All this talk about educational democracy is a load of rubbish.

The public school "types" ought to be herded together, and the Government ought to spend a

lot more money on building new halls of residence until we get all the public school "types" inside them. The halls should have money lavished upon them, so that inmates of them have not a care in the world. They ought to be free. Nothing should be spared in striving for the greater happiness of the chosen few, the few who have been chosen by divine right to get the very best of everything, and who are to be our future leaders.

Their education has prepared the public school "types" to be leaders, to be capable men. Their social graces, their sparkling wit and humour, their dress, and mannerisms single them out to be specially treated. And let them so be treated.

Inherited position

I envy them. I envy the positions in the world which they are able to attain. Their methods, on the other hand, stink. Not through educational ability or merit alone do they beat everyone else in the race, but through their inherited position. They win the race before they start. But,

there are countless examples of inefficiency, pathetic inefficiency, in the political, social, and economic management of the country because educationally sub-standard public school "types" hold the reins of power.

They have nothing to offer us. I am afraid, not even a better educational training. On these grounds they should be kept separate. Their rituals should be retained within their own cosmos. Our aim must be to contain them in sanatoria called halls of residence. We must make the halls attractive enough for them to want to go there.

Either fill the halls of residence with public school "types" alone, or with non-public school "types" alone. Do not mix them up. As Chancellor's pretty well fulfils the former condition, leave it that way and press for the system to be perfected. When it is perfected we can blow the whole issue out of the ground. Ra, ra, ra.

Yours etc.
J. A. SMYTHE
(Commerce III)

YES, OLD BOY

MADAM—I feel I must reply to the letter by one of your correspondents last week, and am in fact forced to make a vigorous denunciation of his inaccuracies.

To the best of my knowledge ALL members of Chancellor's Hall are ex-public school boys,—genuine, not "types" and, to a man, all play Rugby.

I sympathise with what must have been an unsuccessful application for membership of this exclusive community. Perhaps his pedigree was not up to scratch?

Yours,
T. S. COWELL.

GOOD-OH!

MADAM—Your paper is rapidly becoming delightfully amusing. I hope that the maturity of Mr. P. Toxhill is always reflected by well-pressed pinstripes and furled umbrellas. The four gentlemen who think that it is vulgar to write about divorce and a d. contraception should remember the saying of Swift: "A nice man is a man of nasty ideas."

On seeing the two self-promoting adverts of Mr. Powell Smith, I was reminded that Oscar Wilde once said: "To love oneself is the beginning of a lifelong romance." I hope Mr. Powell Smith never gets divorced.

May the present trend continue: I hate scarce smiles, but I love laughing.

Yours etc.,
D. HUGILL

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Yours,
MARTIN R. WOODS.
DAVID S. SMITH.

A LITTLE LEARNING

"OUR favourite game was fish families," said Mr. Christopher Petty, quoting from an improbable American work on "education." He was reading a long, enormously funny passage from this work to support his contention "That contemporary education has no worthwhile purpose."

Speaking as an America, he claimed to be a little bit a student of democracy. Unfortunately democracy's only aim nowadays was to produce Members of the Team—mediocrities all. Education was the business of acquiring tools and not mere facts alone. This intimately personal process could not be fulfilled by standardised mass-production methods such as were in vogue nowadays, which only supplied prefabricated answers without giving the knowledge needed to derive the answers for oneself. There was something positive in real education which was lacking today.

Freedom

Miss Sheila Lewitt did not accept a word of this. She thought the individual had never been considered so much before. Children learned self-discipline through freedom and this was what modern methods were trying to emphasise. It was an inherent disadvantage of education that it could never succeed in all its practical aspects; in

GERMANY TODAY

The Guild was honoured (as our Vice-President reminded us) to have a man of the rank of the German Ambassador, Herr von Herwarth, to speak at the Open Lecture last week. The Ambassador spoke on "Anglo-German Relations," and dealt with two main problems: first, "How can we achieve a united Europe?" second, "Can we trust modern Germany?"

The ambassador gave several reasons why Europe should be united. For one reason, if no other, the incorporation of Germany would be a guarantee that the German government could not embark on any adventurous schemes of its own without the intervention of other nations. Other reasons were economic and strategic—a united Europe could pool its genius and its material resources and could be a useful intermediary between America and Russia.

British fears

Chancellor Adenauer's coming visit evidenced the friendly feelings that existed at present between Germany and Britain. But there were many deep-rooted fears in British minds. We could be sure that German nationalism would not grow yet again; Germany had learnt its lesson. German youth knew over-emphasis on nationalism must lead to national disaster. Was Germany really democratic? Extremists of the right and of the left were outlawed, and hadn't represented more than seven per cent. of the poll before being outlawed anyway (two per cent. fascist, five per cent. communist).

Were Germans reminded enough of the evil past? It was difficult for teachers to talk about Nazism, for their flock at once turned on them with the question, "Well, what did you do about it?", but much was being done—a series of Newsreels shot between 1933 and 1945, had been shown on German Television.

As evidence of Germany's good-will to the world, the Ambassador mentioned that more than 1 per cent. of Germany's national income was devoted to helping underdeveloped countries, and as evidence of the Ambassador's good-will, the Vice-President announced that he had given his fee to World University Service.

this it only reflected the life for which it was attempting to prepare people. At last we were beginning to see signs of success in primary teaching and she looked forward to this success spreading to other sectors of education.

Mr. Nicholas Lafitte seconded for the proposition in his best supercilious manner. Ranging with incredible facility over the Crowther Report, the Albemarle Report, prep. schools, public schools, primary schools, secondary schools, grammar schools and even—mirabile dictu—universities, he laid bare their failings with merciless mockery. Contemporary education was like giving someone a gun without telling him what it was for. What purpose did we serve by building a technocracy of skyscrapers?

Abrupt

Miss Vicky Spooner waded in, in abrupt fashion for the opposition. Refuting Mr. Lafitte's ideas on the uselessness of the study of earthworms' intestines, she thought there were more things in life, etc., etc. Education was a preparation for living, presumably the object of most of us. We were all products of the modern education that the motion criticised and she failed to see how anyone who wanted to justify his position at University could vote for the motion.

There were two full floor speeches. The first speaker declared a system of education that treated us like a load of sponges. Miss Chaudoir was depressed by her practical experiences (of teaching), while Mr. Qidwai regretted the natural inability of the human race.

The motion was carried 56-44 with 27 abstentions.

NO KIDDING

"BRING UP the Family" was the title of the Sex and Marriage lecture, given by Mrs. Jenny Moreton on Tuesday of last week. Mrs. Moreton is the wife of the deputy leader of the Iona community, and has spent much of her life abroad.

The lecture was centred around the Christian family, which, said Mrs. Moreton, is fulfilling the purpose of God, since it is helping to build up a loving society. A Christian family is one in which there is both love and affection for its members, and also a longing to spread this love to people outside the immediate family circle.

Many people become intimidated and have unhappy social relationships due to their childhood upbringing. The development of a child's personality depends not only upon the way in which the child has received love and affection, but also on the attitude of the parents to people outside the family circle.

Common ownership

Relationships between one another, rather than over emphasising justice is all important in childhood. Also the discipline of common ownership helps children to appreciate, and look after things which are not their own.

Successful parents are those who manage to communicate with the children, and allow the children to develop their personalities in a natural environment. The family, if not properly used, can be just as selfish and destructive as any other human influence, especially if it shelters a small group from the environment of the rest of the world.

Council Marathon

GUILD Council meeting last week was a Marathon, lasting uninterruptedly for two-and-a-half hours. The bulk of this time was taken up in exhaustive discussions of questions concerning external membership and motions that were to go before the next N.U.S. Council.

On councillors' agendas was a recommendation on the procedure to be adopted by council when considering applications for external membership. It was designed, said the President, to avoid any recurrence of the confusion and ill-feeling which was aroused recently when an application was turned down by a majority on Council. After much discussion, during which several amendments were proposed and some of them accepted, Council agreed on the following procedure:—

New procedure

(1) The names of all applicants for External Membership to be put before Guild Council for approval, along with any relevant information known to Disciplinary Committee.

(2) If an objection to an application be raised at that meeting by any member of Guild Council, the Chairman will defer consideration of that application until the next meeting of Guild Council. The member raising the objection shall communicate his objection in writing to the Permanent Secretary.

(3) A letter shall be written to the applicant, informing him or her that an objection has been raised, and stating that if he wishes he may contact a member of the Executive or Guild Council before the next meeting.

A little later in the evening the External Affairs Chairman asked Council to consider three of the motions that were on the agenda of N.U.S. Council.

Estimates

The estimates for the Session 1960-61 were also discussed and

accepted at this meeting. The only significant change from previous years was in the £5,000 grant from the University. This, explained the Guild Treasurer, was designed to help us pay for the Union Extensions.

Another proposal considered was one from the St. Francis Hall Committee, that the present facilities of St. Francis Hall should be expanded, either on the present site or by some structure within easy reach of the Union and retaining the established links with the Guild. A memorandum from the committee said that expansion was necessary because St. Francis Hall just was not big enough to accommodate all who wished to use it.

The President and some other members of Executive were delegated to meet the St. Francis Hall Committee and discuss the proposals in more detail.

Life's greatest mysteries can only be solved by patient research—the kind of assiduous investigation that I.C.I. brings to bear on the problems of pain and disease. At I.C.I.'s pharmaceuticals laboratories, years of work by a team of scientists may be rewarded by the sight of a blank wall—or it may yield a drug that will prevent untold suffering. Over the years I.C.I. has given the medical profession a whole new armoury of weapons. One of the latest is an entirely new non-inflammable anaesthetic, specially developed to meet today's needs. It took seven years to perfect, but now in hospitals throughout the world it is easing the work of both surgeons and anaesthetists.



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A gem in the suburbs

by Steve Goddard

SITUATED amongst a sea of inter-war suburban development in the Birmingham suburb of Yardley, only a few miles from the University, is the architectural gem of Blakesley Hall. Here amongst attractive gardens, and long sweeping lawns and yew hedges is one of the few timber-fronted houses left in the city of Birmingham, and one kept in excellent repair by the City Museum, and used to house a collection of relics depicting local history. Alongside the house is a large 18th century barn which has been renovated and today contains a display of historical fire-fighting equipment, including some horse-drawn fire-engines.

The house was built in the later 16th century by a yeoman by the name of Richard Small-broke, and its black and white frontage impresses the approaching visitor especially in contrast to the semi-detached houses on either side.

Invisible ghost

Like most old houses, Blakesley Hall is said to have a ghost, but it is difficult to find anyone at present who has actually seen it!

Most of the interior of the house—where the décor is faithfully maintained in period with the house—is devoted to housing a collection of relics of the history of the City of Birmingham. Much material from archaeological sites excavated in the region is exhibited. For example, finds from Weoley Castle are on display here, and several rooms are also devoted to Birmingham's industrial history. Objects from the famous Soho foundry of Boulton and Watt; objects in the papier-mâché for which Birmingham was once famous; and enamel work, to mention but a few.

Model of Birmingham

Two rooms in the house, a bedroom and a kitchen, are furnished in period, with the structure of the house, while a large model of Birmingham in 1731, based on Westley's prospect of the city of this time, forms an interesting contrast with the Birmingham of today, for this was a period when St. Philip's Church looked north across green fields, and when one walked through country lanes to get from the Bull Ring to Edgbaston, a small village a couple of miles away from Birmingham.

Blakesley Hall is to be recommended therefore, on two scores, one from the point of view of the house itself, and secondly from the point of view of the collection illustrating local history that it houses.

The Hall, admission to which is free, is open during the winter and all week-days from 10 a.m. to 5 p.m., and on Sunday from 2 p.m. to 5 p.m. The site is well served by Corporation buses, because the terminus for the 53 and the 54 is only just down the road from the Hall, and the Outer Circle bus route goes within 200 yards of the Hall.

GUILD SERVICES

Sunday, December 4th
8.30 a.m., Holy Communion,
8.0 p.m., Carol Service (Great Hall).

Weekday Services:
Tuesday, 6th Dec., Holy Communion, 12.15 p.m.
Friday, 9th Dec., Holy Communion, 7.30 p.m.

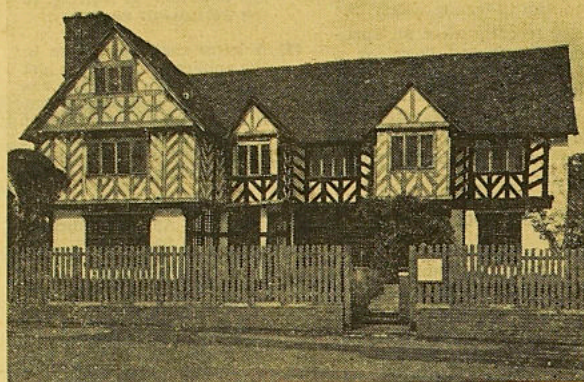
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BLAKESLEY HALL. (Photo: City Museum).

SCIENCE COLUMN

Signs of the times

HAVE you ever wondered about the symbols on a Chemical Engineer's tie? You may be surprised to learn that they are alchemical symbols, taken from a book by John Harris, published in 1704, entitled "Lexicon Technicum of Arts and Sciences." More recently these symbols have been adopted by Chemical Engineers to represent unit operations and processes encountered in the chemical industry.

The three symbols appearing on the tie are petroleum, represented by three circles; coal represented by a small cross surmounted by a triangle; industrial chemicals, represented by a circle halved and quartered on the right-hand side.

A number of these signs are to be found incorporated in the flooring material of the Chemical Engineering old building and also in the wrought-iron stair-work outside the main entrance to the Department.

Glass-making

On November 15th the Poynting Physical Society had a film presented by Messrs. Pilkington on "Glass—Its Manufacture and Uses." This dealt with the processing of glass starting from the basic sand-soda lime process. Rapid development is leading to the use of glass for walls (it is cheaper than brick), for fabrics such as curtaining and for insulation, as well as for windows, optical instruments etc. By rapid cooling processes it can even be given the strength of steel.

Hypnotism and ulcers

Dr. E. J. L. Harries of the Physiology Department up at the Med. School is carrying out some most interesting investigations into the problem of stomach ulcers. Two major projects are being attempted. Firstly, he is investigating the effect of induced emotion on hypnotised subjects. The results of these experiments have not yet been published although they do differ from any results so far published.

Dr. Harries gave a demonstration of his experiments to Physiological Society earlier this year. The tests are carried out on volunteers among the pre-clinical students. They are hypnotised by means of histamine—a potent natural stimulant—and their gastric secretion collected by sucking it out from a swallowed tube. After an hour the hypnotised students have different emotional states suggested to them and the effect on their gastric secretion noted.

The second class of investigations concern the effect of various drugs upon gastric secretion and blood flow.

Dr. Harries' "hobby" lies in politics. He is a member of the Liberal Party Council and treasurer of the West Midlands Federation. In view of his varied activities both inside and outside the precincts of the Medical School the quotation by Samuel Johnson hanging over his desk is strangely apt.

"The healthy stomach is nothing if not conservative; few radicals have good digestions."

Electronics at sea

On Wednesday, December 7th, in the old Men's Lounge of the Union, the Electrical Engineering Society are holding a joint meeting with the Institute of Electrical Engineers. Two papers are to be read: one by Mr. B. S. McCartney, a research student in the Electrical Engineering Department, on "Electronic Trials at Sea." This will deal with both land and sea investigations and will be illustrated by slides. Any one interested is welcome to attend.

WINIFRED HASLAM.

A SACKFUL OF SANTAS

CHRISTMAS comes but once a year, and heralds the usual deluge of Father Christmas's in Birmingham. As early as October 24th this traditional dispenser of goodwill and "Bumper 2/- Parcels" assumes his reign in the city stores, for Christmas is business in 1960. You may wonder how and where one finds a Father Christmas... so did we.

The stores have their own methods but the key word is authenticity, every one of them is genuinely old. They must purvey the atmosphere of being "your jolly old friend" as one store describes it, but nevertheless "we like our men to be sober" said another.

The Birmingham Child evidently has firmly preconceived ideas on what Father Christmas should look like. When one store switched from the English idea of a flowing red robe to Russian, belted jacket and big boots type, the child was simply frightened so the English Santa prevails.

The requirements quoted for the ideal Father Christmas were that one should expect a love of children, tact, and patience. One man who had been in the theatrical profession for 30 years, said that he found children a much more critical audience. The adults knew it was an illusion on stage, but the children believed in the illusion of Father Christmas and therefore detected faults in it more readily. Another man had previously worked on a Children's Crossing, whilst two more had retired, receiving gold watches for 30 years' service to one firm.

The rules

Of course there are do's and don'ts for any potential Father Christmas to follow:—

(1) Never ever promise anything, or exceedingly irate parents unable to keep up with little Johnny's wants, are the result.

(2) Always secure your beard firmly. The rule of not doing so is obvious. (The best method is to have a beard fixed on a wire framework tied round one's head, and not hooked over the ears).

VERB SAP

"IT'S me bronnicals, doc," says the blue, wheezy little man to the enquiring student standing diffidently at the bedside. Mastering his desire to (a) scream and run, (b) look in his "Clinical Methods," the student clutches hurriedly at the nearest nurse and demands a translation. He discovers the patient is a little troubled with a cough and retires baffled.

For it is the bane of our life that proud patients, anxious to impress their doctors, will attempt to put their tongues round even the most jaw-breaking polysyllables that medical men can devise. Mistakes are often made. "Yes," says the ulcer patient, half in sadness, half in satisfaction, "Me stomach's always been a bit gastric, like." Others will darkly reveal that their trouble is "cardiac heart."

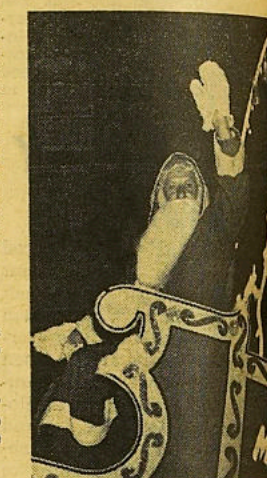
Fault of T.V.

It is all the fault of "Emergency Ward 10," the Valhalla of "gingerbread medicine" where all nurses are pretty and desirable, all doctors handsome and eligible and no one ever dies. Unfortunately it is unlike a normal hospital where many are incurable and the attendant's job is to give what help can be given in his patient's slow decline to death. But at least the programme may encourage some people to come into hospital—this column must put them off.

TABES.

— by —
W. BURROW
and
P. BURGE

(3) Never loose your temper, though this is the 3,000th kid in the city and a little boy of six wants a pram.



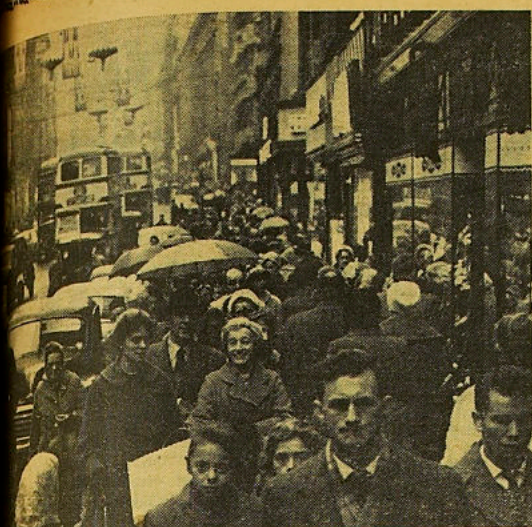
SANTA ARRIVES. (Photo: B'ham. Mail)

NOT THEY ONES

CAMBRIDGE has been undergoing a week of crime and violence. One student committed suicide, five were fined for offences and a party of 10 crashed a party and started a fight. Bright spot of the week was provided by the Trinity College, Newcastle who heard Mr. Powell-Smith and Peter speaking on the motion "Women are the Devil's temptresses and consultations they look like it."

At College, Newcastle were delighted to hear Mr. Powell-Smith and Peter speaking on the motion "Women are the Devil's temptresses and consultations they look like it."

Apparently the food is cold, served and poorly cooked, the not wear hats and the butler characterised by an "unpleasant hygienic mess on the table top." It might have been. Tents broken down, marquees ripped, beer spilled, and people injured by flying fire-works, the entire organisation got into a sort of riot. The is causing a good deal of trouble and consternation among the



CHRISTMAS SHOPPING IN NEW STREET. (Photo: B'ham. Mail)

be prepared to read every letter sent (and that means thousands) and also have 32,000 photographs taken in one season. This is a big job.

Taste of children has not been informed: dolls and games are the main requests with also high on the list. Some stores with more expensive tastes are above asking for record players, typewriters and washing machines.

Extras

Manner of added attractions are to boost the number of visitors. Santa's arrival in a helicopter in the city narrowly failed to place the grotto with various scenes which invariably have whatsoever to do with Christmas. Usually does a circuit of the stores of one company with sales in many parts of Britain. Grotto lasts from eleven to fifteen, so there is no danger of some grotto scenes occurring twice in a generation of visitors.

The rich imagery of the poetic extracts, together with the great variety of instrumentation, makes for a wealth of imaginative effect. This is offset, and a balance maintained by the strong individualistic flavour of each section, and these contrasts were consistently brought out in performance.

Sibelius' 7th symphony followed. Many attempts at an analysis of the form of this work have resulted in many different conclusions, but it is worthwhile remembering that the work was first called—by Sibelius himself—a Fantasia Sinfonica. It richly displays his mastery in symphonic writing, and the powerfully evocative qualities of a great body of sound contrasted with many delicate touches were particularly emphasised in this performance.

The programme was brought to a close with Ravel's orchestration of Moussorgsky's original piano solo "Pictures from an Exhibition." This is the sort of work—full of vigour and excitement—that must be heard live to achieve its greatest effect. Coming to a grand climax in the last section (The Great Gate at Kiev), with a magnificent coda based on the very first utterance of the work, it made a thrilling end to the whole concert. The ovation then given to orchestra and conductor was the truest indication of a most enjoyable and memorable evening.

EGOIST IN CONTROL

LES Grandes Familles, at the Cinephone, is a story of an egoist, and of the excessive power he wields in the world of finance. Noel Schouder (Jean Gabin) loves more than his riches and the pride of being a Schouder, the dignity of control.

Now that we're here

"WE all love English weather, English food and English girls." This was the view expressed by one overseas student, but unfortunately it cannot be taken as typical. Others thought that the weather was "filthy" and the food "almost edible," but the girls were universally praised.

Only two physicists from all the students interviewed actually chose to come to Birmingham University, but once here the majority seem happy. A group of West Indians stressed the advantages gained from better staff and facilities and the status of an English degree. Germans were full of praise for the tutorial system and little fault was found by anyone with the academic side of the University, although a Greek told us that Birmingham was the only Northern University not recognised in his country.

What are their impressions of Birmingham itself, one of the largest cities in England, this prosperous centre of industry? They are generally unimpressed—you probably think the same yourself. While a poetically-inclined student described it as "New York without the skyscrapers," a Persian expressed regret that Birmingham had not suffered the same fate as Taunton.

Definite views

All students interviewed held definite views on the Englishman—still proverbial for his reserve and "stiff upper lip." A student from Zanzibar told us: "It's easy to make acquaintances but difficult to make friends." A condemning accusation was: "Even the students are conservative." Insularity is another English fault.

A Persian geologist said: "People who've been abroad and don't think England is the best country, you can get along with fine." This was supported by an

Indian studying Elec. Eng. "They are not flexible enough, and don't think in international terms." A girl from Trinidad said that England should not be described as a Christian country, for most of the people are agnostic, or else "It all depends on the day of the week."

Lodgings

In the search for lodgings many students had come up against racial discrimination. While finding the Lodgings Warden most helpful, some first-year students complained that they were not allowed flats although they had studied for some years in their own country. In fact lodgings caused the main problems.

If it seems that the overseas students here have an unfavourable impression, we should point out that the most common response was just "very nice," and nearly everybody praised the system that enabled them to study here.

Francis, his son (Jean Desailly) is almost as positive a character as M. Schouder himself; the father gives him control of one of his largest concerns, and he proves well able to undertake the redevelopment of it, until he discovers that his father's *carte blanche* did not include financial support.

His father sits back and watches with amusement Francis' dilemma; he is in a sense entitled to his revenge, for his son's attitude to him earlier was blatant and insolent. But he could best have proved his superior worth by accepting his son's impatience and showing gently how wrong he was. Lucien Maublanc, Schouder's wealthy cousin and the black sheep of the family, offers to help Francis; but only in order to further his intention to smash the Schouder fortune by way of revenge. The inevitable tragedy occurs.

Entirely credible

What made this film (based on the novel by Maurice Druon) more than a melodrama was not the play but its interpretation. Jean Gabin's interpretation of the part of Schouder was as convincing a portrayal as one could hope to see. He managed brilliantly, first to portray Schouder's smug self-confidence and, after the tragedy, his stunned silence; no tragic scenes, tears, repentances: Schouder eventually goes on much as before.

It could so easily have been a melodrama because the story was, if anything, a little too complicated, and one feared that it might become inextricably tangled in a film running only 93 minutes. But the complete integration of photography (Louis Page) and settings (Rene Renoux) helped enormously and frequently succeeded in the presentation of plot in pictorial terms.

The message of the film is appropriately summed up in the epilogue: "Take what you want," said God. "Take it and pay for it." It is a tragic film not solely of a man's single failure to recognise the difference between his own views and those of his son; but of his failure to consider anybody's views but his own.

A.S.

AGAIN AD LIB

"AD LIB," which appeared for the first time last term, has now grown into "the official organ of the Birmingham group," and its manifesto will appear in the next edition.

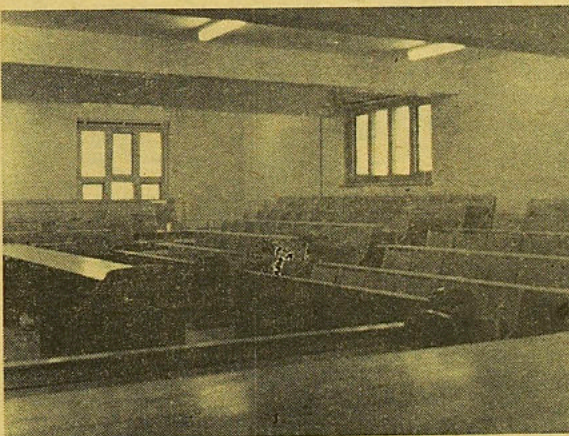
The University needs magazines and societies whose aims to interest and stimulate, and any group who go to the great effort of publishing a magazine are to be admired and encouraged.

Lionel King's articles are as usual, worth reading, and proof that he provokes thought and indeed opposition are born out by the fact that the letters to the editor are comments on his articles in the first edition.

I liked the short stories of Bill Cowling and Vincent Powell-Smith, though I thought that Manuel's death in Bill Cowling's "Fiesta" slightly improbable.

L.B.

ALMOST READY



The new Council and Debating Chamber, in the Union Extensions. (Photo: Dolphin).

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Looking ahead

NO PATIENT PLODDER, HE

No.5

If you are a patient plodder content to take life as you find it, content to expend your youthful vigour in a secure respectable occupation that fills the hours from 9 till 5, Monday through Friday, then you need not read any further. Advertising doesn't want you and you won't want advertising.

This is a business of irregular hours, continual frustration, hard work, little security, unlimited prospects, wonderful money and endless variety. If you are prepared to live this kind of life 24 hours a day, every day (which you won't have to) and have a degree—medicine or classics, first or pass, any will do—there is possibly a future for you in advertising.

It is an expanding business, not only in this country but all over the world. The opportunities for the right kind of graduate are unequalled. Large agencies are opening offices in many commercial capitals—a movement which requires many language students.

Campaigning

The agency is the centre of advertising life. To it the client comes with his account and from it issue the commercials, posters, magazine and press advertisements, salesmen's briefs, package designs and window displays that will sell his goods.

A sales campaign is no hit-or-miss affair. Advertising is expensive and no client will stake hundreds of thousands of pounds unless he is as sure as human-

ly possible that it is being put to the best possible use. The largest agencies have up to 15 departments each providing an essential service to the client. Research men study the market, assess the demand or need for a product, examine all the stages of the product's manufacture, indicate which selling points appeal most to the consumer, and study the effect of present advertising. More and more agencies are providing these services so there are great opportunities for psychologists and social scientists.

The marketing department advises on wrapping, packaging, size, weight, quality, price, display, etc., and every detail of distribution and sales organisation. More scope here for those trained in psychology and sociology, also for analytical minds; mathematicians, statisticians and economists.

How the selected section of the public are to be informed of the product is the task of the Media department. It is responsible for buying time and space in the many available media for the advertisements. Their chief headache is to interest more people, more times, for less money—a task which requires careful analysis of statistics.

Flair

Now the creative side. All the relevant information from the research and marketing departments is fed to the copywriters and visualisers and within these limits their job is to produce a rough advertisement which attracts attention, creates interest in the product, initiates or stimulates desire to possess it and most important of all persuades the consumer to buy that product.

Anyone with a flair for English can become a copywriter. Good ones are rare, for few can recreate the bare selling point of an article into arresting copy. If you are given the simple fact, "X deodorant is now in a

by
Ian Robertson

"squeeze-pack" and you come out with "Poof goes perspiration," then you'll go far. The artists needed as visualisers don't require high technical skills for they do not produce finished work; a strong imaginative sense, well disciplined, is much more important.

When the client has approved the rough advertisement and is satisfied with the direction a campaign is taking then

the production departments take over. Usually no finishing work is done in the agency; it is sent out to professional photographers, artists and printers. The agency has to ensure that the work is done to specification so experienced blockmakers and photographers are employed in the Production department.

The largest agencies spend more money on television than any other medium so the production of commercials is an important part of agency work. In some agencies television departments are isolated, in others the same people work on press "ads" and "commercials"—copywriters are also script writers and so on.

Many chances

These are only a few of the facets of advertising. Within a large agency employing say 350 people there are interesting and stimulating jobs for graduates of whatever training. The opportunities for women are almost as good as for men because agencies handle a wide variety of accounts ranging from lingerie to motor cars, and because much advertising is directed at the housewife.

A number of agencies run training schemes—especially for would-be account executives.

These men need considerable personal qualities for the job of liaison between the client and the departments of the agency.

It is their responsibility to know all that they can about the client's business and to interpret his requirements to the agency. This is a responsible post requiring integrity, business sense and a thorough knowledge of advertising.

There are many popular misconceptions about advertising. The one most often voiced is that it is a shady business whose ethics leave much to be desired. No responsible person will deny that there are many things wrong with advertising, but he will assert that to single it out as being worse than any other business is ridiculous. If an agency wishes to become and remain a member of the Institute of Practitioners in Advertising it must maintain very high professional standards.

Regional television companies exercise a strict censorship of "commercials" and advertisers have to substantiate the claims they make for their products. Also no manufacturer is fool enough to spend large sums on trying to sell a bad product—it is not just immoral, it is suicide.

It may be appropriate here to mention that the I.P.A. forbids its members to use subliminal methods.

Advertising is big business (it absorbs three per cent. of the national income) offering tremendous opportunities to the right men and women, and it needs graduates now.

Canadian caps, a new world of

UNTIL MAY 1957 the BP shield was not visible in Canada. To-day you will see the green peaked cap of the BP service station attendant on more than 700 forecourts in the provinces of Quebec and Ontario.

Some six months after the beginning of this marketing scheme, early in 1958, British Petroleum started to build a refinery on the outskirts of Montreal.

This refinery has now come on stream. It will produce about a million tons of petroleum products a year.

BP is also active in exploring and developing Canada's resources of crude oil and natural gas.

Throughout this comprehensive operation one precept has been followed by BP. Plan ahead. BP believes in 'hats off to tomorrow'.

BRITISH PETROLEUM



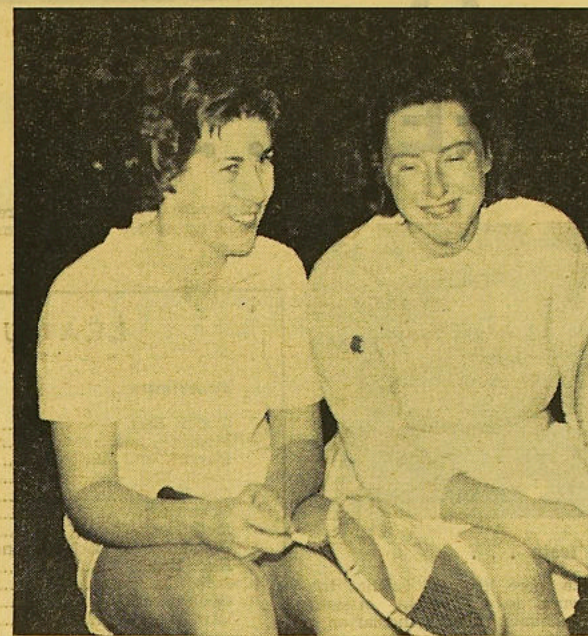
U.A.U. CHAMPS IN BRUM

Miss Parish wins :: Thompson worthy winner

IN the combined U.A.U. and W.I.V.A.B. Individual Badminton Championships, held in the Great Hall, on Friday and Saturday, Miss Barbara Parish, our Ladies' captain, scored Birmingham's only success by winning the Ladies' Singles title.

Her opponent was Miss Julie Charles of London University, who is ranked as one of the best players in the South of England. In her passage to the finals, Miss Parish dropped only 4 points.

But she began shakily, losing the first game 11-2. Fighting back magnificently, she took the next game 11-4 and went on to win the final game in great style, also by 11-4.



Miss Barbara Parish relaxes after the match with her opponent, Miss Julie Charles.

The same two ladies contested the final last year, the result going the other way. A sweet revenge indeed! Birmingham's other representative in this section was Miss Chan, who lost to Miss Charles in the first round after a well-fought match.

In the Mixed Doubles Final, Parmar and Miss Scholes (London) beat Pinbow and Miss Charles (London) 15-8, 15-7. Representing Birmingham, Hartshorn and Miss Parish were defeated in a second-round match and Laurie and Miss Roberts reached the quarter-finals.

The Men's Doubles Finals were won by Oon and Pears (Cambridge), who got the better of Parmar and Khoo (London) by 15-8, 15-11. This event produced the best exhibition of badminton in the championships.

'Flu victim

Birmingham were handicapped in the men's events by the absence of captain Dave Hartshorn.

who was forced to scratch because of flu.

The Ladies' Doubles Final was another all-London final, Miss Scholes and Miss Charles defeating Miss March and Miss Turner, who surprisingly beat our first pair, Miss Parish and Miss Somes, seeded two. Miss Scholes and Miss Charles won 11-15, 15-4, 15-6.

The Men's Singles Final featured two international players. Oon (Cambridge) of Malaya and Parmar (London) of India. Oon played some delightful badminton, winning convincingly, 15-8, 15-3.

Essex of Birmingham reached the quarter-finals where he was mastered by Parmar in a keen match.

A fixture of such size and importance as this requires a great amount of organisation, and Maurice Robinson, President of our Badminton Club, and his band of willing helpers must take the credit for the smooth running of the Championships.

RICHARD THORNE

Sports Round-up

SWIMMING

THE Men's Swimming Team were defeated last Saturday by two points by a strong all-round Manchester side. Good news was the return to form of Humph King who won the freestyle, while Mackie, who is an old Edinburgh Blue, had an impressive debut, clinching an easy win in the Freestyle squad. Our Women's Team had an easy victory. Sally Groves again won the breaststroke, and in fact Birmingham won everything except the backstroke, still the weak event.

Manchester won the Water Polo 10-5, an exciting game, closer than the score suggests, but spoiled by some inaccurate passing by the defence which sometimes gave the ball to our opponents. Goal-keeper Clunie was as steady as usual, making some fine saves when all seemed lost.

LACROSSE

SWIMMING around the lacrosse pitch on Saturday, the two teams could hardly be distinguished, but despite several "belly-flops" at half-time the University was leading Worcester Training College by 4 goals to 2. They increased this by the end of the second half to 7-4.

MIKE DOWN.

THE U.A.U. Squash Championships, played here on Friday and Saturday produced a worthy winner in Geoff Thompson of Manchester University. Twice unsuccessful in previous years, after reaching the final on both occasions, he finally triumphed. His opponent, Davies of Hull, was an equally deserving finalist.

After the preliminary rounds Birmingham's hopes were centred upon Creed, our only player to reach the quarter-final stage. There he defeated Barlow of Manchester 9-1, 10-9, 9-3. In his semi-final against Davies, he was not given a chance to gain his touch. Davies wisely played down the side walls, keeping Creed from the front of the court, thus forcing him to make many rash attempts at winning shots from the back. Davies' tactics and Creed's consequent er-

rors were mainly responsible for his defeat 3-9, 5-9, 5-9.

It was errors rather than outstanding play which was the dominating factor in the final. Thompson won the first game 9-7, a score which truly reflects a hard fought game. At this stage, the match seemed likely to go the whole five games. However in the second game Thompson turned on the pressure and his power play induced Davies to make many mistakes. Too many shots "in the tin" were the reason for the defeat rather than any superior touches by Thompson. The power of Thompson was again too much for Davies in the third game, and the result was the same as in the second, 9-1.

A tense match, but one which failed to produce many of the finer arts of the game. Davies duly expressed his defeat in terms of being forced into making mistakes by Thompson's speed and power.

The Championships were well up to U.A.U. standards, and some fine matches were seen in the early rounds. The finalists were obviously worthy of their places, as they showed in earlier rounds.

A fitting end to any championship is the victory of a previously-defeated finalist, and in this respect Thompson was doubly qualified.

PETE HUDSON

WHAM!

Birm. U. 10, Nottingham U. 2

THE Women's Hockey Club played at home to Nottingham in their final game in the preliminary round of the W.I.V.A.B. Championships, having beaten North Staffs. U.C. and Leicester University previously in their division.

Birmingham went into an early lead of three goals to nil and by half time Nottingham had piled on—three goals to a lazy defensive error. In the second half Nottingham appeared to hold our forwards temporarily, but Birmingham were never disillusioned, and they rammed home one fine goal after another until, spurred on by the thought of reaching double figures, they finished the game with a tenth.

Val Culliff, four goals, and Linda Jenkinson, three goals, were Birmingham's leading scorers.

KEVAN AND CO.

B'ham U. 1, West Brom. 4

WEST BROM. ALBION fielded a strong side against the Football Club, including nine professionals and a substitute in the second half. In the forward line Albion had Derek Kevan and full-back Don Howe, both England internationals, as well as outside-right Jackson. At centre-half was Jones, their recent signing from Walsall.

Yet despite this array of talent they seldom impressed. It would seem inadvisable for them to strike for more wages; on this showing, they are lucky to earn as much as they do.

The University played with far more determination than they

have done all season. The Albion were made to work hard for their chances, and it was not until the last quarter of an hour that the result was put beyond doubt with goals by Jackson and Howe.

Birmingham's rearranged forward line looks quite promising, but, although a number of goal-scoring opportunities were carved out, there is still a noticeable lack of thrust. Taylor was the first XI's best forward, and he it was who equalised Albion's 3rd minute goal after 15 minutes.

Had the University shown the same fire and enthusiasm in previous matches as they did against Kevan and Co., their results would be much better. Their spirited display earned this tribute from trainer George Lee, himself an ex-Albion player: "They played very well as a team and gave our lads an excellent game."

Where Next?

A MUCH changed 1st XV after their draw with Bristol Univ. 3-3 mid-week gave an inspiring display on Saturday against a heavy Walsall side. The defence has improved considerably throughout the season but there is a complete lack of penetration and the switch of Davies and Jenkins appeared to achieve very little.

The result, 6-3 to Walsall was probably a fair one. The University gained their points through a penalty goal by Davies and Walsall scored two opportunistic tries having made little impression on the hard tackling Jenkins, Davies, and Giles. Though it must be admitted that the pack were unable to give their usual service, owing to some fine hooking and line out work by Walsall, it is painfully obvious that orthodox three-quarter movements are often losing rather than gaining ground. It is difficult to visualise where one goes from here—perhaps more use can be made of two very fast wingers.

WHERE THERE'S

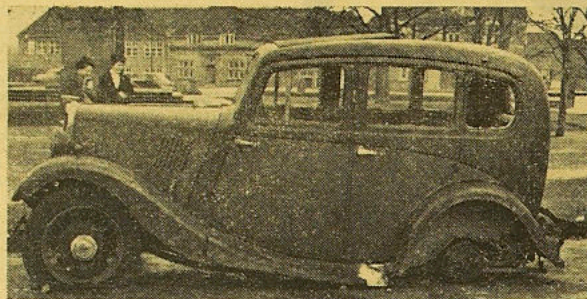
"I LIKE people in Chem. Eng. because more of them have got cars," said the frustrated fresher in the English Department. And no wonder with some 100 girls chasing about a dozen cars in her own department alone. A "Guild News" survey has disclosed some rather surprising facts about the motor transport situation in the University.

This year the Secretary's office has issued 750 car park tickets to car, motor-cycle, and scooter owners, the greatest number ever. Some 700 of these vehicles appear in the various parks each day, most of them parked in the wrong place. Spot checks taken at different hours show that only 20 per cent. of those vehicles parked outside the Union have any right to be there, the other 80 per cent. having tickets either for the North, East, or West parks, or no ticket at all. An even greater percentage failed to display the tickets when they possessed them.

More cars

Despite appearances there are three cars to every two motor-cycles, although the hordes of the latter strewn about outside the Union would suggest the contrary. In general, the motor-cycles are newer, though fewer in number—no doubt because it is easier to buy a broken-down relic than an only slightly soiled motor-cycle. As many as four in every ten of the cars in the parks came into the "old crocks" category, and, surprisingly enough, a wealthy ten per cent were driving sports cars, preferring good acceleration to small petrol bills.

An analysis of "who owns which" shows that Chemical Engineers are certainly the wealthiest people in the University. This department owns more cars than the entire Commerce, Law, and Arts faculties put together. In this, they are fol-



It's quicker by train . . .

forty vehicles of the Law and Arts faculties.

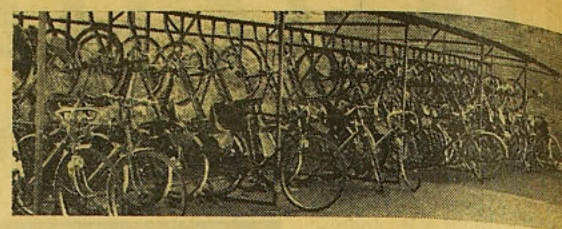
Devious methods

We seem to be able to afford to run these cars by use of some very devious methods. Apart from the expected suppliers of income such as parents, grants, and vac. work there were such systems as a voluntary starvation and car-trading to unfortunate freshers.

One "gentleman" confessed to us, in an alcoholic moment, that he had about a dozen different girls "on the hook" and that by charging them all an exorbitant fee to be taken home after dances, etc., he managed to run at about 5/- a week profit. Another confessed that it was "my

A

WHEEL . . .



The other n%

ber of vehicles is almost certain to have doubled. To cater for this a South car park is planned which will accommodate up to a thousand vehicles. Whether this will be sufficient by the time it is completed is a matter for question.

motor-cycles ceasing in the foreseeable future. By 1970 the num-

LEAGUE TABLE

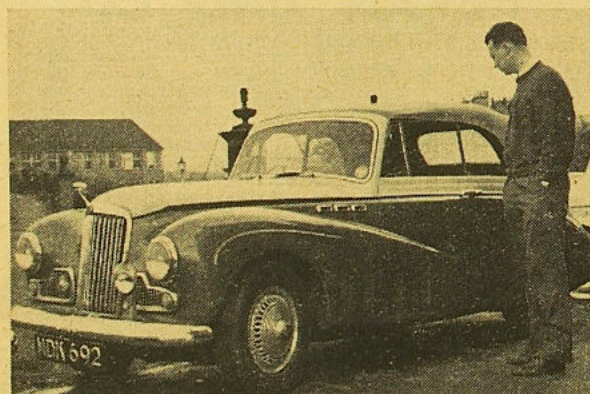
Department	No. of vehicles	percentage per head
Chem. Eng.	108	34.0
Medics.	88	12.7
Physics and Maths.	84	24.0
Mech. Eng.	76	
Civ. Eng.	67	
Chemistry	63	16.0
Metallurgy, etc.	46	31.0
Commerce & Social Science ...	43	14.0
Elec. Eng.	40	
Arts	24	2.8
Geology, etc.	17	
Law	16	11.0

Research conducted by
Bob Bootle, Mike Coe and
Robin Tomlinson
Photos: Arthur Burgess

lowed by the Medics and the combined Physics and Maths departments. Even on a head for head basis, the Chemical Engineers still have twelve times as many cars as the Artists. Possibly this explains why the confusion which might have been expected when the Ed. Streeters were moved to Edgbaston did not, in fact, materialise. The five hundred vehicles of the Science Faculty failed to show any apparent increase in numbers on the addition of the mere

father's spare actually," whilst a Sprite owner did it on his "old man's" income. A third offered to trade his information for a promise to take Deb. Soc. off the front page, whilst a fourth, a large Mechanical Engineer, gave us a "mind your own — business" stare.

Generally, it would seem that sports cars and saloons are run by the courtesy of long-suffering parents, whilst old crocks are run on grants or vac. work. The more highly powered the car,



Obviously Chem. Eng. . . .

DOES THE LABEL MATTER?

if the stuff is good

DOES THE LABEL MATTER?

DOES THE LABEL MATTER?

Certainly not to Unilever when it comes to picking men for Management. Look at it this way. For Research, you've got to be a First, or very near. But for Management, it's the man that counts, not his degree. We want men of the right stuff—men with the potential to rise to the most senior management positions in our business. So it really doesn't matter whether you get a First or a Third. Whether your degree is in History, Chemistry or Theology. What *does* matter is that you have the intelligence, imagination and strength of purpose to help Unilever to expand world wide. And that you are quick enough to take responsibility with the minimum of training.

*
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