

The Catalyst

Volume II, Number 12

New College, Sarasota, Florida

December 10, 1965

Elmendorf Explains Evaluation Reveals Second Year Exams



STUDENTS LISTEN attentively as President Elmendorf explains the new method of evaluation. More than 100 students attended the meeting Tuesday in the Music Room.

Two Divisions Announce Next Term Courses

The Humanities and the Natural Sciences Divisions have compiled their programs of courses for next term. Mimeographed lists of the courses will be made available to students early next week.

The third academic department, the Social Sciences Division, announced its schedule of courses two weeks ago. (See *The Catalyst* of November 26.)

French Tells Earlier Hours

Dr. John French, College Examiner, has announced that a new "slot system" will be used in scheduling the hours of seminars next term. One feature of the new system is that classes will begin at 8 am, rather than at 8:30.

This divides the day into seven periods or "slots", into one of which each seminar, tutorial, or lecture must fit. "This system was developed in order to eliminate class conflicts," explained Dr. French. "There will no longer be overlapping of classes."



Students should choose their seminars for next semester before they leave for the Christmas vacation, announced Dr. French.

The following is a list of the Humanities courses for next term. Those courses preceded by an asterisk are open to first-year students:

Major British Writers, Borden; Major American Writers, Knox; The Novel, Knox; The Drama, Borden; *Creative Writing, Borden; *Seminar in Literature (for first-year students only), literature faculty; Seminar on Tolstoy, Conceivitch; History of the Theatre, Drabik; *Moral & Political Philosophy (continued--open to students whether or not they were enrolled last semester), Berggren; Epistemology, Berggren; Philosophy of Meaning, Berggren; *Problems in Philosophy (first-year students only), Riley; *Philosophy of Science, Riley; *Philosophy of Religion, Riley; *Medieval Art, Hassold; Seminar in Architecture (tentative), Professors Hugh Morrison

(Continued on page 3, column 3)

College Council Discusses Study

Student study-related problems were the major topics of discussion at the first meeting of the College Council, Wednesday afternoon.

Discussion at the informally conducted meeting, which was held in President John Elmendorf's office, centered around the questions, "Are students studying? If not, why not? And what can be done to promote studying?"

It was agreed that students do face various problems in finding time and a place to study. Several possible steps to correct these problems were suggested. They were 1) An administrative second look at the orientation program for new students, 2) Consideration by the faculty of ways to interpret problems of students, and 3) Initiation by students of closer student-faculty relationships.

During the meeting the need for recreation, snack bar, and lounging facilities in an area other than the residence complex was mentioned. Opinion was that these facilities would help to alleviate certain conditions which are not conducive to study.

The meeting was adjourned with no formal action having been taken except the appointment of Dr. George Mayer as secretary.

The next meeting will be the sec-

ond Wednesday in January, 1966.

Members of the College Council are President Elmendorf, Vice-president Paul Davis, and Dean Robert Norwine, administration; Dr. Mayer, Dr. Earl Friesen, and Miss Barbara Fagan, faculty; and Chuck Hamilton, Ray Enslow, and David Allen, students.

President John Elmendorf discussed the newly adopted evaluation plan with over 100 students in the Music Room Tuesday.

He also revealed plans to administer preliminary exams in a student's major fields at the end of the second term of the second year.

He explained the decision of the faculty at their last meeting to try to find out what students are doing and where they stand.

The faculty felt that it was appropriate that something should be tested in the second year program, according to the president. The test will consist of two parts, one standardized and one devised by the division. They will be used to determine the fitness of the student to continue in his chosen field.

"These tests will be constructive and helpful in the direction of guidance and helping people determine courses of study in which they are qualified and interested," the president said.

The evaluation plan's exact wording, which Mr. Elmendorf said was the subject of much discussion, calls for each faculty member to try to find out about students with which he has had contact.

Processes of evaluation are to be determined by each teacher. They may be based on tests or on other parts of the student's work.

Whether they participate actively in the process of evaluation remains an option of students, Mr. Elmendorf stated in response to a question from the floor.

Results of evaluation will not change a student's status, he added.

The president also mentioned plans to make it easier for teachers to determine who is in their classes. This will be done by having students registering by the fourth week of the term for classes they plan to attend.

He also said that there are some indications that social conditions in the residences have been less conducive to study than they should be.

In the question and answer period which followed, the president's talk, there was further discussion of evaluation, independent study, continuation of studies after the third year, the possibility of a senior examination, and other questions.

UNA-USA To Hear Pres. Elmendorf

President John Elmendorf will speak tomorrow at 3 pm in the Music Room to the Manatee County Chapter, the United Nations Association of the United States of America. His talk will be about human rights.

All students and faculty are welcome at the meeting of the association. This is the second of the two meetings of the UNA-USA at New College. The first was held on October 23 and featured a debate on whether the United Nations should be maintained.

SEC Vote Amends Probation System

The Student Executive Committee approved the tentative adoption of a new probation procedure at their meeting last Wednesday. The new plan is designed to help eliminate the vagueness of existing probation procedures outlined in the Modes of Procedure.

Photographer To Show Work After Dinner

John Nash Ott, a retired banker whose interest in time-lapse photography has led him into a whole new career, will show some of his work to students and guests of New College tonight at 6:30.

Ott's work in time-lapse photography, an avocation during a twenty-year banking career, now has taken him into the field of research in studying the effects of light on growth responses in both plants and animals, including human beings.

Dr. Ott's pictures show that variations in the period, intensity, and wavelength of light energy control certain plant growth processes such as setting of buds, opening of flowers, determination of sex, and maturing of certain fruits. He points out similar responses in animals and suggests how these may be brought about as the result of light entering the eyes.

Dr. Ott is the second speaker in the college's newly reinstituted Friday night dinner and forum series. Special guests are invited to a candlelight dinner with students, followed by a discussion with them.

Professor of Philosophy Douglas Berggren and student Rick Kainz are making arrangements for the dinners and forums.

Under the new plan, a student who is sentenced to social probation serves that sentence in two steps--probation and imminent probation.

The definition of social probation has not been changed by the ruling; i.e., for a specified period of time, the student shall be of such status that, with due consideration to circumstances, any further infraction of the rules would result in his expulsion. In addition, a letter is sent to the student's parents informing them of the situation. There are no specific social or academic sanctions involved.

The point of difference between the old and new systems is the addition of the "imminent probation" step. A student under imminent probation is, in effect, two infractions away from expulsion, for any infraction on his part, with due consideration to circumstances, would result in his being returned to the status of social probation.

This two-step procedure holds only "coming down." The Modes of Procedure, which involves two warning stages before probation, will still be employed prior to probation.

Steve Hall, member of the Disciplinary Committee, was instrumental in the development of the plan. He commented, "There was much discussion before a vote was taken.... It should be stressed that the plan is only tentative."

Other actions taken by the SEC included the formalizing of the House Committee and the election of a new chairman.

The House Committee, which assumes responsibility for student (Continued on page 3, column 3)



BETSY OLSEN, 1., and Bud Holder launch a Sunfish with the new hoist.

Dock Facilities Now Complete

Mr. Peter Odell, Athletic Director, announced this week that dock, hoist, and locker facilities for the sailboats have been installed and that a new check-out procedure has been developed.

Changes from the former procedure and an explanation of the use of the new equipment have been placed in each student's mailbox.

The facilities are located on the bayshore behind College Hall.

Normally there are four boats available for use by New College

sailors, including three Sunfish and one pram. The pram and one of the Sunfish are currently being repaired, however. They should be ready after the Christmas holiday.

The basic change in the check-out procedure is that keys to the lockers, which house the tillers and daggerboards, will be checked out, rather than checking out the daggerboards themselves.

McWhorter Wins Solo Position

Cheryl McWhorter, first-year student, has gained a solo position as featured flutist with the Florida West Coast Youth Symphony. She will play Mozart's "Concerto #1 in G Major for flute" during the coming spring concert tour.

Cheryl won the position in an audition held last Saturday at Cannon's Music Store in Sarasota.

Judges were: Mr. Alexander Black, former conductor of the Symphony; Mrs. Anita Brooker, violinist; Mr. Michael Coyle, first horn with the Florida West Coast Symphony; and Mrs. Sandra Lawler, pianist.

Cheryl has been playing the flute for eight years and is first-flutist on the Youth Symphony. A resident of Miami, she has also been on the Florida All-State Band.



SIGNS OF THE approaching holiday season were much in evidence this week. Santa Claus grinned gaily from the New College billboard and a lightly strung evergreen and grains of ersatz snow sparkled in the multicolored

glow which bathed the palms in the central courtyard. (Early this morning over sixty signatures had been gathered favoring the removal of Mr. Claus from the sign.)

Editorially Speaking SEC Amendment Is Just a Start

The Student Executive Committee's decision to amend the probation procedure was, we feel, a wise and perhaps an inevitable one.

In the past, a student has never been clear as to where he stood once a probation period was over. Would future infractions be considered independently of the circumstances leading to the probation, or would his "slate" never again really be clean?

The SEC action is an important step toward arriving at an answer to this question. Although the newly-adopted "step-system" is as yet somewhat vague, it is certainly an improvement over the Modes of Procedure.

The revamping of the disciplinary procedure should be conducted on a broader scale, however. Specifically, answers must be defined for questions such as "How long after a student received a warning does he remain in the shadow of that warning?" That is, does there come a definite point --a month, a term, a year after the infraction--when his status is cleared and further infractions are considered independently of the warning?

In other words, we feel the SEC has touched upon a significant problem in our disciplinary system. They have ventured a solution "coming down." They should also attempt one "going up."

* * *

The Student Executive Committee has made a good beginning by amending certain of the probationary aspects of student discipline. However, this change is only a first step in the direction of completely fair and equitable discipline.

This is not to suggest that there is no good whatsoever in the present system or in the current manner of its execution. The system is as sound as any and is apparently consistent with other New College ideals and with student wishes, and, for the most part, so is the enforcement of the code. Yet there are some indications that a greater degree of equality could be attained. Not the least of these indications are complaints made personally to us by several students.

These indications (and personal observations) are sufficient to cause us to wonder whether existing rules are enforced impartially, whether intrinsic time-honored principles of liberty and justice are adhered to by those who discipline students, and whether great improvement is not needed in this area.

Specifically, we question the fairness of some students being reported for the first infraction and others being given repeated "extra chances." We question the procedures by which students can be accused by extra-ordinary methods. We ask whether, when so accused, they are not, in effect, considered guilty before guilt is actually proven (or even if proof is required before punishment).

The fact that the answers to these questions, and others, are not known is, in itself, indicative of a flaw in the system. Student discipline should not be dealt with in whispers behind closed doors. In nearly every case it should be a matter of public record. One of the reasons for the less than perfect situation now is a mistaken desire on the part of some to protect those who must answer to charges brought against them. They reason that such action should be known to no one but the student involved. Often, however, this secrecy does not act in the best interest of the accused. What is done to one can be done to all.

The Catalyst intends to investigate as thoroughly as possible these questions. We respectfully suggest that the SEC, in its official capacity, do the same. And if any verifiable shortcomings are uncovered in the punitive processes at New College, we will publicize them and promote their immediate rectification.

Next Week's Paper To Be Earlier, Bigger

Next week, The Catalyst will be distributed Thursday afternoon, but at the regular hour in order that those students who are leaving campus early may receive a copy of the paper before they leave.

Also, next week's edition will contain eight pages. This will be only the second time in the paper's short history in printed form that it has published an eight page edition.



69ers Finally Lose, Clipped By Barbers

(Special to The Catalyst)

By Grantland Corn

Although Ed's Barber Shop jumped off to an early lead, the New College 69ers stormed back on a field goal by Larry Alexander and led 2-1--which was unfortunately the last time the 69ers were ahead. Playing valiantly against a much taller team, the 69ers contained Ed's star forward former All-American Tim Eisnagle and with a brilliant defensive effort held him to a mere 35 points. He made up for his lack of scoring by dominating both backboards. His five floor play marks him as a leading candidate for all-league honors.

The 69ers trailed by eight points at halftime, and after a determined effort in the third quarter, faced a 20 point deficit. Only Richard Wall's offensive efforts kept the New College cagers within striking distance going into the final period.

After playing the Barbers on even terms for five minutes of the fourth quarter, Coach Pete Odell, cleared his bench; he evidently realized the utter futility of the cause. The final score is not a true indication of the closeness of the game. Although the team of Barbers won 72-50, they could have run up a much greater margin in the closing minutes.

The defeat marked the first of the season for the New College team, and evened their record at 1-1. In spite of a losing effort, the 69ers displayed an unusual scoring attack. It was unusual in that only three of nine players dominated the scoring--Richard Wall collected 14 points, Larry Alexander popped in 22 and Craig Bowman came out of hiding to dump in 10. George Finkle garnered the other four points. Although he did not break into the scoring column, John Cranor turned

in a fine defensive performance. Pat Tarr and Dick Ogburn came off the bench with good efforts as well. Roy Van Vleck and Bill Chadwick both played well in the waning moments of action.

A capacity crowd viewed Wednesday night's action. The next game will be Monday at 9 pm at the Sarasota High School gym. The boys really appreciate the support given them. Let's support the fighting 69ers. Cheer them to victory Monday night.

Library Receives Magazines, Money

According to Dr. Corinne Wilson, head librarian, the New College library has recently been the recipient of two substantial gifts.

The Woman's Library Association for New College donated \$3000 as a "Christmas gift." The WLA had raised \$1700 of that sum through their fund-raising activities, but the members themselves contributed the remaining amount. The gift was made without restriction as to what specific use the money would be put.

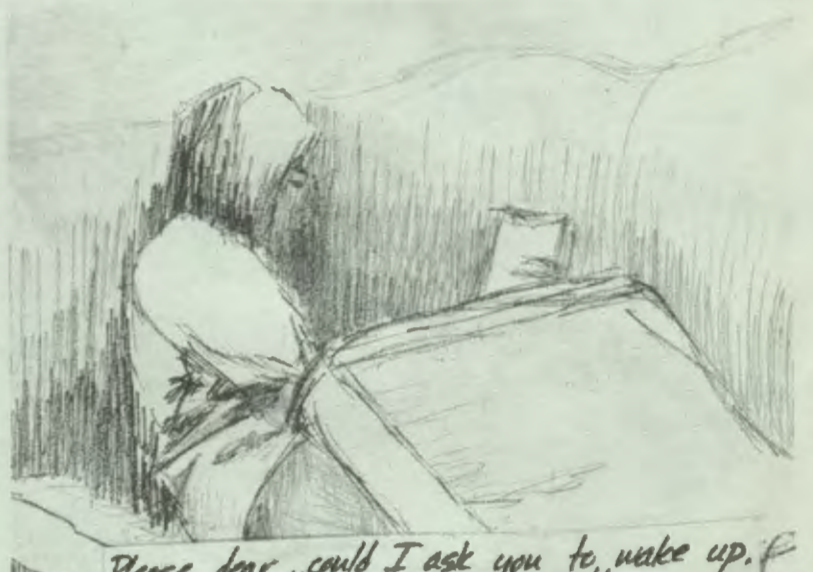
The second gift was the donation of a virtually-complete set of National Geographic magazine from 1915 to the present by Mrs. Margaret Sewell, librarian at Mirror Lake Junior High School in Mirror Lake, Florida. "We're very pleased to have them," commented Dr. Wilson in speaking of the magazines. "What we at the library want more than anything else in the world are complete files of periodicals."

As the library already possesses the National Geographic from 1934 to present, Dr. Wilson plans to give those magazines to some library in need of them. The just-received magazines will be bound and placed in the Reference Room as soon as possible.



Mrs. Gresham Riley, L., and Mrs. Earl Friesen, C., chat with one of the visitors.

THIS WAS THE scene Wednesday as the faculty wives of New College hosted the faculty wives of the



Please dear could I ask you to wake up. We have thirty wives from the University of South Florida coming today.

University of South Florida, Tampa, for a bus tour of the campus and lunch in the patio dining room.

Letters to the Editor

Letters from readers are welcome. All are subject to condensation. Letters received after 6 pm Tuesday will be printed the following week.

Missing Cereal

To the Editor

An unusual situation has arisen in our kitchen. The pretty little boxes of cereal that decorate the shelf above the coffee pot disappear each evening before dinner. It has been rumored that these boxes are being spirited away because students are actually eating the cereal. Is there any possibility of negotiating a compromise between students and cereal hiders wherein the students who have been subsisting on cereal might even promise to raise their maximum outside of class study time to two hours and five minutes if these precious boxes were to be returned?

(Signed)
Dan Davis

Editor's Note: This bargain sounds fair enough, but perhaps it would be better to ask WHY students must subsist on cereal.



Associate Editor Kenji Oda, who claims Polish heritage, last Tuesday commemorated the 24th anniversary of the tragic loss of 29 Japanese planes over the Hawaiian Islands.

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on campus

with Laurie Paulson

A Christmas Shopping Guide

It seems that few are really aware of a situation that becomes more desperate as the days pass. Few at New College (because of our all-pervading apathy) are conscious of the seriousness of this fact. There are only eleven shopping days until Christmas! Consider the implications of this. What about all the parents, aunts, uncles, brothers, sisters, Harvard students, and ex-girl friends at home who would like nothing better than a Christmas present from Sarasota, the Air Conditioned City? Recognizing this, the author of this column, in his usual public spirit, has decided to compile a list of New College Christmas presents currently available in the Book Store. Just consider the wonders that can be bought.



Paulson

For mothers and sweethearts, the New College perfume Saturday Night, which nostalgically captures the fragrance of students broiling genuine U. S. Government Reject steaks illegally on their balconies. The perfume comes in small sizes and larger vials shaped like Pepto-Bismol bottles.

There are several pieces of jewelry available, including a silver pin shaped like cottage cheese with raisins, and a necklace with a pendant engraved on one side with the Great Seal of New College and on the other with the record of the wrestling team. There are available amulets against various dangers, such as the Sarasota police and other people's dogs. Any of these would make fine gifts.

There are several items appropriate for giving to other New College students, such as a fork with a built-in flashlight for use during candlelight dinners, which also registers, on a meter, whether what is being consumed is also edible. There are also lock picks which fit inside shoes and are fully guaranteed for use inside jail cells. There is also a device which facilitates note-taking during Social Science lectures. A light flashes in the Great Idea Indicator at appropriate moments and allows the student to take notes without missing any significant point. A 3XS card is included. A computer for determining class attendance was ordered, but cancelled when it was pointed out that the fingers of one hand were sufficient.

There are a number of books which were especially printed for Christmas giving, and which are available at nominal cost. In the fiction category is a complete collection of New College publicity folders, entitled You Can Fool

Some of the People. There is also a memoir written by a first-year student, entitled Nobody Thinks About Comprehensives, which was a big seller last year. An instructional book is entitled How I Write Music Columns, by a short, noted columnist. Its descriptions of Howard Johnson's are especially notable, and its prose stands out. From the kitchen comes Cook the New College Way, featuring such delights as frozen pecan pie and grape Kool-Aid. It is suggested that directions be read carefully, however, in order to duplicate the delicate flavors. A separate book from the kitchen, 150 Ways to Use Mushrooms Any Chance You Get, may become available soon.

Finally, every New College student should purchase the gift that will be a sure hit under the Christmas tree. It is called the Great Game of New College, and is great fun for all ages. Players choose a piece that is either blue or gold, and begin on the square marked "Orientation Week". Players progress from square to square by

(Continued on page 4, column 3)



LEONID HAMBRO, famed pianist, practices with Mr. Paul Wolfe, adjunct professor of music and conductor of the Florida West Coast Symphony. Hambro will be featured soloist on Beethoven's "Emperor Concerto" at the symphony concert tonight at Sarasota Municipal Auditorium at 8:15. Tickets for this or any subsequent concerts can be obtained from Mrs. Elizabeth Heimert, secretary of the Humanities Division, whose office is located on the second floor of College Hall. Hambro is currently affiliated with the New York Philharmonic Orchestra.

Two Divisions

(Continued from page 1)

and Leon E. Williams from Dartmouth.

The music and language offerings will remain the same as during the first term. The basic humanities course for first-year students will deal with music and painting. Second-year students are invited to take the basic course, as it is substantially different from the one offered last year. Any second-year student who wishes to do so should talk to Miss Hassold.

The Natural Sciences' basic course will deal with physics. Courses for next term will be: *Calculus I, Smith; *Honors Calculus I, Fulton; Honors Calculus II, Fulton; Modern Algebra, Fulton; Probability and Statistics, Smith; Physics I, Stephens; Introduction to Theoretical Physics, Friesen; Electronics Lab, Friesen; Organic Chemistry, Griffin; Physical Chemistry I, Stephens; *Genetics, Buri.

SEC Vote

(Continued from page 1)

building-and-grounds problems, is headed by Steve Waterman and includes non-SEC members Mike Arnold, Mimi Cosgrove, and Sandy Sanderson.

Under the system of rotating chairmen which the SEC adopted early this year, a new chairman must be elected every four weeks of the academic year. Kenji Oda, first-year representative, was elected to succeed Ray Enslow.

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CINEMA

By David Pini

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Kurosawa's 'Ikiru' Is a Masterpiece

I hope all the recent discussions of evaluation won't drive our conscientious audience into studying this Sunday night. The two hours it takes to see Ikiru, which focuses on evaluation at a higher level,



could not be better spent. Ikiru (To Live) ranks with Rashomon and The Seven Samurai as a masterpiece of the Japanese director Akira Kurosawa. Though slow-moving through most of the first reel the elements of force and simplicity which support the basic story are soon seen to be as beautiful and compelling as those in any Greek tragedy. The hero knows and responds to his destiny, he must die of cancer in less than one year. He is driven not so much by death, as by the thought of his wasted life. Thus he responds to his first negative evaluation of himself with confusion; searching, running, drinking, gambling and trying to recreate the appearance of a life he never lived.

With so little time, however, he could not long be content with merely changing the direction of his lack of purpose; so he finally returns to his work, this time with a sense of determination that carries him through. The movies does not end with his death, but goes on to resolve the dilemma of his actions to his colleagues (the chorus). Kurosawa even adapts the device of a deus ex machina, in the form of a policeman, to resolve the conflict for them.

But his final evaluation by his peers is certainly only important in the sense that it sheds some light on his character, and not on theirs.

Part eleven of the serial will be shown at 6:15 and part twelve after the feature for those few people who may wish to see two episodes in one evening.

Wrestling Team Wins Trophies

The New College Wrestling Club made an impressive showing in their first official competition last Saturday. Members of the club took three firsts, two seconds, and two thirds at the Florida West Coast Open Wrestling Tournament in St. Petersburg.

New College students on the team were: Dennis Kezar, 165 pounds; 1st; Dave Rogg, 147 pounds, 1st; Hall McAdams, heavyweight, 1st; and Steve Waterman, 138 pounds, third. Their composite record was ten wins, one loss.

Also wrestling for the club were Bobbie Orton, Jr., and Eddie Graham, both of whom won second places, and Guy Locicero, who won a third. All three train under John Heath, coach of New College's Wrestling Club.

As a team, the club finished third out of nine.



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DC5 Bring Screams to Tampa But Remain Unimpressed

By Betsy Ash and Judy Randall

The mere mention of the Dave Clark Five is enough to bring screams, but what happens when they appear in person in Tampa? How do they feel about their immense popularity? We tried to find out as we followed them during their trip here Tuesday, November 30.

Their private plane landed at a well-guarded spot at Tampa International Airport and fans engulfed the five young men. They seemed little impressed by the reception that had taken a terrific amount of planning. They hopped into a limousine and were off to the International Inn with a police escort. A few privileged reporters were allowed through the mobs of teens to attend a press conference. Mike Smith, Dave Clark, Rick Huxley, and Denis Payton filed into the room and sat calmly at a table at the front. They answered questions with little interest or flair. About the only show of initiative came when they discussed how they got started. They have been together about four years. The five belonged to a Manchester soccer

club which needed funds for a tournament. They decided to appear locally to raise money and were surprised when they were offered other bookings. "Do You Love Me" was their first hit in America, although "Glad All Over," their third American hit was released

They seemed rather bored by the whole idea and projected little personality to the crowd. Fans crushed forward and trampled us --the unfortunate souls in the front row. The DC5 took this for granted, finished their act, and went on their way.



The Dave Clark Five at a press conference. Left to r. are: Mike Smith, Lenny Davidson, Dave Clark, Denis Payton, and Rick Huxley.

four months earlier in Britain in 1963.

So now they are the number two group in the world. They seem pleased by this but admit they are not really aware of what has happened. Dave Clark said, "We do not really get time to think.... Maybe in a few years things will slow down and we will have a chance to think things over. We have been too busy selling our twelve and a half million records." They have no plans except to keep on with the same type records and other movies as long as possible. After that, Rick Huxley said, "We can't plan on anything. We'll spend what we want and save what we can. There is no way of telling what will happen." Their passive reaction is understandable yet not very satisfying.

Mike Smith, the wit of the group, concluded the conference by fielding a few questions:

"Who cuts your hair?" "I cut it myself."

"What kind of food do you like?" "The eating type."

And last of all, "What was your biggest influence?" "My mother."

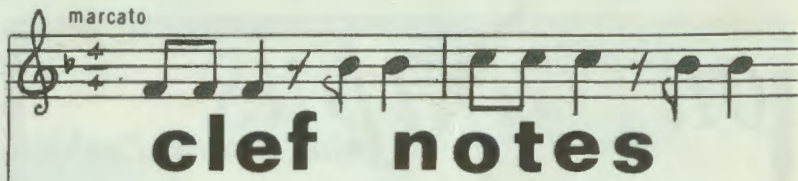
That evening at the concert, held at the Curtis Hickson Convention Center, the crowd was wild by the time the DC5 came on. Three bands had done their best to work up the audience, and the police were having trouble keeping the fans down. The five idols came on stage and went through a series of their hits of which only a few strains could be heard above the din.

on campus

(Continued from page 3)

drawing cards, such as "Catch the Phone Booth Between Ticks, Move Ahead 3" or "Fall in the Fountain, Move Back 2", or, "Look for the Tutorial System, Move Back 18." In addition, players must obey what is written on the squares, which correspond to their progress at New College, like "Orientation Week--get lost in Court 2, Lose 1 Turn" or "Assume Social Science Papers are Voluntary, Lose 2 Turns," or "Sleep Through Independent Study Period, Go Back To Orientation." If a player is diligent and remembers the swimming pool regulations, he can reach the area marked "Comprehensives" with one or two of his illusions intact. At this point he spins the special Comprehensives Wheel, which produces such combinations as "Pass two divisions but fail to integrate knowledge," or "fail two but star on fencing team." The player who gets through a successful year first is the winner and wins an illustrated map of Longboat Key as a prize. This is a game that is perfect for all ages, if they are courageous enough to begin it in the first place.

These wonderful gifts are available right now at the book store. But hurry, for the supply is purely fictitious.



By Kenji Oda

More About Record Clubs

The November 5 Clef Notes column dealt with my thoughts on record clubs and was entitled 'Not All Record Clubs Save You Money.' In it, I concluded that, although some record clubs are real aids to the buying public, the several recording firm affiliated clubs aren't worth joining.

Not long after the article was printed, I received a letter from Mr. Ernie Thomas, a Sarasota citizen. He wrote:

"...I don't agree with your opinion on record clubs, though. I'm a member of Capitol, Columbia, RCA Victor, and the Record Club of America. I agree that the Record Club of America saves the

buyer the most,

but the other

company-clubs

do save you

money, and also

you get a

good idea of

what is being

recorded by different

artists. Most of the local

suppliers

have a very limited selection

to choose from unless you are looking

for the current popular teen hits....

The savings with Capitol Record

Club are quite good in that you

can get free six records for every

seven you buy. (Each record) at

\$3.98 plus postage usually comes

to \$4.50.... Thus, you get 13

records at a cost of \$2.42 each

which is 65¢ per record or \$8.45

total savings from a local cost of

\$2.98 plus tax. This is quite good,

I would say...."

The Capitol Record Club ad in

December's *Playboy* offers seven

records (out of 177 shown) at the

bargain price of \$1.00, provided

that the buyer purchase one record

on the page at list price and seven

more during the year. (Of course,

these special offers are always

changing; thus, the discrepancy

with Mr. Thomas' figures.) After

the buyer has fulfilled his obligations

to purchase seven records, he

is required to purchase a minimum

of two records a year at list price;

he receives in return one free record

for every two he buys.

Thus although the savings with

the Capitol Record Club are as

enticing as Mr. Thomas indicates for the first year, there is no savings thereafter. Two records at the club price of \$4.50 will amount to \$9.00, just what it would cost to purchase three at the store. Thus, the free third record only serves to equalize things. When one considers that a member of the club must send a little card back to the organization each month if he does not wish the club's one "pick of the month," plus the fact that any club of this type has more limited selection than a good store, then the saving is dubious.

The Columbia and RCA Victor clubs work in the same way. Both offer good initial savings but not much after that. Contrast these clubs with such clubs as the Record Club of America, and my point is made all the more clearly.

There is an initial fee of \$5 for joining the Record Club of America. This fee gives the buyer membership for life. No other fees or dues are collected. From then on, the member is free to buy as many or as few records as he desires, when he wants them. All records are offered at a 38% discount from list, and a member may choose any record from the current Schwann Catalog (To the uninitiated, the Schwann Catalog is a listing of all long-playing records currently being produced.) There are no quotas, no restrictions.

Mr. Thomas mentions that the company-clubs give members "a good idea of what is being recorded." Well, the Record Club of America, like any other record club of any standing, publishes a period booklet of the best of the latest recordings. Besides, there are plenty of good music magazines around.

So, it boils down to this: it would perhaps be most worthwhile to join a company-club for the "trial period," but for a continuing savings, non-company clubs, such as the Record Club of America or the Citadel Record Club, are much the wiser to join.



Oda



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