Vote For: Better Book
By TERRY CLOUDMAN
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This Friday the student body will be asked to vote a one dollar increase in the allotment given from the blanket tax to the Campanile. I would like to present the reasons for which the increase was requested.

First, the 1964 Campanile was a radical departure from the said “year” format and perhaps the best yearbook ever published at Rice. The total cost of the book was $16,000 of which $6,800 was provided by the blanket tax. If bought individually the books would have cost $10 apiece; the cost of the student, paid through the blanket tax, was $4.

As a result the 1964 Campanile operated at a deficit, the effects of which have been realized this year by requiring an increase in the price of advertising and organization space.

Another major consideration is that an unwarranted amount of pressure is placed on the Business Manager since he must raise from $5,000 to $5,500 through advertising. It is next to impossible to fulfill this sort of commitment to the Campanile and maintain satisfactory academic standing as well.

Then, too, if the increase is approved, it will be possible to reduce the price of individual pictures.

As editor, I strongly urge that the increase in allotment be approved since it will enable the Campanile to continue to be a yearbook of quality.