

Peace Corps Group Visits Campus



(Photo by Ed Ryan)

QUIET AS A... — There is not much doubt obviously in the minds of these students busily studying in Matthews Library that

final examination week is rapidly approaching. Exams will begin next Monday. A class examination schedule is available on page 2.

Candidates Sought; Talk, Film Planned

By JOAN SKIPPER

Peace Corps representatives are now on campus as part of a state-wide Peace Corps information campaign this week to recruit candidates for a summer training program.

Seven top Corps officials and three volunteers who have completed service in Colombia, the Philippines and Ethiopia are covering the Phoenix area.

They will present a convocation at 7 p.m. tomorrow in MU 7 which will include talks, a film on the work of the Peace Corps and a question-and-answer period.

IN ADDITION, the representatives are speaking in many classes by faculty invitation.

A table in the MU foyer displays Peace Corps literature and is being manned throughout the week by a representative who will answer any questions.

Placement tests will be administered today, tomorrow and Friday at 10 a.m., 2, 4 and 7 p.m. and Saturday at 10 a.m. All tests will be given in AG 350.

ANYONE wishing to take the test should sign up at the Corps table. He must fill out a questionnaire and submit it at test time unless he has previously submitted one to Washington, D.C.

Those wishing to take the test but are unable to do so at these times may make appointments by contacting representatives in the MU foyer or in MU 225, 966-3361.

"This is strictly an aptitude test," according to Max Medley, associate director of the Peace Corps. "You do not pass or fail." HE STRESSED that there is absolutely no obligation in taking the test. If the Peace Corps feels an applicant meets its standards, they will invite him to become a trainee.

Funds Moved

More than \$5,000, originally appropriated by ASASU, has been transferred back to accounts of the Associated Students from a special fund, according to Charles E. LeDue, ASU comptroller.

The funds have been used for special loans during the past three years.

Library Open Until Twelve

Matthews Library will provide extended hours of service for students studying during exam week. It will remain open until midnight Monday through Thursday and until 10 p.m. Friday.

The general reference desk and reserve book desk as well as the current periodicals area will remain open. No seating room will be available on the second floor. The loan service desk will not be open.

New Staff Edits Issue

Today's issue is being edited by the new State Press staff headed by editor-in-chief, Ed Gasser. Managing editor is Ed Heath; news editors, Gordon Robbins and Gordon Black; campus editor, Pam Van Buskirk; assignments editor, Frank Ducceschi; copy editor, John Kendall, and chief proofreader, Richard Cantor.

The staff will edit next semester's issues, the first on Feb. 5.

Grants Given University

The University has been awarded \$145,300 in National Science Foundation grants to support three summer institutes for secondary school teachers.

The eight-week biochemistry and cellular biology program, supported by a \$52,400 grant, will aim towards upgrading and updating high school teachers.

The geology institute, backed by a \$47,900 grant, will provide teachers with more specialized training in the general and earth sciences.

The mathematics seminar will concentrate on concepts of geometry. It is supported by a \$45,000 grant.

A three-year grant was given ASU by the National Institutes of Health. This grant will enable the University to train graduate microbiologists.

The National Institute of Allergy and Infectious Diseases of the NIH has awarded \$19,338 for first year support of graduate training. Under the grant,

ASU will receive an additional \$21,500 for each of the two remaining years.

The money will provide for stipends and pay tuition for promising students studying for the masters or doctors degree in the field of microbiology.

Three grants have been given to ASU by two national institutions and the late State Sen. Henry Ashurst of Arizona.

A gift of \$6,368.21 in stocks and cash has been donated from the estate of the late Sen. Ashurst.

The University received 37 shares of American Telephone and Telegraph Company stock and \$2,256.40 in cash.

A memorial fountain will be constructed near the Grady Gammage Memorial Auditorium, according to Gilbert L. Cady, vice president for business affairs.

Progress To Squeeze Out Forty-Year-Old Landmark

By PETER MAURICE

A traditional landmark will make way for progress in the near future, it was disclosed recently by Mr. Gilbert L. Cady, vice president in charge of business affairs.

The Varsity Inn, gathering place for ASU students for almost forty years, will be razed before the fall semester.

Acquisition of the land by ASU has advanced plans for converting College Avenue into a mall. The only remaining exigency is the acquisition of the building now occupied by the VI, a barber shop and a laundrette.

Equitable agreements between the owners of these establishments and the University are now in the process of consummation, according to Cady.

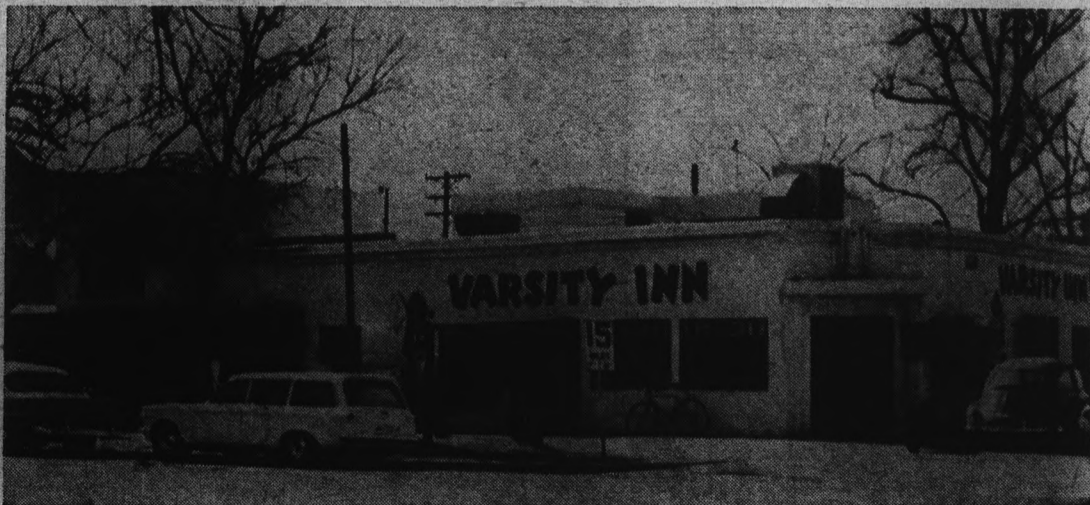
"This corner was the center of the ASU campus when I came here six years ago," says Harold Barclay, present VI manager, "and although I will regret leaving here I realize that progress must be served."

Barclay says many students still say "it can't happen," but

he kindly and sadly tells them that it must and will happen and that any protest would be futile.

Harold's sentiments were echoed by J. D. Collins, who operates the barber shop next door. "This corner has been home to many students over the years," says Collins, "and many alumni still get information about their old schoolmates from Harold and I."

Neither Barclay nor Collins have any immediate plans for the future, but both have expressed the desire to relocate near the campus where they will be able to maintain close ties with the friends they have acquired over the years.



(Photo by Ed Ryan)

CAMPUS LANDMARK — Plans are underway to remove the VI, JD's Campus Barber Shop and Campus Laundrette. The building

will be removed to prepare for the closing of College Ave. Arrangements are in process between the University and building owners.

Exam Schedule

All Classes Regularly Scheduled on	Examination is Scheduled on:
MWF or Daily* at:	
7:40- 8:30	Fri., Jan. 24 at 1:00- 2:50
8:40- 9:30	Mon., Jan. 20 at 10:00-11:50
9:40-10:30	Tues., Jan. 21 at 10:00-11:50
10:40-11:30	Wed., Jan. 22 at 10:00-11:50
11:40-12:30	Thurs., Jan. 23 at 10:00-11:50
12:40- 1:30	Fri., Jan. 24 at 10:00-11:50
1:40- 2:30	Wed., Jan. 22 at 3:40- 5:30
2:40- 3:30	Tues., Jan. 21 at 7:40- 9:30
3:40- 4:30	Thurs., Jan. 23 at 3:40- 5:30
4:40- 5:30	Thurs., Jan. 23 at 7:40- 9:30

All Classes Regularly Scheduled on	Examination is Scheduled on:
TTh or TThS at:	
7:40- 8:30	Thurs., Jan. 23 at 1:00- 2:50
7:40- 8:55	Thurs., Jan. 23 at 1:00- 2:50
8:40- 9:30	Mon., Jan. 20 at 3:40- 5:30
9:15-10:30	Fri., Jan. 24 at 3:40- 5:30
9:40-10:30	Fri., Jan. 24 at 3:40- 5:30
10:40-11:30	Mon., Jan. 20 at 1:00- 2:50
10:40-11:55	Mon., Jan. 20 at 1:00- 2:50
11:40-12:30	Tues., Jan. 21 at 1:00- 2:50
12:15- 1:30	Wed., Jan. 22 at 1:00- 2:50
12:40- 1:30	Wed., Jan. 22 at 1:00- 2:50
1:40- 2:30	Wed., Jan. 22 at 7:40- 9:30
1:40- 2:55	Wed., Jan. 22 at 7:40- 9:30
2:40- 3:30	Mon., Jan. 20 at 7:40- 9:30
3:15- 4:30	Sat., Jan. 25 at 7:40- 9:30
3:40- 4:30	Sat., Jan. 25 at 7:40- 9:30
4:40- 5:30	Fri., Jan. 24 at 7:40- 9:30
4:40- 5:55	Fri., Jan. 24 at 7:40- 9:30

*And classes that meet on M, MW, MF, MTWF, MWThF, MTWF or F.

Examinations for classes that are scheduled with "Time Arranged" and for classes that meet at, or after 5:30 p.m., will be conducted at the time scheduled for the last regular meeting of the class during the examination period of January 20 through January 25 unless otherwise scheduled by the instructor at a time during this final week of the semester.

Two Students Take Top Honors At Young Republican Convention

Two ASU students were elected officers at the state convention of the College Young Republicans Saturday at Camelback Inn. Ray Everett was elected president of the Arizona CYR's by a unanimous vote from delegates representing Arizona's colleges and universities.

Tanya Melton was elected corresponding secretary. She was also given the Outstanding CYR Award for her three years active service to YR activities.

James Harri, national chairman of Youth For Goldwater, spoke to the delegates on the organization of YFG. The convention also included workshops and a general business meeting.

The convention was attended

Critic Narrates Films On Art

Painters, their lives and works, will be the subject of an eleven program series on KAET-TV, Ch. 8, Thursdays at 8:30 p.m.. Sir Kenneth Clark, art critic and English television personality, will be host.

The series of half-hour programs entitled "Sir Kenneth Clark on Art" will be divided into three parts. The first part, which will take up five programs, will be a discussion of Goya, Brueghel, Caravaggio, Rembrandt and Van Gogh.

Representatives Schedule Visit

Representatives from the U.S. Naval Recruiting Station, Los Angeles, Calif., and the Naval Air Station, Los Alamitos, Calif., will be available to counsel interested students Jan. 16 and 17.

The two groups will be located outside the MU Devils Den.

Professor Airs Views

(Second of a Series)
By LINDA HELSER

"The business of Arizona State University is the unfinished business of mankind."

This was the thought expressed by Dr. Durham when he became ASU president and this philosophy is shared by Dr. Milton D. Lowenstein, assistant professor of architecture.

Among other attributes, Lowenstein feels that an architect can, by creating a suitable context, bring order to some aspects of the campus which other people regard as chaotic.

"THE VARIETY in building forms, traffic hazards, absence of places for contemplation and repose, the prevalence of waste or uncongenial spaces and the illogical functional relationships inside and outside of buildings are some of the inevitable architectural concomitants of a young, fast-growing university here today in one of the country's choicest locations for living.

"On the other hand, when viewed in the context of energy expended upon many hastily erected structures, torn-up streets, huge street signs and endlessly speeding traffic, or of the Indians' community life and their love and respect for the desert, and of the friar-priests' zeal for the world's salvation or of contemporary youth's hopes to create communities with plenty of space, physical and ideological, in which to grow, then the longing to act creatively becomes overpowering."

ALONG WITH designing a desert shopping center in Cave Creek, Arizona, and submitting designs for the enlargement of Danforth Chapel, Lowenstein has proposed a program that aims to make the University the cultural center first of Tempe, then the Southwest, by engaging the enthusiastic assistance of faculty and students

to improve the appearance of the campus.

The two steps to follow would be:

A committee of faculty members qualified in the fields of design, crafts and horticulture that would meet with city officials to formulate a basis of cooperation for the cultural growth of Tempe and its place in the larger Phoenix-Scottsdale-Mesa area.

Representatives of student government and other student organizations would meet with the above faculty committee to propose campus projects which will enhance its appearance, not necessarily by destroying any existing structures, but by attention to their context.

The campus may be divided

into sections, each the responsibility of a class year or college or combination of both. The interior of each campus building would be subject to a similar process. Representatives of student groups who carry out the work would be given recognition comparable to that given successful athletic teams.

ASU Delegation Attends Program At Air Institute

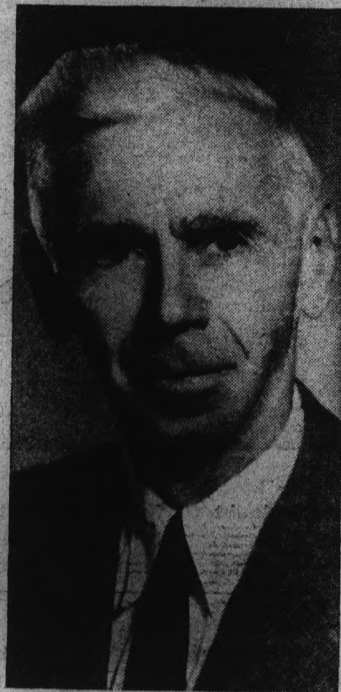
Officials from this campus participated in a three-day Air Force orientation program at Air University, Maxwell Air Force Base, Montgomery, Alabama, early this week.

Making the trip were Deans Karl H. Dannenfeldt of liberal arts, G. D. McGrath of education, and Glenn D. Overman of business administration, Lt. Col. Robert W. Edwards, chairman of the department of air science, and Dr. Joseph E. Spring, news bureau chief.

The group received briefings Sunday through Tuesday on Air University activities, the Air Force ROTC program, the Academic Instructor School, and the Air University Library.

Purpose of the project is to interpret the Air Force campus officer commissioning program to officials of participating colleges and universities.


Also represented at the orientation were the UofA, the University of New Mexico and New Mexico State University.



Dr. Lowenstein

ed by delegates from ASU, UofA, Arizona Western and Phoenix College. ASU was represented by 18 delegates.


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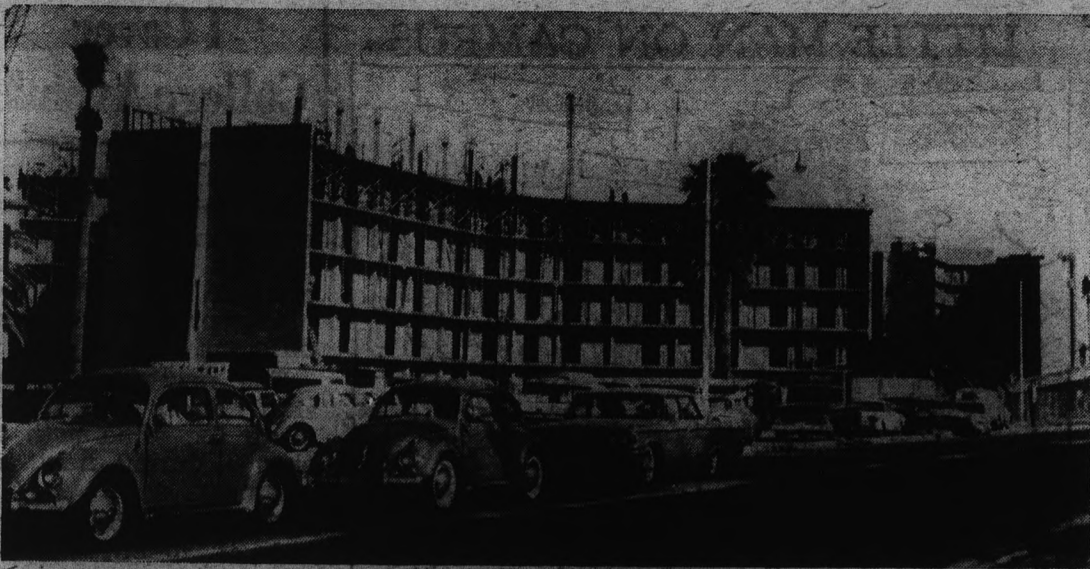
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FIVE-SEVENTHS DONE — Workmen begin constructing the sixth story of the seven-floor Palo Verde West women's dormitory.

The building is scheduled for completion during this semester. It will house more than 350 coeds.

(Photo by Ed Ryan)

IFC Plans First Spring Rush

Spring fraternity rush is planned for Feb. 10 to 14, according to the Interfraternity Council.

"To our knowledge, it is the first spring formal rush in the Western Regional Interfraternity Council," said Bob Bonitati, president of WRIFC.

The spring rush was initiated to give the men a better chance to pledge a fraternity second semester. "Before there was hardly anything, just an informal rush period," according to Mike Love, IFC rush chairman.

Bonitati pointed out that to pledge second semester, a man

almost had to know someone in the fraternity if he planned to join. "Now men can sign up like they do for fall rush," he said.

Starting Jan. 25, no fraternity will be allowed to pledge a man unless he has gone through spring rush. This no-pledge period will end March 7.

Registration for rush will begin Jan. 30. There will be a \$1 registration fee.

The rush schedule will begin Feb. 10 with an assembly and open houses. Open houses will continue through Feb. 11.

Next, smokers will be by invitation. Final bids will be picked up in the MU ballroom 10 a.m. to 2 p.m. Feb. 14.

ASASU answering service will carry rush news. For further information, men can contact the Interfraternity Council office.

1964 Plates Due Jan. 31

State law requires all vehicles registered in this state to have new license plates by Jan. 31. Cars must be inspected by March 31.

New license numbers must be registered with Campus Security.

"This state law applies to all motor vehicles registered in Arizona," says John B. Duffy, director of Campus Security, "and includes scooters and motorcycles."

Summer Session Schedules Ready

Class schedules for the 1964 summer sessions are available in the Summer Session Office, Administration building room 213.

This summer, the pre-session is June 1 to 13 with the first session starting June 15 and ending July 18. The second session begins July 20th and continues through Aug. 22. The post-session begins Aug. 24 and ends Sept. 11.

Concert Slated In MU Tonight

Various members of the music faculty will be featured when the Faculty Chamber Music Society presents its next concert this evening at 8:15 in the MU ballroom.

Works include "Sextour for Piano and Woodwind Quintet," by the late Francis Poulenc, "Sonata for Flute, Cello and Piano" by Antonio Lotti and Beethoven's "Sonata, Opus 5, No. 2 for Cello and Piano."



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Going To Be Good

What makes a college newspaper worth reading? What does the college student want to read in the State Press? Can our newspaper be lively and interesting enough to defy the reader to pass over it too lightly?

These are the questions we ponder on as new editors. We don't officially take over our duties until February (this is a courtesy issue offered us by the incumbent staff) but already we think we have found some of the answers.

The State Press serves an important function in reporting the activities of the campus. Yet it should present the reader with more than a listing of club notices. Our goal is to entertain as well as inform.

Nothing is much duller than a steady, page after page diet of club notices. We are going to present a smorgasbord of interesting reading. Each issue will bring vibrant, worthwhile reading.

Each time you pick up a State Press the front page will greet you with a large human interest or news photo. No more gray, three-inch wide photos with half a dozen or more indistinguishable faces.

We plan to bring you a feature at least every other issue. It may be an in-depth factual analysis of a campus facility or an inside look into a graduate research project, but it'll be there and be worth reading.

For your weekend social plans, each Wednesday you'll find Bright Lights . . . And Dim, a fascinating survey of Valley fun from night clubs to teen bars, movies, theatres and good places to eat.

There will be some lively issues discussed on the editorial page. Some will praise, some inform and others criticize.

Here are a few of the topics that will be covered: dormitories—you can't see the students for the animals; Gammage auditorium—a long time in waiting; student government—that's where our money goes; ASU's intellectual atmosphere—where?; College Ave.—we're still driving on it; East Hall—why the walls are coming down; Tempe and ASU—two good neighbors?; the top professors—where are they going?; scientific research—credit where credit is due?; a certain professor—accomplished in a genuine way; athletics—how much is too much?

Time To Study, Or Love, Or . . .

By RONNIE GANTMAN

Huddled over his books, a courageous young college student prepares himself for the semi-annual drag of studying for finals. He is staunch in the belief that through perseverance, he will now overcome all the handicaps of not studying, going out, drinking coffee when he should have been in class and losing his mind over a girl.

But, now he has allotted himself one complete week to cram all the wonderments of education into his slightly weary brain. He has all the necessary implements within reach. To his front are his closed books, to his right a small box of pills and to his left stands a quart of anti-depressant.

As we spy on this intellectual average, we see him hard at work drawing little pictures upon a friend's notes. He is trying desperately to forget the girl who has just

broken his heart by running off with a school dropout. Swallowing his pride, he calls her on the phone only to find she went out with him. In desperation he returns to his books.

The entire scene is repeated for the rest of the week until we reach the day before the exam. Now our young hero is aflame with panic. His books are scattered all over the floor, he is eating "ben-nies" like popcorn and the bottle of joy juice is completely drained. His friend's notes have been transformed into a complete diary of dreary recollections and his heart is determined to remain broken.

Let us all learn from this unfortunate's mistakes. Forget about studying! Drink your anti-depressant and go out every night and party. Besides lowering the curve, you will probably end up a school dropout and get some poor college student's girl.

LITTLE MAN ON CAMPUS



"THOSE FELLOWS IN THE BUSINESS DEPARTMENT WILL STOP AT NOTHING TO BUILD UP THEIR ENROLLMENT."

Letters To The State Press

TO THE EDITOR:

We need a new method for seating students at the basketball games. The way we must obtain seats now, the students have very little choice about where they sit at the game, and, unless they go to great pains, they have very little choice as to whom they sit by. Another drawback to this method of seating students is the total absence of a cheering section. The students are dispersed throughout the crowd and if there's anything that will discourage a cheerer, it's to be the only person cheering in the midst of 50 silent adults.

Obtaining tickets prior to the game is obviously necessary because of the limited space available, but a section could be set aside for "students only." The seating in this section could be on a first-come, first-served basis and everyone could sit with whom we pleased.

With the seats all in one place, there would be no excuse for not having some active cheering since the "paying customers" would still have assigned seats and would be excluded from the student section. This idea works for the football games why not the basketball games?

Dana Dean

TO THE EDITOR:

The editorial entitled "Run, Americans, Run" which appeared in the Jan. 10 State Press was one of the most adolescent pieces of writing I have seen in a long time. It's inclusion did nothing to distinguish the State Press.

It's author has simply presented us with a picture of one segment — and probably a small segment — of today's college population. Moreover, within this small segment he has shown only a few of its most easily observable characteristics. These two techniques combine to produce a picture very small in scope and lacking in reality that only closer study of the sub-

ject can give. From this narrow and rather sketchy picture, then, he comes to the desperate conclusion, "God save America."

The type of writing, full of emotion but lacking in logical content, may pass muster in high school journalism, but certainly not in a university newspaper where more responsible editorials do appear and are appreciated.

Diane McHugh

"Run, Americans, Run" was syndicated by the Associated Collegiate Press which, by the very act of syndicating it, indicated that it felt the feature applicable to a sizeable segment of the college population throughout the nation.

ASU STUDENTS:

The Associated Students of Arizona State College cordially invite all of you students of ASU to attend our annual Winter Carnival Feb. 1.

Snow sports events on the Winter Carnival program will get under way Saturday afternoon. If there are any skiers among you, get the desert dust off and come up and enjoy some of snow sport thrills.

A novelty feature will be a "dog sled" race, with men students pulling the sled which will carry a woman student driver. There will also be a snow hockey game.

Final event at the snow sports program will be a parade of skiers carrying flares while skiing down the slope to a ski lodge. This will be scheduled just after dark.

All snow sports events will be held at the Arizona Snow Bowl, 14½ miles north of the ASC campus right on the San Francisco peaks. There will be a reduced rate for students who want to use the chairlift.

Raymond Gillespie
Chairman,
ASC Winter Carnival

I Cover College Avenue

By ED HEATH

At the beginning of each semester, numerous changes occur about the campus. This coming semester promises to be no different.

The new State Press staff hopes to follow along the same path of change during next semester.

This would be an easy task if followers from among the student body could be recruited to follow in their wake.

AS AN example of the difficulty this hope presents, I cite a rumor that has come to me during the past few months. There are some students on campus who consider the State Press a "rag" they wouldn't read if it were the last publication on earth.

This has been but a rumor and the gist of the situation is I have not seen anyone enter the office and complain to those who can do something about it.

These are the people who, in my opinion, have achieved, with honors unlimited, the disease that is commonly referred to as APATHY.

THESE ARE the people who refuse to step forward in the face of an incorrect, imperfect or even distasteful situation and make an effort to alleviate the topic of their complaint or the stimulant of their tears.

These are the people who just sit around and cry and complain to each other that the State Press is a poor example of journalistic endeavor. Well it's this "to each other" that I'm concerned about.

WHAT IS this don't-care attitude that has inflicted so many among the campus' population?

Why are so many so reluctant to direct their complaints in the direction of their irritation. Hasn't anyone heard the expression, "If it itches, scratch it"?

Just because you're going to be out of here as soon as you can, does that mean you don't have to try to make things a little better not only for yourself but for those who are yet to enroll?

HOW DO you rationalize the precept that you pay your fees, go to classes and keep your mouth shut when so many things are visibly incoherent with your ideals.

Yes, exactly what generalizations do you make to explain the shortcomings you observe in the State Press or anything else you contact on campus?

Do you really think for a minute that a let-the-other-guy-do-it attitude will actually bring results?

I doubt it.

Exam Date Set For Jan. 28th

Foreign language placement examinations, required for all students who have high school credits in a foreign language and plan to continue that language this semester, will be conducted at 1:30 p.m. Jan. 28 in BA 105.

Those taking the exams should register in SS 416 before the test. Exam results will determine the student's level of foreign language study.

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The Sound And The Fury - Reviewer Praises Faulkner

By BOB ARCHER

"I couldn't really understand it all the first time I read it, but after a few pages I knew that The Sound and the Fury was a work of genius."

With those words, novelist-poet Lenore Marshall related last Thursday evening, her "discovery" of William Faulkner's first successful novel, after the manuscript had been sent to a dozen publishers.

It was after reading some of her poetry that Mrs. Marshall told of her experiences as literary editor of Cape & Smith publishers, and her friendship with Faulkner.

"I'LL NEVER FORGET the letter he sent me after we told

him we would like to publish his manuscript, with some changes, of course, that I recommended. "All it said," according to Mrs. Marshall, "was, 'Who the hell are you?'"

"Then he finally came to New York and we became good friends, working together on two of his other well-known works, As I Lay Dying and Sanctuary," she said.

ACE Cancelled

The Association for Childhood Education will not meet Jan. 20 because of nonactivity week. The next scheduled meeting will be Feb. 3 for election of officers.

Mrs. Marshall's last connection with Faulkner was the memorial article she wrote for The Saturday Review shortly after his death.

IN ANOTHER part of her speech, Mrs. Marshall dwelt extensively on the lack of timeliness novels today have in relation to the tension peculiar to our nuclear age.

In speaking of poetry, Mrs. Marshall said, "Except for some magazines and periodicals, there is a very small market today for poetry. Publishers are very slow even to look at a manuscript of one poet's works."

Sigma Tau Delta, English honorary, sponsored the talk.

Photos Due For Sahuaro

Final day for pictures and written material to be taken and submitted to the '64 Sahuaro is Jan. 20, according to Karen Hess, editor.

All campus organizations, including sororities and honoraries should have their material in by this time or have made arrangements to do so.

Fraternity pictures, other than head shots, must be taken by Feb. 14. The deadline for head shots is Feb. 7.

Groups who have not made arrangements for pictures should do so immediately by contacting the Sahuaro staff in MU 2 or by calling 966-3227.

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You dig deep into the *why* of things. And the best answers you can come up with today are never good enough for you tomorrow.

You're an individualist. Yet you thrive on team spirit.

You have conviction about freedom of choice, consistent with the rights of others.

You're the kind of man who could be successful in business for himself, but you see the greater challenge implicit in today's major enterprises.

About us. The J. Walter Thompson Company was formed 100 years ago and has long been one of the world's largest advertising firms. Its stock is owned by more than five hundred active staff members.

We help over 500 companies in the United States and abroad sell thousands of products and services to hundreds of millions of people. Last year alone, we were responsible for the advertising investment of close to a half-billion dollars.

There are 6,900 people working with Thompson around the world. Their backgrounds range far and wide. And so do their assignments, which include writing, art, broadcasting, market research, media buying, international business, marketing and merchandising, accounting, music, styling, the theatre, and the social sciences.

In our experience, superior individuals from every graduate and undergraduate educational discipline find successful careers in a major agency such as the Thompson Company. Staff members in our New York Office alone represent nearly three hundred colleges and universities here and abroad.

Your career with us. You may be surprised to learn that while an advertising company must have artistically creative people, it depends just as much on people who are imaginative and inventive in other ways.

Our business is selling. Communicating through the written and spoken word is *how* we sell. You must possess the ability to speak and write well so your ideas may be shared and understood.

We are looking for the kind of men who wish and are able to assume substantial responsibility early in their business lives. To such men we offer a remarkable chance to grow and develop — one seldom found in any firm.

Previous advertising experience is not required. Basically, our interest is in the nature of a person rather than in his specialized knowledge and abilities.

We offer you no standard starting salary, no cut-and-dried training program. Beginning salaries are individually considered and compare favorably to those of other national firms. We help you tailor your own development program, based on *your* interests, *your* abilities, *your* goals. Your program will differ from other men's programs just as you differ from other men.

When you join us you will work side by side with experienced advertising men. Your growth will be based on your own initiative, your own development. There are no age or seniority requirements to limit the responsibility you can earn.

We encourage you to follow your curiosity into *all* phases of advertising, because we want you to become a well-rounded practitioner as rapidly as possible. Experienced advertising men are eager to coach you individually in your efforts to develop your capabilities. Additionally, you are free to delve into every nook and cranny of advertising through our annual series of professional seminars, workshops and classes. You learn from men who are experts in their fields.

About men who join us. A remarkable number of college men who have joined us in the past decade have remained with us and are enjoying varied, exciting careers.

Because of our emphasis on early growth, relatively young men commonly handle major responsibilities in many phases of our business — both in this country and abroad.

All initial assignments are in New York City or Chicago, but we have many other offices in the United States and throughout the world; and if you are interested, you may request a transfer later on.

If you wish to be a candidate, you must graduate in 1964 and be able to join us by June of 1965. You may obtain further information at the placement office. Please check there regarding the possibility of a personal interview. We shall be on campus February 5 and 6.

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Jill Dedman

Coed Chosen As Attendant

Miss Jill Dedman, freshman English major, has been chosen as princess and attendant to the queen in the annual Parada del Sol queen contest in Scottsdale.

Miss Dedman, of Scottsdale, has participated in the Parada del Sol activities for the past five years.

"Last year I was honored by being asked to fill the position of division marshal in the parade," she said.

She will make public appearances in the parade and rodeo Jan. 30 to Feb. 1.

Contestants were judged on the basis of riding ability, personality and appearance.

Quad Offers Scholarship; Honor Given

A scholarship will be given to a second semester student of the Quad. It will cover the first semester of her sophomore year for books and tuition, according to Sara Barker, AWS representative from the Quad.

Consideration will go to girls with a 3.0 accumulative average, active in extra-curricular activities and the improvement of the Quad.

Judith Marilyn Wilson was awarded the annual Junior Award of \$50 given to the junior in the College of Education with the highest accumulative index for all courses taken at ASU.

Miss Wilson's index is 3.88. Dr. Kenneth Hooyer, president of Kappa Delta Pi, presented the award at the national education honorary's banquet Tuesday night.

Mexican Theme Set For Dance

A Night in Old Mexico will be the theme of the second annual dinner-dance sponsored by the Faculty Wives Club, Jan. 18.

Dinner will be served at 7 p.m. and will be followed by dancing until 1 a.m. Reservations are requested in advance and should be made by Monday evening through Mrs. Lloyd Haring or Mrs. Fred Lindstrom. After membership reservations have been filled, any remaining tickets will be available for guest reservations on Tuesday.

Bright Lights... And Dim

By TROY IRVINE

Webster defines a beetle as an insect with biting mouth parts and hard front wings. But in jolly old England the word has a different meaning. There the "Beatles" have taken over. There's four of them, they play guitars with loud amplifiers, shout lyrics to songs and make females faint.

BETSY PALMER came to town expecting "chamber of commerce" weather and wound up shivering. This vibrant personality helped launch the Phoenix Star Theatre Monday with a star performance in "South Pacific." The heralded production — which runs through the 25th — is a must for theatre-goers.

For the high brow: Pianist Van Cliburn will be heard in recital this Saturday at the Phoenix Union High School gym.

DIS AND DATA: The Coasters are appearing this Friday night at Scottsdale Stage 7, while at counterpart Phoenix Stage 7 it's the Markets and their current hit waxing, "Out of Limits." . . . On the required viewing cinema list is "The Prize" with Paul Newman and sexpot starlet Elke Sommer. Newman portrays an American playboy who goes to Europe to accept a Nobel Prize for literature and gets tied up with fair maidens and a sensational Communist plot . . . Ava Gardner broke into laughter last week at Scottsdale eatery Chez Louis when the maitre d'hotel placed a glass of milk in front of her instead of the requested cocktail.

Education Society Initiates 18

Eighteen new members of the Gamma Delta chapter of Phi Delta Kappa, professional education fraternity, were initiated at a meeting last Wednesday in the MU.

The initiates are: John Lef-fue, Reed, Ethington, Von An-

drus, Roy Beach, Victor Died-ker, James Scoresby, Sheldon Clark, Terence Coyle, Everett Davis, John Edwards, Horace Rieger, Emil Hertweck, Thom-as Templeton, Donald Berner, Ralph Castillo, H. A. Déllis, Bill Roark and Warren Wheel-ock.

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NO. CALDWELL, N. J. MAN or a MISS LAUREN WINS COVETED AFFLERBACH FELLOWSHIP!

AFTER what is possibly the world's record rumination over who won a color-naming competition we have reached a decision. If you can remember that far back, more than a year ago we de-plored the uninspired names given to colors (light green, dark blue, etc.) as well as the sheer flights of fancy that conveyed nothing at all (Kumquat Blossom Time, December Showers, Teaneck, etc.). We asked your assistance in conjuring up new, evocative names for shirt colors, but names that also had some connection with reality; such as Whizzer White, Well Red, Navel Orange, and so on. ★ To make the enterprise more tempting we dangled a Grand Prize of a Traveling Afflerbach Fellowship: a glamorous weekend at Quakertown, Pa., our HQ (with a free sightseeing trip into romantic Philadelphia), or a dozen Eagle Shirts. Additionally, there were 9 Stationary Afflerbachs of 1/2 dozen Eagle Shirts offered as second prizes. ★ Well, here it is: The winner is none other than either W. R. Goodwin of No. Caldwell, N. J. or Janet Lauren of New York, N. Y.! They were so close, which is what held us up, that they both win the grand prize. Second prize winners will be notified by mail. Congratulations, all! ★ Among the thousands and thousands of splendid names submitted—some of which we shall surely use—were the followin_:

- | | | | |
|----------------------|-----------------------|---------------------|--------------------|
| Forever Amber | Profits Ecu | Willie Maize | Glasses Colored |
| Chat Aqua | Goodclean Fawn | Sweet Molly Maroon | Rose |
| Freres Aqua | Proud Flesh | Your Mauve | Tokyo Rose |
| Comes Azure | Rudolf Flesh | Afterdinner Mint | Abie's Irish Rose |
| Sick Bay | Too too solid Flesh | Establish Mint | Braint Rust |
| Editorial Beige | Another part of the | U. S. Mint | Guaranteed Rust |
| Gar Beige | Forest | Shotan Mist | Implicit Rust |
| Noblesse Beige | Unforseeable | Mickey Moss | Livery Sable |
| Shan Franshishco | Fuchsia | S. F. B. Moss | Holy Mackerel |
| Beige | Freudian Gilt | Go-Easy-on-the | Polish Sauce Sage |
| Hole of Calcutta | Barry Water Gold | Mustard | Lock Sand |
| Black | Bydosis Gold | Plastered Mustard | Lepin' Lizards |
| Jungle Board Black | Common Gold | Army Navy | Sandy |
| Miss Affler Black | Hi-Gotten Gold | Swiss Navy | Hell Sapphire |
| Strap Molasses Black | Molly Berg Gold | Uncommitted | Holy Mackerel |
| Fountain Blue | Conquered Grape | Neutral | Sapphire |
| Gabriel Blue | Statutory Grape | God's Little Ochre | Lawsy Miss Scarlet |
| Hulla Blue | Gang Green | Medi Ochre | Point Sierra |
| St. James Infirmary | Keep-Bucks County | Wicked Ochre | Hills Silver |
| Blue | Green | Strip Ochre | Bipartisan Slate |
| Something Blue | Lohen Green | Fappi Ochre | Last Straw |
| Turn Blue | One-Pait Green | Bringbaek Olive | Outright Steel |
| Elizabeth Barretting | Other Fellow's Grass | Im Peach | Eppy Taffy |
| Brown | Green | Com Pewter | Barroom Tap |
| Hash Brown | Sha Green | Lydia Pink | Charia Tan |
| How Now Cow Brown | Thumb Green | Parlor Pink | Fan Tan |
| Some-kind-of-nut | Turn Green | Political Plum | Convertible Taupe |
| Brown | My Darling Nelly | Tuckered Out Plum | Room at the Taupe |
| Wernervon Brown | Grey | Illanamous Puce | Tip Taupe |
| Blind Man's Buff | Dorian Grey | Rest in Puce | Unsafe Topaz |
| Civil War Buff | At-night-all-cats-are | Clare Booth Luce | Down Umber |
| And-to-Hell-with | Gray | Puce | Telephone Umber |
| Burgundy | Prematurely Gray | Quida Purple | Unshrinking Violet |
| Bizet's Carmine | Stin Gray | People Eater Purple | Bled White |
| De Sapiro Carmine | Zane Gray | Unpertur Purple | Civil White |
| Carmitative | Hard Hearted Henna | Silly Putty | Inalienable White |
| Cyd Cerise | Lie Down Honey | Better Dead than | 'Edry 'Iggins Just |
| World Cerise | Outdigo Indigo | Red | You White |
| Bit Cherry | Mood Indigo | Blooded American | Fwankloyd White |
| Bread Chrome | Kiddledy Ivy | Boy Red | Hepple White |
| Hot Chestnut | Hill Mob Lavender | Light District Red | Hesedford Faced |
| Original Cinnamon | Blind Date Lemon | Sea Red | White |
| Purr Cinnamon | Lilac á Trooper | Thorob Red | White Upp |
| Roe Cocoa | Harry Lime | Shad Rose | Follow the Brick |
| Come and Get Me | Mason Dixon Lime | Billy Rose | Road Yellow |
| Copper | My Funny Valiant | Cost-of-living Rose | Stonepark Yellow |
| Robert Shaw Coral | Lime | Gypsy Rose | Sunlight on the |
| Eagle's Cream | Quick Lime | Hackles Rose | Mustard of a |
| Isles Cream | Sub Lime | Hedge Rose | Coney Island Hot |
| Dun Scotus | Free Loden | Too Black Rose | Dog at Sunset |
| Seventh Ebony | Impenetrable Maize | | Yellow |

PLEASE DO NOT FILL IN THIS COUPON!

THE only reason this coupon is here is: we are going to make this page into an easel card to sit on the counters of stores that sell Eagle Shirts; and where this space is we are going to have a pad of entry blanks which people who buy shirts (as opposed to people who merely read ads like this and who at any rate have already had a chance at color-naming) may fill out with their color name entries. Fair is fair. Incidentally, this sort of effort is called "merchandising", possibly because it is intended to brighten the eyes of the merchant who sells Eagle shirts. If you don't know who that might be in your town (they don't all have neon signs announcing same in their windows, you know) you might write Miss Afflerbach; you may use the coupon for that if you like.

Dear Miss Afflerbach
Eagle Shirtmakers,
Quakertown, Pa.:

Where is my nearest Eagle Shirt dealer? (Past, how about for a color name?) Sincerely,

Name _____

Address _____

City _____ Zone _____ State _____

Sun Devils Begin Title Defense

Cowboys Play Host To ASU Tomorrow

By JOHN NADEL

The A-State basketball team, fresh off a convincing 76-62 victory over a tough Colorado State team, travels to Laramie tomorrow to meet the Wyoming Cowboys as they begin defense of the WAC basketball championship.

Besides being the first league encounter for the Devils, the game tomorrow night will also be played with a note of revenge for ASU, as the Cowboys handed the Sun Devils their only league defeat last year, 88-81, at the Laramie fieldhouse.

Last weekend, the Cowboys suffered two heartbreaking defeats in their first WAC contests of the season, 76-75 to Utah and 96-91 to Brigham Young. As these games were both road contests, the Pokes should be extra tough at home.

PACING THE Cowboys is 6-1 junior guard Flynn Robinson, the only sophomore to make the All-WAC first team last season. The slick-shooting Robinson led the conference in scoring a year ago with a 25.0 league average and was one of the country's leaders with a 26.2 season average.

Other Cowboy standouts include sophomore center Leon Clark and junior forward Randy Richardson.

The 6-6 Clark, a good rebounder as well as a good scorer, averaged 21.1 points per game as a Cowboy freshman. This year, he has backed up Robinson with his good inside punch. He is averaging close to 20 points this season.

Richardson, a 6-4 jumping jack, set a school rebounding record against ASU last season with 23 grabs in the Cowboy victory. He averaged 9.3 points last winter.

ANOTHER BIG man who has done well for the Cowboys is 6-8 junior center Steve Frenchik.

Saturday night, the Devils move to Albuquerque to do battle with a New Mexico team who Sun Devil mentor Ned Wulk calls "the team to beat in the WAC."

The Lobos, 16-9 in 1962-63, are led by 6-8 Ira Harge, an All-America candidate who averaged 21.1 points for New Mexico.

Other returnees for New

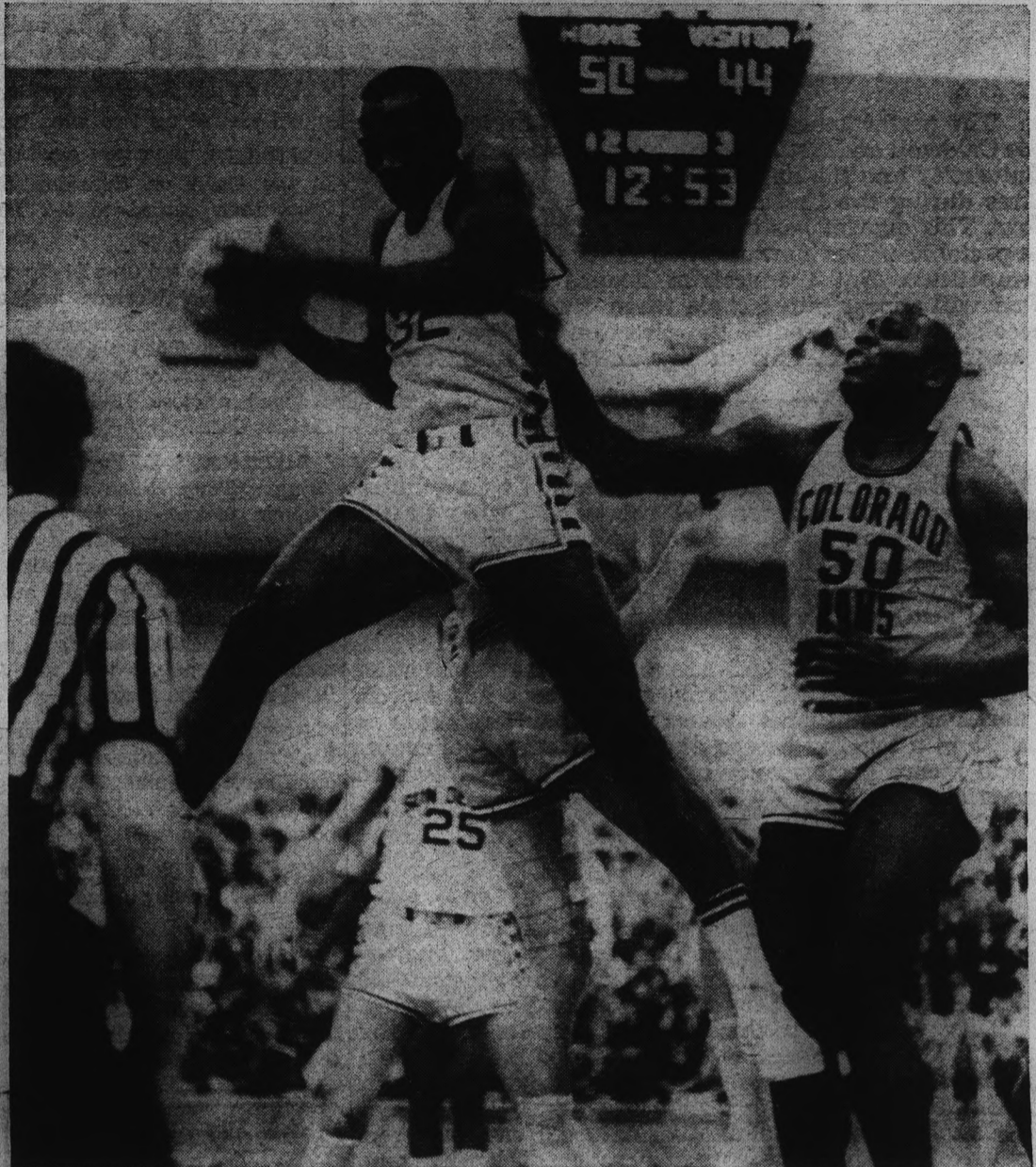
Mexico include Skip Kruzich, 6-0, Claude Williams, 6-6, and Mike Lucero, 6-5. All were starters for the Lobos last year.

IN WAC PLAY thus far, New Mexico is 1-1, having defeated Brigham Young and having lost narrowly to Utah last weekend.

IN LAST Saturday's victory over Colorado State, the Sun Devils exhibited perhaps their finest defensive effort of the season, as well as producing well offensively against the nation's top defensive team.

The Rams, who had given up but 53.7 points per game in their first eleven outings, were outplayed all the way by ASU, with Joe Caldwell leading the way with 22 points and 21 rebounds. Art Becker chipped in with 18 and Denny Dairman did a fine job defensively on Ram star Lonnie Wright, holding him to nine markers.

A-State, now 6-6 on the season, will probably go with a starting lineup of Caldwell, Becker and Dennis Hamilton inside and Dairman and Gary Senitza outside against Wyoming.



Arizona State's Joe Caldwell practically leaps into orbit as he snares rebound in Saturday night's ASU-Colorado State game.

No. 50 is the Rams' Sonny Bustion. Devils rolled to a 76-72 triumph.

(Photo by Ed Ryan)

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"The Place Where Old Friends Meet"

Williams, Carr Will Place ASU On Map

By AL MICHAELS
Sports Editor

The performances of Tony Lorick, Charley Taylor, Joe Caldwell and Art Becker have vaulted Arizona State University into the national football and basketball pictures during the first segment of the 1963-64 academic year. This quartet has been directly responsible for the respectable status now merited ASU in intercollegiate competition. But the acclaim heaped upon this tandem will appear microscopic when contrasted with the accolades to be tossed in the direction of a pair of tall, lean track performers from now until well into October.

Olympic Hopefuls

BARRING INJURIES, Ulis Williams and Henry Carr will be afforded thousands of lines of type in practically every newspaper and sports magazine in the world this year. In all probability, both will represent Uncle Sam in the Olympic Games at Tokyo this October with two or more gold medals (emblematic of a first-place finish) a distinct possibility for each.

Carr already owns the world record for the 220-yard dash, a mark of 20.3 accomplished in a triangular meet with Southern California and Arizona last March. Quarter-miler Williams, meanwhile, has suffered but one defeat in a lengthy career and it took an unbelievable world record performance by Adolph Plummer to turn the trick.

Bad Eyesight

WILLIAMS WAS THE MOST sought after track and field performer in history after his graduation from Compton High School in the Los Angeles area. The bespectacled junior owns the second and third fastest 440 clockings ever and a share of the world mile relay mark.

Ulis' glasses are so thick the lenses protrude like the bottoms of Coke bottles. If "Uli" removed his specs he'd mistake the ladies' room for the dressing room. But with 'em on he runs like he just did.

Carr has problems of another nature. Henry suffered a severe leg injury in football practice early this season and it remains to be seen what effect it will have on his running.

The Detroit junior then tried to make it cross-country in a Volvo over Christmas vacation and wound up looking at the Amarillo terrain sitting on his ear.

Meet Revealing

WE'LL FIND OUT exactly what ails Henry, if anything, this Saturday when he competes in the 5th annual Los Angeles Invitational at the L.A. Sports Arena.

Local track buffs can catch a glimpse of the proceedings on Sunday afternoon's CBS Sports Spectacular (Channel 10 in Phoenix).

It'll be the first competition of the new year for Williams and Carr, a remarkable pair that will place Arizona State University in the international spotlight in 1964.

Sun Devil Facts

Arizona State's sports information director, Dick Mullins, also had experience with the Cincinnati Reds. Mullins is assisted in his chores by Nordy Jensen, a senior political science major. The personable publicist has

Musclemen Win A Pair, Bow To 'Cats

Arizona State's wrestling squad picked up two wins but dropped an important decision to the UofA on Saturday to boost their record to 5-2 for the season.

A-State picked up a 21-7 win over Arizona Western and a 21-8 decision over Phoenix College Friday. They traveled to Tucson Saturday where they dropped a close 16-14 match to the UofA.

BUZZ HAYS, Ed Foy, Manuel Aragon, Tony Russo and Jon Walker picked up two wins Friday, with Foy scoring two pins. Walker was hospitalized with the flu Friday night and missed the trip to Tucson. As a result, the Devils were forced to forfeit five points that might have meant the match.

Aragon, Russo and Hays won their matches against the UofA, but Everett Pojman, Paul Palumbo and Foy all lost their bouts.

FOY WAS pinned with one second left, giving Arizona five points.

A-State plays host to Brigham Young University this Saturday and Coach Ted Bredehoff hopes his grapplers can push their mark to 6-2.

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Sun Devil Stars Will Run In L.A. Meet

Henry Carr and Ulis Williams relay event. Hester and Hawkins replace graduates Mike Barrick and Ron Freeman.

The 1963 foursome of Barrick, Carr, Freeman and Williams set a world record 3:04.5 on April 27 at the Mt. San Antonio Relays, Walnut, Calif.

HESTER AND Hawkins ran both the 100 and 220 last year. Hester was second to Carr with a time of 20.8 in the 220.

WILLIAMS, member of last year's mile relay team and recent victor over 440-world record holder Adolph Plummer, will compete in the open 500-yard run.

Williams and Carr will team with sophomores Tom Hester and Ben Hawkins in the mile

Soccer

The ASU soccer team rolled over the KIFN radio station team 6-1 last Sunday at Green Valley Park in Phoenix.

Pete Versteegen put on a one-man scoring spree as he drove through the KIFN defense with four goals. The other two scores were added by Jemil Gunyuz and Terry Cotter.

In league play ASU is now undefeated in seven contests.

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