

The tears and joys of registration are caught in a feature story of staff writer Preston Long. See page 6.

State Press

ARIZONA STATE UNIVERSITY TEMPE, ARIZONA

Vol. 46

Wednesday, February 10, 1965

No. 29

The reasons behind the high price of textbooks are discussed in a two-part-series beginning today on page 4.

Corps Seeking Recruits

A Peace Corps recruiting team from Washington, D.C., is visiting campus this week.

Operating on the MU patio, the staff members are on hand to explain the purpose, programs and future plans of the Peace Corps and to accept applications from interested juniors, seniors and graduate students.

NON-COMPETITIVE one-hour aptitude tests, used for placement purposes, are being offered at 10 a.m., 1, 4 and 7 p.m. daily beginning today and continuing through Thursday. There is no passing or failing score on the exam and knowledge of a foreign language is not required.

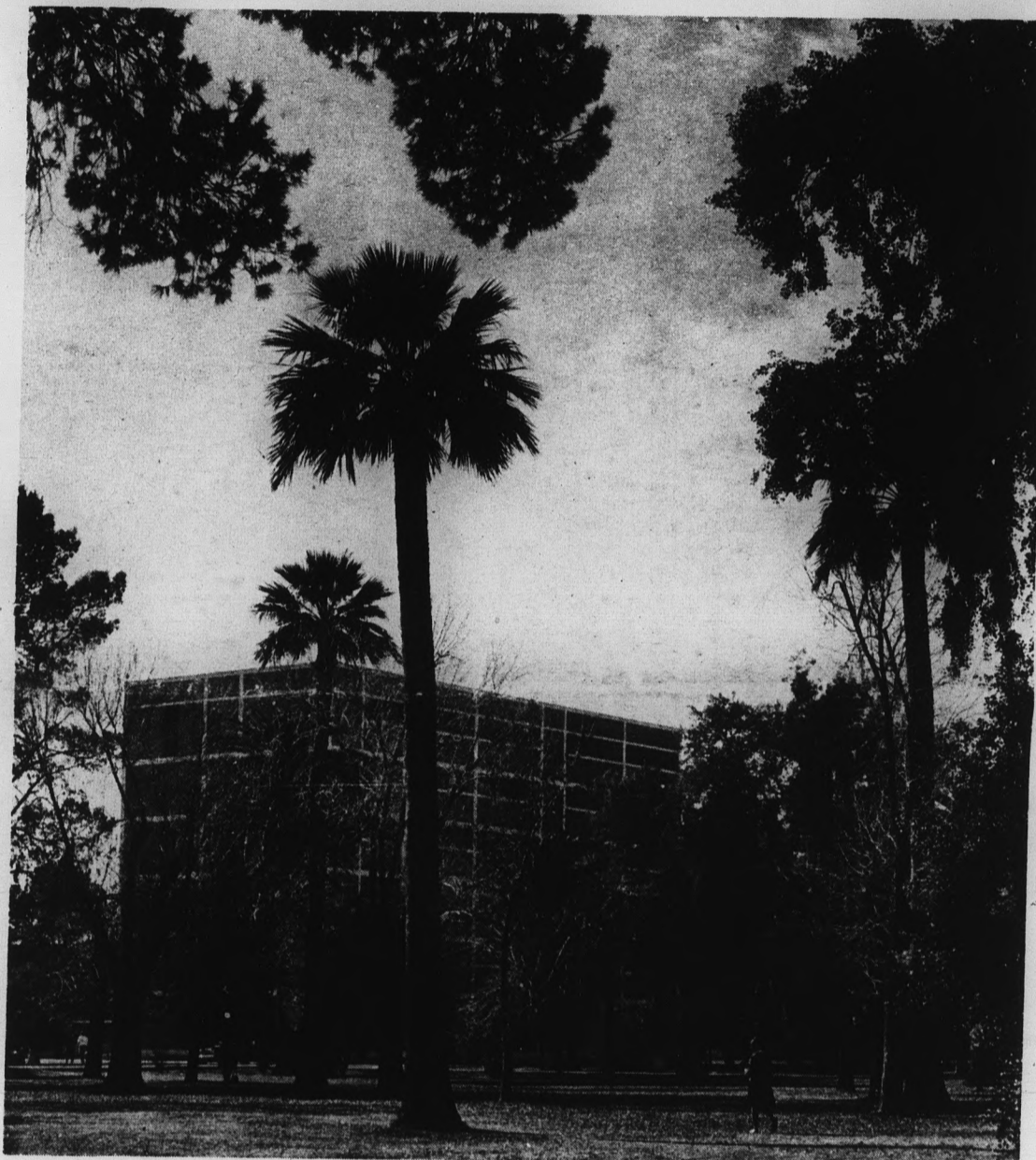
Peace Corps questionnaires must be completed before taking the aptitude tests.

Questionnaires are available at most post offices and may also be obtained in advance from Dr. Mayland Parker, assistant professor of agriculture. Those who apply during the Peace Corps team visit will be informed of their eligibility within approximately two months.

A GROUP of 1964 Peace Corps trainees will start training Feb. 15 at the Sigma Nu house for volunteer work in Brazil. The training will be directed by Dr. Richard Barrutia, assistant professor of Spanish. Trainees will be instructed in Portuguese, community development, area studies, U.S. Constitution, world affairs and communism.

Organizations can arrange for Peace Corps representatives to speak and answer questions by calling Dr. Parker at 966-3011.

Founders Day Celebrations Mark ASU's 79th Anniversary



FORT LANG. & LIT. — Palms, grass and a pretty girl contrast the starkness of the modern lines of the Language and Literature Building. Its square lines tower above the campus, being even taller than PV East or

West. Classes began in the new building for the first time this semester. Finished late last semester, some of the furnishings were moved in before exam week with additional equipment being installed over semester break.

(Photo by John Polich)

Dr. Richard Armour, writer of humor and satire, will be the guest speaker at the annual Founders Day dinner at 7:30 tonight in the MU ballroom.

Dr. Armour, professor of English literature at Scripps College, will speak on "A satirist looks at the world." He is the author of 28 books, some of which have been condensed in Reader's Digest and serialized in magazines and newspapers.

Founders Day, sponsored by the Alumni Association, com-

Picture Page 12

memorates the 79th anniversary of the opening of the Arizona Territorial Normal School.

Tempe Normal was chartered by the 13th Territorial Legislature on March 12, 1885. It opened in a four-room, one-story building with 33 students on Feb. 8, 1886, less than 11 months after the charter.

The dinner program will include presentation of the Alumni Achievement Award and two faculty awards from the Alumni Association, the Distinguished Teacher Award and the Faculty Achievement Award.

The Alumni Board has designated Dr. Douglas Arner, professor of philosophy, to receive the Distinguished Teacher Award, and Peter K. Stein, professor of engineering, as recipient of the Faculty Achievement Award.

Dr. Arner, who came to ASU in 1959, was chosen for his outstanding teaching in the classroom, for a comprehensive knowledge of his field and for inspiring and leading his students to their best efforts.

Prof. Stein will be honored as one who has excelled in research and publications to reflect credit upon himself and the University. A former staff member of AiResearch, he joined the ASU faculty in 1959. He is recognized as an authority in the field of measurement and instrumentation for stress analysis. He is the author of a textbook and many articles in measurements and is editor of the magazine, Strain Gage Readings.

The Alumni Achievement Award will be presented to Dr. Paul C. Sharkey, who is coming from Houston to receive the honor. Dr. Sharkey is a neurosurgeon and a member of the faculty of the medical school at Baylor University.

Tickets for the dinner may be reserved by faculty and students at the Alumni House today. The price is \$3 per person.

State Press Expansion Gets Initial Approval by Board

The Board of Publications took the first step toward expansion of the State Press to a four-times-a-week publication yesterday when it approved an expansion proposal and a \$55,322 tentative budget for next fall.

The State Press-sponsored measure goes before the AS Senate Finance Committee for approval Feb. 24.

If the budget is passed, an eight-page issue would appear every Tuesday through Friday in 1965-66.

Increased frequency of publication would greatly benefit

the University community, according to a report submitted to the board.

The report mentioned that ASU is one of a minority of schools its size which does not have a four-times-weekly or daily campus newspaper. The University of Arizona newspaper is currently published four times a week and is planning to go to daily editions.

The move would increase the total number of pages per week to 32, four more than now. A 25 per cent increase in news content would permit publication of important campus news now deleted due to space limitations.

Local and national advertis-

ing covers 70 per cent of current State Press issues. Under the new plan, ads would amount to 60 per cent, a near ideal figure, according to the report.

Four-times-a-week publication also would ease the job of State Press staffers, who now write and edit two 12-to-16 page issues a week.

Four editions would allow better and more effective coverage of the campus, the report said.

The board, which consists of both students and faculty, is the regulating body for the University newspaper and draws its authority directly from President Durham.

President Asks \$20.8 Million '65-66 Budget

President Durham presented his \$20.8 million operating and building budget for the 1965-66 fiscal year to both houses of the state legislature last week. The figure is up about \$1 million from last year to accommodate the annual estimated increase of 1,500 new students.

Present on-campus enrollment of almost 17,000 will reach 18,000 in September, and is expected to soar to 30,000 full-time students by 1975, Dr. Durham said.

The budget request included \$15.2 million to operate the University, \$5.2 million in building funds and an additional \$400,000 to buy land.

SAE's Placed on Liquor Probation

Sigma Alpha Epsilon fraternity was placed on limited social probation, individual liquor probation and fined \$500 by the Interfraternity Conduct Committee as a result of violation of University alcohol policy during the week of January 11. Half the fine was suspended.

The committee, meeting Jan. 22, said the fraternity would be placed on limited social probation until June 5. Individual

members were placed on liquor probation until the same date.

LIMITED social probation allows the fraternity one social function during the semester outside the confines of its house and two social functions inside the house per month. These functions must be registered at least a week in advance with the IFC president.

Individual liquor probation requires that any following violation of the liquor policy will result in the individual's possible suspension from school.

The \$250 portion of the \$500 fine will be payable in case of infractions of the rules of social and liquor probation.

The IFC Conduct Committee is composed of four rotating members, all presidents of their respective fraternities. It is the committee's job to impose restrictions, fines and other rules on fraternities if they do not adhere to the regulations of the University or the IFC.

Catalyst Sets Feb. 17 Deadline For Submissions

Students who wish to submit short stories and poetry to the Catalyst literary magazine should do so before 4:30 p.m. Feb. 17.

The Catalyst submission box is located on the fifth floor of the Language and Literature Building.

Any prose or poetry on any subject is acceptable. Cash prizes are offered for those stories that are published. The Catalyst will be published May 1.

The Catalyst is student written and edited.

New Thespians Slate Tryouts

Tryouts for the first production of the University Players Readers Productions will be today and tomorrow at 4 p.m. in the Lyceum.

The group will stage "The Loved One" by Evelyn Waugh and possibly one other production this semester, said Mrs. Susanne Holmes, instructor of speech and director of the first play.

Operating as a division of University Players and a regular part of the department of speech and drama the newly organized group plans four major productions for next year.

New Staff Takes State Press Helm

A new staff headed by editor-in-chief John Kendall has taken charge of State Press publication for the spring semester.

Kendall, a senior, was appointed by the Board of Publications at the end of last semester.

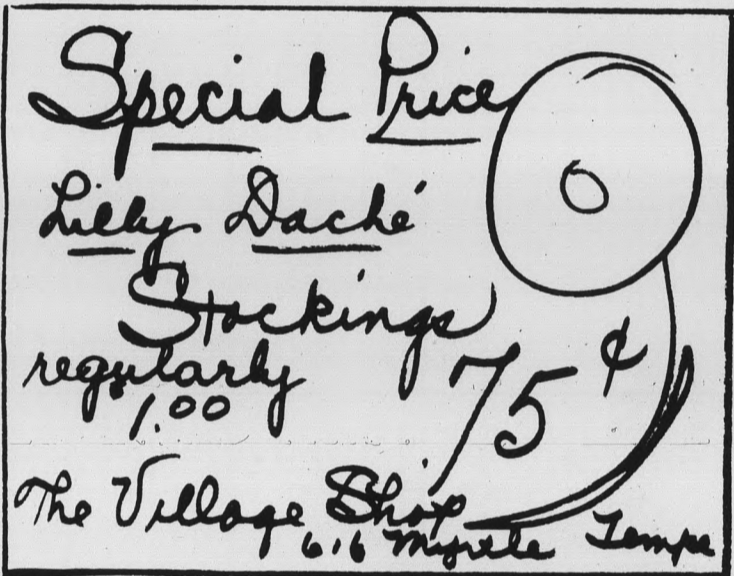
His staff appointees are Frank Ducceschi, managing editor; Martha Thayer, news editor; Richard Cantor and Robert Melbo, copy editors; Tony Ault, campus editor; Bob Reilly, sports editor; Diana Rosen, society editor.

Also John Polich, photo editor, and Maret Viksjo, chief proofreader.


Kendall stressed the importance of deadlines to all organizations that wish to place articles in the State Press.

Deadlines for this type of article are noon on Monday and Wednesday. Deadlines for letters to the editor are 2:30 on Monday and Wednesday afternoons. The paper reserves the right to reject any articles not submitted by these times.

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Stricter Law Enforcement Causes Jaywalker Citations

Approximately 15 pedestrians have been cited for jaywalking at the Palo Verde bridge and on Mill Avenue since strict enforcement of state law started Feb. 1.

The majority of tickets have been written on the campus and at the Palo Verde bridge. "Having more people crossing, more tickets have been written there than anywhere else," said Lt. K. L. Peterson of the Tempe Police Department.

ENFORCEMENT is due to traffic congestion and increas-

ing danger to pedestrians jaywalking. "Someone," said Tempe Municipal Judge Edward Halloran, "was likely to be killed at both sites.

"I would gather the area at the underpass was the nerve center. Traffic standstills at the site were as long as four minutes," he continued. "The area at Mill and the post office was almost as bad."

Arizona state statute, Section 28 793-C, defines jaywalking as crossing streets between corners where there are traffic

signals. A maximum fine of \$300 and/or six months in jail can be imposed.

ACCORDING to Judge Halloran, a \$5 fine or two-day jail sentence is currently being used. If jaywalking is not brought under control, the fine will be increased.

"We will have a meeting to evaluate the situation in two or three weeks. If jaywalking hasn't stopped, we'll have to double or triple the fine," he concluded.

Drop in Dorm Occupancy Leaves 200 Rooms Empty

The overcrowding in dorms first semester has been resolved into about 200 empty rooms in both women's and men's halls this semester.

"In the women's residence dorms there are about 100 vacancies with a few less in the men's halls," said Edward Hickcox, director of housing.

"The enrollment second semester is generally lower than first semester and this is reflected in the residence halls," he said.

THE VACANCIES affect the budget of student housing. "If the halls were 100 per cent filled 100 per cent of the time, there could be a lower rate,

but this is impossible," said Hickcox.

"We have to expect a certain student dropout rate and our budget is based on a pattern of the vacancy factor," he explained.

"We expect a few more people in the next few weeks, but we will have about 200 empty beds throughout the campus this semester.

There will be no change in the housing plans for next semester because of current vacancies. Wilson Hall will be a women's dorm beginning next semester and additions to Best and Sahuaro are expected to be completed by September.

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, Chicago or Detroit; 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 1965 and be able to join us by June of 1966. 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 17.

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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.

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There are over 7,000 people working with Thompson around the world. Their backgrounds range far and wide. And so do their assignments, which include account representation, writing, art, broadcasting, market research, media buying, international business, marketing and merchandising, public relations, accounting, music and styling.

textbooks: a crisis in costs

If nothing else, all students seem to concur on one thing: That new textbooks are priced too high and their resale value is too low. This is so complex a situation that we have divided it into two parts. This installment will cover the textbook publishing industry. Our source of information was an executive of an Eastern publishing house.

ALTHOUGH TEXTBOOK publishers maintain that their prices have not gone up as high as the cost of living has since 1940, this offers little comfort to the student who must spend a lot of money for new textbooks only to have their value greatly reduced, especially if they are no longer being used on this campus. Let an accrediting committee catch a professor teaching from an "obsolete" edition and his department's reputation is lowered.

The textbook industry operates on a four per cent profit margin—less than the publishers of novels. Books are sold to college bookstores 20 per cent below the price it costs the student. Commercial bookstores mark up their wares 40 per cent. Thus, an \$8 book would cost a college bookstore \$6.40; the commercial bookdealer would pay \$4.80. More on this Friday.

Twenty per cent of a textbook's price goes toward maintaining salesmen in the field. It is this high because they do not work on commission, hence no high pressure salesmanship. The publisher's representatives are supposed to see a professor at least twice a year. At ASU all textbooks are chosen by the professors who teach the class. As well as pushing his client's books, the salesman is scouting for manuscripts. The executive went so far as to term this "a service."

THIS METHOD IS ONLY employed by the major 25 publishers. Since paperbacks are now so widely used, especially in college English courses, it is assumed these publishers use less refined promotional methods, such as direct mail.

The textbook publishers seem to forget who their real customer is—the student. As the textbook executive admitted, "To us the student isn't important. The fellow who picks the text is. Our job is to sell the professor, department head or committee." This attitude is reflected in a book like Basic Conversational French used in elementary French class. The text has a

61-page section with many black-and-white pictures. Sure it looks nice, but a student cramming the night before a test isn't going to look at pictures. This space could have been put to better use. In actuality, a page of pictures would cost the publisher less than one with all type.

SOME TEXTBOOK WRITERS may have more degrees than a thermometer but that doesn't mean they can maintain the interest of the average college student. Many books are as lively to read as the telephone book. Why not ghost writers, or better yet, people trained to collaborate with the writers? The textbook executive pointed out that the professors would be "touchy" about this and there are no trained people to do it. But something should be done in this area. In many instances, it is just a case of not enough editing which accounts for four per cent of the text's price.

Due to the very nature of their product, textbook publishers are compelled to update their books. Most are revised every five years (an edition) or reprinted every year (a printing). Because mathematics and sciences are changing so rapidly, those books are usually revised every two years. Special kinds of books, like handbooks, are changed every seven or eight years.

PAPERBACKS SEEM to have crowded the shelves of college bookstores. While they bring down the cost of textbooks, their life expectancy is somewhat limited. The State of Texas found it had to discontinue their use in high schools because of their short life. But when books become "obsolete" after two years, it seems a good idea to invest in paperbacks, especially if you don't plan to keep the book.

According to the executive, the competition among the major text publishers is not that great. For example, an 800-page book covering the same subject field will vary about 50 cents in the cost to the student.

We applaud the idea initiated by Prentice-Hall five years ago in its Foundations of Modern Biology series. It consisted of 13 units of 128-156 pages each. The professor could choose the units he thinks he will use.

Friday: College Bookstores and Resale Value

State Press space problem

You cannot get much news, or anything else for that matter, in this much space.

This is the problem the State Press is facing. Our advertising lineage has been so great, we sometimes feel our paper should be called The Sun Devil Shopper.

We sincerely hope the AS Senate Finance Committee approves next year's budget. This will allow us to publish four times a week next fall. Only in this way can we better serve the University community.

NEWS-WISE WE CAN'T cover the campus like the noon-day sun because of space limitations. At present our advertising-to-news ratio is 70 to 30. A 60-40 ratio is considered by most newspapers to be ideal.

We usually have a 12-page issue Wednesday and a 16-pager Friday. If the Finance Committee was to reject the budget, we would have to make college newspaper history by putting out a 16-page issue Wednesday and a 16- or 20-pager Friday. This would hardly be an ideal situation: Stu-

dents wading through a thick issue and mass communications students struggling to put out a paper that would contain more history than news because of its frequency of publication.

OUR STORIES NOW ARE short because of space limitations. Many have no backgrounding simply because there is no room. With the increased publication frequency, we could have more reviews and student opinion, as well as world news roundups.

Coming out four times a week will reduce the cost per issue to students. It is now 2.6 cents per issue to all activity-paying students (those taking at least 12 hours). The increase would lower the figure to 2.1 cents. In the last five years it has never been below 2.5, and has often been as high as 3 cents an issue.

If we get the increased budget, maybe we can attain The New York Times' motto of "All the News That's Fit to Print" instead of our present working code of all the news that fits, we print.



statement of policy

As University students, what do a coed living on campus and a man living in Scottsdale with a job and family have in common?

Not much, except the State Press is made available to both. Hence, the editorial page, as well as the entire paper, should be of interest to everyone. This we will try to do; when and where this is not accomplished, we want to know about it.

MANY changes are planned, some obvious, others less so, but the objectives will be the same — a better paper.

Editorially we will praise as well as damn. Some editorials—by being strictly informative—might be no more than a glorified news story; but if it has informed you by bringing some obscure fact or situation to

light, then our purpose has been accomplished.

When the situation merits it, there will be guest editorials to comment on a situation we feel could best be written by a person other than the editor-in-chief.

IF YOU want to get something off your chest and on the editorial page, write a letter to the editor. Remember: Make it short (preferably less than 250 words), and include your name, address and signature. We discourage letters reaching us requesting that the author's name be withheld. We reserve the right to edit and reject any letters reaching us after 2:30 Monday or Wednesday, since this is our deadline.

We have many questions; we might not find the answers — but we'll try.

readers write

EDITOR: The recent Interfraternity Council conduct case concerning Sigma Alpha Epsilon fraternity and the decision reached in that case has erased an earlier decision that easily could have become a very foolish and unrealistic precedent. It is gratifying that the four fraternity presidents who served on this Conduct Committee actually realize that one function of IFC is to enhance and perpetuate fraternities on the ASU campus.

While the fraternity was forced to pay a substantial fine, extravagant social affairs were limited and some members were unjustly placed on liquor probation, the decision is still a step in the correct direction.

Social probation is not going to destroy any of the fraternities at ASU. "Social pro" is a little miserable at times, but always bearable. In the near fu-

ture another fraternity might very easily face a Conduct Committee for the same reason that two other fraternities have this year. May the next probation be even less miserable and even more bearable.

Jerry Green
ATO President
See story on page 2—Ed.

Ode to a Grade Point

You are my first love, young and lusty; well above a 3 point.

You are my next love, mature, debonaire; well above a 2 point.

You were my friend then, middleaged and tired; well above a 1 point.

You were my acquaintance old and dying; well above a no point.

You were . . .

Janel Buck

State Press

is the official campus newspaper of Arizona State University. It is published each Wednesday and Friday throughout the school year, excepting holidays, and is entered as second class matter at the Tempe, Arizona, Post Office under the acts of March 3, 1879, and August 24, 1912. State Press is a member of the Arizona Newspapers Association, Associated Collegiate Press and National Advertising Service, Inc. Subscription price is \$3 per school year.

Editor-in-chief.....JOHN KENDALL
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Copy editors.....Richard Cantor
Robert Melbo

Campus editor.....Tony Ault
Sports editor.....Bob Reilly
Society editor.....Diana Rosen
Photo editor.....John Polich
Proofreader.....Maret Viksjo

Regents Approve \$1 Million Contracts for Dorm Additions

The Board of Regents recently approved contracts totaling more than \$1 million for construction of additions to men's dormitories.

Approved were a \$606,269 contract to Kitchell Contractors, Inc., Phoenix for the addition of a six-story wing to M.O. Best and a \$415,595 contract to William S. Porter Construction Company, Mesa, for the addition of a three-story wing to Sahuaro.

The projects will be financed by a \$1,086,000 loan from the Community Facilities Administration of the U.S. Housing and Home Finance Agency. Funds for the additions will be provided by self-liquidating revenue bonds which will be retired by students' payment of dormitory fees.

The regents also approved final plans for the construction of an aeronautical technology shop, at an estimated cost of \$120,000, adjacent to the Industrial Design and Technology Building east of campus. Funds for the project were provided in the 1964 legislative appropriation.

IN OTHER action involving the University the regents:

—Approved the appointment of Phoenix architects Cartmell and Rossman to design a new high-rise dormitory, construction of which is dependent upon a Housing and Home Finance Agency loan.

—Authorized final payments to the contractor Manhattan-Dickmann Construction Co., Phoenix, and Cartmell and Rossman, for the completion of Palo Verde West, financed through the sale of self-liquidating revenue bonds.

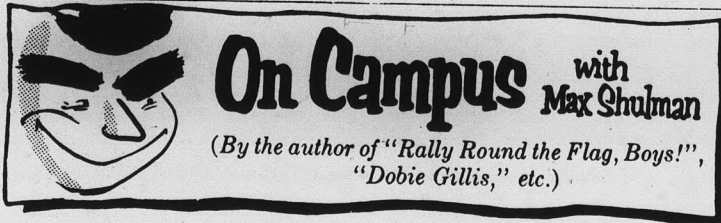
—APPROVED preliminary plans for the construction of a College of Nursing building at the southwest corner of College and Eighth Street, contingent

upon award of a matching grant from a federal agency.

—Approved a preliminary budget of \$722,493 for the 1965 summer sessions of study,

which are self-supporting.

—APPROVED preliminary plans for the new women's gym to be ready for occupancy the second semester of 1966-67.



ONCE MORE UNTO THE BREACH

Today I begin my eleventh year of writing this column in your campus newspaper.

I wasn't sure I'd be coming back this year. After a decade of doing this column, I had retreated to my country seat, tired but happy, to enjoy a nice long rest. But last night as I sat on my verandah, peaceful and serene, humming the largo from *A Long Day's Night* and worming my dog, a stranger suddenly appeared before me.

He was a tall, clean-limbed man, crinkly-eyed and crooked-grinned, stalwart and virile. "How do you do," he said. "My name is Stalwart Virile and I am with the Personna Stainless Steel Razor Blade people."

"Enchanted," I said. "Take off your homburg and sit down." I clapped my hands sharply. "Norman!" I called. "Another chair for Mr. Virile!"



"Another chair for Mr. Virile!"

Obediently my dog trotted away and returned directly with a fanback chair of Malayan rattan. He is the smartest dog in our block.

"I suppose you're wondering why I am here," said Mr. Virile, seating himself.

"Well, sir," I replied, my old eyes twinkling roguishly, "I'll wager you didn't come to read my meter."

You can imagine how we howled at that one!

"That's a doozy!" cried Mr. Virile, finally catching his breath. "I must remember to tell it to Alice when I get home."

"Your wife?" I said.

"My father," he said.

"Oh," I said.

"But enough of wit and humor," he said. "Let us get down to business. How would you like to write a campus column for Personna Stainless Steel Razor Blades?"

"For money?" I said.

"Yes," he said.

"My hand, sir," I said and clasped his. Warmly he returned the pressure, and soft smiles played upon our lips, and our eyes were moist with the hint of tears, and we were silent, not trusting ourselves to speak.

"What will you write about in your campus column?" asked Mr. Virile when he was able to talk again.

"I will take up the burning issues that vex the American undergraduate!" I cried, bounding to my feet. "I will explore, without fear or favor, such explosive questions as 'Are roommates sanitary?' and 'Should proctors be given a saliva test?' and 'Should capital punishment for pledges be abolished?' and 'Can a student of 19 find happiness with an economics professor of 80?'"

"And will you also say a pleasant word from time to time about Personna Stainless Steel Razor Blades?" asked Mr. Virile.

"Sir," I said simply, "what other kind of word except pleasant could I possibly say about Personna Blades, which give me more luxury shaves than Beep-Beep or any other blade I might name?"

"Another of my products is Burma Shave," said Mr. Virile. "Can you find it in your heart to mention Burma Shave occasionally?"

"But of course!" I declared. "For is not Burma Shave the whisker-wiltingest lather in the land?"

"Yes," he admitted.

And then he shook my hand again and smiled bravely and was gone—a tall silhouette moving erectly into the setting sun.

"Farewell, good tonsorialist!" I cried after him. "Aloha!"

And turned with a will to my typewriter.

* * *

© 1965, Max Shulman

The makers of Personna® Blades and Burma Shave® are happy to bring you another season of Max Shulman's uncensored, uninhibited, and unpredictable column. We think you'll be happy too when you try our products.



A start on your financial planning may be just the tonic you need right now; it's never too early to begin.

Life Insurance is the only investment which gives you a combination of protection and savings; it's the ideal way to start a complete financial program.

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\$400,000 In Grants Received

ASU has received five grants totaling over \$400,000 for scientific research and education.

The U.S. Office of Education has granted the University \$170,000 to pioneer the training of elementary school counselors.

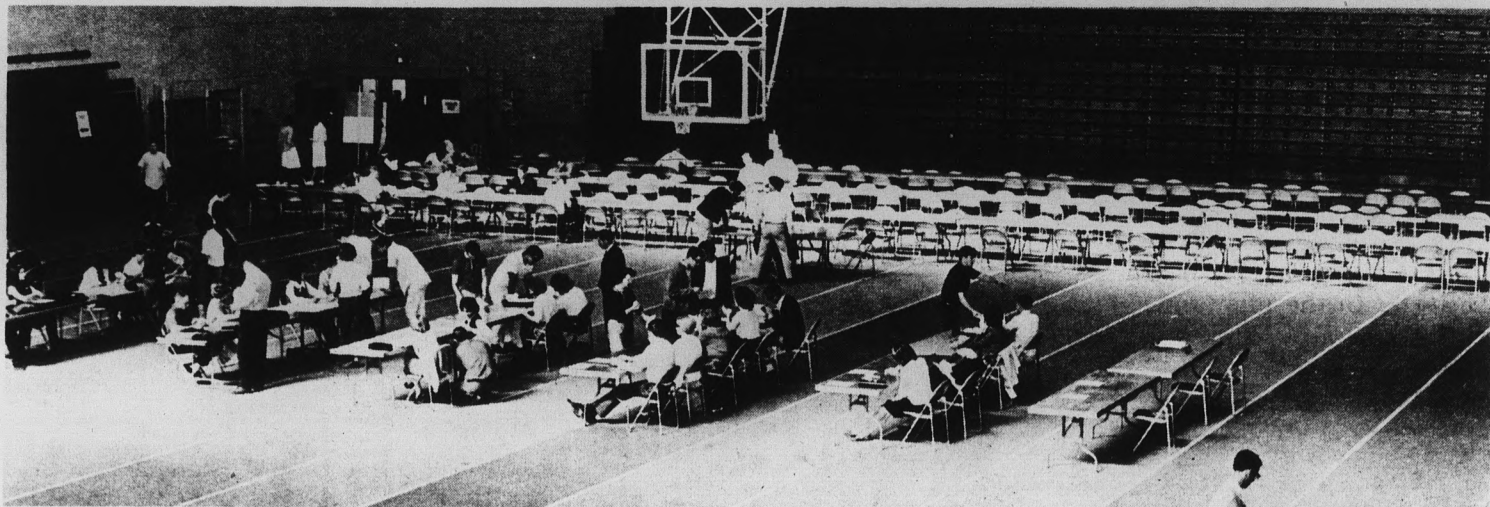
Dr. Verne Faust, associate professor of educational psychology and guidance, will direct the Counseling and Guidance Institute in the College of Education.

The accelerated two-year, 60 hour graduate program will run from June 14, 1965, to August 20, 1966. ASU is the only university in the nation selected by the Office of Education to conduct such an institute.

ASU has also received two grants totaling \$82,582 from the National Science Foundation for the Graduate College to support 15 graduate traineeships next fall.

A third grant from NASA, totaling \$141,600, was for the support of 8 pre-doctoral students in space-related sciences and technology.

The Air Force Office of Scientific Research has awarded ASU a \$54,299 grant for a two-year continuation of a solid state research investigation under the direction of Dr. Clement J. Kevane, professor of physics.



Blood, Tears Gone From Registration

By PRESTON LONG

A definite air of emptiness filled the gym Feb. 4-6 during registration.

Floor space that used to be covered with myriad pounding feet and air space that was once filled with wildly waving hands and bobbing heads was curiously empty and quiet.

THERE WERE no heart-rending sobs from students that could not get the classes they wanted, no hoarse cries from a line of exhausted creatures that snaked three times around the gym as the news was passed down the line that another class had just closed.

Personnel hired by the University to handle the mass of

students for the most part sat around and watched little molecules float through the air.

Campus Security, ready and waiting with night sticks and a helpful shove in the right direction for a lost freshman, was amazed at the serene picture.

THE SMALLNESS of the group of people that passed through the registration lines — only one-fifth the regular crowd — was due to the recently initiated pre-registration.

You girls can forget your hat pins and all the guys can forget to wear their combat boots from now on.

There's no more crowd to fight.

Except at pre-registration.



(Photo by John Polich)

EVERYBODY'S GONE — Long a cause of considerable student and faculty consternation, registration has become an exceedingly tranquil—if not downright dull—affair. The consternation—though lessened—now comes from pre-registration.

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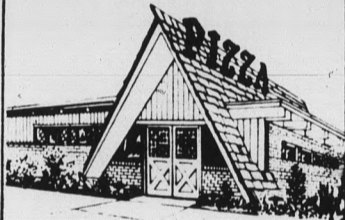
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Campus Classified

Regulations: For students and faculty only of Arizona State University. To place classifieds, submit to Room 106 Administration Building. Deadline is Wednesday noon for Friday's issue. Rates: 3 cents per word, 50 cents minimum charge.

APARTMENTS

Want girl to share nice, one bedroom apt. with pool & sauna bath 1/2 miles from campus. Inquire after 5 at 607 W. 19th St., No. 5, Tempe, or anytime weekends.

1 & 2 bedroom furnished or unfurnished. Completely remodeled. Very reasonable rates. Lone Palm Apartments. 2108 Rural Road. Phone 967-1308.

Room and three meals per day for two students who want to share a large, comfortable room. Twin beds, two chests of drawers, desk, table — excellent study atmosphere. Walking distance from campus. Laundry privileges. \$90 per month. 967-2445.

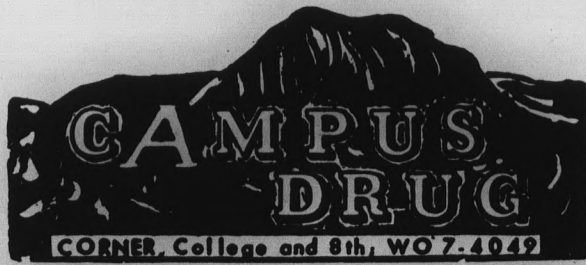
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4 Bedroom house, \$175. 321 E. Broadway, Tempe. WO 7-3170.



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UNIVERSITY BOOKSTORE

Program Offers Pilot's License

Twenty AFROTC cadets will receive private pilot licenses through the Air Force flight instruction program at the University this year. Senior students in advanced AFROTC in the pilot category receive their flight training through a private flying firm at Phoenix Sky Harbor Airport.

According to FAA officials, this year's program, under the direction of Capt. Thomas J. O'Malley, has produced a new breed of student pilots whose flying proficiency has seldom been equaled.

Three cadets completed the entire program and were issued their private pilot certificates in 50 days. In addition, the cadets, Fred Hendrix, George Knirsch and William Gunkel, finished the program ranking in first, second and fifth places, respectively.

The outstanding cadet of the year will receive a trophy in recognition of his exceptional achievements. Schedules are tight and time is a premium as all cadets are full time college students participating in Advanced Air Force ROTC and many hold part time jobs during "spare" time.

The program consists of 36½ hours of actual flying time and 30 hours of ground instruction. A four-hour FAA written ex-

amination must be successfully completed prior to taking a flight test administered by FAA officials. Flight schedule coordination and ground schooling was conducted by Cadet Maj. Fred Hendrix during the first semester and will be conducted by Cadet Maj. John Peattie during the second semester.

Cadets who will receive their private pilot certificates by May include Hendrix, Knirsch, John Allison, Paul Huber, Gunkel, Rick Ayars, Ronald Carr, Steve Smith, Charles Gibson, Ted Vallas, Rod Stallard, Ralph Bell, Peattie, Barry Rapalas, Ed Gallardo, Jon Ballaster, Carl Christoferson, John Ferebee, Lorne Sutherlin and Richard Peterson.

Business Professor Appointed

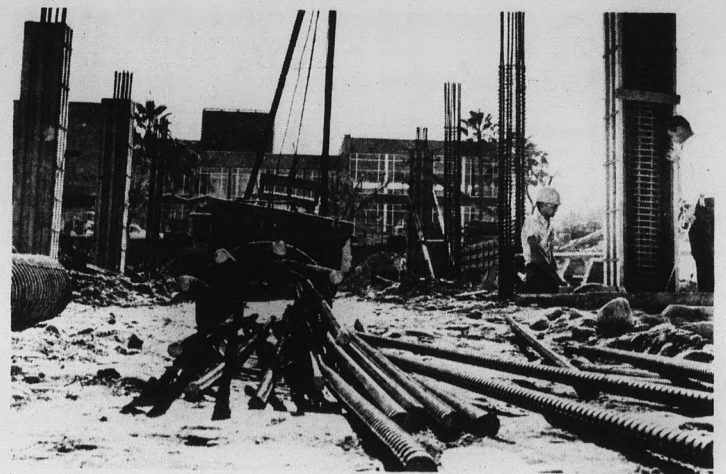
The general manager of the consumer products division of the Del E. Webb Corp. has been appointed associate professor of management at ASU.

Dr. Jay Robert Greene, who has also been serving as vice president of the Thomas and Sun City Pharmaceutical corporations, assumed teaching duties Monday.

In 1961-62, Dr. Greene was manager of merchandising and from 1962 to 1964, director of marketing at the Webb corporation.

He holds a B.A. from Los Angeles State, a masters in business administration from UCLA, and a Ph.D. from Ohio State.

Dr. Greene was with the General Electric Co. from 1957 to 1961, serving successively as business analyst, manager of marketing research, manager of systems integration and synthesis, manager of advanced business systems and manager of advance systems.



(Photo by John Polich)

CENTER OF LEARNING — Under cloudy skies the work of the \$3.9 million library continues. The steel reinforcements for the concrete pillars point skyward. Along with laying the foundation, the workers also are building a tunnel that will connect the old library with the new. When the library is finished, hopefully by the summer of 1966, it will have a million volume capacity within its five story frame.



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Open Monday thru Friday
8:30 A.M. to 5:30 P.M.

IFC RUSH WEEK



After hearing the need for blood, one fraternity at ASU decided to do something about it.

There's A Fraternity For You . . .

Rush Runs From February 15 through February 18

Monday, February 15, marks the beginning of Rush at Arizona State University. Those interested in signing up may do so now by contacting the Interfraternity Council Office in Room 225 of the Memorial Union. The last day for signing up for Rush will be Friday, February 12. There are 21 fraternities on campus.



One fraternity hosted the children of St. John's Indian School at their annual Christmas Party.

Artistic Pictures Exhibited

An exhibition of photographs by William M. Clarke will be on display in the College of Architecture through Feb. 28.

Calvin Straub, professor of architecture, said that his wife's parents, Mr. and Mrs. Neil Gates, and their children were given the photographic collection by Mr. Clarke himself many years ago.

Clarke left a successful architectural practice in Michigan and moved to California in the early 1900s to regain his health. Prof. Straub said. During this period of lessened activity, he turned to photography as a creative substitute for his practice.

By the 1920s he had achieved such renown that architects and organizations sent him to Europe to interpret historic architecture for them.

Entitled "Europe Through the Lens of an Architect/Photographer of the 20s," the display is open free to the public.

Placement Interviews

Placement Center is conducting job interviews for graduating seniors in the placement interview rooms in the MU basement.

COMMERCIAL DIVISION
MONDAY — California State Personnel Board, Salt River Project, Fibreboard, Southern Pacific, Monsanto, Pratt and Whitney, General Motors Corporation.

TUESDAY — U.S. Naval Civil Engineering Lab (Port Hueneme), Hughes Aircraft, Lincoln National Life Insurance Company, Shell Oil, Monsanto, General Motors Corporation.

WEDNESDAY — General Motors Corporation, U.S. Army Materiel Command, Carnation Company, J. Walter Thompson Advertising.

THURSDAY — General Motors Corporation, Central Intelligence Agency, Texas Instruments, Bureau of Reclamation, Kaiser Engineering, Bank of America, Charles Pfizer Pharmaceuticals.

FRIDAY — Central Intelligence Agency, Bank of America, Texas Instruments, Motorola, Socony Mobil Oil.

EDUCATIONAL DIVISION
MONDAY — Centinela Valley Union High School District, Hawthorne, Calif., Chaffey Union High School District, Ontario, Calif.

TUESDAY — Bassett Unified School District, Bassett, Calif., Fontana Unified School District, Fontana, Calif., Grant Joint Union High School, Sacramento, Calif., San Juan Unified School District, Sacramento, Calif.

WEDNESDAY — Alamos School District, Garden Grove, Calif., Fremont Unified School District, Torrance, Calif.

THURSDAY — Alamos School District, Garden Grove, Calif., Torrance Unified School District, Torrance, Calif.

FRIDAY — Alamos School District, Garden Grove, Calif., Torrance Unified School District, Torrance, Calif.

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Dining Room

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HARMAN'S

Touring Ballet Company To Perform on Wednesday

Ruth Page's Chicago Opera Ballet is scheduled to perform in Gamma Auditorium next Wednesday evening at 8:15.

Included in the production will be "Carmen," set to Bizet's score, "The Merry Widow" with the characters of Lehar's operetta, and "Divertissement," a short ballet to be given between the two major works.

Student, faculty and staff tickets are available at \$1.50 and \$2.50 with ID card, at the auditorium box office.

Touring with the ballet company are two of Europe's top ranking stars, Irina Borowska of the London Festival Ballet and Karl Musil of the Vienna State Opera.

The supporting cast includes Orrin Kayan, Dolores Lipinski, Jeanne Armin, Charles Schick and Larry Long. Also with the production are members of the corps de ballet and an orchestra under the musical direction of Simon Sadoff.

All of the numbers will be performed with stage settings and costumes created especially for the company. Those in "The Merry Widow" were designed by Rolf Gerard, noted painter

and designer for the Metropolitan Opera.

The entire production is under the supervision of Miss Page.

Professor, Past Student Receive Art Recognition

A faculty member and a former graduate student have achieved recognition this month in the art world.

Art Jacobson, associate professor of art, has received the Richard T. Pyle Memorial purchase fund prize of \$100 for his untitled pastel drawing which is on exhibit through Feb. 28 at the 15th Exhibition of Southwestern Prints and Drawings in the Dallas Museum of Fine Arts.

The graduate student, Herman Snyder, who earned his master of fine arts degree here in 1962 and is now teaching at the Colorado Springs Fine Arts Center, currently has a one-man show of sculpture on exhibit at the University of Nebraska.

One of Snyder's pieces has been purchased for the permanent collection.

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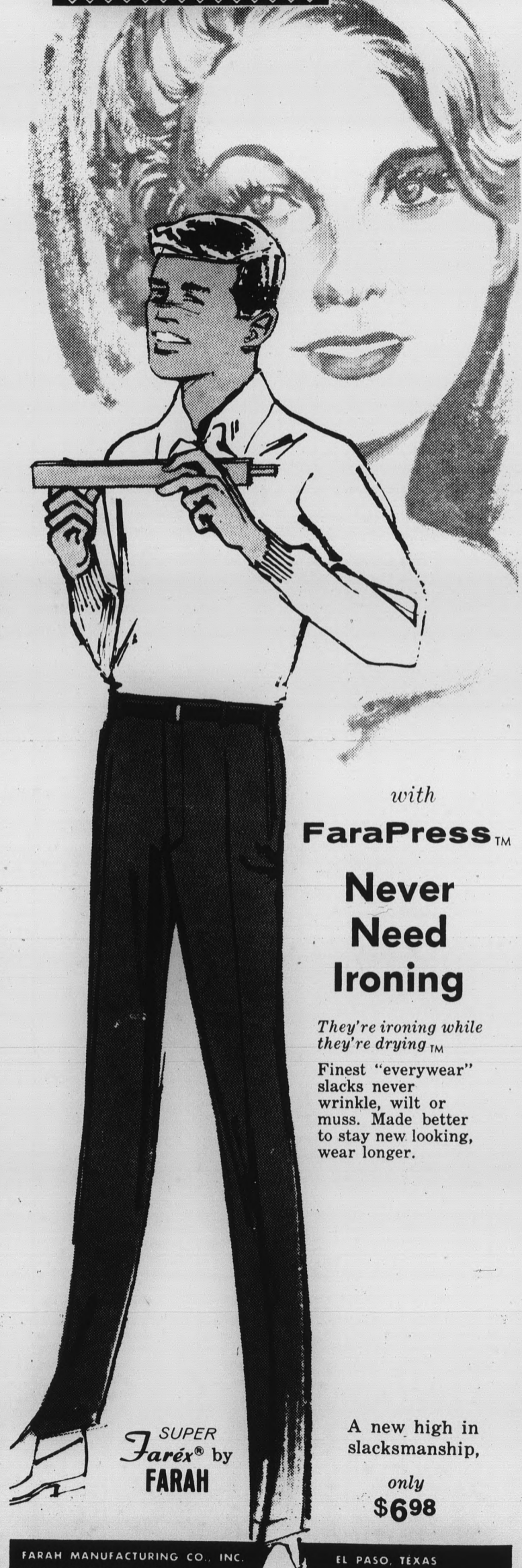
Ring enlarged to show detail. Trade-Mark Reg.

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5 Years To Build —

'Main' Built With Real Persistence

By LINDA BENTHEIM

February 4, 1965 was the 67th birthday of Old Main, named after the battleship Maine which was sunk 11 days after the building's completion.

It took five years to build the three story sandstone structure which is still in daily use.

The contractor for the project was R. W. Mattison, whose bid of \$6,881 was the lowest of three. It is believed the reason for the low price is that the building stone came from the Point of Rocks at the north side of Tempe Butte.

The first floor was completed with the hope of obtaining new appropriations. But the plan fell through and the legislature renewed only a pending 4 per cent tax rate.

The next contractor, in 1895, was to be a man named Campbell, but the lowest bidder, a man named Napier, brought legal action against the school, holding up building for seven more months.

The solution was finally found by a group of Tempe citizens, and work once again began on Old Main. The walls, brick by brick, began to grow, until four months later when the sounds of construction were strangely silent. In the words of Tempe News: "HE HAS FLOWN," dated Feb. 22, 1896.

Napier had left the country.

Once again the walls went unfinished and people questioned whether the Tempe Normal School building would ever be completed.

The work was finally finished through a series of subcontractors and the day of dedication arrived.

In the presence of the 158-member student body for the academic year of 1897-98, alumni, all Tempe and many people from Phoenix and Mesa, the Main Building, today known as Old Main, was officially dedicated.

At completion, the cost of Old Main was estimated at \$44,071.34. Today it probably would cost 10 times that much.

Schools' Band Fete Set Feb. 13

The first annual "Stage Band Festival" for competing high school bands from all over the state is scheduled for Gammage Auditorium on Saturday.

The festival is sponsored by the Music Department in conjunction with the Central District of Arizona Band and Orchestra Directors Association and Phi Mu Alpha Sinfonia.

Teachers will not be allowed to perform or direct.

Each group will give a 12-minute performance to be judged and rated by professional musicians. Dance groups will be invited to perform during the clinic session in the afternoon.

Rush Registration Closes Friday

Fraternity rush registration ends Friday. Formal rush will run Monday Feb. 18. The Institute has more than 200 rushees to participate. The Interfraternity Council expects more than 200 rushees to participate.

Students may register at the IFC office, MU 225.

Space-age Jobs Drop Due to Industry Cuts

Cutbacks in the aircraft and aerospace industry are still being felt on college campuses this year, according to Dr. Robert F. Menke, director of placement.

ASU is one of the colleges participating in the College Placement Council's 1964-65 survey of beginning salary offers to college seniors. The survey is based on data from placement offices at 108 selected colleges and universities from coast to coast.

The first report of the season, released Jan. 5, shows that offers by aircraft firms to college seniors are continuing to decline sharply, maintaining a trend noted last year.

WHILE THE number of aircraft offers on the bachelor's level continued to drop, the electronics group, which declined sharply in the fall months last year, has climbed back up.

Also showing an upward trend are automotive, banking, glass, merchandizing, metals, petroleum and public accounting categories.

Electrical engineers are in high demand and chemical engineers are in top position in percentage of gains.

Starch Studies Grant Awarded

For the third year the Corn Industries Research Foundation Inc. will give financial support to research by Dr. Bertram Zaslow, associate professor of chemistry, who will direct the study of the structure of the large amylose helix, a linear starch found in corn, potatoes and other vegetables.



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- GallenKamp's

- W. T. Grant
- Happy House Shop
- Hill's Books & Records
- The Hogan
- Inland-Western Loan & Finance
- Jam's Restaurant
- King's Fashions
- Lee Optical
- Scott Jewelers
- Pioneer Camera Shop
- Rosamond's Beauty Shop

- Ryan-Evans Drug Store
- Sewing Basket
- Sherwin-Williams Co.
- S&H Green Stamp Center
- Standard Service Station
- State Farm Insurance
- TeePee of Toys
- 31 Flavors Ice Cream
- Tops Liquor Store
- Zzzona Laundry

Slaves for Sale By Kappa Sigs

Chained campus personalities will be auctioned off Friday, the birthday of the man who freed the slaves, in Kappa Sigma's first annual Slave Sale.

Sold to the highest bidder, the "slaves" will be available to do anything from odd jobs to imitating a lamp post, according to Chairman Chet Wilke. The slogan is "Free the Slaves on Lincoln's Birthday."

Among those to be sold are AS officers, including President Karl Wochner; Homecoming queen and king Marilyn Webb and Terry Cotter; IFC President Dean Mousser, and Panhellenic President Sally Davis. Each will be sold for one hour of work.

MEMBERS of Kappa Sigma and Alpha Delta Pi will be sold for two hours of work. The ADPis are assisting Kappa Sigma with the auction.

The auction will be held on the steps of Old Main at 3:30 p.m. Friday, following a parade through campus. Rick Burris, past head cheerleader, will serve as auctioneer.

Proceeds from the sale will go to the new library book fund and to overseas orphans.

WILKE said Kappa Sigma hopes to make the Slave Sale an annual tradition, holding it

each year on Lincoln's birthday or as close to Feb. 12 as possible. A different sorority would be selected each year to assist with the auction.

Dr. George Hamm, dean of men, called the event a "commendable project."

"We're always interested in seeing fraternities make worthwhile contributions, and it would appear that this is another example of such a thing," he said.

Three Coeds Help Magazine

Representing ASU this year on Mademoiselle's national college Board are Pamela Sisk, Nancy Nordyke and Emily Getzinger. The board is composed of winners of the magazine's annual College Board Competition.

Spurs Send Love Notes

The Spurs will help out Cupid by selling Spur-O-Grams for Valentine's Day at the corner of College Avenue and Orange and in front of the Quad tomorrow and Friday.

A regular Spur-O-Gram may be purchased from the Spurs for 25 cents or a singing Spur-O-Gram for 50 cents.

Purchasers may select their own verse to be written or sung and the Spurs will deliver the messages on campus or telephone messages to off-campus parties.

Lambda Chi Alpha Activates Six Pledges

Lambda Chi Alpha initiated six new actives Saturday. They are Roy Blake, Rusty Bussert, Jay Gordon, Jerry McRarem, Randy McGirr and Gary Tanner.

World Is Campus In Life of ASU Coed

Travel and study will be combined for Denise Thompson, ASU sophomore, who is enrolled as a student of the University of the Seven Seas for the spring semester.

An office administration major, Denise will travel through 20 countries including Spain, Switzerland, England and part of Russia.

Denise will attend classes aboard the M.S. Seven Seas which is equipped with classroom and laboratory facilities, a library, study rooms, a theater and complete recreational facilities.

The University of the Seven Seas offers courses in business administration, architecture, education, political science, geography, theater, oceanography,

history and many others covering the areas of creative arts, human management, physical resources and human resources.

Field trips in conjunction with each course are mandatory. Students will live aboard ship except when touring the mainland of each country.

Denise is a member of Kappa Kappa Gamma and Golden Hearts, an auxiliary of Sigma Phi Epsilon. She left from Los Angeles, Sunday for Acapulco, the first port of call before reaching Barcelona.



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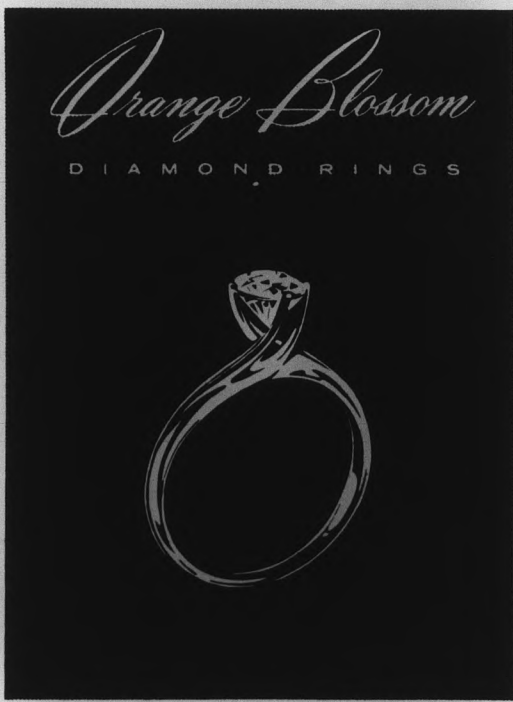
Those With 7 Day Meal Tickets, No Charge
But Must Come To Danforth Chapel Prior To Feb. 12
And Sign Up On The List Provided For This Purpose



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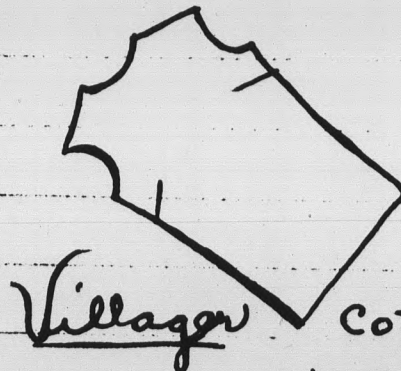
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*Patch Madras Shift
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Just \$10.00!*

*long sleeve, Bermuda
collar, too, AT \$13.50!*



*Village Cotton Knit
shells in - NAVY
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*Remember: Open 10 to 6
Thurs 'til 9.*

Greek To Me

By JO-EM YUKNIS

Welcoming the second semester with scores of newly initiated actives, campus fraternities are busily preparing for a fresh wave of rushees in the spring rush period. Formal fraternity rush is scheduled for Feb. 15-19. An estimated 250 rushees will attend four smokers held in the various houses. The first will begin Monday evening following an orientation assembly in the MU ballroom at 5:30.

The ten present sororities, on the other hand, are bowing out of second semester rush in order to allow the colonization of new chapters of Delta Delta Delta and Pi Beta Phi. Beginning tonight at 7, representatives from both sororities will be honored at a reception by the Panhellenic Council in the Palo Verde cafeteria. Tomorrow and Friday prospective rushees will be interviewed. Two preference parties will be held Saturday evening and bids will be received at 1 p.m. that afternoon.

The Sigma Chis have announced that Derby Day is scheduled for March 19-20. A few changes have been made in the various contests in order to eliminate the most strenuous activities and thereby encourage more entries in the contests. For example, the obstacle course will not include the "Dizzy Lizzie" and the "Derby Darlin" will be judged by a panel not affiliated with the fraternity. This year the chase for the derbies will be in a roped off area. The men will keep the chapeaux on their heads.



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Basic Requirements

Single, at least 20 years old (girls 19½ may apply for future classes) 5'2" to 5'9" and weight 140 lbs. or less in proportion to height, glasses or contacts permitted.

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1 P.M. to 5 P.M.
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February 17 & 18
9 A.M. to 2 P.M.

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Special Evening Interviews

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6 P.M. to 8 P.M.

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BEST OF TEN — Rita Gear received the Best Drill Commander Award at the Sunshine City Drill Meet. The contest between ten teams representing the Western states and Hawaii was held last weekend in Tucson. Miss Gear was recently elected Angel Flight Commander. The group is an auxiliary to the Arnold Air Society.

Cupid Dance Aids AWS Fund

Ushering in the Valentine's Day spirit will be the "Cupid's Capers" dance from 8-11 p.m. Thursday, sponsored by the Quad.

A small admission charge will

be made to cover refreshments costs and help towards the AWS Scholarship Fund.

A band is tentatively set for the evening. Decorations will carry out the Valentine's Day theme.

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Air Force Sections Elect New Officers

Arnold Air Society, honorary for advanced AFROTC cadets, and its auxiliary, Angel Flight, recently held elections.

mas, executive officer; Terry McDonald, corresponding secretary; Margene Smith, treasurer; Linda Arnote, recorder, and Suzie Edwards, publicity.

Second semester officers for the society are John Lowry, commander; Dennis Lessard, executive officer; Gene King, operations; Randy Sterna, administrative officer; Bob Hutchins, information; Al Goldberg, comptroller; Bill Hallihan, historian, and Charles Burmaster, radio communications.

Angel Flight elected Rita Gear, commander; Judy Tho-

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Ladies Belts Reg. To \$4.00 **50c ea.**

50 Assorted Items Each Day Of Sale Thurs., Fri., and Sat. Reg. to \$10.00 **50c ea.**

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Teachers to Confer Here This Weekend

"Economic Education in Grades 1-12" will be the theme of a College of Education-sponsored social studies conference for elementary and secondary teachers on Friday and Saturday.

The major speaker will be Dr. Lawrence Senesh, professor of economic education at Purdue University, whose work, "Our Working World," is the first in a series he is preparing for elementary school children.

The materials for this work are the result of the Elkhart Project, an experiment in economic education which is now in its fourth year at Elkhart, Ind.

THE CONFERENCE is designed to assist elementary and secondary social studies teachers in becoming proficient in the development of economic concepts in their classrooms and will deal with issues, trends and materials appropriate for elementary and secondary school students.

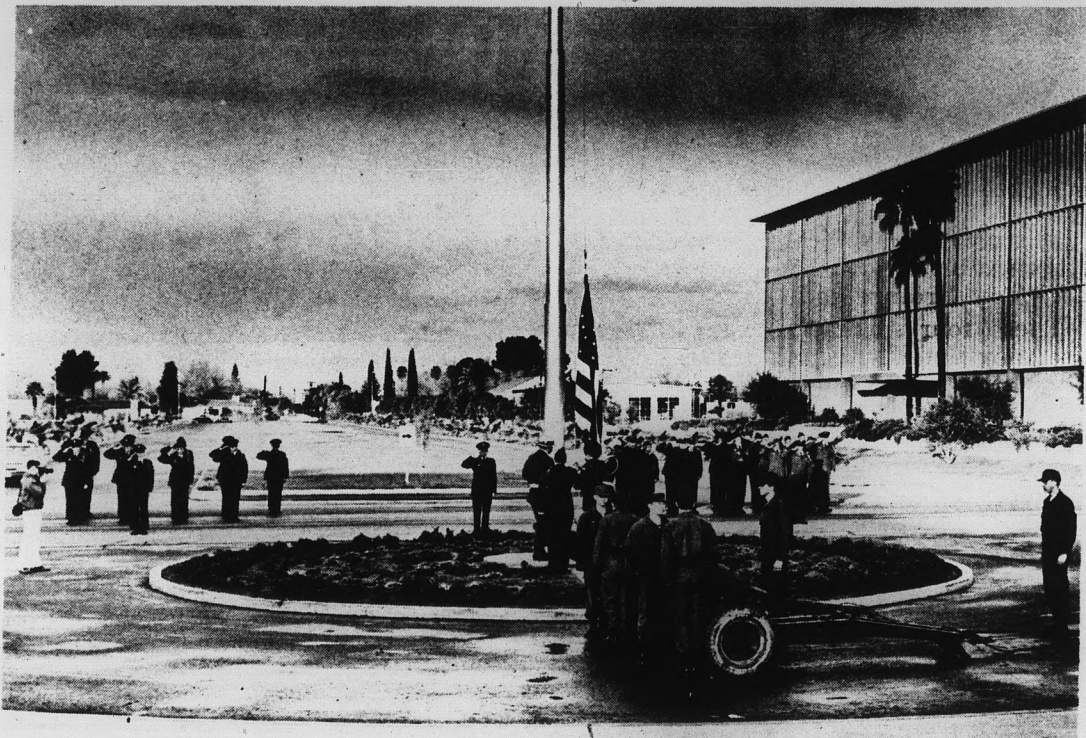
A banquet Friday at 7:30 p.m. in the MU will open the conference, with Dr. Senesh discussing "Economic Education, 1965."

At 9 a.m. Saturday, Dr. Senesh will address the elementary section of the conference in the Education Building, discussing "Our Working World, An Approach to Teaching Economic Concepts to Elementary Children."

Dr. Durham On Board

President Durham has been appointed to the board of commissioners of the National Commission on Accrediting, Washington, D.C., coordinating agency for college and university accreditation associations.

He was appointed to the board by the State Universities Association, one of the commission's seven constituent member organizations.



(Photo by John Pelich)

FOUNDERS DAY — The week of Founder's Day officially began early Monday morning with the raising of the flag and firing of a cannon by ROTC cadets. Keynote speaker for the Founder's Day banquet at 7:30 p.m. to-

day in the MU ballroom will be Richard Armour, noted author-humorist. In addition, three awards will be presented at the banquet — two to faculty members and one to an alumnus.

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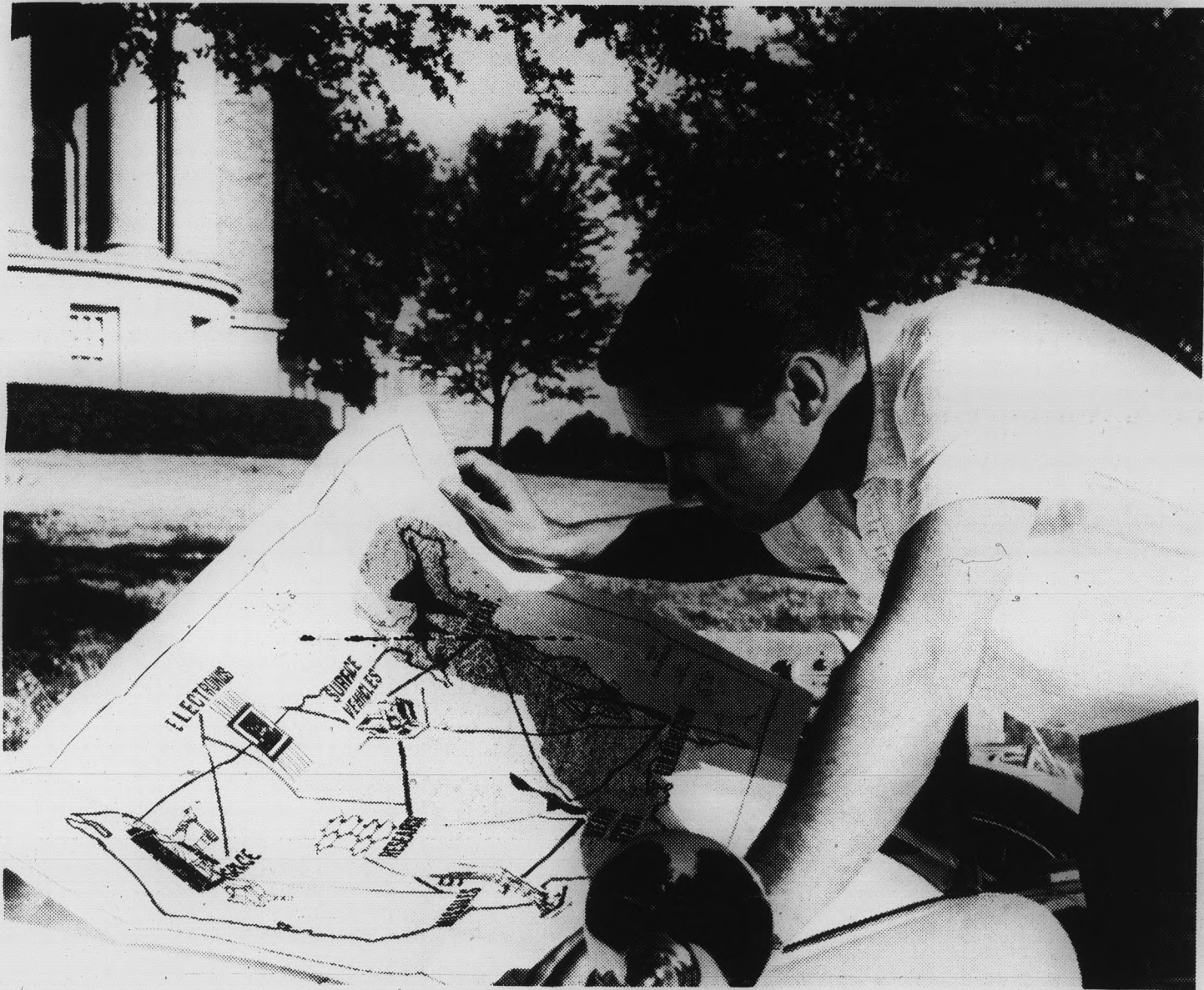
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Press Criticizes College Coaches

By BOB REILLY

Press critics say Frank Kush is setting a bad example for his football team. So is Virginia's Bill Elias, Oregon State's Tom Prothro and Yale's John Pont.

These four successful coaches came under fire because they entertained, with three accepting, job offers with more prestige and pay increases. The columnists believe it is "unethical" for coaches to break existing contracts for their professional advancement.

Idealistically, the columnists have a point. The athletic community, like the world, would be a better place to live if everyone could reach personal satisfaction and attainment without breaking former commitments, without inconveniencing others.

UNFORTUNATELY, THE athletic community, like the world, is not ideal. And it never will be.

In a highly competitive field, such as athletics, the opportunity for national prominence and position seldom comes. But when it does, we should not blame any man for accepting and meeting the challenge. If a contract must be broken in the process, this is sad. Yet, the contract should be flexible enough to meet the changing needs of both coach and institution.

Dealing with a man's career is not the same as buying a house, repaying a loan, or leasing property. It is more complex than that. Putting the signing of John Pont by Indiana University under the broad term of "unethical" is a gross oversimplification of the problem.

IN THE CASE OF Frank Kush, who is given a contract on a year-to-year basis, one must respect his honesty for saying ahead of time he wanted the Indiana post.

Kush has an outstanding record and his players should judge his ability, fairness and interest in the team, not his wish to coach for a Big Ten school.

Kush cannot live for his players — he can only assist them. He cannot live for ASU, but he only can do his best while here. This he has done.

If sports writers like The Washington Post's Shirley Povich, are so bent on the idealistic way, then why didn't they forego syndication and help bolster the sports department of The Culver City Times or the faculty of Phoenix College.

Carol Sorenson Guest at Luncheon

A luncheon honoring the internationally known golfer, Miss Carol Sorenson, of Janesville, Wisc., an Arizona State University senior, will be held Thursday, Feb. 18.

Scheduled from noon to 1 p.m. in the Memorial Un-

ion, the luncheon is open to students, faculty and other interested people. Reservations should be made with Mrs. Joan Walling at the department of health, physical education and recreation, 966-3591, by 4 p.m. Feb. 12.

How Deep Is the Cellar? Sun Devils Should Know!

The Sun Devil basketball squad, after three years in the national spotlight, is currently the WAC doormat.

Plagued by a 0-4 conference mark, ASU was wiped out of title contention here last month when Utah and Brigham Young scored convincing victories indicating Ned Wulk's team may not capture one conference game.

The offensive-minded Devils can't win on the road (they managed one away triumph over hapless Hawaii) and, when they do win it's at home against non-league unknowns and "also rans."

Dennis Hamilton, Freddy Lewis and Jim Whitehead, three competent performers, are simply not in the same player class as were Joe Caldwell, Art Becker and Gary Senitza. Expectedly, the Devils have joined the fallen power club which national membership includes Ohio State, Bradley and Cincinnati.

NEW HOPE: When the semester break began, Ned Wulk

said, "We're not through yet" and that night the Devils slid by Utah State 99-93.

Though no great feat, since the Aggies are fighting for a .500 season, the victory no 'doubt raised hopes for a second semester comeback. Actually, the only thing this game proved was, despite being slow and sluggish, the Aggie's Wayne Estes was among the best performers in the West.

Ninth-ranked San Francisco was the next team to visit Tempe and during its short stay crushed the hosts 91-75. The Dons, which lost to much-improved Arizona 71-56 two nights before, handed Wulk his worst defeat in eight seasons here.

The Devils "upset" Bradley, the "also-ran" of the tough Missouri Valley Conference, 92-81 and then fell before Texas Western 73-60 at El Paso.

Bradley, 1964 NIT champion, defeated themselves in the first half by shooting a miserable .293 from the floor. Texas Western needed only the home court advantage to subdue the Devils.

Saturday night's bench-clearing game against New Mexico State ended ASU's non-conference competition for the season on a winning note, 92-67.

SPOILER ROLE: Arizona, having its best year in a decade, invades Tempe Saturday night. The Devils — victors in the last 14 games with the Wildcats — would enjoy extending the winning streak to 15 while throwing the WAC race into a four-way struggle.

Really, the Devils have little else to look forward to.

People Parading

Despite a period when the press is hootin' 'n' hollerin' most about the carpetbaggin' shenanigans of the nation's coaches, the tidal wave of change keeps plunderin' onward. The latest to pick up his bags and leave for higher ground is Gene Felker, ASU's assistant football coach. His reason was simple — more pay.

* * *

When Olympic gold medal winner Henry Carr signed a professional football contract with one year of eligibility remaining, up went cries of "foul play." It seemed that fleet-footed Henry was indispensable, especially at a time when his good old alma mater was clamoring for national recognition. Lo and behold, on campus last week came Travis Williams, a .09.3 sprinter from Contra Costa Junior College and already the JC All-America halfback is making people forget about Carr.

* * *

The 6'10" junior from Santa Ana, Calif., was finally beginning to come into his own on the basketball court and was the one bright spot in a bleak year for Coach Ned Wulk. But final exams came and lanky Jim Proctor left, along with teammates Alan Schmelz and Paul Holmes.

WAC STANDINGS

Conference	W	L	All Games	Op.		
			W	L	Pts.	
Arizona	3	1	15	5	1413	1206
New Mexico	2	1	16	2	1318	1073
Brig. Young	2	1	15	4	1819	1529
Wyoming	2	1	12	6	1570	1349
Utah	1	2	15	4	1705	1524
A-State	0	4	9	12	1792	1800

BR

War Continues

The war for the WAC hoop title continues this week. Besides the ASU-UofA game here, New Mexico and Wyoming (with 2-1 records) play twice at home. Brigham Young and Utah are on the road, always a dangerous place to be.

The key contest pits BYU at New Mexico. A loss by the Lobos could easily eliminate them from the race since it suffered a loss at home to Wyoming in January.

Thursday

Utah at New Mexico, Brigham Young at Wyoming.

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Devils Top Utah

By BOB RANDOLPH

Coach Norris Steverson's gymnastics team upped their season record to 4-2 with an impressive win over the University of Utah Saturday 70.5-49.5.

Coach Steverson had predicted that the squad would show considerable improvement in the Utah meet and they did just that, capturing four firsts and six second places.

HOWEVER, Coach Steverson said they did not show enough improvement. This, he said, is due to the boys having very difficult routines.

"Not only do the boys have to do one trick well, but they must do many and keep everything going smoothly."

The gymnasts meet the UofA Saturday and Steverson says that by comparative scores Tucson is considerably stronger than the Devils.

ANOTHER advantage for the Wildcats is the loss of two from the Sun Devil squad due to grades.

Although the team did not do as well as desired, Steverson did mention that one of the judges, a gold medalist from Czechoslovakia, said that he had seen three gold medalists in the Olympics that were not as good on the rings as Johnson or Christianson.

Steverson also had high praise for Johnson and Christianson saying that he believes either man could easily be the NCAA champion in the still rings.



(Photo by John Polich) MEXICAN BAND — Members of the Sun Devil Pep Band kept the basketball fans in high spirits during last Saturday's 92-67 trouncing of New Mexico State.

Dancing, Sports Planned By WAA

The WAA yesterday announced its coming intramural events for this semester.

A dance night is planned for Feb. 24 at Palo Verde Hall. The three divisions are Watusi, folk or square dance, and tap or modern.

Table tennis competition runs March 8-25, followed by basketball, golf and tennis doubles.

All interested girls should check with the WAA in Gym W109 for requirements to enter intramural activities.

Track Schedules Rough Opponents

ASU's track coaches say they have one of the best schedules they have ever had. However, the team will be hampered by the loss of two top athletes.

Olympic gold medalist Henry Carr signed a NFL pro contract and will not be eligible to compete this year.

Pole vaulter John Rose will not be returning either.

Last year the Sun Devils were 5-5 in dual meets and ranked third in the WAC championships. Spring workouts began this week.

The schedule:

Feb. 27 —Arizona Relays Tempe
Mar. 6 —Occidental, UofA Tucson

Mar. 13	—San Jose (tentative)	San Jose
Mar. 20	—USC, UofA	Tempe
Mar. 27	—U. of Oklahoma, U. of Calif.	Tempe
Apr. 3	—LA Striders	Tempe
Apr. 10	—Camp Pendleton Marines	Tempe
Apr. 15	—U. of Iowa (tentative)	Tempe
Apr. 20	—U. of New Mexico	Albuquerque
Apr. 23-24	—Mt. Sac Relays	Albuquerque
		Walnut, Calif.
May 1	—UofA	Tucson
May 8	—West Coast Relays	Fresno, Calif.
May 14	—Coliseum Relays	Los Angeles
May 21-22	—WAC Championships	Albuquerque
May 28-29	—California Relays	Modesto, Calif.
June 4	—Compton Relays	Compton, Calif.
June 11	—USTFF Championships	Bakersfield, Calif.
June 17-19	—NCAA Championships	Berkeley, Calif.
June 25-26	—National AAU	San Diego, Calif.

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CAMPUS INTERVIEWS

February 16, 1965

by

Mr. W. I. Green

Controller
Tucson Division

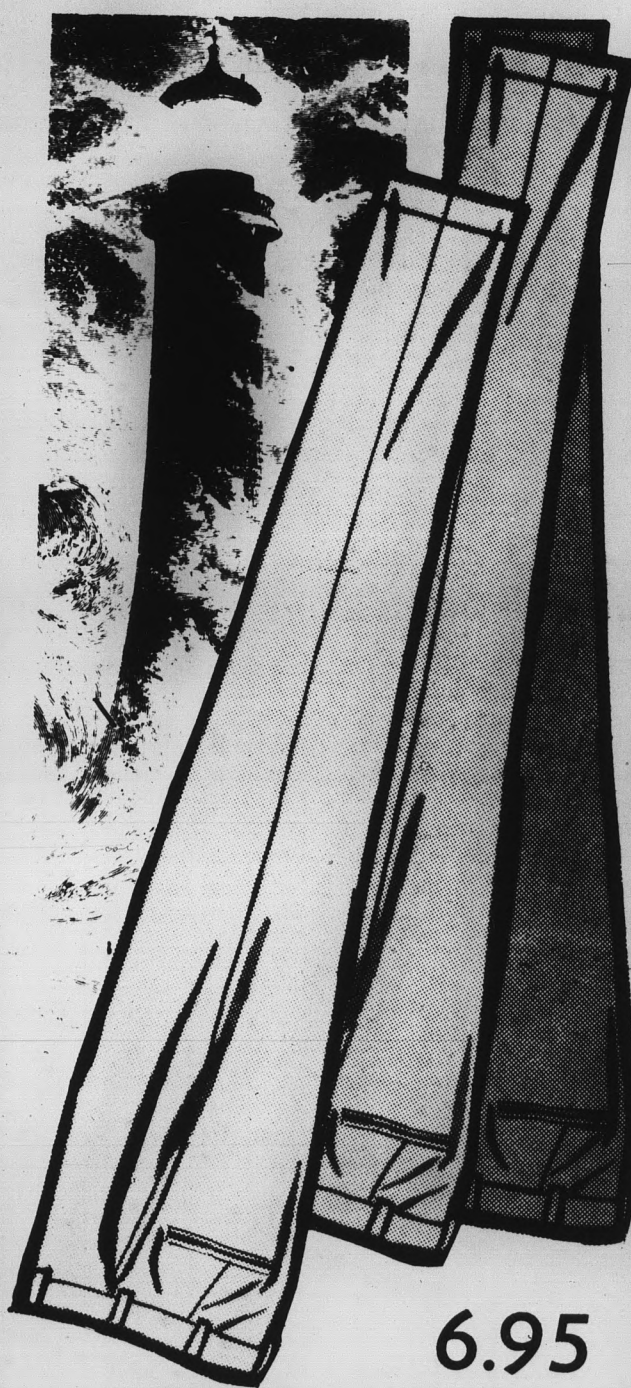
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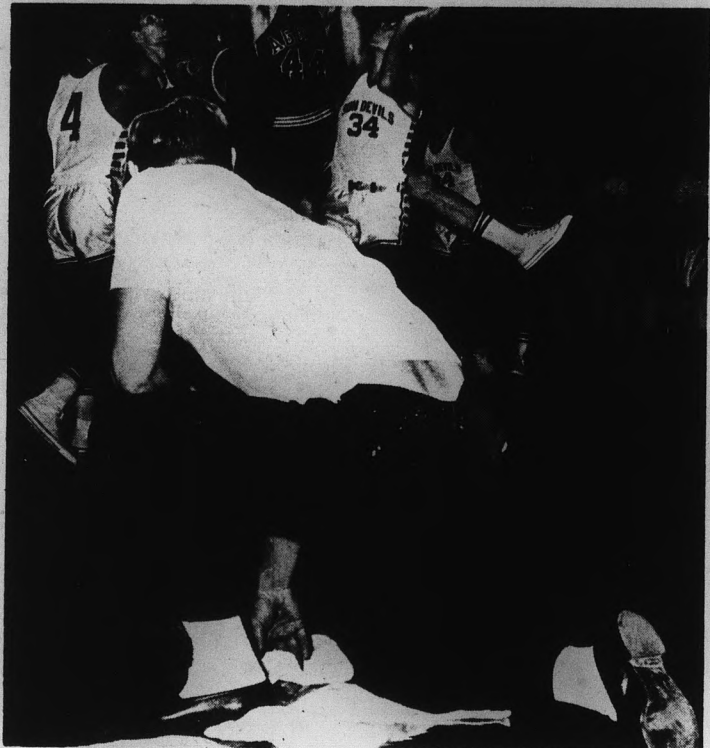
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(Photo by John Polich)

MOP UP — A lot of "steam" is generated during a basketball game. Often, it trickles onto the floor where an assistant is at the ready with a rag. Or does the gym leak when it rains?

Estes At Best Against ASU

Utah State's inside man Wayne Estes, who was killed Monday evening by a high voltage wire he impulsively grabbed during a car accident on the Utah State campus, played some of his greatest games against ASU.

In the NCAA regional tournament last year, Estes scored 38 points to lead his team to a come-from-behind victory over the Devils.

Cats, Devils Draw TV Bids

The annual net class with UofA may be televised Saturday night on state-wide hook-up.

The WAC, which refused viewing privileges last year, waived the ban. Bids for TV rights are being taken today.

This Christmas, at the Rainbow Tournament in Hawaii, and again in a non-conference game here, Estes poured through 28 and 29 points respectively.

Yesterday ASU's Athletic Department received a brochure on Estes listing his qualifications for All-America honors.

Estes, until his death, was the second highest scorer in the nation behind Miami of Florida's Rick Berry. He averaged 32.7 points through games of Jan. 30.

Bob Cousy, former NBA great and now Boston College coach said, "Wayne Estes is the best man I've seen in college basketball this year. He's an excellent rebounder and scorer. He has very strong hands. I particularly like his desire."

On the night he was killed 4,900 fans gave him a standing ovation. "That was the best I ever played in my college career," said Estes after the game.

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Fischer Discusses Modern Education

By KATHLEEN TIERNEY

Dr. John H. Fischer, president of Columbia University's Teachers College, addressed about 1,500 students and faculty members Monday night in Gammage Auditorium. His talk, "Schools for an Educated Society," was the fourth in the annual series of Grady Gammage Memorial Lectures.

Dr. Fischer, educated at Johns Hopkins and Columbia, is a trustee of the New York City Public Education Association, chairman of the Executive Committee, National Scholarship Service and Fund for Negro Students.

In his address, he stated, "The most pervasive and powerful force now reshaping our culture, and therefore setting new tasks for schools, is the rising influence of science and technology."

Dr. Fischer noted three other areas of change, the urban problem, the mobility of our population and the growing closeness of relations among the nations and peoples of the world. Forces shaping the character of the modern world must be faced and resolved in intimately personal ways: in families, classrooms and local communities. But, "the whole world will see what we do, or fail to do, and our future as a people will be deeply and permanently affected by the wisdom of our decisions and the effectiveness of our actions."

Schools, he said, can respond to these challenges by considering what the world now requires of its youth.

They must give "attention to values, the deliberate cultivation of imagination . . . developing the ability to fashion material things and careful consideration for the skills of human relationships."

Dr. Fischer noted these things in no way hinder intellectual strength, but supplement it.

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Cops Thwart UofA 'Artists'

The achievement of two UofA students went down the drain when they were forced to remove all the "UofA" signs they had painted around the campus in the early hours of the first day of finals.

Two Campus Security officers caught the two at 5 a.m. Jan. 25 after they had painted letters on the MU display case, the base of the bell, and on various buildings.



ALL FOR NOTHING — An attempt by two UofA students to deface ASU property was foiled when they were spotted by Campus Security patrolmen. The students' clothing was clearly marked with the letters of their alma

mater which the pair had also painted on various places around campus. After cleaning up the paint they were referred to Tucson officials for further action.

(Photo by Betty Frith)

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