

Campus Untouched By Flood Waters

The normally dry Salt River succeeded in dampening the holiday spirit for many Valley residents during the Christmas and New Year's vacation.

The muddy brown river, fed by a series of dams to the northeast, filled slowly at first. Then more rains and full dams forced water to come pouring down the river bed turning it into a cocoa-chocolate colored torrent.

Main access roads to Phoenix closed one by one and forced traffic to take to the bridges—Tempe Bridge, Central and Maricopa Freeway. The concen-

tration of traffic on the three avenues created a traffic cop's nightmare.

Friday, Dec. 31, the water was still rising, along with people's fears. Little old ladies were pushing their grocery carts with one hand while holding transistor radios to their ears with the other. People scaled Tempe Butte to view the river in such hordes as to make the annual painting of the "A" look deserted.

Reports on radio stations become exaggerated to the point that some announcers were reporting that water was lapping at the fraternity doorsteps on Alpha Drive.

Campus Security reports indicated that the water reached only to the northern fringes of Sun Devil Stadium. Gayle Schuman, assistant director of security said that the waters "were a long way from reaching the fraternity houses."

Reports indicated that a few students home for the holidays heard there would be no school until the flood resided.

South Phoenix was the hardest hit by the flood. Over 2000 people had to be evacuated from their homes by Phoenix Police and sheriff's department. The temporary homeless were, for the most part, housed in the South Phoenix High School Auditorium under the direction of the Red Cross and City of Phoenix officials.

By far the biggest nuisance the river created was the tie-up in traffic. In Tempe, cars waiting to cross the bridge have been backed up down Mill Ave. and around Gammage Auditorium to Rural Road.

Even though the flood did as yet an undetermined amount of damage to property, it added money to some enterprising people's pockets. During the big traffic jams a few students peddled pizzas and hot dogs to motorists caught in the tie-ups.

Tempe Police and Campus Security have suggested that commuters start for their destinations about one half hour to 45 minutes early due to the traffic congestion.

Western Motif To Dominate

Western Week will open Thursday evening with a barbecue at 5 p.m. behind the MU with judging of the beard growing contest. A street dance will follow at College and 7th St.

Sun Devil Rodeo Queen Jacqueline Trotter, junior, will be crowned by reigning Queen Janiece Johnson at a rance in the MU Ballroom at 8 p.m. Friday. Susan Hamman, junior, and Cathy Moore, sophomore, were selected as attendants.

Saturday morning rodeo activities will begin at 3 with elimination events. Regular events will be from 2 to 5 p.m. Saturday and Sunday.

On campus activities during the week include a gun fight by Scottsdale Jaycees Thursday and Friday mornings at 10:30, 11:30 and 12:30. The gun fights will be staged across campus. Indian dancers and Indian Sand Painting will be displayed in front of the Devil's Den at the same time as the gun fights.

The Memorial Union will also get into the Western spirit with the lower lounge in Spanish decor with Flamenco dancers entertaining. The upper lounge will have an Indian motif and a display of authentic Indian art. The Corral and Devil's Den will be decorated and apple cider will be served.

World Briefs

PHOENIX — Washouts on all but three crossings of the Salt River caused the "mightiest traffic jam in Phoenix history" yesterday. Heavy traffic choked the flow of thousands of work-bound motorists, as well as students headed for ASU.

SAIGON — U. S. Paratroopers slogged through swamps yesterday on their first big invasion of the Mekong Delta, but a large Viet Cong force eluded their pursuers. The Viet Cong withdrew into the marshes near the Cambodian frontier.

WASHINGTON — Despite new dampening blasts from Hanoi, two of President Johnson's peace envoys continue their efforts for peace talks. Roving ambassador W. Averell Harriman arrived in Pakistan while G. Mennen Williams carried the American view to African leaders.

NEW DELHI — Leaders of quarreling India and Pakistan travel to the Soviet Union this week for a summit conference that may benefit their Russian hosts mainly. Neither participating nation seems to expect any wide-ranging settlement.

state press

ARIZONA STATE UNIVERSITY

Tempe, Arizona

Tuesday, January 4, 1966

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THE DAY THE RIVER FLOWED — Taken from the north this aerial photo shows the Salt River as it makes its way to Tempe Bridge out of the camera's range and to the right of the Butte. At top left is the campus. Visible immediately at the left of the Butte is the west section of Sun Devil Stadium, the only University facility threatened by the flood. Only three routes across the river are open in the Valley, Tempe Bridge, the Central Avenue Bridge and Maricopa Freeway.

BIG BUSINESS —

Valley Feeds On Education

Arizona State University now contributes more than \$80 million per year to the Valley economy, according to Gilbert L. Cady, vice-president for business affairs.

"The total economic impact of a University on the community it serves is difficult to assess," said Cady, "but a prominent Arizona banker provided a beginning when he estimated that each student enrolled in a college contributes about \$3,000 per year to the area in which the institution is located."

Applying that formula to ASU's total enrollment of 22,024, Cady lists the students' annual "contribution" to the local economy at \$66,072,000.

If the formula is limited to the on-campus enrollment of 19,198, the figure is lowered to \$57,594,000; if restricted to the full-time equivalent enrollment of 16,000 students, the total is reduced to \$48,000,000 per year.

"But these figures," Cady points out, "ignore about \$5 million expended last year for the construction of new buildings and for the acquisition of land and the operating budget of an additional \$18 million."

"The aggregate of the capital and operational budgets and the on-campus student figure totals an annual contribution of more than \$80 million," said Cady.

"ASU is now (Oct. 6, 1965) our second largest single-metered electric consumer in the Phoenix metropolitan area, and we expect it to become the largest within the next few years."

A representative of the Mountain States Telephone Company has informed University officials that:

"ASU's 74 coin telephones match the number at Winslow and also at Nogales . . . ASU's 3,000 telephone stations represent a larger communications system than Mountain States Telephone serves in 65 of its community dial offices, including Coolidge with 2,621 phones and Miami with 2,427 . . . The entire City of Tempe didn't have 3,000 telephones until September, 1954, although the ex-

change was established in 1896."

On the first day of the fall term in 1963, Cady said, Mountain States Telephone reported that "ASU received 8,700 incoming calls, and that was more than two years ago. The majority of these phones are located, incidentally, in the residence halls where the student pay the bill."

"These figures," conclude Cady, "support President Homer Durham's paraphrase of a well-known Valley aphorism — Arizona will grow as education flows."

Tragicomedy Premieres; Change In Cast Announced

Dennis O'Keefe and Peter Duryea are heading the cast of "The Subject Was Roses," one of Broadway's brightest new plays, which will be presented at 8:15 tonight and tomorrow night in Gammage Auditorium.

The Pulitzer Prize winner, which also was named best play of the year by the New York Drama Critics Circle, is being offered as a special attraction.

Curtain time will be promptly at 8:15 p.m. both nights. It is suggested that off-campus students and faculty members who must cross the crowded Salt River bridges in Tempe or on the Freeway allow extra driving time so they will not miss the opening of the play.

Liz Ross will play the role of Nettie, due to the illness of Betty Field, originally cast for the part. Miss Ross is a brilliant replacement for Field, according to the Broadway producer. She has won plaudits in such plays as "Long Day's Journey Into Night" and "The Hostage," as well as in many plays at the Circle on Times Square. She also has appeared in numerous television programs.

Tickets are still available for both performances and may be obtained by calling the Gammage Auditorium box office, 96-3434, or at the Community Box Office in the TowneHouse in Phoenix.

Pre-Registration Higher This Time

Although the spring-semester college enrollments invariably decline from their autumn peaks, more students are participating in the early registration process for the second semester than they did this fall.

Around 9,000 students took advantage of the early registration process when it was initiated last spring for the fall semester, but more than 11,000 students have turned in course request cards for the next semester beginning Jan. 31.

The on-campus enrollment this fall reached 19,198, but the fact that advanced registration has already exceeded last semester's by more than 2,000 is interpreted by officials as greater student acceptance of the early signup rather than an indication of increased enrollment.

Course request cards for second semester registration are now being processed, according to Dr. Gordon B. Castle, vice-president and chairman of the committee on registration, curriculum and advisement, and registration packets were mailed yesterday to all Arizona students for whom requested course schedules were programmed.

Students completing registration must pay their fees either by mail or to the cashier in the Moeur Administration building not later than Friday, Jan. 14.

Materials to be returned to the registrar's office must be mailed so they will be received not later than Friday, Jan. 14.

Students completing early registration must pay the bill as provided in their registration packet. No changes in the registered program time, but adjustments in early registration will be allowed beginning Jan. 26.

Registration will be cancelled for those students who completed the course request cards but who do not pay their fees by Jan. 14. Their class cards will be returned for use in the walk-through registration process — a procedure which must be followed if they plan to register for the second semester.

VISTA Chief Here For Lecture Series

A five-man recruiting team from the Washington, D.C., headquarters of VISTA (Volunteers in Service to America) will visit campus Jan. 10-14 in conjunction with the appearance Jan. 12 of Edward May, deputy director of VISTA.

May will speak at the Center for American Studies lecture series at 8:15 p.m. in Gammage Auditorium.

The recruiters will be available to make brief, five-minute announcements to any class regarding VISTA goals and on-campus recruiting. Announcements will be kept short to avoid

disrupting classroom routine. It is hoped university professors will take advantage of this service, says Mrs. Naomi Harward, associate professor of sociology.

Professors interested in obtaining VISTA speakers should call extension 3161 where members of the Associated Students' telephone service for VISTA will take requests.

Students interested in talking with VISTA representatives should contact the ASU Placement Center this week, for an appointment.

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Mexican Governors Lobby For Expansion

Most governors of states in Mexico are busy lobbying to bring new industries to their own regions, in a never-ending dialogue with business and governmental leaders in Mexico City, according to Dr. Marvin Alisky, director of the Center for Latin American Studies. He is the author of a study, "The Governors of Mexico," which has been published by the Texas Western College Press in El Paso as a Southwestern Studies monograph. The booklet is available at TWC.

Dr. Alisky's research reveals that the typical Mexican governor is a lawyer, 14 of the current 29 state chief executives holding law degrees.

Fifteen of the 29 served in the federal Congress before becoming governors. An exception is Luis Encinas of Sonora, an attorney who became prominent in his state as president of the University of Sonora.

Mexico's federal constitution requires that governors be native-born citizens. Thirteen state constitutions require that

the governor even be a native of the state, but 16 of them merely require some period of residency before election.

In all 29 states, the governor's term of office runs six years, but he cannot be re-elected again. With each state having only a small unicam-

eral legislature, the governor finds himself suggesting most of the major state legislation.

Many public works in Mexico subsist on shared federal-state-local taxes or matching funds, forcing the governor to be attuned to all phases of federal aid.

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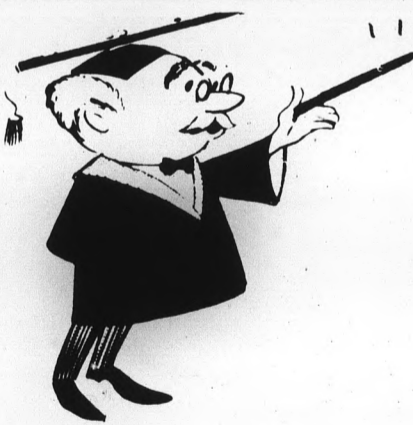
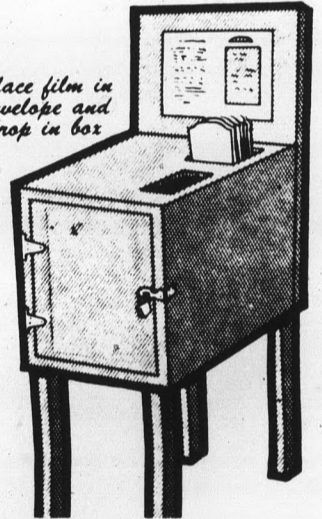
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Money Is Factor

There was an editorial in the **Phoenix Gazette** over the holidays entitled, "Turn About." The subject was, again, "Why doesn't ASU play a few basketball games in our great big, new, jim-dandy Memorial Coliseum?"

There is one particular stirring argument for Sun Devil hoopsters to play in Phoenix as well as several minor ones, but the arguments used by the Phoenix newspaper seem particularly specious.

The obvious advantage of the Phoenix games would be that: 1. there is a lot more revenue to be gained from 15,000 fans than there is from 4,000; 2. these extra 11,000 fans would be rather doubtful since the Coliseum is far distant from the campus population. By sifting out all those students who can afford neither the time nor the expense of a Phoenix game, perhaps even more paying customers can be accommodated in the Coliseum.

The argument advanced by the **Gazette**, however, conveniently ignores these more pecuniary points in an appeal to the noble instincts of ASU and Tempe. We are told that since Phoenix has been so magnanimous, so generous, so kind as to schedule a few of its major cultural events in Gammage Auditorium, the very least Tempe could do in return would be to schedule a few games in the Coliseum.

This argument strains credulity. Is Tempe to believe that if Phoenix had a Gammage Auditorium of its own, that city would still schedule its large events in Tempe out of its beknighted interest in its small neighbor. Not likely.

What in fact is the case is that the **Gazette** would like to obligate Tempe and ASU with Phoenix's deficiencies. In return for the fact that Phoenix doesn't have Gammage Auditorium, Phoenix would like the ASU basketball team. A poor swap.

It is not the place of this town or this University to play dog-in-the-manager with what belongs to the State of Arizona. The economic reasons for basketball games in the memorial Coliseum are obvious but arguments such as those used by the **Gazette** serve to take the game away from the students strictly for money.

If such arguments are valid for the west side of Phoenix, they are equally valid for Yuma, Prescott, and Globe, if they are able to provide large enough an auditorium.

It seems rather repugnant to appeal to ASU's noble instincts when the true object is economic gain. It would be more realistic and far more palatable to the school if this argument were made: ASU basketball is a money making proposition and we want a cut. This way students who live on and near campus can really understand why they find "homes games" being played 20 miles away.

An interesting sidenote: The editorial in the **Gazette** appeared the same day that the Sun Devils whipped nationally ranked Michigan in the holiday tournament in Oregon.



Wing And A Prayer



I Cover College Avenue

By BOB DORN

With Christmas gone and New Year's Eve remaining only in the form of empty bottles the student faces the worst. The next official vacation, not counting semester break, is Easter.

That's over 3 months from now.

In the meantime you have finals. You have those cold nights. If you're a senior and you're fortunate enough to have decided what comes next you have application forms to fill out; to graduate school, to business firms, to the graduation office, to the Peace Corps and whatever else you might be interested in.

If you're a sociable type you're faced with a long draught. There are, of course, no more football games and no more Christmas formal. JD's has drowned in the flood.

If you're a male graduating in June you have to think about making your peace with the Army.

So what do you do to forget or solve these special problems?

Start studying heavily now. There are only two more weeks of class before finals.

Get application forms now. There's something

nice about starting on time. become your focal point, so to speak.

For the problems which have no solutions there are a number of diversions still available that will serve as escapes.

Learn bridge. This is a time-honored refuge for frightened students. It takes weeks to learn and, once learned, can use up 5 hours of a day with no discomfort.

The networks are replacing old losers with new ones so the tube might

Develop an interest in basketball. This isn't the best diversion since your chances of seeing a game are slim. You might, however, wait for or organize another demonstration protesting lack of seating in the gym.

Count the number of men working on the new library. You won't have to use all ten fingers for that.

Finally, sleep a lot and remember this is a Happy New Year.

state press

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SPECIALISTS TO SPEAK —

Reading Confab Deadline Nears

Tomorrow is the reservation deadline for next week's invitational reading conference, according to Dr. Paul M. Hollingsworth, conference coordinator.

He requests that reservations be made with him by that date by contacting the College of Education which is sponsoring the fifth annual conference.

Keynoters at the two-day event Jan. 13 and 14 will include noted specialists in the field of reading.

Speaker at the Jan. 13 banquet at 6:30 p.m. in the MU will be Dr. William I. Martin, of New York, editor of supplementary classroom materials for Holt, Rinehart and Winston. Known as one of America's outstanding storytellers, he will speak on "Can You Help Me Jump Out of My Skin?"

On Jan. 14 at the first general session in Gammage Auditorium, Dr. Theodore Clymer, pro-

Initiates Hear School Principal

Dr. Morrison F. Warren, principal of Booker T. Washington School, Phoenix, will be the major speaker Jan. 6 during an initiation banquet of the ASU chapter of Kappa Delta Pi, national honorary society in education.

Dr. Warren will discuss "Operation Headstart" during the 7 p.m. banquet in the ballroom.

The banquet will honor 101 students who will be initiated into the Beta Phi chapter of the society.

fessor of education from the University of Minnesota, will discuss "Better Reading Through Better Teaching." An author of note, he is past president of the International Reading Association.

At the Friday afternoon general session Dr. Walter Hill, associate professor of education at the State University of New York at Buffalo, who is co-author of "Power in Reading Skills," will address the conference on "Reading Instruction: Cause or Result?"

The three major speakers will join with College of Education faculty members and other out-of-state guest speakers to head up the six section meetings scheduled Friday.

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ROMAN IN THE GLOAMIN'

Now as the end of the first semester draws near, one fact emerges clearly: you are all going to flunk out of school.

There are two things you can do about it. First, you can marry money. (I don't mean you marry the money *itself*; I mean you marry a *person* who has money. Weddings between people and currency have not been legal anywhere in the United States since the Smoot-Hawley Act. Personna® Stainless Steel Blades, on the other hand, are legal everywhere and are, indeed, used with great pleasure and satisfaction in all fifty states of the Union and Duluth. I bring up Personna Stainless Steel Blades because this column is sponsored by the makers of Personna Stainless Steel Blades, and they are inclined to get edgy if I omit to mention their product. Some of them get edgy and some get double-edgy because Personna Blades come both in Injector style and Double Edge style.)

But I digress. I was saying you can marry money but, of course, you will not because you are a high-minded, clean-living, pure-hearted, freckle-faced American kid. Therefore, to keep from flunking, you must try the second method: you must learn how to take lecture notes.

According to a recent survey, eleven out of ten American undergraduates do not know the proper way to take lecture notes. To illustrate this appalling statistic, let us suppose you are taking a course in history. Let us further suppose the lecturer is lecturing on the ruling houses of England. You listen intently. You write diligently in your notebook, making a topic outline as you have been taught. Like this:

- I. House of Plantagenet.
- II. House of Lancaster.
- III. House of York.



Then you stop. You put aside your pen. You blink back a tear, for you cannot go on. Oh, yes, you know very well that the next ruling house is the House of Tudor. The trouble is you *don't* know the Roman numeral that comes after III.

It may, incidentally, be of some comfort to learn that you are not the only people who don't know Roman numerals. The fact is, the Romans never knew them either. Oh, I suppose they could tell you how much V or X were or like that, but when it came to real zingers like LXI or MMC, they just flang away their styluses and went downtown to have a bath or take in a circus or maybe stab Caesar a few times.

You may wonder why Rome stuck with these ridiculous numerals when the Arabs had such a nice, simple system. Well, sir, the fact is that Emperor Vespasian tried like crazy to buy the Arabic numerals from Suleiman The Magnificent, but Suleiman wouldn't do business—not even when Vespasian raised his bid to 100,000 gold piastres, plus he offered to throw in the Colosseum, the Appian Way, and Technicolor.

So Rome stuck with Roman numerals—to its sorrow, as it turned out. One day in the Forum, Cicero and Pliny got to arguing about how much is CDL times MVIX. Well, sir, pretty soon everyone in town came around to join the hassle. In all the excitement, nobody remembered to lock the north gate and—wham! before you could say *ars longa*—in rushed the Goths, the Visigoths, and the Green Bay Packers!

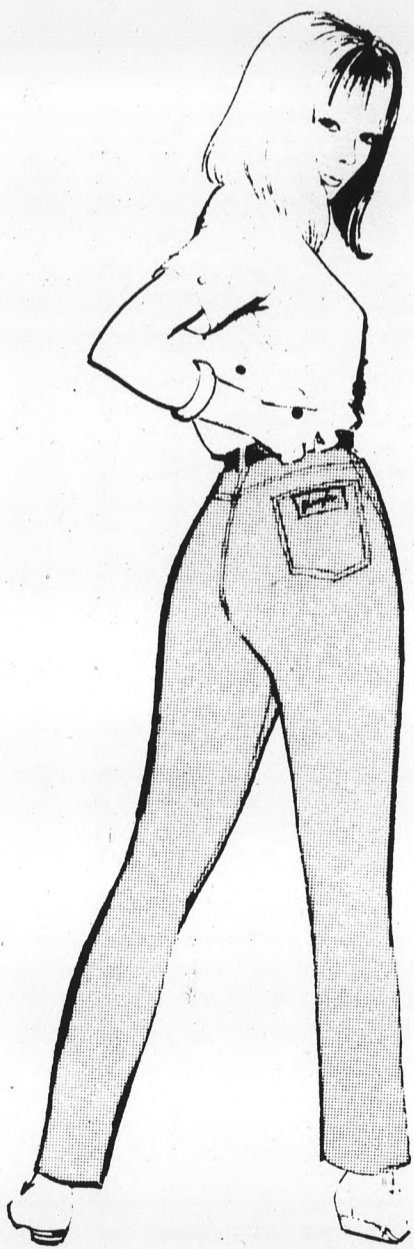
Well, sir, that's the way the empire crumbles, and I digress. Let's get back to lecture notes. Let's also say a word about Burma Shave®. Why? Because Burma Shave is made by the makers of Personna Blades who, it will be recalled, are the sponsors of this column. They are also the sponsors of the ultimate in shaving luxury. First coat your kisser with Burma Shave, regular or menthol—or, if you are the devil-may-care sort, some of each. Then whisk off your stubble with an incredibly sharp, unbelievably durable Personna Blade, Injector or Double Edge—remembering first to put the blade in a razor. The result: facial felicity, cutaneous cheer, epidermal elysium. Whether you shave every day, every III days, or every VII, you'll always find Personna and Burma Shave a winning combination.

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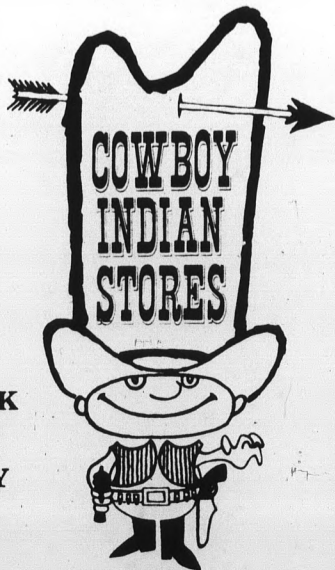
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Devils Win Classic Again; Outclass Michigan Quintet

By JERRY LIPMAN

Sun Devil basketball — to say nothing of certain unspeakable climatic conditions — had ASU adherents standing on the rooftops during the Christmas holidays.

From that position, the faithful shouted to the world the good news that the "Cardiac Kids" of 1962-63 fame were back — until the fateful meeting with Oregon State in Portland's

Basketball Ducat Schedule Listed

The following dates are the remaining pick-up days for Students, Faculty and Staff Members to obtain basketball stubs for the 1965-66 season:

Monday, January 10, 1966, and Tuesday, January 11, 1966 for the following games: Southern Illinois, Jan. 14; Texas Western, Jan. 27 and Stanford, Jan. 29.

Monday, January 31, 1966, and Tuesday, February 1, 1966 for the following games: Wyoming, Feb. 4; Univ. of New Mexico, Feb. 5 and Hawaii, Feb. 9.

Monday, February 14, 1966, and Tuesday, February 15, 1966 for the following games: B.Y.U., Feb. 19 and Arizona, Feb. 26.

Tickets will be distributed from the ticket windows of the Men's Gymnasium from 8:30 a.m. until 4:30 p.m. on each of the above dates.

post - Christmas Far Western Classic.

At that juncture, Devil hopes of copping two vacation tournament titles, deflated by a 56-46 thrashing from OSU, took a nose dive.

Up to that time, Devil holiday fortunes resembled dressing on the turkey, as the Wulk-men successively:

—won their own third annual Sun Devil Classic (for the third time), with come-from-behind, cliff-hanger wins over Baylor (90-87) and Seattle Universities (84-81);

—downed San Jose State 67-62, in a "breather" that featured "huffs" in the script where the "puffs" should have been; and

—brought a deluge of words such as "stunned," from sports-writers hard-put to describe

what they did to then-seventh-ranked University of Michigan and Cazzie Russell (89-87) in the first round of the Far Western Classic.

After that, Devil prospects gurgled strictly down the drain.

Oregon State, the perennial nemesis, loomed up like a mountain to drop the sun-country five off the tournament championship trail.

Another old foe, Utah State, completed the coup the following night, skidding the Devils for all practical purposes completely out of tournament placings on the downhill side of an 83-77 verdict.

The Aggies, surprisingly, avoided any penalties which might have been due them for having 10 men on the floor (five

See BASKETBALL Page 7

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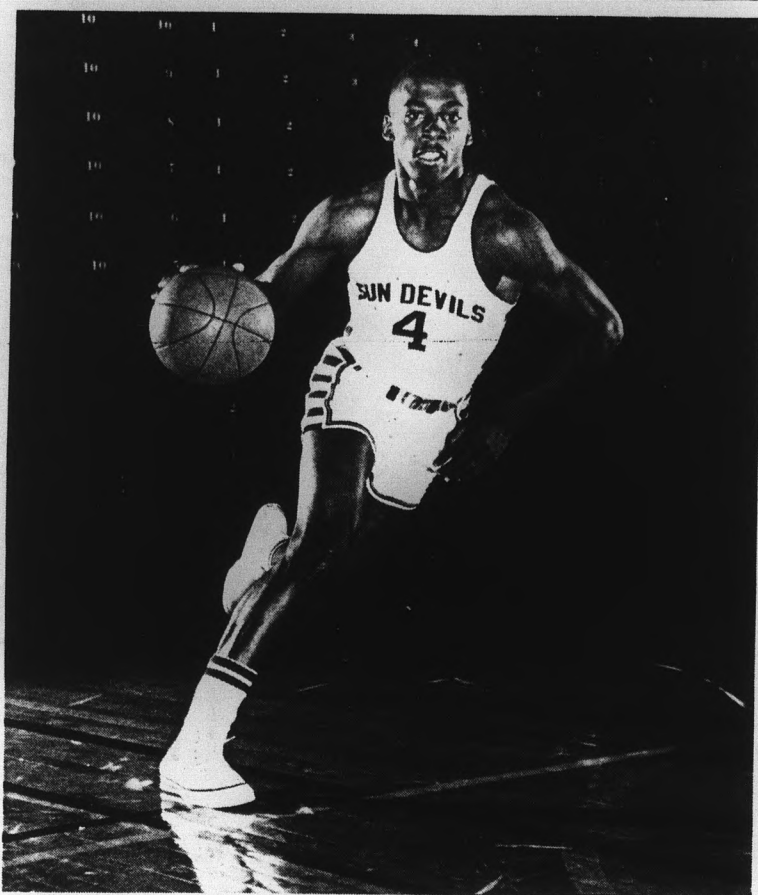
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HOT HANDS, GOOD EYE — Hot shooting by Freddie Lewis, who is nearing campus basketball records with every basket he makes, helped the Devils win their third straight Sun Devil Classic during the Christmas holidays. Lewis, on one night dropped in 35 points, slightly shy of a new Sun Devil record while the Devils toppled Baylor and Seattle in the tourney.

MORE ABOUT — Basketball

Continued from Page 6

Aggies, five Devils), as ASU blew a nine-point lead en route to oblivion in that affair.

However, earlier in the month, it was the Devils, home-standing in their own Sun Devil Classic, who thundered back from 12- and 15-point deficits against Baylor and Seattle, respectively, to gain top hand in a face-down with doom.

Freddie Lewis slammed in 35 points against Baylor, two short of the school record, and Jim Whitehead flashed through 24 against Seattle, to aid the local cause.

Lewis was selected to the all-tourney team, and was named the meet's most valuable player. His 61 points in Portland also earned him a berth on the Far Western's all-tournament team.

Devil Gymnasts Host Denver's Pioneers

Sun Devil gymnasts will be trying to keep their record perfect tonight when they meet the University of Denver in their second meet of the season in Sun Devil Gym.

The agile gymnasts opened the season two weeks ago with a win over UCLA 185-183.

Denver's Pioneers outpointed the Sun Devils 71-49 in the last meeting of the two teams last season. Coach Norris Stevenson said this week he feels his squad has the strength and depth to avenge last year's loss.

Tuning up for tonight's match Les Christianson took a third

on the still rings in the East-West match last week in Tucson.

Christianson finished third behind former Devil and NCAA champs Chris Evans and Glenn Gailis. Richard Impson took a fifth place finish on the parallel bars in the same meet.

Christianson will be entered in three events tonight along with Skip Johnson, a multi-event star for the Devils.

The meet will open with the floor exercise event at 7:30. There is no admission for students with ID cards.

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