

AMS Toy of Fate; Post Still on Ballot

The fate of the Presidency of Associated Men Students (AMS) hangs in the balance but today remained on the calendar of student government positions that will be elected this spring.

The Executive Council of ASASU currently is studying alleged ineffectiveness of AMS and is expected to submit a recommendation to the Student Senate requesting reorganization or possible elimination of the organization and its accompanying elected offices.

IF THIS occurs, it will be a race to the wire between the senate, trying to study the situation and pass appropriate legislation, and the March 8 elections that will carry a slate of

new AMS officers.

The situation is complicated by the fact that if the AMS president were eliminated, a number of coveted vacancies would be created on student-faculty committees, the Student Affairs committee, and the Board of Athletic Control.

THE PROBLEM created by disbanding AMS will hopefully be solved in senate chambers when the Executive Council submits a proposal.

One solution is to create an assistant to the AS president who would coordinate financial matters involving both University and student funds. It has already been forwarded by John Herrick, AS first vice president.

Arizona Map Collection Contributed to Library

The Arizona Historical Foundation has presented Hayden Library with an original map collection of "Private Land Claims in Arizona," compiled by Dr. B. Sacks, foundation consultant.

Sacks, a retired medical doctor, has devoted his activities for the past 20 years to a study of the territorial history of Arizona, and is considered the expert in that field, said Bert Fireman, executive director of the foundation.

"WHEN THE United States and Mexico settled the boundary lines of what is now Arizona with the Gadsen Treaty and the Treaty of Guadalupe Hidalgo, it was stipulated that Mexican and Spanish claims registered in the Mexican archives for the land, which generally consisted of big ranches in the newly-acquired territory, were to be honored by our government," said Fireman.

"These maps just received are plates of the survey of 14 of the 21 original Mexican claims that were registered with their government," said Dr. Kenneth Slack, assistant librarian.

Controversy over the land began in 1888, with maps used as a means to prove the real title of the land. Fireman said today the maps are used as a basis to prove the original title of a large amount of the Arizona land.

DR. SACKS, in compiling and mounting the photostatic copies, has added descriptive notes which are designed to furnish a brief history of each claim.

"Students of history who want to investigate the claims will find these maps a valuable source," commented Fireman.

The maps are located in the Arizona special collection on the fifth floor of Hayden Library. Fireman said that Dr. Sacks is working on more plates to be added to the collection.

state press

ARIZONA STATE UNIVERSITY

Tempe, Arizona

Thursday, February 16, 1967

Vol. 49—No. 11

Lawmen Wanted

One hundred to 130 first-year law students are expected to form the charter class of the University's College of Law, according to Dr. Willard Pedrick, dean of the law school.

Dr. Pedrick emphasized that there was no quota as far as the number admitted was concerned, but that judging from the number of applications received, less than 150 would probably be qualified for admission.

New Dorm Grows Tall

Manzanita Hall will be completed by Sept. 1, according to construction supervisor Wayne Holland. Twelve of the 15 stories have so far been constructed.

The co-ed dorm occupies 190,000 square feet which will be divided into 500 rooms, one dining room, and a large administrative lobby.

Del E. Webb Corporation, which constructed Palo Verde East and West, are contractors for the complex.

Construction is being temporarily delayed due to a local strike of elevator construction workers.

When completed, Manzanita Hall will be the tallest building on campus, and will house 1,000 coeds.

Pedrick stated that over 700 inquiries had been received with all but ten states represented.

THE DEAN pointed out that a large number of the applicants will also apply to other law schools for a wide range of choices.

The first student has already been admitted to the class. Dr. Pedrick described him as being 43-years-old and a Phi Beta Kappa at the University of Michigan. He has an "excellent" score on the Law School Admission Test (LSAT) and has already benefited from valuable experience in the business world, said the dean.

Qualifications to the College of Law will be fairly rigid, Pedrick said, "but not unneces-

sarily so." "If you have a 3.0 (B) average, you're a shoo-in," he said. Below a B average, entrance will depend more heavily upon one's score on the LSAT which will be administered to every applicant.

AS FAR AS the LSAT testing is concerned, Dr. Pedrick said that he would be "most interested in the aptitude portion of the test as opposed to other sections of the battery of tests."

"The purpose of keeping the entrance qualifications high is not to exclude students," the dean explained, "but to keep those who are unlikely to succeed in law school from wasting their time in a fruitless attempt. Due to better selective processes, no great "mortality rate" is expected among law students here, said Dr. Pedrick.

When asked if it was necessary to have a "legal mind" or if any particular background would assure success in law school, Dr. Pedrick said, "There are very few people who succeed in law school without working very hard, but there are some people who cannot succeed even if they do work very hard." The legal processes, he pointed out, are simply logical processes. "Those who cannot think in a logical, step-by-step manner will have a doubtful chance of success in law school."

THE DEGREE offered will be a Juris Doctor. The curriculum will be a general preparation for the many and diverse directions possible for a law career. For the first two years, specialization will be discouraged. According to the College of Law Bulletin, "... the Law Faculty ought to be better positioned than the individual first or second-year student to make an informed judgment on what subjects every law student should encounter." After the two-year "core curriculum" is completed, however, considerable latitude will be given the third-year student in the selection of courses and seminars.

Amendment Introduced

A constitutional amendment to permit the sale of \$200 million in bonds for land and construction at state universities was introduced in the Arizona Senate Tuesday.

State Sens. Harold Giss, D-Yuma, and F. T. Gibbings, D-Pima, proposed the issuance of bonds for use by the Board of Regents to purchase land and construct university buildings.

If the legislature passes the amendment, Arizona voters will have to approve the measure at a special election Oct. 17.

Inside State Press

Front Page	1
Baboon Research	2
Primary Elections	2
Drinkathon	3
Magazines	3

Yearbook Adviser Asserts Direct Mail Reduced Sales

"Sahuaro" yearbook sales have fallen because direct mail registration begun last year prevented direct contact with students, said Allan Frazier, AS assistant manager and yearbook supervisor.

He added that the decline may also be "tied in with the general lack of spirit on the campus."

Frazier is preparing a report on the future of the Sahuaro for the Dean of Students' staff and the AS Executive Council.

Only 3,000 yearbooks have been sold this year, 1,000 short of estimated sales. This represents a decline from last year's 3,500 sales and the 1965 total of 4,200.

Orders for 250 copies, on a first-come, first-served basis, may be placed in MU 207. Distribution of yearbooks is scheduled for May 15.



Photo by Richard Cantor

REFLECTIONS—A rainy evening only adds to the majesty of Gammage Auditorium.

African Apes Aid Research Into Stress, Anxiety Effects

Dr. Eugene Taylor, assistant professor of psychology, is using African baboons in research designed to measure reaction to stress and anxiety.

The goal of Taylor's research is to determine the effect of light and shock on the cardiovascular system and eventually relate the findings to the ills of the human race.

THE RESEARCH involves measuring the baboon's reaction to light and shock. Then, part of the animal's cerebral cortex is removed and the procedure repeated. The results of the two experiments are then compared.

"Before the baboons were operated on, their heart rate shot up initially following a shock. The blood pressure became elevated before reaching a plateau," Taylor said.

However, after the operations, the heart rate remained at a high level both during rest periods and during stress.

"But the blood pressure actually drops during periods of activity," he said. "It would be wrong to say the baboons aren't as emotional as before. We have simply interfered with their blood pressure control mechanism."

Taylor won't speculate on how his investigations might relate to human beings. "It's far too early to think of any possible link between my research and humans," Taylor said.

The 30-pound baboons were selected because they adapt well to the laboratory and possess large arteries, facilitating the measurement of cardiovascular response.

Election Primaries Slated for March

The spring primary election for Associated Students officers will be March 8.

The offices of president, administrative vice-president, activities vice-president, first vice-president and secretary will be filled.

STUDENTS WILL also be able to choose new officers for all positions in the Associated Men Students, the Associated Women Students and the Student Senate.

The only exceptions are graduate and freshman senators. They will be elected next fall.

Candidate petitions must be returned by 4 p.m. Feb. 24.

VOTING BOOTHS will be open from 8 a.m. to 5 p.m. at Palo Verde and Sahuaro Halls on the Administration Building lawn and on the Mall between the Social Science Building and the Library.

Students will have to show their ID and activity fee cards to vote.

Absentee votes may be cast March 6 from 2-4 p.m. in MU 209. Proof of school absence for March 8, as well as ID and activity cards, will be required.

The general election is slated for March 15.

Firm to Give Cash Award

Haskins and Sells Foundation, one of the "big eight" public accounting firms, will be on campus next Tuesday to present a \$250 award to an outstanding senior graduating in May with an accounting degree.

The presentation will be made during a luncheon of Beta Alpha Psi, national accounting professional and honorary fraternity, in MU 218A.

The recipient, chosen by an accounting faculty committee, will receive the award from Murdock (Bud) MacRae, partner in the Los Angeles branch of Haskins and Sells. He will also receive an engraved plaque to be kept in the Accounting Department.

The foundation presents the Haskins and Sells Award to university students throughout the nation. This will be the second time the award has been presented at ASU.

WORLD BRIEFS

Bloody Viet Battle Claims 246

PASADENA — Luna Orbiter III began transmitting pictures of future landing sites on the Earth yesterday. Scientists said the quality of the photos are "excellent."

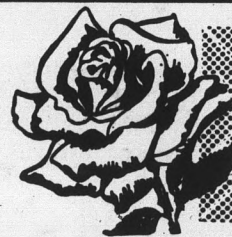
SAIGON — Viet Cong infiltrators damaged or destroyed a number of U. S. helicopters on an Army base 200 miles northeast of Saigon. No casualties were reported.

HANOI — According to Russia's news agency Tass, the U. S. bombed Hanoi yesterday. Tass said that American planes strafed industries and "populated localities" around Hanoi. There is no confirmation of such raids from U. S. military headquarters.

VIETNAM — South Korean Marines aided by U. S. planes and artillery killed 246 Vietcong yesterday. The battle, the bloodiest of this year, occurred on the central coast of South Vietnam.

HONG KONG — The Hong Kong Star said that a top Red Chinese general has been holding secret talks with Russian officials. Reportedly the meetings were to discuss the possibility of Soviet aid to forces opposing Mao Tse Tung.

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Ribicoff Proposes College Deduction

Sen. Abraham Ribicoff, D-Conn. recently introduced a bill in the U. S. Senate to give tax relief to parents and students who pay the costs of a college education.

The proposal introduced Feb. 2, provides an income tax credit of up to \$325 or the first \$1,500 of tuition, fees, books and supplies. It would go to anyone who pays these expenses for a student at an institution of higher education.

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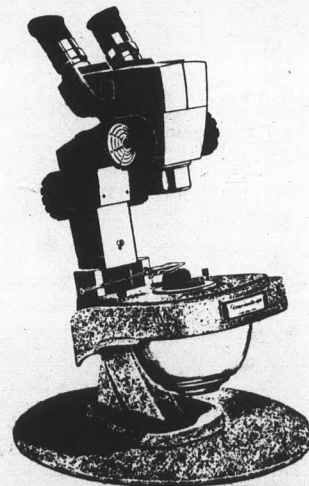
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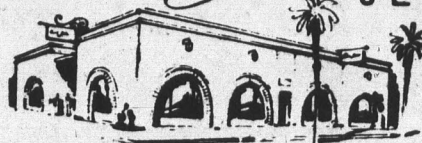


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Yesterday's Magazines Prove Prophetic Today

By DAVID ANDERSON

American involvement in Vietnam was indirectly predicted by an 1865 magazine.

The Atlantic Monthly declared prophetically that America would "grow into a greatness of which the past has no parallel; and there can be no spot in Europe or in Asia so remote or so secluded as to shut out its influence."

A STUDENT with an inquisitive mind and time to spare can unearth nuggets of fascinating trivia and gain a clearer perspective of the flow of human events by examining old magazines.

Congressional debates on slavery were briefly discussed by Harper's Magazine in 1850 as a domestic event which wasn't "very important."

A LONG - FORGOTTEN story about Abraham Lincoln is found in the Atlantic Monthly for June, 1865. It concerns his visit to the vanquished Confederate capital of Richmond, Virginia, earlier in the year.

As the Civil War President rested from a tiring walk through the city, an old Negro removed his hat and bowed in respect and admiration.

Lincoln "upset the forms, laws, customs, and ceremonies of centuries" by returning the gesture.

THIS SIMPLE act of kindness perhaps better illustrates both his greatness and humanity than do his accomplishments as a statesman.

The advertising of the past reflects the simplicity of our earlier rural society. A 1924 toothpaste ad, for example, made no scientific claims of effectiveness against decay. A folksy slogan, "If your wisdom teeth could talk, they'd say 'Use Colgate's,'" was employed instead.

THE TRITE comment that history repeats itself and even comes full circle is amply supported by Newsweek's headline story for September 16, 1933. It details the success of a Cuban coup d'etat led by a young sergeant named Fulgencio Batista. Newsweek was still around 25 years later when the tables of history were turned and Batista was ousted.

SOME ARTICLES from 20 years ago are prophetic or ironic. Two weeks after the 1945 atomic attack on Hiroshima, Life featured an essay by Hanson Baldwin on the possibilities of push-button atomic warfare and the decreasing importance of other military forces. The questions he raised about man's ability to control the use of nuclear weapons have yet to be answered.

Also in 1945, Collier's examined efforts to extend Texas' Right-to-Work law to other states and concluded incorrectly that it was unlikely to spread. Today, such statutes are on the books of nineteen states and Collier's is dead.

Finally, it's doubtful that anyone could find a more determined effort to resist the present than a British magazine called The Nineteenth Century and After, which didn't change its name to The Twentieth Cen-

Beer-Guzzling Champs Stagger

University of Michigan supporters can take heart.

It may have been some time since the University of Michigan beat Michigan State's mighty football team, but football is not the last resort.

SUNDAY, TWELVE triumphant students swayed away from 604 hours of drinking beer, exactly doubling the old record

held by their cross-state rivals.

Nine men and three women guzzled 14,496 ounces of beer.

If those figures alone are not impressive enough, imagine 1,208 cans of beer together.

THE TEAM'S standout, John Weiman, actually downed almost 9,500 ounces of brew.

The team guzzled in relays, with at least one of the team

finishing 12 ounces every half-hour. The contest was also limited by the tavern's hours — 8:30 a.m. to 1:30 a.m. on weekdays, and noon to six p.m. on Sundays.

When asked why the mighty team drank on long after passing the M.S.U. record, champ Weiman said "Because it's there."

Seven Fellowships Offered For University's Graduates

A total of six scholarships and fellowships for tuition and stipends will be available to graduate students during the 1967-68 year.

They are Herman E. De Mund graduate scholarship, \$1,000; two Phelps Dodge graduate scholarships of \$1,200 each and three ASU fellowships of \$2,600 each.

Academic achievement and promise of success in graduate study will be given special consideration by the University Grants Committee in making the awards.

Applications should be submitted no later than March 1 at Ad. 204.

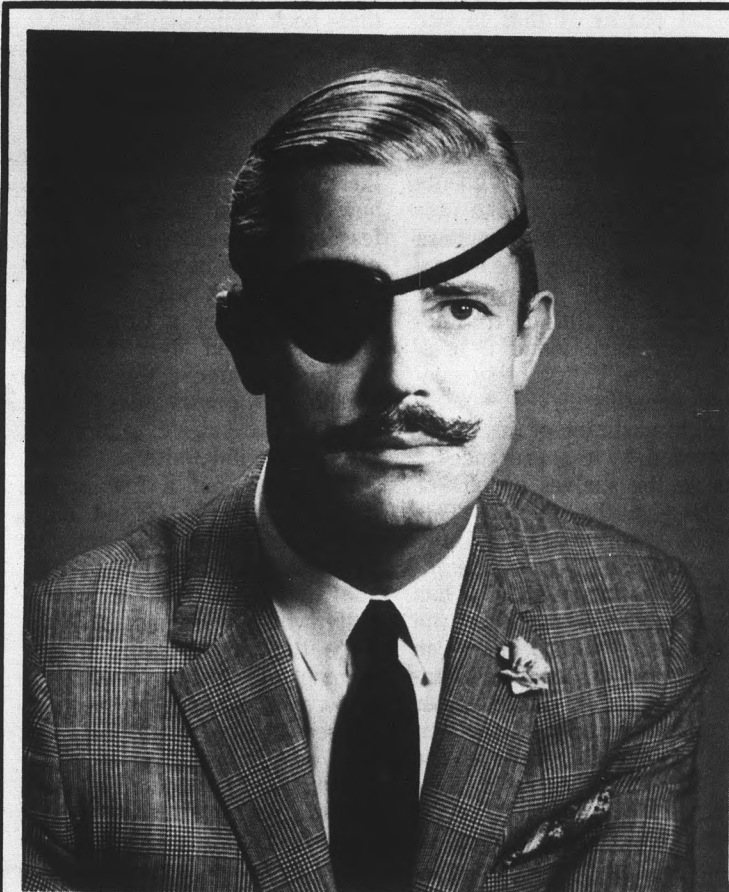
Applications for the scholarship to the American Institute of Foreign Trade (AIFT) must be filed with the chairman of

the scholarship committee before April 14 in Ad 104.

The candidate must be a male graduate of the University with a minimum grade index of 3.0. Preference is given to men 25-30 years old with training in business administration, accounting sales, engineering and chemistry.

Handbook Editors Desired By AWS

Section editors are needed on the staff of the Associated Women Students' official handbook, Coed Cues. Sections include introduction, photography, organizations, activities, residence halls, fashions, traditions and directory. If interested, contact Editor Sandy Schneider, McClintock B Hall, 966-2878.



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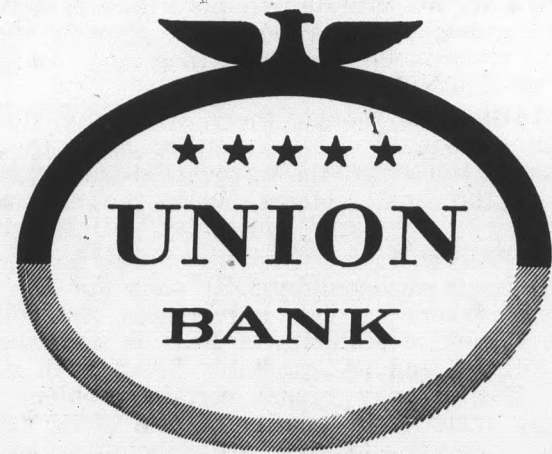
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Interviews:
March 3, 1967

ARRANGE FOR AN INTERVIEW
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The advantages of a large university

The Office Institutional Research (ORI) in Washington, D. C., recently made an informal survey designed to sample student opinions about the advantages of campus size. Surprisingly enough only a few students complained about depersonalization and alienation.

Many of the students interviewed said at first they felt lost and overwhelmed by the sheer "bigness" of the university. ASU is undoubtedly in this category of large universities, and a survey taken here of similar nature would probably reveal similar attitudes.

IN GENERAL the ORI survey reported that most students "overwhelmed" by the size of their campuses soon were able to adjust and find friends among the students and faculty. They considered the contact with many new and different ideas and the extensive array of academic and extra-curricular programs major advantages of attending a large university.

These advantages only became apparent to the students after they had been enrolled for a few months, and became accustomed to their new environment.

Many of the students from both small and large institutions thought that shy and retiring individuals might not be able to cope with campus bigness while more outgoing and aggressive students would adjust with relative ease and get a lot out of their college experience.

THIS IS what some of the students had to say in response to the question, "Are there ways in which your college experience has been enriched by the size of your institution?"

"The 'bigness' of this university has provided many opportunities for meeting a great diversity of people. It has also given me a chance to exert my own individuality and initiative without the feeling of someone watching over my shoulder."—University of Hawaii junior.

"Yes, the largeness of the student body provides a great diversity of individuals with which to work, talk and do a great number of things. This diversity is found in the faculty as well as students. Also a large institution has financial and other resources that make it easier to attract larger numbers of quality faculty members . . ."—State University of New York at Buffalo junior.

NO, THERE is a marked lack of school spirit, in a large school probably has many opportunities not available in others, such as variety of peoples, cultures, and backgrounds. But the bigness here insulates us from such enrichment as a forest hides its trees. Most enrichment comes from my school, journalism, which is a small one and closely knit by its smallness and community of ideals.—senior at a large midwestern state university.

Replies to the question "Do you think there is a particular kind of student who should attend a large university rather than a small college?" in part were:

"No, on a large-sized campus there is a place for everyone, if only he will find it. Sororities, fraternities and other campus organizations can provide smaller groups for a student who feels lost in a large school."—Florida State University freshman.

PROBABLY so, though there are many students who would do equally well at either large or small school. I would think that the introverted student would do better at the small college, while the extroverted would prosper at the large university."—University of North Carolina junior.

The students surveyed by ORI were for the most part student leaders in their universities and colleges. A random survey of students at ASU is underway on campus attitudes, and will probably bring forth similar opinions. But, it may reveal certain problem areas which might include the quality of professors, difficulties in the personal education area, including advising and counselling, and facilities for learning, in this "big" university.

There is no doubt that a large university has its advantages, but one of its greatest disadvantages is the ever increasing costs for higher education and this is especially true in Arizona.

letters to the editor

Editor,

If you are fascinated by the latest in "games people play," I urge you to visit the new student union, euphoniously referred to as Charles Trumbull Hayden Library. The basic game rests upon the assumption by misguided individuals that this structure is a library, and that a library is in some vague manner related to the acquisition and utilization of books. Although a casual survey of the conditions — the constant clamor, the half-empty coke bottles, and the omnipresent lovers — should suffice to convince an objective observer of the fallacy of the assumption, certain types continue to labor under the misapprehension that somehow it should be possible to acquire "book-larn-in" here. This outdated notion leads to the unending hilarity of the unique games which are played.

Game 1: Game 1 is called "Guess What Books We Have." The unwary, conventional library user is likely to assume that the card catalog is a guide to books actually to be found on the library shelves. What he does not realize is that in our library there is no necessary relation between the listings in the catalog and the volumes which are actually to be found within the walls of this remarkable edifice. Thus, students and faculty members alike provide the observer with endless amusement as they scurry about, seemingly incapable of overcoming the illusion that because they have found a book listed they will ultimately succeed in locating it.

A slight variation of this game is provided by the presence of books on the shelves which are not listed in the catalog. This condition leads to another hilarious spectacle, that of the individual who knows that he has seen a particular book on the shelves somewhere and can now be found desperately thumbing the catalog cards under the mistaken impression that he will find it listed here and thus be able to locate it once more.

Game 2: Game 2 is called, "Guess Where the Books Are." There are, you see, a minimum number of books listed in the card catalog which can also be found on the shelves. But where

oh where? Let us take an example. You are seeking a book on dress-making. You might assume that it would occur in a section on Home Economics. But it does not. Perhaps under "clothing"? No, too simple! Ultimately, long after it's too late to use it, and quite by chance, you locate it. It's in Interior Decorating. Really quite simple when you think about it. Under Interior Decorating is "slip covers," and are dresses not merely slip covers for ladies? All you have to do is be logical. But people are so illogical!

Game 3: Game 3 is simply called, "The Reserve Book Game." This game may entail collusion with the faculty. It is played like this: a faculty member assures his class that a very important book has been placed on reserve, and they all must read it. His unsuspecting students then repair to the reserve book loan desk. Here they discover that no one has ever heard of the book, nor even of the course or the instructor. The students report back to the professor. If the professor is unaware of the game, he will be filled with alarm. After all, that book happens to be his personal copy. (He has been unable to find the one listed in the card catalog.) He rushes over. The librarian smilingly produces the book. She is sorry; it was there all the time, but it somehow got misshelved. The professor is relieved. At the next class meeting, however, his students are back with the same complaint. After a time, he is convinced, and over he goes again. Once more the book is produced, misshelved again. This is a wonderful game and can go on indefinitely.

These are but a few of the delightful games played daily in the new library. It must be admitted that there are a few subversive members of the faculty who have sought to frustrate the game-playing by assigning all outside reading in paperback which can be purchased at the bookstores. But most are cooperative, or unsuspecting, and you can enjoy these games, as well as an infinite number of variations on any given day. It is an education in itself!

Dr. R. E. Davis
Department of Speech
and Drama

How Wise The Old Owl—who?

(ACP) — Not too enthralled over the prospect of being labeled either a hawk or a dove, one is faced with the possibility of being called anything from a screaming eagle to a yellow-chested chicken, comments the Colorado State University Collegian.

One humanoid bird that isn't receiving his due recognition these days, the Collegian says, is the owl. He needs more consideration not because he is a symbol of wisdom but because he runs around asking "Who?" Also, "What and Why."

The puzzled bird is asking many questions about everyone's favorite topic, the war in Vietnam. He starts out with the scholarly, historical approach: "How the hell did we get there?" Reply: "Well, we were sort of handed this seed and a few years of poor tending turned it into a sick and ugly growth." He asks, "Why us? Why not let someone else look after it?" And he learns that it is not only us, but also Australians, South Koreans, even South Vietnamese. Asking when we are getting out, he receives only grumbles and stares.

Puzzled by news reports, he asks about them. "Has there ever been a time when American casualties were anything but light? Is there any truth to the statements about bombing civilians?" To both questions, one reply: "Incredible."

He focuses his attention on the home front. Being an old bird, he remembers better days. "Isn't it customary here," he asks, "for a man to question national policy and politicians and to raise a note of dissent without being branded cowardly or anti-American? And isn't it possible for another man to support, for moral and legal reasons, military actions in another part of the world without being called a guileless follower or a butcher of children?"

His feathers are ruffled by a crossfire of shouts but he persists. "Do you mean that a man is wrong if he feels he has a strong obligation to oppose the draft and burns his draft card?"

"Right," answers a 19-year-old Marine.

"Do you mean that a man is wrong if he is convinced that this is the greatest nation in the world and he is privileged to serve in her armed forces?"

"Right," answers a 19-year-old pacifist.

state press

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calendar

Today Clubs

11:30 TO 12:30 P.M. IEEE will meet in ECG 150 to hear Myrle Stiles of the electromagnetic division of the Electronic Proving Grounds speak on electromagnetic environmental test facilities. Slides will be shown and refreshments served. Visitors are welcome.

7 P.M. COLLEGE LIFE, a Club sponsored by Campus Crusade, will meet in the Sigma Alpha Epsilon fraternity house. Dr. Ralph Byron, head surgeon for the City of Hope in Los Angeles, will be the guest speaker. Sharon Ronan, singer at the Camelback Inn, will also perform.

7 P.M. STUDENT AFFILIATES OF THE AMERICAN CHEMICAL SOCIETY will meet in PS D-202. Dr. Francis Naka-

yama, a chemist at the Department of Water Conservation in Phoenix, will discuss chemistry in water conservation. Refreshments will be served.

7:30 P.M. ALPHA KAPPA DELTA, sociology honorary fraternity, will meet in an open lecture in SS 105.

Dr. Kimball Young of Northwestern University will be guest speaker. Dr. Young is past president of the American Sociological Association and author of several books and articles on social psychology.

Lectures

4 P.M. AND 7 P.M. NEW DEVELOPMENTS IN THE STUDY OF URBAN SYSTEMS is the subject of two seminars in BA 101. The seminars will be conducted by Richard D. Duke, director of the urban-regional research institute, Michigan State University, and Edgar M. Hor-

wood, director of the urban-data center, University of Washington.

7:30 P.M. MRS. A. KYRALA, graduate assistant in physics, will discuss the stars and planets visible this month, the major constellations visible in Tempe, at the North Pole and at the equator in PS B350. The lecture is free but reservations must be made in advance by calling 966-3561 or 966-3562.

Activities

THE INTERNATIONAL HARVESTER FARM EQUIPMENT DIVISION is having a "Spring Fashion Show" at the Arizona State Experimental Farm. All of their latest models will be on display.

Tomorrow Clubs

3 TO 6 P.M. THE STUDENT

CENTER CHAPTER OF THE AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS will hold a get-acquainted meeting at the Tempe Village Inn. A movie on helicopters entitled "Huey in Viet Nam" will be shown and free refreshments will be served.

7:30 P.M. PHI KAPPA PSI will hold their Founders Day Banquet at the Cloud Club in Phoenix. Members and Alumni are invited to attend. The national president of Phi Kappa Psi will be the speaker.

Fine Arts

8:15 P.M. "LUV," the Broadway comedy that lampoons current fashion fads and postures, opens with a New York company of a weekend stand at Gammage Auditorium. The Friday performance is a Celebrity Series presentation. The Saturday performance is a Special Event. Tickets are on sale at the box office.

Sunday

2 P.M. FASHION SHOW, featuring contestants for Glamour Magazine's 10 Best Dressed Coeds sponsored by Gamma Alpha Chi will be held in the MU ballroom.

Fine Arts

3 P.M. A RECITAL FEATURING JEAN LANGLAIS, the distinguished blind organist and composer from the Basilica of Ste. Clotilde in Paris, will be presented in Gammage Auditorium. Tickets are on sale at the box office, 966-3434.

Next Week

8:30 P.M. PIANIST PETER NERO will be guest artist at the Phoenix "Pops" Orchestra at Gammage Auditorium. Guy Taylor will conduct the first part of the program which will feature Nero in a performance of Gershwin's "Rhapsody In Blue." Nero will take over the second part of the program with his own popular hits, arrangements and compositions.



Count 'em - - - -

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Photo by Bill Dempsey

SPARROW'S EYE VIEW — A glance up to the sky, hidden by a campus palm tree, reveals the way sparrows see trees.

UNUSUAL FILMS, MUSIC—

Off-Beat Blast Planned

Students are invited to participate in an experimental film fest and an off-beat concert being sponsored by the Cultural Affairs Board this spring.

The film fest will feature the work of student movie-makers who contribute their films to the program. The films will be presented at a public showing and cash awards will be given on the basis of creativity and artistry.

Also planned for the Board's spring program is a concert with instruments seldom heard in modern orchestras. Students who play unusual instruments are encouraged to take part in order to give a wide variety of sound to the concert.

Interested students should contact a member of the Cul-

tural Affairs Board in MU 212 or call Shannon Sims at 4332.

Mortar Board Seeks Candidates

Mortar Board, national senior women's honorary, is currently requesting faculty members to recommend senior women students that meet the qualifications for membership.

Perspective members' qualifications are leadership and service to the University and fellow students. A 3.0 accumulative grade average is required.

Recommendations should be sent to Roxanne Decker, Mortar Board president, McClintock "B" Box 73.

KASN to Rock and Roll On Washington's Birthday

KASN, Radio 730, will present a special day of rock 'n roll music Wednesday in commemoration of George Washington's birthday, according to Jack Fryxell, program director.

Fryxell said that the station will devote its nine-hour schedule exclusively to rock 'n roll programming. KASN disc jockeys Jack Frazier and Blain Patterson will handle two all-rock shows starting at 1 p.m. In the hour between the four hour shows, KASN Music Director Max Guthrie will host the "KASN Classics" from pop mu-

sic surveys of the past.

Patterson will play mainly hard rock from popular artists from 1 to 5 p.m. with a "The Beatles vs. The Monkees" hour from 4 to 5. Listeners will be able to vote for the group of their choice and results will be announced on the Jack Frazier "fiasco" at 6 p.m.

The Frazier Show will mostly have hits from the current Top 40 list in the nation until 10 p.m.

Both shows and the "oldie" hour will be open for requests and dedications.

Classified

For classified advertising submit ad in person to the State Press, MU 3, two days in advance of publication, between 1-4:00 p.m., call 966-3657. Rate: 5c per word. 75c minimum.

FOR SALE

21" CBS TV. \$34. Call Tom, 945-2048 after 5 p.m.

MOTORCYCLES

WHOLESALE SPECIAL
1966 Yamaha 60's. \$149. Excellent condition. Economical transportation. Rides two comfortably. No parking problems. Fun to ride. Financing available for qualified. See at 3412 E. Washington. 275-5821.

1960 MATCHLESS motorcycle 650 cc. Call 966-8889 after 5 p.m.

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1966 Chev. conv., air, power, auto. 959-1845.

AUSTIN Healy Le Mans, reconditioned, new top, by owner, \$595. Call 945-4111.

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units and custom cartridges
SAVE 15%. 966-8800.

1964 Signet Vallant, ref., auto., 272-1800.

1964 Datsun SPL-310 conv. 1500 cc., 4-sp., BRG w/red interior. Outstanding condition. 967-4907.

1965 MUSTANG, 33,000 miles; almost new tires. \$1600. Phone 936-3018. Smoke gray, red interior.

WANTED

NOON Ride to Lincoln Drive. Will pay for gas. 945-4556.

FEMALE roommate. Share expenses. Studio apt. 966-8775.

TYPING

GUARANTEED, reasonable, IBM elite. 211 E. 14th St. Tempe. 966-7848.

TYPING — 967-3036.

PAPERS and thesis. Experienced typist. 1342 E. Culver.—Phx. 253-6452.

TERM papers, manuscripts, etc. Quality work, reasonable. Ph. 967-7250.

SERVICES

IRONING — 967-2797.

IRONING, \$1.75 dozen. 966-8256.

INSTRUCTION

INDIVIDUAL tutoring in math, physics, chemistry, and biological sciences. Phone 967-7924.

HELP WANTED

COED to clean apartment. 20 hrs. per month. 966-6568. 10-10:30 p.m.

PERSONAL

KNIPPER, send more money whenever you're ready. Lov&e, C.C.

JOHN E. What can I do? My fat sister-in-law. insists on being my matron of honor! Maybe you can talk her out of it Saturday since you're so good at handing out "lines". Martha B.

RENT

A 50 cc. YAMAHA Fun Cycle. \$2/hr., \$10/day, at Jim's Union Service. Corner Van Ness & Apache.

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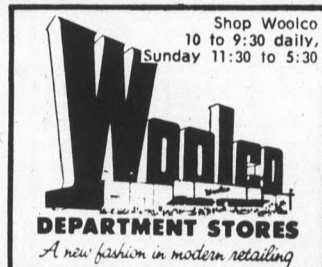
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Another Aide Leaves Kush; Big 8 Bound

Who'd take the Big 10 over good old ASU?

Diek Tamburo would... and did resign earlier this week as defensive line coach to take a position with the University of Iowa.

"I WAS VERY impressed by what I saw and what I heard," said Tamburo after a recent visit to the Iowa campus in Iowa City. "I'm looking forward to being a part of the Big Ten once again." He was an All-America center for Michigan State in 1952.

The loss of Tamburo left head football coach Frank Kush with exactly half the staff he uses.

Offensive line coach Jack Stovall resigned in December to go into the motel business, while offensive backfield coach Paul Kemp left last month for a similar position at Iowa State.

SPRING FOOTBALL practice is scheduled to start Feb. 27. Kush visited California last weekend in his search for new assistants. Kush has described his current position as "precarious."

Tamburo was recently offered a position on the staff of the famous coach Dan Devine at the University of Missouri, but decided at the time to remain here.

Said Tamburo, "Our nine years in the Phoenix area were very enjoyable and we haven't regretted a minute of it."

ADDING to Kush's worries is the fact that junior quarterback Rick Shaw won't be around for spring drills.

Shaw has been called to six months of active military duty. But he will be eligible for competition next fall.

Meanwhile, Kush says sophomore Steve Zeiders, a freshman standout last fall, is his number one quarterback this spring.

Intramurals Strike Highs in Strength

Over 1,500 men representing 41 different teams participated in intramurals during the first semester.

Phi Kappa Psi had 100 per cent of its 35 members participate, the highest percentage for any organization. Best C had 80 men in competition, more than any other group.

At the close of the first semester, Phi Sigma Kappa led all teams in total points with 119. Alpha Tau Omega was second with 98 and Sigma Chi was third with 93 points.

Billiards competition began Monday and bowling is slated to start on Feb. 20.

Lindner Paces Devils; Possible Line-up Shift

Veteran Randy Lindner widened his scoring lead over sophomore Roger Detter last week with a 12.3 points-per-game average.

When the Sun Devil cagers meet Wyoming and New Mexico this weekend, there may be a new face in the starting lineup. A battle for one inside spot is shaping up between Jeff Mackey, Bill Brantley, Marion Tutt and Willie Harris.



Mackey held the position early in the season but Brantley took over last weekend. He failed to score against New Mexico, however, and may lose the post to one of the other three contenders.

Mike Lange, out for much of season with a leg injury, may get a starting role in the weekend action.

SUN DEVIL BASKETBALL STATISTICS

Player	G	FG	Pct.	FT	Pct.	Reb.	Avg.	TP	Avg.
Lindner	20	108-261	.414	29-37	.784	134	6.7	245	12.3
Detter	20	85-209	.406	52-63	.841	82	4.1	213	11.2
Edwards	20	73-154	.474	23-55	.418	140	7.0	169	8.5
Bailey	20	70-185	.378	24-36	.667	59	2.9	164	8.2
Lange	13	39-133	.293	26-52	.500	108	8.3	104	8.0
Tutt	20	32-96	.333	20-30	.667	46	2.3	88	4.4
McCann	16	29-80	.363	3-9	.333	12	0.8	61	3.8
Mackey	15	24-67	.358	11-16	.688	39	2.6	59	3.9
Brantley	10	19-54	.352	12-19	.632	36	3.6	50	5.0
Palmer	13	17-43	.395	8-14	.571	11	0.9	42	3.2
Harris	18	11-42	.262	4-10	.400	21	1.1	26	1.5
Ryan	7	1-9	.111	2-2	1.000	3	0.4	4	0.6
Others		49-167		24-47		79		132	
ASU Totals	20	559-1505	.371	249-391	.637	787	39.4	1367	68.4

Sun Imps Cagers Tame PC Champions, 122-118

The Sun Imp cagers downed the Phoenix College Bears for the second time this season in a nip and tuck overtime game that saw the Imps come from behind to score 60 points in the second half and take a 122-118 victory.

The team was led by Ron Johnson with 35 points and Seaburn Hill with 30.

The impressive victory over the two-time defending state junior college champion Bears found the Imps behind 54 to 47 at the half. The Bear team was led by Dave Lindstrom, who scored 32 points.

The Imps dominated second half scoring and tied the Bears at 107 at the end of regulation time. Hill led the Imps to victory in the 5 minute overtime. The team outscored PC 15-11.

Frosh Coach Serving Stint

Ramiro Lujan, coach of the Sun Devil freshman baseball team, left Tuesday for a four month stint in the army.

Lujan's duties will be assumed by Jack Smitheran, a former Arizona State infielder who hit .328 for the Devils last season.

Lujan will resume his managerial post after his tour of active duty at Ft. Benning, Ga.

It was the Bears' second straight defeat in the PC Gym after they'd racked up an impressive 18 straight wins there.

The Imps, now 9-3 for the season, were helped to victory by Jay Arnote scoring 23 points. Other Imps scorers were Douthit, 12; Miller, 20; Uwell, 7; and Leinheiser, 5.

ASU FROSH PHOENIX COLLEGE 47 68-15-122 54 52-11-118

ASU FROSH—Hill 30, Johnson 35, Arnote 23, Douthit 12, Miller 10, Uwell 7, Leinheiser 5. Phoenix College—Lindstrom 32, Burnside 2, Guy 2, Johnson 15, Smith 20, Wilcox, Coffinger 18, Hjalmarson 9, Rhymes 10.

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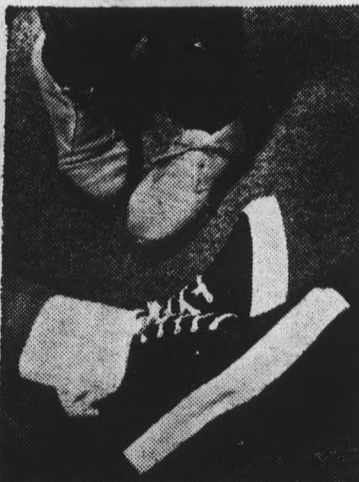
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WHO WINDS THE KEY IN THE GRAY FLANNEL BACK?

(or Must You Be a Conformist in Business?)



Robert W. Galvin,
Motorola Inc.



Edward Kokalas,
Michigan State



Robert Byman,
University of Illinois



Mark Belnick,
Cornell



James Hill,
Harvard



Larry Warner,
University of Texas



Thomas Fehn,
University of Southern California

Dear Mr. Fehn:

Through much current student thinking about business runs a rebellion against the prospect of knuckling under to a corporate mold. A smart company will welcome this attitude (though the same smart company will distinguish between an individual with creative ideas and a malcontent with a chip on his shoulder).

You put the matter this way: The "distinguishing mark" of the businessman is "sameness." Mark Belnick at Cornell feels corporate use of personality tests "destroys any attempt at convincing students that business is truly interested in them as individuals." Harvard's Jim Hill says students want to keep the "sense of individuality and creativity" which a college education nurtures.

From the University of Illinois, Bob Byman asks why, if business does indeed offer opportunities for individuality, people do not know of it. Ed Kokalas at Michigan State writes about "the square peg in the square hole" and Larry Warner of the University of Texas speaks of "being lost in the corporate crowd."

Across all these comments falls the ghostly shadow of a stereotype.

A writer friend of mine used to give a wind-up toy to each child every Christmas. Now that his children are grown, they give one to him. This year's toy was a little tin man in a business suit, complete with wind-up key in his back.

Isn't this how some students see Mr. Average Businessman? Clockwork and hollow . . . no mind of his own . . . wind him up and away he hops, just like all his brothers from the same production line. Drive? Certainly. Values? Never!

Some of today's thinking and writing about "the businessman" has just about as much resemblance to real life as this toy has. The more we cut through the fictional or unreal part of the gray flannel and organization man talk (while we listen to and benefit from the rest of it), the better off both businessman and college man will be.

Behind any folk myth is at least enough fact to keep it alive. Joe Colleges and Absent-Minded Professors do exist; so do Dizzy Blondes and Organization Men. But all blondes aren't dizzy and all businessmen aren't robots. We must sort fact from fancy and act accordingly.

Here is the crux of this "conformity" question: Does or does not business try to make people into wind-up robots? The answer: Any company which tries to do this or does not try to prevent it from happening is not a smart company.

This is how Crawford H. Greenewalt, chairman of the 100,000-employee DuPont organization, spoke of this in *The Uncommon Man, The Individual in the Organization*:

The alert and well-managed organization will be fully aware of the dangers associated with individual submersion. Progress will be made in direct proportion to the intellectual freedom of action given all the men on the team. There is nothing inherent in large organizations which closes the door to high individual performance, but the larger the organization, the more assiduously it must work at the job of keeping its channels of encouragement and recognition open and flowing.

In the preface to this book, Columbia University's Courtney C. Brown points up the distinction between "debilitating conformity of thought" and "rational conformity of behaviour within the bounds of commonly accepted purpose."

Would you buy this? I do, because I believe success and fulfillment come to men who innovate, engineer, develop, invent, create; to men who interact as individuals with other individuals, each bringing unique backgrounds and insights to bear on a common problem.

How much "cult of the organization man" do you think there might be in a stock exchange? Listen.

The Midwest Stock Exchange used to be just an apparently comfortable carbon copy of the New York Stock Exchange. When it realized it was in a rut, it hired a 44-year-old stockbroker named James E. Day as president. His challenge: to develop

completely new and independent ideas, to build a meaningful and major exchange.

His first change was to allow corporations as well as partnerships to join the exchange. This had never been done anywhere. "Clearing by mail" was Day's next innovation. This let out-of-town firms deal directly with the exchange and improved the service these firms could give their customers. The exchange next pioneered by installing a computer center to do the bookkeeping for member firms.

Note here that the organization—a stock exchange—specifically welcomed radical innovations. Note also that three "industry firsts" resulted—and the New York Stock Exchange has since adopted the first two and is developing the third. Midwest volume grew from \$109 million to four billion dollars in the process.

Would you expect to find "organization-ism" in a public utility? But Illinois Bell Telephone Company, for example, consciously and constantly—even systematically—encourages its employees to question every system it has (from the customer's point of view), to ask why it is the way it is, to find ways to make it better.

Probe any successful organization and you will find attitudes like those in these two examples. They are what make the world go. Business benefits from individual creativity working in and through rational conformity of behaviour. So does society. So do you.

Robert W. Galvin
Chairman, Motorola Inc.

AN OPEN LETTER

This open letter about conformity in business is written by a businessman to one of six student correspondents on six different campuses. It is part of a continuing series of open letters published in 29 student newspapers reaching some 300,000 college men and women.

Thomas Fehn is a student at the University of Southern California. Robert W. Galvin is chairman of Motorola Inc. If you have comments or questions, write Mr. Galvin at 9401 West Grand Avenue, Franklin Park, Illinois 60131.