

ASASU Ponders Cut In State Press Issues

By DAVID ANDERSON

The State Press might possibly be cut to two issues a week for the rest of the semester, ASASU administrative Vice President Charles Wise said yesterday.

This is because, "In a nutshell, under the present setup, it is estimated that the State Press will run in the red a minimum of \$6,000 this year," AS First Vice President John Herrick explained.

He said "expected revenue" from advertising did not come in as expected.

Pro-rated estimates by the comptroller for income and expenses indicate a deficit will occur, though its extent will be affected by financial action taken before the end of the semester, he said.

A DISCREPANCY "to the tune of \$16,000" exists between monetary records of the comptroller and those of the State Press faculty adviser, Herrick added.

He said miscalculations were the result of "poor communications" about the allocation of student fees, although he did not

feel this was a complete explanation.

Advisers for student activities were told at the beginning of the school year that the ratio of fees per student allocated to ASASU and the Student Affairs Committee would change from \$4.75-1.75 to \$4.50-2.00.

HOWEVER, Herrick said, an exchange of clarifying letters between student government officials and President Durham

resulted in a return to the old ratio.

By that time, the State Press and other groups had overdrawn from the general committee funds because they were not informed of the reinstatement of the old fees schedule.

Wise said, "That's the best argument I ever heard for putting the activities back on our side of the street."

HERRICK agreed with this suggestion, saying that "Associated Students has one of the best financial organizations in this community — we have the best safeguards and budgeting procedures," including a full-time financial officer, he said.

The passage of Senate Bill 247 in 1965 transferred the State Press and seven other activities to SAC because faculty advisers did not want to ask the student senate for yearly appropriations.

The bill granted "financial and administrative authority" to the SAC, although the senate appropriated \$3.50 per student annually and transferred that amount to the SAC.

HERRICK said this financial control over activities was completely separated from the senate's purview by President Durham last year.

The senate passed a bill last week to repeal SB 247, although the bill "does not provide for a remedy." Nevertheless, he felt "it makes little sense" to have the present law on the statute books.

Early Advice Comes Later

Clyde Brewer, assistant registrar, announced today that the previously published dates to begin pre-registration for the fall semester have been changed.

Pre-registration will begin May 8 with the distribution of course request cards in the Moeur Building. Early advisement begins May 9.

Brewer said students must turn in their course request cards to their advisers no later than Friday, May 12.

AS Officers to Lend Ear to Gripes, Praise

By DAREN KRUPA

Top ASASU officers-elect will bend their ears to hear any gripes and praise students may wish to express during Student Government Week beginning Monday.

Starting with an MU opinion panel Monday afternoon to discuss the student government role, the Administrative Coordination Council plans to wind up the program Wednesday with an open Senate meeting. Board signups will continue to the end of the week.

THE MONDAY panel, entitled "Why Student Government?" will be held in the MU ballroom at 1 p.m. Sitting on the panel will be Bill Perkins, ASASU president, Skip Swerdlow, administrative vice president, Bill Sage, activities vice-president and Steve Yarbrough, first vice-president and speaker of the Senate.

Students will then have the opportunity to approach the officers and discuss any ideas they might have about student government, pro or con.

"We want to create interest in government by giving the students themselves a chance to air their views to the top officers," said Kathy Delmar, member of the Student Organizations Board.

A FOLK SING featuring Dolan Ellis and two folk-singing groups will perform on the Mall Wednesday night from 7 to 9. It is open to all students and refreshments will be served.

During the week, students will have an opportunity to sign up for work on the various boards under the Activities and Administrative Coordination Council.

Positions are available on the following boards: Social Activities, Rally and Traditions, International Student Relations, Faculty-Student Relations, Cultural Affairs, Student Information, Organization, Memorial Union, Student Leadership, Election, Special Committees and Campus Affairs.

Students who sign up will be contacted in the future by the respective board chairmen.

New Sahuaro Editor Sees Panacea in Ads

Second of Two Parts

By DAN MURPHY

While the incumbent Sahuaro staff strives valiantly to meet a final deadline, May 19, by selling 275 extra yearbooks and lessening a \$1,500 deficit incurred this year, a new staff has been selected to take the 1968 helm.

Wayne Brewster, a sophomore advertising major and former Sahuaro staff member, advocates a timely and exciting advertising campaign as the panacea for the yearbook's money ills.

BREWSTER WAS named editor of next year's book Tuesday

in the activities and academic sections will be common.

Brewster defended the yearbooks of the past, including this year's money loser, saying the "My picture isn't in it, why should I buy it?" syndrome was the main reason for low sales. "Yearbooks are definitely not tending toward extinction," he said.

The practice of including all or part of the cost of a yearbook in a student's activity fees has been put to use on some campuses to insure greater sales. "It's a great idea," Brewster said, "and I plan to give it some consideration."

THE PROPOSAL is already



WAYNE BREWSTER
New Sahuaro Editor

Wayne Brewster, a sophomore, was appointed next year's Sahuaro yearbook editor by the executive council Tuesday night.

He named Tom Keenan, also a sophomore, to assist him in publishing the 1967-68 edition.

Yearbook supervisor Allan Frazier said Brewster has proved himself for the position with two years of "outstanding" service to the Sahuaro.

by the AS Executive Council.

"We will commercialize a popular movement among the message across," Brewster said. students, such as the psychedelic craze now, in order to get our

He plans to form a women's auxiliary and outfit it in cute costumes to sell Sahuaros on the Mall next fall.

"Our books are really good books and have received good ratings," Brewster said, "but the advertising campaigns just have not appealed to student buyers."

FORMER EXPERIENCE as creative arts and activities section editor propels Brewster to adopt "more of a magazine format for next year." Feature type articles and more pictures

under consideration. A Student Attitude Survey, to be finalized in the near future, specifically polls student body opinion on this subject.

The usually confused and unorganized method of securing the copy for Sahuaro would be lessened by Brewster's plan to have more copy writers.

Again, he defended the past yearbooks saying, "the content of the book really hasn't had that much to do with yearbook sales in the past."

Next fall, Sahuaro peddlers will again man the registration lines and solicit buyers for a product of unknown quality, assuming the same risk that netted Associated Students a financial loss this year.



Photo by David Viger

BIG HOPPER — Chi Omega sorority sisters spray their Greek brand on the trembling posterior of the Lambda Chi toad, after allegedly stealing it Tuesday afternoon. It is safely back at its station in front of Hayden Library, where its presence is advertising next week's Toad Hop, a Lambda Chi fraternity effort to buy more library books. The coeds insisted that the licentious toad followed them home.

news

University's Marketing Club Finishes In Top Third in Michigan Invitational

The Marketing Club finished among the top third of the 37 colleges from the United States and Canada in the Fifth Annual Invitational National Marketing Competition last weekend at Michigan State University.

The University's team of three marketing majors, Matt Matkin, Larry Swindel and Jay Tate and a general business major, Jess Marr, competed for national recognition with other college marketers since last November. Last weekend, the teams gathered in East Lansing, Mich., to confer about the contest's results and award trophies.

The program was designed by the Sylvania Corporation to train

future marketing and financial executives in making the routine decisions which determine the profits of a business. The competition was processed by Sylvania computers which evaluated the return investments of each decision and scored the teams on that basis.

After initial evaluation, the decisions were sent back to the teams for a second analysis. Their solutions were again put through the machines for further scoring.

Marketing Club faculty adviser, James R. Hill, lecturer in marketing, accompanied the students to Michigan and said that all the teams were able to

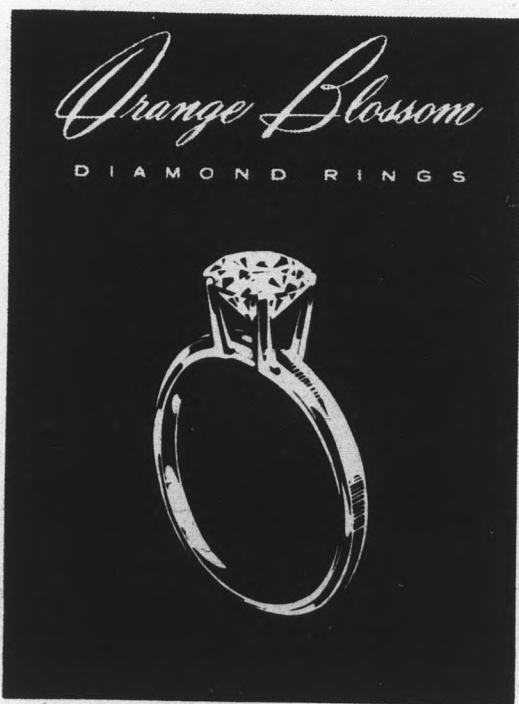
confer with executives of General Motors and the Ford Company in Detroit to enhance their understanding of decision-making.



MU'S NEW PET — Yesterday afternoon the little bird was found in front of the MU, limping about. He was taken inside, fed and released, unharmed. But the as yet unnamed bird flew back into the building, and was housed at the information desk, under lost and found.

Photo by David Viger

SEE DENNIS FOR DIAMONDS



HERITAGE • PRICES FROM \$150 TO \$2500

Fine
Dennis D. Naughton
Jewelry

132 N. Central — Park Central Mall
9 A.M.-5:30 Daily — Till 9 Mon., Thurs. & Fri.
AL 2-3774

As Usual, The Creators Of The Unusual

Registered Jewelers  American Gem Society

SEE DENNIS FOR DIAMONDS

Howard Bell Rings for Education

Dr. Kenneth V. Pike, associate professor of science education, received the Howard Bell award for outstanding contributions in the field of outdoor education at a California conference recently.

Dr. Pike was a charter member and first president of the Association for Outdoor Education and established the first public school camp in the U.S. Director of the Central Arizona Regional Science Fair, he wrote both his master's thesis and doctoral dissertation in the field of outdoor education.

Before joining the University faculty, he initiated outdoor education courses at the University of California, Los Angeles.

STATE PRESS is published by Arizona State University as the official campus newspaper every Tuesday through Friday during the school year, except holidays and examination periods, and is entered as second class matter at Tempe, Arizona, 85281.



NOTE-WORTHY OXFORD

Gant's permanent press short sleeve
button-down of Dacron® & cotton

You'll sing the praises of Gant's new button-down that keeps its original, well-pressed look washing-after-washing. Thanks to the wrinkle-free wonder blend of 65% Dacron® polyester and 35% cotton. Gant tailors it with all of their traditional know-how . . . right down to the last button. Sizes 14½-17 in blue or white. Don't fiddle around,

see it today
at Hanny's

\$8.50

Hanny's
Racquet Shops

*DuPont's TM for its polyester fiber

DOWNTOWN • CHRISTOWN • SCOTTSDALE • THOMAS MALL

Mass Media Production Department Makes Move

BY JAMES BOND

Japan's World War II militarism was brought about by unthinking nationalistic and "patriotic" groups within the country and false impressions of democracy from other nations.

Weh-hsien Chiang, assistant professor of history from Formosa, said at a lecture Monday for the University's Center for Asian Studies that the socio-political climate of pre-war Japan was conducive to militarism. He said that the Japanese government of the 1930's was unfair to the peasant workers of the nation and that the workers were open to violent action to gain better living standards similar to those thought to exist in Western nations.

Chiang also blamed the Japanese mass media saying, "Radio and the press were widely used to develop support for Emperor Hirohito. The media brought about conformity of opinion."

He said that the military only took advantage of the unrest to grab power away from the government and businesses.

Since the war, Chiang said that United States aid and advisement has not been fully accepted by the Japanese people.

He said, "Communism is the new threat . . . in a country like Japan, where democracy is not deep-rooted, it is dangerous to think that the Statutes (Japan's post-war constitution which prohibits a standing military force) would prevent a resurgence of nationalism and militarism."

The Production Department, responsible for all the multilith and mimeograph work for the various departments on campus, is moved into its new quarters in the basement of Matthews Center.

Mrs. Arlene Dublin, supervisor of the faculty said, "We never did slow down our work schedule, although things were awfully disrupted around here during the move."

"OUR HEAVIEST volume of work probably comes from the Registrar's Office—forms, form letters and the like—but we serve the entire University staff," said Mrs. Dublin.

"I can remember when we handled all the tests and everything for the individual professors," said Mrs. Dublin as she

thought back over her 21 years in the department. "Now we couldn't possibly handle those small orders as well as the departments can do them individually." She explained that each

department now has some reproduction facility of its own to deal with small batches of everyday forms and tests.

"Now we concentrate on the really big orders," she went on.



PAPER WORK — Mary Kindig and Ida Okvath mimeograph copies of professors' works in the new facilities of the production department, now located in the basement of Matthews Center.

"In addition to the Faculty Bulletin we put out twice a week—and that runs from 20 to 40 pages—we take care of forms and questionnaire orders. And if a professor has written a lab manual or some such guide for his classes here on campus, we put those out for University distribution.

"WE HAVE so much more room now," Mrs. Dublin said, "and several new pieces of equipment. We're better equipped than ever to meet our deadlines. Having all this room is just lovely. It gives us a chance to spread out and get off each others' laps." The department was formerly housed in the Maintenance Building.

"There were some sleepless nights and problems during the move," said Mrs. Dublin, "but actually, we encountered much less trouble than I had anticipated."

Phi Eta Sigma Gets New Men

Phi Eta Sigma, national honorary fraternity for men, will initiate 24 freshmen Sunday afternoon. A grade average of 3.50 is required for membership in the fraternity, which gives recognition to freshmen of high scholarship.

Initiates include Charles Barrett III, James Bowen, Darrell Bunch, Gordon Drinen, Lee Johnson, Lawrence Kenton, Roger Larson, Dennis Olson, Charles Orton, Stephen Robertson and Lawrence Waldman.

Others are Eugene La Coix, Douglas McCoy, Frederick Peterson, Eric Miller, Steven Smith, Michael Vovakes, Robert Meikle, Ross Thomson and Randol Zachry.

Also included are Robert Wacker, William Edwards, Michael White and Ivo Vella.

ENGAGEMENT SPECIAL

1 — 5x7 Glossy

Engagement Photo

\$5.75

Additional Ones

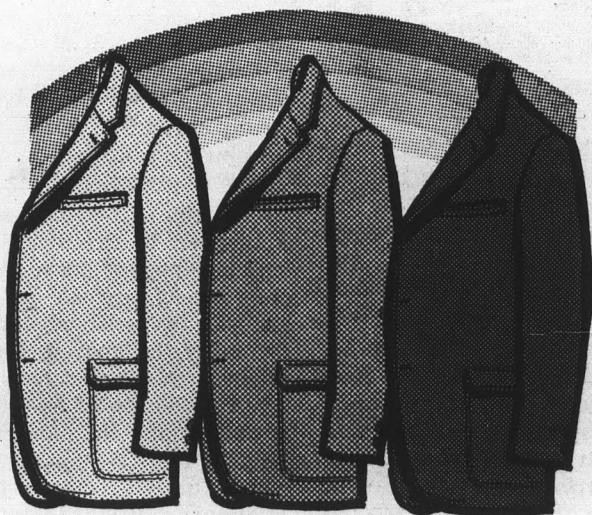
\$1.25 each

NO SITTING FEE

6 Poses to Choose From

STUDIO

TEMPE CENTER • PHONE 967-4662

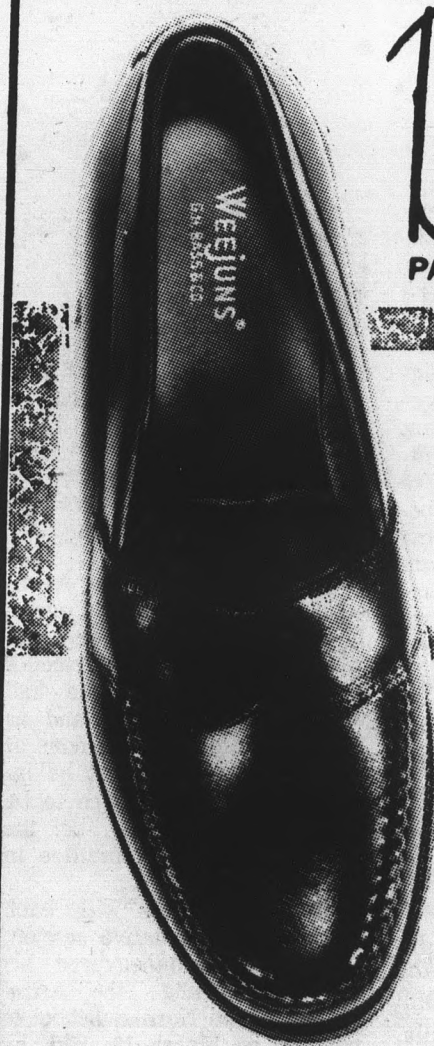


BLAZERMANIA

Infectious, the blazer. So, the Establishment offers a cure—a tight tonic of lighter colorings for Spring. If a double dose is required, may we suggest the double-breasted version?

from **\$45.00**

The Oxford Shop
Outfitters For Gentlemen



Diamond's
EST. 1894
PARK CENTRAL • THOMAS MALL

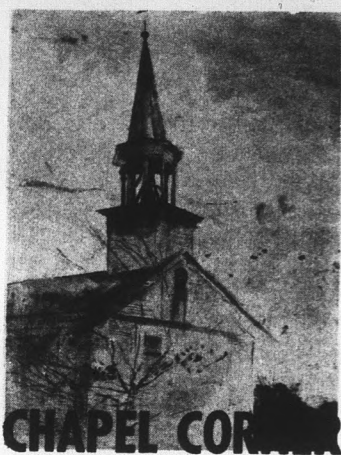
Bass Weejun

offers a penny (loafer)
for your thoughts!

This is the true, traditional penny loafer with handsewn vamp, in rich cordo brown. Great for all campus and casual wear.

Women's **\$15**
Men's **\$19**

SHOES



CHAPEL CORNER

By RONALD HOCKENBERG

In the first month, on the fourteenth day during the twilight hour comes the Lord's Passover.

Passover is the Independence Day of the Jewish people. Passover is the festival of freedom, the festival of Spring which marks the onset of harvest time in the Holy Land. The first barley was cut on Passover and offered in the Temple.

IN JUDAISM, it is the resurrection, not of one person, but of the people, for in Judaism it is the community which gives meaning to individual lives.

This is the story of Passover. The Jews were redeemed from Egypt, freed from the house of bondage, that they might proclaim liberty to all and work mightily to bring Passover about.

Israel has never hidden the fact that they had been enslaved by Egypt. They feel to be a slave is no reason for shame; it is only shame to enslave others.

AT PASSOVER, the ceremonial evening meal called Seder, is presided over by the family head. Seder is the special order or program designated for these two nights. No other ceremony among Jews is performed with such pomp and gladness of heart.

Prayers and food rites are noted in a book called Haggadah "Narration." The dishes have special meanings, e.g., the thin, unleavened matzot stands for the "bread of affliction;" the haroset, a paste of apples and nuts, for the mortar used by Jews as they labored for Pharaoh.

Participants sit leaning to the left, the attitude of free men in the ancient world. This ceremony was originally designated to stimulate the interest of the Jewish child in the glorious past of his people, and to inspire him with the hope for the future. In this spirit the last matzot to be eaten is usually hidden and later searched for by a child amid much merriment.

SINCE JEWS believe that Elijah will announce the coming of the Messiah on a Passover, they put out an additional glass of wine for the prophet and leave the door open for him to enter freely.

This is to remind students of Jewish faith to check with Mrs. Lockhart in Danforth Chapel for listings of homes which will be open for Seder, April 24th.

editorial

In Blanket Defense of Morality

Pacifists Reject Survival

EDITOR'S NOTE: The following is a guest editorial by Charles Heatherly and Rod Jacobsen, political science graduates.

It seems that in the debate over the war in Vietnam, our Love Weekers and Vietniks have almost succeeded in cornering the morality market; at least that is the impression gained from reading the recent exchange of editorials and Love letters.

The anti-war people are supposedly the "idealists," sensitive to the moral issues involved, while those supporting the United States policy are modern-day Machiavellians without moral scruples.

ONE CAN perhaps respect the sincere and consistent pacifist who renounces the use of force under any circumstances. A man can refuse to defend himself against violence, and thereby forfeit his life. But it is questionable whether such a posture is a moral one when the lives of family, friends, and members of the community are at stake.

Most of us believe human life is worth defending against criminal attack, whether it be by a lone bandit, an organized gang, or a terrorist movement called the National Liberation Front. The renunciation of self-defense is an affirmation not of the VALUE of human life but a NEGATION of it; it is an expression not of LOVE for one's fellow man but of INDIFFERENCE to his existence; a manifestation not of Christian brotherhood, but of nihilism.

But most of our "idealists" do not base their Vietnam views on a pacifist philosophy. In any case the above arguments are irrelevant to them because they deny that this is a case of aggression by one party against another. "If there is an aggressor, it is not the Vietcong but the United States." We are interfering in an "indigenous revolutionary movement" which is nobly striving to overthrow the corrupt, "fascist" Saigon government. We're on the wrong side! We're being "reactionary," "counterrevolutionary," and are committing every conceivable atrocity along the way. Hence we are immoral.

THE NORMAL REPLY to this line of argument is to appeal to the "facts." And we proceed to point out the "objective facts" of the situation:

(1) under existing international law the Republic of South Vietnam is entitled to request and receive aid from the United States (and from South Korea, Thailand, Australia, Philippines, etc.) to help put down an armed terrorist move-

ment, regardless of whether the degree of outside assistance to the terrorist gang be 80 percent or 10 percent;

(2) that the Vietcong is controlled by political and military leaders who follow directives from the North;

(3) that without the flow of men and materials into the South from North (and through Laos and Cambodia) the "indigenous" movement could not maintain its hold on most of the villages it now controls through terror and intimidation, and

(4) that the United States has no intentions to "colonize" (where are our other colonies? Berlin? Japan? Congo? Thailand? Santo Domingo?) and will gladly withdraw our troops when the Vietcong ceases its campaign of organized terrorism and violence.

Of course, our Love-Week friends, with all their faith and trust in the good intentions of the Vietcong, will not accept these facts. Why? Here we run head on into the primary obstacle to meaningful discussion of these questions: simple "facts" are not "objective" at

all, but are understood and interpreted through the subjective screen of ideological commitment. It is not only that we must and do make distinctions between "facts" and "values," but "facts" themselves are not admitted to the arena of debate unless they are in harmony with the ideology.

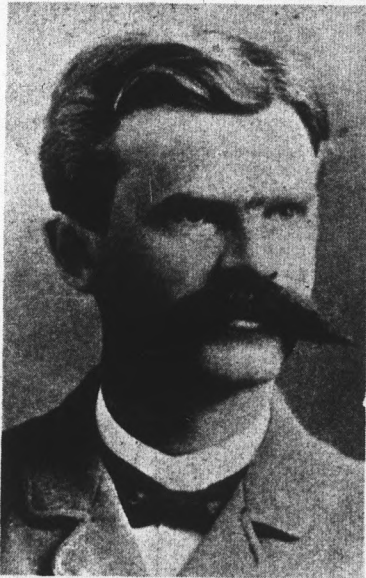
The most blatant example of this ideological screening process is Dr. Hoult's interesting statement (STATE PRESS, April 13, front page) that "It is foolish to predict that if a communist government takes over in South Vietnam, it will, because it is communist, practice repression on an unprecedented scale."

To return the epithet contained in one of the recent Love letters on this issue, we too, "find it difficult to comprehend how a university can give birth to such downright remarks of stupidity." (It would appear the birth rate is climbing in recent months.)

ON ONE POINT however, our new expert on the behavior of Communist governments is quite correct: there would be no possibility of the Vietcong violating PRECEDENT in the scale of its repression: the Soviet regime, Chinese regime, Cuba, Tibet, Hungary, etc., provide sufficient precedent for the measures necessary to "liberate" the country of "bourgeois and anti-progressive reactionaries."

In short, we should welcome a discussion of the war in Vietnam in terms of the morality of various alternative proposals. What are the ideals of our self-styled "Idealists"? How is their ideologically-induced blindness to the realities of the struggle in Vietnam in any way superior to the moral commitments we have made to assist the people of South Vietnam? How is a Vietcong victory more "moral" than the slow but steady progress the present regime is making towards a more democratic and free nation?

THE MAN AND THE BUILDING

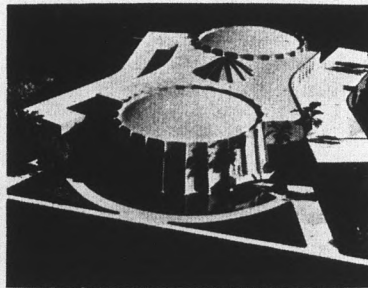


JOHN A. ARMSTRONG

From "Men to Match Our Buildings" by Dean E. Smith, director of development and publications.

Young John Armstrong learned his legislative lessons quickly and well. Only 26 when he was elected to the Thirteenth Territorial Assembly, he had experience in retailing and as Tempe Postmaster, but none at all as a lawmaker. Yet he inspired enough confidence to be appointed chairman of the House Education Committee in January, 1885.

His stature grew with each week of the legislative session, and when he maneuvered his bill establishing the Arizona Territorial Normal School to passage on March 12, 1885, he was hailed as a political magician.



ARMSTRONG HALL

JOHN S. ARMSTRONG is the legislative father of the University, and his memory is honored in the naming of Armstrong Hall, the building which will house the College of Law Building, scheduled for completion late in 1967.

Although he served the new Tempe institution only in unofficial capacities after it was opened in 1886, and moved away from Arizona permanently in 1893, he was hailed as the founder of the Normal School by none other than Theodore Roosevelt in his historic speech from the Old Main steps in 1911.

Armstrong was born in Culpepper, Virginia on May 5, 1858, and attended Culpepper Military Academy. Just after his twenty-first birthday, he married Sarah Finch and took his bride on a 17-day train trip to untamed Arizona Territory, where he filled an appointment as a Pima Indian agency school teacher at Sacaton in 1879. During the summer of 1880, an Indian uprising almost cost him his life, but the U. S. Cavalry from Ft. McDowell arrived just in time

to rescue the embattled Sacaton agency staff.

HE WENT TO work as business manager for Tempe merchant Charles Trumbull Hayden about 1882, ran for the legislature with Hayden's support and in 1886 went into the general merchandise business in Tempe for himself. He was founder and first president of the Bank of Tempe, member of the governing board of the territorial insane asylum in Phoenix and prominent in business and civic affairs of central Arizona.

In March of 1893 he was recommended to President Cleveland for appointment to the governorship of Arizona Territory, but was not selected and soon thereafter he moved with his family to North Carolina. In later years he served as president of the Atlantic National Bank of Wilmington, North Carolina, and as chief executive of the Atlantic Fertilizing Company of Baltimore.

Armstrong became a wealthy man and was one of the principle financial supporters of his good friend Woodrow Wilson in his successful bid for the Presidency in 1912.

John S. Armstrong died at his Baltimore home in June, 1917. On his record of achievement were many entries — pioneer teacher and merchant, bank executive, financier and civic servant. But no deed of his busy life was to have more lasting importance than that of pushing his Normal School bill through a hostile Arizona Territorial Assembly in 1885.

calendar

Fashion News



As Spring blossoms, bloomers bloom in the fashion scene. Those lace-frilled, baggy nuisances that grandma was glad to get rid of have returned.

One hundred years ago bloomers were found under the voluminous hoop skirts of the Southern belle. With the advent of bicycles, the bloomers emerged as outer wear in the form of baggy trousers gathered at the ankles.

PETTI PANTS became popular a few years ago, but when mini-skirts hit the fashion market, petti pants and garters began to show beneath the mini-hems. Something had to be done. Back to bloomers seemed

the only answer.

The Dolly Girls of London, who pioneered the mini-skirts, are now making a sensational success of bloomers.

Bloomer sales should be booming here by summertime. Styles include light and bright tent and shift dresses with matching bloomers that frill just below the hemline.

A FEW BLOOMER outfits have appeared on campus, (they're the hot pink mini-shifts with small puff-sleeves and tiny white polka dots). But the bloomers have not yet emerged from above the hemlines of these babydoll shifts. The larger department stores have had bloomer dresses in stock for some time. Now the Tempe dress shops have several tent-style bloomer dresses in supply. Boys, be on the lookout, that girl's tent may conceal a pair of baby bloomers!

Today

AIR FORCE RECRUITER ON CAMPUS

The USAF Officer Selection Team will be interviewing prospective students from 9 a.m. to 3 p.m. in the MU.

Executive positions are available to men and women graduates. There is a special need for registered nurses, physical

WATER SPORTS DAY EVENT

Applications for the queen contest must be submitted by Friday. The deadline for all other event applications is April 28. Forms may be obtained at the MU desk.

therapists, occupational therapists and dietitians. Applications may be accepted seven months prior to graduation with final acceptance upon graduation. Call Sgt. Alexander at 261-4346 for an appointment.

Clubs

3:30 p.m. The Math Club will meet in PSB 134.

6:30 p.m. The Bahai Club will hold a potluck dinner at the home of Penny Raeside, 719 Kruger Street. For information, call 966-3537 or 966-2068.

Fine Arts

8:15 p.m. The Graduate Recital will present Glenda Finley, soprano, to sing in the MU ballroom.

Tomorrow Clubs

3:30 p.m. Psi Chi will meet in SS 332. All prospective members please attend.

3:40 p.m. Alpha Epsilon Delta will present James Schamadan,

M.D. and William Dorson, Ph.D. to discuss "Engineering's Contribution to Pre-Medical Education — Fact or Fancy?" and "Engineering Courses Beneficial to Pre-Medical Students at ASU." The lectures will be

held in SS 108.

4:30 p.m. The International Student Relations Club will hold an open house reception at Baker Center. The Collegium Musicum will sing at 5 p.m., and refreshments will be served.

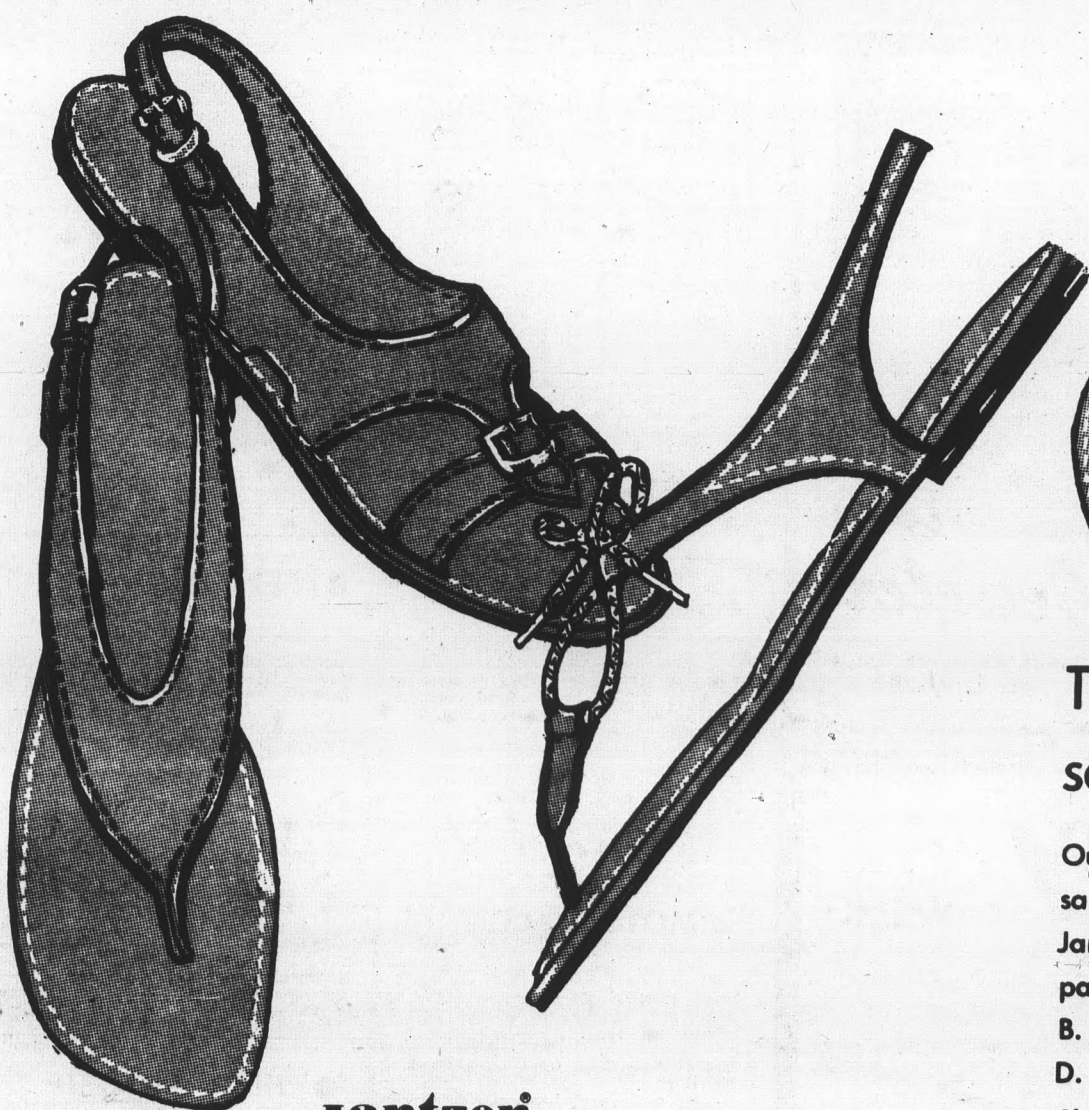



PRESS WITHOUT REST

The whole of the gentleman's comfort is the proprietor's concern — and the excellent shirts here depicted are proof of it. Half-sleeved, they are designed for maximum beezeenness in a humid season.

The Oxford Shop
Outfitters For Gentlemen





Jantzen

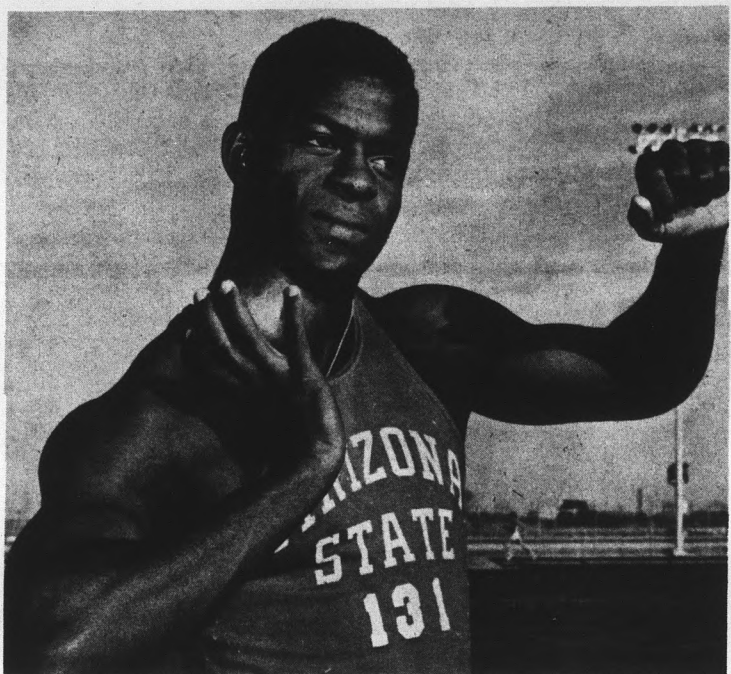
Take advantage of the sandal season in full leather styles

Our new collection of these famous brown leather sandals is bigger and better than ever. All feature Jantzen's distinctive white stitching with softly padded inner sole. A. Delta with two buckles. B. Outlaw with side buckle. C. Kit Kat with rope tie. D. Weskit with rope tie each 7.95

Shoe Salon, Main Floor

Rhodes

E. Camelback Mall . . . 1801 E. Camelback . . . 254-7811 . . . Shop Mon.-Fri. 9:30 - 9 . . . Sat. 9:30 - 6 . . . Use your charge account



ACE SHOT PUTTER — Weights performer Isiah Oakes will vie for needed points in Saturday's triangular meet. Oakes has thrown the discus 168'11" and put the shot 58'4".

Courtmen Hope for Good Racquet With San Jose After Whitewash

Still smarting from a whitewash job by USC, Coach Ted Bredehoft's racquet men host San Jose State tomorrow at 2:30 p.m. on the Sun Devil courts.

The tennis team currently has a 12-5 season record and it "almost assures a fourth consecutive winning season," said Bredehoft.

SENIOR DAVE Farmer is closing out a career in which he has been the number 1 singles player for ASU for four years. The other major mainstays on the Devil net squad are Roger Wright, number 2 singles player, and Jeff Corbin, a freshman who teams with Farmer for the Number 1 doubles team.

The Devils face formidable

competition for conference honors. They are figured to fight it out for the cellar with Wyoming as BYU and Arizona both sport outstanding squads.

BYU, the defending conference champ, recently defeated highly touted USC. On the other hand, the Trojans dropped ASU 9-0.

THE DEVILS will enter the Ojai, the top collegiate tournament, at Ventura, Calif. next weekend.

All the major collegiate squads are entered, said Bredehoft. He indicated Farmer and Wright will compete in the singles while Farmer and Corbin will vie for doubles' honors.

sports

Devilmen Trek to Albuquerque

Hoping to shake their conference losing streak, the Sun Devil track team will journey to Albuquerque Saturday to oppose New Mexico and Abilene Christian in a triangular meet.

The Lobos are considered the premier team in the conference and should provide a real test for the Devils. Coach Baldy Castillo's cindermen dropped a triangular to Brigham Young and Utah last weekend.

The Devil tracksters has yet to defeat a conference foe.

The Devil tracksters have yet Markham, pole vault; Isiah Oakes, shot put and discus; Louis Scott, mile and two-mile; Larry Berryhill and Paul Longstreth, half-mile; Ron Freeman and Earl McDowell, 440; Jerry Bright, 100 and 220; Roger Deter, javelin; and Doyle Brown and Dick Miller, hurdles.



CINDER CHURNER—Half-miler Larry Berryhill is expected to provide the needed boost against New Mexico and Abilene Christian Saturday. He sports best time of 1:51.0.

Following Two

Defeats at the hands of Arizona, the Devil diamondmen dropped from third place to tenth in the national standings released by Collegiate Baseball.

On the other hand, the Wildcats moved from 17th to the number 9 position. USC continues to lead the parade with Stanford holding on to second. UCLA moved into third place following the recent shuffle.

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

AMERICAN Mags (4) for Corvette with disc brakes or any Chevy hub. Reasonable. 946-8400.

GOLDEN Retriever pups. 947-6998 or Rm. 215, Forest Hydrology.

ENGAGEMENT diamond: \$100 below retail estimate. Will accept appraisal of any fine jeweler. Call 966-0236.

8'x31' TRAILER with 9'x13' living room built on side. Recently refinished and refrigerated. 966-1591.

DESERT BUNGALOW for sale. One bedroom, carport, storage cabin, picnic area, fireplace, on 2 acres. Right at the foot of Superstition Mountains. Fabulous view. Call 982-3226.

BEAUTIFUL African gameskin rugs, 3'x5'. Ideal for den. \$30.00 Call 966-2016.

BOBBIE'S
Samples at Wholesale Prices
One-of-a-kind Dresses, All Sizes
New spring and summer styles received Daily
Open til 9 p.m. Monday thru Saturday
VNB Cards and Layaway Plan
Frontier Town Shopping Center
Scottsdale and Thomas Roads
945-9272

MAJOR AUTOSTEREO
Units and Custom Cartridges
SAVE 15% 966-8800

● AUTOMOBILES

FALCON 1960, 2 Dr. stick, 6 cylinder, 27 mpg., radio, heater. Good condition. \$600. 966-8497 or 1200 Spence, Apt. 2.

1947 PLYMOUTH sedan. Good tires, engine needs work. 1967 plates. Call 967-6177 evenings.

1962 MGM, \$650. 966-7840, Greg.

● MOTORCYCLES

1966 1/2 HONDA—305 Scrambler. Low mileage, very clean. John 966-0181, 1001 E. Lemon, No. 63.

1966 HONDA S-90. Good condition. \$250. 966-9137.

1966 HONDA S65, Excellent shape, extras. \$200.00 Dean Norris. 959-3923 nights.

HONDA-50, 1966, excellent. 900 miles. 967-4402, 966-4096, Sunday.

WHOLESALE SPECIAL
1966 Yamaha Sport Cycles. \$149. Ex. cond. Economical transportation. Rides two comfortably. No parking problems. Fun to ride. Financing available. Take advantage of this wholesale opportunity now—don't wait! Open Sundays. See at 3412 E. Washington. 275-5821.

● TYPING

QUALITY typing, stencils and Notary work. Electric SC. Mrs. Way, 947-5366.

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

TYPING — 967-3036.

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

QUALITY typing, near campus. 967-2448.

STAFF, Faculty, Students. Two gals, 27 years combined secretarial experience. Term papers, resumes, theses, manuscripts. Highest quality — lowest prices. 22-2440, 937-1048.

● SERVICES

COMPLETE Car Wash for 50c. 9:00-5:00 every Saturday at ENCO station on 8th St. and Priest Rd.

IRONINGS — 1.50-dozen. 964-0065. 655 East 1st Street.

IRONING — \$1.50 dozen. 964-6725.

● WANTED

YOUNG men to work at Mackinac Island, Mich., from June thru Sept. 10 as photographers or developers and salesmen. Good salary. Call 946-9742, 8-10 a.m., 6-8 p.m. Mr. Brocato.

● PERSONAL

HOBBIT soared at Delta Sigma Phi Thurs., they soar again for Greeks this weekend.

LOSE WEIGHT safely with Dex-A-Diet Tablets. Only 98c at Campus Drug.

ACID Indigestion? Painful gas? Get new Ph5 Tablets. Only 98c Campus Drug.

● INSTRUCTION

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

● HELP WANTED

BUSBOYS, room service waiters, catering help, part time or full time. Caravan Inn, 3333 E. Van Buren, Mr. Thill.

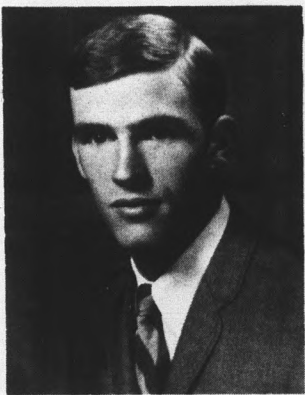
PERMANENT carpet sales trainee, male, for top quality lines in Phoenix. Full or part time. Must be conscientious, neat, dependable, have initiative. Salary commensurate with ability. 944-7083.

JOB APPLICATION PHOTOS

8 for \$6⁷⁵

includes retouching

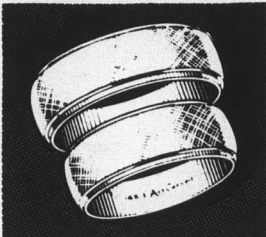
6 POSES TO CHOOSE FROM



STUDIO

TEMPE CENTER • PHONE 967-4662

SELECTION



HAND-FLORENTINED DAWN SET
His... \$35.00 Yours... \$32.50

We have one of the Largest Wedding Band Selections in the Valley—Come and See

Scott Jewelers

Tempe Shopping Center
911 Mill Ave.
966-6101

HEY!

IT'S NAT'L.

LIBRARY

WEEK

T.G.I.F.

WITH THE

BAGA GROOVVEES

1001 EAST 8th STREET — TEMPE



Photo by Bill Dempsey

LISTENING LIBRARY — George Dregedy, sophomore music major, listens to a tape and follows along in a music workbook. The library, on the second floor of Gammage Auditorium, houses books, records, tape recorders and phonographs.

MUSIC LIBRARY —

Don't Study, Listen

BY MYRNA SEVEY

Musical scores instead of books and listening booths rather than study stations are facilities available in the Music Department branch of Hayden Library.

The music library is mostly a listening library, said Dr. Alan Covey, head librarian. "The music scores were transferred to the branch located in Gammage Auditorium, but because of limited space, most of the reference materials are still housed in Hayden Library," he said.

"THERE ARE, however, some facilities for research contained in the music branch, such as the music dictionaries in five languages," he added.

Leona Witzenburg, music librarian, said many students each day come in to take advantage of the ear-phone facilities to listen to class-assigned records and tapes.

"Over 2,000 records are listened to each month, although the peak is reached at 3,000 during examination periods," she said.

THE RECORD scores may be checked out to students, but only faculty members are allowed to check out the records and tapes. An average of 200 scores are checked out each month, reported Miss Witzenburg.

"The collections include recordings from ancient Gregorian Chants to the classics of Beethoven and Bach up to the modern music of such artists as Bernstein and Brubeck," she said.

Louis Neeb Award Recipient Selected

The industrial education faculty has chosen Virgil Swoyer to receive the Louis Neeb Award for 1966-67.

The award is given annually to an outstanding senior industrial education major.

It is given in recognition of contribution to industrial education, the University, the division of industrial design and technology, and for promise of future growth.

Campus May House Flight Center

A study currently being conducted will decide if the University will have a new aviation center, where it will go and the curriculum that will be offered.

Dr. Walter E. Burdette, director of the Division of Industrial Design and Technology, and Victor E. Rothe, research associate, formerly with the Flight Safety Foundation, are currently conducting the survey under a contract with the Economic Development Administration of the U. S. Department of Commerce.

The study originated three years ago when the Flight Safety Foundation discussed with the Airline Pilots Association the problem of untrained personnel in all aspects of aviation, particularly in airport management.

The APA suggested a training field program at the college level for the sake of safety and efficiency in airport management. On the basis of recommendations from the aviation industry and a survey of its needs, the study was aligned with ASU to set up a training program with several options, needs of the industry.

A four-year baccalaureate program with several options, some flight and non-flight, depending on the option chosen, will be offered, Rothe said. Air technology and air transportation, with or without a pilot's license, administration and management, and flight operations are specific areas of study from which the student can choose.

If a flight option with a pi-

lot's license is chosen, the student will receive 250 hours of flight time, graduating with a commercial pilot's license and commercial rating along with his academic degree in a specialized field of aviation.

If a non-flight option is chosen, the student will explore as flight operation, technical operations touching on the subjects of payloads, route structures, and use of equipment.



On Campus with Max Shulman

(By the author of "Rally Round the Flag, Boys!", "Dobie Gillis," etc.)

REQUIEM FOR A SQUARE

You, like any other lovable, clean-living, freckle-faced American kid, want to be a BMOC. How can you make it? Well sir, there are several ways, none of which will work.

You're too puny to be an athlete, too lazy to be a valedictorian, and too hairy to run for Homecoming Queen.

As for becoming a best-dressed man, how are you going to buy clothes with a miser for a father?

Are you licked then? Is there no way to make BMOC? Yes, there is! And you can do it! Do what? This:

Become a hippie! Get cool! Get alienated! Have an Identity Crisis! Be one of the Others!

How? Well sir, to become a hippie, simply follow these five simple rules:

1. Read all of Tolkien in the original dwarf.
2. Have your Sophomore Slump in the freshman year.
3. Wear buttons that say things like this:

NATIONALIZE DAIRY QUEEN
ASTHMATICS, UNITE
LEGALIZE APPLE BUTTER
HANDS OFF AIR POLLUTION

4. Go steady with a girl who has long greasy hair, a guitar, enlarged pores, and thermal underwear.
5. Attend Happenings regularly.



This last item may require some explanation, for it is possible that Happenings haven't reached your campus yet. Be assured they will because Happenings are the biggest college craze since mononucleosis.

A Happening, in case you don't know, is the first formless art form. Things just happen. For example, eighty naked men come out and squirt each other with fire hoses containing tinted yogurt. Then eighty more naked men come out and light birthday candles in the navels of the first eighty men. Then one girl, clothed, comes out and pulls three thousand feet of sausage casing through her pierced ear. Then eighty more naked men come out and eat a station wagon.

There is, of course, a musical accompaniment to all these fun things. Usually it is "Begin the Beguine," played by 26 trench mortars, a drop forge, and a rooster.

There used to be, some years ago, still another requirement for becoming a hippie: a man had to have a beard.

But no longer. Beards were worn in the past not so much as a protest, but because shaving was such a painful experience. Then along came Personna Super Stainless Steel Blades.

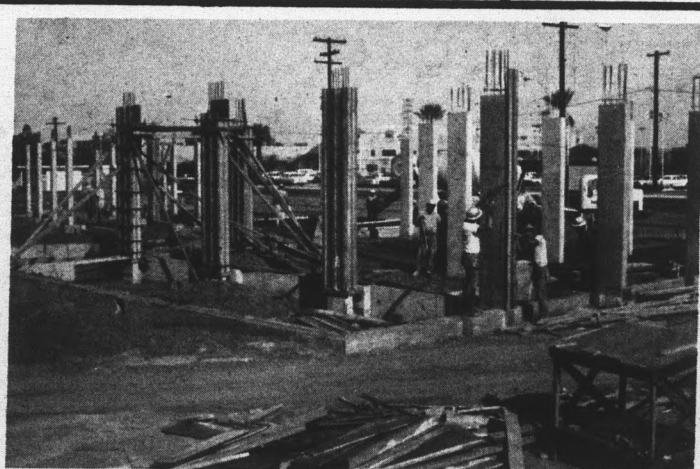
Today if you don't want to shave, well, that's your hangup, isn't it, baby? I mean when you've got a blade like Personna that tugs not neither does it scrape, what's your copout, man? I mean like get with it; you're living in the past. Shaving used to hurt, used to scratch, used to gouge, used to give you all kinds of static. But not since Personna. It's a gas, man. It's a doozy; it's mom's apple pie. You dig?

I mean, man, you still want a beard? Crazy! But you don't have to turn your face into a slum, do you? Shave around the bush, baby, neatly and nicely with Personna. I mean like Personna comes in double-edge style and Injector style too. I mean like any way you try it, you gotta like like it.

* * *

© 1967, Max Shulman

Hey, man, like how about doubling your shaving cool? Like how about wilting those crazy whiskers with some Burma-Shave? Like regular or menthol? Like have you got a better friend than your kisser? Like treat it right, right? Ye-ye!



The College Inn

A new approach to University living for the Arizona State man is rising out of the ground at 401 East Apache Blvd. Many of Arizona's finest building mechanics are assembled at this beehive of construction to insure the completion of a 5 building complex, designed to satisfy the living needs of the most discriminating University men, and have it ready for occupancy Sept. 10, 1967.

Please call at our temporary office at the corner of Apache Blvd. and Normal Ave. Mr. and Mrs. Kenneth Slemmons, resident managers, will show you a sample room, give you pertinent information, and take your reservation for Fall. Call 967-7828 for further information

Dear Mr. Fehn:

You once wrote me about a "fad" which business used to have—"social responsibility." I think you feel this was a passing phenomenon in business; I am not sure you felt it was sincere while it lasted. You also have spoken to me of values—economic and non-economic—in relation to business. You spoke of values and the motives of businessmen and companies in relation to social responsibility. Let's talk about these subjects.

Some of the other students taking part with us in this series of open letters have made the point that to a significant extent, business is an activity of social responsibility. They feel, however, it is too remote from the focal point of responsibility.

A typical example they draw is that there are lives to be saved, and the doctor is right on the scene to save the life. He is directly involved. That is how you want to be involved.

We in business applaud and revere the role of the physician (and other professions) and encourage those who would pursue such careers, but let us relate the patient and the doctor to the rest of society.

Let's assume that the doctor administers a potent dose of a new antibiotic to knock out a lethal infection. Did the doctor cure the patient? Indeed, his knowledge, diagnostic skill and action were essential, in fact, dramatic, and yes, highly personal.

But what about the industrial scientist whose tireless search discovered the drug, and his associates who perfected the complex means of producing and distributing it? Did they cure the patient? Indeed!

What about the men who had the vision to found that company, the willingness to risk their savings, the courage to overcome major failures and thereby put the group and the tools together, who were able to develop, produce and market the drug? Did they save the patient? Indeed!

The fact is that each played an essential role. I would not dare to go so far as to say an equal role, because I think one would be just as hard-pressed to define the proportionate importance of the physician as any of the others.

In one way, I can understand the attitude of certain students who espouse the "on the firing line" desire. But at the same time I am surprised that the same students who know that as A equals B, and B equals C, so A equals C, cannot see and feel the relevance and interdependence I refer to, and maybe even the proportionately greater importance of the business contribution to the solution of the bigger problems. Yes, and the personal problems.

My associates and I don't have to yank a .32 from our holsters or wrestle a criminal to the ground to feel a real involvement in the war on crime. We know and believe in the dramatic importance of our mobile and portable two-way radios used by police. Incidentally, we do often become highly personally involved at the time of riots, floods and various emergencies. Our people are often called from remote places through the country and the world, in the day or night, or in the middle of a weekend, to package a dozen, forty, or hundred two-way radios to be flown to the site of a tragedy. The company doesn't ask and the people do not ask how much it will cost us in energy or losses to serve in this extraordinary way. But even in the ordinary service to the police and others, we know that we are involved.

The instances in which the businessman identifies with solutions to the problems of lower cost feeding, the elimination of hunger, pestilence, creating shelters, reducing boredom, solving unemployment, contributing to deterrents to major wars, etc., go on and on.

If a particular student does not see how the contribution of business in areas of social responsibility relates to the contributions of those "on the firing line," it is in part because business has not made its case clear enough. In other ways, however, it could be that students just are unwilling to understand the facts or place them in their proper perspective.

Robert W. Galvin
Chairman, Motorola Inc.

GETTING DOWN TO BUSINESS . . .

is the purpose of this open letter from a businessman in answer to questions from Thomas Fehn, a student at the University of Southern California. Similar letters, published since October in 29 campus newspapers in a dialogue with six individual students, have dealt with many facets of business as a career possibility and as a force in society. Mr. Galvin invites your own questions or comments addressed to him at 9401 West Grand Avenue, Franklin Park, Illinois 60131.

FADS and BUSINESS and SOCIAL RESPONSIBILITY

Thomas Fehn
University of Southern California

