

# 'Free' concept will be tested

By BURT KENNEDY

"The 'free university' will be a 'total educational experience' as opposed to 'training,' which is the usual situation for the college undergraduate. We'll be learning facts, but at the same time, we'll be applying those facts to the society in which we live."

This is how Mike Goodman, chairman of the "free university," explains the concept of the "free university" to become functional on campus next semester.

Goodman is reluctant to accept the title of chairman, because he thinks that it might confuse the basic principle of complete student control of the "free university."

"We are very decentralized. We act mainly as an information distribution point. All the decisions are made by the students in the courses they are taking."

Goodman continued, "The administrative portion of the 'free university' is limited to listing available courses, instructors and when a class meets."

He went on to explain that the "free university" is a complete entity within itself.

"If we find that any outside force is trying to modify or censor what is being taught, then we'll fold up and move off campus," said Goodman.

"Each teacher will be free to teach what he wants, as he wants. There will be no restrictions," commented Goodman.

"This fluid type of curriculum is what the 'free' in 'free university' stands for," he explained.

But the term "free" is appropriate for many other reasons.

The teachers or, as the "free university" refers to them, "resourcers" volunteer their time and ability. Any courses they teach at the "free university" won't count toward their overall teacher work load.

Selection of "resourcers" is on a voluntary basis. Anyone who thinks he is qualified may offer his services to the "free university." The test of a "resourcer's" ability is determined by the students in his class through attendance.

"If students think a teacher isn't qualified, then they just won't show up, and the class will stop," said Goodman.

There is no criteria for selection of students for the "free university." Anyone may participate as a student.

The classes will be on a seminar-type basis with only the original meeting of the class scheduled by the administrators of the "free university." After that, the students will decide when and where they will meet again.

Grading is on a pass/fail basis — without the fail. If a student doesn't perform satisfactorily, he receives no credit.

Supporters of the "free university" think that this grading system will do away with what they call the

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# state press

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ARIZONA STATE UNIVERSITY

Tempe, Arizona

## Student problems board hits red tape, club coverage

By EDYTHE EDGAR

University red tape, MU budget policies and the State Press were targets for criticism at a Saturday morning Armstrong Hall meeting of an ad hoc University committee on student problems.

"The red tape for speaker registration is unbelievable," said ASASU president Bill Oldham. "It seems to be the administration's way of saying 'no' to a speaker," he continued.

Oldham directed the discussion of representatives from 37 campus organizations and recommended channels for student gripes.

"Once we find out what the rules are, we'll be much more successful at playing the game," Oldham advised representatives.

A MASO representative brought up procedural issues involving last month's efforts to aid linen workers.

"MASO is no longer pushing this thing, because it's over," said the representative, "but we took Durham's word on faith and in three days, it was negated."

The MASO representative also complained that members

had been put on temporary probation without required judicial procedure.

Recommending that MASO bring their complaints before the University grievance committee, Oldham urged members to first make their grievances public, then to look into alternate grievance channels.

Representatives also questioned Organizations Board chairman Linda Johnson on the rights of their groups to University facilities.

"The board is working on a

handbook of specifications," said Miss Johnson.

The chairman also mentioned that the board has no official bases for organizations approval.

"We should say 'register, NOT 'approve'," said Miss Johnson, "since we have never 'disapproved' anyone."

Representatives also criticized the State Press during the Saturday session for what they called inadequate club coverage.

## Mayor denied funds for community center

Chandler mayor George Nader has expressed hope that the University will be able to work with his community in their proposed skills center for the disadvantaged.

Nader made his comments in a letter received Thursday by President Durham. He thanked Durham for his efforts to obtain state funds for the center.

"It is our hope that by some method conducive to all concerned that we will be able to work together in the future in this community endeavor that will help to alleviate some of the undesirable conditions among the disadvantaged, particularly in the field of education," Nader said.

Nader was attempting to obtain state operating funds through the office of public instruction, for the proposed \$1 million center.

This led to a question to the regents as to whether a state university could ask for state funds to operate the center.

The regents were unfavorable to having the University involved for obtaining grants for the establishment of the center from federal or state sources, said President Durham.

They indicated this approach for grants was open to "creative localism, the junior colleges, secondary schools, and other agencies, but not ASU," the president continued.

Once established, however, "The University and the Board of Regents could be open to approaches and possible arrangements to help or contract for research-demonstration assistance," Durham said.

## Senators: Liberal Arts consultations scheduled but not attended

By JOHN PARRISH

Liberal Arts senators opened their doors for consultations with students Thursday in SS320, but no one showed up.

Patty Randolph, caucus chairman of Liberal Arts senators said, "I didn't expect a big response." She said she thought it would take at least a couple of weeks for the idea to catch on.

Dave Hertz, Liberal Arts senator commented that two reasons for lack of response might be inconvenient location and time but neither could be avoided.

The consultations were scheduled 2:30-4:30 p.m. "Most students schedule classes between 7:40 and 12:30, and after that time no one else is around. We have the same problem, since we are in classes then too," said Hertz.

Since the room was off the beaten path he continued, it would take an extra effort to visit the senators.

Suggestions to have a booth or a table on the mall, were tabled for the present.

Miss Randolph said, "It would just be too much of a hassle. We would have to get permission from Campus Security for each week, since they don't issue permits for the entire semester."

Commenting on "campus apathy" Miss Randolph said, "I don't think most students are really apathetic. It's just a popular word. Most students don't think about problems until they enter a discussion, then they form an opinion about it. Hopefully they will bring these opinions to us."

Hertz said, "Who thinks about communications between students except student senators?"

Miss Randolph said it was better for a student to go to his senator than directly to ASASU president Bill Oldham.

"Oldham could kill an idea right in his office if he didn't like it. No one else would ever hear it. A senator would at least present the idea to his committee where it would be heard by several people. We have this obligation to our constituents," she said.

If there is no response to the idea, she said the office hours would be maintained at least until Christmas. There are plans, she said, to utilize State Press

(Continued on page 2)

## Teachers' roles changing Peek sees compensation elsewhere

By DON WILLIAMS

Answering a charge that the traditional role of the teacher is changing from instructor of students to a research worker interested only in grants and prestige, Dr. George Peek, dean of the College of Liberal Arts, agreed there was a good deal of truth to the statement.

The charge made by John Fisher, former editor-in-chief of Harper's, appeared in the November issue of Reader's Digest.

Fisher explained that liberal arts students are the ones most victimized by this trend. It began when the demand for higher education increased suddenly putting university teachers in a monopolist position.

Overnight they became "the sole purveyors of a scarce and precious commodity," Fischer wrote.

As a result the chances of a student getting a real liberal arts education today

are about nil, he continued. "Indeed, the typical professor couldn't care less about the interests of undergraduates."

"Fisher has relevant things to say," Peek answered. Efforts are being made to meet problems in this area at the University, he continued.

He cited several examples such as the introduction of student boards into curriculum decision-making and experimentation with "pass-fail" grading methods.

Peek also referred to the new, broader and more flexible curriculum going into effect for liberal arts students next year.

However, he said, such changes within the structure of the educational system "take time" — in fact, "move too slowly."

But faculties are pretty conservative, he stated, and students become easily disenchanted with the dull, slow processes of policy-making necessary to insure the

(Continued on page 9)

# CALENDAR

All meeting notices should be submitted three days prior to the date of publication to assure their appearance in the calendar.

**Today** Dr. Thomas W. Robinson, research analyst for the Rand Corporation, will speak on "China after the Cultural Revolution," today at 2:40 in the MU ballroom.

MU hostesses will hear Helen Ross from Plaza Three at 3:30 in the MU Arts Lounge.

David Allen, associate pastor of Bethany Bible Church, will speak to the Inter-Varsity Christian Fellowship at 7 p.m. in the Alumni House.

**Tomorrow** Dr. Troy L. Pewe, geology professor, will present an illustrated lecture on "Glacial Geology of South Victoria Land, Antarctica," at 3:30 this afternoon.

Faculty Wives Newcomers will have a Christmas decoration demonstration at their 7:30 p.m. Alumni House meeting.

## Consultations fail

(Continued from page 1) advertising for ASASU proposals, and to put up signs on bulletin boards to let students know what is going on.

"Suppose a student came to one of us and asked what was being done about the parking situation. We are not pretending we can jump right up and solve the problem, but we can tell students what is being done about it, and what future plans are now in effect," Miss Randolph continued.

"I have a resolution which will be coming up soon, which would return diplomas to the graduation ceremony, if it

passes. These are just examples of what can be done if students will come in and tell us about it," she added.

The College of Liberal Arts is the first of the nine colleges in the University to initiate such action. Others will follow if this proves successful.

Hertz said senators are hard people to find. "Many students don't even know who we are." This was the main reason behind the decision for office hours.

Miss Randolph added, "Students can't get in touch with their senators — they are almost like fictitious people."

## Draft rulings outlined by counselor

### Conscientious objector status defined

By DAN ROBINSON

"If a boy wishes to become a conscientious objector, it is better to apply the first time he goes to the draft board," said Dr. D. W. Gieschien, assistant professor of philosophy.

Dr. Gieschien, who is also a draft counselor for the Arizona Draft Counseling Service, spoke to students in Sahuaro Hall Thursday night on current draft laws.

He said there are now two classifications for conscientious objectors, religious and total.

"A person classified as a conscientious objector because of religious reasons is opposed to war in any form, but will serve as a medic or in a non-combative position," said Dr. Gieschien.

"Few apply for a religious classification, because most who apply as conscientious objectors are humanitarians who don't even want to patch up men who may be potential killers," he said.

A "full deal" classification also means that a man is against war in any form, but he will not serve in the military in any capacity.

Dr. Gieschien feels a third type of deferment, called the selective conscientious objector deferment, would be the best classification for dissenters, but at the present time it is illegal.

A selective conscientious objector is "against unjust wars and wars of aggression." This deferment is supported by some Catholics and Lutherans.

The American Civil Liberties Union also supports the proposed classification, saying the old classifications are "Unconstitutional because they discriminate against those who are opposed to specific wars only."

Dr. Gieschien said if an individual is turned down the first time he applies for a conscientious objector classification, he can arrange a personal appearance with his local draft board within 30 days after his rejection.

He may have a counselor if he chooses, but the board can disregard his testimony.

Dr. Gieschien also suggested the individual write down everything said because some boards ask questions which may be proved illegal.

"If a personal appearance is denied, the case goes to the State Appeal Board a month later," said Dr. Gieschien.

The State Appeal Board must vote unanimously in favor of the plea or else the case is dropped. The final step is to take the case to the Presidential Appeal Board, but chances of winning are very rare, he said.

If all his attempts fail, the individual is classified 1-A and receives orders for a physical and induction.

Dr. Gieschien said the dissenter is charged with a felony if he refuses to take this step, which can mean a penalty of five years in jail plus a \$10,000 fine and loss of suffrage.

Dr. Gieschien said if the individual has a lenient judge he

may be placed under the Youthful Offenders Act.

"The act is a longer and more personal sentence. The sentence is usually about seven years with the boy placed in a special detention home. He does not receive a criminal record and can be paroled," he said.

As one final alternative, a dissenter may go to Canada, where he becomes a landed immigrant for five years. During this time he may visit the United States for short periods of time.

After five years he becomes a citizen and can come to the United States any time.

## Book fair exhibit first for campus

Final preparations are being completed for the first annual combined paperback book exhibit to be presented in the Sahuaro complex.

The exhibit will be the first such book fair on campus and also at any university in Arizona. It will feature nearly 1400 paperback books from over 95 different publishers. There will be a wide variety of subject matter represented, according to Robert Hendricks, coordinator of the exhibit.

The exhibit will take place in the Sahuaro complex main lobby sometime after Christmas.

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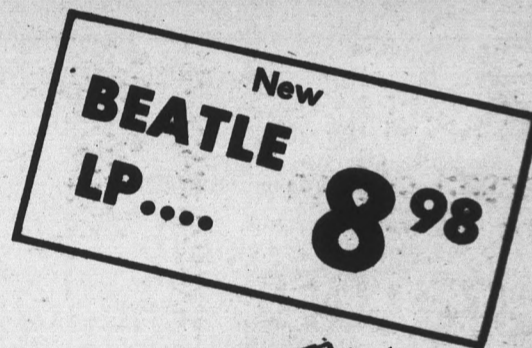
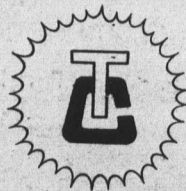
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# Real estate seminar planned here

Approximately 250 Arizona real estate salesmen and brokers are expected to participate in the second annual real estate seminar here Dec. 19.

It will be conducted in the MU ballroom from 9 a.m. to 4 p.m.

Dr. Melvin S. Anderson, associate professor of general business administration, will serve as seminar chairman, and the program will include the following talks:

"The New Real Estate Law," John Noble, of Phoenix, president of the Arizona Association of Realtors; and "How to Create and Sell a Saleable Listing," Weme Castor, Madison Investments Corporation, Scottsdale.

"Appraisal Tips," Veldon R. Naylor, member, Appraisal Institute, Mesa; and "New Sales Ideas and Techniques," Bob Fletcher, Phoenix realtor, education chairman, Arizona Association of Realtors.

"New Directions to Take in



Dr. Peterson

## Cadets will hear Peterson speech

Talking, not marching, will be on the agenda for Army ROTC cadets at Tuesday morning's drill.

Dr. Arthur L. Peterson, president of the American Institute of School of International Management, will talk on "Men, Management and the Military" in the auditorium of the Agriculture Building.

Dr. Peterson has been president of the American Institute of Foreign Trade. He graduated from Yale University in 1947, and obtained his Masters degree from the University of Southern California in 1949. He received his Ph.D. from the University of Minnesota in 1962.

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Polishing Old Skills," Les Hansen, Phoenix realtor, education chairman, Phoenix Realtor Board; and "Using Management Know-How," Dr. Sherman Tingey, ASU associate professor of management.

The seminar will also include two panel discussions - "how to Finance in Today's Market," for which Tom Fannin, Phoenix realtor-broker, past-president,

## Christmas contest planned for halls

AWS and Interhall Council are sponsoring a "Deck the Halls" contest for all residence halls.

Each hall will pick a theme for their decorations and be judged on their ability to carry it out. The judging will be on Tuesday, December 17.

Trophies will be given for best women's and men's hall. A sweepstakes trophy will also be given to the best hall.

All themes must be submitted to Janet Frasier, PVM, or Hary Haywood, Best A, by Dec. 12. Decorating should be completed by Tuesday, Dec. 17.

ent, Phoenix Realtor Board, will serve as chairman, and "The Real Estate Profession," with Charles E. Myler Jr., ASU assistant professor of business administration, serving as chairman.

The second panel will be composed of three ASU students majoring in real estate - James Mikes, David MacIntyre and John D. Benton - and three realtor-brokers - Tony Rimsza and Ed Post, both of Phoenix and Evan Heywood, Scottsdale.

Sponsors of the seminar are the Arizona Association of Realtors, the State Office of Distributive Education Services, and the ASU Center for Executive Development, which is now accepting reservations for the seminar participants.

A \$7.50 fee covers the costs of a luncheon and hand-out materials.

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# Churches to sponsor peace liturgy on Mall

A liturgy for peace will be conducted on the Mall by the lectern at 12:30 tomorrow as the third and

last liturgical expression before the Christmas vacation.

The Campus Ministries Center, which includes the UCCF, United Methodists, Episcopalians, the Newman Center and the Lutheran Center, will sponsor the liturgy for peace.

All those in the procession will meet at the north end of the Nursing Building at 12:15 p.m.

The program will include singing, prayer, and an address which will be given by Father Bill Mitchell of the Newman Center.

## IHC will sponsor Christmas party

The Interhall Council will host a Christmas party for all men's residence halls at the Desert Hills Motel 8 p.m. - midnight Thursday.

Room keys must be presented for free admission.

The Generation Gap will play at the party. Girls are permitted to have late hours for the event.



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# The 5th Column



Editor's Note: The Fifth Column is devoted to satire on University life and problems. As such, it serves as a fifth column to subvert the silliness which often prevails on campus. It always appears (at least in part) in the fifth column on the page.

There once lived an elderly legislator who decided he should save the young people in his Great Southwestern State from the evil forces of the big, bad world.

"The first thing I must do," he said, "is to keep their young minds pure by protecting them from the evil other side of issues."

"The second thing I must do," he added, "is to take away the money from their schools so there will not be any room in which to pervert their young minds."

So the elderly legislator set out to make his thoughts known to the citizens of the state, who would surely support him if they knew of the evil inherent in wisdom and school buildings.

"Today the president of the local evil school building sat down and talked to students — what is the world coming to?" the elderly legislator asked the citizens.

They shook their heads in disgust and agreement.

"The president has too much gaul (sic)," he added. "We must fire him or the students will get the idea that the school is a democratic institution."

Then the elderly legislator went before his cohorts, expecting them to be equally indignant, and asked their support in his fight for decency. But they would not aid him.

"The third thing I must do," thought the elderly legislator, "is recall my cohorts."

But the decent people of the state rallied to his side in droves (for this was the state with more people qualified to play God per square inch than any other).

Thus they signed petitions calling for an end to "subversive activities" at the local corruptive university.

When the other, less informed people in the state heard of the great fight for decency they joined in without asking any questions.

"For a fight for right gives one a right to fight," they reasoned, "and who are we to ask questions?"

And so that day a great cause was born and the people had something to do and the students remained pure and decent and the elderly legislator was happy.

AH

## CAPTAIN FENWICK'S MAILBOX



Occasionally the obscure feel the need to get some newspaper publicity. One man, in the heat of this year's political campaign, decided that a press conference was the quickest way to get publicity. So he sent the following note to the editors of a metropolitan daily (although he chickened out at the last moment):

"Gentlemen of the press — you have long been awaiting an interview by me. I am going to hold a press conference . . .

"I have shunned the public light for 27 years and I feel I owe it to myself and, of course, you the gentlemen of the press. To the public I owe nothing because I was never a professional. You see, I never charged for any service rendered.

"For the past 27 years, I have devoted my life to floundering within but apart from society. I have led this purposeless life for no purpose whatsoever.

"You gentlemen of the press may think of this as a political move on my part but, believe me, it is purely personal. I would not allow myself to do something like that in any situation.

"After all, I have acquired and abided by a rigid set of double standards in my purposeless life. I would not now, under any circumstances, do anything for any reason or purpose. I close now, gentlemen, with this word:

"He who is alive has not truly lived till he has been alive without a purpose."



Perhaps we should have brought it up before the election, but the Universal Party's 1968 platform promised "Civil treatment and protection of peoples from other Worlds visiting our Planet Earth in their machines without immediate commitment to our jails."

The Party's slogan (wowie!): "The HEART must rule the HEAD and the HAND to have a World of Peace! The Law must be a pure expression of the HEART of the People. Any interference with this is unconstitutional and immoral."

A perfumed letter marked "personal" with feminine flower designs on it arrived in our Mailbox with this photo inside. There was also a card enclosed which said "Let the games begin; call (213) 872-2731; Marian."

Intrigued, we tried to call the La Jolla number collect. Before the operator cut us off, "Marian" said she'd been very busy but was just waiting for our call. If any of you call her and hear the entire recorded message, be sure to tell us what she wanted.

Now for channel 8's trivia contestants, some unimportant facts:

The daily output of garbage in America, not even counting the Mailbox, would fill a freight train stretching from Boston to New York City.

Alaska has no snakes.

A scallop has 40 blue eyes and no brown ones.

A robin can fly up to 30 miles an hour.

And the camel is becoming extinct. Why isn't anyone doing anything about this grave problem?

# Zoology student reports on radiation effects

By JOHN KEETER

Eniwetok Atoll is an almost circular barrier reef in the South Pacific, 21 hours by plane from Hawaii.

Mike Carpenter, a graduate student in zoology, spent four summers studying the creatures of Eniwetok Atoll.

Most of the 42 islands of Eniwetok are covered with thick vegetation. The soil is rich and fertile but no natives have lived there for over twenty years.

Thick concrete walls, miles of cable tunnels and deep photographic bunkers replaced the natives' huts in 1946.

Six years later a hydrogen bomb was detonated on a small

island at Eniwetok Atoll. The small island disappeared along with three other small islands near "ground zero." The blast left a crater 180 feet deep and three-fourths of a mile wide in the coral and algae reef.

At H-hour shore birds like the reef terns and frigate birds scoured the beaches for food, crab and ghost crab crawled land crabs like the coconut clumsily from their sand holes in the tidewater and thousands of rats ran along the underground cable tunnels built by American engineers.

What happened to this odd gallery of wildlife at H-hour? Zoologists and biologists are

returning to Eniwetok to find out.

One of Carpenter's conclusions from his stay at Eniwetok is that if World War III ever comes, man's successor as ruler of the earth may be rats.

Carpenter said in a zoology seminar last week that a variety of rat called the roof rat survived the blast only two and a half miles from "ground zero."

A few days after the blast, neighboring islands, as far away as 15 miles, turned up dead or dying animals.

No one is yet sure how the rats survived, Carpenter said, though one explanation is that

many rats escaped death in the underground bunkers and cable tunnels. Rats living in these shallow tunnels received only one-twenty-fifth the radiation of those on the surface.

But even these rats, Carpenter said, were showered with intense radiation. No mutations were found and all the offspring were healthy.

However some rats had greying coats which, Carpenter explained, is a sign that they were exposed to high radiation.

Over 6,000 rats were trapped at the atoll on 11 of the 42 islands. Carpenter said that on some of the islands rats were so numerous that the traps were 100 per cent successful

Some were captured alive so that scientists could study their habits and reactions. Others were used to examine body tissues and reproductive tracts. Carpenter said some very high radiation counts were found in live rats.

Today only one island is still "hot," that is, its radiation level is still high.

Carpenter said that except for that island, Runit, the radiation

level at Eniwetok is well below the danger level 16 years after the detonation.

The natives who were evacuated from the atoll have made their homes on other islands miles away. Unlike the natives of Bikini Atoll, the site of another hydrogen bomb test in 1954, the inhabitants of Eniwetok have not returned to their old home.

Today a marine laboratory studies ocean life there while 200 military personnel monitor U.S. missiles fired from Vandenburg Air Force Base in California. The missiles land near the atoll.

The dense jungle is slowly overtaking the concrete bunkers and camouflaging the high thick walls through which scientists photographed the fire ball.

Dragonflies hatch from stagnant rainwater in abandoned photo bunkers and vines and grasses grow around the many observation and photo towers anchored around the atoll.

Carpenter said the rats are thriving in the cable tunnels.

## Attorney discusses taxpayer

By ED TAYLOR

If the Internal Revenue Service started to investigate your returns for possible income tax evasion, what rights would you have as a citizen?

Not many, said James O. Hewitt, San Diego attorney and vice chairman of the Committee on Tax Aspects of Real Estate Transactions of the American Bar Association.

Hewitt spoke at the 10th annual tax institute last week at the College of Law.

According to the 1966 U. S. Supreme Court decision of Miranda vs. Arizona, an accused has a right to remain silent and to obtain counsel.

However, Hewitt said most courts have ruled that the Miranda decision does not apply to income tax cases.

Therefore, under present IRS investigation techniques, a citizen is not informed of his rights and is often asked to present evidence that is self-incriminating, Hewitt said.

The reason the courts do not apply the Miranda decision to income tax cases is that IRS investigations are more concerned with the preliminary aspects of the case as to whether or not a crime has been committed.

Hewitt said this attitude of the courts ignores the realities of an income tax investigation, since there is no question about who committed the crime, if one was committed. It must be the person being investigated. Hewitt said the courts should be very hesitant to strip the person of his

constitutional guarantees.

However, Hewitt said a change in investigation practices might soon come since the IRS announced a change in policy last week. Under the new policy, the investigating agent must identify himself and notify the citizen of his right to remain silent.

Hewitt also referred to an article that appeared in the August 1967 issue of Reader's Digest, entitled "Tyranny in the Internal Revenue Service." It accused the service of seriously degrading taxpayers in its investigations into tax frauds.

He said a subsequent hearing in a subcommittee of the House Committee on Appropriations found the article to be considerably "off-base" and containing half-truths and distortions.

However, Hewitt said there was considerable argument over the findings of the hearing. A rebuttal by Reader's Digest condemned the committee report as attempting to cover up a serious situation.

Of the 16 allegations in the magazine article, IRS would admit the truth of only one. In that case the IRS agent had gone through the taxpayer's mail and found a letter from a woman other than his wife. The agent then showed the letter to the taxpayer's wife in an attempt to make her angry and inform on him.

Hewitt said the agent was not strictly disciplined for his mistake and should have been dismissed



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# Santa began as cartoon character

Santa's jovial "Ho, Ho, Ho" was a long time coming according to Dr. Arnold Tilden, professor of history.

The pudgy fellow in the red flannel suit did not make the Yule scene until 1862 when editorial cartoonist Thomas Nast's drawing of the jovial one first appeared in Harper's Weekly.

Throughout history, Christmas customs were slow to evolve; the Christian world did not commemorate Christ's birth until the fifth century.

The festive tree was absent from living rooms until 1605.

"Christians considered it a pagan practice to celebrate birthdays, unless they occurred on the days a person was born to eternal life — the day of martyrdom," Dr. Tilden said. "Actually, it was the death-day which was celebrated and most of the Saints' days on the calendar mark the day on which they died."

Over the years, the ASU historian has researched the history of Christmas customs. Each year at this time, he dusts off his notes and passes along his observations to students.

"Actually, Christmas is the youngest of the church holidays, although it has far outstripped all others in importance," he said.

The Western church was eminently practical, he said. When

encountering pagan practices, it either stamped them out or adapted the festival rites to the Christian faith.

In Germany, the church stamped out the practice of eating horse flesh because of its sacramental significance to the pagans. In Italy, it adopted statues portraying Isis and the child-god Horus, by merely renaming them Mary and Jesus.

Dr. Tilden pointed out wherever Christians went they encountered festivals during the latter part of December. This was the time of the winter solstice when the days finally began to lengthen; the time when the sun-god turned in his path and started back to the people. This was Saturnalia, a time for licentiousness, revelry, drunkenness and sensual pleasure.

The ancient Romans marked the day by feasting with friends and exchanged presents (mostly wax dolls or tapers). At this time of the year, Roman shops resembled our own stores.

"Even the slaves were allowed their freedom during the celebration," Dr. Tilden recalled. "The festival ran from Dec. 17 to Dec. 25 and was followed by other holidays, one of which was devoted to children."

In Gaul, December was a special time, too. This was the sacred month of the Druids who met at Rouvres to celebrate their mysterious sacrifices to the sun, using mistletoe as a spe-

cial emblem of holiness and happiness.

"The Germans also celebrated with special ardor," Dr. Tilden continued. "This was the period of Weihnachten (the twelve nights), marking the re-birth of light and love. To honor the occasion, they introduced the use of the fir-tree as a symbol of continuous life."

The Anglos celebrated the season in England, stressing Dec. 25 as "modranecht" (mother's night). A passage in Bede, the greatest of the Anglo-Saxon chroniclers reads: "The ancient Anglos began the year on Dec. 25, when we celebrate the birth of Christ."

The Church was anxious to distract the attention of its new converts from these "heathen" feast days and assimilated them, clothing them in a new Christian significance.

"The date of the actual introduction of Christmas is disputed," Dr. Tilden remarked. "However, in 354, Latins may have transferred the birth of Christ to Dec. 25. Certainly, by 400 A.D., Christmas, as a Christian festival, was established in the West and was gaining stature in the East."

Dr. Tilden noted attempts by the church to wipe out the Manichean heresy in the first half of the fifth century, may have hastened the official adoption of the date.

The Manicheans believed God

would never demean himself to become a man, but only took the form of man. Therefore, the apparent life and death of Christ were mere delusions. This philosophy was directly antagonistic to accepted teachings, and in the hope of destroying the creed, Christmas was introduced as the celebration of the actual, human birth of Christ.

"Thus, Christmas entered the official roster of church holy days, taking on the features of various nations among which it was introduced, and adopting

certain pagan rites from the religions it supplanted," Dr. Tilden explained.

The Romans gave it the Latin name "Dies Natalis" (birthday of God). To the Italians it became "Natale" (birth). In Spain, it became "Nadal," in France "Noel."

The Germans, however, retained their old heathen designation "Weihnachten." In Holland and in England the day was referred to as "The Mass of Christ." To us, it's "Christ's Mass" or Christmas.



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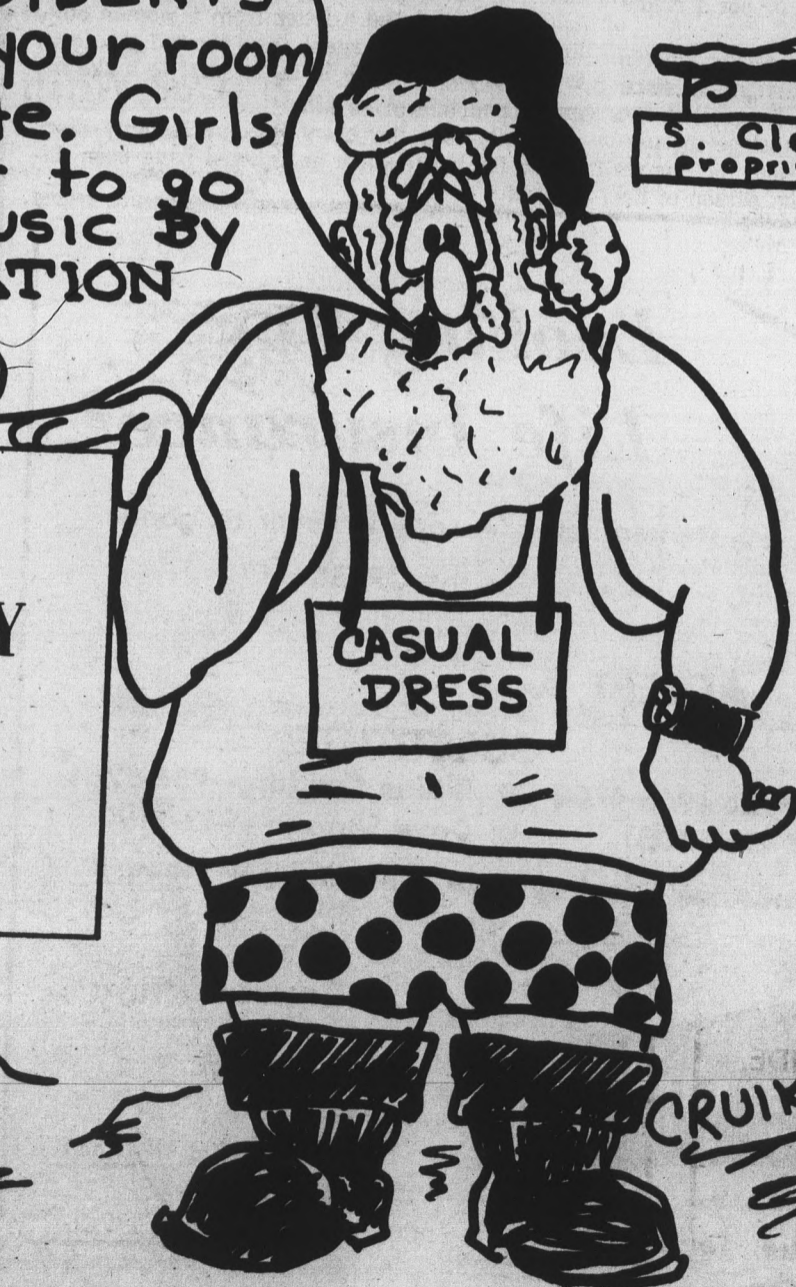
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CRUIKSHANK

Propaganda, espionage tied to marketing

# Teacher researches Asian ads

Asia is a difficult place for the Madison Avenue huckster to "do his thing."

Advertising in the Orient never issues such direct commands as "Drink Coca-Cola," or "Buy Pepsi-Cola." Teeth brushing never wins a kiss and hair spray never lures a boy friend.

Instead, symbols, lucky numbers, and color combinations are the rule in advertising and packaging.

This information is revealed in a research study of regional marketing patterns in the Asian basin by Dr. William A. Nielander, professor of marketing.

In the spring and summer of 1967, Dr. Nielander, a member of the Public Relations Society of America, conducted research in the Far East under a grant from the Southeast Treaty Organization.

His efforts were aimed at analyzing distribution channels in several countries to determine who did what and why. His travels took him to Japan, Australia, New Zealand, Thailand, Korea, Malaysia, the Philippines, India and Pakistan.

"In marketing functions, advertising is one area most closely related to practices as they appear in the United States,

## St. John's to hear student folk group

The Innfolk of Newman Center will give a concert at the St. John's Indian School located southwest of Laveen, Arizona.

The concert will consist mostly of folk music but it will also have contemporary liturgical music (folk mass songs).

The members of Inn folk are Maggie Vehrs, Kay Hadlock, Don Cook and Larry Melby. The group normally performs folk masses around the valley.

The concert begins at 11 a.m. on Sunday.

but there are major differences," he said.

In India, for example, men do most of the shopping, therefore advertising is slanted toward the masculine viewpoint.

"The function of advertising in Japan and Southeast Asia is also quite unusual," Dr. Nielander reports. "Asian psychology requires advertising merely to attract attention to the trade mark or the product. Its function is not to sell."

Dr. Nielander explained there is still a feeling that advertising goes against the deep-seated Oriental virtue of humility.

"All the media in the United States exist in the Asian Basin," he added. "Yet radio, while by far the most universal form of communication throughout the world, is often restricted as a medium for advertising. Also, there is a great deal more emphasis on corporate advertising than on product advertising."

He described advertising firms as space agencies for leading newspapers and said it is common practice for Japanese agencies to handle competitive accounts.

The professor hinted the picture might change in the years ahead. "The emergence of such American giants as J. Walter Thompson, Grant, and McCann-Erickson is having an effect. However, cultural differences as well as Oriental business ideas and practices will continue to require special advertising treatment."

Marketing in the Far East is tied to public relations, which Dr. Nielander described as a weird combination of advertising, propaganda, and espionage with few attempts made to separate them.

"It is perhaps strongest in the area of political patronage where favors are offered and accepted," he explained. "Producing an ex-prime minister, ex-premier, or even an ex-mayor to address the company picnic is considered a coup in public relations achievement."

Dr. Nielander pointed out Far East press relations are difficult at best. Reporters maintain their own exclusive clubs for gathering political or commercial news and decide whether or not a press conference will be held. No foreign correspondents are allowed access to these clubs, thus providing local reporters a monopoly on news gathering.

"The real mystery is that little effort is made to probe deeply into the American brand of public relations to learn how closely it is connected to marketing. I believe it will be some time before public relations is used and understood as a valuable marketing tool in the Orient," he said.

He said marketing is not a simple process in emerging countries as many people believe. The lack of transportation, fully developed channels, and particularly integrated retailing cause much confusion and duplication.

# Student volunteers for 'Deep Freeze'

When you talk about Antarctica, sophomore Dianne Rokey's face lights up; she's developed an insatiable appetite to learn all she can about the South Pole.

Her husband Ric arrived at the Byrd Station Oct. 18 as a volunteer for Operation Deep Freeze.

His plane was the first on the Pole in eight months. By the end of January only he and nine other men will be remaining.

Rokey, a former student studying to be an orthodontist, interrupted his education for a tour of duty in the Navy.

Apparently ignoring the familiar service axiom never to volunteer, Rokey volunteered for Operation Deep Freeze after finishing boot camp training.

He soon discovered that even more training and testing was necessary, some in San Francisco and the rest in Rhode Is-

## Meteorite director offered fellowship

Dr. Carleton B. Moore, director of the Center for Meteorite Studies and a member of the departments of geology and chemistry, has been elected a fellow of the Mineralogical Society of America.

land, before he could stroll through the cold environment of the South Pole.

Eventually, he boarded a plane with orders marked "Destination: Antarctica." He will remain there a year.

During Rokey's stay, he will undergo aviation ground schooling and plans to add 12 hours towards his pre-dental degree.

Dianne is working on a primary education degree here. She hopes by spring, 1970, Ric will be back in school with her.

But right now she has to settle for radio contact with him.

"The only unusual and kind of hard thing is that it's never really his voice — at first it sounded like a stranger," she said.

With time and practice she has learned more about operating the ham radio and his voice "sounds more like him," she said.

In a few days, they hope to be reunited during his 10 day rest and relaxation break in Hawaii.

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# Saga Foods head says best quality food bought Stomachs, students growl in unison

By BRUCE TALBOT

When Saga Foods Service throws open its doors, stomachs start growling.

So do some students.

Stan Brown, head of Saga at ASU, answered the culinary questions of Interhall Council members late last week in an attempt to learn first hand the criticisms of dormitory residents.

One representative asked about the hamburger situation.

"Is there any truth to the rumor that steaks are ground and formed into meatloaf, which is later shaped into hamburgers, which are covered with gravy to become Salisbury steak, which then become spaghetti meatballs which are plucked out and made Swedish, and finally reach their destination in 'sloppy Joes?'"

Brown responded that anything which has been cooked is

reused within 24 hours, frozen or thrown out.

"Hamburger, for instance, is reused in spaghetti, but, as is the case with all leftovers, is combined with fresh products."

He added that recooked items comprise, at the most, 20 per cent of a particular menu entry.

"What quality of food does Saga purchase?" a voice from the back asked.

"The best," Brown shot back. "We buy only choice beef and grade A vegetables."

He explained beef is bought on a month-to-month basis and by the cut, "because we don't like to use frozen meats and are assured of getting what we want."

Large-quantity beef purchases are now unfeasible because of limited storage and cutting areas, he said, but the possible

purchase of a small meat company in Phoenix might be a solution.

The company would serve all Saga-catered schools in Arizona. Brown told the group Saga  
(Continued on page 12)



**HE CONDUCTS** — A concert commemorating the 20th anniversary of the Universal Declaration of Human Rights will be broadcast at 9 tonight on Channel 8. The Minneapolis Symphony orchestra under the direction of Stanislaw Skrowaczewski will perform.

# 'Free university'

(Continued from page 1)

"inadequate system of competitive grading."

Course offerings, too, are left up to the students. Students may request a particular course, or a "resourcer" may announce his desire to teach a particular course.

Possible courses for next semester include transcendentalism, a course analyzing popular music composers as poets and even a course in bead work.

More definite plans for the coming semester will be formulated at a meeting at 3 p.m. Wednesday in SS105. At that meeting students wishing to join the "free university" will be able to put forth their thoughts on course and "resourcer" selections for the coming year.

Goodman said the present project is only the first of three phases of the total concept of a "free university." The second phase would be that courses at the "free university" would count toward graduation

for students and as part of the work load for teachers.

The third phase would allow the "free university" to grant degrees, much as an individual college.

Whether the last two phases will ever come about is questionable, Goodman admits, but he was quick to point out the eventual success or failure of the last two phases has no bearing on the first.

"Students are the beginning and the end of this project. Its success will be determined by how students, 'resourcers' and participants from the surrounding communities react to this opportunity," Goodman concluded.

## Delphias pledged

Chi Delphia, women's auxiliary of Delta Chi fraternity, recently pledged 10 coeds.

They are Jane Davis, Jill Detjen, Linda Johnson, Stephanie Hackett and Diane Kauffman.

Also pledged were Jan Lipso, Kam Massa, Marty Ruiz, Sue Settergren and Beverly Trimble.

# Asian Center plans talk on China crisis

China's internal upheavals, specifically "China after the Cultural Revolution" will form the focal point for a discussion by Dr. Thomas W. Robinson, research analyst for the Rand Corporation.

The free public lecture will be this afternoon at 2:40 in the MU ballroom as part of a continuing series of lectures by the Center for Asian Studies.

Dr. Robinson's research fails mainly in the field of the role of Chou En-Lai in the cultural revolution.

He is also engaged in a study attempting to forecast some of the alternative policies and political developments in mainland China after the cultural revolution.

G. A. Dudley, director of the center, believes that now this upheaval appears to be drawing to a close, it is time to look at what a reassertion of Chinese energies in international affairs may present in terms of alternative policies, choices, constraints, and personalities, he said.

Dr. Robinson will direct his attention to the internal upheaval that constituted the cultural revolution.

According to Dr. Dudley, the turmoil has absorbed the full energies of the Chinese leadership at the expense of a previously vigorous foreign policy with consequent setbacks.

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# Teachers' roles shift

(Continued from page 1)  
rights of all parties involved.

Much of the problem is in communication between the groups, Peek said, even though complaints might be justified.

"The University doesn't quite know how to respond to many demands and the students don't know exactly how to formulate them," he said.

Another point in Fisher's article on which Peek agreed concerns the "housekeeping" of the universities. Fischer contended that much of the university's time and energy is wasted in

## Paintings portray American Indians

A major exhibition of paintings by George Catlin is currently showing at the Phoenix Art Museum.

On loan for one year from the National Gallery of Art, Washington, D.C., the exhibit of 28 works can be viewed through October of next year.

Born in Wilkes-Barre, Pennsylvania, Catlin (1796-1872) was a self-taught artist who gave up the practice of law to become a portrait painter.

As a child he heard about the American Indians from his mother, who had been captured and had lived with them, and from his grandfather, who had fought them. Beginning in the 1830s, Catlin began to travel among the Indians recording their lives and customs, and he was the first artist of stature to document the tribes.

Over a period of six years he traveled among the tribes painting the Sioux, Omaha and Sauk in the great Northwest, and the Cherokees, Choctaws, Creeks, and Senecas of the Southwest.

Catlin's work is strictly documentary and its importance lies in depicting the era when the Indian was in his glory — proud, aristocratic. He collected many artifacts of their world and hoped that with exhibitions and lectures he could awaken an understanding of the Indian's vanishing grandeur.

anachronistically maintaining the role of parent to the students.

Peek said the University will eventually have to give up being parent, since its responsibility is sufficient in providing education and facilities for the student.

Examples of programs here are the projected experiments in coeducational housing and increased student self-regulation being allowed.

Offering an important consideration to be kept in mind by students, Peek brought up another side to the matter of student freedom.

"Perhaps it will be tougher for students in the future when their regulation is out of the school's hands," he added.

## Symphonic Band to give concert

A free concert will be presented by the University Symphonic Band, under the direction of William Hill, Wednesday at 8:30 p.m. in Gammage Auditorium.

Works by three ASU music faculty members will be featured on the program.

The opening "Fanfare" was composed by Ronald Lo Presti, assistant professor of music. It will be followed by Rossini's "La Scala di Seta Overture."

Robert Morsch, assistant band director, will be featured French horn soloist in Eugene Bozza's "En Foret," while William E. Mitchell, also an assistant director, will conduct the band in a performance of "Masque," a new work by Francis W. McBeth.

Both Morsch and Mitchell are graduate students here.

Also included on the program will be "Diaphon," a commissioned work by Dr. Grant Fletcher, professor of music; two movements entitled "Durango" and "Commuter" from director William Hill's new suite, "The Golden Spike;" "Variations and Fugue" by Vittorio Giannini; and "Lola Flores."

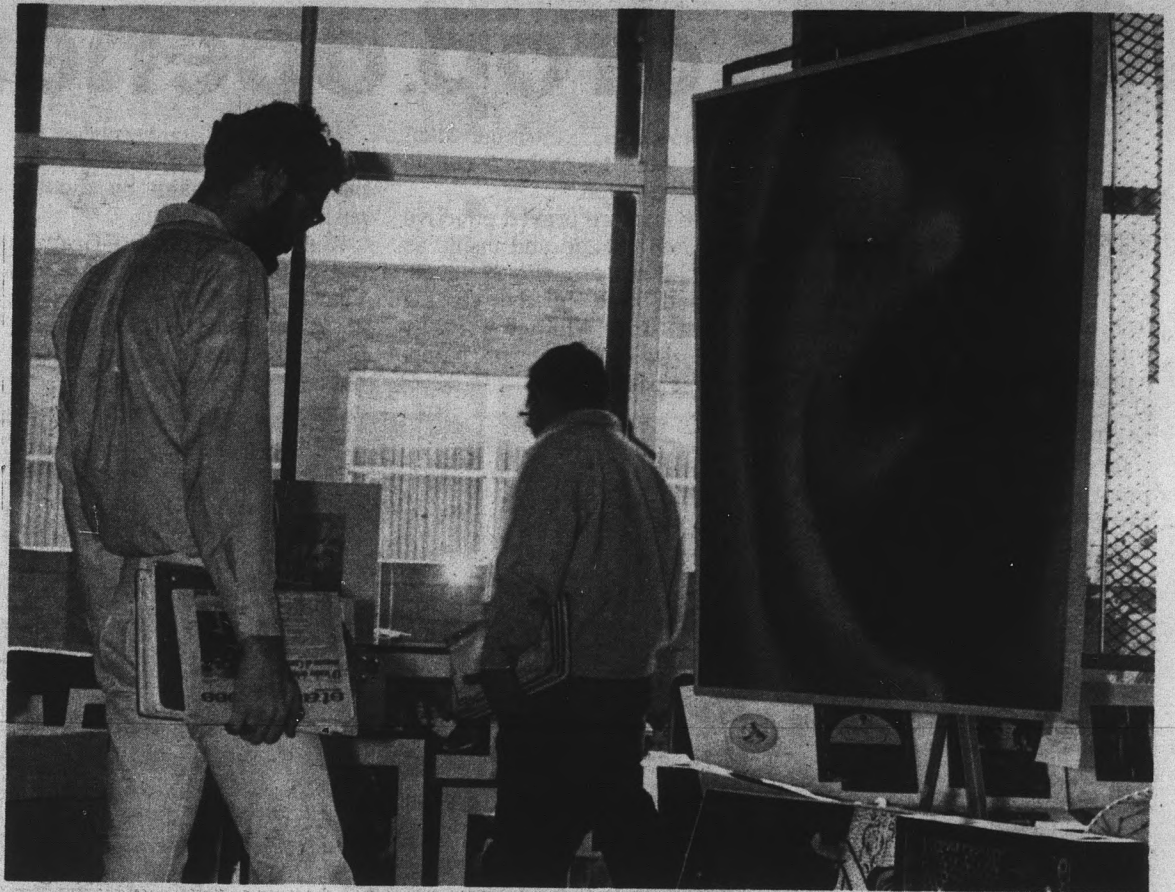


Photo by Tom Wheeler

**LAST CHANCE** — Today is the final day for the student-faculty art show in the MU arts lounge. Pottery, etchings, sculpture and paintings are among the works offered for sale. Proceeds from the annual sale go to the artists. Sales so far exceed last year.



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# Cagers drop opener, blast Poets

By LARRY NELSON

Arizona State helped prove two basketball theories last week.

It has been said that a strong big team can stop a small, fast team. Kent State, a team with several talented big men, handed Ned Wulk's crew a 92-81 setback in the Devils' opener Thursday night.

It has also been said that a zone defense can not stop a fast-breaking team. Whittier tried a zone defense on ASU Saturday night and got clobbered, 110-82.

In both games, the Sun Devils experienced the same problems which plagued them last year — too many turnovers and personal fouls.

However, in the Whittier game, Wulk's cagers improved their shooting and their defense, bringing back memories of the Joe Caldwell-Art Becker-Tony Cerkvenik days when the Devils whipped teams by margins of 20-plus on a regular basis.

Maybe the fact that Caldwell, in town for the Atlanta-Phoenix game was in the stands, spurred ASU to greater achievements.

The heroes Saturday night were many as Wulk substituted freely. Leading ASU to a 49-40 halftime margin was Jay Arnote, who had 13 points at the break and finished with 18, despite the fact he only played 20 minutes.

The second half produced several bright spots from the reserves, most notably Ron Johnson, who came on to score 17 points and grab six rebounds.

Jeff Mackey, who shared high-point honors against Kent State with 16, came off the bench to garner 12 tallies against Whittier.

Steve Reash and Bill Leinheiser, two men who did not figure highly in pre-season analyses, got a chance to show their talents Saturday night and made the most of it. Reash finished with nine points and Leinheiser got eight in leading the attack in the game's final 10 minutes when Whittier vainly tried to get back into contention.

The starting five, which had troubles functioning against Kent State, blended into a smooth-working unit Saturday night with the three outside men controlling the game completely, forcing Whittier into costly errors.

Although the game honors

went to ASU, the individual glories were taken by a couple of Whittier men.

Mark Lamore proved effective from both outside and inside as he led all scorers with 26 points.

Second man in the scoring column was Whittier's flashy guard, Dick Wells, who pumped in 22 points.

This marked the second game in a row in which high-point honors were taken by the opposition.

Kent State's Doug Grayson completely dominated matters Thursday night as he fired in 31 points, most of them coming on a soft jumper from 12 feet out.



Photo by Hal Key

**UP FOR TWO** — Bill Leinheiser scores a basket against Whittier College Saturday night in a game the Devils won, 110-82. Leinheiser was instrumental in Devil win, getting eight points in final minutes.

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## Sports

### Ticket pickup announced

Harley Anderson, athletic ticket manager, has announced there will be no student pickup of tickets for the game with Seattle Jan. 2. Presentation of activity cards will be all that is needed for admittance. Anderson said pickup dates

for the rest of the season are Jan. 8-9 for Arizona, Jan. 15-16 for Utah State, Jan. 20-21 for Utah and BYU, Jan. 29-30 for Loyola of Los Angeles, Feb. 17-18 for Wyoming, New Mexico and Southwest Louisiana and Feb. 27-28 for Texas-El Paso.

## Classified

For classified advertising submit ad in person to the State Press, Old BA 302, two days in advance of publication, from 8:00 a.m. to 3:30 p.m., call 961-3457. Rate: 5c per word, 75c minimum.

**PERSONAL**

**MEN** — for a lesson in chastity call Carol, 277-8248.

Barbara Shumway of the Arizona Republic would like to discuss classroom cheating with students for a future article. Names will remain anonymous. Phone 271-8241.

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# Devil takes first prize Grapplers open season without usual success



**DEVIL WINNER** — Don Powers, Arizona State linksman (2nd from right) receives congratulations from host pro Gene Aleya for winning the 8th Annual Roadrunner Invitational Golf Tournament.

Firing steady golf over the 72-hole route, Don Powers, a regular on the Arizona State golf team, walked off with top honors in the 8th Annual Roadrunner Invitational at Scottsdale Inn and Country Club Saturday.

Powers' one under par 279 nudged out Terry Beels, Glendale College linksman, who scored 281. Close on their heels was Dick Hopwood, former state amateur champion, who came in with 283 strokes. Rick Simmons, another Devil golfer, placed fourth with a 290.

The trophy for the lowest net score went to Clint Laubach, Encanto golfer who won handicap individual tourney honors with a 266.

Steve Zauft, still another Sun Devil team member, earned a low team prize with a 65 under par net for 72 holes.

## Grapplers open season without usual success

For the first time in four years Arizona State failed to take an individual championship in the UofA Invitational wrestling tournament held Friday and Saturday at Tucson.

Cal Poly of San Luis Obispo won the tournament with 120 points. BYU placed second with 87 points.

Other team totals: Wyoming, 68; Mankato State, 41; UofA, 33; ASU, 32; New Mexico, 21; Utah State, 7; Long Beach State, 3.

Dan Churchill at 160 pounds was the Devils' highest finisher, taking second to the UofA's Gary Rushing, who was the outstanding wrestler of the tournament.

Coach Ted Bredehoff's crew was not at full strength, as 191-pounder Jim Kelley dislocated a shoulder Friday night and Dick Thompson, at 177 pounds, was unable to compete because of an infection.

Freshman Jay Brown took

Kelley's place and "did a great job," according to Bredehoff.

Kelley is expected to be out of action until February.

The Devils' showing at Tucson was very disappointing for Bredehoff.

"They just didn't have the Sun Devil spirit that usually prevails in Bear Down Gym," Bredehoff said.

"The boys had a meeting among themselves Friday night and decided that they couldn't meet a major league schedule with a minor league team," the coach continued.

"I think that they will come around now and surprise a few people before the season is over," Bredehoff said.

The Devils hosted Wyoming and Long Beach State last night in a triangular meet.

The next outing for the grapplers will be the UCLA Invitational at Los Angeles Dec. 18-19 and the Phoenix Holiday Tournament, Dec. 21.

## Recreation night

Faculty and students are invited to attend sports recreation night in WPE 7 — 9 p.m.

Facilities will be set up for volleyball, table tennis, bridge and badminton.

## Injuries, flu slow up soccer team

The Arizona State soccer team, plagued by the flu and injuries to key personnel, lost to BYU, beat Utah and tied the American Institute of Foreign Trade this weekend.

The Cougars of BYU downed the Devils 4-1 Friday in the four-team tournament played on the Sahuaro Hall field. The only Devil goal was scored by Gareth Lewis, who was slowed by the flu.

In the other action on Friday, UofA blanked the Utah Redskins, 5-0.

Swinging back into action Saturday, BYU downed the UofA, 3-1, and the Devils nipped the Redskins, 4-3.

Louis Rojo, the team's best fullback, was put in the infirmary after Saturday's action with

a badly twisted knee. Two freshmen were out of action for the league game against AIFT Sunday with pulled muscles, and the Devils had to settle for a 2-2 tie.

The Devil scores on Sunday were credited to George Montclair and player-coach Lenny Houton, who wasn't expected to play with a bad ankle, but because of the injuries to other

team members, was forced into action.

The tie with AIFT on Sunday brought the team's league record to 2-2-1.

The club will host Maryvale in another league game Sunday on the Sahuaro Hall field.

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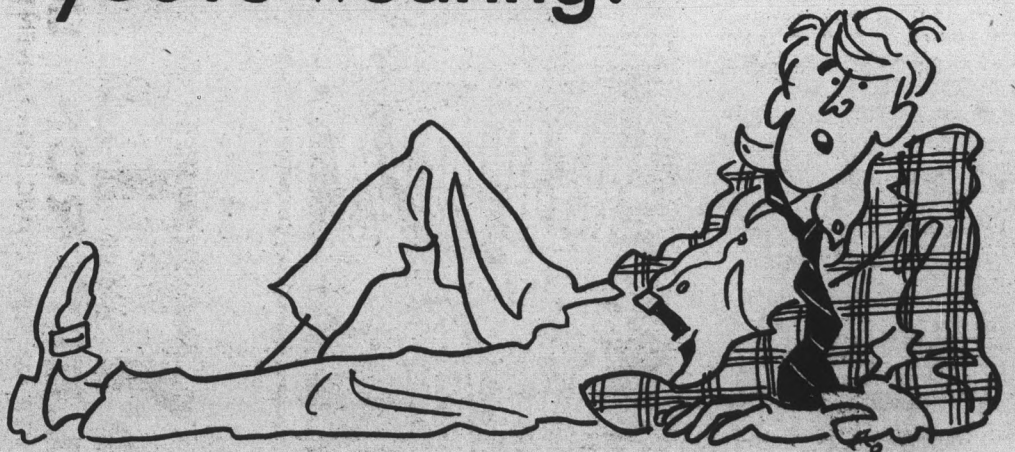
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# 'Birdie' described as huge success

By M. A. RAINWATER

The University Players' and Lyric Opera Theatre's joint production of "Bye Bye Birdie" last weekend was a credit to both organizations, and particularly to its director, Donald P. Doyle.

Doyle, associate professor of speech and drama, took a large cast, and through excellent direction, produced a show with the smoothness and finesse of a professional production.

However, the overwhelming success of "Bye, Bye, Birdie" can not be credited to Doyle alone. Much credit belongs to the actors, many of whom showed outstanding talent.

Tim Sullivan played the role of Conrad Birdie, the Elvis Presley-type singer, to perfection. Arrogant, bored and insolent, the singer was depicted as most would expect. Although Sullivan's role was not as demanding as some of the others' in the cast, he handled it well, especially in scenes where the rock and roll king performed.

Steven Hood, playing Birdie's manager, and Estelle Speros, playing his secretary, had the

most demanding roles. Both Hood and Miss Speros demonstrated their dramatic experience by expertly capturing the personalities of the characters they portrayed.

Miss Speros was the only member of the cast to use a hidden transistorized microphone. The difference in sound was easily detected, and at first distracting. However, as the program continued, it became obvious that all of the leading characters should have had microphones. Although the actors did remarkably well, and only a few lines were lost, the largeness of Gammage Auditorium warranted some type of sound equipment.

The acting throughout the musical was unusually good, but

## AF cadet to talk

Cadet 2nd Lt. Angelo John will speak about Air Force opportunities at the annual Navajo Youth Organization in Many Farms, Ariz., Dec. 11-14.

John, a senior, will present possibilities open to potential Air Force officers. A film, "The Year of 53 Weeks," will be shown depicting the orientation of an Air Force pilot.

there was one actor and one actress who all but stole the show.

Phil Peulecka played the father of the small town girl who Birdie was to kiss goodbye on television, before he left for the Army. Every time Peulecka was on stage, he all but brought the house down.

Carole White, who portrayed Birdie's manager's mother, added so much humor to the show that one could not imagine it without her. She was tremendous.

As a musical, "Bye, Bye, Birdie" was filled with songs and dancing. The orchestra was superb. Jan Russert, who played the girl Birdie was to kiss, had the most outstanding voice. The choreography was excellent; although all of the dancers were good, you could not help but recognize the limber and talented Gary Naylor.

The success of "Bye, Bye, Birdie" was also largely due to the outstanding work of the production staff and crew. The credits are endless. The light satire provided an enjoyable evening of entertainment. "Bye, Bye, Birdie" was a huge success.

# Coeds to show fashions

Senior sorority women will be honored Saturday at the Pansy Fashion Tea given by Delta Delta Delta sorority at 1:30 p.m.

Kaye von Lohen is chairman of the event, which will be held in the Homestead Room at Paradise Valley Country Club in Scottsdale.

Styles for the fashion show, ranging from sportswear and casuals to dressy and wedding fashions, are designed for women of all ages.

They will be provided by Fashions West, located in Scottsdale. A representative from each of the University's national sororities will model the fashions.

Donations will be accepted at the tea, and proceeds will be turned over to Delta Delta Delta's scholarship fund. The sorority awards several scholarships each year to University coeds.

## Fruitcake on sale

Beta Chi Epsilon and Phi Upsilon Omicron are selling fruitcakes in the Home Economics Building lobby today through Dec. 20, weekdays, 8:30 - 3:30.

Cakes are available in three sizes, ranging in price from \$1.25 to \$2.75. Cupcakes are also being sold at 20 cents each.

## Companies request direct contact

A group of companies and government agencies who will not be recruiting on campus request that students interested in career placement contact them directly.

They include: Norelco Co.; Reconnaissance, Inc.; Interstate Commerce Commission; Los Angeles Airways, Inc.; and Thorne Appraisal Services, Inc.

Also College Textbook Div. of Prentice Hall; Inc.; Bureau of the Census; County of Los Angeles Probation Dept.; Daniel D. Howard Assoc., Inc.; New York State Dept. of Civil Service and U.S. Dept. of Labor.

More specific information regarding these openings can be found in the Placement Reference Room (OBA 108F).

## Growls

(Continued from page 8)

dining prices are lower now than they were in 1956 despite the rising cost of living.

He said the vast size of the food service reduces prices. Saga serves more than 250 colleges and 25 hospitals throughout the country.

Up to 75 per cent of Saga's \$1 million budget at the University goes for food, Brown said. At Sahuaro Hall, food costs run as high as 80 per cent of the dorm's allotment from the food service, he indicated.

Answering an inquiry about the "sameness" of Saga meals, Brown said that although the service follows a standardized menu, cafeteria managers are interested in preparing what students want.

"Be specific with your complaints. Saga wants to hear them, but it also wants to hear suggestions," he said.

To improve cafeteria communications, Sahuaro Hall and the girls' dorms have established food committees to meet with Saga personnel.

## Teachers attend vocational meet

Two ASU professors are participating in the home economics division sessions at the 62nd annual convention of the American Vocational Association Dec. 8-13 in Dallas.

Dr. Margaret Barkley, professor of home economics, is serving as program chairman of the home economics division. She is in charge of coordinating the programs of all home economics education affiliated organizations and also will be involved in a research seminar sponsored by the Ohio Center for Vocational and Technical Education.

Dr. James Bell, associate professor of secondary education, will be a featured speaker for a home economics general session during the convention. He will speak on "Improving Teacher Effectiveness Through Interaction Analysis."

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