

state press

ARIZONA STATE UNIVERSITY

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Tempe, Arizona

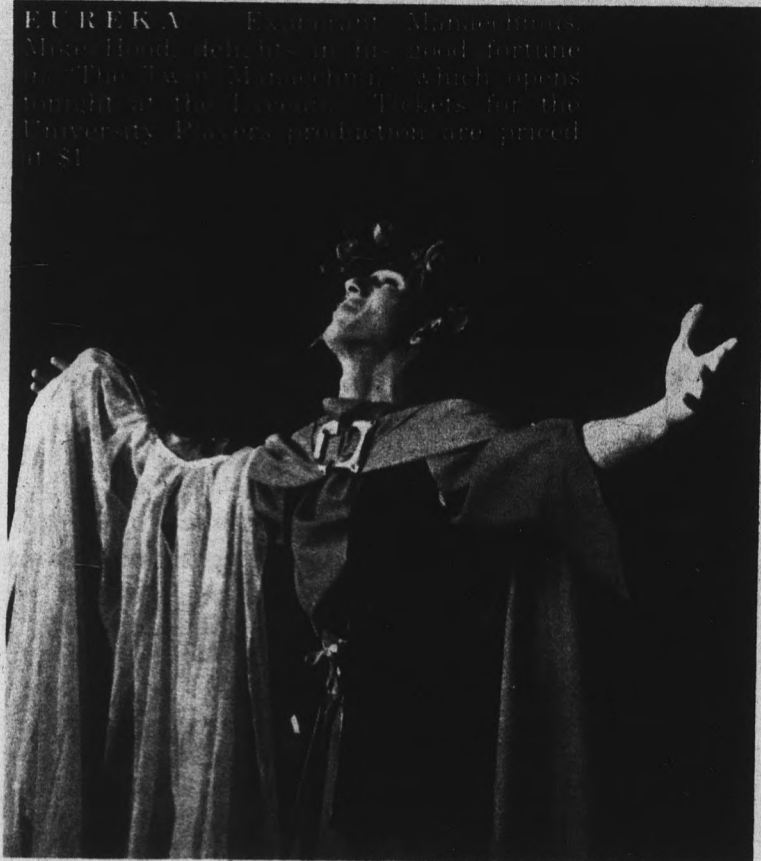


Photo by Terry Ross

Professor charges colleges under fire

By RON WERBOW

One of the most important social institutions of the United States, the university, is suffering from attacks by anarchists, Maoists and nihilists, says Dr. John White, head of the Political Science Department.

Dr. White views much of today's social unrest on university campuses, such as San Francisco State College, as an extension of the attack against society at large.

Asian problems reviewed at talk by ambassador

To stay or not to stay? That is the question the United States must answer concerning Vietnam and other Asian countries, a New Zealand ambassador said in a talk Tuesday night.

"If it appears that the U.S. will leave, the Asian countries will start bargaining with other countries, possibly Russia or China," explained Ambassador Frank Corner.

He told a small audience assembled in Armstrong Hall it would be "suicide" for Australia and New Zealand to build military security in Asia without the backing of a major power such as the United States.

The main goal of New Zealand is to eliminate poverty and political instability in Asia, aid," said Corner.

The major factor concerned with poverty is population, he said. "It is estimated that in 30 years the inhabitants of Asia will increase to the total world population of 1969."

"These people feel that society is corrupt and in need of reconstruction. As far as they are concerned, it can't be reformed. The university as society's most important institution must go," he said.

Dr. White's concern for the university was raised last week after he attended a lecture in Scottsdale given by Dr. Norman Wallen, professor of educational research at San Francisco State College.

In his 40-minute speech Dr. Wallen lauded the striking teachers of his college who had made the problems of the black student their own.

After the talk, Dr. White demanded that Wallen "tell the whole truth" and said the black students made what they called "non-negotiable demands" which included an entirely autonomous black department.

"In San Francisco they are reducing the operation of the campus and strangling academic freedom. Academic freedom is the freedom to teach and the freedom to learn; they don't have it in San Francisco," Dr. White said.

He expressed concern for students like one who was advised to leave San Francisco State in order to continue his education.

"Only one of his four classes

(Continued on page 5)

Owners prejudiced say black students

Discrimination in Tempe apartments may be continuing this year despite complaints filed with the Arizona Civil Rights Commission in the fall of 1968.

At least five Negro students evicted from Tempe apartments since September have sought the counsel of Dr. John Morris, professor of law.

Last year the ASU Civil Rights Board conducted an investigation of racial discrimination in the city's apartments and submitted it to the commission.

Although the commission did not act within the legal time limit, the Tempe Apartment Managers Association passed a resolution stating they would comply with the Civil Rights Bill.

"These apartments admit Negro students, but the managers keep them on a month-to-month tenancy. By giving them notice, they can terminate the tenancy for any reason," Dr. Morris told the State Press.

He investigated one tenancy terminated "because of loud parties" and found most tenants agreed the parties were no louder than the usual ones.

Similarly, he added, the commission investigated one eviction because of tardy rent. The evicted had often paid more promptly than other tenants, he said.

"Once evicted, a student may be blackballed by a list given to all Tempe apartments. I'm not accusing anyone of any-

thing, but just look at the facts. And if in fact it does occur, it's a mighty clever gimmick," Dr. Morris said.

Lenny Liff, of the Civil Rights Board, said the absence of vacancies in Tempe apartments prevented the students from

running a check test on civil rights discrimination this year.

In view of increasing interest displayed by several groups, including the League of Women Voters, no further action has been planned by the Civil Rights Board, he said.

Budget

Analyst urges increase in state university funds

Arizona's three state universities scored another point yesterday in the State Legislature's hassle over budget appropriations.

Legislative budget analyst Robert Lawless predicted state income tax revenues will be much higher than expected this year and next. He urged building funds for state universities be raised from the recommended \$5 million to \$12.2 million.

Last week three bills were introduced by a coalition of Senate Democrats and rebel Pima County Republicans, proposing to give state universities the \$52.3 million they had originally requested for new land and construction.

The three bills were in direct opposition to the \$5 million recommended by Republican Gov. Jack Williams, who cited a shortage of state funds as his reason for the severe budget cuts in university spending.

Lawless said he estimates state income taxes will produce \$69 million next fiscal year, compared with an earlier estimate of \$66 million, and pegged property taxes at \$59 million, instead of an estimated \$56.4 million.

Legislative leaders welcomed the higher tax estimates and hoped this would help avoid a major conflict over the issue of university land and building requests.



Photo by Terry Ross

RAIN, RAIN GO AWAY — The new Business Administration Building took on an unusual grey cast yesterday as ominous rain clouds threatened over the campus for the second straight day.

Negro artists rediscovered

Afro-American youth needed in art occupations

By RAY KIPP

By demonstrating the successes of today's contemporary artists who stem from the Afro-American culture, Dr. Eugene Grigsby, University art professor, hopes to encourage promising youth from similar socio-economic backgrounds in various art occupations.

Dr. Grigsby's current research project, entitled "Using Negro Artists as Models for Disadvantaged Youth," is designed to present information about the Negro artists throughout the country through interviews and photographs of their works. Upon completion, the information will be made available to schools, art museums and art students.

Dr. Grigsby said, "There is a growing demand by students in American schools for information about the black man, who seems to have been invisible to most historians. The black artist has been among the most invisible."

Sonorans believe U.S. life organized

Five business students from the University of Sonora agreed that the most interesting aspect of American life is that "everything is organized."

The students, along with Prof. Guatimoc Iberri, decided they liked ASU better than Sonora because of its size. The Mexican university has 4,000 students.

The group visited factories, stores and schools to help them in their studies of business and management.

Tree-ring expert to talk at seminar

Dr. C. W. Ferguson of the laboratory of tree-ring research at the UofA will speak this afternoon at 4 in LS 163.

The speech will be part of a biology seminar. Ferguson will talk on "Dendrochronology and its Application to the Study of the Bristlecone Pine."

by hopes to destroy the concept that the related fields of art appear open only for whites or the economically stable.

He said a student will be reluctant to enter any occupation that contains no one from his own economic background or culture. He added that the art field today creates that reluctance by presenting a false picture to the black man.

Dr. Grigsby said not only the Afro-American student, but all disadvantaged socio-economic and affluent groups as well, need to be informed of the possibilities of all art occupations, including teaching.

As a local example of the need, he cited the fact that throughout the Phoenix area not one high school presently employs a Negro art teacher.

He added that two Negro art teachers formerly employed by area high schools now instruct on the university level.

Another aim of his project, Dr. Grigsby said, will be to engender respect for these Negro

artists and to enlighten the community as to their contributions.

Last December, he organized an exhibit called "Encounters," for Johnson C. Smith University, Charlotte, N.C., which included the outstanding, but seldom seen, works of many black artists.

March 1 deadline set for Tri-Delta annual grant

Coeds who wish to apply for the annual Delta Delta Delta scholarships must do so by March 1. Sorority membership is not necessary to qualify. Last year three scholarships were given and Tri Delta hopes to award three this year.

Scholarship funds were gained through football chances sold at homecoming and from the annual Pansy Fashion Tea.

Applications can be obtained at the Financial office or from Palo Verde Main (Tri-Delta floor).

Angels prepare for meet

For the past three months, the Angel Flight drill team has been preparing for the upcoming drill meet in Anaheim, Calif.

The annual competition in Anaheim will be March 6, 7 and 8. Seventeen girls from the flight will compete with drill teams from across the nation. The meet will be instrumental in determining the winner of the Purdue Cup for the nation's outstanding flight.

To win a meet, explained team member Betsy Guidry, a drill team must perform a fancy sequence in addition to the regulation drill performance. The drill team with the least number of errors and points against them wins the meet.

Drill Commander Diana Bennett, said, "Our drill team has been practicing six hours a week and is making tremendous progress and will be ready for the meet in March."

CALENDAR

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

Today

Organizational meeting of the ASU Real Estate Club, Harman's 7 a.m. breakfast, \$1.

Alpha Beta Alpha puppet workshop, all invited, 2-4 p.m., Matthews Center basement.

Silver Wing pledge class meeting, 6:30 p.m., ROTC 209.

Karate Club meeting, 7-9 p.m.

Election of Dawa-Chindi American Indian Club officers, 7:30 p.m., 718-B West Brown, Tempe.

"A Home Economics Happening," 9:30-2:30, Home Ec Building, luncheon, \$2.

Faculty Club Chicken Dinner, 5:15 p.m. Palo Verde Main.

University Players present "Iphigenia at Aulis" by Euripides, and "The Twin Menaechmi" by Plautus, 7:30 p.m., Lyceum.

Tomorrow

Veterans Club will have elections at the American Legion Hall, 5th Street, Tempe, 4:30 p.m. International Student Relations Board hosts open house for Pi Beta Phi sorority, 2:30 p.m., Baker Center.

Coming

Dr. Allison Davis will present an opening speech for the Seminar on Understanding Disadvantaged Families Feb. 27, rather than Feb. 20, as reported in yesterday's State Press.

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JOHN HORAN
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CONFERENCE GREETERS — Cheryl Bradshaw (top) and Heather Koger (bottom) paint signs for Friday's Special Education Conference. The conference will feature a leading authority on disturbed children, Dr. Edward L. French, and will begin at 10 a.m. in Law 141.

Faculty committee tackles problems, aims of grades

What are grades? What are their functions? How are they awarded? Who are they for?

These are the questions the Academic Affairs Committee of the Faculty Senate would like to answer to establish a University-wide discussion on the "Aims and Purposes of Grading." The committee feels this is necessary as a first step in its study of grading in the University.

The committee invites all concerned faculty and students to contribute their best thoughts on the subject. All contributions will be included in a publication to be called "The Aims and Purposes of Grading, Arizona State University."

Responses should be directed to the Sub-Committee on Grading, College of Architecture, Jerome Diethelm, chairman.

Quartet to groove at MU

By LIBBY GOLDEN

A free jazz Pop-up concert will be presented today in the back yard of MU West.

Featured performers are four of Phoenix's outstanding jazz musicians, John Hardy, Lee O'Donnell, Don Stewart and Pucci Franciosi.

The first concert of the second semester will continue the MU policy of back-to-back performances at 11:45 a.m. and 12:45 p.m. Food and soft drinks will be available, according to the MU program staff.

From widely scattered areas of North America, these musicians are presently playing some of the best clubs in Phoenix.

O'Donnell's Phoenix debut was with the Jimmy Campbell Trio at the Victorian. He is

now with Dick Robinson and the Make Believers at the Witch-in' Hour in Phoenix.

Don Stewart's musical career began in Memphis, Tenn.

Saxophonist John Hardy, from Mexico, has played clubs throughout the Southwest.

Two years ago he joined Toni Rami and her Escorts in Phoenix. He has just finished a run with Bill Stafford and the Four Keys at Joe Hunt's Restaurant, Scottsdale, and is currently with Toni Rami at Laffite's, also in Scottsdale.

Hardy plays all the saxes, flute and clarinet. However, he says he prefers playing the soprano sax because of the challenge that the mastery of this instrument presents.

Pittsburgh-born Lee O'Donnell utilizes his concert background to lend color and dimension to his jazz piano interpretations.

Since coming to Phoenix with

Vic Caesar's group, he has appeared in several of the local niteries, like Colony Steak House, the Victorian, Kelly's, The Luau and others.

Cumberland, Md., was Pucci Franciosi's home before moving to Chicago. He has worked locally with Vic Caesar at the Executive House.

Franciosi is now employed by Miss Rusty Warren as her percussionist and music director. When he is not touring he works in the Valley. He appeared recently with Bill Stafford and the Four Keys at Joe Hunt's and currently is with Toni Rami and her Escorts at Laffite's.

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Funeral services planned for coed

Funeral Mass for Mary Agnes Hall, 20, a sophomore, will be said today in St. Catherine's Catholic Church, 6045 S. Central, Phoenix. Burial will be in St. Francis Cemetery.

Miss Hall was a resident of Phoenix since 1957 and had been graduated from South Mountain High School and Patricia Stevens Advanced Modeling School. She had also attended Phoenix College.

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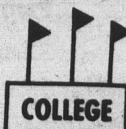
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COLLEGE DELLI

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state press

editorial

Letters to the editor —

Greeks superficial

Standby status may crashland

One glimmering privilege granted today's student may soon be extinguished if the Civil Aeronautics Board upholds a decision by Examiner Arthur Present to eliminate half-fare standby tickets for persons under 21.

In Present's 83-page decision, he judged the special fare discriminatory to adult passengers. If accepted by the five-member Board tomorrow, youth fares will be dropped in 30 days.

But there's one voice in Washington that has already spoken out against this unfair ruling. Representative Arnold Olsen (D-Mont.) has charged that elimination of airline youth fares would encourage young people to resume illegal hitch-hiking practices and attempting long, unsafe car trips.

The charge that the youth fares discriminate against regular passengers is ridiculous. How can permitting a young person to fly half-fare on a seat that would otherwise go empty be considered discrimination?

Other arguments have also been presented in favor of retaining the present system. Most passengers over 21 are restricted by personal demands or schedules from flying standby and a change to include all age groups on standby fares would mean general havoc for the reservation system.

A spokesman for American Airlines has stated that the half-price youth fares are constructive and ticket sales would drop considerably if the recommendation is passed by the CAB. The revenue loss resulting from elimination of the existing regulations could mean increased fares for all passengers.

We wonder if Examiner Present realizes that present youth fares also contribute substantially to the cause of education. The system has been an important factor in easing the travel burden of college students. Travel alone is a form of education and thousands of young Americans -- students and non-students -- have been able to see much more of their country through the youth fare program.

On the local level, too, we have seen the parallel example of special prices to encourage young people to attend cultural programs. Yet there has not been complaint from other patrons at such events.

Strict, imprudent application of the so-called "non-discrimination" ruling, if passed tomorrow, would threaten half-fare tickets for youngsters, military personnel, and other special fare categories now provided.

We hope the Civil Aeronautics Board takes a closer look at Examiner Present's decision, and then rescinds it.

If upheld, there will be so much lost and nothing gained.

Editor,

I saw an advertisement photograph in last Friday's State Press. The photograph was attempting to stimulate persons to rush Greek organizations.

The picture showed a well-groomed person in the foreground and a longhair in the background. The caption read, "Who picked your roommate. . . The computer?"

After seeing this ad I reached a conclusion about the fraternity system that supports a value I developed while in a Greek organization.

The system seems to exist entirely on superficiality, they do not value a person's intelligence. If a person looks the "Greek-role" he is acceptable, if not, he is rejected by them.

The educational process at college is not entirely in the classroom. It extends beyond the instructor and the blackboard; it reaches into the dorms and apartment complexes.

An important extra-curricular activity is the interaction between different types of people. It consists of the meeting, knowing and understanding of people. I know this interaction exists

in the dorms and apartments, but it seldom exists in the fraternity houses. Maybe this is why the Greek system is "scraping the bottom" for members.

Ira G. Opper

Flag confession

Editor,

I, Chad A. Smith, do hereby confess that during the occupation of the Administration building (the heart of the enemy) here at ASU I did willingly and with malice aforethought both carry and wave a red flag (with a picture of Che Guevara on it). Although I didn't know it at the time (and I don't care now), I was in violation of an Arizona state law that makes it illegal for anyone (?) to carry a red or a black flag in a public gathering. Oddly enough, this law was last used after the Industrial Workers of the World tried to organize in Ajo in 1921. I was not arrested for this violation, this horrible crime (although campus cop Duffy was nice enough to warn me about it). Is the Arizona ruling class selective in which insane law it prosecutes under? Or random? Or stupid? Or afraid?

I also confess to singing UNION songs up there in Durham's office, like "Roll the UNION on." I remember one phrase -- "If the boss gets in our way, we're gonna roll right over him, we're gonna roll the

(Continued on page 5)

HEY MAN! WHAT ARE YA DOING?



hodge podge



Students protest, wait quietly; Regents indifferent to request

Protest, Arizona style: a group of about 35 students jammed on the south stairway in the Administration building.

They have come to see the men who make the decisions that affect their education, men who have much to say about four years of their lives.

Some of the students have come to ask the regents questions. Some have come to make proposals or accusations. Others have come out of curiosity, the decision to stay not yet firm in their minds.

Most are there for the sake of conviction.

A heavy-set man in a maroon sports coat appears at the top of the stairs. He tells the crowd that this is a public meeting and any disturbance is cause for removal. His voice doesn't

smile.

"How do you define disturbance?" one student asks.

"What do you have in mind?" Chief Duffy asks in reply.

The crowd laughs. The tension is temporarily relieved.

Then serious again: "If any of you are here for curiosity, I suggest you leave because you may be subject to arrest."

And the student resentment: "Yes, this is America. You are all subject to arrest."

Upstairs the students mingle with reporters and administrators and fill the corridor. They sit on the floor or in available chairs or lean against the walls. They are awaiting permission for their elected delegates to speak with the board of regents and they speak quietly among themselves.

Chief Duffy appears. Emotionally removed, quiet, perhaps indifferent to all except to his own duties, he paces the hall.

"We have to keep this aisle clear. You'll have to move back against the wall."

There are no cries of "fascist pig," no obscenities, no students throwing themselves in front of doorways or barricading themselves in offices.

There are no demands from students -- just a patient waiting.

The students speak with Duffy. They ask him questions and call him by his first name. One begins to feel the so-called generation gap really doesn't exist.

"What the hell's going on in there?" a student points to a closed door.

"Now slow down, Bill. Just take it easy -- Tom, don't block the secretary," says Duffy. Throughout the confrontation between young and old there exists an air of reciprocating respect.

The students mill about the hallway. They sit on the floor, legs crossed, and share an issue of Guardian, a journalistic voice of the left. Many stand alone with their arms folded and look in anticipation toward the closed door of the office where the regents meet.

And patiently, they wait.

Eventually, behind the closed door, the regents kill the decision eating machine. The big business of the day has come to an end. Now's the chance.

A student speaks up. He speaks of a concept that has spurred his enthusiasm called the Experimental College.

He wishes the regents would grant the Experimental College use of ASU classrooms.

He wishes the regents would grant him ears as his words vaporize into a vacuum and he is paid the highest insult -- indifference.

Outside the closed door in the hallway, down the stairs and across the mall, in the dormitories and off-campus living quarters, the students are still waiting.

state press

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Fire

(Continued from page 1)

were meeting. Two were striking and one was attempting to meet off campus because the teacher was fearful of his life.

"The one class that did meet was difficult to go to because you had to cross a picket line. Students got pushed, kicked and spat upon and called vile names," Dr. White explained.

"Most professors are liberals and are disoriented by an attack from the left. It makes him feel illegitimate, almost reactionary. He can't distinguish between good and bad demands. All he does is look from where they come.

"Most teachers feel the blacks should have a fair shake as soon as possible, so the demand from this group is not examined to see if it's illegitimate. All groups are capable of making demands not in the best interests of society," Dr. White explained.

Dr. White sees hope for the future if a chapter of the University Center for Rational Alternatives can be formed on campus.

The organization, formed to protect academic freedom, is presided over by Sydney Hook of New York University. S. I. Hayakawa of San Francisco State is vice president.

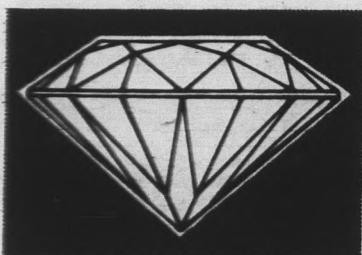
Starsky hearing to be next week

The hearing of the state's motion for permission to refile charges of disturbing the peace against Prof. Morris Starsky was continued for one week yesterday.

"We were ready to go this morning," said William Carter, deputy county attorney, "But Starsky's attorney had to be elsewhere."

The motion is now scheduled before Judge Yale McFate at 9 a.m. Wednesday.

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Letters to the Editor

(Continued from page 4)

union on!"
Despite the fact that the struggle against the Administration-Employer - Legislature combine was not continued beyond student acceptance of Durham's dishwater statement, last week the top boss man at the linen

ROTC honorary schedules meeting

Silver Wing, Air Force ROTC honorary, will begin its first pledge class meeting for the spring semester tonight at 6:30 in ROTC 209.

Membership in the organization is open to all freshmen and sophomore AFROTC cadets with a 2.0 or higher cumulative grade average.

company gave in to the worker's demands. Now the lowest wage is \$1.35 per hour, and they have six paid vacations per year.

I am sure, and the workers will back me up in this, that if the students had not taken to direct action at the weakest link in the combine, the struggle could not have been won even in the near future. As Ted Caldes, the Union organizer told me, the workers will continue to be docile as long as they feel no one cares about their cause. We showed them someone cared. They held out. They won the battle. But many more clashes will come.

Sixty men with guns and gas were on the campus that day. They were there to be used by

the ruling class to attack students who were demonstrating in support of oppressed workers. They are used daily in biased law enforcement throughout this state. They harass youth wherever they gather in public. They arrest people for things like unlawful assembly, obscenity, smoking grass, disrespect of an officer, vagrancy, looking "suspicious" and probably soon thinking wrong.

I carried the red flag last time, and I or someone else will carry it the next. It doesn't matter who, but someone will always be ready to break a ridiculous law and gross a few people out so that workers may gain in their struggle with the bosses who exploit them.

SDS says to ASU students:

don't allow yourselves to become the middlemen for those who through their power insure that the bosses get rich while the workers live lives of poverty. Those who wish this university to serve the people and not a combine of businessmen and the wealthy should join the struggle. Those who do not should either get out of the way or prepare to be rolled upon.

Chad A. Smith

The occupation of the Administration building described in this letter took place last semester during the laundry dispute and should not be confused with the incidents which took place Saturday when Board of Regents met on campus.

Editor

Here's one card from the establishment that no student will ever burn.

TWA 50/50 CLUB		YOUTH FARE CARD FOR AGES 12 THRU 21	
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Male <input checked="" type="checkbox"/> Female <input type="checkbox"/>	Hair Color	Br.	Eye Color
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It's TWA's 50/50 Club Card. And if you're between the ages of 12 and 21, it entitles you to fly TWA anywhere in the United States at half-fare (and it's good for discounts on most other airlines too). Now's the time to get one, so you can take off on your spring vacation. Fly

skiing, fly swimming, fly home, fly anywhere. TWA flies just about everywhere. See your travel agent, TWA Campus Representative or stop by the local TWA office. Forget about classwork and fly TWA somewhere at half-fare. Even if your parents approve.

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The things we'll do to make you happy.

Registration change due?

Fall semester academic advisement may be held before the hectic week of registration and not during it, says Mary Lambert of the Registration and Advisement Committee.

The committee, headed by academic Vice President Karl H. Dannenfeldt, is made up of five students and faculty members from the registration of-

face. Its purpose is to make registration reforms; a sub-committee discusses the nature of advisement.

The committee suggested the need of professional advisors instead of faculty, so that the advisor may instruct in all the academic areas and not just his own college.

Also discussed was the pos-

sibility of general education courses being selected from any humanities department.

Registration this year offered a chance to students who were only partially registered to register before regular walk-through students.

Next year partially-registered students may take an entire day to register, while the walk-through people have the following day to register, Miss Lambert said. The committee feels this method would be less chaotic.

One of the main problems with this year's registration was that students listed incorrect numbers and sections which did not correspond with the times listed and used abbreviations which the computer could not decipher.

It was suggested for next year that serial numbers be used for all areas of registration such as classes, rooms and teachers.

OEO manager to assist dean

Bernard L. Jackson, a native of Fostoria, Ohio, has been appointed dean in the office of the vice-president for student affairs and dean of students.

Last year he held the position of project manager for the Office of Economic Opportunity (OEO) with the managerial evaluation responsibility for centers throughout the Western region and Hawaii.

In 1965, Jackson joined the Job Corps and the war on poverty program.



Dr. Jackson

WANT TO TEACH IN SOUTHERN CALIFORNIA?

A representative from the Oxnard School District will be on campus on Tuesday, February 25, to interview applicants interested in teaching grades kindergarten through six. Contact the placement office for an appointment.

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Meeting for tour called by director

An orientation meeting for all members and prospective members of the University's 1969 Humanities European tour will be March 2 at 7 p.m. in the humanities office in Norin Hall.

The meeting will be conducted

by Dr. Robert G. Lamm, professor of music and director of the tour, which will take place from July 8 to Aug. 23 and extend throughout nine European countries.

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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 961-3657. Rate: 5c per word, 75c minimum.

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Hart Javelin Skis, 205cm with Nevada step-in bindings. Only used four times. \$150. 945-8376.

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A COMPLETE ELECTRONIC TUNEUP and DIAGNOSIS: \$8.95 (6-cylinder), \$6.95 (4-cylinder), \$4.95 (4-cylinder), parts. VNB card accepted. KELLER'S TUNE SHOP, 1951 E. Apache — 967-0739.

Auto Rally: "FANBELT FLING," Sunday, Feb. 23, Bethany East Shopping Center, Bethany Home Rd. and 16th St., 11:30 a.m., 80 miles long, \$3.50 at start line. Beginners welcome. For information, call Larry at 969-7601. Extra trophy for best ASU entrant.

Gain or lose weight fast at Golden's Health Club, 107 S. Macdonald St., Mesa. Individual supervision plus modern scientific exercise equipment — sauna and heated pool. \$5.00 off membership of 3 months or longer with this ad. 964-2251 or 964-9080.

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Basic guitar instruction for 9 year old boy. Tempe area. 258-0172.

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Openings for cartoonists, commercial artists, writers, photographers, news-correspondents and models. BACHELOR'S BEAT, Phoenix call 277-7681.

Paper doll models wanted by BACHELOR'S BEAT, Phoenix, call 277-7681.

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TUTORING: Math and Chemistry, freshman-sophomore levels, 966-6775.

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Roommates wanted: Large 3 bedroom house, well furnished, \$50 and share utilities. 966-9912. 112 E. Fairmount, Tempe.

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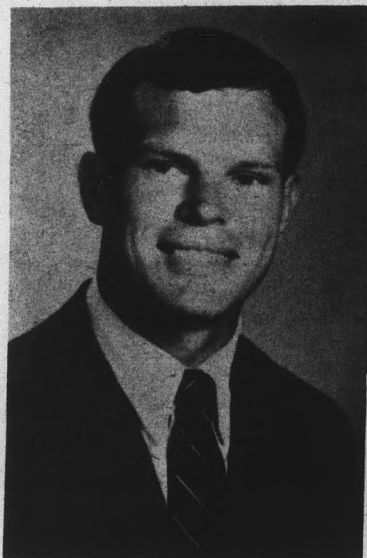
sports

Outfield characterized by power, speed, depth

(This is the third in a series of previews on the 1969 Sun Devil baseball team.)

Power, speed and depth. Three simple words sum up ASU's outfield this year.

Leading the list is center fielder Paul Ray Powell, going into his second season as a regular. One of the fastest members of the squad, Powell also is expected to carry one of the bigger sticks this year as coach Bobby Winkles plans to insert



PAUL RAY POWELL

him in the clean-up spot in the lineup.

Another returning regular, John Dolinsek, will be the starting left fielder. A streaky hitter last year, Dolinsek has been rip-

ping the ball consistently in practice. He is best remembered for three spectacular diving catches in the UofA series in Municipal Stadium last May.

Ralph Dick, a transfer from Mesa JC of Colorado, will man the right field post. His main assets are a strong arm and versatility at the plate. Due to his hit-and-run abilities, Dick will probably bat second in the lineup.

Ready to take over in case one of the starters falters is Bill Massarand, who has been "hitting the hell out of the ball this spring," according to Winkles.

Formerly a weak thrower, Massarand received the benefits of Reggie Jackson's instruction this year and his throwing has vastly improved.

Massarand also has the ability to hit-and-run, as he proved in the first few games last year before he was beamed and put out of commission for a good portion of the season.

A new member to the squad this year is Willie Harris, who is no stranger to Sun Devil sports fans. A senior this year, Harris was a member of the basketball team last year — he hasn't played baseball since his senior year in high school.

(Tomorrow: the pitching staff)

By BILL JACKSON
Sports Editor

If the Sun Devil basketball team has any hopes for capturing their first WAC Championship since 1964, they will have to start winning again tonight when they host the Wyoming Cowboys.

The Sun Devils will have to win their next three conference games (two at home, the other at Arizona) to even get a piece of the crown.

Tipoff time for tonight's contest is 8:05.

Two weeks ago the Devils were the rage of the WAC, winning four league games in a row, including that amazing triumph at Albuquerque — only the second regular season defeat for UNM in University (The Pit) Arena.

But from that point on, it has been disaster for ASU — not that a WAC team is expected to win on the road — when looking over the way the Devils lost three games at Wyoming, Brigham Young and Utah.

Point production and defense from the front four of Ron Johnson, Bob Edwards, Gerhard Schreur and Tom Douthit has fallen off considerably leaving the scoring burden in the hands of guards Roger Detter and Seabern Hill, who have been consistent but not sensational.

The inside crew was averaging 46 points a game during the win streak but has tailed off to 33, while surrendering 58 points per showing during the losing streak.

The Utah game is a prime example. In Tempe, the inside quartet banged home 52 points. Last Saturday in Salt Lake the output was 22, and the Utes won, 104-87.

Still the Devils are well within reaching distance of the WAC title, but it will take two

strong showings at home this week, two wins by Arizona and no road victories by either BYU or Utah to bring the championship chase down to Tucson on Mar. 1, when the Devils and Wildcats come together in another title game — remember the one down there last fall?

Bill Leinheiser, Kevin English and Shaun Floyd all received considerable playing time during the last two games, and in the road final against Utah they hit for 20 points in slightly over 20 minutes of combined ac-

tion. Wyoming, meanwhile, is coming into Sun Devil Country after losing to New Mexico last week by two points on a pair of free throws by Lobo Ron Sanford with no time left on the clock.

The 'Pokes get their scoring punch in a variety of ways — center Carl Ashley is averaging 22 points per game, guard Harry Hall is popping them in at a 19.7 rate per game, and forward Stan Dodds is getting 15.8 counters per contest.

SCCA to conduct school

The Sports Car Club of America is sponsoring the SCCA Slalom and High-Speed Driving School Saturday, Mar. 8, at Phoenix International Raceway.

Admission is \$1 per person and \$3 per car.

Driving entrants must have a valid state driver's license, be 18 or older and must either own the automobile or have a signed note giving permission to enter the car in the driving school.

Licensed SCCA instructors and slalom champions will be there to answer questions and

will serve as instructors to give individual training to each entrant. Don Roberts, current B production National Champion, will drive each of the slalom situations.

Any type automobile in safe condition is suitable. Seat belts are required, shoulder harness and helmets are recommended. A supply of helmets will be available at registration, 7:30 — 9:30 a.m., for \$20.

For further information or entry forms interested persons should contact Al French evenings at 966-7052.

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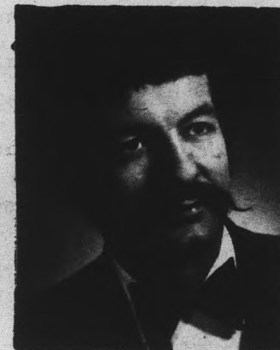
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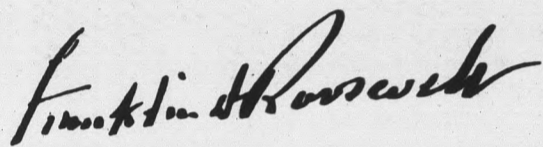
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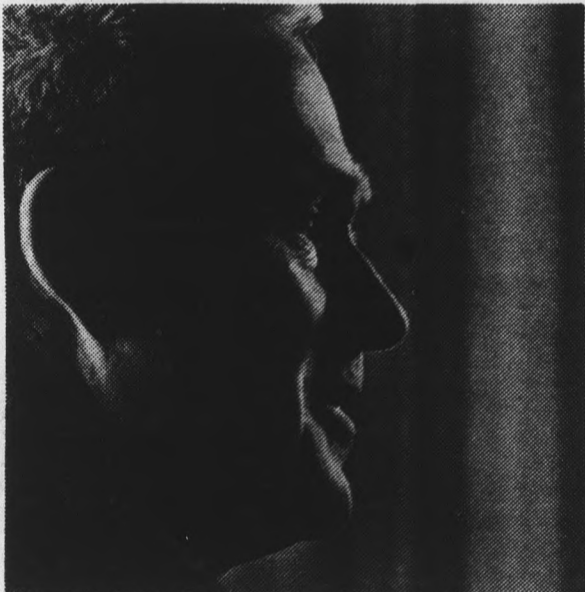


Mr. Galvin:

ADVERTISING IS A SHOWCASE FOR INGENUITY... THE PRODUCT SALE IS ACCIDENTAL



"If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology. Because it brings to the greatest number of people actual knowledge concerning useful things, it is essentially a form of education... It has risen with ever-growing rapidity to the dignity of an art. It is constantly paving new paths... The general raising of the standards of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the knowledge of higher standards by means of advertising."



Dear Mr. Galvin:

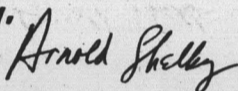
One mysterious aspect of business today is the mind-bending talent of the advertising agency. Increased advertising sophistication and an indefatigable quest for originality have produced campaigns which subordinate the client's chance of future profits.

Advertising theorists maintain if the campaign is creative, the product will automatically sell. Thus, ads today shock rather than sell, stimulate emotions rather than discuss the product. What is selling merchandise today is not the advantages of the product but the ingenuity of the ad.

The omnipresence of television has replaced other media in importance. Thus, TV commercials have to be more exciting than the programming; commercial breaks cannot bore the viewer. Consequently, heavily advertised products have developed distinct personalities: the Volkswagen, the Lay Potato Chip, the Coca Cola ads all have distinguishable characteristics. Alka-Seltzer's introspective conversations between a man and his stomach, Excedrin's documental analyses of the headache and Goodyear's tire for the woman with no man around are advertising marvels. But is selling the product the ultimate purpose, or is that purpose proving the ad-man's creative genius?

Thus the question: are today's ad campaigns designed to shock a media-controlled public into buying or to prove the creative splendor of the advertising business? I contend business is being trampled upon by the ad agencies' quest for creativity; and, therefore, if the product does sell it is strictly accidental.

Sincerely,



Arnold Shelby
Latin American Studies, Tulane

Dear Mr. Shelby:

Advertising is one of the most often criticized and least understood professions. It is also one of the most complex, involving consumer needs and desires, market economics, tastes, semantics, the arts, persuasion, and a host of other factors. In advertising, as in many other fields, there is a constant quest for originality and creativity. Today's consumer—more sophisticated and better educated than ever before—demands it.

Different advertising techniques are needed to sell different products. Audiences must be carefully evaluated. Advertising that sells soft drinks could not be successfully used to sell—say—heavy machinery, surgical instruments or textbooks. Effective techniques must be visually or graphically arresting—and augmented by carefully chosen language—to express the salient features of the product or service to the listening, viewing, or reading audience. A "creative" ad that merely displays ingenuity, or shocks, without presenting the product in such a manner as to persuade its purchase on the basis of merit, as well as its intangible benefits, cannot be considered really creative.

Advertising is never an end in itself; its goal is to communicate knowledge so that the consumer may exercise his freedom of choice, his intelligence, and his desire to buy or not. However, even the most creative and persuasive advertising will not sustain sales of inferior merchandise for very long.

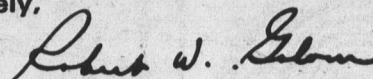
Television has not replaced other media in importance. While the impact of television cannot be denied, use of print advertising, billboards, direct mail, and other media are at an all-time high.

Like you, I deplore pedestrian and tasteless advertising. Likewise, I deplore "trashy" books, inferior movies, poor plays. Advertising has the complex task of appealing to all tastes, all intelligence levels, all ages, and both sexes. A person is subject daily to over 16,000 advertising messages. Many are informative, entertaining, motivating, precise, practical; many show a lack of creativity, poor taste, and over-use of gimmicks. In the final analysis, judgment is passed by each of us in our buying decisions.

In our sensitivity to that which we may find objectionable, we should also note that the advertising business donates some \$260 million dollars' worth of public service advertising each year... Smokey the Bear, the Peace Corps, Keep America Beautiful, the Red Cross, the United Negro College Fund, Mental Health, CARE, UNICEF, Radio Free Europe, and many more worthwhile campaigns.

From what I know of advertising firms and their people, I believe the profession offers one of the most challenging, fulfilling careers available. Keen young critics like yourself are needed to constantly upgrade the quality of its services, and shape them to fit the precise future needs of society. This will continue to assure responsiveness to the needs expressed by the consuming public.

Sincerely,



Robert W. Galvin
Chairman, Motorola Inc.

WHO CARES ABOUT STUDENT OPINION? BUSINESSMEN DO.



Three chief executive officers—The Goodyear Tire & Rubber Company's Chairman, Russell DeYoung; The Dow Chemical Company's President, H. D. Doan, and Motorola's Chairman, Robert W. Galvin—are responding to serious questions and viewpoints posed by students about business and its role in our changing society... and from their perspective as heads of major corporations are exchanging views through means of a campus/corporate Dialogue Program on specific issues raised by leading student spokesmen.

Here, Arnold Shelby, in Liberal Arts at Tulane, is exploring a point with Mr. Galvin. Keenly interested in Latin American political and social problems, Mr. Shelby toured various countries in the area last summer on a "shoe-string" budget. He plans a career in journalism.

In the course of the entire Dialogue Program, Arthur Klebanoff, a Yale senior, will probe issues with Mr. Galvin; as will Mark Bookspan, a Chemistry major at Ohio State, and David G. Clark, in graduate studies at Stanford, with Mr. DeYoung; and similarly, David M. Butler, Electrical Engineering, Michigan State, and Stan Chess, Journalism, Cornell, with Mr. Doan.

All of these Dialogues will appear in this publication, and other campus newspapers across the country, throughout this academic year. Campus comments are invited, and should be forwarded to Mr. DeYoung, Goodyear, Akron, Ohio; Mr. Doan, Dow Chemical, Midland, Michigan; or Mr. Galvin, Motorola, Franklin Park, Illinois, as appropriate.