

wednesday

Arizona State University

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Law authority says

Sex bias ruling awaits ERA decision

By John Lemons

A national authority on constitutional law said Monday the U.S. Supreme Court is waiting to see if the Equal Rights Amendment (ERA) will be defeated by the states before making a ruling on sex discrimination. "I think the defeat of ERA is likely to retard progress of

sex discrimination," said Prof. William Canby. He spoke at a public meeting Monday in the College of Law's Great Hall.

"I think it (ERA) will make a difference," said Canby. "I think it will go further than the Fourteenth Amendment in eliminating

sex discrimination." The Fourteenth Amendment guarantees freedom from discrimination for reasons of race, religion and sex.

Canby said many opponents of ERA argue the Equal Protection Clause of the Fourteenth Amendment is adequate for legally solving sex discrimination problems. "The U.S. Supreme Court does not treat sex equally with race," he said.

In cases concerning race discrimination, any state law that classifies by race may be challenged by the court to prove the classification necessary, said Canby. Such laws formerly restricted interracial marriage, for example.

No state has been able to win in the U.S. Supreme Court, he said, but with sex classification the high court has not been as strict. "Sex is a suspect category unless it discriminates against women," he said. The ERA would place a much bigger burden on the state to comply with equal rights, said Canby.

Canby said he did not think ERA could be used to support homosexual marriage. "I don't think ERA will be interpreted by

the courts for that," he said. That is not the type of sex discrimination ERA was designed to eliminate, he said.

Canby said he felt ERA could not affect divorce laws. Child custody and support are not

automatically determined by sex, he said. The court judges on ability of each spouse to provide support or care. "I don't see how support rights will be changed. It will not destroy divorce support for a non-working spouse," he said.

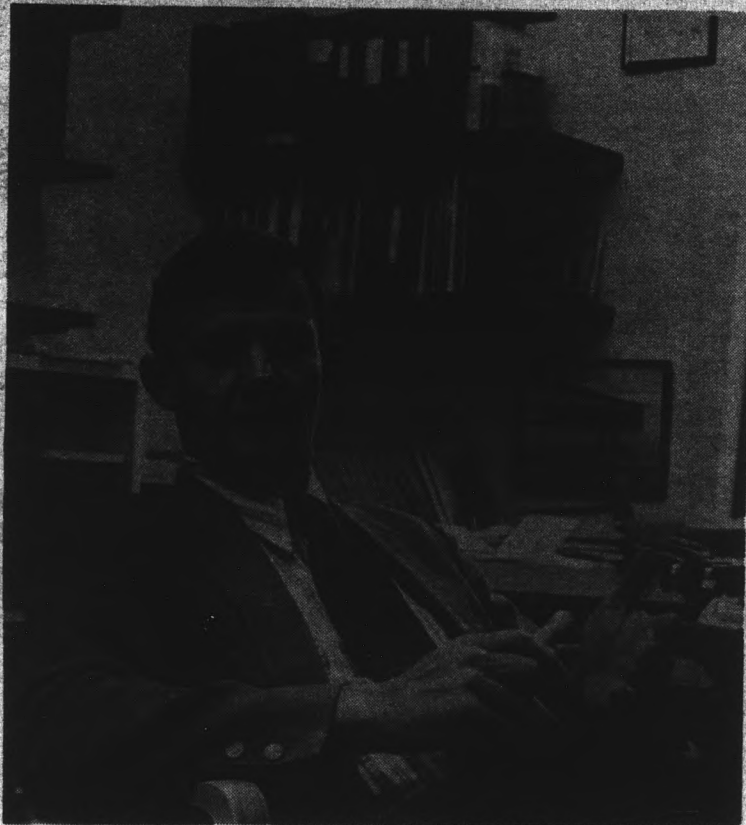


Photo by Randy Hill

ASU law professor William Canby says the U.S. Supreme Court is taking a wait-and-see attitude toward ERA passage by the states.

Bug Line's funding request goes to committee for financial review

The Bug Line's request for \$2,000 from the Associated Students Board of Financial Control (BFC) will be referred to another committee, said Rick Weiss, ASASU president and BFC chairman. Weiss will chair the committee.

The committee will determine the best way to save the Bug Line, said Weiss. "We want to find out the financial need. We want to see the books and find out what they need and why they need it."

"The proposal made to the BFC was \$2,000 for advertising," said Weiss. He said the proposal made it unclear just how this would help the Bug Line. "He (John Balfour, co-founder of Bug Line) is talking about a heck of a lot of money."

"We don't know if this will be a permanent solution," he said. "Will he (Balfour) have to come back next year to get more?"

The action taken by the committee will depend on what it finds in the books, according to Weiss. Balfour started with \$15,000 or \$20,000 and now the Bug Line is in debt, he said.

Balfour said he had heard about the BFC committee but was working with another committee under the Student Affairs Board. "I am busy with school work and the Bug Line. I can only work with one at a time," he said.

Balfour said the Student Affairs committee had not met yet but he would have a multiple proposal ready when it did. He said he wanted a recommendation to consider negotiations next year, in addition to granting funds for this year.

Weiss said he wanted the Bug Line request under consideration by the BFC committee since its decision would not be subject to veto by the administration.

ASU journalism students join suit against regents

The ASU student chapter of the Society of Professional Journalists — Sigma Delta Chi (SDX) — has voted to join in the suit brought against the Arizona Board of Regents for alleged violation of the state open meeting law, chapter president Patty Nolan said Tuesday.

The suit was filed Jan. 15 by the Arizona Press Club, editor and publisher Tom Morrow and three others. Since then the Valley of the Sun Chapter of SDX and the Copper State News Photographers Association have joined the suit.

The suit charges a secret vote taken in the regents' Dec. 21 meeting was in violation of the open meeting law which stipulates most action of governmental bodies must be conducted in public.



Photo by John Masingill

Dominican Brother Daniel Thomas, chaplain at the Newman Center, signs a petition which will be given to the State Corporation Commission to try to get corporation status for the ailing Bug Line. As it stands, the campus bus service cannot charge fares nor find enough financial support. Bug Line advocates are selling decals, T-shirts and bumper stickers on the mall to try to raise enough emergency cash to keep the wheels rolling.

For Philippine seminars

Teacher to lecture in Far East

By Patrick Denley

An ASU professor will be the principle American contributor to two educational seminars in Philippines this spring.

Dr. Robert Strom, professor of elementary education, will first attend the seventh annual Student Leaders Seminar in Tagaytay March 31 through April 4.

He will then stay another week to speak at the tenth annual American Studies Seminar for university administrators.

Strom said he welcomes the opportunity to talk about American life and education to student leaders and administrators from the Far East.

"Despite the agony we've been going through, our national goals are still being met. We're just recognizing

Workshop set for disabled ASU students

The problems of handicapped students will be discussed in a workshop for disabled students Sunday at 1 p.m. Diane Polaski, adviser for disabled students, has announced.

The progress made by disabled students since a previous workshop will also be discussed.

The workshop will be led by Polaski and Dr. Ethel Anderson, counselor at the Student Counseling Center.

The meeting is at the Center for Disabled Students in Wilson Hall and is open to the public.

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that we aren't perfect," he said.

"Although there is a time lag between campus attitudes in America and the Far East, student leadership is taken more seriously over there by students.

"Administrators in that part of the world tell students what type of program will be offered, take it or leave it, without asking for student participation," Strom added.

The ASU professor is scheduled to tell the administrators about educational innovations in the United States.

Strom is director of a research project funded by

the Rockefeller Foundation to develop new ideas in education such as "Toy talk." The new method in teaching shows parents, older peers and grandparents how to use toys to teach children.

"This method employs the children's strength; their imagination," he said.

Strom came to ASU in 1969 as chairman of the department of education, a post he gave up last year.

He will lecture in Australia this fall as a Fulbright scholar, an honor awarded by a presidential committee. The U.S. State Department chose Strom to attend the seminars.

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Tenants Association aids students in apartment hunt, landlord gripes

As long as there are landlords and student tenants there will be students with landlord problems.

That's why the ASASU Tenant Association has been in existence for four years to help students with their tenant-landlord relationships.

The association's basic functions are maintaining a vacancy list and acting as a mediator between the student and the landlord, said Tenants' Directors Bill Fern.

But they do not give legal advice.

"When a student comes in with a complaint we do not try to tell him what he should do," Fern said. "We are here simply to educate them about rental procedures."

Fern, a full-time student, said about 150 students a month seek the association's help in finding a new apartment or in obtaining aid in dealing with a difficult owner.

TEMPE CENTER

UNIVERSITY & MILL AVENUES

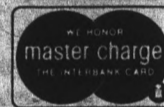
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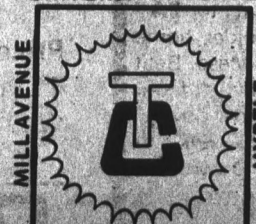
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TEMPE

UNIVERSITY AVENUE



CENTER

13,000 apply for financial aid

By Jerry Porter
The Financial Aids Office released figures Tuesday showing more than 13,000 applications for assistance so far this year. This surpasses the 11,338 applications received last year.

Aid for this year totaled \$6,017,629 by Oct. 15 compared to \$6,562,737 awarded during the entire previous academic year.

Dr. Eugene Marin, director of financial aid, was reluctant to release the figures because the final semester enrollment printout had not been received. He said aid is based on awards given for the full year, and some

students have withdrawn from the University or have failed to claim their awards. Duplication in the application figures also occurs since students may apply for several sources of aid, Marin said.

Financial Aids clerk Lorrie Rogers predicted this year's figures would probably jump another 30 to 45 per cent based on the current rate of applications.

Federal programs, such as the Basic Education Opportunity Grants BEOG and work-study programs,

account for about 6,000 applications, Rogers said. Government payments have exceeded \$2.5 million, which, she said, will probably reach \$2.6 million by the end of the year.

Rogers said students entering ASU after April 1, 1973 are eligible to apply for BEOG funds. She said the grants are basically "free money" and awards up to \$1,050 are available.

Financial aid includes such funding as scholarships, work-study programs, loans and grants.

University receives grant for surface forms study

Arizona State University has been awarded a \$68,997 grant by the Air Force Office of Scientific Research to develop new techniques for the study of the structure, form and properties of surfaces by electron diffraction.

Electron diffraction is a method used to find out the arrangement of atoms in crystals by using beams of light.

Dr. John M. Cowley, professor of physics, will head the project which involves the use of medium energy electron diffraction combined with scanning electron microscopy of surfaces.

The technique, according to Cowley, "offers a considerable extension of the possibilities for the collection and interpretation of data concerning the structure of surfaces."

Marketing expert gets national post

An ASU marketing professor was named chairman of the American Marketing Association's (AMA) Collegiate Chapter Committee.

Dr. David Gourley, who for the past six years has been faculty adviser for the ASU chapter of AMA, will head a five-man group which assists programming, membership and other activities in more than 200 chapters in the United States and Canada.

The committee's functions include recruiting recent graduates for AMA and helping local chapters develop programs to meet their respective needs.

Artist, grads flaunt photos

Photography by West Coast Pop artist Edward Ruscha and several new graduate photography students are on display in the Northlight Gallery on campus.

Ruscha's work reflects an interest in typography and layout and consists of several images using a single theme.

The gallery, financed only by donations, is found in the old Fine Arts Building and is run by ASU undergraduates.

The gallery is open from noon to 3 p.m. Monday — Friday and 7 p.m. to 9 p.m. Wednesday.

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Productive committee finds it doesn't pay off

We're usually not too fond of University committees. In their most harmless state, they're simply studies in bureaucratic inaction. In their less innocuous state, they're used to provide an illusion of democracy whenever the administration decides to rule by fiat.

Occasionally, the system backfires. While it's normally easy to find people who will supposedly study a problem and then reach whatever conclusions they've been implicitly told to reach, occasionally the members of a committee will actually study a problem and propose not what their bosses want them to, but instead will seek a legitimate solution to the problem at hand.

Like we say, it normally doesn't happen that way and consequently we have little faith in University committees.

But now we find ourselves wondering why a committee has been allowed to die a slow death.

The ad hoc committee that spent the last three years wrestling with parking problems has not been established this year.

Surprisingly enough, the committee actually made some valid recommendations in its three years of existence. Not so surprisingly, their recommendations were generally ignored.

Because the committee was of the ad hoc variety, it had to be re-established each year. For a while, it looked like the committee would be routinely established again this year.

Gilbert Cady, vice president of business affairs, went to all the hassle of writing Rick Weiss, ASASU president, a letter asking him to name students to the committee. Weiss submitted the names.

That's the last he's heard of the whole thing.

Maybe the administrators of this University have special permits and don't encounter the parking problems that plague the rest of us. Maybe they think the problem has been solved.

It hasn't been. And if an ad hoc committee could be of any service, we think such a committee ought to be re-established.

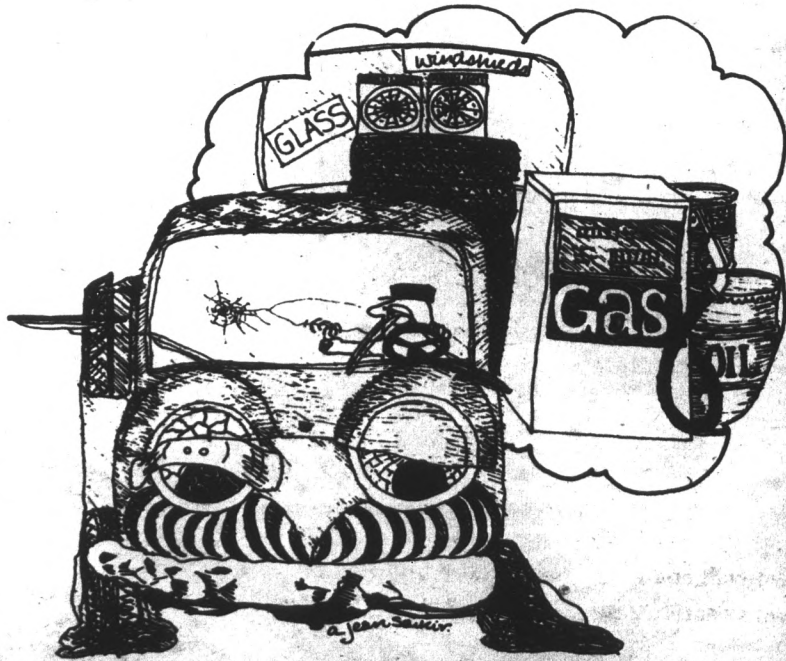
We admit we goofed

Oh, the tribulations of journalism. What a misplaced letter can do.

We made a silly mistake yesterday. Somehow the letter "b" found its way to where the letter "m" was supposed to be and instead of the Activities Center costing around eight million dollars, our editorial said it cost eight billion.

It's our mistake. We would like to pass the buck to our printers, but we're afraid to. They're a wild and reckless bunch and if we pin this one on them, they're liable to switch some other letters on us. And it's the seventh word in the second sentence of this very paragraph that scares us. A mistake there could be costly.

So we'll take the blame ourselves.



The Bug Line, which provides free transportation for ASU students, is in financial trouble and may be headed for the parking lot in the sky if new funding isn't made available.

Opinion

state press

Alan Faye

Economy is in a prefix

Q—Mr. President, you have recently stated that recession and not inflation is our No. 1 problem today. Do you have any new thoughts on that matter?

A—As a matter of fact I do. After careful deliberation and after deliberating on this matter carefully, I have decided that the No. 1 problem facing this great country of ours is incession. I had thought that it might be reflation, but, let's face it, incession has a snappier ring to it.

Incession is a serious problem for this great land of ours, but I do think this great land of ours can lick this problem. Even whip it. We're going to have to batten down our hatches and

buckle down our buckles, but I think it can be done. I want to first of all point out that I am four-square in favor of our economy.

Without reservations, I support it. So let's all get out there and whip incession. I hope this solves that problem, once and for all.

Q—Mr. President, if Vice President Rockefeller's panel concludes that the CIA has practised illegal spying on American citizens, what will you do about it?

A—I will ask Nelson to buy the CIA and run it the way it's supposed to be run.

A—Mr. President, what do you think will be the greatest problem this country will face in 1975?

A—Getting through one year with only one vice president.

Q—Mr. President, many leaders, during trying

times, look to great leaders of the past for inspiration. What former president would you most like to emulate?

A—I'll tell you very candidly that my hero is President Chester Alan Arthur. Chester Alan, as I informally refer to him, did some great things for this country. I remember the first thing that impressed me about Arthur was how he handled his dispute with Sir Lancelot.

Q—Mr. President, if the unemployment rate reaches 10 per cent, will you panic?

A—Let me just say that this President does not panic. He may jump up and down, tear his hair out and cry like a baby, but he never panics.

Q—Mr. President, what advice do you have for those Americans out of work?

A—Find a job.

Letters

Bug Line has another fan

Editor,

Why is it that in all the months that the Bug Line carried thousands of students to and from school with characteristic efficiency not one letter was written to praise their efforts and yet when admitted financial difficulties begin

to cause problems the complaints start pouring in?

Don't people realize that when you run out of money you also run out of gas, the buses break down, your schedule goes haywire, ad infinitum?

In times of recession, the first thing a business cuts is its advertising budget. Consequently, services like the Bug Line, which are dependent entirely upon advertising for their revenue, are affected almost immediately.

Rather than condemn John Balfour for the current

situation, I marvel instead at how he was able to keep the Bug Line functioning so well up until now, given the current economy. It should also be noted that Balfour has managed the Bug Line since its inception without pay.

It is my feeling that if we want the Bug Line's prompt efficient service to resume, we must forgo criticism for the time being and channel our energy in a direction calculated to solve its financial problems.

Bob Kenison
ASASU First
Vice President

Prof unconsciously 'swinish'

Editor,

I was rather appalled at Prof. Michael Altman's unfortunate choice of terminology in his condemnation of the legislative tricks being played upon the ERA by the Arizona legislature.

Especially considering the particular issues with which the ERA is concerned, it seems singularly inappropriate that he should infuse the democratic process with the maleness

necessary for "castration."

Though the meaning of the word can perhaps be somewhat broadened, it nevertheless has such overwhelmingly masculine connotations that one is led to suspect Prof. Altman of certain subtle, perhaps even unconscious, similarities in attitude to that which has so blatantly present in those who have recently been in such swinish opposition to the amendment.

Name withheld by request.

Miss Wheelchair Arizona 'the hottest thing on wheels'

Story and photos
by Denise Bacher

Her friends call her "the hottest thing on four wheels," but Sally Rounds possesses a more impressive title — Miss Wheelchair Arizona.

Rounds is a vibrant, 20-year-

old personnel management major. Stricken with muscular dystrophy and confined to a wheelchair, she devotes much of her time to helping disabled persons learn to accept their handicaps and utilize their talents.

"There are people who pity themselves, and if you do that other people will pity you," she said.

Equally as important as helping the disabled cope with their special restrictions is the problem of making the "walking world" compassionate to these restrictions, Rounds said. As an ambassador of the Miss Wheelchair America organization, she is dedicated to helping both sides adjust.

Rounds' job is to publicize the Wheelchair America organization and its pageant in hopes of inspiring disabled women to take advantage of the opportunities that exist.

Last September Rounds took part in the Miss Wheelchair America pageant in Columbus, Ohio. The judging was based on the accomplishments, future goals and personalities of the contestants. Although it was not a beauty pageant, appearance was considered. Many handicapped women fail to care about themselves and "make do with what they've got," she said.

Keeping her entry a secret until the week before she left, Rounds found two sponsors to finance her trip — the Arizona Society for Physical Health and Rehabilitation and KOOL-TV.



The restrictions of a wheelchair often isolate the walking world from the wheeling world. Sally thinks both can share common ground.



Sally does things most students do, including waiting in line.

She told her father about her entry the day before she left, and his reaction was "unprintable", she said.

Rounds and her mother flew to Columbus for the four-day pageant. "I do anything anybody who walks on this campus does, but I've never done anything like that before," she said.

The contest consisted of a three-minute monologue of the contestant's feelings about herself and a 12-minute dialogue in front of a panel of judges that "looked like a firing squad," she said.

As Miss Wheelchair Arizona, Rounds is working to establish a wheelchair pageant in Phoenix, while continuing her efforts to bridge the gap between the "walking and wheeling worlds."

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Comedians discuss entering TV...

By Greg Smith

Sitting in a Grady Gammage dressing room, surrounded by mirrors and glowing light bulbs, comedians Phil Proctor and Peter Bergman saw television in their future.

"Phil and I want to be right in the mist of the media explosion," Bergman said.

Proctor and Bergman are half of the Firesign Theatre. As a duo they recorded an album titled "TV or Not TV," much of which they performed at Gammage Thursday night, without the other two men in the avant-garde comedy group.

For eight years Firesign has entertained the younger generation with spicy satire of the status quo. Having already infiltrated radio, recordings, and films, the Firesign now plans to enter television.

The duo said they are working with veteran TV man Sid Caesar, writing a show called "This Is Your America."

"It's going to be slapstick and far-out," Bergman said, and include material "like a guy reading 'War and Peace' in Russian in a tank of water, and you keep going back from him to America's poorest family, 'The Wantons.'"

Bergman's bald head reflected the bare light-bulb glare. "I'd love to be an economic expert," he said, "and show people graphs and cut the pie up. Which would really be a pie . . . and start eating it cause I'm hungry."

Nick Danger, a bungling private eye featured in a Firesign album, could become a serial, Proctor said.

The comedians think they can write material which would

appeal to older people, and be successful on TV.

Comedy is a great healer, Bergman said, and the group wants to use it to bring the generations together, "so that

"What are the challenges?" the interviewer asks, opening the door for digression.

There are technical challenges, Bergman said, "like how do you create a world



Phil Proctor, left, and Peter Bergman of Firesign Theatre.

lifestyle is no longer a deadly difference."

"We're not escape artists," he said. In hard times, "comedy is a way of passing on viewpoints and information . . . You watch our type of comedy and I think you learn . . . Not that we're preachers."

But the group's satire often takes on the function of preaching. "There are still some sections of society which need cracking," Bergman said. "We are kind of ante-bellum humorous now past one revolution and moving into another one. Our concept of what the challenges are has changed."

economy so that people in one country don't starve because in the commodity market in Chicago three or four guys decide they want to buy or sell? How do you bring human values

to the fore? How do you live on another planet?"

One digression led to another, and Bergman predicted nostalgia of the 60's will begin soon. "People are gonna say, oh, remember the peace marches, remember that army jacket you used to wear, Lucille?"

It will soon get to the point where "we'll nostalgically remember yesterday — remember Jan. 22? What a great day."

"Want to buy the day?" Proctor chimes in, in a radio announcer's voice.

Bergman raises his voice: "Want to buy all the hits? The great hits of Jan. 22?"

Proctor shouts. "It'll be the great hits of yesterday —"

Bergman interrupts, saying something about how the sun came up 18 hours ago.

"And you can have the great hits of tomorrow," Proctor goes on.

On a more somber note, Bergman glimpses into the future.

"I think the Firesign Theatre's work at some point is: gonna become as arcane as parts of Shakespeare and

Marlow," he said. College courses already teach the group's work, he added.

Proctor said Firesign's new 40-minute film, "Everything You Know Is Wrong," will premier April Fool's Day in L.A.

The film shows aliens landing on earth.

"The flying saucer does indeed look like a big fried egg," Proctor said.

"Waterspots on film become people from Mars," Bergman added. "If I just stand here in the desert eating a hot dog, they're going to see me glowing."

They've already contacted him, Proctor said.

"I've been up there to Venus," Bergman said. "It's such a wonderful planet. Everybody plays the piano and plays it so beautifully."

"And somebody who has never been up there and had the experience suffers from Venus envy," Proctor said matter-of-factly.

"And on top of this and through all this are universal realities about the true basis of everything," Proctor said. God knows if he was serious.

... and outer space

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Students can benefit from the program as study becomes more productive through increased speed and comprehension. Also, those students who may have to take aptitude or qualifying examinations will find that increased speed and comprehension aids them in sections where reading ability is tested.

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Concertmaster spoils good show

Much praise heaped on the Prague Chamber Orchestra hinges on the premise it supposedly functions without a conductor. In fact, however, it does not. The group is conducted by a concertmaster, who only detracts from an otherwise superior performance.

The Czech assemblage performed admirably Saturday night, both technically and aesthetically. It was as adept at interpreting Mozart as it was with Prokofiev.

In the "Prague Symphony," Mozart's 38th, the orchestra established its integrity as a group. As any accomplished orchestra, it showed that a director's work is substantially finished before an appearance. Substantially, but not entirely.

The next selection, Prokofiev's Classical Symphony, was written as a mockery of classical music. In one section the melody arrives a beat late; in another, the melodic line ends suddenly,

leaving the accompaniment to die alone. The Prague company showed delightful facility with this piece. Orchestra sections chased one another through what emerged as not only a smug put-on, but a serious work of genius as well.

The final selection on the program was Dvorak's Czech Suite. The orchestra performed in a way that evoked images of its homeland. Concertgoers would not let the orchestra leave until it did Mozart's "Figaro".

For all the enjoyment, however, it was distracting to see a concertmaster bobbing and weaving throughout each number which gave the visual impact of a Marciano fight.

There was undoubtedly some need however, for his antics. The use of a conductor seems necessary with an orchestra this size, whether or not it chooses to be identified as a chamber group. Sometimes, the traditional ways are the best.

Ken Reed

Stage review

'Hollow Crown' revives monarchs

The scandalous Kings and Queens of old England were resurrected Monday night in the Royal Shakespeare Company's performance of "The Hollow Crown."

The Gammage program included letters, poems, speeches, songs and chronicles about the monarchs. This combination of humor, fact and legend was arranged smoothly and intriguingly and won a very involved audience.

The actors didn't simply "play" their roles; they "became" the monarchs and chroniclers, carrying with them the atmosphere of many centuries past. Outdated language patterns became quite intelligible as they brought the characters to life.

Especially good was Brenda Bruce in her characterization of a 15-year-old "partial, prejudiced and ignorant historian." Her spirited delivery evoked lots of laughter from the audience.

Bruce was equally ac-

complished in her portrayal of Mary Tudor, Anne Boleyn and Queen Victoria. She created an atmosphere of cold, hard, drab castle walls and then, a few minutes later, transformed the audience into a medieval crowd listening to a Queen's speech.

Paul Hardwick delivered a skilled performance as Henry VIII, proposing to Anne Boleyn and promising his eternal love for her. His platitudes become especially humorous (or ironic) when one realizes that Henry had Anne Boleyn executed.

The musical ballads and songs, sung by Adrian Harman with guitar accompaniment,

were the only disappointing parts of the performance. The music was amusing but often out of tune. It seemed to lack a certain smoothness and direction and failed to create the vitality which characterized the rest of the performance.

The stage lighting contributed much to the readings where special lighting effects were used... perhaps this could have been done more.

Despite minor imperfections, the performance accomplished its main purpose, recreating the humanity and humor of kings and queens of the past.

Carol Pyne

ASU students to receive aid in doing income tax returns

ASU students can receive free help in preparing income tax returns this year at a campus center to be established in February by the Volunteer Income Tax Association (VITA).

"This year I felt there were enough low-income students qualifying for help to have a center on campus," said Don Hibner, coordinator of the center. Hibner and other ASU students participated in VITA last year.

The volunteer program is sponsored by the Internal Revenue Service (IRS) and is designed to help low-income families file returns.

The IRS has agreed to help establish the campus center by aiding the ASU Accounting Association with assistants, materials and expenses, Hibner said.

Weekly on-campus sessions will start Feb. 11. Additional information may be obtained by contacting the Accounting Dept., 965-3631.

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Student winners proceed to the regional event at the University of Colorado in Boulder, Colorado. Regional winners proceed to the national event at The Playboy Club in Chicago, Illinois.

For information contact the Memorial Union Recreation Center at 3842 or phone Bob Leonard at 966-5132.

Living conditions in Russia spur rally

ASU students are organizing to rally against the harsh living conditions faced by Jews in the Soviet Union.

"For over 2,000 years, the Jews have always faced oppression and persecution," said Frances Tracht, co-chairman of a new campus committee on Soviet Jewry. Tracht said the welfare for Soviet Jews is so bad, many seek refuge in Israel.

Tracht observed during the organization's first meeting last week that life is made miserable for the Soviet Jews by the KGB, the Soviet secret police. When Jews apply for visas to leave the country, children are removed from schools, phones are tapped, and jobs suddenly vanish, she said.

Imprisonment usually awaits those who spread anti-Soviet propaganda. "It is hard to even practice Judaism," she said.

Committee chairman Livia Spitz said Jews sometimes are sent to prisons and mental hospitals. The Soviet government controls the people's way of life and tries to suppress all other ideas, she said.

The campus Soviet Jewry Committee, affiliated with national organizations of the same cause, is planning activities with the longer-established Phoenix Council for Soviet Jewry, Tracht said.

"We will be writing letters to

Soviet Jews, Soviet officials and U.S. officials, such as Congressmen and people in the White House. If we get going,

paign is notably active in rallying public support to open immigration lines for Soviet Jews to Israel.

СОЮЗ СОВЕТСКИХ СОЦИАЛИСТИЧЕСКИХ РЕПУБЛИК



we will probably attempt to make phone calls to Soviet Jews. Also, we will send telegrams to Soviet and U.S. officials asking for their help," Tracht said.

A protest march is planned for April. Each year, a nationwide march is held at the time of the Jewish holiday, Passover. It serves to make the public aware of the problems that exist for Soviet Jews, Tracht said.

Marsha Loshen, University co-chairman of the United Jewish Appeal (UJA), a national campaign on the plight of Soviet Jews, said the cam-

Photo expert to discuss high altitude photography

A Tucson geologist will discuss high altitude photography at a geology colloquium at 3:40 p.m. today in room 150, Agriculture building.

L.K. Lepley has been commissioned by private industry and government for his expertise on remote sensing photography.

Remote sensing is a means of reading data from infra-red and color photographs taken from satellites and high altitude airplanes, says Dr. Dan Silver, ASU geology professor.

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Man can learn about living from the birds and the bees

Man's ability to design structures he can live with may be improved by studying and utilizing devices other species use, said Dr. Theodore Munch, professor of physics at ASU.

Munch parallels man's engineering developments with nature's in his recently published book, "Man the Engineer, Nature's Copycat."

The book is written primarily for junior high school students. It is aimed at getting people to "observe nature more carefully" and to apply natural achievements to the problems facing mankind, according to Munch.

The illustrated book gives many comparisons between natural and man-made technology, Munch said. For example, man's

development of the hexagonal geodesic dome in architecture is a replica of bee and wasp hives.

University show opens auditions

Auditions for a University Theater production of "A Sheridan Divertissement" will be at 7:30 p.m. Wednesday and Thursday in the Payne Laboratory School, Dr. James Yeater, director of the production, said Monday.

This year is the 200th anniversary of the first performance of Richard Brinsley Sheridan's "The Rivals" and a number of scenes from this work will be included in "Divertissement."

There are 10 to 12 parts available, said Yeater. All students are eligible to participate.

Rotary Foundation scholarships given for foreign study in 1976

The Rotary Foundation, an international organization promoting good will, will award five scholarships in early September to qualified Tempe graduate and undergraduate students for foreign study in 1976.

The one-year scholarships will include round trip air fare, room and board, books and supplies, tuition and a \$300 stipend for educational travel, Dr. M. Scott Norton, an education professor,

said.

The purpose of these awards is to contribute to the international understanding through study abroad.

Among other qualifications applicants must read, write and speak the language of the proposed study country, Norton said.

Applications can be obtained in the Dean of Students office in Matthews Center. Deadline is March 15.

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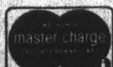
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Problems hit women's squad

By Dan Kearney

The men's basketball team is currently riding atop the Western Athletic Conference, but their female counterparts are in the dumps about a myriad of problems.

Head coach Susan Miller cites lack of support,

present, Miller said.

"For us to be intimidated is beyond human respect," said Miller.

"We had 30 women try out for this year's team, which is not that great for a school this size. Eighteen are currently on the roster and eleven of these are from out

perienced. We lost last Friday to the UofA 76-42 and we made a lot of dumb mistakes and bad passes. But the main reason is lack of experience," said Miller.

Basketball overlaps with softball and volleyball. Previously, Mary Littlewood had to contend with coaching all three sports for

eight years as well as teaching full time.

"Men would never even be asked to coach two sports at one time," said Miller. "They are usually hired as coaches first and teachers second. But women are hired to teach and then coach. Women are rarely hired just as coaches."

All this may be changing

as Judy Whitehouse was recently hired to coach golf here.

Currently no recruiting is done, nor are there plans for any. Miller thinks the good players will know where to go once athletic reputations are established. Only then will women's basketball become a viable sport, according to Miller.

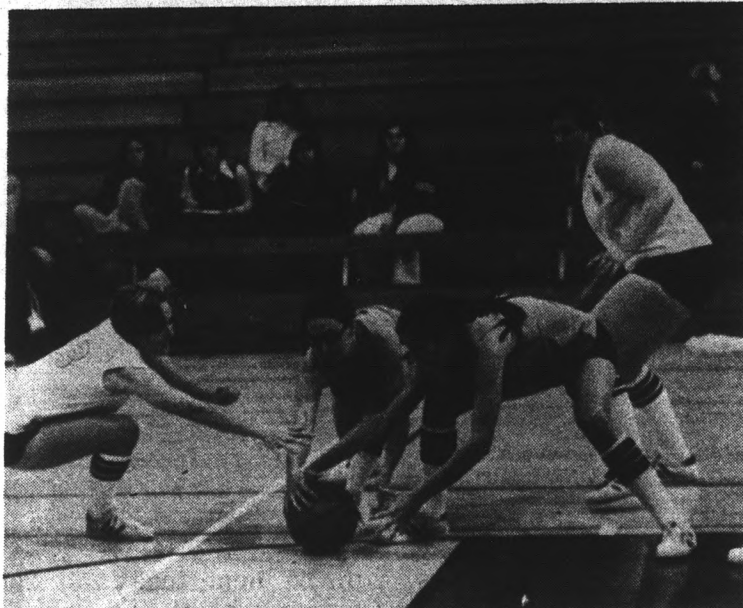


Photo by Roger O'Connor

The off-court problems of ASU's women basketball team may go unnoticed, but their troubles on the court did not after a 76-42 shellacking by Arizona.

problems using available facilities and prejudicial treatment as problems facing her squad.

The team was given no support in clearing the men's gym floor in preparation for their Friday night game against the UofA, according to Miller. She said the gym was supposed to be set up by Kenny Rosenbaum, but was not because Rosenbaum was busy elsewhere.

The girls also suffered "abusive language" from football players who were

of state," said Miller.

"A lot of girls have been inquiring from around the country about basketball scholarships, but instead they are given information on financial aids," said Miller.

None of the players are presently on basketball scholarships and none are planned for next year.

"ASU has a name in women's tennis, but not in basketball," said Miller.

"Most of my players are freshmen, and they are brand new and inex-

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ANNOUNCEMENTS

Thursday, Jan. 30, the ASU English Dept. and Hillel present the Israeli author and journalist HANOCH BARTOV, speaking on: "The Task and Purpose of a Writer: how an Israeli author views his work". Language & Lit. Bldg., RM. C-319, 3:00 p.m. All are invited — questions & answers. (1/30)

Inter-Varsity Christian Fellowship meeting this Thursday MU 215, 7:30 p.m. Join us as we begin our study of "knowing God." (1/22)

Shabbat dinner & services at Hillel, Friday, Jan. 31, 6:00 p.m. 213 E. Univ. 966-5371. Reservations by Wed. Jan. 29, \$1.50. Following dinner Israeli author & journalist HANOCH BARTOV will speak about Israel from the point of an author and read from his own works. (1/30)

Huron Dance Ensemble offers Spring dance classes. Twelve week session, 1 1/2 hour classes in beginning and advanced contemporary dance. Registration: Friday 3-6:30 p.m. Jan. 31; and Saturday, 11:00-3 p.m., Feb. 1 at 401 1/2 Mill Avenue, second floor. For further information call 968-6348 before noon, weekdays. (1/31)

Farmers and gardeners using natural, poison-free methods of raising produce and crops are invited to bring them to Apache Wells Organic Farmers' Market. Sell direct to consumer every Sat. from 7 a.m. - 11 a.m. 56th & McKellips Rd., Mesa, phone 832-1550 for full info. (1/29)

Rally for Israel, 7:00 p.m. Sat., Feb. 10, Ross Hall, 213 E. Univ. (1/31)

Europe - Israel - Africa - Orient student flights year round. Contact: ISCA, 11687 San Vicente Blvd. #4, L.A. Calif. 90049 or Tel: (213) 826-5669, 826-0955. (5/2)

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Sports In Brief

Breunig selected in third round; basketball team drops in ratings

ADD ONE MORE football player to the list of Sun Devil gridders who have been picked high in pro football's collegiate draft.

All-American linebacker Bob Breunig, mentioned frequently as a possible first round choice, was selected 18th in the third round by the Dallas Cowboys Tuesday.

ALTHOUGH IT WASN'T a bad basketball weekend for Ned Wulk's charges, the national rating services must have felt differently.

ASU, which split on the road at Colorado State and Wyoming, fell one place in the UPI rating, from eighth to ninth, and from 10th to 12th in the Associated Press poll.

The University of Arizona, which also split, maintained their 13th place UPI ranking, and dropped two places to 15th in the AP survey.

THE ASU GYMNASTS travel east this weekend to face two of the toughest squads in the country, Indiana State and Southern Illinois.

"The dual meets are crucial this weekend because they should tell us whether or not we are a national contender this year," Coach Don Robinson said.

"We're going down with an optimistic attitude, even though Indiana has scored a season-high of 218 points this season,

and our best is 210.55," Robinson said.

"We're improving steadily," Robinson said. "We hit 208 at the Rocky Mountain Open, 209 at Odessa (College) and now 210 against Northridge Friday."

STUDENTS WISHING TO attend athletic events during the spring semester must have their campus service cards (I.D.'s) validated, ticket manager Terry Wojtulewicz said this week.

Campus service cards may be validated at Room 167 at West Hall Monday — Thursday from 8 a.m. — noon, and from 1 p.m. to 6 p.m. The office closes at 5 p.m. Friday.

"A valid I.D. must be presented along with game tickets for admission to basketball games," Wojtulewicz said.

Quotebook

ARIZONA COACH FRED SNOWDEN feels he has 8 to 10 men he can toss into WAC competition and still maintain a solid unit on the floor.

"We have more depth than ever before. That's important since it's the reason we haven't previously been able to sustain and play well over other difficulties.

"We've given up something in experience over last year, but we do have the depth."

'Sports' center not just for sports, Miller says

By Paul West

Scheduling non-athletic events in the Activity Center is not a lost cause, according to athletic director Fred Miller.

"Good coordination will allow maximum usage of the center. But every year there is going to be a confrontation between basketball and non-athletics interests," Miller said.

Basketball coach Ned Wulk said he believes there is "time for plenty of activities to be held in the building without conflicting."

Wulk said his remarks were taken out of context in an earlier State Press story which quoted Wulk as saying he wouldn't consider changing the practice schedule.

"It has been changed a number of times. We altered it for registration," Wulk said.

And according to Wulk, nobody has asked him about changing it for concerts.

John Ridgway, ASASU activities vice president, would like to see one medium-to-large show a month. Ridgway said, "Due to scheduling difficulties, we're going to try to reserve dates further in advance on a specific basis and hope to fit an act into it."

Manuel Figueroa, scheduling coordinator, said

planning one concert a month is unrealistic because of the state of the economy

According to Figueroa, the Activity Center is currently being used to its realistic maximum. Factors hindering further use of the building are construction incomplections involving seating and sound.

Services held today for ex-coach's child

Funeral services for 11-year-old Kristi Gay Winkles, daughter of former ASU and California Angels baseball coach Bobby Winkles, will be held today in Faith Lutheran Church in San Clemente, Calif.

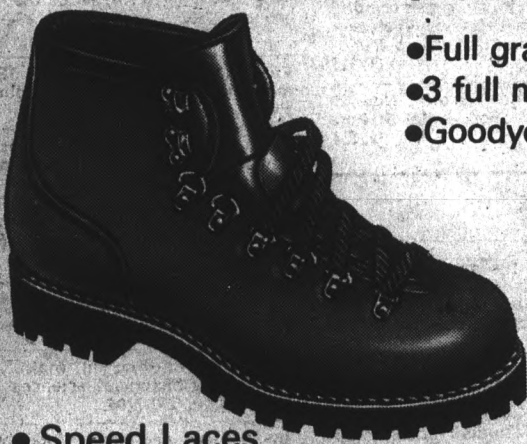
Kristi died Sunday night in a San Clemente hospital of encephalitis, which blocked the flow of blood in her brain.

Kristi, who celebrated her 11th birthday last Monday, complained of a sore throat and was hospitalized Friday night.

Winkles and his wife Ellie have asked that instead of flowers, donations be given to the Valley of the Sun School for Mentally Retarded Children, at 3155 W. McDowell Rd.

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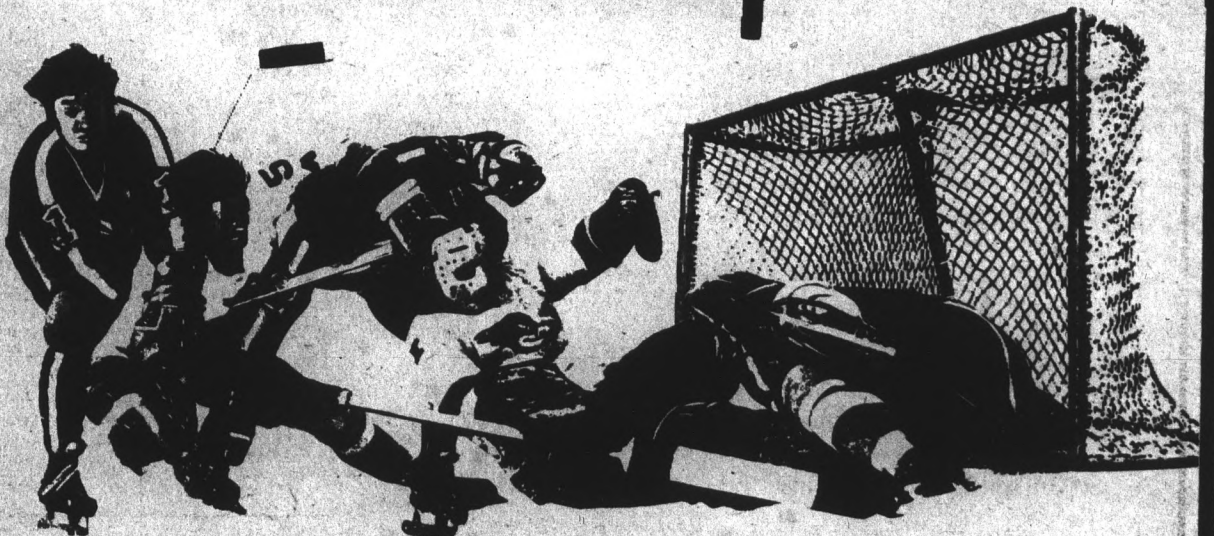
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A short course in the nickel candy bar. And where it went.

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As part of a nation of producers as well as consumers, each of us has a lot to say about the price of things we want and need

WHATEVER HAPPENED TO THE NICKEL CANDY BAR?

REMEMBER 1955? Kids were wild about Davy Crockett hats. Some people were worried that we might go to war over a couple of Asian islands called Quemoy and Matsu. The latest musical fad was something called "rock 'n' roll." A Chevrolet sedan cost \$2000. A nickel candy bar felt pretty hefty in your hand.

Funny, but whenever you start playing the nostalgia game, you al-

ways get around to fond recollections of how far a dime or quarter or dollar "went" in the good old days. Funny, too, but none of us ever seems to really ask *why* the dollar doesn't go as far today. Whatever happened to that nickel candy bar? Why, indeed, do prices go up?

Too often we answer with a resigned sigh: "Everything's going up these days." But that isn't always so. The prices of some things have gone down: TV sets, for instance, and ball-point pens (remember when we paid \$1.50 for a "cheap" one?), toasters and quite a few other small appliances. How do these manage to run against the inflationary trend?

To answer, let's first consider two basic ways to lower the price of a product (barring the use of low-cost foreign labor to manufacture it outside this country). One way is to cheapen the product, lower its quality. But this is a fatal device in a free market—consumers catch on quickly. The other way is to maintain the quality but cut the cost of manufacture. If the product is soup cans, for instance, it means producing more and better soup cans for the time

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and labor spent. That's what's called improved productivity.

Now wait a minute. Don't head for the exits. We're not talking about men turning screws faster or running around with ladders and oil-cans like characters in an old-time movie. We're simply considering how all of us here in America affect the prices of things we buy through the way we work. Just ponder, for example, what happens when a mix of technology, planning and worker motivation spells high productivity.

Major manufacturers of hand-held power tools in Germany, Japan and England have not been able to penetrate the American market because high-quality American-made hand tools are competitively low in price. One of the major forces behind this situation is the Black & Decker Manufacturing Co., of Towson, Md. For the past 16 years, sales of its products have grown an astonishing 17 percent a year, and during that time the prices of many of these products have dropped steadily.

The company secret? Better productivity. In part, this comes from the wise investment of funds in new machines and advanced research. But beyond that, Black & Decker's management and workers constantly set goals for themselves and meet them—not necessarily by doing things faster, but by doing them better. A typical problem: Company engineers knew they could vastly improve safety from electrical shock by doubling the thickness of

insulation inside hand tools. But this would have added ten percent to manufacturing costs. Solution: Redesign of the tools, streamlining assembly and standardizing many small parts so the same ones could be used in different tools. Prices of the safer tools remained the same.

While such improved productivity has paid off in increased sales and profits, it has also paid off for employees. The company payroll in 1958 was \$14.5 million for 3800 employees. Last year's payroll was \$165.2 million for 20,700 employees.

And look at the payoff for the consumer: In 1958, Black & Decker's basic electric drill for do-it-yourselfers cost \$18.95. Now it costs \$10.99. A standard jigsaw that sold for \$44.50 in 1958 now costs \$11.99. And remember, these price changes occurred during a 16-year period which saw the U. S. Consumer Price Index rise 75.2 percent.

But the productivity payoff can also mean a lot more than new jobs and higher pay. Sometimes it spells survival. Consider the 1000 employees of the Ideal Corporation, a maker of precision automotive parts, in Brooklyn, N. Y. Saddled with an old plant and rising costs, Ideal recently looked into building a modern plant in the Midwest. The move would vastly reduce the cost of transporting its products, and the cost of the factory was expected to be about \$15 a square foot. Putting up a new plant in Brooklyn, on the other hand, would run at least \$25 a square foot,

and related operating costs looked certain to leave the company in an extremely difficult competitive position. But Ideal had a loyal and skilled work force. It elected to remain in Brooklyn. Says John Wenzel, president of the company: "We decided to gamble on our ability to engineer processes that would reduce our costs." In other words, the productivity of Ideal's managers, engineers and workers kept their 1000 jobs in Brooklyn. And the company is thriving in its new plant.

Despite these by-no-means-isolated examples, there is disturbing evidence that America is slipping into a productivity crisis. While our productivity has historically grown at a healthy rate of about 3 percent annually, in recent years the growth rate has been falling; last year we had no productivity gain at all. Too many American businesses have been failing because they could not achieve the higher productivity that would enable them to afford the higher wages and shorter hours demanded of them. Others have hiked prices to pay the higher wages, with a resultant loss of business to foreign competition. Nine out of every ten baseball mitts sold in this land of Babe Ruth and Henry Aaron are foreign-made. So are 19 out of every 20 motorcycles, one out of six cars. Since 1967, foreign industry has caused a reduction of at least 400,000 American jobs. That's why produc-

tivity—all of us putting more in and getting more out of our jobs—is of such crucial importance.

Fortunately, we don't have to run around tearing our hair out to solve the problem. Nor do we even have to learn productivity from books or lectures. Indeed, that would be a sad estimation of the people of a nation whose history has been in a sense a history of productivity. For productivity is many things. It is the ability of a businessman to attract dollars to build new plants and create new jobs. It derives from intensive research that gives us advanced technology. And productivity is also an impulse.

It's the impulse that helps a housewife organize her day to cook turkey, bake a pie, set the table, get dressed and greet friends and relatives at the door at one o'clock. It's the impulse that makes diagonal paths across vacant lots.

Think about it. How well did you type that last report, repair that washing machine, tune up that engine, finish that blueprint? You have, we have, in our hands, in ourselves, the means to produce not just cars and books and songs and bread, but an entire way of life and economic environment second to none.

For reprints, write: Reprint Editor, The Reader's Digest, Pleasantville, N.Y. 10570. Prices: 10—50¢; 50—\$2; 100—\$3.50; 500—\$12.50; 1000—\$20. Prices for larger quantities upon request.

This message is prepared by the editors of The Reader's Digest and presented by The Business Roundtable.

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