

tuesday

Arizona State University

This is a student-operated newspaper which does not necessarily reflect the opinions of the University faculty or administration.

Vol. 57, No. 86 March 25, 1975

# state press

Tempe, Arizona

## Kenison resigns post as ASASU first veep

Bob Kenison, first vice president of Associated Students and an outspoken critic of the University administration, resigned last Friday after receiving unofficial word that his application for withdrawal from school had been processed and completed. Kenison, a first year law student, cited



Bob Kenison

his wife's health and personal financial problems as the reasons for dropping out of school.

As first vice president of ASASU, Kenison presided over the student senate. The senate has the constitutional authority to establish procedures for selecting a new first vice president, but senate sources indicated the position will remain vacant and Susan Bitter, president pro tempore of the senate, will preside over the final four meetings scheduled this semester.

There was mixed reaction to the news that Kenison had resigned.

Rick Weiss, president of ASASU and a political critic of Kenison's, said "He's made it an interesting year. I really don't think I should say anything else."

(In a State Press story earlier this month, Kenison accused Weiss of "selling out to the administration.")

Steve Yarbrough, executive manager of ASASU, said he was sorry that Kenison is leaving.

"He was articulate and outspoken. Kenison had very little regard for the standard rewards and punishments administrators offer student leaders. He just wasn't interested in the carrots that entice most students. He did what he thought was right and he acted with a random disregard for consequences," Yarbrough said.

"He didn't play by the standard rules," he said.

Dr. George Hamm, vice president for student affairs and often the target of Kenison's criticism of the administration, was unavailable for comment. His secretary said Hamm was not feeling well.

## Weiss grounded

## Board rejects trip by ASASU officer

By Chris Kiernan

A tie vote by the Board of Financial Control Monday prevented ASASU president, Rick Weiss, from attending the National Student Lobby convention in Washington in April. The BFC voted instead to send the president elect to the conference.

Linda LaGanke, business college senator, who initiated the motion that cut Weiss from the trip said sending the president elect would be more logical since he could pass on everything he learned to the students next semester.

The National Student Lobby, according to Rick Weiss, will be a meeting of University representatives throughout the country for the purpose of presenting views on student problems.

Weiss also said students will get an opportunity to go to the White House, hear speakers and meet with their congressmen.

The board easily passed a motion that will send Jim Boardman, director of the Arizona Students Association, to the conference.

### Lengthy debate

Concerning the Weiss proposal, the Board argued for one-half hour on whether to send Weiss, the president elect or no one at all.

Steve Kaplan, a senator from the Business College, said having one representative, Boardman, at the convention would be enough.

Mo Portley, a first administrative vice president, said Weiss should go to Washington "because he has been around long enough to know what to do and since he will be an ex-officio member of ASASU he will be able to report back to us".

Dr. Phil Cook, from the College of Education said "I wonder whether or not we are dealing with a political problem here?"

"Are we sending someone for a reward or for the benefits to be gained from the convention?", asked Tim Burns, senator from the business college.

### Board argues

According to Bob Kenison, former ASASU first vice president, Weiss should not be allowed to go to the convention because the knowledge that he would gain couldn't be passed on to the students.

The convention is planned for April 11-15 and Kenison said there would be no more meetings of the student government after that date, so Weiss would be unable to aid the students.

The motion to send Weiss to The National Student Lobby was a tie 3-3. According to Steve Yarbrough, executive manager of Associated Students, the motion is therefore defeated.

The motion to send the president elect passed 4-3.

Both Boardman and the president-elect will receive \$435 each for expenses to Washington.



Photo by John McDonough

## Musical scoreboard?

ASU band member Lea Fuller gives a blast of support for the cowboys during the bronc-busting contest at the 45th Annual Phoenix Jaycees Rodeo of Rodeos. The ASU band has been performing for the western event for more than 20 years.

## Board refuses to release funds for reopening Bugline

By Marty Malone

The ASASU Board of Financial Control refused to release \$2,000 on Monday which would have allowed immediate service of the currently discontinued Bug Line.

"We were willing to begin service tomorrow morning at 6:25 a.m. and guarantee continual service for the remainder of the regular semester if the Board had

allocated us the funds," said Terry Frederick, operations manager for the Bug Line.

The Board had previously voted to release the funds upon the contingency that the Arizona Corporation Commission granted the Bug Line a charter, Frederick said.

"Our hearing with the Commission has been postponed until April 14, so there is no way we can get the Certificate of Convenience and Necessity required by the Board until then," Frederick said.

"April 14 is too late in the semester to do the students any good and the service will be lost to them. That is why we approached the Board today," he said.

Frederick said instead of making the earliest possible decision on the matter, ASASU President Rick Weiss tabled the motion until the Board's next meeting, scheduled for April 4.

"If they wait until then to do anything, we can't begin our service until the following Monday, April 7th," Frederick said.

"They are simply procrastinating. The only delay is the Board of Financial Control," Frederick said.

## State Press staff writer wins scholarship

A Hearst Foundation Journalism Scholarship of \$150 has been awarded to an ASU student for the second consecutive month and for the third time this year.

Carol Pyne, a senior journalism major, placed ninth in the nation in the investigative writing contest. The article she submitted disclosed the in-

volvement of athletic director Fred Miller and football coach Frank Kush as investors in a hotel to be built adjacent to the ASU athletic complex. The article appeared in the Feb. 28 issue of the State Press.

Pyne was unaware of the extent of the plans when she undertook the assignment.

"I thought it would be a story I'd write up and turn in one day but it kind of mushroomed," she said. Pyne worked on the story for four weeks.

Pyne was also notified last week by the Arizona Press Women, Inc. (APW) that she is a winner in the APW Junior Mass Communications Award Contest. The award presentation will be in May.

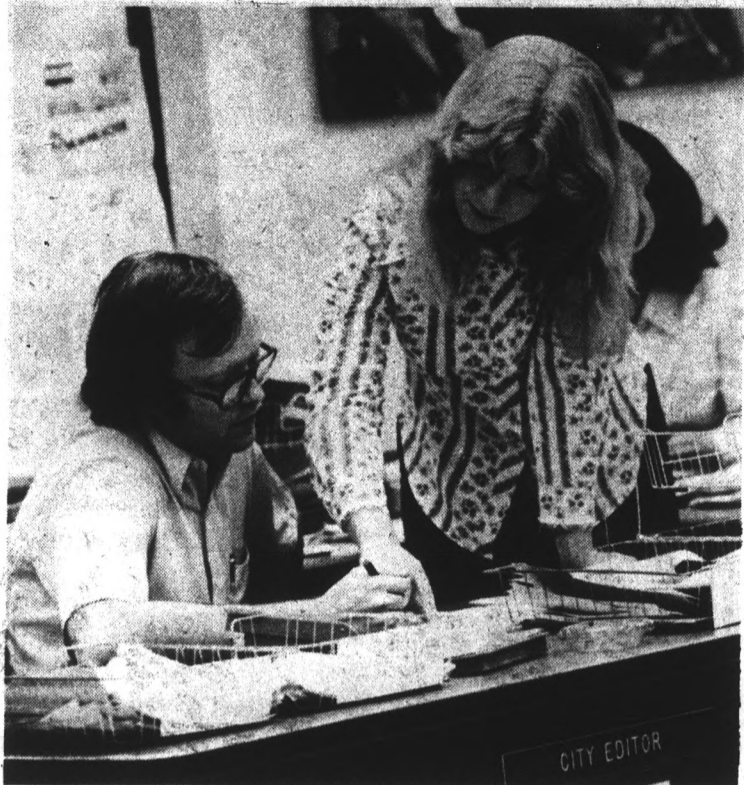


Photo by Bob Burns

Senior journalism major Carol Pyne has been awarded \$150 for placing ninth nationally in the Hearst Foundation investigative writing contest. Pyne's winning story centered on the expansion of ASU athletics and commercial plans for a high rise hotel adjacent to the ASU athletic complex.

## Senate cuts budget \$6 million; bill to go to House for OK

By Roger O'Connor

A senate appropriations subcommittee voted March 14 to cut \$6 million from the proposed ASU budget for the 1975-76 school year.

Despite the continual growth of ASU, the university is being told to trim costs.

John Schwada, president of Arizona State University, told the subcommittee, "it's impossible to maintain a university of the magnitude of ASU on a declining support from the State."

The budget proposed by the ASU Administration requested approximately \$47 million in state funds. The subcommittee cut it to \$41 million. UofA's budget request was trimmed from \$75 million to \$54 million.

Schwada said the utility cost this year alone has increased \$400,000 and the projected increase for next year will be \$700,000.

Schwada said the budget has to be increased \$500,000 for general operations, \$500,000 for library services and \$750,000 for personal services.

Schwada said more than two thirds of the increase in student

enrollment in Arizona next year will be at ASU and yet it is asked to run on a budget allocating less funds per student than any other university in the state.

The proposal is now awaiting approval by the full committee. It will then go to a House committee for recommendations before a bill is drawn up.

STATE PRESS is published by Arizona State University Tuesday through Friday during the academic year, except holidays and examination periods. Entered as second class matter at Tempe, AZ. 85281.

DISPLAY ADS  
965-7572

**DISCOUNT WATERBEDS**  
and  
**ACCESSORIES**  
**ALSO HEADGEAR**  
at  
**The Waterbed Shop**  
402 Mill Ave.  
in Downtown Tempe

**Yesterday's PROPHECY**  
Today's  
**CURRENT EVENTS**  
KNCS Radio, 1010 kc  
Weekdays 10 A.M.

**EASTER IS EARLY**

So hurry and check us out for that unusual Gift ... be it large or small at

**The Gallery Store**  
Mathews Center • 2nd Floor  
Open 12 to 4

**Jerry's**

**audio exchange**

Phoenix 334 E. Camelback Rd. 262 9410  
Tempe 170 E. University Dr. 968 3491  
Tucson 1037 N. Park 622 7407



**University of San Fernando Valley**

**COLLEGE OF LAW**

Announcing:  
**FALL SEMESTER ... AUGUST 21, 1975**

- Full-time 3-year day program
- Part-time day and evening programs

All programs lead to the Juris Doctor Degree and eligibility for California Bar exam.

**Accredited Provisionally — State Bar of Calif.**

8353 Sepulveda Blvd., Sepulveda, Ca. 91345 394 5711

## Reading Course Increases Comprehension and Speed

Do you want to learn how to comprehend more of what you read? Would you like to read faster with improved comprehension? Would you like to study more effectively? If your answer is YES, the Arizona State University Reading Center has a highly systematized reading improvement course that is designed to fit your needs.

The six week non-credit course can be taken by anyone who pays the \$30.00 fee. Registration begins March 24th in the Reading Center, Room B112 of Payne Hall. Further information may be obtained by calling 965-3474, 3709 or 3519. Pick a class that fits your schedule from the list below:

Second Session — March 31 - May 9

Section 7	M night	7:00 - 9:30 p.m.
Section 8	W night	7:00 - 9:30 p.m.
Section 9	Th night	7:00 - 9:30 p.m.
Section 10	T and Th	9:15 - 10:30 a.m.
Section 11	T and Th	10:40 - 11:55 a.m.
Section 12	M-W-F	9:40 - 10:30 a.m.

### DESCRIPTION OF THE COLLEGE READING PROGRAM

The College Reading Program is a comprehensive fifteen (15) hour non-credit course designed to increase comprehension, speed and retention of reading materials. The course focuses on comprehension as the key to rapid and efficient reading. Reading is defined as an active decision-making process whereby the reader selectively looks for those clues which will enable him to reconstruct meaning from print. Therefore, no special eye or finger movements are stressed. Within the framework of large group, small group, and individual experiences, the student will actively participate rather than be lectured to by an instructor.

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.

On the basis of past experience and research, improvement in reading is promised by the program. Classes in the past have attained average increases of fifty (50) to one hundred thirty (130) per cent. The question is not whether the student can improve but how much he can improve.

917V-31 934(11100)

**Dorms notorious**

**Police fight phone fraud**

By Tom Cruise  
Increasing telephone frauds in the ASU dormitories has prompted University police to begin filing criminal charges against students unless the students settle their bills, University Police Detective Don Otto said Monday.

ASU police have approximately 20 students under investigation who may be guilty of telephone fraud, Otto said. Some of these students have bills of over \$1,000, he added.

Telephone fraud is an easy crime to commit. A

person simply calls long distance and charges it to a non-existing phone number, someone else's number, or an unauthorized number. It seems like anyone could get away with it, Otto said.

With the aid of computers, investigative organizations say it is not difficult to apprehend a fraudulent phone caller.

During the last two years ASU police and Mountain Bell Security Investigations have identified more than 36 student offenders who were responsible for more than \$20,000 in fraudulent phone calls, Otto said.

Some students settled the bill before charged were filed. Others were to court and received sentences. "We have never lost a case," said Otto.

However, ASU police have no desire to bring criminal charges against students unless it is absolutely necessary, Otto said. When an offender is identified Mountain Bell advises the student of the situation, what he can do to correct it and what will happen if he refuses to cooperate. "If he tells us to go to hell, then we raise charges," Otto said.

**Beach Boys belt out biggies**

Their hair is longer, their faces are fuzzier and their voices contain a bit of gravel, but the Beach Boys are still alive and kicking.

The group that has sold more records than any other band outside of the Beatles gave its usual solid performance of '60's style rock in a two-hour, two-encore engagement before a half-capacity crowd of 10,000 Saturday at Tempe Stadium.

Solid, that is, if the spectator was fortunate enough to locate himself relatively close to one of the two banks of speakers. A nasty wind frequently whipped chords and syllables from side to side, with many getting lost in the process.

Despite the audio problems, Mike Love, Al Jardine, the Wilson brothers and company were triumphant, largely thanks to

their nearly endless supply of oldies.

The crowd — strangely comprised of as many people from the Clearasil generation as those of us who grew up with Ronny Howard and watched "American Bandstand" on Saturday mornings — waited patiently for the Beach Boys to wade through some of their more recent (and lesser known) material.

Not until they began playing classic tunes like "California Girls," "I Get Around," "Sloop John B," "Barbara Ann" and "Good Vibrations," did the nostalgia freaks erupt. When they closed out with "Fun, Fun, Fun, Well, she got her daddy's car and she cruised to the hamburger stand..." It wasn't easy to convince yourself that you couldn't afford a '62 Dodge and you really didn't have

the desire to join a fraternity.

"Honk," a jazz-blues band which fortunately showed more imagination than its name would indicate, and "Elvin Bishop," a steady though predictable rock group, provided the warm-ups. But staying warm wasn't easy on a day meant more for kite flying than watching an outdoor concert.

It was left to the Beach Boys to bring back visions of a simpler era — when surfboards, woodies and of course, those beautiful blondes strolling along the ocean were the relevant thoughts of the day.

It may not have been as refreshing as a day at the beach — but for someone stuck in Tempe over spring break — it wasn't a bad substitute.

—Mike Tulumello

**Experimental Theatre features comedy**

"One", a short rope-puller and "Two", a tall telephone operator solve modern man's dilemma in an original comedy play, "No Hole-Goal-Mole," written by an ASU graduate student.

The comedy will be staged by the ASU Student Experimental Theatre at 8 p.m. March 25-30 in an Alternate Space in the Payne School.

The author is Guru Jaget Singh, known as Babadon, who has also instructed yoga classes for actors at ASU.

Billed as an "intimate spectacle," the play will feature music, singing and a unique musical gong number.

The original play was destroyed since he wrote it in 1963 and the version to be presented at ASU is a complete re-write.

Sol Rosenshein, a graduate of the School of Performing Arts in New York and an ASU senior in theatre will appear as One. Sal Economos, sophomore

ASU theatre major will play Two. Both have participated in previous ASU productions.

Tickets are on sale at the Lyceum for \$1.

**Grand Canyon Easter Sunrise Services**

Beginning 8 am March 29 thru Sunday evening March 30. Leisurely excursion to Grand Canyon for Sunrise Services — frequent stops at points of interest. Cost inc. transp., motel, all meals & breaks — \$81.60 per person, 10% discount to couples & groups.

Call 967-1886

**Rather talk changed**

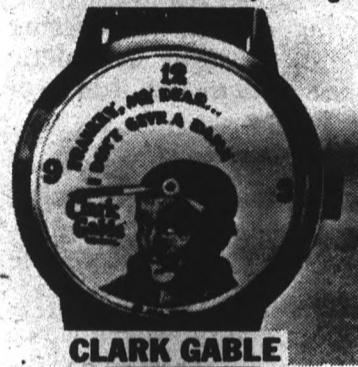
Dan Rather, CBS-TV anchorman and former White House correspondent, will speak at 8 p.m. on April 23 at Gammage Auditorium. His appearance was originally set for tonight.

He will meet informally with ASU mass communications students during the day, then address the public on the topic "Post-Watergate Washington" at Gammage.

**WEAR A "GOLDEN OLDIE" WRISTWATCH AND YOU'LL BE THE STAR OF THE PARTY**

Amazing! Star's eyes move from side to side 60 times a minute! Only \$19.95

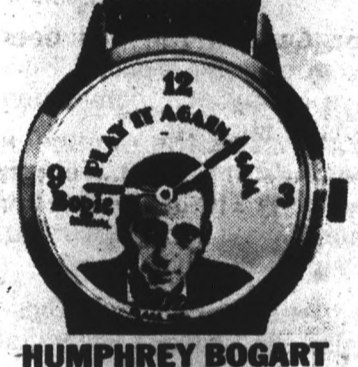
Gable's back and you've got him! Or Groucho... or Bogart... or W.C. Fields... or Chaplin... or Betty Boop! The perfect gift for old movie fans or just for fun! Wear one and watch the conversation you start when your friends see how the eyes move back and forth. Watch face in eye-catching color. Swiss movement guarantees accurate time keeping. Unbreakable mainspring. Shock resistant. Hamilton finish case. Quincey leather band. Money back guarantee. Order now! Only \$19.95



CLARK GABLE



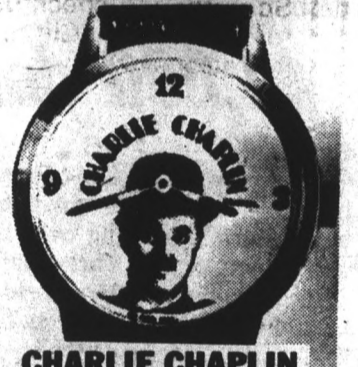
GROUCHO



HUMPHREY BOGART



W.C. FIELDS



CHARLIE CHAPLIN



BETTY BOOP

**Also "GOLDEN OLDIE" TEE SHIRTS**

Colorful faces of stars printed on high quality cotton tee shirt to match watch faces. Only \$4.95 each. Order as many of each star as you like; indicate size: Small, Medium or Large.

**Supply Limited — Mail No-risk Coupon Today!**

**Desa Len Corporation**

P.O. Box 5384 • Grand Central Sta • New York, N.Y. 10017

I enclose my check or money order for \$ \_\_\_\_\_  
(\$19.95 complete each watch and \$4.95 each for tee shirts; no extra charge for handling or shipping). Please send items checked below. If not completely satisfied I may return them for a refund.

Golden Oldie Wristwatches @ \$19.95  
 GABLE     GROUCHO     BOGART  
 FIELDS     CHAPLIN     B. BOOP

Golden Oldie Tee Shirts @ \$4.95  
 GABLE     GROUCHO     BOGART  
 FIELDS     CHAPLIN     B. BOOP

Size: Small  Medium  Large

No COD's please. Check or Money Order only.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# Vacuum in ASASU

Bob Kenison is gone.

Financial problems have forced him to withdraw from the University and resign from student government.

Students have lost a spokesman.

As first vice president of ASASU, Kenison offered a refreshing change from the kind of pseudo representation we have come to expect from student government. Unlike most of his fellow officers, Kenison was not awed by authority. He was more interested in standing up for the rights of students than in currying favor with University administrators.

With Kenison gone, there is a vacuum in ASASU.

Given the current state of affairs in ASASU, it is a vacuum that will remain unfilled. We're going to miss Bob Kenison — even if the administration won't.

# Junket denied on tie

Sports fans like to say that playing to a tie is like kissing your little sister. And while that might be true in athletic endeavors, it just ain't the case when the rules of parliamentary procedure are the judge.

That was the case yesterday when the Board of Financial Control decided not to allow Rick Weiss, president of ASASU, to take an expense paid junket to Washington. The motion to send Weiss ended in a tie vote. Therefore, the motion failed.

While the decision was not exactly a consensus, it was a decision we applaud.

Why should Weiss go to Washington when he'll no longer be in office by the time the convention rolls around? Furthermore, what would Weiss have to say at a convention supposedly dedicated to the rights of students?

Perhaps the kindest thing we could say about Weiss is that he's basically a nice sort of a guy. But he has been a low profile president and nobody — nobody — could accuse him of being over-zealous about the rights of students.

Sending him to a convention that centers around those rights is a ludicrous idea. We're glad the Board of Financial Control exhibited some not so common sense.

# Letters

## Concert costs

Editor,

So Pink Floyd is going to be at ASU. Congratulations John Ridgway.

One simple question, though: Why so much? The \$7.50-\$8.50 prices will keep me away and I'm sure many others. I think a full explanation is due.

Sincerely,  
Richard Stutsman  
Political Science

Editor;

After reading the State Press, talking with people involved, and generally mulling over the question of Steve Yarbrough's forced resignation, I've decided someone who hasn't been to bed with either George Hamm or Steve should analyze the whys and wherefores. As the President of the Liberal Arts College Council for the past two years, I've dealt with the executive manager on many occasions; and while not having a position powerful enough to command entrance into the "inner circle," I've been privy to enough in-house secrets to

understand what Steve's dismissal is intended to accomplish.

Directly, this hatchet job is intended to serve notice on all future student administrators involved with George Hamm not to criticize the boss, no matter how justified. Indirectly, the elimination of Steve's position is to prevent the re-emergence of an individual like Mr. Yarbrough who could process the knowledge and respect to successfully defy the Vice President of Student Affairs.

I make these charges because I want to see Associated

# \$1,000 donated to rehire Yarbrough

Students retain the ability to do something more than distribute money or provide students with letters of reference from high-ranking administrators.

George Hamm has stated through the State Press that Steve's dismissal is necessary because 1. Steve costs too much, 2. Steve is over trained, 3. Steve is out of touch with students, and 4. the position is not long term. Sound reasons until they're examined closely. For example, why should the budget cut be so individually directed toward one man and position. Steve is not over-trained. He is trained just enough. Enough to advise the administration when Associated Students are being pressed too hard and when they should be rapped on the knuckles. Let no one mistake on what side of the fence Steve Yarbrough sits. On several occasions he specifically warned me not to buck administration policies and to drop plans for projects that would instantly offend the regents. Steve is the Administration's spokesman, and a damn effective one because students know where he stands and because he will sometimes fight for worthwhile programs that aren't unreasonable, for example Pink Floyd.

The job of Executive Manager does not have to be a temporary position, nor one

### Policy

The State Press appreciates letters to the editor from its readers. Selective samples of the letters received will be printed at the discretion of the editor. Letters should be typewritten and double-spaced.

that should be broken up to accommodate less capable administrators. The position is needed to provide an effective buffer between the students and the administration. The only possible advantage for choking this office and Steve Yarbrough is to insure George Hamm that he will be able to completely dictate terms of operation to the Associated Students.

I believe the office of Executive Manager and Steve Yarbrough, in particular, is so vital to ASASU that as President of Liberal Arts College Council, I am offering to give all of the Council's private funds, 1,000 dollars to help pay Steve Yarbrough's salary in 1975-76. I do this because the Council could not plan any program with its money that would be of more service to the College and the University than the renewal of Steve's contract. I urge other student leaders and organizations to do the same with their funds and write the State Press voicing their opinions. Let's give next year's ASASU a chance to do something more than push paper and listen to George Hamm.

Sincerely,  
Richard Gerry, President of Liberal Arts Council

# Opinion

# state press

Alan Faye

# No tiddly-winks! Bull!!

It's always been a secret desire of mine to cover sports for the State Press, so when I was assigned to cover the ASU-UofA tiddly-winks game I saw it as my chance to break into the wide world of sports reporting.

The last few days before the tournament were clearly tension-filled. The UofA had won the championship for the past 359 years, but ASU was determined to break that string this year.

Amid all this crackling tension I went to get a pre-tournament interview with the coach of the Sun Devil tiddly-winkers, Bobo Bobonski.

Bo (which for some strange reason was his nickname) was obviously ill-at-ease facing this reporter. He had been coach of the team for 34 years and knew if his boys didn't come through for him this time, he might have to hang up his tiddlies and retire.

Bo was most concerned about his star tiddly-winker, Pavlov (Bull) Pastrami. Rumors had been circulating on campus that the Bull was breaking training regulations.

Word had reached Bo that the Bull was actually attending classes during the two-week period preceding the tournament, was living it up by swilling Dr. Peppers and was actually seen holding the hand of a person of the opposite sex.

Bo said the Bull was clearly not conditioning himself for the big game and added that he would like to take a gun and fire it at his tiddly-wink superstar.

Now, few can deny that the kid has a nose for news. So I rushed back to the State Press to write it all up.

The next day the newspaper told the world that Coach Bo wanted to shoot the Bull. Bo immediately gave me an angry phone call, denied it all and claimed he was misquoted. The State Press retaliated by announcing it would not cover the traditional ASU-UofA tiddly-winks championship.

Some irate readers wrote letters to the paper complaining that the tiddly-winks tournament was the highlight of any year at ASU. Everybody else seemed to take the tragedy in stride.

The day of the tournament came and went and the State Press did not report the results. Strange things then began to happen on campus. Students forgot all about tiddly-winks and began to concentrate more on getting their degrees.

One heretic even made a speech at the mall saying that ASU was in the education and not sports business.

Yes, those were indeed heady days at ASU. But then things got back to normal. Coach Bo and the State Press shook hands and made up. The newspaper began printing stories preparing the campus for next year's big ASU-UofA tiddly-winks championship. And Bull Pastrami swore off classes. Dr. Peppers and girls until next year's big game.



# Senate expands open meeting law to permit recorders in sessions

By Jerry Porter

A bill which would broaden Arizona's open meeting law by permitting tape recorders during sessions of governing bodies, and requiring publication of the minutes within seven days after the sessions passed 28-2 in the Arizona Senate Monday and was sent to the House.

In a related matter, Superior Court Judge Yale McFate said Monday he hoped to rule "within two or three days" on motions requiring the Arizona Board of Regents to allow cameras and tape recorders at its meetings.

The regents are being sued by the Arizona Press

Club, the ASU and Valley of the Sun chapters of the Society of Professional Journalists Sigma Delta Chi for an alleged violation of the open meeting law at its Dec. 21 meeting.

Arizona Atty. Gen. Bruce Babbitt told the State Press Friday he would not issue an opinion whether the law applies to University committees until the suit against the regents has been settled.

Since that suit was filed, three University committees, the scheduling board, the student affairs board and the athletic board opened their previously secret meetings.

# Ex-Devil nabbed on drug charge

Former ASU basketball star Paul Stovall was arrested and jailed March 18 after he and a partner allegedly sold six ounces of cocaine valued at \$6,600 to undercover federal narcotic agents.

Phillip Jordan, special agent in charge of the Phoenix office of the Drug Enforcement Administration, said that Stovall and Bennie Wardell Ceaser, of 1721 W. Pima, were arrested in the parking lot of Thomas Mall, 44th Street and Thomas.

Stovall led the Sun Devils in rebounding and scoring in both the 1970-71 and 1971-72

seasons. Senior year he was named to the All-Sun Athletic Conference first team. He has since played for the Phoenix Suns, the San Diego Conquistadores and is currently a squad member of Fifth National Banque, a local semi-pro team.

Stovall has past convictions of interstate transportation of false and forged securities, receiving stolen money orders and rape. The rape conviction stemmed from an incident involving an ASU coed living in the Palo Verde Main dormitory.

# Collage

**Tuesday**  
 MU Movie House will present "The Maltese Falcon" at 7 p.m. and 9:30 p.m. Also Wednesday.  
 United Farm Workers Support Group will meet at 7 p.m. in the MU Yavapai Room to discuss "Activities Centering Around Education of Public to Condition of U.F.W. and Aiding Boycott."  
 Free, personal and situation counseling will be given today at Danforth Chapel. Lunches for 75 cents will be given by the Hillel Foundation at 11:30 a.m. — 1 p.m. at Baker Center.  
 "Lost Horizon" will be presented by the Collegiate Association For The Research of Principles at 7 p.m. in the MU Pima Room free of charge.

**Wednesday**  
 The American Baptist Foundation will sponsor a 75 cent lunch at 11:30 a.m. — 1 p.m. at Baker Center.

The Society of Sigma Xi will hold its annual election of officers at 11:45 a.m. in the MU Gold Room. Dr. Grant Richardson will also speak on "Food Production on the Northern Sahara Desert."

Alpha Epsilon Delta will present John Durand at 7:30 p.m. in the MU Yuma Room.  
 "Why God-realization" will be discussed at a meeting of ECKANKAR at 7 p.m. at the MU in room 216.

**Thursday**  
 Beta Alpha Psi (National Accounting Honorary Society) will present Dr. Huizingh speaking on "Accounting in an Era of Conflict" at 12 p.m. in the MU Turquoise Room.

"They Shoot Horses, Don't They?" will be shown in the MU Movie House at 7 p.m. and 9:30 p.m. Also Friday.  
 C.A.R.P. presents the film "Marxism—The Theory that Split the World" at 7 p.m. in the MU Gila Room. Free. Discussion is welcome. A critique and counter-proposal to communism will be proposed.

Inter-Varsity Christian Fellowship will sponsor Fellowship and Bible Training at Quo Vadis in the Arches at 7:30 p.m.

Dr. Harry Harlow, professor emeritus at UofA, will speak on "The Causes and Cures of Anaclitic Depression Among Primates" at 3:30 p.m. in the Psychology Building, room 8-102. Refreshments will be served at 3 p.m. The Wesley Foundation will sponsor 75 cent lunches at 11:30 a.m. at Baker Center.

ASASU Special Events and Devils Disciples will present "Bob and Carl and Ted and Alice" at 7 p.m. and 9:15 p.m. at Neeb Hall. Admission \$1.  
 Pre-Dental Meeting will be held in the MU Cocoon Room at 7:30. Officers will be elected.

Society of Women Engineers will hold a meeting to organize a student chapter and to discuss "How Women Can Improve Their Professional Image" at 7:30 p.m. at the Engineering Center, room 145G.

Arizona Friends of the Earth will meet to discuss "Protecting Wildlife and Wilderness on Arizona's Kofa Game Range" at 6:15 S. Hardy no. 29 (Parkway Apts.) at 7 p.m.

ASU  
 SUN DEVIL



CHARMS • PENDANTS  
 KEY HOLDERS

*Mac Jewelers*

TEMPE CENTER  
 921 S. MILL AVE.  
 966-7587

PICK  
 UP  
 YOUR  
 PENNSAVER

at the

STUDENT BOOK  
 CENTER

One block North of Campus

PASSOVER

SEDER

Tomorrow

COLLEGE STUDENTS \$5.00  
 ASU FACULTY/STAFF AND  
 FAMILIES \$7.50  
 NON UNIVERSITY PEOPLE \$10.00

For reservations, please come to  
 Hillel Office, 213 East University  
 and pay in advance.  
 966-5371

The Seder will start  
 promptly at 7:00 p.m.,  
 in Ross Hall,  
 213 E. University Dr.

Pesach

morning  
 service

March 27

11:00 a.m. Baker Center



*Vagabond*

MOTOR HOTEL

1221 Apache Blvd.  
 Tempe, Arizona

Tom & Pat Baird, Inn Keepers

WITH THIS COUPON—

50¢ OFF

on any Large  
 Size PIZZA

Out-R-Inn

Pizza & Subs

1045-A Lemon St. • 966-7009

Offer Good Thru March 31, '75



GINO'S PIZZA

WE DELIVER  
 966-4666, 966-5542

MON. - THURS. 5-1

FRI. & SAT. 4-2

SUN. 3-12

822 South Mill

INDIAN JEWELRY

*Ardee's*

10% OFF STUDENT DISCOUNT

911 S. MILL 968-3532 IN TEMPE CENTER

WE CARRY HAND TOOLED

LEATHER BAGS - BELTS - BILLFOLDS

Macrame Supplies, Jute Beads

Decoupage Boards & Needlework

PAINTINGS & UNUSUAL GIFTS

# Sports in Brief

## Gymnasts capture WAC crown; Devil thinlies take 4-way meet

AFTER A DISMAL performance in the compulsory qualifying matches Thursday night, ASU's gymnasts came back in the optional categories to successfully defend their WAC title.

The compulsories are moves and tricks, changed each year, with which the gymnasts have no previous experience. The optional events are the standard dual meet exercises that gymnasts practice daily.

ASU swept the floor exercise, as Kent Brown edged teammates Gary Alexander and Craig Kirby with 18.550 points.

All-American L.J. Larsen easily defended his league title in the pommel horse, with Steve Isham finishing second.

Mark Dedrick, who had the highest two-day total of anyone, won the high bar competition with an 18.875 total.

DESPITE WINDY CONDITIONS which affected the times of participating runners, ASU's track team was able to beat three opponents, Brigham Young, Oklahoma and NAU, in a quadrangular meet at Joe Sellah Track Saturday night.

The Sun Devil sprinters were the key to the 18-point margin of victory over BYU, as the Devils captured all the dashes.

Charley Wells ran a 9.4 100-yard dash, Steve Williams spurred to a 20.8 220, and Herman Frazier took the 440 with a 46.2 time.

Other winners for ASU included Gary Burl in the high hurdles, Richard Walker in the intermediate hurdles. Mark Herman won the pole vault at

16-0, and the mile relay team ran a 3:09 to take first place.

IN A SUCCESSFUL California road trip last week, coach Marty Pincus' tennis squad won the Long Beach University Tennis Classic before losing to nationally second-ranked UCLA Sunday.

Against powerful UCLA, ASU was deadlocked 4-4 with the Bruins until the doubles team of Ferdi Taygen and Tom Kreiss defeated ASU's Ted Williams and Barry Young, 6-4, 5-7, 6-2 to cement the victory.

ASU led 3-0 after Cohen, Jan Eric Palm and Young won singles matches.

# ASU-Trojans match-up featured at Best in the West tournament

By Dave Garell

Coach Jim Brock's nationally top-ranked Sun Devils take a 29-5 record into the opening game of the Best in The West Tournament tonight against USC at 8 p.m. in Packard

Southpaw John Poloni, who has two shutouts to go with his perfect 5-0 record, draws the starting nod against the Trojans, who are 14-6 so far this year, and defending national champions.

Brigham Young and Cal State Los Angeles square off at 5 p.m. in the opening game of the five-day tourney.

In preparing for the first ASU-hosted tournament, the Devils made a Southern California trip, beating La Verne, losing to Cal State Fullerton, and splitting with USC at Los Angeles.

In the tournament opener tonight, the Trojans send Pete Redfern, who struck out 11 Sun Devils last week, to the mound in hopes of a repeat performance. Redfern is 2-0, but

didn't get a decision in the 11-inning Trojan victory Thursday.

Shortstop Jerry Maddox currently is leading the Sun Devils offensively with a .423 batting average and 40 hits.

Ken Landreaux, hitting 2.95, is threatening Reggie Jackson's seasonal record of 15 homeruns, as the fleet centerfielder has eight before conference play.

Gary Allenson Tommy Sain and Clay Westlake are all hitting above .300, while Landreaux leads the squad in runs batted in with .38.

ASU pitchers have a combined earned run average of 2.44, while their opponents' ERA is 6.62. Freshman Tom Van Der Meersche leads the mound crew with a 1.66 ERA, and Greg Cochran has a perfect 6-0 record. Lefty Floyd Bannister has the highest strikeout total with 62 in 51 innings pitched.

Admission to the tournament games is 50 cents per game for students with a valid ID card.

**Student Discount**

**MINI-STORAGE & WAREHOUSE**

**DON'T HAUL IT . . . STORE IT**

**You Lock It. You Keep The Key.**

**2422 W. Broadway MESA 968-1021**

## BUY SELL CLASSIFIED ADS TRADE LEASE

1. Rates: The first day is 10 cents per word with \$1.50 minimum (15 words). All consecutive ads after the first day are discounted.
2. Notification of errors is required before second publication. The State Press will not be responsible for more than the first incorrect insertion.
3. No refunds will be made for cancellations of classified advertising.
4. All abbreviations or small groups of numbers count as one word. Hyphenated words count as two words.
5. No tear sheets will be provided with classified advertising.
6. The right is reserved to reject any copy.
7. Payment for all classified ads is cash in advance.
8. Ads will not be accepted over the telephone but can be placed either in the offices of the State Press, Stauffer Bldg., A111, ASU, Tempe, Az. 85281, or in the Memorial Union, Room 208 J. Ads also may be mailed to the State Press if prepayment is included with the form.
9. Deadline is 4 p.m. two days before the ad is to appear.

**ANNOUNCEMENTS**

"A dollar saved is worth 30c" - unless you save it with us. Investment information 7 p.m. Mon. - Fri. Free refreshments. 123 E. University, Suite 116 (Next to Ericksons). (4/3)

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)

Overseas Jobs - Australia, Europe, S. America. Africa. Students all professions and occupations \$700 to \$3000 monthly. Expenses paid overtime, sight-seeing. Free information. Transworld Research Co. Dept. D6, P.O. Box 603, Corte Madera, CA 94925. (4/2)

KLASS NOTES ARE HERE! At last you can be free of the tedious and inefficient task of "taking notes." Imagine, an entire semester's set of typed lecture notes. The following list of notes is now available at the ASU Bookstore and the Student Book Center on College Ave., BO-100, CH-101, 113, 115, 231, ES-102, EC-201, GL-100, 101, MA-120, 121, MI-201, MI-101, PX-100, RE-251, ZO200, 201, 202, 270. (4/14)

**FOR SALE**

AKC Irish Setters. Long hair and ears, other excellent qualities. Looking for good homes. 964-3441. (3/25)

1971 Broadmore 12'x60' two bedroom mobile home in Tempe. Bill McDaniel 969-3967. (3/25)

Scamp for compact cars, all fiberglass, sleeps 4, weighs 950 pounds total; \$925.00 free options on limited introductory offer. Write Box 17809, Tucson 85731. (4/2)

Honey Buy - the natural sweetener available in large & small quantities. 832-0883. (3/25)

Guys and Gals - we have sandals for every one at the Back Door Shop 707 S. Forest, Tempe - 1/2 price sale on shoes. (5/2)

**AUTOMOBILES**

1968 Chevy Impala 307, 4 door, PS air cond., good condition 975, 937-9286, 574

**HELP WANTED**

Top men and women needed for high paying job-\$175 Week. Part/Full Time. If interested send brief resume to: Winning, P.O. Box 3427, Scottsdale 85257. (4/4)

\$2.50/hr., M-Th., 6-9 p.m., telephone soliciting for insurance agency near 12th St. and Camelback. Temporary or permanent basis. 264-2813 ask for John or Jerry. (3/25)

Cocktail waitresses, age 19 or older. Must be reliable, personable, neat and attractive. Part or full time. Good opportunity to make extra money and enjoy meeting people. Apply in person Mon-Fri. 12-3. Friday's & Saturdays. 825 N. Scottsdale Rd. (5/2)

**SERVICES**

Care about your hair? Come to the Buschwacker... where the science of hair care and the art of cutting work together. 967-2221. (4/17)

Handwriting analysis will show you who you are, your good points and your shortcomings, talents and vocational abilities. A complete character profile to help you become a better you. 959-0038. (3/25)

Roommate Finders Inc. - over 300 roommates currently registered! Tempe, Scottsdale, Phoenix, Glendale. Student discounts. Shelley 957-2963. (3/28)

Roommate Finders offers immediate placement with screened roommates in beautiful homes and apartments throughout the Valley. Call now... 957-2963. (3/25)

**LOST**

Gold ring, black sapphire setting, Feb. 21, vicinity of handball courts. Please call 957-2413, or contact MU lost-found. Reward. (3/28)

**WANTED**

Wanted: If you know anyone who dropped National/Arizona Government PS 312, taught by Mr. Swagerl or Mr. Holmes please call Mary at 959-3686 between 5 & 7. Important? (3/25)

Wanted: Any or all volumes 1-18 - Index of H. Bennett, Chemical Formulary. Call

**TYPING**

Typing done - .50c a page. Linda Bedell, 833-7605, 1752 E. 1st. St., Mesa, Az. (5/2)

Manuscript typing, and/or editing. Fast and accurate. Experienced in all fields. IBM Selectric II. Call Carolyn Kappas, 968-2167. (3/28)

Near ASU; Elite or Pica, Italics, Symbols; Graduate expertise with editing and form; 966-1684. (4/4)

Typing - IBM Selectric, Dissertations, Theses, Term papers, Rosemary Vance, Tempe, 967-9143. (5/2)

Manuscript typing, and/or editing. Fast and accurate. Experienced in all fields. IBM Selectric II. Call Carolyn Kappas, 968-2167. (3/28)

Professional Typing. IBM pica & various styles. 60c page. Format ed. & corrections. Early reservation necessary. 956-7983. (4/29)

Experienced typist can do these, dissertations, term papers, medical background. .50c page. Janet, 834-0893. (5/2)

"Mesa. Themes, term papers, reports. Big jobs or small. 50c and up. Sharon. 833-4641. (5/2)

Term papers, resumes, theses, dissertations; Professional, guaranteed work. IBM. Maxine Mullen, 955-0763. (5/2)

Typing - school papers, resumes, theses, manuscripts, no minimum. 946-4665. (5/2)

**INSTRUCTION**

"There's magic in Mexico! For details write Guadalajara Summer School, U. of A., Tucson 85721." (4/1)

"There's magic in Mexico! For details write Guadalajara Summer School, U. of A., Tucson 85721." (3/28)

Parachute. Your first jump \$35.00 group rate with student ID. U.S. Parachute Service 275-0010. (4/18)

**RENT**

Room to let. Clean home, quiet neighborhood. Kitchen and laundry priv. 966. Call

**Happy Hour**

**2 to 5**

**MONDAY THRU SATURDAY**

featuring

**PITCHERS — 99¢**

**MUGS — 20¢**

**Out-R-Inn**

**Pizza & Subs**

**1045-A Lemon St. • 966-7009**

# UCLA ends Devil success story

By Mike Tulumello  
ASU's hopes for the possible dream, the national basketball championship, ended in disappointing fashion Saturday against

perennial powerhouse UCLA.

But even though the Sun Devils failed to bring the NCAA title trophy back to Tempe, ASU coach Ned

Wulk would prefer to think in terms of the entire 25-4 season.

"I'd be disenchanted if our whole season was evaluated on the basis of our last game," said Wulk in the wake of the Devils' 89-75 loss to the Bruins. "Certainly we're all disappointed, most of all the kids, because we know we didn't play well."

"The trouble with tournaments is that every team, outside of the champion, finishes the year with a loss. It detracts from the rest of the season because people have a tendency to remember only the last game."

"Every team that makes it to the NCAA tournament has had an excellent year," said Wulk.

### Best team ever?

Wulk has hedged all season at naming the 74-75 edition of the Sun Devils as his best team ever, but he did praise this year's squad as his most outstanding squad in several aspects.

"This team's greatness lay in its response to the extraordinary demands we made on them. No other team in the country was asked to play a pressing defense 40 minutes a game."

"And it's by far the best team I've ever had as far as

getting along internally. Basketball is a very selfish, individual-oriented game and it's a tremendous accomplishment to go the entire season without having any problems whatsoever. From that standpoint, this has been my best team ever."

Overall, however, Wulk shuns the task of comparing

## state press sports

this year's group with the Joe Caldwell-led '62-63 squad, which finished 26-3.

"That's something that should be done by someone who has seen both teams play and can be objective. I've been emotionally involved in both teams so I don't like to encroach on one or the other."

"Besides, if I call this year's team the best, someone who played years ago might come back and tell me, 'Boy, have you got a short memory.'"

### Crucial recruiting year

ASU loses three players to graduation: All-America guard Lionel Hollins,

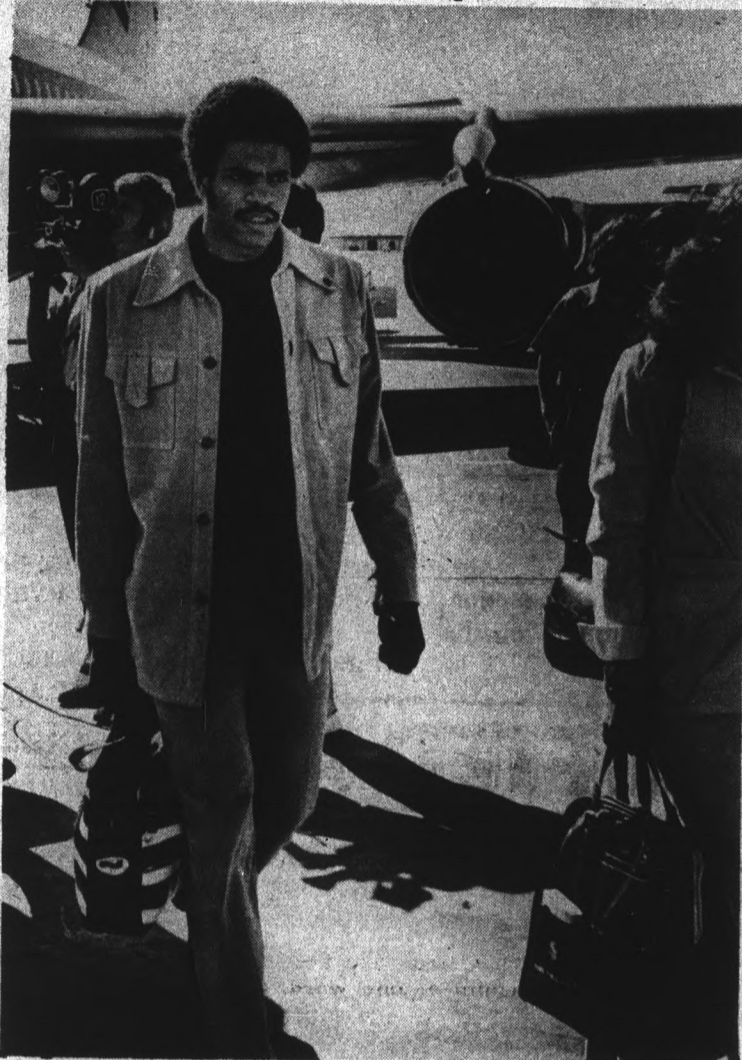
Western Athletic Conference honorable mention guard Mike Moon and WAC honorable mention forward Jack Schrader. In addition, the Sun Devils will have seven seniors on the roster next season — making next month's recruiting wars of prime importance to Wulk.

"We definitely need to strengthen our rebounding," said Wulk. "Jack Schrader was our top rebounder and we're losing him."

"We couldn't fast break against UCLA because we couldn't rebound. We got in trouble when Jack picked up some early fouls — which pointed out what a key figure he was for us."

Wulk said the Devils' exposure on national TV (twice within a week) will be a plus in recruiting.

"We had a number of kids call us after the Alabama game telling us they liked the way we play. Hopefully, the loss to UCLA won't diminish that."



The Sun Devil basketball team returned Sunday from the NCAA Far West Regionals in Portland, Ore., a bit disheartened, as exemplified by guard Lionel Hollins. ASU's high aspirations of a national championship were grounded by UCLA in a 89-75 defeat.  
Photo by Larry Davis

**ERICKSON**  
HANDCRAFTS

ARTIST & DRAFTING SUPPLIES  
Crafts - Picture Frames - Decorating Material  
Open Mon. & Thurs. Nights  
10 Percent Discount to Students  
111 E. University — 967-4482

**CARPET SPECIALS**  
9 x 12 used rugs-\$5.00  
All Sizes in Stock  
**CARPET HOUSE**  
1516 E. Van Buren, Phx.

Dr. Jacob Lenzner, M.D.  
Speaks on  
**"HYPNOSIS"**

Today, 2:30 p.m.  
Arizona Room in the M.U.  
**FREE ADMISSION**

sponsored by  
M.U. Ideas & Issues Committee

C.A.R.P. presents: Another  
Collegiate Association  
For The Research  
Of Principals

**FREE MOVIE!**

**"Lost Horizon"**

starring  
Ronald Coleman — Jane Wyatt  
based on the novel by James Hilton

**TONIGHT!**  
7:00 P.M.  
M.U. — Pima Room

MU Activities Board presents

**BEGINNING BELLYDANCING**

a short course taught by

Debi Hondorf  
from the Scheherazade School of Bellydance, Tucson

Tuesday afternoons, Mar. 25-May 6  
3:30-4:30 p.m.

Wednesday evenings, Mar. 26-May 7  
8:00-9:00 p.m.

Fee: \$21.00 payable at the MU Activities Center

Complete information at the MU Activities Center

MU Spring Film Festival  
Tues.-Wed.  
**BOGART**  
THE  
**MALTESE FALSON**  
7 & 9:30 p.m.  
Tickets 50¢ w/ID, 75¢ w/out at doors

**THEY SHOOT HORSES, DON'T THEY?**  
**"BEST ACTRESS"**  
— JANE FONDA!  
— New York Film Critics

Thurs.-Fri.  
7 & 9:30 p.m.

COLUMBIA PICTURES  
AND RASTAR PICTURES PRESENT

**Barbra Streisand**  
in  
**"For Pete's Sake"**

Sat. 7 & 9:30 p.m.  
Sun. 2, 7, & 9:30 p.m.  
"Horses" and "Pete" tickets \$1.00 w/ID  
\$1.50 w/out

Available in advance w/ID  
at MU Activities Center  
**MU MOVIE HOUSE**

# How much profit does the average U.S. company make on each sales dollar?

(check one) A.  45¢ B.  28¢ C.  12¢ D.  5¢

## And where do profits go?

If you compare what the majority of Americans think corporate profits are, with the bottom line of the typical corporate financial statement, you will see that the public holds profound misconceptions about this vital subject

The adjoining message from the April Reader's Digest sums up opinions and the facts about profits. It shows what happens to them. And it shows how the profit potential can give innovators the incentive needed to create or expand business. That leads to more jobs and more earnings all around.

Read on (even if you checked letter D above). It can be well worth the investment of your time.



ADVERTISEMENT

the board. It is a corporation's continued profitability that allows it to regularly put money into, say, public TV or the local symphony, and at the same time create new technology and new jobs.

Profits are not, as some people seem to think, clutched in the hands of a few cigar-smoking tycoons. There are 30 million stockholders in this country who count on them; 33.5 million workers whose retirement funds, invested in stocks and bonds, depend on them; 365 million life-insurance policies in force in the United States that depend to a great degree on dividends that profits produce.

Profits are far more, of course. They are one of man's primary incentives. Long after factories have been built and payrolls and fringe benefits paid, profits keep lights burning in offices, in laboratories, in men's minds, spurring the almost indefinable mix of new products and ideas called progress. Paper shufflers and chart devisers in a centralized economic bureaucracy do not invent automatic transmissions, fresh-frozen foods, kidney machines, double-knit fabrics or wonder drugs. Men in the market-place do. Stimulated by the prospect of profit, they find harder steel, brighter color television, sharper razor blades, quieter air conditioners.

When millions wanted electric hair-styler dryers, tremendous amounts of money, planning and machinery had to be channeled to

meet that demand by companies seeking a profit. When the dryers started rolling out, who benefited? The companies—sure. But the big beneficiaries were the consumers, first, because their demands were satisfied and, second, business competition quickly drove prices down.

Yet, while profits are so intimately tied to the lives of all of us, the public concept of them is so distorted as to be hardly a concept at all. For example, polls indicate that the majority of Americans believe business clears about 28 cents profit on every dollar it earns.

The fact is, after taxes the average U.S. company now makes a little less than a nickel profit on each sales dollar.

Certainly, in some industries the average is higher, but not very much. Mining companies, office-equipment and computer firms average between nine and ten cents on the dollar. Lumber products make around seven. Oil production and refining produce about eight. But in many industries the profit margin is much lower. Ironically, many of the lowest profit margins are in businesses that many people assume to be making "unconscionable profits" at the consumer's expense. Supermarkets, for instance, clear a little less than a penny on each sales dollar. In the retail-sales industry, the average profit per sales dollar is around two cents.

Business and industry have tried tirelessly to convey this true profit



ADVERTISEMENT

*We all should know "them" better, for they play a vital role in everything we do*



**W**e've been hearing a lot about "Them" lately. Often bad things. About how big they are. They've been cursed in the streets, reviled in Congress, condemned in the press. They are often overestimated. They are seldom understood.

We all should know them better, for their handiwork is everywhere—though we may not realize it.

—They built a factory in a riot-torn section of Watts, Calif., then helped it along until it was a \$10-million-a-year business owned largely by its employees.

—They helped to remodel a home for troubled youngsters in Leavenworth, Kan., and to fix up a recreation center for school dropouts and drug victims in Dallas.

—They created a million new jobs in the United States last year.

—They pour \$325 million into education each year and another \$144 million yearly into the arts. Their total outlay for charity each year is about \$1 billion.

—They put \$85 million into a new steel-making process that prevented a steel mill in Pennsylvania from closing down, saving 2000 jobs.

—They give federal, state and local governments more than \$41 billion in annual tax revenues.

Who are "they"?

Profits. The money earned over and above the expenses of operating our American business and industry. If industry were not profitable, not only would companies soon go out of business—with dire consequences to employees and stockholders—but a great variety of social and humanitarian activities would simply go by

ADVERTISEMENT

picture. But somehow we Americans remain peculiarly unconvinced. We buy a house for \$28,000, sell it for \$40,000, then the next day condemn someone else's "pursuit of profit." We blithely forget the realities of economics and competition.

Let's look at the profit picture on a common product—a woman's

dress that sells in department stores for \$50. A woman examining it might conclude she could make the same dress for quite a bit less than that amount. Provided she could get the pattern (one of hundreds submitted by the manufacturers' designers), she could indeed save money. But this dress is on the rack because the majority of women have neither the time nor the inclination to make their own.

Why does it cost \$50?

The box in the previous column gives a breakdown of costs. And it shows that a \$25.75 dress that provided jobs and made a profit for people in the garment industry ends up fulfilling a consumer desire, providing livelihood for a department store's employees, putting tax money in the public treasury and profiting the store's owners. In the process, it becomes a \$50 dress. As for that \$1.30 retail profit—well, you the consumer are the reason why it is that low. For to raise the profit margin the businessman would have to risk losing your patronage. You in the end make the decision. That's what competition is all about. And profit is the essence of competition.

MANUFACTURER'S COST AND PROFIT	
Fabrics and accessories .....	\$ 8.11
Design and factory operations .....	4.91
Production wages and benefits .....	6.86
Administrative and sales salaries .....	3.97
Taxes .....	.98
Profit from sales to retailer .....	.92
Wholesale price to retailer \$25.75	
RETAILER'S COST AND PROFIT	
Dress from manufacturer .....	\$25.75
Advertising, sale markdowns, freight .....	5.55
Store operations .....	6.20
Payroll .....	9.10
Taxes .....	2.10
Profit from sales to customer .....	1.30
Selling price to customer ..\$50.00	

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.*