

wednesday

Arizona State University

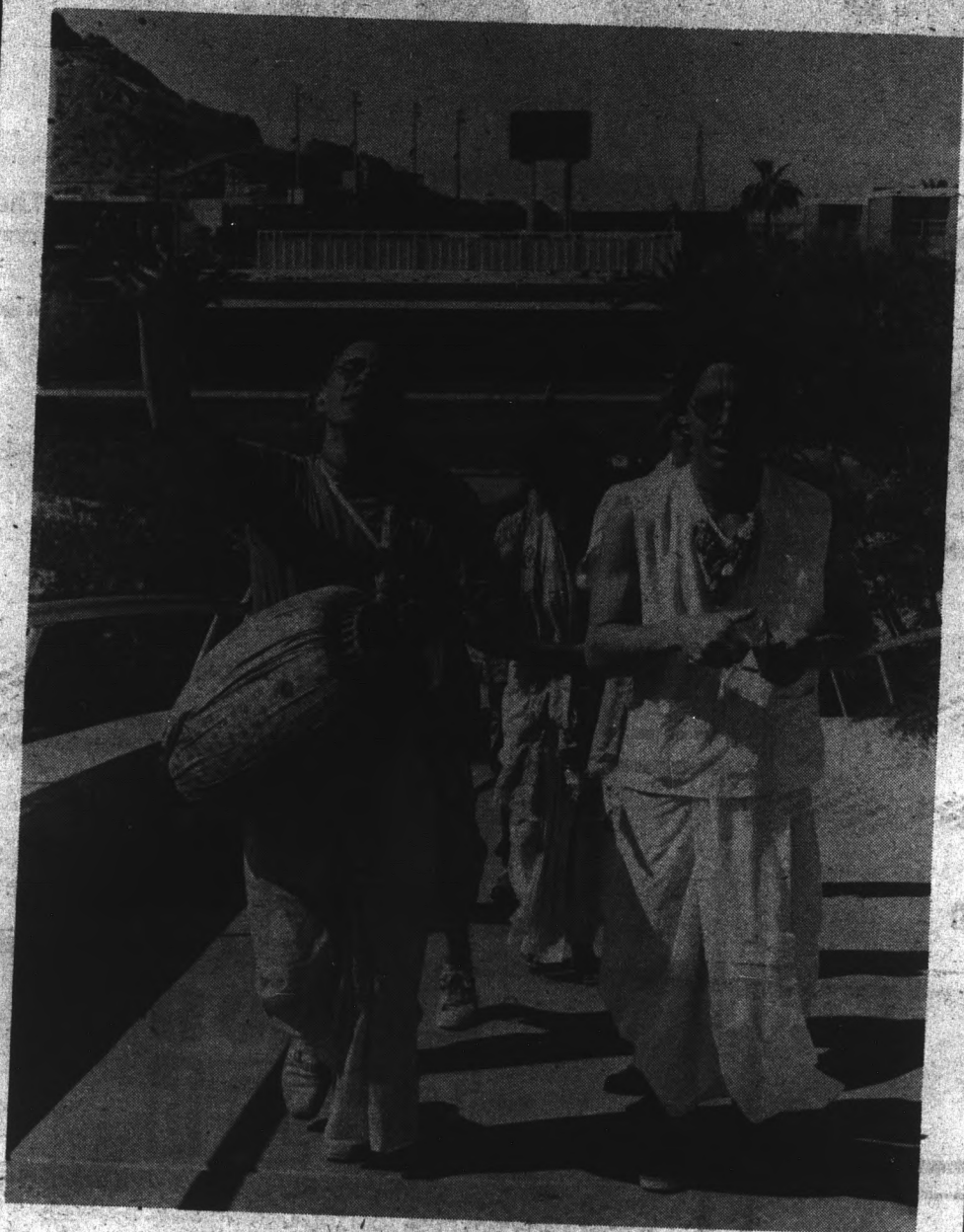
# state press

Tempe, Arizona

inside

Coach promotes pros ..... 11  
Educational redundancy ..... 8  
Meters vs. yards ..... 6  
Weiners and \$2 million ..... 2

Vol. 57, No. 107 April 30, 1975



## Cruisin' Krishnas

It's that time of year again. Members of the Hare Krishna group that is visiting the campus take time out to serenade the Palo Verde complexes.

Photo by Bob Carver

## Yarbrough charges

# Board delays action to dodge publicity

By Jim Boardman

The University Athletic Board is delaying a recommendation to strip students of prime basketball seating in the University Activity Center, said Steve Yarbrough, executive manager of Associated Students.

Yarbrough said they are waiting until the State Press ceases publication before making their move. "I think they're going to wait until they do anything," he said. The State Press stops publication Friday.

### Vote on May 15

A vote has been scheduled for May 15 on recommendations by the facilities subcommittee studying 1975-76 basketball seating, said Dr. William English, subcommittee chairman. He declined further comment.

"The faculty is asking for the heart of the student section," Yarbrough said. He added faculty and staff have an "overwhelming majority" of votes on the Athletic Board.

ASASU President Rick Weiss said students have at least "a 50-50 chance" of retaining their present seats if all Athletic Board members attend the May 15 meeting.

Weiss said the faculty and staff want half of Section T (T straddles

the mid-court line), all of Section S (directly east of T) and Section S1 (directly above S). Weiss said their justification is only 17.6 percent of faculty and staff seats are between the baselines.

He added, however, there is one seat for every two ASU faculty or staff while there is only one seat for every six students.

### Faculty advantage

"Under the present arrangement, the average faculty-staff seat is better than the average student seat," Yarbrough said. "More than one-fourth of all student seats are worse than any faculty-staff seats."

Students filled 73 per cent of their allotted seats during conference games, Yarbrough said. With an influx of 2,000 to 3,000 new students, he said next year's student seating should increase to an 85 per cent average.

### Attendance tripled

Overall student attendance jumped 300 per cent from 1973-74 to this past season while faculty and staff attendance increased 26 per cent, he said.

Weiss encouraged students to write Dr. Robert Knox, Athletic Board chairman and let their feelings be known.

# Planned board to fight job bias

By Pat Denley

Complaints of minority hiring discrimination at ASU have led to plans for an advisory board including community Chicano groups to assist in filling more campus jobs with Chicanos, according to Jack Penick, University Affirmative Action Officer.

The controversy has already caused a complaint to be filed with the U.S. Department of Health, Education and Welfare.

Members of the Chicano Faculty and Staff Association and MECHA, the student Chicano group which filed the complaint, met Tuesday afternoon with Penick. University

President John Schwada directed Penick to call the meeting.

Only 4.2 per cent of the total ASU work force is Chicano, although they make up 20 per cent of Arizona's population, according to the complaint filed April 17 with HEW.

Justo Alarcon, president of the Chicano Faculty and Staff Association, said campus groups are calling for ASU to restructure the University Board of Equal Opportunity, hire a full-time affirmative action officer and set specific goals and timetables for hiring minorities.

The proposed full-time Affirmative Action Officer

would be recruited from outside the University and possibly Arizona, recommended by the Board on Equal Opportunity and appointed by the University

president, according to Chicano requests.

Penick admitted that affirmative action was only part of his job, but said, "I've seen full-time af-

firmative action officers stuck off on the side with no support. You need someone on a higher level." Penick is also assistant vice president for business affairs.

## ASU free from state hiring rule

ASU will not be affected by Gov. Raul Castro's executive orders establishing a task force on Affirmative Action and prohibiting state agencies from contracting services from companies with discriminatory hiring practices, State Personnel Director James Wiley said Tuesday.

"ASU is not under the state merit plan," Wiley said, and therefore is not subject to those orders.

The state merit plan applies to all state agencies except for the universities, cities

and towns and the Department of Public Safety, he said.

MECHA, a campus student Chicano group, filed a class action complaint April 17 with the Department of Health, Education and Welfare charging ASU with violations of Title VII of the Civil Rights Act of 1964. MECHA has not received a reply, said Herman Alcantar, MECHA president.

Title VII outlaws discriminatory hiring practices on the basis of sex, creed, color, religion and national origin.

### Budget secret

# \$1.9 million OK'd by athletic panel

The ASU Men's Athletic Board voted unanimously Thursday to approve the expenditure of \$1,919,447 by the athletic department for the 1975-76 fiscal year.

Dr. Robert Knox, chairman of both the athletic board and the Economics Department, refused to supply the State Press with the summary breakdown that was given to members of the board.

The board also discussed the hot dogs sold during basketball and football games. Some members of the committee voiced the opinion that the quality of the hot dogs could be improved.

It was resolved that little could be done about the situation as there is not space either in the Sun Devil Stadium or the University Activity Center (UAC) for cooking hot dogs during the games.

The hot dogs are presently cooked prior to the games in the Palo Verde Complex and stored in warming bins until game-time.

In other action, the board voted unanimously against allowing the Western Athletic Conference to schedule regional baseball playoffs in Tempe on the same day as ASU commencement ceremonies.

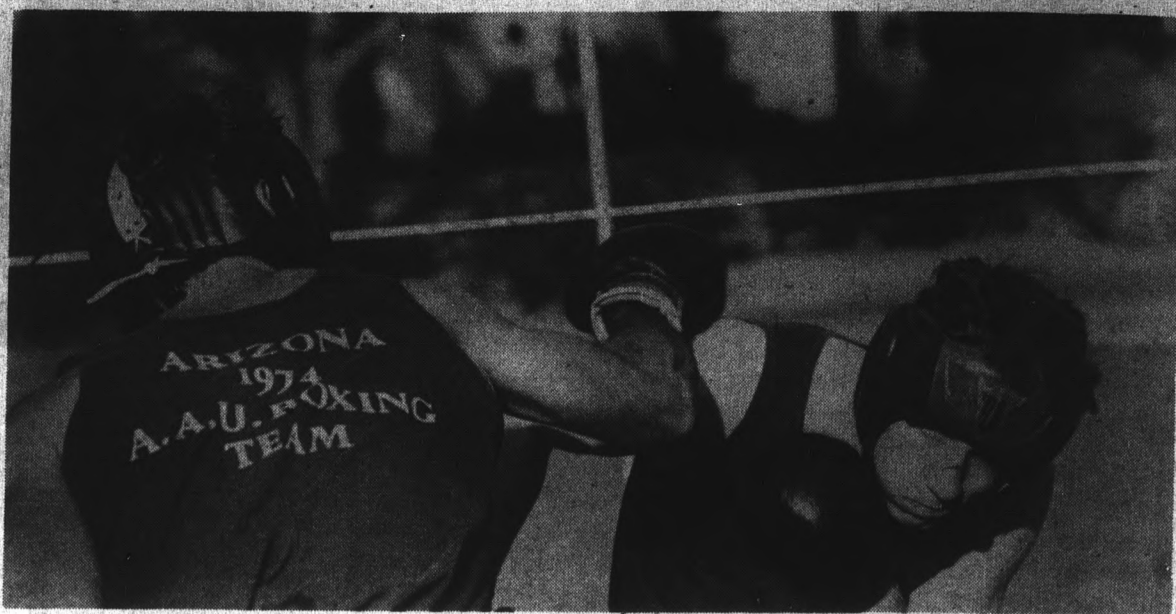
Several members of the board said the playoffs in Packard Stadium might substantially disturb the decorum of the commencement ceremonies being held at the same time in the UAC.

Athletic Director Fred Miller suggested there would be a parking problem if the WAC were allowed to schedule the playoffs at the

same time as the ceremonies.

However, the board did vote to allow the scheduling of high school baseball and track events during commencement.

A committee studying student and faculty seating at basketball games reported it would not discuss the issue before the whole board until its next meeting on May 15.



### Trading shots

Things look bad for Terry Levitt as Chuck Walker moves in for the kill. The sparring took place on the P.V. West lawn.

Photo by Bob Carver

**DISPLAY ADS**  
**965-7572**

## History and Demonstration of BELLY DANCING

by *Debbie Hondorf*

(Instructor at the Naval Academy in Tucson)

**TODAY! , 1:30, 2:30 and 3:30**

M.U. Pina Room

**FREE ADMISSION**

Sponsored by the  
M.U. Entertainment Committee

## Wedding Bands



HOLYOKE



ARBOR LOVE



EXETER



CASTILIAN

Over 200 styles to choose from



**JEWELS INTERNATIONAL**  
BY G. DARRELL OLSON

130 E. University Dr. — Tempe — 967-8917



Also Phoenix, Sun City, Chris-Town  
Scottsdale, Chandler

Certified Gemologist Accredited Gem Lab

## Senior Portrait Special

Normal \$7.50 sitting charge will be applied toward print purchases. 6 to 8 views in Natural Color.

### WELL'S PHOTOGRAPHY

201 E. SOUTHERN — NEXT TO POST OFFICE

967-8110

10% Discount with this Ad

# SPRING SPECIAL Canon FTb

The Canon FTb is what a fine SLR camera should be. It is simply a no-nonsense tool through which you can meet any photographic challenge head on, and get the quality you demand. Like the F-1, the FTb draws from an array of more than 40 superb Canon lenses, and many fine Canon accessories from photographic through the microscope to astronomical photography. It's a serious tool for serious photographers, and a camera you can grow with as you grow in photography.

- Selective, central area spot metering
- All metering information visible in finder
- Shutter speeds from 1-1/1,000 sec., plus "B"
- Accepts Canon Auto Tuning (CAT) system for foolproof auto flash
- Breech lock lens mount
- QL—Quick loading mechanism



\$239.95/

24 HOUR PHOTOFINISHING  
DARKROOM SUPPLIES



710 S. Forest, Tempe  
3308 N. Scottsdale Rd.

968-5806  
947-6559

**WE PAY  
CASH FOR BOOKS**  
10% GIFT  
CERTIFICATE  
ON ALL BUY-BACKS  
OVER \$10.00

**Student  
Book  
Center**

704 S. College Ave.  
One block north of ASU  
966-6226

**Start May 1**

# Summer payments begin

On-campus fee payment for the eight-week or first five-week summer session is May 1, 2, 4, 5, and 7th.

Payment can be made in cash, check, money order or Bank Americard in the MU Cochise Room. Fees paid by mail must be received at the Registrar's office by May 14.

Students who do not complete payment of fees by May 14th will have their registration requests cancelled.

Walk-through registration for day classes for the eight-week and first five-week sessions will be May 31 from 8 a.m. to 12:30 p.m. in the University Activity Center.

Registration for night classes for these two sessions will be June 2, from 6 p.m. to 8 p.m.

Late registration and drop-add will take place June 2 and 3 in the MU from 10 a.m. to 4:30 p.m.

## Final exams scheduled to put heaviest load at first

If a student is unhappy that the final exam for his 9:40 class is at 7:40 Monday morning, it may cheer him up to know that this is for his own benefit, Registrar Enos Underwood said Tuesday.

The final exam schedule is designed to have the "heaviest" period of the day first in line for exams, said Underwood. "Heaviest" is the time when most students are

attending classes, he said. "It is good for both faculty and students because this gets the heaviest period over with early," said Underwood.

It allows the instructor more time to grade exams and gives students more free time afterwards, he said.

Underwood said the exam schedule for next semester will be similar to this year's because of this.

## ASU prof is Babbitt's assistant

ASU Prof. Jack Lasota, assistant dean of the College of Law, was appointed state's assistant attorney general Tuesday.

Attorney General Bruce Babbitt designated Lasota to the position Thursday, Lasota said.

A professor at ASU since 1972, Lasota said he is seeking a leave of absence from teaching.

Before coming to ASU, Lasota worked with the Phoenix City Attorney's Office as an advisor to the police.

## Bug Mac line cancelled

The Bugline shuttle running between ASU and the McDonald's on Apache Blvd. was canceled last week due to lack of response, said the restaurant's assistant manager, Mike Hamstra.

until the end of the school year, but there just weren't enough people riding to make it worthwhile," he said.

The shuttle, which ran every 15 minutes between ASU and the McDonald's at 1031 E. Apache Blvd., lasted two weeks.

"We wanted it to run

### Mac JEWELERS

CUSTOM JEWELRY • WATCH REPAIRING  
FEATURING NATIONAL BRAND MERCHANDISE

WATCHES  
ACCUTRON • BULOVA  
CARAVELLE • SEIKO  
TIMEX



DIAMONDS

ARTCARVE

LOCKETS • PENDANTS • EARRINGS  
INDIAN JEWELRY



966-7587

TEMPE CENTER  
821 S. MILL, TEMPE

## Western Night

A ROUND-UP OF  
FOOD, SQUARE DANCING AND FUN!

SOUTH MOUNTAIN PARK RAMADA 7  
SATURDAY, MAY 3 7:00 p.m.

Meet at Baker Center 213 E. University  
at 6:30 p.m. for rides to the park

ADMISSION \$1.00

Sponsored by Hillal  
For further information call 966-5371



Please make Reservations — Call 966-5371

## JEREMIAH'S STEAK HOUSE

GREAT SALAD BAR

|                         |                      |
|-------------------------|----------------------|
| Ground Sirloin.....3.40 | PRIME RIB.....6.75   |
| TERIYAKI STEAK...5.90   | Halibut.....4.75     |
| Beef Kabob.....4.60     | Lobster Tails...8.65 |
| Teriyaki Chicken...4.50 | COMBO.....8.15       |
| TOP SIRLOIN...5.75      | New York.....6.90    |
| Potter Filet.....4.95   |                      |

Includes Coffee or Tea



TEMPE

ENTERTAINMENT  
from 8:30 P.M.

1215 E. Apache Blvd.  
968-9381

Open: 11 - 2 for Lunch 5 - 10:30 for Dinner

# La Mancha

## APARTMENTS

Now Accepting Reservations for the Summer and Fall!

Sign A One Year Lease and You Will Receive  
One Month's Rent FREE!

### LA MANCHA OFFERS . . .

- . . . STUDIO AND TWO BEDROOM FURNISHED APARTMENTS STARTING FROM \$135 PER MONTH, UTILITIES INCLUDED
- . . . WITHIN WALKING AND BIKING DISTANCE TO A.S.U.
- . . . 24 HOUR SECURITY AND PRIVATE PARKING.
- . . . HEATED POOL — SAUNA — UNIVERSAL GYM — TV ROOM — BILLIARDS — AND MORE.

La Mancha

967-2011

909 S. TERRACE ROAD, ACROSS FROM A.S.U. IN TEMPE

# Opinion

# state press

## Schwada nears decision deadline

If our collective memory serves us, President John Schwada said he would make public his decisions regarding the State Press ad hoc committee's recommendations this month.

It's ironic that an important decision determining the survival of the student newspaper cannot be reached within the specified time.

We have waited a long time for Schwada's decision. In fact, the waiting is the hardest part because the newspaper business hinges on meeting the deadlines. Ask any student reporter who doesn't turn in his story on time. Not only does he catch it from the assigning editor, he also suffers from it gradewise.

Today is the last day of the month, which means it's a deadline of sorts for Schwada.

We, the new staff of the State Press, are disappointed in Schwada holding back a decision which may have the greatest effect ever on the newspaper.

Figuratively speaking, if we were the editors of Schwada's work, we would have to give him a poor grade for not giving us the scoop.

We'd like him to tell us his final decision, regardless of whether we feel it's good or bad.

At least we could get on with producing a newspaper without playing waiting games. And if it's one thing we've learned in journalism, it's that deadlines don't wait for anybody.



## Letters

### Treat 'em right—no students, no games

Editor,

I am writing in response to your article concerning prime seating at basketball games appearing in the April 24th issue. There should be no question as to who should occupy the prime seats at athletic events. These seats should of course go to the students. After all, who pays to attend

A.S.U. and who makes up the main population? The faculty and staff are here to serve the students, not the students to serve them. If there were no students there would be no University. The athletes participating in the events are students, not faculty and staff. Your quote of Jack Schrader certainly showed how they

feel about the situation.

The faculty and staff should be content with the seats they have and be happy that the backboard is glass and not wood.

Thank you for your valuable time.

Sincerely,  
Kelley Wright  
Business Administration

# Meet the Arizona Board of Babysitters

Editor:

I, and every other student in this University should feel greatly insulted by the actions and accompanying explanations to Senate Bill 1236, the student regent bill, now revised. The opponents of this bill have now sunk to child-level intelligence and paranoia, the type which has prevented most affirmative advances and solutions to student needs over the past few years.

Opponents of the bill would have the people of Arizona believe that a student in a major University is not capable of having a meaningful

discussion with the regents without being disruptive, (without even having to throw a temper tantrum while pounding his fists on the table!)

### R-A-D-I-C-A-L

They appear, also, to be terribly afraid of the word R-A-D-I-C-A-L (i.e., different view). If there are enough people at a University supporting a particular view, it should be heard no matter what it is.

Rep. Bradford's comment of "student ideas in the past have not been worthwhile" is, by far, the most inane of all. Some regents and

other people such as Bradford, have for too long been operating on the premise that the only two types of opinions are their opinion and the wrong opinion, the latter of which contains no merit whatsoever and therefore should not be heard.

### Emasculated puppet

I was pleased to find a student representing student views to the regents at the beginning. The regents had too long been ignoring the voice of the students. But to place a representative on a governing board with no vote is often

like enacting a law without any means of enforcing it.

The non-voting student member of the board of regents transcends tokenism. He or she will be nothing more than an emasculated puppet to be listened to, manipulated, and then politely ignored as the regents proceed in their old ways.

The regents will finally have what they desire: the ability to pacify students by saying they have a voice on the board and yet to continue to ignore this voice.

Arlen Solochek  
College of Architecture

# state press

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

Editor  
Managing Editor  
News Editor  
City Editor  
Assistant City Editor  
Sports Editor  
Assistant Sports Editor  
Photo Editor  
Writers

Anita Mabante  
Greg Smith  
Dave Jensen  
Tom Cruise  
Jeff Lettow  
Marty Malone  
Drew Jubera  
Bill Frakes  
Jerry Porter  
Jim Boardman  
Pat Denley  
Paul Havill

The 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.

Editorial offices are located in Stauffer Hall, A111, 965-7572.

## 'Mark Twain,' er Hal Holbrook great in performance at Gammage

Hal Holbrook's "Mark Twain Tonight" was spooky. Holbrook has studied the author for over 20 years, and has played him, off and on, since 1959. The result was a performance that transcended mere acting.

The lights come up, he teeters out onstage and starts spinning yarns and you know, by God, it is Mark Twain.

Twain was the consummate chronicler of the human condition, and more. He was a psychologist a hundred years ahead of his time. He was here Monday night, at Gammage Auditorium, to remind us of the folly and humor of our existence.

He spent a lot of time talking about the subject of lying, beginning by pointing out how much more virtuous than George Washington he was.

"George couldn't tell a lie. I can, but I won't," he explained. He went on to describe the "decay in the art of lying," telling of how it had degenerated to the point where whole nations of people lied by ignoring their own inhumanities. Although he was referring specifically to slavery, the basic condition persists.

His talk took on the tone of a sermon after awhile, and he even offered a prayer at one point. He asked God's help in ripping our enemies asunder in the name of love. This was necessary because we have formed ourselves into nations ("Not an acre of land is occupied by its rightful owner.") and religions.

He had a pretty cynical outlook — unusually so, for a man who never knew Richard Nixon, and never tried to get out of the Gammage parking lot — but he had us pegged.

—Ken Reed

### A few suggestions for Gifts for MOTHERS and GRADUATES . . .

JEWELRY • MOTHER-OF-PEARL NECKLACES •  
STERLING SILVER RINGS • BRACELETS, ETC. •

BOXES—for Pills, Sewing, Jewelry, etc.

BASKETS—for hanging Plants, Storage, etc.

SCULPTURE—Authentic Museum repros.

### The Gallery Store

Matthews Center — 2<sup>nd</sup> Floor — Open 12 to 4

## The Novus Professionals.

**Novus 4510 Mathematician**  
Electronic slide rule performance  
you never thought you'd get  
for the price.

- Arithmetic, trigonometric and logarithmic functions.
- RPN (Reverse Polish Notation) logic with "built-in" hierarchy for increased accuracy and speed.
- Three-level stack plus separate accumulating memory.
- Eight-digit LED display with full-floating decimal.
- Common and natural logarithms and antilogarithms.
- Sine, cosine, tangent and inverse trigonometric functions.
- Instant automatic calculation of powers and roots.
- Instant conversions of radians to degrees or vice versa.
- Square, square root, and reciprocal calculations.
- Pi, change sign, and register exchange keys.
- Unique battery-saver display.
- Automatic reciprocals.
- Automatically sums squares of samples (x).
- "Roll-down" clear.
- Indicator light for low battery condition.
- MOS/LSI solid-state circuitry.

Mathematician\*  
Scientist  
Financier  
Statistician

**\$69.95**



**\$139.95** Programmable

### The Sight & Sound Shop

4205 N. Scottsdale Rd.  
Scottsdale  
994-4351

\*Also Available in Programmable Versions

## Two centers

# Students' tots taught too

By Laraine Elpern

Instead of using conventional nurseries or babysitters to watch their children while in class, many ASU students are leaving them in an instructional child care center.

The Student Child Care Center, located in the Lutheran Campus Center at 1430 S. McAllister Ave., is not just a babysitting service, but designed to teach children, according to its director Sharon Kulhavy.

The center has a paid staff and uses three buildings. The children are divided into three groups, infants, 2- to 3-year-olds and 3- to 5-year-olds.

The four-year-old center was originally funded by ASASU and Associated Women Students, but is no longer connected with the University, she said.

Parents who take their children to the center are charged a fee that is based on the parents'

income level. Low income and ASU students are first on the acceptance list, she said.

Students, or anybody else, may also leave their children at the Child Study Center in the campus Center for Life Studies. Director Elaine Surbeck said this program is more study oriented than the Student Child Care Center.

She said all teachers are volunteers and are mostly students helping out as part of a class assignment.

The program provides teacher training for the students, and allows observation of child behavior by graduate students. This places the children in a good, healthy environment, she said.

There are 64 children in this program, all of whom are 3- or 4-years old.

The fees for the 7-month program are \$24 for 3-year-olds and \$32 for 4-year-olds. Children are chosen on a first come, first serve basis.

## Summer tuition buys Gammage free pass

Going to summer school almost seems worth it because along with tuition, students get free admission to all of the summer shows at Gammage Auditorium.

There are five shows and by presenting a fee receipt slip, summer session students are admitted free. Faculty and staff members get the same low price when they present their I.D. cards. For anyone else, the charge is \$3 for unreserved seating.

The summer season starts on June 3 with the New Christy Minstrels and later in the month the Samoan Dancers.

Flamenco guitarist Sabcus will appear July 8, the American International Folk Ballet July 19 and ragtime pianist Max Morath July 23.

All shows are at 8 p.m. For more information call Gammage at 965-3434.

# 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 five week non-credit course can be taken by anyone who pays the \$30.00 fee. Registration begins April 28 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:

| SUMMER 1975    |              | JUNE 2-JULY 2 |
|----------------|--------------|---------------|
| FIRST SESSION  |              |               |
| Section 1      | Monday night | 6:30- 9:30    |
| Section 2      | M and W      | 9:20-10:50    |
| SECOND SESSION |              | JULY 7-AUG. 6 |
| Section 3      | Monday Night | 6:30- 9:30    |
| Section 4      | M and W      | 11:00-12:30   |

## 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.



# Conversion to metrics questioned

The metric system is "a plaything devised by aristocrats playing with Greek terminology," said Dr. J. Pearly Lewis, ASU professor of business law.

Lewis said there is a general feeling of inevitability towards the installation of metric measures in the near future.

"What we are told is that this (converting to metric) means \$25 billion worth of profits to us, according to Secretary of Treasury Simon," Lewis said.

The \$25 billion is supposed to come from an increase in trade

Lewis objected to those who call our present system old fashioned and outdated, and stated that in 1789 when our current measures were approved America and England were the top world traders. The system was adopted for their benefit, he said.

"Our whole land measurements system will have to be resurveyed," he said. The current system is based on 36 square mile townships.

Lewis acknowledged that several fields including chemistry, drug prescriptions and the camera industry are based on metric measurement, and said he did not object to their continued use of the system.

Many conversions will not be

exact, he said. Pilots and shippers will need to make snap conversions and "people are going to die" as a result of

**A** Across the kilometers—  
LONG DISTANCE is the next best thing to being there.

miscalculations, said Lewis.

Lewis, a practicing attorney, said he has nothing personal to gain from his position, but that as a lawyer his clients might suffer from the change.

"In short, the American people will have to pay for it (the metric system) in time," Lewis said.

Stories by  
Patricia Walsh



Aid walk uh  
kilometer fer uh  
Camel!

with foreign markets, Lewis said. The United States is the only major country not on the metric system. The money signifies the profits of big industry, but virtually every manufacturer will have to buy new tools and equipment, said Lewis.

The U.S. is currently doing trade with foreign countries and a formal conversion to the metric system is not necessary, Lewis said. He pointed out that approximate conversions can be made easily and that mandatory use of the metric system by law will only cost people money.

## LOST DOG

Mostly black with brown & white. Female Beagle mix.

## REWARD

Lost near ASU Library  
Monday Night.  
965-7572 or 967-5430

**DISCOUNT  
WATERBEDS**  
and  
**ACCESSORIES**  
**ALSO HEADGEAR**

at  
The Waterbed Shop  
402 Mill Ave.  
in Downtown Tempe

## "Does Anybody Care" Become A Volunteer Now!



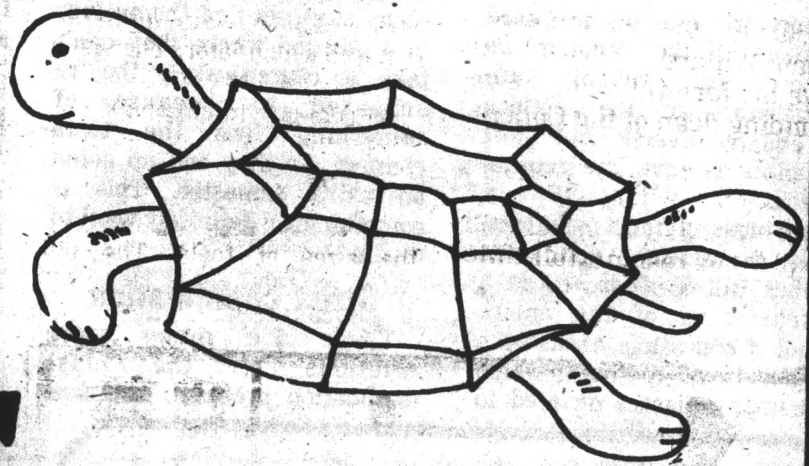
Contact: Conrad Martinez

## COMMUNITY SERVICES PROGRAM

Academic Services Building, Room 111  
ARIZONA STATE UNIVERSITY  
965-6305

**GRAND OPENING** in Scottsdale — 2003 N. Scottsdale Rd.

# PURPLE TURTLE



**Something New For Scottsdale**

Home of the Famous

1/2 lb. Steerburger

**1/2 lb. Steerburger - 99¢**

Special Offer Good Thru May 10th—

**FREE SOFT DRINK w/any Food Order**

*We Also Have Fried Chicken — Fish — Shrimp — French Fries — Onion Rings*

**BEER BY THE PITCHER!**

★ Cocktails — Pool — Large, Foamy Margarita, 65¢

No. 1 — 1019 E. Indian School Road, 263-5333

No. 2 — 4944 W. Indian School Road, 247-3424

**No. 3 — 2003 N. Scottsdale Road, 945-0109**

Open 9 a.m. to 1 a.m. Daily (orders to go) Bring the Family

**All levels, nationwide**

# Repetition is flaw in Education classes

Second of Four Parts  
By Tom Cruise

"You can take the whole damn department, combine it into nine hours of classes, and you'll have everything you need to know."

For many education students, this comment represents their general opinion of the school of education.

According to Elementary Education Chairman Karl Wallen, redundancy in class material, the repeating of subject matter from class to class, is a problem that plagues not only ASU's college of Education, but all levels of education in every field and in every part of the country. It has been studied at every level from the doctorate thesis to actual experimental programs.

**Diverse solutions**

There are as many proposed solutions to the problem as there are school administrators, and the solutions are equally diverse. But most explanations have one general criteria.

The basis of most solutions, says secondary education teacher Bill Svoboda, lie in a restructuring of the entire school of education. Areas such as educational methods, which have many classes devoted to

various levels of one study, would be grouped into sections. As students moved through the four-year program, they would be required to "test out" of a section before they could move onto the next. By doing this, school officials could regulate each student's background, making it easier to regulate each section's range of coverage.

In many departments in the University, this idea has been carried a step further. Students must prove themselves proficient in one course before they can move onto the next.

However, in the eyes of the school of education this idea has one very important fault.

According to Dr. John Bell, department chairman of secondary education:

"When you have such a rigid structure over four semesters, many students find themselves in a position where they can't take a course when they're supposed to because of something like the time element. So they end up going an extra semester. This is something we definitely want to avoid."

**Strict coordination**

There are many more solutions to the class duplication problem, solutions

that claim to avoid the problems of a rigid class structure. But they all fall apart at one crucial point.

"Every answer to the redundancy problem is based on one thing," says Wallen. "All the teachers in the school must have strict coordination of course material. When you ask today's teachers to coordinate their materials, you can easily infringe on something called 'academic freedom'."

Today, educational research is hardly any closer to solving the problem than it was in 1950 when experiments were conducted to find solutions to the class redundancy problem.

"I have no idea what the answer is," says Wallen. "And the age of the specialty teacher has compounded teaching methods to an unbelievable degree. Teachers are much firmer in their convictions about how to teach."

**Alleviating measures**

The ASU College of Education, despite a lack of sound research in education curriculum, realized that some measures had to be taken to reduce, if not alleviate, the redundancy problem.

In the late sixties college administrators began reviewing the methods and material of each course. By doing this, they hoped to find and correct most course duplication.

The idea was first employed at the Education College by

Associate Dean Bill Fullerton, when he was the chairman of secondary education in 1964.

"We were rampant with duplication," Fullerton said. "But the course review really cleaned it up." Other departments picked up the idea, and it seemed to work equally as well.

Then, in 1972, the National

Council for the Accreditation of Teacher Education (NCATE) came to ASU to evaluate the education college. The evaluation did not only determine the accreditation of the school of education, it was also a consideration in the ac-

Continued on page 9

**We're Different!**  
**Airline Tickets Delivered**  
**By Your Campus Representatives**  
**CALL NOW FOR RESERVATIONS**  
**Nancy Palmer 948-0783**  
**Ivan Smith 966-9508**  
**TGI TRAVEL 931-2491**

Why settle for a job when you can choose a career? You may qualify for a challenging profession as a **LAWYERS ASSISTANT**

A Limited Number of Applications are being accepted.

For more information write:  
**The Paralegal Institute**  
3201 N. 16th St. Phoenix Suite 11  
Dep. C. Phoenix, Ariz. 85016  
or Call (602) 279-8209 or 264-2218

**A LIMITED NUMBER OF APPLICATIONS ARE BEING ACCEPTED.**

**And now the movie...**

"...perhaps the most remarkable film to emerge since Cecil B. DeMille founded Hollywood." —VERNON SCOTT, UPI



Universal Pictures and Robert Stigwood present  
A NORMAN JEWISON Film

**"JESUS CHRIST SUPERSTAR"**

starring  
**TED NEELEY · CARL ANDERSON · YVONNE ELLIMAN**  
**BARRY DENNEN** · Screenplay by Melvyn Bragg and Norman Jewison  
Based upon the Rock Opera "Jesus Christ Superstar" · Book by Tim Rice  
Music by Andrew Lloyd Webber · Lyrics by Tim Rice  
Music Conducted by André Previn · Associate Producer PATRICK PALMER  
Directed by **NORMAN JEWISON** · Produced by **NORMAN JEWISON** and **ROBERT STIGWOOD** A Universal Picture · Technicolor® · Todd-AO 35

**FRIDAY — NEEB HALL**  
**7:00, 9:00, 11:00**  
**TICKETS \$1 WITH ID**

A SALIENT FEATURES PRESENTATION

**CARPET SPECIALS**

9 x 12 used rugs-\$5.00

All Sizes In Stock

**CARPET HOUSE**

1516 E. Van Buren, Phx.

**LORD**

make me an instrument of Your peace  
Where there is hatred let me sow love  
where there is injury pardon  
where there is doubt faith  
where there is despair hope  
where there is darkness light  
and where there is sadness joy

St. Francis lived these words and found peace. The Franciscan priesthood and brotherhood offer a way. For literature send this coupon to:

name \_\_\_\_\_  
address \_\_\_\_\_  
city \_\_\_\_\_

# Redundancy in material plagues education classes

Continued from page 8  
creditation of the entire university.

The 13-person council found significant improvements since the 1962 inspection when the College of Education failed its first test. But it was given a second chance, which it passed a year later.

In 1972, the accreditation council determined that the undergraduate school of education was either good or excellent in every category of its evaluation except two: it lacked in evaluating its graduates' competencies, and the admission levels in some departments were too low.

Since then these problems have been corrected. In fact, the graduate evaluation program has become a model program for the entire nation.

But the council also found some duplication of classes. Although it was not as bad as in 1962, it was still quite evident.

So the dean's office of the Education College designed a program they hoped would continually fight class duplication. They required every department to have a board of teachers that would continually review class material, methods, and goals. Furthermore, the dean's office began its own study of each class, comparing their findings with those of the boards.

A restructuring of the college resulted; many classes were either combined with other classes, or eliminated altogether. But this proved not to be enough.

### More stringent limits

The dean's office found that the majority of classes needed much more stringent limits on their methods, materials and objectives. This was the problem that NCATE had also found.

The dean's office began the task of re-defining and limiting the materials, objectives and methods of every education course. They coordinated the courses not only within the school of education, but between all schools in the University.

The administrators' objective was to define boundaries without too much infringement on the teachers' academic freedom.

The success of the program is still largely a matter of opinion. Many students strongly believe that duplication is extremely prevalent. Some administrators totally disagree. "We have hardly any duplication," said chairman Bell.

However, most administrators admit there is still duplication, but they are continually working against it. The departmental boards are continually reviewing course material and methods, advising the dean's office of problem areas.

When duplication "rears its ugly head," said Fullerton, often a course redefinition will solve the immediate problem. But sometimes this is not enough.

"When a student complains of duplication, we get to the problem in the same day," Fullerton said. "If it's because a teacher is varying from our guidelines, I call the person into my office and talk cold turkey." When Dean Fullerton is talking cold turkey, he's talking about your job.

# Lyceum theatre is alive and well

Anyone who read the editorial in the State Press on Lyceum Theater and are planning to attend its funeral, put away your Sunday best. Richard Driezen, Lyceum House Manager, said play schedules for next year are now being planned.

Driezen, house manager

## Council positions open for next fall

The new Campus Affairs Vice President Mike Callahan is accepting applications for the Coordination Council for next fall.

The council is made up of Tenants Association, Campus Affairs Board, Consumers Affairs board and Womens Affairs Board.

Callahan said the number of positions on each board is open, "depending on how many applications I get."

The directors of all boards except Campus Affairs are paid positions. All other positions are voluntary.

## Remodeling needed

for six years, said he believes the theatre will remain for many more years but improvements are needed.


Plans to raise the ceiling to improve the lighting are being considered, Driezen said.

Remodeling of the theatre

is scheduled to begin after this summer's production "Lovers and Other Strangers" ending July 1. He said much more improvement is necessary but not practical because of the limited space in the theatre.

Driezen said since Dr. Daniel Witt's editorial appeared in the State Press many students have commented on the bad condition of Lyceum. He hopes the editorial will bring people into Lyceum to see for themselves the awful conditions.

"Then maybe someday that talk I have heard for six years will be a real project," Driezen said.




**UNIVERSITY BARBER SHOP**  
offering  
**Men's Hairstyling**  
(Regular Barber Service too)  
966-9662  
1336 Apache Blvd., Tempe

Insist on this symbol for quality service.

**DO YOU HAVE QUESTIONS ABOUT**  
\*GASOLINES  
\*OILS  
\*TRANSMISSION FLUIDS  
\*ADDITIVES  
\*CARE OF YOUR CAR?  
**THEY SHALL BE ANSWERED ON**  
**FRIDAY, MAY 2nd**  
**11:00 AM to 2:30 PM**  
**AT FLINT FOREIGN AUTO PARTS, TEMPE CENTER**  
**BY THE VICE PRESIDENT OF**  
**QEI**  
**THE COMPANY WITH THE SOLUTION**

**M.U. SPRING FESTIVAL...**  
Harry Caul will go anywhere to bug a private conversation. His talents are unequalled. They've already been responsible for three murders.



The Directors Company presents  
**Gene Hackman**  
**"The Conversation"**  
Written, Produced & Directed by  
**Francis Ford Coppola**  
Co-starring  
**John Cazale • Allen Garfield • Cindy Williams**  
Music scored by  
**Frederic Forrest • David Shire • Fred Roos**  
Co-producer  
Color by **TECHNICOLOR** • A Paramount Pictures Release

**PG** PARENTS STRONGLY CAUTIONED  
Some Material May Be Inappropriate for Children Under 13

**Thurs. - Sat. 7 & 9:30 p.m.**  
**Sun. 2 & 7 p.m.**  
Tickets \$1.00 w/ID \$1.50 w/out  
Advance tickets available in the MU Activities Center w/ID

**MU MOVIE HOUSE**

**THE DRINK AWAY THE EXAM BLUES, I...** FINAL  
**MAY 4 AT PROF. PUDGIES**  
**8PM-?, 4<sup>TH</sup> & MILL**

**CONTESTS!**

**BEER DRINKING**  
1. One Entrant per organization.  
2. Individual Entrants allowed.  
3. Winner determined by shortest time to drink one pitcher.

**BIKINI DANCE**  
1. No sex discrimination.  
2. All Considerations and Qualifications to be made by Judges.  
3. Judges' decision final.  
4. Bikini must be worn to Prof. Pudge's.  
5. Style of dance to be announced at time of event.

**TROPHIES TO THE WINNERS!**

**DRINKS**  
**10¢ / BEER**  
**20¢ MIXED** WELL ONLY

**GUYS, \$3 / GIRLS, \$2**

NET PROCEEDS TO ASU BRAILLE MAP FUND

**DOOR PRIZE**  
Prize is one Region of Chianti. One ticket is included in price of admission. Additional tickets \$1.50 each. Must be present to win.

SPONSORED BY ASU BLUE KEY & PROF. PUDGIES

**PICK UP YOUR PENNYSAVER**  
at the  
**STUDENT BOOK CENTER**  
One block North of Campus

# Sports in Brief

## Overconfidence Devils' biggest foe; NCAA suggests scholarship slash

THE ONLY OBSTACLE between ASU's baseball team and the Western Athletic Conference title would appear to be overconfidence. It certainly couldn't be awe of the apparent Northern Division champ.

The Sun Devils, with a 12-0 WAC record (48-8 overall), have virtually wrapped up the WAC South title. The Devils have a three-game lead over Arizona with just six games to play.

And the favorite in the North, Brigham Young, is a familiar face to ASU. The Devils bombed the Cougars 15-6 and 17-2 in last month's Best in the West Tournament.

BYU ran its Northern Division record to 9-0 Monday with a 7-0 whitewash of Utah. The Cougars have won 12 of their last 14 games and have a 16-14 overall record.

NEW MEXICO'S TENURE as a whipping boy in the WAC basketball race may be short-lived.

Lobo Coach Norm Ellenberger announced the signing of three high-scoring junior college forwards, including juco all-American Larry Gray. Gray, 6-8, averaged 22 points and 16 rebounds per game as a sophomore at Compton, Calif. Community College.

"He's one of the strongest forwards in junior college basketball," said Ellenberger.

If you had a Job in which You could clear \$1,000/month

it might be worth it to leave the state and work for the summer.

Ph. 967-4132.

The Arizona B.A.L.Z. Co.

SCHOLARSHIP GRANTS to athletes at NCAA member schools may be slashed nearly in half, if the recommendations of an NCAA committee on economy are followed.

The committee suggested the maximum number of scholarships allowed per school (for all sports) be reduced from the present 340 to 186.

The money those scholarships represent, including the recruiting and traveling expenses involved in signing a prospect, comprise a large part of the financial crunch which is posing problems for the schools.

### Quotebook

TEXAS RANGER PITCHER Jim Umbarger on his reasons for playing baseball for ASU before turning pro:

"I chose ASU for three reasons," said Umbarger in last week's Sporting News, "the winning tradition, the fact that so many players have gone from there to the majors in recent years and the weather."

"In the three years I was there, counting the summer leagues, I suppose my teams played 400 games. At ASU, we had six games a week. A pitcher needs work, and that was the place to get it."

# Bannister wins game and award

ASU fireballing pitcher Floyd Bannister has been named Western Athletic Conference Southern Division Player of the Week for the second week in a row following his record setting 18-strikeout performance last week against Texas-El Paso.

Bannister earned the same honor last week when he tied the WAC record of 17 strikeouts in a game. This week, he got 18

and limited the Miners to four hits while recording a 10-1 victory.

In the WAC so far this season, Bannister has pitched 36 innings, given up 17 hits, five runs, nine walks, struck out 57, has a 4-0 record and an earned run average of 0.99.

Overall, he is 10-2, has thrown 102 innings, notched 140 strikeouts, walked 31 and has an earned run average of 1.58.

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, Ariz. 85281 or in the Memorial Union, Room 208 J. Ads also may be mailed to the State Press if payment is included with the form.
9. Deadline is 2 p.m. two days before the ad is to appear.

### WANTED

Did you see my bike accident on the Forest Ave. bike path next to Stauffer Hall last October? I hit the flood berm on my yellow bike and was dumped. Please call John 968-3914 if you saw it! (5/2)

Roommate wanted - 1 bedroom in 3 bedroom house 2 miles south of ASU. \$95 per month including utilities. Contact S. Underwood at 968-0055 or 833-3987. (5/2)

Waiters - hostesses - bar tenders wanted to relocate in Sedona for summer or year round position. Age 20-25. Experienced preferred. Apply - Parsley Sage Restaurant, 7121 - 5th Ave., Scottsdale, between 9 a.m. & noon. No phone calls. (5/2)

Two or three people to share expenses on trip to Eastern Colorado. Call 936-6787. (5/2)

Apartment wanted: Furnished studio or 1 bdrm. refrig., for 5/15 - 8/15. Walking distance ASU. 965-4514. (5/1)

### AUTOMOBILES

'68 Chrysler Newport convertible, power windows, stereo - Best Offer! Call Rich 968-4711, 3 p.m. on. (5/2)

1965 Mustang, reasonable, contact personally-Apt. 126, 1940 W. University, after 5 p.m. (5/2)

'69 Rambler two-door, economical, perfect mechanical condition. 965-3379 days or 955-9023 evenings. \$695. (5/2)

1973 Fiat - 128 SL. Great condition. Must sell - leaving country. Call 967-7314 at 4 - 6 p.m. or 11 p.m. - 12. (5/2)

'68 Olds Cutlass - convertible, 3-speed slotted wheels. Good condition - \$450. 968-2557. (4/30)

### HELP WANTED

Canoe, canoe? Red-cross canoe instructor for Kentucky summer camp, 21 years, June 15-August 5, \$50/wk. plus room and board. Phone 965-6962. (5/2)

Job - \$2.50 an hour. Sell canoes Sat., Sun., & two afternoons during week. 277-4805. (4/30)

Need Summer Employment but want your days free for the pool? Our mature salesmen earn \$4-\$5 per hour (salary and bonus) selling by telephone in the evenings from our Tempe Office. 968-7249. (5/2)

Sell & install insulating roof coating. Small amount of capital required. A good, profitable small business for one who has some sales and construction ability. You should have a pick-up or a car & trailer. Two people working together could obtain a lot of business. There is a sudden demand for our type of product. Super Deck, Inc., 3136 N. 28th Ave., Phoenix. 254-5434. (5/2)

"Attractive girl wanted to pop out of cake at bachelor party. Call 966-6739". (4/30)

Please help - I'm desperate - need a tutor in Fortran IV - will pay. After 4 call 962-4446. (4/30)

Taking applications for full and part time cook, waitress, and bartender. Purple Turtle, 2003 N. Scottsdale Road. (5/2)

Summer job placement. \$850/month. Call 967-4132. Must be able to relocate out of state! (5/2)

WANTED: housekeeper one day a week. Must be reliable and have own transportation to South Tempe. Salary negotiable. Call after 5:00 p.m. 830-5566. (5/2)

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)

### ANNOUNCEMENTS

Self hypnosis week end seminar beginning with a free introductory class Friday May 2nd, 7:30 p.m. at Creative Guidelines, 8011 N. 15th Ave., 977-6432. Stop smoking, lose weight, calm nerves, speed learning, self confidence & much more. Must be enrolled by 9:30 a.m., Sat., May 3rd. (5/2)

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)

Earthtrek Expeditions . . . Overland to Alaska this summer. Adventure-seeking young mixed group has a few seats available on this 5-week exploratory expedition. 2 fully equipped, 4 wheel drive vehicles leave Phoenix July 5th. Cost \$300 plus \$5 per day food kitty. Call 264-1048 days and 247-9194 eve. & weekends. (5/2)

Creative Writing Contest - for persons aged 21 or less (give birth date); subject "How Can We Achieve World Peace?" 2,500 words or less. Prizes \$100-\$60-\$35-\$20. Sponsor: Women's Internat'l League for Peace & Freedom. Submit entries by May 10 to Frances Layer, Space 124, 3300 East Broadway, Mesa, AZ 85204. (Note new address and deadline.) For further information call 962-1826 or 964-6233. (5/2)

Attention students - need a summer job? Sell our authentic hand made Indian jewelry at home. Deal direct with products from our own workshop. Lowest possible cost to you. Huge profits. Sunburst Indian Jewelry Co. of Tucson. Call 242-4208 for local appointment. (5/2)

Summer in Europe! Uni-Travel Charters at less than 1/2 reg. economy fare. 65 day advance payment required. U.S. Gov't approved. TWA-Pan Am-Transavia 707's. Call toll free 1-800-325-4867. (5/2)

### SERVICES

SAVE THIS AD for summer stereo repairs!! Receivers, amps., tape decks; \$15 plus parts. Turntables: \$10 plus parts. Steve 964-5182. (5/2)

### TYPING

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

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

Typing - .60c per page. Susan Weber, 833-8698, Tempe - Mesa area, fast and dependable. (5/2)

Quick and efficient typing of dissertation or term papers. 50c a page, 5c a carbon. Telephone 268-3814 in evening. Jane Butler. (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)

### LOST

Lost - gold St. Christopher Medallion with inscription on back. Lost April 12, \$10 reward. 943-4174. (5/2)

LOST: male Irish Setter, 2 yrs., choke chain with 74 tags. Please return if found. Reward 943-4811. (5/2)

### INSTRUCTION

"Try a relaxing summer in Mexico. Details from Guadalajara Summer School, U. of A., Tucson 85721." (4/30)

### RENT

Furnished Apt. - \$100 month - no lease - no deposit - available for 2 months. 705 Krueger #7 - call 968-4611. (5/2)

Female roommate: own room, furnished, in new home with washer, dryer. \$100/mo. Utilities paid. 968-2128. (5/2)

Close to campus. Need 2 female roommates to share large bedroom & townhouse. \$55 each, includes utilities and dishwasher. Available - May 24th. Kathy or melody 968-4925. (5/1)

Refrigerated 2 bedroom deluxe townhouse - carpeted, draped, landscaped, all appliances, pool. Near A.S.U., Tri-City, M.C.C. 834-1071 after 4:00. (5/2)

Room for rent in house near ASU. \$80/mo. Share utilities. 968-1240. (5/2)

The ASASU Tenants Assoc., run by and for the Student-Renters. Functions to educate the renter about their legal rights and assist those needing a place to live. The association operates daily between 10 a.m. and 3 p.m., and is located in room 208 - F, Memorial Union, phone 965-6246. (5/2)

2 bedroom, 2 bath luxury furnished apt. July 15 to Dec. 15. Sub-let for much less. 994-1419. (5/2)

### FOR SALE

Summer's coming! We have hundreds of Swim tubes. Enjoy the Salt and Verdes on their soft and round little bodies. Check with Checkerboard Army-Navy Surplus and save. 1126 W. Main - Mesa - open 9-9 Sat. & Sun. 9-5. (5/2)

Calculator-T.I. model #SR11 - used one semester in one course \$50.00 - 838-9426 after 3:30. (4/30)

Walk to ASU . . . large 3 bd. home on premium lot. Large F.R. with F/P - \$40,850. Realty Executives - Jim Amerine, 968-8723. (5/2)

Field Jackets \$12.95 - \$21.95. Fatigue shirts and pants \$2.49 each. Army khaki shirts \$1.00. Down sleeping bags \$46.95. Pack and frame \$21.95. Hundreds of bargains at Checkerboard Army-Navy, 1126 W. Main. Open 9-9 Sat. & Sun. 9-5. (5/2)

Minox B miniature precision camera - excellent condition - \$70. 968-2557. (4/30)

Graduating - must sell! 10X55 Expando, 6 miles from ASU, large living room, disposal and storage shed, many extras, \$3,475. Bob, 275-5330. (5/2)

Compact DeLonghi Refrigerator, white 18"x18 1/2"x18 1/2", small freezer compartment, perfect for Dorm room. \$85. Call 968-5512. (5/2)

Buy - sell - trade. Furniture for students. Lots of good stuff too. Best prices paid when you want to sell. Butler's Used Furniture, 225 W. Univ. 966-8498, next to Snides. (5/2)

Sell your furniture, tools, misc. to Bill Butler, 966-8498. Next to Snides, at the tracks. West. Univ. Fair Prices. (5/2)

Must Sell! Oaks Townhouse, 1000 sq. ft., loaded. Perfect for faculty member. \$19,500. Call owner, 276-4112, 9-5. (5/2)

Fender twin reverb amplifier - 1974. Must sell - \$250. Dino 969-3707. (5/2)

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)

Mal STILL has the ONLY Authentic Indian Jewelry in Tempe at wholesale prices. Call 839-3979. (5/2)

Found: dog in vicinity of Scottsdale Rd. & University. For information call 967-1724. (4/30)

## CRIMPERS, LTD.

Hairstyling

2 For 1

Call for Appointment - 966-5192

Valid Only With This Coupon

WE PAY CASH FOR BOOKS

10% GIFT CERTIFICATE ON ALL BUY BACKS OVER \$10.00

Student Book Center

704 S. College Ave. One block north of ASU 966-6226

# ASU coach promotes pro track

By Tom Swanson

Professionalism and the big money that accompanies it have been fixtures for years in all but one of the world's major sports. The lone exception was track and field, and only the recent founding of a pro track tour has given the sport's splendid athletes the opportunity to compete for money as well as glory.

One of those pioneering pro trackmen is miler Keith Munson, who doubles professionally as an assistant track coach at ASU. Although Munson has only made about \$7,500 in his first two years on the pro track tour, he may have a chance to get rich quick if a proposed \$100,000 mile run becomes a reality.

"They're still working on

sponsors," Munson said. "When I was in Portland, they said there's about a 90 per cent chance of us having it. It would be held in the Houston Astrodome or the new Superdome in New Orleans."

Munson said the winner will receive \$60,000 in prize money, the runner-up \$25,000, the third-place finisher \$10,000, and the runner capturing fourth \$5,000.

In addition, he said, every runner that goes under four minutes will receive \$1,000 for each second under four minutes. Should a runner break the world indoor record, he will receive \$5,000 for each second under it.

How does Keith Munson assess his chances of winning the race?

"With the stakes that high, almost anybody is up to having a super performance. I think I'm capable of winning it, but Ben (Jipcho) would have to be the favorite. I do think I have a real good chance to be in the money, however," he said.

Jipcho, a 32 year old Kenyan who was a silver medalist in the 1972 Olympics, has been beaten only twice in 30 professional races. One of those races was a mile held on April 20, 1974, when Keith Munson outleaned him at the tape after blazing a 57.2 second final quarter. The race was particularly satisfying to Munson, a native of Ashland, Oregon, because it was held in nearby Portland.

"When I was a sophomore

in high school, I played basketball, and I thought the best way to get into shape was to go out for cross country. So I ran with the cross country team and it turned out I was a much better runner than I was a basketball player," he said.

Exhibiting his versatility, Munson has been able to make the difficult transition from participant to coach. The ASU athletes and coaches speak glowingly of him.

Freshman half-miler Ray Wicksell said, "Keith has helped me in many different ways. First, he's given me confidence. Second, he gives us our workouts. He runs with us, and there aren't many coaches that do. He's been through all the pain we have, so he knows what it's like. He's got me down from 1:56 to 1:50 in the half-mile."

Assistant coach Dick Purcell added, "The performances are improved, and our athletes are running

with a lot more confidence now. Keith has shown great knowledge of individual needs, especially for his first coaching assignment, which is quite unusual for a world class runner."

Munson's coaching ability may stem from the fact that success never came easy for him. As a high school sophomore he showed little promise, running a 4:59 mile. From that point on, however, he made steady improvement and capped his high school career with 9:19.4 two-mile to win the Oregon State high school championship.

"I was pretty happy with that," Munson said, "that was one of the big moments."

Big moment that it undoubtedly was, it may soon shrink in comparison to the \$100,000 dash for cash mile that Keith Munson hopes to win. After all, \$60,000 in cold cash can change a big moment into a very, very large one.



## Making his move

Pro trackman Keith Munson seems to be having an enjoyable jog with Carol Hancock, freshman on the women's track team.

Photo by Debbie Dalton

NEWS  
965-7572

STORE IT YOURSELF  
AND SAVE  
STUDENT RATES!

Books, clothes, bikes & cars or other belongings can be stored for summer vacation.

LOCK-IT LOCKERS  
MINI-WAREHOUSES

1135 W. Broadway  
Tempe  
966-2622  
3636 E. Washington St.  
Phoenix  
275-0147

## CLIMB THE LETTERS TO SUCCESS

An Air Force way to give more value to your college life and college diploma.

- Scholarships
- \$100 a month tax-free allowance
- Flying instruction
- An Air Force commission
- A responsible job in a challenging field, navigation... missiles... sciences... engineering
- Graduate degree programs
- Good pay... regular promotions... many tangible benefits
- Travel

Put it all together in Air Force ROTC.

TONY M. COURY  
IS HAPPY TO ANNOUNCE THAT  
**SCOTT HANSEN**  
HAS JOINED OUR SALES STAFF



SCOTT HANSEN

FOR ALL YOUR TRANSPORTATION NEEDS

- NEW GMC TRUCKS
- NEW BUICKS
- USED CARS
- GMC MOTOR HOMES

TONY M. COURY  
BUICK-OPEL-GMC TRUCKS-GMC MOTOR HOMES  
USED CARS

733 W. MAIN  
MESA

525 W. MAIN  
834-0101

# Quality and Value

**Two "positives" that product planners accentuate, when they groom their entries for competition.**

The ingredients American businessmen strive for, are indeed the ones consumers look for, when they buy. After all, the consumer is the ultimate voter in a product's election . . . and re-election.

But just how much quality can be built into a given item? How many colors and sizes? How will added quality affect the market price? Read about the route most American businessmen take—"The Main Street" approach. Read what this has to do with 21 million dishwashers and 35 million clothes dryers winning their way into American homes.

The adjoining message from the May *Reader's Digest* sums up important thoughts about *quality* and *value*. It's one in a series on our economic system placed by The Business Roundtable.



is news—the fact that bad products are the exceptions that surprise and bother us.

The expectations of the American consumer are very high, and the businessman knows it better than anyone else. That's why he seeks constantly to improve his product and maintain standards. The American Society for Quality Control estimates that business in this country spends from 8 to 15 cents of every sales dollar to overcome errors, to test, inspect and assure quality. Some examples:

- On the Tide-detergent production line in Cincinnati, boxes under-filled or damaged in any way are automatically and literally "kicked" into a reject bin.

- At the Gillette Company in Boston, every razor blade is examined for surface imperfections and sharpness. Some employees come to work unshaven each morning to test Gillette (and competitors') blades under laboratory conditions.

- At Eli Lilly Corporation in Indianapolis, some pills take as long as 45 days to manufacture. The process is stopped many times for tests of the purity and exact quantity of ingredients. As long as the pills are available on drugstore shelves, a control batch will be tested periodically to ensure potency and safety.

- At Sears, Roebuck & Co. in Chicago, many new products, from air conditioners to shotguns to water pumps, are tested in the field and in

the lab (sometimes to final destruction) before they are marketed.

To an alert, competitive company, these efforts are as routine (and as vital) as breathing. "The best sales tool possible," says one executive, "is a product worth what you pay for it." But still those negative experiences force their way into our minds. Why can't we make things *more* reliable? Why do there have to be *any* mistakes?

To answer such questions, we must measure our expectations as consumers against the realities of the mass market. We must consider what absolute product-perfection would do to prices and volume. Have you ever stopped to think what it would cost to build a television set that would "never" fail or wear out? Many thousands of dollars. And the assembly and inspection procedures would preclude more than a few thousand sets being built each year. Thus, the high quality would be academic for the majority of Americans, who would simply be priced out of the market.

Businessmen face a challenge. Do they travel the low road? Cut corners, use the cheapest materials they can get by with? Or do they take the high road—turning out each product by hand, forgetting costs, doing only "custom work" beyond the financial reach of millions of cost-conscious average Americans?

Wisely, realistically, American business travels instead a "Main

ADVERTISEMENT



ADVERTISEMENT

*During these hard times, when all of us are concerned about getting full value in the things we buy, here are some important thoughts about quality*

## Who Cheers When Products Work?

**T**HE NEW toaster was so shiny you could see yourself in it. But its first piece of toast looked like scorched plywood. And you burned your fingers fishing it out when it didn't pop up. Then the machine heaved a little electronic sigh and stopped toasting altogether.

What a storm! And it got worse. Leaving your wife and three kids beneath the shopping-center canopy, you dashed to your new station wagon. Soaked to the skin, you got behind the wheel and turned the

key in the ignition. It wouldn't start. You tried again and again. Nothing. Not a spark.

It was a grand dinner. There were even some halfhearted offers to help with the dishes. "No, we bought a new dishwasher," you announced proudly. You loaded the dishes and joined the company. Uncle Ray was describing his new boat when you noticed the foamy water running across the dining-room floor.

Sound familiar? We all remember vividly when things don't work right. But somehow we don't even think about it when our car covers the 2032-mile trip to Canada and back without a hitch, or when the electric coffeepot keeps perking away year after year. There's just nothing spectacular about the sweeper that sweeps, the oven that bakes, the refrigerator that keeps right on doing its job.

No, the fact is that in our minds one malfunctioning product cancels out the thousands that do work. One of the greatest tributes to American industry is the fact that the "lemon"

ADVERTISEMENT

Street," where the aim is the best product that can be made at a price the mass of consumers can afford. In shops and factories across the country, engineers, designers, shop foremen hold "product audits," examining the chain saw or tape recorder or child's toy before them. With production costs rising, how can they improve the product but keep the price competitive? Will this plastic compound be as strong and as workable as the now-too-costly metal it must replace? Sure, this transistor is cheaper, but will it do the job as well? At the Rockwell International Corporation, engineers redesigned a pocket calculator over and over again to cut the cost and time of manufacture while improving the reliability of the machine.

The cumulative effect of such activities is a boon to the American consumer, especially during this difficult economic period when all of us want to stretch our dollars as far as possible. For, what good is an improved product if it isn't readily available to everyone at a reasonable price?

The Main Street approach means that there are 117 million TV sets in U. S. homes, 21 million dishwashers, 35 million clothes dryers—and it means that by and large this abundance of products is an abundance of *good* products, constantly being improved because of competition.

Look at automobiles, for instance, probably the most complex and sophisticated item the average consumer will ever buy. Today's cars run much longer between engine tune-ups, oil changes and lubrications than earlier models. Their brakes are much more reliable, their cooling systems require much less maintenance.

"Consumer pressure" is a healthy affirmation of the market system. After all, what good would consumer demands be in a society without businesses competing in reaction to those demands? But consumer pressure is no new phenomenon; it is rather the same pressure that has always motivated the conscientious businessman—*competition*.

Certainly, consumers have the right to complain, to send things back when they aren't right. But what really makes American products the greatest bargains in the world today—in both cost and performance—is the fact that all of us constantly cast our votes in the marketplace. It is these consumer "ballots" that shape the quality of the goods we purchase day in and day out.

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.*