

wednesday

Arizona State University

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state
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Tempe, Arizona

Communication equipment idle; awaits manager, budget release

By Paul Lorentz

Over \$46,000 in communication equipment is lying unused in Stauffer Hall despite attempts to put the gear to use.

Typesetting equipment worth \$35,000 sits idle in the *State Press* offices because no one knows how to run it.

The ASU Board of Publications is responsible for hiring a production manager who could operate the machinery, which would save up to 25 per cent of the paper's current publishing costs.

State Press Editor Anita Mabante said Tuesday the board should have hired a production manager before the paper began publication four weeks ago.

"Not enough people on the board seemed to take an active interest in hiring a production manager," Mabante said.

She said the board got wrapped up in other problems including the

recent hassle over libel insurance coverage for the board.

"I think the strongest action the board has taken besides hiring Ed Peplow was resigning temporarily," Mabante said.

Ed Peplow, manager of student publications, said he is taking applications for the manager's post through today. He said he did not fault the board for its late start in attempting to fill the position.

"There were so many other problems the board had to solve first that the production manager position had to take its place in line," he said.

Peplow said the job should be filled in 10 days.

The new typesetting equipment could generate substantial savings for the *State Press* and the University, Peplow said. Operating costs could be spread through the University because typesetting could also be done for publications from other departments, he added.



An employe of KAET-TV, Channel 8 surveys approximately \$12,000 worth of audio and video equipment which sits idle because funds have not been allocated to maintain it.

Photo by Craig Newman

"That machinery sitting idle is not making a nickel, it's costing money," he said.

Peplow could not predict how much money the equipment would save.

Locked in a room in the KAET Channel 8 studios is \$12,000 in audio-visual equipment, including color video tape machines and tape recorders given to ASU by a federal grant. What is needed to release the equipment is an allocation of funds by the ASU Budget Committee, to be used for maintenance of the equipment, a KAET spokesman said. Until the money is allocated, the equipment cannot be used by the students and faculty it was intended for, he added.

Ted Christensen, television coordinator for KAET, said a proposal to finance the maintenance was disapproved by the budget committee. He said he is drawing up a new proposal that would distribute the maintenance expense among the departments of the University. He expects to complete the plan and have it submitted by the end of the week.

"The release of this equipment would raise the quality of instruction in the mass communications department," said John Craft, an assistant professor in mass communications.

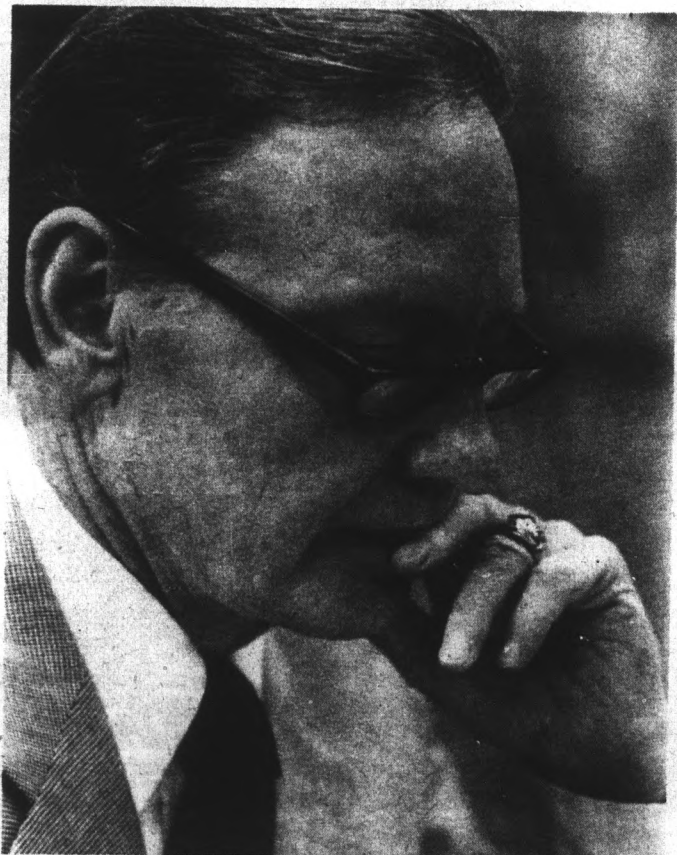
Craft said the department owns only one video tape machine and one monitor, not enough to satisfy

the instructors' needs.

Susan Hopkins, a volunteer at KAET who also works with the music department, said she has been trying since the beginning of July to get a color video tape machine for taping a music department production.

Unable to get a release, she said she was stuck with a noisy black-and-white machine that might disturb the performance.

"Teachers get their enthusiasm dampened towards the video equipment when there is a continual hassle to obtain it," said Hopkins. "This is a shame because the response to video tape is unbelievable."



Just another day?

Although it was his birthday, for ASU President John Schwada it was business as usual Tuesday. A source who refused to be identified said Schwada is 39 years old. Photo by Bill Frakes

Regents begin reviewing ASU academic standards

The Arizona Board of Regents has initiated a plan to check the academic standards of the departments at ASU.

Academic Vice President Karl Dannenfeldt said there were 10 departments involved.

He said, "The regents have begun a Review of Academic Disciplines, a plan to check on the academic standards of the departments at ASU."

The plans for the review say each department involved must produce 35 bachelor degrees, from one to 14 master degrees and from one to seven doctorate degrees in three years.

"The emphasis is on quality, the numbers are completely arbitrary," Dannenfeldt said. "This plan is definitely open to criticism due to the difficulty in applying the criteria to all programs."

The review program will encompass all three Arizona universities.

"The philosophy department (which is one of the 10 under review) may not produce 35 graduates, but there is no need for 35 graduates in that department. There aren't that many philosophy majors. However, the

philosophy department does play a major role in the general studies program, and the classes are always full. That will play a major role in the considerations," Dannenfeldt said.

In January, the Academic Affairs Committee and the Long Range Planning Committee will examine, evaluate and make recommendations to the regents about the review program.

Two techniques of review will be used, according to officials.

A basic review will determine what areas should be strengthened, up-graded, phased out or maintained at their present level.

A supplementary evaluation will also be used, based on the accreditation requirements of each particular department.

The review would produce judgments regarding discipline, performance, and achievement of students. The plan calls for the faculty and graduate students to be reviewed by qualified external consultants.

Every year four to eight departments will be reviewed, with every department reviewed at least once in ten years.

Mexican Folklorico a hit

Gammage Auditorium's presentation of "Fiesta Folklorico," starring the National Dance Company of Mexico was a winner from the beginning.

The show benefitted the ASU Student Foundation, which aids students financially. In return, the dance company received the highest spontaneous tribute an American audience could give it—a standing ovation with three curtain calls.

The state of Sonora is located below Arizona and the dramatic "Dance of the Deer" was drawn

from the region's tribe of Yaqui Indians, whose cultural history was relatively untouched by either the Aztecs, Mayans or the Spanish. The dance itself involved only three dancers—two hunters and the game—and pantomimed the excitement and cruelty of a primitive hunt.

Most dancers, of course, have musicians to play for them and the company had some of the finest native marimba players ever heard—yes, even better than the Tijuana Brass' Julius LaRosa. Perhaps the best number utilizing the marimba was the "Zandunga," a romantic

waltz traditionally done by the women of the Tehuantepec Isthmus area with costumes embroidered in vibrant red, green and yellow colors.

The exciting dances of the state of Jalisco were more familiar to the audience and the charro costumes and sombreros of the men produced visions of hot tamales, I'm sure.

A terrific demonstration of lariat skill was performed by a young man who looked to be in his early teens. His performance outshone any cowboy's lassoing that I've seen in the southwest.

The show set a fast pace for the presentation of the dances but was slowed by some numbers, such as the religious Aztec Pueblan dance.

A Mexican cultural show like the "Fiesta Folklorico" can always find a large audience in Arizona, but it would be highly unusual to find an audience anywhere that would not be excited over the company's performance. Kudos to Gammage for selecting a winning show.

Anita Mabante

Former basketball player sentenced for sales, assault

Paul Stovall, former ASU basketball player, has been sentenced to five years in prison on separate charges of cocaine distribution and assaulting a Phoenix police officer.

Stovall had pleaded guilty to selling 1½ ounces of cocaine to federal undercover narcotics agents. U.S. District Judge William Copple Monday sentenced him to five years in prison.

He was also sentenced Tuesday to 4½ to 5 years in Maricopa County Superior Court on charges of assaulting a Phoenix police officer. The two sentences will run concurrently, a court spokesman said.

Stovall, 26, has also been convicted of rape, interstate transportation of false and forged securities and receiving stolen money orders.

After his basketball career at ASU, Stovall played professionally for the Phoenix Suns and the San Diego Conquistadors.

Gun blast wounds coach

Assistant ASU track coach Dick Purcell was listed in satisfactory condition Tuesday at Scottsdale Memorial Hospital after accidentally shooting himself with a shotgun.

The accident occurred at Purcell's home, 6727 E. McDowell Road, Monday morning, a Scottsdale Rural Fire Protection Co. spokesman said.

The spokesman said Purcell, 37, was struck in the upper left chest by a .41-caliber shotgun blast. Firemen administered first aid to the coach before he was taken to the hospital by ambulance at about 11 a.m.

Purcell's father, Richard Purcell Sr., said he did not know the extent of his son's injury but said he had undergone surgery.

"He's doing very well," the

elder Purcell said. He said his son was apparently cleaning or working with the gun when it went off.

A Scottsdale Police Department spokesman said a formal investigation of the accident will not be made.

Purcell is in his fifth year as assistant track coach.

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KDKB Presents

One player's privilege

'You can call me Frank'

By Maria Ciarallo

Probably the only member of ASU's football team who can get away with calling the coach by his first name is kicker Danny Kush.

"I've called my father Frank since I was small because that's what I heard other people calling him," the young Kush said. "And my brothers do too."

Being on a first-name basis, in contrast to any formalities on the field, is part of the good relationship he has with his father. "It isn't as bad as people might think," Kush said. "We certainly don't fight or anything like that."

The atmosphere at home is casual and football is not the topic of all conversations, Kush said. Because of different schedules he doesn't eat dinner with his father every night but when he does, they talk about other things besides football.

Usually the conversations are family-centered and lately have revolved around his brother's progress at the University of Colorado, Kush said.

"The casual mood at home doesn't change much whether we win, or lose a game," Kush said. "The team's performance is more important to my father, and his mood is more likely to change if we didn't play well, regardless of the outcome."

Kush remembers playing football as a young boy on the front lawn with his brothers and father, but he said there was no pressure to keep with it. He played football first in the 8th grade in the Pop Warner league and later at Tempe High School but only because it was something he wanted to do. "I don't think he would have been disappointed if I hadn't," Kush said.

The pressure, Kush feels, is heavy because his father is coach.

"I feel if I screw up it's worse than if somebody else does, and I feel I have to try harder," he said.

But the Kush name has not brought him undue attention. People will ask if the coach is his father, but otherwise it hasn't made much of a difference, he said.

Although football occupies the majority of his time, Kush also tries to fit in skiing (snow and water), hockey and raquetball. Off-season he builds and flies radio-controlled model airplanes, works on cars and the family ski boat, and tries to participate in more of his fraternity's activities.

"During the season, playing football and school work are my primary interests," he said.

Kush, now a junior, is majoring in engineering sciences and is carrying a 16-hour load this semester. His future career goals include several options, such as



Danny Kush Seibert

A night with the team? First time, jocks say

Associated Students Executive Vice President Linda LaGanke, spent the night with the ASU football team in Fort Worth, Tex. after the TCU game.

In a room assignment mix-up, she found her room in the wing that the football players were occupying.

"A couple of the players told me that I was the only girl who had ever ended up in their wing," she said laughing.

LaGanke, a member of the Intercollegiate Athletic Board, was representing ASU at the game.

Dr. Robert Knox, chairman of the department of inter-collegiate athletics, said the students who are sent to the games are "very effective for public relations."

joining the Air Force or being a ski instructor for a while. But his eventual goal is to go to medical school. "I'm not too definite on my plans," he said. "I have to wait and see how things develop."

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Associated Students shoulder responsibility

Opinion

state press

Editor:

I would like to first of all commend the *State Press* on overcoming their initial adversities this year and publishing a newspaper that does a good job of covering campus news.

There is a danger, however, of further institutionalizing misconceptions about Associated Students in the minds of the University community. The non-reporting of information rather than incorrect reporting can cause this. Some examples:

When the dispute surrounding the University Committee on Fee Status surfaced two weeks ago, it was not mentioned in the *State Press* that because of a newly-established liaison system Associated Students and the student members of that committee were made aware of the problem, and Associated Students contributed to the resolution of the immediate concern.

The parking conflict last week was fairly reported but I hope students and the *State Press* will realize that Associated Students actions and proposals will be responsible for the preservation of student rights.

More recently, and probably most illustrative of my view that Associated Students is being incorrectly cast in the role of a passive "student government," is the article published Tuesday regarding the Bugline.

Initial planning on this idea evolved in Craig Tribken's office in August. At his directive, Dave Adams was approached and the possibility of this service was discussed. On Tribken's recommendation, the proposal was brought before the

Executive Committee. Thus, the initiative for the service came from Associated Students, and not, as implied, from Adams.

As you can see, Associated Students is not at all a "Student Council" as the headline incorrectly labeled it. It is a service agency, attempting to provide students with needed services such as Tenant's Association, legal counseling, and a transit service to name a few. It also in the vanguard in the struggle to maintain student rights, as illustrated by the parking, and the Arizona Students' Association disputes.

Sincerely,
Paul Zavalney
Assistant to the President

'Miller-Ellingson wrecking crew' scorned

Editor:

I wish to comment on Ray Artigue's informative *State Press* article "Athletics Too Powerful?" dated Sept. 17. I suspect that many independent students quickly dismissed this article, reasoning that football parking on fraternity lawns is an internal matter for the "frat rats" to quibble over. Those students fond

of throwing frisbees between classes, playing a little touch football on grass rather than concrete (remember West Hall), or walking barefoot on cool grass, your time for personal outrage will soon come. The Miller-Ellingson wrecking crew is fast on the move.

Those students not gifted with intercollegiate athletic ability will eventually be the victims. At the

current rate, intercollegiate athletic facilities and their accompanying parking lots will soon consume all open space available for intramural and unorganized sports activities. But then intramurals is not a capitalistic enterprise, and preferential parking for big alumni donors takes precedence over student parking (for those of you living in

the Palo Verde Dormitory Complex). Future house guests of the Athletic Director and Physical Plant Director should not hesitate to park on their front lawns, should parking up the street create a hardship. Apparently Messrs. Miller and Ellingson thought it unnecessary to consult with fraternity residents before allowing the Sun Devil Booster Club to park

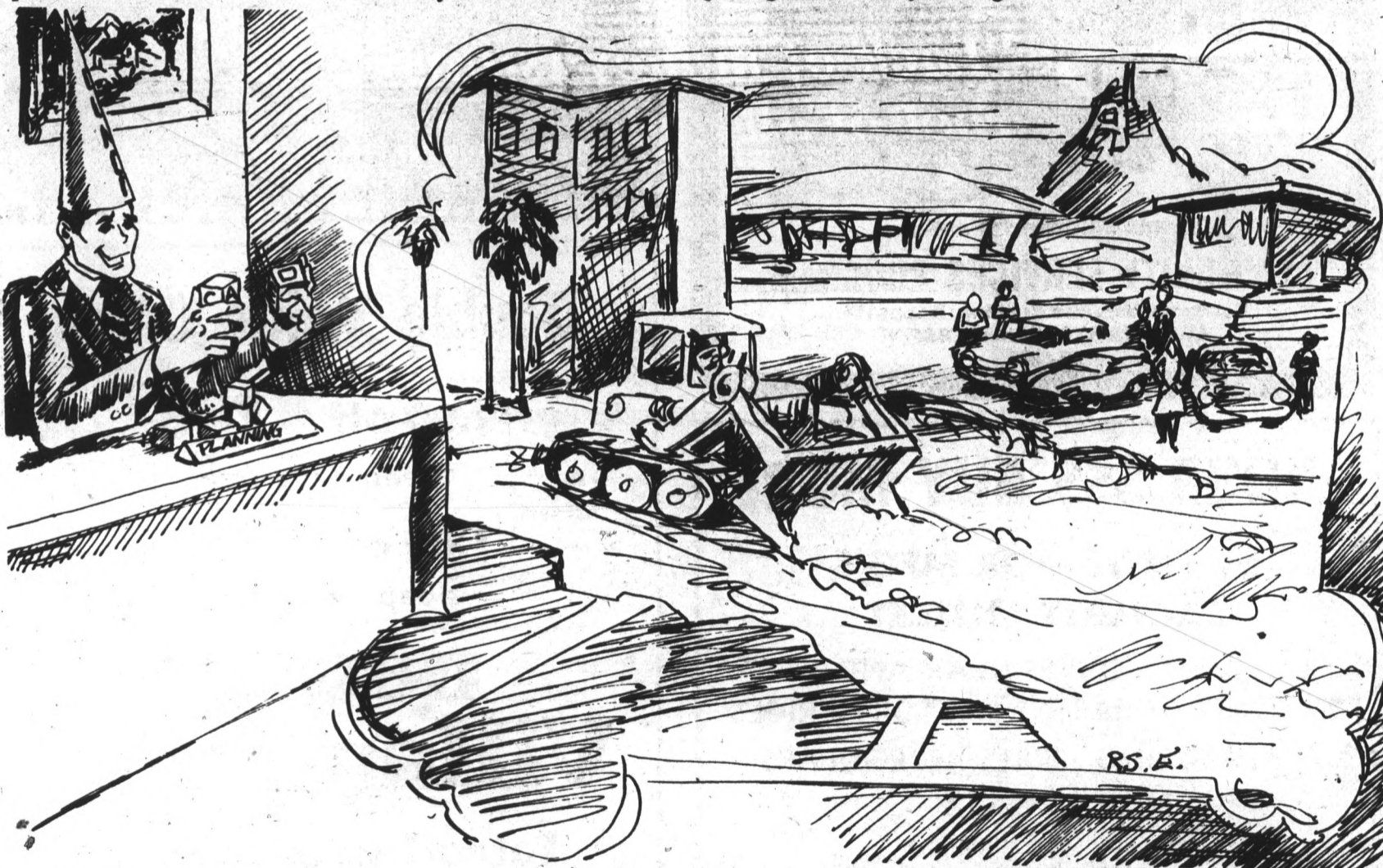
on our back lawns.

This "lack of communication" is an old rerun for fraternity men. We awoke one morning last spring to find an earthmover tearing out the access road to the Alpha Drive fraternity houses. Dr. Miller and Mr. Ellingson failed to consult with us beforehand concerning the construction of intercollegiate tennis courts on our back lawns, the same lawns where the Sun Devil Booster Club is now parking.

The average student may ask himself how such planning fiascos can take place in an institution committed to higher learning. The focus of the problem can be located in the Office of the Vice President of Student Affairs. Dr. Hamm, ostensibly responsible for insuring student participation in campus affairs, has failed to establish viable communication with the Physical Plant concerning proposed University construction projects. Consequently student input is not part of the University planning process. In the more sophisticated planning circles of today, lack of communication between planner and client is equivalent to 'old style' urban renewal and federal bulldozers.

The writer hopes that the formal leaders of this University will grasp the significance of these past planning debacles and reorganize in order to preclude the future possibility of full-scale confrontations between student publics and University planners.

Stephen Jay Knox
Grad Resident Advisor
Delta Sigma Phi Fraternity



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'Tobacco Road' production

Broadway success it's not

It ran continuously for almost 10 years on Broadway and was a smashing success, but that success 40 years ago didn't rub off on the University Theatre's production of "Tobacco Road."

A combination of unconvincing acting, an inadequate set and a play that lost its significance years ago made "Tobacco Road" tedious to watch and meaningless in its theme.

To understand why Saturday night's performance was hindered from the start the play itself has to be looked at.

When it opened in 1933 "Tobacco Road" was a gutsy, powerful play. The country was in the midst of a depression and here was a play that uncompassionately dealt with those people hardest hit—the small tenant farmers of the South. It was a shocking play to be sure. It treated the sexual and ethical immorality of southern "white trash" in a ribald fashion, something rarely seen on the Broadway stage.

The *New York Times* in 1933 said of the play, "The theatre has never sheltered a fouler or more degenerate parcel of folks than the hardscrabble family of Lester that lives on "Tobacco Road."

But a lot has happened since 1933. The world's standards of

foulness and degeneracy have reached heights the 1933 reviewer for the *Times* would never have dreamed of.

In effect, what has happened is the shock value of the play is now relatively neutral and consequently its punch is gone. So what is left?

The play is not really a comedy, nor a tragedy, or psychological drama, nor does it have any message for mankind. A play about poor, uneducated, southerners in the 1930's hardly asks for a reflective attitude on the part of a middle class audience in 1975.

What is left, and this is due to the acting and directing as well as the play itself, is a play that does not involve the audience. The audience therefore must view the play from a historical perspective, otherwise the play has not much bearing.

"Tobacco Road" is about the Lester family, an unharmonious bunch, headed by Jeeter Lester, a lazy, scheming man without any real convictions except his attachment to his land. But even this does not come across convincingly.

This is due to both a mediocre performance by a generally good actor, Jan Voshefsky, and a set design that hinders his lines. Douglas-Scott Goheen's set is

good as far as the real dirt on the stage and junked car parts, but when a farmer talks about his love for the land he is not just talking about dirt, but the sky, fields and trees—things lacking in the solid brown backdrop to the set.

When Jeeter ran the dirt on the stage through his hands, it seems he is doing just that because the set inhibits imagination.

Another relationship that fails is that between Jeeter's wife Ada and her "beautiful, blonde" daughter Pearl. Pearl's role was the victim of relatively amateurish acting and for some reason the director, Dr. James Yeater, cast a woman who wasn't even a real blonde. Consequently, she had to wear a wig that was obviously a wig.

The people who saved the play were Kay Colburn as the irritable, tormented Ada Lester, Patricia Bechthold as a self-made preacher woman and Peter Van Wagner as the frustrated husband of Pearl.

In short, "Tobacco Road" starts nowhere and goes nowhere, so by its ending with the violent death of Ada Lester, the only thing to be said is, "So what?"

—Jason Shaw



WEDNESDAY

- 7:00 a.m. History of Western Civilization
- 7:30 a.m. Lilies, Yoga and You
- 8:00 a.m. Mister Rogers' Neighborhood
- 8:30 a.m. The Electric Co.
- 9:00 a.m. Sesame Street
- 10:00 a.m. The Electric Co.
- 10:30 a.m. Villa Alegre
- 11:00 a.m. Hodgepodge Lodge
- 11:30 a.m. The Romantic Rebellion

Vikki Carr to perform

Vocal artist Vikki Carr will give two performances at Gammage Auditorium Oct. 23, said auditorium director Warren Sumners.

A 7 p.m. performance is included in the Celebrity Series of Gammage events, and a second program at 9:45 p.m. is being offered as a Special Event.

Schedule

- 12:00 N "David"
- 12:00 N Romagnoli's Table
- 12:00 N "A Sunday Dinner"
- 12:30 p.m. Consumer Survival Kit
- 1:00 p.m. "The Plane Truth"
- 1:00 p.m. Masterpiece Theatre: The Nine Tailors
- 1:00 p.m. "Episode Three"
- 2:00 p.m. Prime Time
- 2:30 p.m. Lilies, Yoga and You
- 3:00 p.m. Mister Rogers' Neighborhood
- 3:30 p.m. Sesame Street
- 4:30 p.m. The Electric Co.
- 5:00 p.m. Villa Alegre
- 5:30 p.m. Hodgepodge Lodge
- 6:00 p.m. Mister Rogers' Neighborhood
- 6:30 p.m. Evening Edition With Martin Agronky
- 7:00 p.m. Feeling Good
- 7:00 p.m. "Is Eating Necessary?"
- 7:30 p.m. Man Builds, Man Destroys
- 7:30 p.m. "A Place to Live"
- 8:00 p.m. Welfare
- 11:00 p.m. America Latina
- 11:00 p.m. "Tableo Flamenco"

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You shouldn't do that, John

By Marty Malone

Fred Mortensen's record-breaking 95-yard touchdown pass to split end John Jefferson last Saturday against TCU was explosive . . . in more ways than one.

It seems that the cornerback Jefferson beat, Dennis McGehee, didn't appreciate Jefferson happily waving goodbye to him the last 20 yards of their trek down the field.

So, upon their entrance into the end zone, McGehee gave Jefferson an affectionate little shove. Jefferson didn't appear too upset by this friendly gesture, but ASU wingback Larry Mucker failed to see it in quite the same light.

Mucker proceeded to blow across the end zone and blast straight into McGehee. Jefferson and the other TCU defensive back, figuring it was tag team wrestling, promptly started trying to beat up each other's shoulder pads and helmet.

By this time all the other players got the hint. Both benches emptied and the players swarmed onto the field.

What happened then can only be described as a group

shoving match very similar to those third grade fights "after school out on the playground!"

This ensuing group encounter may be defined as a free-for-all for only one reason—no one would have ever bothered to pay an admission price.

No one was penalized; no one was injured. Rumor had it, in fact, that Frank Kush had to be awakened upon the players' return to the bench.

Just why did Jefferson wave to McGehee?

"We had a thing going all night. After every play in which they'd try to complete a pass to me, he'd jump up off the ground and clap his hands. He thought he was real good," Jefferson said.

And, as one of the ASU coaches put it, "John is from this area, you know. He wanted to play real well."

TCU's head coach, Jim Shofner, thought a penalty should have been called on the play and spent a few minutes letting the officials know it.

"There is a new rule this year that a player who has just scored a touchdown cannot taunt a member of the opposition. That's what I was

complaining to the referee about. I thought a penalty should have been called on Jefferson for waving at our boy like that," Shofner said.

Shofner, however, had only kind words for ASU's play.

"I thought we (TCU) played much better this game than we did in our opener (a loss to Texas at Arlington). ASU is

simply a better football team than we are," he said.

"They are a great unit and deserve to be nationally ranked. ASU could play with anyone in our Southwest Conference. They're definitely in the same class with teams like Texas and Nebraska, who we have to play next week," he said.

Shofner said he felt ASU's defense this year was superior to the one the Devils fielded last year.

"ASU's defense is so quick it's hard to believe. And by the way, I think that number 53 at linebacker (Larry Gordon) has even more ability than that boy Breunig who played linebacker for them last year," he said.

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Girls for part-time work in December. Duties, Modeling in dept. stores for a famous fragrance co. Must have own transportation. Call 964-9279 evenings after 6:00 o'clock. 10-3

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Want to keep your stereo? Let us install a high security Deadbolt in your apartment door for \$12.50 complete. Keep your shady roommate out of your drawers, replace your bedroom doorknob with a keyed lock for \$8.60. Truck town in safety with a pocket size chemical paralysar, \$4.95. Pro-Tech — Hayden East Plaza. 968-5564. 9-30

Men and women's sandals — we are having 1/2 off sale on women's sandals and Fall shoes. Backdoor Shop, 707 S. Forest, Tempe. 966-1772. 9-30

Men's 10-speed bicycle, good condition — \$50.00. Ivory wedding dress, size 9-10, with veil. 945-1546. 9-25

Discount to students always. Furniture, antiques, good stuff. Delivery arranged to suit. Butler's Used Furniture, 225 W. University, next to Snides Pizza. 9-30

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1971 MGB — runs exc., 4 new radials, AM-FM stereo, exc. interior. \$1800 or best offer. 966-0858. 10-1

Hotpoint refrigerator, oak parquet flooring. Call Tim 968-1667 6-8 p.m. only. 9-24

Stereo — Sony HP 610 with dual turntable, 20 r.m.s., 3-way speakers. Call Glenn 968-1667. 9-25

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● RENT

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Female roommate desperately needed to share one bedroom apartment. \$90 per month. Near ASU. 966-0768. 10-7

Help! Roommates needed by October 1st, near campus. Cheap rent — utilities included. Sue 948-2741. 9-25

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Get a friend and come to Marianna Apartments. 1214 E. Orange. Furn. & Unfurn. Studios & 1 BDRM. \$120 to \$160. 966-8597. Walk to school. 11-13

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2 bedroom, 1 1/2 bath new mobile home located in nice park with pool, sauna and jacuzzi. \$185.00 per month. Call after 5:00. 834-7812. 9-24

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Soviet Jewry — report by Rabbi Gold "Tales of Life and Death." Rabbi will give a report on his recent trip to Soviet Russia and his contacts with Jewish activist underground in Russia. Thurs., Sept. 25, 7:30 p.m. Baker Center, 213 E. University. 9-25

Interested in being a hostess-mat maid for ASU wrestling? 1:30 p.m. west side of Activities Center Sat., 27. Information — Teresa — 967-4918, Lisa 967-4879. 9-26

KODAK FILM AT LOW PRICES! Color prints 12 exp. roll — \$1.13, 20 exp. roll \$1.41, Kodachrome slide 20 exp. \$1.62, 36 exp. \$2.31; Ektachrome slide 20 exp. \$1.78, 36 exp. \$2.48. B&W film and Kodak chemicals at comparable savings. Filmco, 1023 S. Rural Rd. (one door S. of Isaac Newton's) 966-5788. Check our low developing prices too! 9-30

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Replaces Breunig.

Petersen plugs linebacker hole

By Drew Jubera

At times it must seem nearly impossible for members of the ASU football team to produce a satisfied expression on the face of Head Coach Frank Kush. Whether they win by 20 points or lose by one (heaven forbid if they should lose) Kush carries the same expression around his players — a slow burn.

But linebacker Tim Peterson must have Kush smiling these days, even if it's in the privacy of an unlit room.

Tim Peterson, a soft-spoken, nearly inaudible 6-3, 207 pound sophomore from Ajo, Arizona, has quickly emerged as a standout for the ASU defense. Last week in Fort Worth, Peterson made nine unassisted tackles, four of which resulted in losses, and is making people forget the shadow of Bob Breunig.

Quite a switch from last season when the only action he saw was in a copper mine in Morenci.

"I guess the biggest differ-

ence in me since last year is my attitude," said Peterson. "When I wasn't playing I started getting down on myself and everything else. The seminar we attended before the season helped to do a lot to change that."

Though he received many college offers after his impressive career in Ajo, Peterson chose ASU because his whole family had gone here, including his twin brother Rob, also a member on the team.

ASU, however, was quite a

switch from the high school he attended in Ajo.

"My high school had about five hundred kids in the entire school," laughed Peterson. "When I went to my first class at ASU, there were more kids there than I saw in my four years of high school."

Out of the classroom and on the field, Peterson feels the special pressures of playing in a winning football program.

"The fans and the coaches expect us to win every game," said Peterson. "But the pressure is heavy on the offense because they're expected to roll up those 'typical' ASU scores. I just tell myself to go out and do the best job I can and try to ignore everything else."

The Sun Devil schedule,

which has been subjected to some rapid fire criticism from the team's fans, has made it tough for the team to maintain an emotional peak week after week. Case in point was Saturday's game against TCU.

"I think a lot of the guys on the team thought that TCU would be a breeze. When TCU came out and showed they were there to play ball it took some players by surprise. I don't think we'll make that mistake again."

Peterson expects no emotional letdown this week against defending WAC champ BYU.

"We'll definitely be up for BYU. We have a lot of respect for their team and are preparing accordingly," he said.



Photo by Bill Frakes

One-hand stand

It's not ballet; it's a typical Kush-directed scrimmage — more properly called mayhem.

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know "the patient", The Business Roundtable is sponsoring messages that discuss inner workings of our American economic system.

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Free Enterprise— Is This Any Way to Live?

EVERY TIME you pick up a paycheck, buy a gallon of gas or make a bank deposit, you renew your active membership in the American free market. Our economic system's almost infinite freedom of choice—between house and condominium, one supermarket and another, large car and small—is the "humdrum" reality of the highest standard of living in the world.

And yet a vocal group of economists, social reformers, "consumer advocates" and other self-proclaimed critics are trying to convince us that our system is evil, that we should feel guilty about the way we live. Indeed, one of them says that our system "has issued a death sentence against the individual human spirit" and "plunged our country into its present economic chaos, destroyed the lives of millions of families and threatened the very survival of the republic."

Strong stuff. But is it even partially true? Maybe it's time to remind ourselves of a few facts as we consider the following charges against our way of life:

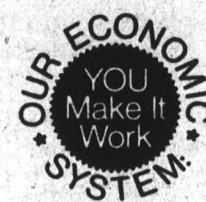
- **Free enterprise exploits people.** The critics say that the system degrades man, making him a cog in the industrial machine, repressing his individualism. Yet how can they reconcile this darkly tinted 19th-century view with the Pittsburgh steelworker who hitches his motorboat to his new car and heads for his cottage on Deep Creek Lake,

Md., on summer weekends, or the machine operator in Dayton who rises to plant manager? The view is hardly compatible with the fact that median family real income (figured in constant dollars) has nearly trebled since 1939. Nor does it jibe with polls showing that Americans 8 to 1 like their jobs.

- **The free enterprise system makes us selfish and materialistic.** No one doubts that our economic system has produced an extraordinary abundance of material goods. And it is true that "average Americans" spend nearly half their total income on what they *want* (the other half takes care of necessities—food, clothing, housing). No people have ever lived so comfortably. But the record indisputably shows that, even as they have enjoyed and insisted upon material benefits, they have poured out much of their material wealth unselfishly. In 1965, for example, we gave \$12.2 billion to churches, hospitals, schools and a dizzying variety of charitable causes. Last year, despite recession, we gave \$25.2 billion, a seven-percent jump over 1973.

And we give of our time, too—much of that time free because of material things that shorten our working hours at home and on the job. We compose an army of 37 million volunteers—hospital workers, Little League coaches, den mothers, helping hands for the elderly and the retarded. The world's most materially wealthy society has brought a pe-

The way we earn our "daily bread" in this country is under attack as never before. It's time to face up to the question . . .



culiarly vital effectiveness to the concept of volunteerism.

- **Our way of life debases our taste.** The critics picture us as helpless slaves to manufacturers, addicted to a stream of frivolous products put out purely for profit. But if we don't want such products, we don't buy them. The choice is *ours*.

Critics also blame the system for the fact that some of us persist in eating "junk food" or listening to "awful noise" on the radio. They're afraid that we'll make the "wrong" choice between wool and nylon, pretzels and carrot cookies. Yet the very genius of the market enables us to make such choices freely and in abundance. "Indeed," notes economist Milton Friedman, "a major source of objection to a free economy is precisely that it does this task so well. It gives people what they want instead of what a particular group thinks they ought to want. Underlying most arguments against a free market is a lack of belief in freedom itself."

- **Free enterprise concentrates wealth and power in the hands of a few.** In no other society is wealth so obviously in reach of its people. The Bureau of Census reports 59.2 percent of national income goes to the 103 million people in families making \$10,000 to \$25,000. More significant, in 1962 there were 464,000 households making over \$25,000. By 1973, there were 5.4 million such households—a more than tenfold increase—astounding even when inflation is taken into account. One indicator of how wealth is distributed in America: two out of every three families own or are purchasing the dwelling in which they live.

Well, then, say the critics, wealth and power must be in the hands of big corporations. But who are these corporations? They are more than 31 million Americans who own corporate stock, plus more than 100 million others who indirectly share in ownership through stock owned by life-insurance companies, pension funds, etc.

Says economist Charles Walker, "I know it's fashionable to say that the

big interests run the government. But if that's true, how in the world were the taxes of 'big interests' raised by \$6.5 billion in the 1969 Tax Reform Act? And why haven't those 'big interests' prevented the passage of inimical regulatory acts?" Because the *people*—who run the marketplace—still run the country.

PERHAPS you've noticed that the case against the free market is seldom made on hard economic grounds, but rather on hard-to-pin-down philosophical issues. That's because the facts of performance are so overwhelmingly in its favor.

Here are some figures: With seven percent of the world's land area and six percent of the population, we produce 33 percent of the world's goods and services (about equal to the total output of Western Europe and Japan combined). Although our labor force is approximately two-thirds the size of the Soviet Union's, we produce twice as much as the Russians do each year. In 1940, one American farm worker fed about ten people. Today, a single American farm worker feeds 54 people here and abroad.

But all the evidence of the system's well-known efficiency and productivity is ultimately not as important as a certain intangible that looms larger than mere economics. This is the subtle blend of freedom and order inherent to the marketplace. *You* are free to decide how best your skills can be applied, where you will work, what you will buy with your earnings. Can you imagine some central authority deciding who will be a tool-and-die maker in Latrobe, Pa., or a vacuum-cleaner repairman in Keokuk? The free market monitors an incredibly complex assortment of prices, wages, resources, skills, needs, desires—and yet it leaves *you* in control.

For reprints, write: Reprint Editor, The Reader's Digest, Pleasantville, N.Y. 10570. Prices: 10—75¢; 50—\$2.50; 100—\$4; 500—\$15; 1000—\$25. Prices for larger quantities upon request.

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