

tuesday

Arizona State University

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state  
press  
Tempe, Arizona

# Schwada: State budget jeopardizes class space

By Britton Bloom

Admissions to hundreds of classes are being curtailed because of a lack of space, ASU President John Schwada said Monday.

Last fall over 1,000 classes were closed because there was no more room, Schwada said.

"Space has become absolutely critical, and I'm not talking about parking space. I'm talking about the gut-space, the classrooms, the laboratories and seats for students," he said.

ASU's enrollment of 34,000 students last fall represents an increase of 3,000 students from the previous year, he said.

At the same time, there are no state appropriations for new buildings at ASU, and the amount of space per student has decreased by 10 to 12 per cent since the '72-'73 school year, he said.

The increased load of students comes at a time when money is tight and the state has cut the amount it appropriates per student, he said.

About half of ASU's income comes from state funds appropriated by the legislature, he said. For '76-'77, ASU initially requested \$55 million, which the Board of Regents reduced to \$51 million. Governor Raul Castro cut the figure to \$48 million in his recommendation to the legislature, and "We are now waiting to see what the legislature has in mind for us," Schwada said.

ASU has requested almost \$9 million from the legislature for new buildings and repairs, but House Appropriations Committee chairman Tom Goodwin, R-Tucson, has said he doubts if ASU will get that amount.

If state appropriations do not meet the needs of the University, ASU will have to cut services, create larger classes and buy less books for the library, Schwada said.

"There is just so far you can get money to go. We operate so close to the bone now that (a cut in revenue) would have an affect on what we're doing and the quality of our programs," Schwada said.

# ASU unable to force faculty to pay fines

By Mike Tulumello

University administrators have lost a round in their battle to empty the pockets of faculty members with delinquent parking accounts.

Faculty Senate President Dr. Thomas F. Hoult said Monday a faculty committee has declined to recommend an increase in the University's power to collect overdue fines. Dean Mousser, assistant vice-president for business affairs, had asked the Faculty Personnel Committee to look into the possibility of garnishing resisting teachers' wages.

Hoult said the problem was confined largely to "8 or 10" faculty members and was not serious enough to warrant a change in present procedures.

The dispute is a classic one in a university community — the academic intellectual vs. the business-minded bureaucrat.

Business office records show \$20,000 owed for tickets by 600 faculty and staff employees, Mousser said, with approximately 30 per cent of the fines labeled delinquent.

One professor, who refused to buy a parking decal for three years, accumulated a debt of \$1,000 before agreeing to pay off the fine and buy a sticker, according to Mousser. The same professor, using a second car, has run up another debt of almost 70 dollars, claimed.

"Many people who have amassed tickets," said one professor who demanded anonymity, "have done so because of bureaucratic problems."

The professor, who admitted running up \$900 in tickets, said his problems began when his car (bearing a decal) broke down and he was forced to buy a new one.

"I left a note on the car asking them not to give me a ticket so I could have time to buy a decal," he said. "But they didn't listen."

"Then they wouldn't sell me a sticker because I had fines outstanding."

The professor would not say whether he would eventually pay the fines.

"I don't even want to pay attention to it. I think it's insane to even have to worry about parking at a place you work."

ASU Comptroller Steve Colby said all members of the University community need to be aware of the rules and abide by them whether or not they agree with them.

"Parking is a serious problem," said Colby. "We know that. But everybody has to give a little before improvements can be made."

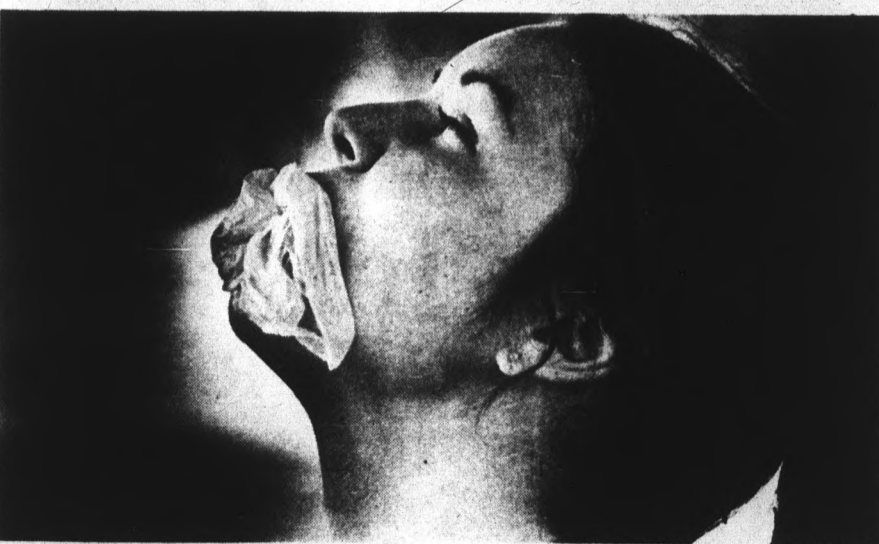
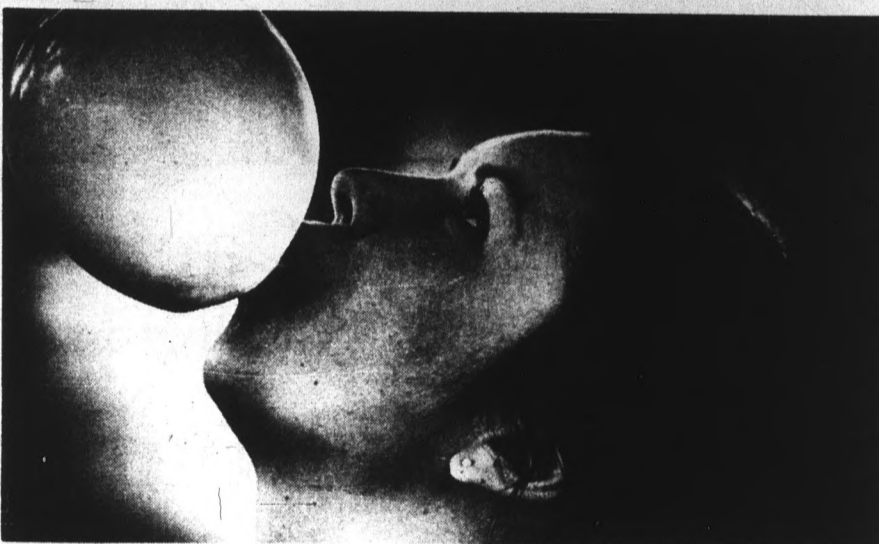
"Why should an individual on a faculty be more defiant than anyone else? Fortunately, we don't encounter that type of situation very often."

Not everyone shares Colby's view of the matter.

"I came here to teach, not to park," said one professor. "Bureaucracies are best ignored."

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## Evolution of a bubble



Freshman Patrician Pair, an 18-year-old business major, seems to have gotten blowing down to an art as she stands in front of Palo Verde East.

Photos by Bill Frakes

In the news . . . briefly

From the News Services  
WASHINGTON — After a year-long study, the House Select Committee on Intelligence has concluded that federal intelligence agencies operate in such secrecy that they are "beyond the scrutiny" of Congress.

The committee concluded that secret budget figures given to Congress by the agencies were "three or four times" lower than the totals actually spent.

The committee's report is the third major government document in eight months detailing with improper CIA activities.

WASHINGTON (AP) — The CIA gathered information about political dissidents at Utah State University, Brown University and Boston University in 1970 and 1971, according to documents from the CIA's Operation Chaos.

The Chaos files included a report on a Brown University seminar sponsored by the Young Socialist Alliance, youth affiliate of the Socialist Workers.

BEIRUT (AP) — Using bullhorns, Syrian-Lebanese-Palestinian truce teams toured a six-mile front bisecting Beirut Monday, ordering Christian and Moslem militias to pull back under the new cease-fire agreement.

UNITED NATIONS (AP) — The United States is reportedly ready to veto, in the UN Security Council, an Arab resolution calling for a Palestinian state. Israel says the plan would undermine peace efforts.

WASHINGTON (AP) — The staff of the House Intelligence Committee has recommended a realignment of U.S. spy agencies, including abolishment of the Pentagon's huge Defense Intelligence Agency.

DETROIT (AP) — Detroit began the first stage of court-ordered school integration without incident Monday. The struggle over busing continues in Boston, with new racial disturbances at two schools.

SAN FRANCISCO (AP) — Patricia Hearst appeared in court Monday for a pretrial hearing before the scheduled start of her federal bank robbery trial today.

WASHINGTON (AP) — President Ford sent his economic report to Congress Monday, saying another major tax cut is possible by 1979 if federal spending is held in check.

PHOENIX (AP) — A missing 3-year-old Phoenix girl was found safe Monday morning in the company of a dog owned by a family friend.

Cynthia J. Elwick, daughter of Larry and Myra Ann Elwick of Phoenix, wandered away from her parents Sunday evening.

WASHINGTON (AP) — Rep. Gilbert Gude, R-Md., said Monday proposals to change the laws protecting wild horses and burros are backed only by the Bureau of Land Management, not by humane or conservation groups.

The proposed changes, he said, would allow the bureau to use helicopters to control the horses and would permit them to sell or give away excess horses without restriction.

PHOENIX (AP) — A First National Bank office, 5033 N. 7th St., was robbed Monday of about \$2,500. Less than 30 minutes later police arrested a suspect, Maurice Wheeler Cartwright, 39, of Phoenix. The money was found on Cartwright, who was unarmed.

NEW YORK (AP) — Chronic marijuana use was not found to be associated with any permanent or irreversible impairment in higher brain function or intelligence, according to a study of native Costa Ricans.

WASHINGTON (AP) — President Ford probably will visit the Middle East this spring in an effort to contain the Arab-Israeli dispute, a senior American official said Sunday.

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- Circus
- College Democrats

- Faculty Women's Association
- Graduate Alliance for Students of Sociology
- National Organization for Women, Tri-City chapter
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# Dispute board to hear council funding hassle

By Susan Leonard

The Associated Students (ASASU) Disputes Board is holding a hearing Feb. 2, to decide whether an ASASU vice president has the power to freeze college council funds. The board will also weigh arguments at the 7 p.m. hearing as to whether the Liberal Arts College Council's (LACC) funds were unconditionally allocated by last year's ASASU Senate.

Mike Cantor, a third-year law student and ASASU's legal adviser, filed the related actions with the board last week, naming ASASU as the plaintiff.

Mike Law, acting chairperson of the ASASU Disputes Board, said he signed a restraining order Sunday freezing LACC's funds for five school days, effective today.

The disputes board is "a court within ASASU to decide disputes among people within ASASU," according to Law, also a third-year law student. ASASU bylaws say the board has jurisdiction in all disputes concerning the application of the ASASU articles of association and the validity of the ASASU bylaws.

Cantor said he filed the actions (comparable to a lawsuit) with the approval of ASASU President Craig Tribken. However, Cantor said he doesn't remember whose idea it was to file the complaints.

The first action, already approved by Law, requested a temporary restraining order preventing LACC from spending its funds. It names Linda LaGanke, ASASU executive vice president, ASASU Coordinator Allan Frazier and the LACC and its president, Greg Anderson, as defendants. It also asks the board to decide whether LACC's funds were unconditionally allocated.

The second action, which names LaGanke as the defendant, asks the board to decide whether she has the power to freeze funds and whether she exceeded her scope of authority by unilaterally freezing some college council funds after the councils failed to file reports.

LaGanke froze ASASU's \$1,000 budget for the LACC last semester, contending the funds were allocated for three specific purposes and could be spent for those purposes only.

At that time, Anderson said LACC maintained that its funds were unconditionally allocated and could be spent as the council chose.

Cantor maintains in his

complaint that LACC should not be allowed to spend its funds until the question of whether the money was unconditionally allocated is resolved.

LACC hasn't spent any of its money.

Law said these complaints are the first complaints filed with the board this academic year.

## ASA account freed after check dispute

By Ron Hickman

Dean of Students Leon Shell said Arizona Student Association (ASA) funds, which were frozen last Wednesday, have been freed.

Shell said he would inform ASA officials about the decision Monday afternoon.


Dispute over the ASA funds arose when a \$2,000 ASA dues check from Northern Arizona University had not been deposited in the ASU account.

"This check is classified as state funds. As account representative for the central ASA account," said Shell in a memorandum last Wednesday, "I am responsible for overseeing the expenditure of ASA

funds per Regents' and University policies and guidelines and until this matter is settled, I will not be signing any requisitions for expenditure of funds on this central ASA Account."

Shell wrote in the memorandum he had heard of the check from Allan Frazier, ASASU coordinator. "My point to John Ridgway was, if NAU submits a check to ASU it should be deposited in the University account right away and not held," Shell said Monday.

John Ridgway, ASA executive  
continued page 6



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## Opinion

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See for me,  
see for you

"I cannot see what flowers are at my feet,  
Nor what soft incense hangs upon the boughs,  
But, in embalmed darkness, guess each sweet."

John Keats

We take our eyes for granted. Each day, if we take the time, we can look out to the east and see the Superstition Mountains. Or glance to the earth and see the grass and flowers.

But for those without eyes, life is not so simple. Life is still good to those who don't see, but it is more difficult.

ASU looks out for the blind. Two full-time staff persons perform a multitude of services for the blind on campus as well as for all other students with other handicaps. This amounts to nearly 400 students.

It would require too much space to list here the services performed by only two full-time staffers. Their job begins before the student arrives, and they assist in placing handicapped students in jobs after graduation. At least, they try.

To be perfectly honest, however, two isn't enough. If the University was really committed to assisting handicapped students find jobs, a full-time liaison position to deal with the outside community would be established. Apparently, however, the University is weak on commitment.

The University of Arizona has half the number of handicapped students with three times the number of full-time staff. The UofA receives a large grant each year that has thus far been unavailable to ASU Disabled Services.

The Disabled Services staff at ASU operates with a grant totalling \$22,000. Unfortunately, most of this goes for administrative purposes, leaving little for actual programs.

Tempe, because of its climate, attracts many disabled students. Good weather affords greater mobility.

We are told that ASU enrolls more disabled students than almost any school west of the Mississippi.

Every department on campus needs more money. Few however, are more deserving than the folks who look out for those who cannot look out for themselves.



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The State Press is a student operated newspaper which does not necessarily reflect the opinions of the University faculty or the administration. Editorial offices are located in Stauffer Hall, Room A-111, Arizona State University, Tempe, AZ, 85281; telephone: 965-7572.

Hal DeKeyser

Today you will go  
and never be back

After being constantly annoyed every time a reasonably intelligent person comes out with something as asinine as, "What sign are you, man," I decided to do a little newspaper perusing and find out why people get off on this weirdness.

It wasn't hard to figure out. If you believe these little dittys, every day will be filled with roses and sunshine and your dream lover is just around the corner. Just the normal kind of stuff that happens every day.

I thought, what would an astrology freak do if his horoscope told him it was going to be a rotten day? What's the bust for messing around with Fate?

So I learned how to do horoscopes from an article in the free supermarket television guide, and I discovered that today is a monumental day for astrology. No one's sun is rising. Everyone's sun is setting. We all know what a setting sun means. Curtains.

**Capricorn:** Today you will flunk an important exam in the only class you were getting better than a "C" in. Your dandruff may clear up before July, but your acne is approaching terminal status. Travel is advised. What the hell, you've got nothing going for you around here.

**Aquarius:** Your dog, probably your only friend, will become a coating on the two rear wheels of an 18-wheeler Kenworth today. You will also discover that the girl in your History of Cleveland, (1942-1969), class is only trying to get on your good side because she wants to use you for her Abnormal Psychology research paper.

**Pisces:** Your mother will call you today (collect) from your home town just to tell you that she still loves you, regardless of what the rest of the family is saying about you. She will also tell you that the family has gone broke trying to support you through seven years of college. She will ask you when you will be a sophomore.

**Aries:** The finance company will repossess your '54 Chevy today with your books in it. They will also take your bicycle and your only pair of K-Mart imitation Earth shoes. The waterbed you spent your entire summer's savings on will spring a leak. While your manager is evicting you for the mess, he will discover your stash and call the police. Things will get worse tomorrow.

**Taurus:** A romance (your first) will begin to develop. The mate of your dreams will surface today and make a pass at you. After months of wining and dining, you will announce your marriage in all the local papers. Because no one will believe anyone would marry you, the ceremony will be attended by hundreds of dignitaries. Everyone will wish you well. It will be the happiest moment of your life. On your wedding night, you

will discover that the love of your life is the same sex as you.

**Gemini:** It's time to slow down and enjoy the finer things in life. It's time to stop spending all your Saturday nights hanging around the Circle K parking lot waiting for some "action." Look at the flowers and trees. Spend some time with old friends. Smile and be happy. You have three months to live.

**Cancer:** You will soon break a bad habit. While you are in the wedding party for a friend, he will become so incensed at your constant nose-picking during the ceremony, he will punch you in the nose (and finger), breaking both your nose and hand. Your finger will be permanently deformed in such a manner that it will never trespass a nostril again. Congratulations on breaking a bad habit.

**Leo:** Expect a long journey soon. Today you will discover that at that great party you went to last weekend, you got so drunk you joined the combat Marines for six years. But don't worry too much. Your orders will be for a place with a nice name. Where is Angola, anyway?

**Virgo:** At lunch today, you will drop a lit cigarette into the napkin you securely stuffed into your pants. Your zipper will be stuck. Everyone will laugh, and a State Press photographer will take your picture as you race for the nearest bathroom. A sign on the bathroom door will read: Closed for cleaning, use restroom downstairs.

**Libra:** Romance is in the picture for Libras today. You will find a harmonious relationship with a Taurus. The Taurus will tell you how wonderful you are and profess romantic intentions. Believe everything this person tells you. No one will lie to you today. The sign of Taurus is a bull.

**Scorpio:** On your next elevator ride to an important appointment, you will be trapped in the elevator car with an unwashed wino, an insurance salesman and another astrology freak. Pack a lunch. The piped-in music will get stuck on continuous play and will repeat the same song for hours. I hope you like "Convoy."

**Sagittarius:** Expect a wonderful dinner tonight. A local radio station DJ will pull you over and give you free tickets to a steak and lobster dinner, the show you've been dying to see and free use of a luxury automobile. Your date will be the person you've been wanting to go out with for months. After dinner, you will get a lollipop for dessert. Not from the radio station, from the doctor who pumps your stomach.

If today is your birthday: Don't get out of bed.

## LETTERS

So you want a job do you;  
cut your filthy hippy hair

Editor:

Is it illegal to discriminate against someone because of the length of their hair? I have applied at the Farrell's Ice Cream Parlor Restaurant, here in Tempe, twice, once last semester and again this semester. At each interview I was

told that Farrell's would like to consider me as a waiter, "if" I would not object to cutting my hair. I feel that collar length hair is not long and I did not see the need to cut it off! I do not suppose that my writing the State Press would

get me a job, but I did hope that it would let anyone applying know that to work at Farrell's, you not only have to act "weird," you must also look it!

Scott Davis  
Liberal Arts



Tom Johnson, a political science major at A.S.U., takes a walk near Palo Verde West Dorm, where he lives.



Dr. Radha Roy, a physics professor at ASU, discusses a problem with Tom in class.

# Blind student copes on campus

Photo Feature by Andy Gordon

The great disadvantage of being blind, according to Tom Johnson, is not so much in the lack of sight, but in the various obstacles erected by society. Many things in the environment that are taken for granted by the sighted person must be perceived with great awareness by the blind.

Johnson is a political science major at ASU and has lived in Scottsdale for the past nine years. He and three other blind students, Ed Sanders, Mitch Akin and Mick Royka are suitemates at the Palo Verde West dormitory.

Going to classes and getting around campus for blind students such as Tom are not the insurmountable problems most people think. When Tom first came to ASU he was oriented to some of the campus by a mobility instructor; the rest he learned and is still learning by trial and error.

Many blind students find it convenient, after obtaining permission from their professors, to use a cassette recorder in class for the purpose of taking notes. Tom gets around the problem of not being able to read printed materials by obtaining tape recorded books, hiring people to read from books, and braille books, of which he only has a few because of the expense and the time it takes to make them.

The problems Tom Johnson faces as a blind student can be overcome with persistence, he says. Although he faces many inconveniences every day, he does not have a tragic outlook on life. Those who gaze upon the blind with pity should not, for the blind do not need pity, he said, but the recognition that they are human beings like everyone else.



Two ASU students seem to be bewildered with Tom. He is very independent and knows the campus well.



Tom owns few braille books because of the cost and time it takes to make them.



Playboy is one of the magazines which is published in braille.



Tom and his suitemates who are all blind, enjoy singing and playing music. Mitch Akin, with the guitar and Ed Sanders, in the hat, are roommates. Mick Royka, far right, and Tom are roommates. Anya, a seeing eyedog, belongs to Mitch.

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In ASU athletic program

# Battle of sexes not likely

Women's sports are approaching integration, but mixed football teams are unlikely, according to Dorothy Deach, professor of women's intercollegiate athletics. "We're making every attempt to have no discrimination between men and women," she said Monday.

In the 10 sports in which women participate, mens' and womens' teams are still separate. When men and women compete intercollegiately, each team keeps its score separately, she said. Those sports are track, gymnastics, swimming, golf, tennis, archery, badminton, basketball, softball and volleyball.

Some students in the athletic program say there is little desire among women to join mens' teams. Rather, they are interested in developing their own sports programs.

Marty Boles, a senior physical education major who plays varsity volleyball, said, "I think most of us want our own teams."

She said women's sports do not have the audience-drawing power of mens' teams. But she said that may change.

"We just don't know what we can do yet," she said. She and Chet Haller, a senior who plays on the men's badminton team, agree that womens' events suffer from a lack of publicity at ASU.

Budgets for ASU womens' sports are not equal with mens' on a dollar for dollar basis. Deach said, "The point is that we provide opportunities for people to participate in sports that are appropriate. We are interested in having budgets that provide for the programs projected."

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more about

## ASA funds

continued from page 3

director, said he gave the check to ASASU President Craig Tribken last Wednesday. Ridgway said he had not heard from Shell since his memorandum.

Frazier said he received the check Friday from Tribken, and considered the matter resolved.

Frazier said earlier he had requested that Ridgway turn the check over to the University account for deposit in the ASA account.

Ridgway said he had talked to Frazier about the check and told the ASASU coordinator he was going to discuss the matter of ASA funds with the Arizona attorney general.

"For the record, this organization has not been directed by its board to report any information to Mr. Frazier," Ridgway wrote to Shell on Friday, "although on occasion we provide data to him as a matter of courtesy."

"We're not satisfied with the way the money is being handled by these people," Ridgway said Monday. "I would like to see something different done with the money."

Ridgway pointed out that his salary and that of his assistant were several payments behind.

In his letter to Shell, Ridgway said the funds may be student funds to be handled by ASA rather than state funds.

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# Retiring landscaper recalls 45 years of ASU growth

By Carol Seaman

ASU does not offer a course on the University's history, but Robert Svob might be able to teach such a class.

Svob, who has worked here for nearly 45 years, retired last month.

Arriving in 1931, Svob worked as a gardener for ten years. Later, he became supervisor of maintenance and landscaping, and finally he was promoted to foreman of grounds construction.

"That's foreman of planting and land care. Don't get that confused with construction of buildings. We did all the landscaping and then turned over the finished product to lawn maintenance," Svob said.

Svob, who can point out and describe by name every tree on campus, has been involved in almost every landscaping decision. "When deciding on a tree to surround the campus, I suggested the palm tree.

"We started getting larger and more crowded for space. Palm trees can fit into small places and offset these buildings."

Svob likes to talk about how the campus evolved over the years. "We moved the baseball field four times, and I had a hand in it," he said.

According to Svob, the biggest step in beautifying the campus came nine years ago when ASU hired a landscape architect and work began on the malls. "My practical knowledge and his designing made us a terrific team," said Svob.

"Before that, we landscaped around each individual building. But with so many more students every year, malls became necessary."

Svob, who remembers when sheep grazed where school buildings now stand, likes to talk about ASU. Things were somewhat different years ago, he said. "It seems like at that time, students had more time to come over and talk. They would come back five or ten years later and I could call them by name.

"We always had a bunch of flowers for the girls. Each dorm had a flower bed and the girls and housemothers loved them."

A large flower bed was planted where Gammage and McClintock halls now stand. "Anyone could pick flowers there, as long as they left some showing. The boys used to get flowers there for the girls.

Those were the days before campus security. "During the 30's and 40's, the supervisor of grounds and construction would come back

every Friday evening to patrol the campus."

Svob laughed, and lowering his voice, said, "The campus was irrigated every Friday for the



Bob Svob

weekend so the students wouldn't come over and make love. It did the job, too. They couldn't get to those bushes!

"The students caught on after a while, though. I don't know whose idea that was, but the grounds were irrigated every weekend."

Svob, who will be 67 in two months, credits former ASU Presidents Grady Gammage and Arthur Matthews for much of what he accomplished at ASU. "I was fortunate to have an educator like 'Prexy' (Matthews) who was a lover of plants. And I'm thankful to President Gammage for the great confidence he put in me," he said.

"I was pretty rough on my men, but I believe they appreciated working with me. If I ever got cross with one of them, I made sure we never went home with bad feelings, because that would really affect me.

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"I had awfully good men. It's hard to believe how much they can accomplish. In those days, we didn't get any breaks during the working day. We didn't complain, either, because there was always someone else waiting for our job. "We didn't have all those

continued page 9

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Section 12	M-W-F	9:40 - 10:30 a.m.

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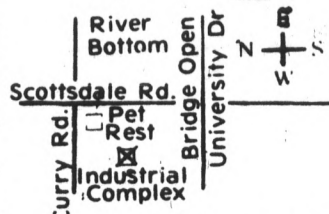
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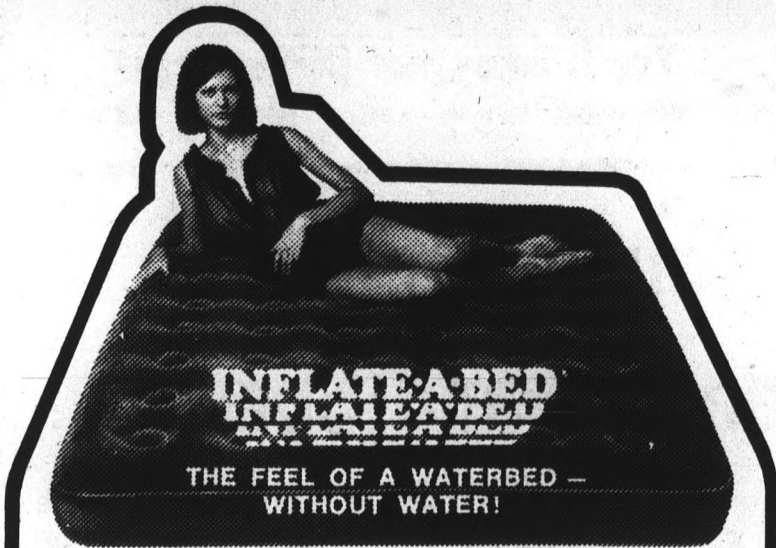


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**COLLAGE**

**TODAY**

The Arizona Skydivers meet at 7 p.m. in the MU Navajo Room.

The Native American Student Association will meet and elect officers for the spring semester at 7 p.m. in the MU Santa Cruz Room.

Circle K International will hold a meeting for new members at 7 p.m. in MU 215. Everyone is welcome.

The Outing Club meets at 7:30 p.m. in the MU Mohave Room.

The MU film committee will meet at 7 p.m. in the MU Apache Room.

The ASASU book exchange pick-up continues this week from 10 a.m. to 4 p.m. in the MU Yuma Room.

A Pop Up begins at 11 a.m. in the MU Rendezvous Lounge. Today's entertainment features Scottish country dancing.

**WEDNESDAY**

Today's Pop-Up features the rock group Sky Blue Water at 11:30 a.m. in the MU Rendezvous Lounge.

The Medievalist Club meets at 8:15 p.m. in the MU Yavapai Room.

Alpha Lambda Delta will meet for important business at 3:30 p.m. in MU 217.

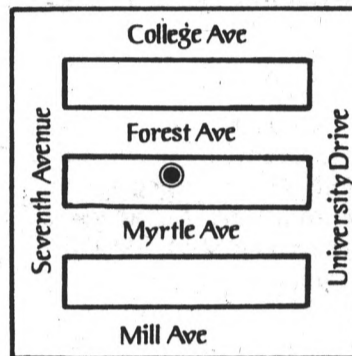
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11:00 a.m. The Electric Company  
11:30 a.m. Carrascolendas  
12:00 N. Hodgepodge Lodge  
12:30 p.m. The Way It Was  
"1936 World Series: Yankees vs. Giants"  
1:00 p.m. Bread and Butterflies  
1:15 p.m. The Letter People  
1:30 p.m. Open Math  
2:00 p.m. Black Journal  
2:30 p.m. Lilies, Yoga and You  
3:00 p.m. Woman Alive!  
3:30 p.m. Carrascolendas  
4:00 p.m. Mister Rogers' Neighborhood  
4:30 p.m. Sesame Street  
5:30 p.m. Vintage Video: "The Phil Silvers Show" "Kids in Trailer"  
6:00 p.m. The Robert MacNeil Report  
6:30 p.m. Public Memo  
7:00 p.m. Great Performances: Theater in America "The First Breeze of Summer"  
8:30 p.m. Anyone For Tennyson? "The World of Emily Dickinson"  
9:00 p.m. Hollywood Television Theatre "Me"  
10:00 p.m. Journey Through Eden  
10:30 p.m. Realidades  
11:00 p.m. Black Perspective on the News Evening Edition  
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# Business college pleased with new office location

By Mike Natter

During Christmas vacation the administrative services department was relocated in the old Irish "A" dormitory.

Department Chairman Lohnie

## More about

### Retiree recalls growth

continued from page 7

machines they have now. We did so much work by hand, it's unbelievable."

Svob, whose weather-worn white hard hat sports Sun Devil decals, always seems to be waving to someone or stopping to greet a friend as he walks across campus. "I have very many friends at ASU — terrific persons."

ASU has not completely lost Svob to retirement. He will work part time for the athletic department, helping to improve grounds around Sun Devil Stadium and maintaining the landscape.

Svob says his wife, Nadine, sees less of him now than before. "I do

## More about

### Profs tickets

continued from page 1

Hoult, while disagreeing with the suggestion to extract the fines from teachers' salaries, expressed little sympathy for the defiant professors.

"Having had parking experiences at a number of universities, my feeling is that parking at ASU is more available and less expensive than at any university I know of."

Mousser and Hoult said the Uof A has a policy of garnishing faculty members' wages in parking disputes. But Mousser said if a similar plan was adopted at ASU, "It would not be a first line of defense."

The anonymous professor who had difficulty obtaining a sticker said he had a "feeling they're trying to create a parking empire."

"They're creating a lot of problems so they can build parking structures and preside over them," he said. "If we are going to solve the problem, maximum concessions will have to be made to the students, faculty and administration."

Mousser said the administration is limited in what it can do to force faculty members to pay debts.

"We have a little higher degree of muscle with staff and students, but not with the faculty."

Colby said the problem will not go away until the University approves a master parking plan.

"Our policy is not to abuse anyone," he said. "But we can't pacify everyone. It's not an easy thing to work with. Someone's always going to feel jilted."

Boggs said he is pleased with the new location.

"You show me an office on campus that's as nice as this" Boggs said, as he gazed at the tapestries hanging from the walls of his new office. "We've got a

lounge, plenty of space and the most comfortable secretarial area on campus."

According to Boggs, plans for the move began last spring when the business college realized its building was overcrowded. "We knew we had a space problem," Boggs said, "And with the projected enrollment, it was determined that one department would have to move. At that point we volunteered to relocate."

Although the department is away from the main business building, Boggs does not feel it will become isolated.

"We go across the street each day for classes and meetings," Boggs explained. "This situation is common in most universities today. I think the new communication more than balances any possible isolation."

Irish Hall was constructed as a mens residence by the Works Progress Administration in 1940. The two-story stucco is located on

the south end of campus directly west of Goodwin Stadium.

Dormitories and citrus trees still surround the building. "There

have been no problems from our student neighbors," Boggs commented. "We haven't heard one bit of rock music."


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Photo by Marcia Prouse



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# sports



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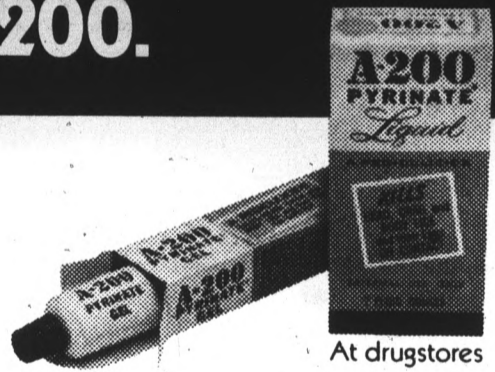
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# Devils' visit unpleasant

By Mike Natter

This weekend the Devil cagers learned again what had been already known. Albuquerque and El Paso are not the most comfortable places to spend a winter evening.

"We played well enough to win," said assistant coach Jim Carey. "But as usual it was the score that counted." ASU, now 1-3 in conference, lost to New Mexico 65-63 and then to UTEP 69-64.

ASU's three conference losses all contain similar patterns. The Devils, victimized by first half cold streaks, have staged second half come-backs only to fall a few points shy at the final buzzer.

"We haven't worked our offense well during the cold streaks," said Carey. "We've got young and old guys on our team. At times the older guys have tried to assume too much of the offensive load."

"The problem is our offense," said assistant coach Paul Howard. "The defensive pressure hasn't been excessive. We're prepared for the defenses we've seen, but for some reason we're deviating from our patterns."

"I can't explain it," said coach Ned Wulk. "We're executing reasonably well. We've taken good and bad shots, but we don't play as a team until the second half."

In Friday night's second half, a late surge spearheaded by Tony Zeno's 12 points, brought the Devils back from a 15 point deficit. Then a goal tending call on Zeno tied the score with 11 seconds to go.

ASU inbounded, and threw the ball away with just enough time for the Lobos to travel the other way and grab the victory on a last-second George Berry free throw on a Rick Taylor foul.

"We were trying to set up Gary Jackson one on one. We wanted a play that would give us either a foul or a shot," Wulk said.

"Jackson must have gotten mixed up because he ran the wrong play," said Taylor. "Scott Lloyd got the ball and threw inside supposedly to me, but I couldn't get it. I thought it was for someone else."

"I started the other way and Berry was about 18 feet from the hoop when he went up. I reacted and tried to block the shot. I don't think I fouled him. It was so noisy that we couldn't hear the buzzer or the whistle. We started toward the bench for the overtime and the ref told us there was a foul."

"In that situation you have to win or lose on the shot. Basketball is a split-second game, but I think we used bad judgment fouling."

"There's no excuse for losing a game when you have the ball with 11 seconds to play," Wulk said. "They had extreme pressure on us but you'd have to say a pass that didn't work

was forced.

"In 11 seconds we inbounded, called a time out, threw it away, and watched New Mexico go the length of the court to beat us. There had to be time in that sequence when the clock didn't run," said Wulk.

The following evening ASU had the unenviable task of battling back against the defensive-minded UTEP Miners.

"We played the best half of the season," said Carey, as the Devils rallied to within four after again trailing by 15.

"Our pressure defense came alive for the first time this season," Wulk said. "I can't

explain why we fell behind so quickly. It's like trying to explain why Fleming and Elliot

of Arizona didn't score a field goal against them the night before."

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medium-sized) business? Realizing every citizen has "a need to know," The Business Roundtable sponsors messages on how our American free enterprise system works. This month they will reason with the country's largest reading audience, in *Reader's Digest*.

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# Too Big or Not Too Big?

A FUNNY thing happened to John Hertz's little car-rental lot in Chicago . . . to Roland H. Macy's "fancy dry goods" store in New York . . . and to the Hoover people, in Ohio, once they started making that tin and wood "electric suction sweeper."

Their small businesses became *big* businesses.

Why? Because they filled a need. They did the job. People liked the way they did business, and their businesses grew.

Such growth, a logical and even necessary phenomenon in the private-enterprise system, seems sorely misunderstood today. "A growing volume of criticism equates bigness with badness," says Randall Meyer, president of Exxon Co. U.S.A. "Big business" is portrayed as a monster born full-grown, determined to snuff out little competitors and run roughshod over consumers.

Neither the historical record nor the economic and social realities of America today support such a view. Big business has not "cornered" the U.S. marketplace and work force. Bureau of Census statistics show that only 12,169 of more than three million U.S. businesses are "big"—that is, employ more than 500 people—while there are 1,722,250 small businesses with one to three employees. The "big" businesses employ 15.6 million workers out of a total work force of 86.6 million.

Nor has big business cornered the nation's wealth. The approximately 5 percent of American wealth (property, plant and equipment, and inventories) held by U.S. manufac-

turing corporations with assets of \$1 billion or more is slightly *less* than those companies had a decade ago.

Fears of big business often stem from lack of understanding of the basic economic reasons why some businesses grow big and others stay small. Big jobs, like the production of steel, chemicals or great quantities of such complex products as automobiles or television sets, require huge investments of capital, raw materials and managerial and technical skills. Indeed, looking to the world problems of energy, natural resources and the environment, one must conclude, as has noted historian C. Northcote Parkinson, that big business must grow bigger because "the research that underlies the discoveries, whether geophysical in Alaska, or chemical in West Germany, demands a scale of investment that is beyond the reach of the family firm."

But sometimes even relatively simple products, like razor blades or chocolate bars, require "bigness" because of the enormous markets that exist for them. Then, too, we are living in an age when the efficiency of bigness, the "economy of scale" as it is called, is vital if companies are to remain competitive. This is especially true where the competition consists of huge foreign combines backed heavily by their governments' treasuries. General Motors may account for 43 percent of U.S. auto sales, but it has only 22 percent of the world market. U.S. Steel is a domestic giant, but it has a tough time against such foreign concerns as Japan's Nippon

*It's time for facts—  
rather than illogical fears—  
about "big" business.*



Steel, the world's largest steelmaker. This same situation is faced by big American companies in other fields as they compete in a global market against giants such as Royal Dutch Shell, in petroleum and chemicals; Unilever, the huge British-Dutch food and detergent firm; Nestlé, the vast Swiss corporation. The enormous research and development required to compete in such markets is simply beyond the means of small companies.

On the other hand, there are innumerable tasks—the sale of consumer goods and services, home and automobile repairs, restaurants, to name a few—that can be handled efficiently by both small and large businesses in a local area.

It is important to realize that businesses big and little carry out their tasks in a vital atmosphere of interdependence. Small businesses, for example, would be much less prosperous without the tools, raw materials, finished and semi-finished products they purchase from big firms. As Leo McDonough, executive vice president of the Smaller Manufacturers Council (comprising 575 companies), says, "If there weren't a U.S. Steel or a Jones & Laughlin spitting out fantastic amounts of steel and keeping prices down, our basic-materials costs would be out of reach."

But big companies need little companies, too. In a typical year, 3M Co. uses products and services from more than 30,000 small businesses—such as Gopher Electronics Co., in Minneapolis, and Calumet Screw Machine Co., in Chicago. Hewlett-Packard Co. deals with 6000 small American companies in its electronics business.

But what about competition? Aren't the big boys stamping it out and virtually dictating prices? No. There are many energetic, clever people making a success in business despite the presence of "big guys" in the same field. Robert Cuff, president of Entron Controls, Inc., in Carol Stream, Ill., proudly points out that his industrial-controls manufacturing firm can and does compete with the giants in certain areas. It has even sold control devices to some of General Electric's own cor-

porate divisions. Says Cuff, "They buy from us—even though GE makes a similar product—because we can build it at a lower price and give faster delivery."

Remarks Irvine Robbins, of giant Baskin-Robbins Ice Cream Co.: "Sometimes when we get big, we get a little lazy, a little complacent." When his company grew big by concentrating on "walk-in, walk-out" ice-cream stores, Farrell's of Portland, Ore., moved profitably into the same market as BR with sit-down soda-fountain parlors. "They woke us up," says Robbins. "So we started concentrating on the fountain end of our business. The result was that we improved a little, and Farrell's is doing fine, too."

As to the charge that big business artificially keeps prices high, the facts again rip apart the rhetoric. A study by economist J. Fred Weston, of the University of California, Los Angeles, reveals that the heavily concentrated industries (big business) have held prices *down* better than smaller and less concentrated ones. In industries where the top four companies had at least 75 percent of the business, prices rose an average of 47 percent during the inflationary period 1967-1975. But in the least-concentrated sectors of industry, prices rose 70 percent in the same period. Leonard Woodcock, president of the United Auto Workers, admits: "The old anti-trust notion—that, if you break things up into small competitive units, you will have lower competitive prices—may be wrong. General Motors, the biggest car producer, is without question the most efficient and most able to hold down the cost of its products."

Whatever their size, in the end, businesses in America must pass the test imposed by the most affluent and sophisticated consumers in the world. Any business must affirmatively answer those old questions: Does it do the job? Does it deliver the goods? Does it satisfy *you*?

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