

thursday
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state
press

Tempe, Arizona

Arizona State University

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Fullinwider fighting short-weight artists

By Chet Barfield

Anyone who suspects the "quarter-pounder" hamburgers he or she has been buying in the MU actually may be "three-sixteenth-pounders" should call Pat Fullinwider, the new head of the state Weights and Measures Division.

Fullinwider estimated the Weights and Measures Division saves Arizona consumers \$3 million annually, often a fraction of an ounce at a time.

Fullinwider, a former member of the Tempe Union High School Board and wife of an ASU history professor, ran twice unsuccessfully in ASU's congressional district against House Minority Leader John Rhodes in 1974 and 1976.

She officially moved into her new job this week.

Fullinwider said she has no qualms about her transition from the public spotlight to the bureaucratic world of a regulatory agency.

"The Weights and Measures Division has tremendous power and scope," Fullinwider said. The agency is responsible for preventing consumer rip-offs by checking packaged items to determine the accuracy of the weight or volume on the label, and regulating all measuring devices in the state.

Ray Helmick, Fullinwider's right-hand man who is in charge of division field inspectors said, "The world functions on weights and measures. Every aspect of business and commerce depends in some way on weights and measures."

He said the only parts of consumers' lives that are not affected by weights and measures are "mind and soul."

Fullinwider's division has the power to lobby for or against the passage of laws concerning weights and measures.

"Presently Arizona has probably the best weights and measures laws in the country," she said.

But other states apparently, have not been as tough. According to Fullinwider, most of Arizona's short-weight items come from neighboring states such as California.

"We can't stop (these items) from coming in, but we can order them off the market," she said.

Large weight shortages are easy to spot, but, "It's the one-quarter and one-eighth ounces we're worried about," said Fullinwider.

"Suppose a package of

continued page 2

Location, sponsor sought

Radio organizers beset by problems

By Diane Mason

Promoters of a campus radio station are struggling to find a location and department sponsorship before they tackle their biggest obstacle — funding.

"We want to wait until we have all the bases covered . . . then we'll be right there asking for money," said Bruce Beighlie, who has been working on the station along with Ted Stratton for over a year.

He said if they do find a campus location and get department sponsorship, they will ask for funds from Associated Students at the First Council meeting in August.

Beighlie and Stratton surveyed a random sample of 238 students to develop a format for the station. Radio shows will use a progressive format with emphasis on rock, top 40, jazz, Country Western and classical music, he said. News would be broadcast three to five times a day for five to ten minutes with emphasis on local and campus news.

A number of hurdles

But a number of hurdles remain before the two students can obtain the funds and begin broadcasting.

They must find an ASU department that will sponsor them, according to guidelines set by Dr. Leon Shell, dean of students. Shell and Dr. George Hamm, vice president of student affairs, approve the funds allocated by ASASU.

Department sponsorship "is a prerequisite of any administration of funding," said Shell in April.

"We do intend to comply totally with Dr. Shell's request," Beighlie said.

But, promoters have had problems finding a sponsor.

Sponsorship by the department of mass communications looks doubtful according to a statement given by Dr. Joe Milner, department chairman.

Faculty overloaded

" . . . our faculty members are already carrying the highest work load of any department in the College of Liberal Arts. Most of our faculty members have at least 90 advisees; two have more than 100," Milner said in the statement.

He said the department could not sponsor the

station unless ASASU could provide money for an additional faculty member.

Speech and theater department faculty and students have shown interest in sponsoring the station "but I need to see a proposal," said Dr. William Arnold, department chairman.

"The mass communications department is more appropriate (for sponsorship) but we'll be glad to look into it," Arnold said.

Finding a location "has been a kink ever since we got started," Beighlie said. "I know of places that are available."

But, John Ellingson, physical plant director, said he could not think of any place available on campus.

Space scarce

Dr. Karl Dannenfeldt, vice president of academic affairs, said a request for radio station space has not been presented to him. But, he said, unused classroom space is scarce.

"There's a long list of academic needs (for classroom space) that aren't filled yet," Dannenfeldt said. No new buildings are planned for construction next year, he added.

Once sponsorship and a location are found, promoters will ask the First Council for about \$30,000 to \$40,000, Beighlie said.

Although the budget shows a need for \$58,235, this figure must be "taken with a large grain of salt," he said. Several Valley businesses have indicated they will donate equipment which will cut the cost of the station 50 to 70 per cent, Beighlie said.

Broadcasts only on-campus

Besides department supervision, the station also will be directed by a radio bureau set up by ASASU composed of three students, three faculty and a student chairperson appointed by the council.

All members of the station's board of directors and staff will be students except for one technical engineer.

The station will not need a Federal Communications Commission license the first year because lines will carry broadcasts only to dormitories, the Memorial Union and administrative buildings.

Station promoters said they will apply for a license from the FCC the second year to broadcast to the Phoenix area.



The finale

The rocket's red glare gives proof through the night the outfield is still there. The Fourth of July Weekend ended with a fireworks display at ASU's Packard Stadium. Photo by Greg Crowder.

More about

Fullinwider watches weights

continued from page 1

chicken is one-quarter of an ounce short. That's not much, but let's say the average family buys three chickens a week. Maybe they're only losing one-half of a cent, but when you consider how many chickens are sold throughout the state on a single day, let alone a month or a year, you can see how it adds up."

But in spite of the efforts of the agency's 19 inspectors, Fullinwider admitted consumers often are robbed. The inspectors cannot check every scale and every pump, she said.

Helmick estimated weights and measures bureaus such as Arizona's save every consumer about 25 cents per day on the national average.



Pat Fullinwider

Helmick said most short-weight fraud occurs in areas that are "high in cost and high in volume," such as gasoline sales.

"When you can regulate the large volume distributors, you get the biggest impact," Fullinwider said.

Fullinwider said her post is somewhat partisan in a

sense, since, "The governor has the power to appoint you, and he also has the power to ask you to leave."

"We are here to enforce the commitments he made to the people who elected him," she said.

Still, she said it is unlikely she would lose her job if a Republican governor were elected. If the entire staff was rotated with each election, "We wouldn't be able to do a very efficient job. We have a big responsibility," she said.

Fullinwider, who has campaigned for consumer and women's rights, said her liberal political philosophy will have no bearing in her new job.

"My guidelines are dictated by the statutes of the state. I can do no more or no less than those statutes allow," she said.

Fullinwider's predecessor, Richard Harris, received criticism from consumer groups for being soft on enforcing weights and measures laws.

"I have no way of being sure of what happened in the past," Fullinwider said, "but from here on out we're going to enforce the laws as best we can."

Reading Center clinics offer language skills

Reading clinics for elementary and secondary school students will be offered by ASU's Reading Center July 14 to August 12.

The clinics will provide reading therapy, remedial reading and learning programs, all aimed at making children better readers.

All the reading therapy is conducted on a one to one basis during the ASU summer reading clinics. A \$25 fee per student will be charged.

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Further information is available at the reading center, 965-7766.

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From National On-Campus Report

A glance at student issues

Blind group discriminates?

The University of Iowa's chapter of the National Federation for the Blind (NFB) has been turned down recognition as an official student group because its membership policies discriminate against people who can see.

Iowa's Student Judicial Court voted 4-3 to uphold the recommendation of the school's student activities board. A final decision will be made by the University's student senate.

The activities board adviser said the blind group's charter violates human rights by requiring the president and vice-president be blind, as well as half of its membership.

The local NFB president called the ruling "a defeat for the blind." The attorney for the NFB said the stance taken by the activities board was "alien to community life" and a violation of the group's right to form to share common interests.

"People who don't share the experience of blindness don't always understand it," the lawyer argued.

Profs rate highest

A major campus survey was done by the Princeton University newspaper this spring and was the source for a series of stories.

One part of the poll asked

students to give their opinion of various individuals and institutions.

In order, they ranked: faculty (87 per cent favorable rating); the basketball coach (81); "You, as a student" (70); President Carter (54); your resident assistant (52); the university president (51); the student newspaper (41); housing services (41); food services (28); and student government (8).

Sexual harassment

Six months after the president of the University of Delaware said he had received "between 30 and 40" complaints of sexual harassment of students by faculty during the past year, a faculty committee investigating the charges has called it a "dead issue."

Apparently, none of the allegations were substantial enough to thoroughly investigate.

An official of the university's Commission on the Status of Women said while greater awareness of the problem had been generated, no specific policies to deal with the problem had been implemented.

A check of numerous other campuses also failed to turn up any solid research on the problem. Most schools acknowledged that such in-

cidents occur, but misunderstandings, exaggeration and a reluctance to report incidents make the problem particularly difficult to research.

Lynn Farley, a New York City author whose book on sexual harassment will be published next spring, believes the problem has reached epidemic proportions and is especially overt at the graduate level.

Farley said students at the University of California at San Diego addressed the issue in 1975 with an "A' For a Lay Day" protest, but said most women can only protest by dropping out — leaving the problem back in the closet where it's always been.

Pot's popularity rises

Marijuana has been smoked at least once by 24 per cent of all adult Americans, according to a recent Gallup Poll.

Among adults under 30, 56 per cent have smoked, but among those over 50, only five per cent have sampled the weed. The 24 per cent figure for all adults compares with 12 per cent in 1973 and just four per cent in 1969.



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"When I die, if you would do two things in my memory: Pat a stray dog and wink at an ugly girl."
--H.L. Mencken

Penalty for rape?

Death is a "grossly disproportionate and excessive punishment for the crime of rape — no matter how depraved or brutal — and is forbidden by the 8th Amendment as cruel and unusual punishment." — Supreme Court Justice Byron White

At first glance, a recent Supreme Court ruling appears to minimize the damage inflicted upon a rape victim.

But a more in-depth view of the decision to bar the death penalty for rapists, is one of the best things the Supreme Court could have done for women.

It's true that some people with sick minds — who follow little girls home from school, chase women down in parking lots or make threatening calls to a babysitter and then follow them up — don't really deserve to live.

They cause victims to suffer terrifying fear and humiliation. And they put many women through trials where the victims have to recount again and again every ugly detail and defend their own actions. And they cause some victims — especially younger ones — future problems in relating to men.

And as though being raped wasn't enough, some women are brutally beaten.

But the death penalty doesn't help.

It inhibits juries from convicting rapists. After all, if the rape victim is alive and unhurt, she may eventually get over her frightening experience. A rapist will not "get over" the death penalty. Because many jurists felt the death penalty was too severe for the crime, they were willing to look at a rapist with a little more sympathy.

When the jury did convict a rapist, he was usually black — 90 per cent of the 455 men executed for rape since 1930 were black.

The death penalty may even encourage the rapist to kill his victim. If the possible maximum penalty for murder and rape are one and the same — death — a rapist might as well kill his victim and get rid of a potential witness against him.

A woman has enough disadvantages working against her in a rape — less strength and a judicial system which makes it difficult to obtain a conviction.

Fortunately, the Supreme Court's decision has removed this burden from an already unbearable situation.

—Diane Mason

Spy links denied

Contrary to recent reports, the **Summer State Press** has NOT been infiltrated by the CIA. At least, not yet.

The nation's Head Student, Tom Tobin, president of the Washington-based National Student Association, said during a recent visit to ASU, "I sincerely believe at this time that many people in student government and journalism work for them (the CIA) today."

Tobin also described ASU as "the perfect place" for CIA snooping because of the surrounding community's political conservatism and the high percentage of foreign students.

Not wanting to be accused of a cover-up, an intensive 10-minute internal investigation of **Summer State Press** staffers revealed: several journalism majors; a father-son relationship between an administration figure and a photographer; but no CIA ties.

Conspiracy theorists, therefore, should turn their attention to Associated Students. We demand a candid and forthright statement from ASASU leaders and hangers-on detailing all intelligence connections past and present.

We won't accept a whitewash in the Memorial Union. (Mark Barnes always DID sound like he had a trace of a Cuban accent. And what about those funny-looking cigars in the ASASU office...?)



Jack Lavelle

Bryant's juice high-priced

It used to be impossible to attempt to merge a good bargain with idealism. The cheaper item always gave somebody cancer, or contained an additive that would rot the teeth.

The stuff that was full of good natural ingredients always cost more.

Frozen orange juice, however, is different. It's all the same; it's orange, semisweet and has vitamin C.

Frozen orange juice is frozen orange juice is... but a spotcheck of three ASU-area supermarkets showed that Florida frozen concentrate orange juice is considerably more expensive than any brands bearing another state's name as the point of distribution.

That other state was California.

By this time, most people know of the Anita Bryant - homosexual controversy. Anita headed a campaign that successfully influenced the voters in the Miami, Fla., area to repeal a law guaranteeing equal rights for gays. She is attempting now to begin a nationwide movement to rid America of the deadly menace of homosexuality.

Bryant, besides being a former runner-up Miss America, or perhaps because of it, is paid \$100,000 a year by the Florida Citrus Commission to shill for its product.

A wire service story a couple of weeks ago quoted a Florida Citrus Commission official who said Anita's contract might not be renewed if her zeal exceeded her utility as a salesperson.

A Florida orange juice boycott would be a relatively soft commitment for university-types. Safeway, Lucky and Low Cost markets were checked for orange juice prices. "Tree Sweet" (Fla.) was the highest-priced frozen juice — a high of 41 cents per six oz. was recorded at Low Cost. The lowest was a Safeway

(Cal.) house brand, "Scotch Treat," at 29 cents per 6 oz. can.

Other Florida brands were similarly higher-priced than Western brands. "Minute Maid" was 38-39 cents, and "Tropicana" and "Donald Duck" were 33 cents. California brands like "Calfame" at 33 cents and "Belair" (Safeway - Cal.) and "Mayfresh" (Low Cost - Cal.) at 31 cents were so much lower in price for such a standard commodity that it would constitute foolishness to pay more than necessary.

The obvious explanation for the difference in price is that California is next door to Arizona, while Florida is a whole ocean away. So Florida orange juice, of course, is more expensive.

But...

Why do Arizonans pay more for Florida orange juice, the frozen kind? It is hard to imagine a family that sits around its table and compliments or criticizes Mom for the brand of frozen juice she bought this week. How real the ersatz pulp tastes!

This is an easy argument to make in the West. But if virtually no one bought Florida orange juice, the red-haired stranger might lose her honorarium.

Currently, Bryant may have enough homophobes in her treasury to withstand the loss of 100 grand.

But a Florida orange juice boycott might be contagious. Arizona citrus producers could find the prospects quite appealing.

Straights and even jock types can get behind this movement. It all makes cents.

The bottom line says it is just not nice to sign God's name to such a vile form of discrimination as the homophobia Anita preaches.

Besides, if you add four cans of water instead of three to that frozen glob that comes out of the can with such obscene sucking noises, you get a lot more juice.

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Guest editorial

Africa's racist policy violates human rights

Over the past two years, the racial tension in southern Africa stemming from the continuing presence of apartheid governments in Rhodesia and South Africa, has increasingly drawn the focus of the world to that part of the globe.

With the growth in concern has come a restatement of principle by those opposed to the governments of prime ministers Ian Smith and John Vorster, of the reasons why apartheid should end.

Two reasons usually are given. One is that Africa is "the black man's continent," while whites are "Johnnie come latelies" who act as a colonialist force.

The other reason is that in both countries, the blacks constitute a very large majority of the population; the whites, a small minority. This is the argument behind the repeated call for majority rule.

But would a system of apartheid be any less wrong if it were imposed in a northern European country, against a black population composing only a small minority of the country's people?

Would the fact that Europe is considered the ancestral home of whites; indeed, "the white man's continent," make imposing an apartheid system against the blacks there any less wrong?

Would the fact the overwhelming majority of the people are white, that majority rule does exist, make the imposition of apartheid against the small black minority any less wrong?

The answer is definitely NO. Because what is really wrong with apartheid has nothing to do with concepts of a rightful home

or majority rule. What is really wrong with apartheid is that it violates another concept — one that is very much an issue these days — that of human rights.

Apartheid is a policy of segregation and political and economic discrimination. It is a violation of human rights. That is the real reason why it should end.

— Alvin Rutledge

Women jocks get raw deal?

Editor:

We are a concerned group of ASU students who feel women athletes are getting a raw deal on campus.

Women's athletics are so far behind men's athletics in funding and publicity that it's an assault on women's rights. We see no reason why women's athletics can't be given equal opportunity.

Increased publicity through the *State Press*, could familiarize the campus as to what women's sports are doing, and hopefully create more interest among students. *State Press* coverage now is so minimal that very little of women's sports ever makes the sports page.

We urge those of you who agree with our view to write the *State Press* and demand more women's sports coverage.

Audrey Lieb
Bill Erb

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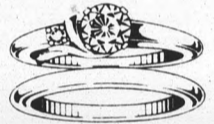
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Leisure

19th century operetta stays dim

Pirates and prudes, Japanese potentates and periwigged judges — the budget was all in the costuming and the years of training that brought the seven members of "Opera a la Carte" to the Gammage stage last Thursday night in "Gilbert and Sullivan Highlights."

The show's slow start can be attributed to a strikingly bare stage (prompting comments from people around me) and some wooden acting. Worse, the words with their trippingly intertwined wit were usually inaudible from my 16th row seat. Because of the use of only one

overhead mike, that situation kept on all night.

The composer, Sir Arthur Sullivan (1842-1900), and the librettist Sir William Gilbert (1836-1911) wrote 14 comic operas together, even (as we were told) while they were quarreling. A revue like this is a survey of the artists' work. It intends to set out the best once again, either for those who have never seen it (most people these days) or for those who want to re-taste it.

The nature of a revue is not to show art but skill. It says nothing about the wholeness of a

work and much about the craft of the artist. Watching a revue is a bit like examining pot shards and inferring the original pot. By definition, it lacks certain satisfactions.

My impression is that director Richard Sheldon put the company together because of his personal satisfaction with the Gilbert and Sullivan canon. But what was seen was mainly the particulars of the actors/singers' skills, only a dim indication of Gilbert, and a piano version of Sullivan. Most visible was a panoply of Norris Freed and Nina Kirsanoff costuming, for the feeling of place and time of each operetta was supplied by these.

The admirable singing of the company was brightened by the artistry of Sheldon and Joel Pressman, both baritones. Thoroughgoing entertainers, their clear articulation, character portrayal, and the expression of response through movement, all contributed to consistently satisfying theater.

The others (Nita Danoff, Elsie Ellis, Paul Harms, and Michael Gallup) seemed insignificant beside them.

In a more intimate hall, the work of the company would have seemed more immediate, their words discernable. "Opera a la Carte" gave a lot and had a lot to give. Still, the effect of the whole was remote. The Gilbert and Sullivan worlds weren't there at all before the Gammage velvet lifted, but as it was, they were only dimly seen.


—Roberta Bender

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Calendar, July 7-13

Now through July 17, "Try to Remember," a revue of Schmidt and Jones ("The Fantasticks"), Lyric Opera Theatre, Music Theater, W-S, 8 p.m., Sun., 3 p.m.

Now through July 22, Martha Rosler's "Photos/Video," MU Gallery, M-F, 10 a.m. - 3 p.m.

Thursday through Saturday, Jules Pfeiffer's "Little Murders," "Where's Poppa?" - Valley Art Theatre.

Saturday, Kris Kristofferson and Rita Coolidge, Phoenix Civic Plaza, Exhibit Hall, 8 p.m.

Saturday, Peter Frampton, Coliseum, 8 p.m.

Saturday, Jerome/Pioneer tour, MU Scenic Tours.

Saturday, "The Shaggy Dog," MU Movie House, 2 p.m.

Saturday-Sunday, "Won Ton Ton," MU Movie House, 7 and 9:30 p.m.

Sunday-Monday, "Putney Swope," and "Flesh Gordon," Valley Art Theatre.

Tuesday-Wednesday, "Lawrence of Arabia," Valley Art Theatre.

Wednesday, Loretta Lynn and Conway Twitty, Coliseum, 8 p.m.

Wednesday, K.C. and the Sunshine Band, Civic Plaza, 8 p.m.

Wednesday, Joan Baez, Celebrity Theater, 7 and 10 p.m.

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Cosby maturing; still fun

By Roberta Bender

In his crisp, white linen suit, short cropped hair, skin a little darker than honey, the first thing Bill Cosby did Sunday night at the Celebrity Theater was to do something for himself.

Setting the volume of the mike, he good-naturedly set the sound technician straight: He had to let the knobs alone, no matter what.

Odd, I thought, to bring rehearsal into public space. But soon it was clear that no rehearsal was needed. His show is Cosby being himself, like any good teacher in front of a class. He was "on," and right on.

The technician cringed, since the second thing Cosby did was to put the mike in his open mouth and blow. We got used to it. The mike is a major part of Cosby's act. He speaks dialogues by changing voices and volume for each character. The "Chancellor" at each of his three university graduations (mike at Cosby's lips) was sure, low, and loud. The "Valedictorians" (mike at almost belt level) were pseudo-sure, high, and whiney.

The valedictorians talked about "going forth," "shaking the system until it crumbles," "making changes in the world." From Cosby's B.A. (Temple University) in 1964, through his M.A. to his Ed. D. (University of Massachusetts), nothing much had changed.

So, he asks, "What is going forth?" and then, "and into what? — There's nothin' there but the parking lot!"

Not much later he tossed off without particular emphasis an observation that seemed pretty close to his core: "The minute you talk about the system, you're talkin' brick walls. If you talk

human being, there's someone to talk to."

His humanism may account for his non-militance. If you believe in people, you hardly ever fight them.

And the Class of '71 had something to add: "We don't know what we're doin', but we're goin' to give it a shot." Cosby's approval of this parenthesis of sanity in his school years was tacit. The Class of '71 had his kind of confidence.

Cosby's entertaining has changed, it seems, to include more of the contents of his mind. He still does stock pieces on how it feels getting drunk or sitting in a dentist's chair.

But the richest of his fare is in high spirited joking and impersonations of his current concerns. Behind generational habits in Jello eating, lies an understated reminder of cancerous Red Dye #2. On the absurdities of American habits, in this case, the uses of marijuana — "Other cultures, they have a few hits and sleep. It's for the sleep and the dreams. Americans have a few hits and go out to a show and try to maintain."

On childhood fear: "Do you realize how funny we'd look if Mother did everything she says she'll do," — he changes his voice — "I'll knock your block off." On aging, "Everything that is, soon will was." On adolescent superiority: "Dad, you're only as hip as your moment, and it's all going to us."

These are the concerns of a man turned 40, an ethical and perceptive man, who happens to be a natural teacher in a gala setting.

Cosby is supremely confident, clear in his way

continued page 8



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More about

Dr. Cosby's revelry refreshing

continued from page 7

of seeing and saying. The laughs, like waves through the circularly seated crowd at the Celebrity, were laughs of recognition and relief. We were pointed at and purged:

On scolding — "I love the way mothers run out of breath while still talking."

On kids — "They turn the stereo up so loud they talk on the phone with a finger in their free ear."

On hierarchy — "Fathers are the only ones

allowed to have gas."

For those of us like the valetictorians, who take life so seriously, Cosby's message and his method are clear: That high-minded ferocity for values is too much pressure. Instead, Be Simple. There's freedom in that.

On my charts, Cosby gets a summa cum laude. For years, presumably, he's been living "Be Here Now." And now on stage, he combines pure ethics with pure pleasure.

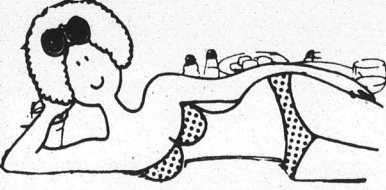
LOT revue performing final offering

"Try to Remember," the final show in the Lyric Opera Theatre summer series, opened July 6 for a 10-day run at the Music Theatre.

The LOT original revue features music from the Tom Jones and Harvey Schmidt hits "The Fantasticks," "Celebration," "I Do! I Do!" and "110° in the Shade."

Curtain time will be 8 p.m. Wednesdays through Saturdays and 3 p.m. Sundays.

Newcomer Nancy Taylor joins LOT veterans Sterling Tinsley, Christy Welty, Tom Graves and Jerry Harkey in the "Try to Remember" cast.



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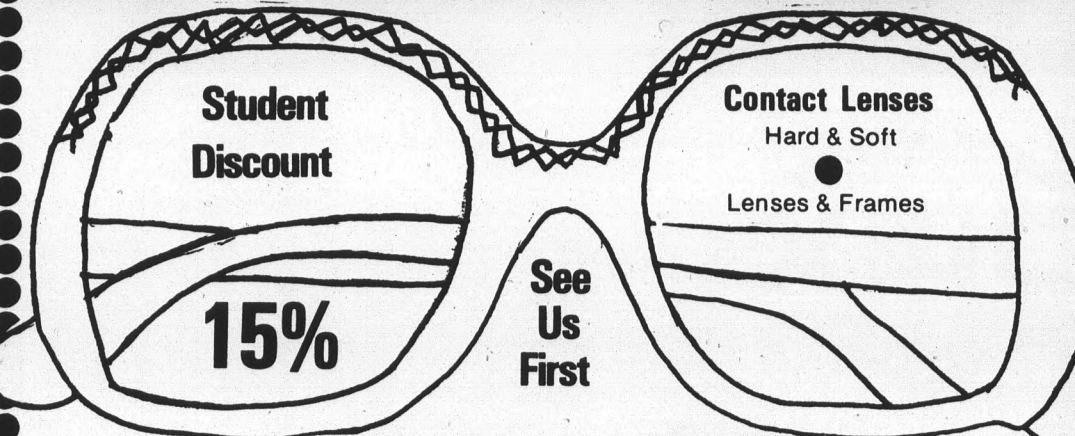
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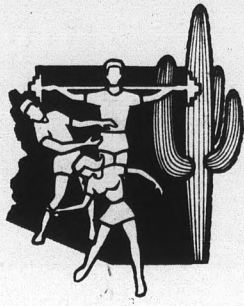
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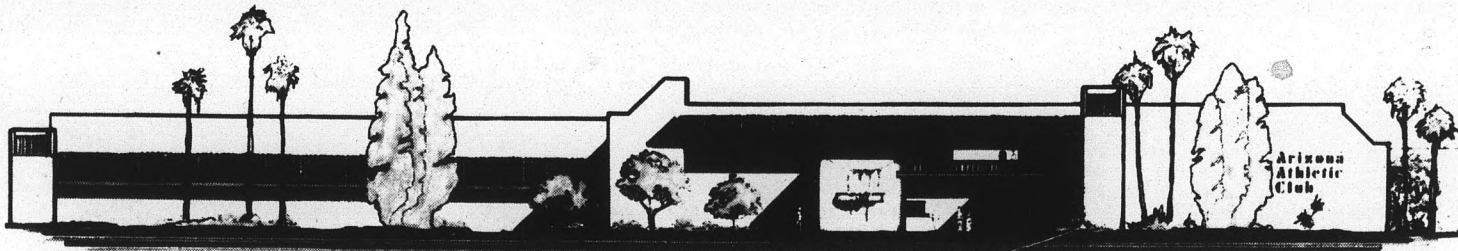
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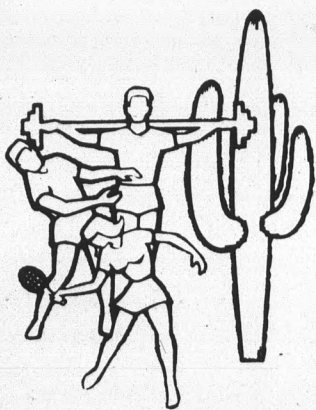
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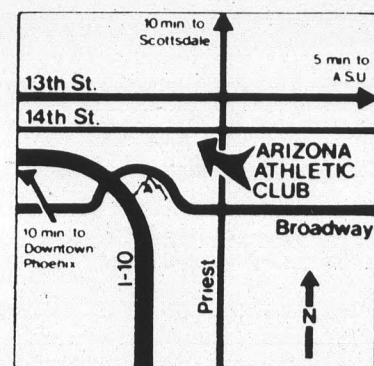
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Workshop to study needs of America's fatty crowd

It's no secret: The third party in most modern love triangles is the family refrigerator.

The uncomfortable fact is that more Americans are having affairs with food today than with other peoples' wives or husbands. And for a nation that embraces diet fads as if they were religions, it seems schizophrenic.

So it's not surprising the newest dieting approach centers around the psychological technique known as behavior modification, and — for a change — health professionals approve it.

Behavior modification therapists maintain that overeating, like most human behavior, is psychologically programmed into a person's lifestyle.

The trick is identifying which situations trigger the overeating syndrome, and finding ways to short circuit the response.

An ASU home economics instructor, Susanne Cheung, has been working with local doctors providing behavior modification therapy in weight control programs.

"If a person is used to eating

peanuts and drinking beer while watching television, I may recommend moving the television set, or sitting on the floor for a change," she said. "Anything to change the automatic urge to overeat into a conscious decision."

Cheung said behavior modification therapy promotes gradual, but long term changes in a person's living pattern.

"It's a matter of changing the tapes in their internal programming," she said. "It's not a diet program by itself."

The process has generated so much interest that Cheung expects at least 100 dietitians,

nutritionists, and others with professional interest in treatment and control of overweight to attend "A Workshop on the Management of Obesity: A Practical Approach to the Use of Behavior Modification in Weight Control Programs." It will be held next Thursday through Saturday at the Mountain Shadows in Scottsdale.

According to Cheung, who is acting as conference coordinator, participants can expect to learn how to incorporate behavior modification therapy into their present programs or how to design whole new programs around the technique.

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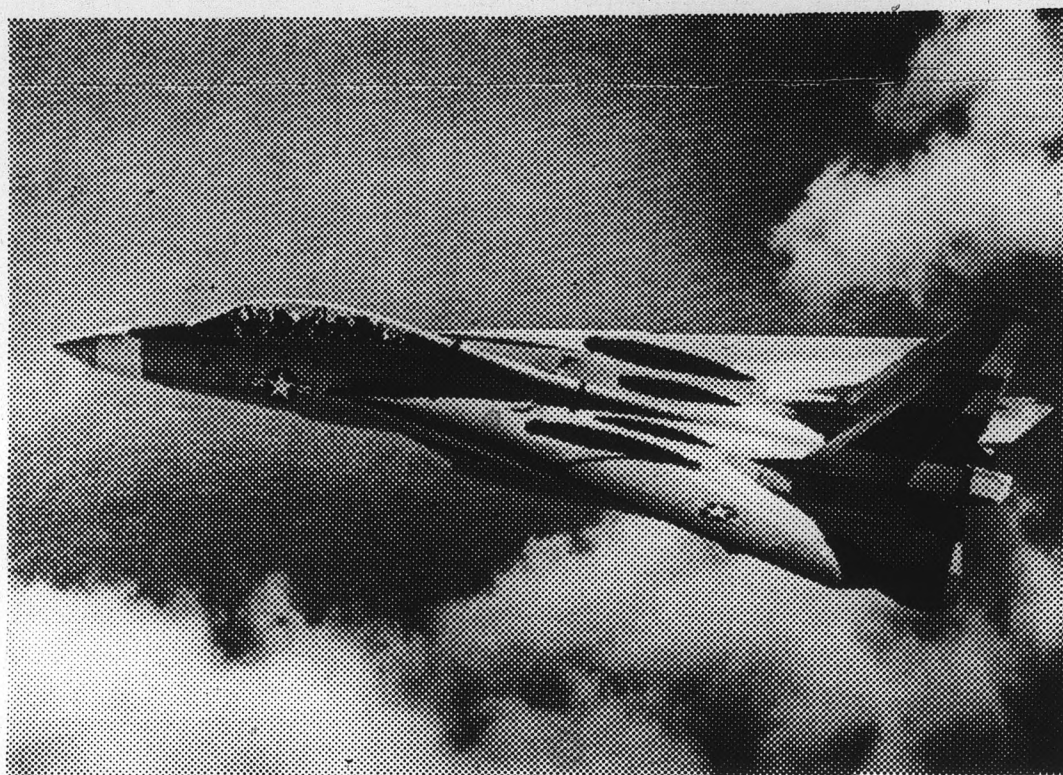
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