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Moonies may be granted rights to solicit door-to-door donations

By Mary Connell

Followers of the Rev. Sun Mung Moon will soon be free to solicit door-to-door donations in Tempe if the City Council decides to ignore recent canvassing infractions and believe a promise to play the game by government rules.

"If they (Moonies) can meet the standards, they'll get a solicitation permit," said Tempe City Attorney, David Merkel.

"The ball is in their tennis court. I have advised my clients (Tempe City Council members) that so long as these people conduct their canvassing activities in an honest and candid fashion, that is the extent of our legitimate concern," he said.

Merkel said he advised the Council to steer clear of emotional issues relating to religious beliefs when considering the Unification Church's application for a solicitation permit in Tempe.

But, Merkel said, four documented episodes of Moonies soliciting donations in Tempe over the Christmas holidays without a permit and without properly identifying themselves could motivate the Council not to honor the group's request.

Merkel said a Tempe woman called him in mid-December to report a "polite, good-looking young man" had approached her and attempted to sell her a "jaranium," or plastic flower in a glass jar.

"The woman apparently was a 'born-again' Christian and had plaques on her wall identifying her as such," Merkel said.

"The man saw these plaques and started talking the vernacular of that group, saying things like, 'Praise the Lord!' in what appears to be an attempt to mislead her, saying he was a 'born-again' Christian.

"He acted like he was soliciting money for young college students, but she began suspecting that he

wasn't everything he said he was," Merkel continued.

"She asked him three times if he was a Moonie, because she remembered seeing in the newspaper the description of 'jaraniums' Moonies had been selling. At first he avoided the question, and finally said he was."

A few days later another woman, who identified herself as a former high-ranking official in the Unification Church, called in a similar incident, Merkel said.

And on Dec. 27, Tempe police arrested 28-year-old Scott Harold Poley McKenna for soliciting money at a local bank. McKenna was in a wheel-chair by the drive-in bank, Merkel said, but when police approached him he got out of the chair and began walking.

The most recent documented evidence of Moonies canvassing donations in Tempe occurred Monday, Merkel said.

"A lady called and said an individual appeared at her door asking for money," Merkel said. "This person was candid and identified himself as being from the Unification Church.

"The individuals in the first three cases seemed to be misleading people by not identifying themselves as Moonies," he added.

Although Moonies have constitutional rights to practice their religion, the four documented episodes will not help their permit appeal when the application comes up for review at a Jan. 26 Council meeting, Merkel said.

"These activities were going on at the same time I was negotiating with their attorney in Beverly Hills in writing and on the phone," Merkel said.

"One concern the Council has is that the organization has control over the way their people operate when out in the field."

"It is not our function to make a judgment on anybody's personal brand of religion.

"They have certain constitutional rights guaranteed in practicing freedom of religion," Merkel said, "and we don't want to impair or impede these rights."

The Unification Church was granted a Tempe solicitation permit in July, 1974, but this was revoked in March, 1976, when the Moonies were accused of not following government rules.

"Members of the group were going to doors and misleading people by not identifying themselves as Moonies," Merkel said.

"They said they were trying to get donations to put students through college."

A permit application filed last October was not granted the Unification Church because the Moonies did not show legitimate interest in complying with Tempe regulations for use of such permits, Merkel said.

"The Council asked them for assurances that the solicitors would properly identify themselves and have some degree of financial accountability for the money," Merkel said. "One of their spokeswomen was to have appeared with answers to these conditions a week later, but no one ever did.

"They didn't show the interest, so that extinguished the permit squabble — for then anyway," he said.

The Council may grant the permit next week if the group's intentions are sincere, said Tempe City Council member Patricia Hatton.

"They originally were soliciting and not representing their members, but if it gets to the point where their attorney accuses us of denying them their right to religious freedom, we probably will have to grant them the permit."

To burglar-proof homes

Security advice offered

Tempe residents who want to burglar-proof their homes or apartments can obtain security advice from the Tempe Police Department.

Officer Larry Rodriguez, Tempe's crime prevention officer, said, "When the resident calls me, I conduct what is called a security survey. I go down to the home or apartment and suggest what people can do to make it safer."

Rodriguez said he has conducted this program for several years and receives many calls, but few are from the Sin City area.

"This is due to the large turnover of students living in the area," he said.

The first thing Rodriguez tells the occupant during the survey is to always make sure to lock doors and windows.

Students in the apartments near ASU tend to be too trusting of their neighbors and don't always lock the door when they are going to be gone for a short time, he said.

"When they come back, they find their stereo missing, or maybe someone waiting for them in the apartment," Rodriguez said.

Most locks on apartment doors are inadequate by Rodriguez's standards, but students can make their apartment more secure by having a dead bolt installed. He said these cost about \$15, but can run as high as \$70-100.

"A dead bolt lessens the chances of burglaries a great degree, but many students don't want to go to the expense of installing one because they are just leasing the apartment," Rodriguez said.

He said he is in the process of contacting apartment managers in the area and asking them to aid in insuring better security of the apartments.

Although the students must pay for the bolts, Rodriguez said managers would be willing to help with the installation.

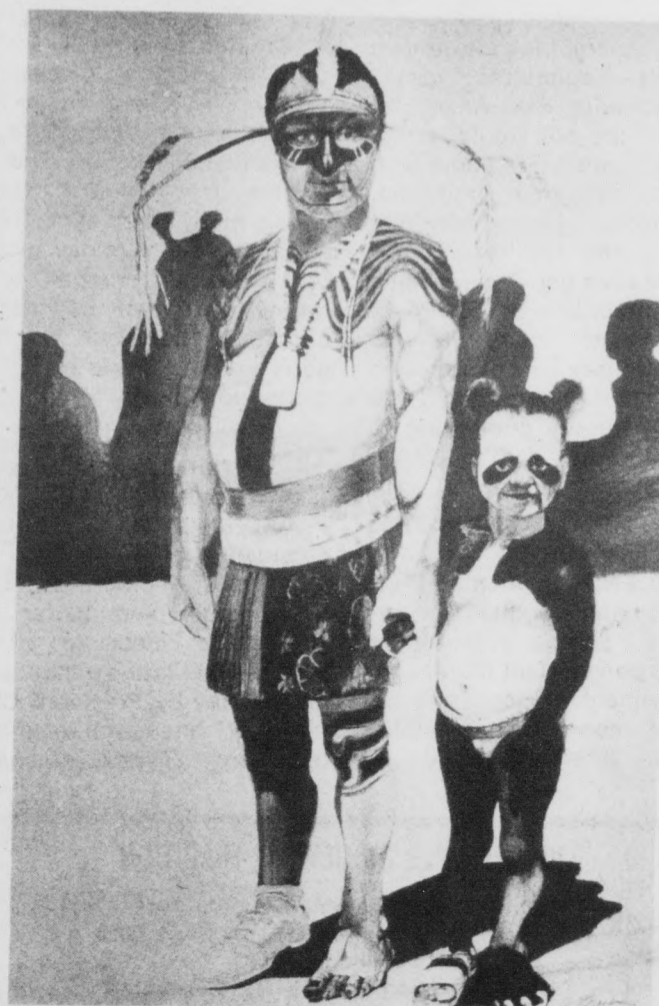
He added, "I can show the occupants all sorts of little tricks for window security." For sliding windows, which he said are simple for a burglar to merely lift out from outside the apartment, he recommends slide blocks.

Slide blocks are small metal blocks, costing \$1, that screw into the tracks of the sliding window. They can be adjusted so the window can be opened slightly for ventilation, but not enough to enable a burglar to lift out the window.

"Nothing is really burglar-proof. A burglar could always kick down the door or break a window, but he would risk being seen or heard by neighbors, and he usually doesn't want to take that chance," Rodriguez said.

But the majority of burglaries in the area are a result of carelessness.

"People just aren't security conscious," he said.



Odd Couple

Entitled "The Raising of the Fetish," this painting by Ka Graves is part of the exhibit appearing in the MU Art Gallery through Sunday. Related story pg. 10.

In the news briefly

from the Associated Press
and Collegiate Headlines

FLYNT BUYS NEWSPAPER

ATLANTA — Hustler magazine owner Larry Flynt is buying the Atlanta Gazette, an alternative newspaper, and has hired state Sen. Julian Bond as a contributor, it was announced Tuesday. The newspaper purchase is Flynt's third in the past month — he has also bought The Los Angeles Free Press, also an alternative newspaper, and the Plains Monitor, the paper in President Carter's hometown. Richard Brown, editor and publisher of the 35,000-circulation weekly, said he would retain control of the paper as editor-in-chief. Brown described the paper as "an alternative newspaper in the mold of the Village Voice" in New York City's Greenwich Village. "I think it's part of your typical city magazine that you're seeing all over the country. We do some hard news, some muck-raking. We cover the cultural scene."

MOTOROLA WORKERS LAID OFF

PHOENIX — Two hundred workers were laid off Wednesday at Motorola semiconductor plants in Phoenix and Mesa, said Walter Schuch, company director of communications. Some of the workers, mostly engineers, clerical and technical, may be hired by Motorola's Government Electronics Division in Scottsdale, which has some openings, Schuch said. "The cutback is needed to keep operating costs in line with the current level of production and sales," Schuch said, reading from a prepared statement.

WEST-PHOENIX CAMPUS BILL INTRODUCED

PHOENIX — ASU would be operating a west-Phoenix campus in three years under one of several bills introduced in the Legislature today. Sponsored by Sen. Ann Lindemann, the bill would establish a committee to find a site, develop academic programs, organize a campus administration, hire faculty and formulate a budget. The measure also authorizes the Board of Regents to issue revenue bonds to pay for construction costs and appropriates \$2 million for the committee to do its work and purchase land.

UNEMPLOYMENT RATE DROPS

PHOENIX — Arizona's unemployment rate dropped from 6.7 percent in November to 6.3 percent last month, the Department of Economic Security reported today. Merchants hired thousands of

extra employees to handle holiday shopping, contributing the greatest single boost, said Dan Anderson, department analyst. In Maricopa County, the jobless rate dropped from 6 percent in November to 5.7 percent in December, the first time in four years that the Phoenix-area figure has dipped below 6 percent.

HOOVER SEETHED CRITICS

WASHINGTON — J. Edgar Hoover seethed with disdain for prominent critics who accused the FBI of bungling the investigation of the murder of John F. Kennedy, bureau files showed today. The angry memos exchanged among Hoover and his closest associates resort to harsh name-calling to describe such critics as Mark Lane and Dick Gregory. Those memos are part of the 58,754 pages of files that the FBI made public to comply with requests under the Freedom of Information Act. In the year following the murder, Lane and Gregory launched well-publicized theories that a conspiracy lay behind the assassination and that the FBI, and later the Warren Commission, failed to uncover it. Others, including author Edward J. Epstein, found fault with the commission's report.

GUN CLUB NAMES WINNERS

NEW YORK — A gun club that awards people who shoot other people — and has trouble finding willing recipients — has named two more winners. At least one has accepted his plaque and \$200. Victo Periu, who says he is tired of "punks who go around robbing people," was presented the "Courageous Citizen Award" at his Brooklyn delicatessen Tuesday night. The 6,000-member Federation of Greater New York Pistol and Rifle Clubs gives the awards to try to encourage the use of firearms to repel intruders. Periu wrested a revolver from one of three young men, then shot them all, at the deli Monday night. The three — charged with robbery — were in critical condition Tuesday. "I'm not sorry I did it," Periu said. "I'd gladly do it again."

PRESIDENTIAL INAUGURATIONS TO BE IMPROVED

WASHINGTON — Future presidents, Republicans as well as Democrats, can have bigger and better inaugurations because of a \$700,000 trust fund announced Wednesday by President Carter's 1977 inaugural committee. Bardyl Tirana, co-chair-

man of the Carter committee, told reporters at the White House that the new "Jimmy Carter Inaugural Trust" should provide at least \$140,000 to \$150,000 every four years to help finance all future presidential oath-taking celebrations. Tirana said creation of the trust was made possible because the Carter inaugural collected \$820,000 more than it spent.

SCHOOL DOES OWN TOWING

AMHERST, Mass. — If you can't beat 'em, join 'em. That's what students at the U. of Massachusetts have done in the unpleasant matter of having illegally parked cars towed from campus. The student senate approved a \$35,000 allocation to purchase and maintain its own fleet of tow trucks. Under the plan, illegally parked cars will still be towed and the owner will still be responsible for a towing fee. But there may be some consolation in knowing that the money is not going to some cold-hearted off-campus tow truck operator. A petition of over 7,800 student signatures supported the new student-run towing service. Speaking in favor of the plan, one student leader pointed out that the students running the service are likely to be "more sensitive" when towing away their peers' illegally parked cars.

FONDA'S SPEAKING FEES WITHHELD

KNOXVILLE, Tenn. — The Dow Chemical Company would love it. Jane Fonda may not get paid for her recent speaking engagement at the U. of Tennessee. The Dow Company recently withdrew a contribution from Central Michigan University after Fonda spoke there on "corporate tyranny." Now, Fonda's \$2,250 fee is being withheld at Tennessee after she spoke on the same subject. But it isn't because the sponsoring

group, the Women's Coordinating Council, has anything against Fonda's views on corporations. They are balking at paying her because they say they contracted her to speak on the topic "Women in Transition," not the evils of big business. The university

group also claims Fonda did not participate in some of the other activities specified in her contract. Dean of Student Activities Phil Scheurer said Fonda's agent and attorney have been notified of the women's group's dissatisfaction with the engagement.

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Design classes are reinstated

By Mark Scarp

Sixteen design science courses that had been canceled after publication of the spring schedule last fall have been reinstated, the chairman of the design science department said Wednesday.

Five sections of ART 141, Design Graphics; five sections of IND 160, Sketching & Drawing; and one section each of ART 242, AVC 221, AVC 222L, IND 112, IND 161 and IND 402 are now available for student enrollment, said Dr. Vaughn Adams.

Since the department was established within the College of Architecture last year, using faculty and staff from the College of Fine Arts and the College of Engineering and Applied Sciences, funds originally thought assigned for the department were not appropriated, Adams said.

The new department then had to cancel 25 courses.

"When we thought we had the money, all 25 courses were listed in the schedule," he said.

After the department canceled the classes, many student complaints arose, Adams said.

"There was a great deal of dissension from students,

particularly in our pre-professional program. But now that most of the courses have been reinstated, things have calmed down."

Adams said little or no faculty dissent arose because most of the instructors for the courses in question were employed only part time by the department.

"They wouldn't have suffered any economic loss," he said.

The nine courses still canceled were not required courses for the major, "and their loss shouldn't impair the teaching effectiveness of the department," he said.

Adams commended the academic vice president's office for locating the funds to reinstate most of the courses.

"That's really our job," said Dr. Mathew Betz, assistant academic vice president. "We had to transfer money from a few other colleges to (the College of) Architecture. Sometimes the amount of money allotted a department exceeds budgetary estimates, and sometimes it is less. When it's less, it's our job to try and find funds for departments who need them."

University takes bids for building of facility

In a brief meeting Tuesday, Jack Penick, vice president of business affairs, opened the bids for construction of a three-story classroom building.

The E.L. Farmer Construction Co. bid \$4.3 million, Olson Construction bid \$4.2 million and the M.M. Sundt Construction Co. bid just under \$4 million.

"I guess we just used a sharper pencil," said a representative of the Sundt company.

Penick said the details of the bids would be evaluated by the University staff and the award of the contract would be announced within the week.

"Usually the contract goes to the lowest bidder," he said.

Chuck Mason of the planning and construction office said he is happy with the bids, even though they exceed the allocated funds by approximately 5 percent.

Construction of the building is tentatively scheduled to begin Feb. 6 and should be completed in 14 months, Mason said.

The new building will house the geography department and 17 general classrooms. It will

have approximately 75,000 square feet of floor space.

Unfortunately, the building will eliminate 1/3 to 1/2 of the parking spaces in the parking lot east of the engineering building, Mason said.

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Shuttle bus

A new solution for an old problem

Today marks the initiation of a new project at ASU — a shuttle bus system aimed at finding a solution to the growing parking dilemma.

At least it's a tangible effort. University officials and student groups have been squabbling for years over parking plans and codes — with little apparent productivity.

Meanwhile, parking lots are shuffled periodically, displacing commuter parking lots further and further from the campus.

To encourage students to park in the far outreaches of the University — namely, the far lot near the stadium — two deluxe Greyhound buses have been rented, for a mere \$18,000 a semester.

It's an experiment to see whether students would park out there if they could get a ride in. If the idea is popular, the University may buy Disneyland-like trams, which would pay for themselves over a period of time.

Planners hope the buses will induce students to use the free lot, which accommodates about 4,000 cars but is seldom filled.

The shuttle plan seems like a good idea, for the most part, but it is also a gamble with a substantial amount of money. Proposers anticipate that about 1,000 students will use the buses each day.

If this is a conservative estimate, the service will cost the University a few cents per student. But if students continue to

bypass the lot, thumbing their noses at the buses, the idea could be another Edsel.

But at least it's a stab at easing a problem that gets more complicated and critical each year. There aren't enough parking spaces to accommodate the majority of commuter students, most of whom drive to school solo and insist on parking close.

The problem is partially the result of the enrollment growth, which has refused to level off. Besides bringing more cars it brings more students, necessitating additional classrooms.

So it seems there is no way to go but up with buildings and out with parking. And it doesn't look like the University will have an easy time acquiring additional land in the near future.

Residential and commercial property lining the campus would be too expensive to buy, especially since some of these areas now are going through renovation measures.

And even if ASU could get some inexpensive land, it would still be difficult to attain. If Gov. Bolin has his way, the universities will have to struggle just to get enough money to survive this year.

It appears that the most practical long-range solution would be multilevel parking somewhere relatively close to the campus. This also seems a long way off, since money to run the facility would be hard to come by.

In the meantime, something must be done. There's no question about that.

But one wonders if all other viable approaches were considered before the shuttle bus plan was given the go-ahead. There are several University-owned buses that probably could have been used for the experiment. Officials say these are needed for field trips, but two of them wouldn't be missed for a few months.

And why are we renting deluxe model Greyhounds, complete with plush seats and air conditioning? The eventual plan calls for open-air trams, anyway, so why didn't we rent some of those? The buses were rented for convenience's sake — they come complete with drivers. But they're difficult to maneuver and cumbersome to board.

Again, the basic idea is a good one — it is not being criticized. Jack Penick, vice president of business affairs, is the first to admit that the buses are not ideal, but it is a step in the right direction and he should be commended for his efforts.

Students should take advantage of the plan. Proposers want feedback and here's your chance to give it to them. Let's show them students are genuinely interested in investigating any viable solutions to the problem.

Maybe the shuttle bus proposal isn't the best we can come up with, but it's a start.

The worse that can happen now is nothing happening at all.

Opinion

state
press

"Rock journalism is people who can't write interviewing people who can't talk for people who can't read."

—Frank Zappa

The year in review —

Songs we'll never quite hear on the radio

It's that time again, folks.

With the passing of the late, unlamented 1977, it's only proper and fitting for us to review a few of the more forgettable tunes of the year. These are the songs that never did quite make the Top 40 charts . . . and for good reason.

They stink.

But, for nostalgia's sake, let's at least take a moment to rehash them one last time with the old auld lang syne spirit. Yes, you have to. No one will be excused early. Ready, maestro. And a one and a two . . .

1977 was a year in which ASU came under national and local scrutiny for alleged telephone violations by 11 of its football players, which landed almost all of them jail threats from Ma Bell and Maricopa County court jesters. This led to the following ditty. (Sung to the tune of "Hey Jude.")

Hey guys, Don't look so sad. Take a bad rap and make it better. Remember to keep your underwear clean. Use Afro-Sheen and write home to mother.

Hey guys, Don't feel so framed. You were made to dial with your fingers. The minute you square up on your bill, then you can still place one long distance .

And any time you feel the pain, Hey guys, abstain. Don't swallow their meals of bread and water. For well you know that it's a fool who barfs and drools while stuffing his yap at training table.

Hey guys, don't let Frank down. You can get sprung and still make practice. The minute you ink a personal check Then you can bet they'll get you even better.



It also was the year capital punishment came back into vogue (and I'm not referring to the lawmakers of Washington). Electricians and sheet makers for hangman considered it their

best financial period ever. This inspired the following rhapsody, sung to the tune of "Wichita Lineman."

We are hangman for the county, We'll string you up by the toe, You can hire yourself a lawyer Or hustle up a little more dough All we'll say is "no."

Still, we're hangman for the county, Last year we weren't for hire. Then the mayor's office told us That we'd have to "play ball" or retire. That meant working for a living, We didn't have that in mind. So we're now Arizona's finest Just waiting for the next big crime.

It also was the year of the rise— and demise — of Bert Lance, which struck chords of national disharmony. And it was Bert's pratfall which set us to a musical mood (to the tune of "Bye, Bye, Blackbird").

Things looked bad for old Bert Lance So we said through song and dance, Bye, Bye, Bertie. The press was digging up some dirt That's what hurt good old Bert. Bye, Bye, Bertie.

Last December Bert needed some money So he took a loan which did look funny. Now he's paying through the nose, Say so long, there he goes, Bertie, Bye, Bye.

Bert, the way you ran your bank Has cost you your White House rank, Bye, Bye, Bertie. Though you may be Jimmy's friend You're face to face with Big Bert's end, Bye, Bye, Bertie.

The reason that old Bert has lost this scrimmage Is this don't look good for Jimmy's image, So this could be our final chance, Wave bye bye to old Bert Lance, Bertie, Bye, Bye.

— Walter Berry

In your behalf

Tips on buying insurance

ASASU Consumer Services
First of two parts

While the average family is financially unable to handle a long-term illness, a legal suit stemming from inadequate car insurance, or the death of the breadwinner, few consumer purchases are more confusing or require more careful study than insurance policies.

Although policies vary depending upon a person's residence, insurance company and personal insurance needs, there are some basic facts everyone should know about insurance policies in order to select the policy best suited to their needs.

In considering a company, one should find out if the company is licensed within his state. If you have a complaint against a company licensed in your state, the state insurance department can handle it. In Arizona, call 271-4783, or write Insurance Department of Arizona, Complaint Division, 1601 W. Jefferson, Phoenix 85007.

In buying health insurance, carefully examine the following five policy items:

The types of expenses covered. Every policy covers certain kinds of expenses and these expenses are subject to certain conditions. Hospital indemnity, one of the simplest forms of health insurance, will pay a fixed amount while you are hospitalized, but probably nothing for outpatient treatment.

How much the policy will pay. When the ad says "Up to \$20,800 extra cash when you're in the hospital" and "get \$100 tax-free each week" you would have to be hospitalized for four years to collect the full amount. The average hospital stay is eight days. Those with the highest hospitalization rate stay an average of 12 days. Find out the policy's restrictions. If you're paying \$50 a day for a room, plus drugs, x-rays and operating room expenses and the indemnity policy pays \$14 a day, you're responsible for the rest.

Is there a waiting period before benefits go into effect? Individual policies usually state you can't collect during the first two years for an illness you had before buying the policy. You may not receive benefits even though you were unaware of the condition when you bought the policy.

Is the policy renewable? Policies come in three types: non-cancellable guaranteed renewable, the most expensive, cannot be canceled by the company under any circumstance as long as you pay the premiums; guaranteed renewable cannot be canceled as long as you pay the premium, but is subject to rate increase at the company's discretion; and option renewal, the least expensive, can be canceled or changed at the company's discretion when the policy comes up for renewal.

Does the coverage supplement Medicare? If you're considering a policy for this specific purpose, one which concentrates on hospital benefits will not help much. Instead, you will need a policy for services like dental treatment, eyeglasses, medical appliances and drugs not supplied by a hospital.

When starting your health insurance program, begin with basic coverage that pays for a range of major costs, such as hospitalization and surgery. Choose a reliable major medical policy designed to cover the costs of serious illness.

To assess your insurance needs, consider how much money you have available for emergencies, how much hospitals and doctors charge in your community, the availability of community health services like low-cost or free clinics, your family's health history and, most important, protection you already have under workman's compensation, Social Security, medical payments under liability insurance and life insurance disability provisions.

Buying car insurance can be

equally confusing and can be bought in a package or separately. Liability, which pays for bodily injury and property damage to others when you are legally responsible, is the core of an auto policy.

Liability coverage pays for other people's injuries, not yours. Medical payments cover you and your passengers' medical fees regardless of who was to blame for the accident.

Collision pays for damage to your car when you hit another vehicle or an object such as a tree or telephone pole. The larger the amount of deductible, the lower the premium. The company's responsibility is limited to the "actual cash value" of the car. It may be economically unwise to buy collision coverage for an old car.

Comprehensive coverage covers losses caused by fire, wind, theft, vandalism, flood and lightning, and provides limited coverage for personal belongings left in the car.

Accidental death and dismemberment coverage pays a lump sum for death in a car accident, loss of a limb, blindness, fractures and dislocations, plus a weekly disability benefit. This accidental death often overlaps coverage from liability and other insurance.

Premium rates vary by locality, state and the company's loss experience. They also depend on the purpose for which the car is used, your age, marital status, if you drive to work and the distance, and total mileage.

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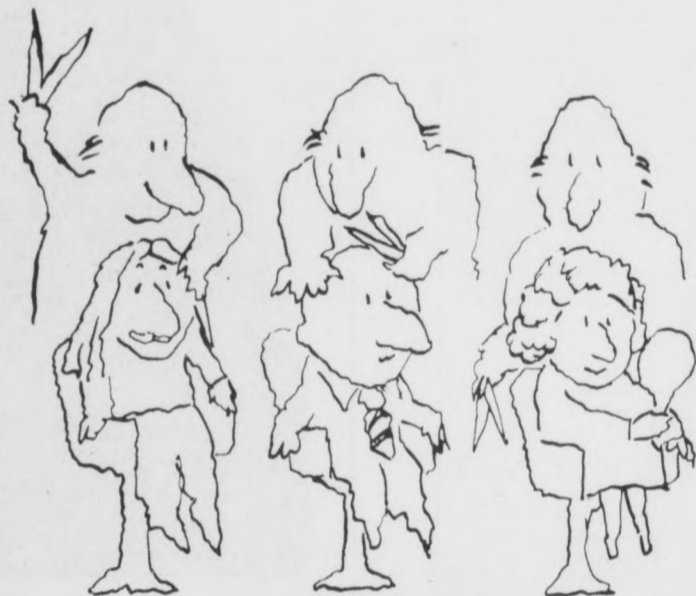
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Within every human being there is an invisible and yet very evident magnet, that throughout our life time continually draws us to be closely and intimately related with others. From the time of early childhood this inward desire clearly manifests itself in every avenue of our life. How easy it was for us as young children to make friends and establish close relationships. Friendships made in a day or an hour held together for years as if that childhood bond could never be broken. As we grew older, a strange phenomenon began to take place. Though the desire for true companionship did not abate, we found ourselves growing farther and farther apart. As teenagers the gap widened even more. We discovered that we had an "identity" with which we struggled to impress our peers though within we realized that was not really us. By the time we graduated from high school our childhood companionships were forgotten, or at least hidden. At that time we had established our way, our face. Like false store fronts we lined the streets, seeking to be recognized and yet lost in the swirl of the ever-quicken pace of our social system. Sometimes, remembering who we really were, we stopped to think how nice it would be to have some friends, real companions who would take us for what we were not for what we might someday be, or, in their eyes, should be. But whenever we opened up we were hurt by the unfeeling and uncaring society of which we were a part. We tried to get close to people but often found we didn't like what we saw behind the false store front or couldn't bear to have what was behind ours laughed at . . . again. Eventually we learned how to pull into our shell and protect ourself. We lived in a world all our own. People all around us, desiring to get close to people, to be real with someone, yet finding ourselves isolated and alone. Trapped, we learned to play the game that we never really wanted to play. We seemed to be in a bubble — always playing the silly games of society, knowing no one and not being known; not really anyway. All the time we had a longing within, a stirring inside, looking for a way to get out of ourselves, be real for a change and not be burned.

We knew that somewhere, in something or someone there had to be a satisfaction for this longing. So we searched. We drifted from one social group to another trying to find a group of people to get close to and be real with. From group to group we went, finding only more hurts, more of that feeling of loneliness, more of that longing for a real solid relationship with someone. We met some people who apparently really "had it." "Here is someone," we said, "that is satisfied." But we found they were the same — outwardly different but inwardly the same, just like you . . . and me.

Me, that was it. Not you; not us; just me. It was my problem. I had to find the answer. One day I went to visit a friend of mine. As soon as I saw him I knew he was changed. Something within wanted to reach out, yet all the other disappointments made me cautious at first. Then he introduced me to some real people — some people who were warm and down to earth. I didn't need my front anymore. None of these people had one. What was their secret? How could they be like this when no one else around seemed to be able to do it? Then I found their secret. It's a person. His name is Jesus Christ. Now I am close to people all the time. The happiness I have experienced has erased all the hurts of the past. Something in me has changed. I found a renewed caring for all people. I would like to meet you and become your friend.

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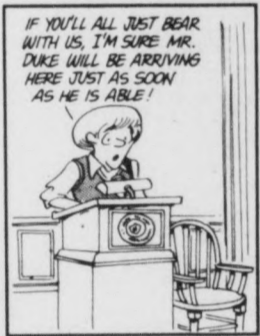
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by Garry Trudeau



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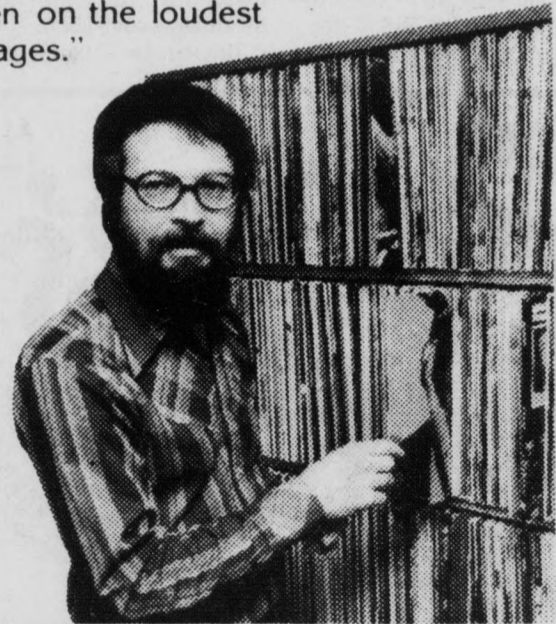
"What I was looking for in a receiver was accuracy and low distortion...as little between me and the music as possible."

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Sin City murder

Her friends 'don't understand'

By Mary Connell

Deana Bowdoin leaned back in her chair and unsuccessfully attempted to stifle a yawn. Looking down at her watch, she came to the conclusion she was very weary and wanted to go home to bed.

She and Bonnie Hughes, both ASU seniors, had sat for hours in the pleasant garden of the Monastery Night Club, enjoying the Phoenix night life and catching up on the latest chapter in their fourteen year friendship.

In the wee morning hours that Saturday, Bowdoin said goodbye to her close friend and walked alone to her car to head home.

That was the last time anyone saw her alive.

Anyone, that is, except her murderer.

Less than two hours later, the 21-year-old student lay lifeless in her tidy studio apartment in the Tempe "Sin City" area near campus. Strangled and stabbed three times, her head was hanging over the side of her bed when her boyfriend Mike Banes found her at 2 a.m. Jan. 7.

Deana's death not only saddened and shocked her family and friends, but has puzzled and perplexed police investigators who say they just cannot understand the case. Police are finding it difficult to attribute a murder motive to anyone associated with the unusually friendly, warmhearted and intelligent girl.

A highly motivated and exceptional student, Deana excelled in whatever task she tackled.

A mere eight credit hours from a May graduation the business management major was self-confident and had the world by the tail, her professors said.

"I knew Deana very well," said business Professor Richard Bessom, who had the coed in his class last fall and knew her personally.

"Deana was a very, very good student, an honor student in all areas. She was a very charming girl, a rather quiet person in class. She got along very well with other people."

A member of several different honorary societies, Deana had not made definite plans about what to do after graduation. She was wavering between attending law school and entering an international business career in Europe.

"She had traveled, lived and knew people from all over the world," said her 23-year-old sister Leslie Bowdoin.

"She always had somewhere to go, something to do.

"She had lived in Belgium and Spain. We once took a three-month backpacking trip across Europe together," Leslie said.

"My parents were going to give her a trip to Europe as a graduation gift," she added.

Deana's friends and family cannot imagine why the enthusiastic, lively girl was singled out for the grisly treatment.

"It really hasn't hit me yet," Leslie said.

"It really puzzles me. I can't understand why anyone would want to do something like that to her.

"She got along with everyone — I never knew anyone who could talk to people of all age groups the way she could.

"I remember once when a great uncle Deana had never met came over, and she just sat down and talked to him for hours right off the bat.

"Some people have problems talking to older persons, but she never did. No matter where she went, Deana made a friend — she always was meeting somebody."

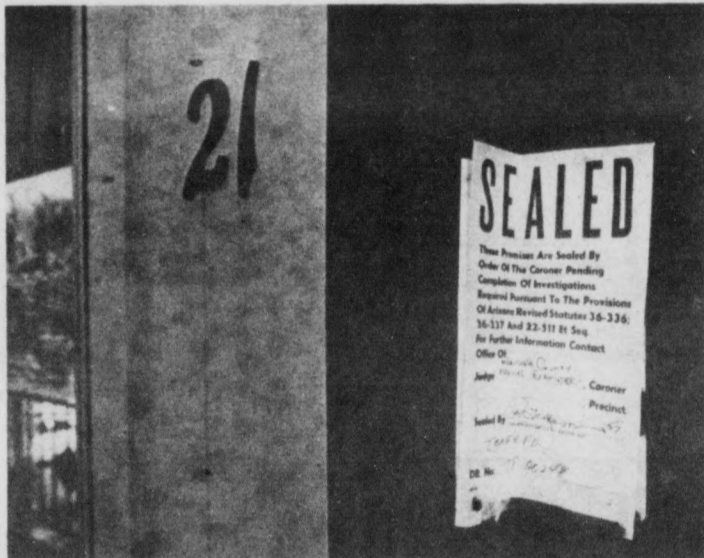
Rooting among Deana's belongings after the funeral, Deana's mother discovered poems written by the coed that

summed up her zeal and love of life.

"She saw good in everything," Leslie said. "She had written a lot of poetry and hidden it. We read it after her death, and it was very cheery."

"Deana liked to read a lot and was active in many sports," she added.

"She was not your typical bookworm genius type, but a very bright girl that was willing to work for what she achieved," she said.



By order of the Maricopa County Medical Examiner the apartment of murdered ASU student Deana Bowdoin has been sealed since January 7th. Police have no new leads and no suspects. [State Press staff photo by Rhonda Prast]

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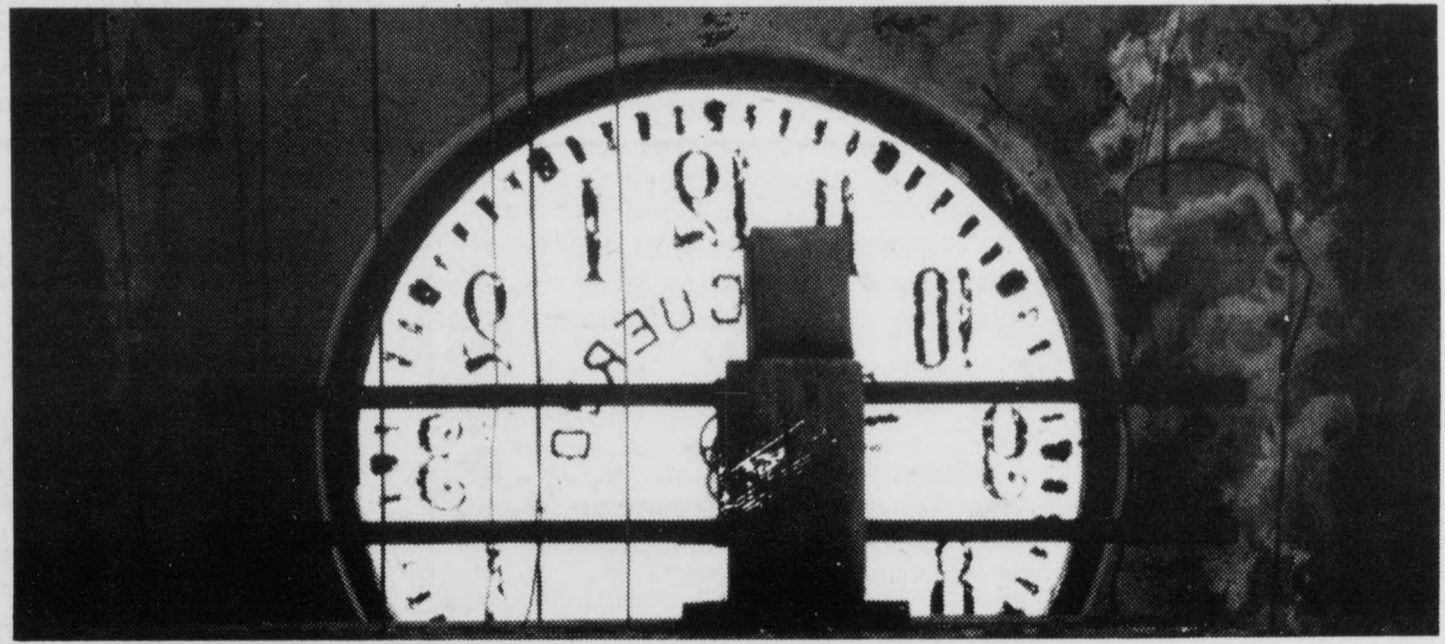
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The American Economic System.

Psych experiment

Car prices cut for tough guys

By Tom Gibbons

An experiment by an ASU psychology professor indicates consumers can get lower prices on cars if salesmen perceive them as "tough customers."

But local dealers say the tough-guy approach does not work — at least not on them.

The experiment was conducted by Dr. Robert Cialdini two years ago in St. Louis, Mo. and Columbus, Ohio.

Cialdini's experimenters, two graduate students, visited 21 Chevrolet dealerships. They played the role of tough, easy and neutral customers at seven dealerships for each role.

As tough customers, they gave the impression they were finicky by bargaining hard on a new Impala, then asking about the price of a new Monte Carlo.

In their easy role, they asked about the Impala, did not bargain, then asked about the Monte Carlo.

For the control phase, they asked only about the Monte Carlo.

As tough customers, the two got a price estimate an average of about \$161 less than either the easy or control methods.

The reason for the lower prices for the tougher customers is based on a concept of social psychology called "lowered aspirations," Cialdini said.

By showing how tough they were on the first item — which they were not really interested in — they lowered the salesman's expectations, and hence the price of the car, he explained.

"It can work for anything," Cialdini said. "If you were buying a refrigerator, you might look at a stove first. The important thing, which most people don't do, is setting up the perception of you being

Club seeks intern helpers

The Scottsdale Girls Club, 8250 E. Rose Lane, is seeking ASU education and recreation majors as interns next semester working with girls age 6 through high school.

The club is opening a new branch within the next month at 77th Street and McDowell Road, and needs interns and volunteers to work at least two hours per week.

For further information, contact Diane Maurice at 948-8020.

Advertising
965-7572

a tough customer by bargaining on another item."

But local car dealers said a customer's being tough has no effect on them.

"So much depends on the car. If we've had it in stock for a long time our policy is to 'low-ball' it (give a lower price) no matter what," said Tim Dana, sales manager for Dana Bros.

"It varies from dealer to dealer. It (being tough) might work on other dealers. But generally, we treat all the customers the same," said the sales manager for Lou Grubb Chevrolet, who refused to identify himself.

"If a customer gets tough with me, I'm just as tough with him," said Earl Barrich, sales manager for Scottsdale Datsun.

"I can't dispute them," said Cialdini. "Their conclusions are based on personal impressions. Ours are based on data.

"But their (conclusions) may be based on personal biases. They may not want customers to be armed with this kind of tool," said Cialdini.

"Of course there are a lot of factors, but, all things being equal, this will make the difference," he added.

Assistant Professor of Music, Dr. Richard Haefer displays one of 300 instruments from the Laura Boulton Collection of World Music and Musical Instruments. The instrument being held by Haefer is from China and called the Shang. The collection may be seen daily on the fifth floor of the Music Building. [State Press staff photo by Suzanne Starr]



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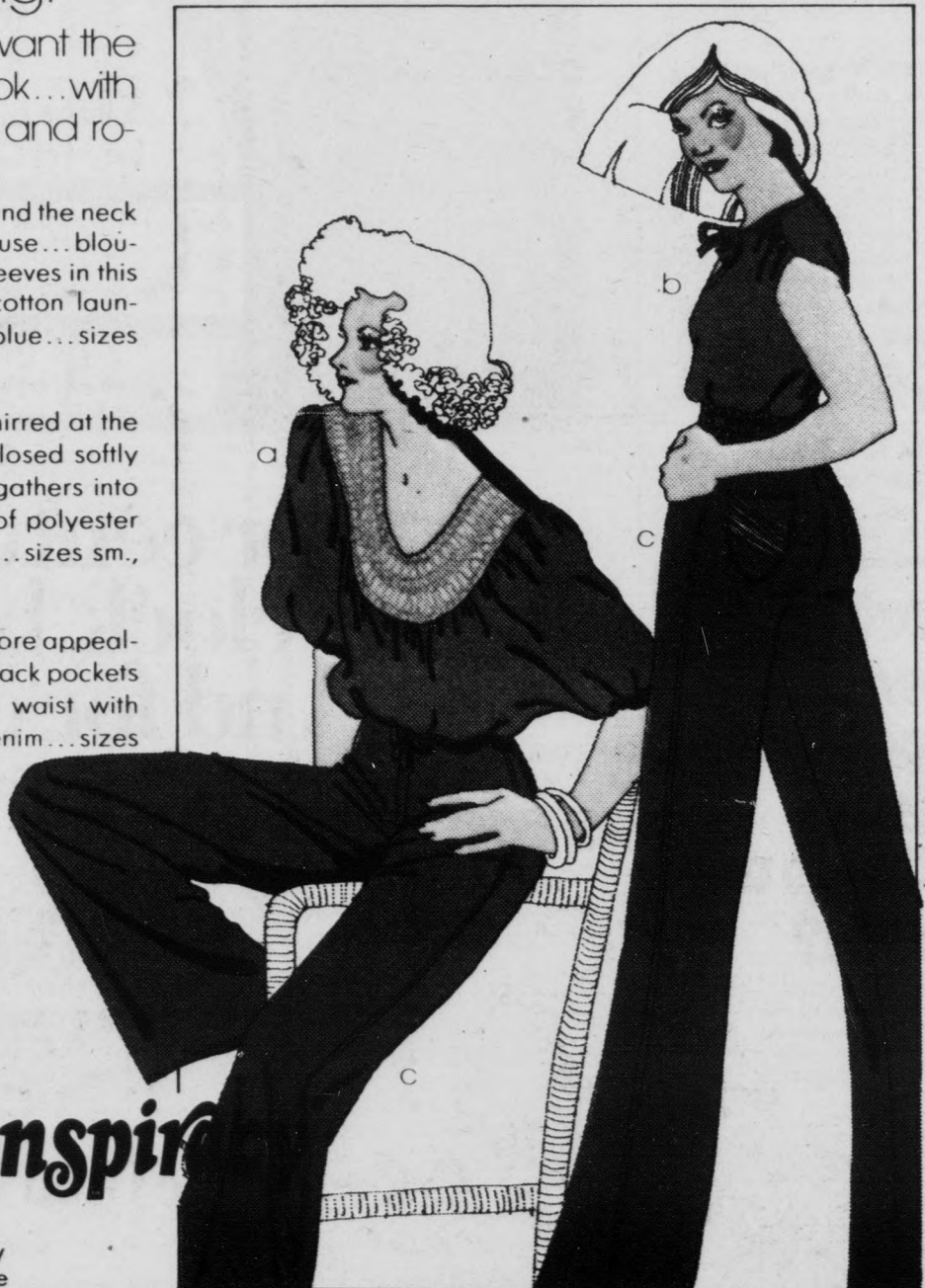
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Three-generation clown

Skelton comes to ASU

Red Skelton, consummate clown whose career has spanned more than three generations, will appear for two concert performances at 2:30 and 8 p.m., Saturday, at Gammage Auditorium.

The entertainer will present selections from his broad

repertoire of Skelton classics — "Clem Kadiddlehopper," "Freddie the Freeloader" and "Guzzler's Gin" — along with a collection of new routines.

Skelton's career, which began at the age of 10 in a medicine show, has embraced all forms of

entertainment including 40 motion pictures, followed by 20 years of television.

Reserved seats, priced at \$8.50, \$7.50 and \$6.50, are available at Gammage Box Office and Diamond's Select-A-Seat outlets.

Lyceum Theater to stage memories of Van Gogh

The life of Vincent Van Gogh as seen through the eyes of his brother Theo, will be presented as a one-man show by actor Lou Malandra at 8 p.m., Friday and Saturday, in the ASU Lyceum Theater.

Currently artist in residence and assistant professor of acting at Purdue University, Malandra conceived the idea for the show eight years ago and collaborated

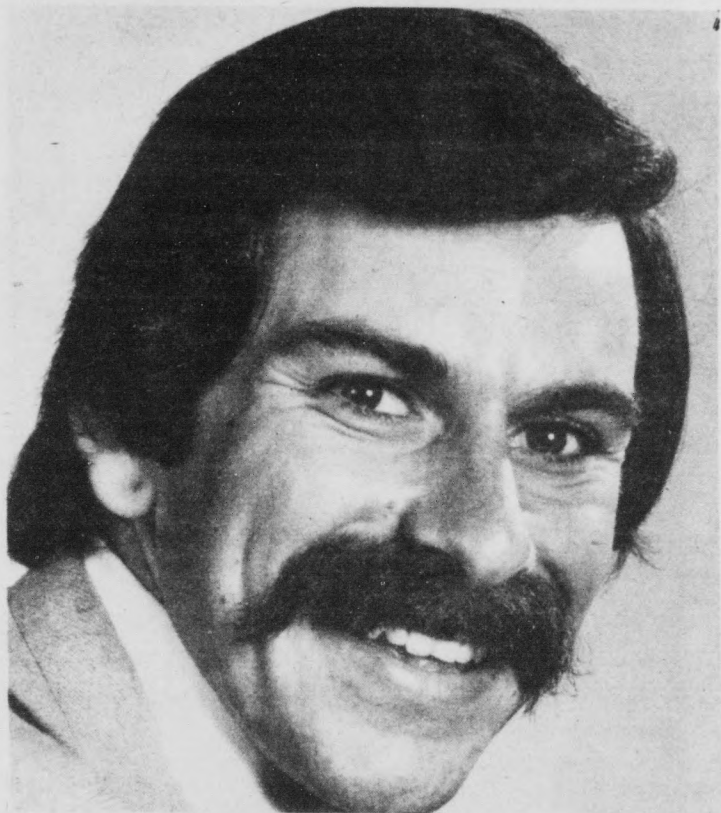
in the writing with free-lancer Phillip Rod Stephens.

"Van Gogh" is based on historical fact. In it, Theo reminisces about his artist/brother, sharing intimate recollections with the audience. Readings from Vincent's letters and film projections of his paintings accentuate the narrative.

The play is interesting from

the standpoint that Van Gogh's brother was in fact Vincent's alter ego, suffering vicariously the trials and tribulations of his lonely, misunderstood brother. It culminates with Vincent's suicide and Theo's struggle to comprehend the reason for that act.

Proceeds from ticket sales will go toward refurbishing the theater. General admission tickets for students are \$2 and for the public are \$3. They are on sale at the Lyceum box office and Diamond's Select-A-Seat locations.



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MU fantasyland show

By Melissa Coons

The visitor is greeted at the door by two heads that seem to be growing out of tree branches. One wears scarfs of bright colors, the other is adorned with a hat made of animal skins.

Eerie music plays softly as an accompaniment to the slight movement of sheer purple curtains that make up the walls of the maze.

In another corner, an obese monkey with bronze head and hands is wearing a collar made of peacock feathers. It gazes absently through glazed ceramic eyes.

This display in the MU Art Gallery is the creation of Ka Graves and Rhonda Poe, graduate assistants in ASU's art department. It will remain on display through Sunday.

"The intention was to make the display a fantasyland, sort of like an Alice in Wonderland thing," Poe said.

She said the idea began when she and Graves worked on a photography project together. They began to build the mannequins in June, and later added the animals.

"We spend more time on the ideas than we do on the actual work," she added.

"Most of my characters just develop. I find objects and start putting them together. I found an old army gas mask and thought it would make a great head for one of my characters," she said.

The gas mask mannequin, which looks like R2D2 from the movie, "Star Wars," hangs from the ceiling and appears to be flying over the display.

Nearby sits a woman



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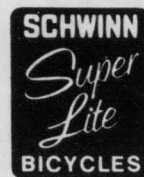
Womens' groups may enter their own contestants. Call 968-3451 for details.

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mannequin, painted almost entirely blue, and a white fur bird with tripod legs.

Toward the end of the display, a huge hermit crab made of fabric plays solitaire with its human hands . . . all six of them.

Hands in another display grow out of a tree trunk like branches.

"Hands have always interested me. One gesture of the hands can show an entire emotion. I've taken a

lot of anthropology, and I really liked that tree form. Trees seem to be the connection of heaven and earth," she said.

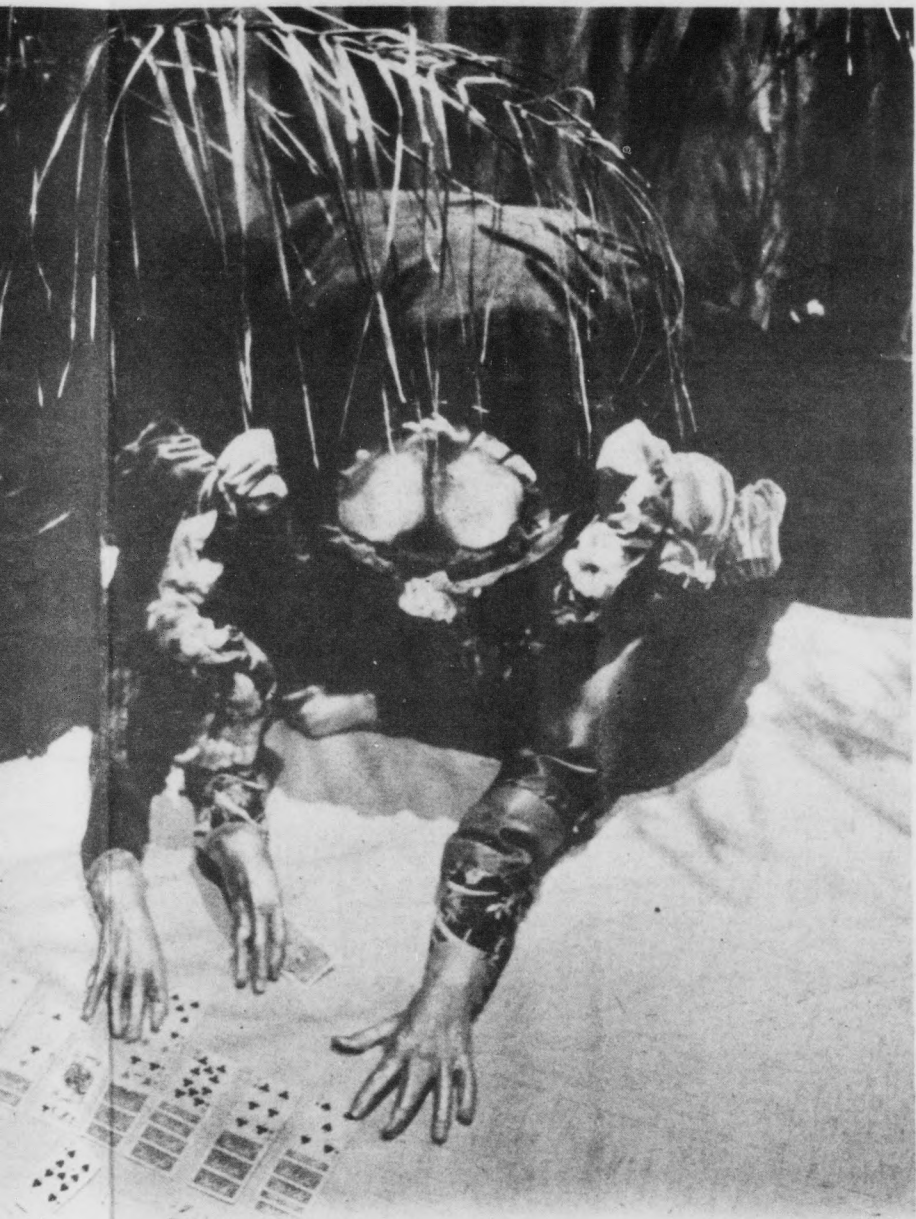
Poe said the background music was chosen to add to the feeling of the art. "Nice, but scary," she said. The music, "Delusions of Fury," was written by Harry Partch.

"He made all his own instruments out of things like bamboo and glass," Poe

said.

The last portion of the display is a series of drawings by both artists. Poe said her series is entitled, "The Myth Of Me."

"I've always been interested in the reasons behind myths. With this set of paintings, I made up a myth about myself. I take my paintings very seriously, but I have fun with them. I push the seriousness almost to the point of being melodramatic," she said.



Seven-year-old Jason Southwick spent some time Wednesday watching a huge hermit crab in the MU Art Gallery. The crab, designed by Ka Graves and Rhonda Poe, is made of fabric and has six human-like hands. [State Press staff photo by Suzanne Starr]

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Fire hazards rise because of pranks

By Karen Andrus

Fires in Tempe increase during school sessions due to an increase of carelessness and vandalism, the Tempe Fire Marshal said Wednesday.

"When school is in session, more fires occur because of an increase in the student population and fires due to pranks," Don Martin said.

There is also an increase of false alarms and trash container-type fires, he said.

The apartment complexes in Tempe are built up to fire code standards, but fires in them are often made more dangerous by vandalism of fire hardware, Martin said.

Fire equipment often vandalized includes fire extinguishers, alarm pull stations, fire alarm bells, exit lights and fire hose cabinets, he said.

"Sometimes a fire extinguisher will be discharged and then put back in place," Martin said, which could cause someone to be needlessly hurt or killed.

There are many ways people can cause fires by being careless, Martin said.

The circuitry in apartments is designed for regular residential use. Often people overload circuits by plugging in too many appliances in one outlet, he said. "If a person ever has an electric problem he should tell the management," he said, and should not try to fix elec-

trical problems themselves.

Martin said if a fire has started it is important to shut all doors behind you when leaving.

"Air drafts control the direction the fire travels and less damage will be done if people can remember this," he said.

"We've also had several problems with people taking motorcycles into their apartments to do work on them," Martin said.

Vapors, gas and oil may get into the apartment and can explode or cause a fire if a match is lit, he said.

Bicycles and motorcycles in walkways are also fire hazards, Martin said. He recommended use of a smoke detector, especially at night, because most victims die of smoke inhalation, not the fire itself.

The detector should be located between the bedroom and the rest of the house, Martin said.

If Underwriter's Laboratory or Factory Mutual has approved the fire detector it should be reliable, he said.

Currently, Tempe fire officials are conducting fire hazard inspections in residential areas of the city where fires have been unusually high.

Martin said at least 7,000 hazards have been detected since the program started five months ago.

The inspectors use a fire hazard checklist to check for

fire hazards in Tempe homes and apartments. If no one is home a checklist is left for the person to use.

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966-4880

Mysteries of brain subject of seminar

A scientist who has examined the mysteries of myelin, the fundamental building block of nerve and brain tissues, will discuss his research during an ASU physics colloquium at 4 p.m. Thursday in the Physical Science Center room F-123.

Dr. David Harker, research scientist emeritus at the Medical Foundation of Buffalo (N.Y.), has been on the forefront of efforts using X-ray defraction methods to piece together models of protein molecules, including those of myelin.

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Physical Plant employee Frank Kelley helped Tuesday in the moving of a model of the campus from the Physical Plant to the College of Architecture. Students use the model in developing scale plans of the University. [State Press staff photo by Suzanne Starr]

Settlement of suit creates Detroit sports foundation

DETROIT (AP) — An 80-year-old sports promoter who sued the city after his wife was killed by young thugs has agreed to a settlement in which Detroit will finance a \$1 million athletics program to get similar youths "off the front page . . . and onto the sports page."

The out-of-court agreement, expected to be approved by the City Council, came in a suit filed against the city by Leo Salakin, who was beaten unconscious with a crowbar. His wife, Pearl, was stabbed to death in the same attack in their home.

City officials said the proposed settlement, which they describe as unprecedented, called for the establishment of a foundation to promote amateur athletics in Detroit.

In his suit for \$3 million in damages, Salakin claimed that when the thugs began smashing in the front door of his home on May 3, 1976, he called the 911 police emergency number and was told by the operator to find out who was outside.

Salakin recovered consciousness shortly after the intruders left but was

unable to move for three days while his wife's crumpled body lay nearby.

Four persons later confessed to the murder and assault, but they recanted their confessions and were freed by a jury.

"Leo says he wants to take some of these Detroit kids off the front page and put them on the sports page," Victor Hanson, Salakin's attorney, said in announcing the settlement Tuesday. "He wants them to take out their aggression in the gym rather than in the street."

Salakin could not be interviewed Wednesday. He was down with the flu. His attorney spoke for him.

Hanson said much of Salakin's career was devoted to organizing sports and recreation programs for Detroit Edison Co. employees and their families. He also was chairman of the Michigan Amateur Athletic Union for four years.

"Salakin personally provided money to dozens of amateur boxers on his own," Hanson said. "He's devoted his life to helping kids in sports."

Attorneys familiar with the case said the agreement

was good for the city because Salakin had a good chance of winning all or most of the \$3 million he was seeking.

"It was his idea," said city Corporation Counsel Roger Craig, who helped negotiate the settlement. "But this office supports it, of course, and so does the mayor. We think it's great, and we're frankly very grateful."

The foundation would bear Salakin's name and be dedicated to his wife's memory. Former Mayor Jerome P. Cavanagh has agreed to act as counsel for the foundation.



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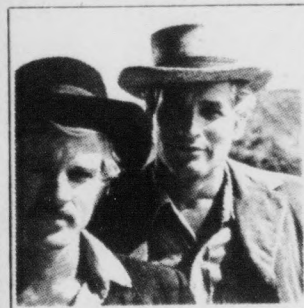
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Workers bored by walk-through

By Diane Howell

The job was one endless lap around the University Activity Center. The outer concourse required 420 steps for one revolution, and every round got more boring for myself and the other ushers who were keeping an eye on walk-through registration.

We were supposed to be watching for emergency situations, such as people falling downstairs. The only problems I saw with stairs was people who couldn't get their classes and were using them as chairs while they read class schedules and catalogs.

Inside, the seats that roll out for basketball games were tucked away to make room for tables, and folks were having trouble finding a staircase that would take them all the way down to the floor.

Carl Couch (another usher,) and I sat down for a rest below the sound booth. Someone working at a table was shooting rubber bands and then picking them up again. It was 1 p.m. and the initial morning rush had slowed considerably.

In fact, about the only real line I saw was at 4:45 p.m. when about 10 people were waiting at the Physical Education table.

Associate Registrar William R. Haid said he expected 10,000 students to go through walk-through this semester, and an additional 2,000 through late registration.

From what I saw, it was hard to believe so many people could be going through the "trauma" of walk-through.

If there was trauma, we didn't see much. Most people just walked around with their mouths slightly ajar reading card titles above tables. Everyone was basically calm, and practically no one asked us questions, even though this was the day for new and readmitted students to register.

The concession stands closed about mid-day and when I got thirsty, I discovered there was only one or two sets of drinking fountains that weren't blocked by tables.

We did encounter one problem. One of the girls working at the information desk rushed over and asked how a student in a wheelchair could get downstairs. The student finally had to exit the building, go down the outer ramp on the west side and wait for someone to open the door there.

The rest of the afternoon was boring. We didn't catch anyone doing anything they weren't supposed to do. Faith Kircher was running

the hospitality room for the faculty and staff. She was writing letters.

At the agriculture department table one man had laid his glasses aside and his head down on his arms.

Close to closing time, we heard a lady sigh at the top of the stairs before going down. My sentiments exactly.

When the doors were finally locked and the lights turned out, I walked to my car, looking forward to the next exciting day.

Counseling Service offers free assistance to students

The University Counseling Service offers free counseling to ASU students for any problem they might have, the director of the service said Wednesday.

"Many people that come in have what we call normal development problems," Dr. Tom Cummings said.

The service, located on the third floor of Wilson Hall, is open 8 a.m. to 5 p.m., Monday through Friday.

An estimated 2,000 students each year seek help from the 10 full-time counselors. The service has been on campus for 11 years, Cummings said.

Some of the aids offered are assertive training, problem-solving training and marital, premarital and parental counseling, Cummings said.

Vocational exploration is another type of help students often need, Cummings said.

Sometimes a student will decide they

want to change their major, but are afraid they cannot do anything else, he said.

"We try to help them broaden their alternative field," Cummings said.

Everything a student says in counseling is confidential and no central files are kept, Cummings said.

"A student can be sure what he says here stays here," he said.

Cummings said an encouraging sign of the service's effectiveness is "the largest part of the clientele are referred to the service from someone that has been there before."

During midterm and final exam periods the service sometimes becomes overcrowded and the usual one- to two-day wait may be longer, Cummings said.

If a student needs to be seen immediately, a counselor will try to see him for a short session, he said.



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Devils' crucial road games to be televised

By Robert Petrie

Even though Ned Wulk's Sun Devil basketball team takes to the road for two games starting tonight in Salt Lake City against Utah, ASU fans can keep close tabs on the Devils through the magical airwaves of television.

Both games of the road trip will be televised. The ASU-Utah game can be seen on Channel 10 starting at 7:30 tonight, and the ASU-Brigham Young contest can be seen on Channel 12 at 2 p.m. Saturday. The telecast originates from Provo, Utah.

It's always tough to win on the road, but Wulk thinks his team can and must win both games in order to stay competitive in the WAC race. ASU is 1-1 in

the WAC and 8-7 overall.

"This is an unusual team," Wulk said. "The youngsters seem to play better on the road than at home, and we're going to have to have great efforts from everybody this week."

The extra pressure for road victories stems from New Mexico's surprising road sweep of both ASU and UA last weekend. The Lobos, in beating UA in Tucson, snapped a 19-game Wildcat win streak in McKale Center. Also, any opposing team who enters the jowls of "The Pit" — New Mexico's 17,000-seat arena — knows it's extremely tough to beat the Lobos in Albuquerque.

ASU has won three road games so far this season,

defeating Southern Cal 87-76 in Los Angeles, and Oral Roberts (82-66) and Boston College (105-96) in last month's All-College Tourney in Oklahoma City.

In the latest available ASU basketball statistics, Blake Taylor leads the Devils with a 17.2 scoring average, followed by Rick Taylor at 14.8, Roy Joshua at 13.1 and Tony Zeno at 11.3. Counting WAC statistics only, Zeno leads the Devils with a 23.5 scoring average by virtue of his 20- and 27-point performances last weekend over New Mexico and UTEP, respectively.

Despite Zeno's scoring outburst in his last two outings, Wulk still feels the Devils are too "guard

oriented."

"In our set offense," Wulk said, "the bulk of our scoring has come from our guards. We've still got to look more to the inside for the higher percentage shots."

Forward Bill Kucharsky leads ASU in rebounding average with 8.7 boards per game, center Kurt Nimphius leads in field goal percentage, hitting on 56 percent of his shots. Rick Taylor leads in free throw percentage (89.6 percent) and in assists with 51.


Utah's Utes aren't exactly pushovers — they're the defending WAC basketball champs — and they lost only one starter, all-WAC guard Jeff Jonas, from their 22-7, 1976-77 team. Leading the

Utes are forward Jeff Judkins, and center Buster Matheny. Judkins is averaging 18.1 points per game and Matheny is scoring at a 17.3-per-game clip.

Utah opened their WAC season on the road and split two games. The Utes beat Wyoming 71-63, and lost to Colorado State 72-64. Overall, Coach Jerry Pimm's squad is 11-4.

Brigham Young also opened their season on the road, and they dropped their first two games, losing to Wyoming 89-82 and CSU 76-66. They own a 6-12 overall record.

Handling the TV play-by-play for tonight's ASU-Utah telecast is Bill Denney.



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Walter Berry

Breakfast of Champions may be loser

The news came as a shock to me as I'm sure it had been a shock to you. The breakfast of champions allegedly is not now, nor has it ever been the breakfast of champions.

I know. I know. I know. I can't believe it either.

Wheaties. The breakfast of the Rev. Robert Richards, the old Vaultin' Vicar. Wheaties. The breakfast not only of Bruce Jenner, but also of Jack Armstrong, the original All-American boy. Wheaties. The Breakfast of Champions.

I know. I know. I know. Is there no aspect of American life that can remain pure and unchallenged? I know. I can't believe it either.

I have been in an absolute stupor since the news came from San Francisco one cold, gray December morning that the wonderous B of C is being challenged by the district attorney's consumer-fraud unit. I mean, I never had even suspected.

Can it be true that Jenner did not win the decathlon in Montreal because he "downed a lot of Wheaties" as he told us so often? Can it be true, as consumer-fraud attorney David C. Moon alleges, that there is no concrete proof that Wheaties has ever helped any champion become a champion? Can it be?

I, too, reel at the prospect.

This is not a challenge to another product, some chemical combination that has made a sample collection of Canadian rats break out with liver spots or something. This is an institution, no, a way of life that is in peril. This is nothing less than having the train tracks of an entire boyhood being ripped from the ground. This is, right, the B of C that is being challenged.

"Eat your Wheaties," my mom would say when I was a sprouting young whipper snapper.

"But they don't snap," I would plead. "They don't crackle or pop. They just sit there. They don't have a cartoon rabbit who sings silly songs about them. They aren't sugar frosted-coated. They don't have an entire scale model reproduction of the War of 1812 inside the box. You can't even send the box top away for the ring that contains all the secrets of the Rosetta Stone."

"Shut up and eat your Wheaties."

How do I explain it? Wheaties were somehow . . . moral. If you had to eat them you had to believe.

Willie Mays ate Wheaties. Ted Williams ate Wheaties. Wheaties made George Mikan, and then Bill Russell, tall. Wheaties made Sam Huff strong, made Roosevelt Grier big and fearsome. Wheaties made Gordie Howe skate so well he still skates today. These people never told us they ate Wheaties, but in our hearts we believed. Didn't we?

I know I had my thoughts on the subject. I could see those Wheaties — crates of them being delivered all over the country. Boxcars of that fabulous natural wheat fiber going to South Bend, Schenectady, and Flin Flon. More shiploads being unfurled in the locker and training rooms of all professional sporting teams. Phoenix Suns' general manager Jerry Colangelo watching nervously to make sure not a flake is spilled. Wheaties everywhere. Giant portions being spooned to those dastardly New York Yankees in their clubhouse.

"Pass the milk, Yogi."

"Sure, Joe D., just as soon as I pour myself another helping of

these Wheaties. I think I'll have four or five bowls just 'cause I want to feel super strong against those Dodgers today."

Wheaties piled in awesome mounds in front of Stan Musial's chair. The Harlem Globetrotters eating just enough Wheaties to be funny. The Russians, those poor vodka-guzzling souls, always at a Cold War disadvantage because they couldn't eat Wheaties.

Wheaties, like Popeye's spinach, was always just enough to turn any tide. Wheaties, the magic ingredient. If a man confided in Wheaties, he could hurdle any and every obstacle. There was no middle ground. You either ate 'em or you didn't. You either succeeded or you failed.

I munched my Wheaties with the same grim determination I had when I made the Stations of

The Cross. I knew the pain would make a better man out of me.

"Champions are made, not born," I would say to myself as I chewed away and hit those "all important" growing years the Rev. Bob described.

It's crazy. I realize that. But even now, I still have some strong Wheaties feelings. I have been around the proverbial world and have seen at least three state fairs and still I can't eat a jelly doughnut in peace. Still I can't curl around a nice pile of flapjacks without guilt feelings. Still I hear the voice, when I skip breakfast entirely and roll out the door with an empty stomach, that says "psst, you really should eat your Wheaties."

I don't know. I suppose in a lot of ways I should have known all this was going to happen. Maybe we all should have known. I

mean we're NOT champions, are we? Where did all those Wheaties go without doing anything for us?

I dunno. I suppose the spoiled sport in San Francisco probably does have a case when you think about it. I suppose Wheaties

aren't really the Breakfast of Champions and I suppose we just followed blindly all these years and I don't really know why.

These are the things that make life hard. How were we to know that we should have been drinking Lite Beer all along?

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Fired Celtic coach portrays figure out of Elizabethan Age

By Walter Berry

He was "A Man Called Hawk" and he came out of a different age — Elizabethan possibly — with his passion land wit and vitality bubbling close to the surface.

You imagined Tom Heinsohn as belonging in an old English tavern surrounded by tankards of ale, baying hounds, great joints of beef, wenches, minstrels and muddy boots.

He was not a delicate man — except around a painting easel — and he had little use for the passive voice, the subjunctive mood or dusty adjectives.

He was an Anglo-Saxon type in the best sense — direct, colorful and blunt — and he believed in working where there was no obstructed view.

If this sounds like a prelude to an obituary, it is.

Both basketball and Boston lost something this month when the Celtics and Heinsohn parted company. In a day when public figures are often equal parts plastic, ice and blue smoke, Tom Heinsohn was sweating, lusty and alive.

He was capable of Promethean rage . . . and boisterous laughter. Heinsohn had a fine sense of where he belonged in the world, although it wasn't in "high school" as Phoenix Suns' supporters taunted him during the 1976 NBA playoff finals. The nickname was "Hawk" or "Dr. Hawkenstein" — incurred through his tendencies for lurching, glaze-eyed and stiff-legged, along the sidelines, howling at yet another basketball ref.

But he never seemed to mind the misfit image. In fact, he secretly relished it.

Heinsohn knew about Picasso and Shakespeare and labor relations, and he might have been the best 2 a.m. coffee shop philosopher in the hemisphere. He would emulate Count Dracula, if that was what you were paying for, and he would let Mendy Rudolph whistle him out of a bar. He was, as the English are prone to say, great theatre.

Those sports scribes who lived with him from September to June and pestered him for insights, epigrams and epithets, say they will miss him the most. If you ever had to deal with the Tom Landrys and Bob Pulford of the world — who are the obliging sort but dull as refried beans — you would have grown to appreciate Tom Heinsohn.

More than any of his peers, he understood what a newspaperman needed and what his public wanted to hear. He described a player's game as an unbalanced spaghetti sauce, with too much oregano and not enough salt. He talked about the difficulties of getting Romeos to play MacBeth. He likened his club's vanishing consistency this season to that of Bigfoot. "Did he really make those tracks?"

Heinsohn filled his off-days with Henry Clay and desert images on canvas and Ebenezer Scrooge. And he did it until the end, even after the Celtics stripped him of his authority and sent him west for the most horrible week in the franchise's history.

Reporters wrote that he was always available . . . at 7 a.m. in O'Hare Airport while waiting for a charter flight, or at midnight in a hotel snack bar. Success never spoiled him despite five Eastern Division crowns, two NBA championships (1974 and '76) and a 427-263 won-loss record to his credit. His all-pro status as a player on eight Celtic title teams

will be his niche in history.

Yet in an era where benchwarmers pull down six-figure salaries instead of rebounds, Heinsohn can readily kid about his first year with the Celtics when he was chosen Rookie of the Year over Bill Russell and scored 37 points in the double overtime, seventh game that gave the Boston their first NBA title over St. Louis. His salary then — \$11,000. Today, Curtis Rowe earns about that much for a single game; Sidney Wicks even more.

In spite of it all, Heinsohn still can manage a laugh and a smile at an albatross named adversity.

He would answer all questions, toss out one-liners like they were bargain basement commodities, and do it all again the next day. And if he was misquoted, he never said so. It was hardest for him this year, as loss followed loss, and strangers with space-age microphones and tiny note pads asked him rough questions.

Fewer and fewer players were saying less and less after the West Coast disaster and Heinsohn became the sad-eyed spokesman . . . then, the fall guy.

When the end came, he was at his Natick, Mass., home, by the phone, waiting for the writers and broadcasters to call. After 20 years in the city of Boston, the man hid from nobody. Tommy Heinsohn worked out in the open, where you could see his flaws, his creativity and his tears. He made no apologies for any of it.

"One thing I learned a long time ago is that there's no control over what people think of you," Heinsohn said in a Boston Globe interview. "Some people said to me, 'hey, it's great to see somebody with enthusiasm.' Others said I was a screaming ass. All I can say is, 'that's me, pal.'"

"I'm involved and when I'm involved, I let it all hang out. I don't worry about my image."

Heinsohn experienced more than the pangs of backstabbing and fair weather friendship during his stay. Even his own players were instrumental in signing, sealing and delivering "The Hawk's" walking papers.

One year to the day after star center Dave Cowens stunned the sports world with his month-long

leave of absence, guard Jo Jo White quit the team for two games. John Havlicek is rumored to have encouraged Celtic owner Irv Levin to get a new coach. Dave Cowens allegedly faked a case of the flu on Boston's infamous and fruitless December road trip which sounded the death knell for Heinsohn's coaching days in Beantown after 8½ years. If the players themselves didn't literally take turns throttling the noose around Heinsohn's neck, they at least played just bad enough to lose.

Still, Tom Heinsohn would not go underground. He let the world know where he could be found, what he thought, and capped it all off with a wink and a belly laugh. People say they'll remember his laugh best — that haunting laugh that used to bring them up out of their seats in airport lobbies and spin them around on bar stools . . . even on Bouborn Street with the strains of jazz blaring all around.

He was . . . and is . . . what the English used to call "an original," a man who clomped through life in unique shoes and left bystanders with raised eyebrows and slack jaws. Maybe that should be his epitaph.



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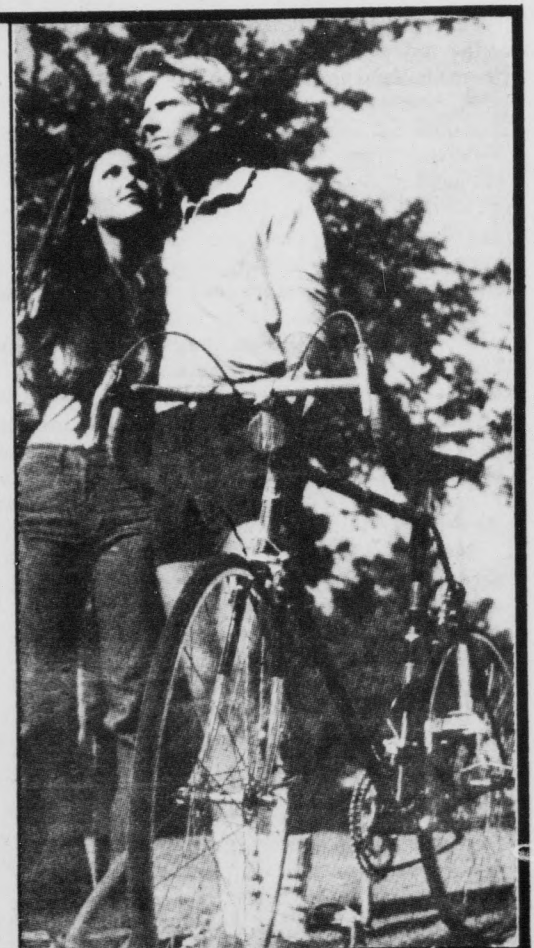
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Freshman Sam Hewson leads members of the ASU men's and women's swimming and diving team in a cheer during a recent home meet. The Devils' swim teams will be in action at 1 p.m. Saturday at the Sun Devil pool when they host Colorado State. [State Press staff photo by Brian Brainerd]

Sun Devil swimming, diving teams meet Colorado State here Saturday

The ASU men's swimming and diving team will meet WAC foe Colorado State at 1 p.m. Saturday at Sun Devil Pool.

This meet will be run in conjunction with the ASU women swimmers who will also be competing against CSU.

The Sun Devils now stand 3-3 in dual meets after completing a wet California road trip last week. Colorado State is 2-2 with wins over Northern Colorado and Western State in the 1977 portion of their schedule. The only common opponent between CSU and ASU is Wyoming, who defeated Colorado State, 70-42,

but fell to the Sun Devils, 87-26.

Coaches Ron Johnson and Ward O'Connell are very pleased with the way the season has been going and may try to expose some new faces in this week's dual meet.

Johnson said, "The kids have been working really hard this year, and it has paid off, as anyone can see, by our times."

Colorado State is in a rebuilding swimming year for the men, but the Rams do have a lot of potential in their women's program. First-year CSU coach John Mecham says, although he doesn't have much talent on the

men's team, "the depth is there."

Last week the Devils experienced a soggy but somewhat successful California Bay Area road trip. They lost to NCAA eighth-place Stanford, 69-44. ASU also competed in the Stanford Relays where they won two relay championships, took six second places, one third and one fourth.

"Our win over Stanford has to be the most significant men's swimming and diving victory in the history of ASU aquatics," said O'Connell. "Our showing in the Stanford Relays indicated our total team depth."

Players Association and Kuhn butt heads over Vida Blue deal

NEW YORK (AP) — A gathering that included Baseball Commissioner Bowie Kuhn and some of his severest critics met under one roof Tuesday in an attempt to find a team for Vida Blue.

Blue, however, was a no-show at the meeting in Kuhn's mid-town offices here, the purpose of which was to resolve the issue of whether Kuhn should kill the left-handed pitcher's assignment from Oakland to Cincinnati.

A spokesman for the commissioner said a letter had been received from Blue's attorney, Richard Sequeira of San Francisco, outlining the reasons for Blue's non-appearance. The spokesman said that letter was to be introduced as testimony.

Blue's interests were being protected by the Major League Baseball Players Association, which takes a dim view of Kuhn's suspension of the December deal that sent Blue to the powerhouse Reds for \$1.75 million and minor league first baseman Dav Revering.

Marvin Miller, executive director of the players association, consistently has objected to Kuhn's interference in valid player assignments, particularly the commissioner's landmark veto of Oakland's intended sale of three star players, including Blue, 19 months ago.

"The commissioner does not have the authority to negate the valid assignment of player contracts," said Miller, who thinks the sales of Blue, Joe Rudi and Rolie Fingers for a total of

\$3.5 million was very similar to the recent Blue transaction. "But you could — if you wanted — distinguish the two transactions," he said.

Miller isn't a Bowie booster, nor is Oakland A's owner Charles Finley, who sued Kuhn over the commissioner's cancellation of the June, 1976 sales of Blue to the New York Yankees for \$1.5 million and Joe Rudi and Rolie Fingers to Boston for \$1 million apiece.

Judge Frank McGarr, ruling in federal court in Chicago, said Kuhn acted within his proper authority in stopping the \$3.5 million sales, and Finley has appealed. The appeal on McGarr's decision is scheduled to be heard next month.

Finley, reserved and unemotional, refused to talk to newsmen gathered in the hallways of Kuhn's offices when the meeting broke for lunch. In contrast to previous appearances here for other run-ins with the commissioner, Finley was not loud in dress nor speech. On one past visit, he held court for

newsmen and was dressed in canary yellow and green, the colors of the A's.

But this time, he was conservatively attired in a black sports jacket, checked pants and a black and white tie. His wardrobe reflected his break from the Oakland club he has agreed to sell to millionaire oilman Marvin Davis. That sale, and Davis' impending move of the A's to Denver, currently is stalled by lease complications in Oakland.

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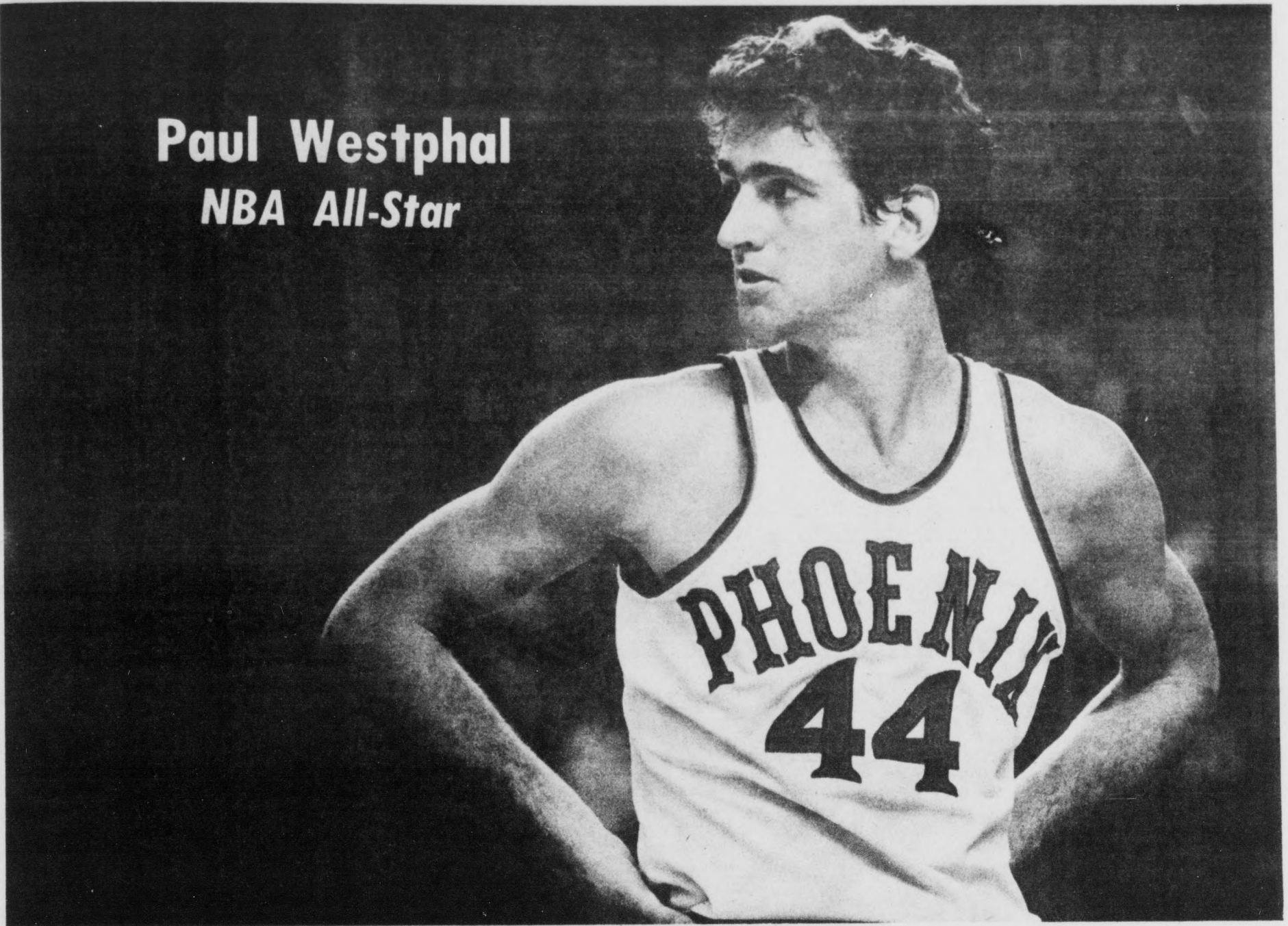
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Paul Westphal
NBA All-Star



Paul Westphal, the Phoenix Suns' all-pro performer, slipped to fifth place in the league scoring race this week, but still managed to gain back a measure of respectability. Tuesday, the starry guard out of USC was named to the

Western Division starting lineup for Feb. 5th's NBA All-Star Game in Atlanta. Westphal leads the Suns in scoring with a 25.3 point per game average. [State Press staff photo by David Seibert]

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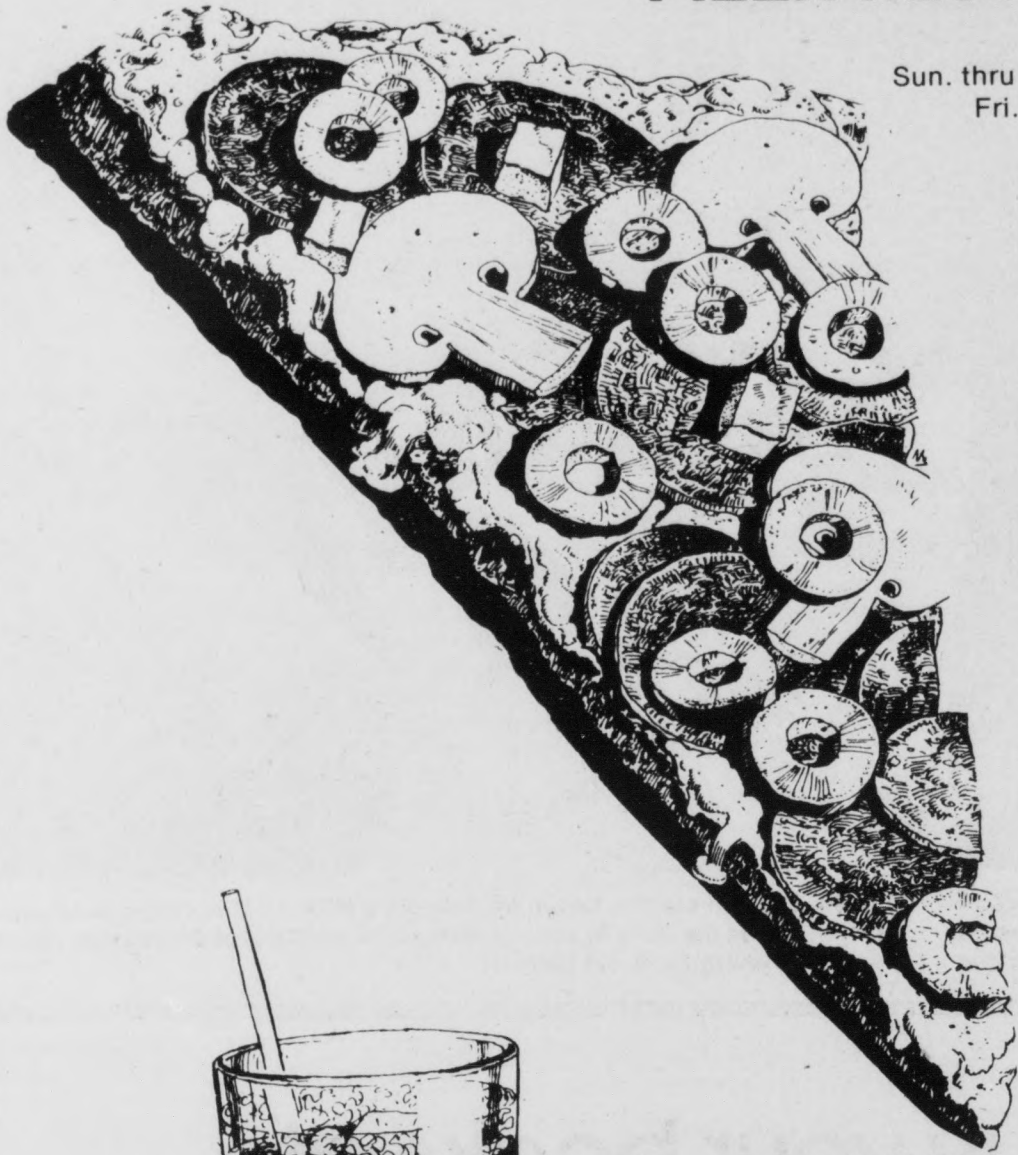
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