

thursday

Arizona State University

summer

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June 7, 1979

Pincus aced out

Miller faults ASU tennis coach

By Tom Gibbons

Before Marty Pincus took over the men's tennis program in 1973, ASU had beaten Arizona once since 1899 and had never finished higher than fourth (out of six teams) in the WAC.

In the next seven years, Pincus's teams won three conference titles, finished in the nation's top ten five times, won 83 percent of the time, never lost to a team not in the top twenty and beat UA six of nine tries.

At 4 p.m. Friday, Athletic Director Fred Miller called Pincus into his office and told him being in the top ten was not good enough. Pincus's contract was not renewed.

"He (Miller) wants a national championship in tennis and, quite frankly, I didn't think we could ever win one. I had taken the

program as far as I could," Pincus said Tuesday after the announcement became public.

"We would have good teams. We could get in the top ten in the country — but that might be last in the Pac-10, because it's a super conference for tennis," said Pincus. A Pac-10 team has won the NCAA title 19 of the last 20 years.

"It (winning a national title) could be done. With the right coach it could be done. But I am not qualified to do it," he said.

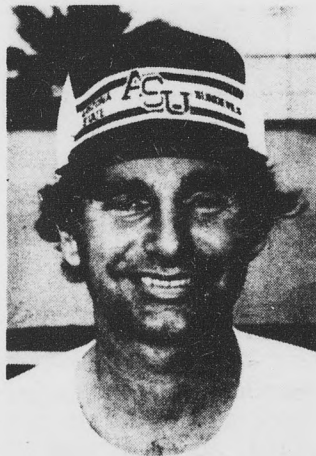
Pincus said he is not bitter. "You expect these things when you take an intercollegiate job," he said.

"Fred Miller is a tremendous athletic director. This is what he wants and he's the boss."

A search for a successor is already under way,

Miller told the *Phoenix Gazette*.

"It's going to be an international search," Pincus said.



Marty Pincus

Pincus never played intercollegiate tennis — in fact he didn't learn how to play until he was in college.

He was a baseball player

at Cal State-Los Angeles in the early 1960s. It was there he met Billie Jean King, who later became the world's top women's player, and learned the game.

"I wanted to learn as much as I could about the game," he recalled. "I went to Australia. When I got off the boat I told them I was a tennis player. They figured I must be good if I came all the way from America. They put me on the circuit."

He soon discovered he had limited abilities as a tennis player. "But I decided if I couldn't be the best player in the world I'd try and be the best coach."

He spent five months taking lessons from Harry Hopman, the newspaper-columnist-turned-Davis-Cup coach who made the Australians perennial Cup champs during the 1950s and 60s.

Pincus's first tennis job as assistant coach at CSLA in 1964-65. CSLA won the NCCA College Division Championship both years.

He directed ASU to its first conference title in 1975. The Sun Devils tied for the WAC title in 1976, and won it outright again in 1978. ASU switched to the Pac-10 in 1979 and finished fifth in the conference.

Pincus resigned from his job in 1974, but changed his mind in a few days and returned.

He said he plans to stay in the Valley for at least a year. "But I don't want to be a hindrance to the next coach," he said.

"I'm a Sun Devil and I'll always be Sun Devil," said Pincus, who was noted for his positive thinking. "Write something positive in the headline, like 'ASU tennis program takes off for National Title.'"



Shooting the bulls-eye

Karl Kupfer, a sophomore civil engineering major, shoots for the bulls-eye on the archery field. Kupfer plans to use his skill with a bow and arrow to hunt deer and wild boar. [State Press staff photo by Tom Tingle]

\$8 million service complex planned to ease student life

By Steve Allnatt

The bureaucratic jungle that complicates life at ASU will be cut back when a new \$8 million Student Service Center is built east of the College of Law, according to ASU's vice-president of business affairs.

"The idea behind this building is to house practically all the services a student needs on campus, except classrooms, in one place," Jack G. Penick said.

The structure will house offices for admissions, career services, the registrar, housing, financial aids, counseling, cashier services and the dean of students.

"We run a student around 14 or 15 locations trying to find where he can get these services," he said.

Penick added the Legislature already has appropriated approximately \$720,000 for planning the facility and expects it to

fund the estimated \$8 million in building costs.

However, Penick added he can't say when the Legislature will appropriate the money.

"It depends entirely on the funding," he said, "but we hope we will be ready to open up the bids in April or May of 1980."

Penick added if bids are advertised in the spring, he hopes the facility will open in November of 1981.

Preliminary plans call for a 61,125 square foot structure to be located east of the College of Law on the east side of campus.

Space vacated by offices moving to the new facility will be converted into faculty or instructional and academic support program offices, Penick said.

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Old departments form new college

Few changes anticipated

By Steve Allnatt

The acting dean of the new College of Public Programs said students now enrolled in the departments that make up the college will not face any alterations in current academic requirements.

"There will be no precipitous changes," Frank J. Sackton said. "At the present time, students will notice none. We will retain the old regulations, old requirements, old data and maintain the old direction."

Sackton said the first year of operation will be a "period of transition."

"Changes will be incremental," he said. "In the coming 12 months the faculty will determine what changes need to be made."

The College of Public Programs will begin

operations July 1 and includes the current Center for Criminal Justice, the Center for Public Affairs and the departments of communication, leisure studies, journalism and telecommunications.

Sackton said the new college's first priority is the budget.

"The immediate topic for discussion," he said, "is to try to get the budget in shape for the year beginning July 1. That is really the focus of our effort."

Sackton added a staff including a secretary and administrative coordinator will be hired immediately.

Sackton's appointment as acting dean of the infant college was announced in

May by ASU provost Paige E. Mulhollan.

Sackton retired from the Army in 1970 and has been a lecturer at the ASU Center for Public Affairs since 1976. From 1971 to 1975 he was a special assistant to the Governor of Arizona.

The new dean said the faculty of the college is "very enthusiastic."

"The College of Business Administration has done enormously well for the private sector," he said. "The 60 faculty members are very enthusiastic about the opportunity to be directly responsible to the public sector. We want to do for the public sector what the Business College has done so well for the private."

Dates set for registration of students admitted for fall

Ten ASU orientation and registration meetings will be held between June 12 and July 3 for students who have been admitted, readmitted, or conditionally admitted to enroll for the fall semester.

The sessions will enable the students to receive advisement, register for fall classes, complete academic placement or proficiency examinations, and participate in orientation programs to become familiar with the campus.

Dates for five two-day orientation and registration programs are:

Business Administration, Liberal Arts, Social Work, June 13-14; Business Administration, Education, Liberal Arts, June 18-19; Architecture, Engineering and Applied Sciences, Fine Arts, June 21-22; Business Administration, Criminal Justice, Liberal Arts, June 27-28; and Liberal Arts and Nursing, July 2-3.

Five one-day programs will be held June 12, 15, 20, 26, and 29, with the Colleges of Business Administration and Liberal Arts participating in all of the sessions.

The Center for Criminal Justice will participate in the June 12 and 29 programs, while the College of Education will take part in the June 12 and 20 sessions.

The School of Social Work is scheduled for the June 15 and 26 sessions, with the College of Architecture participating in the June 20 and 29 meetings.

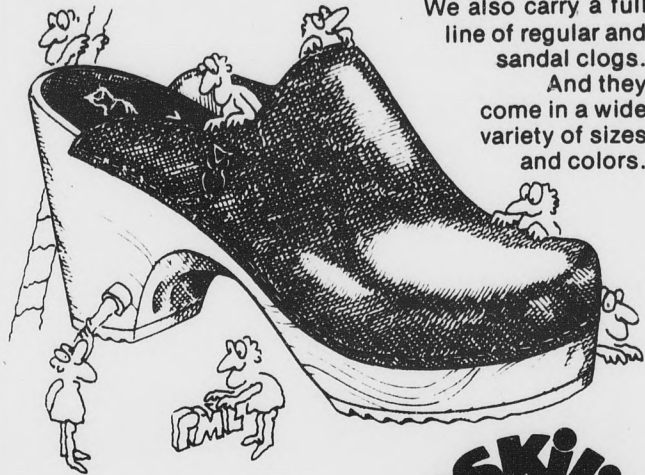
The College of Engineering and Applied Sciences will conduct advisement and registration from June 1 through July 3.

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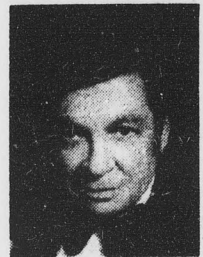
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A veteran picker

Curtis Speedy, a Vietnam war veteran and Mesa Community College student, strums his guitar for friends during a picnic sponsored by the ASU Veteran's Affairs Office. More than 300 people attended the event last week in Tempe's Daley Park. [State Press photo by Richard Monks]

Student Affairs Division selects associate dean

Dr. Jadie M. Hall is ASU's new Associate Dean of Students of the Student Affairs Division.

The responsibilities associated with her new position include supervising staff development, student personnel internships, student programming coordination and leadership development.

Before joining the administrative staff at ASU, Dr. Hall was assistant dean for student services at the University of Florida. Hall also directed mental health and child development associate programs at Cooke County College, Gainesville, Texas.

She earned her Ph.D. in education from Texas Woman's University, Denton, Texas.

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— Eleanor Roosevelt

Sun Imp: Trial by fire set today



These five devils were designed by ASU Graphic Design students as possible replacements for the Sun Imp.

For 33 years now, ASU has had as its mascot the Disney-inspired Sun Imp, a mischievous little devil with a winning grin. His picture is on T-shirts, beer mugs and a thousand other trinkets — even a toilet seat or two, so they tell me.

The wee demon has led us from college to university and WAC to PAC. His creator, ASU alum and Disney artist Bert Anthony, sketched the cloven-footed kid free of charge to the university. The logo, which replaced first an owl, then a bulldog as mascot, has survived at least one attempt to supplant it with a more "mature" image. In short, it seems everybody loves the imp.

So what's the problem?
What else? Money.

Nobody had the foresight back in 1946 to copyright Anthony's design. It has since reverted to the public domain, meaning everybody and his brother can run off a few T-shirts — or toilet seat covers — without paying a cent in royalties.

This bothers the heck out of some folks, who dream of big bucks on the horizon in the form of a new copyrighted design.

So a group of Graphic Design students submitted sketches of new Sun Devil

possibilities. Of 51 entries, five finalists were chosen.

Without exception, they're a mean looking bunch of guys.

Is this supposed to signify the birth of ASU's new macho image? Every one of those devils bears a rather offensive scowl. In fact, one malevolent, muscular, shield wielding guy looks more like he belongs in a "Thor" comic strip than on a warm-up jacket.

A special eight-member panel composed of two representatives each from the Alumni Association, the athletic department, the administration and student government will meet today to decide on one of three options in the great Sun Devil debate. They include:

- immediately adopting one of the five designs as the new logo;
- pitting one of the five against the imp in a student/alumni election;
- deciding that none of the entries are acceptable and scrapping the whole idea, thereby leaving the imp and his pitchfork intact.

Alumni Association director Don Dotts says the first option is "very unlikely."

"The designs are somewhat disappointing," he said. "I don't think we're going to pick out

any one of these entries and say 'that's our new Sun Devil'."

He added he thinks either the panel will send the designers back to the drawing board to start anew or choose one candidate to run against the imp in a special election.

Just such an election was held in 1971, when officials felt a more "mature" (not to mention copyrightable) image for ASU would be appropriate. Three possibilities were put up against the imp. The students voted to dump the demon, but the alumni voted overwhelmingly to keep him.

Assistant Athletic Director John Wadas says he thinks there is a consensus "to change the imp as little as possible and still be able to get away with copyrighting it." The change would have to be substantial, however. If the modified design is too close to the current one, it stands no chance of being granted a copyright.

So, for those with dollar signs in their eyes, a macho Sun Devil appears to be the answer.

But I'm all for launching a "Save the Imp" campaign. After all, what'll we do if our beer mugs become obsolete?

—Mary Gillespie

Letter to the Editor

Editor:

When you return to A.S.U. in the fall will you still have a department to confer a degree on you? Sound preposterous? It's not! An ad hoc committee to the Arizona Board of Regents has recommended that "the Division of Agriculture at Arizona State University should be disestablished and the degree programs in Agriculture discontinued." This means agriculture degrees at ASU would not be available and over 500 students left to find new careers or schools.

If this can happen in agriculture, who will be next? Architecture, botany, nursing, zoology . . . ?

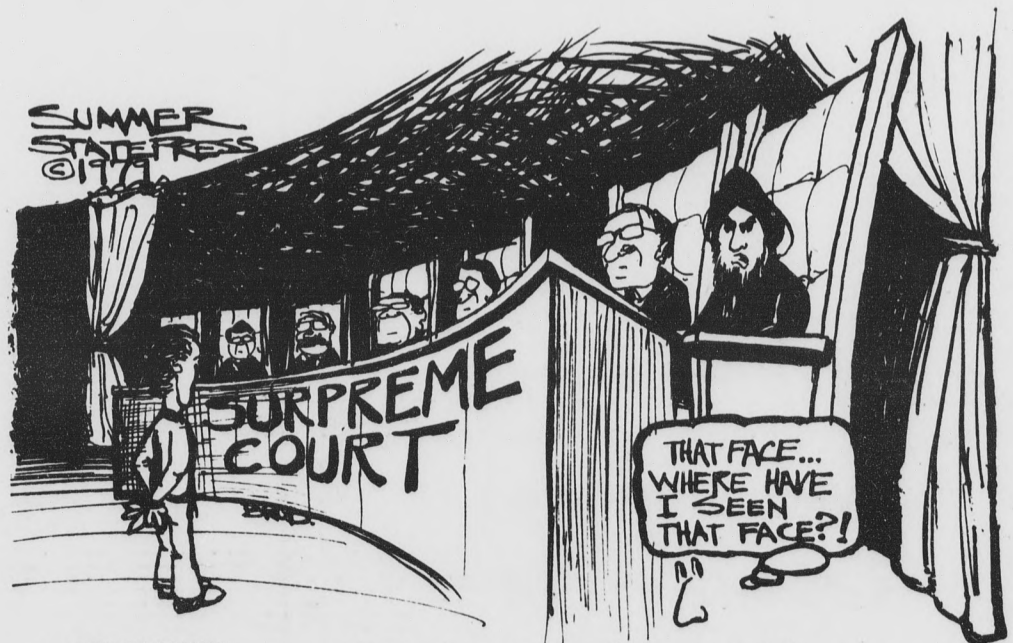
If the recommendation is accepted, the Division of Agriculture will no longer exist. Its remnants will be "absorbed" into other departments. Agriculture

in Maricopa County (the 5th largest agricultural county in the nation) will have to be taught by the U of A, resulting in hardship for students and fiscal inefficiency.

ASU has a strong and growing Division of Agriculture. The committee's decision to consider its elimination apparently did not take into account its own published fiscal study which showed ASU's program to be 50% more cost-efficient than U of A's.

A public hearing of the Board of Regents to decide the fate of an entire ASU Division will be held Monday, June 11 at 9:00 a.m. in the Memorial Union Arizona Room. Their decision needs your input since every student in the university community will be affected.

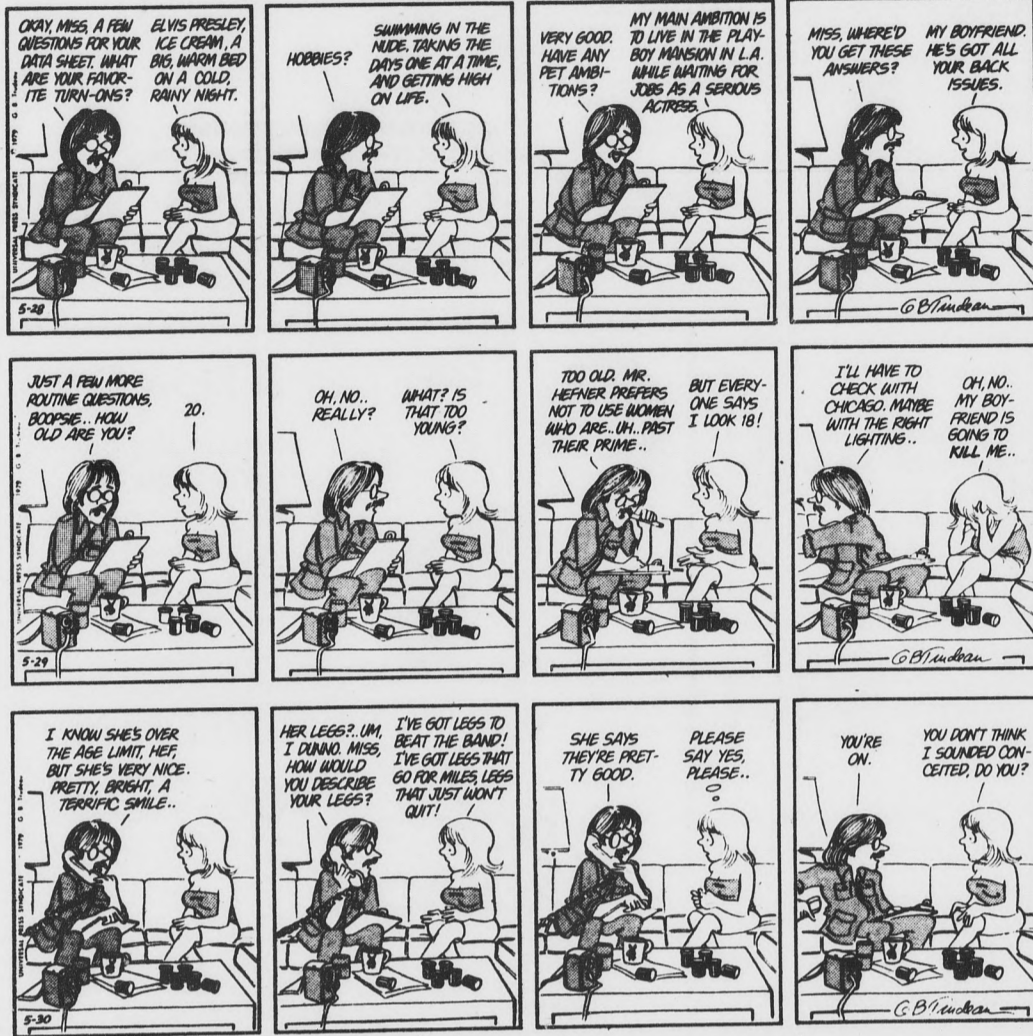
—Michael Shelby
Graduate Student



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Tower of solar energy impractical, group says

By Suzanne McElfresh

The proposed Arizona Public Service solar-power tower at the Saguaro Power Plant southeast of Phoenix, is a "white elephant," according to Valley anti-nuclear spokesman.

John Stigner of the Palo Verde Truth Force said even solar energy advocates do not consider large-scale solar operations to be practical.

The APS plan proposes a 560-foot tower that will cost an estimated \$80 to \$100 million, making the Saguaro plant the largest sun-powered electric generating station in the world.

The tower would be powered by a square-mile field of 9,000 heliostats, or specially constructed mirrors that track the sun, and would provide 60 megawatts of electricity during daylight hours.

If the APS plan is selected for funding by the Department of Energy, the tower could be in operation by 1984. It would help provide power during the peak summer hours to reduce the demand on APS coal-fired plants, according to APS spokesmen.

The tower has the potential to save about 370,000 barrels of oil each year,

with a savings of \$2.5 million during its first year of operation, said APS President Keith Turley.

However, solar energy advocates are not overly thrilled by the prospect of this solar "tower of power."

"Solar energy advocates are not talking of huge towers surrounded by acres of mirrors," Stigner said. "Solar energy lends itself (better) to small units."

Stigner said he and other sun power advocates are interested in a decrease in the consumption of electricity and in the decentralization, or individualization, of energy provisions.

He said the use of the proposed tower would maintain the centralization of energy by the utility companies, allowing them to meter the use of power and charge users arbitrarily for it.

Stigner said he believes the best alternative for fossil or nuclear fuels would be to construct future homes with solar energy equipment individually. This would allow homeowners to become more independent of utility companies.

Climatologists claim urbanization rapidly changing valley's weather

By Richard Monks

Although it's hard to believe Phoenix summers could get any hotter, two ASU climatologists say it's happening.

Harold Bulk, assistant director of the ASU climatology lab and Steve Hsu, a former ASU graduate student, say that the average daily summer temperature has risen by seven degrees in the last 30 years and will continue to go up.

Rapid urbanization of the area has turned it into an "urban heat dome," according to the climatologists.

They have done an extensive study of Valley weather records for the past 80 years at seven key Valley weather stations.

"As the city grows, more heat is retained in the atmosphere," Bulk said. "Where there were once trees, there are now buildings and pavement which hold in the heat."

He said the main temperature increase is in the minimum readings rather than the maximum, which is why temperatures remain hotter at night.

The pair say that along with the rise of temperatures, the 'urban heat dome' has also resulted in increased winds, which have cut down on pollution and the amount of annual rainfall.

"Despite precipitation excesses recently, the Southwest has been experiencing an overall rainfall decrease over the past 50 years," Hsu said.

Annual rainfall in the Valley has decreased an average of two inches during the past 80 years. This is quite substantial when the yearly average is only seven to 10 inches."

Bulk explained that despite previous theories that the Valley was becoming more polluted, the increased wind velocity has been instrumental in clearing the air.

"The increased temperatures have caused more warm air to rise and subsequently has caused winds to pick up in speed," he said. "Up to 12 miles per hour, the wind blows out pollutants but anything

over that speed causes dust and dirt to be carried with the air."

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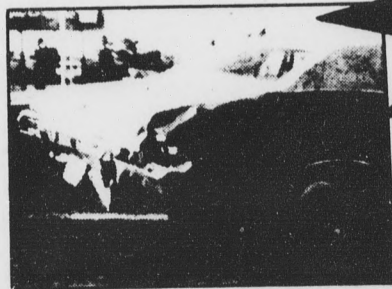
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BACKGAMMON T June 12-July 24	7:00- 9:00 p.m.	\$14.00	DOG OBEDIENCE M June 11-July 30	7:00- 8:00 p.m.	\$12.00
BACKPACKING T June 12-July 24	7:00- 9:00 p.m.	\$19.00	ELECTRONIC MUSIC — SYNTHESIZERS AND RECORDING W June 13-August 8	7:00- 9:00 p.m.	\$18.00
BALLROOM DANCING Th June 14-July 19	6:30- 8:30 p.m.	\$14.00	FRENCH — BEGINNING Section I T June 12-July 31	2:00- 3:00 p.m.	\$14.00
BASIC GUITAR REPAIRS W June 13-August 8	5:00- 7:00 p.m.	\$15.00	Section II Th June 14-Aug. 2	8:30- 9:30 p.m.	\$14.00
BEGINNING BALLET W June 6-July 18	6:15- 7:45 p.m.	\$12.00	INTERNATIONAL FOLK DANCE Th June 7-August 9	7:00- 9:30 p.m.	\$11.00
BEGINNING HATHA YOGA T June 12-July 31	6:15- 7:45 p.m.	\$15.00	INSTRUMENTAL FOLK MUSIC FOR FIDDLE, MANDOLIN, BASS, GUITAR & TENOR BANJO M June 11-July 2	7:00- 9:00 p.m.	\$14.00
BIOFEEDBACK RELAXATION TRAINING Section I W June 13-July 18	5:00- 7:00 p.m.	\$22.00	AN INTRODUCTION TO BRIDGE W June 13-July 25	6:30- 8:00 p.m.	\$11.00
Section II W June 13-July 18	7:00- 9:00 p.m.	\$22.00	KOJSHO F June 8-July 27	7:00- 8:00 p.m.	\$10.00
BLACK & WHITE PHOTOGRAPHY Th June 14-August 2	7:00- 9:00 p.m.	\$18.00	MODERN JAZZ W June 6-July 18	8:00- 9:30 p.m.	\$12.00
35mm CAMERA TECHNIQUES M June 11-July 23	7:00- 9:00 p.m.	\$18.00	NON-LOOM WEAVING W June 20-August 1	7:00- 8:00 p.m.	\$14.00
CONTINUING HATHA YOGA T June 12-July 24	8:00- 9:30 p.m.	\$15.00	POLARITY ENERGY BALANCING M June 11-July 2	7:00- 9:00 p.m.	\$15.00
COUNTRY SWING Section I M June 18-July 23	7:00- 9:00 p.m.	\$14.00	SELF HYPNOSIS — ACADEMIC IMPROVEMENT Section I M June 11-July 16	6:00- 7:30 p.m.	\$20.00
Section II T June 19-July 24	7:00- 9:00 p.m.	\$14.00	Section II T June 12-July 17	3:00- 4:30 p.m.	\$20.00
CREATIVE HAND PUPPETRY Th June 14-July 19	7:00- 9:00 p.m.	\$15.00	SELF HYPNOSIS — TENSION-STRESS CONTROL M June 11-July 16	8:00- 9:30 p.m.	\$20.00
DESIGN AND CONSTRUCTION OF ACOUSTIC GUITAR Section I M June 11-July 30	7:00- 9:00 p.m.	\$15.00	SELF HYPNOSIS — WEIGHT CONTROL T June 12-July 17	6:00- 7:30 p.m.	\$20.00
Section II T June 12-July 31	7:00- 9:00 p.m.	\$15.00	SPANISH — BEGINNING Section I T June 12-July 31	11:30 a.m.-12:30 p.m.	\$12.00
DESIGN AND CONSTRUCTION OF AMERICAN FOLK INSTRUMENTS W June 13-August 8	7:00- 9:00 p.m.	\$15.00	Section II Th June 14-Aug. 2	11:30 a.m.-12:30 p.m.	\$12.00
DESIGN AND CONSTRUCTION OF ELECTRIC GUITARS AND BASSES Th June 14-August 2	7:00- 9:00 p.m.	\$15.00	SPANISH BEYOND THE BASICS Section I T June 12-July 31	1:00- 2:00 p.m.	\$12.00
DISCO DANCE Section I T June 12-July 17	6:30- 8:30 p.m.	\$14.00	Section II Th June 14-Aug. 2	7:30- 8:30 p.m.	\$12.00
Section II T June 12-July 17	8:30-10:30 p.m.	\$14.00			

Diane Keaton co-stars

Woody Allen sends valentine to 'Big Apple' in 'Manhattan'

Paris in the spring has nothing on New York in Woody Allen's valentine to the Big Apple, "Manhattan."

Shot in black and white, Allen imbues New York with a charm and beauty that provides his most accomplished film to date with an almost fairy tale setting.

The fantasy patina does not mean Allen has lost his satirist's touch, because his portrayals of Upper West Side overachievers loses none of its sharp edge. He does prove that he has an eye as well as an ear.

If "Annie Hall" was about Diane Keaton, it is fair to say that "Manhattan" is about Woody Allen. And the script gives the writer-director a great chance to display the comic's most overlooked talent. Woody Allen is a great actor.

In his story (with Marshall Brickman) of a man whose wife has left him for another woman, Allen again presents his trademarked urban intellectual insecurities — the basically good man who can't quite get it all together. But there is a depth to his performance that is new, or was more likely overlooked, in previous screen appearances.

The script stays clear of visual humor, and even snappy one-liners are kept



Diane Keaton and Woody Allen

to a minimum. Character is stressed and this allows a closer look at Allen the actor. His performance is warm and charming. So is the movie.

It also is very, very funny. Director Allen gets great comedic performances from his cast, particularly Diane Keaton. As a woman Woody becomes involved with, Keaton gives the most natural and by far the funniest performance of her career. Her character is just as confused as ever,

but her space cadet persona has been discharged.

There also are nice performances by Michael Murphy (Robert Altman's answer to Tony Roberts), Meryl Streep and particularly Mariel Hemingway as a 17-year-old lover in Woody's life. In fact, "Manhattan" has ensemble playing of an order not usually seen on the big screen.

If you like Woody Allen, or New York, or laughing or good movies, you'll love "Manhattan."

— Steve Allnatt

Q. What's a Schlotzsky's?

A. Isn't that a 19th century polka?



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diversions

THEATRE

The ASU Summer Theatre will present "The Nightingale" at 7:30 p.m. June 15 at the Lyceum Theatre. The production will be done in "modified Peking opera style." The show for children, with elaborate costumes, is based on a story by Hans Christian Andersen. Other performances are scheduled at 2 p.m. June 16, 17, 23, 24, 30 and July 1, 7 and 8. Tickets are \$1.50.

The ASU Summer Theatre will present Neil Simon's hit comedy "The Good Doctor" based on stories by Anton Chekhov. Tickets are \$3 and \$1 for ASU students. Opening night is June 21 and the comedy will run June 22, 23,



Nightingale

New event coordinator chosen

Robert Stewart, house manager of Arizona State University's Gammage Center and the Activity Center for the last three years, has been named event coordinator of both facilities.

His appointment is effective immediately, according to Miriam Boegel, acting director of Gammage and the Activity Center.

Stewart was a part-time employee at Gammage from 1973-76, working with the night custodial crew, delivering posters, and serving as tour guide, usher and floor manager. He earned his bachelor's degree in 1974 and his master's degree two years later at ASU.

After a year as a special education teacher in Scottsdale schools, he assumed the position of house manager of the two university facilities. His responsibilities include hiring, training and supervising the 300 ASU student employees who serve as ushers, ticket takers, floor managers and tour guides, as well as analyzing anticipated crowd size for various events.

29, 30 and July 1, 6 and 8. Tickets for both summer presentations are available at the Lyceum Theatre and Diamond's box offices.

The Southern Arizona Light Opera Company is producing "The Music Man" at Symphony Hall at the Civic Plaza June 15 and 16. Tickets are from \$5.50 to \$8.50.

CONCERTS

The Bill Evans Dance Company from Seattle will open the ASU summer sessions sponsored "Summerfun" programs with an 8 p.m. June 9 performance at Gammage Center. Tickets are \$3.50. The modern dance company will present many of its more popular selections including "The Legacy" and "For Betty." Tickets are available at Gammage and Diamond's box offices.

The Odessa Balalaikas, billed as "America's finest Russian folk group," will perform two shows at the ASU

Music Theatre June 15. The group sings, dances and plays authentic Russian folk instruments. Showtimes are 7 and 8:45 p.m. and tickets are \$3.50 at Gammage and Diamond's box offices.

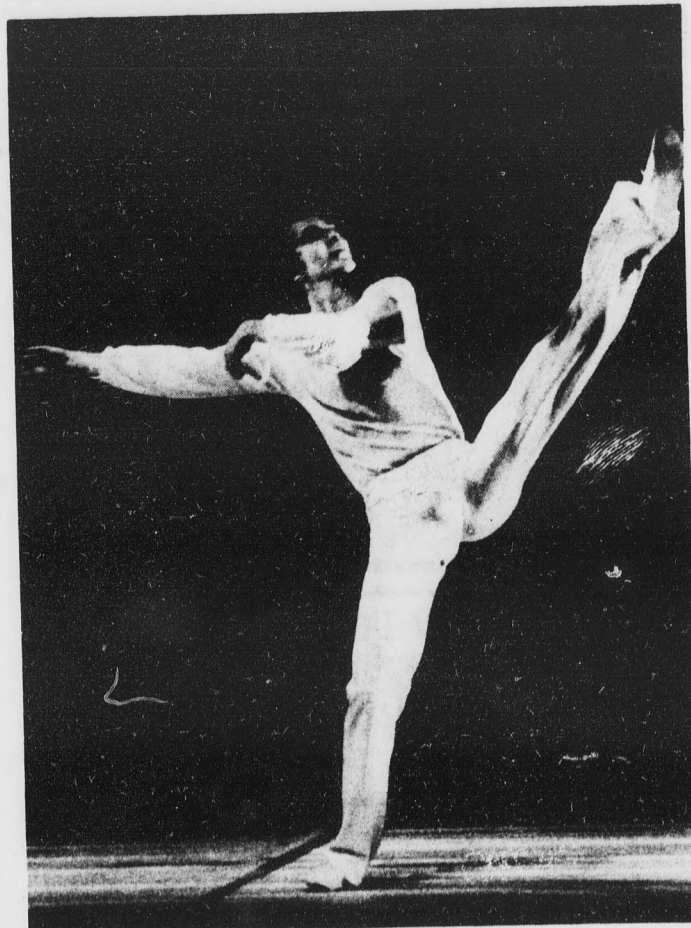
Country music stars Dottie West and Johnny Rodriguez will headline a Phoenix Civic Plaza concert at 7 and 10 p.m. June 8. Tickets are \$7.50 and \$8.50 at the Civic Plaza and Diamond's box office.

GALLERY EXHIBITS

"Passages," drawings and video by Ramon Lee Maynes will be presented at the Lyceum Theatre Gallery from June 3 to July 6. This will be the last exhibit at the Lyceum before it is closed for renovation.

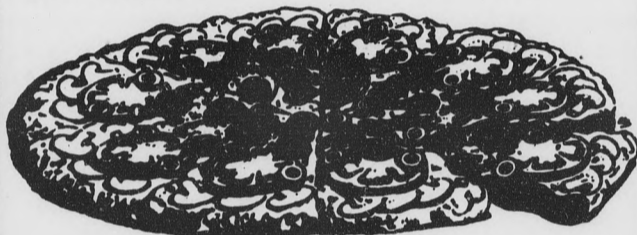
MISCELLANEOUS

The Royal Lipizzan Stallion Show will be presented at the Civic Plaza June 16 and 17. Tickets are \$7 and \$6 at the Civic Plaza and Diamond's box offices.



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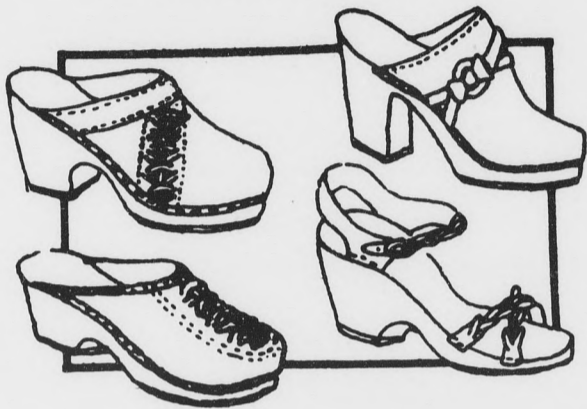
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Studios hold films for vacations

Summer movies pour into

Hollywood studios always seem to save up their products and then dump them on the public at Christmas and during the summer. The summer of 1979 is no exception. A veritable glut of "big movies" will open in Phoenix during the hot months.

Already playing in the Valley are Woody Allen's charming valentine to New York, "Manhattan," the latest Peter Sellers vehicle, "The Prisoner of Zenda," and the science fiction extravaganza, "Alien."

Coming up is Barbra Streisand's first film since she made "A Star Is Born" at Sun Devil Stadium in 1976. The movie is called "The Main Event" and is a comedy with a boxing background. Ryan O'Neal co-stars.

Two other sports stories are scheduled.

"Players," a film about tennis, stars Ali MacGraw and Dean-Paul Martin, son of the elder Dean, and a member of the Phoenix Racquets.

Susan Anton obviously was not discouraged by bombing in two television series in one year, ("Cliffhangers" and "Presenting Susan Anton"), and will make her feature debut in "Goldengirl," a seemingly preposterous tale of a woman, born in a Nazi breeding farm, trying to win big at the Olympics.



Businesswoman Barbra Streisand keeps boxer Ryan O'Neal as a tax deduction in "The Main Event." The romantic comedy described as "a glove story" is Streisand's first film in three years. It opens nationwide June 22.

Sequels are also big this summer with the inevitable follow-up to "The Poseidon Adventure" and a sequel, of sorts, to "Butch Cassidy and the Sundance Kid."

Michael Caine and Sally Field will star in "Beyond the Poseidon Adventure," in which they will hunt for loot and rescue stragglers left over from the last film. Unfortunately, Shelley Winters got pegged off in chapter one and won't be there to lighten the load.

William Katt and Tom Berenger will star in "Butch

and Sundance: The Early Years," which depicts the Paul Newman and Robert Redford heroes in their youth.

"Lost and Found" is not a sequel, but it does have the same stars (George Segal, Glenda Jackson), director (Melvin Frank) and writers (Frank and Jack Rose) as the hit "A Touch of Class."

One way to beat the heat is to see an air-conditioned movie, and Hollywood seems determined to offer a wide choice of summer refreshments.

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Total system savings over separate prices \$143.00.

Options: Need more power? Try the **Harman-Kardon 340** receiver instead of the Kenwood. \$40 more. **Bose 301** speakers for more open sound-add \$92.

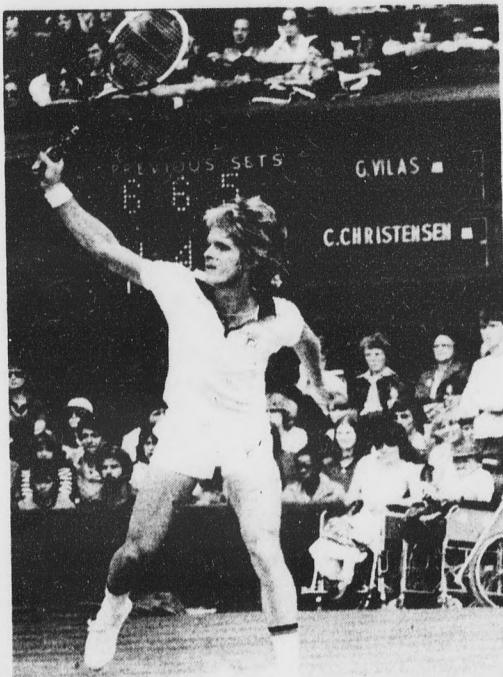
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r into Phoenix

Dean-Paul Martin, of the Phoenix Racquets, makes his film debut as a tennis star opposite All MacGraw in "Players." The drama, set against the exciting Wimbledon tournament, co-stars many professional tennis stars. The film opens this month.



George Segal and Glenda Jackson trip the light fantastic with leg casts after a skiing accident in the romantic comedy "Lost and Found." The film reunites the stars and director of the hit "A Touch of Class."

ASA EXECUTIVE/ASSISTANT DIRECTORSHIPS

The Arizona Student's Association is now accepting applications for the Executive Director and Assistant Director positions. A Bachelor's Degree is preferred for the full-time Executive Director's position; Assistant Director: part-time.

APPLICATIONS AVAILABLE
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Build a SOLAR HOME this summer

This summer in Santa Cruz, California, the Owner Builder Center is offering a three-week residence housebuilding course. Included are 100 hours of house design, housebuilding, and foodscaping, and 45 hours of actual building experience. Sessions begin June 30, July 20, and August 11 and are limited to 20 students.

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SUMMER '79

TOUR & DATE	REGISTRATION DEADLINE	TRANSPORTATION
Sedona, June 23	June 19, 1979	\$4.00
Sedona/Grand Canyon July 14-15	June 25, 1979	\$6.00
Jerome, August 4	July 31, 1979	\$4.00

REGISTER AT THE M.U. ACTIVITIES CENTER
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Memorial Union

SUMMER FILM FESTIVAL

Summer Films will be shown in the Union Cinema of the Memorial Union (lover level, Thursday and Friday evenings. Tickets are \$1.00 with a University I.D., \$1.50 without. There are no refunds or exchanges on movie tickets.

JUNE

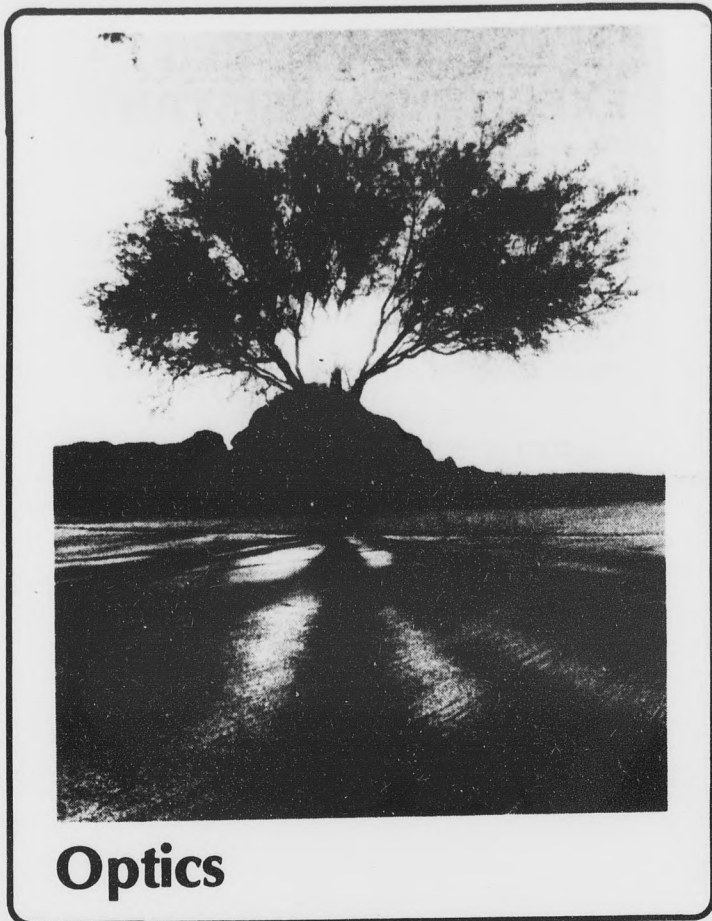
- 7- 8 SMOKEY AND THE BANDIT
7 & 9:30 p.m.
- 14-15 THE FRONT
7 & 9:00 p.m.
- 21-22 MURDER ON THE ORIENT EXPRESS
7 & 9:30 p.m.
- 28-29 THE LATE SHOW
7 & 9:00 p.m.

JULY

- 5- 6 ISLANDS IN THE STREAM
7 & 9:30 p.m.
- 12-13 HIGH ANXIETY
7 & 9:00 p.m.
- 19-20 SATURDAY NIGHT FEVER
7 & 9:30 p.m.
- 26-27 THE DUCHESS AND THE
DIRT WATER FOX
7 & 9:00 p.m.

AUGUST

- 2- 3 SILVER STREAK
7 & 9:30 p.m.



Support of bilingual studies growing, ASU official says

Community and parental support of bilingual education are rapidly increasing, according to an ASU bilingual program coordinator.

Ernesto Lopez, ASU assistant director of bilingual education, said a large turnout of parental groups at a recent bilingual education conference substantiates a widespread family interest in dual-language learning.

"Bilingual education isn't just another popular federal program," said Lopez. "The parents recognize the need for quality bilingual programs."

The three-day conference, entitled "Bilingual Education: A Future Twice as Bright," brought together authorities in law, intercultural research, medicine and educational administration.

The latest advance in bilingual education is a proposed National Office of Bilingual Education and Minority Affairs, establishment of which hinges upon House approval of a new Department of Education, according to Lopez.

"Bilingual education isn't designed to teach a foreign language, but rather to facilitate the transition from a native tongue to English.

Research into foxy habits subject of student's study

The quick brown fox jumped over the lazy dog.

But probably not in Arizona. Not that Arizona foxes aren't as quick, or that Arizona dogs aren't as lazy as the next guy's. It's just that brown foxes in the southwest are likely to be kit foxes, and kit foxes are not likely to be around dogs of any kind, lazy or no.

Kit foxes are shy, burrowing animals about as big and furry and aggressive as adoptable kittens.

Beyond the fact that they live in underground dens and come out at night to hunt grasshoppers, lizards and occasional kangaroo rats, researchers know little about the gentle desert carnivores.

They agree, however, that kit foxes move out when people move into their neighborhoods. They used to be as common as greasewood on the Arizona desert. They aren't anymore.

California, Utah and Oregon protect their kit foxes. California includes one species on its endangered list, but the animals are still on their own in Arizona, Texas, Nevada and New Mexico.

Their low profile is part of their problem. People just don't know enough about them to worry.

Rick Golightly, an ASU Ph.D. candidate in zoology, is studying the kit fox in an effort to fill

in some of the blanks about its lifestyle and living requirements.

Golightly is the first to study what he calls kit fox "energetics," a study which requires scientific analysis of the animal's calorie budget — where he gets his energy and how he uses it.

The study requires that Golightly trap a dozen or so kit foxes and outfit them with devices that transmit their skin and body temperatures. The researcher can then monitor them from a short distance away.

The zoologist has been watching the animals for more than a year, and his first lessons in kit fox habits surprised him. For one thing, he said he suspects that they have close family relationships.

Golightly has three kit fox pups among the study group at ASU. The mother fox died in the wild as a result of a parasite infection. Even after a week's separation, the pups recognized each other and their father when they were reunited at ASU, Golightly said.

"Kit foxes seem to have complex social requirements and fairly rigid diet needs," he said. "They don't adapt to changing conditions very well. It could be they just can't make it alongside man."

Golightly will monitor the kit foxes for a few more months before he compiles the official results of his study.

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'Guinness' seeks talent to try record feats on TV

If you've always had a desire to be a champion, here's your chance to create your own challenge.

"The Guinness Game," a new television series, has begun an international talent search for athletes, daredevils, gymnasts and record-breakers of all kinds who would like to appear on television and attempt to establish, set or challenge an existing world's record for "The Guinness Book of World Records."

"It's an opportunity for all the people who know they can do something no one else can do to finally be recognized for their accomplishment. The sky's the limit," said Michael Hill, "The Guinness Game" producer. "Contestants will be making bets on the outcome of these record-breaking attempts, so the events should be skillful, suspenseful, thrilling and funny," he added.

Since the show is not limited to the specific events listed in "The Guinness Book of World

Records," it is open to unlimited possibilities in which the basic skills of a participant can be applied to a new type of event. For instance, in the first episode of the program, a University of Southern California athlete, Larry Doubly (a former member of the University's track team) attempted to jump the entire length of an automobile. In succeeding, he established a new world record by jumping 17½ feet over a five-foot-high obstacle.

"Can you make a legitimate attempt?" asks Hill. "That's all we ask for. Nobody but the challenger

needs to know what the outcome will be. Some will break a record and some will fail. That's part of the thrill," he explained.

If you're interested and feel you have a talent which will put you in "The Guinness Book of World Records," or if you just want an all-expense-paid trip to Hollywood and a chance to be on TV, contact E.J. Oshins, The Hill-Eubanks Group, c/o 20th Century-Fox Television, P.O. Box 900, Beverly Hills, Ca. 90213 and be sure to include a description of what you do, along with a telephone number and address.

Q. What's a Schlotzsky?
A. Isn't that what Walter Cronkite says when he's upset?



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Premiere
The Last Woman

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 Sat 5:20, 9:35

Going Places

Thurs-Fri 7:30 Sat 3:15, 7:30

SUN.-MON., JUNE 10-11

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WARREN BEATTY
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 Sun 1:25, 5:30, 9:35
 Mon 9:35

a thousand clowns

Sun 3:25, 7:30 Mon 7:30

TUES.-WEDS., JUNE 12-13

SAVAGE SAMURAI SEX!

Castle Rhapsodies
 8:20
 7:00, 9:50 **Ill-Fated Courtesan**

THURS.-SAT., JUNE 14-16

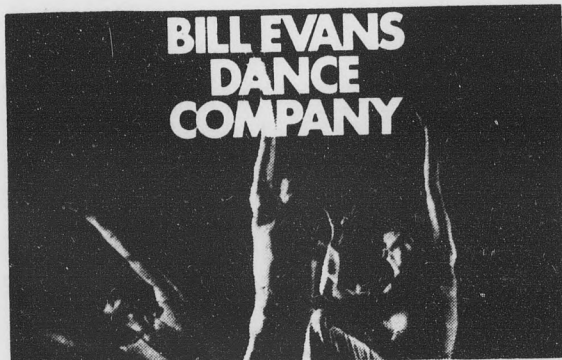
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In Gammage Center

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Friday, June 15 • 7 p.m. and 9:45 p.m.

THE ODESSA BALALAIKAS

AMERICA'S FINEST RUSSIAN FOLK GROUP

For centuries the Russian folk song shaped an image of peasant life, of an expansive existence bursting at the seams with the limits of human joy and suffering. Transported to a new century and a new continent, the old melodies do not lose their charm, the rhythms their power to compel dance, or the lyrics their capacity to contain epic history, nonsense or romance. Come see and hear The Odessa Balalaikas bring this exciting tradition to life in two performances.

In The ASU Music Theatre Limited Seating

Tickets: \$3.50 General Admission (ASU Summerfun Free Event)

Friday, June 22 • 7 p.m. **THE L.A. MIMIC Co.** and 9:45 p.m.

If you've ever caught these five zany characters in their act, then you already know The L.A. Mime Co. is a rather one-dimensional title for such a multi-dimensional troupe of performers. You'll want to be in the audience for these performances.

In The ASU Music Theatre Limited Seating

Tickets: \$3.50 General Admission (ASU Summerfun, Free Event)



AN EVENING WITH CHUCK MANGIONE AND THE CHUCK MANGIONE QUARTET

Wednesday, July 11 • 8 p.m.

Tickets will go very fast for this single concert by Grammy Award winner, Chuck Mangione. You've seen and heard him on television, radio and on records... now see and hear Chuck Mangione in person and in concert at Gammage.

In Gammage Center

Tickets: \$9.50, \$8.50 and \$7.50 (Special Event)



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Wednesday, July 18 • 8 p.m.

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Nursing project designed to benefit new mothers

Newborn babies come as whole packages complete with their own personalities, prejudices and aptitudes already formed, according to Carolyn Feller, ASU assistant professor of nursing.

"Some babies are cuddlers and some aren't. Some are relaxed; some not. Some are basically calm and confident, while others need a lot of assurance that their new world is a safe, secure place to be," Feller said. "Babies are unique individuals from day one."

The trouble is new mothers, especially first-time mothers, often don't know how to get acquainted with their tiny individuals.

Feller said it can be a tense time for mothers who think of their infants as miniature adults who "decide" how to behave.

It can be an equally trying time, she added, for mothers at the other extreme who regard infants as nothing more than animated digestive tracts waiting for their families to provide them with individuality.

It's a time when professional nurses can help, according to Feller. The question is how and when to provide that help.

In an effort to find an answer, the ASU professor designed a Department of Health Education and Welfare funded project to discover when nurses can best

teach new mothers how to understand, care for and enjoy their new babies.

Two hundred first-time mothers and their babies will be included in the ASU study, which starts in September in two metropolitan Phoenix hospitals.

Nurses will show mothers how their individual babies respond even in sleep to interrupting lights and noises, how their reflexes work, and how they quiet response to various reassuring sights, sounds and touches.

The sessions will be offered beginning on the first day after the baby's birth, as is already the practice in a number of hospital maternity units. Then a second group of mothers and babies will get repeat demonstrations at home when the children are a week old.

"In designing this study," Feller said, "we were aware of the shortened hospital stay for most mothers these days, and also of the stress to which a new mother is subjected. We don't know if mothers can indeed profit from an educational experience as soon as one day after delivery. We may find that it is more helpful for nurses also to visit the mothers and babies in their own homes during that first week."

The long-range goal of the program is for nurses to use their opportunity to help mothers understand and accept the behaviors of their individual infants, she added.

Solar water heater class scheduled to start June 19

Do-it-yourself solar water heating workshops are scheduled weekly during the summer at ASU.

A free explanatory lecture by workshop instructor Mike Marinello is set for 8 p.m. June 19 in the Pima Room of the Memorial Union.

At the workshops participants will build and learn to install two roof-mounted solar panels, capable of providing more than 75 percent of the annual hot water need for an average family.

More than 400 Valley residents ranging in age from 14 to 80 have built their own solar water heating systems at earlier workshops directed by Marinello and sponsored by the Research and Service Foundation of the ASU College of Architecture.

Workshop tuition is \$57; required hardware is \$395.77.

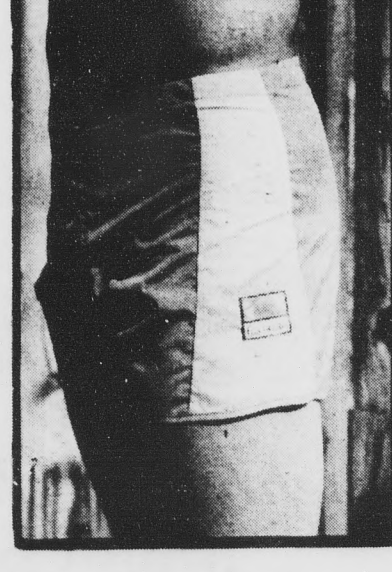
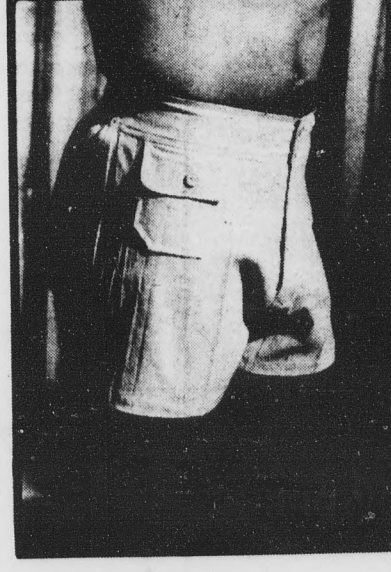
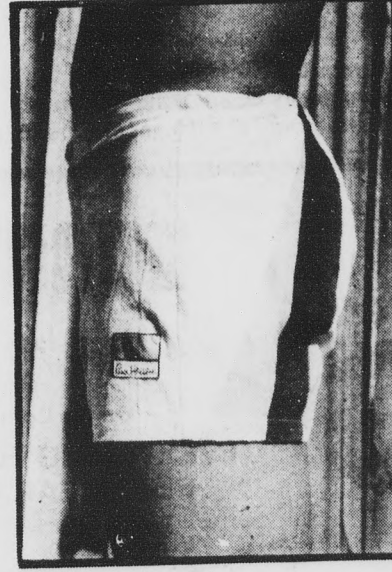
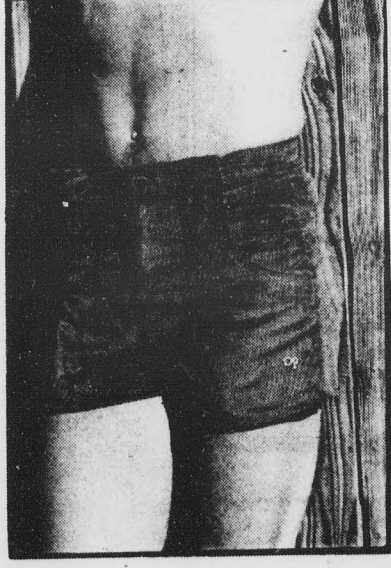
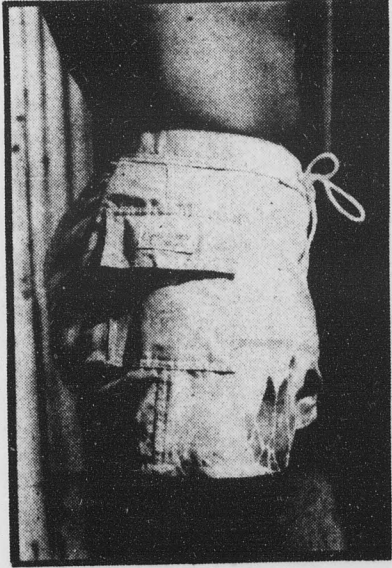
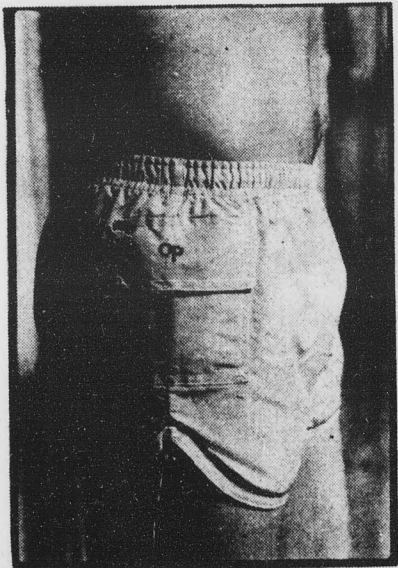
Additional information is available from Marinello at the ASU College of Architecture, 965-3216, or at 967-6659.

Q. What's a Schlotzsky's?

A. Isn't that the cult that worships frogs?




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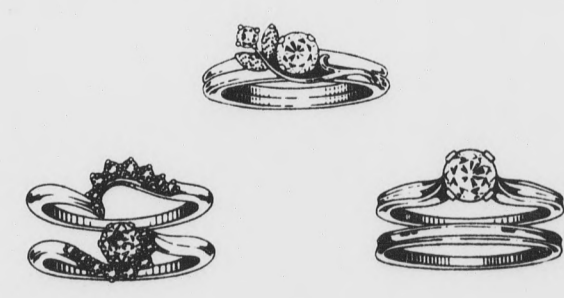
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Coed must pay own way

Goat tying cowgirl ropes her way to nationals

The quickness of her hands are the key. They grab the flanks of the goat, throw it to the ground and in a split-second flurry tie three of the animal's limbs, leaving it motionless.

The hands belong to ASU student Barbara Johnson and the sport is goat tying. Johnson, 21, will be the sole ASU representative at the National Intercollegiate Rodeo Association's national meet in Lake Charles, La. She was one of two finalists picked from the west coast region, and will be competing with other finalists for \$125,000 in scholarships for their respective schools. The top two teams and individuals

from ten regions are chosen.

Having grown up around animals, Johnson said she cannot remember when she started riding horses but does remember her first rodeo experience at 16 with the Junior Rodeo Association.

"I started running barrels but I eventually started goat tying and it has

become my best event," said Johnson, a biology-agriculture major. "Both take timing between rider and horse," she added.

El Patrone is the name of Johnson's 10-year-old gelding and they practice most days beginning at 6 a.m.

"The idea is to get the horse to gallop quickly and

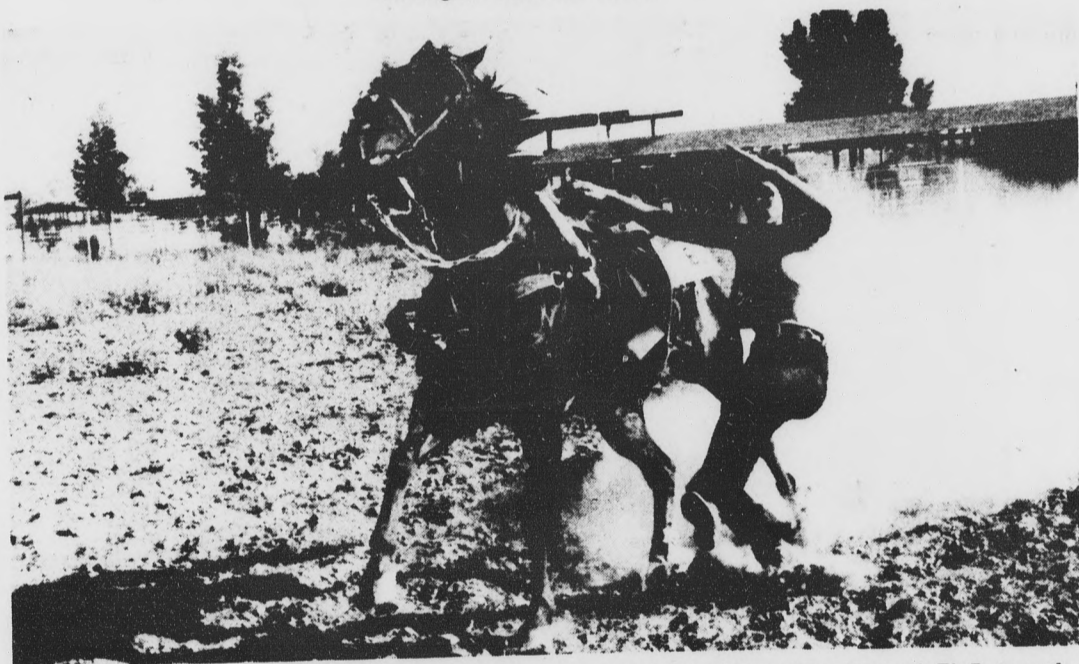
continued page 17

Story and photos by

John Spagnoli



Grabbing the goat by its flank and leg, Johnson throws the animal down. "You have to lift the goat high enough to clear its legs," said Johnson.



Johnson, rope in mouth, begins her run at the goat using the momentum of El Patrone's gallop. "You have to get as close to the rope stake as possible," she said. Touching the stake, rope or goat with the horse is a 10 second penalty, enough to put one out of the running.

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More about

Roper lands finals

continued from page 16
then to stop immediately on command, so you can jump off quickly and use the momentum of the gallop," she said.

The expense of transporting and housing El Patrone falls on Johnson, since ASU pays none of the expenses for the rodeo team. Gas money alone comes to \$1,000 every 15-meet season, according to Johnson.

"It's really unfair. I'm competing for scholarship money for ASU."

The other colleges in Arizona involved with NIRA, UA and Central Arizona College, pay expenses for their teams, according to John Brock, Rodeo Club advisor. "Last year CAC brought in \$5,300 and UA \$2,900 in scholarship money from the finals. ASU brought in none," Brock said.

"Barbara was the only team member who made it through the season," Brock added. "Everyone else dropped for financial reasons."

The club handles the annual ASU December rodeo and tries to obtain private funding for team members. Johnson is president of the club.

"Managing the rodeo is fun but I'm not too successful with raising money for the team," she said.

Summer jobs pay for Johnson's trips to the nationals and she is sharing expenses with Kim Berman of CAC's team.

"Maybe I shouldn't complain. The important thing is I'm going to the finals," she said.



Hands held high signifies Johnson is finished. The goat must remain tied for five seconds.

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Comparative ads blasted

Advertising that compares a product with one or more competing brands has triggered considerable controversy in the ad industry.

Drs. Stephen Brown and Donald W. Jackson Jr., members of the ASU marketing faculty, say this technique may be no better than traditional methods, and can be worse.

They analyze the current status of comparative advertising in an article prepared for the current issue of "Arizona Business," published by the ASU Bureau of Business and Economic Research.

"Comparative advertising is not a new technique," Brown and Jackson explained. "In the early 1930's, Plymouth challenged car buyers to compare their auto with the 'big three.' In 1971, the Federal Trade Commission began taking steps to encourage comparative advertising."

The ASU researchers cited several "success stories," one

involving the Schick Fleximatic electric razor.

"Schick compared their razor to three leading shavers by name. Sales increased by \$28 million and the market share rose 16 percent," Jackson observed. "But, success is not always sweet. Legal suits totaling more than \$12 million were filed and the ad industry's self-regulating bodies forced the message from the media, ruling it was 'false in some details and misleading in overall implications.'"

Comparative advertising has spawned scores of other lawsuits in recent years. Alberto-Culver vs. Gillette and the FTC against General Electric are two of the most celebrated cases.

"From a public policy perspective, comparative advertising, if done fairly and honestly, can be of great benefit to the consumer," the ASU researchers emphasized. "From the advertiser's viewpoint, it can help a small company gain identification and compete with

leaders, and helps spur innovation and progressiveness."

On the negative side, the possibility of deception always exists and loss of credibility can have a boomerang effect, they said.

"One solution would be the establishment of an independent test center to screen product claims before advertising messages are released," Brown said. "Another possible solution would be strict discipline and stiff fines for deceptive ads and distorted test results."

They noted that most studies to date show no real differences between comparative and non-comparative advertising. In fact, some studies indicate a negative public attitude toward the comparative form.

The two offered some suggestions to advertisers contemplating using the comparative technique. Non-trivial attributes must be compared, well-documented evidence should back all claims, and comparisons should be of moderate intensity.

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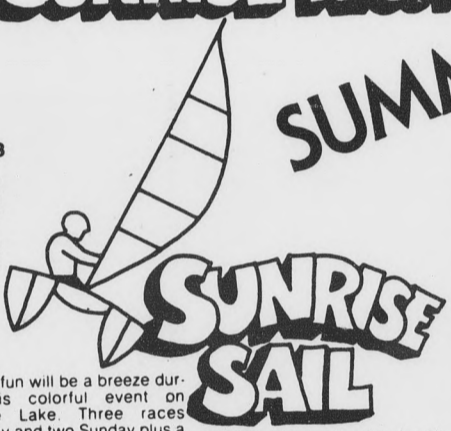
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SUNRISE LAKE TROUT DAYS

May 26-June 3

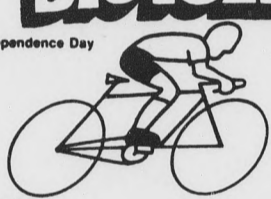
Catch the excitement early! Enjoy great fishing and bring your catch into the Sunrise Resort Hotel. We'll clean and cook it for you. We'll even do the dishes.
PRIZES: The person who brings in the largest fish during TROUT DAYS will win a 3 day/2 night vacation at Sunrise Hotel.



Having fun will be a breeze during this colorful event on Sunrise Lake. Three races Saturday and two Sunday plus a Bar-B-Q will make this a grand event for participants and spectators.

PRIZES: Sunrise T-shirts for all participants, Sunrise vacations, awards and merchandise for winners.

BICYCLE TOUR



Roll out of Show Low Saturday and coast into Sunrise via Springerville on this scenic 65 mile ride through cool country. Hungry riders will enjoy the all you-can-eat picnic with beer. A great family outing. Free chairlift rides and Sunrise T-shirts for all participants. Return Sunday morning via Pinetop (23 miles).

VOLLEY TOURNEY

Teams from all over the state are invited to participate in the two-day fun-filled competitive volleyball tournament. This should be the hottest, most exciting competition of the summer in the cool White Mountains.
PRIZES: Sunrise vacations for the entire winning team! T-shirts for all players. Merchandise and awards.

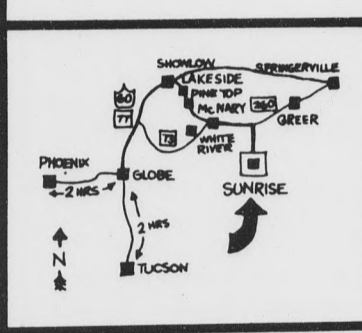
APACHE RUN



Be a chief contender in a variety of races and fun runs. Scenic trails are being set up for special family and individual events. There will be short races for fun and family with awards, and a long championship event with awards and open merchandise division. All participants receive T-Shirt and pow-wow meal.

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Rain dates for any event unable to start will be the weekend following scheduled time

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Perry Sams

Will Horner face soph. jinx?

Can Bobby Horner escape the sophomore slump?

Though most second year players shrug off premonitions of subpar years following outstanding rookie seasons, it seems there are more reasons than not that most of them trail off following surprising rookie years.

But the question is, is Bobby Horner like most of them?

It doesn't look like it. Horner got warmed up in the 1978 NCAA season by setting a record for home runs with 25. He and an all-hit-no-pitch ASU team lost the College World Series crown to Southern California in the final game.

Then the 21-year-old did the almost unheard of by not playing an inning of minor-league baseball, jumping to third base for the Atlanta Braves and winning National League Rookie of the Year honors.

In 83 games, Horner hit 23 home runs, batted .266 and knocked in 63 runs.

But contract negotiations with the Braves, in which Horner and his agents, Bucky Woy and Jim Junker, claimed that a \$100,000 signing bonus should be included as part of last year's salary, have left him in limbo since the end of last season.

Horner, Woy and Junker contended that the bonus should be counted as a part of the salary which teams are not allowed to cut more than 10 percent.

Since the Braves highest firm offer was for \$100,000 a year, a larger cut than the legal limit, binding arbitration was to decide whether Horner would be declared a free agent, able to negotiate with any interested team.

Raymond Goetz, major league baseball's new arbitrator, was assigned the "thorny" Horner case as his first problem. Monday, he decided that Horner would be paid an estimated \$130,000 this year and would stay with the Braves for the next five years.

This compromise victory for Horner leads to the question, what emotional effect will it have on his second season?

Horner missed most of spring training, claiming that since he was not under contract, the club would not be liable for any injuries

that might occur to him. But he has played in 17 regular-season games, hitting .297 with five home runs and 16 RBI.

Other factors besides the mental and emotional strain Horner has been through are the physical —

Will opposition pitchers "catch up" with him? Can they start to develop a book on him, for instance finding he hits certain pitches or areas of the strike zone well and others poorly?

Other physical pressures include traveling. And Atlanta, a National League West team, is located 200 miles from the Atlantic, making transcontinental

flights to play West Coast rivals a weekly thing.

Add to the physical list night games, followed by day games, August double-headers and games that pile up following rainouts, making weeks of games without a break necessary, and you get an idea of the physical pressures faced by Horner.

Horner will be subjected to scrutiny by fans and the press following his salary fight and holdout.

But if he can keep his poise and avoid physical and mental problems, Bobby Horner can turn a possible sophomore slump into a sophomore triumph.

Q. What's a Schlotzsky?
A. Isn't that a Polish casserole?



If ever you see a suspicious character — some guy hanging around a bike rack or lurking by a dorm — call the University Police at 3456. No names necessary. And no victimless crimes, please.



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Barrett and Allen go in pro draft

Sun Devil shortstop Marty Barrett was the first pick of the Boston Red Sox in the secondary phase of the draft and third baseman-designated hitter Jamie Allen was the Seattle Mariner's choice in the second round of players chosen in the regular draft.

ASU Coach Jim Brock believes Allen and the Mariners have already come to terms.

Brock said he believed that Allen, who saw limited playing time this season due to a shoulder operation, signed for \$25,000 more than he was offered out of high school by the Minnesota Twins. The Twins offered Allen a reported \$65,000 bonus. Brock said he believed Allen would sign a contract worth between \$70,000 and \$100,000.

"Of course he's from Yakima (Wash.), and that makes him a local kid," said Brock. "We feel Seattle's one of the finest organizations in baseball, and he'll have a chance to move up quickly there."

"He's a happy young man, and we're happy for him."

Allen hit .257 for ASU this year in limited action. He hit 15 home runs last year. But Allen is probably best remembered for his game-winning hits and fine relief pitching as a freshman when ASU won the College World Series title in 1977.

Barrett is undecided on whether to sign with Boston, who also drafted him last year, Brock said.

The junior infielder, known for his strong arm and consistent hitting, batted .332 for ASU this year and led the team with 63 runs scored.

It boils down to money for Barrett, Brock said.

"Generally, the best time to go out is right after your junior year, but (for Barrett,) it would have to

be a pretty good sum of money."

"There's probably a real good chance we'll lose Marty," he said.

"He's a very good

baseball player, and I think he'll play in the big leagues someday."

As a result of the Bob Horner arbitration case, in which lawyer Raymond

Goetz declared that major-league bonuses should be considered part of salary, it's unlikely young players will be signed to major-league bonuses in the

future, Brock said.

Instead, they will receive separate bonuses.

Ironically, Horner was the first player drafted in last year's college draft.

SPORTS

Q. What's a Schlotzsky?
A. Wasn't that the demented Russian chess master who ate his king?



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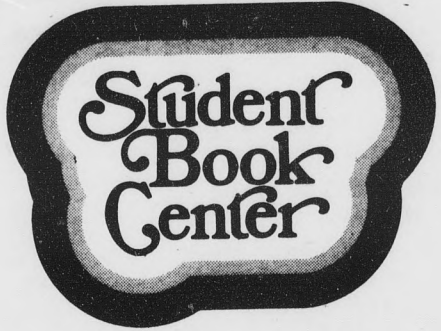
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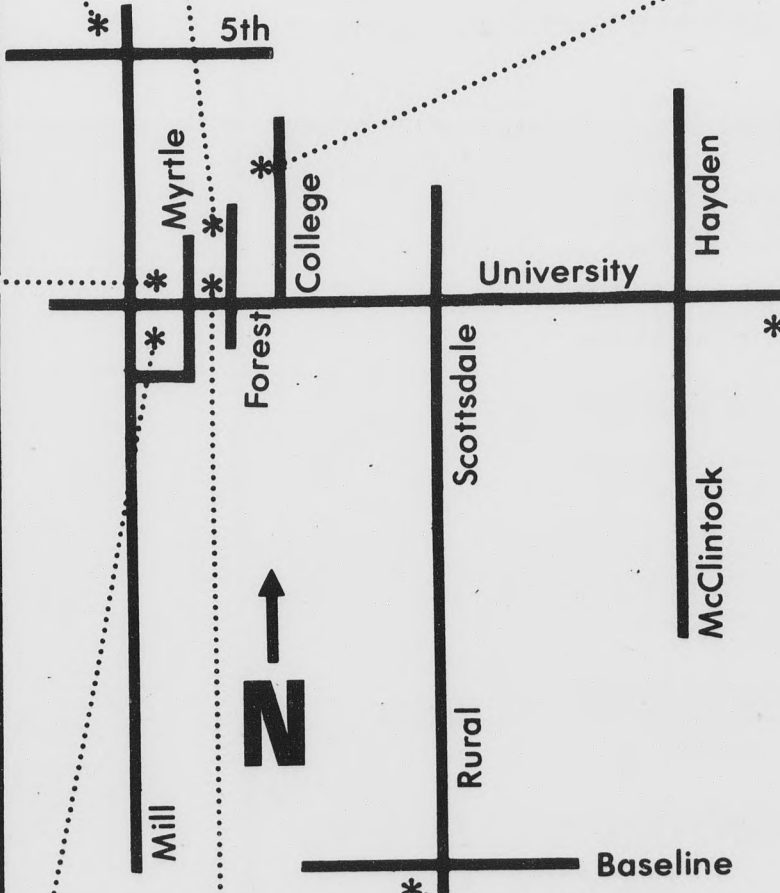
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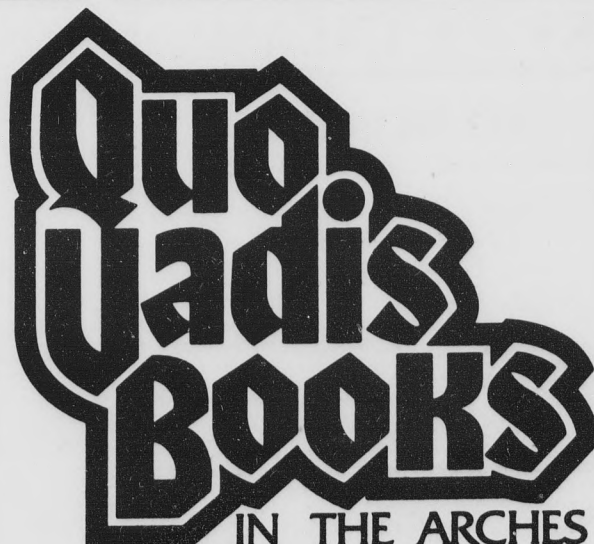
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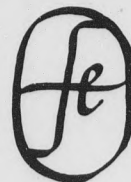
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