

wednesday

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Tempe, Arizona

New computer system to improve registration

By John Dougherty

A continuous, computerized course-selection system is tentatively planned to replace the current walk-through and drop/add registration by 1982, ASU officials said Tuesday.

Over the next three years an "on-line," automated registration system will be phased into use, according to Associate Registrar William Haid.

The on-line computer system will allow students to register for classes or make schedule adjustments at almost any time.

Haid said a conceptual plan has been approved by Provost Paige Mulhollan to begin implementing the new system, after three years of study and five months of research by a University-wide task force.

"In our new continuing calendar system, we will have early registration as now, keeping it a priority system based on class standing," Haid said.

Next fall is tentatively planned to be the last walk-through registration, according to Haid. In the spring of 1982, walk-through registration, late registration, and drop/add will be added to the on-line system.

A cost estimate for the system is not yet available. Preliminary figures for the first year of implementation

of the three-year plan are expected to be released within 10 to 15 days.

Haid said the most noticeable effect of the new system will be the time students will take to register or make adjustments in class schedules.

Instead of processing 12,000 students in two days in the University Activity Center, continuing registration will allow students to register for classes throughout the summer.

"The continuing on-line system will be first-come-first-serve, as walk-through registration is now," Haid said.

The new system is designed to replace the "Phase II" registration plan, under which students who fail to register early or do not receive the classes they want must wait until walk-through registration or drop/add adjustment.

Assistant Provost Mathew Betz said the main benefit to students will be "better service in terms of accuracy, pre-registration and verification of enrollment."

"We haven't run a cost-benefit analysis because we can't put a dollar figure on the students' time saved," Betz said.

With the new system, students can make adjustments to their schedules

or register for classes after June 1 by going to one of four registrar computer sites with a class approval form signed by their department chairman or adviser.

The computer sites will be open weekdays throughout the summer until the fee payment deadline, scheduled for August 10.

The old process then will take over with walk-through registration and drop/add as usual.

The computer operator will process the request and will give the student a print-out listing classes and fees to be paid. If any errors are discovered, such as a wrong class number or improper registration, the student will be alerted immediately to the problem.

"The student is going to know that we not only got the information and read it, but know we read it correctly," said Haid.

Haid said departments will have access to continually updated enrollment figures to inform students of class availability.

No sites have yet been selected to house the four satellite registrar computer centers, Betz said.

"The only thing at this juncture that might cause us some slippage (in implementation) is space," Betz said.

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Endowment trust being developed

Sun Angels to back academics with funds from stadium seats

By Michael Cast

Revenue generated by the sale of new seats in the Sun Angel section of Sun Devil Stadium has enabled the Sun Angel Foundation to start supporting ASU academic programs, the foundation president said Tuesday.

"We've discussed expanding our support into academics for years, but we haven't had the money until now," Harry Rosenzweig said.

He told reporters at the Phoenix Press Club the Sun Angels are developing an endowment trust to fund both athletic and academic programs at ASU for the next five years.

ASU's Engineering College will receive a grant of \$1.25 million to be paid in five yearly installments, he said.

He added the booster club decided to donate to the Engineering College because Clovis Haden, dean of the college, was the first to approach the foundation for money and because the college has a favorable economic impact on the state.

The proposed Center for Excellence in Engineering, the project for which the donation is earmarked, is designed for research in solid state electronics, computer processing systems and thermal science.

Gene Felker, the foundation's executive director, said the endowment trust is opening with \$100,000 and will be continuously added to with revenue from Sun Angel membership fees.

The money will be apportioned according to the needs of the University, Felker said. He said the Sun Angel Foundation will determine which programs to endow, but will not attempt to dictate to ASU administrators how the money is to be spent.

"We will make the decision each year, as the trust enlarges, where the money will go," Felker said.

Felker said the expansion of the Sun Devil Stadium, funded in part by a \$4.2 million grant from the Sun Angel Foundation in 1977, enabled the foundation to set up the trust.

Tennis bums

Melva and Dick Snell, right, winter visitors from Michigan, were among fewer than 15 spectators at ASU's tennis match against Grand Canyon College Tuesday. Below, economics senior Tim Anderson breezes to a 6-1, 6-1 win over his opponent. ASU will host the University of San Diego in its next home match Saturday, Feb. 14, at the Whiteman Tennis Center.



Staff photos by Lars Jones



news briefs

from the Associated Press

Searcher for boy missing on mountain also lost

ESCONDIDO, Calif. — The search for a 9-year-old boy missing for three days near the cold, fog-shrouded summit of Palomar Mountain was expanded Tuesday after a volunteer searcher also was reported lost. A 70-man search party stumbled through rocky, brush-hidden canyons at the 5,000-foot level, looking for Jim Beveridge, who disappeared Saturday, and for retired San Diego police Capt. Eric Enell, a family friend who disappeared Sunday while helping in the search.

Polish court rules out farmers' union request

WARSAW, Poland — Poland's highest court rejected private farmers' demands for an independent union Tuesday and recommended they form an association instead. Polish newspapers reported without comment the government shakeup naming Defense Minister Wojciech Jaruzelski, an army general considered a moderate, as Polish premier. The Sejm, Poland's Parliament, was expected to meet Wednesday to approve the appointment of Jaruzelski, designated to replace Premier Jozef Pankowski at a party Central Committee meeting Monday night.

Moral Majority members to sponsor anti-gay campaign

SAN FRANCISCO — A coalition of fundamentalist groups, calling San Francisco the "Sodom and Gomorrah" of the nation, says it will spend \$3 million on a media campaign attacking homosexuals. The coalition said it will buy advertisements to build anti-gay feeling in the community and attempt to persuade homosexuals to give up their lifestyle. "I agree with capital punishment, and I believe homosexuality is one of those that could be coupled with murder and other sins," said Dean Wycoff, a spokesman for the Santa Clara Moral Majority, one of the groups involved in the campaign.

Agreement reached on first Western coal contract

DENVER — Union coal miners at two mines in Colorado and New Mexico will be voting this week on a new three-year contract, the first reached in a new round of bargaining with Western strip-mine operators. The proposed contract is expected to have a significant impact on negotiations between the United Mine Workers union and other companies in the Western coal fields and may affect negotiations in Washington between the UMW and major eastern coal producers.

FRESHMAN HONORARY

Alpha Lambda Delta is inducting new members. All freshman with a G.P.A. of 3.5 or above are eligible to join. If interested, please attend our organizational meeting on Thursday, February 12 at 3:30 in the Arizona Room of the Memorial Union.

Winter's biggest storm hits North

Driven by high winds, the biggest storm of the winter swept from the Rockies to the eastern Great Lakes on Tuesday, bringing blinding snow and bone-chilling cold that contributed to at least three deaths. Tornadoes struck to the south, meanwhile, killing at least one person in Texas and hitting a grade school in Alabama. Two of the students and a bus driver were seriously injured.

Deported American leaves Iran

DUBAI, United Arab Emirates — American writer Cynthia Dwyer flew out of Iran to freedom Tuesday after a one-day mix-up in her deportation, leaving one American still captive of the Iranians. The 49-year-old Mrs. Dwyer, a free-lance journalist imprisoned for nine months and then convicted of espionage and ordered deported, arrived in Dubai on an Iranian plane loaded with peasants.

Reagan retains seven programs for elderly, poor

WASHINGTON — President Reagan, trying to win support for deep cuts in social spending, has decided to leave untouched seven federal programs for the elderly and the poor, the White House announced Tuesday. The president's budget cutters hope the move may blunt some of the political uproar sure to explode from special interest groups and lobbyists when Reagan sends his "hit list" of spending cuts to Capitol Hill on Feb. 18.

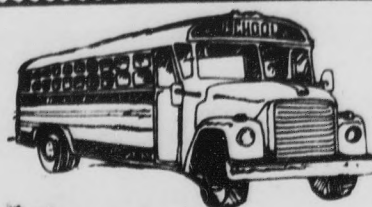
Details on severity of accident withheld, report says

WASHINGTON — Operators of the Three Mile Island nuclear plant in Pennsylvania withheld initial information from the government on the true severity of the March 1979 accident there, House investigators claimed Tuesday. In the early hours of the nation's most serious civilian nuclear accident, plant managers supplied misleading data to state and federal officials, the investigators' study added.

FTC judge says Bayer maker has deceived consumers

WASHINGTON — The maker of Bayer Aspirin has deceived consumers about the product's effectiveness and safety, a Federal Trade Commission judge found Tuesday. Judge Montgomery K. Hyun said Sterling Drug Inc., had "no reasonable basis" for a series of advertising claims for Bayer Aspirin, Bayer Children's Aspirin, Vanquish, Cope and Midol.

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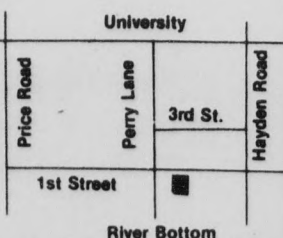
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A.S.U.

Ex-coach testifies to cover-up request in Rutledge lawsuit

By Jeff Sellers

Former ASU defensive coach Bob Owens testified Tuesday former ASU football coach Frank Kush asked assistant coaches to cover up Kush's alleged assault on Kevin Rutledge in a 1978 game against the University of Washington.

Less than a month after the former ASU punter filed his \$2.2 million lawsuit against Kush and others, Kush met with assistant coaches Don Baker, Richard Mann, Bob Karmelowicz and Owens for a regular planning meeting Oct. 3, 1979, Owens testified.

"We were given instructions by Frank that we should stick together even if it meant lying or perjuring ourselves, or else we were all going to get fired," Owens testified.

Kush told Owens to give the same instructions to other defensive coaches, Owens added under questioning from Robert O. Hing, Rutledge's attorney.

Rutledge's lawsuit claims Kush punched him and harassed him into quitting the ASU football team.

Kush has testified he told the coaches "to stick together" because Rick Lynch, an ASU athletic booster, was soliciting players' statements about the alleged punch.

Owens testified he understood Kush's statement referred to Rutledge and the lawsuit.

Kush mentioned the Rutledge suit at another coaches' meeting the week of the 1979 season opener against the University of California at Berkeley, Owens said.

Kush said Rutledge was "a malcontent, and that his

father was suit-happy, and it (the lawsuit) was a result of the chink," Owens testified.

"He referred to me as the chink?" Hing asked.

"Yes sir," Owens replied.

Owens, who replaced Kush as interim coach after former Athletic Director Fred Miller dismissed Kush Oct. 13, 1979, testified Kush talked with him about the alleged punch in the locker room before or after the second game of the season.

"He made the statement that he didn't hit Kevin Rutledge and he looked me right in the eye and said, 'Right, Owens?'" Owens testified.

Owens said on the weekend of Oct. 6, he told Joe McDonald, ASU assistant dean of students, about the meeting with Kush.

He testified he did not tell Miller about the meeting until the day after Kush was dismissed.

In a meeting at the University Activity Center Oct. 5, 1979, Kush's attorney Harry Cavanaugh explained to about 30 people — coaches, players and others — the deposition-making process, Owens testified.

At the meeting, former running back Arthur "Turtle" Lane repeatedly asked Cavanaugh what would happen if anyone lied in a deposition, Owens said.

He testified Lane finally asked, "If we don't tell the truth will we go to jail?"

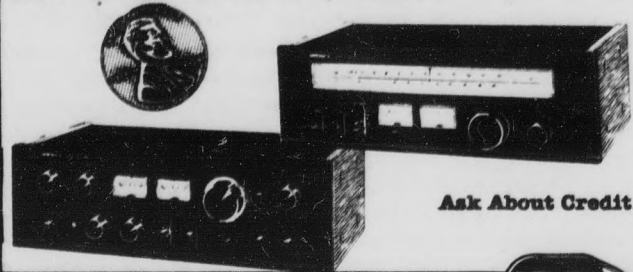
Cavanaugh said yes, Owens testified.

Further action in the trial was postponed Tuesday until Feb. 17 while lawyers await legal opinions on the case from the Arizona Supreme Court.

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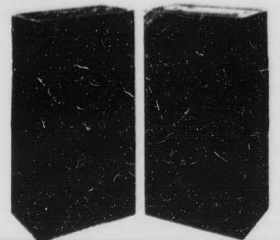
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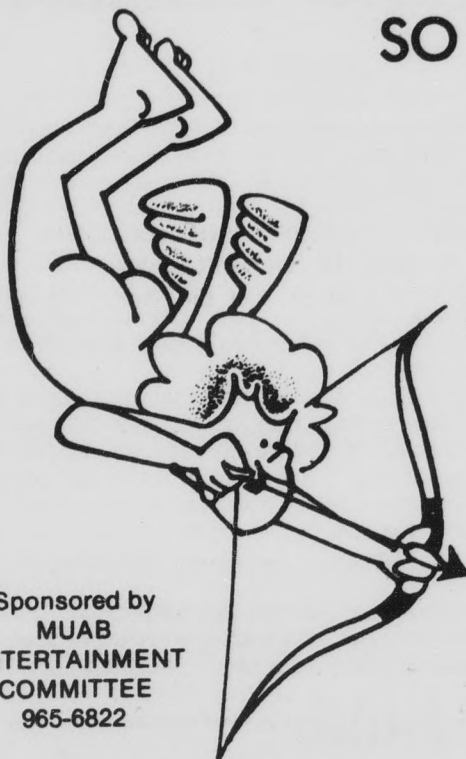
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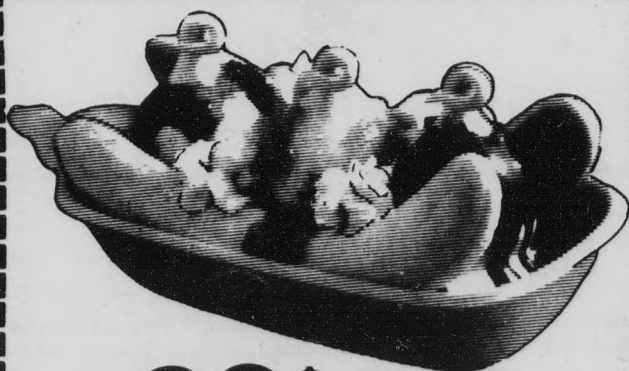
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state
pressThe truths of religion are never so well
understood as by those who have lost the power
of reasoning.

—Voltaire

opinion

An American Ayatollah

The religious, and subsequent political, takeover of the Iranian nation by the Ayatollah Ruhollah Khomeini and his followers has shown to me yet another vivid example of the horrors and chaos of a government dominated by a fanatical clergy.

World history is riddled with recorded accounts of religious fanaticism run rampant. The eight or more religiously-backed Crusades of 10th and 11th century Europe, which had intended to take the holy lands back from the "Godless Serecens" (Arabs), the Spanish Inquisitions, the Salem Witch Burnings, the religiously-oriented turmoil in Northern Ireland, and most recently, the Iranian problems (including the Iran-Iraq holy war), are only several of hundreds of examples available.

The founding fathers of our nation were quite aware of the need to separate church and state as entities apart, and to date, with few exceptions, this separation has been well defined and adhered to. But today the separation has become considerably less distinct, and involvement of various religiously-backed, political action groups have grown to become quite formidable in American politics.

What has been termed as the "Swing to the Right" and the "awareness of American 'Born-again' Christians (presently numbering in the hundreds of millions) to re-establish that 'once great moral fiber of the United States'" has many individuals, including many non-political clergy members, feeling threatened or at least very concerned over this rising tide of self-appointed political saints.

Firstly, I'm personally not sure exactly whose morals these groups are talking about. Secondly, whether you believe in gay rights, the heavily misinterpreted Equal Rights Amendment and birth control, or in the need to rejuvenate the "moral fiber" of the United States, which some contend has been stretched to the point of breakage, at least you, as a free American citizen, have the freedom and rights to choose where you stand. The idea of one, self-righteous, omnipotent organization—especially a religious one, becoming the dominant force in American politics has far more devastating consequences than many people, even most Christians, could possibly imagine.

Moral Majority, the single most prominent, "spiritually motivated," political lobbying group, which claims membership of well over four million individuals in all 50 states, is one such politically active force in American politics.

The positions taken by this powerful group, established in 1979 by a TV Evangelical-fundamentalist minister, Jerry Falwell, are against many controversial issues pending in Congress. These include abortion, gay rights, publicly funded and condoned sex education in schools, defense cuts, SALT II, the Department of Education and most notably the ERA, which it has successfully disrupted in 15 states. They've advocated prayer in public schools and are fighting hard for the church's right to total, across-the-board tax exemptions as non-profit organizations (most religious organizations own interest in profit-making industry and corporations).

What really bothers me most about politically active

stance, we created hysteria by believing in a Yellow Terror in which hundreds upon hundreds of Japanese-American citizens (but not German or Italian descendants) were placed in concentration camps in World War II with no regard for their properties, rights or freedoms. And we created the Red Scare, causing normally sane Americans to build bomb shelters, spy on neighbors and accept highly questionable legal infringements.

Peer and social pressures are also very strong in this country. The need for the Smiths to continually try to out-do the Jones is ever present in our daily lives. That includes the need to be accepted by the group, especially in religion. What makes one Baptist church better than another? They both are intended for the same purpose. Why does one need a hydraulic stage while another appeals to the wealthy and influential? The reason is peer pressure. But it can get out of hand.

Say a prominent minister claims, as many do, to be the right hand of god and as such feels it is a divine requirement that he declare his candidacy for United States President, all the while stating that the Lord's faithful will back his goals. How are you or anyone going to tell him that he isn't legally able to run for office because of the separation of church and state? His followers would accuse you of being a Godless heathen or satanic and could even retaliate either politically or physically.

The problem, if there is in fact a real problem, may be growing slowly, thus being undetectable above the many other world events. Or maybe it's just a matter of over-reacting individuals trying to fight what they believe to be an adverse turning point in America. What should be done? What can be done?

Today, the ERA, various women's rights and several political issues are being directly attacked, but tomorrow these self-serving groups could possibly undermine the very freedoms we hold so dear. Don't consider the early stages of this organization as insignificant or irrelevant; after all, Hitler, Japan in the late '30s and Khomeini seemed rather insignificant in their early stages, too.

In my opinion, the remedy is simple: keep religion out of politics and adhere to that well-defined separation of church and state. When we stop religious fanaticism like Moral Majority we can then sizably decrease the possibility of an American Ayatollah.

Guest Editorial

Joel-Robin McDonald

Joel-Robin McDonald is a journalism major.

groups like Moral Majority, and its West Coast counterpart — The Christian Voice, is that the same narrow-minded mentality that was able to create and openly agree with slogans like: "God Said It, I Believe It, That Settles It" or "America Is God's Country" (I'm sure the American Indians, whose ancestors were wiped out in the thousands by God's chosen men opening God's Country, would have something to say about that slogan), is also the same basic mentality of many who stand behind this supposedly moral crusade to save America from itself.

We then have the problem of Americans supposedly being too smart to allow any one religious entity to take control of mind, body and country. But we can't just write-off incidents like the Salem Witch Burnings and the mass suicide in Guyana (to name a few) as just "one of those things," nor can we ignore the tens-of-thousands of Americans being caught up in the "Moonies," "Krishnas" and numerous other cults.

We Americans are not at all impervious to these fanaticisms or hysterias. As a matter of record we seem to be just as susceptible as any other nation, including Iran. For in-

letters

The Ban . . .

A gift of gab

Editor:

Recent perusals of the editorial page have caused me profound dyspepsia. The ignominious calumnies leveled at so-called X-rated movies, and "The Last Tango in Paris" in particular, are simply outrageous!

The banal gibberish of Mr. Burba and his fascist-like coevals was nobly refuted in a most sensible, most literate letter by Professor George A. Peck, Jr. In a more specific vein, my distinguished colleague, Professor John C. Ellis attempted to vouchsafe the

eminent qualities of edification and delight available to an intelligent viewer of "The Last Tango in Paris."

With all due respect, however, both Dr. Peck and Dr. Ellis, not to mention Mr. Burba, have not seized upon the real issue in this most raucous dispute.

Those who argue against presenting "The Last Tango in Paris" obviously prefer margarine, but more eclectic viewers of motion pictures prefer real butter.

Robert Langenfeld
English

Holder



An open letter to a book bag burglar

Editor:

This open letter is to the person who took my book bag from PE Building West, room 222, on Wednesday, between 1:30 and 3:00 p.m.

It has been over a week now, and I have finally resolved myself to the fact that you did not take it by mistake, but STOLE it inten-

tionally.

I realize that you have probably sold my books back to the bookstore by now. I'm sure you got a good price for

my silver and turquoise watch band. And you're certainly getting a lot of use out of my pens, pencils, notebooks and appointment

books.

But why in God's name can't you return my two folders of music from the two choirs that I am a

member of? I would also appreciate the rented vocal score to the musical that I'm in returned. You haven't

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state
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New Waves

By Gary Markstein



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more letters

continued from page 4

even sent back the traffic citation that I haven't even paid yet. (Of course you can pay the fine if you want to. You can certainly afford it now.)

Well you now have my future (my books, homework, notes, etc.) and my past (the few items that were given me as gifts from my family, including the book bag itself). If you could find it in your wretched

heart to return these things to me, you can leave them in the Music Office or Lost and Found, or call my home. I'm the only Ewaniuk in the phone book.

In closing I would like to say that I can't even think of anything bad enough (anything that can be printed anyway) to say to you.

Jon S. Ewaniuk
Junior
Music Theatre

ASU mother really bummed

Editor:

Yesterday, I was baggin' the rays by the MU feeling lost, not able to communicate effectively with my fellow students. Just then a cosmo airhead dumped her copy of the State Press at my feet.

Having my fuzzy studies under control, I used my time between classes to read Gould's article on ASU jargon. I really got pumped. Being old enough to be the mother of most of the cam-

pus nerds, frat rats, zots, sketchies, disco boys, burn outs, babes, GQs and snakeys, I appreciated the lesson and intended to use my new vocabulary on my teens at home.

All wired, I was ready to communicate, but one was catching the Zs and the other was vegged out in front of the TV. What a bummer! It was the pits, and I was really bent out of shape.

Marilyn Mason

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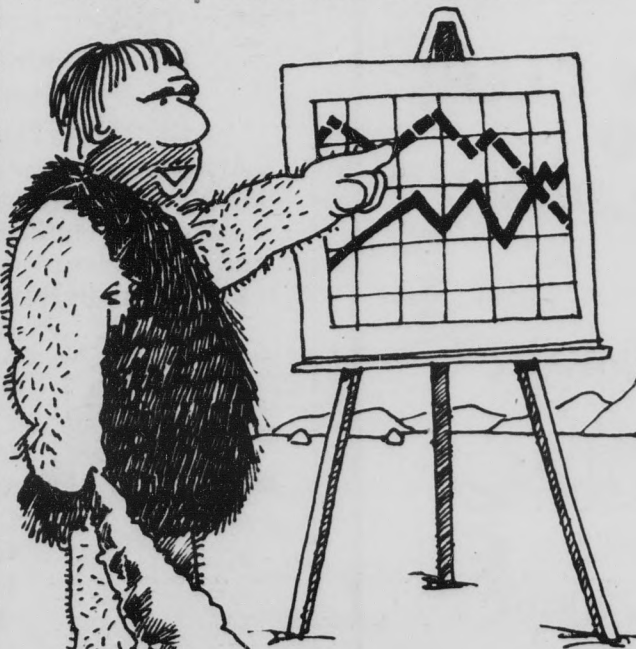


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FORD

FORD DIVISION



Chief prejudiced, police claim

By Gaye Gould

A grievance against University Police Chief George Bays, alleging racial discrimination, is being investigated by ASU's Affirmative Action Office.

Assistant Affirmative Action Officer Joann Pedrick said she does not yet know when her recommendations will be ready to give to ASU President John Schwada.

Bays denies the complaints, which date back to September 1977. He said the department has followed the "spirit and intent of Affirmative Action" and diligently attempts to recruit minorities and women.

"I am very definitely for Affirmative Action," Bays said. "I am Mexican-American, as is one of my lieutenants."

He said the force is in compliance with Executive Order 11-246, which establishes Affirmative Action procedures and guidelines nationally.

"Out of 31 new hires, 50 percent have been members of protected classes," he said.

Out of nine supervisors, three are minorities and one is a woman, Bays said.

"We have one of the best Affirmative Action track records at ASU and throughout the Valley," he added.

He said of 38 commissioned officers, 34 percent are from protected classes.

Bays said he cannot recall specific incidents that may have triggered the complaint, but said "there were some hurt feelings because some individuals did not get promoted."

The complaints outlined on a December 8 memo are:

- Lack of criteria detailing qualifications needed to receive merit raises.
- Lack of minority promotion.
- Subjective testing procedures.
- No minority representation on the Promotion Board.

- No credit given for experience and longevity in the department.

- Few minority members in administrative positions.

Department members who signed the memo are commissioned Police Officers Alfred Campoy, John Jiminez, Claessia Hall, Raul Morales and Manuel Vasquez, Security Officer Pat Nelson and former Security Officer Ken Kilgore.

Kilgore said he enjoyed working at ASU, but resigned from the department because of "covert discrimination."

"I couldn't advance, I couldn't excel and I couldn't get promoted because of this covert discrimination," he said.

Kilgore said University Police would not sponsor him in the Phoenix Department of Public Safety Academy, although it would have cost the department nothing.

"It was a 'coincidence' that all the people sponsored were Caucasians," he added.

Kilgore said he was told it would be four years before he could get a promotion.

He said, "There are people there who should have been promoted many years ago."

"I feel it wouldn't be fair to my family or myself to stay in a job where I'd have to wait four years to get a \$50 or \$60 pay raise," he added. "I wouldn't want to waste my time there."

None of the other petitioners could be reached for comment.

Ernesto Lopez, ASU coordinator of the bilingual training program, said the administration needs to do something to solve the problem, something "going beyond denying the problem exists."

Lopez, a member of the Minority Caucus, a campus lobby group, said, "If they do not recognize the problem exists, that's a problem in itself."

To send a flower is a symbol of Love

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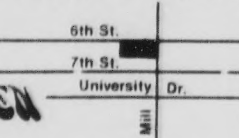
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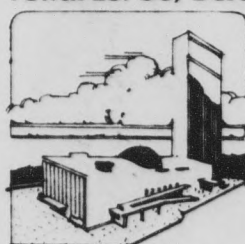
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GUY F. ATKINSON COMPANY

Judges continuing education at annual judicial conference

By Deborah Levin

Once a crime has been committed, no court decision can change the fact it occurred.

Given this circumstance, the victim of a crime often becomes another "lost person" in the judicial system, according to one Arizona trial judge.

"But in defense of the system, criminal justice is dealing with an after-the-fact problem," Superior Court Judge Sarah Grant said. "It's the duty of a trial judge to uphold the law as it exists, even if he doesn't agree with it."

Judge Grant is among 31 state judges attending a week-long conference at ASU aimed at providing continuing judicial education for law-trained trial judges.

Held annually in Arizona, the Conference on Constitutional Criminal Procedure, sponsored by the American Academy of Judicial Education, is the first of 26 conferences to be presented across the country this year.

Judge Grant, one of approximately 200 female judges in the United States, said the conference was beneficial because her normal workday permits little time for reading beyond daily caseloads.

Some discussion and lecture topics have included contempt, right to counsel,

arrest, speedy trial, suppression hearings, confessions, guilty pleas, and pre-trial identification.

Tucson Judge Philip Fahringer said his attendance at the conference is part of a larger program for providing judicial education for justices of the peace who are not lawyers. He added he will present the program to laymen in Tucson.

In addition to Arizona,

other states represented at the conference are Virginia, Utah, Georgia, Michigan, Louisiana, Nebraska, Minnesota, Missouri, Wisconsin, Ohio, Montana, Tennessee, and American Samoa.

The \$350 conference tuition plus hotel and transportation expenses have been paid for by grants provided to states from the Law Enforcement Assistance Administration.



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GOLD'S GYM
VALENTINE
SPECIAL
on
Page 9

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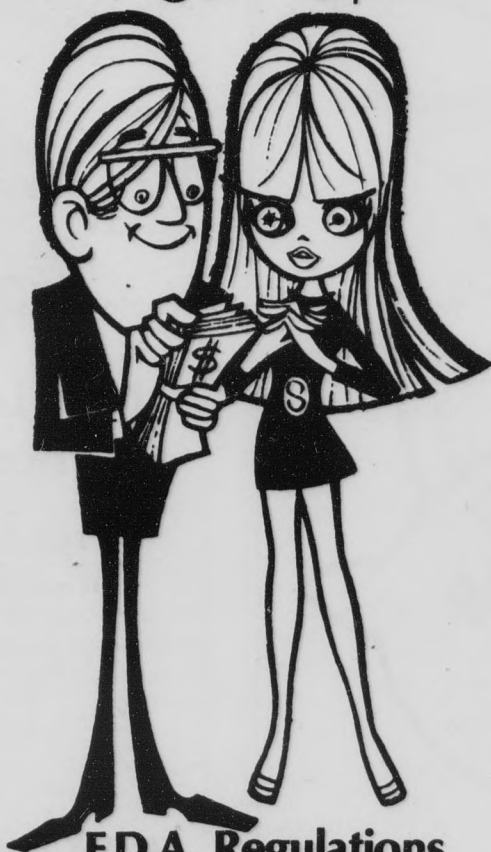
Donor Requirements

Almost any person in a good state of health may donate to a plasmapheresis program. The standards that apply to the usual donation of blood apply here. However, since this procedure may be repeated as often as eight times a month, in comparison to the longer time of once every eight weeks for whole blood donations, greater attention must be paid to maintaining a high standard of health. The diet should consist of above normal fluid intake, be high in protein and nutritious to help the body manufacture plasma proteins quickly. Getting enough sleep and exercise are also important to stay in top condition. Blood protein tests are carried out periodically on all donors to confirm their physical status.

The Many Uses of Plasma

When plasma is collected, it is separated at the time of collection for use as a source of rare blood grouping antibodies or for other derivatives such as gamma globulin, fibrinogen, and albumin.

For therapeutic applications, plasma has many uses. The general uses may be divided into three parts: (1) to combat hemorrhagic disorders by supplying substances lacking in the plasma of the recipient; (2) to replace acute protein deficiency due to severe hemorrhage, loss of fluid from the body, or renal disease; (3) to build up certain types of patients preoperatively and post-operatively.



F.D.A. Regulations

- Positive identification is necessary, e.g. driver's license or other I.D. with birthdate.
- Donations are limited to two times in seven days. There must also be a 48-hour lapse between donations. At our center, you must wait 72 hours between donations.
- You must have a physical examination. Our physician will do this at our expense.

Paid Donations

Unlike donating whole blood, plasma donations are paid for, and since you are able to donate twice in a seven day period, that means added income to you. At present, when you donate you will receive \$10.00 for each donation. You can earn up to \$20.00 weekly or \$80.00 monthly.

Commonly Asked Questions

- Why can I donate so often?
Unlike whole blood donations, when it is necessary to wait eight weeks to regenerate red blood cells, plasma and its components can be replaced within two days.
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With a proper diet, and a good health regimen, there should be no harmful effects. Continual monitoring of your health assures your safety.
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Plasmapheresis is virtually painless. The initial venipuncture is the only discomfort involved in the procedure.
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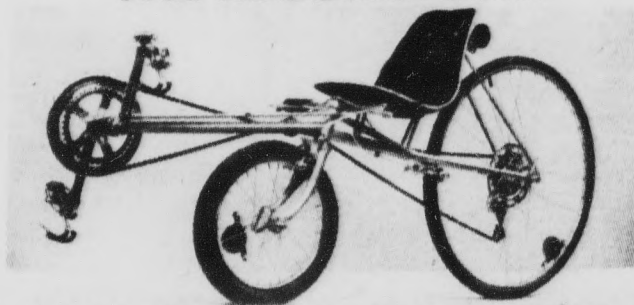
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Expires 2/17/81.

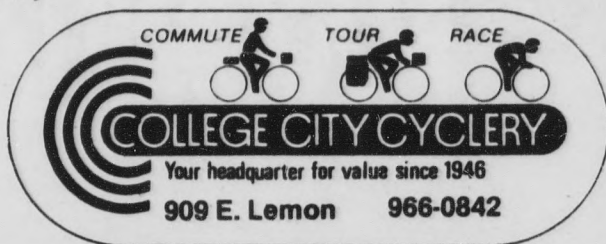
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Ads may eradicate lie

For millions of unsuspecting Americans every morning, Listerine not only freshened breath, it cured the common cold.

That is, until the government forced the Proctor and Gamble Co. to run corrective advertisements clearing up the misconception the mouthwash kills cold germs.

"The purpose of a corrective ad is to dispel the false image created by the commercial," according to a report in the

Academy and Marketing Science Journal, Texas A and M and an ASU assistant mar

Dr. Mary Stutts said the effect of co minimized once the consumer has an im formed in his mind.

"If an advertising company runs an ad and/or deceptive they must then run a co commercial," Stutts said.

The Federal Trade Commission request percentage of their advertising budget to quires they be run in the same media as th

"The ad agency must then go back to th say they lied," Stutts said. "Depending on the product's image will determine how lo

Stutts said the FTC considers each cas on who the ad affects and how damaging it

Listerine's commercials ran in the late were run in 1978 and 1979.

A similar case involved the Ocean Spra was investigated by the FTC and found gu

"There is not a lot of research by outs tiveness of corrective advertising," Stutts

The FTC and advertising agencies have is considered factual, she said.

"The advertising agencies present th light," she added.

"The FTC is doing a good job of policin you are rarely going to find a blatant case said.

Commercials are regulated more heav are more aware of the problem, Stutts said.

There should be stricter regulation of ad groups, although the agencies tend to disap

"There are steps all the way up that g cials with a fine tooth and comb to throw a she added.

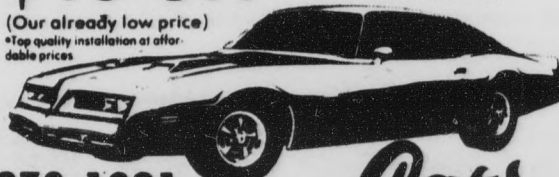
The advertising companies have legal a and there is a National Association of codes for radio and television for themselv



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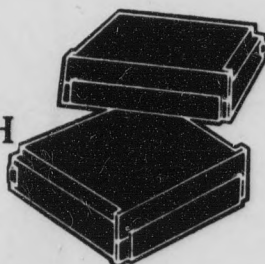
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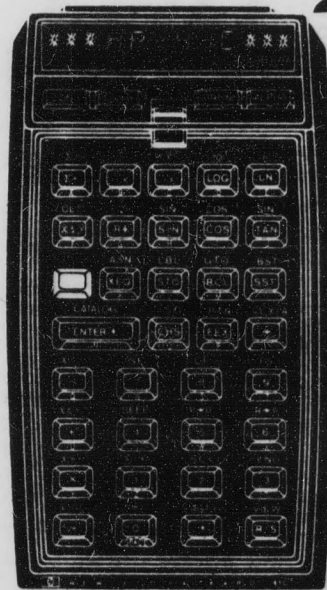
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Memory Modules. For storing programs and data. Can increase capacity to 319 registers or up to 2,000 lines of program memory.

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e lies, report says

g Science Journal by Dr. Charles Lamb of
SU assistant marketing professor.
d the effect of corrective advertising is
consumer has an impression of the product

pany runs an ad that is false, misleading
must then run a corrective ad or stop the
ad.

mmission requests companies to use a set
ertising budget to run corrections and re-
same media as the original ads, she said.
then go back to the consumer and subtly
id. "Depending on how long it took to build
determine how long the ad must run."
onsiders each case differently depending
d how damaging it is.

als ran in the late 70s. The corrective ads

ed the Ocean Spray Cranberry Inc. which
FTC and found guilty of false advertising.
research by outside forces on the effec-
tvertising," Stutts said.

ing agencies have different ideas of what
e said.

encies present their product in its best

good job of policing the commercials and
find a blatant case of advertising," Stutts

ulated more heavily today and agencies
problem, Stutts said.

er regulation of advertising by consumer
encies tend to disagree, she added.

he way up that go through the commer-
d comb to throw away false advertising,"

anies have legal agencies go over the ad,
l Association of Broadcasters that sets
ision for themselves to follow, she said.

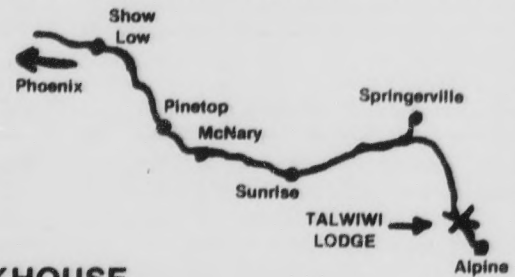


Dr. Mary Ann Stutts

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Campus worship argued

College disputes court ruling

Campus Digest News Service

A September ruling by the 8th U.S. Circuit Court of Appeals affirming religious groups should be allowed to use the University of Missouri-Kansas City to hold worship services is being challenged by the University in a petition to the U.S. Supreme Court.

Cornerstone, an evangelist group on UMKC, contested a Board of Curators' regulation passed in 1972 that prevented the use of University facilities by religious organizations on all four campuses.

According to University counsel Ted Ayres, the regulation "was specifically defined in this case that 'use' meant holding worship services and relating personal religious experiences.

"It was felt that the (lower court) ruling was not proper under the law of the Missouri

Constitution or the United States Constitution," Ayres said.

When the federal district court supported the Board of Curators' decision, Cornerstone appealed to the circuit court, which decided in favor in September. The circuit court then refused the University's request for a re-hearing, causing the University to petition to the Supreme Court.

If the high court denies the University's request, the decision of the circuit court holds. However, a writ of certiorari issued by the Supreme Court would provide an opportunity for re-argument, ending in a decision in anywhere from 13 months to 2 years.

It is highly unlikely, Ayres said, the Supreme Court will issue a decision based upon existing information.

More about

Registration

continued from page 1

Conversion to the computer on-line registration system hinged on revising the administration's method of filing information in the ASU computer.

ASU just finished converting to a Data Base information system which centralizes basic student information on one file, Haid said.

"Everybody has a name, ID number and address in the Data Base system," Haid said.

Haid said the centralized system eliminates redundant information and allows the admissions, payroll/personnel and registrar's offices to coordinate their functions.

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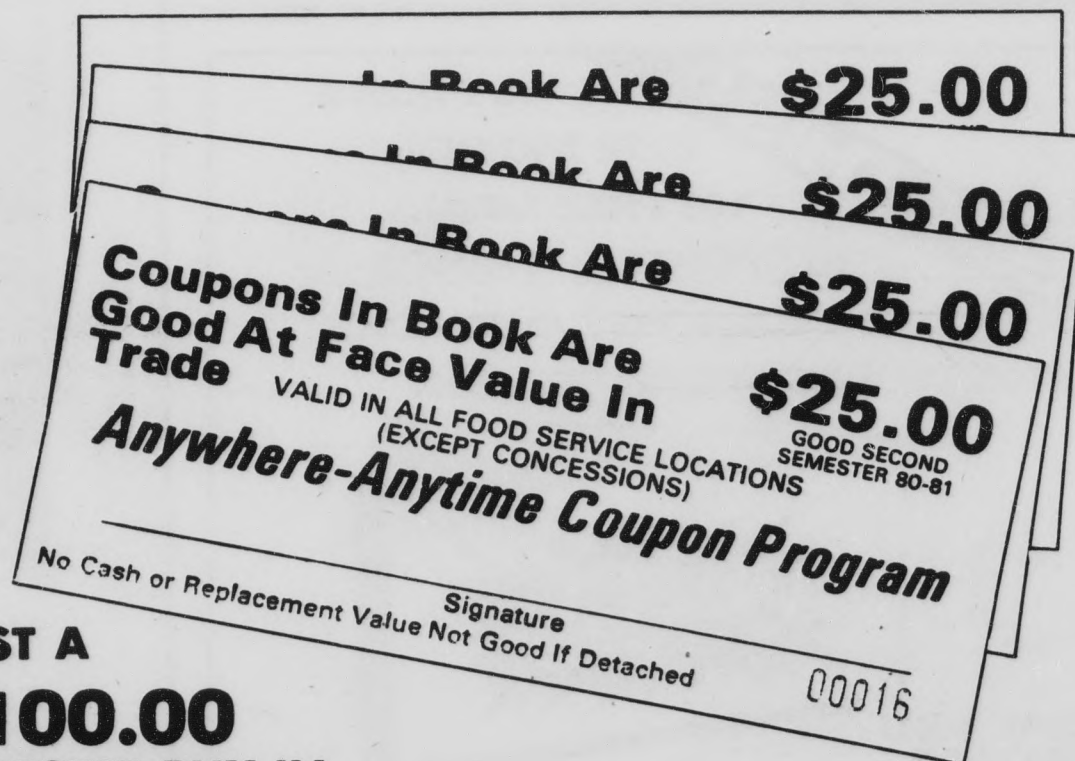
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M.U. ROOM 210-A TO PICK UP
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ANYTIME" COUPONS.

Offer expires 2/27/81.



A group of Mountain View High School students enjoy the sights and scenes of ASU. The students were on campus as a part of the Minority Visitation Day, sponsored by the Student

Affairs Office, Tuesday. More than 100 students participated in the event.

Staff photo by Bob Beamesderfer

University holds conference to boost ethnic populations

By David Schwartz

ASU's minority visitation conference has received greater attention this year than previous years because of the administration's stepped-up efforts to gain greater minority representation, an ASU administrator said.

Bernard Jackson, Educational Opportunity Program coordinator, said the three-day conference which began Tuesday was designed to bring as many minority students as possible to ASU and universities in general.

"As the number of minorities are increasing in the Valley, we're trying to keep up and give the minority student a greater access to higher

education," Jackson said.

Minority student awareness of educational opportunities is the theme of the conference.

"We want to inspire them to continue on with their education, and encourage them to find out all they can about the University," Jackson said.

Attending the conference are more than 300 minority students from 12 high schools and four Indian education groups from Maricopa County.

ASU has approximately 1,688 Hispanic students, 840 black students and 268 Native American students, comprising 7.7 percent of the student population.

Jackson said minority student enrollment is low compared to other universities.

He added there have been no "significant" increases in minority enrollment even though recruitment conferences have been held at ASU for the past five years.

The University formed the Student Affairs Minority Advisory Committee in December to increase recruitment and retention of minority students.

The visiting high school students are attending several different workshops regarding financial aid, scholarships, tutoring and an overview of the admis-

sions procedure.

A panel of ASU minority students has been set up to allow the high school students to ask questions about problems faced by minorities at ASU.

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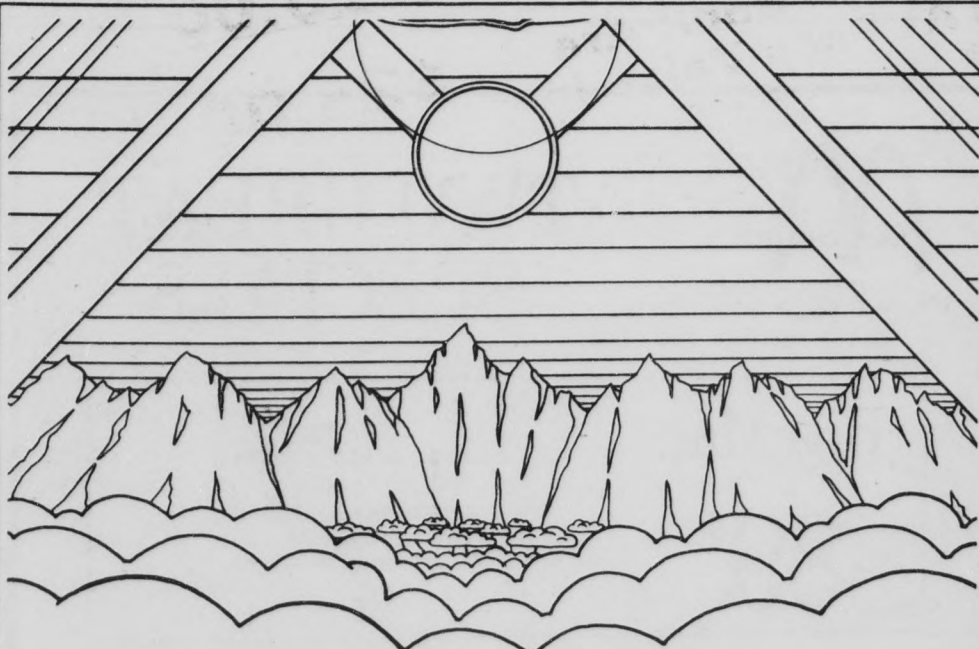
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sports

Zebra enjoys spotlight

By Kevin Widlic

Being the center of attention is not what basketball referees strive for. But in the case of Irv Brown, sparkling in the fans' eyes is just another night at the opera.

Brown, one of the best and most widely respected zebras east of the San Diego Zoo, was in Tempe Monday night for ASU's cage match with the Washington Huskies. And though it was a successful evening for the Devils and their fans (free spaghetti dinners with the 78-76 win), it wasn't a night to remember for the popular Brown.

"I just stunk tonight," Brown said, "it was one of my worst ever. Thank God my partners covered up for me."

But covering up for Brown is like putting model Christie Brinkley in a burlap bag. You just can't do it.

A fan favorite, Brown is known for gesturing to the

crowd, having a few laughs with the players, and for calling a solid game behind the whistle.

"I've been doing this for 24 years," Brown said, "since I was 21. I was a junior high coach and needed a job."

"Now I'm in it for the money," he joked.

At the moment, money is one object high on the referee's list. While at home in Denver, Brown had co-hosted a popular sports talk show on KWBZ radio with Rocky Mountain News columnist Woodrow Paige, Jr.

However, three weeks ago the station owner ran out of green, and the show, along with the entire program, folded.

Now Brown's looking elsewhere.

"I did the show for four months, but now I'm doing some color work for ESPN — cable TV," he said. "I also

continued page 13



Irv Brown Staff photo by Mike Floritto

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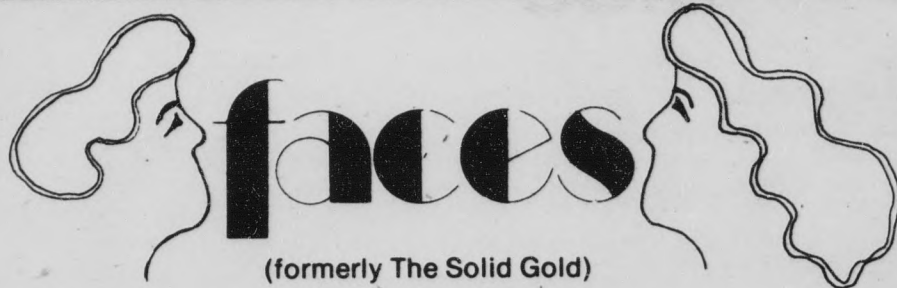
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More about

Irv

continued from page 12

do TV for the (NBA) Denver Nuggets."

But then keeping busy in the mountain air of Colorado has never been much of a problem for the veteran official. While calling 'em as he sees 'em on the hard-court, Brown was also head coach of the Colorado University baseball squad in Boulder.

"I coached for 10 years there before quitting two years ago," he said. "Then last year they dropped the program."

So although watching programs die isn't Brown's idea of a good time, watching and working NCAA basketball is.

"I work all different leagues, not just the Pac-10," he said. "I've been doing two, three games a week. "But it's been a lot harder this year. I don't get much work and it's tougher to stay sharp."

He also sees his share of the top teams in the land.

"The best teams I've seen so far have been ASU, Oregon State, UCLA and Utah," Brown said. "But for the one night I saw 'em, Minnesota impressed me the most (after drubbing North Carolina)."

"All those teams are capable of winning it all."

Quite a statement out of a man who's already judged six NCAA finals.

"The finest players I've

seen this year," he said, "are both the guards at Oregon State (Ray Blume and Mark Radford), Byron Scott from here, (Rod) Foster at UCLA, (Charles) Tub Bradley at Wyoming, (Danny) Ainge at Brigham Young and (Danny) Vranes from Utah."

Arbitrating in front of distraught coaches and disgusted hoop fanatics isn't a delightful experience for any referee. But Brown said he holds no grudges against any of the foiled fundamentalists he's faced.

"Hey, they've got twice as much at stake," Brown said. "I can't think of a coach I don't like."

Brown also remembers the days when blaring, boisterous crowds were plentiful. But no more.

"It used to be very tough. I'll tell ya, the place here where they used to play (P.E. West) was awfully loud," he said. "Now it's not bad at all, with all the big arenas."

So to all you budding referees waiting on the sidelines, how does a guy begin in getting his black-and-white stripes?

"Well, you have to start young," Brown said. "You should contact a local association, start in maybe a JV or church league, and watch, work and study."

"And don't watch my performance."

High jump record set

With many of the world's top athletes competing in the Milrose Games this past weekend in New York City, an outstanding effort by an ASU woman high jumper, Coleen Rienstra, was somehow overlooked.

All Rienstra did was jump 6-3 1/2 to set a new collegiate indoor record, while placing third in the meet.

The jump by the Sparks, Nev., native also was the second best indoor jump by an American, as well as being the third best jump ever by an American.



Coleen Rienstra



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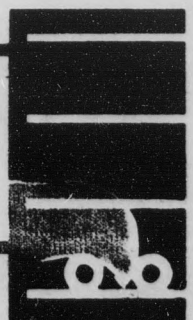
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Sun Devils slip past Huskies after suffering 2nd half blues

By Jeff Fries

Head Coach Marv Harshman should be proud of his Husky basketball team after they extended their second top 10 opponent to the wire, before dropping a 78-76 decision to ASU Monday night in front of 9,111 at the Activity Center.

Just two weeks ago, the Huskies (10-10, 4-7 in Pac-10) pushed No. 1-rated (UPI) Oregon State into overtime, then handed the Beavers a 97-91 win in front of their home fans.

"We have a much harder time with ASU than Oregon State," Husky head Coach Marv Harshman said. "But I wouldn't bet against any of the teams in our conference getting to the final four (of the NCAA tournament)."

The last time the Devils and Huskies met, ASU rolled over Washington, 90-62, at Seattle.

But since it took until the last 21 seconds of Monday's game to finally do away with the Huskies, there was increased talk that the Devils may lack the "killer instinct."

"They (ASU) probably don't have the killer instinct as much as UCLA," Harshman said. He added UCLA seems to have what it takes to put teams away.

ASU head Coach Ned Wulk said it's funny how all this talk of killer instinct comes up after outspoken Washington State head

Coach George Raveling came to town Saturday to face the Devils.

"When Raveling says something, you guys (press) take it as law," Wulk said. "We could have sat on the ball, but we were still working to get the good shot."

"I don't know how relevant it (killer instinct) is, but it's not a characteristic of this team. We beat some teams by as much as 40 points."

Senior front-liners Sam Williams and Alton Lister poured in 12 and 10 points, respectively, on red-hot shooting in the first half, leading the Devils to a 45-36 advantage going into the dressing room.

The Huskies threw away many opportunities to get close in the opening stanza, as the fast-paced play turned sloppy. Washington led the turnover race at the half, 12-8.

"At halftime, I told them to play with a little more patience," Harshman said. "We buried ourselves in the first 10 minutes with our amount of errors."

"We felt if we could get it (ASU's lead) down to four, it would be interesting."

Washington forced the play early in the second period, and cut the Devil lead to five, 49-44, after trailing by as much as 40-22 in the first.

"The pressure mounts on

the team that's on top," Harshman said. "We're not going anywhere, we had nothing to lose."

So the Huskies dropped back into a tight 2-3 zone, hoping to keep the big men (Lister, Williams and senior forward Captain Johnny Nash) off the offensive boards.

"We can't take care of Lister," Harshman said. "We felt we could pack him a little (with the zone), but they were too smart for us — they decided to play on the top half."

"We wanted to take the put backs (offensive rebound baskets) out of the game."

Lister was not slowed by the zone, but the Devils, as a team, were. The 7-foot center scored 13 of his game-high 23 points in the second half, but the Devils were outscored, 40-33.

"They were saggin' back in on Al a lot," Nash said, "but we still got him the ball. They started playing me a little honest and that let us get the ball into Al."

ASU's backcourt won in points and rebounds, as junior Fat Lever contributed an ASU-record eight steals. In the meantime, the Huskies held the Devils' leading scorer, sophomore Byron Scott, to eight points for the game.

"They had a lot of chances to run the ball," Lever said, "and that usually produces a

lot of turnovers."

Outside of Lever's 13 points, his magic number was eight, as he also pulled down eight rebounds and dished out eight assists.

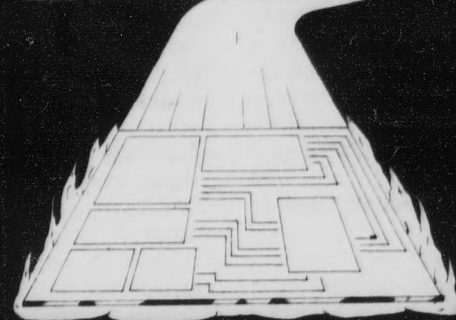
Wulk may not believe in killer instinct, but he did point out a collapse in the Devils' defense.

"I was disappointed," he said. "We changed off too much on assignments and had a lack of communication."

The Devils may just be going through a mid-season mental lapse, but Lever said the Devils need the killer instinct.

"I think we'll have to have it at the end (of the season)," Lever said. "If we don't, we won't get very far."

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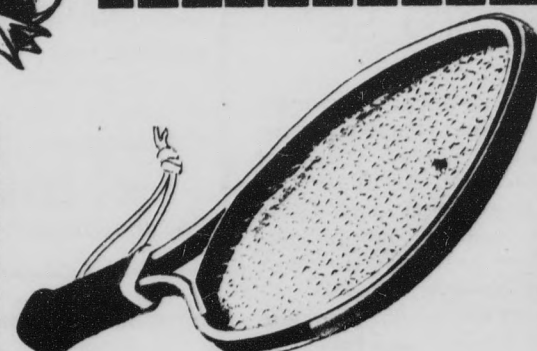


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Allan K. Bernstein, D.D.S.

General Dentistry

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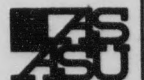
Students currently enrolled for 7 hours or more may apply.

The position is salary plus a commission of all sales.

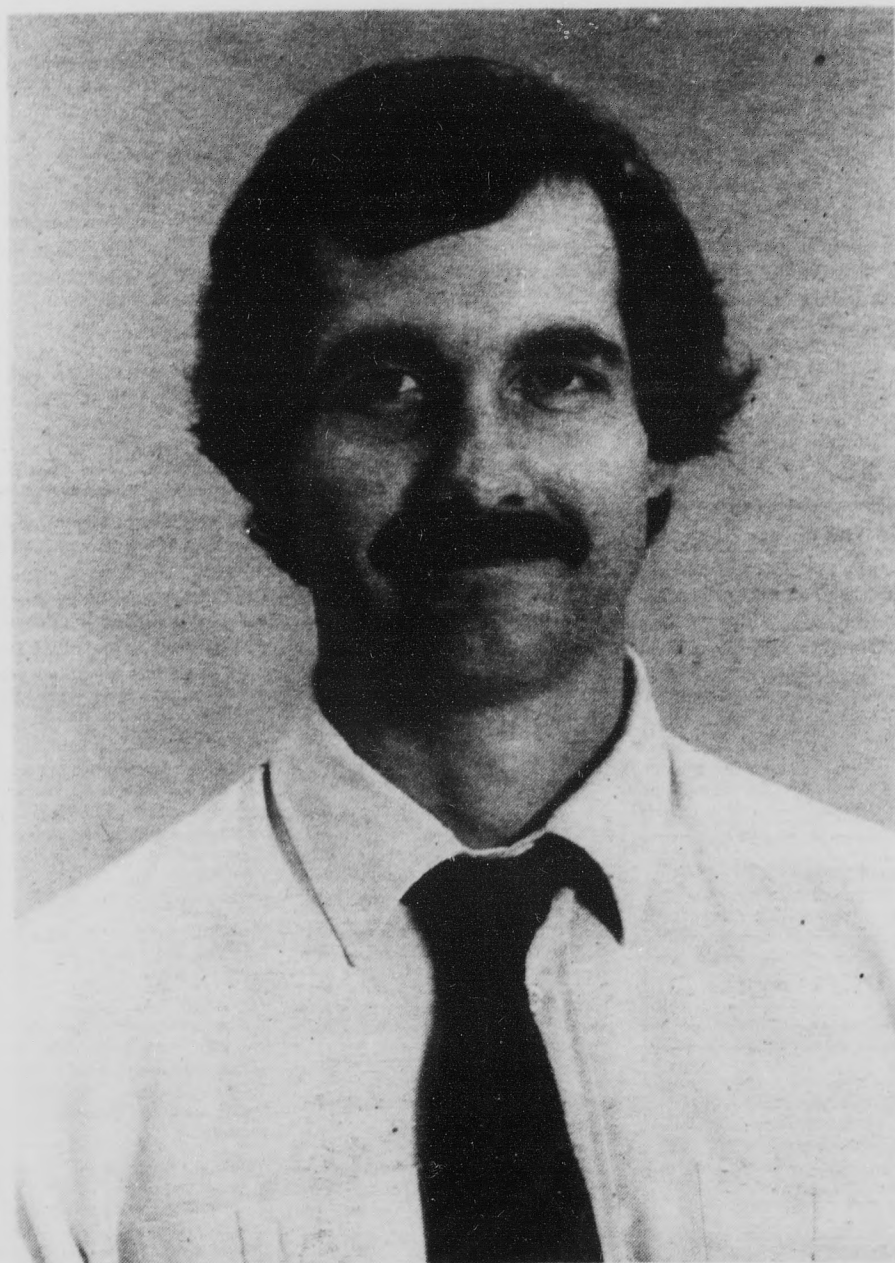
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2/11



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