

thursday

October 29, 1981

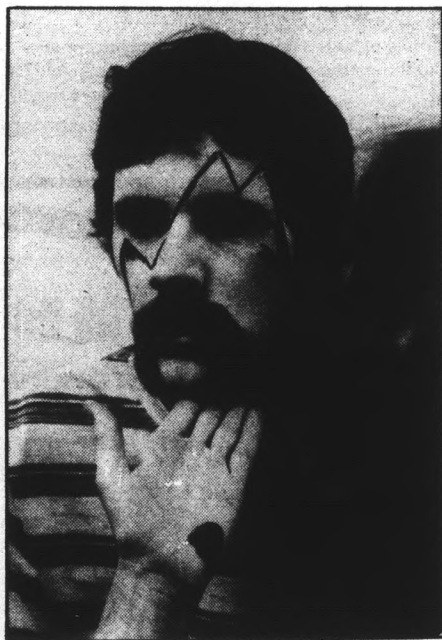
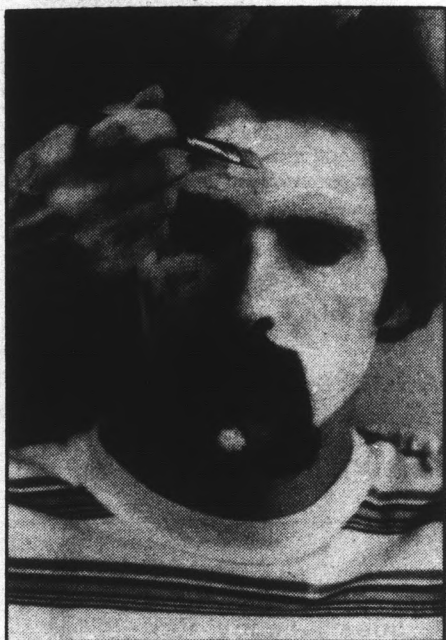
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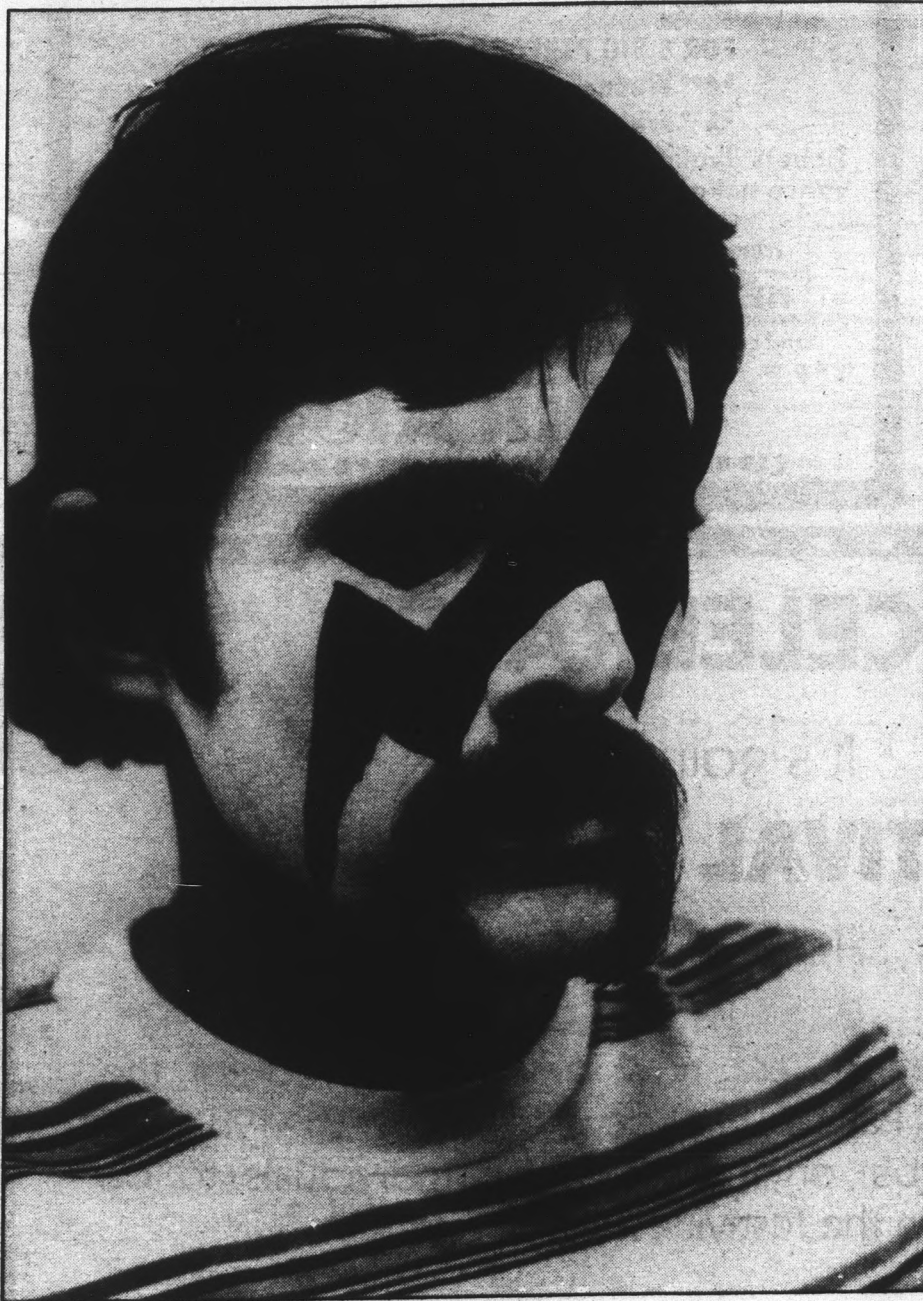
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Rock Star II

Staff photos by Liz Dufour

Martin Curran, 27, a graduate student in child drama, becomes Rock Star II as Nancy Ball, also a child drama graduate student, applies makeup. The two will be applying makeup on kids for Halloween this Saturday at a makeup fair at Payne Lab from 3:00-10:00 p.m. The fair is a fund-raiser for a fellowship in the child drama graduate program.



ASU scouring nation to fill business post

By John Hendricks
Staff writer

Specific guidelines for the determination of ASU's next business dean were announced Wednesday by the chairman of the Business Dean Search Committee.

Steve Brown said the College of Business Administration is looking to become nationally recognized as one of the best business colleges in the country and will choose only candidates who reflect that philosophy.

"We are interested more in the quality of the college than the quantity," Brown said. "We are not so much interested anymore in increasing its size as its reputation."

President J. Russell Nelson said the business college will seek a dean "who possesses a superior academic background or is an outstanding leader in business or government."

"The candidates we examine should be especially committed to excellence in scholarly research and graduate education, and should be qualified to strengthen and develop ties with the local and business communities," Nelson said.

He said ASU is searching for a candidate who will "spearhead a drive for qualitative excellence with the goal of establishing the college as one of the top colleges of business in the nation."

Nelson added the mission and scope statement adopted by the Arizona Board of Regents explicitly states ASU is to develop a nationally recognized program in the business college.

Brown said the search committee is taking a very active approach to finding a candidate for the office.

"We're not just sitting back and waiting for someone to come to us," he said. "We've sent out over a 1,000 letters to various leaders in the business and academic community."

He added all the business deans of every accredited college in the country will receive letters, as well as prominent people in the business community.

Nelson said in recent years many of the leading business colleges have turned to private business for their academic administrators.

"A good part of the reason for sending out so many letters is to find out names of other qualified people," he said. "In addition, it is necessary for us to be sure and fulfill all affirmative action guidelines."

Brown said the position must be open for 30 days and "preferably 45 days" to ensure that all parties interested in the position have an opportunity to submit applications.

"We want to be sure to be fair," he added.

Nelson said the nationwide search will continue through January 5, 1982.

Alaska AG reopens suit against firm selling here

By Jim Austin
Staff writer

The Alaska Attorney General's office has reopened litigation against a Utah multilevel marketing firm for alleged violation of a consent judgment issued in August, an office assistant said Wednesday.

Dorothy Case, a consumer protection investigator, said the office is reopening investigations into Meadow Fresh Farms Inc., for alleged violations of a corrective advertising clause and for failure to pay unsatisfied purchasers of the imitation milk product.

An ASU student who requested anonymity said he purchased 50 pounds of the product this summer and it entitled him to direct distribution of the product.

The student said he was aware of the advertising clause, but was not aware of restitution payments for purchasers of the product in Arizona.

He said he relinquished his

distributorship because of the possibility of an investigation into the firm.

Karen Mullins, assistant to Arizona Attorney General Bob Corbin, declined to say if Arizona is one of the states considering litigation against the company.

"By law I can neither confirm nor deny if any investigation is going on," she said.

Case said in the consent judgment, the multilevel marketing firm agreed to correct the false advertising appearing on the product's label and pay restitution to people who desired reimbursement for purchasing the product.

She said the allegation was made after the company ran the corrected ad in very small print next to a largely printed "open letter" ad that blamed the company's legal problems on the "red tape" of the attorney general's office.

Case said corrective advertising was necessary

because the company was falsely claiming the product to be cholesterol-free; equal to or superior in nutrition to cows or human milk; good for infant formulas; suitable for persons who are allergic to milk and a cure for various diseases and illnesses.

She said the corrective advertising was "hardly noticeable" next to the largely printed open letter.

Case said it was also necessary to reopen litigation against the sales firm to ensure the continuance of the restitution payments to purchasers of the imitation milk product.

She said the initial \$10,000 the company provided for the reimbursement of unsatisfied customers was "immediately exhausted."

"We have \$30,000 in claims and the company has only provided us with \$16,000 for restitutions," Case said. "Right now we have no way of telling if we are going to receive the rest of the money or not."

Inside Today

Getting financial aid
at ASU:
Alternative sources

Page 6

Getting career-minded
at ASU:
A special report

Page 9

Julius W. Erving III:
getting inside
Dr. J's mind

Page 18

nation/world

FBI, SS fighting food stamp fraud

WASHINGTON (AP) — The FBI and Secret Service are being used for the first time in a widening government drive to wipe out food stamp fraud and abuse, the head of the Justice Department's special food stamp fraud unit said Wednesday.

Assistant Attorney General D. Lowell Jensen said the "nationwide presence and large number of staffed locations" of those two agencies will significantly bolster efforts of Agriculture Department and Postal Service investigators, who up to now have been solely responsible for the nationwide probe.

"We do have strong indications that fraud has permeated the food stamp program in distressingly large proportions," Jensen said.

Heart drug study cut short

WASHINGTON (AP) — A government agency has cut short the clinical trial of a promising heart drug, reportedly because it proved so effective that doctors felt they could not delay its availability to other patients.

The National Heart, Lung and Blood Institute said it will reveal Thursday the findings and implications of its study of propranolol.

Solidarity strikes

WARSAW, Poland (AP) — Solidarity workers by the millions struck across Poland for a hour Wednesday, singing the national anthem and waving red and white flags. Communist Party chief Wojciech Jaruzelski demanded an end to the protests, and his army indirectly warned of Soviet intervention.

Solidarity union leader Lech Walesa urged his members to abandon nationwide protests and take control of distributing goods instead. But some ignored him, and miners in southern Sosnowiec launched an open-ended strike to protest a "blister gas" attack that hospitalized 62 people.

Slight price increase expected from OPEC

GENEVA, Switzerland (AP) — The world oil cartel, convening its second meeting in three months Thursday, is expected to fix base crude oil prices that analysts say would slightly increase the cost of fuel and heating oil in the United States.

"The way is paved to reach the target," said Iraq's Tayeh Abdul Karim, one of 13 Organization of Petroleum Exporting Countries ministers arriving for the special pricing session. "We are very near to each other, so nothing can prevent us from reaching a unified price."

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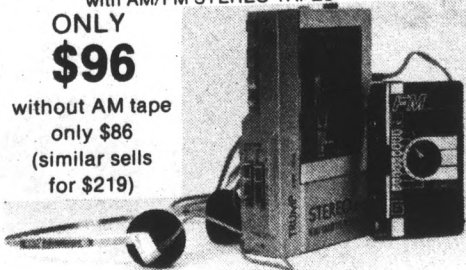
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Reagan: AWACS sale to advance economy

By the Associated Press
WASHINGTON — President Reagan said Wednesday the Senate's 52 to 48 approval of his arms sale to Saudi Arabia will strengthen "our economic lifeline to the Middle East."

Minutes after his victory over the AWACS sale, Reagan told reporters in the Oval Office, "I think we've seen the upper chamber at its best."

Reading from a typed index card and speaking in a hoarse voice, the president said, "Our friends should realize that steadfastness of purpose is a hallmark of foreign policy, while those who would create instability in this region should note that the forces of moderation have our unequivocal support in deterring aggression."

Asked if he could foresee any circumstances under which the administration would renig on its agreement to deliver the Airborne Warning and Control System jets, Reagan said, "I would think that the only thing that could happen to make us not fulfill that would be if by some chance the radical elements that we know are there... should gain control in the Middle East."

White House spokesman Larry Speakes said Reagan's first words upon hearing the outcome of the

vote were: "Thank God." Speakes said the president then called Mrs. Reagan in the residential section of the mansion.

After his brief public statement, the president went downstairs where Speakes said he congratulated the interagency group that spearheaded the administration's drive.

The House had voted 301-111 against the package two weeks ago, and, as late as Tuesday, Senate opponents remained confident they had more than enough support to do the same.

Earlier, the president had told the Senate in a letter that the sale is invaluable to U.S. security interests "by improving both our strategic

posture and the prospects for peace in the Middle East."

But opponents called it a threat to Israel, fuel for a Middle East arms race and a risk of losing secret AWACS and missile technology to the Soviets or radical Arab nations if the Saudi government is overthrown.

"It's just about a perfect photo finish," said Sen. Charles H. Percy, R-Ill., Reagan's floor leader on the issue, as the climactic vote approached.

Sen. Barry Goldwater, R-Ariz., supported President Reagan's position on the AWACS radar plane sale vote Wednesday while the state's other senator, Democrat Dennis DeConcini, took the opposite side.

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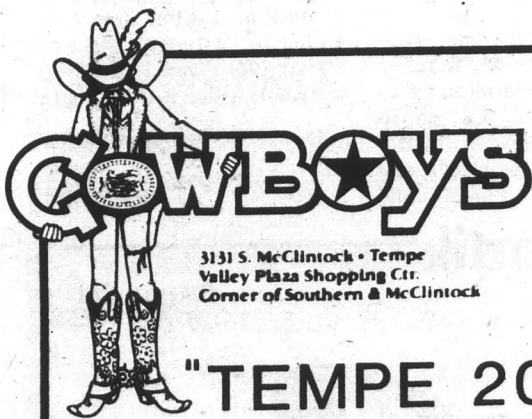
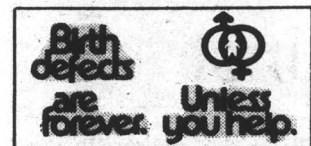
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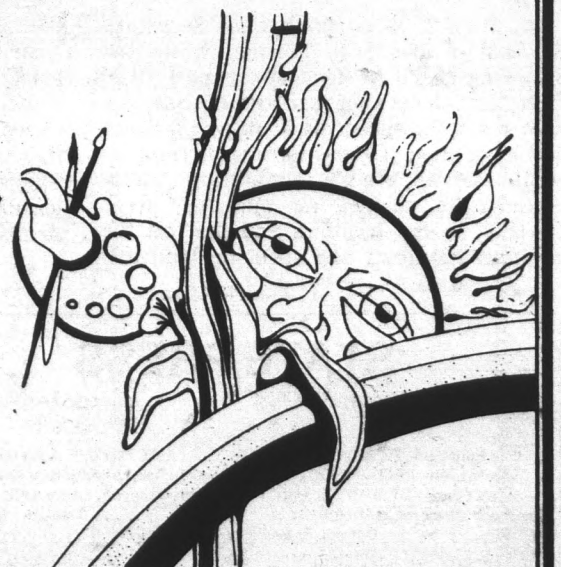
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How to watch a Sun Devil game

Jeff Sellers
Managing Editor



When I was a kid I sometimes got into ASU football games for free 'cause my mom worked the concessions to raise money for her barbershop harmony chorus. A concessions stick-on with my name on it always got me through the gate.

The thing to do was to stand at the top of the stadium until some grown-up jerks vacated their seats midway through the third quarter to go partying. Then, furtively, you brought yourself down into the smokey haze, the perfumed and liquored autumn of a seat in Sun Devil Stadium. It was neat to catch a glimpse of Frank Kush after a botched play.

Now that — that was the best way to watch a Sun Devil football game: apart from the plastic partying and booze. It was great to be alone.

When the loudspeaker announced a record attendance of 52,446, to me it seemed 52,446 people had come only to drink, gossip, chortle and hurl wadded up things at each other. As the 52,447th person there, I sensed a keen irony being the only one watching the game.

These days watching a Sun Devil football game is more complex. For one thing, it costs money. Every August you ask one of your buddies to camp out at the ticket office the night before student season tickets go on

sale; he takes your activity card and a \$15 check and promises to be the first in line.

This year my buddy slept through the sale of the first 2 zillion student tickets but still managed to get decent seats 11 rows high, although those seats are in Packard Stadium.

The student sections aren't really that bad, but I've never found myself seated between the 10-yard-lines, and I spent one bruising season in the percussion section of the Sun Devil Band.

Even with a lousy seat and various distractions, the way to watch a game is to watch it as a quarterback does. He watches the defense. If you realize that the defense's response to the offense reveals everything going on, you find following the football is boring and even superfluous.

As a young lad aspiring to be Johnny Unitas, I used to watch the defense. I would note how it reacted to offensive plays, and I would try to figure out how quarterback Danny White was manipulating it, and anticipate what plays he would call. But lately it's more intriguing to study security guards in anticipation of how they'll react to fistfights and multilevel cola warfare.

I'm finding it difficult to watch games the way I used to, in part because I've become somewhat of a grown-up jerk myself. While the Sun Devils were thrashing Cal a few weeks ago, I skipped out midway through the fourth quarter to get a headstart on an evening of Asteroids, one of those video games.

That was the first time I've left an ASU game before it ended. The main problem, I think, is that all those grown-up jerks are now my peers. I'm part of the madness, whether I like it or not.

opinion

I am the people — the mob — the crowd — the mass.

—Carl Sandburg

state
press

letters

Unruly fans get caught

Editor:

As a follow-up to the letters which appeared in the State Press recently concerning the misbehavior and rowdiness which took place in the students' section during the past two football games at Sun Devil Stadium, I would like to make the following announcement as a public service.

Both campus police and the state police personnel who provide stadium security share the same concerns expressed by the law-abiding members of our community.

Many fans come to ASU football games to spend an enjoyable evening and to support the Sun Devils. They

should not be subjected to acts of disorderly conduct, coupled with physical assaults on their persons because of the misdeeds of a select group of individuals.

Remedial action has already been taken against a number of persons involved in the previous disturbances. Either referrals to the dean of students or prosecution before the civil courts are within the realm of the police handling these matters.

Regardless of what method is taken to adjudicate the offensive conduct, the student stands to lose. Either their academic career is placed in jeopardy, or they establish a criminal

history record for themselves. This is a high price to pay for indulging in "abusive horseplay."

For the remainder of the football season, police and security personnel will monitor the problem areas very closely and deal appropriately with offending parties.

We are hopeful that everyone will comport themselves in a manner which will be a credit to themselves and to ASU.

I am sure, that with a little more effort aimed at good citizenship, that this goal can be accomplished.

George N. Bays
Director
University Police

PLO visits campus; students both for and against

Editor:

It was very encouraging to see the Pima Room filled to capacity on Friday, Oct. 23, for the lecture given by Dr. Hatem Hussaini on the Palestinians' desire to achieve peace in the Middle East. It appeared, by the large number in attendance, that the American people are now realizing that there is more than one side to the Palestinian-Israeli issue.

The theme of Dr. Hussaini's lecture was the establishment of a secular, democratic state in Palestine, where Jews,

Moslems, and Christian Palestinians could live together in peace. Dr. Hussaini effectively exposed the humanitarian aspect of the issue from the view of the Palestinian people.

It seems as if for many years Americans have been negatively influenced by the press, media, and a vast misrepresentation of the fact regarding the Palestinian people.

Unfortunately, attempts have been made to misconstrue the actual situation in Palestine. Posters

were displayed outside the lecture room which supposedly depicted the situation in Palestine. An Iranian student quickly recognized that the scene allegedly representing an execution in Palestine was in fact an execution in Kurdistan, Iran, an area of the Middle East in which Palestinians have never been involved. An identical picture of Kurdistan appeared in the October 1979 issue of Life magazine, (p. 134).

During the lecture an attempt was made to misinter-

pret the response of Yasser Arafat, the leader of the PLO, to the death of Egyptian President Sadat. Dr. Hussaini clarified this point when he stated that Arafat was not opposed to Sadat as a person, but he disagreed with Sadat's position regarding peace in the Middle East. Many Americans have

been led to believe that only a negative side of the Palestinian-Israeli issue exists.

I do find it very encouraging to see a growing number of Americans awakening to the reality of the entire Palestinian-Israeli issue. More and more people are realizing that Palestinians

are not just terrorists. Actually they are a group of homeless people numbering 4 million asking for their rights to be recognized and striving for peace in the Middle East, which is their goal.

Christine Prentice
Senior
Economics

Editor:

In a recent letter by a member of the General Union of Palestinian Students, Fay Diab, the following statement was made: "They (Palestinians) understand the true meaning of a homeland and what it is like to be forced to abandon a home with a machine gun behind one's back so a lost race can have an identity." The lies here are very eloquent and can arouse a feeling of sympathy in someone who does not know the facts.

On June 8, 1951, Habib Issa, Secretary General of the Arab League, wrote the following in the Al Hoda newspaper: "The Secretary General of the Arab League, Azam Pasha, assured the Arab peoples that the occupation of Palestine and of Tel Aviv would be as simple as a military promenade... He pointed out that they were already on the frontiers and that all the millions the Jews had spent on land and

economic development would be easy booty, for it would be a simple matter to throw Jews into the Mediterranean... Brotherly advice was given to the Arabs of Palestine to leave their land, homes, and property and to stay temporarily in neighboring fraternal states, lest the guns of the invading Arab armies mow them down."

An American correspondent, Kenneth Bilby, covered Palestine before and after the Israeli War of Independence and made the following observation in his book on the Near East: "The Arab exodus, initially at least, was encouraged by many Arab leaders, such as Haj Amin el Hussein, the exiled pro-Nazi Mufti of Jerusalem, and by the Arab Higher Committee for Palestine. They viewed the first wave of Arab setbacks as merely transitory. Let the Palestine Arabs flee into neighboring countries. It

continued page 5

Portik



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more letters

continued from page 4

would serve to arouse the other Arab peoples to greater effort, and when the Arab invasion struck, the Palestinians could return to their homes and be compensated with the property of Jews driven into the sea." (New Star in the Near East, New York, 1950, pp.30-31)

The Near East Arabic Broadcasting Station from Cyprus stated the following on April 3, 1949: "It must not be forgotten that the Arab Higher Committee encouraged the refugees' flight from their homes in Jaffa, Haifa, and Jerusalem."

No one made the Arabs of Palestine leave their homes. They left because they thought that all the Jews in Palestine would be slaughtered quickly.

The following statement by Emil Ghoury, Secretary of the Arab Higher Committee in 1948, gives much clarity to whose respon-

Editor:

Last Friday night Hatem Hussaini, a representative from the Palestine Liberation Organization, spoke at ASU. He repeatedly stressed during his speech that the PLO is a peaceful organization which speaks for the Palestinian people in demanding their right to return back to their homeland, Palestine, which he claims is modern-day Israel and where Jews, Christians and Moslems would all coexist peacefully together.

This man neglected to mention that this same peaceful organization is responsible for murdering thousands of innocent Christians in Lebanon.

He also forgot to point out that the Palestinian people already possess a country of their own, Jordan, which is considered Palestine according to the British Mandate. The majority of Palestinians live in Jordan, which makes them Jordanian citizens, whom the PLO does not represent. One more important fact that this speaker failed to bring out was that both King Hussein of Jordan and Yassar Arafat, head of the PLO, both admit that Jordan is really Palestine.

Don Kurger

sibility is the Palestinian refugees: "I do not want to impugn anybody but only to help the refugees. The fact that there are these refugees is the direct consequence of the action of the Arab States in opposing partition and the Jewish State. The Arab States agreed upon this policy unanimously and they must share in the solution of the problem."

If the State of Israel could absorb one million refugees from Arab nations, then surely the extremely wealthy Arab nations could end the refugee problem that they themselves caused. The problem is that they don't care about the refugees. All they want is to propagandize the Western world to pressure Israel into giving up land that is rightly Israel's.

Dave Johnson
Business

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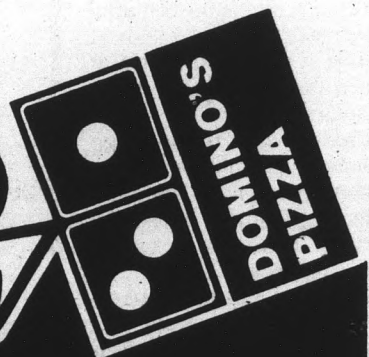
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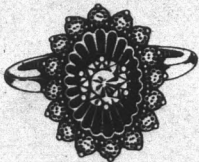
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Service unearths obscure aid for money-troubled students

By Tory Bull
Staff writer

Students having trouble finding financial aid sources can now turn to the aid of the National Scholarship Research Service, the company's president said Wednesday.

Daniel Cassidy, a California college student who put himself through school by discovering \$20,000 in little-known scholarships and grants, said the service is designed to match students with private funding.

"We don't guarantee that they will get a scholarship," Cassidy said. "What we do is all the legwork to find sources of aid that students didn't know about so they can apply."

For a fee of \$40, students who have trouble finding sources of financial aid can receive a personalized computer printout listing different scholarships.

NSRS was founded in 1980 to provide "information about scholarships, fellowships, grants, loans and other educational funding sources to persons pursuing a college education."

NSRS's computer contains information on more than \$1 billion in private funding and more than 50,000 individual scholarships.

Cassidy said the average scholarship requires a 2.0 or higher grade point average. The application must be turned in within a month after it is received.

Some scholarships unknown to the average college student include such awards as \$500 to rodeo riders with "high grade

point averages" to attend U of A.

Unusual scholarships, ranging from \$300 to \$20,000 and given by companies as tax shelters, go virtually unnoticed by students, Cassidy said.

Cassidy said students must start to find other sources of funding because of federal government cut-backs in financial aid.

"Our service is meant to be used as a separate tool along with financial aids," he added.

More than 50 percent of

last year's college dropouts quit because of financial aid hardships, according to reports by the Department of Health, Education and Welfare.

"The result is going to be that our country will have a brain drain because students will not be able to afford college," he said.

Last year students borrowed \$3.6 million from the federal government. More than \$11 billion is given out in private endowments and trusts such as alumni scholarships and memorials.

Cassidy said \$140 million in scholarships went unclaimed last year.

Students should start looking for aid when they are juniors in high school and also look beyond the advice of advisers, he said.

He also said another positive approach is to declare yourself independent of financial support from your parents.

If a student is a dependent, he should list all of his expenses and family expenses to show that he is actually in need of aid, he added.

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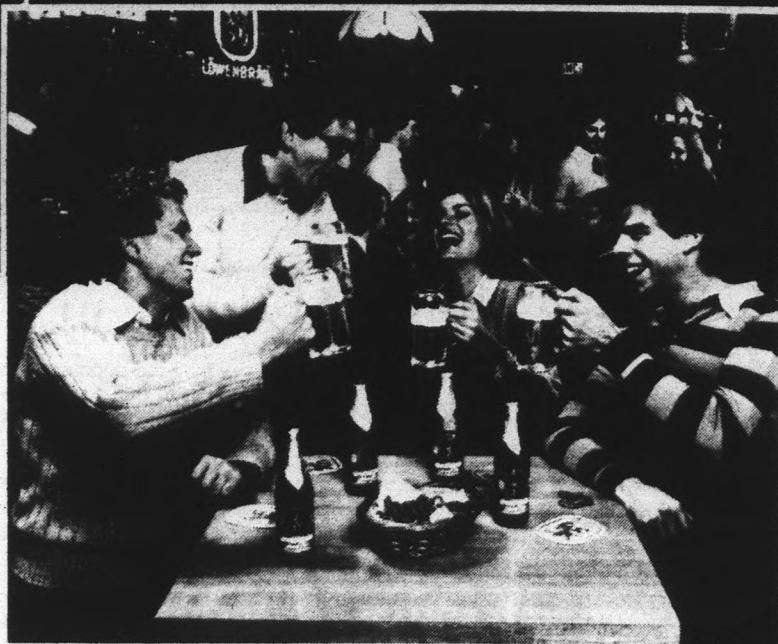
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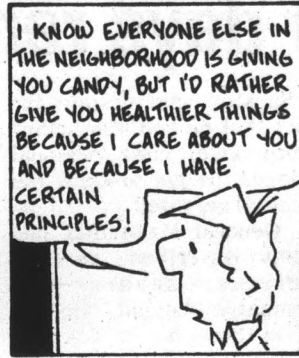
D.C. Comics and its parent company, Warner Communications, are suing a student newspaper in an attempt to get the paper to change its name.

D.C. Comics, according to attorney Louise Denbeck, maintains the paper at Richard J. Daley City College, called the Daley Planet, infringes on its trademarks associated with Superman.

Clark Kent, Lois Lane, Jimmy Olsen and Perry White all worked at the fictional Daily Planet in the Superman adventures.

Denbeck said the suit was filed after "we pleaded with" the paper to change its name. With its current masthead, the paper is "diluting and destroying a very valuable trademark."

"I think we're being more adult about this than Warner is," Daley Planet editor Rhonda Forrest replied. "For them to come down on us like that is really nitpicky."



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Prof served under 'genius'

MacArthur days remembered

By S.E. Vaughn
Staff writer

Gen. Douglas MacArthur never had an in-basket or an out-basket. Frank Sackton was both.

Sackton, currently an ASU public affairs professor, retired as a three-star general 11 years ago after serving three years in Japan under MacArthur's command.

As MacArthur's secretary, Sackton said he was a liaison between MacArthur and his staff.

"Frequently, MacArthur would ask me to see what the staff thought," he said. "But frequently, he didn't accept the consensus."

Sackton, who saw MacArthur at least five times a day, said he never recognized, until later in retrospect, MacArthur's genius.

"When you're working closely with an individual, you don't detect a sign of genius," he said. "The general was always a very astute, able and intelligent administrator."

Despite working closely with MacArthur, the relationship between the two men was strictly military and professional because of the difference in ages — Sackton was 33 years old and MacArthur was 66.

"It was the relationship of a commander and a subordinate — but a subordinate who saw him about five times a day," he added.

Sackton said despite the fact that he and MacArthur were never close personal friends, he got to know the general very well.

"General MacArthur has been described as imperious, severe and dramatic," he said. "He was all of these, but he was also friendly, kind, considerate, humble and sensitive."

"He frequently gave the appearance of being aloof, but on the other hand he was warm and gracious," Sackton added.

He said MacArthur's emo-

tional spectrum ranged from flamboyancy to reservation, from demonstrative and emotional to quiet and coldly objective.

Sackton said MacArthur's ability to react to situations with intellect and personality was a sign of greatness.

Although he eventually became a general, Sackton said his favorite rank was colonel.

"It was my favorite rank because I could still command troops," he said. "From then on, I became an executive."



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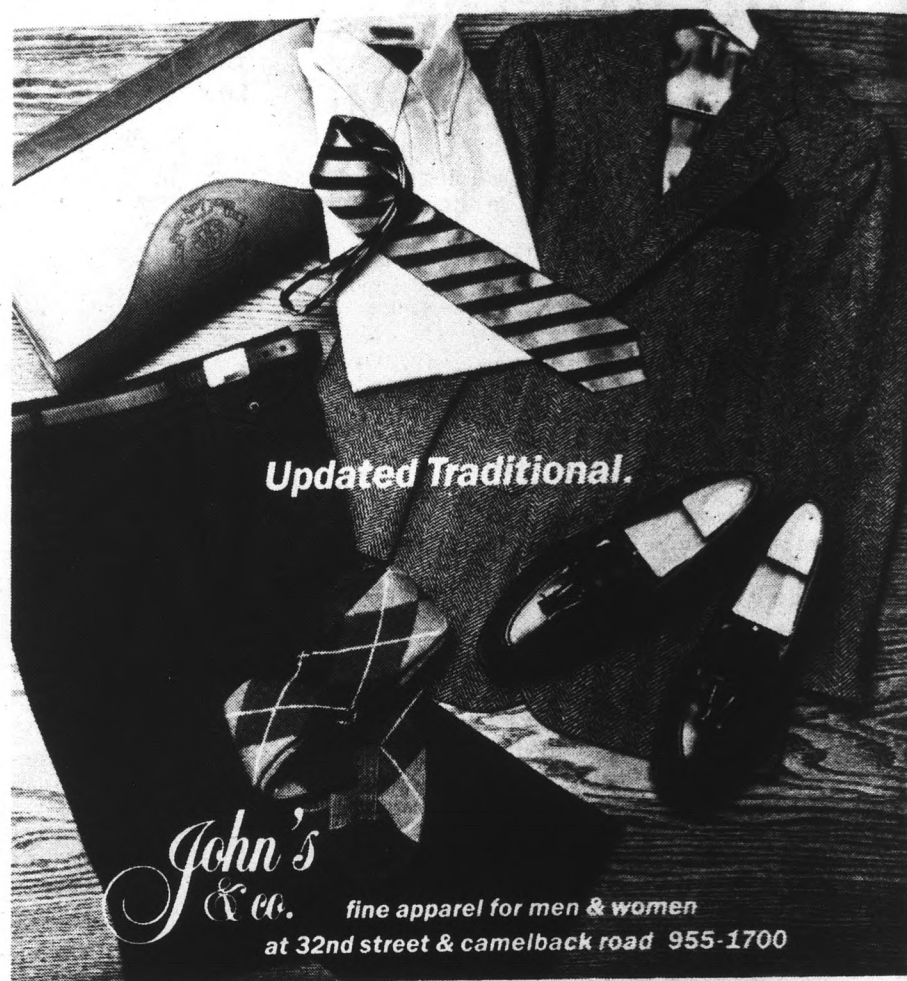
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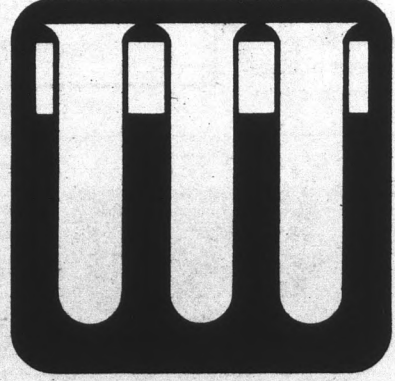
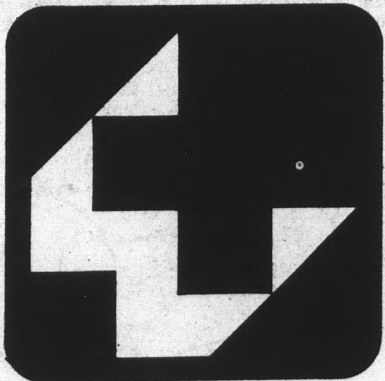
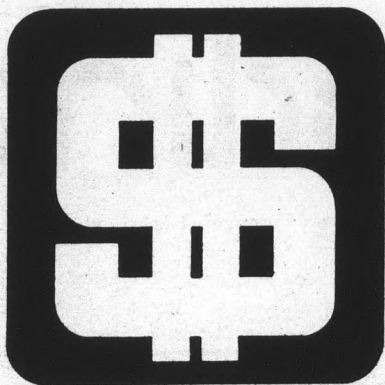
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A VIEW OF CAREER OPPORTUNITIES



Thoughts of job hunt give us the big jitters

For more than 39,000 students in 54 academic departments at ASU, the prospect of finding a job after graduation can be a very scary thought.

Some delay that choice by seeking a post-graduate degree, saying that more education will provide them with better jobs when they finally do graduate.

But for the majority that do depart from institutes of higher learning all around the country, a mixture of apprehension and tension can compound to immeasurable proportions.

Most students draw from that inner reserve system that came with long nights of cramming for tests, shrug their shoulders and muddle through the situation as best they can. The determination that got them through school surfaces with renewed vigor.

But looking for a job is a job in itself. A student is forced to become an instant expert on appropriate business dress, answer questions succinctly, yet carefully, and be outgoing to the point of aggressiveness — all at the same time.

When I was an ASU sophomore, I knew a guy who used to get petrified before a job interview. It took about 20 interviews for this 6-foot-4, 240-pound body to finally relax and act like a professional. He got hired in Colorado, but he wasted a lot of time and energy getting there.

Nevertheless, ASU graduates fare better than most at this arduous task of finding a start — that first opportunity that will launch a successful career.

A University Counseling Service, a Career Services Office and numerous classes help soften the blow and pro-

vide some direction for the graduate who hasn't gotten his feet firmly set on his lifetime goals.

And graduates like these aren't uncommon. About a year ago, an old friend from New York wasn't quite sure of what he wanted to do with his criminal justice degree.

"What kind of job will this get me in the real world?" was his favorite expression as he banged away at what would be his last term paper in his college career. Ironically, it was a paper on his internship in the district attorney's office that would be his swan song.

His temporary decision to go into the FBI was a wrong choice, and he is currently selling leather goods to area stores in New York. He is finally happy with what he is doing and his prospects for the future. It took some time and some frustrating

moments, but the uncertainty worked itself out.

Thankfully, ASU colleges view the job preparation process with proper concern. In addition to personal guidance, most offer internships and pre-professional programs that get the student actively involved. Early preparation is the best way to get past those pre-career jitters, according to expert opinion.

"Images" is for all ASU students — those who are about to enter this crucial time and those who have years to worry about it. Some how-to tips and opinions by the people involved in the everyday placement of ASU students are offered for possible help.

The best advice is to become as informed as you can and then give it your best — that's all you can possibly do.

Dave Schwartz
City Editor



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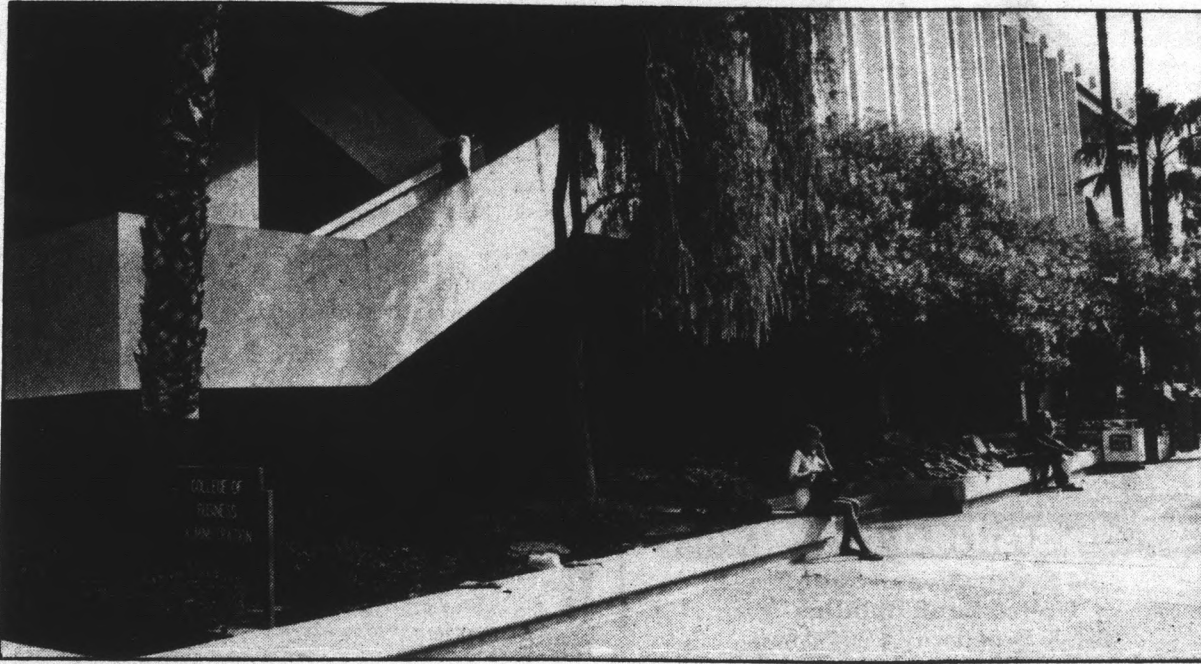
Business school eyes market

By J.J. Martin
Staff writer

Everybody's a business student these days. And the ASU College of Business Administration is looking to get them all ready for good jobs when they graduate. Lonnie Ostrom, assistant dean, said the primary goal of the college is to prepare students for positions of responsibility in the business community.

regularly with administrators, faculty and students to make recommendations as to how the college can help meet community needs.

Ostrom said the business college has a bright future. "We are spending a lot of time looking for quality faculty to teach the students," he said. "We're committed to establishing this program as one of the top 10 business colleges in the country."



"I think we have an extremely high quality program here," he said. "We provide an environment for a solid business education so when the student graduates he'll be able to compete more effectively in the job market."

The college, now in its 26th year, is the largest college on campus and one of the largest and most highly regarded business colleges in the nation.

More than a quarter of ASU's students (11,039) and nearly a quarter of the full-time faculty (225) are in the business college.

Ostrom said the college has from 1,150 to 1,200 graduate students in its master's and doctorate degree programs.

"The graduate school is not easy to get into," he said. "We look at it as a privilege, not a right, so the standards are very high."

Ostrom added the job market is weak, so the complexity of job placement depends on what part of the country the student is interested in.

"Although there's not a strong job market, I would say there is a good job market," he said. "Many of our students would like to stay in the Phoenix area, so it's easier to place students outside the Arizona area. The East is very competitive, but in Texas there's a great opportunity for job placement."

The accounting and general business departments have recently become the most popular sections of the college, he said.

The courses range from accounting to quantitative business analysis.

The college is a member of the American Assembly of Collegiate Schools of Business (AACSB), the official accrediting organization in the field of business administration. Both the undergraduate and graduate programs are accredited.

The college also has a chapter of Beta Gamma Sigma, a national society that recognizes high academic achievement in AACSB schools. Election to this society is the highest scholastic honor a student in business administration can earn.

The Dean's Advisory Council, a group of 27 top Arizona business and professional leaders, provides a liaison between the college and business communities. The council meets

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EQUAL OPPORTUNITY EMPLOYER

Undeclared majors can seek guidance at academic office

By Phil Daschner
Staff writer

ASU students classified as no-preference majors can seek career guidance from the Student Academic Affairs Office of Liberal Arts, the associate dean of liberal arts said.

Robert Bining said the office was formed in 1970 to provide students without a declared major with advisement and academic counseling.

Bining said students previously were required to declare a major upon entering the University and get counseling from that discipline's department.

"This led to students being forced into majors they didn't want," he said. "The result was they (students) did poorly."

Bining said all no-preference students are considered to belong in the College of Liberal Arts to provide them with a temporary academic home.

"We don't make any attempt to influence the student to stay in liberal arts," he said. "The only consideration is to the student's preference."

Freshmen and sophomores compose most undeclared majors because once lower-division classes are completed by a student, a choice of a major must be made, Bining said.

He said many undecided students have not declared a major because they cannot answer three basic questions:

- What kind of work am I suited for?
- Where do my talents lie?
- What will I enjoy doing?

To help students answer these questions, Bining said he recommends the University Counseling Service which can help pinpoint a student's strength by conducting vocational and aptitude tests.

Many undecided students transfer to professional schools because of the need for professional training in the job market, but Bining said he also sees many students transferring from professional schools into the no-preference status when they decide to pursue a different career.

Jane Rein'l, College of Liberal Arts faculty associate, said no-preference students fall into two general categories: those who are interested in almost everything and those who are not interested in anything.

She said the student academic affairs office explains what options are open to students and helps them to decide on a major.

"We know the requirements of most colleges and if we don't, we can refer them (students) to someone who does," Rein'l said.

Rein'l said many no-preference majors often feel uncomfortable about not having a major.

"Much of the anxiety is self-induced," she said. "Students are better off (remaining) undeclared than plunging into a major they don't like."

Workshop relocated; to aid resume writing

Room changes for the Job Hunting Skills Workshops have been announced by Career Services, sponsor of the events. The workshops teach writing effective resumes and cover letters and interviewing techniques. The Thursday workshop will still be held at 1:30 p.m. to 4:30 p.m., but relocated in the MU.

Workshops will be held on: Oct. 29 in the MU Santa Cruz Room; Nov. 5 in the MU Pima Room; Nov. 12 in the MU Coconino Room; Nov. 19 in the MU Mohave Room; Dec. 3 in the MU Pima Room; and Dec. 10 in the MU Coconino Room.



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Survey shows students rate salaries second

Most college students view salary as only a secondary consideration when choosing a career, according to a recent survey of more than 153 American colleges and universities.

The survey, conducted for the Emhart Corp. of Farmington, Conn., indicates only one out of every 11 students chooses salary as his or her No. 1 qualification for employment, while most students prefer enjoyable work to high salaries.

ASU had 1,512 students participate in the two-month study conducted by the

Princeton Research Group. More than 100,000 students from across the country were surveyed.

Optimism, personal responsibility and self-motivation are the three characteristics young adults value most. Those three all received more than 80 percent of the votes.

Kathleen Deniega, Emhart's public relations assistant, said the results seem to indicate a growing desire among young adults to enter the "mainstream" of the business world by getting an education.

"Business is where it's at in this country,

and students want to become part of that world," Deniega said.

Deniega said the survey helped confirm the belief of top executives that graduating college students around the country are not far removed from corporate value systems.

William Baxter, assistant director of ASU's Career Services, said students feel the type of job is just as important, if not more important, than the starting salary.

"It's not only one single thing that determines a student's decision, but a wide range of factors including such things as geographic location," Baxter said.

Prospective employees also consider such variables as company size, potential for advancement and personal whims, Baxter added.

A person may take a job offered in Colorado over a similar one elsewhere because he could go skiing more often, he said.

More than half the students answering the survey said their main purpose for attending college is to get a better job when they graduate. The second reason is to gain knowledge, followed closely by self-improvement and personal satisfaction.

Personal details can be excluded from application

By Nora M. Bayly
Staff Writer

Students have the right to exclude their age, sex, marital status, race and religion when filling out a job application, an assistant professor of administrative services said.

Judith Cochran said guidelines established in the late 1970s by the Affirmative Action and Equal Employment Opportunity Commission do not require applicants to reveal personal details.

Interviewers also may not ask discriminatory questions about sex, race or religion, Cochran added.

Cochran said there are four major steps a student must take when applying for a job.

Each student should conduct a self-appraisal, which includes evaluating your major to determine if it will help to acquire the type of employment you are seeking, she said.

"Take a good look at yourself and find what career is for you," Cochran added.

The student should also compile a complete resume that lists potential employability statistics such as personal data, career goals, educational background and work experience, she said.

Cochran added it is important for students to remember that sample applications and resumes from any business book published prior to 1980 are obsolete.

"Managers like to see the current resumes," she said.

Applicants must also research companies where jobs might be available and send those companies a letter of application along with their resume. A well-organized letter and resume show organizational skills to the potential employers, she said.

"The letter and the resume should be as well-groomed as you would be in an interview," Cochran said. "They represent the first impression of what you are."

Cochran said applicants must also know their rights at an interview.

Experiencing test run interviews with a recruiter on campus will help students prepare for the actual interviews, she said.

"Learn from past interviews how to present yourself at an interview. It may get you the job," Cochran said.

She added it is difficult for a college student to get experience in his or her field, but employers are also interested in summer jobs, volunteer work and other activities that show experience in their field.

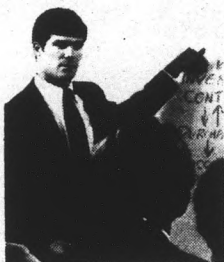
"Managers are looking for people who not only have good skills, but who are people-oriented also," Cochran said.

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Interview preparation important job aspect

The primary goal of the job-seeker today is the interview, in many instances more elusive than jobs. Yet many people fail to recognize the importance of preparing adequately to ensure a successful interview. The following list of guidelines from the Career Services Office should help students enter the job market.

Know the prospective employer. Employers expect applicants to be well-informed about their organization. Learn all you can about the company, including its size, structure, products or services and its relationship to others in the same industry. Of equal importance is knowing where you can fit into the existing organization. The more known about the company, the greater the degree of confidence you will feel about the impending interview.

Know yourself. Prior to the interview you should spend time thinking about who you are, what you want, and what you know and can do. A personal assessment of strengths and weaknesses, future goals and accomplishments will help you prepare for such questions as "Why should I hire you for this position?" or "What do you see yourself doing five years from now?"

Think like a professional. Employers often gain an impression of maturity and judgment by examining overall appearance. Dress and groom according to the situation. Carry a pen, a spare resume, a list of references and other necessary documents. Plan to arrive 10 minutes early and spend that time preparing mentally for the moments to follow.

Be yourself. Since employers generally interview only candidates whose paperwork indicates they are qualified for the job, the interview allows the employer to make comparisons of personality and character traits. These are very subjective but important factors that are often the final crux of the hiring decision. Be natural during the interview. Assume a friendly, personable, confident air, but don't try to play a part. Employers will evaluate many factors — sense of composure, ease at conversation, and even handshake. These are intangible points, but ones that convey to the interviewer impressions of compatibility, confidence and similar

traits that one seeks in others.

Stress potential. Although employers find outright boasting objectionable, the candidate who can say nothing good about him or herself won't have a successful interview. Answer all questions truthfully, but make an effort to stress positive attributes and play down any negatives. Employers are generally seeking more than just "yes" or "no," so respond with brief, but thorough answers. Keep in mind that the interviewer may be more interested in reactions to some questions than in the actual answers. In general, reinforce in the interviewer's mind the idea that you have the right talent, potential and personality for the job.

Other points to notice: Be aware of the nonverbal communication that takes place during an interview. Punc-

tuality, posture, facial expression, eye contact, tension, energy level and time and space sensitivity will give the interviewer some clues about sincerity, attitude, temperament, and enthusiasm about the job. Be sure you are communicating what you intend.

Allow the interviewer to control the interview. Be sensitive to cues that indicate the question is answered adequately or that the interview is drawing to a close. Any questions of your own should normally be asked toward the end and may provide an opportunity for you to introduce information that can stress your strong points. After each interview do some self-analysis and try to improve your technique. Remember that employers hire people, not majors or qualifications. The purpose of the interview is to find out how well you will fit into a staff.

Employers want clarity

Resume crucial in job search

A well-developed resume can be an invaluable asset in a job search. Often the resume is the first impression the employer obtains of an applicant.

The objective of the resume is not to get a job but to obtain an interview. An employer does not want a comprehensive life history and background, but he does want a clear and concise summary of qualifications limited to one page.

Each resume should reflect the individuality of the applicant. The content should be designed to emphasize strong points and accomplishments and de-emphasize weak points. It should also include the following basic information:

Identification. This portion includes name, address, telephone number and area code.

Career Objectives. Type of job, type of industry or employer, size of employer, short range career goals and long range career goals are general topics which should be mentioned. Objectives should be specific enough to show considerable thought has been given to career planning, but it must also be flexible enough so that it does not preclude consideration for related job opportunities of interest. Career objectives should reflect past accomplishments and abilities to relate to success in the new area and they can also be left off the resume and expressed in the cover letter.

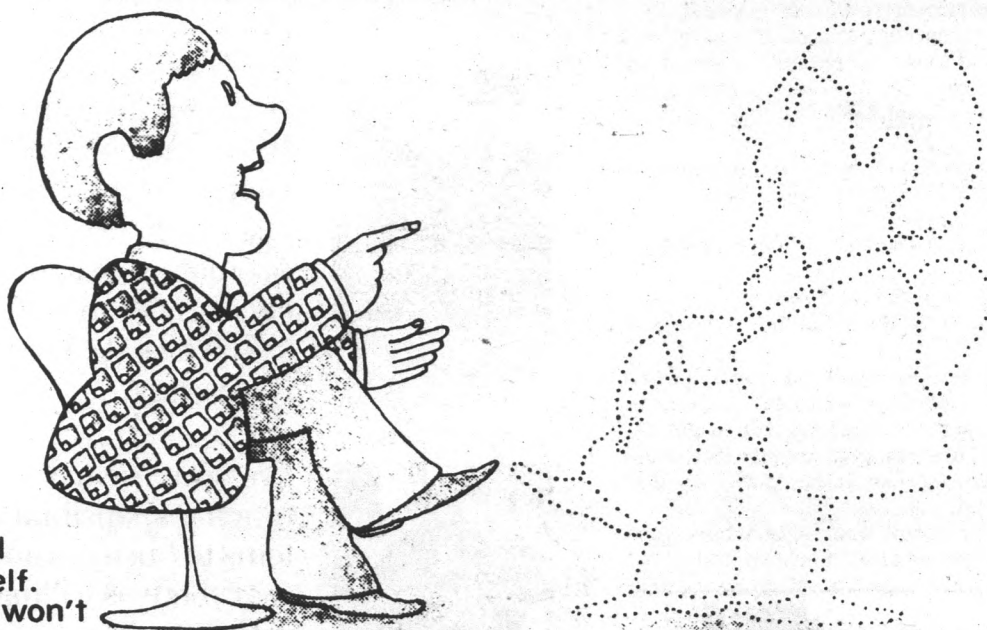
Experience. This portion is important to reflect the applicants capabilities and potential. The descriptions of experience can include name of employer (last job first), inclusive dates, job titles, and a brief description of responsibilities and skills that have been developed. Include part-time and summer jobs. Employers are interested in how time was spent while in college and the extent to which contributions were made to college expenses.

Education. List last school attended first. Include name of college and location, inclusive dates of attendance, degrees received, major area of specialization and academic honors and scholarships received. Do not include high school data.

Personal Data. This section can include height, weight, date of birth, marital status; number of dependents and condition of health. Do not include race, religion, names and ages of children or a picture in the resume.

Other Information Which May Be Included. Professional affiliations and qualifications, leadership positions held, literary accomplishments, early background (only when it relates to type of work sought), personal interests and activities, to provide a well-rounded profile of the type of person you are.

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False career beliefs voiced by students, administrator says

By Laura Stahl
Staff writer

Students generally have an unrealistic picture of careers and a narrow concept of what is available in the job market, an ASU assistant director of Career Services said.

Diana Regner said the unrealistic picture develops when we, as children, are asked, "What do you want to be when you grow up?"

"Children usually mention careers like a fireman or nurse, and this is a very narrow concept of what is out there," she said.

When people enter college, they have a tendency to think their major will relate to a specific job, she added.

"Students think in terms of a college major (but) most jobs don't fall under these majors — there are many variations," she said. "It doesn't mean you won't find a job. It means you have to know where to look."

If a student does not have a definite goal he wants to accomplish through education, he majors in a subject he likes. If this is the case, a person should research where he would fit in the working world with the skills he has developed, Regner said.

In our career-centered society, people should not feel discouraged about getting "just a job" right out of school instead of going directly into a career, she added.

A 9-to-5 job satisfies short-term goals such as buying food or paying bills, while a career can be called a sum total of all

When people enter college they tend to think their major will relate to a specific job.

jobs held, and is a constant attempt at improvement and a commitment to the work, she said.

Careers are viewed as elite, but jobs can be desirable at certain points in people's lives when they don't want to commit all their time to work, Regner said.

She said students should plan for a lifetime of career or job changes.

"The university gives an education to prepare you for changes in your field, as well as giving you a foundation to start from," Regner said.

Regner said college seniors put too much emphasis on the first job decision.

"Take a job until you get something better or you decide to return to school," Regner said. "People generally make six major employment changes in a lifetime."

She said 40 million workers, or 36 percent of the population, are in career transition at any one time.

The desire for a new career also propels many people back to school.

"Currently, 44.2 percent of the ASU population is over the age of 24, and the figure is expected to rise to 50 percent by the end of the 1980s," Regner said.

Regner's advice: Once out of school and contemplating a career change, graduates should examine their likes and dislikes and ask others around them to describe their typical work day to see if the job might suit them, too. They should ask themselves in what part of the country they want to work, the size of the organization at which they want to work and the type of people they like to work with, she added.

"All considerations are a critical factor in job happiness," Regner said.

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First impressions crucial

Attitudes, motivation show in applications

The most important first impression in the job hunting process is the written application. Often overlooked in significance, the written application can help get the interview that will get the job. The Career Services Office offers these guidelines on preparation of applications.

Applications illegible, hastily done or incomplete are frequently screened out at the initial hiring stage by the employer.

From the application the employer can sense attitude, stability and motivation. In addition, the application reveals communicative skills which are an important asset on any job.

The following paragraphs offer a few suggestions on how applications can reflect a positive, orderly picture of abilities.

First things first. Be sure to read the instructions on the application before filling out the blanks. Most applications follow a similar format, but the questions and sequence may vary. Give thought to your answers.

It may be a good idea to have a "dummy" application already filled in with pertinent information, such as: dates, employment history and duties, reference names, addresses, etc. If some questions are not relevant, be sure to indicate that you have read the questions by placing a dash or N/A (non-applicable) in that space.

Neatness counts. Be sure to print, write neatly or type applications. Spelling and grammar should be correct. Take into con-

sideration the application's limited space when describing employment history, which includes starting dates, salary and supervisor's name. Make your statements concise and brief, but use action verbs to describe your responsibilities.

Reasons for leaving. Refrain from any negative or berating statements about yourself or your former employer. Remember that you want to present a positive image of yourself.

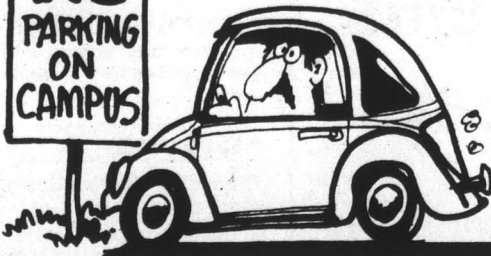
Questions regarding your attitude toward relocation, area and travel should also be answered in a positive manner. Putting too many restrictions on yourself will limit your consideration.

Salary. When the definite salary range is unknown, the best answer to give is open. The word negotiable is deceptive in that the word itself implies that you have a power base from which to negotiate.

References. Make sure you have the correct address and phone numbers and that your references know they are being listed as well as what kind of position you are applying for.

Additional remarks. If the application form carries the usual space labeled "Remarks" or "Additional Information" do not leave it blank. Make use of it in some constructive way. Here is the place to insert statements summarizing your abilities and reasons you would be a desirable candidate for the position.

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New service aids students in job hunting

By Jay Thorne
Contributing writer

The thrill of graduating from a university is often quickly followed by the disappointment of not being able to find a job. But beginning in November, ASU students searching for corporate employment will have another place to look.

The Career Placement Registry, a new, nationwide computerized service, will be able to put ASU students in touch with more than 10,000 corporations throughout the world.

For \$8, students can make an initial entry into the CPR data base. The data entered into the computer is then returned to the student for verification and may be updated after six months.

Students include in this information their college degree, occupational and geographical preferences, relevant experience, knowledge of foreign languages and any special skills.

This information is then available in the Dialog Information Service, through which more than 10,000 companies in 44 countries search for prospective employees.

Stephen Elko, marketing analyst for CPR, said the registry is designed for students desiring corporate employment, but not just business majors.

There are no guarantees, Elko said.

Students interested in the service can contact ASU's Career Services or write to Career Placement Registry Inc., 302 Swann Ave., Alexandria, Virginia 22301.



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KNOW**

By Larry Dragiewicz, CLU

Here's an amazing fact... You'd think a successful pro football team would have to have good field goal kicking, but — unbelievably — the 2 teams that got to the Super Bowl last season — Oakland and Philadelphia — finished dead LAST in field goal percentage in their conferences... Oakland was last in the American Conference, making just 51% of their field goals, and Philadelphia was last in the National Conference, making just 52% of theirs.

Here's one reason why Vince Lombardi is considered one of the greatest football coaches of all time... In the 11 years just before Lombardi coached the Green Bay Packers, the Packers never had a winning season... In the 9 years Lombardi coached the Packers, they had a winning season EVERY year.

Oddly enough, in the last 20 years only 10 different schools have been able to win the national championship in college football — Alabama, Georgia, Michigan State, Nebraska, Notre Dame, Ohio State, Oklahoma, Pitt, Southern Cal and Texas.

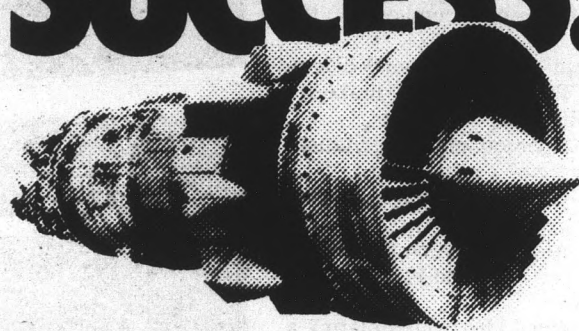
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Industry's aid crucial to engineering school

By Scott Knutson and John Hendricks
Staff writers

The ability of ASU's school of engineering to provide the engineering community with qualified job applicants is due in part to a comprehensive effort by ASU and local industrial leaders, the associated dean of the engineering said.

George Beakley said the two groups work closely together to formulate different activities to offer engineering students access to the professionals.

"We offer many seminar projects related to different types of courses," he said. "Many times there are problems that are real to local industries and need to be solved. Often they come to us in these seminars and want someone to work on the problem for them."

J.E. Stadtmiller, coordinator for engineering advisement, said students who take the class ECE 102 have a chance to participate in the seminars.

"They get a chance to develop products and do market research," Stadtmiller said.

Beakley added the engineering community also lectures on various topics to get students involved in the business community in a more meaningful manner.

He said part-time jobs and cooperative education, where the student works six months and goes to school six months, also help the student prepare for the industrial community.

"Approximately two-thirds of our students are either in co-op or (they) work part time," he said. "Both have advantages

and disadvantages, but overall, it gives the student a good feel of the profession."

Beakley said not only is the student affected by the professional world, but so is the curricula.

"Our students get the basics in their early classes," he said. "Humanities, social sciences and such are stressed. But when it comes to the core classes, we use a nationally accredited service that meets several times a year to set curriculum for the student's career."

Beakley said the professionals set up what the students need, and ASU tries to meet the criteria.

"Our faculty also tries to be in the forefront of knowledge so as not to be out of date," he said.

Stadtmiller said the ASU school is striving to become one of the best engineering schools in the nation.

"We are developing a National Center for Excellence with the help of the community," Stadtmiller said. "It is our intention to hire many new faculty members to meet the growing needed for engineers in our area."

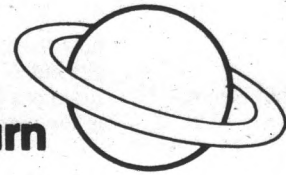
He said Phoenix is rapidly becoming one of the nation's centers of high technology.

"We want to provide an atmosphere and the facilities so all our goals with the engineering department can be accomplished," Stadtmiller said.

He added that anyone interested in a career in engineering should come to the engineering advisement department and discuss his or her opportunities with a counselor.

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Dr. Bradford A. Smith, one of the best-known astronomers of our time, and one of the first human beings to see the images transmitted by Voyager I & II, will share the excitement of the Voyager II mission at the Scottsdale Center for the Arts Cinema, November 4th at 7 p.m.

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The Scottsdale Center for the Arts is owned and operated by the City of Scottsdale.

Women pursuing technical studies

By Nora M. Bayly
Staff writer

The number of women majoring in technology at ASU has increased 5 to 10 percent since 1974, ASU's division of construction director said.

Vernon Hastings said the increase of women in engineering technology is due to the high starting salaries and women graduates encouraging undergraduates to enroll in the program.

Hastings said low interest in engineering by women stems from the inadequacy of high schools to provide sufficient preparation in science and math.

Women in engineering technology was one of several topics discussed by more than 80 professors from across the country who attended the Engineering Technology Leadership Institute seminar hosted by ASU's College of Engineer-

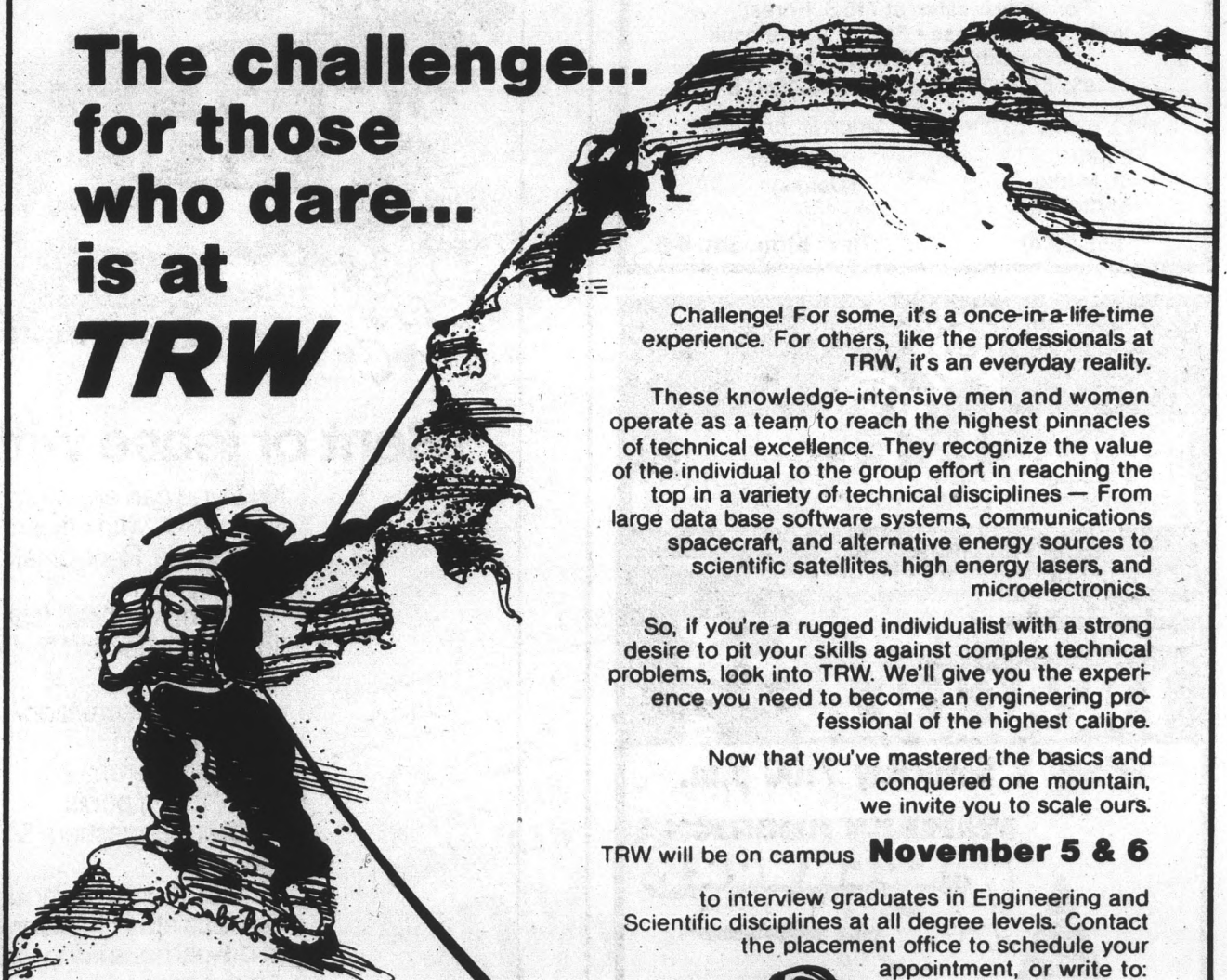
ing and Applied Sciences, division of technology, this week.

Lyle McCurdy, an ASU associate professor of electronic technology, said the ETLI serves as an open forum for the nation's professors to exchange ideas about issues, challenges and opportunities in engineering technology.

Walt Thomas, dean of the school of technology and applied science at Western Carolina University, said more women are attracted to the production-oriented aspect of technology, which deals with the application of engineering principles to real world problems, as opposed to design and research.

Hastings said ASU's College of Engineering and Applied Sciences is the fastest growing college in the University with an annual expansion rate of 15 percent.

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'The Doctor' eyes elusive title

By Jeff Fries
Sports writer

Julius Winfield Erving III, better known as "Dr. J," of the Philadelphia 76ers stretched out on two chairs in the visitors' dressing room at Phoenix Veterans Memorial Coliseum wearing nothing but his red uniform pants and an ice pack on each knee, calmly chatting with reporters following the Suns preseason basketball win over the Sixers last week.

After a few minutes, the reporters scattered, and the NBA great stared thoughtfully across the room, sipping on a Coors.

Maybe he was thinking about whether the Sixers would make another run at the NBA crown, a title that has eluded Erving and Philly ever since the Doctor arrived in 1976.

Maybe he was thinking about how much longer he could play with his somewhat ailing knees, as he adjusted the ice into a more comfortable position.

Or maybe he was thinking

how the hell he was going to get out of Phoenix after the team bus had left he and four other teammates at the Coliseum just five minutes after the final buzzer.

The Sixers have been struggling in the preseason (2-6 after Phoenix' victory), but there was no cause for alarm.

"Our objective has not been to win games, our objective has been to come out and play and work on certain things," said Erving, 31, who came to the NBA from the defunct ABA in 1976. "There's a lot of experimenting going on."

"The whole idea of the exhibition is just that... to play exhibition games, look at your rookies, your newcomers, and make decisions about who you are going to cut."

Even though the Sixers had done some heavy preseason traveling to California, Las Vegas and Phoenix, all Doc was concerned about was getting himself in shape for another

grueling 82-game slate.

"I work myself into shape, and I try to play hard every minute that I'm on the court because if I don't play hard I'm susceptible to getting hurt," Erving said. "So I try not to get caught in between and play with some intensity, and I try to improve on my conditioning by just pushing myself."

The Sixers have been

caught in between ever since they combined such ABA standouts as Indiana's Caldwell Jones and George McGinnis with the New York Nets' Erving in '76, the year the "other league" merged with the NBA.

In 1977, Philadelphia fell short of their title dream when the Portland Trail Blazers upset them in the

continued page 23

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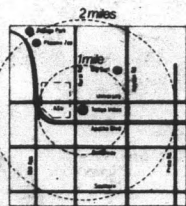
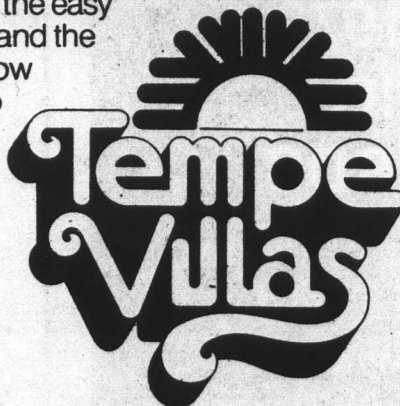
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Not everyone loves a winner; baseball's Yankees are proof

Remember the old phrase "Everybody loves a winner?" Well, forget it.

The New York Yankees kill that theory. (This was written yesterday, so maybe they have already been eliminated, but they are still considered winners in the baseball circles. They have been for the last part of the 1970s on into the '80s).

The fans that like the Yankees, other than those who have Frank Sinatra's "New York, New York" as their national anthem, are few and far between. Especially in Phoenix, where the Dodgers are it.

It's absolutely sickening to see and hear all the chronic Yankee haters voicing their dislikes for the team, King Steinbrenner and even New York City as a whole.

The Yankees are the team everybody loves to hate. And as a Yankee fan it's hard to understand why. Sure they're perennial pennant winners every year and they have more controversy than Watergate had, but if all you haters out there looked back into the Yankee tradition, your opinion might change somewhat.

Visions of Babe Ruth, Lou Gehrig, Joe DiMaggio and Mickey Mantle are a way of life for Yankee fans. What little leaguer hasn't dreamed of becoming the next Babe Ruth? I sure did.

The Yankee tradition is indeed the deepest and best in baseball.

Granted, in the past few years the Yankees have begun to resemble pinstriped circus performers, but they still are

prisco's points

by pete prisco
sports editor



rich in tradition.

Twenty years from now our kids will be talking about Reggie Jackson, Dave Win-

field and Graig Nettles the same way we Yankee fans think about the greats that

continued page 20



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More about Points

continued from page 19

are now enshrined on the monuments in center field.

It's about time the Yankees of today started getting the respect they deserve. Many folks hate the Yankees because they say they are the best team money can buy. Well, they are.

Even if they do lose to the Dodgers.

They still are a more talented team.

So what if Steinbrenner spends millions of dollars buying players. It's his right. He has the money to spend, so he spends it. You don't think he's making money on the Yankees? Let's face it, it's a business.

And it's his business.

If he wants to make improvements for his business, why should he be stopped? And isn't that exactly what Mr. Winfield, Mr. Jackson and the other free agents are?

Right about now, you're all probably yapping about Steinbrenner's obnoxious public criticism and hounding of his players. Well, this too is his right. Those players are his employees. If an employee of a business made a huge blunder that cost the company money, wouldn't he be lambasted?

Maybe not publicly, but there's a difference. Athletes are in the public eye.

Sure, Steinbrenner has a revolving door as far as his managers go, but that too is all part of the business.

Now that I made a case for Steinbrenner, let me make one for the player everybody loves to hate — Reggie Jackson.

Mr. October is the greatest player of our time. Period.

Maybe, statistically, other players look better. But if I were a pitcher with two on in the ninth winning by two, there's no doubt in my mind the person I'd least want to have at the plate is Jackson. That stroke of his is the most feared swing in the business.

Sure he's had some bad slumps, but when the chips are down Reggie always responds. Just ask Dodger hurler Bob Welch, who had that classic confrontation with Jackson in 1978.

It's really humorous hearing all those Yankee haters. There's even a book out entitled "Diary of a Yankee Hater." Well, this was just a diary of Yankee Hater hater.

It's time this fine organization started getting the respect from fans other than those that pronounce the name of the city as New Yawk.

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Pick 'em

Entries must be turned in to the **State Press** by 3 p.m. Friday in the Matthews Center basement. Only one entry per person. The top three entries will be listed in Tuesday's paper. The Los Angeles Rams-Detroit Lions game will be used as the tie breaker, so just predict the score. Place an "X" in both boxes to predict a tie in any game with the point spread taken into consideration. The teams on the left are the favorites, and the points shown will be subtracted from their final score.

L.A. Rams ____ vs. Detroit ____ Predict the score.

Home team in caps:
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First prize will be a complimentary dinner for two (excluding drinks) at **Donny O'Brien's** or **Butch O'Leary's**. Second prize is two tickets to any concert at **Dooley's** (within 30 days of winning). Third prize is a large pizza with three toppings and a pitcher of beverage from **Round Table Pizza**.

Name _____

Phone _____

ASU archers take aim; X-country heads West

After winning two of three matches on the West Coast last weekend, the ASU women's volleyball team gets back into action this week.

Head Coach Dale Flickinger's Devils will play host to a pair of nationally ranked opponents as they entertain Western Athletic Conference leader Brigham Young (eighth nationally) on Thursday and WCAA foe USC (fourth nationally) on Saturday.

"Both BYU and USC have consistently been ranked in the nation's top ten," Flickinger said. "If we play with the intensity we did last week in California we could win both matches."

Both matches will be played in P.E. East and will get underway at 7:30 p.m.

ASU will be represented by a two-man team, this Saturday at the Pac-10 Southern Division cross country championships held on the UCLA campus.

Representing the Sun Devils will be senior Rob Wentworth and junior Chuck Schwartz.

The hosting UCLA Bruins are the Southern Division's defending champions and are the favorites to repeat on their home turf.

The final two meets of the year for the ASU men's cross country squad will be the Pac-10 championships (Nov. 9 at Stanford) and the NCAA championships (Nov. 23 at Wichita).

The ASU men's and continued page 22

THE GAY ACADEMIC UNION of Arizona State University presents

FRED WESTENDARP, M.D.

who will speak on

"Establishing A Positive Gay Identity"

Thursday, October 29

8:00 p.m.

Memorial Union — Room 217

All interested men and women are encouraged to attend.



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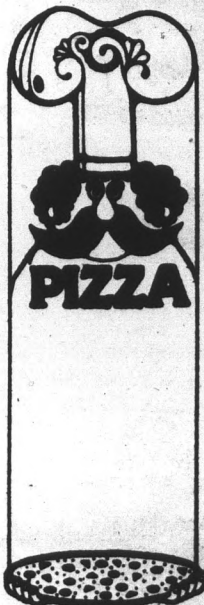
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More about Teams

continued from page 21

women's archery squads will open their 1981-82 seasons Saturday at the Cal State-Los Angeles Invitational.

The female archers will attempt to capture their seventh straight national championship this season while the men seek their fifth national title.

Defending national champions and All-Americans Cindy Vezzetti and Tom Stevenson lead the women's and men's teams respectively.

Filling out the women's team are Robin Wools and Donna Gelnett. Representing the men's squad are Lee Tinkey, Steve Moses and Dave Rubin.

Soccer fans will get a chance this afternoon to see how the ASU Sun Demon soccer club competes with the big boys as they tangle with professional soccer's Phoenix Inferno.

The Sun Demon booters will put their 2-2 record on the line with the Inferno at

the Wall Ball Palace at 4 p.m.

Three of the top four teams in the nation will be part of a demanding ASU wrestling schedule this season as announced by head Coach Bobby Douglas.

The Sun Devil wrestlers face NCAA champion Iowa at home (Dec. 9) and then visit NCAA runnerup Oklahoma (Feb. 5) and NCAA fourth-place finisher Oklahoma State (Feb. 6) on the road. In addition, ASU will entertain Pac-10 champion Oregon at home Jan. 23.

Arizona State will also host two national caliber collegiate tournaments, the Sun Devil Invitational (Dec. 4-5) and the Hall of Fame Open (Jan. 16).

After posting a 15-5 record and an 11th-place finish at the NCAA championships, the Sun Devils will be tri-captained by seniors Jackson Kistler (fifth at 150 pounds at the NCAA meet), Joe Koeth and Bobby Williams.



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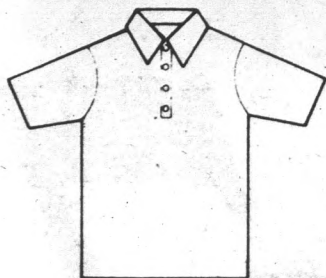
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More about Erving

continued from page 16

championship series, 4-2, after Philly won the first two games.

In '78 and '79 the Sixers bowed to the Washington Bullets and the San Antonio Spurs, respectively, in the semis and quarterfinals.

It seemed they were going downhill for good.

Then in 1980, their rebuilt team — minus McGinnis, Lloyd "All-World" Free and head Coach Gene Shue — made the finals only to lose again, 4-2, to the Los Angeles Lakers.

And last season, Philly fell again to a resilient Boston Celtic team that came from two down (3-1) to nip the Sixers and go on to become the NBA champions.

After all this, Erving said success should be in the Sixers' near future.

"I think the Sixers have been a great team over the last five years and a contender," he said. "It just has not been in the stars for us to win the championship. But we've been contenders, and I think we'll continue to be contenders."

"Maybe things will turn around for us this year," the Doctor added. "If not this year, then next year."

Ah, next year. It's what Erving and the Sixers have been talking about at the end of each of the last five seasons.

Dissension, it was reported, cost them the title in 1977 — one year the Sixers may have had more talent than the champion Blazers. Since, the Sixers have been knocking on the door with team play, not their former one-on-one style.

"I try to stay away from talking about the '77 team," Erving said. "This is a whole new team with another coach and a different way of thinking — a better defensive team."

"We're not quite as explosive offensively but we're certainly capable of putting a lot of points on the board on a given night," he added.

"Things worked out very well for me (in 1977). I made All-Pro, and we went to the championship round, but that is the past and now is what's happening."

That year, the Doctor averaged more than 30 points per game in the finals, and when he had similar stats in the following years' post-season rounds, it seemed the Sixers were going to him like chapstick for both relief and protection.

"No, I think everybody has a job to do and you got a role to fill," Erving said. "And if you're allowed to do your thing, then more often than not you'll come through."

"But you are playing against another team that has roles and has talents, and you have to respect them."

Julius Erving has been able to do his thing, and more often than not he's come through. His Sixers have been the same way. More often than not they have come through.

Except when it comes to winning the NBA championship.

Pagel is tops in PAC

Sun Devil quarterback Mike Pagel has moved atop three Pac-10 statistical categories after last week's performance against Stanford.

Pagel moved ahead of UCLA's Tom Ramsey as the top quarterback in the league. Southern Cal's John Mazur, Stanford's John Elway and Washington State's Ricky Turner round out the top five in passing.

Pagel also leads the conference in total offense with an average of 223.7 yards per game. Elway is second (211.0), with USC's Marcus Allen (205.1), California's J. Torchio (177.3) and UCLA's Ramsey (164.1) right behind.

ASU's quarterback leads the PAC in most touchdowns responsible for with 21. Marcus Allen is well behind with 14.

Should Pagel continue at

his current pace, he would shatter ASU's record set by Dallas Cowboy quarterback Danny White. White set the record of 28 in 1972 and matched it the following season.

Marcus Allen leads the conference in rushing with an average of 205.1 per game. ASU's Gerald Riggs and Robert Weathers, both averaging over 100 yards per game, are second and third.

UCLA's Kevin Nelson (101.0) is fourth with Washington State's Tim Harris (88.6) holding onto fifth place.

The Sun Devils, tops in the nation in total offense with a 532.4 per game average, are more than 100 yards ahead of the next best conference team, Washington State.

The conference-leading Cougars are averaging 414.0 yards to place second in the PAC.

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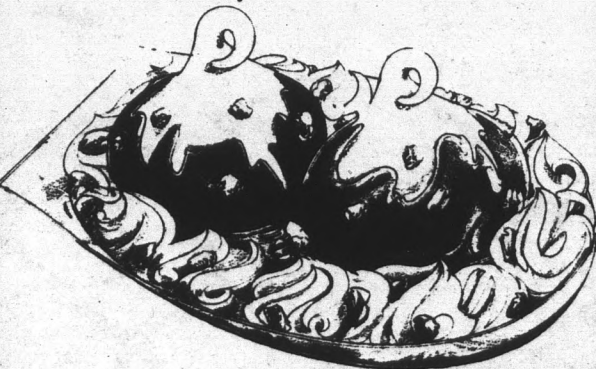
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VOICE INSTRUCTION with Nan Gravelle. Emphasis on care of voice through development of body, mind, and breath coordination. References and further information available. \$8 per 1/2, \$15/hour. 829-8087.

Jewelry

14K GOLD CHAINS and charms. Quality Italian-made gold jewelry. Bracelets: \$15-\$60. Necklaces: \$20 and up. Call Joe, 968-8637.

Miscellaneous

GUARANTEED WEIGHT loss! Lose 10 to 20 pounds in 30 days using Heralife, a new planned natural formula for weight control. For more information call 949-0869 or 941-9394.

Motorcycles

FOR SALE, 1978 Yamaha 750. Special black with gold flake, matching Yamaha fairing and bags will sell separate. \$2,200/best offer. Call 968-0243 or 967-4248, ask for Al.

1980 SUZUKI GS550LT, 900 miles, under warranty, \$1,875. 991-0785.

Personal

GOOD STUDENTS qualify and save 25% on auto insurance. Non-smokers 18%. Ask Steve Lundell, Farmers ASU Representative, 831-0121.

Pets

HELP ME find home! I'm orange, friendly, vaccinated. Need home quickly or else? Call 833-8562.

Real Estate

SCOTTSDALE-CUSTOM interior two bedroom co-op townhouse, \$45,900 cash equity. \$140 month pays all. No high interest. No qualifying. Near ASU. 946-7349.

Roommate Wanted

AVAILABLE NOW. Share two bedroom apartment. Your own room. \$175 pays all. One block from ASU. 968-8962, Mark. Call before 8 a.m. or after 10 p.m.

FEMALE ROOMMATE, own bedroom in nice apartment close to ASU. Washer, dryer, air condition, pool. \$186 including. Call Janet, Helga, 894-1648.

FEMALE TO share three bedroom townhouse. Non-smoker. Pool, laundry, furnished. Serious student, Southern/Hardy. \$160 plus 1/2 electric. 967-2084.

\$202 MONTH PRIVATE room/bath. Five minutes bike to ASU. Good neighbors. Steve, 829-1343.

MALE ROOMMATE wanted for nice big three bedroom house, with washing machine, vegetable garden and dishwasher. \$150 plus 1/2 utilities. Call Jim or Jennifer, 967-8603.

SEVERAL ROOMMATES needed for beautifully furnished houses. Some have pools and close to ASU. Reasonable rates. 967-3673 days, 897-7030 evenings.

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Transportation

FLY TO Detroit for Christmas holidays. \$295 round trip. Private airplane. Departure and return dates variable. Call Jim, 829-8143.

Travel

EUROPE-ISRAEL, ow/rt student flights. TEE, 511 N. La Cienega #216, L.A., CA 90048, (213) 854-0637.

ISRAEL \$499, LONDON \$284, Lima \$599, Tokyo \$435. TEE, 511 N. La Cienega #216, L.A., CA 90048, (213) 854-0637.

Help Wanted

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National Marketing Company has openings for sales-minded people interested in part-time employment. Openings are available on the evening shifts, 5 to 10:30 p.m. Our sales people work in a modern, comfortable business environment contacting customers on long distance WATS lines. Earnings which include salary and bonus average \$4.00-\$6.00 per hour, paid weekly.

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Wanted

NEED MONEY? Paying top dollar for gold jewelry, diamonds, class rings, sterling silver and silver coins. Free in-home estimates. Call anytime, Joe, 968-8637.

Help Wanted

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