



Rose Bowl blues

A member of the ASU band sits dejectedly against the retaining wall of Arizona Stadium Saturday night in Tucson after UA beat the Sun Devils 28-18, denying them a Rose Bowl berth New Year's Day. As a result, the Devils will face the Oklahoma Sooners in the Fiesta Bowl.

Staff photo by Mike Rynearson.

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**state
press**
Tempe, Arizona

New chemical to fight cancer found by ASU research team

Marine life substance successful in lab mice

By Chris Coppola
Staff writer

A team of ASU chemists has discovered a "completely new chemical substance" in common marine life which has proven successful in fighting cancer in laboratory mice.

According to a report of the team's findings, tests conducted at ASU's Cancer Research Center have shown that very low doses of the chemical bryostatin 1 have resulted in a doubled lifespan for cancerous mice.

The report, which will appear in the Dec. 1 *Journal of the American Cancer Society*, says bryostatin 1 is extracted from a species known as *Bugula neritina*, often referred to as "sea mats" or "false corals." They are common in parts of the eastern Pacific Ocean, living in moss-like colonies and often clustering on the hulls of ships.

The team, under the direction of Dr.

George Pettit, presented their findings to researchers at Cornell University for further study, and to the National Cancer Institute in Bethesda, Md.

Pettit said the institute is considering the experimental use of the material on human cancers and the strength of bryostatin 1 might also make it useful in investigating cell chemistry.

He added that research into marine life and possible anti-cancer compounds which might exist in them has been an intense area of study for nearly two decades.

Early research, he said, was highlighted in 1968 when a major breakthrough occurred in the discovery of a proper technique for isolating such substances. He said the ASU discovery has been another major breakthrough.

"Now that we have the pure substance... it seems to be a good model for other types of cancer," he said.

In addition to Pettit, the ASU team consisted of Dr. Cherry Herald, her husband Dr. Delbert Herald and Dr. Dennis Doubek, in conjunction with the National Cancer Institute.

Economic upswing in near future for Arizona

Prof predicts turnaround in January

By Mead Summer
Staff writer

Reductions in unemployment and the beginning of economic recovery may be just around the corner for Arizona, according to predictions of an ASU economist.

Harold Fearon, a professor in the College of Business Administration's management department, said the low point of the current recession will be reached sometime in November or December.

"This means that economic recovery should begin in January," Fearon said. However, he said the recovery "will not be a dramatic one."

Fearon said consumers may hold the key to economic recovery.

"The economy will depend greatly on consumer buying habits," he said. "In the end, it's all going to be up to the consumers."

Fearon, who has a Ph.D. in business administration, has been preparing monthly reports on Arizona's economy for the past 21 years.

He cited high interest rates as the cause of the current recession, and said a decrease in rates probably will lead to economic recovery.

Fearon predicted interest rates will drop — possibly as much as one full point — by

the year's end.

The current interest rate is 8½ points lower than it was at the beginning of 1982. In January, the prime interest rate was 20 percent. It is now 11½ percent.

"If the prime interest rate was to drop another couple of points — and it probably will drop a little more before the end of the year — I think it may spur a good deal of consumer buying," he said.

Fearon said a decrease in the prime interest rate could help alleviate Arizona's double-digit unemployment. As economic conditions improve, businesses will begin hiring, he said.

"Things (in the job market) won't be too bright in the beginning," Fearon said.

"Things are going to be sort of tough for the first few months of 1983."

He said the job market will improve gradually and will be "encouraging" by December. However, Fearon's forecasts are not as bright for the state's copper industry.

"The people who once had jobs in the copper industry are going to have to look elsewhere for jobs. This could lead to a population migration from Arizona's smaller counties to Maricopa County," Fearon said.

Although the current economic picture may not be all that bright, "once the recovery catches hold, the outlook is good," he said.

Business college, government to join forces

ASU has been invited to join The Washington Campus — a consortium, based in Washington, D.C., which includes leading business schools from across the nation.

The Washington Campus is an independent organization established to focus on the relationship between business and government.

Recognizing that federal action affects every facet of business, The Washington Campus is designed to provide the participating universities a means for stimulating discussions and debate, providing advanced management training and promoting research into the relationship between business and government.

The program was the brainchild of L. William Seidman, dean of the ASU College of Business Administration.

As President Gerald Ford's assistant for economic affairs, Seidman was struck with the business community's need to better understand the process of government.

"I saw that corporations, which have been the bulwark of a strong, competitive free enterprise system in this nation, had come under suspicion and attack," Seidman said. "In some cases, the criticism translated into laws which have benefited the public and improved the climate for business. In other cases, it translated into laws which have benefited neither, and have seriously harmed the economy."

"If we are to have effective policy development on a national level, the business, political and educational communities must share the responsibility for raising the level of

debate and for analyzing and articulating the role of the free enterprise system," Seidman said.

And that is where The Washington Campus comes in.

The organization was established in 1978 to provide intensive courses, institutes and workshops for graduate and undergraduate business students, deans and faculty of business schools, and corporate executives. A corporate affiliates program is in the works.

ASU is the 14th university member of The Washington Campus. Other members include: University of California,

the legislative process, executive branch decision-making, regulation, economic policy development and their implications for business management.

William Reif, associate dean of the ASU College of Business Administration, will represent ASU on The Washington Campus board of trustees. Assistant Dean John Montanari will serve on the curriculum committee.

"Joining The Washington Campus provides university students and Arizona executives an outstanding opportunity

'Joining The Washington Campus provides university students and Arizona executives an outstanding opportunity to examine how Washington really works.'

Berkeley; University of California, Los Angeles; Cornell University; Dartmouth College; Grand Valley State College; Howard University; Indiana University; University of Michigan; University of New Mexico; University of North Carolina at Chapel Hill; Ohio State University; Purdue University; University of Texas, Austin.

Each summer The Washington Campus presents four-week programs offering university credit to Master's of Business Administration students. The programs feature top government officials, executives and educators discussing

to examine how Washington really works," Seidman said. "Participants will learn from the people who actually are part of the Congress, the White House, the Federal Reserve and other agencies, and thus will receive unusual 'hands-on' training in government business relations."

Programs coming up on The Washington Campus include a two-session Executive Public Policy Institute, May 10-17 and June 6-11; and a program for American Assembly of Collegiate Schools of Business, "How Washington Operates: The Governmental Process," July 25-30.

nation/world

**state
press**

Mitterrand calls for closer ties with India

NEW DELHI, India (AP) - French President Francois Mitterrand, whose government signed an agreement over the weekend to supply nuclear fuel to India, told Parliament Monday that France wants to improve relations with the New Delhi government.

Mitterrand also supported demands by India and other developing nations for reform of the international trading system and monetary institutions.

Mitterrand's four-day state visit had an auspicious start Saturday when France and India signed the uranium fuel agreement just hours before the Socialist president arrived. That cleared the way for France to replace the United States as India's nuclear fuel supplier.

United News of India quoted high government sources as saying Mitterrand had personally intervened to complete French concessions that included dropping inspection conditions.

Supreme Court upholds Arizona death penalty law

WASHINGTON (AP) - The Supreme Court rejected without comment Monday a broad constitutional attack on Arizona's death penalty, turning away an appeal that asked the sentences of all death-row inmates be reduced to life imprisonment.

In rebuffing the appeal, the court also refused to hear arguments that the more than 40 people sentenced to die in Arizona's gas chamber were unfairly subjected to double jeopardy.

And in Phoenix, Lewis Rhodes, director of the Arizona Civil Liberties Union, expressed disappointment with the decision but added that "the ruling doesn't mean executions will take place because we'll take each case individually through appellate avenues."

Arizona Attorney General Bob Corbin said the high tribunal's decision had the effect of clarifying some of the constitutional questions raised about Arizona's law.

U.S. accuses Soviets of using chemical warfare

WASHINGTON (AP) - The State Department said Monday it has fresh, conclusive evidence that the Soviet Union is using poisonous chemicals and toxins in its war in Afghanistan and supervising their use in Cambodia and Laos.

Evidence from Afghanistan, a report issued by the department said, includes two Soviet gas masks bearing traces of toxins that cause blistering, nausea and vomiting.

While the United States had previously charged toxins were being used in Afghanistan, the department said it has only recently managed to prove the allegation beyond doubt.

Steel output reported at 20-year low

NEW YORK (AP) - Steel production plunged to its lowest level in at least 20 years last week, with plant use in the beleaguered industry at a 50-year low, the American Iron and Steel Institute reported Monday.

The trade organization said steelmakers produced 915,000 tons in the week ended Nov. 27, a 13.3 percent decrease from the previous week's 1.055 million tons.

It was the lowest weekly production since the group began keeping such records in 1962, dropping below the previous weekly low of 947,000 tons in the week ended Aug. 7, 1971.



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Vandals

Anti-Islamic sentiments flare up

By Maria Khan
Staff writer

A swastika and the phrase "Death to PLO" were painted on a house owned by an ASU professor, according to the Tempe Police Department.

The house, located at 1034 W. Elna Rae in Tempe, is owned by Ray Henkel, assistant professor of geography. However, Henkel lives at another address and rents out the Elna Rae residence.

Henkel said he believes the vandalism, which occurred Wednesday, may be related to his serving as the faculty adviser for the General Union of Palestinian Students at ASU.

He added it is likely the incident is University-related because the only time the Elna Rae residence is listed as his home address is in the ASU directory.

Henkel said he does not know who is responsible for the acts.

"I have no idea who it was," he said. "It could have been students objecting . . . it could have been anyone."

"I have no contact with the PLO (Palestine Liberation Organization). I am neutral politically," Henkel said. "Any organization should have a right to express views. So, I volunteered as sponsor."

The current residents were unavailable for comment.

However, Henkel said they have no ties with ASU or the PLO.

Late Wednesday evening, a report on the vandalism was filed with the Tempe Police Department, according to Officer Gary Clapper.

The following morning, a second report, which cited an attempt to blow up an automobile by inserting a burning newspaper into the gas tank, was filed. The flames died out before the gas tank was ignited, Clapper said. No one was hurt in the incident.

Clapper said the attempted car torching is classified as arson of a vehicle — a felony which carries a minimum sentence of eight years in the state prison.

He said the painting would be treated as a misdemeanor — an offense punishable with six months or less in the county jail and a \$750 fine.

Currently there are no suspects, Clapper said.

"We have nobody in mind at this time," he added.

On the same evening, seven shots were fired into the Islamic Cultural Center at 616 S. Forest, according to Richard Prendergast, a Tempe Police officer. Shots also were fired into the home of Rauf Diab, the center's president. Prendergast said nobody was injured.

Currently, there is no indication that the incidents are related. However, both are under investigation.

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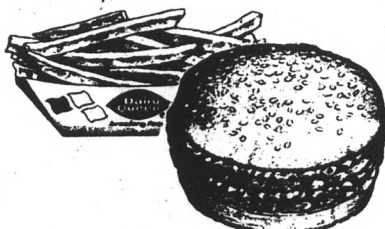
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Student regent earns the right to vote

Tracy Fletcher
Managing Editor



The Arizona Board of Regents earlier this month gave support to a proposal allowing its student member voting privileges in all board decisions.

Board support has been secured. But now the State Legislature also must approve the proposal, and there is some doubt it will. Lawmakers must realize that giving the student regent a vote is the only way to legitimize the only official spokesman for the students at the three state universities.

A student member without a vote is powerless; student representation without official input into decisions is mock representation.

The universities have tried to get a vote for the student regent in the past, but the measure never passed the Legislature because the board was unwilling to give its official stamp of approval.

However, heading into the upcoming legislative session, it has the board's near-unanimous support, with only one regent opposing the move.

During the recent discussions of the proposal, some questions concerning possible problems with giving the student member a vote were raised. But, after looking at the caliber of past student representatives, the board was well-assured that none of these is likely to materialize.

Some claim giving a vote to the student regent, who serves one year on the board, would grant a "swing vote" to a member who, in theory, will not be around to account for actions taken during his term.

Theoretically, a student regent could cast a vote in his or her best self-interest, be gone in a year and not have to face any consequences of the vote.

However, in reality, the student regent is no more susceptible to voting according to selfish interests than are permanent board members.

The selection process guarantees the stu-

dent regent will be fully screened. The student regents are handpicked from the cream of the crop at the three state universities. The governor selects the student regent from three nominees chosen by the Associated Students of the universities on a rotating basis.

The regents have agreed that the student members have legitimized their position and have proven to be responsible spokesmen for student concerns.

As one board member noted, the past student regents "have really distinguished themselves and they should have the right to vote their positions."

Unfortunately, the board's support helps, but only the approval of the Legislature can guarantee a vote for the student regent.

The chairman of the house education committee, Jim Cooper, R-Mesa, has already

'Lawmakers must see the real merits of the proposal as did the board itself.'

said the measure will never get out of the drawer of his committee.

But student lobbying groups have devised a plan that could get approval despite Cooper's stonewalling. According to an Associated Students' spokesman, the measure will first be introduced in the Senate, where approval is expected.

From there, it is expected to move to the House after garnering enough Senate support to sidestep any attempts to kill it in committee.

Perhaps certain members of the Legislature are hesitant to put power in the hands of students, but the body as a whole should not be so closed-minded.

Lawmakers must see the real merits of the proposal as did the board itself.

To deny the student regent a vote is to demonstrate a lack of faith in the young people in the state's educational system and will make a mockery of the post of student regent itself.

opinion

Life has no meaning except in terms of responsibility.

—Reinhold Niebuhr

state press



letters

Abortion proponent ignores the realities of 'painful' procedure

Editor:

In response to the letter from John Graves on abortion, I would like to personally challenge Mr. Graves on some of the opinions he presented. I felt a great need to respond to that letter because of the staggering amount of myths and inaccuracies Mr. Graves presented.

First of all, it was claimed abortion is painless. I found it not painless. An Oxford University study based on 1,182 abortions, showed complications in the following ways: 16.7 percent blood transfusions required to counter the hemorrhage, 4.2 percent torn cervix, 1.2 percent perforated uterus and 27 percent fever and peritonitis. This is not to mention post-abortion with increased risks of future miscarriages, sterility and severe, long-lasting emotional problems. This is an area, where I especially feel women are exploited. Instead of being told about the risks, their fears are made to seem silly.

Secondly, it was stated that abortion helped society in that it prevented many unwanted children to be born and therefore prevented these children from becoming victims of child abuse. Through my study on abortion and child abuse, I found this a big myth. Actually, there is no such thing as an unwanted child. Once a baby is born, it will never be unwanted because of the extreme shortage of newborn babies available for adoption. Furthermore, in regards to child abuse, both child abuse and neglect have increased since abortion was legalized. Dr. Burton G. Schoenfeld, a child psychiatrist, says studies show that mothers who have had abortions are more likely to abuse their children than other women. Do you know that in Germany, abortion was banned because of the observed rise in child abuse? Yes, it is definitely a myth that abortion reduces child abuse, and yes, it is a myth that abortion is painless.

Linda Wilcox
Sociology
Senior

Private Enterprise Commission should consider students' position

Mead Summer
Staff Writer

The Arizona House of Representatives has the opportunity to involve private industry in the operation of the state's universities and community colleges.

Operation of the universities' bookstores, housing services, U of A's food service, and numerous other services could be taken from state control if the House decides to pass certain measures restricting competition between government and private enterprise.

By passing a proposal recommended by the Private Enterprise Review Commission, the House could hand private businesses the control of many university functions on a silver platter.

What could be nicer for the businessmen than obtaining control of already established, well-organized, successful operations?

It is no coincidence that the seven businessmen on the commission outnumber the total of university students by seven.

To be fair to the commission members, it must be noted that they are not trying to pick on students.

What they are attempting to do is increase business for private industry. This, they say, will help not only businessmen, but taxpayers in general.

Of course, if some of those taxpayers have to pay more for necessities or happen to lose their jobs, well, then's the breaks.

The commission, in its zeal to make life more pleasant for its own kind, is disregarding the possible effects its proposals could have on not only university and community college students, but also government employees.

Many of the recommendations the commission issued to the House would force many government agencies to either be transferred to the private sector or closed. The bulk of the commission's proposed legislation would make life more expensive for college students and force the state government to issue more than just a few pink slips.

The idea for such a commission was initiated by the Arizona Chamber of Commerce. However, the people at the chamber now find themselves repeating a cliché coined by a doctor of horror movie fame.

Yes, ladies and gentlemen, they have truly created a monster.

Now the chamber must decide whether it can support the commission's proposals. One well-placed member of the chamber said the proposals are so far off-base that the chamber is even considering lobbying against the proposals.

Fancy that. The chamber lobbying against a commission it fought so hard to create.

According to Thomas Augherton, vice president for governmental affairs at the chamber, the commission has aimed its poisoned darts at certain cases of government competition.

Interestingly enough, many of the people who will benefit the most from the passage of the proposals happen to be members of the commission.

Did I say they were looking out for their own kind? I meant they are looking out for themselves. Period. Exclamation point.

Augherton said the chamber wants to abolish the commission, and set up a similar board, but with different members.

If that is true, more power to the chamber.

If not, there are many business people who could be packing for a first-class flight to seventh heaven.

There are plenty of businessmen in Arizona who would volunteer to serve on the new board. Certainly the State Legislature can find a dozen of them who feel that being fair to all parties is more important than increasing the business sector's slice of the pie.

Perhaps the only chance the student has of surviving the commission's onslaught lies in being vocal.

The Legislature is hearing one side of the issue — the business side. If students care about the quality of life at ASU, they must let politicians know there is an "other" side to the proposals of the Private Enterprise Commission.

Colleges battle cuts with tuition hikes

By the College Press Service

For the second year in a row, students at a significant number of colleges are going to have to pay more for their second semester than they paid for the first.

Colleges from California to New York have been busy in the last few weeks announcing mid-year tuition increases to take effect in January.

Two years ago, such increases were rare. Tuition and fees, if raised at all, went up once a year, usually in anticipation of fall term.

Now many schools are raising tuition on an almost semester by semester basis, often with little advance warning to students, to cope with ongoing budget crises.

"Raising tuition has been our only option to counter budget cuts," said Gene Garrett, chief financial officer of the University of Alabama in Huntsville, which will boost tuition 10 percent next quarter.

Garrett announced the increase soon after the Alabama legislature slashed the school's funding by 10 percent last month. "We just had to do something to offset the revenue cut."

In all, 24 states have had to cut budgets — and often their funding to state colleges and universities — this year because tax revenues have not come in as anticipated, according to the National Association of State Legislatures.

In Missouri, for example, Governor Kit Bond recently announced the University of Missouri system will get \$8.5 million less to work with this year than it was promised.

University administrators now say they will have to raise fees for next semester by 11.2 percent. Students were hit with a 17 percent tuition hike last fall.

The California State University and College system charged students an extra \$46 enrollment fee last winter to make up for state funding cuts. Administrators increased fees by another \$121 this fall. Now they may raise the cost again next quarter.

"California is just about broke," CSUC spokesman Charles Davis said. "The state is looking at a \$1 billion deficit this year. To date our system has not been asked to do any cost cutting or increase fees, but there's a feeling that that could happen any day."

At the University of Nebraska, spokesman Bob Bruce said, administrators are "discussing everything from fee increases to a surcharge on football tickets to closing the university for one week" to satisfy a 3.5 percent state funding "callback."

The State University of New York system, which backed down from a proposed mid-year increase last year because of

student opposition, is rumored to be considering a new hike next spring.

"The increases will obviously make it difficult for many students to come up with the funds," said Jamie MacKenzie, president of the Missouri Students Association.

"College is something you plan to pay for months or even years in advance, not a spur-of-the-moment decision."

MacKenzie is worried next semester's hike "will even force some students to sit out a semester, or maybe to go to an institution that's not as good."

"I don't blame the administration," MacKenzie said. "The people of Missouri and the state representatives aren't carrying their share of the burden for higher education."

That attitude is bad, according to U.S. Student Association Chairwoman Janice Fine.

"Students have to begin reacting to every increase, or they'll keep hitting you again and again," Fine said. "It's not our role to have sympathy for cutbacks in state funding. Besides, students sure aren't getting much sympathy."

Mid-year tuition hikes, she said, "show a complete and total lack of responsibility on the part of administrators and governments, and also a flagrant disregard for the handwriting on the wall."

Students in some states are indeed resisting the mid-year increases, though with mixed results.

"Last February we lobbied and managed to stop a \$75 tuition hike through a court battle," said Jon Ross, communications director for the Pennsylvania Commonwealth of Students. "A month ago we tried to stop a \$230 increase, and were denied an injunction. But we'll keep working on it, and we'll fight any other increases that come our way."

George Washington University students are organizing protests of a proposed 25 percent increase that would become effective in January.

"It's going to be hard, but a lot of people are just getting by at the current \$4,900 yearly tuition, and we just can't let it go up to \$6,150," said Lisa Donis of GW's student association.

A George Washington University consultant recommended in September that the university raise its tuition in order to improve its image.

One university, however, has simply refused to impose any more mid-year tuition hikes.

"We've had two planned and one unplanned increase, and we're now the highest-priced public institution in the 11 western states," said Oregon State University Vice Chancellor Bill Lemman.

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With Members of the Phoenix Symphony

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Student bound for Korea to test thesis

By Emily Smith
Staff writer

For years the Asian people of the Lower Paleolithic period, who lived 80,000 to 100,000 years ago, have been regarded by archaeologists as being "retarded" or "slow."

However, Seonbok Yi, an ASU anthropology graduate student, will begin a project this summer to try to prove this theory false.

Yi, a native of Korea, was recently awarded \$4,500 by the Trustees of the L.S.B. Leakey Foundation to conduct archaeological excavations in Korea this summer. He said the grant will be used to gain evidence to dispute an accepted thesis written by Hallam Movius in 1948.

According to Movius, the stone tool of the Asian Lower Paleolithic people was the "chopper." The chopper is considered to be a more primitive tool than the "hand ax," which was used by the Western culture of the same period.

"Movius said the hand ax was a symbol of a progressive culture. I feel this just reflects a biased view against Asian culture," Yi said.

Because of the relatively small amount of archaeological digs in northeast Asia, Yi said he feels there will be a lot of lithics to uncover.

Recently hand axes and cleavers made of quartzcobbles have been found in Chon-gok-ni, Korea, and Yi said he feels this is an indication of other lithics that might be discovered there.

Yi said he hopes to uncover tools from the Lower Paleolithic period by excavating five sites in Korea.

Two of the areas to be studied are caves and three are open air sites, Yi said.

Although he admits that the grant will not go very far in funding his \$14,000 archaeology plan, he said he hopes to receive other grants before he leaves in May.

"I am waiting for another fellowship," Yi said. "I have applied for several grants."

Yi said he hopes to be able to get help on his project from archaeology students in Korea.

"The first thing we will do at a site is get surface collections," he said.

Yi said they would be looking for stone tools and other lithics from the Paleolithic period.

Another aspect of the study will include observing the geological features of the land.

The last segment of the project is digging pits and trenches.

Yi said they would only do this at one site because of the limitations of time and money.

The site where the most lithics are initially discovered will be the one that is excavated thoroughly with pits and trenches, he said.

Also in an attempt to disprove Movius' thesis, Yi said he will be doing research on studies done by other anthropologists who have conducted archaeological digs in the Eastern and Western areas of the world.

The reason why Movius' thesis has been so difficult to dispute is because a mastery of six languages is necessary to study the Asian Paleolithic people, he said.

Yi said he is fluent in Korean and English and can understand Chinese, Japanese, Russian and French.

"All of the literature is published in the original language and you have to be able to read the language to know what is going on."

collage

All Saints Newman Center will have a Side by Side dinner on Dec. 1. Mass with a special liturgy will be at 4:45 p.m. followed by dinner. Cost is \$1.50. Tickets may be purchased in the office or by calling 967-7823.

Arizona Playwrights will meet Dec. 1 from 3:30 p.m. to 5:30 p.m. in Room B4 of the Language and Literature Building for a reading of "Lady Luck" by Jackson Fisher.

Hawaiian Club will meet Dec. 1 at 4:45 p.m. in the MU Mohave Room for a general meeting. For more information, call Thomas Awai at 965-9506.

Career Services will sponsor a job-hunting skills workshop Dec. 2 from 1:30 p.m. to 4:30 p.m. in the MU Navajo Room.

Gay Academic Union will meet Dec. 2 at 7:30 p.m. in the MU Mohave Room for a social gathering.

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Muscling in

Health clubs scramble for profits

By Jomarie Leone
Staff writer

Paying to look good and feel fit has become a trend among ASU students, and local health clubs are still scrambling to capitalize.

International Fitness Centers and two Nautilus clubs have been working to capture business from the ASU community by gearing their services and prices toward student needs.

Bob Bale, public relations vice president for International Fitness Centers, said the east Valley is a good market for health clubs because "ASU students tend to be affluent."

"ASU is one of the wealthier colleges in the country," Bale said. "Plastic is the name of the

"Very rarely do people
actually say they
want to look good."

game, and mom and dad are contributing a lot."

He said the motivation for students to join a health club is more the desire to look good, not to feel good.

"It's really a subconscious motivation," he said. "Very rarely do people actually say they want to look good. They say they want to feel good and have more energy."

Bale said a membership is generally financed on a monthly payment basis. He said this keeps the flow of income up and reduces the need for an excessive number of memberships.

Clubs like 24-Hour Nautilus, on the other hand, cannot realistically sell 12-month memberships at \$40 and meet overhead costs without overcrowding the club, Bale said.

"That hurts everyone in the long run, and costs will eventually have to go up," he said.

Brian Randall of 24-Hour Nautilus said overcrowding has not become a problem for the club, despite its feverish membership drives.

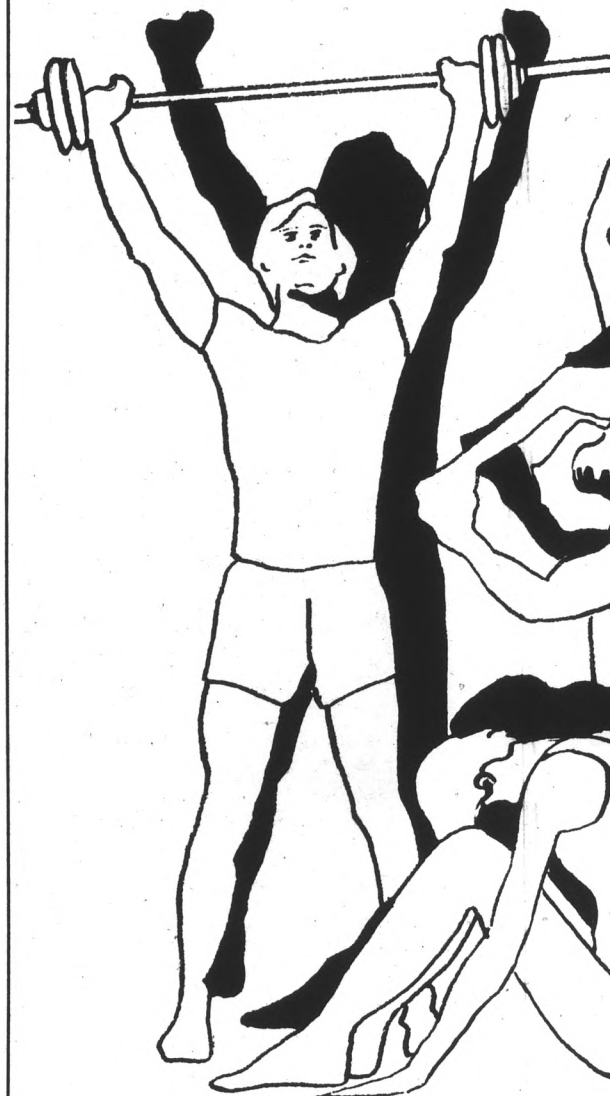
"When we sell a membership we realize that on the average, after three months members may stop coming," he said.

Randall said this allows the club to sell more memberships without forcing longer lines and crowding.

Jim Brock, owner of Sun Devil Nautilus, discredited the practice of overselling memberships, saying some clubs resell memberships.

"Certainly people quit coming when they have to wait in line to use equipment," Brock said.

Brock said his business is geared toward students who are interested in "just getting in shape."



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Profits from 'affluent' ASU students



"We're a small club and we don't have a pool and all that. We're not so fancy," Brock said. But he said less frills provide for lower overhead and lower membership prices.

Brock said when 24-Hour Nautilus entered the market, it had the philosophy of driving other clubs out of business with the lowest prices and the nicest club.

Brock said that drive has decreased the growth of his business, but he added Sun Devil Nautilus is in no position to be driven out of the market.

That was not the case with two other health clubs — Exclusively Women's Spa and Cosmopolitan Lady. Both organizations closed their doors earlier this year.

Bale said many consumers who lost memberships from the closed spas have purchased memberships at his club.

"The spa business is tough in today's consumer market," he said. "Those clubs just couldn't compete."

Bale said the bankrupt clubs were not as well equipped and charged a few hundred dollars for a yearly membership.

Extensive 24-Hour Nautilus membership drives have not hurt everyone, however. In some cases they have aided the entire health club market, according to Bale.

"Nautilus helped us out by spending \$750,000 on advertising," Bale said. "We've had a record

Lower prices are not the only incentives health clubs provide to attract the student population.

year because of consumer awareness."

Bale said that many health club members chose to join International Fitness Centers after 24-Hour Nautilus' "Dare to Compare" campaign got underway.

"People did make the comparison, and they found International to be the better club," he said.

Lower prices are not the only incentives health clubs provide to attract the student population.

Randall said he felt continuous operating hours and the club atmosphere attracts a large student clientele.

Bale also said the social element is a big draw for clientele under 25, because co-ed workout facilities provide a great place for people to meet one another.



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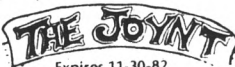
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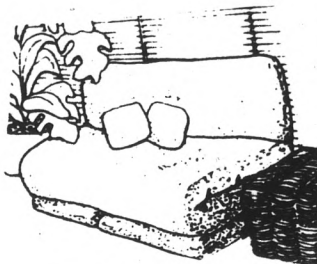
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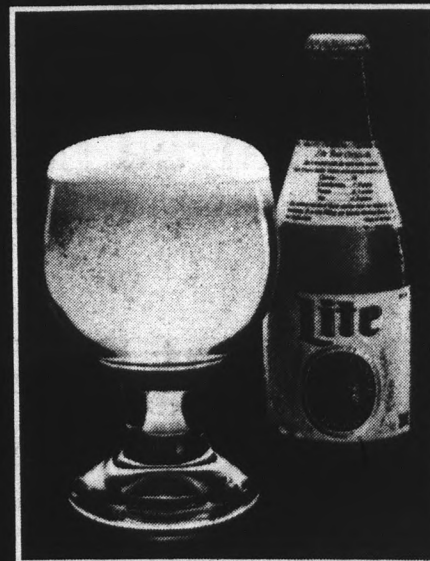
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Relapse

Sluggish Devils let second chance slip away

By Kevin Widlic
Sports editor

Like a patient propped on the fine line between life and death, ASU's football team prayed one last time Saturday night for life in Pasadena on New Year's Day.

With hopes high, however, the Sun Devils — like the patient — had a relapse Saturday night in Tucson.

They died at the hands of arch-rival Arizona, 28-18, ending any Rose Bowl dreams they may have had.

And the Wildcats (6-4-1) wasted no time in bringing the bad news. Resembling a pack full of Grim Reapers — only dressed in white — they buried ASU (9-2) in a funeral attended by some 58,515 in Arizona Stadium.

"I don't feel very good about the football game," ASU coach Darryl Rogers said. "I think, if you analyze it, Arizona kicked our tails pretty good."

Which seemed to be a unanimous decision.

"I won't say anything," linebacker Vernon Maxwell said, his voice riding quietly away. "They just beat us bad."

But just beating them was

all Arizona had to do.

In a first quarter that had all the ingredients of a punting contest, ASU came as close to the Rose Bowl as they had all year.

But once the second stanza opened, with the game scoreless, Arizona erupted for a sudden 92-yard touchdown pass from Tom Tunnicliffe to running back Brian Holland.

Later in the period, with ASU punter Mike Black noticing that his blocking

touchdown — made news in the second half.

Why did Arizona succeed against ASU's blitz, whereas nine other opponents hadn't?

"That's an easy danged question to answer," Rogers said. "The guy threw the ball and they caught it."

But what Rogers and his team couldn't answer was the big-play offense that Arizona had.

Quarterback Todd Hons completed 27 passes for 296 yards, but most of the yar-

'I think, if you analyze it, Arizona kicked our tails pretty good.'

was somewhere north on I-10, the Cats forced Black into making his first running punt of the year.

It went sideways into the hands of fullback Tex Wright, who went down.

Three plays and one Max Zendejas field goal later, the Devils were on the short end of a 10-0 score.

That first touchdown occurred on a play that the ASU defense blitzed on. And a carbon copy of the play — resulting in another Arizona

dage was gained in the second half when ASU had to come back quickly.

"I think in the first half offensively we did not play well and it got us in the hole," Rogers said. "We thought we could come back and play better but we didn't."

Hons also felt the offense was lacking in the first half.

"We were going to try to go underneath them a lot because their zone dropped

continued page 14



Staff photo by Mike Ryneason

ASU fullback Tex Wright (46) leads the way for Darryl Clack (42), who scored both of the Devils' touchdowns.

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Women's hoop team takes Utah, 74-64

ASU hoop fans might want to show up a little late for any of the women's basketball games. The Devils have provided little excitement in the first half of their games thus far, but have bounced back for strong second half performances.

The Devils came from behind two weeks ago to defeat San Jose State. Last week ASU was able to overcome a sluggish first half in both of their games to run their record to 5-0.

The Sun Devils (ranked 16th) shot a dismal 33 percent from the field in the first half, but was able to defeat Utah 74-64 last Saturday.

The second half shooting did not improve much as the Devils finished the game with a 39 percent field goal percentage. Junior center Kym Hampton led all scorers with 18 points and hauled in 26 rebounds.

Last Tuesday night the Devils went north to face the Northern Arizona University Lumberjacks. The Jacks were able to stay close in the first half as they were only

down by one-point to the favored Devils, 26-25.

ASU came back to blow NAU out in the second half and record a 79-58 win. Team captain Olivia Jones paced the Devils with 24 points and 19 rebounds.

The Devils will travel to New Mexico to play in the Roadrunner Classic next weekend.

The MEN'S BASKETBALL team didn't fare too badly, either.

In the first regular season game, the Devils were paced by Byron Scott and Paul Williams in their 68-66 win over Texas Tech in the first round of the Crush Classic in Rosemont, Ill.

Williams hit a short jumper at the buzzer to win it for ASU.

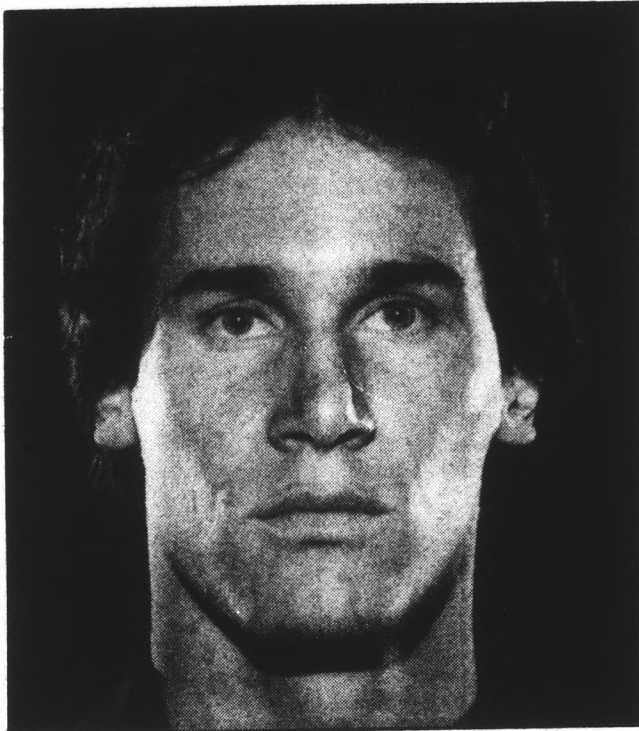
In the championship game, the Devils were dumped by highly-regarded DePaul, 73-72, in overtime.

Forward Walt Stone cashed in on 23 points in the loss.

The men's gymnastics "A" squad was in mid-season form as they scored a 277.35. That mark was only

.20 off of last season's high. The ASU's "B" squad also dominated the Mexico team with a 248.75. The Mexican men scored a 215.25.

The top performers for the men's team were Donnie Hinton, David Branch, Jeff Kneppers, Bill Ryden, and Greg Maltby.



Bill Ryden

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Loss to hated 'Cats tarnishes ASU's season

If ever there was a team that defied the laws of fate, the ASU football team is it.

Fate, if there is such a thing, was in the Sun Devils' hands just two weeks ago. With just two games remaining on their unblemished schedule, all the Devils had to do was beat the Washington Huskies at Sun Devil Stadium and it was off to Pasadena to play in the school's first-ever Rose Bowl.

But Washington had its own New Year's Day activities to think of.

They came down here with mere aspirations and left with a 17-13 win and a holiday feast in southern California.

That week, Huskies booked reservations, ordered new jerseys and soothed their egos with the thought of spending the first day of the new year in the same place they had the two previous years.

But they had a game to play Nov. 20 against intra-state rival Washington State on the road at Pullman, just a tune-up for Jan. 1, the Huskies thought.

The Cougars had won just two games going into the season finale, and it appeared highly unlikely that the Huskies would have any problems.

But while Washington had Rose Bowl thoughts dancing in their heads, State harvested memories of 1981's season-ending loss to the Huskies at Seattle — the game that decided which team would represent Washington and the Pac-10 in the 1982 Rose Bowl.

The Huskies won that one, went to Pasadena for the second straight year, and the Cougars had to settle for the Holiday Bowl.

So the Cougs returned the favor on that overcast November



ASU's Jimmy Williams puts the clamps on U of A tailback Vance Johnson, who rushed for only 21 yards on 12 carries.

Staff photo by Mike Rynearson

afternoon in Pullman, sending the Huskies (eventually) to the Aloha Bowl as fate returned to the Sun Devils' clutches.

The Devils, who had the week after the Washington game off, got a second chance they thought they could only dream about. If they would beat U of A, the school's most profound nemesis, at Tucson, Pasadena was waiting.

Michigan coach Bo Schembechler, with pad and pen in hand, journeyed from the Midwest to Tucson to scout his Rose Bowl opponent.

Instead, Big Ten Bo got a taste of the Pac-10's parity, as the Wildcats humiliated the Devils, 28-18, Saturday to send ASU back to Tempe to the Fiesta Bowl on New Year's Day.

"It's ironic that we saved our best game for our last," Wildcats coach Larry Smith said afterward. "There's no question it was our best game of the 1982 season."

"It wasn't anything fancy."

In fact, it was a bitter war. Not in the confines of the game, however.

"We'll take it as our bowl, and it couldn't be any sweeter," said Smith, whose Cats finished 6-4-1. "We're just glad we were able to help (UCLA, the PAC's Rose Bowl rep) out. We couldn't send a finer team."

But the evening was marred by skirmishes that ranged from petty to vulgar. The Devils were told to wear their home maroon jerseys, only to watch the Cats exit the dressing room in their home blue.

Rogers and Smith conferred with the officials, and the Cats returned to change to visiting white.

That was the petty side.

continued page 15

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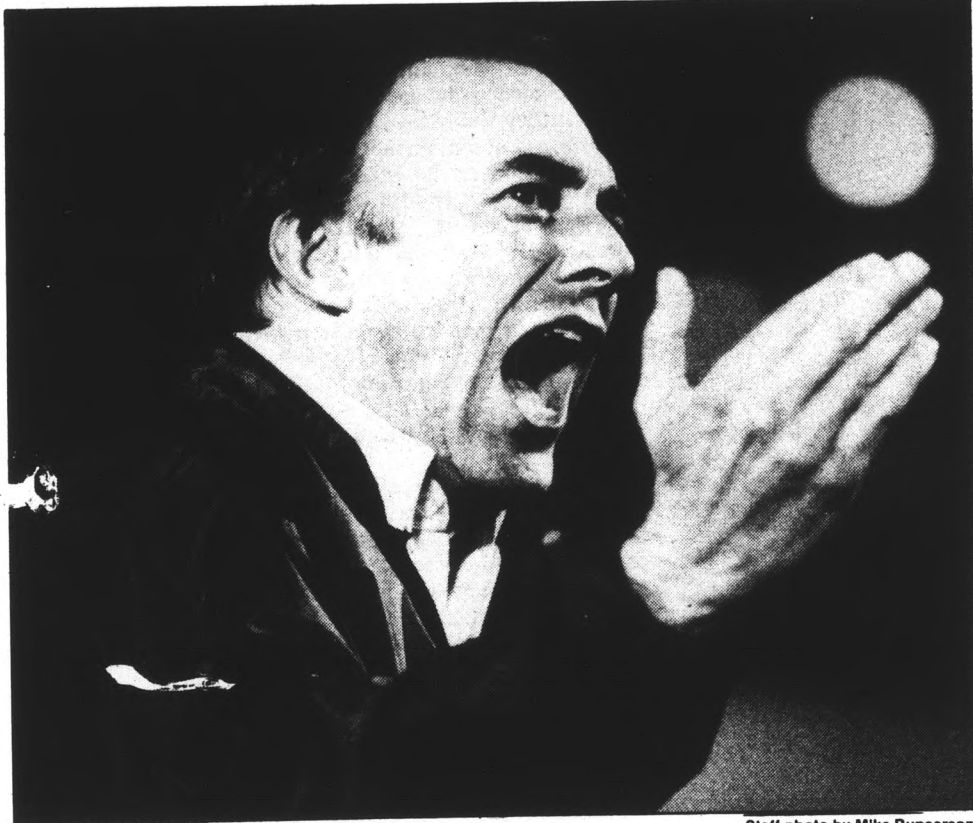
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More about

Devils



Even Darryl Rogers' guiding hand couldn't rescue the Devils.

continued from page 11

back a lot," the junior said of the first-half strategy. "We couldn't run either. We just couldn't get anything going. They beat us at the point of attack — at the line.

"What can I say? They played probably their best game of the year and we probably played our worst."

A 16-point burst carved out

by the Cats early in the third quarter put the Devils down. It also put Michigan coach Bo Schembechler's notebook in his pocket.

Schembechler had been scouting the Devils until the barrage.

First, ASU tailback Darryl Clack was dumped for a safety. Then, Brad Anderson latched onto a 65-yard TD pass — against ASU's blitz.

And finally, an Alvin Moore fumble ultimately resulted in Holland's second TD, a one-yard run that ran the score to 26-0.

But, led by tight end Don Kern, who caught six passes for 100 yards in his first start ever, and Clack, who scored both of ASU's touchdowns, the offense came to life in that third quarter.

It even brought the

multitude of ASU fans on their feet, who waved gold pom-poms and shouted above the obscenities dealt out by the Wildcat crowd.

ASU even managed a slight comeback in the quarter, slicing the lead to 26-10, but a second safety drove the last two nails in the Sun Devil coffin.

"Two safeties is embarrassing," Rogers said. "Those things just shouldn't happen."

But they did.

Still, down 28-18 with nearly four minutes left in the game and Arizona punting, ASU had a faint hope of at least tying the game.

With a quick score, a recovered onside kick and another score, the Devils could have tied it.

However, on the punt, Scott Kegans had the ball slapped out from under his shoulder. Arizona recovered.

And the only excitement left belonged to the Wildcats. And their fans.

In the waning moments, Hons arched his last pass in the vicinity of the left corner of the end zone, which was filled by delirious fans. Ten minutes later, the goalposts had been conquered also.

"We still have one game left," senior Jim Jeffcoat said.

But it isn't what it was supposed to be.

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In light of this consensus, we commemorate the November 29, 1947 United Nation resolution which resulted in the establishment of the Jewish State. We regret the continued rejection of this historic act by most of Israel's neighbors.

Unquestionably the Palestinian people have certain inalienable rights and we support negotiations with Palestinian representatives who openly acknowledge the legitimacy of the State of Israel. We feel that this condition is the essential prerequisite to sincere negotiations designed to guarantee Palestinian rights while simultaneously securing Israeli borders.

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THE ABOVE NAMES ARE REPRESENTATIVE OF STUDENTS THROUGHOUT THE NATION WHO PAID FOR AND SUPPORT THIS AD.

More about 'Cats

continued from page 13

There were numerous incidents that could be considered vulgar. Many of them can't be mentioned here.

The crowd control was atrocious. Everybody and his brother were allowed to roam the sidelines. The players were victims of verbal abuse and "Fiesta Bowl" chants.

Not a fitting way for a regular season as good as this to end, no matter who won.

"It was a very emotional, very intense football game," Smith said. "Coach Rogers and I still have a good relationship."

But, after Saturday, the relationship between ASU and U of A may have become irreparable.

Pick 'em winners

It's over.

The dreams have been shattered and the smiles erased. Sorry, folks. But you can't win 'em all.

Wait a minute? Are we talking about the same thing here?

The Sun Devils?

Not in this corner.

We're talking Pick 'em. You know, like Talkin' Baseball? "Talkin' Pick 'em, with Mero, Sue and Jimmy talkin' Pick 'em, with lunches, tans and goodies..."

Right.

Before you quit reading, stop. This is an important message.

This is the last Pick 'em contest of the year. Sorry, no more body wraps.

And the winner of the last contest is: TIM MERO.

Tim missed four games on the ballot, and predicted ASU to top Arizona, 24-17. Although missing completely on the tiebreaker, the other two winners were somewhere in a galaxy, far, far away.

Second prize was won by SUE ELLEN EMERY, who proved once and for all that women do have a place among our winners.

Fortunately, that place has usually been second. Body wrap, free tans, etc.

Third place was taken by JIM BERMAN, who even wrote a nice note ripping us for putting professional games back on the entry form.

Sorry, Jim. No bribes.

After this, anyway.

Jim expected ASU to win, 27-17. Maybe the other way around, bud.

By the way, Sue Ellen thought ASU had a 24-16 win locked up.

But the only sure thing besides death, taxes and old Will Rogers quotes, is that this is it for the Pick 'ems in 1982.

Thanks, sports fans. It's been real.

ASU invited to NCAAs

The ASU volleyball team was awarded an at-large berth in this weekend's NCAA Tournament. The Devils will host the first round of the tournament.

The Devils (30-15) will face Illinois State (29-17) in the Northwest bracket. The winner will advance to Cal Poly-San Luis Obispo, to face the Cal Poly-SLO — Pittsburgh winner.

Action will begin at 2 p.m. Saturday at the P.E. East building. ASU has been seeded ninth for the tournament while Illinois State has been seeded 24th.

Should the Devils make it to the finals of the Northwest regional, they might be facing the number one-seeded

team in the tournament. Hawaii is the pre-tournament favorite to win the title.

Three teams from the Western Collegiate Athletic Association, in which ASU finished fourth, are seeded in the top four in the tournament.

Should ASU advance to the finals, they will play at the University of Pacific Dec. 17 and 19.

For the first time in ASU history, a Devil has earned All-Conference honors. Lisa Stuck was named first team WCAA All-Conference while teammate Valentina Vega earned second team honors, and Heather Forbes was awarded honorable mention.

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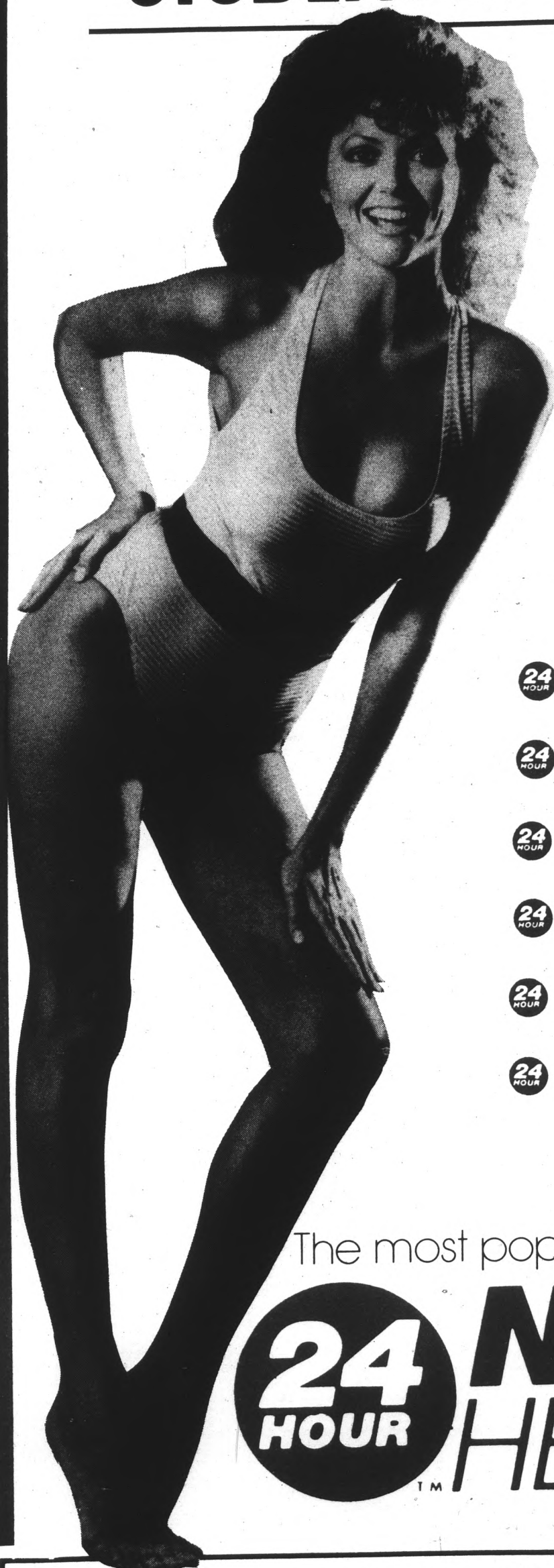
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