

University College revisions due soon

by John Klock
News Assistant

Final decisions on changes in the University College should be completed in time for implementation next fall, according to Albert Johnson, vice president for Academic Affairs.

Recommendations by the University College Review Committee, including a name change and substantial reductions in the duties assigned to the UC, are to be considered by committees in the next month.

The Executive Committee of the faculty Senate yesterday set a deadline of April 14 for the Academic Policy and Planning Committee and the Academic Budget and Planning Committee to report back with their opinions.

The most important recommendations are the transfer of purely routine duties to more appropriate departments and the clarification of the University College's role in general education and curriculum decision making, according to James Neel, chairman of the review committee.

The University College originated three years ago as a replacement for the office of the Dean of Undergraduate Studies. It is an administrative unit for undergraduates, which handles problems which cannot be the responsibility of the individual schools and colleges of the university.

The name University College has been a source of confusion, according to Rob DeKoven, student member of the review committee.

"If you polled the students on campus, not even half would

know what the University College is," he said.

The new name will be the Undergraduate Division, with the dean's title becoming Dean of Undergraduate Education, if the recommendation is followed.

Another key problem was the burden of unnecessary duties which took up the dean's time, Neel said.

"He will be free to chart a course, to recommend needed changes and coordinate various departments' efforts, under the recommended changes."

The study by the University College suggests transferring the Study Skills Center to the School of Education, the Test Office to the Learning Resource Center, the monitoring of competency requirements to the Office of Admissions and Records and the curricular and general education committee functions to bodies of the Senate.

The latter recommendation is still opposed by some groups, according to Alvord Branan, acting dean of the University College.

Vice president Johnson, who will be responsible for most of the decisions made, said he agrees with most of the recommendations.

"I'd rather not indicate what final form the changes will take, because at this point I don't know," he said.

"The committee did a fine job," he added.

Neel said he felt the committee had properly identified the problems to be considered, although their answers might not be the only possibilities.

The committee began consideration of the University College in October, and their report was ready in February.

"We must have spent 50 to 100 hours hearing everybody who had an opinion on the University College," DeKoven said.

Some of those interviewed felt that the University College should have been returned to its former position in the office of the vice president for academic affairs, according to Neel.

"This opinion was based on the increased expense of the University College. However, the expense was caused by the new functions, such as the honors program and the new liberal studies program, which would have cost as much in any department."

Subconscious affected

Symbolic sex salable

by Julie Quackenbush
(First in a series)

Sex, whether overt or covert, exists in ads.

Sex exists both subconsciously, like Freudian symbolism and consciously, using blatant sexual appeal in advertisements, said Dr. Michael Belch, professor of marketing.

"Blatant ads are either sexual or serve a need for affiliation. I feel there are more blatant, overt sex ads, rather than subtle," Belch said.

An example of a Freudian symbolic advertisement, working on the subconscious mind, is the package design of Jovan cologne.



— Staff photo by Roni Gaigano

SYMBOLIC SEX is used to sell everything from cars to cologne. These cologne bottles subtly symbolize intercourse by interlocking them. Other advertisements make even more blatant sexual suggestions.

"Two bottles, one resembling a male and the other a female interlock, thus expressing a subtle sexual overtone," Belch said.

Two ads showing blatant sexual suggestions are BIC shaver, as the male talks about getting stroked in the morning and the golfer, Laura Baugh, who is asked if she wants to be propositioned.

According to Belch, 156 students were presented with a series of commercials and were asked to rate the commercials in relation to product salability from the following four categories: interesting, informative, appealing and deceptive.

"Liberated women tend to be more offended with sex in ads than the traditional females," he said.

Belch added females are sexually exploited in ads more than males.

"You always have a woman in the picture. Farrah Fawcett is used to sell men's shaving cream," he said.

According to an article by Gordon Wise, Alan King and J. Paul Merenski, a sample of college-aged adults (18-25 years old) and a parent of each student were selected to measure reactions to the statement, "Advertisers make too much use of sex appeal in their advertisements."

For the total sample of 1,210 respondents, a mean value of 2.5 (with a score of one equaling strong agreement and a score of five equaling strong disagreement) indicated a slight tendency toward agreement with the statement. Age and sex

produced statistically significant differences while race, family income and education level did not.

Out of the parent group, 36 percent indicated strong agreement with the attitude statement, "Advertisers make too much use of sex appeals in their advertisements," while less than 20 percent of the college-aged respondents expressed such agreement.

Approximately 34 percent of the female respondents showed strong agreement with the attitude statement, compared to 22 percent of the male respondents indicating agreement.

In general, the more liberal attitude toward sex indicated by disagreeing with the attitude statement was particularly evident among young males.

The trend of selling consumer products by sex in advertising is on the rise, according to Belch.

"It is apparent sex has increased on television programs, with two recent attractions, 'Loose Change' and 'Three On A Date', a spinoff from the dating game, as examples. With more sex on programs, this will eventually increase the sex in advertisements," Belch said.

Belch believes no alternative exists to using sex in advertisements.

"Everyone has sexual drives or needs to associate with ads. A product is harder to market without two people involved in the ad," Belch said.

"It appears consumers will continue to be sexually persuaded in ads opposed to a straight informative technique."



— Staff photo by Charles Landon

THESE HUMBLE HAMSTERS are part of the Life Science animals for classroom and experimental use. Additional pictures and story are on page 7.

A.B.S.C. — Internship

The internship staff program is now taking applications for staff and interns positions. Come to BA-404 for application. 8 a.m. - 5 p.m.

AIIESEC — Travel Day

Travel agents will be providing information on student tour packages and excursions in Europe for summer 1978. Wednesday, April 5. Aztec Center Steps. 9 a.m. - 3 p.m.

Alpha Delta Sigma/ Advertising Club

S.D. Union Tribune tour. Maps are available on bulletin board outside SS-132. Meet in lobby of Union/Tribune building. 3:15 p.m. today.

Aztec Ski Club

Taking Mammoth signups. New meeting time 7:30 p.m. tonight. Aztec Center Conference rooms C, D, E and F.

CALPIRG

Local board meeting. 11 a.m. tomorrow in Aztec Center rooms D and E.

Campus Y

Y membership kickoff lunch. Noon today in Scripps Cottage.

Chinese Christian Fellowship

Bible study. Noon today in Library room 129.

Witnesses requested

As a result of the altercation between a student and a campus police officer, witnesses are being requested to come forward.

On Feb. 6, 1978, just before 10 a.m., there was an incident between the Music and Humanities buildings where an SDSU student was arrested by a campus police officer.

Subsequent charges by the student of excessive force and falsification of an official police report have made it necessary for witnesses to contact Paul Carr at 287-4753 ext. 355 or the office of the Ombudsman, 286-6578.

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ORGANIZATIONS

Chinese Student Association

CSA election membership signup for next year. Today and tomorrow from 10 a.m. - 2 p.m. in front of Love Library's main door.

Christians on SDSU

Informal fellowship on Gospel of John. Noon today in Aztec Center Conference room B.

Circle K

General membership meeting and elections. 6:15 p.m. tomorrow Aztec Center room B and G.

Community Energy Action Network

Study group on alternative energy systems. Noon today in Aztec Center Conference rooms C and G.

CWSS Student Chapter

Opening night celebration of 8th annual Women's Festival of the Arts. Come one, come all. Meet the artists, performers and organizers of the festival. 7 p.m. Sat. April 1, in Scripps Cottage.

Health Services Advisory Board

Weekly meeting today. Following the meeting at 1:30 p.m. is a meeting to plan and discuss this year's health fair. Open to all interested students. Noon today in Health Services room 201.

Pre-Law Society

Dean Alpaugh from USD School of Law will speak about current admission procedures and other relevant information for all Pre-Law students. 6-7:30 p.m. tonight in Aztec Center Presidential Suite.

Public Relations Student Society

Job seminar featuring five PR professionals who will give advice on how to get a job. Don't miss it. 5:30 p.m. today in Scripps Cottage.

SDSU Surf Team

Team meeting, newcomers welcome. 4 p.m. Friday in the Intramural Office.

SDSU Waterski Association

Skiing at Coronado April 9 to be discussed. Meeting 6 p.m. today in Aztec Center room D and E.

Student Nurses Association of CA

Blood Pressure Screening Clinic. This is an easy, fast method of becoming aware of your blood pressure. 10 a.m. - 4 p.m. Today and tomorrow in Love Library, bottom floor west.

Women's Studies

"Negotiating Medical Decisions and Their Impact on the Identities of Women Patients," by Sue Fisher. Women's Studies, SDSU. 11 a.m. today in LL-430. "Female Sexuality," by Lois Kessler at 3 p.m. today in HH-130.

Presentation on death set

Ray Brown, H.D. and Ph.D. will speak on "World Beyond Death," from 10 a.m. to noon today. Dr. Brown was himself clinically dead for four hours. He will show a short film along with the presentation. It is sponsored by the Center for Counseling Services and Placement (a division of Student Affairs) as part of its 1977-78 New Directions Series. The presentation will take place at 5630 Hardy Ave. All are invited.

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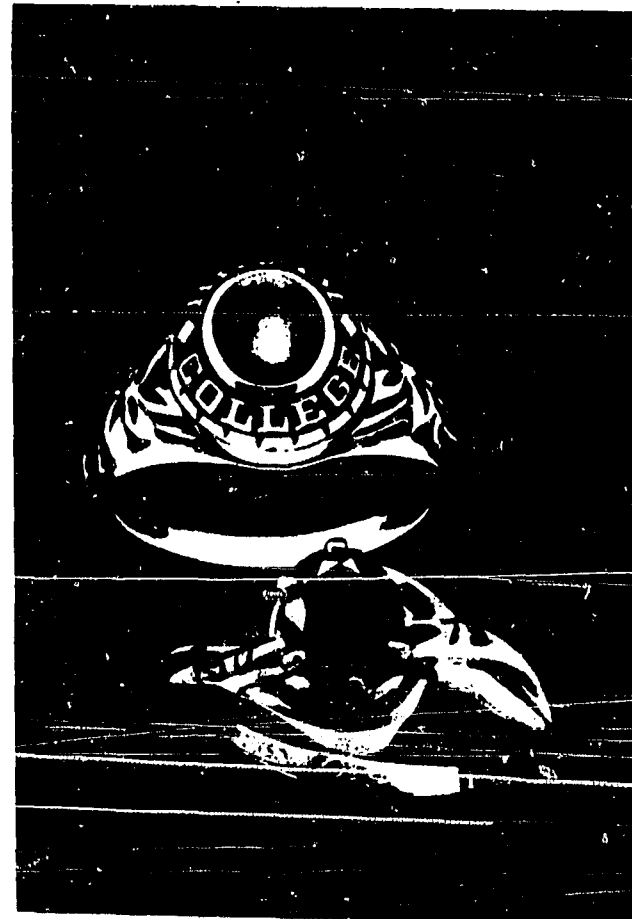
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Popularity of marijuana Increasing

Diverse options available to pot offenders

by Scott Miller

These days, it's not hard to be presented with contrasting opinions when discussing the laws concerning two drugs very much in the news — marijuana and alcohol.

In fact, pot, decriminalized since 1976, is fast becoming as popular as alcohol, according to the latest arrest projections.

Possession of an ounce or less of pot is still illegal (a misdemeanor) in California, just as it is still illegal to drink if you are under 21.

SDSU students should be informed of the latest information concerning pot and alcohol, with the marijuana law being of particular importance.

The number of arrests for marijuana offenses has been on the increase since its decriminalization, according to Jim Black, a member of Crisis Intervention's DEFY counseling service. He pointed out that the arrest projection for 1977 for pot was over 150% of the previous year's projection, and added actual statistics for the first half of that year show the number of marijuana arrests to be up very significantly.

Despite this recent rise in popularity, the "street information" on pot, according to Hal Frank, treatment supervisor for Central Drug Abuse Services, is that it is still not as common as alcohol, due to the fact that alcohol is legal and easier to obtain. In addition, Frank noted that alcohol treatment is popular today, and is very much in the public eye.

However, an indication that pot may be crowding in on alcohol's popularity with students comes from the remarks of Duncan Cameron, a

member of the Distributors of Spirits Council of the United States, who said there is presently a shift away from the youth emphasis in alcohol advertising. Cameron declined to comment on whether he thought more young people were turning away from alcohol and turning to pot, emphasizing that there was no age-specific data on alcohol consumption available.

A logical question might now be one concerning exactly what happens when one is cited for possession of an ounce or less. The answer is one is presented with a diverse group of options.

When a person is caught with an ounce or less, according to Black, he is given a citation similar to a traffic ticket, which he signs as a promise to appear in court at a later date.

According to Frank, the smoothness of this operation depends upon exactly what the offender has in his possession and his attitude.

"There is discriminatory justice on the part of the

arresting officers, depending on what they find," Frank said. "If you give them (the officers) a bunch of shit, you get a bunch of shit back."

When the offender appears in court, Black continued, he is presented with the aforementioned options. He may plead guilty, in which case he faces a maximum fine of \$100, or he may plead not guilty and demand a jury trial.

If the person is a first-time offender, he may opt for "diversion," a set-up wherein, according to Scott Lane, an SDSU student who has completed the diversion program, the offender is given six months in which to participate in and complete a drug information class. If the offender successfully completes the class and reports back to the court in the allotted time, he will not be required to pay a fine.

Opinions on what is the best route to take differed sharply. Black, who prefaced his remarks with the statement, "I'm not a legal expert," said he

believed that getting a lawyer and demanding a trial was the best thing to do, since the court would probably rather drop the charges than go through the hassle of giving the offender a trial.

"If you demand a jury trial, the charges will be dropped in most cases," he said.

He went on to say that the choice of diversion would be "your worst option," since it is "almost the same as being guilty."

Frank, on the other hand, said, "The best thing to do is to

pay your fine." He believes that unless a person is only an occasional pot user, the odds are he is going to be caught again, in which case it isn't worth his time to demand a trial or diversion.

However, Gary James, another SDSU student who is a diversion graduate, and Lane, felt that it was better to go to the drug class rather than pay the fine.

"It (the class) just told you stuff you would already know if you were using the drug," James said. "It was a joke."

When asked if he thought the diversion program was a good idea, Lane replied. "Yes, it was a lot more fun than paying a \$90 fine."

Are law enforcement and counseling officials becoming more realistic about pot and alcohol and for that matter, drugs in general? Here again, there was a difference of opinion.

When asked if there was a place where a person could bring drugs to be analyzed without being arrested, Frank responded affirmatively, explaining that "the county operates the DEFY line 24 hours a day." Frank said that a person could call or bring in his drugs, get a code number, and call back using the code number to find out whether the drugs were what they were supposed to be, though the caller would not be getting a "detailed analysis."

When asked the same question, Officer Stan Furce of the San Diego Police Department said, "There used to be a couple of houses doing that but law enforcement got a little uptight and we shelved that."



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Southwestern Co.

A new team

A new Associated Students administration will take office today, and with a new team of executive officers, some changes in style and approach can be expected.

A.S. President Steve Glazer, in his previous role as executive vice president, served as SDSU's representative to the CSUC Student Presidents Association (SPA), a council of campus presidents which deals with student issues of statewide concern.

More likely than not, Glazer will continue to participate in the SPA, and this, combined with his participation in the National Student Lobby, could create a leadership vacuum here on campus.

Should such a situation arise, and we hope it does not, the responsibility for leadership at home will fall on Executive Vice President Rob DeKoven and Vice President of Finance Ed Van Ginkel.

The tasks both face will be difficult ones.

DeKoven, with his experience as A.S. coordinator of academic affairs, will

face the responsibility of evaluating the relationship between the A.S. and the faculty Senate, the academic policy-making body which has become increasingly unresponsive to the needs of students.

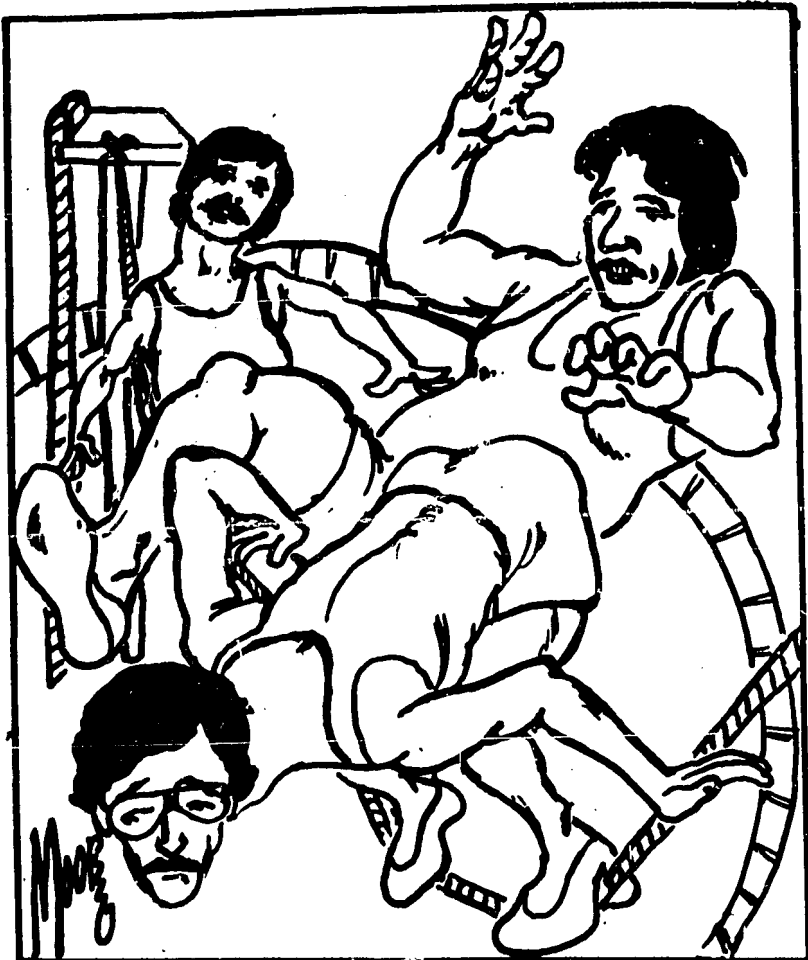
Van Ginkel, as vice president of finance, will be expected to run, with some degree of efficiency, the financial affairs of a multi-million dollar corporation.

And with the termination of the A.S. commitment to fund Instructionally Related Activities, the Associated Students will have more than \$150,000 with which to fund new and innovative programs.

The guidance Van Ginkel must provide in the appropriation of these new funds will help ensure they are used in a way which will benefit the largest possible number of students.

Our three new executive officers represent several years of experience in dealing with A.S. affairs, and considering that experience, we expect an efficient and responsive A.S. government.

EDITORIAL



Tax break could solve parents' housing woes

by Mark A. Larson

There has been increasing concern in recent months over a housing trend which some say discriminates against children or adults with children. It seems more and more landlords are refusing to rent to people with children because of noise and the desires of other tenants to live in a child-free environment.

In January, a bill banning rental discrimination against children was introduced by state Sen. David Roberti D-L.A., but was defeated. (A similar bill was reintroduced in March.)

The original bill would have exempted senior citizen housing projects, college dormitories and mobile home parks.

Persons who violated the law would have been subject to a civil suit, with the person discriminated against able

to recover up to \$250, plus court costs. The Roberti bill also would have made it illegal for any newspaper to publish ads that say children are not accepted.

He stated 60 percent of the rental ads in Los Angeles, 80 percent in Santa Monica, 50 percent in San Jose and Fresno, and 40 percent in San Diego state no children are allowed. Roberti added that six states, as well as the cities of San Francisco and Berkeley, already have anti-rental discrimination laws which protect children.

California law currently prohibits discrimination in housing and business when based upon race, religion, natural origin, ancestry, sex, and marital status. Various court decisions have extended these rights to include, homosexuals, persons of "unusual" dress or views, and unmarried couples living together.

Some would say that since the landlord owns the building and/or property he has the right to rent to anyone he pleases.

On the other hand, don't the parents and children have a right not to be discriminated against? And what about the valid rights of the other tenants who don't wish to be bothered by kids?

The most logical solution might be the installation of thicker walls, but the question goes much deeper. Do human rights and property rights contradict? In this case, the landlord obviously gives up some of his rights in renting out his apartments. Some, but not all. The landlord should still retain the right to rent to anyone he pleases, but with a catch.

Many times it's not the landlord who dislikes children, but rather the other tenants. Since these tenants wish to live

in a segregated environment away from certain types of people, they should be made to pay for it — along with the landlord.

One solution might be a tax-break for anyone who can prove he is an equal opportunity landlord, or an excise tax for those who discriminate. This leaves the door open for those who still wish to exclude children and students, but will reward those who retain an open-door policy.

Since landlords could, and in some cases have, in effect, formed a cartel against people with children, they should be made to pay for their discrimination.

Hopefully, this will encourage more freedom in housing. If this voluntary incentive fails to work, the landlords will have brought government regulation upon themselves and can blame no one else.

Letter

Atheists are not scientists

Editor:

In reference to Chris Parker's self-righteous criticism of Tom Woodward's letter (Friday, March 17): It is not the intent of Christians, with whom I am acquainted or whose work I have read, to prove the existence of God, for it was just their experience that God is real.

The existence of God cannot be proven by philosophical mind games or theosophical arguments, but God is continually proven in the ex-

perience of the believer—and what, besides perhaps a person's experience, can he take through the door called death.

Parker seemingly has a low concept of what it is to be a scientist. It would seem that a true scientist, while necessarily being objective when considering a physical "reality," could have only the highest appreciation for the mystery of life, and a fascination with what unseen truths might lie just beyond the realm of dogma.

Such a scientist was Sir Isaac Newton, whose advanced insights into the nature of the physical universe were, in his own words, written with "an eye upon such principles as might work with considering men for the belief of a Deity, and nothing can rejoice me more than to find it useful for that purpose."

Newton, considered to possibly have had the highest IQ of any man, while being one of the first and foremost scientists in history, should not be con-

sidered a scientist at all, according to Parker, because he found inspiration for all his life's work in the testimony of Jesus.

The collection of writings commonly called the New Testament is not the holy mumbo jumbo muttered vainly every Sunday in fancy temples throughout the world.

These writings are the life and breath experience of the men who walked, talked, ate with and loved the Lord Jesus both before and after His crucifixion and resurrection. The words they have to share are quite uncommon, and have been found to meet the need of any man today—Parker—if you only knew.

Finally, I would like to expose Parker's unbelievable statement: "Atheists are scientists. . . . Hah!! I would no more consider Joe Straczynski a scientist than I would Hitler a humanitarian!"

Randy Barrows
physics senior

Letter Policy

The Daily Aztec welcomes expressions of all viewpoints from readers. Letters should be kept as brief as possible and are subject to condensation. They must be typewritten, triple-spaced and must include signature, year in school and major. Initials or pseudonyms will not be used.

Send to: The Daily Aztec, Letters to the Editor, San Diego State University, San Diego, Ca., 92182.

Or drop them by our office in SS-135.

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A state of consciousness available to all

Hypnosis a key to self-confidence

by Kevin Shaub
News Assistant

You can read faster and increase your comprehension, and can become self-confident and reach your ultimate potential in all endeavors. Over-eating can be controlled, your smoking habit broken and diseases, even cancer, can be cured — if you put your mind to it.

J. Kingston Cowart, clinical hypnotist and instructor for the SDSU Self-Hypnosis Program said self-hypnosis is "an altered state of consciousness easily achieved by most people."

This altered state psychologists refer to as the "Y-state." It is something that is achieved through various ways of meditation and hypnosis, according to Cowart. He said hypnosis is a state of mind where the conscious and unconscious aspects of the mind are able to operate, to function creatively. The two states of minds, the conscious and the unconscious, exist and operate simultaneously.

"We experience hypnosis often when we watch television," Cowart said, "When driving along the street we become oblivious to landmarks along the road or traffic conditions. That is very much a type of hypnosis because one part of your mind is successfully driving the car, and the other part is successfully having other mental experiences."

One part of the mind can be experiencing hypnosis and other segment can be thinking all sorts of stray thoughts, he said, and still participating in the environment.

"The hypnotized subject is very much aware of his environment, of persons around him, outside noises and of the physical comfort and relaxation," Cowart said.

At the same time, Cowart said, the subject can be very much aware of inner experiences. Regression is a good example.

"Sometimes students will experience mild regression to see if they can come to the root of a problem they have with

mathematics or English," he said, "When they go back and remember the test they did poorly on, the results of that test and their emotional discomfort, they tend to experience that very closely. They recall it very vividly."

"Yet they know they are sitting at home in a chair at the same time," he said.

All hypnosis is self-hypnosis, Cowart points out. Even when a hypnotist is utilized, he is merely a tool to spark imagination and motivation. The hypnotist never has the subject in his power.

He says the antics that occur on night club stages with the entertaining hypnotists happen because of the social situation. The reason the men and women are flapping their arms, scratching the ground for worms and attempting to lay eggs is because of the expectation level of the audience when the hypnotist says "you are a chicken."

"The group most affected is not the hypnotized subjects," he says, "but the audience. The audience is sitting there imagining in their minds what they think the subjects are thinking. But the subjects aren't thinking that."

"If you interview subjects who have been on the stage in the Dr. Dean show and ask them, 'When Dr. Dean said you were naked, did you really look down and see your skin?' By and large they say, 'no, I saw my clothes.'"

Cowart said the people who are really receiving the images and ideas are the audience.

A more practical and more beneficial use of hypnosis is for people who are "generally interested in self-improvement, in advancing themselves in terms of their human potentials, people who want to be more creative, do better in school or to build self confidence," he said.

"The mind is very capable of producing change," Cowart said. "One of the best methods for that is imagination. Presenting yourself with images and suggestions that go together well, while performing the process of self-hypnosis, is a very good way to bring about change."

That is the essence of hypnosis — the presentation of im-

ages and ideas that are accepted by the mind. What hypnosis does, according to Cowart, is to give a person a quiet internal environment in which to have the presented ideas and images affect that person.

"There's something very powerful in this inner experience in which the mind has a chance to work on itself," he said.

Cowart teaches self-hypnosis on a condition-response basis, where the subject becomes conditioned to experience hypnosis upon presenting himself with a



All hypnosis is self-hypnosis ... the hypnotist is merely a tool to spark imagination and motivation. The hypnotist never has the subject in his power. Hypnosis is for people who are generally interested in self-improvement, advancing themselves in terms of their human potentials ... being more creative, doing better in school or building self-confidence.



certain stimulus.

"The stimulus can be a TM mantra. It can be 'one, two three, way down deep deep deep within.' It can be the words Coca-Cola, or ooga-booga, but what is learned to do is associate the presentation of that word with the experience of hypnosis," he said.

What is happening physically with hypnosis, Cowart said, is deep relaxation and lowered heart and respiration rates. The mind's ability to form imagery is increased, along with a sense of well-being, a certain amount of tranquility and serenity.

"After a while, just by going 'one, two, three' boom, you are able to experience hypnosis immediately," Cowart said. "Students are doing it in the classroom. People are doing it in the midst of automobile accidents."

What students are doing, is imagining the behavior that is desired. A student will imagine himself very clearly reading or studying in other ways. Then he will give himself a suggestion such as "I learn and absorb, retain and recall." Or he could say, "I remember what I study," or "I only need to read it once. It stays in my mind."

"Something in the mind accepts that," Cowart said, "and then the mind says 'Oh, was that what you wanted? Well, find. We'll do that, that's how we'll be.'"

Cowart said the human mind is unfortunately affected by the educational system "to the point that we have come to believe that learning is hard. When the inner mind realizes that learning is an easy task, it says, 'Oh, ok, now we'll learn easily.'"

"It's fine and it works wonderfully," he says.

Through the SDSU program offered by the College of Extended Studies, students have increased their grade-point average by approximately one full grade point after a semester, according to Cowart.

He has also been teaching a course in self-hypnosis to the Sheriff's Department in San Diego since 1975.

"We've got police officers driving around in the county of San Diego, driving around in hypnosis, staying clam and relaxed," he said.

Airline pilots are also utilizing hypnosis, Cowart explained, during take-off and landing procedures. Military pilots have used hypnosis to survive wilderness areas; to control body temperatures, stop bleeding, control shock, reduce pain and to keep emotions calm and to think clear-headed.

"Repeated experience with hypnosis seems to increase self-confidence and self-respect," Cowart says. "It inables people to broaden their performance skills in various areas, and increase their general relaxed attitude towards life."

Cowart said every surgical procedure that has been performed has been done with hypnosis as the anesthetic for patients who are allergic. He said in the cases where hypnosis takes the place of the anesthetic, there is considerably less tissue swelling, and there has never been a reported case of post-op infection.

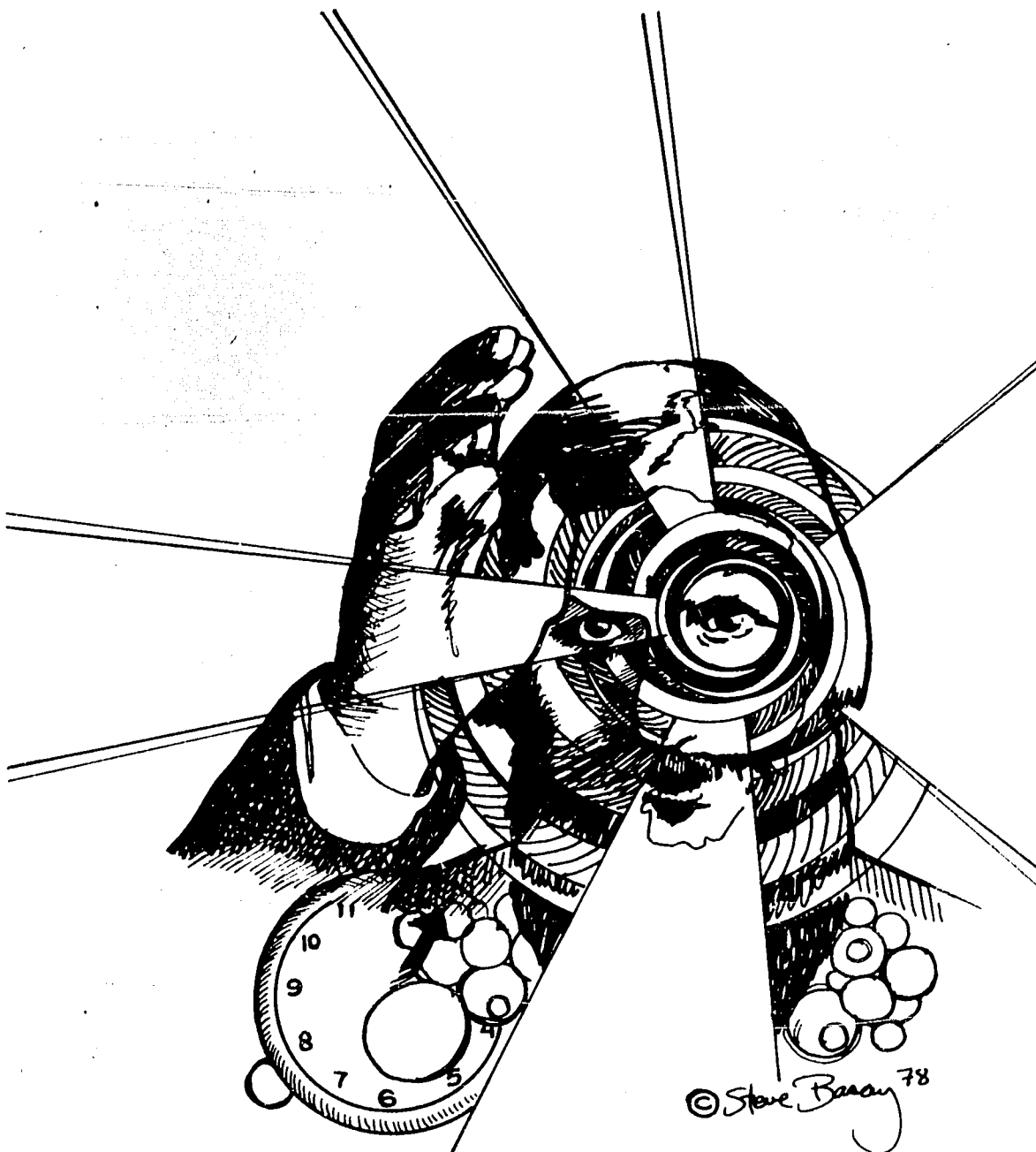
He said the use of hypnosis can increase the recovery time.

Hypnosis can also cure cancer, according to Cowart.

He told of a surgeon in the U.S. Air Force who was treating cancer patients with hypnosis.

"People automatically think, 'Well, he was treating them for

Continued on page 6.



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Central Green finished; other work planned

by Coleman Warner
News Assistant

"I just think it's funny that they got grass and concrete all torn up and now they've got grass and concrete all over again."

Such was the opinion voiced by a student in reference to the Central Green, which was recently reopened for use. Approximately \$95,000 was spent on renovating the lawn area.

Dennis Becker, facilities planning official coordinating the project, said the hybrid grass is now well established and ready for use by relaxed readers, sleepers and Frisbee fanatics.

But the construction process has been drawn out, and many students have grown weary of detouring around the fences which have surrounded the lawn area. Many feel the construction work never should have been started.

Scott Miller, vice president of finance for the Associated Students, acknowledges the renovation has been long in coming — the idea to upgrade the lawn dates back nearly three years — but he asserts the area did require work.

"It was ugly," Miller said, explaining the crab grass lawn previous was spotted with dirt patches, had no trees and offered no more than a tar path as a walkway.

Becker agreed, indicating the Central Green is heavily used by students. He added the new walkway will be available for use by student vendors.

Although the fences are down, there remains some construction work to be done. Becker said other landscaping work nearer to Love Library, and the establishment of a sand volleyball court should be completed by June.

Other work, including planting new trees and upgrading the sidewalk near the Campus Lab School, may not be completed for another year, he said.

Becker said about \$90,000 for the renovation work was provided by the state as a "minor capital outlay." He said the remaining \$5,000 was taken from the SDSU Physical Plant support budget.

He said funds for such construction work are hard to acquire from the state, and that any future money needed for work on the lawn will be taken from the Physical Plant budget.

Miller said when that proposal was submitted, Council decided it was the responsibility of the university to fund the work. Funds that could have gone for the lawn were instead used to build the racquetball courts, he said.

Becker said there are two reasons for the small hills on the lawn — to be more aesthetically pleasing, and to discourage lazy students from cutting across the grass.

Bids are being accepted today for an estimated \$190,000 landscaping project involving the area surrounding the Humanities Building. Becker said that project should be completed by September or October.



— Staff photo by Ian Cummings

LAZING ON THE CENTRAL GREEN will become an increasingly popular activity for SDSU students. Ted Durbin, biology junior and Janet Nelson, P.E. junior soak up some rays on the newly completed lawn.

Hypnosis helps problems

Continued from page 5.

pain.' Well, he was. But he was also getting rid of the cancer. His results are indisputable," Cowart said.

"Diseases are just that," he said, "Dis-eases. A loss of ease. A loss of harmony in the body and in the mind. We all carry around within us any number of viruses and bacteria. And it seems that they are more likely to get at us when we're anxious, overworked, or rundown in general. With hypnosis, we counteract these conditions."

The limits of hypnosis reach

as far as a person's potential.

"Hypnosis can help you do a lot of things that are within your normal range of potential. It can help you achieve more educationally, but it's not going to raise your IQ.

"In sports, hypnosis can help you to run faster, but no matter how hard you flap your arms, hypnosis or anything else isn't going to help you fly."

"We haven't even begun to touch the farthest reaches of human potentials," he said, "but I don't think hypnosis is going to prevent wars, or is go-

ing to be the answer for our social ills.

"I know hypnosis in education will help us to learn faster, learn more and become much more knowledgeable people, but unless someone is seeking it, hypnosis isn't necessarily going to bring him wisdom.

"Hypnosis is very good in developing wisdom in those people who are wise enough to be seeking wisdom. But for those people who don't care about it, they gain an awful lot of knowledge and never really know how to use it.

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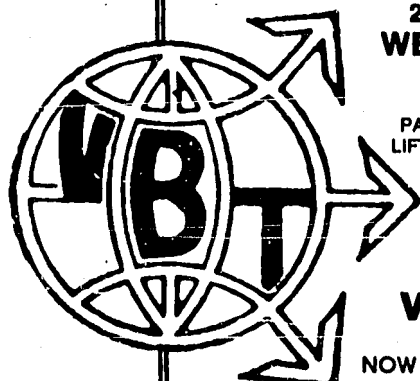
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In front of Aztec Shops Bookstore.

Lab Critters

by John Klock
News Assistant

Hundreds of rats, mice, rabbits, hamsters, chickens, pigeons and monkeys crowd the cages of Life Science 17, behind the door that says "Authorized Personnel only."

The piped in music, which calms the animals down, gives the room an institutional air.

Michael Arnold, 24, and his two assistants keep them fed, watered, at constant temperature and humidity, and as clean as possible, considering.

Arnold said he doesn't even notice the smell, after 18 months of working 40 hours a week in it.

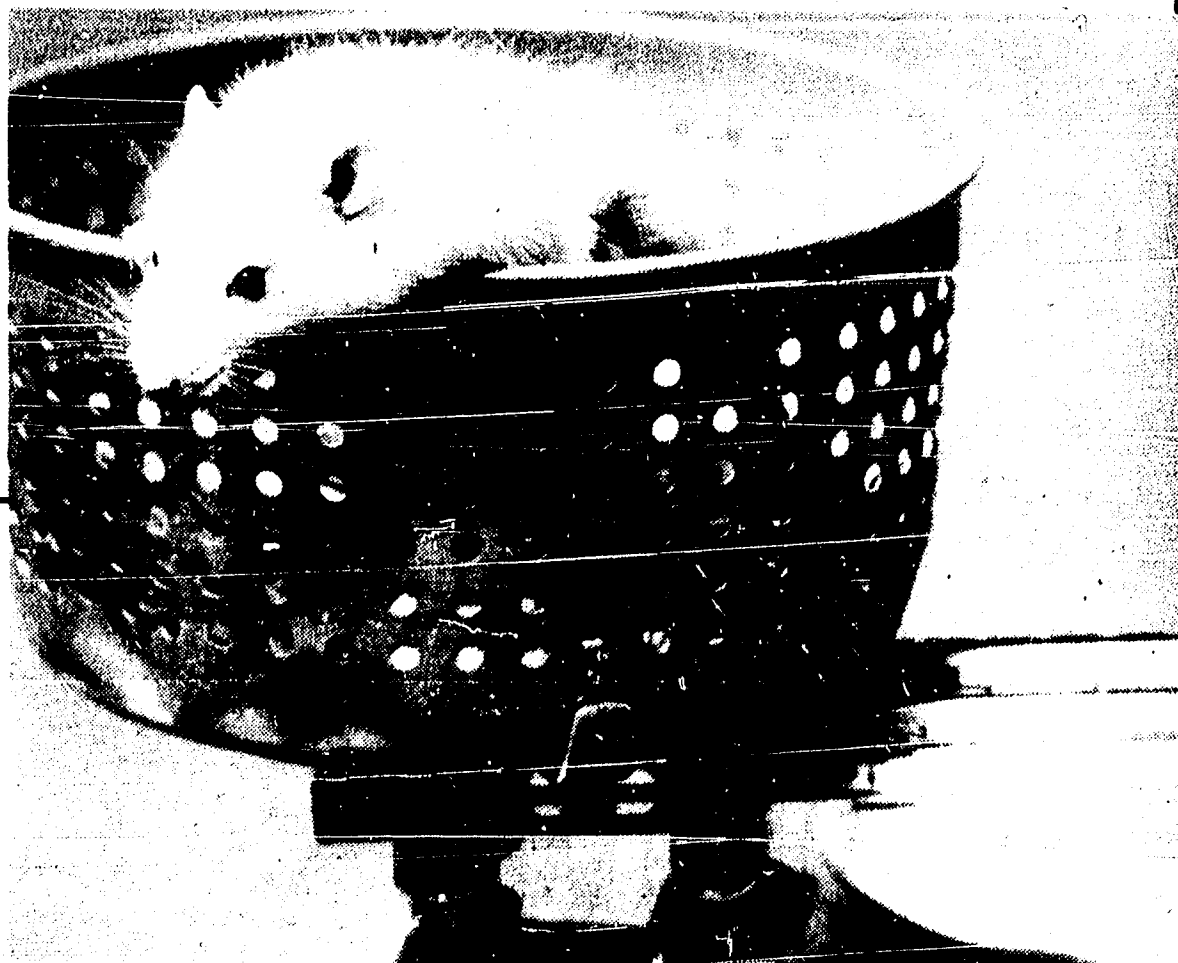
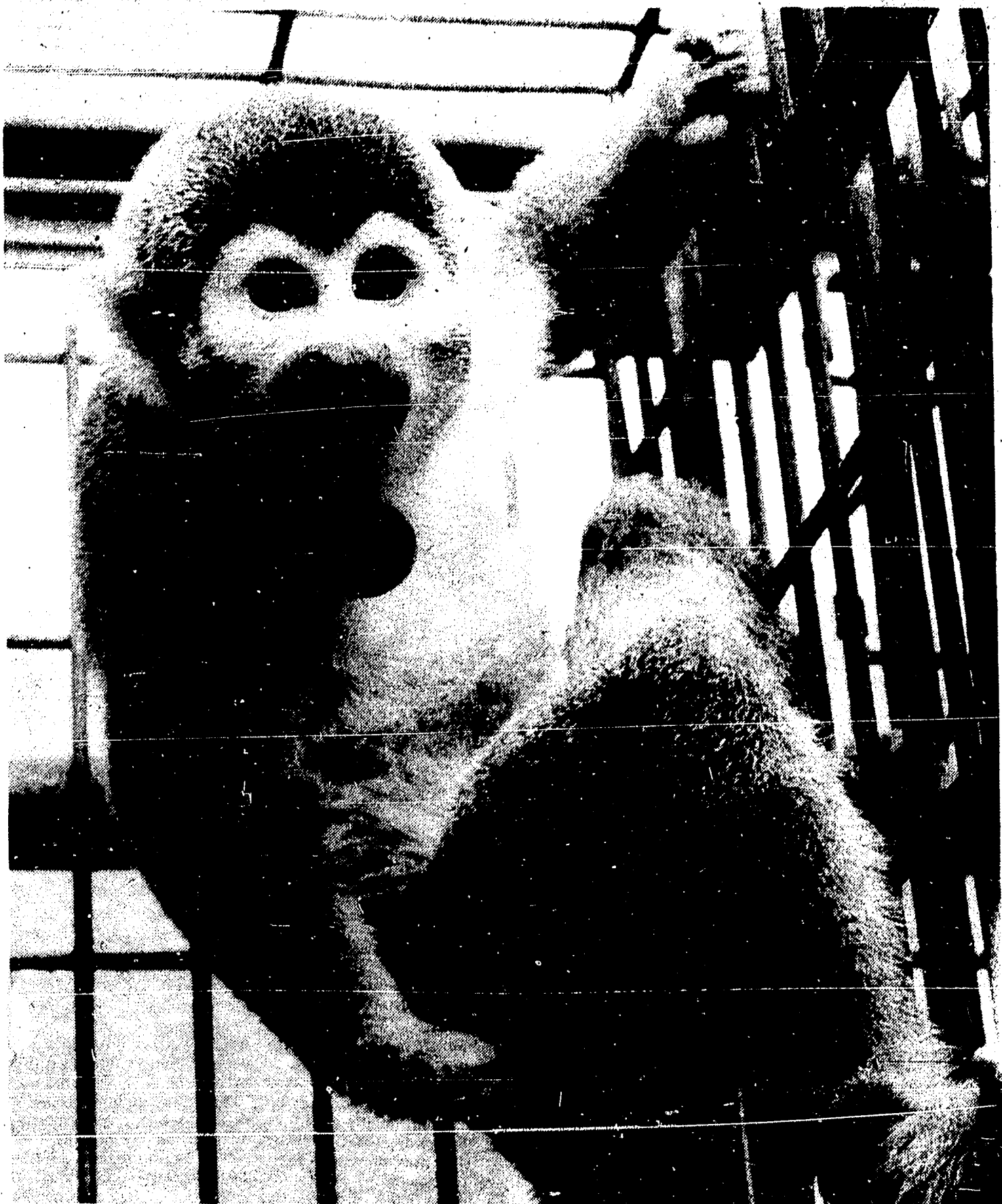
The animals are kept for classroom and experimental use at SDSU. Many of the smaller specimens will eventually be sacrificed, but the spider monkeys never are, according to Arnold.

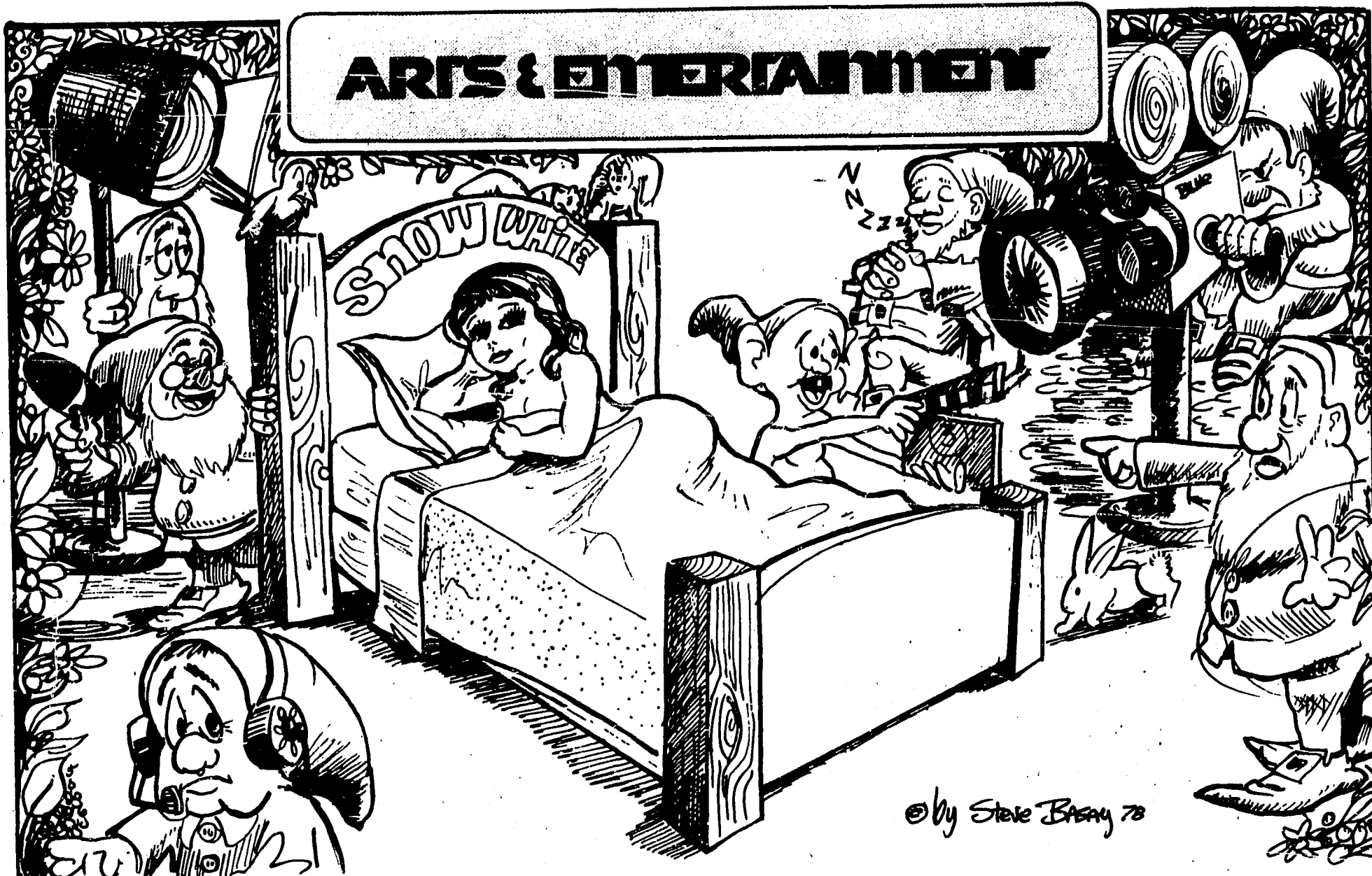
In fact, the attendants have had time to get acquainted with many of them. Clissy, shown in Arnold's hand, shares a cage with Fred and Jojo. Another spider monkey is named Stocky, for "stocking" the breeding facilities with his offspring.

Although the environment seems restrictive, even repressive, to the uninformed, Arnold said conditions for the animals are better than in most similar facilities, especially for the primates.

"People who visit here say we have great looking monkeys."

Staff photos
by Charles Landon





Hot films draw cool response

by Vincent Trola
A/E Assistant

The Associated Students Cultural Arts Board (CAB) is sponsoring an erotic film festival Friday, but from the lack of feedback one would think the show was "Snow White."

SDSU clubs and organizations verbally attacked the showing of "Deep Throat" two months ago, but the campus has maintained a web of silence about Friday's erotic films.

The show, "The Best of the

First Annual New York Erotic Film Festival," will include a dozen films, funny and serious, each between two and 20 minutes in length. According to a CAB schedule, the works are avant-garde, realistic and outlandish.

The festival will show twice, at 6 and 9 p.m., and will include "The Cocaine Fiends," a 25-minute comedy — drama about a brother and sister from the country who travel to the big city and end up mired in dope and corruption.

CAB hopes the show goes

well, and has already scheduled the second erotic film festival for May 6.

According to CAB, a subcommittee came up with the idea for the showing.

"We feel that the festival contained more cultural background than most erotic films," one CAB member said.

The member also stated "Deep Throat" is pornography and contained no cultural value whatsoever. She said the festival is not hard-core, it is eroticism, and that hard-core pornography and eroticism are not the same

thing at all.

Admission will be \$1.50 to SDSU students for the show and no one under 17 will be admitted. All previous films in CAB's spring programs have been free, but the board feels the charge will prevent regular viewers from wandering in without realizing what they are about to see.

There have been no problems and no feedback involving the festival, CAB members said.

The Dean of Student Affairs office had no comments regarding the festival.

Dr. Rolf Schulze, an SDSU sociology professor who teaches a Sexuality in Modern Society class here, feels the film festival is not an important issue.

"Times are changing," he said. "I can't see any reason for anyone on campus rejecting the showing; maybe the community might voice some criticism, but I don't see that as important."

Flyers distributed on campus tell briefly what the content of the short films are. Here's a sampling:

— "Calma" (6 min.) Extreme closeups of the human body. At

the end we learn that we've actually been examining a baby.

— "Nursery" (2 min.) What toys in a nursery really do when no one is around.

— "Lovemaking" (13 min.) A quiet sensual interlude. A couple making love in the rain.

— "Sport" (14 min.) The fantasies of a beautiful girl as she watches her younger brother play baseball.

There are eight more shorts, most of which are in color, and all 12 total 110 minutes.

Tickets for the films are \$2 for the general public. Call the Aztec Center Box Office at 286-6947 for further information.

Senior recital

Clyde Horn, music senior, will conduct a composition recital made up of his own original compositions at 3 p.m. Saturday in the SDSU Recital Hall.

Horn, who hopes to graduate this spring, has spent approximately one and a half years composing the music for this final project.

Starlight opera auditions set

Auditions for the annual Starlight opera will be held April 10 through 15 in the San Diego Gas and Electric Auditorium. This year's productions will be "The Music Man," "Kismet," and "Annie Get Your Gun."

Produced by the San Diego Civic Light Opera Association, the operas are performed in Starlight Bowl, Balboa Park.

Executive producer/general manager J. Howard Stein has reserved the auditorium from 6 to 9:30 p.m., with a special audition from 2 to 5 p.m. on April 15 for children under 16.

Only two parts have already

been cast, according to Stein.

Don Ward has been asked to recreate the role of Harold Hill which he did with acclaim in the 1961 Starlight production of "Music Man." Ward will also stage and direct "Music Man."

Bob Howard has been cast in the leading role of Hajj in "Kismet," which is a musical version of the Arabian Nights.

Starlight is searching for talented singers, dancers and actors with experience preferred but not necessary, Stein said.

Those auditioning should bring a recent photograph, a resume or background material and their own music. They will

be required to sing a chorus of 60-90 seconds. An accompanist will be available.

A barber shop quartet is also being sought for a number in "Kismet."

Further information is available at the Starlight office, 280-9111.

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Peter Breck stars

'Impossible Years' sparkles with warm wit

J. Michael Straczynski

It is one of life's most subtly disturbing revelations to learn that nostalgia is not simply a thing reserved exclusively for your great-uncle George, who still wears his World War I army jacket and keeps talking about how the Kaiser keeps trying to bomb the house with mustard gas. No, it's by far an infinitely more unsettling act to consider that we are, indeed, growing old.

But if there is one thing that will probably never grow old, it is the warm, sparkling, and in-

genious humor of "The Impossible Years," a comedy now running at the Fiesta Dinner Theatre.

The timing of this particular production is just right. Had it been opened locally even a year ago—having previously enjoyed a long run on Broadway during the time in which the play is set—it would have been awkward for those in the audience still caught in memories of the transition from the 60s to the 70s. As it is now, the play is far enough removed from the time it portrays to allow for a little objective obser-

vation, but close enough to be vividly remembered by those who were on either side of what was then termed "The Generation Gap."

"The Impossible Years," written by Bob Fisher and Arthur Marx, deals with the social and emotional growing pains afflicting the Kingsley family. (An eerie coincidence, since that was also the surname of the lovely young woman who was my victim—I mean guest—for the evening.) The combatants caught in this most peculiar of war zones are: Dr. Jack Kingsley (Peter Breck), a psychologist engaged in writing a book on—you guessed it—raising teenagers; his sometimes wise but usually quite normal wife Alice (Pat White); their soon-to-be-18 daughter Linda (Babs Hall), the source of the confusion; and her sister Abbey (Kay Bourbiel).

The plot is familiar to just about everyone who came out of that tumultuous time (or saw the movie version starring David Niven), and as such needs no detailed analysis. It's the age-old story of the inevitable collision of two different sets of social attitudes; the first stirrings of interest in matters sexual; widely destructive parties; motorcycles; morality and its enjoyable counterpart; rock music; sex per se . . . all that kinda stuff. But the two elements that truly help set this production apart from others based on similar themes are, to wit:

One, the sharp, excessively witty, and intriguingly insightful script by Messrs. Fisher and Marx. The play is filled with concise little bits of telling satire that, from time to time, strike just a little too uncomfortably close to home. (After all, this is

US they're poking fun at, fer chrissakes!) The pacing is quick, and the language crisply effective and to the point.

Second, the cast. Peter Breck, known popularly as the star of television's long-running series "The Big Valley," gives a splendid performance as a man caught between what he's saying as a psychologist, doing as a father, not doing as either or both, and as one generally on the road to a rapid dissolution of the burden of sanity. He is, so to speak, a man who has chewed his fingernails to the elbow and is now contemplating starting on the furniture.

Outside of his particularly outstanding performance, the work by the remainder of the cast members who enter his orbit are equally due a substantial amount of credit: Babs Hall (a familiar face from some of our own Main Stage productions) is not only sufficiently talented, she also has a tremendous amount of highly contagious enthusiasm for her role. Glenn David Boone as Kingsley's

collaborator Richard Merrick is a quick, expressive, and inherently incisive character, three traits necessary to the creation of good comedy.

John G. White is properly neurotic as Dr. Fleisher, a physician with a total abhorrence for sick people who should really give some consideration to suing himself for malpractice. In addition, Joe Roberts as Bartholemew Smuts is excellent as the kind of fellow most of us would never care to run into in a dark alley. (I imagine that there are certain types who would enjoy running across him in a dark alley, but let's leave their perversions out of this.)

Overall, like all of the Fiesta Dinner Theatre's productions to date, "The Impossible Years" is a marvelous vehicle for an evening's entertainment. It is professional, warm, enjoyable, bright, funny, and like the theatre itself, friendly.



PETER BRECK stars as Professor Kingsley in the Arthur Marx-Bob Fisher play, "The Impossible Years." Kingsley is a best-selling author-psychiatrist doing battle with a teenaged daughter.

'California Games'

Show lets audience perform

Can 100 absolute amateurs be inspired to make music on a sophisticated level by playing musical "games" with six virtuosos?

That question will be answered April 6 when Professor Elliott S. Schwartz, chairman of the Bowdoin College Department of Music, conducts the world premiere of his latest composition in the Mandeville Center Recital Hall at UCSD.

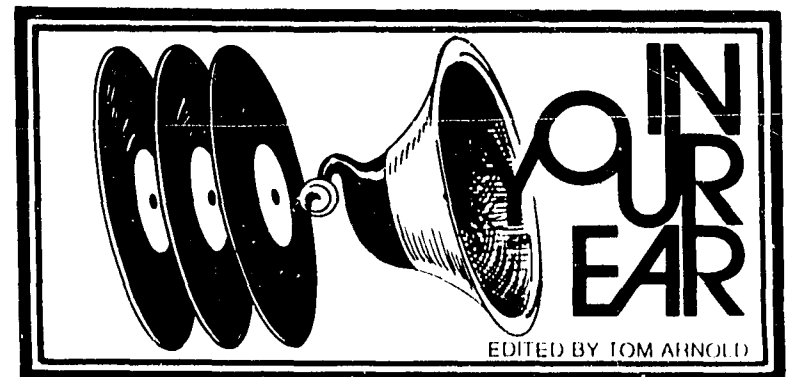
Entitled "California Games," the work will combine some 100

students, all non-musicians, using 10 pre-recorded tapes, simple instruments, their voices and hands, along with six professional musicians. They will all perform under a set of pre-programmed instructions.

"I have created a series of five or six brief movements, constructed as games," Professor Schwartz said. "There will be no audience, because everyone in the room will be involved as participants. I've done this in part to see if non-musicians can

become involved in making music on a fairly sophisticated level."

Professor Schwartz said "California Games" are a spin-off of his other highly experimental works, including "Elevator Piece," in which the audience was moved randomly from floor to floor in an elevator while listening to different groups of performers. Call 452-3120 for more information.



Warren Zevon

Excitable Boy

Asylum GE 118

Warren Zevon is an oddity. He has the rare ability to write serious songs with a comic flair. His new album, *Excitable Boy*, has enough urgency, sardonic wit and rock 'n' roll bite to boost him into the major star category.

From the opening notes of "When Johnny Strikes up the Band," to the last throbbing chorus of "Lawyers, Guns and Money," the album is one of the sheer musical delights of 1978. Zevon's songs are as diverse as they are poignant.

He sings about the life of a CIA mercenary in "Roland the Headless Thompson Gunner," bureaucratic power in "Lawyers and Guns and Money," and a father's concern for his sexually maturing daughter in "Tenderness on the Block." Another song, "Werewolves of London," is a comic ode to horror films.

Although Zevon's first album was a critical success, it did not gain much public recognition. However, Linda Ronstadt has recorded three of this gifted songwriter's compositions. Ronstadt and members of Fleetwood Mac make guest appearances on *Excitable Boy*.

Jackson Browne produced the album and Zevon's piano playing is accompanied by The Section and bassist Kenny Edwards. However, it is Waddy Watchel's gritty guitar work that gives the album the perfect rock 'n' roll edge. Zevon doesn't possess a great voice but it has a certain spirited conviction.

Zevon doesn't urge political involvement the way the Jefferson Airplane or Crosby, Stills, Nash and Young used to. He prefers the role of the rye-witted casual observer.

Warren Zevon's new effort proves he is truly an excitable boy and a singer-songwriter to be reckoned with.

Easter

Patti Smith

Arista AB 4171

In the past few years, pop music has become increasingly shallow and superficial. Most music heard on the air today, in fact, exhibits little, if any, of the depth and perceptiveness of the music of the 1960s, when rock 'n' roll provided a form of expression for young people all over the world who were disturbed and angered by the many problems facing them.

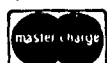
Continued on page 11

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Zevon delays, Petty cancels

by Scott Thomas
A/E Assistant

Cancellations and postponements, two inherent evils of the promoting business, have struck at SDSU.

Warren Zevon, scheduled for an April 1 performance at the Backdoor has postponed his show. According to Backdoor Manager Mike Garry, Zevon's guitarist had made commitments unknown to Zevon. The show might be rescheduled for the end of April or early May, Garry said. Those holding tickets for the April 1 date will be admitted to the rescheduled appearance.

Tom Petty and the Heartbreakers, recently announced to headline a Montezuma Hall engagement April 14, have cancelled their campus appearance. Russ Wright, Cultural Arts Program business

manager, said he was told Petty was ill.

Replacing Petty's band will be LeBlanc and Carr, a band Wright described as being in the Eagles soft-rock style. The band has a single, "Falling," that is high on the Billboard charts and has just released an album entitled *Midnight Light*.

Opening the show will be San Diego's own Blue Wind. The band had a song included on the latest Home Grown album.

On the plus side of the ledger are two tentative bookings for Montezuma Hall. Dicky Betts, guitarist extraordinaire of Allman Brothers and solo fame, is tentatively booked for April 26.

Betts is considered, generally, to have been one of the prime contributors of the Allman Brothers, especially after the death of co-lead guitarist Duane Allman.

Talent lacking in punk set

by Dainis Kiperts
A/E Staff Writer

The third New Wave showcase in San Diego presented Saturday night at Straita Head Sound proved to be a mixed bag of music including some talent gone astray, some "punks" with a basic lack of talent and some very promising new talent.

The first group to play was Gary and the Blind Dates, which could best be described as a band with talent needlessly sold out to the current punk rock scene. Their playing was reminiscent of the '60s surf sound similar to the Ventures, with a dose of pop and a smattering of jazz thrown in.

From then on, it was all downhill. They began to rave on about sundry subjects such as Gary being a bachelor and their need for God to help them, all this being in the punk spirit of anything to get attention. Their set ended in calculated chaos as

wooden stands and props were smashed.

The crowd gave mild approval to their actual music; the jeers and boos came when the unnecessary destruction took place. This was clearly a case of a band that didn't know a good thing until they abandoned it. Some punks.

This was clearly a case of a band that didn't know a good thing until they abandoned it. Some punks.

By far the hottest group and the one ripest for success were the Zippers. They're not really punks. The Zippers are simply damn good rock and roll, and they sure gave it to the crowd in generous supply.

The real highlight in the group is Louis Cammarti on lead guitar, but he is a part of a truly tight and driving band that also includes Danielle Faye on bass, who gives a solid footing to women in rock music. Billy Willet on drums was properly pounding in style, and Bob Willingham sang rousing lead vocals and played rhythm guitar.


Louis gave a number of brief solos on guitar that were fast, but not flashy, and his overall playing was the fuse to the band's dynamite.

On songs like the Beatles' "Helter Skelter" and their own composition "Ring Ring 6 O'Clock," they got the music moving and kept it that way for the whole set.

The Pop came on next and seemed to know what the punk sound is, for all the good that it did them. Three chords never

Continued on page 11.

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'Say It With Silence' captivating Laws album

Continued from page 9.

Songs like "Blowing In The Wind" and "FISH" had a meaning and a message — a very important message for the world, and they did so very bluntly and very powerfully.

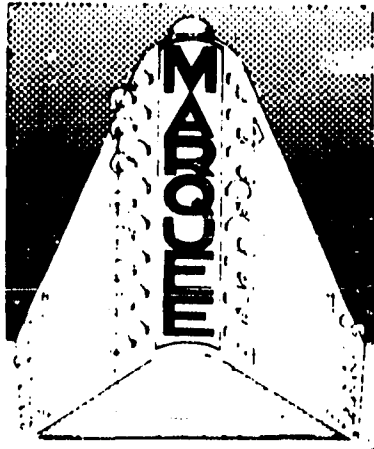
Today, those "message songs" have given way to disconcerting pap such as "You Light Up My Life" and "I Go Crazy," and rock's role as the voice of rebellious youth has been transformed into one which subscribes to an "all is well" philosophy.

One of the few exceptions to this, however, is the music of Patti Smith.

Easter is the Patti Smith Group's third album, and, like its predecessors, represents everything contemporary music was, should be, but sadly isn't: powerful, direct, and to the point. Her music is loud, obnoxious and very often vulgar and abusive, but it gets the message across, something which mainstream pop hasn't done in more than a decade.

From the flaming, romantic pop of "Because The Night" (cowritten with one B. Springsteen) to the sinister, sensual shriekings of "Space Monkey" — **Easter** is a refreshingly honest statement of our times. Rather than attempt to hide the world's problems under a mask of phony cheerfulness, Smith's music is as deep, as surmounting, as unscrupulous as those problems themselves, and thus paints a stark, frank picture of reality.

Patti Smith is to the 1970s what Dylan, the Airplane and the Stones were to the 1960s — a rebel not afraid to speak his or her piece. Honestly. Isn't that what rock 'n' roll is all about?



TODAY

- David Bowie, rock concert, 8 p.m., Sports Arena.
- "The Impossible Years," farce, written by Bob Fisher and Arthur Marx, 7 p.m., Fiesta Dinner Theater.
- "The Lion In Winter," drama, written by James Goldman, 8 p.m., Spreckles Theater.
- "Old Times," drama, written by Harold Pinter, 8 p.m., Globe Carter Center Stage.
- "The Shadow Box," drama, written by Michael Cristofer, 8:30 p.m., Marquis Public Theater.
- "West Side Story," musical drama, written by Arthur Laurents, 5:30 p.m., Bellville Dinner Theater.

New Wave Showcase proves to be lukewarm

Continued from page 10

had it so well.

The sound was cranked up and all that emerged was a sludge of grinding noise that energized some diehard fans, but enervated the rest of the crowd.

The only bright spot was their lead singer, who, despite his not-so-punk posturings and pretty-boy white outfit, could actually sing quite well when he chose to. The Pop tossed plastic soft drink lids at the audience and later said "we have to cut it short because of a lack of refreshments." Evidently, it was musical refreshments they meant, or should have meant.

The Screamers were on last, and are reported to be due to sign with a major recording company in L.A. soon, in what seems a feeble attempt at capitalizing on punk.

They came out announcing that they thanked the other bands for bringing to the audience the '60s and '70s, and said that they were going to bring us the '80s. If so, I see no

real reason to survive until then. Their set was highlighted by endless droning on synthesizer and organ, and one keyboardist appeared to be looking at written music before playing his child's play sounds on synthesizer.

They wailed out one masterpiece which consisted of repeating "I wanna hurt, I wanna hurt, I wanna hurt you, hurt you, hurt you," with noise to accompany. Their obligatory destruction during this cacophony spelled out the inadvertent end of the show as the moaning singer apparently screamed too loud into the microphone and blew it out, bringing on both a shutdown of their sound and the house lights. A mercifully swift end to a couple of escaped lobotomy patients in shades.

The whole night served to show that if you really have talent, it will make itself apparent before too long, and that no amount of snarling or "bad boy" camouflage will help you to play one more note than you're capable of playing.

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Rowers look to PMA

Positive Mental Attitude keeps their spirits high

by Russ Young

In a world already overrun by acronyms, the initials "PMA" hardly draw any attention.

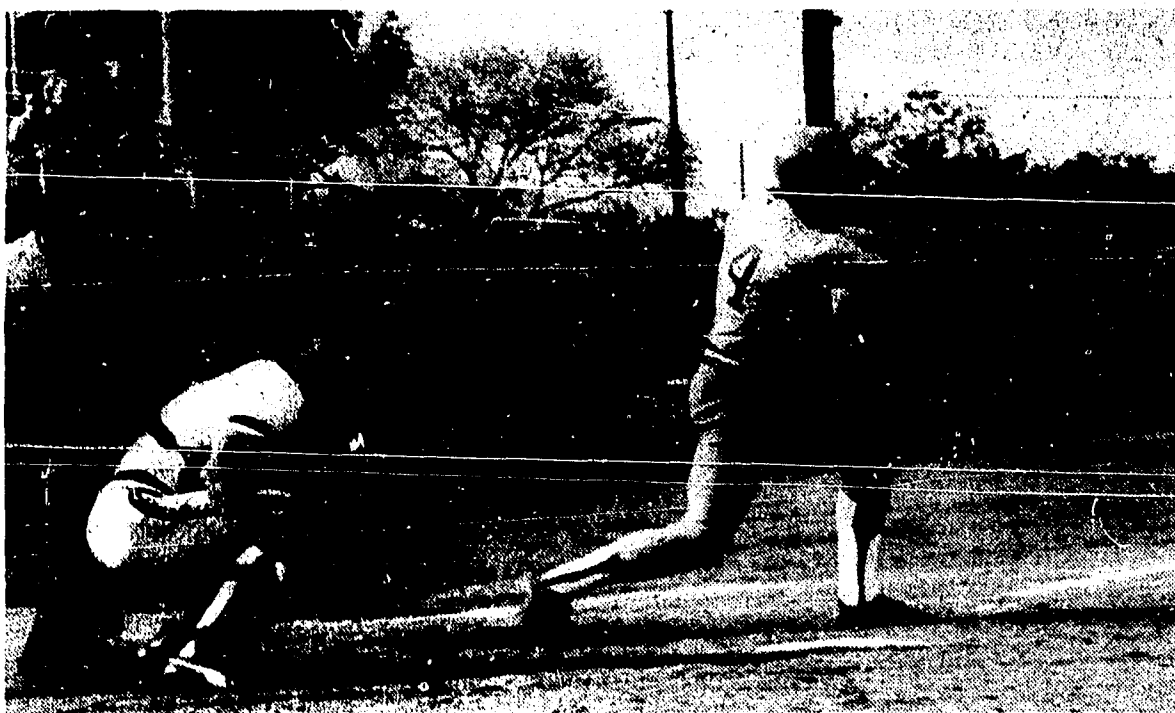
But to SDSU's women rowers, PMA (Positive Mental Attitude) is the thing that keeps them going when the chips are down.

"In rowing, like any sport, there are peaks and valleys,"

Mission Bay for the Crew Classic, which is regarded by many as the nation's finest regatta.

The Aztec oarswomen, whom Bowman described as the strongest team San Diego State has ever had, will be racing in a field that includes Pennsylvania, Washington, and Cal.

Leading the way will be the



— Photo by Jim Thomas

AZTEC THIRD BASEMAN Doug Elliott may have to miss this week's series against UNLV due to a pulled hamstring muscle. Elliott suffered the injury in the recent Sun Classic Baseball Tournament, in which he hit an even .500.

SPORTS

said Tom Bowman, womens coach. "PMA helps in the valleys. It lets the girls realize that it's no great trauma — that things will get better."

The PMA concept was introduced to the oarswomen by Maryellen Smith, one of their coxswains. Smith and her counterpart, Nancy Lynn, have to be a combination of drill sergeant, race driver and moral sparkplug. The two are the unofficial team leaders and are the chief proponents of the PMA approach.

The women have taken PMA to heart, quite literally, as the initials are emblazoned on the front of their sweatshirts.

The SDSU rowers will have a chance to display their attitude, along with their skills this Saturday at the sixth annual San Diego Crew Classic. More than 900 rowers will converge on

SDSU open eight, which Bowman feels is the fastest women's boat ever to come out of San Diego.

The boat's lineup includes national team prospects Beth Emery, Susie Coulson, Alice Lee and Ronda Hosking. Three-year veteran Kathy Boni, national champion Kathy Bayer, and novices Darlene Disney and Linda Buttles will be in the remaining seats.

The women's lightweight eight will be led by national champions Sara Musser and Claudia Barclay. A big surprise for the sub-130-pounders has been Kelly Rickon, a former coxswain who steered San Diego's ZLAC Rowing Club to several national championships. The 110-pound Rickon has impressed Bowman with her toughness and has firmly es-

Continued on page 14.

Hardballers tangle with UNLV

by Jeff Nahill
Sports Assistant

The SDSU baseball team will close out a two game series against the University of Nevada at Las Vegas tonight at Smith Field at 7 p.m.

The Aztecs brought a 21-9 record into last night's opener while UNLV is making its first road appearance of the season after playing 29 straight games at home. They were 19-10 in those games.

SDSU coach Jim Dietz is expected to start freshman righthander Curtis Burkhead tonight. Burkhead is 1-3 with an

ERA of 3.38. UNLV is expected to pitch junior righthander Dan Fischer, who is 3-4 with a 3.63 ERA.

After a slow start the Aztecs are finally coming together as a team. SDSU last week won the Sun Classic baseball tournament, hitting .363 and posting a team ERA of 1.50.

Second baseman Bruce Schiff hit .529 in the tourney and was named the Most Valuable Player. In the process of his hot streak Schiff raised his overall batting average on the season 50 points.

Third baseman Doug Elliott,

who hit .500 in the tourney and was named to the All-Tournament team, pulled a hamstring in the championship game while running out a double and his status for the series against UNLV was unknown.

Another hot Aztec and All-Tourney selection, first baseman Tony Camara is hitting .426 on the season. Camara hit .464 in the tournament and had nine hits in a row last week over four games.

UNLV comes into the series without their top hitter, freshman second baseman Dave

Continued on page 14.

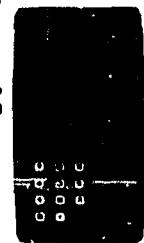
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Trackmen do well at Irvine

The SDSU track team left its mark in the fifth annual UC Irvine Meet of Champions last Saturday.

Although most of the headlines went to Steve Scott, the Irvine miler who ran his lifetime best time of 3:53.92, Marty Krulce, a 5-foot-7 senior from SDSU, won the 200-meter dash in a time of 21.07 and Aztec Brian Donahue took first in the 800-meter run with a clocking of 1:51.7.

LeNorris Marshall, the high school sprinter from Phoenix who upset an excellent field in the Jack-in-the-Box meet 60-yard dash, won the 100-meters with the third fastest time every by a high schooler.

Donahue's winning time was his best mark of the year, but his lifetime best of 1:47.5 better shows his talents.

Krulce has run the 200 in 21.0.

Ned Armour, a long jumper with a best of 25-9/16, and one of the Aztecs' brightest hopes for the season, took third place with a leap of 24-6. The event was won by LaMonte King of Irvine with a 25-3 jump.

Joe Briski grabbed third place in the hammer throw with a toss of 178-2. Briski holds the school record with his all-time best heave of 186-3. The event was won though, with a throw of 201-4.

The team returns to Irvine again next week for a tri-meet.



— Photo by Brad Mosher
EAMONN COGHLANN, one of the world's top milers, was the winner when the Jack-in-the-Box invitational was recently held here. SDSU's track team is beginning full-time competition although their home facilities are not ready.

New stadium scoreboard set for demonstration

San Diego Stadium will unveil its new scoreboard to hundreds of local and national media representatives Thursday at 6 p.m.

The scoreboard, which replaces the one that has been in existence the full 10 years of the stadium's life is being hailed as the first full-color, computer-controlled scoreboard in the sports world.

The American Sign and Indicator Corporation designed the scoreboard which will have the capability of producing full-color animation, in addition to all the normal duties the old board handled.

Ice hockey game will aid museum

The SDSU ice hockey team will play a benefit game against the University of Southern California Trojans this Sunday with all proceeds going toward the rebuilding of the Aerospace Museum.

All the facilities needed for the game, including rink rental and team expenses, have been donated by different sources, so the entire proceeds will go directly to the Museum fund.

The April 2 game will be played at the El Cajon Ice Palace, 333 N. Johnson Ave. in El Cajon. The contest will begin at 4 p.m.

Tickets for the game are \$2.50

each and are on sale at the Aerospace Museum office in Balboa Park, at Aztec Center and at the El Cajon Ice Palace.

The Aztec and Trojan teams have met three times already this season, splitting a pair of decisions and playing to a tie in the third.

Both of the teams are prominent in West-Coast hockey competition.

Among their common victims, they count Brigham Young University, Stanford University, UCLA, Colorado State and Northern Arizona University.

Golfers host Invitational

Four of the top 20 college golf teams in the nation will be in San Diego this weekend as SDSU hosts the sixth annual Aztec Invitational at Carlton Oaks Country Club in Santee Friday, Saturday and Sunday.

First tee-off time on all three days is 9 a.m. with the top players set to tee-off about 10 a.m.

The tournament is a 54-hole affair with 18 holes being played Friday, Saturday and Sunday. Each team is allowed to enter six players with the scores of the top four counting.

Arizona State, the nation's No. 6 ranked team and SDSU, ranked No. 9, are tournament favorites. Other top 20 teams entered are USC and San Jose State. Rounding out the 15-team field are Arizona, Long

Beach State, California State, Colorado, Fresno State, New Mexico State, Stanford, UCLA, Pacific, USU and the SDSU team.

The Aztecs will enter a Red team of Lennie Clements, Curt Worley, Rick Gordon, Gerry Simon, Kim Hubbard and Terry Roberts. The Black team will be made up of Smokey Brown, Bill Sakas, Doug Crowther, Chip Koepke, Bob Hakes and Rob Griggs.

In last year's Aztec Invitational, the Aztecs finished third with an 891 total behind first place Oklahoma State (895) and second place Arizona State (887).

This year the Aztecs are rated co-favorites with Arizona State for the team title, with San Jose State a strong contender.

FOR SALE

FOR SALE '69 Fiat 550 Spider Good condition. Call evenings 287-4941.

475 beautiful new condo 3 br 3 bath Casa De Alvarado. 287-8124 for rent.

72 FIAT 128SL sport coupe—Lo. Mi. AM-FM-Cassette steel rad. Xenon cond. \$1485 leather seats. 287-7790

1976 Suzuki TS 185 480 original miles! Call 284-3750 before 1:00

JUKE BOX Wurlitzer 200 includes 104 records \$400 Call 286-8797

BUY YOUR own Microcomputer Computers for all purposes: Business-Hobby. 6800-8080-280, Basic-Fortran-LISP. Many more. from \$245 to \$10,000. The computer center 8205 Ronson Rd. 292-5302

COUGAR 66 AC new radiator & clutch looks good & runs great \$1000. Ph 299-4271

63 FORD pickup 6 cylinder 3 speed dependable engine strong body \$1000 or best. Leaving country must sell. Call Scott 582-8414.

1986 COUGAR 390 eng. air, PS, PB, auto, excellent tires, one owner, excellent condition. Only 87,000 miles. Call 298-9338.

73 CAPRI Landau 2600-V6 sharp. \$1900? 582-0535.

KAWASAKI OH400 1975 7500 mi. Exc. cond. runs like new. \$650?? 283-3871

ANNOUNCEMENTS

ENGLISH stylist — Write / Edit / Research any subject. Confidential. Dr. B 445-5944

UNWANTED HAIR REMOVED Permanently in college area at Alvarado Medical Center. Call 286-1801 for appt.

VOLLEYBALL Clinic coed. Beg. & Adv. March 5th & 12th. Beg. 3:00-6:00. Adv. clinic run by John & Fred Feathers one from 6:00-8:00 pm. Helix Gym \$5.00 fee. Call 486-4128 for more info. Sponsored by La Mesa Rec Dept.

JEFF REW now teaching Bass at the Blue guitar. 1971-1930 and Blue Ridge music 783-1775.

PREGNANT? Make a decision both you and your baby can live with. For counseling, medical, financial, and legal aid call 688-LIFE

CLASSIFIED ADS

FEEL FAT? Skin fold exams offered at Health Services. Orientation times and sign-ups posted outside of room 223

SELF HELP cold clinic will be open starting Weds. Feb. 22. Hours are from 9 AM. M.T.W.F. Located in Yellow Booth, front of library. Services are free. Learn about your cold.

SCHOOLTEACHERS in California will lose their "Freedom of Speech" if the Briggs Initiative passes!

MEDICAL SCHOLARSHIPS 500 immediate 4-year medical scholarships available to entering/enrolled med students. Call Navy medical team 293-6444

MEDICAL scholarships 500 immediate 4-year medical scholarships available to entering/enrolling med students. Call Navy medical team 293-6444

PIANO lessons 583-7183 Contemporary group piano program age 7 & up. New classes starting accredited by the National Piano Foundation under Dr. Robert Pace

CAR RADIOS & stereos. Buy at 10-20% over our cost by using your State ID card. Installation avail. Look for our display ad in the Aztec. Custom Sound & Spend

BEACH AREA Information Line. M-F 3-8 488-0676. For facts & referrals re: birth control, VD, pregnancy, etc.

FREE YOGURT frosts on your birthday. Only 40c every other day. M-F 10-3 in West commons

MORTAR BOARD applications are due today in the Student Resource center. CLS 107. It's your last chance.

FREE OIL CHANGE, LUBE & FILTER with tune-up and this ad at CarTunes. 51st Street and El Cajon Blvd. San Diego. NO TUNE-UP OVER \$35. Expires 4/7/78

SEXUAL ENRICHMENT WORKSHOP FOR COUPLES. This workshop is unlike any other. Deriving from the experience of 8 years of practicing sex therapy this is a no-nonsense adult presentation. Come prepared to relax, get turned on, and expand your sexual consciousness. Held in comfortable private home with heated pool. April 1 \$100 291-7048

STOP URBAN sprawl in San Diego, help needed on initiative drive. Call 454-0244

TYPING - any kind fast-accurate correct spell gram. call Candy 488 7738 M.B.

IBM TYPING, instant printing, copies. Rush wedding inv., Notary, College Copy & Steno. 5595 Univ., 582-2755

IBM Typing theses and resumes. 484-7240

APRIL FOOL'S is for dancers as well as jokers. Don't miss Wisdom or the joke. It'll be on you!

NEED MODELS for precision haircut demonstration. Call 583-8629 or 286-9082

ZAP says you'd be a fool to miss their dance on April 1st and that's no joke!

EXPERT THESIS TYPING - 463 4116 DeWitt Secretariat - 4703 Spring

PROF. IBM Typing Accurate, fast service 277-3384

PERSONALS

SPUDS — Happy Belated potato day! Oop we mean boorthee! Woops. Birthday! OJ. P-Bud and T Tot

FACULTY mem seeks other fac mem to play racket and/or handball couple of times per week on regular basis. Contact Bellinghieri 5729 or 6885

AGNES - what kind of fool would you be to miss an April Fool's dance in Montezuma Hall? Me

ROMAN-Kittiyahit & Turtleshit had an excellent time at the river. Thanx!!

DISCO DANCE CONTEST! Plus dancing every Saturday night 8-12 PM, 18 up. Latin & New York hustle classes every Saturday. For info call Sunshine Ballroom, 3054 Rosecrans Pl. 224-4196

HEY YOU! Who's the biggest fool around? Find out April 1st in Montezuma Hall

HOUSING

FMLE RMITE 2 bdrm apt. Own room \$5.00 mon + 1/2 util. Nice quiet North park area non smoker. Call after 9:30 pm 282 1166 Lee. Keep trying!

ROOMMATE wanted to share 2Bhr house rent \$138 close to beach in MB call Doug 488 1885 daytime for more info or friend Scott 488 1287

FML roommate needed - four bdr. Apt. 5 min from State. Own room, pool, sauna, tennis. 118 75 mo. Call 286 0623

NEED FM rent 2 bdr P.B. apt 137.50 + 1/2 util. Call Karen 274-7469 before 10 a.m.

PRIVATE room & bath exchange for housework. No smoking under 23 must have own car & references. Phone 286 7264 after 7:00 p.m.

ROOMMATE needed for 2 bdrm house on OB 1/2 blk from beach. fireplace, yards. 125.00 + util. non smoker call Bob 225 1550 aft 5:00 p.m.

ONLY Professor wishes to rent or sublet beach (preferably beachfront) house or apartment for two weeks in August. Write Dr. Sullivan 1405 Vegas Valley No. 407 Las Vegas NV 89109

M/CHRISTIAN senior math. may looking for place to live. 583 2440 Jon

OWN ROOM available approx. mile from school. \$115.00 - plus utilities. Call 286-2340

ATTRACTIVE 3 Br view, falmadge, triple fireplace, fenced yard, double garage. \$500. Mo. 291-7993 available now!

UNFURNISHED house with garage. 2Bhr 1bath fenced yard with patio. \$360 per mo-water paid near University & College Ave. 287-5421

TOWNHOUSE park-like setting, pool, tennis, etc. 2Bdr 2 1/2 bath trip. non smoker clean quiet mature. 168 50 Call Janet 469 8315 or 281 7993

HELP WANTED

LIQUOR store clerk needed male Jr. or Sr. work weekends. Call 292 3296

SEEKING Psychologically sensitive woman to train as co-therapist in human sexuality program. Dr. Kaufman 291 7049

HOSTESS for nudist social club. Weekends. 223 9160

WANTED - Impotent males - Must be currently married or in ongoing single relationship. Sex therapy provided in conjunction with Ph.D. Psychological Study. Contact Mark Haysleben 753 6160

PARTIME help at craft shop art maj. student. call 697 0467 from 10-5

WOMEN needed for telephone survey. Call Dr. Rea 286 6093

LOST AND FOUND

LOST Carbur. Omega 3 wheel with 40000 miles. Silver. Howard. \$3. Call maps 427 7939 or 420 8839

LOST PAIR of glasses, rose colored frames, on March 17 in Bus. Ad. bldg. Call Bob 286 9270

TUTORING

ALGEBRA, Trig, Analytic Geometry, Diff. Statistics. Call 287 4254 Mike

TRAVEL

UNIQUE tour ART IN ITALY. Dr. University. Credit possible 6 weeks \$1450. Call Jarmine Travel 714 297 3876

NEED RIDE to Denver area to leave Mar 17 18 or 19. Will split drive and gas call Doug 748 1186 465 2216

TRAVELLERS I want to work away to Australia or New Zealand preferably on a ship. Any ideas or info please call Scott 582 8411

Spikers triumph in comeback

The SDSU volleyball team achieved a measure of revenge over Cal Poly San Luis Obispo last Friday night as the Aztecs came from behind to beat the hosts in five games.

Cal Poly (SLO) raced to a quick two-game lead by the scores of 9-15 and 9-15, but lost the last three games by identical scores of 15-13, 15-13, and 15-13.

The win by SDSU avenged a five-game loss to Cal Poly (SLO) three weeks ago.

"I think we are finally breaking out of our slump," head coach Rudy Suwara said after the match. "John Anderson is still hurting from his ankle injury, but we had some guys who played extremely well."

According to Suwara, Carl Eissman, who was converted from setter to hitter in mid-season, was the top hitter for the night. Eissman was credited with 27 kills, followed by Mark Haine with 24 hits and Neil Alper with 17. Setting for the Aztecs was Kris Keller who had 83 assists.

Friday night, the Aztecs travel to the University of California at Irvine for a 7:30 p.m. match. Irvine is 0-7 in the Southern California Intercollegiate Volleyball Association. The Aztecs are tied for fifth

Southern California Intercollegiate Volleyball Association Standings

After one round of league play:

	W	L	Pct.
UCLA	6	1	.857
Long Beach St.	5	2	.715
USC	5	2	.715
Pepperdine	5	2	.715
SDSU	3	4	.429
UC Santa Barbara	3	4	.429
Loyola	1	6	.143
UC Irvine	0	7	.000

Second round match-ups:

Mar. 29—LB at Pepperdine
UCLA at Loyola

Mar. 31—SDSU at UC Irvine
Loyola at Pepperdine

Apr. 1—Pepperdine at SDSU
LB at USC

Aztec rowers to display talents in Crew Classic

Continued from page 12.

established herself as one of the team's top lightweights.

A physically impressive vice eight will complete the SDSU team, which Bowman said is an unknown factor in Southern California rowing.

Their male counterparts will be competing in the green and blue of the Mission Bay Rowing Association. Crew is a club sport at SDSU, and when a volunteer coach could not be found this year, the Aztec men's program was absorbed by MBRA.

This will enable SDSU lightweights Bryan Lewis, Phil Arcidiacono and Marv Hamilton to row in a boat which includes U.S. National team members John Fletcher and Steve Estes. The MBRA heavyweight boat will combine SDSU students and graduates with oarsmen relocated from other parts of the country.

The Crew Classic will begin at 8:30 a.m. Saturday with racing taking place on the west side of Mission Bay between the Catamaran and Bahia hotels.

Aztecs meet Angels

Continued from page 12.

Kinsel from Bonita Vista High School. Kinsel was hitting .386 before suffering a fractured fibula. The Rebels have another Bonita Vistan in freshman lefthander Scott Brazil.

Of the remaining players, first baseman Mike Guerra is hitting .358 while Kinsel's replacement

Vance McHenry is batting .357.

The Aztecs will travel to Holtville tomorrow to meet a California Angels minor league team. SDSU will return home on Friday for a rematch against USIU at 7 p.m. The Westerners handed the Aztecs their only loss in the Sun Classic, a 4-2 verdict.

SDSU Baseball Statistics

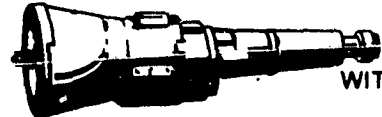
Overall Record: 21-9														
Including Games Through March 26, 1978														
SCBA Record: 2-5														
HITTING														
NAME	G	AB	R	H	TR	2B	3B	HR	RBI	BB	SO	SB	AVE	
John McGaffey	4	2	4	1	2	1	0	0	1	0	0	0	.500	
Kyle Montague	3	2	2	1	1	0	0	0	0	1	0	2	.500	
Dan McInnis	8	13	3	6	8	2	0	0	2	4	1	0	.462	
Tony Camara	26	68	15	29	44	6	3	1	11	9	9	2	.426	
Doug Elliott	29	112	24	47	63	8	1	2	26	16	11	5	.420	
Pat Rubino	27	97	23	37	66	5	0	9	32	8	10	0	.381	
Ken Rutan	20	35	9	13	14	1	0	0	4	7	4	2	.371	
Jim Hill	22	41	11	14	18	2	1	0	6	2	5	4	.341	
Ron Tarter	18	30	7	10	17	1	0	2	11	6	6	2	.333	
Mark Smelko	13	21	9	7	8	1	0	0	7	3	8	1	.333	
Bruce Schiff	28	85	19	28	41	2	1	3	24	17	13	0	.329	
Jeff Doyle	28	92	28	30	40	5	1	1	14	19	13	10	.326	
Manuel Adams	20	41	10	13	17	1	0	1	9	6	6	1	.317	
Monte McAbee	26	74	18	22	41	6	2	3	18	12	12	4	.297	
Steve Derganc	24	68	12	20	34	6	1	2	23	8	10	0	.294	
Ros Majam	15	14	7	4	5	1	0	0	1	2	2	3	.286	
Steve Esau	15	30	6	8	9	1	0	0	1	9	3	2	.267	
Jim French	19	42	9	11	12	1	0	0	9	11	8	2	.262	
Chris Jones	24	44	9	11	19	2	3	0	6	12	7	8	.250	
Steve Mobberley	23	62	11	11	11	0	0	0	3	13	1	4	.177	
Dave Legg	6	11	1	1	1	0	0	0	1	1	2	0	.091	
Brad Cameron	12	22	1	1	2	1	0	0	0	4	8	0	.045	
Ken Bechtel	4	4	1	0	0	0	0	0	0	0	0	0	.000	
Others	—	3	1	0	0	0	0	0	0	3	1	0	.000	

Totals 30 1013 240 325 473 53 13 24 209 173 140 52 .321

PITCHING														
NAME	G	GS	CG	W	L	SV	IP	H	R	ER	BB	SO	HB	ERA
Pat Camacho	2	0	0	0	0	0	1	1	0	0	2	1	0	0.00
Ken Jungsten	6	0	0	2	0	0	15	7	5	1	8	6	1	0.60
Jim Leicht	7	4	1	4	1	0	28 2/3	28	13	8	10	22	1	2.51
Frank Casarez	8	1	1	2	0	0	26 1/3	20	10	8	18	11	1	2.74
Mike Finch	9	6	1	2	2	0	33 2/3	37	27	11	17	17	0	2.94
Curt Smith	3	0	0	0	0	0	3	1	2	1	6	2	0	3.00
Bud Black	8	7	2	4	0	1	43 1/3	31	15	15	23	50	2	3.11
Clint Curtis	5	1	0	1	1	0	11 1/3	10	6	4	8	11	1	3.17
Curt Burkhead	7	4	2	1	3	0	32	26	15	12	20	26	3	3.27
Nick Harsh	2	1	0	0	0	0	4	4	2	2	1	3	0	4.50
Doug Brown	7	3	0	1	1	0	12	10	8	6	13	14	0	4.90
Thad Troedson	10	3	0	1	1	0	27 2/3	31	24	20	15	11	0	6.50
Steve Young	9	0	0	2	0	1	10 1/3	17	14	12	6	6	0	10.45
Others	8	0	0	1	0	2	8 2/3	8	3	3	7	3	0	3.11

Totals 30 30 7 21 9 4 257 231 144 103 154 183 9 3.60

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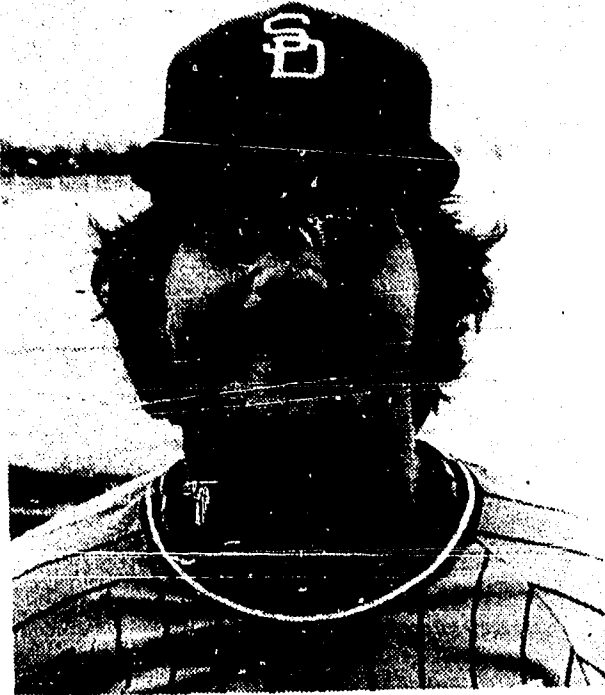
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BUDWEISER

PRESENTS

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Sports slate blossoms

If the post-bunny blues got you down and spring break left you with nothing but midriff bulge and a slight case of chocolate egg eruption, rest assured that Intramural Sports will be going full steam ahead into its busiest sporting season.

Coming up with immediate deadlines are men's and women's softball leagues with entries due Friday, March 31 and leagues starting play the following weekend.

The coed sports slate is about to enter the peak of its season, starting off with the wrap-up of the rain-hampered coed softball leagues. For those entered in coed softball the leagues will resume this weekend with all teams being placed into a double elimination tournament the following two weekends.

Also coming up in the coed arena and holding March 31 deadlines are five-person basketball (3-men, 2-women) and six-person

Superstars finish No. 2

After paddling, pitching, pumping and simply putting out as all good superstars should, SDSU's contingent to the state Budweiser Superstars Championships finished second among a field of nine schools, clinching their right to claim the superstardom.

The Budweiser competition was held March 18 at the Anheuser-Busch Gardens in Los Angeles.

The Aztec representatives, known as the Five-Out-of-Six, were John Carroll, Jenny Ubl, Mary Dorsey, Scott Payne, Scott Loveton, Dave Catherina and Lorraine Klarl. They finished second in volleyball, third in the 880 relay, second in the obstacle course, bombed out in the six-pack pitch-in, pumped their way into a wet win in the canoe race and were outsnapped in the tug-of-war.

Outstanding Aztec performances were turned in by Dave Catherina and Jenny Ubl in Volleyball, Scott Loveton and Scott Payne in the grueling obstacle course and a key steering job in the canoe by John Carroll.

The Aztecs were leading the field up to the final event, the tug-of-war. But with a powerful and first snap by UC Riverside in that event, the Aztecs dropped into second place, just missing their chance to represent the state in the regional competition in Tempe, Arizona.

Experienced volleyball officials are currently being sought by the Intramural Sports and Recreation Office. Officials are paid at the rate of \$2.80 per game and will work Tuesday and Thursday evenings.

For more information or to sign-up, stop by the Intramural Sports and Recreation Office in PG 196, located behind the racquetball courts.

volleyball (3-men, 3-women).

Basketball will be played on Tuesdays, Wednesdays and Thursdays starting the week of April 4 between 4-7:00 p.m.

Volleyball will start action Tuesdays and Thursdays starting the same week. Persons without teams are encouraged to enter alone and will be placed on one.

With men's, women's and coed tennis doubles tournament postponed due to rain, the rescheduling date has been set for the weekend of April 8-9. Anyone previously entered should come by the Intramural Office by Thursday, April 6 to check for playing times. Anyone not previously entered may do so until Wednesday, April 5.

Right around the corner are two always-popular individual and team events; men's and women's swimming and track and field. Track and field entries are due Friday, April 7 with the prelims being Saturday, April 8 and the finals on April 15. Since SDSU's track will be out of commission this season, the Intramural track meet will be moved to Grossmont College this year. For starting times drop by the Intramural Office by Friday, April 7.

Men's and women's swimming entries are due Friday, April 21

with prelims being Tuesday and Thursday April 25 and 27 from 4-6:00 p.m. and finals slated for Saturday, April 29.

For all cubed-court connoisseurs, there will be a men's, women's and coed racquetball doubles tournament the weekend of April 1-2. All entries are due on Wednesday, March 29 with playing times available on Thursday in the Intramural Office.

Superstar Jamboree

Fast paced, competitively fun and ever popular, the SDSU Superstar Jamboree returns Saturday, April 22 at 10 a.m. Deadline for sign-ups is Wednesday, April 19 with a \$2 entry fee including lunch.

Teams consist of Coed-Doubles. Each team will compete in four events with the winner grabbing the top prize of dinner for two at one of San Diego's finer restaurants.

All contestants will compete in an obstacle course and in one event of the following pairs: Coed Tennis or Coed Volleyball; 100 yard swim relay or mile relay; and frisbee toss for accuracy or a free throw contest.

Basketball playoffs roll on to courts this week

Intramural basketball playoffs began last Monday night in Peterson Gym. Bird-legged Randy Heilmann heads the heavily favored Backdoors into action against the I.F.C. Division III runner-up, Kappa Sigs.

The All-Campus "A" League championship is up for grabs. The SAE's, Rim Riders and O-Jays all have a good shot at the championship. The SAE's are the only remaining "A" League team with an unblemished record. In what turned out to be the best game of the year, Ron May led the O-Jays past the Rim Riders in overtime to carry his club into the playoffs.

The Strongmen, one of the top seeded "B" League teams, boast this week's Budweiser Player of the Week. Chris "Brillo" Schaffer scored 25 of his team's 39 points in leading them to victory over last week's foe, The Team. Schaffer is known as one of the best cherry pickers on campus.

Beke's Tweeks, the "B" League favorite have been holding two a day practices at Andy's Saloon ever since the Easter break



Budweiser Intramural Player of the Week

began. Bill Buechler, a firm believer in carbohydrate overloading gives all credit to the fine hops and barley served at Andy's. Buechler's team also leads the league in 502s.

FINAL TOP TEN

1. SAE
2. O-Jays
3. Rim Riders
4. Run
5. Beke's Tweeks
6. Rams
7. Strongmen
8. Dildonics
9. X-Men
10. Backdoors

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Low-cost co-op proves successful**General Store's business: healthy as its food**by Paul McCullough
News Assistant

When health foods really caught on big in America, and became an important dietary staple for many people in the early 1970s, many food co-ops began springing up — and just as quickly many of them died out. But the few that survived have enjoyed the success of SDSU's General Store.

Opened in 1973 on a non-profit basis, the General Store has kept its prices at 10 percent above cost during its nearly five years of operation. The store's prices are substantially lower than health food stores and commercial grocery stores, who charge consumers as much as 75 percent above cost.

During this same period, increased overhead expenses, causing higher membership fees, plus a waning in the health food craze, spelled the end of many co-ops.

But, the General Store has thrived on its health-conscious students. Nearly 3,000 students have paid \$3.50 this semester to buy high quality foods at low prices. Although no figures are given, thousands of non-members have discovered that paying non-membership prices is cheaper than buying items in large commercial stores.

In the strictest sense of the word, the General Store is not a co-op because its employees are paid. In the past, non-paying personnel proved detrimental to co-ops since this kind of labor proved tenuous and the turnover was constant. Yet O.B. Peoples, a co-op in Ocean Beach, is a rare example of a co-op existing on volunteer help.

The General Store is in an enclosed section of Monty's



— Staff photo by Roni Galsano
NEARLY 3,000 STUDENTS have paid \$3.50 this semester to buy high quality foods, at low prices, at the General Store. Yvonne Perez, a General Store employee, is shown stocking shelves and marking merchandise.

Den, and its walls are decorated with burlap bags. Always bustling with customers, the purpose of the store goes beyond selling, according to Bob Ward, manager.

"We are trying to educate students on how to buy foods cheaply and teach them how to eat well, instead of eating junk food such as what Jack-in-the-Box has to offer," he said.

"The educational system doesn't teach about natural food health, but more people are beginning to learn about it."

Many colleges have failed in their attempts to get a co-op off the ground, Ward said, and some have called him to solicit advice on how to begin such an operation. However, he said that many colleges don't have the favorable elements conducive for a co-op to succeed.

"There is no campus life at, say, Cal State Fullerton," Ward said. "For many students here, their social life centers around this campus. Too, we've been around for so long that people in the community come here to shop because they know our prices are low."

An example he offers is a 16-ounce bottle of Head shampoo which the store buys for \$1.50 and sells for \$1.65 to members. Non-members pay \$2.00, whereas in health food stores the same shampoo goes for \$2.50. Ward said many stores sell toothpaste, shampoos and other toiletries at a markup of about 200 percent.

He said carrot juice is the most popular drink item, while yogurts, including Altadena brand, are the biggest food item sold. He admits, however, that carrot juice loses most of its nutritional value after a day, and many carrot juices sold at the store are over a day old. A spokesman at the store said Altadena Dairy is once again sending its raw milk products to stores after its hassles with the FDA which has been trying, she said, to keep raw milk products out of grocery stores.

Ward said not all of the produce in the store is organic, because such food grown in

non-chemical soil is difficult to obtain in large quantities. However, the fruit is organic, he said, which means it contains no pesticides, is not sprayed nor is it waxed.

In addition, Ward said he is proud to announce that his new line of sandwiches compare favorably in price and quality to those made in the Commons.

"Our sandwiches are cheap, good and nutritious," Ward said. "We want to present an alternative to our members who are forced to buy pseudo-health food sandwiches at the Commons."

Ward said that what money is made either goes to Aztec Center fund or is poured back into the store. In the first year of operation, the store broke even, but since then the store has shown a profit — as much as \$2,000 in a year.

Ward said the store plans to expand its space to include more of Monty's Den, but he and Aztec Center manager, Jim Carruthers, will have to negotiate over any such expansion, he said.

Aztec seeks copy editor

A part-time copy editor is needed by The Daily Aztec to work deadlines on Monday and Wednesday between 10:30 a.m. and 12:30 p.m. and again between 3:30 and 5.

The position offers remuneration and entails copy editing, headline and caption writing. Interested persons should contact Dave Hasemyer in SS-135.

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