



KEEP OFF THE GRASS: Roy Kenner, and UMSL police patrolman, asks members of the Hare Krishna movement October 18 to move off of new sod laid down in the commons area south of the library [photo by Earl Swift].

Homecoming elections produce large turnout

Rick Jackoway

A ten per cent turnout is being projected for homecoming elections held last Tuesday and Wednesday, according to Phil Luther, election chairperson.

Luther said the turnout is "outstanding" and that it was prompted by a large number of candidates going out electioneering. This was the first election where four polling places were used, according to Luther.

There were polling places at the University Center, social science building, Marillac and the multi-purpose building.

Candidates for homecoming king were: Michael Dowling, Russell Moore, Scott Stubblefield, Tom Schwaig, Rafael Gu-

tierrez, Jodie Hamer, and Sevier.

Candidates for queen were: Denise Agnew, Monica Hose, Kathy Skrine, Susan Norvell, Ann Terrican, Donna Denner and Mary Casey.

Election results will be announced at the homecoming dinner/dance Saturday, October 28.

Tickets for the dinner/dance, to be held at the Chase Park Plaza, cost \$8.50. According to officials at the information desk, where the tickets are sold, the tickets are selling well among student organizations.

The UMSL homecoming soccer game will be Saturday at 1:30pm. The Rivermen will face Western Illinois University.

Action on presidential succession delayed

No action has been taken by Central Council, UMSL's student government, to fill the position vacated by Paul Free October 15, according to Cortez Lofton, student body vice president.

Free resigned the office of student body president at the last Central Council meeting, citing personal commitments and the structure of student government as his reasons.

Lofton said the Council's Executive Committee will meet October 30 and that the full Council will meet around November 11 to decide on a course of action for replacing Free.

He said that the Council is occupied with the operation of Homecoming activities, and that

it cannot begin to concentrate on the question of succession until the activities are completed.

Lofton is serving as acting student body president until a procedure for succession, not made clear in the Council's constitution, is established.

Section one of the constitution's second article states that the student body vice president should fulfill "the duties of the president in case of his absence or disability." Some members of Council have argued that resignation does not constitute absence or disability.

Article IV of Council's bylaws pertaining to attendance reads, in part, "If a vacancy occurs among elected representatives,

the person who received the next highest vote total in the prior election shall fill this vacancy." Some Council members have said that although the student body president is a

member of Council, he is not an elected representative.

The Council's Administrative Committee is formulating a proposal that would have the vice president replace the president, if he wishes to do so, in the event of resignation. The vice president would be designated "acting executive."

If the vice president were to not desire the presidential position, Council's chairperson

would serve as "acting executive" until the Council elected a new officer from its own ranks.

Free resigned after Council closed new business at a meeting October 15. Reading from a prepared statement, he said, "The time demands placed on the student body president are many, and to do the job effectively under the present system, the student body president cannot have any outside interests or commitments. I have several, including being a full-time student."

"Central Council, in my opinion, is becoming one of the least-important areas of student government," he said. "Central

Council...is just a lobby group. Yet, Central Council is looked to by the administration as the representative voice of the students."

"I feel that I have spent my time thus far as a member of (various) groups, not as a coordinator of united student action," said Free, "and while I have enjoyed some of these tasks, I don't feel I have done anything to help the student body."

Free said he felt a major problem faced by Central Council is a lack of interest and participation in the group's activities on the part of the "vast majority of UMSL students."

Committee reviews snow days, courses

Rick Jackoway

The Senate Curriculum and Instruction Committee discussed the possibility of initiating special snow days into the regular school schedule and reviewed the possible change, recreation or elimination of sixty UMSL courses in a meeting on October 24.

The Committee reviewed a proposal submitted by its Subcommittee on snow days, chaired by Alan Schwartz, associate professor of math. Schwartz prefaced the proposal by saying, "No proposal could really solve all the problems that would come up."

The proposal states, "That two days be inserted into the academic calendar between the last day of classes and the stop days. If classes are cancelled due to inclement weather, instructors may use these days as needed up to the number of class periods missed.

If fewer than two days are lost due to inclement weather during the spring semester, a revised calendar will be issued on April 1 which includes the same number of extra days between the end of classes and stop days as were missed during the spring semester.

"The committee also strongly recommends that the decision to cancel classes due to weather be made by 7am and that there by a larger number of telephone

lines leading to the taped announcement of the decision.

The proposal faced some committee opposition, especially since it would probably require school to start earlier in the year to make up for the added days.

Admendments were attached to the proposal to give the Senate the opportunity to choose the plan that best suited the Senate.

The admendments were for the days to be made up by agreement between UMSL students and teachers and an admendment to keep the present system.

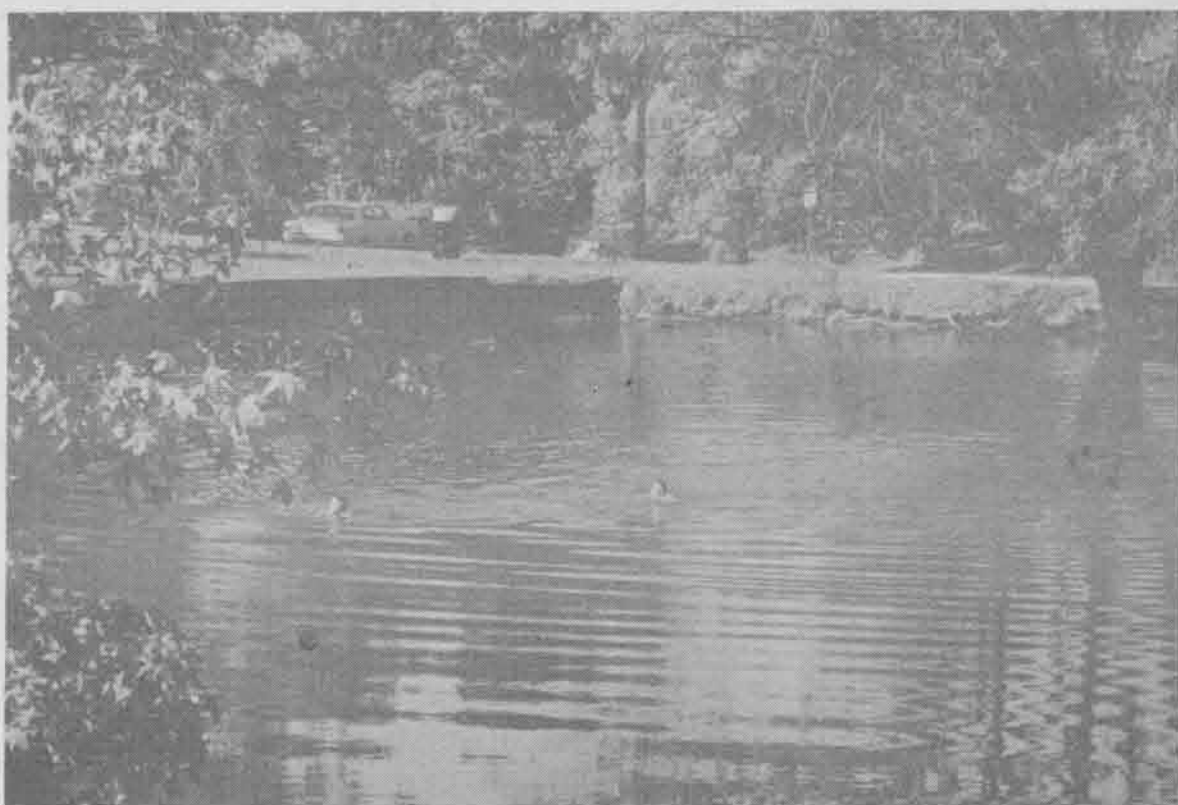
The Committee will again discuss the motion Tuesday, Oct. 31, and then vote whether to pass the proposal on to the Senate.

The Committee also reviewed a report by the Curriculum Committee of the College of Arts and Sciences. The Arts and Sciences committee recommends establishing 18 new courses, eliminating 12 old courses and changing 30 present courses.

The Art department has eight of the new courses, biology has five, history has two, and one in economics, speech communication and Modern Foreign Languages.

The new courses are: African Art 13, Sophomore Honors Art 33, Graphic Design II 111, Life Drawing III 144, Life Drawing IV

[See "Committee," page 2]



BUGGED: Members of the UMSL swim team swim in Bugg Lake October 20 [photo by Earl Swift].

Sophomore honors awards announced

Fifteen stipends of \$200 each will be awarded for the winter 1979 semester the College of Arts and Sciences has announced. The awards will go to freshmen who will be designated sophomore honors scholars. The stipends will apply toward the payment of incidental fees.

The sophomore honors scholars will be selected by the college honors committee from freshmen who apply for admission to the sophomore honors program. The basis for selection

will be demonstrated academic excellence.

Recipients of the stipends must participate in the sophomore honors program during the winter 1979 semester.

The program is open to students who plan to pursue a major in one of the degree programs of the College of Arts and Sciences, the School of Business, or the School of Education. Freshmen who will have completed at least 12 credit hours at UMSL at the close of the fall

semester and anticipate a GPA of 3.5 or higher are encouraged to apply for admission to the program and for a sophomore honors stipend. The minimum GPA for admission to the program is 3.10.

An informational open house for persons interested in finding out more about the sophomore honors program and stipends will be held October 31, in room 225 J.C. Penney from 11:30am-

[See "Stipends," page 3]

News briefs

LSAT prep course begins November 5

A short course for individuals preparing to take the Law Scholastic Aptitude Test (LSAT) will be offered on two consecutive Sundays beginning November 5.

The course will include an explanation of LSAT directions, expectations and scoring, a math and grammar review, tips on test-taking, and interpretations of descriptive data.

The course will be taught by Martin Sigillito, J.D., a practicing attorney. Classes will meet from 9:30am-3:30pm in the J.C. Penney Building.

The fee for the course is \$45. To register, call Joe Williams of UMMSL Continuing Education 453-5961.

Dance policy reviewed

The UMMSL dance policy, instituted in January, 1976, is being reviewed. The policy states that:

1. UMMSL students with valid ID's and one guest per ID will be admitted.

2. Publicity is restricted to the UMMSL campus.

3. Any publicity for the dance must state the admissions policy.

4. The sponsoring organization is responsible for paying for additional security if deemed necessary.

If you are interested in voicing your opinions concerning the dance policy, attend a hearing to be held November 1, at 10:30am in room 126, J.C. Penney.

Public tax forum held

The Center for Metropolitan Studies will conduct a public forum on property tax reassessment November 2.

"Reassessment: What Does It Mean for St. Louis and the State?" is the first of a four-part series of conflict resolution forums scheduled over the next several months by the UMMSL center.

The reassessment forum, to be held 9am-2:30pm in room 126 of the J.C. Penney Building will bring together four panelists to discuss issues facing voters in November's general election.

Panelists for the one-day forum include State Representative "Bud" Drake, 95th district (Kirkwood); Vince Crane, director of research and economics for the Missouri Farm Bureau; Sandy Rothschild, director of governmental affairs for the St. Louis Home Builders Association; and Wayne Tenebaum, manager of the Division of Assessments for Jackson County (Kansas City). Donald Phares, associate director of the center will serve as program commentator.

The registration fee for the forum is \$6, which covers the cost of lunch and educational materials.

For more information or to register call Dave Klostermann of UMMSL Continuing Education at 453-5961.

Undergraduate foreign study program offered

Foreign study opportunities are available for undergraduate and architecture or business students through the UMMSL Center for International Studies at the University of Copenhagen.

The cost of the program, which includes air fare, tuition, room and board with Danish families or in dormitories is approximately \$2,400 for the semester (fall or spring).

Interested students and faculty are invited to a seminar with Knud Helm Ericksen, director of the Danish International Student Service on October 31 at 2:30pm in 331 SSB.

League expands service

From October 30 through election day the League of Women Voters will provide extended phone service. Kitty Hauk, chairperson for "Hot Line" volunteer workers, has announced that multiple phones will be installed to handle the greatly increased questions asked of the League of Women Voters as election day approaches. Hours will be Monday-Friday, 9am-7pm and Saturday, 9am-1pm.

Citizens may call to ask questions concerning the elections.

The phone number is 429-6880. Persons outside of the St. Louis area may call collect.

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UNITED PARCEL SERVICE

Committee

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145, Printmaking: Lithography I 172, Printmaking: Lithography II 173, Advanced Painting 255, Human Physiology and Anatomy I 113, Human Physiology and Anatomy II 114, Laboratory in Teaching the Life Sciences 286, Radiation Safety in Biological Research 300, Physiology of Aging 311, Adjustment of Labor Disputes 363, Honors Western Civilization 33, Contemporary Europe, 1939-Present 340, Commercial Spanish 105 and Theory and Practice of Interviewing 142.

The courses to be eliminated are: Introduction to Art II 2, French 103, 210, 220, 295, 296, 395 and 396, German 220, 295, 296, 395 and 396, Russian 112 and 200, Spanish 220, 295, 296, 395 and 396, Engineering Thermodynamics I 99, Basic Research Areas in Psychology 100.

The Curriculum and Instruction committee will review these course changes at their next meeting.

The Committee also received a proposal originally submitted by Joseph McKenna, professor of economics, on December 6, 1968.

McKenna proposed the formation of an Experimental Program of Interest-oriented courses. He said, "Any group of ten to 15 students may petition any faculty member to give any course on any subject. If the faculty member is willing to give such a course, he asks his department chairman to arrange for this course. Through the Deans' offices, this course would be assigned an EPIC number and be listed in a special section of the class schedule. The department would be allotted funds

(say \$2,000-\$2,500) to replace the services of the teacher in regular departmental course. An EPIC course would carry full credit and be graded on the usual standards. However, the course would not satisfy departmental requirements or specific distribution requirements for general education.

Under the proposal no student would be allowed more than one EPIC course per semester and perhaps a maximum of four

EPIC courses in his college career. No EPIC course may be repeated. Having been tried experimentally once, it should then either be dropped or accepted on its merits within the regular curriculum. (The course in Black History moved from the Free University to the history department.) It is assumed that EPIC courses would not require specific approval of the curriculum committee or the faculty. They would require dean's approval for budgetary purposes.

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Student dies on campus

Randall Creighton, a sophomore enrolled in the College of Arts and Sciences, was found dead a short distance from his car October 20, the apparent victim of a heart attack.

Creighton's body was discovered at approximately 7pm by campus police. The former student, according to university officials, had a history of heart trouble, and underwent open-heart surgery in March.

A knapsack, a portable typewriter, and a briefcase were found near the body, which was located on a grassy knoll approximately 300 feet south of parking garage no. 4.

Creighton's automobile was parked in a small, student lot approximately 200 feet south of the garage, according to campus police.

Police said that they could not determine whether Creighton had been walking to or from his car at the time of his death. Creighton, according to police, was permitted to park his car in handicapped student lots.

Creighton was an undecided major.

Stipends

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1:30pm. All interested freshmen are invited to attend.

Application forms for admission to the sophomore honors program and for consideration for a stipend are available at the office of the dean of the College of Arts and Sciences, room 306 Lucas Hall.

News briefs

U. Players to perform

"Gypsy," the first production of the season for the University Players, will be presented October 26-29, in the Benton Hall theatre. Curtain time is 8pm each evening.

Debi Brown, an UMSL senior, plays the lead role in the production. "Gypsy" is directed by Denny Bettisworth, director of theatre and chairperson of the speech department.

Reserved seat tickets are \$3. They may be purchased at the door.

Information needed

The Affirmative Action Office is gathering information for eventual use by students who are permanently or temporarily disabled. The information will be consolidated into a booklet which will include such information as campus and community services available to assist disabled students and maps showing parking and most viable routes for getting around campus.

Suggestions by students who have familiarity with this area are essential to the success of this endeavor. Students who would be interested in contributing information should call Janell Wehmeier in the Affirmative Action Office at 453-5695.

Preregistration planned to be held Nov. 6-17

Pre-registration advising for those students who have not been assigned an advisor or for those students who are undecided majors in the College of Arts and Sciences is beginning October 23. Students can sign-up for advisement in 303 Lucas Hall. All students that have been assigned faculty advisors may schedule appointments with them in their respective departments.

United Way to solicit

this year's United Way Committee will be approaching everyone on the UMSL payroll during the next few weeks, asking for support. United Way provides funds for more than 100 community agencies, serving 700,000 people each year. One out of every three citizens in the St. Louis area reportedly benefits from the campaign each year.

The goal for UMSL's 1978 campaign is \$15,050. In 1977, UMSL faculty and staff set a record in donations, increasing these 167 per cent over the preceding year, to \$12,747, yet the campus trailed Washington University (\$70,000), St. Louis University (\$39,600) and the St. Louis Community College District (\$16,300).

Coordinating the United Way drive this year are Dr. Robert Murray, chairperson of the Chemistry Department, and Blair Farrell, director of University Relations.

A final report on the campaign is due Nov. 10



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"BIKO, APARTHEID AND THE CRISIS IN SOUTH AFRICA."

DONALD WOODS

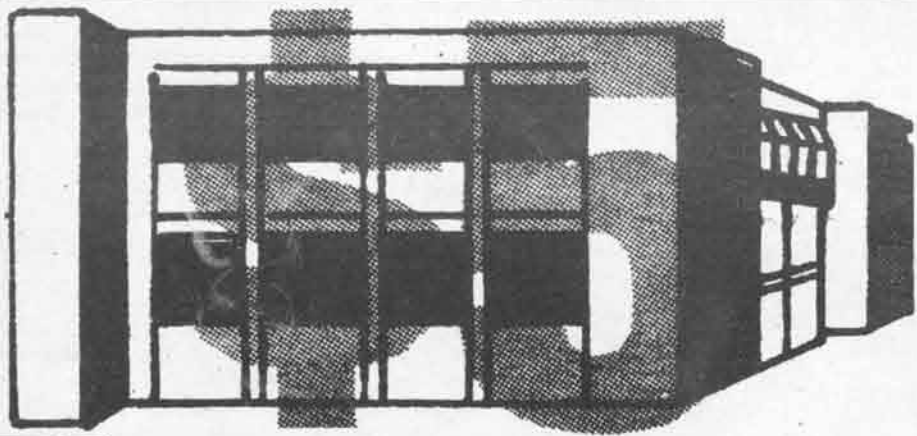
Donald Woods made world headlines in 1977 when he escaped from his native South Africa.

As editor of the Daily Dispatch he had been a vigorous opponent of apartheid and had led the world outcry against the murder of Steve Biko. He is the author of the recently published book, BIKO.



Nov. 1, 1978; 11:45 a.m.
J.C. Penney Auditorium.

viewpoints



editorial

University Center expansion commitment needs reevaluation

The UMMSL administration has accepted a recommendation to increase the student activity fee by \$5. It will be a means of securing an additional \$30,000 (25 per cent of the revenue now generated by the University Center) needed in order to meet their financial obligations if the University Center is to expand anytime in the near future.

According to the administration, the University Center is no longer able to generate the necessary "padding" (\$30,000 above the \$110,000 bond payment made each year) required by its bondholders, the Department of Housing, Urban Development (HUD), due to additional costs assigned to them this year. The University is paying for custodial services and utilities costs for the first time this year due to a University-wide policy assigned to them by the Board of Curators.

HUD required that an additional \$30,000 be generated each year before they would begin to consider purchasing a new bond. According to John Perry, vice chancellor for administrative services, before the university can sell more bonds, it has to show that it can earn more than enough to pay for their present bond.

The \$5 fee increase is only necessary in order to continue working toward the expansion of the University Center. However, it is not sufficient. After securing the \$5 increase for a few years, another fee hike would be necessary to generate the funds for the actual expansion.

Since the initial passage of the expansion referendum by students in the Spring of 1975, the fee has been changed from \$5 to \$6.50. In the Summer of 1977, Central Council approved the hike in order to maintain UMMSL's commitment to expand the center, in lieu of rising construction costs, declining enrollment, etc. Students were not asked to approve the continued commitment to expansion in 1977 by a referendum.

The proposed \$5 fee hike is not going to be brought forward for student approval by referendum. Once again the students are not going to be asked directly if they are still

committed to the expansion of the Center.

In 1975, students who voted for a fee increase in order to expand the University Center, approved the expansion at a cost of \$5 per student. Today UMMSL students are paying \$6.50 and with the proposed \$5 increase will be paying \$11.50. The \$11.50 will not initiate actual expansion. The eventual cost may be a possible \$20 per student.

The students that approved expansion of the University Center in 1975 are not necessarily representative of the student interest today, nor does their understanding of the expansion then account for what the expansion means today in terms of cost per student.

Perry claims that there is no choice concerning expansion of the Center. He has explained that there will be no student referendum because students will probably vote the referendum down.

The logic of the administration is faulty. They assume that the University Center must be expanded at all costs. This is ridiculous. In recent years enrollment has been steadily declining. The need for expansion is somewhat suspect.

Admittedly the blueprints for the expansion of the Center are impressive and the design more than comfortable. Most every student would enjoy the proposed facility but not at any cost.

One of the basic reasons for UMMSL's success is that it provides quality education at minimal cost. The services provided by the University Center as it now stands are more than adequate.

The administration seems to be a victim of bureaucratic inertia. It is not impossible to reevaluate the importance of expansion. A student referendum is needed to guarantee commitment to expansion. If the students choose to discontinue efforts towards expansion, UMMSL's administration should recognize and accommodate their desires. Their present attempts to force the additional fee and continued commitment to expansion without student approval is irresponsible.

letters

Commends Free's action

Dear Editor,

I should like to commend Paul Free, President of the Central Council for his actions in the last Central Council meeting.

First, I would like to commend his realism in viewing a job that has become so disagreeable that the body public (the students at UMMSL) should be made aware of the problem.

Also I should care to comment on his resigning in such a way as to focus public awareness on the Presidency of and of the Central Council itself. It should

be a unified Student Government instead of the abysmal failure it is. I am criticizing the system, not those outstanding individuals (myself excluded) who are willing to work within the system to try and better it.

Finally, I should care to congratulate Paul as a courageous person for he is exceptional. I, myself a coward, could never have done what he did.

Yours, A Current Reader,
Pat Connaughton
Central Council Representative

Urges UMMSL voters to defeat 'Right to Work'

Dear Editor,

On November 7, the voters of Missouri will go to the polls to vote on the so-called "Right to Work" proposition, Constitutional Amendment 23. We urge all members of the UMMSL community to vote "No" on this crucial amendment.

"Right to Work" is a thoroughly misleading phrase. "Right to Work" would not give anyone the right to a job, nor would it protect the jobs of people already working. What it would do is seriously weaken working people in their struggle to protect their interests at work and in the community. "Right to Work" would mean lower wages, poorer working conditions, a more unfair tax system and worse social service.

How can something that sounds so good do so much harm? Those in favor of "Right to Work" say they want to end "compulsory unionism." Let's look at the facts. In order to be represented by a union, more than 50 per cent of the employees have to vote for the union. Once a union is recognized, it is required by law to represent all employees covered by the contract, whether they join the union or not. However, in states like Missouri which do not have "Right to Work" laws, employers and employees may include in the contract a "union security clause" or an "open shop," which requires all those represented by the union to join the union or pay union dues. Some contracts may include union security clauses, others do not. It depends on both the union and management whether the contract includes a union security clause.

The so-called "Right to Work" law would make it illegal for labor and management to include a union security clause in their contract. Thus "Right to Work" restricts freedom of contract. But it provides no-one with the right to a job. "Right to Work" weakens the ability of unions to protect the interests of those they represent. But it provides no job security for employees.

Without a strong labor movement, all working people suffer, not just union members. If "Right to Work" passes in Missouri, the standard of living of the people of Missouri will suffer. Wages in the 30 states which allow union security are 16 per cent higher than wages in the 20 "Right to Work" states. Expenditure per pupil in elementary and secondary schools is 27 per cent in states without the so-called "Right to Work" because people can afford better education. "Right to Work" states have tax structures which benefit the rich over the poor; they are less likely to have state minimum wage laws; less than half the "Right to Work" states have passed the Equal Rights amendment.

Amendment 23 — on the one side, arguing for the phony "Right to Work" law stands big business; on the other side, arguing against the phony "Right to Work" law stand the working people of Missouri. Which side are you on? Protect your standard of living. Vote "No" on Amendment 23 on November 7.

Sincerely,
UMMSL "Right to Truth"
Committee

Amendment 23 misleading

Dear Editor,

I want to give the students of this university a few facts about the phony, misnamed "Right to Work" law or Amendment 23 on the ballot November 7. Now most of the students may think that this law will not have any effect on them. But the fact is this, it is our generation that will be the most effected by this law. The "Right to Work" law bans union security clauses. This is to prevent "freeloading", that is, someone who is getting the union negotiated wages and benefits without earning them. Under federal law a person that does not join a union in a company continues to be represented and receives union benefits even though he does not contribute a single penny to that

union. This is a form of freeloading. Someone gets something for nothing, while the others go out on strike to earn it.

It is obvious to most people the injustice and unfairness in this law. When it is explained to them, most people agree that "Right to Work" is a ripoff. We students have a stake in this union-busting campaign because as we enter the job market we will be the first effected by the disastrous results of this law. We will have our working lives controlled and have a right to work under whatever terms and conditions business wants us to work under, since effective unions will be a thing of the past. We will have a right to see our

[See "Right to Work," page 5]

CURRENT UNIVERSITY OF MISSOURI — ST. LOUIS

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Student Staff shortchanged?

Earl Swift

The KWMU Student Staff is a campus student organization which provides those interested in radio broadcasting with a chance to get on-air experience.

Students operate the station and present their own programming from 11pm-7am on Friday nights and Saturday mornings, from 1am-6am on Sunday mornings, and from 11pm-6am on Sunday nights and Monday mornings.

At all other times KWMU is operated by a professional staff employed by the university, governed by a general manager and, ultimately, by the vice chancellor of Community Affairs.

The Student Staff has long complained that its relatively short air time inhibits its versatility. It appears now that it will have less. Approximately

a closer look

two weeks ago, the station notified members of the organization that it would cut five hours of Monday morning programming monthly for the repair of the station's equipment. The announcement was made shortly before the Student Staff put into effect a format change, in which Monday mornings were made the only times the university-owned station would air rock music.

Members of the Student Staff seem to feel that KWMU is making an unwise financial move by closing down the station during student air time. Students are not paid, they argue, while the professional disk jockeys are. It would make better sense, they say, to cut a professional announcer's hours for the required maintenance, thereby saving money that would have been used to pay him.

The Student Staff also opposes the move because rock programming would be cut once a month. The maintenance shut-down is to take place on the first Monday morning of each month, from 1-6am.

At present, the Student Staff airs "Sunday Magazine," a news-oriented program, from 11pm-midnight on Sunday nights, and music performed by a rock "Artist of the Week" from midnight-1am on Monday mornings. Regular rock programming follows the latter.

"Here we are, two weeks into our new format, and they're cutting us off," said Bill

Bunkers, general manager of the Student Staff. "To me, it seems like a direct slap in the face."

"There's just one night of rock now," said Bunkers. "The people who are into doing rock are going to feel shortchanged. I think it's going to be very harmful to maintaining a large student staff."

"They could shut down the station and save money," he said, "but instead they're shutting down and not saving a cent. I think it's more economical to do it on (professional) staff time."

Bunkers said that members of the Student Staff were also upset because they sometimes operate the station during professional staff hours. "When they had a personnel shortage during the summer, we provided a lot of help," he said. "We almost operate

time as possible to develop an expertise in running a radio station, and that doesn't seem feasible if that one day is taken away," said Conney Kimbo, dean of Student Affairs. "I feel that students have contributed significantly to KWMU."

"I'm concerned about that (shut-down) in the sense that I think it will affect the academic program," said Denny Bettisworth, chairperson of the Speech Department. "It represents a pretty significant cut. Since we've got so little to start with, I'm concerned that they've chosen those hours in which to make the cut. I think they could have chosen a better time at which to make it."

Barbara Pierce, KWMU's acting general manager, said that she feels the shut-down is necessary, and that the hours to be allocated for maintenance are proper. "We need regular maintenance at the station," she said. "That is also the normal time maintenance is done at several broadcasting facilities in St. Louis."

"The shut-down is not to save money. The purpose of the shut-down is to do maintenance on equipment at the station. It (Monday morning) was given to the students with the understanding that their time was pre-emptable by maintenance," she said.

Bunkers said that Monday mornings were generally accepted maintenance periods only for commercial stations. KWMU is a public radio station, and carries no advertising other than public service announcements.

It would seem only proper that a university radio station be designed primarily to serve that university's students, and that students would have a voice in establishing its programming. Yet, students were never consulted when UMSL's station was established and its format designated as classical. Students, at present, would appear to be at best only marginally served by KWMU.

UMSL does not offer an extensive journalism curriculum. For those students here unable to attend the School of Journalism on the Columbia campus but interested in radio work, membership on the KWMU Student Staff is an opportunity to get hands-on broadcasting training.

The group's hours, already somewhat minimal, are now being cut further back, so that fewer students will benefit from the station's existence.

True, KWMU does fulfill a need in its programming, in that few St. Louis area stations offer classical music. The station seems to push for educating and serving persons other than UMSL students, however.

KWMU is a university radio station. Students pay fees to attend this university that others are not obliged to pay. Some of those fees go toward paying the station's operating expenses. It would seem that KWMU is biting the hand that feeds it.



ANGRY: Bill Bunkers, general manager of the KWMU Student Staff (photo by Romondo Davis)

their time for one full day during the weekend.

"I think we've progressed a long way. The quality of our programming has really picked up," he said. "If we're good enough to operate during their hours, then what's their trip about taking away our hours?"

"I'm pissed as hell," Bunkers said. "I'm really mad."

"I feel that students should have as much

"A Closer Look" will devote itself weekly to the analysis and investigation of issues of concern to UMSL students. Opinions expressed are those of the writer.

ATTENTION FACULTY!
 Book orders for winter semester due Oct. 25.
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'Right to Work'

from page 4

wages not keep up with inflation. We will have a right not to get the increases in benefits and better working conditions that non right to work states get. We might even get to work harder and longer than our grandfathers did many years ago when the union movement began.

Keep in mind that not all of us who graduate will have an executive chair waiting for us. Some of us, for whatever reasons, will join a union over the course of our lifetime as part of our job. We can make sure on Nov. 7 that if we ever have to join a labor union that it is an effective, powerful union that can stand up for the worker's rights, not freeloaders. Let's not step backward in time. Let's learn from our previous generations and keep our unions good and strong.

Sincerely,
 David M. Bardgett
 Senior-School of Business Administration

features

Speaker exposes subliminal advertising

Thomas Taschinger

By age 18, the average American sees 330,000 advertisements and television commercials. It has long been obvious that sex appeal—in varying degrees of explicitness—is used to sell many products. But according to Dr. Wilson Brian Key, many of these ads are also filled with subliminal messages of sex and death—messages that are not perceived by the conscious mind but are absorbed by the unconsciousness.

Key calls this advertising practice "subliminal seduction" and on Wednesday, October 18, he lectured on the topic in J.C. Penney Auditorium. Key, who has written two books on the subject, "Subliminal Seduction" and "Media Sexploitation," also showed some provocative slides which seemed to prove his contention that Americans are being bombarded with subliminal messages.

For example, Key showed a slide of an ad for Johnnie Walker Black Label Scotch. The ad portrayed a glass filled with ice cubes, ready to be filled with scotch. Beneath the picture of the glass is the legend, "The road to success is paved with rocks. Let us smooth the way for you."

A simple play on the word "rocks," right? Wrong. That is all your conscious mind is supposed to perceive.

When Key enlarged certain segments of the ad on the screen, a totally different—and macabre—impression was gained. The ice cubes are now seen to contain swirling images of a severed leg dangling in space, screaming, distorted faces, a reptilian monster, a skeleton figure who is wearing a turban and playing a flute in front of a cobra, a human skull and a castrated penis.

"These images are in the ad because they help to sell

scotch," Key said. "We don't know exactly how the brain works, but it receives enormous quantities of data from the eyes. Eye perception is total and nearly instantaneous, almost at the speed of light.

"Dozens of images can be received in a single second but the brain does the editing. Less than one one-thousandth of this information is admitted to the conscious mind. Most of it is dumped as irrelevant, but some of it is stored—perhaps for a lifetime.

"About 95 per cent of these subliminal messages deal with sex and death," Key said, "two subjects which are taboo in our society. But the more taboo the subject, such as child molestation, bestiality or suicide, the better the chance that the subconscious mind will retain the image and remember the product."

Key showed an ad for Jantzen swimwear which also ventures into forbidden areas. At first the ad appears to be a simple photograph of a torso of a man and woman wearing swim suits standing thigh-deep in water on a Caribbean beach. That sounds innocent enough, but Key shows that the ad is a veritable cornucopia of eroticism.

"A closer examination first reveals that the bottom of the woman's bikini doesn't fit her too well—there are obvious wrinkles in the fabric. More importantly, her bottom has a zipper in front and his doesn't! When you notice that the pattern on the woman's top matches that of the man's swim trunks, it becomes obvious that they have switched suits.

"But that's not all," Key said. "A careful look at the angle at which the woman's hand rests on her leg reveals that it couldn't possibly be hers unless her arm is twelve feet long. And when the ad is turned upside-down, a human face is

distinguishable on the water performing cunnilingus on the woman's vagina.

"To cap it all off, the ad isn't a single photograph with just one or two extra images airbrushed on. A microscopic analysis of the dot structure reveals that the ad is a montage of many different images grouped together to resemble a single photograph.

Thus, in one ad, the subcon-



HIDDEN FEATURES: This is an example Key used to show how consumers are being subliminally seduced by advertisements [photo courtesy of Programming Office].

scious mind is tantalized with the thought of oral sex, a menage-et-trois and the wearing of clothes of the opposite sex," Key said.

These ads work because the subliminal seduction is not overt and messy," Key said. "These images are airbrushed onto the original by very talented artists and photographers, some of whom make \$4,000 per week. The viewer is not supposed to look at the ads carefully. Studies show that most people look at ads for only two or three seconds, but that's more than

enough time for the subconscious mind to perceive the subliminal message.

"The advertising industry doesn't know exactly how or why this technique works and they don't care. All they care about is that subliminal implanting does work. If another approach worked they'd use it. In Los Angeles a few weeks ago, I overheard a serious, rational discussion between two executives about the feasibility of one-second commercials."

Key's background has prepared him well to interpret the mechanizations of the advertising industry. A former advertising writer and journalism teacher, he holds an MA from the University of California at Los Angeles and a Ph.D. from the University of Colorado at Boulder.

He developed most of his theories about subliminal seduction from 1969 to 1975 at the University of Western Ontario in Canada "with little help from the faculty and great hindrance from the administration." He has testified on this subject before a Senate subcommittee and the Federal Trade Commission. A tall, imposing man with a shaved head, Key now heads Mediaprobe, a public research company.

Even though Key is probably as aware as anyone of subliminal seduction, he finds that he still falls victim occasionally to slick ads.

"One evening I went to dinner at a Howard Johnson's restaurant with five of my students who had been studying subliminal seduction," he said. "Four of the five students and I ordered fried clams."

"I then stopped and thought to myself, 'Why did I order fried clams? I've always hated them.' Then someone noticed the plastic plate mats on the table. The mats featured a heaping plate of fried clams with ad copy on each side of the plate as viewed

through a closed—not open—porthold."

"At first glance the clams just looked as if they were heaped on the plate with no apparent order. A closer look revealed that the clams resembled human figures at an orgy. There were arms and legs everywhere and a large dog or donkey on the side."

Key showed a slide of the placemat and the images became obvious as he traced them out with a pointer. A simple ad for fried clams turned out to titillate the viewer with thoughts of voyeurism, bestiality and a bisexual orgy.

"Invariably," Key said, "I'm asked at my lectures if this is a communist plot by some little old lady in the first row. It's not a communist plot. It's a capitalistic plot. Advertising is a \$31 billion a year business and if an ad doesn't sell the product somebody's head in the ad department will roll."

In spite of the Orwellian implications of such advertising, Key doesn't feel that legislation is the answer.

"It would be almost impossible to enforce because the regulatory agencies function now as representatives of the industry they're supposed to regulate, not as representatives of the consumer. It's also probably impossible for one to control subconscious perception.

"A solution to the problem is increased awareness on the part of the consumer. We've shown examples of these ads to primitive Inuit people from Alaska. They spotted the subliminal attempts right away and thought they looked silly. The Inuit aren't as dumb or anesthetized as we are.

"The best defense lies in perception training. People should fight back at the advertising onslaught they face. Don't just be a shopper on a treadmill mindlessly buying anything shoved in front of you."

SKI

January 3-10

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At the corner of Millbrook & Skinker

★ This coupon good for ★

\$1.50 off Large Pizza

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Monday-thursday. All times

Discussion enlightens mature students

Penny Kastaris

"Aging is an inevitable process," said Joan Pearlman, co-director of women's programs in the continuing education-extension division. "And no matter how many creams and lotions we are urged to buy, it's eventually going to show on our faces."

An hour-long discussion, which included a film, was given last Tuesday at 1:40pm and repeated Wednesday at 12:40pm in UMSL's Women's Center. It is part of a series of drop-in coffee and support discussions offered every week.

Pearlman, 41, led this week's discussion on myths about mature women accepting and enjoying their middle-age years or "buying into the negative messages perpetuated about age in society."

This topic is especially timely as more than one out of every four female undergraduates and over half the female graduate students at UMSL are age 25 and over, according to fall 1977 figures in the continuing education-extension office.

This consciousness-raising session, along with others at different universities and civic

centers, has helped make people more aware of another societal stereotype — agism.

Misconceptions about age do not only center on the elderly but also affect the middle aged. According to Pearlman, middle-aged women are viewed less favorably than are middle-aged men.

"Men are usually judged by what they do; as they age, they acquire more value because their careers usually advance," she said. "Women, on the other hand, are usually judged by how they look — looking good is equated with looking youthful."

Pearlman pointed out the media and advertisers are influential forces which bring on misconceptions about middle-aged women. "Older men are depicted as 'macho' Marlboro men," said Pearlman, "while older women are depicted as ridiculous, simple-minded creatures who can't decide on what dog food to choose."

"Look at who advertisers use to sell products. Older men who sell cigarettes, travel and liquor items are shown as wise and authoritative. The same products are sold by women who look young, flawless and carefree."

Pearlman referred to the chic Virginia Slim's model. "The commercial says 'You've come a long way baby'" she said. "But the advertisers forgot to mention the next line of the song — 'You've got a long, long way to go.'"

Throughout her presentation, Pearlman spoke in a calm, mellow voice which helped promote the friendly, informal atmosphere of the sessions.

A total of about 40 women, including some faculty, attended the two sessions. Their ages ranged from 20 to 60. Most everyone seemed open to sharing ideas, fears and triumphs with the whole group.

The film, "The Maturing Woman," which Pearlman co-authored and co-directed with Joan Cohen, was used as a guide for the discussion. It showed a series of 15 short scenes in which the actors or actresses would look at the audience and verbalize common situations or misconceptions about women in midlife.

In one scene, a woman says how her values and needs have changed over time. "When I was 21, I wanted to be married and raise a family," she says. "Then when the kids were grown I wanted to go back to work. Now I don't know what I want."

This search for identity and for new sources of fulfillment is one of the major issues for women in midlife. For many, it is a problem as well as a challenge.

The film also pointed out some double standards in aging — grey hair and a few wrinkles can make a man look "distinguished" but are seen as negative physical marks on a woman.

Pearlman said that each stage in a woman's life — from youth to middle age to older age — has its own unique beauty and charm. She believes that one stage is not necessarily better than another, just different.

She said that the cosmetic industry has a lot invested in promoting the fear of aging in women "because if we fear looking old, we will buy more products to delay or mask that process."

One of the lighter moments was during a scene of "The Maturing Women" where a doctor implies that middle-aged women shouldn't be concerned about sex at their age. Some women in the group laughed in disagreement.

The film also included a series of scenes on how women "box



DISCUSSION LEADER: Joan Pearlman led a discussion on myths about mature women, last week in the Women's Center [Photo by Dan Swanger].

themselves in" because of negative messages — either internalized or outside messages from others.

In one scene, a girl says, "Oh mom, you're not going to wear that! You're not going to go there, are you? Why, I go there with my friends."

In another, a woman says that she doesn't feel as limber as she used to in her Yoga class — not at all like "the younger women who move so easily during class. Maybe I'm too old for this," she tells herself.

Middle-aged women can do more than they might think because, according to Pearlman, it is usually the myths about their ages that hold them back.

However, she said, "Sometimes we may have to lower our expectations. If we have trouble running two miles, we can cut down to one mile. But we don't have to stop running all together."

"The anticipation of growing older is far worse than the reality of being middle age. Society's stereotypes cause us to be apprehensive. Yet the reality of being middle-aged is quite positive — we can feel better about ourselves and acquire more perspectives and insights as a result of our life experiences."

"It is exciting to be the age we are," said Leslie Whitaker, associate professor of psychology at UMSL, during the discussion. "Our potentials and experiences will be different from those of

our grandmothers'. It is neat not to know what the future holds."

Pearlman believes that women can have healthier, more positive outlooks about middle age by doing three things: being aware of the deceptive age-related messages in society and the media, discarding these messages and replacing them with more positive messages.

This process will be dealt with in more detail in a day-long workshop, "The Maturing Woman: Issues of Midlife," on Thursday, November 2, from 9:30pm to 3:30pm. During the workshop, Pearlman will repeat her movie and discussion session. Cost is \$15.

Nan Cinnater, director of the Women's Center, said, "Women come to the discussions to meet other mature students, support each other and discuss issues that are important to them." The drop-in discussions began last semester at the request of several students, although different women's programs have been going on for over 12 years at UMSL.

These drop-in discussions are co-sponsored by the Women's Center and women's programs of the continuing education-extension division. For further information about the discussion group or referral to the many other women's programs and services call Nan Cinnater in the Women's Center at 453-5380 or Joan Pearlman and Sharon Marglous in women's programs at 453-5511.

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A certified 5 mile race.

Open to women of all ages.

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Sponsored by Helen Wolff Shops
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Sanctioned by the Road Runners
Club of America.

The 5 mile race will be run through Clayton, Missouri with the start & finish in front of the Helen Wolff Shop in the 8100 block of Maryland Avenue.

For registration & entrance application, call 569-3300. Entry fee is \$3.50 and a specially designed T-shirt will be presented to each entrant.

Attractive and valuable merchandise awards will be given to the top 3 finishers in 5 different age groups.

Application for the Sophomore Honors Program

1. Name _____ 2. Address _____
(last) (first) (initial) (number) (street)
3. Student Number _____
(city) (zip)
4. Phone Number _____
5. Courses currently enrolled in at UMSL:

Department	Course Number	Course Title	Number of Credits
A.	_____	_____	_____
B.	_____	_____	_____
C.	_____	_____	_____
D.	_____	_____	_____
E.	_____	_____	_____
F.	_____	_____	_____

6. Wish to be considered for a Sophomore Honors Stipend: Yes No

OPTIONAL: This application may be supported by a letter of recommendation from a current professor, former teacher, counselor, employer, etc. Submission of such a letter is not required.

Send to College of Arts & Sciences, 306 Lucas Hall



University Players provide experience

Andrea Haussmann

The University Players is the campus theater group which puts on comedies, musicals and dramas every year.

According to Jim Fay, technical director of the theater and faculty advisor in the speech department, the U. Players are a separate entity from the theater program.

"The theater program is an academic program, part of the speech department," he said. "The University Players is a club which is budgeted by Student Activity funds."

The U. Players put on four major productions a year, according to Fay. As these can be quite costly, the funds do not cover all expenses. "The students in U. Players all work on a volunteer basis," he said.

Acting is not the only interest students can pursue in this club.

"Students can act, build scenery, design or run lights, make props or costumes or just lend a hand," said Fay.

"The Players try to teach students as many aspects of the theater as possible," he said. "That is why we have such a variety of drama during the year."

The director is responsible for picking the actors and actresses for plays. Denny Bettisworth is the other faculty member of the U. Players and is directing the musical "Gypsy" which runs from Oct. 26-29.

This year the group will be producing a musical, a drama, a farce and an experimental show ("Kennedy's Children). "Denny and I pick the plays before the fall semester," Fay said. "We

try to appeal to as broad a spectrum of people as possible."

Each of the four plays will be directed by different people. "It's good to expose actors to many different directors," Fay said.

Fay stressed that everyone has a chance to get involved with U. Players. "UMSL students get first pick in the parts," Fay said. "We never advertise auditions in the community."

The U. Players do not hire professional actors or actresses either. "For one reason we couldn't afford them. For another, they'd be taking away the role a student could fill, which is contrary to our purpose," Fay said.

As technical director, Fay is a designer of the sets, costumes and lighting for the plays. In "Gypsy," for example, he is responsible for 22 sets and 88 costumes. "The sets are always built on campus," he said. "The costumes are sometimes made here or rented from New York depending on the play."

"We don't have much space to work with so we can't always work from here," Fay said.

According to Fay, the theater is never unoccupied for more than a week. Rehearsing will run for six or seven weeks, the play for four nights. Then there are two days for auditions and rehearsal begins for the next show.

"There is quite a lot of work behind each show," Fay said. "We work on sets in afternoons and rehearse in the evenings." He estimates there are 100 hours of rehearsal for each show, six nights a week.

The theater, 105 Benton Hall, can hold 300 people. "Attendance depends on the show," Fay said. "The second show will

only have room for 90-100 people because of the way it will be set up," he said.

The U. Players, formed in 1963, was known as the Drama Group until 1965 when they became the Drama Club. The Drama Group's first president was Al Becker and their first plays were "The Death of Bessie Smith" and "The Zoo Story."

Since then, the U. Players have gone from a 10-member group to over 150 people. The U. Players also fund the Black Acting Guild which will put on this year's third play, "The Blacks."

Other than the four plays, the group also puts together a Christmas show. "Last year we toured all the elementary schools

in the Normandy School District," he said. "This gives beginning acting students the chance to develop skills in front of an audience that is less critical," he added.

The U. Players also put together a children's show in the summer that is controlled entirely by students.

Fay said members of the group are active because of the satisfaction they receive from putting a show together. "This gives students an outlet in the performing arts. It does train people for professional jobs in acting, but it is recreational as well," he said.

"Our aim is to do as much cultural development as possible," he said.

15 years ago

No difficulty foreseen in campus parking

With the start of the school year there is always a parking problem because new students are not familiar with the campus parking regulations. To park on the campus all students are required to purchase a parking sticker for \$1.25; extra stickers are available for twenty-five cents.

Besides parking in assigned areas, students must also closely observe two other important traffic measures. The first is the 15 m.p.h. speed limit which will be strictly enforced, and the

second is the stop sign on the east end of the building.

From "Tiger Cub," September 12, 1963. Student newspaper in UMSL Archives.



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MONEY.

MONEY.



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Pianist



RUSSELL SHERMAN

PROGRAM:

Sonata in D Minor, "The Tempest"Beethoven

12 Transcendental Etudes Liszt

TICKETS:

\$3.50 UMSL Students
 \$4.50 UMSL Faculty & Staff
 \$5.50 Public

On sale at the University Center Information Desk

NOVEMBER 3, 1978, 8:30p.m.
 J.C. PENNEY AUDITORIUM

around umsl

oct. 26 - nov. 2

thursday

THEATER: The University Players will present "Gypsy" at 8pm in room 105 Benton Hall. Admission is \$2 with UMSL ID.

GALLERY 210: "Generative Systems: Art and Technology" will be showing for the last time today from 9am-9pm and Friday 9am-5pm in room 210 Lucas Hall.

PHOTO EXHIBIT: "Bus Station" by Quinta Scott will be open from 9am-5pm in room 362 SSB.

MEETING: The Baptist Student Union will discuss "The Christian Counter Culture" at 1:40-2:30 in room 156 U. Center.

friday

COLLOQUIUM: The Faculty Affairs Committee will meet at noon in the Northwest room of Marillac cafeteria.

FILM: "One on One" will be shown at 8pm in room 200 Lucas Hall. Admission is \$1 with UMSL ID.

CONCERT: Leo Kottke will appear in concert at 8:30pm in the J.C. Penney Auditorium. Admission is \$4, \$5 and \$6.

VOLLEYBALL: Invitational at UMSL. Time to be announced.

MEETING: The Baptist Student Union will meet at 10:40-11:30 in room 156 U. Center.

saturday

SOCCER: Western Illinois will play UMSL at 1:30pm here.

THEATER: The University Players will present "Gypsy" at 8pm in room 105 Benton Hall. Admission is \$2 with UMSL ID.

HOMECOMING DINNER DANCE: A dinner dance will be held at the Chase Park Plaza. Cocktails will be at 6:30, dinner at 7:45. Music will be provided by "Synod" from 9pm-1am. Tickets are on sale at the Information Desk for \$8.50 (students) and \$13 (faculty, staff, alumni).

classifieds

KWMU will light up the fm channel via UMSL with the sounds of "Caldera." Friday 11pm to 6am Saturday.

WAITRESS: Tower Club of West Port needs personable people for Sunday evenings plus other days or nights as available. Apply Suite 812, 111 West Port Plaza (gold tower) weekdays 10-11am or 2-4pm.

FOR RENT: Two bedroom home, partly finished basement, garage, excellent condition, close to UMSL. Small family or mature adults only. \$315 per month. Call 731-5600.

DYLAN FREAKS! The nation's only magazine devoted to the words and music of Bob Dylan has just published its eighth issue! It features news, analysis of Dylan's songs and many rare photos. Subscriptions to "Zimmerman Blues," the Dylan magazine are \$4 for four issues—available from 9707 South Gessner, Houston, Texas, 77071.

sunday

THEATER: The University Players will present "Gypsy" at 8pm in room 105 Benton Hall. Admission is \$2 with UMSL ID.

WORKSHOP: "The Job Hunting Game"—a skills workshop for women and men will be held at noon in the Women's Center, 107A Benton Hall.

RADIO: Midnight to Morning will feature the Rolling Stones at 1am. Tune in to 91Fm.

monday

FILM: "Twentieth Century" starring Carole Lombard and John Barrymore will be shown at 8:15pm in room 101 Stadler Hall. Free admission.

KOFFEE KLOTCH: The Evening College will sponsor a koffee klotch from 5:30-8:30pm in the Lucas Hall lobby.

tuesday

FILM: "Mr. Smith Goes to Washington" starring James Stewart will be shown at 8:15pm in the J.C. Penney Auditorium. Free admission.

KOFFEE KLOTCH: The Evening College will sponsor a koffee klotch from 5:30-8:30pm in the Lucas Hall lobby.

MATURE STUDENTS: A drop-in discussion and support group for women over 25 will meet at 1:40pm in the Women's Center, 107A Benton Hall.

wednesday

GALLERY 210: "John Moore: Recent Watercolors" will be shown from 9am-9pm in room 210 Lucas Hall.

DISCO: Dance with Streiker from 11am-3pm in the Fun Palace.

LECTURE: Donald Woods will speak on "Bikaj Apartheid and the Crisis in South Africa" at 11:45am in the J.C. Penney Auditorium.

FILM: "Happy New Year Caper," a French film, will be shown at 1:30pm in room 126 SSB.

MATURE STUDENTS: A drop-in discussion and support group for women over 25 will meet at 1:40pm in the Women's Center, 107A Benton Hall.

thursday

GALLERY 210: "John Moore: Recent Watercolors" will be shown from 9am-9pm in room 210 Lucas Hall.

fuzzballs

WOULD YOU LIKE TO PUT AN END TO ALL THE MESS AND BOTHER OF PUMPKIN CARVING? THIS YEAR, BUY A NEW ARTIFICIAL HALLOWEEN PUMPKIN! LIGHTS PLEASE.



THERE'S NOTHING TO ASSEMBLE... JUST PLUG IT IN AND IT WILL SHINE ALL NIGHT. IT CAN BE SEEN FOR MILES AND ITS UL APPROVED... LIGHTS PLEASE.



NOW, THIS PUMPKIN WON'T ROT, IT CAN'T BE STOLEN OR SMASHED - ITS MADE OF DURABLE POLYURASTYRENE REINFORCED WITH TWO STEEL BELTS, AND COMES COMPLETE WITH A PADLOCK & CHAIN.



IT WILL MORE THAN PAY FOR ITSELF AFTER A FEW YEARS USE AND JUST IMAGINE THE MILLIONS OF PUMPKINS YOU'LL HELP SAVE EACH YEAR. SO DON'T FAIL TO HESITATE. THEY CAN BE FOUND AT DEPARTMENT STORES ALL OVER TOWN!

BUY ONE!

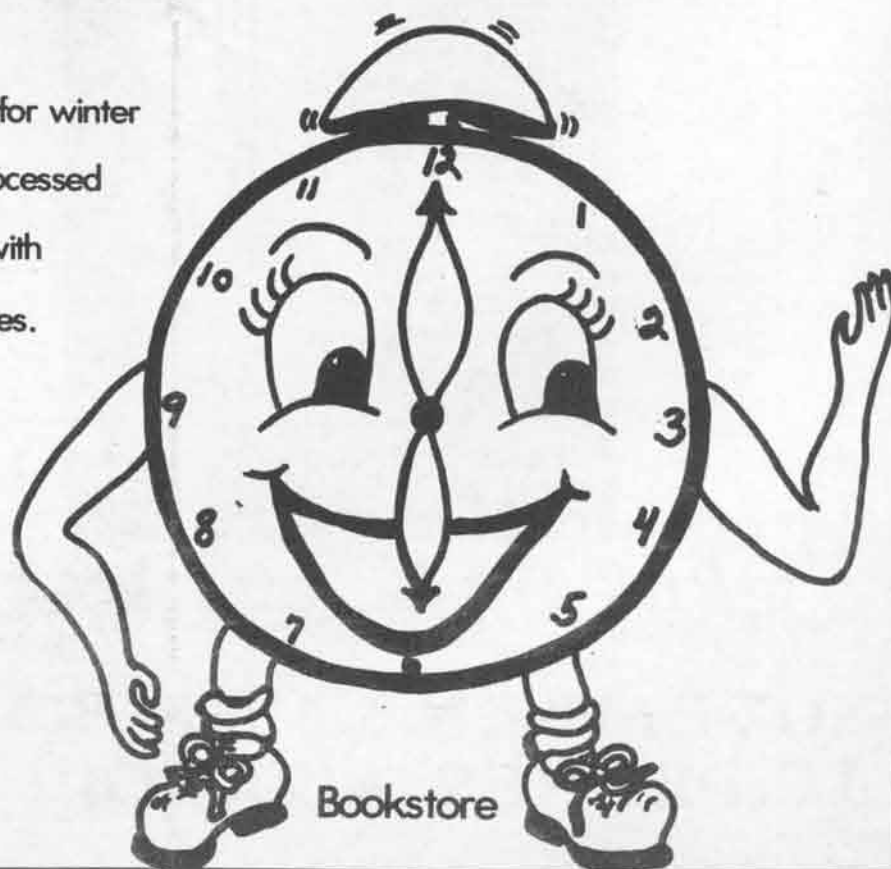
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STUDENTS IT IS TIME FOR RETURNS

Please buy ALL books you will need for this semester by November 1.

To make room for winter books being processed and to comply with publisher's policies.

We will begin shipping November 3, 1978.



Full or part-time self-employment for extra income. Call 381-8083.

HELP WANTED: The Magic Pan has full- and part-time positions available for waiters, waitresses, hostesses, bartenders, dishwashers, food preparation personnel, hosts and bus personnel. We offer many benefits. Apply in person any day between 9am-5pm at 498 Northwest Plaza.

Student needs someone to serve as a writer and tutor during the Winter semester for Sociology 120, Quantative Techniques. Please contact Donna Yocum at 524-6573. Tuesday and Thursdays all day, after 5 on Mondays, Wednesdays and Fridays.

Excellent Opportunity for Women: Have your business part-time for an income that can put you through school. Interest in Interior Decorating helpful. Homemakers welcome to apply. Call 837-6488, ask for Marcie.

Mountaineering #7

PROFICIENCY TEST

Oh sure, injured indignation. "A quiz?" you protest, feigning ignorance. Well sir, what do you think these mountaineering¹ lessons have been all about? That's right - knowledge, and the accumulation thereof. So put your gray matter on red alert and start cracking. Here's where you move to the top of the mountain. Or get left at base camp. And, by the way, remember that the difference between the two is all in your head.

Multiple Choice

Drinking Busch beer is known as:

- (A) Sucking 'em up
- (B) Downing the mountains
- (C) Quaffing
- (D) Peaking

Answer: (C)

A mountaineer's best friend is his:

- (A) Dog
- (B) Bailbondsman
- (C) Main squeeze
- (D) Free and flexible arm

Answer: (D) Without it, a Busch in the hand is worth nothing.

Bennington Baxter-Bennington, the noted financier of mountaineering expeditions, was fond of saying:

- (A) "The price is right."
- (B) "Your check is in the mail."
- (C) "Keep all your assets liquid."
- (D) "Put this on my tab, fella."

Answer: (D) Bennington thought that anything priced above \$100 was not right.

The best place for a mountaineer to take a romantic R&R is:

- (A) Somewhere over the rainbow
- (B) 24 hours from Tulsa
- (C) In the craggy peaks
- (D) Deep in the heart of Texas

Answer: (C) Or anywhere that Busch comes to love.

You can recognize a mountaineer by his:

- (A) Crampons
- (B) Sherpa guides
- (C) Pickaxe
- (D) Foamy moustache

Answer: Yes

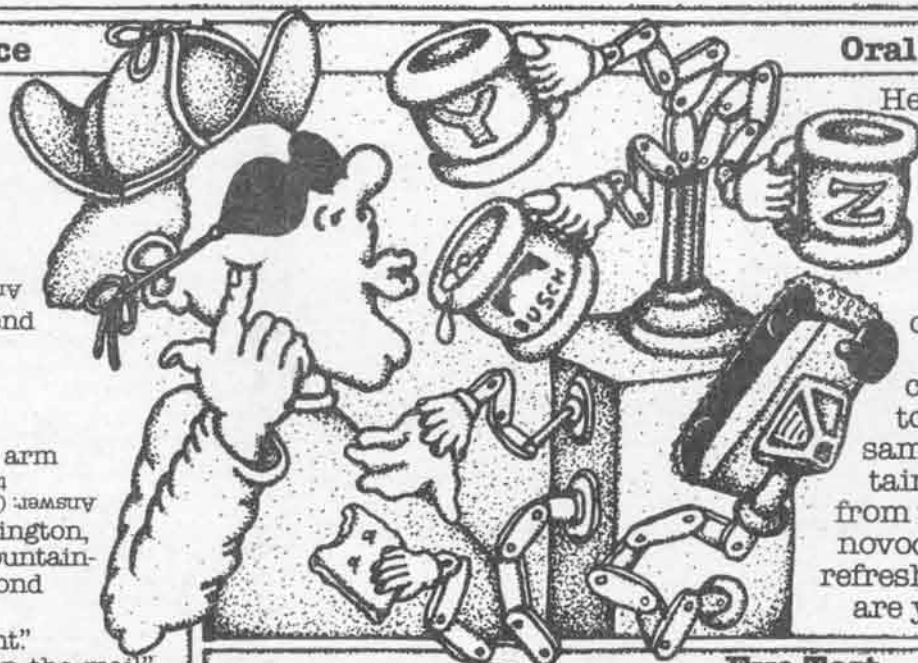
The most common reason for mountaineering is:

- (A) Because it's there
- (B) Because it's better than nothing
- (C) Because nothing is better
- (D) All of the above

Answer: None of the above. There is no common motive that moves every mountaineer. Each marches to his own off-key tune. But keep in mind that on the peak they all come to the same point.











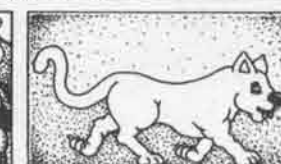

Oral Exam

Here's where you put your tongue to the test. Arrange three glasses, two ordinary beers and one Busch in front of yourself. Ask a friend to blindfold you and pour each into a glass. Sip all three, taking pains to clear your palate between beers - either by eating a plain soda cracker or lightly dusting your tongue with a belt sander. After sampling each, identify the mountains. Unless you've just returned from the dentist with a mouthful of novocaine, this should be easy. Cold refreshment and natural smoothness are your two big clues to the peak.



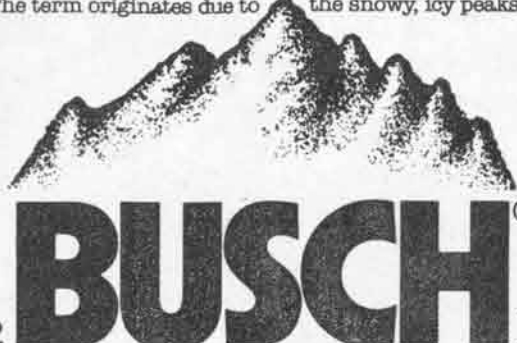
Eye Test

This is the visual perception portion. Simply read the pertinent subject phrase and determine which picture most closely symbolizes it. Then, check the appropriate box.

					
(A) <input type="checkbox"/>	Mountaineering	(B) <input type="checkbox"/>	(A) <input type="checkbox"/>	Mountain Peak	(B) <input type="checkbox"/>
					
(A) <input type="checkbox"/>	Mountain Lion	(B) <input type="checkbox"/>	(A) <input type="checkbox"/>	Mountain Pine	(B) <input type="checkbox"/>
					
(A) <input type="checkbox"/>	Mountain Music	(B) <input type="checkbox"/>	(A) <input type="checkbox"/>	Mountain Cat	(B) <input type="checkbox"/>

Scoring 10-13 correct: congratulations, bucky, your flag waves at the summit. 7-10 correct: not bad but there's room for improvement; run to the package store and keep mountaineering. 4-7 correct: don't mountaineer without an adult guardian. Less than 4: who read this test to you?

¹Mountaineering is the science and art of drinking Busch. The term originates due to the snowy, icy peaks sported by the label outside and perpetuates due to the cold, naturally refreshing taste inside.



Don't just reach for a beer. **BUSCH** Head for the mountains.

fine arts



LOOK AT YOURSELF: Uriah Heep's Lee Kerslake relaxes in his room at Stouffer's before their concert with Jethro Tull. Even though the Heep has recorded fourteen albums in ten years, Kerslake said he "loves playing to the people" [photo by Earl Swift.]

Heep, Tull at Dome

Daniel C. Flanakin

From one end of the spectrum to the other — that is how many people described the double billing last Thursday at the Checkerdome. The concert featured Jethro Tull and their special guest, Uriah Heep.

According to Heep drummer Lee Kerslake, "You've got the kind of music we do and the kind of music Ian Anderson puts out; I think that makes for total entertainment."

Uriah Heep started the evening with the title from one of their earlier albums, "Look At Yourself." The sound was loud, clean and driving. It stayed like that throughout the entire set.

The Heep seems to have changed directions in their music. Even though they still play loud, more thought has gone into their total musical style. Part of this change is due to two new additions to the band, bassist Trevor Bolder and singer John Lawton.

Bolder, who formerly played with David Bowie, is more of a group player than were his predecessors, Gary Thain and John Wetton. He is clean and melodic, but forceful at the same time. He is definitely what the group needed to fit this new, matured style.

Singer John Lawton was a little bit harder to get used to for those Uriah Heep fans from the old days. Melodically, he does not quite reach the standard of David Byron, the Heep's ex-singer. His gutsy voice, however, can give a song more character and feeling than Byron's ever could.

Lawton was especially effective on "Fallin' in Love" from the new "Fallen Angel" album. He displayed an uncommon feeling of frustration and confusion as he repeatedly sang of a very trying situation: "The only thing wrong with rock 'n roll is that I keep on falling in love."

Although Bolder and Lawton have been with Uriah Heep for

two years, the band has not been extremely visible in the United States during that time.

According to keyboardist and founder Ken Hensley, "we kind of have to start all over again; people over here lost sight of us. We have to re-introduce ourselves to America."

The crowd was very enthusiastic and gave the band a warm reception, even though there were some problems. At times, the group had severe problems with balance. The background [See "Heep," page 13]

Sounds of Leo Kottke's guitar to fill J. C. Penney

Although Leo Kottke now regards St. Cloud, Minnesota as his home, he has seen a great deal of the country since his childhood. Born in Athens, Georgia, his family was musical, his mother having a master's degree in music.

Kottke started playing guitar in his teens and was heavily influenced in the beginning by southern blues singers like Mississippi John Hurt.

After completing high school, he joined the U.S. Navy Submarine Service. After discharge, Kottke began to play clubs in and around the Minneapolis area.

In 1970, Kottke recorded "Circle Round the Sun," 1000 copies of which were pressed for a local label, Oblivion. The record was later rereleased on Symposium.

"Six and Twelve String Guitar" was released in 1971 by John Fahey's company, Takoma Records. Although Kottke stayed with Fahey for some time and was considerably influenced by him, he needed to work out a more lucrative record deal.

He eventually signed with Capitol Records, for whom he still records.

Kottke has earned a reputation as one of America's leading acoustic guitarists

through his live performances and subsequent albums, which include "Mudlark," "Greenhouse," "My Feet are Smiling," "Ice Water," "Dreams and All That Stuff," "1971-1976" and "Chewing Pine."

Kottke will appear in the J.C. Penney Auditorium on October 27. Tickets are \$4 for UMMSL students, \$5 for UMMSL faculty and staff and \$6 for the public.

They are available at the University Center Information Desk and will also be available at the door. For further information, call the Programming Office at (453)-5294.

Dylan coming to St. Louis

Kenn Thomas

On October 29 Bob Dylan will make his first St. Louis appearance in four years. The concert is part of a 65 city itinerary, the most extensive tour ever for the singer-songwriter.

Dylan's program in Los Angeles introduced a new sound, the most recent in a vast repertoire of musical, lyrical and vocal techniques. Powerful, yet controlled, arrangements of his old songs and potent renditions of material from his new album, "Street-Legal," characterized the concerts. Dylan has apparently channeled the wreckless energies of some of his recent work with the Rolling Thunder Revue through a sophisticated yet friendly persona.

In fact, his new band included two members of Rolling Thunder, Dylan's nomadic collection of rock talent which toured parts

of the country in 1975 and 1976. Steven Soles, ace guitar player, and David Mansfield, twenty-year-old boy genius of the violin, were, comparable to their previous work with Dylan, low-key in both dress and demeanor.

The tenor sax of Steve Douglas and the background vocals of Helen Springs, Jo Ann Harris and Carolyn Dennis added to the coolness and control of the new Dylan. Dylan himself was black-jacketed, smiling and amiable. During his new rendition of "Ballad of a Thin Man" (ironically, one of the least cordial songs of "Highway 61 Revisited"), the rock legend strolled across the front of the stage, shaking hands with members of the audience.

Similarly, the lyrics and performance of material from the "Street-Legal" album reflected Dylan's new silent discipline "Senor (Tale of Yankee Power)"

one of the show's two songs from the record, is as visionary and mysterious as much of the "Blonde on Blonde" album. Unlike Dylan's nihilistic material from the sixties, however, the song as a sense of direction, a suggestion that it's unreal world is not inescapable: "Can you tell me where we're headin'/? Lincoln County Road or Armageddon?"

"Tangled Up In Blue" and "Blowin' In The Wind" were offered slow-tempo and with deliberation.

Bob Dylan has received much criticism for his new method of performing and for his new album, which is nothing unusual for the 37-year-old rock star. His latest tour has been decried by critics as a sham and a sellout, too Las Vegas or too Hollywood. Dylan, as always, snubs the critics and lets his work speak for itself.

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Heep

from page 12

vocals, which tended to be covered up anyway, were noticeably out of tune in some very key spots of "Stealin'."

Mick Box, the group's guitarist, seemingly enjoyed the concert almost more than the audience. Box is one of the most under-rated guitarists on the scene today. From the mellow strains of "Stealin'" and "July Morning" to the hard-driving riffs of "Run All Night," he exhibited his abundant talents repeatedly.

If the band has indeed changed its direction and if the crowd reaction at the Checkerdome means anything, Uriah Heep will have no problem regaining its United States popularity.

Jethro Tull, on the other hand, has all the popularity it needs, which was obvious by the capacity crowd's thunderous reactions to songs like "Thick as a Brick" and "Aqualung."

Although Tull is not known for

excess volume, they were actually louder than Uriah Heep at times.

There were times, however, when the band proved that it could be sensitive to the same degree. Ian Anderson's unique voice and flute capabilities, Barriemore Barlow's complicated array of percussion equipment, the two keyboardists and the creative playing of stand-in bassist John Anthony combined to create that distinguished sound that the audience was seeking.

Anderson is, however, a one-man show; his creative genius abounds. One moment, he was a drum major conducting the band with his flute; the next, an exotic dancer in a backroads east-side bar.

He single-handedly brought the audience up to fever-pitch and then cajoled them back to a State of calm, only to bring them back up again.

This is not to say that the

other musicians were not capable — they were. Keyboardist David Palmer combined his synthesizer magic with Anderson's whimsical flute playing to create a somewhat mystic awareness of the Being that resides "above" us.

Palmer also combined with counterpart keyboardist John Evan to turn the Checkerdome

into a huge church on "Sounds from the Woods."

Temporary bassist, John Anthonie, did a remarkable job as a stand-in. He was given the job as principal harmonist, but, unfortunately, his tonal quality just did not match Anderson's.

The highlight of the evening was "Too Old to Rock 'n Roll." The song, with its "funk-like"

roots, was a refreshing change from the rest of Tull's material.

After two encores had been played and the torches still burned, the concert ended and the lights came on. The capacity crowd filed out with the music of two supergroups ringing in their ears — music from one end of the spectrum to the other.

Benson stars in 'One on One'

Debbie Tannebaum

UMSL's weekend movie this Friday night is "One on One." The star, Robby Benson, melted hearts in "Ode to Billy Joe" and now he wants to do it again.

Benson plays a high school basketball star who proves himself in the corrupt world of college ball; it is the story of his awakening. At first, he doesn't care about the professional thor-

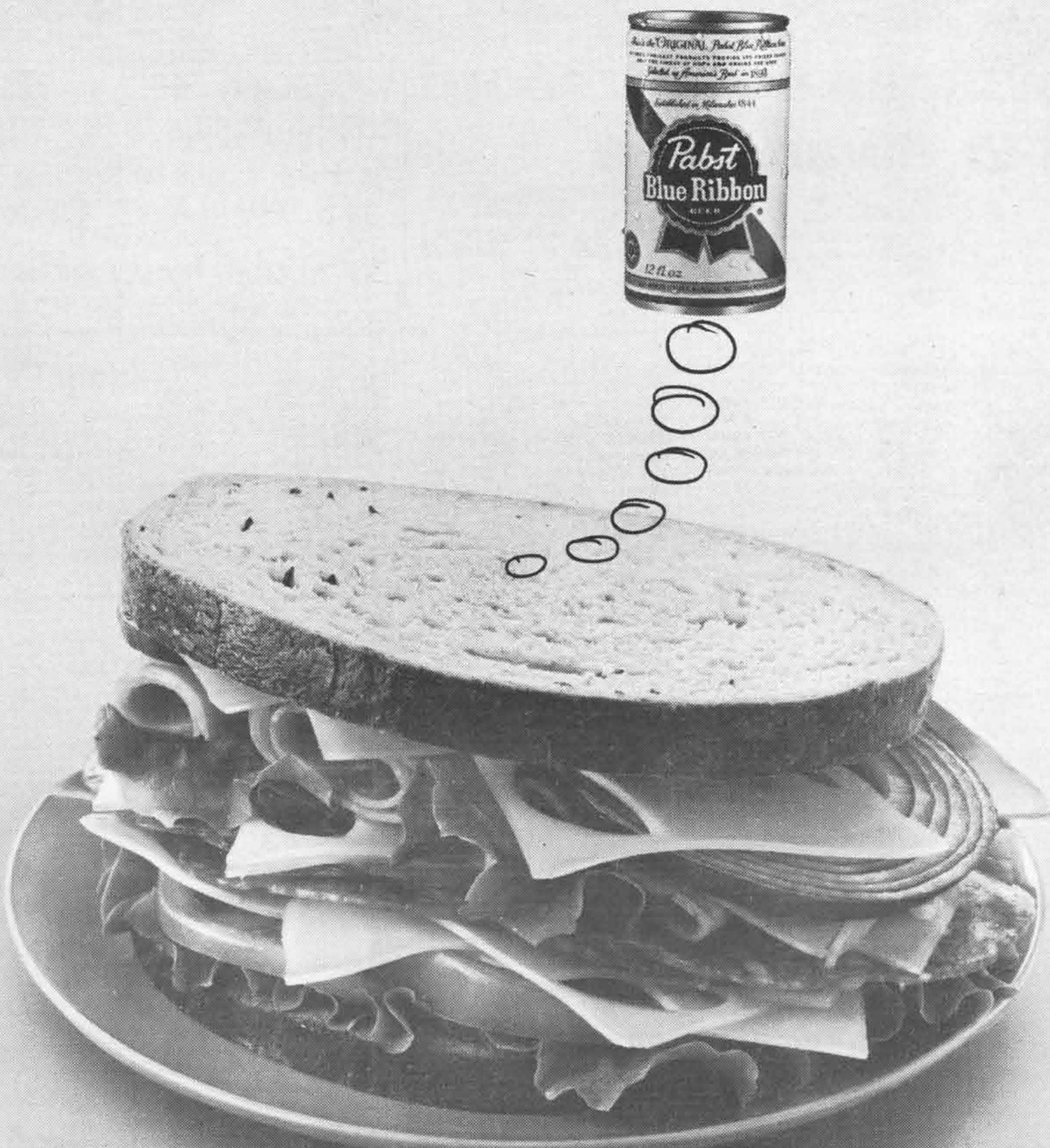
oughness of the university's athletic program, but later he becomes its victim when he doesn't measure up. After he refuses to leave the team voluntarily, he fights the system and becomes a star.

"One on One" borderlines between being pleasant and gushy. It is a pleasant, modern-day fairy tale, using a few low tricks, but generally leaving a good feeling. But some feel this

movie not only copies "Rocky," but trips and goes a step further, dissolving in gush.

"Time" says, "Benson gives an engaging performance, sweet without cloying." However, "Newsweek" says, "Benson's overly ingratiating performance... makes innocence look like a form of retardation."

"One on One" will be shown at 8pm in room 200 Lucas Hall for \$1 with an UMSL ID.



"I've got Pabst Blue Ribbon on my mind."

sports

Kickers nip U. of Illinois-Chicago Circle, 1-0

Michael Collins

The UMMSL soccer Rivermen, whose last four games were played away, lost only to Evansville of Indiana bringing their season record to 6-4-1.

Previously on the road, the Rivermen had not tasted victory with an 0-3 record, but things changed when the team traveled to the sunshine state of Florida.

"The games against Florida Tech. and Florida International were very pleasing. We had a good trip as the team played very well," Bob Herleth, assistant soccer coach for UMMSL, said. "Mike Flecke played very good scoring all three of UMMSL's goals in the two games." The Rivermen posted 2-0 and 1-0 shutouts respectively.

The team then ventured into Evansville Indiana with a three

game winning streak and, according to coach Herleth, outplayed the opposition but lost 2-1.

"Sometimes, you just run into one of those games where the opposing goalie has a great game," Coach Herleth said. Dominic Barczewski had the only goal for UMMSL.

After battling Evansville, the Rivermen went into Chicago last weekend and scored another 1-0 victory. Bill Colletta, a sophomore fullback, scored the only goal on a spectacular shot from 35 yards out. "It was the first goal of his college career," Coach Herleth added. The Rivermen outshot the University of Illinois-Chicago Circle 13-5.

"The team has shown a fairly good defense all year and a strong potential for scoring," said Coach Herleth. "We have

been shut out only once this year."

Statistically, the Rivermen have outshot and outscored their opponents 189-157 and 23-17 respectively. In goal, Dennis Murphy has had four shutouts in the last five games. Tim Tettambel, with four goals and four assists and Mike Flecke, with seven goals and one assist, led the scoring attack with eight points.

Keith Grassi, who was injured in Florida and missed two games, is right behind with three goals and four assists, a total of seven points.

The Rivermen's next game is at home against Western Illinois October 28 at 1:30 pm Western Illinois turns out a good team every year and Coach Herleth feels the game will be very

competitive.

There are only three games remaining for the Rivermen before the NCAA Division II Tournament. Only four teams from

the Midwest are selected for the Regional. Coach Herleth said, "With a victory over Western Illinois, this Saturday, we have a good chance of being selected."



PREPARATION: Field hockey team prepares for upcoming state tournament [Current staff photo.]

Riverwomen boost record to 6-4-2; await state

Greg Kavouras

After losing three consecutive games because of what field hockey head coach Ken Hudson attributed to mental errors and lack of concentration, the Riverwomen won an overtime cliffhanger last Saturday against Northeast Missouri State, 2 - 1, to boost their record to 6-4-2.

Hudson, a former UMMSL soccer player who starred on the 1973 Division II championship team, was pleased with his team's play. "Offensively, we outplayed them and the game should never have gone into overtime," he said. "Lately we have looked bad with the basic problems being mental mistakes."

A new strategy was implemented with the hope of initiating more offensive scoring punch. Instead of utilizing three fullbacks, only two were used

and an additional forward was added to the attack front line.

Northeast got on the scoreboard first with a quick goal by Kathy Brents. UMMSL retaliated with a score by Milena Djukanovic, with an assist accredited to Diana Reed.

The score remained 1-1 through the second half, necessitating the sudden death overtime. UMMSL finally won the game on a decisive penalty shot by Jackie Orr.

In action three days prior to the Northeast game, UMMSL succumbed to a formidable UM-Columbia squad, 3-2. Pat Fleming and Diana Reed provided the scoring for UMMSL.

This weekend UMMSL will host the Missouri Association of Intercollegiate Athletics for Women (MAIAW), state tournament which will feature seven Missouri colleges vying for the state women's field hockey championship. "Southwest Mis-

souri State will probably win. They have an excellent field hockey program and are favored to take the title," admitted Hudson. "We should have a good shot at second place though."

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sports profile

Dominic Barczewski: 'The singing centerback'

Jeff Kuchno

If someone were to hold a contest for the person with the most original nickname, chances are that Dominic Barczewski would be among the favorites.

Barczewski, a sophomore centerback on the UMSL soccer squad, has two nicknames in particular that stem from his fancy for music.

He is referred to sometimes as "disco Dom." Other times he is called "the singing centerback." But most of the time, he is referred to as a good soccer player.

Indeed, Barczewski may not be a John Travolta on the dance floor, but on the soccer field, few are better.

Because of this stellar performance throughout last season,

Barczewski, a 6 foot 2, 180-pounder, was named to the all-midwest district team as a freshman.

Before his arrival at UMSL, though, Barczewski played four years of soccer at Oakville High School, seven at St. Anthony's grade school and one at St. Francis of Assisi in south St. Louis county.

At St. Anthony's, Barczewski played on some good teams, but at St. Francis, his team was a great one.

"We won the city championship my only year at St. Francis," Barczewski said. "St. Francis had three different teams, but in eighth grade we combined all three and that led to our success."

While at Oakville, Barczewski experienced similar success.

"I played on the C-team my freshman year at Oakville," said the defender. "We were a .500 team that year, but the next season was much better."

"Our B-team was the best sophomore team in the state," he said. "Our record was 13-1-2. We lost to Lindbergh once and then came back to beat them. I think that was when I was moved to centerback." Barczewski has played centerback ever since.

"Our Junior year was a good

one," Barczewski said. "I was named to the Honorable Mention all-conference team, but our team was defeated in the district final by Vianney."

Next year, however, Barczewski and his fellow Oakville teammates got even with Vianney.

Under the able guiding of former St. Louis soccer star, Jim Bokern, the Tigers defeated Vianney 1-0 in the state championship game to capture the High School crown.

"Bokern was the best coach I've ever played for," Barczewski said. "He was involved in practices and games. He would do anything to win."

Barczewski was instrumental in Oakville's move to the top echelon of High School soccer in 1977. He was named to the first team all-conference and all-state as a senior.

"Winning the state championship was the biggest thrill of my life," Barczewski said. "It was a perfect year."

Barczewski has experienced many other thrilling moments in the past, and one of those moments occurred mid-way through last season.

Barczewski has an older brother, Nick, who played this past summer for the Detroit Express of the North American Soccer

League after graduating from Western Illinois University.

"When Nick was a senior at Western Illinois, I was a freshman at UMSL," said Barczewski. "When we played them last season, it was the first time I played against my brother. It was quite a thrill because I had

to cover him most of the game. It got so physical at one point that we almost got into a fight."

Barczewski doesn't idolize his brother, but he would like to follow his brother's footsteps into pro ball. "My dream is to play professional soccer," he said.

Barczewski does have an idol, though, and he is Rolf Reussman of Germany. "I like to compare my style of play to his," said the centerback. Reussman is a tall, strong and powerful centerback. He's the best," Barczewski said.

This season, Barczewski and the Rivermen may not be the best, but they are headed in the right direction. The Rivermen are currently 6-4-1, with three games remaining before the playoffs begin.

The UMSL Kickers might just reach those playoffs as long as they play to the tune of Dominic Barczewski, the singing centerback.



DISCO DOM: UMSL's outstanding centerback: Dominic Barczewski [Photo by Dan Swanger].

Intramural Activities Brewing



in the Mark Twain Bldg.

UPCOMING EVENTS

	Deadline	Start
Racquetball Mens Singles	Oct. 24	Oct. 30
Womens Singles	Nov. 7	Nov. 13
Co-ed Doubles	Nov. 21	Nov. 27
Water Volleyball	Oct. 31	Nov. 6
Women's Football Tourney	Sun.	*Oct. 29

OPEN REC		*Morning Dip Swim*
M-F 12-1	Lap Swim	Tues. & Fri. Morning
1-2	Free Swim	6:00am-8:00am
T-Th 7-9		
Sat & Sun 1-6		



With one more regular season play day, the Leagues look like this. Play-offs will begin Thurs. October 26 at 3:00pm.

League A	League B	League C
Pi Kappa Alpha, 3-2-1	Stud-Suds, 4-2	No Names, 1-4
Sigma Pi, 0-4	Return Tikes, 6-0	Muellers Mules, 4-2
TKE, 3-1-1	NSB, 1-4	42nd St. Bombers, 3-2
Sigma Tau, 3-0-2	Bomb Squad, 0-5	UMSL Players, 5-1
		Raiders

Three different types of tennis tournaments have been in progress and winners have been declared. Winner of the Men's Intermediate Singles was Ed Keady over Rod Erickson. Lin Chew won the Men's Advanced over Mark Maul and in the Open Doubles it was Mark Meiners and Kevin Shelley. The Women's Singles are in Semi-Final play.

Co-ed Volleyball ended with these results:

1. Flee Hee Hahs, 8-2
2. The Netters, 7-3
3. Irish Setters, 5-5
4. River Rats, 3-7
5. Wombats, 2-8
6. Teke-ies, 1-9



The Intramural swim meet was held Oct. 4. The 200 Medley Relay was won by the team of Martin Mischow Jim Fay, Bob Borden, and Michael Sappington, 3:09:89. The 200 Free Relay was won with a finish time of 2:12:38 by Jim James, Dave Fuegner, Brod Weisner.

Other winners were:

Event	Winner	Time
50 Fly	Brad Weisner	27:95
50 Breast	James Martin	31:55
50 Back	Ed Crawford	27:69
100 Back	Dave Fuegner	1:26:75
50 Free	Brad Weisner	26:00
100 Free	Jim James	1:03:45
100 Fly	Mike Strom	1:06:41
100 Breast	James Martin	1:21:93
100 IM	Brad Weisner	1:12:45



Seven runners finished the 2.9 mile course with Michael Barron placing 1st in the student division with a time of 18:55; followed by Steve Joice 21:22 and Jerry Young with 22:27. Scott Decker took the faculty-staff division with 17:06 run. Jim Fay 2nd 18:47 and Kathy Haywood 3rd with 26:52. Kathy also was closest to her estimated finish time of 27:40.

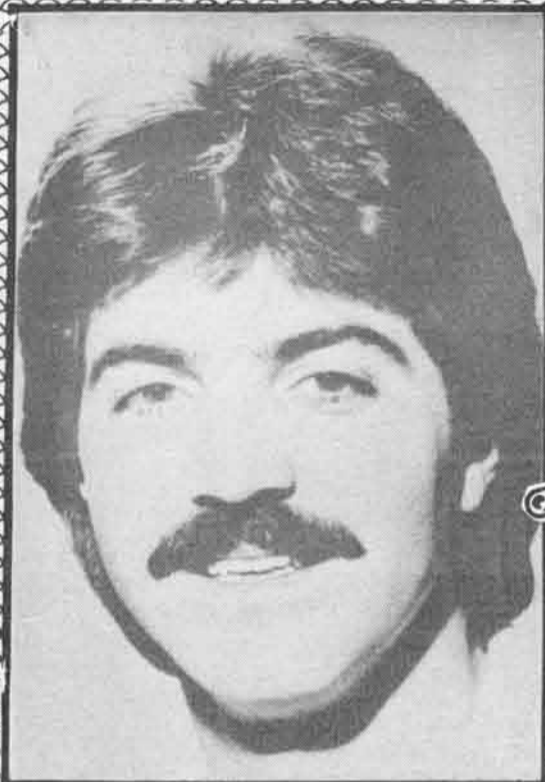


Team Standings	won/loss
Star Star	12-2
Rolling Stones	11-3
Nine and A Wiggle	9-5
UMSL A.V.	9-5
Boosh Peegs	5-9
Team 7	5-9
Bad News Bowlers	3-11
Delta Zeta	2-12

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