idaho argonaut
Vol. 76, No. 13 Oct. 17, 1972

Everything’s better with Organic on it

and in Moscow

Stores specializing in health foods are cropping up all over the country, while special health food shelves are common occurrence in larger supermarkets. Officials say health food sales could easily reach $400 million this year. But this is understandable to those who have often paid double for health foods compared to regular supermarket prices.

But then, are health foods really healthier and worth the high costs?

In a recent issue, LIFE magazine says, “there is nothing especially ‘healthy’ about most health foods. Stripped of the exaggerated or misleading claims made for them, health foods are about as good for you as other kinds of foods — but usually no better.”

To make matters worse, as in most cases where big money is involved, there has been evidence of fraudulent practices. Chief among the practices is the sale of food grown by conventional means and sold as “organic” with an inflated price. In short, organic sales exceed production.

Abetting the confusion of the situation, “organic” food has no official definition. It has evolved, though, to mean the food produced with organic rather than chemical fertilizers, and without the use of pesticides or additives. Organic meat means the livestock raised on natural, spray-free food only, and without the use of antibiotics.

Defenders of organic food say food grown in this manner is more nutritious, more tasteless and less harmful to the body. In response, scientists say it is virtually impossible to differentiate between an organically or inorganically fertilized vegetable. Furthermore there is no proof organic foods are superior nutritionally.

At 9:30 in the morning five days a week, John Rempel and his wife Irma raise the window blinds and unlock the front door of their small health foods store on Main Street.

First impressions about the shop can be deceiving. But the little cracker barrel—type shop probably does just as good, if not better, business than any other store in Moscow.

Irma Rempel, a slim active-looking young woman, says they average 75 to 125 buying customers a day.

"Business is really increasing too," says John Rempel, the mustachioed long-haired manager; "things like this usually start with the college students."

"But," adds his wife, "this store used to be managed by a middle aged woman who says her best customers were the middle aged residents of Moscow who buy the store's products."

A person unaware of health foods may think it another fad, but looking behind the small Hollywood Main Street facade one finds a booming business with a history as old as food.

The Rempel’s store belongs to a chain called Pilgrims. Pilgrims is one of the largest suppliers for health foods. But beyond forming chains of stores the health food industry has grown so large that a health foods magazine is published monthly.

The publication rates the foods according to quality and then places its seal of approval on those foods with the highest quality — sort of like Good Housekeeping.

Looking around the shop one can see many name brands just like any other grocery store. Irma Rempel says the biggest supplier of health foods is Chloe—San, a large corporation out of Chico, California. The Rempel’s get their other merchandise from warehouses in Seattle and Spokane.

While the interview was in progress at the health foods shop, the front door bell rang, and John Rempel went up front to wait on one of his 125 customers that would come in that day. Instead of selling some merchandise, he brought an older man into the office. John Rempel introduced him as a doctor from southern Idaho who owns his own health foods store.

"I’ve been interested in health foods ever since I started practicing," said the doctor. "Then two years ago I decided to start my own shop in my medical office.

The old, conservatively dressed gentleman went on to say how doctors fall at dealing with health. "You know, doctors handle disease, but they don’t know a thing about health or nutrition. Look it up young man," he said. "While doctors are in school they don’t take one hour of credit in nutrition."

Obviously, the health foods business isn’t just a fad, because businessmen are seeing a chance at long term investments in the industry.

Though health foods are aimed at relieving people from the harmful ingredients found in regular grocery foods, the more conventional stores are not buckling under the competition; they are joining the bandwagon too.

"If there is a demand we’ll supply it," says Jim Casey, manager of Modern Way Grocery store owners see the trend in health foods and are taking steps to meet the rising demand and to reach the new market’s pocketbook.

For the past year Casey has seen the demand and has stocked grains, for the last two months he has stocked cereal. "Soon our warehouse will be getting foods in and we’ll stock it in greater quantity," says Casey.

He shakes his head, however, when asked if he thinks health foods were the foods of the future. "No, because I think people are too convenience-minded."

People Don’t Care

If health foods fail to become a major industry, "people" will probably be the reason. At the Tailorman house, health foods consumer Kip Eichhorn, was leaning back in a chair looking as healthy as anyone. "The problem is, people have to take an interest in what is good for them. Everyone talks about ecology but they don’t about food pollution."
Specialist
cites need for nutrition education

Interest in the ecology, plus our affluent society have prompted the recent interest in health foods and organic foods, says Professor Shirley Newcombe, home economics nutrition specialist.

"Americans think that if something costs more it has to be better, or it must have some miraculous power," said Newcombe yesterday.

However, she said the increase in concern for nutrition is good, but she believes problems can result. "For example," she said, "every popular magazine and newspaper pretends to be a nutrition authority. The lay public misinterpret some of the information and the consumer is deceived."

Education

Nutrition education should be taught to everyone at all age levels, she feels, and she is supported in this belief by Esther Wilson, nutrition specialist with the cooperative extension service of the College of Agriculture. "Food and nutrition education should be a boy—girl, man—woman affair," contends Wilson.

"There has been perhaps too much confusion on home economics and the information hasn't been made general enough. We've tended to make nutrition education too hard or dull, or we are making strides," she said.

Both agreed that with knowledge of what constitutes a well balanced diet, the average person can eat well and avoid the need to use vitamin and mineral supplements.

Dial—a/Dietician

Attempts to provide this type of education have resulted in the

Beyond organic food, campus homesteading

Mike Oehler is a shaggy-haired, self-proclaimed revolutionary who is on this campus this week to promote a radical new idea: students should build their own

"I'm a homesteader myself, and I believe in actual underground housing, and wants to see students adopt this style, combined with University housing, is literally dirt cheap. "There is no reason whatsoever why students can't build their own housing," Oehler said. Small underground dwelling of recycled material could cost as little as $50 including heat and lights. The main expense would be in labor — which the University should provide.

He would like to see these dwellings dotted the University campus, or at least surrounding the perimeter. Oehler is on the first stage of a college tour to promote such a plan.

Ideally, the 34-year-old homesteader would like to see underground housing as a University program with students returning from summer vacation a month early to work on sites that had already been excavated for them. Oehler doubts that he will generate much official enthusiasm but he's determined to carry on.

With student enthusiasm and participation, Oehler would like to build a model house immediately for study and appraisal this winter. "Something for the architecture and engineering students to look at and try to tear apart," he said.

But it will take student interest, the housing revolutionary added, "I can't build their housing for them but I can teach this design, and I can tell them how to cut their housing costs by 90 percent."

Oehler has several plans for underground houses and he will be approaching architecture students to develop some blueprints. This student housing project is only part of the designer's work.

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how well American people would accept a diet of fish in lieu of meat," she said.

Citing a study by Harvard Public Health authority, Dr. Frederick Stare, Newcombe said a normal body weight and normal blood serum cholesterol level could be maintained by eating no more than 35-50 per cent total calories in fat. "Obesity is the No. 1 form of malnutrition in this country. We're too fat. There is some evidence that people are switching to polyunsaturated vegetable oils but big problems are still coronary heart disease, diabetes, kidney disorders, and other related diseases. No one food makes people fat, but within the last 10-15 years this problem has grown," said Newcombe.

"And there aren't any such things as old people, kids get diseases, they all have their beginnings in childhood. Good eating habits may prevent diseases."

Originally from the Chicago area, Oehler said he dropped out of the system in 1960 and has been a revolutionary since. "I have been a positive, idealistic way. He writes articles for various magazines to promote his homesteading lifestyle, and he added that it is a radical movement with a growing number of followers. He noted that homesteading took place. "You can't leap into the woods wearing a leather jacket and shave knife all of a sudden, you have to go slowly. Every year I get further removed from the forest."

Eichhorn, like the grocer Case, believes people are too convenience-minded, and that is the reason they don't take care of themselves by eating the right kind of food.

She says she feels better after eating health foods, and the Rempels, who are vegetarians, also say they don't feel as heavy or sick after getting up from a healthy meal.

John Rempel notes that people who are interested in living better lives should use health foods.

"Did you know, for example, that chocolate takes calcium out of your body," says Irma Rempel. "Or that some lipsticks have cancer causing ingredients," added her husband.

In a typical business-like voice John Rempel said, "I think I'll try something to make the store less sterile looking. Maybe I'll change the name or something and try to attract more college students."
Meatless diets

Vegetarian speaks out

"I don't believe in killing animals — for food or anything else," sophomore student Ann Clark stresses. She's explaining why she has become a vegetarian.

"There are so many other good things to eat — grains and fruits," Ann contends, "that there's no need to eat meat. And with cows, it's almost like harvesting them."

The New Jersey girl says she didn't become a vegetarian instantly but through the influence of a friend. And also as she recounts, "what really got me going was going to my grandmother's house once for Thanksgiving. She'd gotten the turkey fixed really special — sliced and then put back together. And that just did it for me."

Bible quoted

Ann bases her vegetarian beliefs on the Bible to an extent, and quotes a passage where every green herb had been given to use as meat. She admits she sometimes wonders about that, since animals do kill each other. But she doesn't believe in killing any more than she needs to.

New technology fights pests

- New methods are being sought to combat garden and field crop pests. Harmful insects are now being fought by chemicals, other insects and even the hormones which attract male and female insects to each other said Howard Smith, Associate professor of entomology.
- Hormones are being used against insects in many ways. Sex pheromones (attractants), Smith said, can be used in two ways. They can be used to survey the area. By examining how insects respond to the release of the hormone, entomologists can determine if the insects are present in sufficient numbers to warrant spraying.
- Hormones also attract insects to poisoned traps. This, Smith said, especially limits the spread of poison because they are limited to a very small space and not spread over a large area. In Idaho, this method is being used on bark beetles.
- These biological controls are, unfortunately not 100 percent effective, Smith said. They may not do a satisfactory job on all insects; on others these controls do very well, he said.

The Environmental Protection Agency (EPA) has removed many insecticides from the market. But, Smith said, often the substitute insecticides being used are applied in greater volume than the banned chemical. This results in higher costs for consumers. Also, the chemicals now allowed don't have as long a life as DDT, chlorinated hydrocarbons and other banned chemicals. As a result, they must be applied more frequently. This again raises the cost. In addition, the new chemicals are more dangerous to the person applying them.

Helpful bugs

Beneficial insects in this area include the larvae of lace wing flies which feed on aphids. Lady bugs, adult and larvae, and syrphid flies attack aphids and scale insects. Ground beetle larvae kill cutworms in the soil and sometimes in plants.

Smith noted that Moscow area residents have been buying praying mantis and ladybugs to help their gardens. He said they are probably wasting their money since the praying mantis eggs are not likely to survive the Idaho climate and the ladybugs are abundant in this area since they winter on Moscow Mountain.

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Misstatements about VD

I would like to commend the Argonaut for the issue which was devoted to the subject of venereal disease. The information transmitted is of vital importance to all young people and I am delighted to see the student newspaper devoting itself to such worthwhile coverage.

However, I would like to clear up one or two misconceptions that may have resulted because of an article in that issue which extensively quoted me.

These errors are:
1. I am not the "program director" at KUID—12. That title is apaptly held by William Byrd and is considerably more important than my.
2. There were not 17,075 cases of gonorrhea reported in Idaho last year. The figure I have is 175 (seventeen hundred and seventy-five).
3. "Most" parents do not "refuse" to inform their children about venereal disease. "Many" parents do not inform their children about venereal diseases simply (usually) because they don't know about it themselves.
4. The article reports that in the Moscow area "many" epidemiologists are refused admittance into the "schools" to "trace" the source of the "disease." In truth there is only one epidemiologist in this area, Mr. John Pustill, Lewiston, and he is trying to get into Moscow High School (only one school) not to "trace" the source of the diseases but to provide students with the facts about venereal disease.
5. Moscow does not have a "secret VD center" as the Argonaut reports. Moscow has a health nurse and two contract physicians who are employed by the state. The health nurse is located in the Latah County Health Office at the Latah County Courthouse and the doctors are in their offices. Indeed, what would be the purpose of having a television program about the local venereal disease problem and treatment opportunities if the location of the treatment facilities were secret?

There were additional errors of substance within the quotes which are of only minor significance but reflect poorly upon the tone of the article and the vital information it should have contained.

I would appreciate it if these errors could be corrected. I certainly don't mean to hit you over the head with criticism because I know how difficult it can be to attempt to double-check and present everything that goes into a newspaper. Again, thank you for the much needed issue on the venereal diseases.

Mike Kirk

Environmentalists back Williams

Idaho Environmental Council Vice-President John A. K. Barker announced today that the Idaho Environmental Council has endorsed candidate Ed Williams for 1st District seat in the U.S. House of Representatives. Barker said, "The Idaho Environmental Council endorsement means that, environmentally, Williams is a better candidate than Symms. Williams' opponent, Steven Symms, is apparently not environmentally concerned, according to Barker. "He has continually refused to let the people of the 1st District, both North and South, know his position on environmental issues," Barker said.

The Argonaut will accept letters to the editor on all topics. If the editor believes that all sides of a particular topic have been presented to Argonaut readers then no further letters will be printed on that topic.

The Argonaut will attempt to print all letters, however, preference will be given to short letters. Letters of unusual length (more than two typed pages) will not be printed except under unusual circumstances.

All letters to the editor must be typewritten or double spaced. No letters in verse form will be accepted.

The Argonaut reserves the right to edit all letters submitted to the letters to the editor column to conform to appropriate laws, Argonaut style and space limitations.

Consumer criticizes Symms

I recently had the opportunity to attend the University of Idaho Political Rally and to listen to candidates from both parties for national, state and local offices, including Mr. Stephen Symms, Candidate for the U.S. House of Representatives. Attention needs to be called to Mr. Symms' statements about the consumer and the need for government regulatory agencies.

Mr. Symms expressed his faith in the ability of the individual consumer to purchase wisely. He believes that the consumer will know enough to purchase only from the companies which provide quality products and thus the others will either mend their ways or go out of business. Mr. Symms is very critical of government regulation.

Mr. Symms believes in individual rights and I agree with him entirely. Each individual has the right to food and medicine which are safe and clean and the right to other products which meet standards of quality and safety. Each person in our complicated market has no way to investigate the many products he buys. It seems this leaves us two choices: (1) to place our trust in the integrity of all industry to provide only quality products, or (2) to support government regulatory agencies which have the power and responsibility for setting standards and inspecting our food, drugs, and other products for safety and quality.

In my opinion, Mr. Symms' approach to the problems of the consumer is too simple to be practical. No matter how careful we are as consumers, we must depend upon government regulatory agencies for help.

Sincerely yours,
Mary Duncombe
Opposes Symm's stand on education

Who should pay for education? Who benefits from education? Steve Symms, in his presentation at the political rally Monday, responded that the recipient of the educational experience should bear the cost. I heartily disagree!

No matter how you look at it, society is better served when the state assumes most of the costs of education. The community as a whole benefits from having its people educated. As a matter of fact, this is the very foundation of our American democratic system. Thomas Jefferson said, "The success or failure of democracy will depend ultimately upon the information and intelligence of ordinary citizens."

I want to live in a community where my neighbors' children as well as mine may attend school. This does not necessarily mean that everyone should attend a university, but everyone should have an opportunity for the education and training needed to develop his full potential according to his own interest. This opportunity should not be contingent on his personal wealth or that of his parents.

As for Mr. Symms' premise that it is not fair for the low-income family to be taxed to pay for the education of the rich — is it not fair for the rich family to be taxed to help pay for the education of the not-so-rich? When education is a tax-supported operation, then the low-income family shares, somewhat according to their ability in the cost of education while the richer citizen puts more money into the pot. Then all the children, regardless of the socio-economic status of their parents will have the same opportunity for an education. Of course, I realize that under our present tax structure, the low-income people may still be paying more in proportion to their ability to pay (a situation which should be remedied), but the principle is still valid.

I am opposed to increasing student tuition fees. That trend has already gone farther than can be justified with the inclusion of building fees. Fortunately, Steve Symms can't vote on this issue. If you will help elect me to the Legislature I can — and will!

Sincerely,
Norma Dobler
Candidate for the Idaho House of Representatives

Idaho Argonaut

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Vandal sports happening

by Kim Crompton

Despite numerous injuries and a soggy field, the Idaho Vandals were able to combine the best of their talents and defeat the highly favored Huskies from Northern Illinois, 31-13, last Saturday in the New Idaho Stadium.

Behind the signal-calling of freshman Dave Comstock, Idaho's offense generated the needed power to keep the Huskies at bay during a third quarter rally. The defense, also played an excellent game, twice holding the Illinois team deep inside Vandal territory and forcing them to kick field goals. Idaho, also held Husky running threat Mark Kellar to 66 yards and dropped him for his first loss of the year.

Due to the soggy turf and some overly-excited ball carriers, there were nine fumbles in the game and eight interceptions. Idaho lost three of their fumbles while NIU lost only two.

However, the Vandals intercepted five Huskie passes while only having three intercepted.

Idaho was the first to score, when Comstock hit Kirk Dennis on a pass play that went to the NIU 19. However, shortly thereafter, Steve Tanner was forced to kick a 27 yard field goal which was good.

On the Huskie's next play from scrimmage, Ron Lockett intercepted a pass and returned it to the NIU 27 yard line. Two plays later, the Vandals ran a reverse with Kirk Dennis throwing to Kevin Ault. The play had completely surprised the Huskies, who had left Ault wide open, but the pass was too long, and Idaho was forced to try another field goal. Tanner attempted this one from the 46 yard line, but it was short.

The Vandals were not to be denied, however, as Bernard Rembert took a wide pitch to the left and ran to the NIU 10 yard line. Two plays later, Comstock threw to Mike Autrey on a short pass play who went in for the touchdown.

With the Vandals completely dominating the game throughout the first half, the Huskies came alive in the third quarter, moving from their own 20 yard line to the six yard line of Idaho, at which point the Vandals' defense again toughened up. NIU's Passaglia finally kicked the field goal to make the score, 10-3.

On the ensuing kick, Collie Mack made the mistake of running back while waving the ball around over his head like the American flag. Needless to say, he fumbled it with the Huskies recovering the ball on the Idaho 37 yard line.

The Vandals defense again played the stubborn game, and Idaho took over on downs from their own 32 yard line. The Husky defense was tough too, forcing Idaho to kick on their next set of downs.

However, as luck would have it, the snap was too high from center and went over Dennis' head, who finally grabbed the ball and managed to kick for it for very short yardage. Jerry Latini got loose two plays later and went 32 yards for the Husky touchdown. Passaglia's successful PAT tied the score at 10-10.

The Vandals showed their consistent winning desire on their next play from scrimmage when Rembert carried wide left, reversed his field, broke two tackles and went 75 yards for a touchdown.

Early in the fourth quarter, the Vandals were again threatening as Kramer had carried 45 yards to the Idaho 27. They went from there to the eight yard line where they were again held by the Idaho defense and had to settle for a 36 yard field goal attempt, which was good.

Halfway through the fourth quarter, the Vandal "Wild Bunch" was again the determining factor as Rand Marquez, who had an excellent game, intercepted a Mark Carlson pass at the NIU 24 yard line and returned it to the six. Three plays later, Comstock threw a perfect pass to Kevin Ault, who was well-covered, but managed to hang on to the slightly-tipped ball and fall back into the endzone for the touchdown.

Several plays later, Carlson completed a pass to Kellar for a touchdown, but it was called back because of a penalty. On the next play Ross Nelson intercepted a Carlson pass on the Idaho 24 yard line and returned it to the NIU 10-yard line. A few minutes later, Rembert ran wide left and went in for the final score of the game with 19 seconds left.

Statistically, both teams were fairly close following a strong second half by the Northern Illinois team. Idaho led in first downs rushing to 10 to 9, and total first downs fifteen to fourteen. The Vandals had 292 yards in total offense compared to 306 for the Huskies.

Individual and team effort seemed to be the key to the Vandal victory. Rembert, the league's leading rusher, had his best game of the year, carrying the ball 16 times for 100 net yards. His cohort behind the line, Mike Autrey, did well also, carrying the ball 15 times for 83 yards.

Rand Marquez and Ross Nelson stood out defensively as they both had 11 tackles, many of which came on key plays. Darnell Streeter, since replacing Kelly Courage at corner back, has shown a lot of skill and did surprisingly well in returning punts Saturday.

Next weekend, the Vandals travel to the Minidome in Pocatello, where they will meet the strong Idaho State Bengals in a nationally televised game. Despite the fact that the Vandals have been having their problems with away games I predict that they'll walk away with a fairly easy win, if they play at all like they did against the Huskies. The Vandals talent is not shown in their season record, which should continue to improve.

Jerry Hall, an outstanding runner who has been out with an injured ankle, should be ready to go, along with nose guard Mike Newell, who has a bruised ankle, and defensive end Alofa Loa Tauvaga, who also sprained his ankle.

Despite the fact that this area was blocked out for the game, an outfit from Spokane bought closed-circuit rights to the game and will be broadcasting it on TV at 2 p.m. Saturday afternoon.

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Crime and Punishment

By Denny Eichhorn, No. 13426

It's time for another chess shot. The

game under analysis is one played re-

cently in Corvallis, Oregon, between

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the winner with White, is an extremely

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