Are ad companies really manipulating your head?

BY DAVE NEIWERT

Pick up a magazine — any one with advertising — and flip through it. Take a look at the ads. Only now, look at the photos in those ads carefully. To the common observer, most of them are typically banal.

But according to Dr. Wilson Brian Key, many contain hidden messages and images that are designed to play upon the average person's subconscious. Worse yet, many of the images key upon subjects that are normally taboo in modern society.

Dr. Key spoke to a large crowd last night in the Sandle Hallroom as an issues and Forums guest on that topic and the problems it presents for the people who fall prey to such suggestion. And according to Key, that includes everyone who looks at the ads.

Johnny Walker Scotch ad with nothing more than a glass filled with ice reveals death's heads, castrated penises, and numerous hallucinatory images. A cologne ad unnoticeable depicts a penis, a castration about to occur, and a dog's head with a chisel through it. A swimmers solicitation includes a photo with a woman standing in water, and in the water between the woman's legs is the face of a man.

The list goes on and on.

Key, who recently appeared before a subcommittee of the Senate Committee on Labor and Public Welfare, calls it "subliminal Seduction and Sextuplication in the Media," and the problem with the. For the last eight years or so, he has been touring the country, lecturing, discussing and defending his theory. Most of the time he has found skepticism and personal attack in the process.

Last night's audience was no exception. Most of the reported were scoffers at the beginning of the program, but by the time that Key had gone through the variety of slides illustrating his position, a large number were believers.

He admitted the possibility of finding things in the ads that weren't intended, but added that the images recurs too often for that to be the case all the time. And many of the examples he pointed out to the audience were clearly concrete, causing many of those who came to gosh, ooh and ahh at the revelations being made.

According to Key, subliminal suggestion operates on the same concept as post-hypnotic suggestion. Most ads are glanced over in a matter of seconds, but that is all that is needed for the suggestion to sink into the subconscious. Many of the images remain with a person for life, he claims. "Those images sink into your brain at approximately the speed of light," he says. "But that's all you need. After that, it doesn't matter what your conscious mind perceives, you're stuck with the suggestion forever."

Most of the images revolve around sex and death — the beginning and the end of life, says Key. "I can't explain why. Sex will obviously sell anything, but death is another matter again. I personally believe that it has something to do with the subconscious death wish, since death images most often occur in products that are addictive."
Overall, U of I fees highest of all Idaho colleges

By EDDIE SUE JUDY

U of I’s Fall 1977 general student fee and non-resident tuition were the highest among state post-secondary institutions, according to the Fall 1977 Semester Fees & Expenses Report approved by the Board of Regents-State Board of Education. The college of Southern Idaho, however, had higher resident and non-resident per credit fees and North Idaho College had higher non-resident per credit fees.

The report listed $221 as the fee for each U of I general in-state student. Next highest was Idaho State University with a $205 fee. Boise State University, Lewis and Clark State College, NIC and CSI followed with $184.50, $164.50, $110.50, and $84.50 respectively.

U of I’s per credit fees were $225 for residents and $30 for non-residents. CSI charged $30.51 for residents and $31.75 for non-residents, while NIC charged $16 for residents and $40 for non-residents.

Don Amos, business manager, explained the fee differences by saying the state board approves budgets for each institution individually, not on a comparative basis. He said, “We’re not all the same type of institution.”

According to the report, the only four-year post-secondary school with lower rates than U of I for a double occupancy dormitory room was LCSC. LCSC’s fee was $155, while U of I’s was $240. BSU’s was $205.50 while ISU’s was $205.

An attached report on Student Fees Distribution indicates no dormitory operations fee from the general student fee at the other four-year schools. U of I charged $24.75, according to the distribution report.

Amos said, “Sometimes the fee breakdown by institution is a little misleading.”

He explained that various institutions have different methods of breaking down fees. He said some break theirs down “less finely” than U of I.

According to the report on fees distribution, building takes the largest slice out of U of I student semester fees at $61. Amos listed the SUB, the Education Building, Student Health Center, the University Classroom Center, the Kibbe Dome, the stadium, the dorm plate, the swimming pool, nine holes on the golf course, the track, behind the dome and the perimeter drive as facilities for which the indebtedness is being paid from the building fund.

According to the Student Fees Distribution report, U of I has the lowest Student Union total for operations and building. The U of I total is $35.50, while LCSC’s total is $34.95. BSU’s is $349.55 and ISU’s is $339.55.

U of I has only a $1 student health insurance fee, while ISU’s is $24. LCSC’s is $21 and BSU’s is $20. Amos explained that the U of I fee covers only $1 deductible accident insurance while the other schools’ fees pay for a more comprehensive health insurance plan. Amos said U of I has optional health insurance but it is not included in mandatory fees as at the other schools. He said, “They undoubtedly feel theirs is the best way to go and we feel ours is the best way to go.”

Shelledy enters Latah slammer today

A Lewiston newspaperman will enter the Latah County Jail today at noon to begin serving a 30-day jail term.

Lewiston Morning Tribune executive editor Jay Shelledy was sentenced to the jail term by Second District Court Judge Roy Mosman for refusing to name a confidential source. Mosman had demanded Shelledy name the source in connection with a 1974 libel suit. The suit stemmed from a 1973 Tribune story that reported a shooting of a suspect by state undercover narcotics agent Marvin Young. Shelledy reported that a “police expert” had said Caldero’s reasons for shooting “didn’t add up.”

Caldero sued, charging the story was a “false and malicious account” of the shooting. He insisted the identity of the source was essential to his case.

When Shelledy and the Tribune appealed to the Idaho Supreme Court...The court upheld Mosman’s decision by a 3-2 vote in March. The U.S. Supreme Court refused to hear the case last week.

Shelledy will march from Idaho and Washington schools will march from the SUB to the Latah County Court House to protest the jailing of Shelledy. Students will gather in the SUB Vandal Lounge at noon. When the protesters arrive at the courthouse, they will listen to several speakers including Tribune publisher and editor A.L. “Butch” Allford, Tribune editorial page editor Bill Hall, U of I assistant professor of political science Neil McFeeley and U of I assistant professor of philosophy Marvin Henberg.

The Pullman chapter of the American Civil Liberties Union is reported as planning to take part in the protest. News crews from CBS News and NBC News are also covering the event, along with area media.

Senate reinstates staffer, sustains firing of Loftus

The ASU Senate declared the reinstatement of Jim Spiersch as a staff writer on the Argonaut in its meeting Wednesday night.

Prior to consideration of the bill, a resolution was passed stating that Spiersch had in fact been fired by editor Rosemary Hammer. The Senate sustained President Lynn Tomimaga’s veto of a bill reinstating ex-managing editor Bill Loftus, who had been fired by Hammer because of personal conflict.

Dr. Hartung was present to report on the progress of the University of Idaho Foundation in establishing a new arboretum. He stated that a master plan has been developed for the arboretum, which will cover about 60 acres along the east side of the golf course. Work has begun on the new site, and an open meeting for general planning will be held on Tuesday, November 15, at 7:30 p.m. in the SUB. Similar meetings will be held periodically during the development of the arboretum.

A resolution was passed pledging support of the Idaho Student Association as a unified student lobby in the State Legislature, and committing the ASUI to payment of membership dues in the Association, subject to approval of the proposed $6 fee increase.

Senate president appointed the appointments of Imogene Good, Juturia Committee; Mike St. Mare, Student Union Board; Marcy Rahfeld and Tom Casaza, Election Board Committee; and Kathy McInturff, ASUI Communications Secretary.

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Julietta, Idaho
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Beer, Wine & Wine Mixed Drinks

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5:15 - 6:16
MILLERS/BUD 1/2 Price

"POOR BOY" Sandwiches
Lots of Turkey, Gobs of Ham W/toastees & lettuce
“A Meal in its Sell” $2.50

Open Daily 2:30 pm
University down on dorm drinking

A new alcohol policy is now in effect in U of I dormitories. In the past, students were not allowed to consume alcohol in hallways or public areas of their residences, but the policy was not strictly enforced. In an effort to tighten control, the Office of Student Services, under Tom Richardson, vice-president for student affairs has set up a new procedure. Under the new policy, Resident Advisors are required to notify a supervisor if alcohol is being consumed in a public area. If the students persist, the supervisor is then required to notify campus police. "In the past we sent out warnings in the form of memos and letters to hall presidents," said Ron Ball, assistant director of student housing. He said the warnings have not been effective. "We have reason to believe that people are drinking despite repeated administration warnings," he said. The policy will not effect fraternities, sororities, or university owned apartments. "We don't have staff members in Greek housing or in family housing," Richardson said. "But we do expect staff members in the halls that are staffed to uphold university policy. We're not going to search out the Greek houses. The practical day-to-day matters relate to the halls," Richardson noted. The difference in policy between the Greek houses and dormitory halls is not intentional, insists Richardson. Student leaders aren't happy with the policy, however. The policy does not attempt to curtail drinking in private dormitory rooms. There will be a meeting today at noon in the SUB to discuss the policy.

90 percent dormant...

Brain stimulates

The ultimate goal of the Brain Organization is to release the 90 percent dormant brain, McComb said. You accomplish the release by "backward self-therapy and forward self-circuiting"—getti

Fee increase, ASUI seats on Wednesday's ballot

Students will pick a new ASUI president, vice-president, six senators, and support or reject a proposed $6 student fee increase, Wednesday. A field of 18 candidates are competing for the three positions. Two current senators are running for President, one for vice-president and one for election. Three senators, Rusty Jesser, Sally Johnson, and Steve Bradbury, are retiring from office. Bob Harding and Stacy Silva, ASUI senators, and John Hecht, student activist, are in

By R.K. HOFFMAN

"The human brain is evolving. Our program's purpose is to stimulate this step," said R.T. McComb, head of the Idaho chapter of the Brain Organization.

"The policy to has competing interest, one for vice-president and one for election. Three senators, Rusty Jesser, Sally Johnson, and Steve Bradbury, are retiring from office. Bob Harding and Stacy Silva, ASUI senators, and John Hecht, student activist, are in

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Shelledy’s fight is everyone’s

by undercover narcotics agent Michael Caldero in 1972. Shelledy reported that Caldero’s justification for the shooting didn’t add up.” He cited several sources, including then Attorney General Anthony Park, to back that up. But he used a confidential source described as a “police expert” to prove his point.

Caldero sued, charging Shelledy’s report was a “false, malicious account” of the shooting. He demanded that Shelledy name that source.

Shelledy has maintained that Caldero was a public official acting in an official capacity. He has also maintained that the confidential source’s name is not pertinent to this case because he cited the same opinion from other officials on the record, including Caldero’s boss.

Despite these facts, Judge Roy Mosman ordered the source be identified. The Idaho Supreme Court backed him up by a razor thin 3-2 vote.

The U.S. Supreme Court refused to hear the case.

The ramifications of this case are already being felt. Since the Shelledy case is a civil, not a criminal case, it opens the doors for any official to sue a reporter in order to get his source. In Twin Falls, the case is being used as a precedent to obtain not the sources, but the tipsters used in a story exposing unethical practices of an insurance company. The Twin Falls Times-News stands to lose $48 million in that case. But again, it is the public’s interest that is on trial. Without the ability to pursue investigations of public wrongdoing by any means necessary, the reporter is shackled. What he reports will amount to no more than carefully worded public statements.

This opens the door to libel suits that amount to little more than harrassment of the press.

A 70’s cause

If you miss, (or missed) the sixties here’s your big chance to participate in a real live protest.

Jay Shelledy, Lewiston newspaperman, starts a month long stay in the Latah County Jail today. His crime? Refusing to reveal a confidential news source to nosy authorities.

Since Jay has just been appointed executive editor of the Lewiston Morning Tribune, I suspect he has better things to do with his time. None-the-less, the man refused to compromise professional standards, and is now paying the piper.

Judge Roy Mosman, that untrinting protector of the people, imposed the sentence, and an asinine Idaho Supreme Court upheld his decision. In an even less impressive move, the U.S. Supreme Court simply refused to hear the case.

It is obvious that our local, state and federal authorities are happy to stifle news, and the public’s right to know.

If anything is going to be done about the declining status of freedom, you know who has to do it.

Protestors will gather in the SUB Vandal Lounge, and start their march to the Court House. It will probably be more important, and will without a doubt, be more interesting than whatever else you had planned tomorrow.

Marty Trillhaase

The Jay Shelledy case is best summed up by Mr. Shelledy himself. In a story printed in this newspaper (Nov. 4). Shelledy was quoted as saying “I suspect there are a great deal of people that don’t care. They think it’s our fight. It’s their fight too.”

Shelledy will enter the Latah County Jail today to begin a 30 day sentence for refusing to answer a judge’s request for the name of a confidential source in connection with a libel suit. But while he may be sitting in jail, it is you and I who will suffer the consequences of this decision.

The case stems from a 1973 Lewiston Morning Tribune story dealing with the shooting of a suspect in Coeur d’Alene...
Betsy Brown

Fast for world hunger

For today, I will ignore the burning issues that surround us on this campus and turn my attention to the problem of world hunger. If, dear reader, you have become numb to my negative attitude, this is your big chance to see me actually come out in favor of something.

No, silly, I'm not in favor of world hunger. I'm in favor of fighting it. In part, I'd like to persuade you to participate in an event that is designed to make us all aware of this problem. And, in a small way, it will involve us in helping to alleviate it.

I am referring to the Fast for a World Harvest which will be occurring nation-wide next Thursday, November 17th. In the Moscow area, the fast is being sponsored by the Campus Christian Center. (As everyone is aware by now, this is not the Campus Christian Organization.) People are being asked to fast for that day, and contribute the money they've saved by not eating to an international relief organization called Oxfam-America.

The Center is sponsoring this (along with St. Augustine's Catholic Center and the Moscow Ministerial Association) as an exercise in social responsibility, and not as an effort at "rice-evangelism".

Oxfam-America is not affiliated with any religious or governmental organizations. It is a unique agency in other ways, as well. Rather than administering its own charity programs, it finances the work of local agencies and people in the poor countries of Asia, Africa, and Latin America. Their publicity brochures emphasize that Oxfam-America works on an equal basis with these people, on long-term development projects that become self-sustaining over time. Clearly, this is something better than the traditional "Thanksgiving basket" approach.

And so, I would strongly urge everyone to participate in this effort. Not only are your monetary contributions important, but by "depriving" yourself for one day, you will become more aware of what millions of people suffer every day. Perhaps, as you feel tired and slightly weak in the middle of the afternoon, you will begin to understand how starvation saps the physical and mental capabilities of much of the world's population.

Those of us who live in the dorms cannot save money by not eating, but I hope that won't stop dormies from joining the fast. We can heighten our sensibilities by refraining from eating for that day, and for our contribution, donate the price of a pizza or a six-pack.

There will be a Thanksgiving Observance at St. Augustine's Center from 12 noon to 1 p.m. next Thursday, the day of the fast. The offering taken at that service will be donated to Oxfam-America. If you aren't of a religious turn of mind, you can still send your contribution to the Campus Christian Center at 822 Elm St.

This, of course, is only a first step. Next, perhaps we can learn to improve our own diet by eating more nutritious foods, and fewer junk foods. After all, infinitely more food is wasted by manufacturing Twinkies and potato chips than has ever been thrown away because of stubborn ten-year-olds who wouldn't eat their lima beans.

But if this fast is only a small step, it is still an important step. Your money is needed, and you can trust Oxfam-America to spend it well. Again, I hope all of you will join in to make this event a success.

Letters

Public boozing

To the Editor:

After alleged extensive consultation with the University Administration, the Resident Hall Directors made a decision that may cause grievances in the resident halls. Their decision concerns the consumption of alcohol in "Public" areas. If the consumer refuses to remove the substance, the R.A. is to call one of his superiors. At that time he will request removal a second time and if the consumer again refuses to abide the rule the Campus Police will be called to remove the violator.

This ruling has the R.A.s worried that the short hairs! What this ruling will do to them is simple, they will be marked as a quizzing field. And that would be detrimental to the integrity of the halls. (Would you invite your friends in for something that is absurd?)

Several questions have come up that need answers so that this and future rulings will be somewhat justified.

1. When have complaints been made that cause such rulings to be made? When my hall has a Social Function are we ANONYMOUS CONSENT of the members to have these functions. These functions are beneficial for the social life of the students that reside in the dorms, is there the opportunity to meet people in the hall, both of which are as much of a part of college as academic achievement. At functions, granted there is alcohol consumed, there are also people that do not drink alcoholic beverages, but they are provided for. We provide soft drinks and other drinks that do not contain alcohol.

2. Another question that deserves more attention than it has is: What is defined as a public area, what is defined as a private area, and how are definitions made? At this point I would like to bring the Greek houses into the light. (I hope that what I say does not add more fuel to the fire that already exists here on campus.) As living groups here on campus, the Greek houses are not governed by the Director of Housing and will not be affected by the rules due to private status. They will continue to have their own functions while we are forced to give up our main component of social life here at the U of I. As of this fall there are signs posted at each entrance to the dormitories. They state: "Residents and Guests ONLY!" Doesn't this statement posted on each door make these Residence Halls Private? And by being Private give us the privilege to carry on, without disturbing others, with our own activities without interference from invited persons? After we pay to live here and by doing so shouldn't we have some right to who or what goes on here in these premises we call "Home"?

These questions are but a few of many more that should be answered by our Directors and Regents at a forum, however, here at the U of I that seems to fall as far as student representation. I may be vague in my reasoning but I would like my questions answered, preferably printed in the Argonaut so that all may read them. And I hope that the Board of Regents considers the student opinion when they make their final decision on this touchy issue.

Patrick C. Opferman

Thanks to the Editor:

I want to take this opportunity to thank all the
Continued on page six
Letters

Continued from page five

students, faculty, and staff who supported Linda Pail in the recent City Council—Mayoral election. As the fourth highest vote receiver, she is then entitled to the council to take Don Mackin’s place on the council as he becomes mayor. Linda made many appearances at University of Idaho living groups during the campaign and they rewarded her with their support. She spoke at Tau Kappa Epsilon Fraternity’s Scholarship Enrichment Program dinner on October 20. She also spoke at Alpha Gamma Delta and Alpha Chi Omega sororities on October 26 and 27, as well as Farmhouse fraternity on the 31st. During the weeks before the election she spoke to many on-campus groups as well as off-campus ones.

Linda knows people in the community and on the campus. She has a feel for the pulse of both and she will do a great job for all of us on the council.

It was my distinct pleasure to help her on campus. Along with Linda I want to say thank you to everyone who worked so hard and supported her.

Raymond Swenson

ANTHO CLUB

To the Editor:

There will be an informal gathering of people who are interested in forming an anthropology club; Nov. 15, Tues., noon-1 p.m. We are looking for anyone interested in expanding their knowledge of the study of man. Some of the topics that we would hope to explore through the club are: evolution, the diversity of human culture, North American Indians, and prehistoric and historic archaeology. We hope to provide an informal learning atmosphere centered around guest speakers, films, and discussion.

Our main goal is to bring together the undergraduate and graduate anthropology students and members of the Moscow community. If you have any interest in helping to get this project off the ground, please come, and together we can open directions we want to follow.

Darby Stapp
Janet Rossletter

THE OMNIPOTENT

“The God who made the world and everything in it, being Lord of heaven and earth, does not live in shrines made by man, nor is he served by human hands, as though he needed anything, since he himself gives to all men life and breath and everything.”

Acts 17: 24, 25

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We Bring It Back Cheap

John Hecht
Candidate, ASU President

Moral support

To the Editor:

Just heard that you all are staging protest parade against judge who sentenced Mr. Shelleidy, and it occurred to me that I’d like you to know that a former editor of Argonaut, years ago, would sanction my backing you, in spirit, and believe our daughters, Shirley Hyde and Adene Hyde who were on the Argonaut staff when they attended U of I, would join in our moral support in upholding the “Freedom of the Press.” Sometimes a journalist’s source is confidential and should not be broadcast publicly. I understand that Mr. Shelleidy assured the Court that he would disclose to the judge his file, if requested to do so. It’s just one more “freedom” that busbodies attempt to take from the American people. Isn’t it?

Bernice P. Hyde

GIBB!

To the Editor:

An open letter to President Gibb.

last week I wrote and hand-delivered a letter to your office asking for an appointment. I indicated that I wished to talk to you concerning the administration’s attitude toward the $86 semester ASUI operations fee increase.

So far, I have not heard from your office to tell me that you are even unable to schedule a meeting, which, while justifiable, is unfortunate. Is this the open-door policy that was heralded so widely? I realized that I am not ASUI president, I might not even be ASUI president, but it seems to me that’s quite important for the students to know how their university administration feels about fees, and this one in particular.

I send this letter via the Argonaut as that seems to get your attention about student opinion more than a direct letter to your office.

John Hecht
Candidate, ASU President

FORGET ABOUT MOSCOW WITH OUR BLUES SECTION

Dumb dome

To the Editor:

While recent letters in the Argonaut have dealt with issues beyond the scope of the university student body, it is apparent that a major issue has been neglected; this being the controversy surrounding the Kibbie Dome. Does our Dome really need a repaint? or is it just another in a sequence of mindless expenditures actuated upon the U of I students by the “Senate—Regent” governing body? If our decision-makers deem that a remodeling is already needed in the Dome’s brief existence, then is it not possible the original work was inferior due to an irresponsible decision that was made by the above in hiring the original contractor? In questioning the ethics involved in the employment of a contractor to make up the Dome’s first face, one notices that the same contractors are being “engaged” in the university’s construction activities. One may also wonder how this same contractor who “appears” to be repeatedly submitting low bids manages to do so in light of the fact that the outrageous cost ($20,000) of this project (and many other decisions) do not seem to be a realistically low bid. Furthermore, it may be observed that our university monies are again being channeled in the direction of the Athletic Department when several more academically inclined departments are also very much in need of remodeling funds, i.e., the replacement of the hideous green shinjies atop the Administration Building and a much needed addition to the Wallace Cafeteria. But even more important to the incoming student are the direct physical dangers that are involved in a major sandblasting operation. Besides the obvious dangers of blowing sand, paint chips and concrete induced by the everpresent Empire windmill there is also the potential peril of falling equipment from the scaffold high above the Vandal practice field.

Although these “in charge” betray to us that a 2 week deadline will be met barring inclement weather, we all know what Moscow weather is like. With these problems involved does the U of I intend to retain its status as a university of “academic excellence in the heart of the dry pea and lentil capital of the world” when incoming students will realize that in the pursuit of a four year undergraduate degree they will be subjected to this hazardous inconvenience at least once in their college careers?

The most important aspect of this problem, even greater than the aforementioned trivialities, high costs and obvious hazards involved in the project, is the nonexistence of student input in this farcical attempt at meeting the student needs. When the student is financially supporting such a university project, it is essential that the decision-makers seek out student input rather than ignore the idea as has been done recently in the SUB painting policy and pseudo-hearings concerning alcohol on campus. While it is essential that such decisions should reflect legislative feedback of student thought, it is also fundamental that student opinions reflect such decision in their living environment. In a conservative poll, fully 80 percent of those U of I students interviewed expressed disapproval toward the “sporadic checkerboard” design that displays maximum enterance in direct conflict with the academic policies of the University.

Finally I feel that due to the recent conservatism shown in the editor’s selection of student columns in the latter section of the Argonaut, the possibilities of seeing this letter in print are nil at most, thus I request the editor to be nondiscriminatory towards a student’s (citizen’s) first amendment rights.

Richard Smith

Donald C. Brown
Idaholians United for the Dome

(I.U.D.)
Handicapped students cope with university barriers

By MARY STOREY

A university committee is currently looking into ways this university can comply with federal regulations concerning all programs to be accessible to handicapped students. Regulation 504 is of direct concern to several handicapped students now attending the U of I.

Roger Fergason, who has been attending school here off and on since 1965, said Regulation 504 "was a natural outcome of the civil rights movement. It should have happened a long time ago."

Having been here for a number of years, he has become quite proficient at wheeling himself to classes. This includes "breaking curves" and whatever else is necessary.

Speaking of the campus, Fergason said, "I just took it the way it was. I get around pretty independently, so there wasn't much push. Anything that is changed makes it much easier. It would be nice to have a few curb cuts. But I do what I have to do anyway."

Fergason noted that the campus was built in 1939 and couldn't have been expected to have considered these things at the time. He said, "I just don't want people coming to me and saying, 'Well, what have you done for you.'"

Since 1975 Terry Sobota has been making suggestions to the university administration on how to accommodate the handicapped. She said she realized that the handicapped "could still be very functional in society if there weren't so many physical and attitudinal barriers."

In 1975 she began working on these suggestions with a committee of administrators, faculty and students were involved. The process involved talking to people on campus who have been "super good" to her.

At the beginning of the semester he spoke with Dr. Gibb, U of I President, concerning accessibility for himself and other handicapped students. According to Townsend, he was favorable impressed and is "hoping that with the new administration things will get done."

Sobota summed up the feelings of the handicapped when she said, "I don't want to limit my world. I want to get to classes independently, by myself. What can I do, I want to be able to do."

Engineering graduates appreciate their training

An accreditation team that visited the U of I College of Engineering earlier this month received the results of a poll which showed recent U of I engineering graduates feel their training was sound.

The team of examiners was sent by the Engineers' Council for Professional Development to review the programs of the College of Engineering and make recommendations for accreditation renewal. Their preliminary report is expected within several months, and the final report within a year.

Of the 154 graduates responding to the survey, more than two-thirds rated their U of I education at the university "very good" or "excellent." They felt their background in engineering and praised the engineering faculty.

"The survey indicates that an overwhelming percentage of the group think they had education at the university," said Dr. Robert Furgason, dean of the College of Engineering.

"Virtually all believed they could compete well with graduates from other schools, and many cited factors that gave them a competitive edge over their fellow workers."

When asked what they viewed as the strongest features of the engineering program, three-quarters of the graduates cited class size, the quality and dedication of the faculty, and the personal attention they received.

Others mentioned the "completeness" of the curriculum, the "depth of instruction" and "maximum utilization of resources" by the U of I College of Engineering.

According to Furgason, "The majority felt their programs provide a good blend of theory and application although some felt more contact with industry would be desirable while a student."

Among other areas in need of improvement, many engineers graduates cited a need for better and more up-to-date laboratory equipment. Furgason said others indicated a need for more emphasis on computers or stressed the importance of developing writing skills.

The engineering graduates surveyed by the College of Engineering were graduates of the College of Engineering within the past five years. Already 45 percent of these were in positions of management, noted Dr. Furgason, adding that they were finding engineers hold positions ranging from graduate assistantships to company presidencies.
The Girls’ take charge

By DAVID GAFFNEY

This Sunday, the ASUI Film Society will present The Girls, a film by Swedish director Mai Zetterling. Showings will be at 5, 7 and 9 p.m. in the Borah Theater. Admission is 75 cents.

The Girls was selected to open the 1971 New York Festival of Woman’s Film. The Girls clearly portrays the dissatisfaction of three unhappy women whose lives and identities have always been defined in terms of their men. Sound familiar? Read on.

The three women are Swedish actresses who are on tour with a company which is acting the classical 2000 year old comedy by Aristophanes, Lysistrata. This play is a comedy about Athenian women who refuse to give into their husbands’ sexual desires until the men put an end to war, which in this case would be the extended campaign of the Peloponnesian war between Athens and Sparta which lasted from 431 B.C. to 403 B.C.

As the actresses get deeper into their roles, they discover that they can’t very easily leave these strong feminist performances at the stage door. They see how boring and insensitive their husbands and lovers have been and are at present. They begin more and more to live the roles of the women in the play, who are assertive and imposing to their Athenian husbands. Yet at the same time, the actresses realize that something true and obvious is lost in the transition from stage play to real life. They cannot make the total change because they get hung up in their fantasies and fears and do not realize the complexity of their real entrapment.

The Girls illuminates with real sensitivity not only the tragedy of the female plight as sex object, but also the gaping chasm of bitterness truth between the realization of the problem and the fulfillment of their desire to find in the real world the roles of new women.

The bridge which spans this gulf is the simple but irresistible need for change away from caged and static relationships and into more challenging and essential realm of human concerns.

In director Zetterling’s own words on the existing marital and social stigma which women face today: “For too long a time in history women have been emotionally formed by men and they will never free themselves, unless they resolve their lives into their own hands instead of being manipulated continuously in the role of sex object.”

The Campus Crusade for Christ discusses the difficulties which women face when they decide that actions which are not always easy, must be taken in order to change their lives.

Zetterling’s film is not so much a call to Feminism as it is a cry for the return of Humanism. Here is an angry but necessary voice, a wilderness of conflict where the female of the species is seen primarily in sexual terms before she is even considered on a humanistic or intellectual plane.

It is interesting to note that all of the cast of this film, including the director herself, have worked in a total of seven of Ingmar Bergman’s films such as The Seventh Seal, Wild Strawberries, The Virgin Spring, The Silence and Through a Glass Darkly.

Colson: hatchet to halo

A film entitled The New Chuck Colson will play tonight at 7 p.m. in the Wallace Complex 2nd floor lounge. The film is sponsored by the ASUI Film Society for Christ. Admission is free.

Charles W. Colson has been described as Nixon’s hatchet man. Leaving a brilliant law career to become one of Nixon’s closest and most powerful aides, Colson wielded power and influence in a style described by Time magazine as “morose, tough, nasty and tenaciously loyal to Richard Nixon.”

In December of 1973, in the middle of the Watergate Scandal, the headline “Colson makes decision for Christ” jarred Washington. Many people suspected a gimmick, while most who knew him as “Nixon’s hatchet man” just laughed.

HATRED

“He who does not love abides in death. Anyone who hates his brother is a murderer, and you know that no murderer has eternal life abiding in him.”

1 John 3:14b,15

Sponsored by the Campus Christian Organization

Coffeehouse now, jam soon

Due to the Elvin Bishop Concert, the Saturday night coffeehouse has been rescheduled for tonight. There will be an open mike from 8 to 9:30.

At 9:30 Michael Fracasso will play. Michael is from Pullman and has recently performed at the W.S.U. Coffeehouse. He describes his music as “mostly original tunes and arrangements in an uptempo folk style” but doesn’t like labels because “music is what you feel!” Michael has played at the open mike once before with an excellent response.

Murder in ‘The Mousetrap’

Tickets are now on sale for the Moscow Community Theatre production of The Mousetrap, by Agatha Christie. Tickets for the dinner theatre production are on sale for $8.00 each at Cox & Nelson, Carter’s Drugstore, Magic Mushroom and the SUB. Shows will be November 17, 18 and 19. Dinner will be at 6:30 p.m. and the play will follow.

The Mousetrap is a whodunit in Christie’simitable style. Some snowbound guests at an English country hotel are terror stricken when they find one of their number has been murdered. They try to solve the puzzle that threatens their lives.

Coffeehouse now, jam soon

At 10:30 Jon Pogorelskin has the stage. Jon resides in Moscow but says he’s been playing professionally around Idaho for the past two years. Jon plays southern delta blues on his six string and bottleneck guitars plus a variety of original material. Not a newcomer to coffeehouse, Jon was especially well known for his invisible backup horn player “Charlie” who tries to steal the act during one of his songs. It should be a good night so come down to the Vandal lounge for some free coffee and mellow music.

Christie’s melodrama opened in London in 1952 and set records for the longest running stage play before coming to the U.S. It has been described as “murder with a smile,” and is sure to be a hit here.

This is the third dinner theatre production by the Moscow Community Theatre. Last year they produced You Can’t Take It With You. This year they produced The Mousetrap. This year they produced You Can’t Take It With You. George Bernard Shaw and Moss Hart and The Good Doctor by Neil Simon.

The Mousetrap is directed by Ed Chavez and stars Ruth Gates, Tom Sherwood, Ted Close, Roger Wallins, John Fiske, Lynn Hann, Kathy Dawes and Eugene Taft.
String Festival swings

Henry Siegl will be guest artist for the concert performance of the 10th annual U of I String Festival at 7:30 p.m. Saturday in the Memorial Gym. Admission is 50 cents for students or $1 for families.

Siegl, concertmaster of the Seattle Symphony orchestra, will be featured violin soloist in the "Autumn" concerto from "The Seasons" by Vivaldi. He will also conduct the String Festival orchestra in the "Rumanian Folk Dances" by Bela Bartok.

Other music on the program includes the "Pendleton Suite" by M.L. Daniels, a work composed for the Pendleton High School String Orchestra, which will be directed by Shirlene McMichael, leader of that group.

Also to be played are "Adagio for Strings" by Amuel Barber; "Minuet" by Balzoni; and highlights from "South Pacific." LeRoy Bauer, U of I professor of music and organizer of the festival, will direct these selections.

In addition to performing with the concert orchestra, Siegl will offer master classes in violin to festival participants.

Double reeds tune up

Bassoon and oboe students are invited to participate in a Double Reed Workshop on Saturday, in conjunction with the 10th annual String Festival.

Ronald Klimko, professor of music, and Robert Probascio, associate professor of music, will teach master classes in the morning, followed by a concert at the U of I Administration Building given by the University Symphony Orchestra. In the afternoon, participants are invited to tap sessions with Klimko, Probascio and their students.

A recital of double reed solos and ensemble groups with faculty and students is planned in the Music Building Recital Hall.

According to Probasco, the workshop is aimed at junior and senior high school students and instructors who wish to review the basics of teaching oboe and bassoon.

The master classes will cover purchasing a new or used instrument, care and adjustment habits, reed making and adjusting, suppliers of tools and materials, warm-up procedures, playing in tune, breathing and support, books, periodic ca records, and musicianship.

For more information call 885-6231.

Chamber singers croon

The newly formed U of I Chamber Singers will give a concert of sacred music from the Baroque Era and the 20th century at 4 p.m. Sunday in the Music Building Recital Hall. Admission is free.

The concert program includes two works by Claudio Monteverdi, "Cantate Domino" and "Beatus Vir," and latter a sacred concerto written for St. Mark's Cathedral in Venice. Also on the program are "Ubi Caritas," a motet by the 20th century French composer Maurice Durufle; "Rejoice in the Lamb," a festival cantata by Benjamin Britten; and "Laudate Jehovam Omnem Gentem," a three-movement motet on the text of Psalm 117, by G.P. Telemann.

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Intramurals offer potpourri of sports activities

The intramural wrestling tourney begins Monday at 7 p.m. in the Memorial Gym Armory. Weigh-in is Monday from 4:30 to 6 p.m. in the varsity football locker room.

Volleyball playoffs are in progress and teams should check the intramurals bulletin board for the schedule, according to Dr. Robert Whitehead, director of men's intramurals.

The men's swim meet is scheduled for Nov. 29, 30 and Dec. 1. Teams can begin entering now, and entry deadline is Nov. 22. This is the last intramural event of the year.

In water polo, Phi Delta Theta defeated Graham Hall to win the championship. Phi Delta Theta lost to Graham in the first round of a double-elimination tournament, but the teams met again in the championship. Phi Delta Theta defeated Graham in overtime, 14-13. At this point, both teams had only one loss. After a rest period Phi Delta Theta again defeated Graham, 14-13, to clinch the championship.

In current team standings, Delta Tau Delta is first among the fraternities, with 479.6 points. Delta Sigma Phi is second with 421 points and Sigma Alpha Epsilon is third with 413.5.

Gault Hall leads the independents with 398 points, followed by Graham with 350.5 and Whitman with 343. These point totals are for tennis, golf, touch football and the turkey trot.

Women's volleyball playoffs continue through next Tuesday. Teams in the playoffs are Foyner, French, Oleson, Steel House, Kappa Alpha Theta, Alpha Phi, and two off-campus teams, according to Dr. Hazel Peterson, director of women's intramurals.

The championship game is scheduled for the Women's Health Education Building next Wednesday at 7 p.m.

The women's intramurals badminton and table-tennis tournament concluded last Saturday.

Everyone reaches for the ball in this championship water polo match. Phi Delta Theta played Graham Hall twice before defeating Graham 14-13 to win the championship.

In badminton singles, Linda Dartsch of Neius finished first. Mary Pat Wheeler, off-campus, was second; Sally Greene, off-campus, was third and Kathy Forsland, off-campus, was fourth.

Sally Greene and Jenny Koski, both off-campus, teamed to take first in the badminton doubles. Sharon Gyorkey and Beka Law, off-campus, took second; Kris Runberg and Deb Hocking, Steel House, were third and Maria Volotilli and Renee Brickner, Delta Gamma, were fourth.

Kathy Forsland, off-campus, took first in the table tennis singles tournament. Judy Smith, LDS, was second; Maliya Abele, Carter, took third and Joyce Taylor, Alpha Gamma, took fourth.

In doubles, Joyce Taylor and Kathy Ball, Alpha Gamma, captured first and Maliya Abele and Sarah Carpenter, Carter, took second.

Women's intramural track and field events are scheduled for Dec. 8 in the Kibble Dome. Field events begin at 5:30 p.m. and track events begin at 6 p.m.

Entries are due in the WHEB office by Nov. 15. All inquiries should be directed to the WHEB office.

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Runners leave for Salt Lake

The Idaho men's cross country team will compete in the Big Sky-Western Athletic Conference Cross Country Championships Saturday in Salt Lake City. The race will cover 10,000 meters (6.2 miles) on the University of Utah golf course.

This is the first time the conference and regional meets have been run together. Scoring for the league and district competition will be done separately.

The top four teams and top four individuals will go on to the National Collegiate Athletics Association (NCAA) Division I Cross Country Championships in Spokane Nov. 22.

The Weber State Wildcats are favorites for the Big Sky title, with Northern Arizona expected to be close. Idaho, Montana, and Boise State are vying for the outcome. Coach Mike Keller commented, "We've never had five teams in the conference that are as evenly matched as these five are since I've been a coach here."

Keller said the Vandals have stressed training more than actual competition in preparation for the championships, and thinks that will help Idaho.

"Most of the other Big Sky teams have had five or six meets over six mile distances and I think that is a disadvantage because it disrupts the workout schedules," Keller said.

"I feel we definitely can be in the top four in the Big Sky. We have a good chance at scoring high as anybody else. This is the big one. Nobody is going to remember we won the British Columbia Championships if we finish sixth in this meet," Keller said.

Idaho took the team title in the British Columbia Championships, held three weeks ago, for the second consecutive year. Freshman Steve Ortiz from Barstow, Calif., placed first in that meet.

Joining Ortiz for the meet in Salt Lake City are freshman Gary Gonser, Castle Rock, Wash.; sophomores Graydon Pinkalla, St. Helena, Ore.; junior Dennis Weber, Hutchinson, Kan.; seniors Rick Ward, Lewiston, and Doug Beckman, Spokane; and freshman Kyle Tonnemaker, Seattle.

Tonnemaker beat out junior Terry Griffin from Beaverton, Ore. Last year Griffin was among the top runners in the meet.

Keller predicts the University of Texas-El Paso will win Saturday's meet, with Brigham Young University and New Mexico close behind.

"I believe a Big Sky school can take fourth place and make it to the nationals. Having them so close to home this year, we would love to be that team."

"I think we will surprise some people. At least I hope we do," said Keller.

Ref clinic set for Thursday

The Inland Empire Board of Officials will sponsor a training clinic for girls' and women's basketball officials Nov. 15 at Colfax High School from 4 to 9:30 p.m. Clinician is Dick Dobie.

The clinic is designed as an intensive training session for anyone who is interested in officiating girls' basketball. An apprentice rating can be awarded.

Interested men or women should bring a whistle, tennis shoes and a sack lunch. Fees for the clinic are $5 for clinic and rating fee, $4 for local board dues and $5 for Washington Officials Association dues and rule book—a total of $14.

For further information contact Linda Hackbath at 332-7362, evenings.
Battle of the Palouse: Old rivals meet again

The Battle of the Palouse. It's one of those annual football rivalries that traditionally stir up high emotion, spirited play, and general post-game carousing on both sides.

This year's Idaho Washington State game is being greeted a little differently than it has in the past, though. Because instead of the high anticipation that usually comes along with it, most of the Vandal fans are trying to keep from moaning and weeping at the very thought of the contest.

Pre-game observations don't just point to a Cougar win as they have in years past—indications are that WSU will simply roll over Idaho and keep on going. The reasons for such dire predictions are many and varied. To begin with, the Cougar offense is easily one of the most awesome in the nation. Led by Jack Thompson, the nation's second-best quarterback, their passing game has literally ridicked defenses of much greater standing than the Vandals. In this week's NCAA standings, Thompson ranks third in the country in passing and fifth in total offense.

The WSU running attack is also greatly improved, presently ranked fourth in the Pacific-8 Conference. And to top that off, their defense, under the tutelage of coach Warren Powers has turned into something stronger than last year's paper-thin secondary.

And then there are the Vandals. Stop your moaning and listen for a minute.

It's true that Ed Troxel and his boys haven't lived up to the expectations that were laid upon them at the start of the season. Fact is, they've made something of a mess of this year's outing with a 2-6 overall record so far.

And it's true that the Vandals are perhaps at their weakest of the season with injuries plaguing just about every post on the team. Quarterbacks, running backs, centers, offensive guards and middle linebackers are all either moping on the bench or limping into the field with injuries. If ever there was an unhealthy team, it's Idaho right now.

But the Vandals' flaky fans and unhappy boosters haven't taken a number of things into consideration for this game. To begin with, injuries are not the only problems that have dashed their hopes this season—most of Idaho's losses came on plain old bad breaks, long plays and close calls. Luck has not been on their side most of the time.

There's also the Vandals' ability to surprise. Montana State, last year's Division II champs were also supposed to give them their other win of the season. Idaho, you may recall, beat them on their home field 17-6.

And finally, there's the tradition of the few wins Idaho has in their long-standing series with the Cougars. Though their record is 55-14-3 edge over the Vandals, their only four wins in the past quarter-century are now, at least a come at times when WSU was supposed to wipe them out.

Does that mean the Vandals will win Saturday? Hardly. Does it mean they stand a chance? Yes; nobody knows if hell has frozen over before, but Thompson and the Cougars have been known to.

The Vandals are looking at a team whose only losses this season have been to Kansas, USC, UCLA and Stanford (5-21). All of those teams far outclass Idaho in standing. On the other hand, the Cougs have some teams that would probably send the Vandals to the grave—notably, Nebraska, Michigan State and California.

And it's certainly not a good strategy to rely on them. But if circumstances are just right and the Vandals have some luck on their side, they may be able to pull off a shot at the style of Idaho's improbable feat, their MSU win of a few years ago.

The weather forecast predicts a heavy rain for the game. That could make the field slippery and difficult to run. Though the Vandals have run well in the past when the grass was soggy, the Cougars have been known to score heavily off of Idaho's two greatest weaknesses, punting and turnovers.

In short, the Vandals are in a do or die situation. Their fate is in the hands of the galaxy...and maybe you.

The Big Sky Games

Idaho at Washington St.
Weber St. at Idaho St.
Cal Poly at Boise St.
E. Montana at N. Arizona
Montana at Puget Sound

Big Sky Standings

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Weber St. vs. Idaho St.
Cal Poly vs. Boise St.
E. Montana vs. N. Arizona
Montana vs. Puget Sound

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EVERYONE IS INVITED!
By KRISTEN MOUTLON

Though the job is routine, "it's the people that make it interesting," according to Kathy Bower, one of five nurses who travel with the Red Cross Blood Center.

Bower said that the unit is a good time to go to dentists, have a flu shot and to attend to anything else before the four-week on-the-road stint.

The mobile unit stops in communities whose Red Cross chapters organize, publicize and help operate the bloodmobile. Each community has a quota of pints to be drawn.

"The U of I has always responded well to the blood drive, according to Bower. Exceeding the quota of 50 is indicative of this.

The five nurses, assisted by volunteers, coordinate the six stations of the blood drawing unit. Before a donor climbs on the table to have his blood drawn, he stops at four "stations" to have his personal data recorded, his hemoglobin checked, his pulse taken and his blood pressure checked.

Each donor is required to spend 10 to 15 minutes at each station to help their systems adjust to the loss of the blood, according to Gay Richardson, head nurse of the unit.

Blood drawn by the unit is flown directly to Boise where it is refrigerated in a mobile-type unit and stored for distribution.

Hospitals throughout the state utilize blood from the center. A patient pays only the processing fee for the blood, according to Richardson.

Donors will be receiving new plastic cards that will be permanent records of blood donated. The new cards will be somewhat like a credit card and will be updated each time one donates, according to Bower. The new record keeping system will be much more efficient in reducing blood lost.

The unit is expected to return to campus in February and again in the spring.

**Events**

**TODAY**

-Campus Crusade for Christ is hosting the film: "The New Colossus" at 7 p.m. in the Wallace College lounge.

-SUB films presents STEELEYARD BLUES in the Borah Theatre at 5:30 and 9 p.m.

-LDS Institute of Religion presents Val Limberg, Asst. Prof. at the University of Utah to speak on "Perspective on Interpersonal Communications," in the LDS Inst. at noon.

**TOMORROW**

-..U of I - Moscow, ROAD RUNNERS are sponsoring "Fun Runs" of 1, 3, 7 miles starting from 8 a.m. in front of U of I 10 a.m. Joggers encouraged to run. Women runners encouraged.

**SUNDAY**

-ASUI Outdoor Program is having kayak sessions in the pool. Sign-up in the Outdoor Programs center for basic instruction.

-...U of I soccer club is having a game against WSU at 1:30 p.m. in the dome. It's free, all welcome.

-Moscow and Co-op is holding a pot-luck brunch and 11 a.m. at the old Talmisian House at 624 Ash. Please come and bring your own eating utensils.

**MONDAY**

-The Moscow-Pullman Diabetes Association will host Dr. R. J. Strobel on "The Eye and Diabetes," in Good Samaritan Village in Moscow.

-Advisory Board meeting at noon in SUB.

**TUESDAY**

-Basketball Officials Training Clinic from 4-9:30 p.m. in College High Gym. $14.00 fee. Call Linda Hackworth, Pullman 332-7352 for more info.

-New Anthro Club going to meet in Chief's Room of SUB at noon for organizational purposes.

-Outdoor Recreation presents a slide presentation on ski touring at 7 p.m. in the SUB. This will deal with getting involved in ski touring, places to go, and instruction. Free.

**ONGOING AND UPCOMING**

-Nov. 16, 7:30 p.m. the Crabspill Alliance is trying to form a local chapter. Everyone is encouraged to attend to this meeting.

-This organization will be part of a national anti-nuclear power alliance committed to the principles and practice of non-violence. The meeting will be at 244 Cherry St. You are strongly encouraged to attend.

-WSU YWCA International Gift Fair is held Dec. 2 & 3 from 9 a.m.-9 p.m. in the CUB junior ballroom. Call (509) 335-3916 for info about selling products.

-Pullman and Moscow sponsors PAISAN (Italy 1946) Roberto Rossellini, the first and perhaps the greatest master of Italian Neo-realism, examines post-WWII Italy in a series of short, often harrowing, documentaries. With a cast of non-professional documenters of the working class and nobility. Nov. 15 at 8 p.m.

-Moscow Duplicate Bridge Club meets every Monday night at 7 p.m. Come see us. We meet in the SUB.

-Nov. 26, 7:30 p.m. special seminar on "Historic Preservation" will be held in the SUB. For more info call 882-1022.

**Classifieds**

6. ROOMMATES
Need roommate (1) large bedroom, kitchen, bath, living area $75 per month plus utilities. For information Contact Jon Reese, Moscow Hotel No. 337.

7. JOBS
Wanted: figure drawing model. $3.50 per hour. Write J.R. Wilbur, NW 501 Lincoln, Pullman 38163.

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Wanted female signer-instrumentalist, experienced vocalist, no household commitments. Please be 21 and single. Call C&W/Blues/Rock band. Must be willing to travel extensively. 882-1727, 882-0400.

13. PERSONALS
Guys & gals - University Singles Club is here. If you like to party, have fun, and meet people like yourself, write us for all the details. O.P.O. Box 1926, Boise, Idaho 83707.

**Campus Capers**

Someone gained entrance to the Wallace College game room by bending through the glass case in the concession area, according to the police. Three "Champion" pool cues sticks valued at $35 have been reported missing by the manager of the game room.

Jeff Cole, Laugh, reported his car vandalized while parked in the Hartung Theater parking lot between last Monday and Friday. The outside mirror on the driver's side had been broken. Three lug nuts had been removed from the right front wheel and two spark plug wires had been disconnected.

According to the campus police report, the estimated damage is $15.

Mrs. Jane Reynolds, of Moscow, had her 1976 Pontiac Sunbird converted to 1974 Pontiac Tau Fraternity was vandalized Friday night while parked in front of the ATO House according to a police report. The outside rear view mirror was damaged during a 45 minute period. Estimated damage is $25, according to the report.

Sometime Friday night, two cars were vandalized while parked in front of St. Augustine's Center, according to the police. M. C. and S. B. both of Kennewick, reported someone used a two pronged object to puncture their tires.

A reminder from the friendly ticket people; parking is prohibited at all times in all aisles, sidewalks, crosswalks, loading zones, yellow curbs or on lawn or grass.

Students study murderous literature

Next semester, Temple University will be offering an introductory literature course titled "Incest, Adultery and Murder," a course in the catalog they're calling "taboos and otherwise illicit blood relationships.

Required reading for the course will include such shockers as Wuthering Heights, Oedipus Rex, and The Scarlet Letter.
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