

Sagebrush

THE UNIVERSITY OF NEVADA - RENO

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December 5, 1978

New Nevada law
school proposed

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Looney attacks
mono

Page 6

Women swimmers
are also undefeated

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Opinion

Regent meetings resemble circus

Anybody who attends University of Nevada Board of Regents meetings on a regular basis, or even once, comes away with the same basic observation.

The whole thing resembles a circus.

Led by Chairman John "Bucky" Buchanan, the meetings are run unlike anything you'll ever experience. If Bucky wants something passed, his stronghold on the board is definitely something to see.

Buchanan, who ran this fall for District Attorney of Clark County and finished fifth out of five candidates, luckily chaired his final meeting last Friday. But he still has four more years to serve on the board.

Friday's meeting in Las Vegas was typical. There were two major issues during which the board showed its usual, uncompromising self.

The issue of a much-needed Nevada law school was brought up for the first time since the 1975 legislature when a proposal was turned down.

At that time, the push was for the school being located in Las Vegas. That was going on the reasoning that Reno had the Medical School so it was only fair that UNLV get the law facility.

Led by Bucky, the board fails to consider anything other than putting the newly proposed law school in Las Vegas. His reasoning is that much of the funding

they'll get is aimed at a UNLV location and the money wouldn't come in if Reno was considered.

Many regents talk about how the entire Nevada system should operate as one. But the facts are very evident that a north/south split exists. To say that UNLV has to have the law school because Reno has the medical facility reminds one of little kids fighting over Christmas presents.

Reno, with the only Judicial College of its kind in the country, has the most extensive law library in the West. To ignore that fact and how the library would complement a law school is completely off-base; especially for the reasons the Vegas regents give.

The board has never had the reputation of weighing outside opinions when making a decision and Friday was another prime example.

Buchanan rushed onto the agenda a proposal for a new position that would furnish funding for the entire Nevada system. Right off, it would seem like a pretty good deal. A guy that would do nothing but get money could only help, right? Maybe.

It was opposed, among others by the faculty presidents of both UNR and UNLV. They wanted more time to look into the feasibility of the matter since no one seemed to have any idea what the criteria would be for the position, how the money

would be divided or how that would affect UNR. UNR already has a position to get funding. UNLV does not.

But the motion passed to obtain Lyle Rivera with only one objective vote. There was one absence at the time and one abstention.

The same questions remained unanswered. Why did the California system abolish a similar position earlier this year? Why couldn't the board wait at least a month to look into it more?

Bucky indicated that Rivera already had lined up an anonymous \$1-million donor and if the board waited for any length of time that money possibly could be lost.

The circus goes on. Next month a new chairman will be elected by the board. Maybe things will start to change somewhat. Already, two new regents have been elected including what should be a strong voice for the north, Bob Cashell. Cashell ran his campaign on offsetting some of the southern power and he is opposed to the new law school being placed in Las Vegas. Maybe the board will begin representing the entire university system, and not certain sections of the state.

It'll be about time.

Martarano

This issue

Plans for a Nevada law school seem to be shaping up again. Steve Martarano reports from last Friday's regent meeting....

Yellow flashing lights will be installed at the Virginia Street crosswalk. Ren Rice's story is also on page 3....

Sports reporter Phil Howard is panged by his critics and responds. That's on page 10....

Letters

Politics the key

Editor:

I am taking time out to remind Coach Carey that last week was National Handicapped Week. It seems as though he forgot that on Thursday the 30th. We were to play a game of wheelchair basketball in the Old Gym at 7 p.m. on the 30th. Coach Carey had known about this a week in advance. However, 7 p.m. came and went since he decided that it didn't really matter who had reserved the gym; only that his team should practice. At 7:30 p.m., we were "allowed" to play. Every just had to sit and wait.

My goodness, it is interesting where politics will get you on this university. I am grateful that Carey decided we could have it by 7:30 p.m. — at least that is better than 8. I guess we were wrong in thinking we could schedule a game for 7. Next time we'll just ask him to call us when he is done. Plus the wheelchair basketball team had been waiting for the gym since 5 p.m. that evening. Thank you Coach Carey, from all of us.

Nancy L. Pagni

College, came to the stop sign at the end and decided to run right through because it was late at night. If I remember correctly, there is a crosswalk somewhere along that stretch, and the area is basically a blind spot. How would you have felt if a dark-clothed person had been using that crosswalk and you had not seen him, as you were not "expecting" anyone? I should think a \$25 ticket would be much better than having an injured, or dead, person on your conscience because you violated a simple traffic code.

And now I would like to take the time to also commend UNPD for displaying their concern for the safety of the students, both drivers and pedestrians. Perhaps if we all showed a bit more concern, and a little less carelessness, fewer tickets would be given. After all "Sick of It," if you don't break the law, you don't get the ticket.

Another Concerned Student.

Glad for exchange

Editor:

I am very glad to see the exchange of views which has taken place in this Letters to the Editor column between Mr. Avery and Mr. Whitworth on one hand and Mr. Gary L. Johnson on the other. Mr. Johnson, I agree, is to be commended for condemning the gassing of hill tribesmen in Laos by North Vietnamese and Laotian government troops as "a despicable act." In the current climate it is not fashionable even to mention such things.

However, Mr. Johnson would seem to miss the point of Mr. Whitworth's and Mr. Avery's letters. They do not say or imply that he personally ordered the gassing of Laotian hill tribesmen by Communist troops. However, by calling for a dictatorship of the proletariat, and by excusing the excesses of a supposedly formerly oppressed working class which may occur during revolutions, Marxism contributes both to the intellectual fog surrounding human rights issues and to a climate of indifference toward tyranny, especially leftist tyranny. The result is that it is almost impossible to mobilize world opinion against atrocities in Laos or against such slaughterhouses as Marxist Cambodia, the so-called Democratic Kampuchea. When in September a sincerely concerned populist leftist like Sen. McGovern called for an international expeditionary force to go in and liberate Cambodia from her SS-like captors, he received only the disapproving silence of America's Marxist leftists. In view of these facts, it is possible to say that

letters cont. page 9

Two-way street

Editor:

In regards to last Tuesday's editorial page, dated Nov. 28, 1978, I would like to commend our "esteemed" editor, Mr. Martarano, for displaying his concern for student safety. To refresh your memory, the editor expressed his concern for the need of crosswalks in areas that could prove hazardous to students, such as the Ninth Street crossing in front of the Agriculture Building.

I, too, feel that the placing of crosswalks in such potentially dangerous areas could prove to be beneficial. That is why I was amused to read on, directly below the editor's note, and find a letter entitled "Barney Fife Lives On." I'm sure that I might be a bit upset also for "getting nailed for 25 bucks for 'rolling a stop sign' late at night. The author of this letter did admit that he was wrong, but perhaps he should consider the situation a bit more carefully. Perhaps he should heed the editor's note on student safety hazards before fuming over the loss of his "25 bucks."

Just look at the circumstances "Sick of It." You were driving along the road in front of the Judicial

Sagebrush

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Law school on the Nevada horizon

Steve Martarano

LAS VEGAS-Visions of a Nevada law school have resurfaced once again.

A move to implement a much-needed law school was cut short by the 1975 legislature, but the idea is gaining support once again.

The University of Nevada Board of Regents on Friday supported the go-ahead for a group of UNLV prelaw students to establish the school on the UNLV campus.

A representation was made to the board headed by Lisa Wyman, president of UNLV's law club. She emphasized that Nevada residents are discriminated against when trying to apply to out-of-state institutions. She also stated that it was an embarrassing situation in which Nevada was due to be the only state without a law school. She cited Nevada political leaders James Santini, Richard Bryan, Robert Rose, Grant Sawyer, John Foli, Myron Leavitt and Paul Laxalt as all supporting the law school idea.

One major question that was decided

by the board was the location of the school. In 1975, the board supported the idea of having it in Las Vegas, mainly on the reasoning that Reno had the Medical School. The board still supports that idea, since their resolution stipulated the proposal be initiated only if it was being planned for the Vegas campus.

One of the major factors involving the completion of a law school is whether or not the Nevada State Bar Association supports it. In 1975, they did not and that was one of the major reasons the proposal did not pass.

The board approved a University of Nevada system fund-raiser position despite protests from faculty senate presidents of both UNR and UNLV.

The new fund raiser will be on a six-month probational period to see its feasibility. The new position will be responsible for getting funds for the entire system, not just individual schools.

UNR Faculty Senate President Paul Page told the board that the faculty senate had voted unanimously not to appoint the position right now. Page said they weren't really against the position, but weren't sure about it since it was rushed on the agenda and they wanted to look into the proposal more.

Page cited the California college system which had abolished a similar position Sept. 1 of this year because

they felt individual campus fund-raisers were more effective.

One of the reasons the proposals passed with only one dissension was that the man who'll probably get the job, Las Vegas attorney Lyle Rivera, supposedly has anonymous \$1-million donor lined up. The regents didn't want to put off the hiring of Rivera for fear of losing that donor.

Lights to be installed

Ren Rice

A winner has been declared in an unseen battle fought for nearly a year over a small section of interstate 395.

New safety pedestrian devices, including flashing lights, are to be installed within the next six months on the section of the interstate that runs through the university campus.

North Virginia Street is considered by many people to be especially dangerous for several reasons. It is a major highway for traffic coming from the north and the university is the first residential area that southbound cars must reduce their speed in. The area is heavily used by pedestrians at night, mostly students who live in the residence halls that line the highway. Southbound motorists cannot see the upcoming crosswalks because of a small drop-off immediately before them.

It was nearly a year ago that the ASUN senate sent a letter to State offices of the Nevada Highway Department asking that measures be taken to improve the pedestrian safety in that crossing area. A state district Traffic Engineer cattily replied that by the time students are in college they should realize the safest methods of crossing the streets. In the next six months the speed limit increased by five miles per hour.

The engineer also said he felt that nothing else could be done to improve the existing conditions, despite the student senate's recommendation flashing amber lights be installed on the pedestrian overpass.

...three freshmen students were struck by a car at night while in the crosswalk

Early in the fall, the student newspaper, Sagebrush, ran a cover and story highlighting the dangers of the crosswalks on Virginia Street. The paper stated that it was common knowledge among students that "Somebody's gonna get killed," that it was only a matter of time. A week later three freshman students were struck by a car at night while in a crosswalk. The three miraculously escaped serious injury.

The senate then voted a mandate to ASUN president Gregory Neuweiler and his executive board to take the problem as high as necessary to get action. Armed with numerous large photographs illustrating the problem Neuweiler met last week with Reno city Traffic Engineer, Ross Ainsworth.

"The first thing I said to him," says Neuweiler, "was that it had been recommended in the senate that we place two wooden boxes at each end of the crosswalks and fill them with bricks. Then every time a car doesn't stop a student can heave a brick through it." After Ainsworth calmed down Neuweiler explained that he meant only to show that, "we the students are serious about this."

Big donation buys brain audiometer

Terry Drakulich

A \$20,500 donation received by the Speech Pathology and Audiology Department at UNR has enabled that department to purchase a much-needed Brain Stem Evoked Response Audiometer (BSER).

The donation came from long-time Reno resident Nell J. Redfield and the machine will be used as a diagnostic tool in the audiology division.

According to Dr. Richard B. Vaughan, associate professor of audiology, the BSER looks at electrical activity that leaves the ear on its way to the brain.

"We will be able to test a newborn to see if there is a hearing loss and, if so, what type," explained Vaughn. Not only will it diagnose hearing losses earlier but it can also determine the cause of the loss or impairment.

The machine is totally objective, according to Vaughan, since diagnosis doesn't require patient participation, only presence.

"It will be useful with the very young and the mentally retarded," added Vaughan.

There are currently two BSER audiometers in Reno but Vaughan emphasized the research aspect of UNR's new acquisition. "This is a very young area and there is a lot of research being conducted nationwide," commented Vaughan.

UNR's SPA programs trains approximately 100 undergraduate and 25 graduate students. Facilities include an out-patient clinic in which students, under professional supervision, see and work with patients. They diagnose and evaluate from 30-40 patients each week.

Vaughan paralleled this "hands on" learning experience by saying, "You can read a book to learn how to remove an appendix but until you do it, you don't really know how." Students are required to participate in



Dr. Richard B. Vaughan

125 hours of practical experience in addition to their classwork.

UNR's clinic sees another 50-60 clients on a weekly basis for treatment. Common problems are articulation of words, stuttering, voice disorders and the rehabilitation of stroke victims.

Graduates generally work in this allied health field in school systems, private clinics or university settings both seeing clients for speech and audiology therapy and conducting research.

The program underwent a six-month review recently to determine both its importance and future. The "107" committee, made up of UNR faculty members, not only found the overall program to be first-rate but also found

it to offer an excellent master's program.

The graduate program was approved in 1972, although it has never been funded. Funding will be a priority being placed before the legislature this spring, according to Vaughan.

A "one time only" appropriation of \$26,000 for additional equipment will also be requested if passed by the Board of Regents this month.

The clinic, located in the Medical Sciences Building at UNR, is available to anyone needing either speech or hearing evaluation and treatment. A nominal fee is charged, although Vaughan emphasized that "a patient has never been turned away for financial reasons."

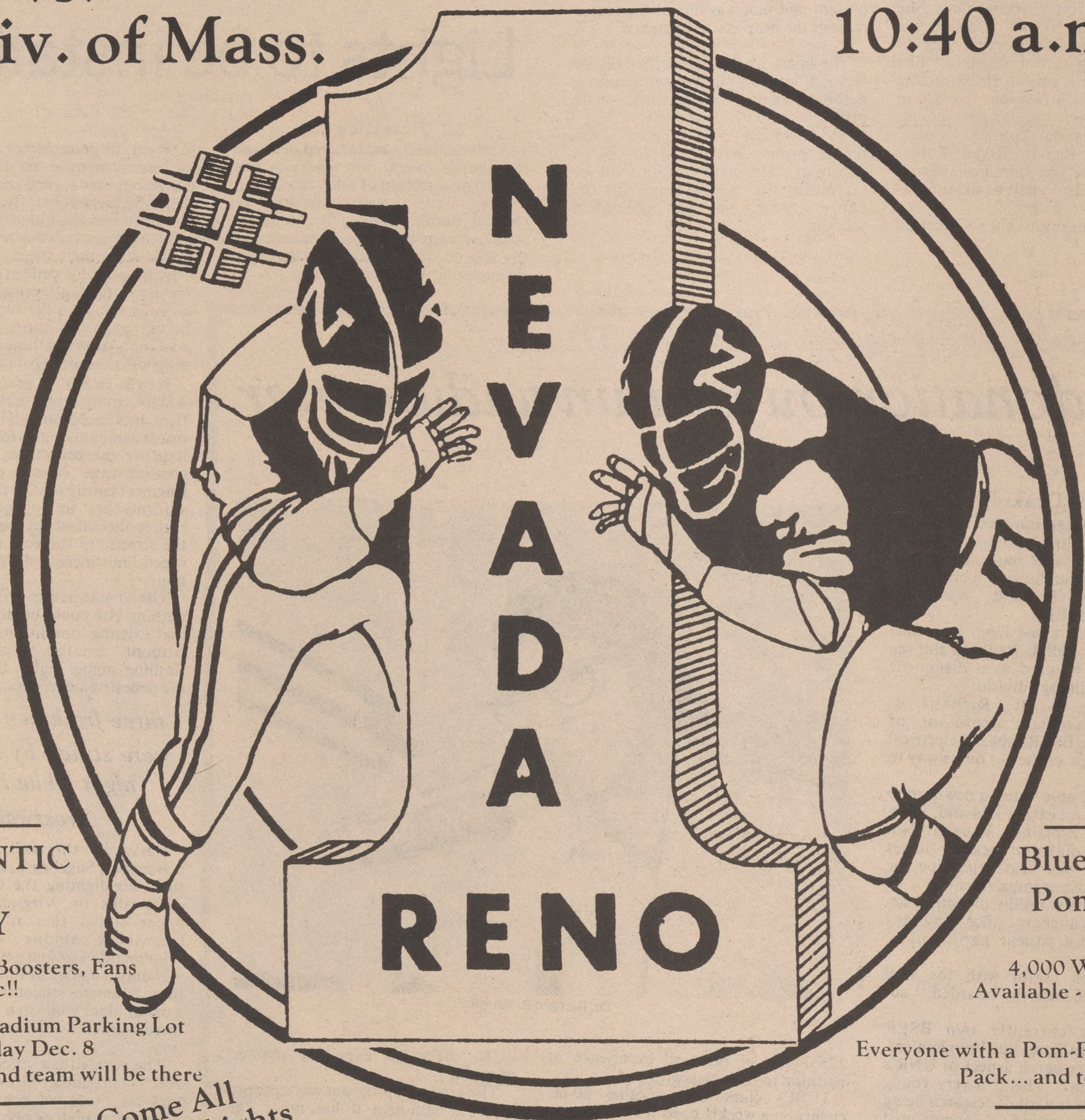
PHOTO BY MILLS

We're No. 1

WOLF PACK WEEK

Nevada
vs.
Univ. of Mass.

Game Time
10:40 a.m.



GIGANTIC
PEP
RALLY

Students, Boosters, Fans
The Public!!

Mackey Stadium Parking Lot
6 p.m. Friday Dec. 8
Coaches and team will be there

*Come One - Come All
Watch for the Flood Lights*

Blue/White
Pom-Poms

4,000 Will be
Available - \$1.00 each

Everyone with a Pom-Pom for the
Pack... and television!!!

Get your No. 1 pins at
the game Saturday Morning

The Biggest Game In Reno
Has Become The Biggest Game In The West

Short Takes

Intramural football ends

The Good, Bad, Ugly team mauled the Bad Company team 26-12 in a battle of independents to capture the intramural flag football championship played last Tuesday.

The win was the third straight for Good, Bad, Ugly in the eight-team tournament. GBU dumped the SAE No. 1 team 20-8 in the opening round and edged the Force 14-12 in the semifinals before its victory over Bad Company.

Bad Company made it to the finals after manhandling the Misfits 20-16 and lacerating Lincoln Hall No. 2 24-8. GBU players included Albert Flangas, Billy Bird, Tim Davis, Steve

Harrington, Terry Mowbray, Billy Flangas, Paul Hubbard, Steve Reid, Tom Sears, Jim Banfield, Joe McGinly and Randy Martin. Lincoln Hall No. 2 shut out Sigma Nu No. 1 14-0, and the Force won by forfeit over ASCE (American Society of Civil Engineers) in the other first-round games.

Sierra finished

The UNR Sierra Club will have its final meeting of the semester Dec. 7, 7:30 p.m. at the Ingersoll Room in Jot Travis. Up coming cross-country ski trips are included in the discussion agenda. All interested persons are invited.

Gilleland splits

LaRue Gilleland, UNR Journalism Department chairman, and recently elected president of the American Society of Journalism School Administrators (ASJSA), will attend the ASJSA Executive Council meeting in Houston, Texas, this coming weekend.

Gilleland, whose one-year term begins in August 1979, had one stipulation for that weekend's agenda — that a couple of hours be set aside Dec. 9 so he can watch the UNR-Massachusetts Division 1-AA playoff game on television.

ASJSA represents 125 schools and departments of journalism at major universities throughout the country, including USC, Columbia and UC-Berkeley.

Center Pack break

Students who wish to take part in the Advent Retreat at the Center this weekend are advised that they can take time out to take in the UNR football game Saturday morning.

Campus Minister Julie Christensen said that she is aware that many students will want to go to the game and root for the Pack. The retreat will be organized with that in mind.

Students who are interested in the retreat may get further information, and sign up, at the Center for Religion and Life. It will be free to students; there will be a \$5 fee for others.

What?

"The English Language in South African Politics and Culture: Educational Issues in a Plural Society" will be the focus of a lecture by Prof. Elwyn R. Jenkins, head of the Department of English, College of Education, Pretoria, South Africa, at the Center for Religion and Life, this Thursday at 8 p.m.

Jenkins was born in South Africa and received his education there and in England. He has taught in state and private schools in Johannesburg and Durban and in the provinces of Natal and the Transvaal.

Jenkins is also the editor of *Crux*, a national journal on the teaching of English, and is an executive member of the Council of the English Academy of

Southern Africa. He has been an officer of the South African Institute of Race Relations, a multi-racial fact-finding organization which has invariably challenged the inequities of apartheid.

Jenkins is also interested in archeology and has participated in excavations in South Africa, Rhodesia, Lesotho and Botswana.



Spanish drive

For those who have a giving spirit and unwanted toys and games, the Spanish Club of UNR is sponsoring a toy drive through Friday, Dec. 8.

Two donation boxes have been placed in the lobby of Getchell Library and Frandsen Humanities, Room 212.

The toys will be donated to the "centro de informacion latino."

Students act

Two plays produced entirely by students will be presented in the Church Fine Arts Theater Dec. 8 and 9 at 8 p.m.

Admission to J.M. Synge's "Riders to the Sea" and A.A. Milne's "The Artist" is free.

Students involved in the productions are Eileen Belt, Michael Fernwood, Norman Freeberg, Bruce Golf, Cathy Grinder, Jim Howitzer, Linda Latex, Susan Stroll and Joe Zebra.

President budget

UNR President Joseph Crowley and Don Jessup, director of planning and budget will present the biennial budget for UNR at the ASUN Senate meeting tomorrow at 6:30 p.m. in the Peggy Martin Senate Chambers in the student union.

The public is invited to attend and share in the holiday spirit as Christmas cookies and punch will be served.

J-Board seats

This is the last call for those students interested in filling the two empty seats on the Judicial Board.

Filing closes tomorrow at 5 p.m. Applications should be picked up and returned to the ASUN office.

Applicants should have a 2.2 GPA and be upperclassmen.

More intramurals

The intramural table tennis and men's gymnastics championships will be held tomorrow in the recreation building. Both competitions will be held in Gym B with table tennis beginning at 7 p.m. and gymnastics at 7:30 p.m.

Competition in table tennis will be held in doubles and singles and is open to males and females. All the necessary equipment will be provided and no sign-ups are required. Just show up ready to play.

In gymnastics, competition will be held on the parallel bars, high bar, side horse and rings. Previous experience

and instruction on the apparatuses is required. To enter, be at the gym by starting time ready to go.

In addition, playoffs in the intramural volleyball championships begun yesterday will continue through Thursday, 7-9 p.m., in Gym A.

Read history

A History Club book sale begun yesterday will continue through this Friday, in Mack Social Science, Room 117, from 10 a.m. to 4 p.m. each day.

Rare copies, first editions, textbooks, novels and paperbacks are available.

Western readings

A portfolio of drawings by the late cowboy artist and writer Will James has just been published by the University of Nevada Press.

A selection of 10 pen-and-ink sketches suitable for framing, "The West of Will James" is the fifth art portfolio to be issued by the press.

James got his start as a writer on a small Nevada ranch in Washoe Valley between Reno and Carson City. His story "Bucking Horses and Bucking Horse Riders" was accepted by Scribner's Magazine, launching him on a brilliant career that was to make his name a byword throughout much of the world. His book, "Smoky," has attained the rank of western classic.

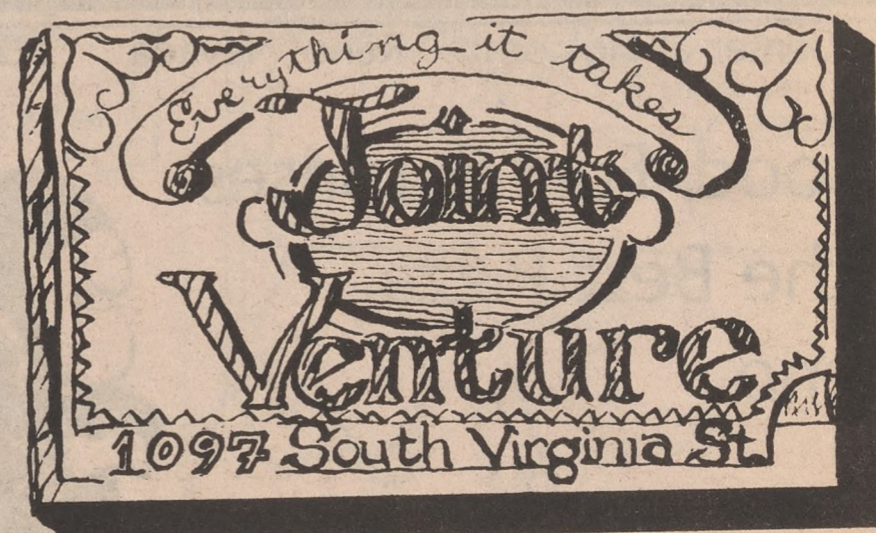
Critics frequently singled out James' sketches for praise, particularly those of horses — "they seem to leap from the page and kick dirt all over you."

There is a Will James revival going on today. His books and sketches of the 1920s and 1930s are becoming popular once again as a new generation discovers them and an older one remembers them. "The West of Will James" depicts the scope of his imagination and emotion. The portfolio also contains a commentary on James' life and work by Nevada author Anthony Amaral.

BUZZ BY

10%

1420020
1420020
1420020



AND SAY HIGH!

Go to Health

Looney

Mono makes kissing a no-no



Dear G.T.H.:
My girlfriend has mono...she says no more making out until it's gone. Please tell me this isn't true!
Signed,
With Anxious Lips.

Dear Lips:
It's a little difficult to be able to advise you about "the kissing disease," mononucleosis. Studies have shown the mono virus is present in the person's saliva for up to 18 months after the illness. Now, if you want to wait 18 months before resuming your "romantic contact," that's your business. While you're holding out from "making out" you are just as likely to contact mono from shared glasses and eating utensils. In fact, a study at Yale showed a higher incidence of contact in classmates of an infected person than their roommates, (just *what* is happening in those classes?). Indeed, a close romantic relationship (you) has no greater chance of being infected than others around your girlfriend.

However, if you're really eager to get a sore throat, swollen lymph glands and the wonderful feeling of a MACK truck running over your body, then rush right out and plant a big one on your girlfriend!

What is really nice is your girlfriend letting you know she's got mono and trying to protect you from it. I'd take her advice and cool things for a few days to a couple of weeks when most of her symptoms will have dissipated.

Mono is usually determined by a blood test after your physician has noticed the above-mentioned symptoms (similar to tonsilitis). If not too bad, the physician will encourage you to rest, force liquids and avoid contact sports (since there's a good chance your spleen is affected and delicate), and occasionally will prescribe steroids to reduce inflammation in some more extreme cases.

Generally, you won't need to miss any classes and will just feel wiped out for three to fourteen days. In very rare situations it will extend into months.

Get those lips ready, it won't be long,

G.T.H.

Just a note on exercising folks—running at a rate of 6 miles/hour (1 mile/10 min.) or playing steady, vigorous handball, racquetball or squash is burning approximately 11 calories per hour. Daily portions of this type of exercising and half portions of good is a good way to get rid of the Thanksgiving-caused midriff bulge.

G.T.H.



Photos by Davis



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Wed. Dec. 6th



Four departments benefit from equipment request

Ron Ellis

A special equipment request of about \$1.34 million was submitted by UNR to the Board of Regents for approval Friday. The request was part of a system-wide request of more than \$5.7 million from the university system's seven divisions.

An electron microscope received a "priority one" rating by UNR for this "one-shot" request, which if approved will go before the next session of the Nevada Legislature.

The facility, which would cost about \$428,000 will be utilized by UNR's School of Medical Sciences, College of Agriculture and Biology Department, as well as the Desert Research Institute.

According to Prof. Robert Mead, chairman of the Biology Department, the request includes two scanning microscopes, two transmission microscopes and support equipment.

"The equipment will enable students, faculty and researchers to see things well below the cell level because the new machines have such great resolution and high magnification," said Mead.

Currently, the university doesn't have any equipment capable of doing that. Therefore, research and teaching in certain disciplines at UNR is limited, explained Mead.

"Our graduates who have not been trained in the use of these instruments or who have not been exposed to the knowledge associated with the use of this equipment are severely handicapped when competing in the job

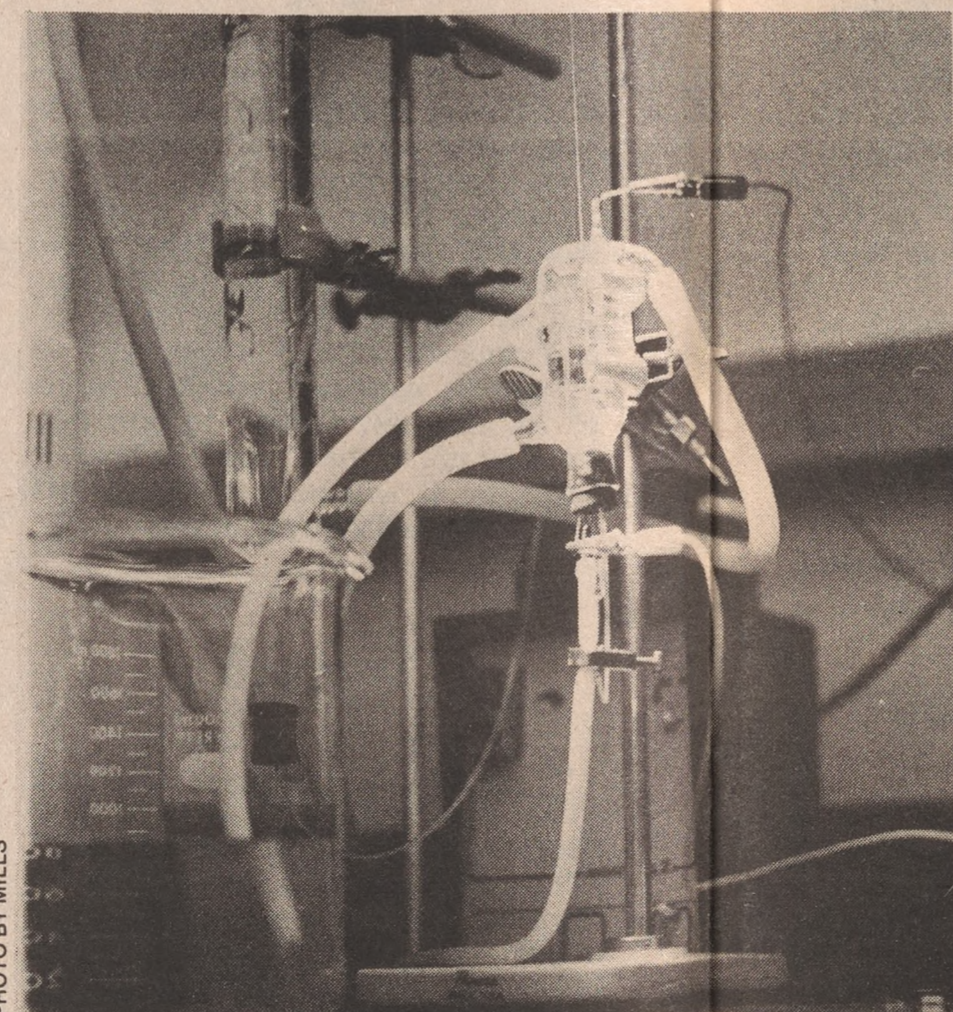


PHOTO BY MILLS

market," said Mead.

A CLSU automated circulation system for UNR's library system received a "number two" priority. The system, when installed, will cost about \$225,000.

The system consists of a mini-computer with disc storage which will house all of the circulation records now kept in manually filed bins of hand-

"The equipment will enable students,

faculty and researchers to see things

well below the cell level...."

written cards. It will automate the library's circulation procedure.

According to Harold Morehouse, director of libraries at UNR, the system will save time for the borrowers and staff, making better service possible.

"The system received a high priority because the administration saw it as cost efficient for the staff, students and

faculty, effect large numbers of people and will be tied in with the Las Vegas libraries enabling a better way to utilize interlibrary loans," said Morehouse.

Washoe County libraries will share in the use of the system. UNR will purchase most of the hardware, and the maintenance and operating cost will be met from fees charged to Washoe County.

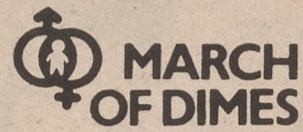
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The most common
birth defect



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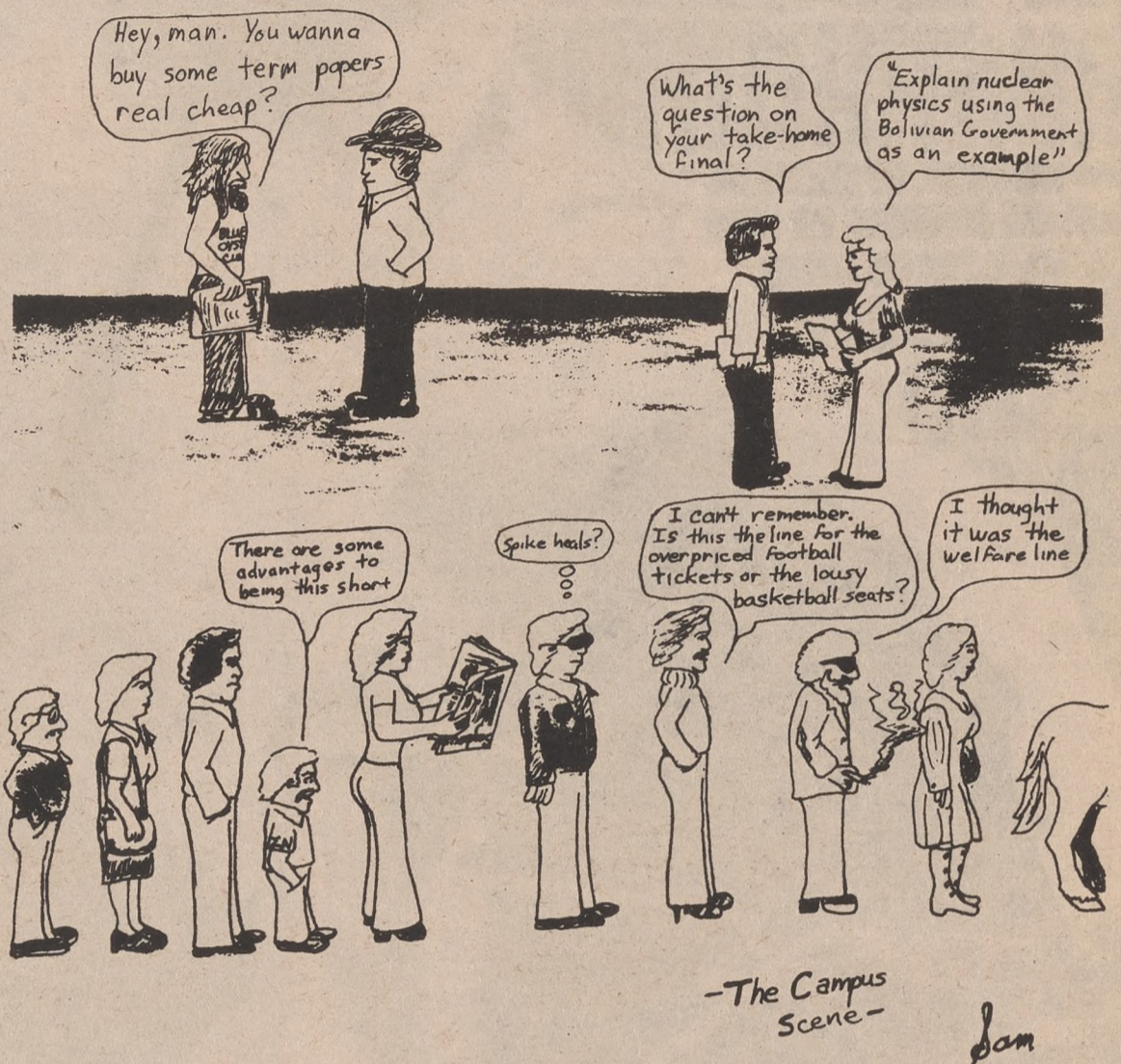
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Mitchell's Madness

by Jan Mitchell



Cain returns from Afganistan

Dr. Edmund J. Cain, dean of the College of Education at UNR, has recently returned from an American Association of Colleges for Teachers Education — U.S. State Department mission to Afghanistan. The purpose of the visit was to meet with Afghanistan government officials to plan a proposed five-year National Teacher Education Program for that country with the aid of the U.S. Government.

Cain said the program has important international implications because the borders of Afghanistan are the Soviet Union, Iran, Pakistan and China. The previous heads of government were annihilated in a Soviet dominated coup last spring. The mission's purposes are an attempt to improve the image of the United States in Afghanistan. This was the third of Cain's visits and others are

projected.

Cain, who is currently chairman of the National Commission on Multi-Cultural and International Education, has been a consultant for the United States and UNESCO in the development of foreign country education programs in Chile, Ecuador, Columbia, Yugoslavia and several Middle Eastern countries including Iran, Jordan, Kuwait and Qatar as well as Afghanistan. He has been a consultant with the Institute of International Education and is chairman of the Board of Directors of the Far West Laboratory.

Cain is committed to the concept of peace through improved educational programs and effective communication between the United States and other nations. He has been dean of the College of Education since 1964.



3-RING
24-HOUR COFFEE SHOP

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'N EGGS MIDNITE 'TIL 6 AM

Sirloin Steak
Eggs any style, Hash brown
Potatoes, Toast or
Hot Country Biscuits

PLUS OUR
SPECIAL BREAKFAST
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Billions of dollars are spent on advertising in the United States each year, and Dr. Wilson Bryan Key, a noted expert in the field of subliminal persuasion, says that ads use cues and symbolism, usually relating to sex and death, to manipulate us into spending our money.

Key will explain and cite examples of

subliminal seduction in his multi-media lecture, Thursday at 8 p.m. in the UNR Old Gym. The lecture is free to the public and is sponsored by ASUN.

The author of two books on subliminal persuasion, "Subliminal Seduction" and "Media Sexploitation," Key has testified on this subject to a Senate subcommittee and the Federal Trade Commission. His main objection is to what he sees as an

invasion of privacy. He resents the feeling you're being had when you don't know it.

Key says the average American sees 330,000 ads by the age of 18 and is concerned about the kinds of value systems perpetrated by these ads.

Though most of us recognize that sex blatant or subtle sells products, Key explains that it is becoming apparent that death sells them too, especially

when they can be addictive, like in cigarettes or alcoholic drinks. He will also show how rock and pop music, and the movies, use these same hidden devices.

A former advertising man himself, Key has taught journalism and communications at several universities, and has given courses and seminars on subliminal persuasion. He heads Mediaprobe, a public interest research company.

Letters

cont. from page 2

Marxists share indirect moral responsibility for the ugly events occurring in Marxist Indochina, although they have no direct involvement or connection with the day-to-day actions of the governments of that region. Mr. Whitworth and Mr. Avery quite properly pointed this out, and they do not deserve sneers and implied accusations that they subscribe to Birchite theories of a solid, perfectly coordinated international Communist conspiracy. Their logic is impeccable.

Mr. Johnson says he does not know a Marxist who condones wholesale slaughter. This may be so, but then the Marxists of his acquaintance must necessarily repudiate or take liberties with portions of Marx's writings. In a letter to Joseph Weydemeyer in New York (March 5, 1852), Marx, said that "the class struggle necessarily leads to the dictatorship of the proletariat." In the Address of the Central Committee to the Communist League (March 1850), he said that during a revolutionary period the revolutionary proletarians must take revenge against certain people. "Far from opposing so-called excesses—instances of popular revenge against hated individuals or public buildings that are associated only with hateful recollections—such instances must not only be tolerated but the leadership of them taken in hand." Now dictatorships are necessarily based on summary executions and trials without jury. In a cataclysmic revolution based on revenge which necessarily leads to a dictatorship (to use Marx's words), what safeguards are there to prevent instances of popular revenge from turning into instances of mass slaughter? If leadership of them is taken in hand and they are encouraged, what is to keep such instances from perpetuating themselves? Of course Marx, like the Bible, can be reinterpreted and made to seem acceptable by references to phases in the development of his thought, but then he, like the Bible, can be reinterpreted and misinterpreted to mean everything and nothing.

In regard to the scope of leftist protest, is Mr. Johnson saying that there are no lessons to be learned from the "Holocaust" television series when two million have died in Cambodia, and more are still dying there?

Sincerely yours,
Paul Strickland

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Dr. Wilson Bryan Key on *"Subliminal Seduction"*



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Free to the public

Author of
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MARCH OF DIMES



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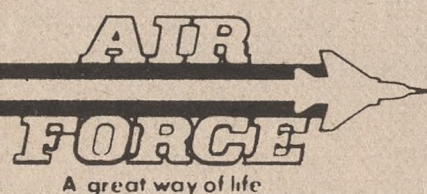
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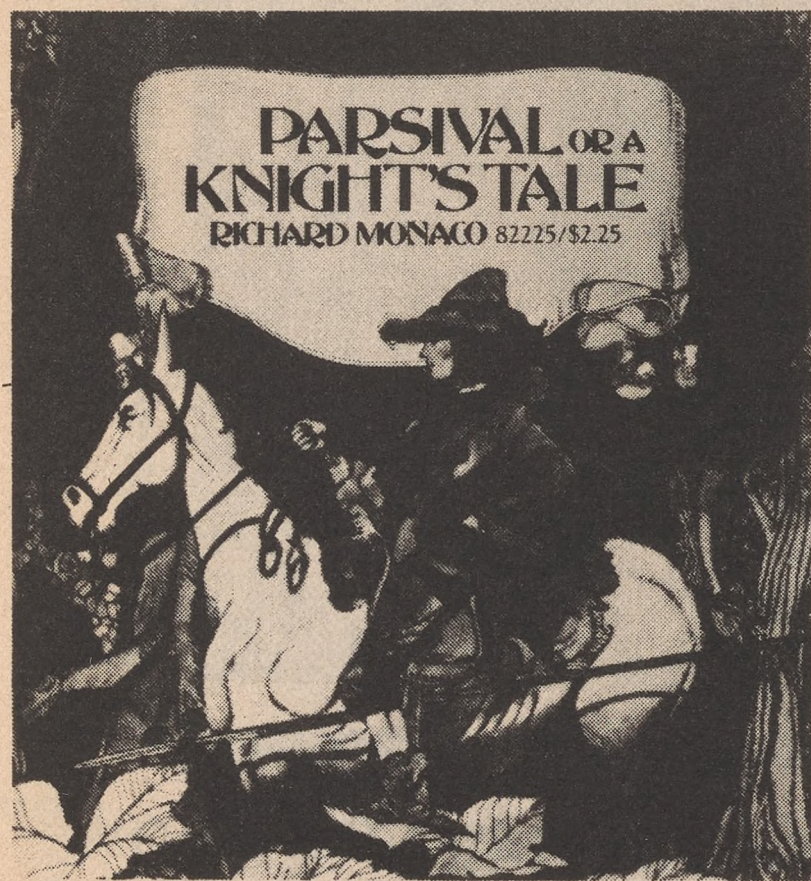
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"Epic scope...abounds in the trappings of Arthurian romance."—*Los Angeles Sunday Times*



PHOTO BY HEALY

Mike Longero suits up

Someone find me a bodyguard

Phil Howard

Boy am I ever in for it! The *Sagebrush* sports editor called me last night to tell me if I happen to get beaten up by the UNR basketball team I might be able to get medical coverage from UNR if I can prove I was working on a story at the time.

I was also told not to show my face in the basketball team's lockerroom. Coach Jim Carey asked if I was the poor man's Howard Cosell.

I've also been accused of being malicious, ignorant and several non-printibles.

Now the team wants to see me eat my words — or at least read about it.

OK, I'll admit I was wrong about Mike Longero's shooting ability. In last Friday night's 83-69 win over Pan American Longero played magnificently, shooting six for seven from the field to score 13 points, pulling down three rebounds and hustling all over the court. And he did it all while suffering from the flu.

So naturally Longero was given the well-deserved credit for being one of the keys in the Pack's win. Fine. Longero certainly showed what he is capable of.

But please don't try to pass the entire rap on UNR's forwards into my hands. I didn't just dream up last week's commentary. And I certainly didn't write it to personally malign Longero, the other forwards or the UNR basketball team. I guess I'm a little confused. I had been under the impression that the forwards weren't coming through.

In an article in the June 4, 1978, issue of the *Nevada State Journal* Rich Waters, while previewing the WCAC race, writes:

"The only thing holding the Pack back, the theory goes, was a scoring forward, so Carey went out and got not one, but two talented junior college transfers..."

Obviously someone else thought of the idea before me.

The Street and Smith College Basketball Yearbook — the Wolf Pack bible — writes:

"Jim Carey has all five starters back plus he has his three top reserves, and if he can find a forward who can shoot, his club might be in line for national honors."

I didn't write that. What I wrote was what I felt was an honest criticism.

Perhaps the real reason so many ill feelings are coming my way is because I write not for the *Los Angeles Times* or the *New York Times* or even the *Gazette/Journal*, but the *Sagebrush*. After all, what can I possibly know about basketball?

Well one thing I know is that when your big gun is your center you need to keep the pressure off him. You need to spread the other team out. If both forwards don't shoot than it's a safe bet to assume when you face a team that know it — such as a WCAC member — their forwards just might start sagging in on that center of yours.

On the other hand, if you can get one or both of your forwards to pop in those 15 and 18 footers it's reasonable to assume your center won't constantly be battling three men. This should cut down on both fouls and turnovers.

I don't pretend to know more about basketball than Jim Carey. And I certainly don't think I'm anywhere close to being just half the ballplayer any member of the basketball team is.

But you must remember I'm not getting a full-ride either. And I'm also not putting my talent on the court in front of thousands of people to be cheered or jeered.

Criticism plays a vital role in sports. I'm sure every member of the basketball team has at one time or another criticized a football or baseball player who they couldn't compare to.

If someone wants to write an article on how pitiful my knowledge or writing skill are, fine. That's the chance I take.

So I admit I was wrong about Longero. He can score. But his performance only proves that the UNR team is a much more powerful team when the forwards score. And I'm sure now that UNR's fans have seen the ability of Longero we will all be readily anticipating more of the same.

The Pack showed in its win over Pan American that they're beginning to make that last crucial step to becoming a better-than-good team — a WCAC Champion.

Women swimmers continue to dominate

Phil Howard

The UNR women's swim team improved their record to 6-0 by defeating the University of Pacific, Pacific Lutheran and Willamette this weekend.

Anne Belikow led UNR to a 91-73 win over UOP Saturday by taking three firsts in a dual meet held in Tacoma, Wash. She was victorious in the 200-meter individual medley (2:31.1), the 100 individual medley (1:10.4), and the 100 breaststroke (1:18.3). Those times were fast enough to qualify her for the small college nationals.

Jany Jackson also qualified by winning the 50 freestyle in 28.8.

In Sunday's meet, also held in Tacoma, UNR crushed small college powers Willamette 103-23 and Pacific Lutheran 94-34. Going into Sunday's meet, Willamette was rated No. 14 and Pacific Lutheran No. 10.

Jackson qualified for yet another event, this time the 50-yard freestyle. She won it in a school record time of 25.8. Teresa Roth's third place finish in the same event (26.79) was also fast enough to qualify her.

Pam Gordon swam the 500 freestyle in 5:31.8 for a second-place finish and a spot in the nationals. Shari Buonamici, who has already qualified in that event, won the 500 free in 5:23.1.

Mary Mirch tied a school record in the 100 free with a time of 56.2. Mirch previously qualified in the 100 free. Karron Cozens added her name to the already long and growing list of UNR qualifiers by finishing third behind Mirch in the 100 free in 1:01.4.

The undefeated Pack goes up against UC Davis and San Jose this afternoon in a dual meet held in Sacramento. The next home date for UNR is Dec. 9 at 11 a.m. when they meet Portland State in Lombardi Recreation.

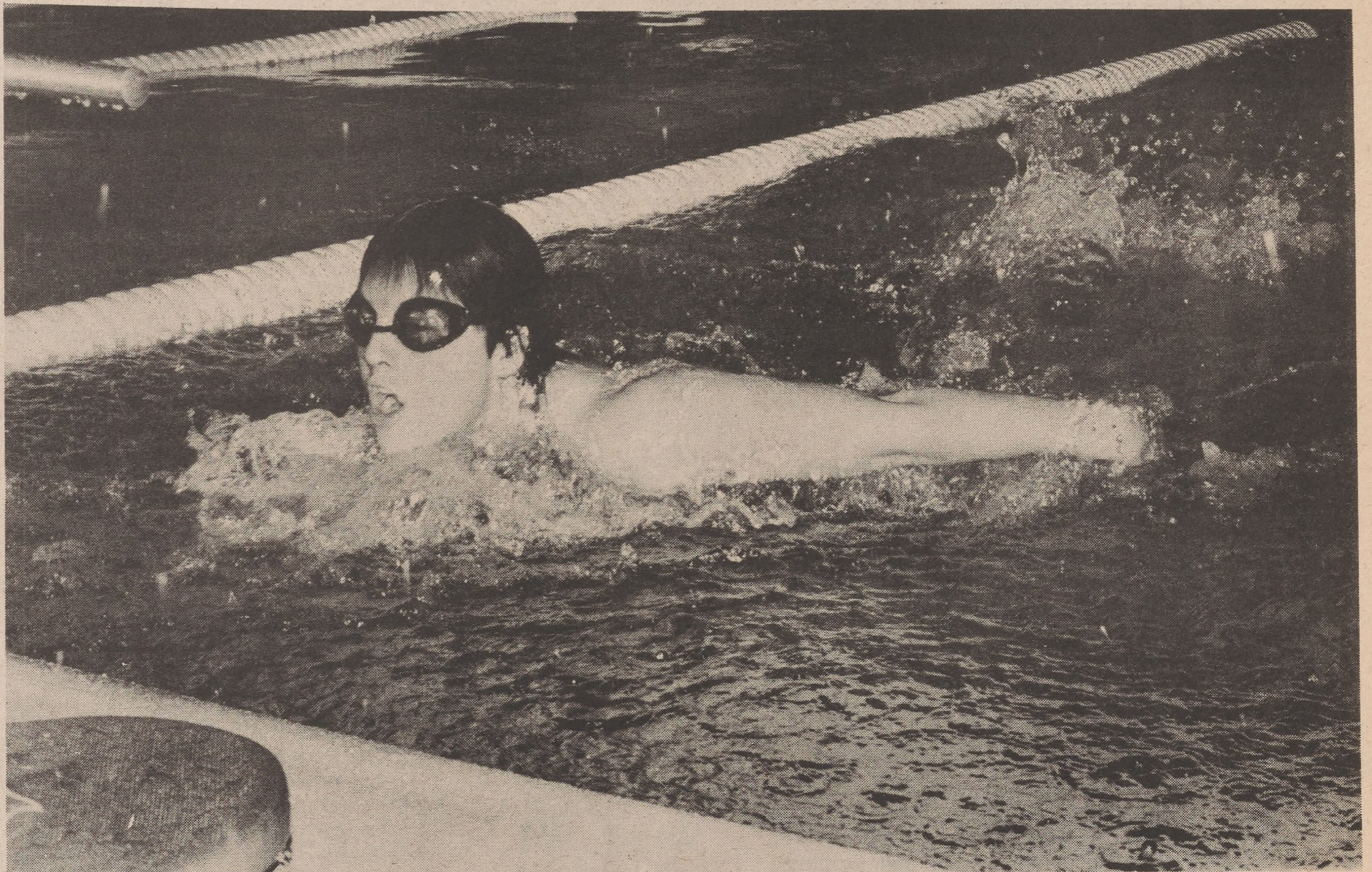


PHOTO BY MILLS

Swimmers compile a 6-0 mark

Women's basketball gets shorted

Rick Oxoby

The UNR women's basketball team opened its regular season last weekend against two highly-touted California schools and came up short both times. The Wolf Pack was defeated by small-college power Chico State 65-56 Friday night at Centennial Coliseum, and it was trounced by Stanford 78-59 Satur-

day at the Old Gym.

Friday's game with Chico marked the return of UNR's all-time leading scorer Cindy Rock, who had been

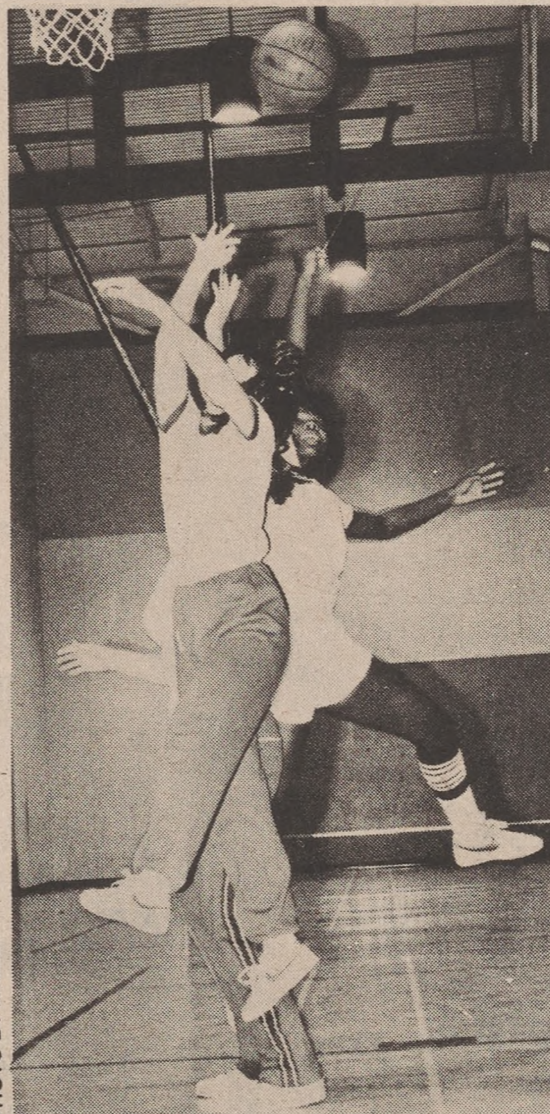


PHOTO BY MILLS

Recky Blankenship scored 11 points and led Chico to a 35-27 halftime lead.

The two clubs played even in the second half, but Chico outscored Reno 30-29 to make the final score 65-56.

Against the talented Stanford Cardinals, the Wolf Pack stormed to a 12-4 lead after seven minutes of play.

Stanford answered the charge with a nine-point spurt that was capped by freshman guard Angela Paccione's steal and layup with 10:20 remaining.

Reno, led by the passing of Ellen Townsend and shooting of Rock, stayed close the rest of the half and took a 30-28 lead into the intermission when Townsend hit a 15-foot jumper with 16 seconds left.

The Cardinals made some adjustments, according to Metzger, and never trailed after they went ahead 34-32 on a Paccione basket with 18 minutes remaining. Playing with poise

Friday's game with Chico

marked the return of UNR's

all-time leading scorer,

Cindy Rock...

Tickets must be bought

Students buy your tickets. That is the warning from UNR ticket manager Tom Reed concerning the student ticket policy for Saturday's playoff game against Massachusetts.

Reed warns that the students have to buy their ticket before the game. Presenting an ID card at the gate, the regular season policy, will not work on Saturday.

"The NCAA makes up the rules governing the ticket policy. This game

is not one that is covered by student athletic fees," said Reed.

Students have until 4:30 today to get the 170 half-price student tickets left according to Sally Carothers of the ASUN. After today the students will have to purchase reserve tickets at the regular price of \$6. If the reserve seats are gone then \$3 general admission tickets are the students' next recourse. Those are on sale now at the ticket office in the Old Gym.

Pan American falls 83-69

The UNR basketball team got back on the winning track by defeating Pan American University 83-69 last Friday night at the Centennial Coliseum.

Michael Gray led all scores with 24 points, 20 of which came in the second half. Edgar Jones avoided foul trouble and proved that he is still one of the most awesome centers in the nation. Jones crammed and jammed in 22 points and skyed for 12 rebounds.

But the real key to the Wolf Pack

win was 6-5 forward Mike Longero. Longero was deadly from the floor, scoring 13 points on six of seven shots.

Longero got the Pack off to an early lead by pouring in basket after basket in the first half, but it wasn't until the final minutes of the game that UNR completely overwhelmed a game Pan American team.

The Pack, now 2-1, will travel to Cal-Davis Dec. 8. The next home game will be Dec. 12 against Chapman College.

playing for the women's volleyball team.

Chico's disciplined offense and zone defense proved too much for the Pack as the Californians jumped to a 19-9 lead with 12:30 left in the first half.

and quickness, Stanford netted 13 consecutive points during one stretch for its biggest lead of 26 points, 78-52, with 1:06 left. Reno rallied for seven straight to make it 78-59 as time ran out.

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XMAS HOUSE SWAP- Spend a week in S.F. Bay Area? Berkeley family with large home in the hills wants to trade for same in Reno or Tahoe Dec. 16-23. Call John Martinson 329-7550.

NIKON FOR SALE- Best offer over \$200. Takes Nikkormat EL. Black body with a 50mm f1.4 lens. This is Nikon's first fully electronic auto-exposure camera. Call/leave message for Don at 786-8622.

MAZDA 1979 RX-7- Silver 800 miles. \$8950. 825-2522/826-5063.

ROOMMATE NEEDED- King Row area to share 4-bedroom house. \$150 a month. Washer Dryer. Fire place, wet bar. Call Vick 747-1876.

RUTH, thanks for the lunch last Thursday. Randy.

1970 VW Squareback- Radials; new engine last year; automatic; new transmission and brakes. Reliable. \$1600. 322-3816 eves.

REWARD — LOST CAT, disappeared just north of University, could easily be carried elsewhere, prone to jumping in open cars and trucks, large Siamese with some Tabby, neutered male, short-haired, blue eyes, nick in one ear, friendly. Answers to Jupe. Please return to 90 Twilight Rd. Apt. A, Reno. (Going north on Virginia St., turn right at Virginia-Sierra intersection onto Twilight Road, continue down Twilight one block to apartments.

BRAKES, SAFETY INSPECTION including wheel bearing repack. Most cars \$12.50 — trucks slightly higher. Winterizing Special- \$34.95 includes engine flush, new thermostat, new antifreeze. All cars & trucks. These specials are good through Dec. 15, 1978. Show University ID. D&J Automobile, INC. 1771 Valley Road, Reno, NV 89512. 786-8535, Appointments may be made. Across from Sterling Village. 10 percent discount on labor to University Students and Staff. Specials not included.

Porsche 1977 924- Red, AM/FM stereo; air; 19,000 miles. 825-2522/826-5063.

PRESCHOOL TEACHER- Part time/flexible hours. Training available. Excellent experience! 825-2522.

62 VW Panel Truck- New engine; 4 speed; good tires; good body. \$1300. 322-3816 eves.

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SOPHOMORE STUDENTS: Junior Applications are ready to be picked up. They will be available at the Nursing window.

SALESPERSON NEEDED in new head shop. Call Gary at Joint Venture 322-4821.

B. I love you!! D.

HOLA! ALISON. Merienda y muy cerveza ahora? Cafe usual. Tracy.

LOST: One rubber duck. If found, throw in Manzanita Lake for the winter.

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Today, Encare Oval is being used by hundreds of thousands of women, and users surveyed report overwhelming satisfaction. Women using Encare Oval say they find it an answer to their problems with the pill, IUD's, diaphragms, and aerosol foams.

2 EFFECTIVENESS ESTABLISHED IN CLINICAL TESTS.

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Each Encare Oval insert contains a precise, premeasured dose of the potent, sperm-killing agent nonoxynol 9. Once properly inserted, Encare Oval melts and gently effervesces, dispersing the sperm-killing agent within the vagina.

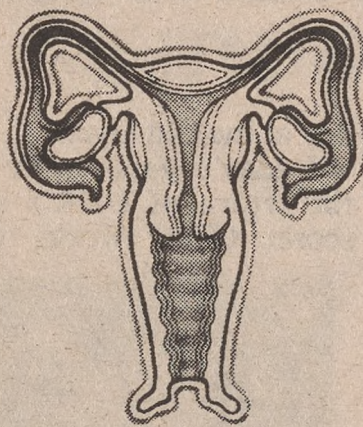
The success of any contraceptive method depends on consistent and accurate use. Encare Oval™ is so convenient you won't be tempted to forget it. And so simple to insert, it's hard to make a mistake.

If pregnancy poses a special risk for you, your contraceptive method should be selected after consultation with your doctor.

3 NO HORMONAL SIDE EFFECTS.

Encare Oval™ is free of hormones, so it cannot create hormone-related health problems—like strokes and heart attacks—that have been linked to the pill. And, there is no hormonal disruption of your menstrual cycle.

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5 BECAUSE ENCARE OVAL IS INSERTED IN ADVANCE, IT WON'T INTERRUPT LOVEMAKING.

Since there's no mess or bother, Encare Oval gives you a measure of freedom many contraceptives can't match.

The hormone-free Encare Oval. Safer for your system than the pill or IUD. Neater and simpler than traditional vaginal contraceptives. So effective and easy to use that hundreds of thousands have already found it—quite simply—the preferred contraceptive.

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