

Monday

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WICHITA STATE UNIVERSITY

The Sunflower

Fund raising scheme irks faculty

A fund raising scheme by the Wichita State College of Business Administration and the Board of Trustees involving the awarding of honorary academic titles for contributions has drawn the ire of College of Business faculty members.

College faculty voted last Thursday to forward their objections to the fund raising method to WSU President Dr. Clark Ahlberg, along with a request to keep the matter "internal."

The fund raising effort involved local real estate businessmen who were asked to contribute toward a \$200,000 minimum endowment to support a professorship in real estate at WSU. Contributors were awarded

honorary academic titles on the basis of level of support. For example, Honorary Distinguished Professor titles were awarded to a contributor of \$10,000 or more, and Honorary Assistant Instructor to a contributor of \$100 or less.

The tide of negative faculty reaction to the fund raising technique began last Wednesday, when Department of Administration faculty voted unanimously to "disassociate itself" from the method. At least one faculty member said the sale of honorary academic rank was "demeaning."

In a letter sent to Dr. John Breazeale, vice-president for academic affairs and dean of

faculties, department faculty said:

-The faculty of the department was not consulted prior to the preparation of this brochure nor shown copies prior to its printing and distribution.

-The department faculty does not agree with the fund raising methods employed, i.e. the sale of honorary professorships.

-The department faculty wishes to disassociate itself from this fund raising method.

Carl Nielsen, chairman of the department of administration, said the faculty were only objecting to the specific fund raising tactic.

"We're not trying to squelch

the program or the fund raising effort in any way," he said.

Three proposed courses for the real estate program at WSU were approved by the college faculty Thursday.

Nielsen said the faculty were only interested in "publicizing our position," and would not ask that the University Senate take any action that would involve it in the internal affairs of the College of Business.

Reaction to the faculty protest by top administration officials

was laced with strong warnings that publicity could jeopardize the fund raising effort all together.

"I think I understand the sensitivities of the faculty about academic rank," commented vice-president Breazeale. "This was a way to represent identity with the real estate world and the faculty on campus. It's regrettable that some faculty were offended. That was not the intent."

★ Turn to page 6

House approves GI Bill expansion

The U.S. House of Representatives last week approved legislation which would terminate the G.I. Bill for future veterans and extend to 45 months the educational assistance now given to eligible veterans and those on active duty before Jan. 1 1976.

The House vote, 298-106, sends the measure to the Senate where, according to congressional reports, approval is expected.

In its present form the bill would establish Dec. 31, 1987 as the final date by which G.I. Bill entitlement could be used. It would also grant, in the words of the bill, "...an eligible veteran (who) has served a period of 18 months or more on active duty after Jan. 31, 1955, and has been released from such service under conditions that would satisfy his active duty obligation, he shall be entitled to educational assistance under this chapter for a period of 45 months (or the equivalent thereof in part-time educational assistance)."

No exclusions are placed on using the additional nine months assistance for graduate studies.

According to a minority statement by dissenting members of the House Committee on Veterans' Affairs, the GI education benefits were meant to assist only veterans returning from wartime service. However the dissenters point out, "during

32 of the past 35 years, in war and in peace, education benefits have been provided for all our veterans."

During brief committee hearings on the bill, H.R. 9576, three veterans' groups—the

Veterans of Foreign Wars, the American Legion, and the National Association of Concerned Veterans testified in favor of continuation of the educational program in one form or another.

Yale professor speaks on morals and ethics

A scientist who has spent much of his career teaching science to students who were not planning to be scientists will lecture on "Morals, Ethics, and Values in Science" at Wichita State University this week.

Dr. Harold G. Cassidy, professor at large at Hanover College, Indiana, and emeritus professor in chemistry from Yale University, will present the Sigma Xi bicentennial lecture at 8 p.m. Wednesday, in room 208 of the lecture hall portion of the Life Sciences Building at WSU.

His appearance will be part of the Bicentennial Lecture Program on Science and Society of Sigma Xi, the scientific research society of North America. The society is making an eminent lecturer in the sciences available during the bicentennial year to colleges and universities participating in the bicentennial campus program.

WSU was declared a bicentennial campus this summer, and is planning a series of events during the coming year, beginning with Dr. Cassidy's lecture.

A graduate of Oberlin College, Dr. Cassidy received his Ph.D. from Yale in 1939. He published the findings of his research in the areas of chromatography and redox polymers, but his career has been particularly devoted to the teaching of science to non-scientists and to those students who consider themselves anti-science.

From these experiences he has published books on the close relationship between the sciences and the humanities, and has recently completed a book in ecology for the layman.

Senate agenda reset

Because of the lengthy debate on the Free University issue last Tuesday night, Student Senate postponed the majority of legislation on its agenda.

Resolutions to be considered include one called "Concerning Entering a room gracefully or, the No Holes Barred Resolution" sponsored by Senators Inman Boyd, Paula Kopecky and Quentin Stigers.

The resolution asks that turnstiles in campus buildings be replaced by other types of entryways because turnstiles cause inconvenience and "physical and psychological anguish" to students with physical handicaps.

Another resolution sponsored by Freshman senator Inman Boyd, asks SGA to use every means possible to increase the number of minority students participating in various activities around the university.

Finally, the Senate will consider a statute amendment setting aside restrictions against funding campus organizations which discriminate on the basis of sex until the Operations Committee has time to review the statute's intent. The committee will be asked to report three meetings before the beginning of second semester allocations.



Inside
Today

Always have bad luck with contests? The ugly man on campus contest could change that. Page 2.

Rugby --- a different look at a different sport. Page 3.

Designer Milton Glaser scheduled for busy week at WSU. Page 5.

Shocker errors costly against New Mexico. Page 7.

Campus Briefs

Beginning today, *The Sunflower* initiates a new Campus Briefs format designed to help you find information faster and to give you more space for information you want to get across. Briefs are organized under category titles, including: meetings, speakers, special events, services, announcements and miscellaneous. Watch for these new headings if you have something for Briefs. We'd also like to introduce Bonnie Johnson. She'll be our campus editor from now on, and through her, we hope to do a better job of getting information you want into the paper. Her hours are 1:30 - 5 p.m. Monday, Wednesday and Friday, and 9:30 - noon on Tuesday and Thursday. Call her if you have something for Briefs, the calendar or newsmakers.

Meetings

The German Club is sponsoring a Mittagstisch from 11:30 a.m. to 1:30 p.m. each Tuesday in room 118A of the Corral Cafeteria in the CAC. Anyone interested in improving fluency in German is welcome.

The student chapter of Women in Communications Inc., will meet at 2:30 p.m. today in the Journalism office at Wilner.

The Acting Club will meet at 7 p.m. Tuesday in the Bold Gold Room of the Shocker Club.

The University Senate will meet today at 3:30 p.m. in room 126, Clinton Hall.

Speakers

Ron Wilson will discuss and demonstrate "Mime and Pantomime" at 11:30 a.m., Wednesday in room 249 of the CAC. Wilson is the second speaker in the Honors Speaker series.

John Bell, chairman of the host committee for the National Republican Governors Conference, will speak at 6:30 p.m. today in room 305 of the CAC.

The Political Science Club will sponsor a talk by Dr. Clark Ahlberg on his trip to China last spring. The talk will be in room 305 of the CAC Wednesday. The time will be announced.

Special Events

The WSU Amateur Radio Club will conduct a demonstration of amateur radio between 8:30 a.m. and 1:30 p.m. Thursday and Friday in front of the CAC.

Teddi Todd will be giving a poetry reading as part of the master of fine arts creative writing program at 12:30 p.m. Wednesday in room 251 of the CAC.

The Black Student Union will hold officer elections Wednesday from 8 a.m. to 8 p.m. in the booth across from the candy store in the CAC. Candidates can register at a desk across from that booth until election day.

The BSU also will hold a bake sale from 8 a.m. to noon Monday in Clinton Hall. Proceeds will go to the BSU scholarship fund.

Announcements

Gazebo, the SGA sponsored poetry journal, is accepting submissions for the fall issue. All poems should be typed and submitted by Nov. 3, to Gazebo, care of Christopher S. Shank, box 14, Wichita State University, Wichita, Kan., 67208.

Entry deadline is Wednesday for signing up for intramural volleyball and wrestling competition.

Matches in the fraternity and undergrad division of the volleyball competition are played under strict rules. The women and co-ed divisions will be treated differently, with no official scores or standings maintained. Entry fee is \$.50 per player.

Correction

Sigma Phi Epsilon won the Spirit Keg at the Louisville-Wichita State football game Oct. 4. *The Sunflower* Friday quoted Julie Stallard, VIP Host Committee chairperson, saying it had been won by Kappa Sigma.

Alpha Chi's sponsor 'Ugly Man' contest

The Alpha Chi Omega Sorority is sponsoring an "Ugly Man on Campus" contest to raise research money for the Cystic Fibrosis Association.

Nancy Shepard, spokesperson for Alpha Chi Omega, said letters have been sent to all campus organizations asking for candidate nominations. Shepard said a picture of the candidate dressed as the "ugly man" should be sent with the nomination form.

Votes for the candidates are cast by a penny donation per vote. The candidate receiving the most donations will be declared the winner at halftime of the Homecoming football game Saturday.

Voting begins Wednesday and will continue through Friday. Donation votes may be cast at the Alpha Chi house or at the Alpha Chi Carnival booth in the CAC during homecoming.



This Week

MONDAY

The Wichita Symphony Orchestra at Century II at 8 p.m. Inter-varsity Christian Fellowship holds a daily prayer meeting at 7:50 - 8:20 a.m. in room 205 CAC, and a commuter's Bible study is held at 11:30 a.m. in Room 118A, CAC.

TUESDAY

The faculty Artist Series presents Robert Hamilton, pianist, in Miller Concert Hall of Duerksen Fine Arts Center. Business Education Seminar in CAC Ballroom at 3:30 p.m. WSU women's volleyball team meets Bethany at Lindsborg.

WEDNESDAY

The New Jerusalem Players present a street drama from 11:00 to 12:30 p.m. in front of the CAC. Professor Harold G. Cassidy presents a Bicentennial Lecture on "Morals, Ethics and Values in Science" at 8:00 p.m. in Room 208 Life Sciences. The Wichita Film Society presents "North by Northwest" in the CAC Theater at 2, 7, and 10 p.m.

THURSDAY

University Theatre presents "A Little Night Music" at 8 p.m. in Wilner Auditorium through Oct. 18. Abba Eban speaks in the Eisenhower Lecture Series at Henry Levitt Arena at 7:30 p.m. The Guest Artist series presents the Eastman Quartet in Miller Concert Hall of Duerksen Fine Arts Center at 7:30 p.m. The German film "Mahlzeiten" will be shown in room 07 Ableh Library at 2:30 and 8:00 p.m.

FRIDAY

Homecoming Activities begin tonight. The Flick is "The Emigrants," in the CAC Theater at 2, 7 and 10 p.m. through Oct. 18. WSU women's volleyball team travels to Norman, Okla. for an invitational tournament. Inter-varsity Christian Fellowship meets in Room 249 CAC with Dr. Walter Lang speaking on "Science Versus Creation."

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with guest stars

BREWER & SHIPLEY and DANNY COX

Sunday, Oct 19, 7:30 p.m. Henry Levitt Arena

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and Sgt Pepper's Parlor

Prices: \$4.00 for students in advance
\$5.00 for public in advance
\$6.00 for everyone day of show

Student tickets available in CAC only. No personal checks.

KFH & CAC Activities present Melt the Ice Contest

WIN...

- Two front row seats to the homecoming concert.
- Dinner for two.
- A chauffeured ride to Henry Levitt Arena, and...
- A chance to meet the Ozark Mt. Daredevils in person.

The person guessing most correctly how long it will take 400 pounds of thick ice to melt into THIN ICE, the Daredevils new single, will win all this.

Register at the CAC ticket booth or Activities Office, or send a postcard to KFH, Melt the Ice Contest, 104 S. Emporia, Wichita, Ks, with your guess in hours, minutes and seconds.

Deadline Monday, Oct 13, 5:00 p.m. For more info call 689-3495. Listen to KFH for details.

DID YOU KNOW?

For 25 cents an hour you can use coin-operated electric typewriters on the north end of the second floor of Ableh Library.

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Rugby game baffles writer, cartoonist

When Steve Chalker, Sunflower cartoonist, and I went to the Wichita Rugby Club vs. Oklahoma State University Rugby Club game last weekend, we didn't know quite what to expect.

I talked to a couple of people who played rugby, and they told me it was a rough game. Crushed heads. Broken knees. Scraped elbows. Women crying. It sounded like a war.

When we arrived at Linwood Park Chalker said, "I think the game is about half over."

The first thing I noticed was a rigger from O-State, wandering around with blood dripping from his nose, bumping into trees.

He looked like he had been on the bottom side of a longhorn stampede. Another player was walking him back to the sidelines asking, "Can you hear me. Can you hear me?"

The guy's head just rolled around when he tried to signify yes.

During halftime intermission, there were no bands, no twirlers, no Rugby-ettes showing their underwear. Just a lot of stretching sore muscles, drinking water and discussing mistakes of the first half. There are no time outs or substitutions in rugby.

At the start of the second half, the ball was kicked off, much like the kick-off in a game of football (rugby is football's predecessor, so it made a lot of sense).

I realized then that the ball was kicked at will. One of the scrums (linemen) told me that there were no limits on kicks.

But no blocking was allowed so the energy of the opposing fifteen players was directed totally towards crushing the man trying to kick the ball. The kicker was on one leg with fifteen maniacs bearing down on him like George Blanda place kicking a blind flamingo.



The head and assistant coaches for the Wichita Rugby Club are from New Zealand. The assistant coach, was walking back and forth in front of our bleachers, very low-keyed dressed in a pair of gym shorts, and carrying a glass of beer, yelling in a New Zealander accent about getting the "bloody thing off the dirt." He also wanted someone named Jim to either "get up," or get something up. And they won too. The final score of the game was, Wichita



Rugby Club-43; Oklahoma State University Rugby Club-0.

As Chalker and I watched the post-game pep talk, intended to incite the team for a thirty-six team tournament to be held this weekend in Kansas City, we were puzzled by the action we'd seen, and Chalker wondered aloud how we were tricked.

Then I remembered - Rau! Chalker and I cornered Sunflower News Editor, Marvin Rau outside the CAC, one cold day three weeks ago.

Chalker: "OK, Marvin. We want you to give us a story with some excitement. Not just coverin' these tooty-frooty's in SGA."

Jennings: "I want some good, healthy, American news with a tendency towards violence. Lots of injury. Destruction. Insanity."

Rau: "..."
Chalker: "I think you should know that I am a close poisonous friend of Benny da Crusher."

Jennings: "What do you want us to do Marvin? A story about—"
Rau: "..."

Chalker: "I saw on the wall of the fake restaurant upstairs in the CAC that the rugby team's got a game scheduled for this weekend."

Rau: "..."
Jennings: "All right, all right Marvin. Don't push. We'll do the story."



Jennings: "Yeah. We want something even more important than who won last week's 'Spirit Keg.'"

Rau: "..."
Chalker: "We decided we want you to give us the story on the snake hunt in Oklahoma. The one where all the stripper girls buys their pets."

Jennings: "Yeah. I hear every year two or three of the older strippers run through the crowd, screaming like banshees because they can't buy bigger snakes. We could take a human interest point of view. I can see the headlines now; "BUMPERS BEG FOR BIGGER SNAKES."

Rau: "Isn't that in March?"
Chalker: "Wadda ya trin' to do Rau? Stifle our creative juices. I think we should buy him a nice pair of cement overshoes."

Jennings: "All right, damnit. If you don't want to send us to the snake hunt, what do you want us to cover."

Rau: "..."
Chalker: "I think we should lean on his family."

Chalker: "I still think we should have thrown that guy off a bridge."

Jennings: "maybe it's a good thing we didn't do the snake

hunt story anyway. I can just see some big cowboy, half drunk on some kind of off-breed whiskey, shoving a seven-foot rattler in our faces."

production called, "Snow White and the Seven Dwarfs."

One man stood on a table in the bar and began to tell the story of the wicked witch and



Chalker: "Maybe we should just break his fingers."

So, that is why we covered the rugby game.

We were through with rugby until one of the ruggers said the post-game party is just as important as the game.

The host team is supposed to buy the visitors all the beer they can drink. The party was at the English Pub, and I don't know if the O-State team drank all they could, but the two teams drank enough to float the Ryder truck they rented to come to Wichita.

Fraternities sing raunchy songs, but no fraternity I ever heard could begin to equal the bawdiness of the ruggers who put risque lyrics to the "Burger King" theme, and "Would you Like to Swing on a Star."

The most amusing business at the Rugby party was a little

her search for Snow White. When the witch finds the small house in the woods, and hides behind a tree, seven naked ruggers, walking on their knees, led by a girl with a slide-whistle, started a procession through the bar. It was apparently mandatory to throw beer on the private parts of the dwarves. I guess being a dwarf isn't all it's built up to be.

Text by Pat Jennings
Cartoons by Steve Chalker

Snow White was supposed to be naked too, but the best anyone had seen was one naked from the waist up.

A rigger named Greg Crumley said it was difficult to find a Snow White who would lead the dwarves in her birthday suit.

"She'd have to be the kind of girl that didn't embarrass easily," he said.



Editorials

Beyond the uproar

The uproar by faculty over the awarding of honorary academic titles to contributors to a special endowment fund raises several questions that go beyond the propriety of the fund raising tactic.

It's certainly understandable that faculty in the College of Business would be offended by the sale of academic rank, however harmless. Such a fund raising method is indeed deplorable.

But in formulating our protest, we don't want to lose sight of the motivations and purpose behind the fund raising effort, which we wholeheartedly approve.

For instance, we all basically agree that development of the real estate and land use economics program at Wichita State is worthwhile and that private contributions were necessary to provide support for that program.

The program is worthwhile because it reflects the kind of cooperation and commitment between business and education that is necessary to meet increasingly complicated demands of real estate and land use planning.

The College of Business should be commended for its serious approach to a very real problem. And Wichita State, if it is to live up to its potential as an urban institution, must encourage more interaction with business and industry so that other innovative responses to modern day problems can be developed. The new paralegal program is another example of this kind of response.

We deplore the decision to award titles to contributors on the basis of support, simply because it wasn't necessary. The development of the real estate and land use economics program at WSU is important enough that contributions should be unaffected by meaningless titles.

-D.P.B.

Challenge of the imports

Speaking in Japan at the same time Emperor Hirohito is sightseeing in the United States, United Auto Workers president Frank Fitzsimmons warned Japanese leaders that protectionist legislation could result if the sales of imports prevent the sustained recovery of the American automobile industry.

Fitzsimmons' threat is both unnecessary and ignores some basic facts about Detroit's fall from favor among the American car buyer.

Imports succeeded because they meet the desires and needs and budgets of car buyers. Until Detroit can produce a product that can compete in fuel economy, durability and price, they have no right to expect "a sustained recovery" by arbitrarily curtailing imports.

I fully expect Detroit to meet the challenge of the imports, in time. But until then, talk of protectionist legislation is a cheap shot.

-D.P.B.



Things are looking up, says Ford on the idiot box. He crosses his fingers when he says it, though, and hopes people quit making jokes about his football injury.

He really knows more about the economic situation than some give him credit for. How many people have to pay to have their bullet-proof vest dry-cleaned. And in these times of inflation? He's no fool. Ask his wife. Betty will tell you. She tells all. Susan could have well had an affair, she says.

It runs in the family, that business of being truthful. That's what Gerald is campaigning on, candor, frankness, and truthfulness.

"Yes, I know I believe in being open, son. But really, you smoked pot in the White House? Was that necessary, Jack. You say you feel left out because your mother has been on talk shows, and Susan is a famous photojournalist? What, Jack? You say you even have more things to tell? Some of your best friends are what? Homosexuals! You know how I feel about that. What does me being in the Navy have to do with it, Jack? Okay, okay, you've made your point. You'll be quiet if I what! Make you ambassador to Columbia?! Jack, wait a minute now, Jack....."

Hey, how about folks buying those honorary professorships? I've heard of a lot of different ways of raking in money, but this deal is tremendous. You folks want to buy an honorary Sunflower Managing Editorship? I'll make you a good deal on one. You'd better call me at home, I wouldn't want Bearth to find out. I never could stand competition.

Really. If someone has to have a hocky title in exchange for a contribution we ought to look elsewhere for financial support. Most people earn their degrees after quite a few years of hard work, and lot's of skimpy living. Why insult them by selling titles.

If liars go to hell, then about half of the college graduates I know are going to be sizzling. Have

you looked at some of the resumes going out in the last few years?

Each year's graduates have to skillfully out-resume the graduates from the year before. The next time an instructor tells me to wake up—that I'm living in a fairy-tale -- I'll just pull out half a dozen different resumes and prove to him that I sure enough am.

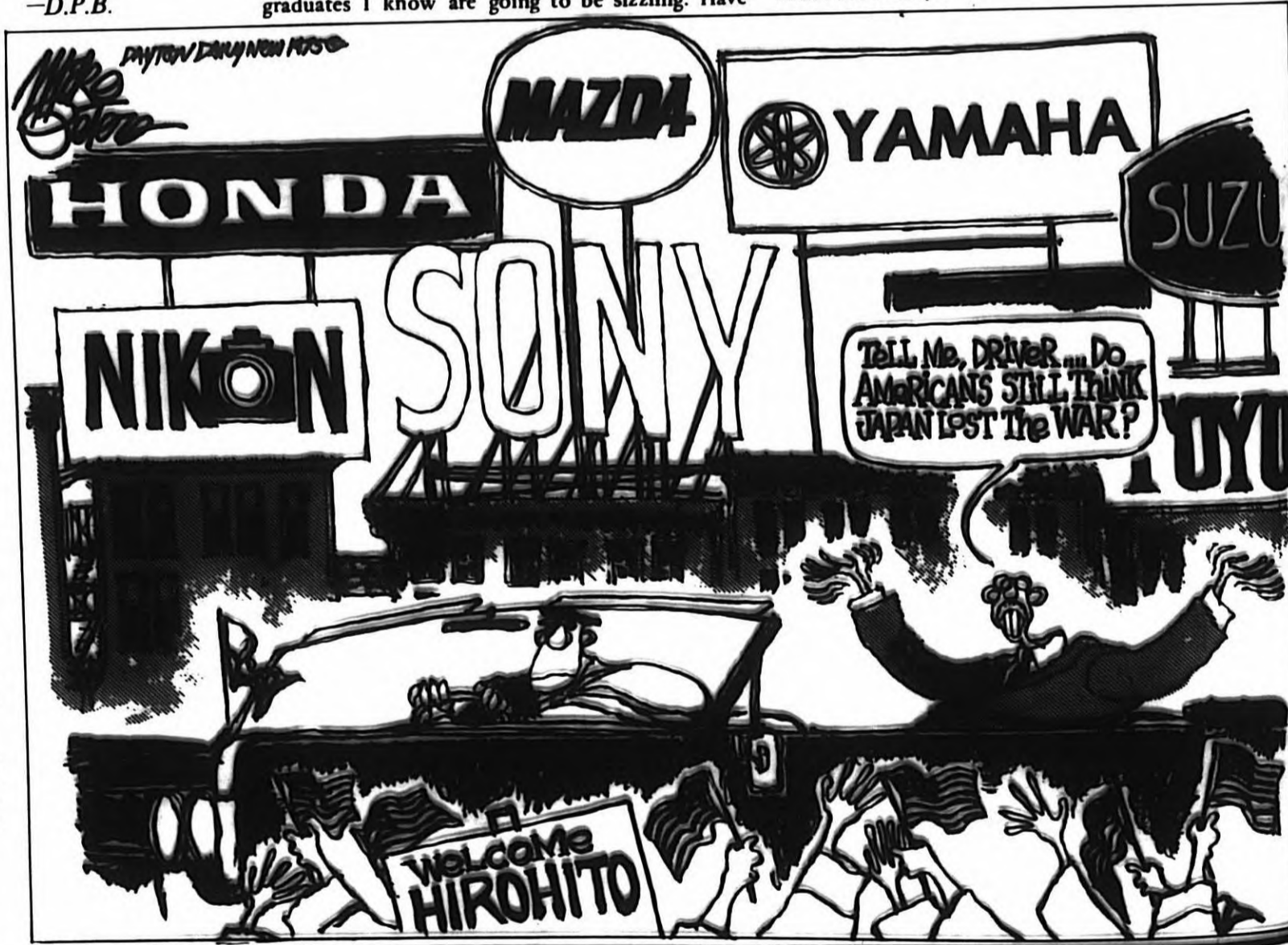
Resumes run from the absurd to out-and-out falsehoods. Others are passable as borderline cases. Some people list honoraries, organizations, and jobs, but fail to say on their fatted list they didn't attend the organization's meetings or they only worked the job one day.

One young lady worked production on The Sunflower one night last spring. But that was enough. A story on her as a scholarship recipient stated she was on The Sunflower staff. One journalism graduate last year had a couple hundred resumes printed telling what an experienced photojournalist he was. Actually, he didn't know his ASA from a hole in the ground.

What if everybody told the truth. "Hi, I went to college, messed around a little, worked a few crummy jobs, was involved with a couple of campus groups, and learned to appreciate cheap wine." If everybody said this they'd be lying, but nearer the truth than before.

If I write a resume, I'm going to keep it honest and to the point. Let's see. I was runner-up in the morning kindergarten class ritz-cracker eating contest, was the first cub scout in my den to have six silver arrows.....

All you poets, short story writers, and creative-writing instructors: Take heed. Starting this week *The Sunflower* is featuring a literary page each Friday. Short stories and poetry will be accepted from WSU students and faculty and, of course, there will be book reviews, stories on local writers, instructors, poetry readings, area publications, etc. Turn in your manuscripts and watch for Friday's issue.



The Sunflower

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Downtown scene wins photography contest

Journalism sophomore Larry Fleming once again is the winner of *The Sunflower* photography contest. Fleming's entry is of an elderly man in a long coat walking along the sidewalk in front of the Fourth National Bank in Wichita.

Deb Gagne, a sociology major, received honorable mention with a picture of downtown Wichita framed by the sculpture, Tripodal. Scott Keely, junior painting major, also received honorable mention with a pattern and texture composition of reflections on water, sand, and foam along the Arkansas River near Mulvane.

Deadline for this week's competition is noon Friday.

Theme for the contest is "Kansas Scenes," and the contest is limited to black and white entries no smaller than 5" x 7" and no larger than 8" x 10."

All weekly winners and honorable mentions of the ten-week long contest will be judged in final competition for a first prize of \$100 worth of photography equipment and supplies. A special supplement to *The Sunflower* on Dec. 8 will feature the four prize-winning photographers and their winning photographs, along with other outstanding photographs from the contest.

An exhibition of the best photographs from the contest is scheduled for the McFarland Gallery in the Campus Activities Center for Jan. 26-Feb. 16.

Entry blanks and contest rules may be obtained from contest posters on the south side of the information booth in the CAC, in McKnight Art Center, and at *The Sunflower*.

Entry blanks are also available at Moler's Camera Shop, 8103 E. Kellogg; Lens-Art Camera Shop, 1556 S. Broadway; The Art Barn, 1946 W. 13th; Accent Frames and Gallery, 2819 E. Central; Giant Department Stores, 2601 S. Oliver or 6200 W. Kellogg; House of Frames, 448 S. Rock Road; and Zercher Photo, 220 W. Douglas.



New York designer presents awards

Milton Glaser, contemporary designer, will be speaking at Wichita State University this week, at the same time an exhibition of his work is featured in the Ulrich Museum of Art at WSU.

He will present the Milton Glaser Best-of-Show Award at the national conference of the University and College Designers Association hosted by WSU Friday thru Sunday.

Glaser will speak about his work and about the state of contemporary design at 8 p.m. Friday, in Room 208 of the Life Sciences Building on the WSU campus.

Cofounder and partner of New York's Push Pin Studios, Glaser is design director and chairman of the board of *New York Magazine*, consultant to Art Horizon Books and a member of the faculty of the School of Visual Arts.

In 1969 three of his posters were selected for the "Words and Image Show" of the Museum of Modern Art, and his designs and drawings relating to the performing arts have been exhibited in the Amsterdam Gallery of Lincoln Center.

In 1970 Glaser and the Push Pin Studios were honored with a two-month retrospective at the Louvre in Paris, the first time an American graphic arts studio had been invited to exhibit at the museum. The exhibition later appeared in Amsterdam, London, Lausanne, Vienna,

Milan, Belgrade, Tokyo and San Paulo.

Glaser is involved in restaurant and observatory projects for the World Trade Center in New York and recently completed the redesign of *Paris Match Magazine* and *Le Figaro*.

The exhibit of posters, books, magazines, record jacket illustrations and other design work is the retrospective which opened at the Museum of Modern Art last June. It was held over until last month.

Glaser will lead a tour at the Ulrich Museum at 10:30 a.m. Friday. The museum will remain open until 8 p.m. to give those attending the lecture the opportunity to preview the exhibition beforehand.

The Milton Glaser Award will be presented to the best of show selected by Glaser from more than 200 award-winning college and university publications on display during the conference.

Graphic design students and faculty will hold an informal reception for Glaser Thursday, Oct. 16, from 1:30 - 3 p.m. on the first floor foyer in the west wing of McKnight Art Center.

Friday morning Glaser will give a gallery talk on his work in the Ulrich Museum from 10:30 - 12:00. He will then be a guest speaker in Bill Jackson's

illustration class, 105 McKnight from 1:30 to 2:30.

Friday night, Glaser will speak at 8 p.m. in room 208 of the Life-Science Building. The public is invited to all activities.

Glaser's visit to WSU is sponsored by the Lewis and Selma Miller Trust Fund and by the College of Fine Arts.

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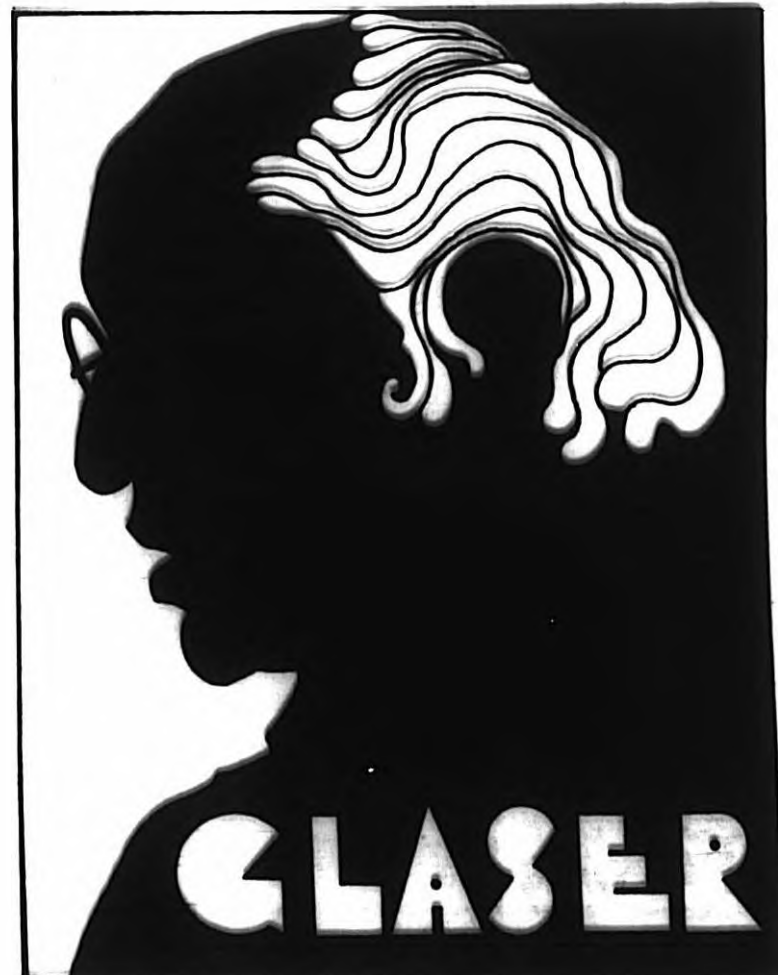


Illustration by Clark Britton

Administrators fear withdrawal of support

★ From page 1

Breazale said the awarding of honorary academic rank was similar to recognition given athletic boosters or honorary membership in the alumni association. "It would be regrettable if (local real estate businessmen) perceive the institutional response as being a rejection of their effort rather than a rejection of the particular technique," he said. H. R. Reidenbaugh, executive vice-president of the Board of Trustees, who directed the fund raising effort, said the endowment would produce \$10,000 to \$12,000 income annually. Approximately \$105,000 has been contributed so far, he said.

Lynn Woodward, the professor who was hired to develop the real estate program at WSU, is not

personally involved in the fund raising effort, Reidenbaugh said.

The real estate program has been endorsed by the Wichita Board of Realtors, he continued, and recently it expanded statewide in their effort to gain support for the WSU program. When complete, it will be the only program in the Midwest.

In light of the general support for the program, Reidenbaugh said he is perplexed as to why faculty would express so much concern over the specific fund raising method.

"This is simply an opportunity for a group of very well-meaning people to associate with WSU," he said.

Because many local people in the real estate industry do not have strong ties with the university, Reidenbaugh said the

honorary positions were an idea to help encourage an identity.

"They have no real rank. They will have no part in determining curriculum. We, more than other institutions need the outreach, need some identity."

Reidenbaugh warned again that publicity would cause some contributors to withdraw their support.

Dr. Lawrence McKibbin, Dean of the College of Business Administration, described the decision to award honorary academic titles as an "honest mistake."

"If the faculty want to disassociate themselves from it, fair enough, but we should take care of it internally, where it will not affect the program, or the objective, which the faculty agree is great."

"In my judgement, that part of the brochure did not affect giving any," McKibbin said. "But the damage (in relations between faculty and businessmen) could be severe."

The Dean said he will meet

with faculty members in the department of administration Wednesday to attempt to reach an understanding. The letter from department faculty is also expected to be read at the University Senate meeting today.

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Wind and injuries hurt Shockers

Football

By STEVE PIKE

Wichita State was forced to battle three foes Saturday in their 26-24 loss to New Mexico State. The wind and injuries gave the Shockers almost as much trouble as the Aggies.

Blowing briskly from the south, the wind stopped Shocker

punter Pat Fox's kicks from getting any respectable distance.

The Shocker injury list grew Saturday with quarterback Sam Adkins out with a hyperextended elbow and fullback Tim King with his right knee sprained.

The extent of injuries was uncertain, but it is doubtful if either will see action next week against Tulsa.

Other Shockers felled were safety Mike Landrum and defensive end Willie Smith. Landrum returned to action but Smith, injured late in the game stayed out. Trainer Larry Egge said Smith's injury was not serious. Linebacker Ronnie Shuman's injury is also not serious.



Quarterback Sam Adkins feels the pain of his hyperextended left elbow.

K-State outruns Shocks

Kansas State came through with some young talent to hand the Shocker cross country squad a 23-35 defeat Friday afternoon at Wichita's Echo Hills Golf Course.

While Wichita State University junior Jim Gifford and Pete Orozco contained Wildcat veterans Jeff Schemmel and Chris Perez, Kansas State freshman Larry Beasley and Sophomore Jim Nicolay upset the rest of the Shocker squad to pull the Wildcats to victory.

Schemmel won the race with a 24:25.4 clocking for five miles, followed by Gifford, Perez and Orozco. Then came the Kansas State youngsters Beasley and Nicolay, with Shocker Steven Shaad in seventh.

WSU freshman Paul Burdan was the next Shocker runner in tenth place, followed by Bob Christensen, Kendal Smith, Pat Blackburn and Dean Hageman.

The Kansas State win evened the series over the last four years at two apiece, with the other Wildcat win being a narrow one-point victory in 1973.

The loss dropped the Shocker season record to 27-3, with two of the three defeats coming in the hands of Kansas State.

Men, women drop CC duals

Despite individual honors Tammie Gilpin, the Wichita State women dropped a cross country meet 25-10 to Kansas University Friday at Lawrence.

Gilpin won the three-mile with a time of 17:57 but it was good enough as the Jayhawk women finished second and third to take the win.

Jan Beckham of WSU placed fourth to lead the rest of the Shockers.

Reds rally, tie series

Ken Griggy's two-out double capped a two-run ninth inning rally to give the Cincinnati Reds a 3-2 victory over the Boston Red Sox Sunday which evened the World Series at one game each.

Trailing 2-1 going into the ninth, the Reds started their winning rally on an opposite field

double by Johnny Bench. Bench moved to third on a ground ball and scored on Dave Concepcion's infield hit off reliever Jerry Drago. Griffey then doubled left center scoring Concepcion with the winning run.

The series now moves to Cincinnati for games three, four and five beginning Tuesday.

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Breaks go to Aggies in big MVC win

By MIKE SHALIN
SPORTS EDITOR

"Both teams had lots of chances to win," Wichita State coach Jim Wright said Saturday after his Shockers dropped a tough 26-24 decision to New Mexico State at Cessna Stadium. "In the end, errors lost it for us," Wright said. "Their kicking game was also a difference."

The errors made by the Shockers were compounded by several key decisions of the head linesman.

After the Shocks had jumped to a 14-0 first quarter lead on a strong running attack, three offensive errors brought the Aggies back in the game. They took advantage of all three to grab a 19-14 halftime lead.

Aggie punter Cliff Olander boomed a 60-yard kick into a gusty wind which Shocker Jim Billinger decided to let bounce. From the pressbox it looked as if a New Mexico player batted the ball off Billinger's leg and then fell on it at the Shocker 16. The head linesman ruled Billinger touched it first and the Aggies were in business. They scored seven plays later.

Tim King's fumble set up the score which tied it at 14-14. This time the Aggies went 28 yards in 10 plays with Oliver Thomas scoring from inches out.

NMSU then blocked Pat Fox's punt in the end zone. The Shocker punter retrieved the ball and was swarmed by what seemed like the entire Aggie defense for a safety with 47 seconds left in the half. Thirty seconds later, "Skipper" Vernon kicked a school-record 54-yard field goal for the five-point halftime lead.

The Shockers lost more than their lead in the second quarter. They lost their quarterback. Sam Adkins hurt his left elbow and was replaced by junior Clay Richardson who sometimes has problems getting his passes off.

Richardson was able to lead the offense to 10 points in the second half but the Aggies held on.

The Shockers mounted a 96-yard scoring drive late in the game but it was too little, too late. The drive was highlighted by two fine catches by freshman end Brian Hanning. Hanning caught a Jeff Shepler halfback option for 36 yards and then grabbed a 20-yarder from Richardson.

Hanning and fellow reserve Leon Dobbs caught seven passes between them and we may see more of them next week. The pair gained 109 of the total 300 yards gained on offense.

The Shocker defense was again overworked as they were continually placed under the gun

by a deficient offense and some bad breaks. In fact, the first two Aggie drives netted only 44 yards and it took them 17 plays to achieve the scores.

One Shocker defender who had a long day was Tony Sumler who was beaten five times by Duriel Harris, the leading receiver in the conference. Harris's one-man performance included a

48-yard kickoff return to set up the winning touchdown.

The game was played in a strong wind with temperatures well over 100 degrees on the polyturf.

"We're not used to playing in a wind of any kind," Aggie coach Jim Bradley said. "We just came out of it very fortunate."

Tulsa next week in a game which could move them into a three-way tie for the Missouri Valley lead. They will need more

support than they got Saturday however, as only 10,000 plus fans "braved" the beautiful autumn weather. The Shocks are now 2-4 overall while the Aggies are 4-2.



C.J. Peachlyn (15) is one step from paydirt as he scores second Shocker touchdown. Larry Martin (9) and Tim Blackwell (91) root him on. (Photos by Howard Rappaport)



Flanker Larry Martin breaks away from Aggie Ralph Costanzo en route to a 45-yard run which set up first Shocker score.

Game notes

Richardson was 6-12 for 72 yards in place of Adkins who was 2-2 before injuring his elbow. Aggies put Olander in for Bill Bowerman on passing downs and he was 5-7 for 44 yards. Elbert Williams gained 60 yards on 20 carries giving him 362 yards for season. Shocks surprised Aggies with Larry Martin running flanker reverse for 45 yards on first drive. They then ran the play into the ground and it gained practically nothing the rest of the day.

Williams, C.J. Peachlyn and Richardson scored the Shocker touchdowns while John Blazek kicked a 27-yard field goal for the scoring.

Fox punted five times for a 30-4 yard average while Olander averaged 37 yards. MVC Supervisor of Officials Bobby Scott was on hand for the game. I hope he saw what everyone else did.

Spirit keg won by Delta Gamma

Delta Gamma sorority won the Spirit Keg at the New Mexico State-Wichita State football game Saturday, according to Shockette Karen Lewallen.

Another keg will be awarded at the Homecoming game Saturday against Tulsa.

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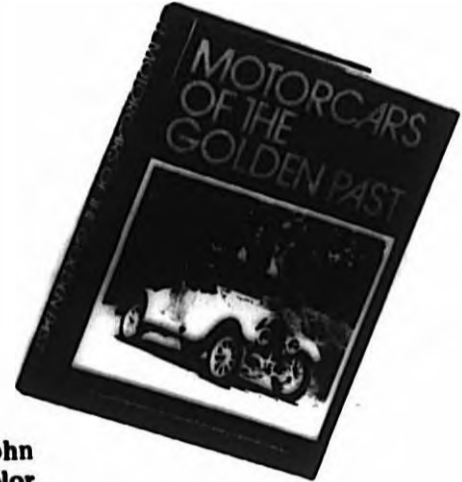
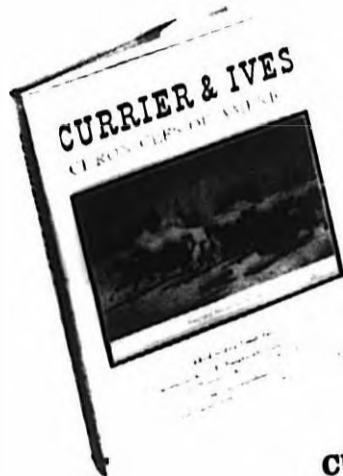
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