Woman joins university police department as officer

Karen Voss, 23, has become the first woman officer in the 12 years of the UMSL Police Department.

Voss, who joined the 13-member force April 1, is a 1974 graduate of Southeast Missouri State University with a B.A. degree in psychology.

Voss, who is single and lives with her parents in Florndell Hills, was the only woman applicant for the police force. She competed with two men for the position.

"She's doing a man's job at a man's pay and she'll be expected to do her portion of the work assigned to her," Chief James Nelson said. "Everybody has to pull their own weight. You have to make the grade and I don't see any reason why she shouldn't make it."

Nelson emphasizes that Voss will be treated like any other probationary patrolman or police officer. She will have to meet the training requirements of the department which include working two 12-hour shifts with an experienced officer on the day, evening and midnight shifts. She will also receive police academy training. At the end of the probationary period of about six months, Nelson and his senior officers will evaluate Voss' performance to determine whether she will stay on the force.

Most students will probably get their first look at the new officer in a couple of weeks after she completes her training. At that time she will be assigned to the evening shift.

Only one other woman has applied for the job as a police officer. She was turned down because there were no openings at the time.

(continued on page 2)

Undergrad assistants recruited for Math 02

Ellen Cohen

Undergraduate students with experience in pre-calculus mathematics are being involved in the Math 02 program as teaching assistants for the 1975-76 school year.

The introduction of undergraduate students in the Math 02 program as laboratory assistants is "an experiment," according to Robert Bader, dean of the college of arts and sciences.

The structure of the course is being changed to an all day laboratory situation. The present teaching fellows are being changed to an all day teaching assistants and student assistants.

One week with approximately 25 students is being involved in the college of arts and sciences.

Three candidates file for student body president

Four candidates have submitted applications for the president of the student body. The candidates are: Daniel Cron, Roy Unsermill (IATA), J. Kenneth Cooper (SAIL) and Randy Lock (USC).

Two students are running for vice-president, Curt Watts (SAIL) and Mark Shanan (USC).

These five candidates will take part in the second annual Meet the Press sponsored by the student government association. The press conference will be held on Monday April 14, at 11:30, outside the University Center. In case of rain the session will be held in the J.C. Penney Auditorium.

There are twenty-four candidates for the twenty-two representative positions on the student government association. The candidates are:

Lucy Zapf (ITA), Michael Steven Miller (SAIL), Gary (Robert) Beckman (SAIL), Debbie Nemnick (USC), Connie Hager, John Stover (SAIL), Mary Hart, Lynndh O'Shauchnessy (SAIL), Steve Meyer (USC), Jim Shanahan (SAIL), Sue L. Lemon (USC), Jerry Nolen, Scott Stubblefield, Scott Nolan (USC), Jim Hickman (SAIL), Martha Lovett (SAIL), Todd (Carl) Montgomery (SAIL), Donna Hardy (SAIL), Tom Fronc (ITA), Richard Flowers (ITA), Tom Wolf (ITA), Michael Hendric, (IATA), Maureen Ascole (SAIL), and Pati Abnerathy (USC).

Lynn O'Shauchnessy

A new bookstore manager was named in the next few weeks, according to John Perry, business officer. The number of applicants has been scaled down to about six. Perry, representatives of the business office and personnel department, Bill Edwards, director of the University Center and a group of students from the Student Affairs Advisory Board are conducting the interviews. Perry will make the final decision within the week. We are looking for someone with previous bookstore and administrative experience," Perry said.

The present acting bookstore manager is Tom Kitts. Kitts replaced George Dickerson when he resigned in January.

The new manager will be undertaking a job in an area of the university which has been a traditional target of student criticism and disapproval. A common student complaint, according to Nancy Shevey, a student who wrote an in-depth research paper on the bookstore, is that the prices are too high by students for used books.

The present policy requires all used books to be sold at 75 per cent of the current retail price. Shevey believes two used books should be sold at the present rate of 75 per cent but badly worn books would be sold at 60 per cent of the original value. Additionally, the buy back price and the used price would be based on the original price of the book and not the current retail price.

The new system used would books be separated into the categories of "little wear" and "lots of wear.

Used books in good condition would be sold at the present rate of 75 per cent but badly worn books would be sold at 60 per cent of the original value. Additionally, the buy back price and the used price would be based on the original price of the book and not the current retail price.

Perry and Kitts considered Shavey's suggestions as insurmountable. Both felt a book selling system based on the amount of the book's wear would be too arbitrary. "Who is going to spend the time to determine a book is in?" Perry asked.

"Hearing to sell used books at different prices would result in too many prices on the floor," Kitts said. The auditing and controlling cost of maintaining two used book categories, according to Kitts, would not pay enough to justify it.

A five-year bookstore accounting employee, however, feels a new book buying and used book price system is needed. She did not know, though, whether Shevey's suggestions were practical. "Some way would have to be found to avoid run-ins with students at the buy-back window."

Textbook turnover is another major complaint of the students. According to Kitts 80 per cent of the 2000 textbook titles carried by the bookstore are sold each semester, to used book companies. With the small per cent of textbooks carried for consecutive semesters, the number of student books sold back to the bookstore and the buy back prices are low.

But get student complaints on the bookstore's large turnover, but it bothers me is that the store has no control over how often book requirements are changed," Perry related. "The faculty," he continued, "determines the textbook requirement and it is they who change the book lists.

To reduce the rate of book turnover, Perry suggested increasing the textbook requirements. He also requires faculty to keep textbook requirements unchanged for consecutive semesters.

"If students are interested in saving money, possibly"

Don't Be Confused: Steve Misseyan shows off the screen with the flavor of his own personal brand of advertising, which he explains in a recent marketing class. Related story page 7. (Photo by Larry Lafferty)

Four candidates file for student body president

Student service to be awarded

This Spring, the Office of the Dean of Student Affairs will hold a reception to honor UMSL student workers who have been outstanding service either to student services as a whole on campus or to an organization that has made a major contribution.

Nominations are now being invited from the UMSL community to nominate these students. Letters of nominations should be thorough in outlining the reasons for the award and the accomplishments of the individual(s). A committee of Student Affairs staff will select the final list of candidates.

All nominations should be received in the office of Dennis E. Donham, Assistant Dean of Student Affairs, Administration Building, no later than 5 p.m., Friday, April 25.
CRAMMING FOR EXAMS: This animal seems to be absorbing an interesting essay. [Photo by Larry Lalleter]

Woman joins police

[continued from page 1]

Thirty-two of thirty-five couples danced for ten hours at the third annual dance marathon for Muscular Dystrophy sponsored by Pi Kappa Alpha. The marathon raised over $2,700.

Detectives raised the funds by asking friends, relatives and businesses to sponsor them for each hour they danced. The total sponsorship of $270 per hour was donated to help the local chapter of MDAA continue its research clinic, therapeutic clinics and recreational activities in the St. Louis area.

Live music was provided by the following bands: Shades, Crosswind, Beowulfe and the Free Band. Each of the bands donated their time for the benefit.

Approximately 200 other dancers joined the thirty-five couples dancing “for those who can’t.” One hundred of the 200 dancers were still around at the end of the marathon, which started at 8 p.m. Saturday night and ended at 6 a.m. the following morning.

Suppose you knew who you had been in your previous life. Where you had lived... whom you had loved and how you had died.

What then? - MAX EHRICH
AUTHOR OF THE BEST SELLER

The Reincarnation of Peter Proud

Michael Sarrazin Jennifer O'Neill Margot Kidder

An American International Release

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AN ELECTRIFYING MOTION PICTURE

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NITELY 7:15, 9:15 SAT.-SUN. 2:15, 4:15, 5:30, 7:15, 9:15
The social fraternities and sororities on UMSL's campus are sponsoring Greek Week from
Sunday, April 13 through Sunday, April 20. Greek Week is a week of activities involving
Greeks, and it is open to all UMSL students.

Greeks to sponsor week of activities, contests

The social fraternities and sororities on UMSL's campus are sponsoring Greek Week from
Sunday, April 13 through Sunday, April 20. Greek Week is a week of activities involving
Greeks, and it is open to all UMSL students.

Greek Week begins Sunday with the Greek Sing. The Sing involves each fraternity and sor-
ority performing two songs from a Broadway musical and two talent acts of any kind. The
organizations are in competition and are being judged by three UMSL faculty members.

On Tuesday evening each sorority and fraternity will compete in a Trivia Quiz which is
similar to the Scholar Quiz on television. The Trivia Quiz is divided into three categories of
movies, cartoons and television.

On Saturday evening there will be a banquet consisting of dinner, dance and awards. Prin-
cess Athena, voted on by fraternity and sorority members, will be crowned that night as
well as presentation of Man and Woman of the Year, voted on according to their contribu-
tions of the past year to Greeks and the UMSL campus.

Tickets for the banquet are presently on sale at the information desk for $3 per person.
The banquet is open to all members of the UMSL community, featuring the band,
"Everyday People."

On the following Sunday, a picnic will be held to end the week's activities.

#1 in the beer capital of the world.

For years we've been telling you that in Milwaukee, beer capital of the world, Pabst Blue Ribbon
is the overwhelming favorite.

More beer is brewed in Milwaukee than any other
city in the world. So to be the #1 selling beer in
Milwaukee means you've got to be brewing the
best beer money can buy.

And Pabst must be doing just that. Look at
the charts. Blue Ribbon accounts for more
than half the beer sold in Milwaukee. It out-
sells the next brand nearly five to one.

That's why we feel we've earned the right to
challenge any beer. So here's the Pabst challenge:
Taste and compare the flavor of Blue Ribbon
with the beer you're drinking and learn
what Pabst quality in beer is all about.
Or don't take our word for it. Taste our
word for it.

PABST Since 1844. The quality has always come through.

PABST BREWING COMPANY Milwaukee, Wis., Peoria Heights, Ill., Newark, N.J., Los Angeles, Calif., Pabst, Georgia.
Unfair tax on food, medicine

COMMENTARY

One would think that in such times as these, when Missourians and indeed most Americans are fighting a losing battle with inflation and/or unemployment, that more of our "representatives" would be more concerned with providing some meaningful relief to their constituents. While Congress debates tax cuts and job programs, among other things, the Missouri legislature pays little notice to the plight of the average citizen.

Our illustrious legislature has taken such great strides this year at attempting to reinstate capital punishment (which, once completed, will probably be ruled unconstitutional), issued a call for a national constitutional convention to write a "pro-life" amendment (now only 33 states must hark the call), and voted themselves a pay raise of about $4000 each, tuned with an as of yet failed to ratify the Equal Rights Amendment, in total disregard to the feelings of citizens from placing issues on the ballot via initiative petitions, and in total disregard to the desire of the electorate to end the sales tax on food and medicine. It is this last two issues that will be the concern here.

The Missouri Tax Reform Group has for the last three years been attempting to end the tax on food and medicine through legislation. This tax is the most unfair of all state taxes, taxing necessities, such as food and medicine, is unfair to everyone, but it hits hardest the people who can least afford to pay. Senior citizens, other people on fixed or limited incomes, and people with large families are already burdened with high costs. To this is added about $150 dollars a year in taxes on the items needed for survival.

Most other states have rejected this inequity. Some 26 states do not tax food and medicine, and four more states, 5 have no sales tax at all, while still others have some sort of tax credit for these items. The answers to the questions about making up lost revenue by ending this tax are many and various.

For three years there has been a financially sound bill introduced to the legislature to end the sales tax on food and medicine with no loss of revenue (prepared by the Tax Reform Group). This bill would make up the lost revenue by limiting an individuals federal tax deduction to 30 percent when figuring state taxes owed, and ending the federal tax deduction for corporations. By limiting the individual's tax deduction there would be a far lesser increase in state taxes, but, for middle and lower income individuals, this would be more than made up by not paying sales tax on food and medicine. The current 100 percent federal tax deduction allowed in Missouri is one of the biggest tax breaks ever allowed in the rich in our state. The very wealthy and the largest corporations benefit from the tax deduction, in most cases, no state taxes. Such a basic reform would set a precedent, and begin to end the unfairness of the tax deduction.

Despite an obvious net savings to Missourians, and the skyrocketing prices of food and medicine, our legislature has bowed to corporate pressure. The first year this bill was killed on the senate floor, the second year in senate committee and this year in both senate and house committees.

Out of frustration, the Tax Reform Group has begun an initiative petition to place an amendment to the Missouri Constitution ending the sales tax on food and medicine on the November 1976 ballot. Such a petition effort must gather signatures in the two congressional districts. Enough valid signatures (registered voters) must be obtained in at least seven out of Missouri's 10 Congressional Districts. Over 300,000 per district are required. When this is done the petitions will be filed with the Secretary of State's office to determine the validity of each signature. Those who are not registered, or who live in a district other than the one they signed for, will be considered invalid and their signatures will not be counted.

Despite the legal difficulties the Tax Reform Group was able to gather over 100,000 signatures in the first week of the initiative petition. The first person to inform Chairman Norris, nor Kimbo, nor any of the establishment of the inequity of the voting irregularity. No information was intentionally withheld from the public as a whole.

The effort is a second petition in reaction to the following action of the voters: a second petition was introduced in the legislature to make it next to impossible for initiative petitions to be debated on the floor. Despite all this effort, the petition is being considered by the state legislature. The only student organization of which the two people who gave out double ballots are members, and the only student organization to contest the vote, the Missouri State College News, is not considered in order to make possible the counting when the double ballots were removed by the election board. These students and approximately 20 knew by the time the results were officially posted on Friday. A second error was contained in the statement, "The Main concern of the student senators seemed to be the cost and the effort to get the signature of the campaign for the initiative petition."

In regard to Stephanie Siegel's comments about the Fairmont Alliance concerns in the April 3 edition of the Current, I would like for the student senator to know that the Fairmont Alliance was not concerned about the invasion of my privacy. I feel that the reporter's mistake about member's of the Fairmont Alliance was a representation of the entire incident in order to get a sensational story.

Missy Schmaltz
President, Student Body

Reporter 'went overboard'

Dear Editor:

There are a few things that need to be said concerning the recent Senate election article. Bob Engelen and the other who were talking were trying to make the reader feel that they were not "jarring" me with the comments that are my friends. They must be speeded up and more help is needed.

An information and petition table will be set up at UMSL next Tuesday and Wednesday from 9 to 3:30 pm and from 5 to 8:30 pm with the assistance of the UMSL members of the St. Louis Ave Peace and Freedom Party. Information on the initiative petition and the ballot initiative campaign, as well as petitions will be available.

Dear Editor:

My disagreement with your assessment that the first Senate election results should be considered invalid. Indeed the results show a clear mandate.

Corrects' commentary

Dear Editor:

In regard to Stephanie Siegel's comments about the Fairmont Alliance concerns in the April 3 edition of the Current, I would like for the student senator to know that the Fairmont Alliance was not concerned about the invasion of my privacy. I feel that the reporter's mistake about member's of the Fairmont Alliance was a representation of the entire incident in order to get a sensational story.

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President, Student Body

Letter to the editor

Dear Editor:

I disagree with your assessment that the first Senate election results should be considered invalid. Indeed the results show a clear mandate.

Bob Engelen
President, Student Body

Larry Gelke
Member, Missouri College Newspaper

Larry Gelke
Boston busing plan conceives to 'racist forces'

Mark Baughner

A court appointed panel sub­mitted a series of recommend­ations last Thursday for phase two of school desegregation in Boston. Boston has been the scene of racist mob violence since the announcing of the school year last fall when phase one of school desegregation was first implemented. This court-ordered desegregation was met by a boycott of the schools by whites and followed by mob violence directed against the black com­munity in Boston. Mass rallies and demonstrations were organ­ized in predominantly white South Boston which whipped up a racist anti-black hysteria and often culminated in the beatings and near lynching of Boston blacks. This situation has not abated over the months, indeed it seems to be growing worse. Last week by yet another carried reports of how Senator Kennedy was chased down a subway station by an anti-busing job.

Overall, the new busing plan is a compromise containing many concessions to the racist anti-busing forces in the city. Boston NAACP president, Thomas Atkins, pointed to the inadequacies of the new plan at a press conference saying, "We have problems with the effective enforcement of the plan in Boston and the extent to which substantial de­seggregation will not take place in West Roxbury and in the Burke district..." However, even these concessions were not enough for the racists in Boston who are now loudly opposing the new plan because they are totally opposed to any desegregation of the schools at all.

The plan does contain some limited steps towards school de­seggregation, but it is no way seriously confronts the problem of seg­regated, inferior schools for the Boston black community. The previous approach to desegrega­tion was by requiring that the racial composition of the schools be identical to the racial composition of the entire city. The new plan approaches the situation differently; it first di­vides the city into nine geo­graphical districts and then would require busing only within these districts with the aim of making the racial composition of schools within a district equal to the racial composition of the district as a whole rather than the city as a whole.

Given the highly segregated character of housing in Boston, this plan would exempt parts of Boston from the court desegrega­tion order. East Boston schools would remain 90 per cent white. The overall racial composition of the city is 50 per cent white, 35 per cent black and 15 per cent other minorities. Using the district formula, West Roxbury schools would remain 70 per cent white while schools in the Burke district would be only 25 per cent white in composition.

Many of the details of the new plan are still unclear. However, what has been made perfectly clear is the determination of the racist forces in Boston to prevent black students from receiving an equal education. A short time ago, FBI officials in Boston announced that they had un­covered plans to bomb bridges and tunnels leading into East Boston and surrounding cities in the event that the busing of students was extended to schools in these areas. However, this determination of the racist anti-busing move­ment in Boston is being checked by an equally determined move­ment to defend the rights of the Black community in Boston. On Feb. 14 through 16, the National Student Conference Against Racism voted over­whelmingly to endorse the call by the Boston NAACP for a National March on May 14, 17. The National Student Con­ference Against Racism was held in Boston and attended by over 2,000 people, representing over 147 student organizations, 48 high schools and 130 community and political groups. On Mon­day, April 7 the NAACP held a press conference announcing the National March on Boston and called for support from across the country. The National Exe­cutive Board of the NAACP had voted to endorse the march several weeks ago.

The march will center on three demands: "Desegregate the Boston Schools Now!" "Keep the Buses Rolling!" and "Stop Racist Attacks on Black Stu­dents!" and it will be a focal point in the continuing fight against racism all across the country.

The Student Committee Against Racism in Boston is planning activities to publicize and build support for its struggle in Boston and tying it in with the struggle against racism here in the St. Louis area. Bus tickets are being sold for those interested in partici­pating in the National Freedom March in St. Louis on May 17. Also, plans are being made for a local demonstration on the 17th in downtown St. Louis. If you would like to help contact the Student Committee Against Racism in Boston, c/o University Center.
**Looking For That “Something Different”**
**Evening For You and your date?**

**Looking For That “Something Special”**
**Evening That’s FUN, EXCITING and Yet, NOT OVERPRICED?**

**No Such Evenings Available?**

**WANNA BET?**

**WE’VE GOT THE ACTION!**
**WE’LL GUARANTEE THE FUN!**

And, We Invite You To “GO RACING” At CAHOKIA DOWNS At Our Special Reduced Rate STUDENT ADMISSION PRICES

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**Student Admission $1.00 — GRANDSTAND or CLUBHOUSE**

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**COST OF COUPON BOOK — $6.00**

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**Total terror over tenure in the tower**

G. Mack

Late one evening, I was on special assignment to the Psychology department, stealing paper for a major project. My delicate mission was not completed successfully, hundreds of undergraduates would be distraught, I allowed myself to distract, compelled to read multiple choice questions printed on the cleaner sides of used napkins from the snack bar. I remained hidden in the men’s room on the seventh floor of the UMSL tower, making quiet preparations for a mid-

night sojourn to the Metropoli-

tan Studies Center four floors below. A reliable source from the statistics lab had informed us that the center was paper rich and, in reality, owned by an Arab tycoon. Needless to say, my heart was racing as the luminous hands of my watch moved relentlessly to the twitching hour.

Dressed in a black body stocking, which gave me comfort to support without appearing really tawdry, I strained my ears for the sounds of the custodial personnel (i.e. runaway floor buffers crashing into the doors). Lab was unusually quiet. Smearing my face with Kixi-

shoe polish, I suppressed an irresistible urge to burst into a Jolson song, took several deep breaths, and pushed my way through the empty corridor. I knew my mission would require all the courage I could muster.

I descended the stairway into the dimly lit lobby, my breathing more labored than the Mines of Moria and legend tells of people disappearing without a trace. Most frightening of all was the vivid recollection of a story only whispered that a certain Professor Pitt haunted the tower. Pitt, it seems, has passed away during a lecture on the politics of West African oilriches. None of his students noticed, of course, and

since Pitt was determined bunched over the lecture podium, his classes were attended for several years. This might have gone on for an indefinite period, but for the interest of his department chairman, who sought Pitt out to ascertain what his mind was. Pitt published once. Recently it was determined that Pitt was indeed departed in spirit, there was a great deal of confusion as to what should be done with him. Some concluded that, since the professor had tenure, he should be left alone and the university should continue to pay him regularly. Others suggested that Pitt was now qualified to be chancellor and should be appointed immediately. However, the matter was settled quite mysteriously when Pitt simply disappeared, and, thus, the leg-

end of the phantom of the tower took shape.

The lurid details of Pitt’s disappearance filled my mind as I descended the stairway into the enveloping darkness. Sup-

pose there was even a shred of truth in the legend? Truly, I had not experienced such apprehension since I’d impulsively ordered the Mystery Sandwich at the snack bar last semester, (Fortimately, that had turned out to be a cheeseburger and fish on whole wheat with an autograph picture of Mike Dace, a closet homecoming king, hidden between tomato slices.)

Step by step, I continued on my lonely journey. The atmos-

phere was altogether unpleasant, rather damp and drafty. Suddenly I sneezed. The noise was amplified into an ear splitting howl, echoing all around me as I pressed my body against the cold cement wall. Without really knowing it, I automatically said, “Excuse me.” To my profound horror, an unearthly voice replied, “Oh shoot.” I screamed. With a hideous laugh, the phantom exclaimed, “The answer is — all the above!”

I was paralyzed with a feeling of hopelessness. Racking my brain, I tried to come up with one more thing that every man on campus seeks, yet never finds. I had already given what I considered to be three correct answers. What could it be? Suddenly, the answer became more unbearable than the fear of what might become of me. “I give up!” I screamed. With a hideous laugh, the phantom asked rhetorically, “How do you think I got to be a full professor? The phantom asked rhetorically.

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**New help coping**

**Sue Schweitzer**

The psychology department is trying out a new way of helping students cope with personal or college problems. Those who dislike the idea of seeing a “real” psychiatrist, peer coun-

selling gives them a chance to receive assistance without in-

curring that type of stigma.

Nancy Hay of the department explained that this type of counseling was started by con-

cerned students who felt that some persons might feel more comfortable talking to an equal than to a professional. The volun-

ters are trained to listen skillfully and with empathy, for the ability to understand and to communicate that understanding is all important in the counseling situation.

How each individual will be helped depends on what he or her wants are. Often this turns out to be just someone to talk to. If the problem is a more serious one, the counselor will refer the person to someone qualified in that specific area.

A great many of the volun-

ters come from the social work, psychology and education fields, and see peer counseling as an opportunity to test their skills and to gain experience working with people. They are carefully selected by the depart-

ment beforehand.

Hay pointed out the kinds of problems most often dealt with by the peer counselors. “Usually it’s such things as difficulties in getting along with others, being lonely at UMSL and troubled sexual relationships. Many people seem to find UMSL a difficult environment if meeting people and making friends.”

No matter what the nature of the problem, the strictest con-

fidence is always observed. If someone wants to become a part of the program, as either a counselor or counselor, they should call the Peer Counseling Office. The hours are Monday through Thursday, 11:00-1:30 or by special appointment.
Bad grammar makes Mizerany local star

Paul Fey

"Don't be confused! Free Dr. Pepper and House of Windsor Cigars," shouted a blonde-haired young man skatting frantically across the room, bursting through the door of Earl Winn's marketing class.

Laughing hardest of all at a fraternity version of his recent television commercial was guest speaker Steve Mizerany, recipient of the phantom skater's cigar.

"Come on," laughed Mizerany as the skater stumbled across the room, "I can do better than that.

It is exactly this type of shenanigans which make "The New Deal" a phrase more closely associated with Steve Mizerany than with Franklin Roosevelt. Rare is the St. Louisan who does not know that Mizerany, along with Joe Farhett, occupies that notorious site at 3719 Gravois, next to the Bevo Mill.

Mizerany attributes his notoriety and his success to prayer, associated with Franklin Roosevelt.

Perhaps a good advertising gimmick was set for the Mizerany appliance stores, the chain Mizerany runs along with his brothers. But when problems arose, causing Steve to leave the chain, the Mizeranys lost their star. Steve had plans of his own. When he and Farhett created the New Deal three years ago, each had $35 in his pocket. But the friendships that was formed in earlier business paid off.

Former associates helped get the start. KMOS radio gave them six months of advertising with Jack Buck, allowing them to pay later if the ads were successful.

The non-notorious commercials with Buck were effective. The New Deal began to climb, to the point where it now does the business of five Mizerany stores. Mizerany again contributes this to advertising.

"They carry about the same products we do. They advertise, but we scream louder."

This tactic of screaming louder than anyone else is only a part of the attention-getting aspect of Mizerany's advertisements.

"When we make a commercial if it goes too smooth we don't want it. We want to shock it up," laughed Mizerany, who insists that most of his one-minute commercials take exactly one minute to tape. Often fifteen consecutive one-minute commercials are done in sixteen minutes.

Mizerany's brand of loud advertising has come a long way since the early days when he once accidentally left his bed, and then dropped his commericials in the street.

"When he and Farhett created the New Deal they didn't want to be nobody else. We don't have to advertise every time, a long time ago," explained Mizerany, along with Joe Farhett, that my public relations man wrote for me. When I tried to do it I got so messed up I tore up the piece of paper on live television, and just started talking."

From then on, the advertising gimmick was set for the Mizerany appliance stores, the chain Mizerany runs along with his brothers. But when problems arose, causing Steve to leave the chain, the Mizeranys lost their star. Steve had plans of his own. When he and Farhett created the New Deal three years ago, each had $35 in his pocket. But the friendships that was formed in earlier business paid off.

"It ain't because we're so smart," says Mizerany, "I don't know nothing.

Admitting the style of his success was accidental, he explained, "We're just being ourselves. We don't want to be anybody else.

"One time, a long time ago, before video tape, I was supposed to read this commercial that my public relations man wrote for me. When I tried to do it I got so messed up I tore up the piece of paper on live television, and just started talking."

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Mizerany's advertisements . The blood relationship between Mizerany and Buck.

"Their mothers and mother are both mothers," he replied.

Mizerany worries that people might get a bit tired of his face.

FEATURES

China and Japan: Culture Through the Camera's Eye," a series of features and documentary films, will be shown on four consecutive Sunday afternoons in the St. Louis area beginning April 13.

The film series is sponsored by UMSL, the National Committee on Asia Relations, Inc. and the St. Louis Council on World Affairs, Inc.

The films, with English subtitles or narration, will be followed by discussions by local experts on Asian cultures.

Film titles, showing times, dates and locations are:

- "The Hidden Fortress," starring Tsuiho Mifune, 2 pm April 13 at the Chase-Park Plaza Hotel.
- "Woman in the Dunes," based on the novel by Kobo Abe, 2 pm April 20 at the Chase-Park Plaza Hotel.
- "People's Communities" and "Friendship First, Competition Second," 2 pm April 27 at the Hillel House, 6300 Forsyth Blvd., Clayton; the St. Louis premiere of "The White Haired Girl," a Chinese revolutionary ballet, 2 pm May 4 at the Hillel House, 6300 Forsyth Blvd.

Admission is $1 each Sunday for adults and 50 cents for students. A special, free showing of "The Hidden Fortress," is scheduled for 11:30 am Thursday, April 10, in room 408 Benton Hall on the UMSL campus.

For more information on the Asian film series, call Katherine Piers in the UMSL Extension Division at 453-5521 or contact the Asian Studies Program on World Affairs, 21 North Kingshighway.

Camera captures Orient

Education reps to be chosen

The School of Education will hold student elections for representatives to the Education Assembly, on April 30 and May 1.

Four undergraduate and four graduate students will be elected. Three undergraduates will serve on the Teacher Education Council and one on the Assembly Board. Three graduate students will serve on the Graduate

Affairs Council and one on the Assembly Board. All eight students elected will also be on the Assembly. There will be approximately three or four meetings a month where the students will give their views to the faculty and administration of the School of Education.

To nominate yourself, turn in your name and a brief biographical summary to Mrs. Page in room 440 SSBE no later than April 21. All nominees must be enrolled in the School of Education. A special, free showing of the "Fall '75 and Winter '76 semester.

If you would like more information about the assembly, ask any education faculty member or the student representatives.
Thursday

BASEBALL: UMSL will play Washington U. at 3:30 pm at Washington U.

CONCERT: the UMSL Choir and the University Singers will perform Beethoven’s “Romeo and Juliet” with the St. Louis Symphony at 8:30 pm at Powell Hall. Tickets are $2.50 to $8.

GALLERY 210: “Pottery: A Historical Tradition” will be open from 10 am to 2 pm in room 210 Lucas.

Friday

CONCERT: the UMSL Choir and the University Singers will perform Berlioz’ “Romeo and Juliet” with the St. Louis Symphony at 8:30 pm at Powell Hall.

FILM: “Jeremiah Johnson” will be shown at 8 pm in room 101 Stadler. Admission is $7.50 with an UMSL ID.

THEATRE: the UMSL Jingle-leurs will perform “A Night of Improv” at 8:30 pm in the U. Center Lounge, Free.

Saturday

FILM: “Jeremiah Johnson” will be shown at 8 pm in room 101 Stadler. Admission is $7.50 with UMSL ID.

THEATRE: "W.C. Fields: 80 Proof" a comedy written by Ronald Fields will be presented at 8:30 pm in the J.C. Penney Auditorium. Tickets are $2 for students; $3 for UMSL faculty and staff; and $4 for the public.

CONCERT: the UMSL Choir and the University Singers will perform Beethoven’s “Romeo and Juliet” with the St. Louis Symphony at 8:30 pm at Powell Hall.

Monday

PRESENTATION: of the Thomas Jefferson Award at 3 pm in room 121 J.C. Penney. FIlM: “The Heiress” will be shown at 8 pm in J.C. Penney Auditorium. MEETING: of the UMSL Anthropological Society at 3:30 pm in room 203 or 349 BE.

FILM: “Cool Hand Luke” will be shown at 7:30 pm in room 101 BE, Free.

BASEBALL: UMSL will play a doubleheader against Southeast Missouri State at 1:30 pm at UMSL.

COLLOQUIUM: by the Math Department on “Numerical Solutions to the Problems of Mountain Waves” at 4 pm in room 412 Clark.

Tuesday

FILM: "Hamlet" will be shown at 8 pm in J.C. Penney Auditorium. Free.

FILM: “Cool Hand Luke” will be shown at 8:40 am, 10:40 am, and 1:40 pm in room 126 BE. Free.

FILM: "The Wild Child" sponsored by the Judevine Center for Autistic Children will be shown at 10:30 am, 1 pm and 8 pm at the University City Cinema, 6250 Delmar. Tickets are $1.25 for the matinees and $2 for the evening.

BASEBALL: UMSL will play two games against McKendree College at 1 pm at UMSL.

TRIVIA QUIZ: part of Greek Week, at 7 pm in room 100 Clark.

Wednesday

FILM: "The Wild Child" sponsored by the Judevine Center for Autistic Children will be shown at 8 pm at the University City Cinema, 6350 Delmar. Tickets are $2.

LUNCH ‘N CHAT: with Hillel at 12 noon in room 58 U. Center.

Thursday

HAMBURGER-EATING CONTEST as part of Greek Week at 5 pm at A&W Restaurant.

Travel for credit

The American Forum for International Study, in cooperation with the University of Massachus­setts (Amherst), will conduct three summer programs in Africa for UMSL students. In July, Kenya and Tanzania will be the sites for a program on the “Ecology and Cultures of East Africa.” Beginning at the University of Nairobi, the pro­gram will proceed to Arusha, Moshi, Dar es Salaam and Dar es Salaam. From July 28-Aug. 15, the Institute of African Studies of the University of Ibadan will host an “African Studies in Nigeria.” Sites visited will include Lagos, Benin City, Abeokuta, Oyo, and for the first time Kano, Muslim center in Northern Nigeria.

In August, the highly ac­claimed Comparative Cross Af­rican Societies will be repeated. The program will visit Senegal, Gambia, Nigeria, Ethiopia, Kenya and Tanzania.

Costs range from $1,550 for the Nigerian program to $2,120 for the Cross African program. Some scholarship assistance will be available.

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Mail this coupon to: Evelyn Wood Reading Dynamics Suite 313, 1196 Westline Industrial Ave. St. Louis, Mo. 63141

Name

Address

City State Zip Phone

CARRY OUT

PROMOTION: by the Physics Department on “The Giant Atomic Smashers and the Elementary Particle Zoo” at 9:30 am in room 410 Benton; and “Energy Future Technologies” at 11 am in room 409 Benton.

BASEBALL: UMSL will play two games against Missouri Baptist at Missouri Baptist, 1pm.

WORKSHOPS: by the Physics Department on “The Giant Atomic Smashers and the Elementary Particle Zoo” at 9:30 am in room 410 Benton; and “Energy Future Technologies” at 11 am in room 409 Benton.

BASEBALL: UMSL will play two games against Missouri Baptist at Missouri Baptist, 1pm.

THEATRE: the UMSL Choir and the University Singers will perform Beethoven’s “Romeo and Juliet” with the St. Louis Symphony at 8:30 pm at Powell Hall.

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LUNCH ‘N CHAT: with Hillel at 12 noon in room 58 U. Center.
Russell’s conception of ‘Tommy’ dead, dumb

Gary Hoffman

Regardless of what the film is, you can always tell when Ken Russell has laid his heavy hands on it. ‘Tommy’ is a prime example. Russell managed to get his pet bitches (religion and consumer society) blatant­ly smeared throughout the movie, even though they have very little to do with the actual story.

Russell’s narrow vision aside, ‘Tommy’ should never have been made into a movie in the first place. The music is great, the story is absurd. It does not make the graceful leap from rock opera to movie, but rather goes straight down the toilet. Great talents such as Elton John, Tina Turner and especially Jack Nicholson are completely wasted. Roger Daltrey is a total dud. Worse yet, the lip-sync is out during half the movie. Daltrey’s lips are often a full stanza behind the sound track. If you haven’t left before the end of the movie, you’re in for even greater disappointments. Russell, finding that he has nothing left with which to end the movie, simply has Tommy retrace the beginning. He could have salvaged the film at this point, but it’s almost as if he had lost interest and told some underling to wrap it up.

Films shown

‘China and Japan: Culture Through the Woman’s Eye’ a series of features and documentary films, will be shown on four consecutive Sunday afternoons in the St. Louis area, beginning April 13.

‘Crime of Century’ uncovered

Steve Piper

‘Crime of the Century: Supertramp A& M SP 6447.’

The crime of the century is that it has taken so long for Supertramp to receive its recognition due, with their first album going largely unnoticed. Only after ‘Bloody Well Right’ began to attract attention did Supertramp finally start to get the airplay it deserved.

‘Crime of the Century’ has whatever you are looking for in a record, and you definitely shouldn’t leave it out of your collection. If you are just interested in good music there’s plenty, from the haunting harmonica intro on side one, to the wailing saxophone finish of side two. On most songs Supertramp starts with one instrument and slowly adds others until what began as a simple melody becomes a complex musical theme. If you go for more of the lyric content, Supertramp won’t set you down either. They have put together a concept album that blends great music with even better lyrics. They are talking to you, about yourself. For the most part their view of life is one that people don’t listen enough to one another or try to understand each other. As a result most songs appear to be fatalistic with the album ending on the note that is now probably too late to change human nature for the better. But they don’t give up all hope. One of the best songs on any album for a long time is ‘Hide in your Shell’ in which Supertramp offers its solution to all the trouble. It would be the crime of the century not to listen.

Slatkin/Gootee tie knot

Mr. Leonard Slatkin was married to Miss Elizabeth Gootee of St. Louis, on Tuesday evening, March 25, 1975, in a private ceremony at Powell Symphony Hall. Slatkin is Associate Principle Conductor of the Saint Louis Symphony Orchestra; he will begin his eighth season with the Orchestra next fall. He also serves as Principle Guest Conductor of the Minnesota Orchestra.
Jongleurs present
'Night of improv'

The Jongleurs, UMSL's newly formed improvisational theatre group announces its first performance, "A Night of Improv," on Friday April 11 at 8:30 pm in the lounge of the University Center. Admission is free and the public is invited.

The improv group is a branch of the University Players and meets regularly on Tuesday and Sunday. Interested students are invited to attend. For information contact Mary Sailors or call Denny Berriswug, UMSL Director of Theatre at 453-5885.

Also on the Players agenda is a radio performance by the cast of "The Peter Principle: Precisely the Right Person Doing the Wrong Thing." The performance will be aired on KMOX 1030 on the FM dial April 11th at 9:00 am. The thirty minute broadcast is the first in a series of programs produced by UMSL, St. Louis Community College.

Chorus perform
'Romeo and Juliet'

The UMSL choruses along with the St. Louis Symphony and the Rockport Area Chorale will present three concerts this weekend featuring the work of Herbert Berlioz. "Romeo and Juliet" featured for the weekend include Claudine Carlston, mezzo-soprano; John Swart, tenor; and Donald Gramm, bass-baritone. Leonard Slatkin will conduct.

Performance times are April 10th at 8:00 pm and April 11th at 4:00 pm and 8:00 pm. Box office information may be obtained by calling 534-1700.

Speaker's Bureau provided by Loretto

The Loretto-Hilton Repertory Theatre's Speakers Bureau is once again hosting speakers and slide presentations from the theatre available free of charge as a public service.

Clubs, church groups, schools, senior citizen centers and any other organizations can call on the Bureau's services. A talk, demonstration or slide show can be arranged to fit the needs and interests of the particular group.

Among the possible topics are acting, designing, and directing, plans for the 1975-76 season, how a professional theatre is run, regional theatre across the country and children's theatre.

Interested groups can call Mrs. Joyce Volker at 968-0600, extension 266, for further information.

Audience gets into St. Louis Jazz Quartet

One factor in determining the quality of a performance is audience reaction. Judging from audience reaction Sunday night at Mansion Hill, Jeanne Trevor and the St. Louis Jazz Quartet were fantastic. There was a spirited interaction between the performers and audience. Those watching were so involved that they broke into spontaneous clapping and occasional exclamations several times. Standing ovations were given both at intermission and at the end of the performance.

Both the musicians in the quartet and Trevor, the vocalist, did an excellent job, but it was Trevor's charm and the audience's response to her that left the performers with the greatest impression. As a vocalist, Trevor has impressive credentials. A former woman disc-jockey with her own jazz show, she has recorded for Mainstream Records, and has appeared on television and in concert with such artists as Count Basie and Dione Warwick.

The vocal range and power of Trevor's voice was surprising coming from such a small figure! Her power was such that on one occasion, the sound of a mournful wail is a cry from one soul trying to reach another. The audience was treated to the beginning of Black Culture Week at UMSL. Ironically, the vast majority of those who came were white. The classic arguments are that "artistic events do not appeal to the students." Trevor, who is particularly fond of jazz I can definitely say that the evening was more than worth the price.

I highly recommend going to listen to this group. You will not be disappointed. Jeanne Trevor and the St. Louis Jazz Quartet will be appearing Tuesday through Saturday evenings at Mansion house at the Mississippi River Co. until April 19.

The New Apartment Community
With A Mansion In The Middle

Picture a private, wooded estate at the edge of Normandy. On a hill, overlooking sycamores and stately oaks, a three story French manor house.

Now picture the old mansion transformed into an exciting, truly unique community center for Mansion Hill residents.

Century-old land leded windows, stone fireplaces, carved staircases, arched doorways and high ceilings become a dramatic setting for todays young lifestyles. And just outside the mansion (your mansion), a brand new swimming pool and sun deck, surrounded by woods for privacy and a natural summer feeling.

Now add contemporary apartment building, tastefully designed in warm wood and brick. Carefully placed in the rolling earth and woods around the mansion.

You'll find spacious one and two bedroom garden apartments with carefree all-electric kitchens, continuous clean clothes, lush carpeting, coordinated draperies and wall-size closets.

You'll love the advanced sound control construction that keeps your privacy private, or lets your stereo sing. And the full time Mansion Hill maintenance staff will handle your service requests quickly and courteously.

If you can find a better mansion for the money, take it.
Rivermen baseball team off to good start this season

The Rivermen, 12-5 after Saturday's game winning 10 games in 11 outings. This week the Rivermen will be matched up in a doubleheader against Washington University Thursday and a doubleheader against Missouri Baptist Saturday.

The key to the team's winning successes has been its pitching. As a team the staff has completed 14 of 17 games and has compiled an impressive 1.58 earned run average.

Leading the mound corps are Bob Frisby, who has pitched his way to a 9-0 record and a .69 ERA, and Mark Lynn, off to a 2-0 start and a .00 earned run mark with two consecutive shutouts. Rounding out the staff are Ralph Danniéger, with a 2-1 mark and a 2.16 ERA; Mike Errante, at 1-2 with a 1.59 ERA; Denny Olson, at 2-2 and 1.38; and Brad Brown, at 2-0 and 3.70.

The leading hitters for the team continue to be the Diering brothers. Bob leads the team with a .380 mark, while Chuck is hitting .354 with 12 runs batted in.

Not far behind is Mike Weiss, whose best efforts have come in the past four games and have boosted his average to .320. He is leading the team in home runs with three and in RBIs with 14.

Another top performer has been Tom Tegtmeyer, who leads the team in runs scored with 16 and in bases on balls with 22 while hitting at a consistent .292 pace.

In team statistics, the Rivermen are hitting .267 on the season against their opponents .210.

UMSL takes both games

The UMSL Rivermen boosted their record by winning a doubleheader from Indiana State last Friday 6-0 and winning 5-4 at Evansville, Indiana.

in the first contest at Evansville, Riverman pitcher right hander Mark Lynn blanked the Eagles of Indiana State on four hits and had four strike outs. Mike Weiss hit a three run homer in the fourth and catcher Bob Diering doubled in a pair of runs in the fifth.

The UMSL Rivermen looked very impressive in the first doubleheader game. They completely dominated the play.

In the nightcap the Rivermen scored the winning run in the seventh when Chuck Diering doubled and rode home on Bob Diering's single. The Riverman also scored runs in the third and fourth and two in the sixth. The Indiana State team scored three in the third and one in the fourth.

Tennis team splits two

Over the weekend the UMSL tennis team defeated Central Bible of Springfield 9-0.

The matches were held here at UMSL. In the single matches UMSL defeated Central Bible 6-0. The scores were: Tim Wynn defeated Larry Mangun, 6-4, 6-1; Tom Minogue, defeated Steve Sharp, 6-0, 6-1; Randy Fauser, defeated Bill Drake, 6-2, 6-2; Bill Hippiak, defeated Sharp-Whistman, 6-4, 6-2; Robert, defeated McCall, 6-3, 6-0; Sundland, defeated-Adams, 6-0, 6-2. In the doubles UMSL defeated Central Bible 3-0.

On Saturday, UMSL lost to Arkansas State 6-3 in other weekend action.

We invite our researchers to ask more questions than they can answer.

Making your mark in business used to mean carving a comfortable niche for yourself and staying there. Promotion was simply a matter of time, waiting for competition to drop off. But, today, business depends on technology. Technology that can't wait a moment if it's going to keep pace with what's happening.

That's why, at Kodak, our basic reliance on scientific research makes the need for creative young minds more demanding than ever. We must have people with drive and ambition, impatient to put what they've learned into practice. People who get all the freedom and responsibility they can handle, and tackle our problems with their ideas.

Which, we're happy to say, has helped many of our scientists yield important discoveries. For example:

The woman on the left has devised new and improved photographic materials for specialized scientific applications in fields such as astronomy and holography. The young man is an expert on surface analysis. His work in photoelectron spectroscopy helps to identify unknown substances. The woman on the right has a dual background in gas chromatography and trace metal analysis, which she's applied to analyzing pollution in rivers and streams.

They came up with new problems while solving some of our old ones. But they've uncovered some promising answers, too. As they continue their research, you may read about them again. The oldest of them is just over 30.

Why do we give young men and women so much room to test their ideas? Because good ideas often lead to better products. Which are good for business. And we're in business to make a profit. But in furthering our own business interests, we also further society's interests. Which makes good sense.

After all, our business depends on society. So we care what happens to it.

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More than a business.
Bone named honorable mention All-American by AP

High scoring sophomore guard, Bobby Bone, UMSL's leading scorer with a 27.3 point average during the 1974-75 season, received honorable mention status on the Associated Press All-American College Division squad.

Keith McFarland, SIU-Edwardsville's senior star, was another area player who also received honorable mention notice.

A product of Collinsville High School, Bone has practically rewritten the UMSL record book. During his sophomore season, Bone moved from his position of ninth to second on the UMSL career total points list with a two-year total of 1,189 points, on to short of Jack Stenner's record of 1,258. Bone also set records for the most points scored in one season with 656. He is the first player in UMSL history to break the 600 plateau. His 27.3 point-per-game average, is a record, as is his career free throws made and attempted (345 of 417 over a two year period), and a new single-game scoring record with a 44-point effort in a win over Indiana State-Evansville. His accomplishments earned him the honor of being UMSL's most valuable offensive player and the team's best free throw shooter.

UMSL's leading scorer all season, Bone also ranked high in the NCAA national statistics, ranking third in the country through the March 1 stats when he was averaging 27.0 points per game.

Bone will be back next season along with UMSL's other two top stars, freshman Rolandas ask and star center Warren Wynne. All three were top players and instrumental in the teams' final 16-8 record. With the three of them returning next year, UMSL Coach Chuck Smith is hopeful of bettering the teams' record.

Besides being an honorable mention All-American in Basketball Bone is also a member of Coach Fred Nelson's baseball team. Bone plays second base for the baseball Rivermen. He has been effective in the start of the season, batting .162 and fielding a strong .958.