



THE MAST

Pacific Lutheran
University
Vol. LVII Issue No. 3
September 28, 1979



INSIDE

Cover photo by Mike Bainter

America's tenth largest corporation is in trouble. How it happened, and what choices it leaves the nation facing, are analyzed on page 10.

The Rieke Reign—how does the family cope with constantly being put in the public's eye? Father and son—and Mrs. Rieke, too—discuss how their roles affect their lives on page 6.

PLU sports saw several rough battles last weekend, with both the football and soccer teams bringing home losses. Pictures and stories start on page 14.

Thinking about joining the PLU London Study Program, but unsure of what to expect in that British urban center? One student shares his experiences in her majesty's capital on page 7.

Tests keeping you up late at night? Or is it you just can't sleep, no matter how much warm milk you drink? Sleeping isn't a simple process, as the story on page 8 explains.

Both students & RHC will soon find more money in their pockets under a new contract regarding the Coca-Cola machines on campus. Story page 2.

Dorm vs. apartment

Off-campus housing: More freedom and space

By Carol Toms

In recent years living off-campus is something more PLU students are choosing to do. For many the reason is cost. If their families live in the area, living at home is what enables them to attend a private university. Others find that by sharing expenses with a roommate, living in an apartment might be considerably cheaper than living in the dorm, and that after a year or more in the dorms they are ready for a change of environment.

One of the positive aspects of living off campus is being able to choose the food you eat and when you eat it. If you happen to be one of the fortunate ones whose school day doesn't begin until noon, when living off campus you can opt for breakfast instead of an infamous cheese dream to start out the day. Also one doesn't have to shower, dress, and walk outside before digging in. One does have to do the cooking and the dishes, though.

Another advantage enjoyed by those who live off campus is the ability to entertain members of the opposite sex past the stroke of midnight. Although we realize that is the only courteous solution when sharing one small room, the fact that many of us had a more lenient curfew before coming to college still makes it somewhat irritating.

Having a separate room for sleeping, eating, bathing, and living is another luxury those living off-campus enjoy. It's a great feeling to walk from the bathroom to the bedroom in a towel without living in dread

fear of encountering somebody's boyfriend or some other unsuspected visitor. Being able to listen to the stereo while your roommate studies or sleeps in peace is in the plus column too.

On the not-so-bright side, having a larger area to live in also means a larger area to clean. Dorm rooms do offer the advantage of being

"It's a great feeling to walk from the bathroom to the bedroom without living in fear of encountering an unsuspected visitor."

cleanable in 15 minutes or less, which comes in handy when your homework has to take precedence over housework. Never having to scrub out a toilet or clean an oven is a plus for the dorm.

Having a car is usually a must for those who choose not to live at school, and parking problems are something else that face the off-campus student. The commuter lots

are often filled, and the new 2-hour time limit on most of the streets around PLU makes a legal parking place more than just difficult to find. For those on the bus line, the Park Avenue Bus will let you off right in front of Harstad, but it does mean getting up a little earlier. Riding bicycles is another option being taken by many commuters, and the full bike racks make bike parking a scarce commodity too.

Perhaps the most noticeable change for those moving from the dorm to an off-campus residence will be the lack of constant activity. It is usually not possible when living in an apartment or house to step outside the door and find a friendly conversation or an intellectual discussion to participate in. At times this is a welcome relief, but on occasion a little friendly noise would be welcome.

Living off campus has definite advantages; more space, greater freedom, and many times a less expensive price tag; but the dorm is still a good place to spend some time, to make friends, and to enrich your college experience.



Mike Bainter

"I really didn't plan on being up here," freshman Duane Duddy told a Cave audience as he was tossed onto the stage and told to put on a magician act. Cascade's freshman initiation put over a dozen impromptu entertainers on the stage.

RHC profits from Coke's losses

By Marci Ameluxen

Renegotiations with Coca-Cola concerning the pop machines on campus will result in more funds for student activities, reports the Residence Hall Council.

Rick Allen, director of

Residential Life, reported at last week's meeting that due to a steady decrease in income made from their vending machines, Coca-Cola had proposed a renegotiation of their contract with PLU so that all service and maintenance on the machines would be done by PLU work-study students. Coca-Cola saves money by not sending a serviceman three times a week, and RHC and Residential Life receive a higher percentage of income from the machines, he said.

PLU agreed to the contract and two of four work-study program students have already been hired as service persons.

"Not only will this increase the income to RHC and Residential Life, but jobs are created also," said Allen.

In effect by Oct. 1, the new contract should double this area of income for RHC by an

extra \$1500 for the council.

In other news Dave Siburg, vice president of ASPLU, made a proposal at the Sept. 23 meeting concerning a redefinition of senatorial duties in order to avoid overlapping of ASPLU and RHC responsibilities.

"We need to define the responsibilities and set guidelines for representation in order to make the most of the senators' time," said Siburg. The proposal would eliminate the present rule that

senators are required to attend each dorm council meeting of the dorms they represent. Instead, an ASPLU representative would report to each RHC meeting, and the dorm presidents would in turn relay the information to their dorm councils.

Questions were raised concerning the effect of such a proposal on present student and dorm representation. An RHC committee will meet with members of ASPLU to discuss the proposal further.

No major core changes planned

A 70-page report by the core committee on suggested changes in core requirements has been released, and a decision on the proposal is ex-

pected this spring, according to Arne Pederson, committee co-chairman.

No drastic changes are outlined in the report although there will be a slight addition to the total number of hours required, he said.

The two areas that will get more attention are science/mathematics (including computer science) and the social sciences.

The report was compiled after the committee gathered input from different university departments, students and administrators.

The opinion of the three member student faction of the committee last year was that the core needed to maintain flexibility of choice, according to Pederson.

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ASPLU's goals for new year outlined

By Kristen Kaden

Improved faculty-student interaction outside of the classroom will be one major emphasis for the ASPLU senate this year, the representatives said Sunday. The senate, meeting in weekly session, also announced upcoming plans for the Chi Coltrane concert, Dad's Day and Homecoming.

ASPLU Vice President Dave Siburg announced plans for meetings with faculty to inform them of ASPLU intentions.

Chi Coltrane, a musical entertainer who recently completed a 25-city tour in Germany, selling out in over 90 percent of her concerts, will present an 8:30 p.m. concert

Oct. 10 in Olson Auditorium. PLU student body tickets are available for \$2.50 with general admission \$4.

Various activities for Dad's Day, Oct. 20, have been planned including a PLU football game against Linfield and the movie "Silver Streak." Students wishing to nominate their father for "Dad of the Year" are invited to do so by Oct. 15.

Homecoming 1979, themed "Mystical, Magical Mystery Tour", has been scheduled for the week of Oct. 28 to Nov. 3. Activities such as Songfest, the Homecoming Ball, the homecoming football game pitting PLU against Williamette, and a traveling magician will highlight the event-filled week.

Regents determine science building site

By Kristen Kaden

The size and site of a new 77,000-square-foot science facility was the focus of a Board of Regents meeting last week. The facility, expected to be started in 1981, would occupy the site now held by the maintenance and security offices north of Olson Auditorium, with the building's actual design to be determined following the selection of an architect in January, regents said.

Funding for the facility will

be included in the \$16.5 million campaign drive, which will also underwrite a fine arts facility and increased endowment and student aid monies, university administrators said.

President William O. Rieke said future growth of the campus is expected to follow a loop-cluster concept, with academic buildings ringing the campus residence halls. The new science building will also alleviate some of the crowding experienced in other departments, he said.

Fund drive looks for help from 'immediate family'

With its major support coming from Northwest ALC congregations, the capital fund drive has received \$1.3 million towards their \$16.5 million goal.

The five-year project, labeled, "Sharing in Strength," is a campaign intended to provide funds for new science and performing arts facilities, as well as for improvement and maintenance of existing facilities. In addition, the campaign seeks to make more funds available for increased student aid, and to

provide greater fiscal stability for the university.

Enlisting the support of the congregations is the first step of the campaign, according to Jim Peterson, director of university relations.

The 1980 phase of Sharing in Strength will concentrate on the "immediate family" of PLU: regents, faculty, administrators, staff and students. Eventually, all of PLU's constituency—alumni, businesses, parents, friends, and the public—will be asked for support.

Natural Food Associates meet here next weekend

The Tacoma chapter of Natural Food Associates will host the 24th annual Western Washington Natural Food Convention and Exposition in the Tacoma Doric Motor Hotel's conference rooms, Oct. 6 and 7 from 9 a.m. to 6 p.m. each day.

Speakers from several

states will highlight the convention. Among the subjects to be covered will be "Super Nutrition for Healthy and Ailing Hearts" and "The Effect of Improved Nutrition for the Physical Body."

Further information may be obtained by calling 752-8884, 752-0822 or 474-4175.

Position deadlines extended

By Kelly Allen

The Cave program director is one of 15 positions for which applicants are still being sought before the filing deadline next Friday, according to Laurie Swan and Deb Miller, co-chairmen of ASPLU elections and personnel board.

Besides the program director's job, positions are

available as chairman of the Legal Information Committee, two positions on the movies committee, two positions on honors council, three on parking and appeals, one on student activities and welfare, and four to serve on the intramurals board.

Unlike the committee member spots, the program director is a paid position.

"We have had to fill some

spots due to resignations and people not returning after the summer," said Swan.

Nonetheless, the board has appointed more people to various positions than have been filled in recent years.

Interested persons should sign up in the ASPLU office. Interviews for the open positions will be held during the second week of October.

Ecumenical joins academic Parish worker major offered

By Marci Ameluxen

The Church Staff Worker Program, an alternative to the normal major offered by the PLU religion department, is now a formal program at PLU and will meet American Lutheran Church requirements for certification of students interested in professional parish work.

Following guidelines set by the ALC, the program combines academic preparation and ecumenical studies of the Bible with practical working skills not found in a university curriculum.

"The CSW program is a response to students who wish to work in the church without formal training at a seminary, and to congregations who desire better trained and more knowledgeable lay persons on their church staff," said religion professor Stewart Govig, CSW program advisor and coordinator.

A student who chooses the CSW major can also use the major for certification in other denominations besides the ALC.

Open to all students interested in parish work as a possible full or part-time career, the CSW program involves 28 hours (seven courses) which provide an acquaintance with both Old and New Testament problems until they've come to terms with their own conflicts.

According to Gardenier, Lutheran doctrine may be emphasized too much in the program. "The program should be more biblical and less doctrinal in order to establish a 'base' that will not be limiting in its religious views."

PLU must remain responsible to the national Lutheran church, commented Govig.

"It is practical to have the support of one denomination and from there work toward other churches," he said.

"We present the Lutheran community as a part of the universal church, not as the 'only church.'"

aments; religious studies in the department (i.e. Theology and Ethics, History of Religions);

and denominational history, doctrine and worship of the Lutheran Church, with opportunities to serve an internship in a local parish.

Students are encouraged to combine this program with "competency" courses in specific areas of interest, which can be done through a second major, a minor, or individual courses in appropriate departments. For example, a minor in business for those interested in church administration.

Internships can be arranged through the Seattle office of the ALC, or in the case of a different denomination, between the student and the congregation.

PLU has all the requirements for certification except a class on Lutheran heritage, doctrines and worship, a proposal which is now being decided on by the Religion Department. Students

currently in the program must take three different classes to meet this requirement.

According to Govig there are still problems in the program, including the lack of attention to spiritual growth and guidance.

"Right now it's up to the Seattle office and the individual congregations to provide spiritual guidance," commented Govig, "and we're not equipped with the administration to keep up liaisons with interning students."

Jeff Gardenier, a sophomore currently in the CSW program feels it is important for students to experience spiritual growth before entering an internship.

"More individual attention to spiritual growth is needed in this program," said Gardenier, "because students can't begin to help people with



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Under Security

Escort service here, but seldom used

By Kelly Allen

"We're really willing to do anything," said Gary Judd, security escort, "But we're just not getting the chance."

This statement seems to represent the current state of the PLU escort service. Despite a new location and more organization, the service just isn't being used.

"We're not doing anything that security officers haven't been doing for the past 12 years," said Rick Shaver, Chief of Security. "We get two or three calls a night, and after the escorts are off-duty, security handles the requests as usual."

The Escort Service was created by ASPLU in response to a rape which was committed near PLU about a year ago. The Service had stations around the campus that the escorts would visit at regular intervals and the University Center served as its home base. Their service also had access to a van to transport students off-campus within a mile radius of PLU.

Originally the Escort Service was to be operated independently of security and was to be financed by ASPLU, but following Senate action last spring in an attempt to centralize security matters, the service is now operated by

security and uses the security office as its base station.

"We think we are doing about as much escorting as was done last year. The records kept last year only recorded numbers of people, and probably weren't very accurate. We average about two or three each evening and we keep very thorough records," said Shaver. Last November Shaver told the *Mast*, "The main problem with these things (interest in security matters) is that they die down."

This year the service will not travel from station-to-station. The escorts do patrol unsafe areas and respond to calls as they come into the Security Office. The escorts are marked by green jackets and are under radio protection at all times.

Nancy Atchinson is the director of Escort Service which also has a staff of about five escorts. This year escorts are being trained in basic self-defense and briefed by Security officers on PLU safety procedures.

The escort service is on duty from 9 p.m. until 2 a.m. each evening. You can contact the escort service at extension 476 and 477. After the switchboard closes, you can call 223. If you are off campus and within a one-mile radius of PLU, you can dial directly after 1 a.m. 531-0561.

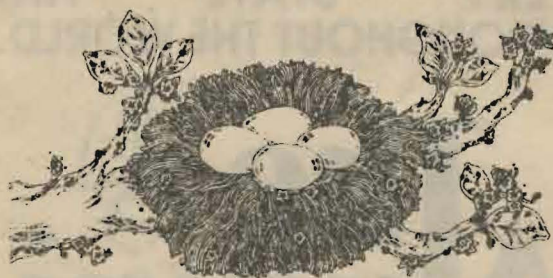
An informal Senate ad hoc committee has been established to look into the effectiveness of the escort service and to see what improvements can be made.

"What we really need is some promotion," said Judd, "so that we can be used. We really don't mind doing anything, going out in the rain, driving off-campus, we just don't get the chance."

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Beckman lecture series

Dr. Gordon Lathrop, former PLU university minister, and Carl Schalk, music editor and composer of 35 hymns in the new Lutheran Book of Worship, will be featured this Sunday and Monday during the second annual Beckman Memorial Lectureship Series.

The weekend will center around the music and liturgy of the church and will feature presentations by all three men on various aspects of worship.

Dr. David Preus, president of the ALC will also be a featured speaker at the presentation.

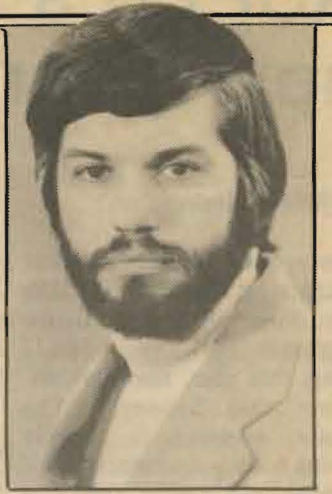
Lathrop, a liturgy professor at Wartburg Theological Seminary will speak at 7:30 p.m. Sunday in the University Center. The theme of the featured lecture will be, "The Night is as Clear as the Day: Paradoxes of Liturgy and Paradoxes of Christian Experience."

Lathrop will also speak at the 8 a.m. and 10 a.m. Sunday services on campus.

Schalk, a music educator at Concordia Teachers College will be working with performing groups on campus with "A Thousand Ways to Sing the Psalms." Schalk's list of publications include editions of old masters, song collections, music for mixed and children's choirs and instrumental music as well as hymns.

Dr. Preus will be the guest speaker at chapel services Monday at 10 a.m. in Trinity Lutheran Church. His topic will center around "Worship and the Church Today."

Other events for the two day series include a meeting with faculty members at the Faculty House at noon, Monday with Drs. Preus and Lathrop and a pastor's breakfast at 8 a.m. Monday with Drs. Lathrop and



Dr. Gordon Lathrop

Schalk. Lathrop and Schalk will also be featured at 7:30 p.m. Monday for a Festival Worship in the University Center.

The Beckman Lectureship is named in honor of the late Rev. James Beckman, who served as university minister at PLU for three years before his death in 1976 at the age of 29. He and Lathrop served in the PLU campus ministry together for two years.

The event is being sponsored by PLU Campus Ministry.

Job interviews—do's & dont's

By Ruth Bruland

Did you ever think that the rules of cleanliness that your parents taught you as a child could determine whether you got a job now when you are a senior in college?

According to the Career Planning and Placement Office, whether you brush your teeth or comb your hair could be the determining factor of whether you're offered that "all-powerful" first job.

Richard French and Anita McIntyre of the CPPO gave pointers like this and many others in the senior workshop "campus interviews" held this past week.

Campus interviewing is a big opportunity for PLU seniors. According to French, there is a "misconception that the CPPO is just for males and business administration majors." If you are going to have a successful interview, sign up and thorough preparation is necessary.

The procedure can be described in 10 steps:

- 1) Register with the CPPO.
- 2) Attend senior seminars (the last one of this series is Sept. 28.)
- 3) Review listings of upcoming interviews. Listings are posted in the CPPO and various other places
- 4) Read and heed procedures for interviewing on campus. A

handout specifying do's and don'ts is available in the CPPO.

5) After selecting the interview(s) you want, go to the CPPO and sign up for it.

6) Be familiar with the company you are applying to. The CPPO should have some company literature on hand.

7) Fill out the campus interview form. It's extremely important that this be filled out correctly and neatly. It should be typed. This paper will be the recruiter's first impression of you, so make it count. It's a good idea to make copies of the form, making sure that the copies are nice and clean.

8) Turn in a xerox copy of the form to the CPPO at least 48 hours or two working days prior to the interview you are signed up for.

9) If you must cancel an interview, do so at least 24 hours in advance.

10) After the interview, write a letter to the recruiter thanking him or her for taking the time to see you. This is the most important follow up. In a competitive job market a little extra effort could be what gets you the job.

Resumes are not necessary for the interviews, although if you feel it would be appropriate to use one, be tactful in giving it to the recruiter. (As French says, "Don't shove it in their face.") It is important

however, to know your overall GPA and your GPA for classes involved in your major.

Anita McIntyre gave information on how to act during an interview. She said that when it comes to the interview itself, it is important to have a positive mental attitude. This can be shown in a variety of ways. For instance, at the start of the interview shake the recruiter's hand and look him in the eye.

Dress professionally: if it's a question between dressing conservatively or being flashy, stick to conservative. A good choice for women is a skirt and suit jacket. For men, avoid leisure suits (otherwise known as loser suits) and casual shoes.

When the recruiter asks you a question answer as positively as you can. Try to make even your limitations sound positive: if your asked what your faults are, answer honestly but with something positive. For instance, "I have a tendency to get too involved in my work."

A list of fifty of the most frequently asked questions during campus interviews is available in the CPPO, offering an excellent chance for a student to prepare himself and to practice giving direct answers. They also have a handout describing the negative factors evaluated during interviews which frequently lead to the rejection of the applicant.

French stressed that if students follow the steps outlined by the CPPO, read the additional information and are well prepared, he will guarantee that they'll keep their heads above water during campus interviews.

Oh, one additional reminder—don't forget to brush your teeth.

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Dale Dillinger, Owner

Tacoma's best offer fine service, good food

By David Carson

You just got a check from Mom, telling you to "go have a good time." Your two spare afternoons in the dishroom have yielded another check. You just won eighteen dollars in the dorm football pool. And your girlfriend is nagging that she wants to wear her new fancy dress somewhere.

So, what to do? Torrens' by the swamp isn't exactly the place for a fancy night out, and even though Edna's has the best pizza in the world, it isn't exactly classy, either. Where to go? If you are a newcomer to Tacoma, you probably won't think that the "armpit of Puget Sound" could have any *really* good places to eat, right? *Au contraire*, my friends. Tacoma is fairly brimming over with fancy, and good, restaurants with which to impress that "special someone" or your parents.

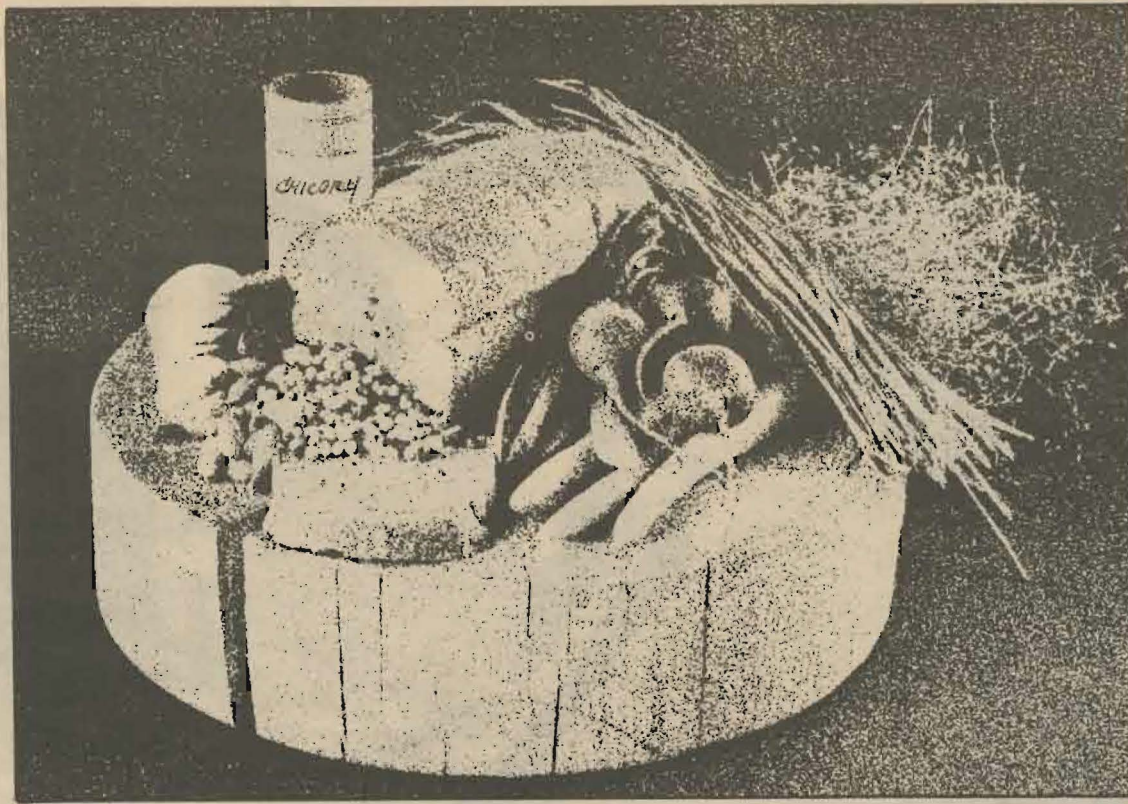
Let's begin at the top of the line. The fanciest, and certainly the most expensive (but worth it) restaurants number five, in my experience. The first is Clunkerdagger, Bickerstaff, and Pett's Public House, located at 3327 Ruston Way, literally on the water. The restaurant is built entirely on pilings. The decor is plush, fancy, and from the period of about 1650.

Once you are seated (a non-smoking section is available, on request), the service proceeds smoothly and with little fuss. If you have to wait, which is most probably on a Friday or Saturday night, the lounge has reasonably priced drinks that are suprisingly good.

The dinner menu is beef and seafood, with several interesting twists. Steaks are always done to the degree ordered, and not one bit more. Seafood and vegetables are fresh and not overcooked. Every diner gets a choice of salad or *potage*, which is a spiced meat and vegetable soup. The wine list is very complete, with the house wine (C.K. Mondavi) an outstanding buy, both for quantity and quality.

Their specialty dessert is "burnt cream," a sinfully rich custard with a caramelized sugar topping that is indescribably delicious. If you want to come on a weekend, make reservations, unless you enjoy ninety-minute waits. Clink's is open seven days a week, for lunch and dinner. The average cost is about \$35-\$40 for two or three people, depending on your drinking and eating choices.

The second "water" restaurant is the Cliff House, located on Marine View Drive, overlooking the Port of Tacoma. Here we have slightly more sophisticated tastes (or those wishing to become so). The decor is quietly modern, and the operation is run very smoothly, and *very* correctly. Cocktails are slightly more expensive than Clink's but *not* outstandingly so. The menu ranges from Chateaubriand for two (\$30) to Duc a'la Orange (\$7.50), and a few less



"Tacoma is brimming with fancy and good restaurants with which to impress that 'special someone'."

expensive meals. There is a choice of soup or salad, and with dinner a potato or wild rice.

The wine list is again very complete, offering many north-west and imported wines (including a fifth of Dom Perignon for \$75). The dessert menu is quite extensive and includes Baked Alaska and "Mint Parfait"; green creme de menthe layered with real vanilla ice cream, and whipped cream with a cherry on top. A typical dinner for two or three will cost from \$40 to \$50, depending again on drinks and dinner chosen. Reservations are not mandatory, but they help greatly, especially in getting a window seat.

The next high-class restaurant is, believe it or not, in the Old City Hall, in downtown Tacoma. Mama La Moyne's, on the fourth floor, offers French food in a soft, warm, antique atmosphere.

Entrees range from steak to escargot, and all are prepared exactly as they should be, served at the right temperature, and devoured ecstatically. The wine list is again quite well-rounded, with an abundance of French Wines available. Dessert is served by wheeling a cart groaning under the weight of fresh pastries to the table and letting you choose your heart's desire. A perfect end to a perfect meal. The cost for two to three people will range from \$25 to

The next, Waverly by the Sea, is in Steilacoom, overlooking the Sound. The building is Victorian in style and was built in the middle of the 19th century as a hotel for those out on weekend excursions from Parkland and Tacoma. Then it became a brothel for several years. Then again a hotel, and a private residence, until a-

bandoned for twenty years, refurbished, and transformed into its present state as one of the finest restaurants in the area. The decor is authentic mid-Victorian, and an antique-lover's dream. Dinner starts with a choice of soup or salad and progresses to a menu highlighted with seafood and fowl dishes. The wine list is small, but sufficient and dessert features fresh homemade pie or fresh fruit. Waverly's Sunday Brunch (reservations only) is an experience not to be missed, with a perfect Eggs Benedict and fresh fruit compote. Dinner for two or three will run about \$25-\$30. Reservations are

wise, as the restaurant is not overly large.

The fifth and last (although certainly not the least) is Butcher, Baker, and Candlestick Maker, located at 10115 South Tacoma Way. The decor is warm and comfortably eclectic, with lots of wood, stained glass, and plants. Cocktails are super, and less expensive than Clink's. The service was friendly, helpful, and anxious to please. Appetizers did exactly that, rather than fill you up. The Belgian carrots in honey and butter were delicious and the lobster tail had none of the annoying "brown" taste that can so often haunt even the best restaurantereer. The steak melted in your mouth. The wine list was excellent, and annotated as to which dinners they would go with. Northwest wines and imports shared the bill equally.

The only fault the restaurant could be said to have is the lack of a non-smoking section, but we only noticed when an exceptionally nasty cigar walked by. Reservations are again wise, especially on weekends. A dinner for two or three people will cost between \$35 and \$50.

These five establishments head the list of the best restaurants in the area. By no means is this listing complete—Roland's, Shain's and the Lakewood Terrace are among Tacoma's other prestigious restaurants—nor many of the less-expensive restaurants in the area any less good. However, there are times when a person just *has* to get dressed up, to spread his tail and strut; feel important. I hope you enjoy the experiences you will have at these establishments as much as I have enjoyed mine.

Bon Appetit!

Cave article contained errors on time, bagels

In last week's Mooring Mast the Cave's opening time was incorrectly listed as 9 a.m. : the correct time is 9 p.m. to midnight, Sunday through

Friday. A misplaced comma made it appear that the Cave sells free bagels on Thursday nights—bagels are sold at the same price every night, free movies are shown Thursdays.

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Jobs involve whole family

Rieke family works hard to promote PLU

By Bruce Berton & Alyson Remy

Someone says PLU. You think school. Someone says president. You think Rieke. Someone says the other one. You think Rieke again. The Rieke men. The one-two-punch of PLU. The president of the university. The president of the student body. (And just a junior!)

And look! There he comes now. But wait! He's walking like any other college kid. And he actually has books in his hand. And there's pop coming up beside him. That's it; say "hello," keep walking. What are they discussing? The ASPLU budget? What does it matter? After all, don't they live in that magnificent Gonyea House? I wonder what they're really like...

This may sound a little exaggerated, but similar thoughts have crossed many minds. "We're on public display," explains Dr. Rieke. "But it comes with the territory. It's part of the job. Everyone expects us to act like a president and his family. The key to the whole thing is being able to switch gears very quickly. I may have a breakfast meeting in the morning, run home, grab some material for work, go to the office, have other appointments, run home, change clothes for a formal luncheon, change back, work the rest of the day, then come home and have a picnic on the lawn. Then there are all the night functions..."

The Riekes are really a close-knit group, although they don't have much time to be.



"We're on public display. But it comes with the territory. It's part of the job," explains President Rieke.

But one weekend each month, they travel to Ocean Shores where they rent a condominium. This gives them a chance to get to know each other again and generally unwind.

The walls of the condominium are dotted with what Dr. Rieke calls "idiot work." By this, he is talking about something that can be done with the hands (mostly needle work) without too much stress on the brain. "After all," Mrs.

Rieke explains, "a person can only take so much before he has to take a break." And when you know that the Riekes sometimes have to make appointments to see other members of the family, you can see that they do need a break.

All the Riekes claim that they have to be themselves. They simply don't have time to change into someone else. The home life can be quite hectic, but probably the most

important aspect of the family is communication. "No opinion is unimportant," says Steve. Dr. Rieke adds, "The dinner table is like a madhouse. You have to yell to get anything in."

The Riekes have three children. Sue, the oldest, is a 1979 graduate of PLU. Steve is a junior at PLU, and then there is Marcus, 16, who is in high school. Steve is majoring in German (so far), and says being ASPLU president and keeping up with his studies is

pretty tough.

"I'm already four days behind, and there is one class (bowling) that I forgot I registered for, so I missed the first two sessions. Some days I think I can come into the office in the morning and have time to think, but there always seems to be something to do or someone to see."

Mrs. Rieke cites her main duties (besides family peacemaker) as the social activities around campus, which are many. She organizes get-togethers of just about every type imaginable, not only at Gonyea House, but around the community also. She speaks at many community gatherings, and likes to maintain an all around calendar.

"I like to make my calendar out so I can make contact with the PLU staff, the students, the parents, and the community," she said. She doesn't receive a paycheck, but usually works over forty hours a week. By the way, who did we hire? The president, or the president and his wife? During the 1978-79 year, more than 6,000 people were entertained at the Gonyea House alone! Who knows, that may rival the White House!

Dr. Rieke is the first alumni president at PLU. Before coming to PLU he held an administrative job at a university in Kansas. He and his wife claim there is no comparison to PLU.

Mrs. Rieke said, "Many times people have remarked about the friendliness of the PLU campus. This just doesn't happen at a state university. The strength of the faculty and staff, the superior teaching, the superior students, and the overall atmosphere here make it an outstanding place to learn. We feel good about 'selling' the university to others because we believe in our product."

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Easier access Elevator under way

A new administration building elevator will be complete by the end of January according to Jim Phillips, physical plant director. The elevator is being built primarily to accommodate handicapped students, in compliance with the Rehabilitation Act of 1973 and the Washington Industrial Safety and Health Act (WISHA).

According to a survey conducted by the Council for Postsecondary Education of Washington, all buildings with the exception of the math building and the biology research station are inaccessible to students in wheelchairs.

According to Phillips the math building and the biology research station were built after the initiation of the Rehabilitation Act in compliance with those standards.

The elevator will cost approximately \$52,400 and is being built by PLU, Peterson Building Co., and Sound Elevator Co.

Never a dull moment in diversified London

Editor's note: Bruce Berton was in England last year on the london study program. The following is his account on the city of London.

By Bruce Berton

The United States, with so many different cultures and values all thrown together, is certainly the "melting pot of the world." But across the Atlantic there is another, albeit smaller, community of people considered by many to be the real melting pot. It is the city of London, England.

A sprawling metropolis of 8 million people, London is the cultural center of Europe and possibly the world.

Although the U.S. has 220 million people and many varied cultures and customs, for one to experience these, one would have to take a plane to see and experience different parts of the country. In London you can walk.

The city of London holds many additional advantages. London is only a matter of hours away from many different countries: Germany, Italy, France, Spain and others. Inside the city itself, there is a wide variety of people and places. Nearly every nationality in the world can be found there. The people bring with them customs that have hundreds of years of history behind them.

There is never a dull moment or lack of anything to do in London. There are many special attractions that are special enough that even Londoners visit them occasionally, not just the tourists.

Many of these attractions are part of the history of the English empire, reaching back well over a thousand years. In a few weeks one can experience what would take months to experience in the U.S. London should indeed be on everyone's list of "places to go."

The variety of London is expressed through all facets of the city. The traveler need only walk down a busy street such as Piccadilly or stroll through Hyde Park and he can see many nationalities and hear more different languages that at a UN meeting.

The variety of people provides a variety of food. Italian food in London is outstanding, with many restaurants dispersed throughout the city.

If there is a lack of any one food, it is probably American. There are a few Macdonalds and Burger Kings around to make the American tourist feel at home, though.

It is not unusual to see Arabs, Israelis, Germans, Italians, Spaniards, and others all congregated and getting along well in one place. The U.S. has had much attention given to its racial problems, but there seem to be no such problems in London. The English people have a great respect for other's values, and if something is said, it is usually in jest.

An interesting day can be spent roaming the pubs in different parts of the city and just watching the people come and

go. Again, the variety of people and the way they live is best expressed when the people are being themselves, and there is no better place to experience the "real people" of London than in a pub. Just sitting, mug in hand, can be exhilarating, and if one feels brave, he can throw darts with an Englishman or try to out-chug an Irishman.

The melting pot of London has many attractions which

times and destroyed twice, once in war and another time by fire.

The sanctuary holds some of the most beautiful mosaics in the world. From the 75-foot tall front door to the spire on top, the view is awesome. A massive pipe organ fills the church with magnificent sounds. For the physically fit, there is a winding staircase leading to the top of the belfry

'Nearly every nationality in the world can be found there. The people bring with them customs that have hundreds of years of history behind them.'

are not only visited by but reflect the vast number of integrated inhabitants. Hyde Park is a giant park in the center of the city. The huge lawns and many trails and gardens offer many day's excursions to this very picturesque part of the city. At the west end are Kensington Gardens and Kensington Palace. There is a man-made lake in the middle. There are statues and cottages that have been built to commemorate past happenings. Every Sunday people from all walks of life with one thing in common, some sort of artistry, come to display their wares on the north side of the park. Bargaining is common and many a pound is lost and won.

But the real highlight of Hyde Park is in the Northeast corner. This is called Speaker's Corner. And there people speak. The rules are simple. Anyone can say anything they want about anyone they want, except against the queen. And only speaking is allowed—no performing, no physical aggression. When someone goes there, he must be prepared to be offended. With as many people as there are speaking, every person is bound to be insulted at least once, especially women.

A short distance away from Hyde Park is Piccadilly Circus, known for its many shops and its nightlife. Again, wares from almost anywhere in the world are bought and sold there, and at night, the theatres, movie houses, and discos open to the throngs of people waiting outside.

If one has an insensitive nose and a desire to be an early riser, he may attend the morning festivities of the main fish market in town. It is usually open between 4 a.m. and 8 a.m., but the earlier the arrival, the better the selection of fresh seafood. Needless to say, after a long night spent on Piccadilly Circus, the fish market at four in the morning is not recommended.

For a minimal fee, one may experience the days of the past and all the grandeur that many of these days still hold today. Religion was a major portion of any man's life in days gone by, and this is apparent with the monuments still standing. St Paul's Cathedral is the second largest church in the world, after St. Peter's in Rome. It has been built three

of London, the place where the gallows was is still seen, where the wives of Henry VIII were executed. The rooms and dungeons where Sir Walter Raleigh was kept can be seen. The torture chamber makes for a very interesting visit. The White Tower holds a museum full of ancient armour and weapons.

Also, there are the Crown Jewels. Pictures cannot capture the brilliance and splendor of the real jewels. The Star of Africa diamond is as beautiful as a stone may be.

Getting more into the present, one can view the House of Parliament. The great halls and the Magnificent paintings all accentuate this structure. One can almost hear the debates that have taken place when stepping into the House of Commons or House of Lords. Indeed, even some history comes out when one reads about the war with the "bloody Americans."

But there would be no such place as London without the people who inhabit it. The past held its kings, knights, damsels, and common people, who dreamed about what this great city might become. From the past came the people of the present. From all parts of the world, from all walks of life, the people gather here to look into the past and to project into the future.

What does the future hold for London? A future similar to

the present. A future building on the past and present, with the same respect and admiration for the fellow man. From the Tower and Henry VIII to Buckingham Palace and Elizabeth II, all Londoners have shared the life in this melting pot.

PLU offers the opportunity for students to visit London through a program called Independent Liberal Arts College Abroad (ILACA). This year, for the first time, programs will be offered both in the Fall and Spring. The cost of \$3,130 covers room and board (two meals a day), and tuition fees. Students are responsible for their own transportation to London, which is usually around \$500 to \$600 round trip. The cost also covers inter-city transportation, and various field trips and overnight excursions, as well as admission to different attractions. Students live with different families while in London so that they experience not just the city, but the people inside the city. The stay is in cooperation with the American Heritag Association, a non-profit organization operating out of Lake Oswego, Oregon. Interested students should apply early, as there are not many spaces open. Students from all the independent colleges in the Northwest participate. Contact ASPLU Elections and Personnel Board.



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TAP WING

Catch a few winks

Snoring and snoozing can keep you healthy

By Paula Dodge

It has been a long Friday afternoon, and classes are finally over for the day. All week you've been looking forward to tomorrow morning, when at last you can enjoy some long, peaceful, exhilarating hours of restful sleep.

Between late-night studying, a busy social schedule, and possibly a noisy roommate, sleeping is one matter that can't take priority for most college students. Although there are enough activities to keep one busy 24 hours a day, getting a good night's sleep is very important in keeping yourself healthy.

"Experience tells us that sleep restores vigor to the body," said Phillip Goldberg and Daniel Kaufman, authors of *Natural Sleep: How to get Your Share*, in *Seventeen* magazine. "We know now that it does more than merely relieve ordinary fatigue....The elimination of waste products, respite from emotional tension...have been suggested as the reasons for sleep's obvious importance."

The average adult sleeps seven or eight hours a night, while children sleep nine or ten hours and infants close to 16. By the time a person is 60, he will have slept 20 years away, or spent 1/3 of his life snoozing. Don't be discouraged if you don't fit in-

to the averages, because scientists say that the amount of sleep you need really depends upon yourself. Some people may be napping away between every class, while others need only a few hours a night.

During 1968 and 1969, psychologists Wilse B. Webb and Janette Friel researched the sleeping habits of entering freshmen at the University of Florida. After separating the students into categories of long sleepers and short sleepers, they administered a series of personality, scholastic, and medical tests to each group to determine qualities such as character traits, learning ability, and general health. Their findings, as reported in the book "Sleep, Our Unknown Life," concluded that the length of time each student slept did not affect the factors listed previously. It is not necessary then, to make sure you get eight hours of sleep a night, when you feel fine with only four.

Most people can go without sleep for 24 hours without any adverse effects, but if one keeps awake for 2½ days (60 hours), the body is under great stress, and you're likely to start having symptoms such as hallucinations, low attention span, and poor vision. People have been known to go ten or 11 days without sleeping a wink, but they are unable to

Six suggestions for sleeping better

Having trouble sleeping? If you are one of the 30 million Americans who are tired of lying awake at night, here are some suggestions on how to remedy insomnia from "The Complete Sleep book," by Richard Trubo:

1. Maintain a regular sleep schedule. Going to sleep at a different time each night of the week can upset your body's biological clock. Try getting to bed about the same time each night, and waking up the same time each morning.

2. Relax before you retire. Don't study hard and then go to bed immediately. Your mind won't be able to shut off, and you're likely to be

restless. Try some relaxing activity that suits you right before you turn in—whether it be a few minutes of yoga or watching a television show.

3. Exercise. Regular exercise during the day tends to make you sleep longer and better. Make sure you exercise at least two hours before bedtime; it may keep you awake if it's done too late.

4. Avoid coffee, chocolate,

soft drinks, and alcohol. The caffeine in coffee, chocolate, and cola drinks has a stimulating effect, so it should be avoided if you want to sleep. Alcohol may help induce sleep, but it could make you restless later.

5. Stuff yourself into dreamland. Try eating foods such as beans, cheese, chicken, eggs, hamburger, liver, milk, peanut butter, peanuts, pork chops, steak, and tuna before you slip beneath the covers. These foods are rich in the amino acid L-tryptophan, which doctors believe is an aid to inducing sleep.

function normally after about the fifth day.

Sleep isn't a passive activity, as many people believe. After drifting off, the average person will toss, turn, and change positions 30 or 40 times a night. He will also go through four to six sleep cycles, which are made up of five

classifications scientists refer to as the stages of sleep.

When you lay down to catch a few winks, you start off awake with your eyes closed. This is called the alpha, or pre-sleep stage. Gradually you'll pass into stage one, which is the border between wakefulness and sleep. It's that floating, drifting feeling you have just when you're snoozing into stage two.

During the second stage of sleep, breathing and heartbeat become steady and slow, and you reach a moderately deep level of sleep. It is during this stage and the sleeper is functionally blind. Experiments have been done in this stage by taping subjects' eyelids open and placing an object illuminated by light in front of each person's eyes. Awakened a few seconds later, no one remembered seeing the object, only the light. Stage two lasts about 20 minutes to a half hour.

If you have a tendency to toss and turn in your sleep or do a little talking, you'll do it during stage three, when you are sound asleep. Brain activity slows down, muscles become relaxed, and temperature is lowered. If someone were to touch you, walk near you, or shine a light in your face, you wouldn't awaken, while a sharp noise such as a telephone ringing or a baby's cry would.

Twenty minutes into stage three, you'll drift down to the delta stage, or stage four. This is the deepest level of sleep. Heartbeat and breathing are at their slowest, and temperature is low. You are truly zonked out, and it would take a loud noise to awaken you. If you feel the need for some exercise and elect to take a sleepwalk, it is most likely to occur during stage four.

Before you ascend back up through the sleep cycle, another stage will occur. It is called the rapid eye movement stage (REM)—the stage in which the eyes of the sleeper move back and forth beneath

the eyelids. Although dreaming occurs during the other stages of sleep, the only dreams that you will remember will be those during the REM phase. When scientists first discovered REM, they reasoned that the darting eye movements were related to the subject "watching" his dream. Now some scientists believe that REM's and dreams are caused by two different parts of the brain.

Towards morning, when sleeping becomes lighter, you'll spend more time in the earlier stages of the sleep cycle. If you're allowed to sleep until you awaken naturally, you'll come out of stage one, but if you have an eight o'clock class, you'll probably be awakened by your alarm clock from stage three or four. The groggy, foggy, confused feeling some people wake up with in the morning, often referred to as "sleep drunkenness," can be attributed to waking from the deeper stages of sleep.

"Music You hate to Love"

The PLU music department presents, "Music You Hate to Love," a concert of not-so-well-known songs by famous composers, on Friday and Saturday, at 8:15 p.m. in Eastvold Auditorium.

Works by Scott Joplin, Victor Herbert, John Phillip Sousa, Fritz Kreisler and other composers will be performed by both faculty and students of the music department.

Proceeds will go to PLU's music scholarship fund.

Tickets are \$4 for adults, \$1 for students and senior citizens, and will be sold at the UC Info desk and at the door.



Foreign students start life in 'new world'

By Barbara Anderson

For most, going off to school means the ritualistic packing and unpacking of box after box of "necessities." If something is left behind, good old Mom in Portland or Puyallup can send it right over. But for the fifty-four foreign students at PLU this semester, coming to college means an assortment of treasures stuffed into a couple of suitcases and a new beginning half a world away.

PLU is currently educating young adults of twenty-six nations, from Samoa to Saudi Arabia, Nicaragua to Nigeria. How do these people hear about PLU?

According to Ann Wilson, executive secretary for Student Life, a great deal of publicity is done by word of mouth, although some students are affiliated with exchange programs or assisted by government agencies. PLU hopes to expand the exchange annually, offering more and more foreign students the opportunity to experience an American education while sharing their own ideas and cultures.

Because college in a new country is a time of total tran-

sition, adjustments are required in virtually all aspects of life. Freshman Mariko Nishida has discovered that pre-packaged convenience foods cannot compare with the Japanese staples of fish, seaweed, and rice cakes.


Styles of clothing are a surprise to sophomore Hans Ryser of Switzerland, since

shorts are not appropriate public attire in most parts of Europe.

Total immersion in another language is a challenging obstacle, especially for freshman Ingrid Kvaale, who feels her classes in Norway "were not practical training, since English is easier to write than to speak."

When asked to describe any preconceived notions of the U.S., students confirm the existence of a stereotyped "golden image." "Life here is not just a network of fast-moving freeways or a jungle of buildings," observes Jimmy Shum, a junior from Singapore. "It's quite disappointing!"

PLU's foreign students seem particularly pleased with the friendly, easy-going atmosphere on campus. Most share the feeling of Iranian junior Hossain Beke-Mottammadi: "Although life here is different, much is the same. Studying is still studying. People are just people."



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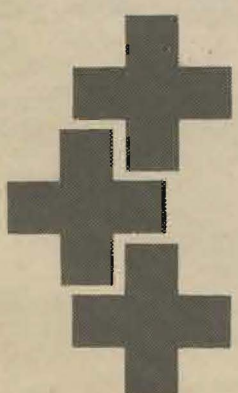


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OUTSIDE

Chrysler—now the check changes hands

By Jeff Dirks

"Buy a new Dodge, get a check," rants Joe Garagiola.

Chrysler Corporation is looking for its own check, to the tune of \$1 billion, from the U.S. government. It may not that much, but the Carter administration has decided to come to the aid of America's tenth biggest and most beleaguered industry.

Chrysler was asking for \$1 billion in either immediate tax refunds or relief from costly safety, environment and mileage standards in new cars. The administration rejected both of these options and has proposed between \$500 and \$750 million in government loan guarantees. These loan guarantees will work much the same way as student loans: the government will pay the lender if the borrower (in this case Chrysler) defaults. This seems to be the only way in which Chrysler can raise money since its credit is so low banks will not loan to it, being an unacceptable credit risk.

The administration's proposal has pleased the Chrysler management. But, with an eye on Congress who was reluctant to bail out Lockheed in 1971 and New York City in 1975 under similar circumstances, the administration is demanding an acceptable operating plan for dealing with the company's short- and long-term problems, including proposed sacrifices for everyone interested in saving the company.

Chrysler's problems began in the 60's when, after viewing the worldwide influence of General Motors and Ford, it decided to expand rapidly at home and abroad to close the gap with the Big

Two. The forced growth appears to have been ill-timed and too fast, for the company lacked the financial resources in the 70's to weather the oil crisis,

recessions, and waves of governmental regulations.

When the public began demanding more fuel-efficient cars, Chrysler, unlike the other two auto makers, lacked the capital to re-tool and redesign quickly. It was stuck turning out cars nobody wanted to drive or buy.

With the aid of Joe Garagiola's TV blitz, Chrysler began offering \$400 rebate checks in an effort to clear out its stock-pile of nearly 80,000 cars, including some 1978 models. Before the rebate offer increased demand, Chrysler had enough cars for 200 days of sales. Unlike General Motors or Ford, who produced cars on dealer' orders, Chrysler has produced cars on speculation and then tried to sell them to dealers. This accounts for the huge stockpile plaguing that company's cash flow.

Chrysler, with the aid of the government, seems to have one hope: to stay solvent until President Lee Iacocca can start turning out a proposed line of front-wheel drive, fuel-efficient automobiles.

Congress, however, must approve the administration plans. Although Capital Hill analysts believe that the administration will win this one, the proposal must still pass through the House and Senate Banking Committees. Headed by Senator William Proxmire and Representative Henry Reuss, both Wisconsin Democrats, the plan is in for a hard fight. Both men opposed the Lockheed deal in 1971. Reuss expressed distaste over helping Chrysler build gas-guzzlers nobody wants to buy.

Both sides of the debate claim they are working to maintain competition in U.S. business. Those against the deal say that it will only serve to entrench the U.S. government deeper in the affairs of the private sector and blunt the edge of competition, rewarding failure and penalizing success. However, those in favor of the deal claim that if Chrysler fails, the automotive industry will move closer to monopoly with only two producers remaining. This argument is

countered by pointing out the increase in foreign auto imports as well as proposed increases in Volkswagen production here.

But the argument that will probably produce a yes vote in Congress is concern for Chrysler's 360,000 workers, 23,800 of whom have already been laid off in company cut-backs. Since the election year is nearing and the country is facing a major recession, Congress will feel that it cannot afford to have massive lay-offs in industry. Although many of these workers could find jobs in related industries or with whoever took over Chrysler's production facilities, some could not. Also, those who could find work would be forced

to start at the bottom.

While Congress worries about them, Chrysler's workers in the United Auto Workers has demonstrated its support for the company by vowing to take smaller pay increases this year.

Since Chrysler is spending nearly \$100 million a month, guarantees by the government of even \$750 million will not go very far. Chrysler will have to pay interest on this amount as well as spending to modernize their plants and catching up on old debts. So if Congress does approve the loan guarantees, the chances are good that Chrysler will be returning soon for a second helping.

The United States may well find itself in auto production.

Analysis

Radioactive danger spurs state action

Believing Tuscon could be in radioactive danger, Arizona Governor Bruce Babbitt ordered national guardsmen to enter American Atomics Corp. and seize for than 1000 gallons of radioactive tritium.

The plant had been shut down since June after \$300,000 worth of food intended for children was found exposed to radiation from the tritium.

The substance is used to make luminous watch dials.

Babbitt said that the company was moving too slowly to enact the court ordered decommission of the plant and felt that security was lax.

The company reported a break-in a week before.

Babbitt added that the fire protection was jury rigged and that in the event of a fire or security breach, 500,000 Tuscon residents could be exposed to

dangerous amounts of radiation.

The national guard will remove the tritium for burial, processing or release.

Bank robbed

The Spanaway branch of Citizens Federal Savings and Loan, 14820 Pacific Ave., was robbed by two armed men Tuesday, bringing the state's bank robbery count to 136 this year to date. This is up from 99 for all of last year.

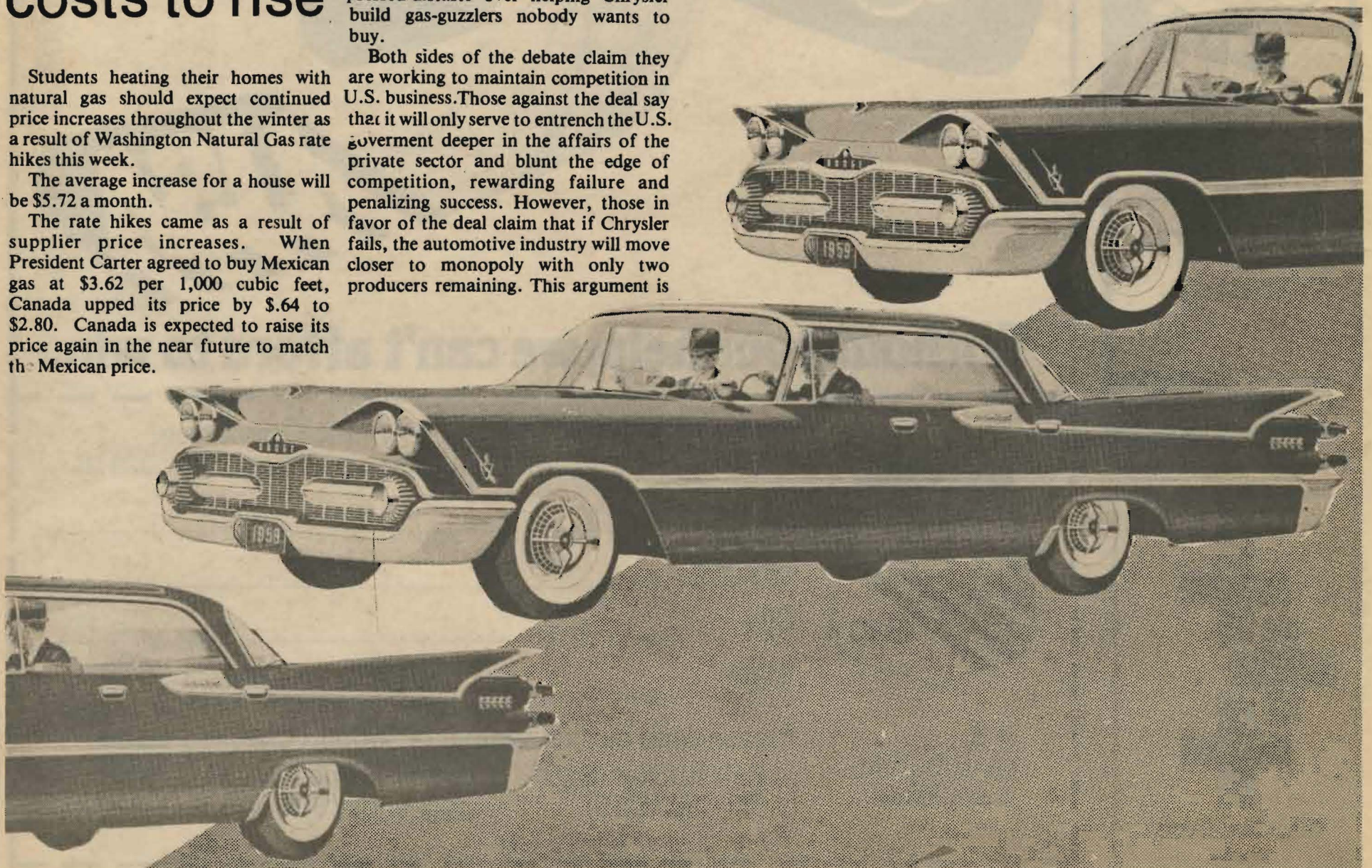
In the 9:30 am heist, two men ordered everyone to lie on the floor, scooped up the case and fled in a car reported to have a loud muffler.

Gas heat costs to rise

Students heating their homes with natural gas should expect continued price increases throughout the winter as a result of Washington Natural Gas rate hikes this week.

The average increase for a house will be \$5.72 a month.

The rate hikes came as a result of supplier price increases. When President Carter agreed to buy Mexican gas at \$3.62 per 1,000 cubic feet, Canada upped its price by \$.64 to \$2.80. Canada is expected to raise its price again in the near future to match the Mexican price.



EDITORIAL

Russian defectors aren't the only ones who need aid

A few days ago, two Soviet figure skaters landed at an airport in Geneva and requested political asylum.

Although the pair chose a European capital rather than the U.S., most Americans were delighted by the incident. Added to the recent defection of three Bolshoi Ballet dancers to this country, it was a real score against those Russians.

Yet had the refugees fled another repressive government, arriving with fewer suitcases and more relatives, they would have quickly been told to take a seat and wait a few months, with no guarantee they wouldn't soon find themselves on the first boat home.

Of course, the differences between absorbing one or two Russian ballet stars and thousands of Vietnamese families are obvious.

One is easily accomplished and provides a sense of satisfaction, a "score one for our side." Absorbing yet another diverse ethnic group to a society plagued with racial tensions is a different situation, as far as many Americans are concerned.

As one reader phrased it in a letter to a syndicated columnist, "We welcomed the Europeans who have similar lifestyles, but let the Chinese go where they can get raw fish, rice, ride bicycles, live 20 in a room and smoke opium."

Another reader wrote to say the Vietnamese should be allowed in this country—but only on the condition they first agree to be sterilized to prevent their rapid increase in numbers.

Both the incidental Russian defector and the masses of Vietnamese refugees are political victims, seeking asylum from repressive governments. What then makes us willing to treat a Soviet defector so much more humanely

than his Asian counter-part?

The sheer numbers of Vietnamese that need aid dissuades most Americans from welcoming them into this country. But numbers didn't seem much of a factor when it came to sending American soldiers to the revolution-torn country a few short years ago.

Now that the communists have won, however, we would just as

soon see those we tried to save stay on their own side of the Pacific.

Accepting the Vietnamese into this country needn't be a strenuous process, however. The Vietnamese who have already entered this country have been adjusting amazingly well, and have shown themselves willing to play an active part in supporting the American economy rather than being sup-

ported by it.

The real question we must face in accepting more refugees, whether Russian or Vietnamese, is simple. Which is more important to us as a country and as individuals: the assistance and aiding of a victim of repression, or the simple scoring of another point against our favorite ideological rival, the USSR?



Marketing students form AMA chapter

To the Editor:

Last year, billions of dollars changed hands in the acquisition of the many goods or services that are produced in this country. These dollars were credited and debited in accountants' books nationwide. Every penny was accounted for in some way or another, usually by a C.P.A.

Without these C.P.A.'s, every large business would be in financial chaos. Accountants keep the books but where does the money come from? Here the financial experts defer payments, collect interest, and make the proper investments to gain the necessary capital and assets to run a business. The next step is the personnel manager, who allocates and supervises the human resources so that the goods and services are produced efficiently. Now arises the problem of what to do with the goods and services to get them to the public.

Marketing a product is no easy chore. A marketer must be able to take any product and not only

stimulate demand by creating awareness and developing a need, but must also wheel and deal his product into suppliers' stores across the nation. To do this, a marketer must have connections and experience.

This is why a chapter of the American Marketing Association is being started here at PLU. The AMA is designed to give students, or anyone who is interested in marketing techniques, a chance to explore the real world of marketing.

The AMA provides speakers and field trips, enabling students to examine first-hand accounts of the actual marketing operation. This school and mainly students interested in marketing will benefit greatly from the establishment of a local chapter of AMA.

The AMA, though, is like any product and must be marketed in order to be successful, so as all good marketers know, here come the four P's.

First we have the product, the AMA, an organization to help

marketers gain experience in their field. Next, this letter and also the surveys sent out last year are forms of promotion, as are the posters you will see and the invitations you will receive telling you the time and place of the first meeting. Which leads us to the third P or as it is called, the Place. The place will be room 132 in the lower level of the UC on Wednesday, Oct. 3, at 4 p.m.

Ah... now to the fourth P: the price. This will be determined by the members of the chapter, and depends entirely upon your desires to gain. At this point, we are going to take the liberty of adding a fifth and all-important P: People. We need people to make this a solid organization. That is why we are inviting everyone to come to the special interest meeting. Remember, experience is the best way to learn, so shape your own future and gain marketing experience through the American Marketing Association.

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The Mooring Mast is published weekly by the students of Pacific Lutheran university under the auspices of the Board of Regents.

UPDATE

NATO lecture

Relations between the Soviet Union and NATO will be the topic of a lecture Thursday.

Lt. Gen. Wilhelm Mohr of Oslo, Norway, authority on military matters in northern Europe, is the featured speaker. The free program, entitled "The Northern Hemisphere of Europe: Perspective in a Changing World," will be held in the CK at the University Center at 8 p.m.

General Mohr, retired commander of the Norwegian Air Force, has served as commander of Air North of NATO (North Atlantic Treaty Organization) and director of the Norwegian War College.

Currently he serves as chairman of Norway's Aircraft Accident Investigating Committee.

Open later

The registrar's office will be expanding its hours to Monday through Thursday until 8 p.m. Called the "Evening Student's Liaison," this new development will benefit the part-time evening students and students with hectic day schedules who can't take care of business matters during regular office hours.

Financial aid

Important: financial aid recipients must sign for aid by Oct. 5. If aid is not signed for by that deadline, the financial aid office will proceed to cancel your aid.

Brown Bag

Does the dominance of male baboons over their female counterparts give us significant insight into the changes of female and male roles in society? According to PLU assistant professor Laura Klein, it does. Professor Klein was the latest speaker in the Brown Bag Lunch Series.

Kathleen Blumhagen, assistant professor in Sociology, and coordinator of the lunch series, says the entire program is dedicated to expanding both women's and men's conceptions of their roles in society.

Each session starts with announcements of opportunities for further education, for example, a Merrill-Lynch forum on "Investing," then features a guest speaker. Speakers with varied backgrounds and diverse topics are purposely chosen in an attempt to touch on the issues and resources available to women and men in society; the problem areas they face, and finally, their emerging roles.

Next week the women's coordinator for Targeted Outreach Program from the Tacoma Urban League speaks on "Hands On Experience and Job Choices." In a few weeks, the coordinator of the male program for Planned Parenthood speaks on the "Teenage Father."

Both women and men are invited to attend the meetings. However, the last day to register to receive university credit was September 24.

If you're interested in broadening your conceptions of women and men's roles in society or, more specifically, what you as a human being can do instead of what you as a woman or a man "can't" do, come Mondays at noon, to UC 132.

Cancer talk

The very latest cancer research and treatment, Cancer—Where we are and Where we are Going, will be presented by national specialists to the general public at the Pacific Science Center, Friday at 8 p.m.

Speakers are part of the National Lung Cancer Task Force meeting in Seattle for the first time. They will report on new programs for all types of cancer, particularly the new treatment of immunotherapy which raises the body's own defense system.

The project is part of a national effort to conquer lung cancer.

Reservations may be made with Dr. Lucius Hill, coordinator, or Bette Glass, phone 223-6632.

League Day

Don't be surprised to see 1,000 new faces wandering around campus this weekend. The admissions office is sponsoring League Day Sept. 29. Over 1,000 youth from Northwest-area Lutheran churches will attend. League Day's purpose is to let these prospective students "get to know PLU" through tours and special activities.

Radio series

"Schooling in China" is the subject of a six-part radio series to be presented on KTOY's "Options in Education" special starting at 3:30 Monday.

The radio station, which operates on FM channel 91.7, will

also present a number of other public service specials this week, including "The Polls and Politics" with Louis Harris at 3 pm Thursday and "A Public Affair" at 3:30 pm Wednesday with H.R. (Rock) Thomas, planning coordinator for the Tacoma school district's PUSH/EXCELL program.

For further information on these and other upcoming education specials, contact Debbie Emond, KTOY-FM public affairs, 597-7234

Time use Workshops

Learn about yourself while you learn to manage your time. The eight-week Time Organization Workshop helps you "learn time management skills through learning decision-making by use of behavior modification."

You can learn how to plan and actualize time management skills through use of discussion groups and in-depth self-study. Don't let time manage you any longer—attend the interest meeting at the Academic Advising Center in the library at 10:40 a.m. Sept. 28, or call ext. 412 or 503 for further information.

Art showing

Picasso, Renoir, Degas, Salvadore Dali, Chagall—familiar names?

The Art Emporium in Seattle announces an exhibit of original paintings Sept. 24 through 29.

From Senate to House

Department of Education slowly emerges

Washington, D.C., (CPS)—The idea of creating a separate U.S. Department of Education has been around for three

decades, and it has been an especially hot topic for the last two years. Last week, it moved the closest it has ever been to reality.

Conferees from the House and Senate agreed on a compromise version of the new department after a surprisingly calm three-hour conference this month. The bill now moves to the Senate, which historically has been friendly to the idea of a separate education department. The vote is expected to come up as early as this week.

Currently, the U.S. Office of Education, an agency of the U.S. Department of Health, Education and Welfare, shares responsibility for most federal education programs with agencies scattered through various departments.

The Senate can vote to approve, reject or send the bill back to a conference committee. After the Senate acts, the bill will go to the floor of the House, a graveyard for education department bills during the last two years. The House can approve or reject this bill.

It narrowly approved the bill during the summer by a 210-206 vote. Even then, department opponents had loaded the bill down with some controversial amendments designed to kill it.

The conference committee, though, stripped the bill of the amendments, which would have allowed for voluntary school prayers, cut back federal funding of abortions, prohibited schools from setting up minority and sexual quotas, and stopped federal funding of any school participating in forced busing programs.

As a result, three staunch foes of the proposed department—John Erlenborn (R-IL), Arlan Strangeland (R-MN), and William Moorehead (D-PA)—refused to sign the conference committee report.

The committee also removed several senate provisions from the bill that would have changed the ad-

ministration of several loan programs.

As the bill now stands, it would create a department of education that would administer some \$14 billion worth of federal education programs. It is a task now performed by 18,000 bureaucrats.

Department proponents argue that centralizing all education programs in one new department would improve efficiency, and give education more clout when fighting for funds in Congress.

Department opponents fear a department would isolate education from the rest of the decision-making process, thus diminishing its political power. They also argue the department would strengthen government control over all education levels—primary, secondary and post-secondary—are complaining about Washington's increasing interference in their affairs.

Pupils lack math skills

(CPS)—The old saw about the student who finally masters a complex math problem with a sigh of "so, what good will it do me?" is, in fact, a valid description of most students' math skills.

The National Assessment of Educational Progress (NAEP) has found that many American students have trouble applying simple math mechanics—adding, subtracting, multiplying, and dividing—to their daily problems.

The NAEP's tests of 71,000 nine-, 13-, and 17-year-old

students showed the students generally had no trouble actually adding, subtracting, multiplying and dividing. They did poorly, though, when asked to apply these skills to solve everyday problems like bank balances.

"Mathematics instruction in the 1970s has moved 'back to basics' in many parts of the country," Wilson says. "Often, a drill on computation has replaced attention to problem-solving. It is not enough to assume that if students can do the arithmetic, they can automatically solve problems."

SPORTS

Lose two, tie one

Soccer squad sporadic in first three games

The Pacific Lutheran soccer team dropped two games and tied one in non-league play last week, losing to Green River Community College, 5-2 and Western Washington 2-1. The Lutes also tied Green River 0-0.

PLU inserted a new formation by playing four forwards rather than three and by moving Hal Ueland up into the center fullback position. Junior Tom Fergin filled in for the three games after Mark Leeper was declared ineligible to play because of a registration and because freshman goalie Brad Arntson was out of town.

"We're naturally upset about not playing well," said coach Dave Asher, who was displeased but not disheartened by the team's performance. "We did not play up to our potential, but we will be ready for league play—that's for sure."

The Sept. 19 game against Green River was a defensive battle that ended with neither team scoring. Both teams played well. The Lutes made few errors and played a good solid team game. A rematch was played by the 22nd, but PLU's execution was not up to par and Asher called the passing "very poor" in the 5-2 loss.

On Friday, the Lutes hosted Western Washington and fell in the final minutes, 2-1. PLU played a solid game and led 1-0 until the final 15



Mark Pederson

Fullback Dave Westburg and a defender from Western Washington engage in some high-altitude wrestling for control of the soccer ball during last Friday's game as Bob Reay and John Larson looked on. Western won, 3 to 2.

minutes of the second half. Western scored on a free kick and poked in another goal with time running out to insure the win.

"We had a lot of sporadic

play," Asher said. "We played a lot of the freshmen kids who are inexperienced." Halfback Dave Westburg played a good all around game as did forward John Larson.

PLU travels to Whitman for a tournament this weekend, playing four games in two days. "It's a good tournament with good teams," said Asher. Whitman, Whitworth,

Gonzaga, Ft. Steilacoom, UPS, and Green River will participate. The next home game will be Wednesday Oct. 3 against Everett Community College.

Men and women harriers open season in Vancouver, B.C.

By Tom Koehler

Pacific Lutheran's men's and women's cross-country teams open the 1979 season tomorrow at the Simon Fraser Invitational in Vancouver, British Columbia.

The men, coached by New Zealand native Alison Dahl, are looking to improve their third-place finish in the northwest Conference and sixth-place district finish last year.

Senior Mick Ziegler, the Lutes' most consistent runner last season, heads the returnees. Ziegler was ninth in the Northwest conference meet and 18th in the district race—PLU's leader in both contests. Senior Steve Kastama, slowed by illness after impressive showings in early season last year, is back again and healthy, and should give the Lutes a lift.

Rusty Crim, a two-year letterman from Seattle, is also back again this year and should provide point production. Senior Kai Bottomley

and a pair of sophomores, Randy Yoakum and Brandt Grokh, are all road tested veterans.

The women, who have been running up to seven miles a day, are coached by Carol Auping. They will move into the newly-formed Women's Conference of Independent Colleges circuit this season.

While graduation and relocation cut deep into the PLU roster, the squad is expected to be among the favorites at the October 27 WCIC race, where scoring is based on a school's top three

runners.

Sophomore Dianne Johnson is again the Lutes' strongest runner. Senior Cisca Wery and two juniors, Mary Brandon and Kris Kylo, also figure in Auping's plans. Freshman hopefuls include Jo Ann Sammons from Bethel High School and Monica Johnson from Snohomish.

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Last weekend's game against UPS was costly for the Lutes. They left Baker Stadium knowing that they might have lost their national ranking, that they once again lost to their cross-town rivals, and, perhaps most costly of all, they had lost their potential All-American tight end Scott Westering, who was seriously injured in the game. Full details of the game are on page 15.

Photos by Mark Pederson



Lutes drop fifth straight to Loggers, 29-14

By Eric Thomas

The PLU football team dropped a 29-14 decision to crosstown rival UPS last Saturday before a near capacity crowd of 5,000 fans at Baker Stadium.

The powerful Loggers, who are hoping for a national ranking, managed to dominate play for most of the game behind an effective offense.

"The place we got hurt was our inability to contain their game," coach Frosty Westering said afterward. "They controlled the line of scrimmage and were able to pass with little pressure."

Down 7-0 in the first quarter, the Lutes started driving from their 20. Guy Ellison slipped through for 21 yards followed by a diving Scott Westering catch of a Brad Westering toss at the 22. Two plays later Brad connected with Scott again, this time on a ten-yard TD strike, closing the score to 7-6. On the ensuing point after attempt, Jay Halle fielded a high center snap and swept around the end with it, putting PLU ahead 8-7.

UPS quickly started some driving of their own however, running up a 22-8 score at the



"This is the most yardage we've ever gained against UPS."

half.

The last quarters saw the Lutes reach paydirt only once and even more disheartening was a knee injury to tight end

Scott Westering who will be out indefinitely.

"Scott getting hurt at that point was a real emotional thing," said coach Westering. "He's a real inspiration to the team and to lose him, while not knowing how badly he was hurt, was rough. But the guys really rallied after that. They pulled themselves together and came on strong, which is a real tribute to them."

The game saw the Lutes rack up 352 yards of total offense and actually out-threw UPS, with Brad Westering hitting 21 of 41 attempts for 212 yards. "This is the most yardage we've ever gained against UPS," Frosty said. "As we looked at the films we were really pleased; the offense did a great job. We learned a lot and I think it's going to help us play better later on."

Later on means two more non-league games, Central and Southern Oregon, before the Lutes tackle their league schedule. The Lutes hold a four-game winning streak against Central. "Central is coming on," Frosty said. "I'll look for a very tough game. They'll be very determined because they haven't beaten us in quite a while. We're looking to bounce back and play

well."

The league race promises to be intense, with Linfield (ranked number three in the nation) and PLU (ranked number nine) picked as co-favorites. "But there will be strong contention from the others," said Frosty. "Lewis & Clark has gotten off to a good start, and Willamette is very strong. Also, Whitworth upset Eastern Oregon 16-0,

which shows they can't be overlooked."

Perhaps the biggest game for the Lutes will be when they host Linfield on Oct. 20. "Linfield feels they are going to have a national playoff team, and for that matter so do we," said Frosty. "If we can play well now and establish ourselves going in, our game with them will loom up as being a real classic."

Hacker starts from scratch in '79 debut

By Shannon Burich

Colleen Hacker, a national championship field hockey player and an Olympic Trial Development Camp participant, will build from the ground up in her debut as the women's field hockey coach at PLU.

Hacker, who played in three national tournaments while attending Lock Haven State College in Pennsylvania and served last year as assistant coach at the University of Arizona, takes over an inexperienced team which struggled through a 3-17-4 season in 1978.

Nine of the 14 players are new this year.

"This is going to be a growing year for us," Hacker said. "We are using a lot of new and innovative types of play. Our trademark will be aggressive play as we learn both the rudiments of the game and the execution."

Instead of playing the 5-3 system, the traditional type of field hockey played at PLU, the team will use a new 4-2 playing formation, Hacker said.

"This new system will result in more scoring and a stronger defense."

"Since we will be playing conference games, the competition will be pretty well matched," she said. "I really have no idea what to expect."

The team will open with the Willamette Invitational in Salem, Oregon on September 28 and 29. On Oct. 6 PLU treks to Washington State to face the Cougars and Western Washington.

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Volleyballers young but "optimistic"

By Rosemary Mueller

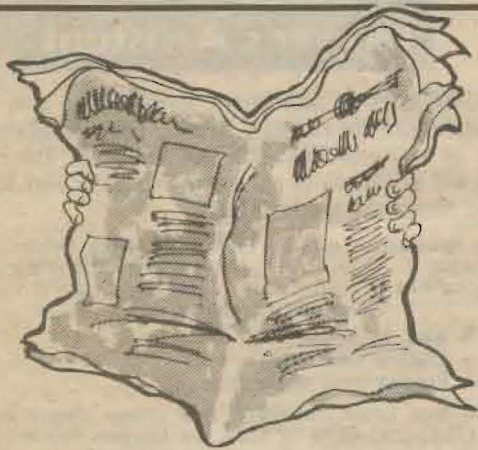
The PLU Women's volleyball team, 23-15 last season, has already started practice in 1979.

Coached by Kathy Hemion, the volleyball team will undergo some changes in the personnel department. Five of the ten players from last year's team were lost to graduation, leaving the team low on powerful hitters and setters. The 1979 season is going to be one of rebuilding and growth

for a relatively young and inexperienced team, Hemion said.

"It is going to be a growing, gradual program," she said. "The team is very positive with a lot of excitable and encouraging players."

The junior varsity team will be under the direction of Kathleen Zurfluh. The varsity hosts the University of Puget Sound and the J.V. Fort Steilacoom Community College in their openers next week.



USE MOORING MAST CLASSIFIEDS

Two Lute athletes return...



Hans Ryeer



New assistant coaches Larry Green (right) and Dave Anderson (above) worked with players during practices this week.

...but this time as coaches

Two former PLU athletes will be returning to Pacific Lutheran this year. But this time around they won't be playing; the pair will be using their past experience to assist football Coach Frosty Westering in preparing the Lutes for the season's schedule.

Dave Anderson, an all-district Lute

linebacker in 1974, served as head coach at Billings Central High School in Montana from 1976 to 1978.

Larry Green, a first team NAIA All-American defensive tackle at PLU in 1975, was defensive coordinator at Rocky Mountain College, also in Billings, in 1976 and 1977.

Miller

SPORTS AWARD

FOOTBALL PLAYER OF THE WEEK



BRAD WESTERING

6-4 196 SENIOR TACOMA

Brad, quarterback, tied his own PLU single game pass completion record, connecting on 21 of 41 attempts for 212 yards in the 29-14 loss at University of Puget Sound.