

Sagamore

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Indiana University-Purdue University at Indianapolis

April 26, 1978



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IUPUI News

Petition threatens bond issue

by L. Mark Frick
 The Indianapolis City-County Council approved a proposal for a \$4 million bond issue, bringing the 18-court tennis complex even closer to becoming a reality. The action came at the Council's April 25 meeting after a 23-6 vote.

The only stumbling block remaining is the possibility that property owners opposed to the bond issue will get more signatures on a petition to block it than were on the petitions favoring the proposal. Those opposing the bond issue must garner the necessary signatures by May 27.

Democratic minority leader Glenn L. Howard, who is spearheading a signature drive against the petition, doesn't think that will be any problem.

"I think I can beat 'em," he says. Howard plans on having petitions circulated at polling places on elections day, as well as approaching people at night clubs, on the street and at home.

"Their priorities are all mixed up," says Howard of the tennis court proponents. "The real priorities are housing and jobs. If those damn people want those tennis courts, then let the rich folks pay for them." Neighborhood associations, firemen and police have contacted him to voice their opposition to the bond issue, Howard

said, as well as several Republicans. Councilman Paul Cantwell (D-3rd district) feels that Howard's efforts will be successful. "If I had to predict and bet," Cantwell said, "I'd say it (the bond issue) will go down." Former minority leader Cantwell, who is responsible for the defeat of two other bond issues, voted for the proposal.

By law, if one or more property owners signs the petition against the bond issue than signed the petition favoring it, the issue cannot be acted upon for one year. Over 5,000 persons signed petitions favoring the bond issue. However, only "4,000 or so" of the signatures have been positively verified as being those of property owners, according to Mr. Richard Blank of the Marriell County Auditor's Office. The remaining 1,000 have not yet been verified because to do so the township trustees would have to be contacted, Blank said, noting that his office has been working on validating the signatures on the petition for a month.

The bonds cannot be sold until after the remonstration period is over—probably in mid-June, according to Deputy Mayor David R. Frick. Construction of the courts must be completed by August of next year if Indianapolis is to remain the site of the National Clay Courts tournament.

Psych club probes aggression

The IUPUI Psychology Club will hold its last meeting of the semester on April 26 at 8 pm in the Cavanaugh Hall Faculty Lounge (Room 507).

A panel discussion on aggression, featuring three professors currently doing research in that area, will highlight the meeting. The professors' presentations will focus on the biological basis of aggression, social learning and modeling. Those speaking are Drs. Terry Hall and John Kremer,

both of IUPUI, and Dr. Peter Burzynski of Vincennes University. All three educators will be available to answer questions after the presentations.

In addition to the presentations, complaints about the club and suggestions for next year will be aired. The meeting is free and open to the public. Light refreshments will be served.

Shorts...

University Theatre presents youth fable

The IUPUI University Theatre will present *Andros and the Lion*, a favorite childhood fable, on Saturday, April 29, at 10:30 am and 2:30 pm at the Student Union Building.

Andros is based on the fable of a young man who is befriended by a ferocious lion after pulling a thorn from its paw. It is done in a comedic setting, and the characters pull a bright wagon of scenery on stage and stop down into the audience to talk with the children. Tickets are \$1 for adults, 50 cents for children.

POLSA presents law school program

Been thinking about going to law school at IUPUI? Well, the Student Political Science Association is presenting a program which should be of some help. On Friday, April 28, at noon in the Dean's Conference Room, Cavanaugh Hall, Room 439, four students who have been admitted to the IUPUI Law School will share their knowledge and experience in the testing and admission policies for all interested students.

The panelists—Jim Buehler, Linda Nicholson, Don Byrd and John Scmitt—will also discuss the work requirements and standards to remain in law school once accepted. Those attending will have an opportunity to question the panelists.

4 a.m.

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Nobel prize-winner Saul Bellow, who was to appear at the Indianapolis Museum of Art tonight, will instead be at the North Central High School auditorium at 8 pm.



Speech is great; but silence is better.

Sir Thomas Carlyle
 Member of the Life of Scott

Pull out the special Downtown Indy Shopper in today's Sagamore, hop the Downtown Express, and cash in on some bargains made available especially for the IUPUI community. Can't find your way around? Check out the downtown map, complete with the Express route and our advertisers' locations.

Cover: plungas photo by Eyalda Valanis

PCS rate hearings will decide increase

The Public Service Commission has set dates for public hearings to consider the requested rate increase of the Indianapolis Power and Light Company. The utility will present its case in chief in a hearing beginning May 8, at 9:30 a.m. in Room 907 of the State Office Building. The public counselor and intervenors will present their evidence beginning June 10, at 9:30 a.m.

in Room 907 of the State Office Building.

IPALCO's proposed rates and charges would generate approximately \$12 million in additional annual revenues. This is a 21 percent increase. The company cites inflation and increased construction costs as the primary reasons for its request.

An average residential customer

using 1000 kilowatt-hours of electricity a month has been paying \$32.78. If the new rates approved, the average customer will pay \$39.43. The PSC last granted IPALCO a rate increase on Dec. 15, 1978.

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Our view

Fault!

After what certainly seems like a long time, the Indianapolis City-County Council adopted the \$4 million bond proposal that may make the tennis facility planned for the ugly area southwest of the law school a reality.

Not everyone seems to be as enthused about the project as we are, though. Glenn L. Howard, the council's Democratic minority leader, intends to block the bond issue, saying that the tennis complex's proponents have their priorities "all mixed up."

We certainly don't question Mr. Howard's intentions. He thinks that the money should be used to help the poor of the city, especially in the areas of jobs and housing.

Well, the city hasn't really been neglecting those areas. The council also approved the adding of \$23,018 to its urban home-steading project, and \$90,000 to a fund set aside to aid the elderly with emergency repairs to their homes. Sure, that's only \$113,000 (\$113,018, to be exact) as opposed to \$4 million, but hundreds of thousands of dollars are doled out for many different programs and community projects every year by the council.

We are concerned with the well-being of downtown Indianapolis, too. We are aware of the flight to the suburbs and the importance of encouraging people to spend time—and money—in the urban core.

If anything can lure people from the suburbs, first class tennis facilities will. And Indianapolis can use all the positive public exposure it can get—the nationally-televised Clay Courts tournament, for example. IUPUI could sure stand a little notoriety, too.

We stand squarely behind those tennis courts. Let's hope that Mr. Howard's team gets aced.

Give them a hand

There's something we haven't told you.

It's not that we're ashamed or scared to tell you, it's just that, well...we've been lazy.

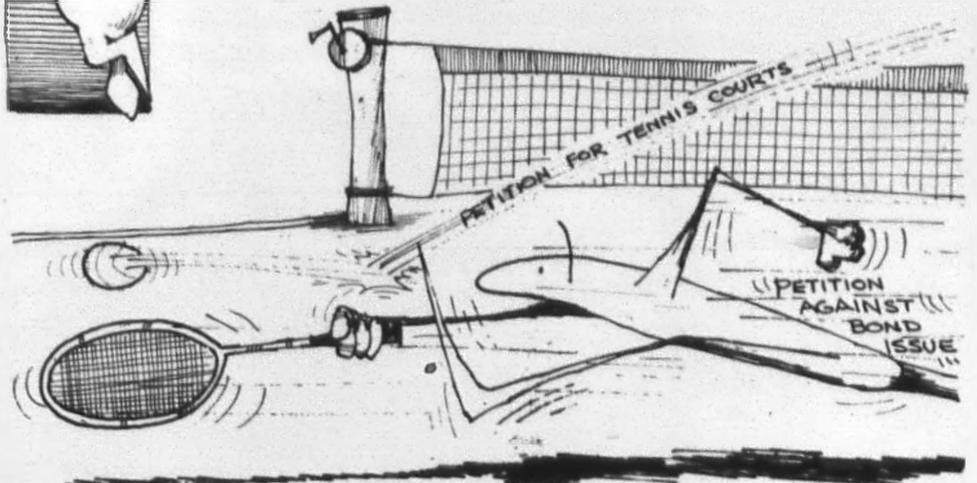
Anyway, what it is that we haven't told you (until now) is that we came away from this year's Indiana Collegiate Press Association competition as the number two collegiate newsmagazine in the state. (Notre Dame beat us this year.)

The Sagamore took 28 awards this year, including the Advertising of the Year award. But the credit isn't this staff's to take—the judging was done on last year's papers. So, to last year's editor, advertising manager and production manager—Jo Ellen Sharp, Don Curtis and Chris Carter, respectively—this year's staff says congratulations on a job well done.



i think the courts are a good idea-- as long as the tv stations refer to iupui as iupui—not iui or ipi, like some turkeys i could name...

4/26/78
Tom McCain



Letters



The Sagamore welcomes letters to the editor. Letters should be limited to 300 words, be to the point and include the name and phone number or address of the writer. No letters will be printed unless they are signed. Only the name will be published with the letter unless the writer requests anonymity. The editors reserve the right to edit all letters and to reject those letters they feel are objectionable. All letters should be typed and addressed to the editor, Cavanaugh Hall, Room 001-G.

Worm wants wisdom

To the Editor:

Could the chap looking from inside the mailbox on the letters page be the late lamented PM whom George Beekman thinks of so highly? Also, when are you going to run another of Tom Lanham's glowing reviews of another unknown musician of little tal-

ent (Tom Waits does not play electric nose)?

Daddy tells me that if I see it in the Sagamore, it's so. So tell me, is Paul McCartney really dead? Oh, well—you can ignore this if you dare or run it if you want.

Signed,
Son of the Worm

Bookless student seeks help—or money

To the Editor:

I realize it has been a long time since January and the last APO book exchange, but that is the topic of this letter. You see, I entrusted four books to APO to sell, and haven't yet received money or books. As I recall, the last day of the sale was Wed., Jan. 18, a day on which I don't come to classes are on Tuesdays and Thursdays. I had conveniently planned to pick up my books and/or money on the day before the sale ended (Tues., Jan. 17). However, because of bad weather and canceled classes, I didn't come to IUPUI on the 17th. So, when I

attempted to locate my books the next day I was at IUPUI (Thurs., Jan. 19), the exchange was closed, and I've since been trying to track down my books.

I visited the Student Counseling Office in the basement of the Blake Street Library, but had no luck, and I also copied a list of students who should have been able to help locate the books for me...but even they failed. Not to mention names, but neither Steve Williams nor Jim Jones (supposedly the chairman) ever gave me assistance. Steve referred me to Jim, and Jim was to check things out and

let me know. Needless to say, I never heard from him.

I understand the receipt said that if the books or money weren't picked up, they became the property of APO, but since the weather prevented me from claiming them, isn't there something that can be done? I honestly wouldn't be quite so concerned if one of the books hadn't been a friend's, and I think she deserves some justice, since she was only a summer session IUPUI student. HELP!

Bookless student,
Jill Alderman

Student questions inauguration

To the Editor:

I attended the Honors Day Program April 21 sponsored by the Student Association. I was impressed when the speeches were given and words of praise were spoken. The evening was a huge success for everyone.

I do have one question. Why was the president-elect sworn into office more than three weeks before the incumbent president was due to leave office? It seemed to me to be an effort

on the part of some people to lump 'honors' all into the same night. Now, please don't misinterpret my intentions here. The oath ceremony was nice and the setting was a very appropriate one for Mr. Reardon to take his office.

My question rises from a thorough reading of the SA's constitution. It states that newly-elected officers will assume office on May 15. Technically,

we now have two student body presidents:

In my opinion, the SA jumped the gun this time. Organizations cannot change rules to fit the situation or just because it seems to be a good idea at the time. This action sets a precedent that could affect future elections. One thing we don't need is two student body presidents—at least not at the same time.

Thanks,
Mikki Lines

Sagamore

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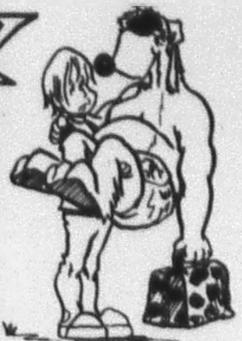
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Charles Roseman, General Manager of the Hyatt Regency Indianapolis, has been named the 1978 Indiana "Inkeeper of the Year" by the students in the Department of Restaurant, Hotel and Institutional Management in the Purdue University School of Engineering and Technology. Roseman has been general manager of the Hyatt Regency since the hotel opened in April of 1977. He was selected "in recognition of excellence in the art and science of Inkeeping, and for service to the Hospitality Profession." Making the presentation to Roseman are IUPUI students Agustin L. Rojas and Janet S. Davenport. (photo courtesy of IUPUI Office of Publications)

KELLY & DUKE

by JACK MOORE



<p>HOW DOES ONE BECOME A GREAT LOVER?</p>	<p>WELL, SOME PEOPLE... LIKE ME... ARE JUST NATURAL LOVERS</p>	<p>BUT THE BEST WAY TO BECOME GREAT IS TO PRACTICE, PRACTICE, PRACTICE, PRACTICE</p>	<p>I LIKE THE WAY YOU THINK</p>
<p>WHAT'S THE MOST IMPORTANT THING TO BE A GREAT LOVER?</p>	<p>YOU'VE GOT TO BECOME A GOOD KISSER</p>	<p>THAT'S GOING TO BE TOUGH</p>	<p>I DON'T HAVE ANY LIPS</p>
<p>I'VE GOT TO LEARN HOW TO BECOME A GOOD KISSER</p>	<p>KISSING LESSONS REASONABLE QUALIFIED INSTRUCTORS</p>	<p>BUT I DON'T HAVE ANY LIPS!</p>	<p>LIPS FOR RENT KISSING LESSONS REASONABLE QUALIFIED INSTRUCTORS</p>
<p>DO YOU KNOW HOW TO BECOME A GREAT LOVER?</p>	<p>YOU'VE GOT TO BE SENSITIVE, KIND AND ALERT TO THE WANTS AND NEEDS OF OTHERS...IT'S VERY HARD</p>	<p>WHAT DO YOU MEAN IT'S HARD?</p>	<p>I'M ALL THOSE THINGS YOU LITTLE DUMMY</p>
<p>DO YOU KNOW HOW TO BECOME A GREAT LOVER?</p> <p>HOW?</p>	<p>HOW DO YOU BECOME A GREAT LOVER</p> <p>HOW WHAT?</p>	<p>I DON'T KNOW</p>	<p>THEN I'D BETTER ASK SOMEBODY ELSE</p>
<p>HI TOOTS, MY NAME IS HONEY ISLAND, THE RENEGADE CHICKEN</p>	<p>HOW'S ABOUT YOU AND ME TONIGHT IN THE MOONLIGHT</p>	<p>OKAY</p>	<p>SHE MUST BE PRETTY HARD UP</p>

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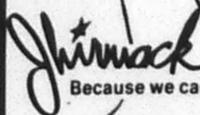


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May 6 I.U.P.U.I. Campus. to
7 p.m. 1300 West Michigan St., Indianapolis All

Learning in the City offers management seminar

Learning in the City will offer a seminar in Management by Objectives, Tuesdays and Thursdays, noon - 1 pm, May 9 through June 1. The seminar will be taught by Gary Benson, DBA, director of personnel, City of Indianapolis and will meet at One Merchants Plaza, South Building, Room 465. Tuition for the seminar is \$20 and registration is available through May 5 at Learning in the City's offices, 155 E.

Market St., Suite 816. Further information may be obtained by calling Learning in the City at 264-3586.

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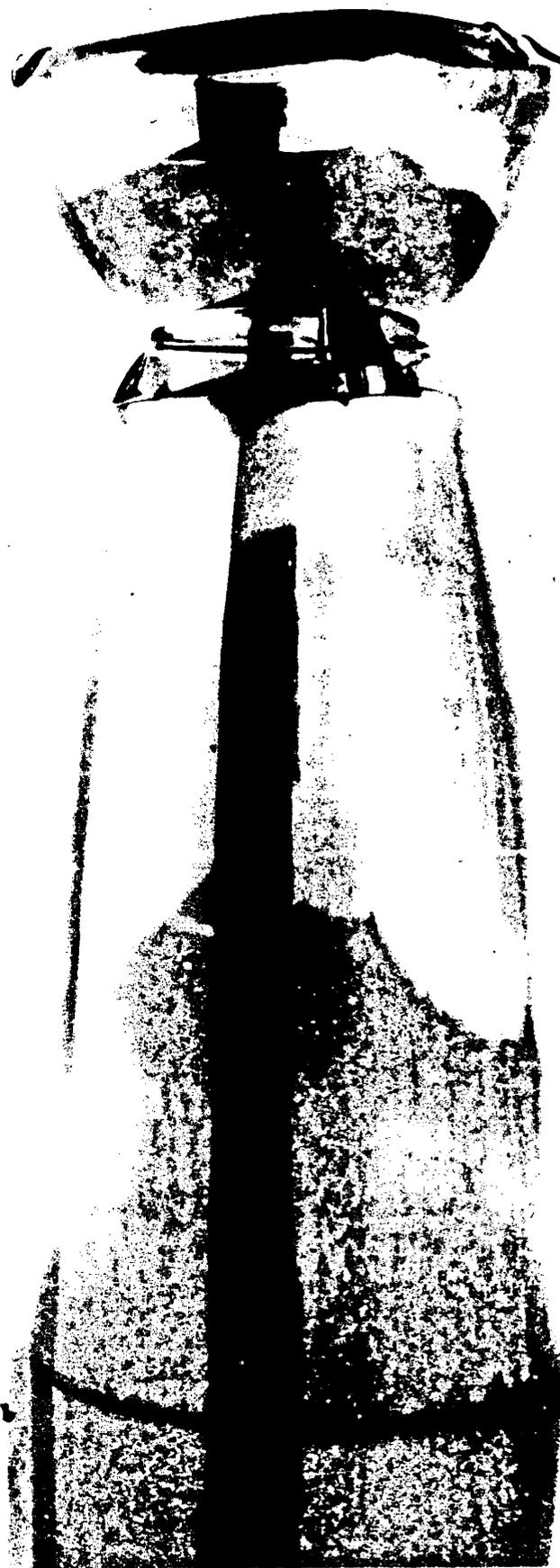
Gray Lady Down PG

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Gray Lady Down PG

Richard Burton
Equus R

No Children Under Four



Herron student Nich Logsdon recently won an Indiana Artist-Craftsmen Award for his "Decanter with Vessel Stopper" of sterling, 18-karat gold and 24-karat gold plate. Some 417 objects were submitted for possible inclusion in the Indiana Crafts '78 exhibition, which runs through May 29 at the Indianapolis Museum of Art. (photo courtesy of the IMA)



Get Hooked on REO!

Since the release of their last live album, "You Get What You Play For," almost a million fans have jumped on the REO Speedwagon.

Now their first new studio album in almost two years is here. "You Can Tune a Piano, But You Can't Tuna Fish" burns up the track with hard-driving rhythms and tight vocal harmonies. And it delivers the kind of guts, passion and excitement that REO brings to their stage performances.

REO Speedwagon's "You Can Tune A Piano, But You Can't Tuna Fish." It's no fluke. On Epic Records and Tapes.

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Mincer pipes carve niches in history



This is how it all begins. Looking more like a rock than a piece of fine imported briar, this is the way a briar root looks before being transformed into a quality pipe.

by M. William Lutholtz

This story begins in the sandy Mediterranean soil of Greece, Algiers, Turkey or Libya. It begins with a small bush whose roots are prized for their incredibly tough consistency.

Boiled and then aged, the roots make some of the finest pipes in the world. Some of that wood ends up at the Tracy Mincer Pipe Co. here in Indianapolis.

My father says that anybody can make a smooth pipe, but it takes a real artist like him to make a good carved pipe. I agree with him." So says Claude Stuart, Jr., 29, explaining the philosophy of the Tracy Mincer pipes.

"A smooth pipe has less exposed surface wood and it is slower to cool. A carved pipe allows the bowl to cool faster and smoke smoother. That's why most of our pipes are carved," he says.

The company was started in 1929 by Tracy Mincer as Custombill Pipes, Inc. The pipes Mincer made quickly caught on with the world. For the past half-century, they have been enjoyed by such people as Clark Gable, Paul Whiteman, Bing Crosby, General Douglas MacArthur, Joseph Stalin, Arthur Godfrey, John Payne and Gerald Ford.

Claude Stuart, Sr. began working for Mincer in 1939 and eventually purchased the business in 1965 when Mincer died. Since then, the Tracy Mincer Pipe Co. has been a Stuart family operation, known for the consistent quality of its fine pipes.

Today the business turns out about 180 pipes each month, ranging in price from \$7.50 to \$500, all of them made from briarwood aged between 18 months and 40 years.

Once, the operation was much larger.

"It was during the war," recalls Claude, Sr. "Europe was pretty well shut down. None of the European companies were able to turn out pipes. The few that could, weren't able to deliver their pipes."

"So we started getting orders from all over the world, supplying everyone with pipes. At the peak, we had 200 employees and we made over 4,000 pipes per day."

The big moment for the company came near the end of the war when they were commissioned to craft a special pipe for Franklin Roosevelt to give to Joseph Stalin at the Yalta Conference.

The final product is an amazing piece of craftsmanship which features Stalin playing chess with Uncle Sam. The last pieces ring the rim of the bowl. On the board, the four remaining chessmen are in the no-win position of a stalemate.

Stuart worked with the team that created the pipe. It is now on display in one of the U.S.S.R. state museums in Moscow.

Not all of their time is spent making tubes for world leaders. Claude, Jr. explains that most of their commission work now consists of "company

logos, individuals' names and initials. We do a lot of that kind of thing."

To the average person, a pipe is simply a pipe. They all look fairly much the same. They hold tobacco which they can all burn without burning up themselves. Some of them look better than others.

To go beyond that simple understanding of pipes, you might find yourself slipping into pipe-smokers' jargon. Words like half-bend, full-bend, bulldog, apple, Canadian, short-shank and long stem begin creeping into your conversation.

Before you know it, you're well on your way to becoming a pipe snob. And the world of pipe smokers is full of such snobs.

On the other hand, pipe smokers comprise one of the world's great democracies. Pipes are enjoyed by everyone from the lowliest sharecropper with his corn-cob pipe to the highest-ranked statesman—with a broad spectrum of folks in the middle.

At Mincer's you can watch the complete cycle of the pipe-making process. Beginning with a rough-hewn block of briar, a primary shape is cut and two holes are drilled, one for the bowl and one for the stem.

On a succession of drilling and sanding machines, the block progresses into the first shape that is recognizable as a pipe. At each point along the way, the wood is checked for faults and a decision is made whether or not

to continue with it or to discard the block as scrap.

"About 40 percent of every bag we get is scrap," says Claude, Jr. "The briar grows in very sandy soil and so you often find faults where the sand deposits have grown into the wood. Sometimes you can cut or sand past them. But sometimes you'll uncover five more faults while you're trying to sand past the first one."

If the wood is good, it is fitted with a hard rubber stem and the carving process continues, shaping both stem and pipe together. Most of the Mincer pipes have carved designs on the outside of the bowl, each one etched by hand with the aid of a high-speed drill.

"You never really know how good a pipe is until you're finished with it," says Claude, Jr. "Sometimes, though, you'll see an interesting pattern developing in the briar as you carve it. You stop and if you can see that it is really good briar, then everything stops."

"You look it over and begin to work with it. Some of it is guesswork and some of it is intuition. You can see how it ought to be. If that is the case, you stop and finish the pipe yourself."

The younger Stuart showed me his favorite pipe in the shop, a large-bowled, straight-grained beauty with a natural intricate "birdseye" pattern in the wood grain on the top of the bowl. The price tag reads "\$175."

"You've got to understand that a

perfectly straight-grained pipe like that comes along maybe once in every 50-75,000 pieces of briar. And then, that one you find may have sand flaw in it. This one doesn't. It is absolutely perfect. Even the inside of the bowl has the straight grain.

"At \$175 it is cheap. If you went up to, say, Iwan Ries in Chicago, you'd probably find a pipe like that with another zero after the last digit. And that would be reasonable, too."

"I've always said that the guy who buys that pipe gets me along with it. And I like to eat a lot."

Staining and polishing complete the cycle of pipe-making. After that, the pipes are priced according to the quality of the briar, the style and size of the pipe and the amount of work that went into each one.

Some of the pipes are sold in the three Mincer pipe shops around Indianapolis. Others are sold through their mail-order catalogue operation. Still more pipes are sold as the Stuarts take their wares on the road to trade and craft shows around the country.

How does a Tracy Mincer pipe compare to the "drugstore" variety?

"Most of the drugstore pipes are made by a process of grinding scrap briar into a fine dust and then compressing it into a mold. Then they take a photographic finish and transfer it onto the wood, just like they make wood-grain paneling," says Claude, Jr.

"They stamp 'Made From Imported Briar' on the side of the pipe and they really aren't telling a lie. They just aren't telling you how it was made."

"The difference is in how their 'briar' smokes. It isn't as porous as carved briar so it doesn't smoke as cool. Then they dip it in shellac or even paint and the prevents the wood from breathing."

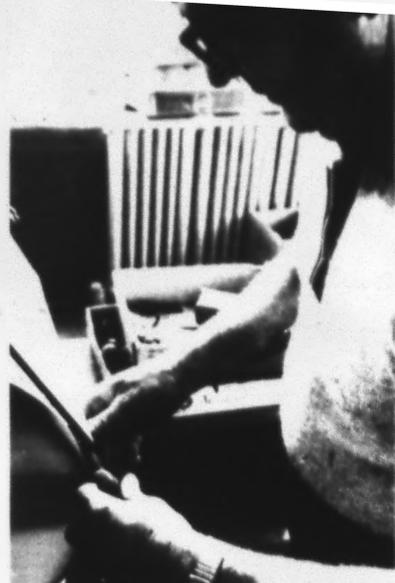
"Most of them have to use either a paper or metal filter because the wood can't absorb the juice from the tobacco. If it is a metal filter, it naturally heats up and the stem gets just as hot as the bowl. This means that the smoke itself is hotter."

"By the time you've done all this to a pipe, these really isn't anything you can do to avoid having a hot smoke."

"This is why we carve all of our pipes out of individual blocks of wood with no metal inside them. It is also why our pipes smoke cooler."

Both of the Stuarts work at their pipe company on a part-time basis, supplementing their incomes from foundry work. Claude, Jr. has his sights set beyond the foundry work, though, as he recently received his degree from the Indiana University School of Business at Indianapolis.

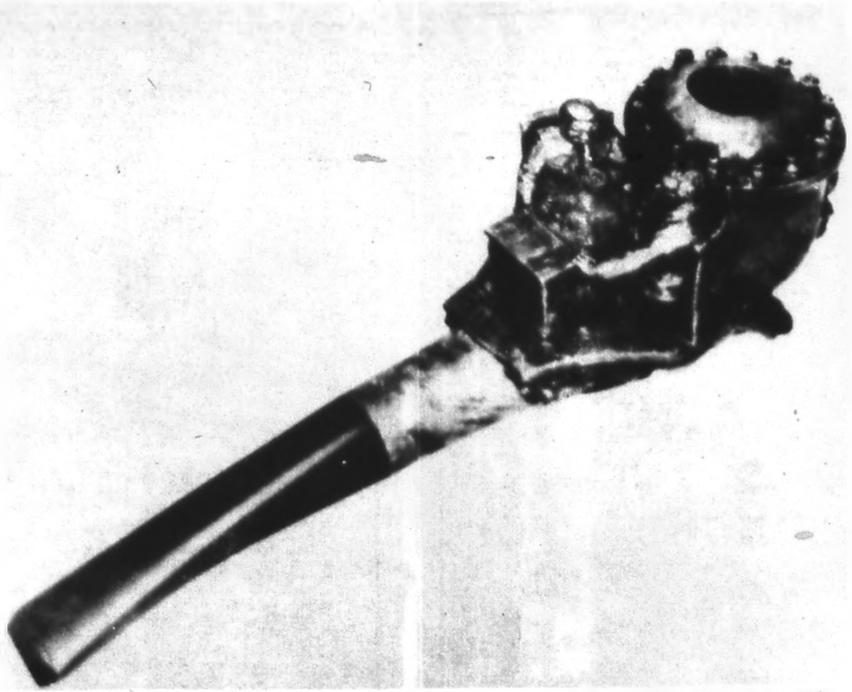
"I've got my resume out and I'm waiting to hear from some companies," he says. "But in the meantime, I'm down here making pipes."



Claude Stuart Jr. puts a fine polish on a pipe using a high-speed circular buffing machine.



Claude Stuart Jr. slowly turns a pipe on the drill, etching a designed carving into the panels of the bowl and the shank. More unfinished pipes are seen in the box next to the drill.



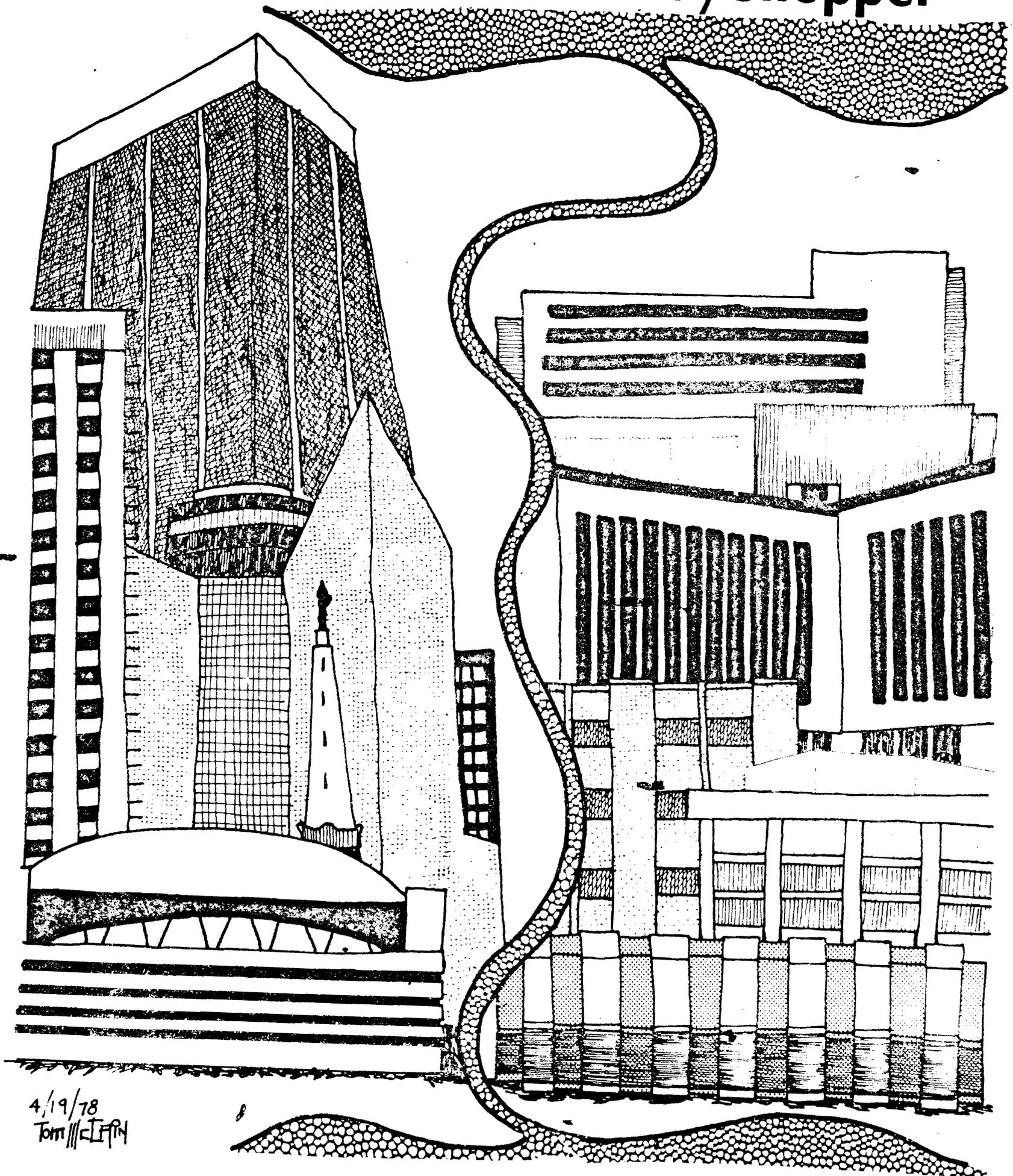
This is the special commissioned pipe which Roosevelt presented to Joseph Stalin at the Yalta Conference. The figures are Stalin and Uncle Sam playing chess. The last pieces ring the rim of the bowl. The remaining four pieces on the

board are in the no-winning positions of a stalemate. The actual pipe, about six inches long, is on permanent display in Moscow. (all photos by M. William Lutholtz)



The finished product. In this case it is the \$175 straight-grained briar. Others run from \$7.50 to \$500.

Sagamore Downtown Indy Shopper



4/19/78
Tom McElroy



Canon of Proportions

Recently reproduced in

expensive hand gold

Custom Designing

Business Forms

Goldsmithing

Jewelrymaking

Robert S. Carter

Sublimator and Engraver

 Editors **GOLD** & **MANDREL**



 Welcome to the Sagamore's Downtown Indy Shopper—a direct result of the IUPUI Downtown Express. The Express began this past February through a cooperative venture by IUPUI's administration and the Commission for Downtown Indianapolis.

Two Metro coaches run circuitous routes on 15-minute schedules from our downtown campus and the downtown Indianapolis area. And it costs only 10¢ one way to ride them. Take the Shopper—and the Express—downtown and take advantage of what wares are to be had.



Subshop

Downtown Express Special

\$1 off price of a whole sub sandwich or Sicilian pizza with this coupon.

Good only at
 225 N. Delaware
 634-9266

Open 11 am-11 pm Mon.—Sat.
 Offer expires May 20, 1978



LA TOUR

A panoramic view of Indianapolis from 35 floors above. Enjoy superb French dining in quiet elegance. Luncheon served Monday through Friday. Dinner nightly except Sundays.

TWILIGHT DINNER
 served from 5:30 to 7:30
 A full four-course Dinner for only \$95 per person.

Reservations 835-3535
 35th Floor Indiana National Bank Tower
 Free dinner parking

6 Consecutive Years Holiday Magazine Award winner, and 4 consecutive years Business Executive Dining Award.



"THERE ARE TWO FORCES THAT CAN CARRY LIGHT TO ALL CORNERS OF THE GLOBE: THE SUN IN THE HEAVENS AND THE SAGAMORE DOWN HERE."

Sagamore
 the IUPUI newsmagazine
 925 West Michigan Street
 Indianapolis, Indiana 46202

News 264-4008 Advertising 264-3456

"LARGEST LUGGAGE SELECTION ANYWHERE"
 Your DOWNTOWN haven for Luggage, Business Cases, Handbags, Personal Leather Goods, Games and Fine Gift Items for Every-one in the Family!

A FREE GIFT - To introduce you to our store, bring in this ad, and with any purchase of \$10.00 or more, you will receive a SURPRISE Gift item valued at \$10.00 or more!

(This offer expires May 10, 1978)
Store Hours: Mon.-Sat. 9:00-5:30
Thurs. 9:00-8:30
 Use your VISA, MASTERCARD, AMERICAN EXPRESS
 Free Customer Parking Next Door
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 Tel.: 638-8822



Brenner Luggage
 SINCE 1924

PSSST!!

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your best image people

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THERE'S A NEW LEVEL OF ACCURACY
AND ELEGANCE IN QUALITY WATCHES.
SEIKO QUARTZ.



No. CZ030M—\$215.00.
98.2 ft. water tested.
Yellow top/stainless steel
back, textured gilt dial.

No. YJ006—\$195.00.
Yellow top/stainless steel
back, HARDEXLX mar-resist
crystal, brown dial.

Seiko pioneered quartz and now expands the boundaries of timekeeping with its superb new Quartz Collection. For men. For women. There are boldly colorful dials, trilingual day/date settings, ultra-thin dress models, Multi-Mode LC Digitals with continuous time readout and innovative multiple functions. And, of course, the elegant Lady Seiko Quartz Collection.

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Fine Jewelry Center
STORE HOURS:
Monday-Saturday
9 a.m.—5 p.m.



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Right @ Monument Circle
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BankAmericard—Master Charge
Shoppers Charge—American Express

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now perched atop the 35th floor of
the Indiana National Bank Tower
Enjoy Cocktails, Luncheon, Dinner and much more.
Dancing amid the stars and live entertainment nightly.

Open Monday through Friday 11 a.m. to 1 a.m.
Saturday—6 p.m. to 2 a.m.
Free Parking in Bank Garage after 5 p.m.

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SUBSHOPS No. 17

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10: A.M.—6 P.M.

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Located in Washington Towers Bldg.
(50 ft. from the bus stop)

Submarine Sandwiches
Pizza by Slice or Whole

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MEDICAL CARE COUNSELING
CHILD PLACEMENT DESIRED
LIVING WITH US IS OPTIONAL

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Suemma Coleman Agency

Adult Education Information Center



155 E. Market Street, Suite 809
Indianapolis, Indiana 46204
(317) 264-FIND (264-3463)

WHAT IS THE CENTER?

The Adult Education Information Center is:

1. Information on all types of educational opportunities in Indianapolis, including:
Adult Basic Education (ABE)
General Education Development (GED)
Undergraduate and graduate courses and programs
Vocational Training
Apprenticeships
Personal Development
and many others.
2. A counseling and testing center to aid adults in determining their educational and occupational interests and goals.
3. A referral center to help with questions about financial aid and social support services.

Call the Center

Monday—Friday 8:30 AM - 5:30 PM

And A Counselor Will Be Happy To Assist You.

A PROJECT
OF THE CONSORTIUM FOR URBAN EDUCATION

Shopper Supplement

Hop the Downtown Express
It costs a dime,
It saves you time,
And you can give your car
a rest.



4 E. Washington
(10 steps from the Express bus-stop)
Buy one cone, get one cone free
of equal value.

Broski's 33 FLAVORS
Ice Cream Shop



IUPUI End-of-Year Celebration Sale



VAC o REC

reg \$29.95 sale **\$18.97**
Vacuum cleaner for your records, for distortion free music

EXPIRES MAY 15, 1978
PRICES GOOD W/COUPON ONLY



NORTRONICS OM-4

reg \$34.95 sale **\$21.95**
The total package you need to take care of your recorder

THE TAPE MATE KIT

EXPIRES MAY 15, 1978
PRICES GOOD W/COUPON ONLY



DIRECT to DISC RECORDS

reg \$15.95 sale **\$8.95**
If you like super clean-sounding records, try a DIRECT to DISC

EXPIRES MAY 15, 1978
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WATTS TDB DUST BUG

reg \$7.99 sale **\$4.99**
Protect your stylus, let the DUST BUG clean the grooves in your records.

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KOSS HV/ILC

reg \$54.95 sale **\$34.95**
High velocity stereophone with volume controls

EXPIRES MAY 15, 1978
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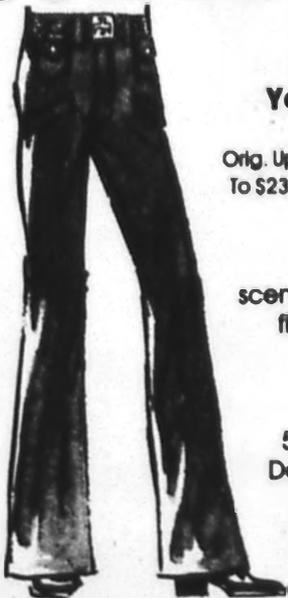


SCOTCH DYNARANGE CASSETTES

reg sale
SC 90 \$2.49 **\$1.28**
SC 80 \$1.99 **\$.98**

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WASSON'S - GOLDBLATT'S



Famous Brands Young Men's Jeans

Orig. Up To \$23

9.99

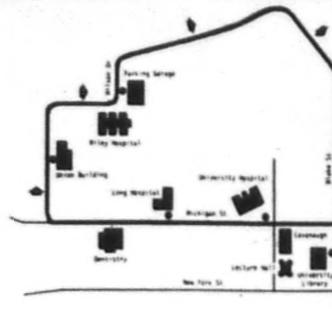
If you're into the "disco" scene and enjoy that "male" fit you will want to choose several pair. Assorted denim styles in sizes 28-36; also ladies sizes 5-15. Come see us in Indy Downtown for just 10¢ fare on the IUPUI Downtown Express from 10:30 - 4:15 daily.

Famous Brands Young Men's Tops \$14-\$18 Vals.

7.99-9.99

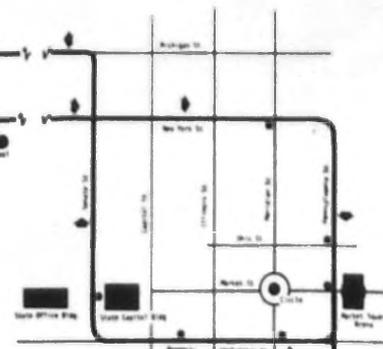
Terrific tops for jeans or casual wear. Solids and prints; short or long sleeve styles. Sizes S-M-L-XL

Indy Downtown Only.



IUPUI - Downtown EXPRESS

133 So. Penn
635-5453
M—F 9 am—5:15 pm
Sat 10 am—2:30 pm



GRAHAM ELECTRONICS

IUPUI Downtown Express Departure Times



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Donald E. Nichols Jewellers

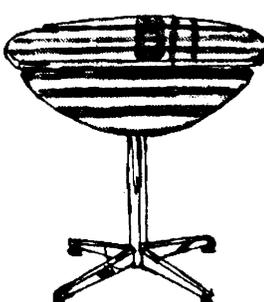
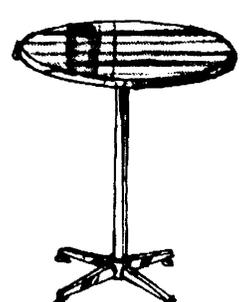
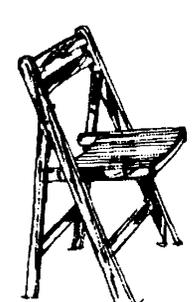
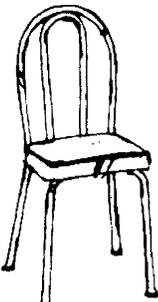
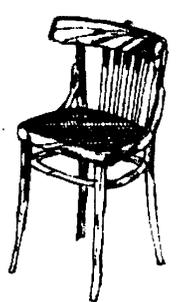
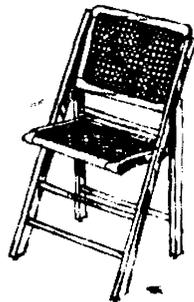
632-3886
Second Floor—L. Strauss Department Store
41 W. Washington

Shopper Supplement From IUPUI

Michigan St. & Agnes	Michigan St. & Barnhill	Student Union Building	Wilson Dr. Garage	Michigan St. & Blake St.	Law School
AM	AM	AM	AM	AM	AM
10:30	10:31	10:32	10:34	10:39	10:40
10:45	10:46	10:47	10:49	10:54	10:55
11:00	11:01	11:02	11:04	11:09	11:10
11:15	11:16	11:17	11:19	11:24	11:25
11:30	11:31	11:32	11:34	11:39	11:40
11:45	11:46	11:47	11:49	11:54	11:55
PM	PM	PM	PM	PM	PM
12:00	12:01	12:02	12:04	12:09	12:10
12:15	12:16	12:17	12:19	12:24	12:25
12:30	12:31	12:32	12:34	12:39	12:40
12:45	12:46	12:47	12:49	12:54	12:55
1:00	1:01	1:02	1:04	1:09	1:10
1:15	1:16	1:17	1:19	1:24	1:25
1:30	1:31	1:32	1:34	1:39	1:40
1:45	1:46	1:47	1:49	1:54	1:55
2:00	2:01	2:02	2:04	2:09	2:10
2:15	2:16	2:17	2:19	2:24	2:25
2:30	2:31	2:32	2:34	2:39	2:40
2:45	2:46	2:47	2:49	2:54	2:55
3:00	3:01	3:02	3:04	3:09	3:10
3:15	3:16	3:17	3:19	3:24	3:25
3:30	3:31	3:32	3:34	3:39	3:40
3:45	3:46	3:47	3:49	3:54	3:55
4:00	4:01	4:02	4:04	4:09	4:10
4:15	4:16	4:17	4:19	4:24	4:25

From Downtown

Meridian St. & New York St.	Pennsylvania St. & Ohion St.	Pennsylvania St. & Market St.	Washington St. & Meridian St.	Washington St. & Capitol St.	State House
AM	AM	AM	AM	AM	AM
10:45	10:47	10:48	10:50	10:51	10:53
11:00	11:02	11:03	11:05	11:06	11:08
11:15	11:17	11:18	11:20	11:21	11:23
11:30	11:32	11:33	11:35	11:36	11:38
11:45	11:47	11:48	11:50	11:51	11:53
PM	PM	PM	PM	PM	PM
12:00	12:02	12:03	12:05	12:06	12:08
12:15	12:17	12:18	12:20	12:21	12:23
12:30	12:32	12:33	12:35	12:36	12:38
12:45	12:47	12:48	12:50	12:51	12:53
1:00	1:02	1:03	1:05	1:06	1:08
1:15	1:17	1:18	1:20	1:21	1:23
1:30	1:32	1:33	1:35	1:36	1:38
1:45	1:47	1:48	1:50	1:51	1:53
2:00	2:02	2:03	2:05	2:06	2:08
2:15	2:17	2:18	2:20	2:21	2:23
2:30	2:32	2:33	2:35	2:36	2:38
2:45	2:47	2:48	2:50	2:51	2:53
3:00	3:02	3:03	3:05	3:06	3:08
3:15	3:17	3:18	3:20	3:21	3:23
3:30	3:32	3:33	3:35	3:36	3:38
3:45	3:47	3:48	3:50	3:51	3:53
4:00	4:02	4:03	4:05	4:06	4:08
4:15	4:17	4:18	4:20	4:21	4:23
4:30	4:32	4:33	4:35		

 <p>Otto Gerdeau 36" Drop-leaf Formica butcher with chrome base</p> <p>REG. \$79 \$75</p>	 <p>Otto Gerdeau 30" round Formica butcher table with chrome base</p> <p>REG. \$49 \$44</p>	 <p>Otto Gerdeau wood slat folding chair in natural or walnut finish</p> <p>REG. \$20 \$17</p>
 <p>White painted metal chair with white vinyl cushioned seat</p> <p>REG. \$25 \$19</p>	 <p>Otto Gerdeau cane seat chair with natural or walnut finished hardwood frame</p> <p>REG. \$49 \$39</p>	 <p>Folding chair with cane seat and back</p> <p>REG. 49 \$39</p>

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 Offer good through May 1



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Shopper Supplement



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 260 270 280 290 300
 310 320 330 340 350
 360 370 380 390 400
 410 420 430 440 450
 460 470 480 490 500
 510 520 530 540 550
 560 570 580 590 600
 610 620 630 640 650
 660 670 680 690 700
 710 720 730 740 750
 760 770 780 790 800
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 9960 9970 9980 9990 10000

- Seema Coleman
- Teller's Capp N
- Tracy Milner R
- Washington Towers S
- Window Jewelry T

Downtown Express Route & advertisers locator map

- Gold Mandrel F
- Graham's Electronic Supply G
- Greiner's Submarine Shoppe H
- Greiner's Submarine Shoppe No. 17 I
- H.P. Wasson's J
- Hoosier Photo K
- Hi-Tal Imports
- La Taze N
- Learning in the City O
- Lytic Records P
- Millican Q
- Metro

- Beiler's Health Foods A
- Brenner's Luggage
- Breker's Ice Cream C
- Coca Cola
- Donald E. Nichols Jewellers D
- 5th Amendment E



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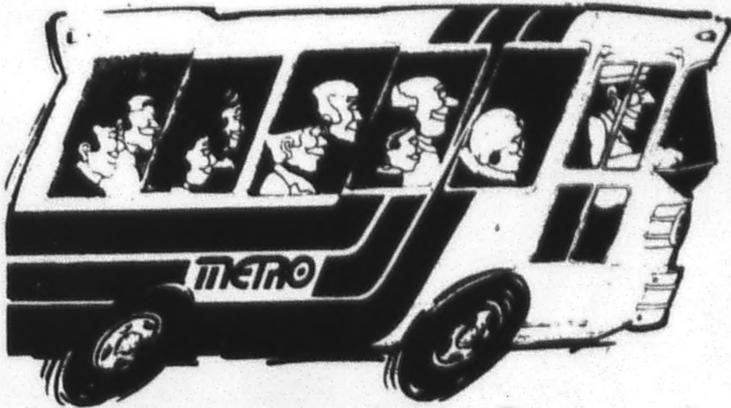
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Midwest Arts Gazette

The Sagamore's Guide
To Entertainment
In Indianapolis

'Rock and Roll' a sure bet for '78

Rainbow
Long Live Rock And Roll
(Polydor-6413)

by Tom Lanham

Back when master guitarist Ritchie Blackmore was touring with his group Deep Purple, he met and became friends with Ronnie Dio, the lead vocalist of Purple's warm up band, a group called Elf. Ritchie and Ronnie found they had several interests in common: their love of the occult, the medieval and the macabre. The results of that friendship materialized when Blackmore left Deep Purple and decided to form his own band on his own terms. Of course Ronnie was willing and able to fill the bill of singer. Several other musicians were added until Ritchie felt it was time to record an album. Ritchie Blackmore's Rainbow was released in '75 and rock and roll will never be the same.

Shortly after the record's release, Ritchie fired most of the members of his bands, keeping only Ronnie. Replacements were not hard to find, and Tony Carey (keyboards), Jimmy Bain (bass) and Cozy Powell (drums) were invited to join the group. A second Lp was readied (Rainbow Rising) and the band went on tour. Touring proved to be irritating to Blackmore, and he became disenchanted with the musical capabilities of his fellow musicians. He fired Jimmy Bain because he felt he was

too incompetent and just couldn't keep up with Rainbow's breakneck pace. Bain had told the press that he was scared of Blackmore and the powers he thought he possessed. He gave one example of Ritchie's humor, citing the time when his bed caught on fire for no apparent reason. Blackmore always wears black on stage and has candles with him almost everywhere.

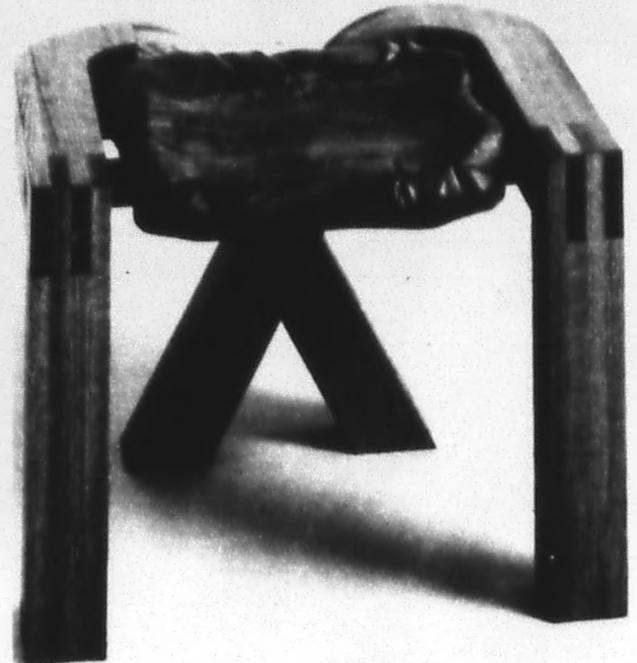
After the release of On Stage, their double record live set, the band laid low for awhile and then isolated themselves in an ancient European castle for the recording of their fourth Lp. Cabin (or castle) fever got to Tony Carey, (who had had enough of Ritchie and his strangeness) and he packed his bags and left. The essence of Rainbow remained though, and new men were soon recruited (Bob Daisley on bass and David Stone on keyboards) and recording went on.

The results of those sessions are available in your record stores now in the form of a sizzling hot disc called (appropriately) Long Live Rock And Roll. The Lp opens with the title cut, a blistering ass-kicker that pounds into your skull like a lead pipe. Dio's growling snarl complement the electric whines of Ritchie's guitar perfectly, making a roaring cauldron of rock boil over and pour into your speakers. The gothic image appears

on the second cut, "Lady of the Lake" in which Ronnie becomes a rock 'n' roll King Arthur looking for the fabled sword Excalibur. The best tune on the album, "L.A. Connection," pummels a bass-line riff into your mind until you suddenly find yourself singing along to the catchy tune. The powerhouse "Gates of Babylon" ends side one with Dio howling. "The power of what has been before/rises to trap you within/A magic carpet ride, a genie, maybe more/A city of heavenly sin/Sleep with the devil and then you must pay/Sleep with the devil the devil will take you away."

Side two starts off with the same song that kicked the live Lp into gear, a fast mover called "Killed the King." Life is just a chess game after all, huh folks? The macabre fetish is evident in "The Shed," a nice little ditty all about your friendly neighborhood Jack the Ripper who walks the streets late at night looking for victims. "Sensitive to Light" follows, leading right into the blues extravaganza "Rainbow Eyes." Ritchie never sounded better than in his interpretation of this song.

Perhaps a final breakup will destroy the enigmatic guitarist and his group forever. Perhaps they'll go on to achieve all that is possible for them to and hit the stars. Either way Rainbow is a sure bet for a good rock in '78.



"Seat," a sculpture made of cherry, red oak and walnut, won its creator, Herron student Stephen Bradshaw, an Indiana Artist-Craftsmen Award at the Indiana Crafts '78 exhibition currently at the Indianapolis Museum of Art. The exhibition, which includes 166 craft objects made by Indiana artists, will remain at the IMA through May 29.

Babys play nice music

by Greyson Stoehr

Before they hit the stage, one can imagine the thoughts of a rock and roll crowd to the expectations of a group called the Babys.

"People don't understand what it is, like gigs tonight," said lead singer and bassist John Waite. "I'm sure there's a few thousand people expected the Rollers."

Michael Corby, keyboards, chimed in. "The Speedwagon audiences thought a Roller-type situation about to arrive on stage, and not being very happy about it. But we can show them what we do. If we can deliver, they will."

Most have not familiarized themselves with The Babys, due to the exceptional beauty of both the production of their albums and their personal appearance. "I think that's true, it doesn't surprise me at all to hear we're our worst enemies in that respect," laughed Michael.

Walt Stocker continued, "That's what we are, you know. It would be easy to all grow beards and just try to play boogie all night. We are what we appear to be. So you better be who you are and be honest about everything you say."

"It's just going to take a lot of live gigs to break through that barrier and people thinking it's really you," finished John.

Four very pretty Englishmen walked out on stage and proved appearances weren't everything. Friday's concert was the largest they'd

played to date and they were determined to win the audience over that barrier. Tony Brock laid down a very powerful rhythm on drums, backed by Waite's bass. On top of so solid a foundation, Michael Corby alternated synthesizer and keyboards with punctuations of rhythm guitar. Stocker, who plays guitar in traditional English rocker fashion, lead the music on with striking rises and falls, runs and flourishes.

The music was culled from both The Babys and Broken heart, the band's earlier releases. All traces of over-production were eradicated as they played straight rock, necessary musical landmarks provided in tandem between Michael and Walt. And through it all, John's voice was the compass by which they sailed.

The major power in The Babys lies in strong but diverse musical backgrounds. "We're just four guys playing nice music that's just held together as a four-man team," said Walt. "The four different sounds that we make, make up our sound. The four different ways that we play also take that sound somewhere else."

"We're a rock band that's a little hard to categorize and pigeon-hole, and the longer it stays that way, the better we like it," stated Michael.

"We're the only band I can think of with this kind of music," agreed John. "It's got a lot of melody, but we can rock out. It's heavy music." It honestly is, and Market Square appeared to agree.

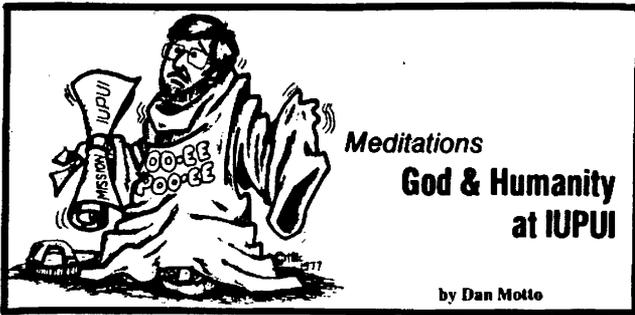
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**Meditations
God & Humanity
at IUPI**

by Dan Motto

"God. God. This is Daniel, your prophet at IUPI."

"Yes, mini-minor."

"Oh, I thought maybe you might consider promoting me. I mean, I did figure out that what you wanted me to do was to tell people they were supposed to love this place."

"You're lucky I don't expand "mini" to "miniscule." First of all, you didn't figure it out until I told you—how many times? (I'm good at sparrows and hares but you...) Second, I haven't noticed you telling anyone!"

"Oh well, you see, I thought if you made me a real prophet—you know, gave me a really complex vision, or maybe some charismatic demeanor—well, you see, who notices a mini-minor prophet? If I just had some status, or some power, people would pay attention."

Long pause, wherein God is heard to sigh several times. Finally:

"Daniel,..."

"Yes?" (expectant and hopeful)

"I really don't know why I picked you. I'm not known to make mistakes so I must have had a good reason..."

"Yes, God." (Daniel fidgets, realizing this conversation doesn't sound like a prelude to promotion.)

"Daniel, I shall be direct. You are not the point. People aren't supposed to pay attention to you. It is not the prophet who is important it is the message. No body is important except as everybody is important. To love an institution..."

"Yes, yes. I was going to ask that question..."

"(Sigh) To love an institution you have to see everybody in it as necessary to it: The administration, the custodians, the counselors, the students (and not just in general) all those people in particular—the ones who seem short sighted, the power people, the ones who get under your skin, the brown noses, everybody. All those people belong—no—are needed to make an institution dynamic and vital. Any institution (like OOEEOOEE) is analogous to the individual needed to produce a vital society... and the world, etc. I designed it so it all hangs together, see! And when particular people are discounted it short-circuits the whole thing."

"Oh."

"I know that teaching would be easier if students didn't ask dumb questions. Buildings could be kept cleaner if no one ever entered them but the janitors. Student government would work better if no one was apathetic or late to meetings or whatever—but that's not the way it really works."

"What works is accepting people, caring for them for who they are. Therefore: 1) You don't need a promotion because it will do everyone good to have to cope with you as you are—including you—and 2) ditto for everyone else and 3) won't you be surprised at what happens to old OOEEOOEE when that begins to happen? And 4) when, just when, are you going to get around to telling people?"

"Oh, oh... soon, right away. Just one thing, where do you want me to stand when I say it?"

"Daniel! Minuscule, minuscule, minuscule!"

'Unmarried Woman's' message soft

by Jo Eileen Meyers Sharp

In a grungy section of SoHo, two fashionable NYC eastsiders meet for lunch. But neither is hungry. They decide to go for a walk. Through tears and blubbery speech, Martin Benton confesses to his wife Erica that he loves another woman. And so begins what has to be one of the most timely and well done films of today, *An Unmarried Woman*.

Martin's (Michael Murphy) confession hits Erica (Jill Clayburgh) like the proverbial ton of bricks and, after she vomits on the street, the audience sees the flowering of a truly beautiful, total woman.

An Unmarried Woman is really about women and how they view themselves in both married and unmarried situations. The film is a sensitive statement about women's options in life and Clayburgh brings to the screen a real person faced with real problems but who comes through it all as an enviable person. The envy is not of her situation or her pain but of her growth. Clayburgh's Erica is

literally torn from her cocoon of safety and confronted with learning how to make her way in society by being alone.

Erica's growth is facilitated by her women's awareness group and the support of her 15-year-old daughter, Patty, but the real blossoming comes through the help of artist Saul Kaplin, played by Alan Bates.

The story is long in getting Erica to find out that she is OK but it is well worth the wait. The film is real. The events, the feelings, the people and the situations the film portrays are real. The crises occur daily in every city from Moline to London. Only how these crises are handled by the people varies.

Erica has known (both meanings apply here) only one man for the last 17 years of her life (she is 38) and her curiosity sends her into the arms of Cliff Gorman (Charlie), an artsy type who has been after her body for years. But the round on the mattress is her idea. His cautions of never falling in love with his women and how he is

only interested in sex are humorous and ironically smack of double standards when she shuts the door in his face and tells him never again.

Her second adventure, although still "empty" at first, turns out a little better. Alan Bates provides enough options for her that she can make the decisions without feelings of guilt.

Perhaps what makes this film so powerful is the fact that it doesn't have a fairy tale ending. In fact, many would consider the ending a surprise unless they have a basic understanding of what the film is trying to say.

Easily classified as a statement film, *An Unmarried Woman's* message is soft spoken but nonetheless there. For women, the film is a reinforcement that the life they chose to live is all right if it is good for them. For men, the film shows a side of women most probably never consider. If studied carefully, *An Unmarried Woman* could be a fulfilling experience for all. The film is one whose time is long overdue. Recommended highly.

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Hooslers...

"Our Hoosier Speech" will be the topic of a talk by Alan Huckleberry, chairman of Ball State University's speech department today, April 26, in Cavanaugh Hall, Room 119. This talk is the second semi-annual lecture in speech sponsored by the Department of Speech-Theatre-Communications.

Huckleberry, a world-renowned authority on phonetics and linguistics, has written several widely-used speech and phonetics textbooks and is past president of the Indiana Speech and Hearing Therapy Association. In addition to delivering his talk, Huckleberry will also serve as a judge at Speech Night finals at 8:15 pm in the Lecture Hall, Room 101.

Hamburgers...

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Sports

Metro b-ball captains elected

By Ann Miller

Barry Gowdy and Mike Duerson have been elected co-captains for the 1978-79 Metro basketball season by their IUPUI teammates.

Gowdy, who will be a junior next year, is the son of Mrs. Florence D. Wilson of Inglewood, Calif. While in high school in Inglewood, Barry won

many accolades in both basketball and track, winning an athletic scholarship to Whittier College. Later, he transferred to IUPUI, where he was first guard off the bench behind starters and last year's co-captains Bill Finley and Dale Slaughter. Gowdy is a business major planning a career in marketing.

Duerson, a native of Muncie, is the son of Mr. and Mrs. Arthur Duerson. He led then top-ranked Muncie North High School in both rebounding and assists his senior year. An honor student, he also participated in cross-country and football. In his first collegiate campaign, Duerson put in a lot of playing time for the Metros before an injury sustained in late December put him out for the rest of the season. Mike, a sophomore in 1978-79, is an engineering major with his eyes on law school after graduation.



Barry Gowdy



Mike Duerson

Table tennis...

The First Annual Northeast Table Tennis Tournament, sponsored by the Indianapolis Department of Parks and Recreation, will be held Saturday, April 29, at the Northeast Community Center, 3306 E. 30th St.

The tournament is open to the public and competition will be divided into the following age groups: 13 and under; 15 to 17; 18 to 21; 40 to 49; and 50 and up. Trophies will be awarded to first and second place winners. There is a \$2 participant fee.

For further information call 546-7549.



Gregory Richards as Androcles pulls a thorn from the paw of a startled lion (Brian Preston) in the children's fable "Androcles and the Lion," to be presented on Satur-

day, April 29 (10:30 am and 2:30 pm) at the Union Building, 1300 W. Michigan St. (photo courtesy of IUPUI News Bureau)

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History of Indiana Bell Includes tricky move

by Mike Galloway

Moving a home is considered a difficult and delicate operation, requiring careful planning; but in the fall of 1930, workmen contracted by Indiana Bell faced an even more arduous task—moving the 11,000-ton, eight-story Indiana Bell building housing the company's general offices and long-distance switchboard. And service could not be interrupted.

Bell Company executives decided to move the red brick structure to make room for a new Administration Building. The Bell building was located on the southwest corner of Meridian and New York Streets, facing east, and was to be moved 52 feet south, then turned through a 90 degree arc, and finally moved west 100 feet onto a new foundation.

Work began on the project in the fall months of 1930. The building's basement was cleared of all obstructions and all gas, sewerage and water connections were replaced by sections of flexible hose. More sections would be added as the building began to move. All telephone circuits entering the building were spliced with seven cables similar to those used to run wires underwater. Each cable had 200 feet of slack to allow for the building's movement.

A concrete and steel sidewalk was built in a curve similar to the path the building would be traveling. This would allow access to the building's main entrance as the building moved. All functions—heat, lighting and elevators, as well as service—were to continue, so it was important to main-

tain entrance to and exit from the structure. A bridge constructed of steel connected the sidewalk to the building's main entrance and was moved each day once the building began to roll.

The area on which the building was moved was covered with reinforced concrete on which six-inch by eight-inch fir timbers were placed, eight inches apart from each other. Over 125,000 feet of lumber was used. The spaces between timbers were filled with sand to keep them from slipping.

Once this operation was completed, workers placed 600 tons of 80-pound rails at right angles to the timbers.

The next step in moving the building called for the building to be raised so it could be placed upon rollers. This was accomplished by using a system

of I-beams and ratchet screw jacks. (Screw jacks turn a twisting motion into a pushing motion.) Once raised, the building was placed on 4,000 three-inch by thirty-inch rollers.

At this point, the actual moving of the building began. Again ratchet screws were used—18 of them, each capable of pushing with the force of 100 tons. The jacks were supplemented by a pulling force supplied by a stationary steam engine operating through a system of pulleys. The building began to move on Oct. 14, 1930 and within a month—on November 12—the building settled on its new foundation facing New York Street.

The historic building, which attracted national attention during the move, was torn down in 1964 to make room for the present facilities.



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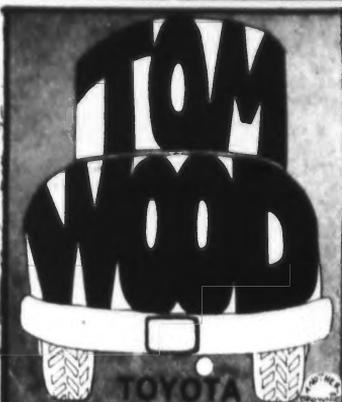
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Mountaineering #1.

1. Step one, appropriately enough, starts by selecting the correct site. To do so, pick up a bottle of Busch. This is commonly called heading for the mountains.

2. Okay, here's where the fun begins. Hold the mountain firmly in your left hand, grasp the mountain top with your right hand and twist the little fella off. There you go.

*Choose Only the Authentic Item
Recognize it by the Craggy Peaks Affixed thereto
Accept No Substitutes*

3. Now for the tricky part. Neophytes, listen up: the proper pour is straight down the center of the glass. Only in this way will the cold, invigorating taste of the mountain come to a head.

4. Once poured, pacing becomes paramount. As any seasoned mountaineer will tell you, the only way to down a mountain is slowly, smoothly and steadily - savoring every swallow of the brew that is Busch. If you're a bit awkward at first, don't be discouraged. Perfection takes practice. Soon enough, having emptied your glass and filled your soul, you too will be a mountaineer.

Fig. 1 Before Mountaineering **Fig. 2** During Mountaineering **Fig. 3** After Mountaineering



BUSCH®

Don't just reach for a beer. **BUSCH** Head for the mountains.