CAFETERIA BOYCOTT

by Bob Tschuri

Almost all students at Baruch are affected by the school's cafeterias. Conveniently situated in each of the buildings of the school, they serve as lunchrooms, study rooms, and social centers. All of the cafeterias are run by the same firm, Tasty Vending. Recently, certain individuals have joined forces to take action to lower the prices of the food in the cafeterias. A complete cafeteria boycott has been announced by these groups. Effective: Wednesday, November 21.

"It's really outrageous... they're taking advantage of us!!" says sophomore, Diane Card. Another student, Stephanie LeCale, exclaims, "The food always costs more than I want or expect to pay."

These students are referring to the food prices of the Baruch cafeterias. The cafeterias are used by a large portion of the student body, and many of them feel that certain items are priced too high. Some have already taken action. According to Al DeMarco, President of the newly-formed Committee For A Better Cafeteria, "We feel that the students are being cheated. One of the main goals of the committee is to see these exorbitant prices reduced."

Another concerned group is the Class Council Of 1963. President Mike Jones spoke for the council, "We are strongly in favor of price reductions and feel that a boycott of all Baruch cafeterias is the only solution."

Bernard Wolff, manager of the cafeterias, seemed upset when the planned boycott was mentioned, but showed no intention of lowering or even negotiating price reductions. In fact, he emphasized just the opposite—increase prices. According to Wolff, he has submitted price increase requests to the college and the increase will not be approved until next year.

When asked his viewpoints on the cafeteria situation, Freshman, Neil Weiss, summed-up the opinions of many students by saying: "Sure I know some good outside places, but who wants to leave the building on a cold, rainy day? The cafeteria is a good place to hang out. It's near almost all my classes..."

Another student, Pat Prigoda, commented, "I have short breaks and I don't have the time to go outside of the building to eat. The cafeteria prices are unreasonable, but I have no other choice."

Dean of Students, Jay Finkelstein, stated that the cafeteria is a separate concession under contract with the college. As dean, he said, he represents the needs of the students and makes all decisions with that in mind. He emphasized that he does not

Continued on page 14

Thousands See Holocaust Exhibit

College Recruiting Hits New High for 70’s

College recruiting in 1977-78 got off to a fast start in the early months of the season and finished at an even faster pace. The activity, particularly at the bacheror’s-degree level, could well have been as high, if not higher than the boom years of the Sixties according to William L. McLoughlin, Associate Placement Director at Baruch College, a participating institution in the national Salary Survey conducted by the College Placement Council.

The latest data, prepared for the final Survey report of the season, showed offers to bachelor’s recipients up 35% over last year and 90% ahead of 1975-76, considered one of the better recruiting years of the Seventies. At the doctoral level, 20% more offers were recorded than last year and almost 60% more than in 1975-76. Master’s offers did not show the same gains, rising only 3% over 1976-77; however, the increase over two years ago was almost 60%.

One factor which could be affecting the number of master’s offers in business administration reported in the Salary Survey is the growing trend toward work experience prior to obtaining the MBA degree. In as much as the master’s portion of the Survey is restricted to candidates with one-year or less of previous full-time employment, the number of MBA’s eligible to be reported in the Survey may be declining.

While the number of offers provides an indication of employer demand for college graduates, these figures should not be construed to mean number of jobs available. In a highly

Continued on page 6

by Keith Almodovar

Thousands of Baruch students jammed the lobby of the 24th Street building to see an exhibit which was sponsored by the Jewish Council of Baruch. The exhibit was entitled: "The Holocaust and Resistance: A photographic exhibit of the Holocaust years, (1933-45)."

The Holocaust which engulfed Europe in the years 1933-1945 was a powerfully historic and tragic episode for the Jewish people. Six million people were murdered by the Nazis and their collaborators, among them over one million children. The center of world Jewry, which had lain for some 1000 years in Central and Eastern Europe, was liquidated. The Holocaust claimed the lives of the Jewish people from a numerical, geographical, cultural and linguistic point of view. It is yet premature to predict how the Holocaust will affect the future development of the Jewish people.

This exhibit presented a pictorial history of the Holocaust in its agonizing reality during the years 1933-45; from the very beginning of Hitler’s rise to power, the struggle for survival, the deportation to the death camps, the resistance and heroism of the Jewish people, to the aftermath of Hitler’s “Final Solution.”

The purpose of this exhibit was to broaden knowledge and understanding, to heighten and already growing awareness, and to help in the education of both young people and old, Jew and non-Jew alike, who are unfamiliar with the facts, or who have chosen to forget the events leading to the darkest days in the history of the Jewish people.

The Jewish Council dedicated this exhibit to the memory of the six million men, women, and
They came by the thousands to the institution named Baruch. And they inquired, "Where can one go to relax or study? AND THEN A CRY AROSE AMONG THE MULTITUDES "SPACE"

OPERATION: S.P.A.C.E.

Some Places Allocated for a Cozy Environment
Not Much To Lounge About

by Amit Govil

The lack of lounges is not a new issue, rather it has plagued the college for a long time. According to students, the problem is not new or recent. Actually, it was worse in 1975 when approximately 1,000 students were enrolled and the square feet allocation of space per student was very small. Unfortunately, the situation in 1978 is not much better. A quick glimpse of the recent history of Baruch indicates that the number of lounges at the college has actually decreased. For example, until recently, there existed a substantially large lounge on the 12th floor of the 26th street building. However, it was allocated to the Law Department which moved in due to the termination of a certain lease. In addition, the lounge area in the Women's Center in the basement of 360 Park Avenue South building was used as student space.

This shortage of available lounge space, coupled with an increasing student enrollment, has further reduced the prescribed space per student at Baruch. An analysis of the current consumption of space by Baruch College reveals that, according to a Master Plan approved by the Board of Higher Education, Baruch, like any other city university, should have 625,000 square feet of net assignable space. But assignable space refers to the allocation of space for classrooms, offices, lounges, etc. and does not include space absorbed by hallways, lobbies, staircases, etc.

However, Baruch currently has available only 422,000 square feet of space, substantially less than most other city universities. In all, the college is short 203,000 square feet of space. It is interesting to analyze the areas over which the shortage of space is spread. Headling the list of the areas short of space is the office of Student Services (which includes the space allocation for lounges) which is short by 9,000 square feet. In addition, the space allocated for classrooms is short by 7,000 square feet.

In contrast, Baruch's allocation of space for administrative offices is in excess of 12,000 square feet, and for academic offices, it is again in excess of 1,000 square feet. The Master Plan indicates that all city universities should provide 100 square feet of space per student enrolled. Yet Baruch provides for only 40 square feet of space per student. Furthermore, Baruch is next to last in the amount of square feet of space provided per student.

"Being an urban college and not having a sense of space, a beautiful campus with rolling hills or green grass, the lack of lounge space at Baruch College becomes an important issue," emphasizes Day Session Student Government Vice-President of Libraries and Sciences, Charles Stuto.

The President of the Day Session Student Government, Lynne Bursky, stated: "Students need lounges as a rest pit from classes, and it provides a place for them to socialize, which in turn leads to a more relaxed atmosphere at the college." This feeling is echoed by many students and sincerely realized by the administration.

Yet the administration is quick to point out that there is no space available for the purposes of installing lounges. Vice-President Stuto argues: "Financially, there is no problem because the furniture and fixtures are available, but it is the apparent lack of space that is the major concern." However, Professor Marilyn Mikulsky, Director of Campus Planning, emphasizes that the space is not the major problem. She contends, "The major problem is that students are careless. In the past, they have vandalized the lounges and have literally destroyed much furniture." With a look of concern, she continues, "with a limited amount of budget it hurts when and if a certain amount is spent on lounge furniture and it is lost personally, if I had a choice between spending money for lounge furniture or painting a classroom, I would allocate the money for painting purposes."

Professor, Mikulsky explains that the space that we have is limited. She contends, "to try to solve the problem of lack of lounge space by reducing the number of classrooms we have and offering less courses is not even more. Our budget is partly determined by the number of courses we have and the number of courses we offer."

Student Governments, composing of Graduate, Day and Evening Session students, are trying to get additional lounges, disagree with Professor Mikulsky's contention. About--distribution of lounge furniture by students. In order to prove their point, the governments, with the help of the administration, have set up a lounge in room 508 of the 26th street building on an experimental basis. As Vice President Stuto explains: "The cost to set up the lounge was nothing. We were able to gather old furniture from previously abolished lounges."

Perhaps then the solution lies in reducing the current amount of space allocated for offices rather than classrooms. Professor Mikulsky quickly replies that we are moving in that direction, "with the purchase of the Court House on 23rd and Lexington avenue, there will be a phase out of offices from the 24th street building, and in our installation of a new building, thus perhaps providing for the expansion of student-faculty services in the 24th street building and attempting to alleviate the shortage of the classroom space by providing lecture and service rooms in the Court House building."

Due to the current project of the installation of new windows taking place at the 23rd street building, somewhat of a crunch is being placed on classroom space, so further discussions have been taken out of operation each week. Obviously, the classes scheduled in those rooms are then moved to other classrooms, thus occupying potential lounge space. The project is set to be completed by late February or early March. Therefore, an installation of a lounge at the 23rd street building, if at all, "would have to wait after the completion of the window installation project," explains Professor Mikulsky.

The administration and the student governments have previously agreed that based on the results of the experimental lounge, it would then be determined whether another lounge would be set up. According to Professor Mikulsky, "the results thus far are line and there is now a distinct possibility that the additional lounge will be set up, possibly in the 23rd street building."

Space apparently being available, the question of lounge furniture and fixtures for the lounge then follows. Vice President Stuto explains: "The administration has refused to pay anything at all, thus our only hope is the Alumni Association; to show our concern, between the student governments, we have agreed to pick up 20% of the cost and we have petitioned to the Alumni Association for the other 80%.

As of yet, the Alumni Association has not made a decision; however, a member of the association indicated, "they should be optimistic on the very fact that the issue has not been voted down and that it will be discussed at our next meeting."

Thus putting it all in the proper perspective, the acquisition of another lounge, although probable, is not definite. Meaning that the situation in the near future is very uncertain.

Howie Ketcher, one day session student feels, "shortened as I see that I am paying the same tuition as a student going to another city university, while the other student is receiving better fringe benefits than I am." Professor Mikulsky, by contrast, counseled by reprising, "for fringe benefits you can go to another college, for better education you come to Baruch." Does that mean we shouldn't even attempt to achieve both?

The CIA is conducting an evaluation of all city universities to determine the adequate needs of each unit. A decision, based on the study, to improve or perhaps even decrease the amount of space currently being occupied by the universities will partly be determined by any change in the enrollment of the number of students in each university. If the enrollment has increased, or is high compared to the current total space of that university, the possibility of expansion is distinct. According to Professor Mikulsky, "where as the enrol-ment..."

CIA Course For College Presidents

The CIA, under pressure to stop its admitted widespread covert activities on college campuses has initiated a series of seminars to woo leading university administrators. In the past nine university presidents have visited CIA headquarters in Langley, Va. for day-long briefings, according to CIA spokesman Dale Peterson, "to talk about our many common interests." The latest goodwill gesture comes in the wake of a flood of requests from some 80 universities for agency files concerning clandestine recruitment of students and faculty by CIA operatives.

Admitting itself to the covert recruiting of foreign students on American campuses, Agency Director Admiral Stansfield Turner has openly refused to give any assurance that he will comply with strict guidelines proposed by Harvard University. President Derek Bok to limit the Agency's campus activities. The CIA's uncooperative attitude has irritated Bok and other academic leaders, but the Agency is encouraged by indications that the seminars which took place in March and June of this year. Agency spokesman Peterson says such topics are clandestine activities on campuses, university-agency relations and research were discussed at the two meetings.

"They're [the college presidents] doing it because they see some mutual benefit," Peterson reasoned. "It opened up very beneficial so far. That's why we're proceeding and are planning to have some more."

Peterson refused to give us the

To concerned students and all concerned persons at Baruch College.

As indicated by the articles and editorials in this issue of TIKER, the lack of lounge space on campus has become intolerable. The lack of lounge space is no longer just an inconvenience; it is an injustice. To show the solidarity of all students, faculty and administration members on this issue, the following petition has been created.

SHOW THAT YOU CARE. SIGN UP AND BE COUNTED. MAKE THE VOICES OF TRULY CONCERNED PEOPLE BE HEARD.

Name: 
School: 
Class: 
Continued on page 14
Indian Cultural Club: Young But Vibrant

by Miles A. Hinton

Two semesters ago, the Indian Cultural Club of Baruch College was virtually non-existent. Then last semester, a group of young and ambitious Indian students who saw the need for a club to represent the East Indian student body got together and decided the time was long overdue for such an organization to be formed.

Several students applied to the Student Government to be chartered and were successful. Today, just one and a half semesters later, the Indian Cultural Club is in the forefront of student activities setting a vibrant pace worthy of emulation by other Baruch student organizations.

For, within a short time, the Indian Cultural Club has become one of the most well-known here, with a fast growing membership which at present totals thirty-eight.

Two weeks ago, a successful party was sponsored by the club in Room 913 of the 23rd street building. During the party there was a total turnout of about fifty students and as the current Vice-President Deepak Puri, told me: "It was the largest attendance yet."

The club, whose president is another student, Amit Govil, has plans for many more interesting and successful events showing an Indian movie and other cultural activities.

At Baruch College, there are hundreds of Indian students from India, Pakistan, the West Indies, Guyana, and other parts of the world. They have been waiting for a very long time for an organization to which they could identify and through which they could exchange ideas in an informal atmosphere of warmth and friendliness. Now, as one charming young lady who attended the party held recently told me, "The waiting is over."

The waiting sure was worth it; and every Baruchian should be proud to know that our school there are clubs like the Indian Cultural club which though young and new are setting the pace for the older clubs to follow!

Wood Marquetry Exhibition

Baruch student Louis Agruso will be exhibiting samples of his functional art at the Wood Marquetry Exhibition in the 24th St. building, from November 27th through December 11th. The exhibition is sponsored by Gay People at Baruch.

Who Got The Money?

by Julie Perrone Geffke

The Fed does. The Federal Reserve Bank (or the Fed as it is commonly called) has billions of it—in cash, coins and that lovely mellow-yellow thing, the Federal Reserve Note. The Fed maintains its computerized library of more than 250 collective bargaining contracts from which can be extracted full-text excerpts on a wide variety of subjects.

Through these conferences and the research is conducted each year, the Center, housed at Baruch College since it was founded in 1973, functions as a clearinghouse for information in the field.

Registration information for the workshops is available by writing the Center at Baruch College, Box 322, 17 Lesungon Avenue, New York City, 10010.
HOROSCOPE
Week of November 26th

by Maria Marrone

Aries (March 21-April 19) Now is the perfect time to evaluate your own ideas and morals. Put your findings to a test.

Taurus (April 20-May 20) Some of you may have exciting travel plans. Due to fatigue, they could be postponed.

Gemini (May 21-June 20) Go after what you want. You'll soon find what you desire most is readily available.

Cancer (June 21-July 22) A large sum of money is placed in your care. Use it wisely.

Leo (July 23-August 22) You may be pressured into a troublesome situation at this time. Beware of older person.

Virgo (August 23-September 22) A long lost love comes to face. Remembering happy days will be stimulating.

Libra (September 23-October 22) Don't let anyone interfere with plans. Let them ride!

Sagitarius (November 22-December 21) Pay no attention to envious friends. Your amazing charm only makes them envious.

Capricorn (December 22-January 19) Life is too short to be wasted. Take all tempting opportunities that may come your way.

Aquarius (January 20-February 18) You feel very energetic and have your hands on everything. Don't let go, it feels too good!

Pisces (February 19-March 20) Invitations come frequently these days. Your social life will become exciting.

HOLOCAUST
Continued from page 1

"Children who were dehumanized, brutalized, tortured and murdered by the Nazis during that terrible period in history.

The historical data on the Holocaust has been translated into a pamphlet which was distributed by the Jewish Council to every student who saw the exhibit.

When asked what was his reaction to the Holocaust exhibit, Christopher Saunders, a student said, "It was the most powerful of the grim periods of time the human race has ever been through. It shows the students some of the disgusting realities of life. Looking at the pictures objectively, it's hard to believe the Nazis could butcher so many innocent people."

Sharon Winfield, another student, said, "I felt that it was very touching and somewhat saddening."

Cindy Cordero, a lower freshman, replied that she felt that the Holocaust exhibit was fascinating. It added something to the school and to myself. As I looked at each picture, I felt pity and sorrow. It was worthwhile taking time out to see something that really happened, no matter how depressing it was. I'm looking forward to seeing other exhibits like this one."

When asked why he decided to bring the exhibit to Baruch, President of the Jewish Council of Baruch, Michael Orbach, said: "It was the commemoration day every year in May that is called Yom Hashoah (Holocaust Day), where people all remember and mourn the six million Jews who perished during the Holocaust. The Jewish Council of Baruch, however, chose the weeks of November 9 and 16, as well to display the exhibit, because this is the 40th anniversary of "Crystal Night" or "The night of the broken glass." This was the day, some 40 years ago, that the German government, with Hitler in common, began the physical destruction of the Jewish population by smashing all Jewish owned stores and burning all the garbage cans. What followed were deeds of savagery and murder and the ultimate death camps: Warsaw, Bergen, Belsen, Auschwitz, Dachau, Buchenwald and others."

There was a tremendous response to the exhibit and many people wanted to do reports on the subject for their classes. Many classes went to see the exhibit. Even the Psychology Society obtained research from the exhibit. The advertisement on which the Jewish Council communicated the event to the students read, "For your convenience, take the time from study to remember the Holocaust of Six Million Jews."

The Jewish Council has 200 members and they are looking for new recruits. Every Wednesday between 10:00 A.M. and 2:00 P.M. there is an information center set up outside the 10th floor cafeteria in the 23rd Street building. The purpose of the information center is to inform the students of the cultural activities which are being offered by the Jewish Council.

Lillian Ortiz, another newcomer to Baruch, said, "I think the Holocaust exhibit was really something great which added a new light to the school. In this exhibit, I saw the suffering that the Jews went through, enjoyed seeing the exhibit and got a lot out of it."

A reliable source, which chose to remain anonymous, said that he thought that, approximately, the last 25 pictures in the exhibit should not have been shown. He also said that the people viewing the exhibit should not have been exposed to such a barbaric tragedy, because approximately the last 25 pictures exposed too much of the torture which was shared by all the Jews."

THE TICKER wishes to thank the Jewish Council of Baruch for its invaluable contribution, and urges many more exhibits of this type from other organizations also. It will help to broaden all of our horizons.

CUNY-BA "OPEN HOUSE" Thurs., Dec. 7, 1978

315 P.A.S. Room 1012

For students now registered in the Program and those interested in enrolling. (Bag lunch)

Black Students Organization presents the showing of the film "Soul To Soul" featuring clips from 15 hour concert celebrating the 14th year of independence in Ghana with Roberta Flack, Santana, Ike-n-Tina Turner and much more

Free Popcorn to the first one thousand students

Room 1035 — 23rd Street
Thursday, November 30th, 12 Noon
Dear Editor,

I am writing this letter in reference to the pictorial display of the "Holocaust" that has appeared in the 24th Street Building.

This display was sponsored by the Jewish Council of Baruch, and in my opinion, this exhibit is vulgar, offensive, and simply unnecessary. It has often amazed me why people insist on rehearsing and reafirming the atrocities and hatred of the past. Perhaps the greatest hindrance to the prospect of peace in the future, is the constant reminder of hatred that has occurred in the past. This exhibit has only served to stir up feelings of vengeance and hostility in a generation of people who had nothing whatsoever to do with the "Holocaust.

What if this idea of publicizing past abominations were extended to other ethnic and religious groups? What if the Blacks publicized the gross injustice of slavery, or Christians highlighted the trauma of their oppression, or the Japanese spotlighted the senseless mistreatment they received in this country during World War II? The world would reverberate in an arena for debating which group of people had suffered most, and absolutely nothing would be accomplished.

I'm not saying we should forget the past, but let us try and remember it in a way that will promote cooperation rather than nourish hatred. I hope that the Jewish Council of Baruch, as well as every other Student Organization, uses its funds to advertise the positive aspects of mankind in whatever future projects they are considering. It bothers me considerably to think that the Student Activities Fee, that I pay every semester, is going to a group of students intent on fostering hatred.

J.G. & N.G.

To the Editor,

I view it as rather biased that editorial staff of The Ticker constantly criticizes student government, however they never praise it. As an official of student government, I do admit that there are times we must be criticized, but there are also times that we should be praised.

Several weeks ago there was an editorial entitled "Fees Fiasco." As many of you probably recall the Fees Committee was highly criticized. It was pointed out that budget hearings were left exclusively to one member of the Fee's Committee—this I say is a "hopped wash." It must be realized that we are students and have to attend classes in addition to meetings. Obviously our classes will conflict to some extent with the hours the hearings were called for. The article went on to say "Once again many important student events might have been cancelled due to the irresponsibility and inefficiency of the present Fees Committee." As you read on it will become apparent that due to our responsibility, fewer events were cancelled rather than the ones that were cancelled in the past.

It seems somewhat strange that the Ticker failed to mention in its last edition the fact that budgets have since been approved in a fair and equitable manner, and only a few events had to be cancelled. Furthermore, as a result of the effort put forth by myself and other members of the Fees Committee, an annual budget was passed—for the first time in the history of Baruch College.

Many of you probably recall the months that went by last term until budgets were passed. That situation was different from any other term. Unfortunately, the Fees Committee has never been quite successful during the spring term. This is primarily due to the fact that clubs are in "full gear" and already have events planned for future weeks during the spring term. Being a newly elected body, the Fees Committee is not in full gear at the beginning of the spring term, and are unable to allocate funds within an appropriate time limit to avoid the cancellation of club events.

Generally speaking, clubs are not well organized in the fall term. This allows the Fees Committee the proper time to allocate funds. The annual budget that was passed by the committee means that in addition to the funds the clubs have been allocated for the fall, they have already been allocated a spring budget. (It's my hope that the spring budgets have been printed in this edition of the paper).

I can assure you that as a result of the effort put forth by the Fees Committee, students events will not have to be cancelled during the spring term due to the inefficiency of the next Fees Committee. As you read on it will become apparent that due to our responsibility, fewer events will be cancelled.

Sincerely,

Howard Jolston
Treasurer, S.S.S.G.

THE TICKER

November 29, 1978

Page 8

Letters

Dear Editor,

I am writing this letter in reference to the pictorial display of the "Holocaust" that has appeared in the 24th Street Building. The display was sponsored by the Jewish Council of Baruch, and in my opinion, this exhibit is vulgar, offensive, and simply unnecessary. It has often amazed me why people insist on rehearsing and reaffirming the atrocities and hatred of the past. Perhaps the greatest hindrance to the prospect of peace in the future is the constant reminder of hatred that has occurred in the past. This exhibit has only served to stir up feelings of vengeance and hostility in a generation of people who had nothing whatsoever to do with the "Holocaust.

What if this idea of publicizing past abominations were extended to other ethnic and religious groups? What if the Blacks publicized the gross injustice of slavery, or Christians highlighted the trauma of their oppression, or the Japanese spotlighted the senseless mistreatment they received in this country during World War II? The world would reverberate in an arena for debating which group of people had suffered most, and absolutely nothing would be accomplished.

I'm not saying we should forget the past, but let us try and remember it in a way that will promote cooperation rather than nourish hatred. I hope that the Jewish Council of Baruch, as well as every other Student Organization, uses its funds to advertise the positive aspects of mankind in whatever future projects they are considering. It bothers me considerably to think that the Student Activities Fee, that I pay every semester, is going to a group of students intent on fostering hatred.

J.G. & N.G.

To the Editor,

I view it as rather biased that editorial staff of The Ticker constantly criticizes student government, however they never praise it. As an official of student government, I do admit that there are times we must be criticized, but there are also times that we should be praised.

Several weeks ago there was an editorial entitled "Fees Fiasco." As many of you probably recall the Fees Committee was highly criticized. It was pointed out that budget hearings were left exclusively to one member of the Fee's Committee—this I say is a "hopped wash." It must be realized that we are students and have to attend classes in addition to meetings. Obviously our classes will conflict to some extent with the hours the hearings were called for. The article went on to say "Once again many important student events might have been cancelled due to the irresponsibility and inefficiency of the present Fees Committee." As you read on it will become apparent that due to our responsibility, fewer events were cancelled rather than the ones that were cancelled in the past.

It seems somewhat strange that the Ticker failed to mention in its last edition the fact that budgets have since been approved in a fair and equitable manner, and only a few events had to be cancelled. Furthermore, as a result of the effort put forth by myself and other members of the Fees Committee, an annual budget was passed—for the first time in the history of Baruch College.

Many of you probably recall the months that went by last term until budgets were passed. That situation was different from any other term. Unfortunately, the Fees Committee has never been quite successful during the spring term. This is primarily due to the fact that clubs are in "full gear" and already have events planned for future weeks during the spring term. Being a newly elected body, the Fees Committee is not in full gear at the beginning of the spring term, and are unable to allocate funds within an appropriate time limit to avoid the cancellation of club events.

Generally speaking, clubs are not well organized in the fall term. This allows the Fees Committee the proper time to allocate funds. The annual budget that was passed by the committee means that in addition to the funds the clubs have been allocated for the fall, they have already been allocated a spring budget. (It's my hope that the spring budgets have been printed in this edition of the paper).

I can assure you that as a result of the effort put forth by the Fees Committee, students events will not have to be cancelled during the spring term due to the inefficiency of the next Fees Committee. As you read on it will become apparent that due to our responsibility, fewer events will be cancelled.

Sincerely,

Howard Jolston
Treasurer, S.S.S.G.
Letters . . .

Dear Editor,

I know that it's only November, but I'd like to nominate the Vanguard Students Coalition for the 1978 Chapter of the "Randy Newman Award." (That's the award given annually to the individual or organization which best defeats its own purpose by overpublicizing an obviously harmless song.) Anybody with a brain in his/her head realizes that Mick Jagger's lyrics are a gross generalization. By signing a petition objecting to Mick Jagger's lyrics, you are showing your concern, but such an action will not make the misconception gene of the 1980s feel superior to the blacks. Those who do, are mistaken. In the minds of those who run this system of ours, we are all niggers. Blacks and Hispanics are linked together like can be said of the Blacks and the Hispanics. "If we do not hang together, they will hang us separately." In the Bronx, at a time so recient it still drips with blood, a Puerto Rican was beaten and stomped to death by police officers. Little Clifford Glover, Black and ten years of age, was shot down by a police officer named Shea. Shea said he thought the lad was an adult robbery suspect.

During his pretrial hearing, "couldn't you tell the difference between an adult robbery suspect and a ten-year-old boy, especially at a distance of but three feet?" Shea replied, "All I saw was the color of his skin."

Randy Evans, barely at the age of puberty, was shot down point blank by an officer named Torsey. When charged with murder, Torsey said that he had suffered from a rare form of epilepsy. Imagine, if you can, a black youth shooting a white officer in defense of suicide. Further, imagine that black youth, urging as a defense, that he had a rare form of epilepsy.

John Brabham, a student at Brooklyn College, was shot and killed by an officer named Walker. Walker placed beside the dead body of Brabham a toy pistol, to make it seem as though he had been menaced by Brabham and shot in self-defense. Despite testimony of fellow-officers that that was what he had done, Walker was acquitted.

In each of the fatal cases mentioned, the officers were white. Their victims were Black and Hispanic. Acquisition of white officers selling Black and Hispanic human beings has practically licensed the police to kill Blacks and do so with impunity. What a pity that we Blacks and Hispanics must be chained together in the out of its cage into the arena. See-...
The Whirling Dervishes

The Whirling Dervishes, a mystical Islamic sect, from Turkey ended their second tour of the United States at the Circle in the Square Theater on October 30th. The Dervishes (dancers) are part of the Mevlevi Sufi Order, that was founded by Mevlana Jalaluddin Rumi in the thirteenth century. Legend has it that a young Mevleva was walking down a road in Turkey and heard the hammering of a blacksmith in the distance. He began to turn and whirl to the rhythm of the blows until it led him to a state of ecstasy. The Mevlevi rite symbolizes divine love and mystical ecstasy; they aim at union with the Divine. The music and the dances are designed to induce meditation on the love of God. As the dervishes whirl, their right hands are turned up to heaven, to receive God's ever-flowing mercy, which passes through the heart and is transmitted to the earth with the rotation of the body. The Mevlevi rite was performed by eight musicians and by the dervishes who silently repeat the name "Allah, Al-lah, Al-lah,..."

I arrive a half hour early at the theater—aged to proceed to rub elbows with the other patrons. I quickly found that a large percentage of the audience was made up of visiting tourists, who all seemed pretty bored so I bopped it back to my seat to wait for the curtain. After a short intermission, the men were dimmed and an announcement made asking the audience to refrain from clapping before, after and during the performance due to its religious nature. A short thick-moustached elderly man led a group of eight dervishes and eight musicians into the round room. All were dressed in long black robes, tall brown hats and white flowing skirts, their garments shrouded. Their dancing is to symbolize the leaving of man from the physical to the spiritual plane.

The ceremony was open by a poem in praise of the prophet Rumi and followed by a beautiful recital of a verse from the Quran. Both were done in caligraphy that pierced the dark room with power. The dervishes after kneeling the hand of the sheikh and receiving his instruction proceeded to swirl and whirl in a counterclockwise motion. Once into their swirling, the dervishes seemed to flow into a higher state. They spun as if on an axis, that was out of their control. I must say my initial reaction was that of fear, I thought they might spin themselves silly. However after their first number of four, that each lasted about fifteen minutes, I could see that the whirling had no negative physical effect on the dervishes. Viewing them as they continued had no very calming and hypnotic effect on me. Their bellowing white skirts twirled above the chalked grey floor ever so peacefully. It all reminded me of a scene in Walt Disney's "Fantasia," where falling autumn leaves were set to the music of Bach. The real mindbender was that all of the dervishes movements and their speed was coordinated by the 'sammanbashi,' (master of dance) who waved in and out of the dervishes giving all instructions telepathically. The whirling dervishes never failed to whirl uniformly in the small room. One could easily see that the whirling dervishes whirled endlessly, that the essence of these men lain not in the glamorous, modern decorated theater but were whirling somewhere where most men and women only dream about.

The Bookshelf

REUNION by Fred Uhlman (Penguin $1.95) One of the most beautiful stories I've ever read, about the relationship between two schoolboys in pre-war Germany, one Jewish, the other Catholic. As political tensions mount, so do personal ones. The actual story is somewhat sketchy, but in a way that allows your mind and feelings to take over, making you an involved part of the story. Highly recommended. Reunion would make a wonderful gift for the holiday season.

THE ENCYCLOPEDIA OF MEDICAL TESTS by C. & E. Pinckney, M.D. (Walaby $4.95) A reference of 650 different tests explaining what they are for, normal values, abnormal values, and an introduction explaining how to use the book. Don't give this volume to a advanced state hypochondriac.

URSULA LE GUIN'S SCIENCE FICTION WRITING WORKSHOP: THE ALTERED 1 by Lee Harding (Windhover $3.95) For those of you interested in writing science fiction, this book demonstrates a group workshop: shopping their stories, headed by Ursula Le Guin, in a retreat in Australia. The stories they came up with are interesting at the technique.

FRANK FRAZETTA CALENDAR 1979 (Bantam/Peacock $5.95) Science Fantasy's best known illustrator has a magnificent full color calendar, extra large pages, with extra large date blocks to write on. A must for Frazetta fans, some of his most intense work is included.

Talking Heads

More Songs About Buildings and Food (SRK 6085) Review by Jay Moskowitz

"I'm Andy Warhol. I first became interested in Talking Heads when I learned that they were artists who felt they could best express themselves with music. It is no wonder that the promotion for Talking Heads' newest album "More Songs About Buildings and Food" will lend credibility to the punk movement.

The album, as indicated by the title "More Songs About Food," is a continuation of their first album "Talking Heads 77." Following up a debut album which became the critically acclaimed album of 1977 (rated no. 1 by the New York Times and Village Voice for 1977), Talking Heads decided to expand on the themes presented in their first album.

In the song "The Girls Want to Be With the Girls," David Byrne reveals his pessimism views on boy-girl relationships. "And the boys say why do you mean and there's no love just B.G.'s?" Byrne has never been a big advocate of the "cat and mouse" games employed by the boys and girls. In "Tentative Decisions" on the first album, he attacked the indecisiveness of these relationships.

The most striking aspect of Talking Heads is their love for the bizarre. Their weirdness and music have been further perfected with the addition of Brian Eno as producer and collaborator.

Eno, who saved David Bowie from the depths of disco, is most noticeable on Talking Heads' rendition of Al Green's "Take Me to the River." It is in "Take Me to the River" that it becomes apparent that Talking Heads is the most progressive group in rock and roll today. It shows that Talking Heads' brand of cynicism is the underlying theme of their music. In "The Good Thing," Byrne sings "Straight line exists between me and the good things/Absolute truth keeps me going in the right direction." Virtually all Talking Heads songs are sung tongue-in-cheek. Even their wholesal, American, once described as fit for Jem and the Holograms, songs describe their disillusion with American society. Perhaps the most amazing aspect of Talking Heads' success is that they've received critical acclaim not often lavished upon New Wave artists. After listening to the innovative, sophisticated, polished sound of their music, people often ask "Do these people really perform in C.B.G.B.'s?" Don't be mistaken, for these people represent punk at its finest, most artistic form. Perhaps the brilliance of Talking Heads is that "More Songs About Buildings and Food" will lend credibility to the punk movement. The album certainly is powerful enough to do so.
People Publisher Visits Baruch

by Michael Abadi

On Thursday, November 4, Richard Durrell, publisher of PEOPLE magazine, addressed the Advertising Society about the workings behind his blockbuster weekly. Durrell agreed to speak after being picked up by a cab driver who just happened to be Harry Hinkley, the President of the Advertising Society.

Durrell, who previously worked at Life magazine and the advertising agencies of Young & Rubicam and Grey, began by briefing the Society on the many fluctuations of the magazine industry. While in the 40's, magazines were the dominant medium in our country, the 50's brought a decrease in magazine popularity. This was a result of the new mass medium, television. A magazine resurgence did not occur until the mid 70's. This came about because of the increasingly expensive rates television took to sell to advertisers. Presently, the magazine industry is more active, more influential, and more profitable than ever before. The key to the middle of this magazine re-birth was PEOPLE Magazine.

Some Background

At PEOPLE'S inception in March of 1974, sales were $1 million at 35¢ per copy. This contrasted drastically with today's figures of $2 million at 75¢ per copy. When a magazine increases its circulation and sales following a price increase, it must be doing something right. Especially when the annual mortality rate for new magazines is 1 out of 3. What was PEOPLE's success formula?

Paramount to their success was the demise of Life magazine in December 1973 (the irony here being that Durrell worked on Life until its dissolution). Once Life folded, the need arose for a new, light-hearted, pictorial magazine. PEOPLE fit the bill perfectly.

"PEOPLE's" war-time goal, according to Durrell, was to focus on the individual reader's interest rather than the mass'. Durrell termed this innovation "personality journalism". PEOPLE consistently publishes topical or "hot" stories in which they feel the public is interested. These feature stories, skillfully written by a motley female staff (avg. age 32), take anywhere from one week to several weeks to obtain the required permission, research the subject, and coordinate the material in a story. Durrell said PEOPLE "does not give copy or photographic control to the magazine's subjects." He admitted there have been cases where a hot celebrity story slipped away for this very reason. Although the personalities appearing in the magazine frequently deny their own statements printed in the magazine, Durrell maintained that legal problems have never surfaced.

The Market

Before explaining the PEOPLE sale pitch, one must be familiar with the market the magazine caters toward. Durrell estimates that 96% of PEOPLE's individual copy has been read by readers—a phenomenal achievement considering this surpasses the single copy readership rates of Newsweek, Redbook, and Penthouse. Two out of every three PEOPLE purchasers and readers are women in the 18-34 age bracket. It is these readers, the young and educated, that seem to organize their time more strictly. These people supposedly know exactly when and what they want to read. Durrell explained that women over 65 years old and men over 35 tend to stop buying magazines and consequently are not actively sought out to buy PEOPLE.

Sales Pitch

How does PEOPLE proceed in getting their magazine sold? Durrell says their marketing operation is basically a "retail sales pitch". When PEOPLE was first introduced, they would steer away from the popular newstand-subscription sales formula as a result of the increasing postal rates. Instead, they introduced their magazine as solely a newstand publication. Only later, when consumer demand arose, were they impelled to offer a subscription service. Then they converted 300,000 of their buyers to subscription sales.

Still, PEOPLE is first and always marketed as a newstand publication. A vital quality a newstand magazine must possess is what Durrell calls "the quick grab". This could be explained as the product which urges the consumer to purchase it spontaneously at the store. The primary element accounting for this "quick grab" for PEOPLE is its cover.

The Cover

The effectiveness of PEOPLE's cover is dependent upon the cover person(s) being instantly recognizable by a high percentage of the general public. Durrell specified two variables that can make or break the cover's success. They are 1) timing, and 2) the "X factor". Proper timing is taking advantage of someone who is currently in the spotlight and not one month before or after. The "X factor" is the degree to which the public is curious about the cover person. There are always certain personalities that will "sell" better than others. Durrell said, "sports personalities and politicians generally do not fare well at the newstand." Movie and television stars often assure "hit" covers. Last year's best selling issue was the one featuring entertainer Tony Orlando during his comeback (an excellent example of good timing).

Other crucial selling aspects of the magazine are its "readability"—the average issue can be easily read in less than an hour—and the position it occupies on the dealers' newstand.

Advertising

Of PEOPLE's total revenue, 55% is derived from circulation and subscription sales, and 45% from advertising. Last year PEOPLE carried more advertising from more different categories of advertising than any previous year. Advertisers were as diverse as General Foods to Danskins. If a 45% advertising ratio seems high, it's because it is. But Durrell insists that 45% advertising ratio seems high, it's because it is. But Durrell insists that 45% is the absolute limit. Caution must be exercised not to repel already loyal purchasers and readers by a profusion of ads.

Durrell said advertising for PEOPLE should be "different and dramatic, but still tasteful". In response to a student's question concerning PEOPLE's use of subliminal advertising (the hidden embedding of the word "sex" in usually unnoticed words or pictures in advertisements), the publisher stated that the process, if done at all, would be done by the advertising agencies and not the magazine. He added that to his knowledge, his magazine did not contain any subliminal advertising.

Opportunities

Experienced from his positions at Young & Rubicam and Grey Advertising, Durrell emphasized persistence and a bit of luck stepping stones to a job in an advertising agency. Despite what might seem like constant rejection, Durrell maintained "constant and unremitting". In addition, Durrell praised the advertising business as being excellent experience for countless fields other than advertising itself. He gave as a reason the broad scope of companies and products advertising agencies constantly deal with.

Regarding opportunities in the magazine industry, Durrell ad- vised the journalistic-minded college graduate to get as much experience as possible with his school newspaper. The experience gained working on a college newspaper staff is invaluable in learning to be a "good writer". To land a job on major newspapers.

PEOPLE TV show

The cancellation of the PEOPLE television series was brought up at the meeting. Durrell explained that when CBS contracted them to do a "people oriented" T.V. show, the magazine executives had reservations. Yet the program was tackled because of the apparent economic rewards it could have reaped for PEOPLE magazine. Despite what PEOPLE thought was a "tastefully done" program and the efforts of Producer David Susskind, the transformation of the popular magazine to a television format was a ratings failure.

Although Durrell asserts that the cancellation of the series has no negative reflection upon PEOPLE magazine itself, a familiar adage is still applicable: "When you've got something good, stick with it!". And there's no doubt that PEOPLE magazine is something good.

Toga

Continued from page 5 of the Ticker.
WANTED

Business oriented student wishing to make good money in short time.

Handling promotion and distribution of the New York Times. If you are interested call:

Mr. Steve Santos
566-1311

Student Government Ski Trip

Trip Dates: FRIDAY, JANUARY 5th thru SUNDAY, JANUARY 7, 1979

Departure: (times approximate)
3:00 PM - Ski-O-Rama, Hempstead
4:00 PM - Baruch College Corner of Lexington Ave & 23rd St. New York City

Costs: Special January White Sale Rates for Baruch Students
$60.75 per person (4 per room)
$76.75 per person (2 per room)

No additional charge for Alpine Ski Equipment or Ice Skates for the weekend.

For Information & Reservations

JAY MOSKOWITZ
DAY SESSION STUDENT GOVERNMENT
STUDENT CENTER ROOM 404
(212) 725-3377

Reservations are due by Sunday, December 10th accompanied by full payment.

Make checks payable to: SKI-O-RAMA TOURS
or Fill out the charge information on the reverse side.

THE TICKER

Continued from page 1
advocates or condone a boycott, but "if the students are dissatisfied, they have every right to boycott."

Now it's your turn. Are you dissatisfied with the cafeteria's prices? Do you feel that you are being ripped off? Would you like to see prices lowered? If so, then join the fight of the Committee for a Better Cafeteria and the Class Council of 1978 and boycott all of the Baruch cafeterias: the Energy Bar in the Student Center, the tenth floor of the 23rd Street building, the first floor of the 24th Street building and the fifth floor of the 360 Park Avenue South building.

What does the word 'boycott' mean? According to DeMarco, "a boycott is a buyer's strike. It means, in this situation, do not purchase anything from the cafeterias until our demands are met. We demand lower prices." The committees have compiled a list of specific items to be reduced in price, which are listed below. The date of the boycott? "Effective immediately," says DeMarco.

Continued from page 4
executing monetary policy. This responsibility is shared by three bodies: The Board of Governors, the Federal Open Market Committee, and the Federal Reserve banks. The Fed also publishes booklets, pamphlets and brochures which are instructive, informative and entertaining. They can also help to supplement your texts (hear that Fin 2600 students!). And the best part of all is that they're FREE. Here's a sample of the kinds of booklets available: "The Federal Reserve System, Principles and Functions", "Your Money and the Federal Reserve System", "Historical Beginnings, The Federal Reserve System", "Open Market Operations", "Money Aggregates and Monetary Policy", and much much more.

We enjoyed the tour and think you might too. If you're interested, simply contact the Public Information Division at the Fed and make your reservation.

Basketball
Continued from page 16
Steve Postler and Ray Jones kept the St. Albans Boys alive early with their clutch shooting. Norman Lawrence and Aubrey Fisher contributed good defense and playmaking from the backcourt. However, the Butlers killed the "Boys" on the boards, as they often had the benefit of two to three shots per play.

Action will continue following Thanksgiving as Don Coxen and Al Ford lead the Royals against the Trailblazers.

Stay tuned to the Ticker for more basketball news next issue.

Fin-Eco
Continued from page 5
The Fin-Eco Forum, would like to thank Professors Hessel, Huffman, and Tamey for their cooperation and advice on the subject of graduate schools. At this time, the Forum would also like to thank Naomi Lakin.

CIA
Continued from page 3
names of the presidents who attended, insisting that to do so would be "an invasion of their privacy." Meanwhile, the Center for National Security Studies has filed a Freedom of Information request to find out more about the college presidents and the secret Langley pow-wows.

—Courtesy New Times
Intramural Update

Hey Baruchians get involved. The Recreation Department located in the 23rd Street building is sponsoring over ten exciting tournaments and events for your pleasure. All students are encouraged to join in on all the fun and become a part of the vastly improved recreational department.

The Recreation Department is also running a Paddlesball tournament which is now in its second round of competition. The tournament is one of the biggest events the department runs. This year’s contest is the biggest yet.

Luis Tosado, this year’s defending champion in the men’s division of the Paddleball tournament, is now in its first round of tournament play. Another noticeable participant in the contest is George Forrester, who won second place in the second place finisher in the Mr. Baruch Body Building Contest. Standing out the rest of the field are Larry Martinez, Joe Rivera, Hector Bilfor, Rich Acio, William Rowel, Jose Caban, Greg Seward and Andrew Bova. Times and schedules of all games are posted on the 6th floor bulletin board in the 23rd street building.

In the women’s division of the event, defending champion Deborah Lazaronicz breezed through her first round of play. Debbie will have to work a bit harder this year to maintain her title, because of the increase of women participants in this year’s tournament play.

Hey students, have you taken a look inside the remodeled gymnasium of the 6th floor? What a tremendous improvement from that drab and deteriorating facility of last year.

The gymnasium was given a new paint job and a new floor was laid down to give it that Madison Square Garden look. This new look will enable the basketball program that is run by the Recreation Department to become a stylish event that it meant to be.

This year’s tournament is now in the quarter round of play. All games are being held on club hours in the remodeled gym. Many of the contests are exciting and will thrill you throughout the entire game.

Looking for roommate: Apt. Stuyvesant Town. (18th St. & 1st Ave.) Male or Female 24 hrs. Security. For info call Meyer at 674-9794 after 8 p.m.

I’m selling all new modile. Everything in wicker and rattan at phenomenal prices. The perfect Xmas gift. Call Paul 380-5674.

Greetings, for a long time, comies bought and sold. Specializing Marvel, DC, and Short Lived, ATLAS. Phone evenings 426-3799. 1 B.

EXPERIENCE THE FABULOUS BILLY JOEL! Live in concert Dec. 15 & 16 at M.S.G. Excellent tickets available. Contact Charlie at (212) 292-6542.

To all members of P.R.I.D.E. Happy Thanksgiving!!!


SCPB/212 Community presents TDR (Theme: Development & Recapitulation) Music you can boogie to. Tues. Nov. 28, 1978 in the Oak Lounge Coffeehouse 12:00.

FOR SALE: Sansui 2000x Stereo Receiver 140 Watts. Music Power 39 continuous $100—call Cat 398-4830 M-F 5-9

Dear Dean Fink, I don’t know that you were a lecher.

Dear Lynne, You’re so cute when you’re angry.

Dear Steve, Thanks for helping me with my essay. I really learned a lot, and I know the info will prove useful.

Mary Ann

Attention All Baruch Students: Ticker Classified Is Back!

For the small fee of 50c, for the first 20 words, you can have a say in your school newspaper! We’ll print anything. From selling a car or concert tickets to even sending a message to a friend.

Copy:

Name:

Address: City: State: Zip:

Telephone: Total Enclosed:

Submit your ad to the Ticker office, Rm. 337 Student Center Bldg., or mail it to: Ticker, Box 377, 17 E. 22nd Street, New York, N.Y., 10010
Baruch Smashes Columbia

As the group of young men from Columbia University entered the room, the Baruch players mood changed from a relaxed mood to one of respect. Columbia has gained the respect of collegiate chess teams throughout the country by their high level of playing of both its teams in national competitions. Thus the task of beating Columbia is not an easy one by any stretch of the imagination, regardless of the team.

Baruch is not an easy victory for any chess team at this time. The chess team has built up an extremely balanced team to represent the school. This balance is the strength that gives Baruch the ability to achieve such sound victories. The majority of chess teams have a cast difference between their first board, top player on the team, and last board. In this situation Baruch will always be able to take full advantage, for they do not have such a vast difference between boards. Baruch's overall strength lies in its bottom boards but not by ability between team players. Most teams cannot match Baruch's players on the bottom boards, however, matches are won and lost on the top boards. Here Baruch is more than a match for their opponents, as was the case in the Columbia match.

Fortunately, the remainder of Baruch's Chess team was able to handily defeat the Columbia squad. For example, Ying Leung on third board produced a strong and clear cut victory. The game reflected his skills at playing a solid forceful game. Taking this lead, Leonard Kauthnek playing fourth board soundly defeated his opponent from the move to the move delivering mate. In reverse, the games played by fifth board Boris Birenbaum and sixth board Martin McDowell were somewhat more uncertain as to the outcome in the opening. Their play in the endgame resolved all questions of concern, as each player-produced solid victories for the teams' fourth and fifth points.

#### WOMEN'S BASKETBALL

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>OPPONENT</th>
<th>SITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/1</td>
<td>6:00</td>
<td>C.C.N.Y.</td>
<td>Away</td>
</tr>
<tr>
<td>12/2</td>
<td>6:00</td>
<td>P.S.H.</td>
<td>Home</td>
</tr>
<tr>
<td>12/3</td>
<td>6:00</td>
<td>S. H.</td>
<td>Home</td>
</tr>
<tr>
<td>12/4</td>
<td>6:00</td>
<td>N.Y. Tech</td>
<td>Home</td>
</tr>
<tr>
<td>12/5</td>
<td>6:30</td>
<td>Barnard</td>
<td>Away</td>
</tr>
<tr>
<td>12/6</td>
<td>7:00</td>
<td>Molly</td>
<td>Away</td>
</tr>
<tr>
<td>12/7</td>
<td>7:00</td>
<td>Emily</td>
<td>Home</td>
</tr>
<tr>
<td>12/8</td>
<td>7:00</td>
<td>St. Thomas Aquina</td>
<td>Home</td>
</tr>
<tr>
<td>12/9</td>
<td>7:00</td>
<td>John Jay</td>
<td>Away</td>
</tr>
<tr>
<td>12/10</td>
<td>7:00</td>
<td>Pace</td>
<td>Away</td>
</tr>
<tr>
<td>12/11</td>
<td>7:00</td>
<td>Concorida</td>
<td>Home</td>
</tr>
</tbody>
</table>

#### WOMEN'S FENCING

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>OPPONENT</th>
<th>SITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/4</td>
<td>4:00</td>
<td>Queensboro</td>
<td>Home</td>
</tr>
<tr>
<td>12/5</td>
<td>7:00</td>
<td>Pratt</td>
<td>Home</td>
</tr>
<tr>
<td>12/6</td>
<td>6:00</td>
<td>Jersey City</td>
<td>Away</td>
</tr>
<tr>
<td>1/4</td>
<td>4:00</td>
<td>Queens</td>
<td>Away</td>
</tr>
<tr>
<td>1/27</td>
<td>4:00</td>
<td>M.I.T.-SM.U.</td>
<td>Away</td>
</tr>
<tr>
<td>1/31</td>
<td>4:00</td>
<td>Yale</td>
<td>Home</td>
</tr>
<tr>
<td>2/2</td>
<td>11:00</td>
<td>C.C.N.Y.</td>
<td>Away</td>
</tr>
<tr>
<td>2/4</td>
<td>4:00</td>
<td>Pace</td>
<td>Home</td>
</tr>
<tr>
<td>2/16</td>
<td>6:30</td>
<td>Hofstra-Osweaga</td>
<td>Away</td>
</tr>
<tr>
<td>2/21</td>
<td>5:00</td>
<td>Steven's Tech</td>
<td>Away</td>
</tr>
<tr>
<td>2/28</td>
<td>6:00</td>
<td>Hunter</td>
<td>Away</td>
</tr>
</tbody>
</table>

*Denotes A.M. Time

by Keith Almodovar

They are young, vivacious and very attractive. They are the Baruch Cheerleaders and they are back to liven things up for all of us.

There are only nine girls on this squad of seven or seven freshmen. All of the girls on the squad have had cheerleading experience. The girls perform only at the home basketball games, but they plan on expanding their schedule to include other sports also.

Miss Annette Moore, an upper sophomore, is the person responsible for getting the girls together and arranging their practice sessions. Miss Moore said that she decided to form a cheerleading unit because she felt Baruch needed cheerleaders to liven up all the sporting events. She began it by advertising and at first had many girls. The number narrowed down to nine because the other girls didn't have the time to participate fully.

According to Miss Moore, this is not a club. It is registered as an Athletic Squad with the Physical Education Department. She then added the reason why the girls perform when the basketball team is at home because transportation is a problem for away games.

When asked if she thought the new scene of cheerleaders at every home basketball game would draw more people, she said, "The basketball team is looking good. I wish the school would come out and support them." The following is one of their practices.

I've got a feeling
I've got a feeling
(name of opposition) is trying to stab us in the back
We ain't gonna take no shit-

Baruch's Basketball Tournament:

Basketball Tournament

Baruch's Basketball Tournament is off to a smashing success. Each game has been unique but still carried on the contrasting styles of play. Many different areas of the city are represented with players from the Southside of St. Albans to the valley of the Bronx. The players have succeeded in bringing some high school basketball to Baruch.

In the opening game of the first round Fred Johnson led the B & B team to a 54-19 shellacking of the Vets. The second game saw St. Albans Boys led by Norman Lawrence and Ray Jones, stop Security 49-38. For the B & B team led by Sandy Hayes and Ron Washington took They Players 71-42. Philly squeaked by the in the opening game of the first round Fred Johnson led the B & B team to a 54-19 shellacking of the very talentedtouch of class led by Lonny and The Fellas.

In second round action already concluded the Butlers defeated the St. Albans Boys in a highly contested game. Each call by the referees brought vociferous arguments from both sides.

The officiating so far in the tournament has been mediocre at best, and during this game it was particularly bad. The Butlers received a strong game from captains Ron Washington and Sandy Hayes; Al Atson came off the bench for additional firepower. Frank 'House' Eng gave the Butlers a strong game of the boards. The St. Albans Boys hung tough during the first half, but couldn't hang on despite the strong efforts by Norman Lawrence, Ray Jones, Ambre Fisher and Steve Postler. Richard Nimard rounded out the squad as the Boys played with only five men.

Vets. The second game saw the St. Albans Boys led by Norman Lawrence and Ray Jones, stop Security 49-38. For the B & B team led by Sandy Hayes and Ron Washington took They Players 71-42. Philly squeaked by the...