



Specially trained
Dogs are being used to curb teenage drug abuse. See Page 4.



A spark of hope
David, the bubble boy, held a special message for Houstonians. See Page 2.

Upset in New Hampshire alters race

CONCORD, N.H. (AP) — Gary Hart has trounced Walter F. Mondale in "cantankerous" New Hampshire, an upset that transforms the Democratic presidential campaign from catch-up to contest as the candidates look ahead to Super Tuesday.

Hart said the real competition is just beginning.

Mondale, a limping frontrunner at best, predicted he would win the nomination despite Tuesday's surprise.

Hart, jubilant at trading his "dar-

horse" image for the mantle of giant-killer, lingered this morning to thank voters who made it possible. The Colorado senator was then off to a campaign rally in Denver.

Mondale headed South, to the next major battleground, with stops in Georgia and Alabama where he will be tested March 13 by Sen. John Glenn and the Rev. Jesse Jackson in territory generally unfamiliar to Hart.

Primary night March 13 has been dubbed Super Tuesday because nine states, including Florida, Georgia,

Alabama, Massachusetts and Washington state, all hold elections or caucuses on that date.

"I am ready to contest every primary. . . I am ready to run this race and win," a somber Mondale told supporters late Tuesday.

Sen. John Glenn of Ohio finished third, described the results as "not so hot" for him, but that he wasn't even considering quitting. He has been challenging Mondale in Alabama, as has Jackson—fourth place here.

President Reagan beat Harold Stas-

en in a non-contested Republican primary. And he polled more write-in votes from Democrats than the final three finishers—Sens. Alan Cranston and Ernest Hollings, and former Florida Gov. Reubin Askew.

The Democratic field is now likely to narrow. Early Wednesday morning, Cranston, the first man to enter the race, became the first to bow out after his disappointing seventh place finish.

"I know the difference between reality and dreams," Cranston said. "I

know when to dream and how to count votes."

Askew was another potential drop-out. Hollings said he'd follow the election calendar South, where Mondale's defeat opens the race.

"Many people thought, including the front-runner, that this campaign would be over tonight," Hart said. "This campaign just begins tonight."

"New Hampshire voters are cantankerous, they're independent, they make up their own minds," he said. "They're also smart."

Hart polled about 40 percent of the vote to 29 percent for Mondale, who had been heavily favored until polls began detecting a sudden shift the day before the voting. Glenn had 13 percent with Jackson and George McGovern locked at 6 percent.

Hart and Mondale aides were surprised by the outcome, particularly the margin of the senator's victory.

"We never stopped saying we worried about New Hampshire," said John Reilly, a senior political adviser to Mondale.

Resolution by House is approved

By Mia Grigsby
Staff writer of the TCU Daily Skiff

The House of Student Representatives passed a resolution Tuesday submitted by student representative E. Keith Pomykal requesting that the House "commend and give thanks" to TCU professors who "support educational extracurricular activities."

The resolution states that "these extracurricular activities help close communication gaps between students and professors and also induce the personal, one-on-one atmosphere in education the university is so proud of."

The resolution does not specify which TCU professors the House should commend.

Pomykal, a senior political science/philosophy major, defended the resolution, saying "I think it would be nice for them (the professors), the ones that do support extracurricular activities."

Student representative Mike Windsor called the resolution a "nothing bill" and said, "Sure, it's real nice and makes everyone involved feel real good, but, hell, an orgy would do that."

Windsor also called the resolution "a noncommittal bill that's taking up our time."

"It's a nice gesture," said Windsor, "but it doesn't accomplish anything."

Pomykal said in a column in the Feb. 28 issue of the *Skiff* that one of the professors who "help students receive a well-rounded, well-grounded education" is economics professor Charles Becker. He, said Pomykal, "has dedicated years to TCU through his sponsorship of the College Republicans." Pomykal is a member of the TCU chapter of the College Republicans.

Pomykal said that he wanted the resolution passed because "I thought it would be nice to take a copy of this (the resolution) to a professor and say 'here, this is for you.' It's something that you (the House members) can take on yourself."

House President Sara Smith said that the resolution "was not really a big deal."

"It's just a statement," said Smith, adding that one of the functions of the House is to make statements occasionally.

The resolution passed at the weekly House meeting Tuesday despite nay votes and abstentions from some of the House members.

"What we're hoping to do with it," said Smith, "is for the House members to give copies of it to professors who they have known to support activities."



WEED KILLER: Glenn Burke, a groundskeeper for the TCU Physical Plant, helps prepare the campus for spring. As is done annually, Burke sprays vines on the west side of the South Moudy Building with herbicide to prevent weeds and ward off insects.

Marketers are lacking political skill

By Megan O'Neill
Staff writer of the TCU Daily Skiff

American marketers lack political and public relations skills needed to break into "blocked markets" such as Japan and Indonesia, said Philip Kotler, an Earl E. Dyess lecturer and author of the widely used textbook, "Marketing Management."

Kotler, a marketing professor at Northwestern University's Graduate School of Management, lectured Tuesday at TCU. His speech, entitled "Megamarketing: The Fourth Wave," focused on the challenges in international marketing today.

"We don't teach political skills or public relations skills to gain the cooperation of a number of parties in order to enter into and operate successfully in a protected market."

In a protected or blocked market, government officials and local distributors seek and often succeed in keeping foreign products, including American goods, off the shelves. Kotler said marketers must learn to target strategies toward these gatekeepers, as well as to consumers.

Kotler, in comparing marketing to megamarketing, said megamarketing takes more time, costs more money and is more strategic than marketing.

Please see MEGAMARKETING, page 3

Jackson gets 8 Grammy awards

LOS ANGELES (AP) — Multitalented Michael Jackson got a record eight-award sweep and classical conductor Sir Georg Solti topped another record in a night of firsts at the 26th annual Grammy awards.

"Thriller," which has sold 25 million records to become the best-selling record of all time, earned Jackson seven awards Tuesday night, including album of the year and record of the year for the No. 1 single "Beat It."

The eighth award, best children's recording, was for his narration and singing on the album version of "E.T.—The Extra-Terrestrial."

Jackson went into the National Academy of Recording Arts & Sciences ceremony with 12 nominations in 10 categories. The previous record for most Grammys won in a single evening was held by Paul Simon, who picked up seven awards for the 1970 Simon & Garfunkel hit album "Bridge over Troubled Water."

Solti, who had won 19 Grammys before the nationally televised awards show, received another four, including best classical recording and best orchestral recording for Mahler's "Symphony No. 9 in D Major." With 23 Grammys, Solti now has three

more awards than film score specialist Henry Mancini, who previously held the record for most Grammys.

In another Grammy first, 22-year-old trumpet virtuoso Wynton Marsalis won one Grammy for a classical work and another for jazz. A modest winner, he declined comparisons to such greats as Miles Davis and Dizzy Gillespie.

"I'm still like Miles Davis and Dizzy Gillespie were when they were 22—trying to learn how to play," he said.

Solti's four awards were matched only by Quincy Jones, who earned three Grammys as Jackson's coproducer on "Thriller" and one as producer of the "E.T." album.

"Of all the awards I've got tonight, I'm most proud of this one," Jackson said of the "E.T." Grammy.

His other "Thriller" awards included best male pop vocal for the album, rock vocal for "Beat It," rhythm & blues vocal and song of the year for "Billie Jean," and producer of the year.

Jackson did not perform during the telecast, but viewers did see him dance in two Pepsi-Cola ads. He suffered much-publicized scalp burns during filming of one of the spots last

month, but the injury was not apparent at the awards show.

The British rock band The Police kept Jackson from winning the two other awards he was nominated for. The band's elegantly simple ballad, "Every Breath You Take," beat out Jackson and Paul McCartney's "The Girl Is Mine" in the pop group category.

Police lead singer Sting took new song of the year honors for writing "Every Breath You Take."

The group, which in previous years had won three Grammys, took four this time, including the rock group award for their "Synchronicity" LP and the rock instrumental category for the title track to Sting's "Brimstone & Treacle" soundtrack.

Resplendent in a glittering navy-blue-and-orange Sgt. Pepper-style jacket, his trademark single sequined glove and dark sunglasses, Jackson was accompanied by Jones for most of his halting, soft-voiced thank-you speeches to his family, record company and almost everyone connected to "Thriller." The album is in its 31st week atop Billboard's national chart.

In accepting his seventh Grammy for male pop vocalist, he finally doffed

the dark glasses. "I don't want to take them off, really," he said. "Katharine Hepburn, who is a dear friend of mine, told me I should, so I'm doing it for her. . . and the girls in the balcony."

Irene Cara, disheveled after performing her hit "Flashdance. . . What a Feeling," was a surprised female pop vocalist winner.

"I can't believe this," she said.

Boy George, lead singer of Culture Club, who won the award for best new artist, gave the otherwise placid show a comic touch with his acceptance speech, telecast via satellite from London.

"Thank you America," he said, sporting feminine makeup, a dress and long, braided hair. "You've got taste, style, and you know a good drag queen when you see one."

Another highlight of the CBS telecast, which ran about 15 minutes over its scheduled three hours, was veteran rock 'n' roller Chuck Berry's special performance before accepting a Special Lifetime Achievement Grammy.

Still duckwalking at age 57, Berry was asked when he'd quit rock 'n' roll. "When I lie down for the last time," he said.



Philip Kotler

At home and around the World

■Texas

UTA prank ad offers to sell baby for \$20

ARLINGTON, Texas (AP) — A classified ad in the University of Texas at Arlington student newspaper offering a baby for sale has been written off as a "bad joke," authorities said.

The ad in this week's *Shorthorn* offered "one white baby, good condition, no credit checks. \$20 or best offer. Call Edwin or Helena." A telephone number was included.

The telephone number was a recording of the theme to the "Peter Gunn" television series.

"We did receive some phone calls about it," UTA Police Chief J.D. McGee said. "With the amount of concern with black market babies out of Mexico out there, there's a lot of public concern."

"The ad the student wrote was an obvious prank and I know he didn't intend any malice," said Dorothy Estes, student publications director.

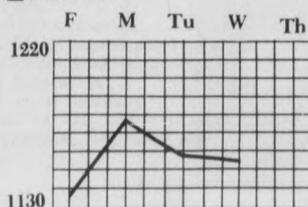
Kent Gardner, associate vice president for student affairs, said he had received a referral from university

police, but didn't know if he'd take any action against the person involved.

Besides talking with the student who placed the ad, Gardner said he will talk with newspaper workers.

"It wasn't really a matter of bad judgment," Estes said. "It was just a matter of it coming in right on deadline and an overworked staff member just let it get by. I haven't lost faith in my staff."

■Wall Street



■Texas

Dr Pepper shareholders say 'yes' to merger

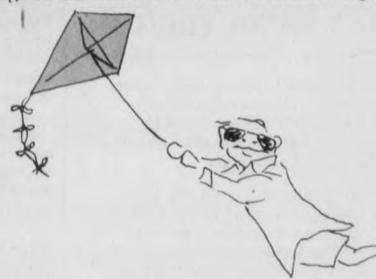
DALLAS (AP) — Dr Pepper shareholders have agreed overwhelmingly with the soft drink company's assessment that a \$647.8 million merger with Forstmann Little & Co. is in their best interests.

More than 71 percent of the company's shareholders approved the \$22-a-share merger with the New York investment company at a Tuesday morning meeting. W.W. Clements, chairman and chief executive officer of Dr Pepper, urged shareholders to approve the merger. "The board of directors recommends that shareholders approve this merger," he told a crowd of about 500. "The board believes this is in the best interest of all shareholders."

The Dr Pepper purchase is five times bigger than any of Forstmann Little's previous purchases, which have included a pair of soda-bottling firms. Forstmann Little & Co. was created in 1978 by Ted Forstmann, Nicholas Forstmann and Wilham Brian Little, all of New York.

■Weather

Today's weather is expected to be sunny with a high in the mid 60s and winds of 10-15 mph.



QUOTE OF THE DAY

It is my own opinion that the resumption of executions feeds the collective lust for blood and diminishes the whole human race. -Houston Wade, San Antonio physician

OPINION

THOUGHT FOR THE DAY

The unexamined life is not worth living. -Socrates

CAMPUS



By Gary Hicks

'Bubble Boy' sparks hope in others

The tiny flicker of hope that all human beings possess was dimmed last week. A 12-year-old boy, known to the world only as David, died during a valiant struggle to live. David, who most often was called simply "the bubble boy," was born without a natural immune system. He had no defenses with which to combat disease. A common cold would have killed him. Last October, David underwent a bone marrow transplant, which doctors had hoped would stimulate his own immune system, allowing him to leave his plastic world and begin living a normal life. The odds against success were great. The mission failed.

After his birth in 1971, David was immediately placed in a sterile plastic bubble at Texas Children's Hospital in Houston. There he remained for all but a few weeks of his life. The world knew of David, but we Houstonians had a special relationship with him. We were family. When the hospital had to enlarge the "bubble" to keep up with David's growth, we were there. When NASA made a tiny "spacesuit" for David, which allowed him to wander outside of his protective environment, we were there also. We were with him when he first attended school by closed-circuit television, and we marveled at his wit and intelligence. Our hearts were with David when he underwent what was recognized as a risky operation. Our hearts sank as we witnessed David become ill for the first time in his life. Our tears expressed the emotion of watching David embrace his mother for the first time, and the hope that it wouldn't be the last.

According to his doctors, David realized what was happening to him and bravely accepted the fact that he was dying. This came as no surprise to the people of Houston, who for 12 years knew of the courage that the little boy in the "bubble" possessed. During his life, David's last name was never revealed. This was to insure the privacy of his family. Through the sharing of his life with us, however, he shared in all of our names, and with them came our hopes and prayers. David expressed one wish during his life: to be able to run barefoot through the grass. He never experienced this simple pleasure that is so much a part of childhood. Whether or not one believes in a life after death, it is impossible not to hope that somewhere David is running through a field of green grass, playing with a puppy, skimming stones over a blue lake and enjoying all the rites of childhood that he so unjustly missed on this earth.

Doctors at Texas Children's Hospital believe that a form of intestinal cancer is what ultimately killed David. If this proves to be true, the doctors have said that it could lead to new discoveries concerning the immune system's role in cancer development, and possibly move the medical world closer to a cure for cancer. David's life is an example of the importance and purpose that every life holds. Within his confined world, David may have held the key to life and hope for countless others. And the flicker grows brighter.

WHAT DO YOU THINK ?

The TCU Daily Skiff welcomes letters to the editor and guest editorials. The page is designed to offer a forum for thought, comment and insight concerning campus and national issues.

Letters should not exceed 300 words. They should be typewritten and must include the writer's signature and telephone number. Classification and major should be included for students. Professors and administrators should include their titles. Handwritten letters or editorials will not be accepted.

GREETINGS! FROM NEVADA'S UNDERGROUND NUCLEAR TEST SITE



Sharon Jones of TCU Daily Skiff

EDITORIAL

Nuclear power a sad reality, concern is needed

The failure of a crucial cooling system at the largest nuclear power plant in the United States last week prompted little reaction to the potentially dangerous risks reactors impose on human safety. Images from Three-Mile Island are five years old and thus must be assumed forgotten.

Nuclear power, no matter how shaky it stands financially or how irrational its byproducts' uses, is sadly here to stay. Worse, if history continues to repeat itself, safety measure will, like the alert at Brown's Ferry last week, be disregarded.

Closing down nuclear power plants would be the best solution—not only to save a great deal of money but to create a great long-term service to the whole of mankind.

Consider from past lessons how little it takes to create a nuclear plant alert. In 1978, a technician at Brown's Ferry dropped a 25-cent light bulb. The impact shorted control panels and electrical connections. The reactor went berserk—temperatures shot up and

down, cooling systems heated and sensitive pressure levels dropped.

These "accidents" are grave indicators of a lack of the Nuclear Regulatory Commission's standards. Mistakes like these cannot be ignored, but headlines lately have shown the main concerns lie in the costs related to nuclear development. In other words, there is little protest.

The history of our nuclear world is full of great mistakes, beginning with Hiroshima. Two weeks ago, a recent mistake was made in Nevada where an underground nuclear blast collapsed part of a mountain and injured 13. Nuclear testing like this—on what is considered taken on a "very small scale"—indicates great dilemmas for not just human safety, but life.

The words of the investors, the regulatory boards and the politicians are empty ones. Their concern is not great enough to provoke action.

But, the voice of the people who care just might be words strong enough to prompt action where it counts.

BLOOM COUNTY

by Berke Breathed



LETTERS

Let's hear the real reason

I do not often get a chance to read the Daily Skiff, but when I do I find it as humorous as it is informative. One such occasion arose Wednesday when I was reading the article, "Walking a Symbol of Unity" by Adele Kohl.

As I began reading the article, I was at first appalled. In the second paragraph, the article stated, "The sidewalk serves as a passageway between the campus and the Greek population that lives on Worth Hills." As an ex-resident of Brachman Hall and definitely not a Greek, I began envisioning a guard at both ends of the sidewalk that would not allow non-Greeks to pass, or perhaps a non-Greek detector like the metal detectors at airports.

If you think this is a little overdone, maybe it is, but it would be nice if people on campus and especially Skiff reporters would occasionally recognize the existence of non-Greeks on "Greek Hills."

The fury that began to overtake me at this point in the article, however, soon faded into laughter as I continued with the story. A "Symbol of Unity" Come on, let's be serious. I think Brian Lawe has

been at the books too long. It keeps the grass from dying. Now if you really want to unite the main campus and Worth Hills, why not put in a moving sidewalk,

or better yet, a gondola. Now there's a reason to go to the main campus.

-James L. Mayne Systems programmer, Computer Center

TCU Daily Skiff

The TCU Daily Skiff is a student publication produced by the Texas Christian University journalism department and published Tuesday through Friday of the semester year, except for review and finals weeks. Views expressed herein are solely those of the staff and contributors. Unsigned editorials represent staff consensus and signed editorials are the opinions of the writers. The TCU Daily Skiff is a member of The Associated Press. The Skiff is located in Room 291S of the Moudy Communication Building, Texas Christian University, Fort Worth, Texas, 76129.

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WIRE

Uncle Sam can learn a lesson

By John Cunniff

NEW YORK (AP)—By inference, corporate annual reports this year have a message for Washington. It is cut and slash.

The corporate cutting became serious in 1982, says William Dunk, who follows these things, but many of them were cosmetic. But in 1983 they really slashed away at the blubber, and they want shareholders to know it.

Cutting and slashing, therefore, is a major theme of this year's reports, says Dunk, who has spent much of his adult life advising corporations how to put their best image forward in their annual summing up for shareholders.

From analysis of reports that he has helped produce, and his readings of others, Dunk concludes that "companies have really gotten serious about getting rid of the fat."

He says even the reports themselves are simpler, a claim that cannot be made by Uncle Sam, who recently issued an "Economic Report of the President" that ran on for 343 pages, without so much as a picture.

No corporate report would carry on for even a third so many pages, and you can bet they are filled with colorful charts, photographs, variations in type and all the other design features that impress.

This year's reports tend to be simpler too, and clearer. Clearer by far than the statistics-laden government report.

Many are also shorter than in years past, such as that by Celanese. Many seem easier to read, such as Emhart's, which enhances fine writing with large type; and some, such as the Shell report, have readable financial analyses.

"Even accounting experts have initiated laudable if unsuccessful efforts to simplify reports," says Dunk, alluding to a Financial Executive Institute summary subtitled "Moving Toward More Readable Annual Reports."

But the reports, after all, are merely the medium rather than the message itself. True, they seek by themselves to convey an image of cutting, slashing, thrift, economy, simplicity and other qualities that are seen as virtues this year. But for the most part they are merely reporting what happened elsewhere.

In corporate operations, for example. "With persistent high interest rates and tidal waves of deregulation, low margin operations have had to go," explains Dunk. Underperforming operations were cut loose as the lean-mean mood led to deep cuts in costs—and profits.

The reports, therefore, are filled with a litany of writedowns, writeoffs and re-writes. Big ones, in big companies. Companies such as AT&T, Allied Corp., Merrill Lynch, American Express and other blue chips.

ARMCO makes a major effort to explain why it dropped coal and financial services. Beatrice tells of plans to dispose of more than 50 operations. Gulf & Western explains why it trimmed a whole array of operations and investments.

"It's gotten fashionable to bite the bullet," says Dunk, whose firm, William Dunk Partners, worked on many of the reports.

Cunniff is an AP business analyst

LITES

VINELAND, N.J. (AP)—Housing Inspector Gustavo Serrano Jr. will never forget just which house it was that he ordered an owner to paint. It's the big shiny black one with the red trim and the green porch.

"It's some beauty," said Serrano, who got a municipal judge to back his order. Now, he says, "I wish I had a law I could use to make him change it."

Owner Albert Pagano, 54, actually lives about three blocks from the house, which he was first ordered to fix up in November 1982.

"He painted it," agreed Judge Samuel J. Serata, who last fall gave Pagano 30 days to do the job or pay a \$250 fine. "I'm happy people comply with my orders. There's nothing in any ordinance that says anything about color."

Mayor Patrick R. Fiorilli pointed out Wednesday that the color scheme, which has made the once drab building a sight-seeing attraction, was perfectly legal.

"There was some discussion of passing an ordinance limiting the colors you can paint your house, but you can't do that. If you want to paint your house chartreuse with purple trimming, it's your right," the mayor said. "He's got another house he said he may consider painting orange and trimming in black."

Megamarketing: power-minded strategy

Continued from page 1

Also, besides the normal marketing mix of product, price, place and promotion, megamarketing involves power negotiating and public opinion formation.

"Marketing may have to get power-minded. . . If we try and still can't reach them, then we may want to go into a threat pattern.

"Who are the world champion marketers today?" Kotler asked his audience. "The Japanese," responded several students, and Kotler agreed. He discussed three reasons for Japan's success.

"The Japanese are patient, selective, and they have quality," Kotler said. "They don't try to make a fast buck, and they know which markets they want to win.

"The Japanese enter markets that no one predicted they could enter, with great success," Kotler added. He referred to Japan's computer market, which is ranked second in the world. He also mentioned Japan's recent success in the fields of women's clothing and cosmetics.

Besides the Japanese challenge, American marketers will soon be fac-

ing increasing competition from the "new Japanese," said Kotler. These countries, including Korea, Taiwan and China, benefit from "terrific performers," who work hard and receive low wages. Kotler predicted that someday most of the world's automobiles will be Chinese-made.

"When China takes off, I think everyone is going to realize they're really formidable competition," Kotler said. "The Chinese differ from the Soviets in that they're extremely good in business."

In order to meet the challenges of

its competitors, the United States must be more selective in choosing industries in which to participate. The United States should also form more partnerships with the Japanese and use more cross-licensing. An example of this cross-licensing is the way Toyota and General Motors are currently working together.

"Ironically, we taught the Japanese their skills," Kotler said. "Now we need some licensing from them."

Kotler is the first Earl E. Dyess lecturer on marketing to come to campus.

Around Campus

ISA to sponsor exhibit

The International Students Association will sponsor an exhibit today in the Student Center featuring arts, crafts and other items from the Caribbean, Europe and Australia. The exhibits are part of TCU's International Students Week.

Film to be shown

"The Lion, the Witch and the Wardrobe" will be shown today at 7:30 p.m. in Student Center Room 205. The film, based on the book by C.S. Lewis, is sponsored by the Maranatha Christian Fellowship. Admission is free.

Fashion show to represent nations

"The Parade of Nations," an international fashion show, will be held today at 7 p.m. in the Student Center Ballroom. The show will feature both men's and women's fashions from 20 different countries. Admission to the fashion show is free.

Professional club to meet

Sigma Delta Chi, the Society of Professional Journalists, will meet today at 5:30 p.m. in Moudy Building Room 264S. Guest speaker will be mass communication law professor Tom Williams. His topic will be "Freedom of Information."

Professors speak to ISA

By Donna Lemons
Staff writer of the TCU Daily Skiff

Michael Dodson, associate professor of political science at TCU, said the university should be "justifiably proud" of the international students here on campus.

Dodson was one of five speakers who spoke to the International Students Association Tuesday evening on a variety of topics concerning the foreign student on the American campus. Along with Dodson were Morrison Wong, assistant professor of sociology, Anantha Babbili, assistant professor of journalism, Jarl Ulvin of Norway and Wayne Watson, acting House of Student Representatives vice president.

Dodson, in his address "The General Implications of the Education of Foreign Students on International Affairs" targeted the political and military influences of the United States as a world power on foreign countries.

"The U.S. tends to base foreign policy on assumptions and definitions derived from its own culture," said Dodson.

He used Central America as an example, saying that the United States goes into that country to "foster and

cultivate democracy." However, he said, the United States defines democracy according to American institutions.

Dodson said our idea of democracy works well "in a nation that is rich, stable and has big industry." Countries that have none of these characteristics would find it difficult to understand these ideas, he said.

Ulvin told about his experiences as a foreign student in an American institution.

Ulvin said he chose the United States because he wanted to study in a country where English is the national language, and he chose TCU from a list he obtained from the Norwegian government. He said he has found that TCU accepts foreign students in a positive manner.

"I think we're doing all right," Ulvin said. "I think TCU is a good institution for foreign students, and I'm glad I came here.

"I don't know what my expectations were (before coming to TCU). I was just glad to get out of the army," he said.

He also said he feels there is a good relationship between the students and the professors at TCU. He

cautioned the students present to remember not to judge a person's country by the person himself.

Ulvin said often a person is not typical of the country he comes from, adding that he is not a typical Norwegian, or he would not be attending school here.

Babbili said the history of the foreign student in America is deeply tied into the political situation of the world just after World War II.

He said that the major influx of foreign students was influenced by the need for advanced technological information and that Gen. Dwight D. Eisenhower was influential in bringing foreign students to the United States on scholarships. Babbili said there are 312,000 foreign students enrolled in 5,032 institutes of higher learning in the United States.

Wong told the students that the shrinking world has made cross-cultural understanding imperative. He said there is much to be learned from other cultures, and people "shouldn't have so much pride in their own culture that they are unresponsive to learning from a culture different than theirs."



Morrison Wong and Anantha Babbili

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Dog can answer 'Where's the dope?'



By Sharon Jones
Staff writer of the TCU Daily Skiff

Murko, a playful 6-year-old, displayed his talent for seeking out hidden drugs by uncovering two small packets of marijuana in professor Betty Benison's class Wednesday morning.

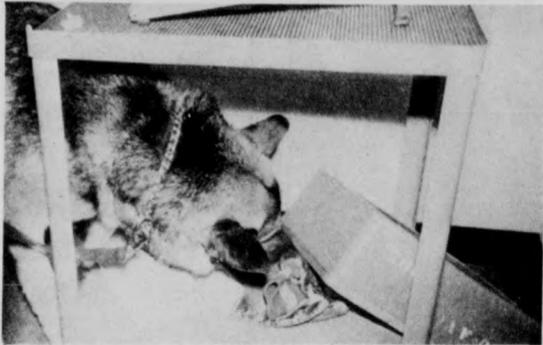
The marijuana had been concealed in the classroom by Murko's partner Roger Wallace, coordinator for the Institute of Criminal and Civil Investigation.

However, no one was arrested in this drug find. The drug hunt was part of a demonstration, given during Benison's Drug Education class, meant to show the advantages of using trained dogs like Murko to enforce drug laws.

Royce Ingersol, also with the Institute of Criminal and Civil Investigation, spoke to the group of about 30, which included members of the Fort Worth Independent School Board, Fort Worth Police Department and TCU students.

After about six months of research by educators, psychologists, sociologists and law enforcement officers, a program was designed in an effort to combat the drug problem on today's high school campuses, Ingersol said.

"What came out of the program was the thought that there needed to be a three-phase approach to the problem—education, interdiction and rehabilitation," Ingersol said.



PHOTOS BY PHILLIP MOSIER

The cost of training a dog like Murko in drug detection has been estimated at \$12,000. Training in obedience begins when the dog is about a year old, Ingersol said. Training in the detection of drugs and explosives continues throughout the dog's life.

Ingersol said that in his prime, a dog will be able to recognize 63 different substances. Some of the 650 finds Murko has been responsible for since September include: a grenade launcher, marijuana, cocaine, angel dust, pistols, shotguns and alcohol.

"It makes no difference what the contraband is wrapped or hidden in," Wallace said. "The dog can detect the smell through foil, water or anything."

Illegal drug dealing is a \$90 billion industry in the United States. "The Coast Guard is responsible for stopping about 10 percent of the incoming drugs and the government spends about \$2 billion trying to control the problem," said Ingersol.

Before the institute became involved in the adolescent drug problem, if young persons were found with drugs, they were suspended from school.

"With our program, the student stays in school but is on probation and enrolled in a rehabilitation program. The parents are informed and the child is not taken off probation until his recovery is verified by a counselor," Ingersol said.



NOSY DOG: Top left: Royce Ingersol talks to students in Betty Benison's Drug Education class. Bottom left: Murko the wonder dog sniffs out hidden drugs in class as a demonstration of his talents. Above: Roger Wallace and Murko wait for class to begin Wednesday outside the Rickel Building.

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Professor runs for school board

By T.J. Diamond
Staff writer of the TCU Daily Skiff

Bill Ray is running for president of the Fort Worth Independent School District Board of Trustees because he thinks he can help an ailing program.

Ray, professor of urban studies at TCU, cites rapidly declining enrollment, Scholastic Aptitude Test scores and rapidly increasing operations costs as evidence that the Fort Worth Independent School District needs new, effective leadership.

"My experiences as a parent and also as an educator, where I see the product of public education, have made it obvious to me that there has been a serious slide in levels of student attaining," he said.

"I felt strongly about the need to do something, and so around Christmas I decided to run."

Ray will be running in the April 7 election against incumbent Richard O'Neal and former FWISD Associate Superintendent Tommy Taylor.

Ray said that there are radical differences between himself and his opponents, both in style and philosophy.

"Taylor, as associate superintendent, was obviously in a position to do

a lot to upgrade public education. But that never happened," Ray said. "The incumbent has been in office six years and during that period the slide has continued and has accelerated."

Joe Sherrod, director of communications for the FWISD, said the district by policy does not take any stand or give any endorsement in the campaign.

Ray said that FWISD operating cost has risen from about \$80 million in fiscal year 1978 to about \$140 million last fiscal year.

Enrollment in the district has dropped by 20,000 students in the past 15 years, while average SAT scores have dropped to more than 60 points below the national average.

Ray said that the roots to these problems lie in inefficient use of financial and human resources, lack of parental involvement in decision making, the growing numbers entering private schools and insufficient motivation for teachers as seen in low salaries.

"Expenditures are rising at a higher rate than inflation without positive justification. If a business was run like that, it'd go bankrupt," Ray said. "School districts don't go bankrupt.

When they run out of money they just ask for a tax increase.

"People don't want a tax increase. What they want is the efficient use of existing resources. I think you can get that by taking cost-effective approaches."

Ray targeted his argument at the fact that 50 percent of the FWISD's budget is spent on non-instructional activities.

The central function of education, he said, is to teach children. He proposes that the district "take a good look" at all non-instructional activities and determine if they are essential to that central function.

"Wouldn't it be nice if 100 percent of the budget was spent to teach the kids," Ray said.

The self-labeled "grass roots candidate" has served as the president of the Parent-Teacher Organization at Alice B. Carlson Elementary School. He supports a stronger parental role in the decisions and management of the local school.

He said that parents are interested in academic excellence for their children. This has resulted in a steady migration out of the public schools and into the private schools.

"It's completely changing the ethnic composition of the public schools. The FWISD is down to 49 percent Anglo," he said. "We're moving to a two-class educational system, and that's catastrophic."

Ray said that he welcomes the challenge of the private schools and plans to increase the quality of public education to pull families back from the private schools.

The 45-year-old professor disagrees with the idea that the brunt of the problems in education lie with the teacher. Rather, he proposes increased evaluation of administrators, chiefly principals, who "establish the climate" for high standards of education.

Ray does support increasing starting salaries for teachers and offering merit pay as incentive to increase teacher quality.

"A potentially good and professional teacher, coming out of college, is rarely going to be drawn into a district that offers a starting salary of \$14,000 per year," he said.

Ray said, however, that increasing quality in education doesn't necessarily call for increased expenditures.



RAY TO RUN: Bill Ray of the urban studies department will run for president of the Fort Worth Independent School District board of trustees on April 7.

"I don't think that quality principals, teachers who care and teachers who accept the fact that all kids can learn cost more money," he said.

"I also don't think that respect for students, increasing the role of a parent in their children's educational process and bringing the community back to support the local school cost more money."

Despite the fact that he has no official experience with the FWISD and he is running against two candidates with more than 40 years of experience in the district, Ray is optimistic about his chances in the election.

"When I first decided to run, I did so because I believed I could win. I still think I'm going to win," he said.

"If it was ever possible for a grass roots candidate to get elected, now is the time."

Study locations found almost everywhere

By Amy Stepp
Staff writer of the TCU Daily Skiff

Where do TCU students study? Taking for granted that they do in fact study, it is interesting to note the differences in study habits and preferences for where they like to do it.

One of the most obvious places is, of course, the Mary Coats Burnett Library. It not only offers a vast amount of resources, but it also provides convenient areas for group and individual study.

Paul Parham, university librarian, reported that the use of the library has increased since the renovation. He said, "There are 300-400 places to study with or without other people around."

Circulation reports show that weeknights and Sunday afternoons are the most popular times at the lib-

rary. Parham said that the library is an effective place to study if it is done in the right way.

One criticism of the library is that it is too much of a social place. It's easy to go there with the intention of studying, only to meet acquaintances and start conversations. Joe Jordan, freshman, said, "The library is just too distracting for me. I look at anybody that walks by."

The library is open 100 hours each week. It is open until midnight Sunday through Thursday, and it closes at 8 p.m. on Friday and Saturday.

Many students prefer simply to study in their dormitory rooms. Susan Bellamy, freshman, comments, "In my room, I can shut the door and it's halfway quiet. People aren't as tempted to come in; in the library, there's no door to close." Dormitory rooms

were, after all, built to be conducive to studying, as they come complete with desks and overhead lighting.

Another area that the university supplies is the Reading Room in the Student Center. It is open 7 a.m. to 9:30 p.m. and offers the quiet atmosphere that students look for.

One advantage of the Reading Room is its proximity to the dormitories and campus eating establishments in comparison to the library. There is also a separate television room available within the reading room. Allison Dement, junior, said, "I like it there because I can get a lot done, but then I can watch TV conveniently on my breaks." Two conference rooms are also available in the reading room for group meetings.

Off-campus sites also attract stu-

dents in the pursuit of academic endeavors. Such places as Ol' South Pancake House, the Texas College of Osteopathic Medicine library, and the Oui Lounge are among the favorites. It is sometimes easier for students to get things done in an atmosphere completely different from the campus.

Michelle Rogers, sophomore, said, "I usually study for my big tests at Ol' South because you can get coffee and stay as long as you want. It's not the typical study atmosphere, which helps me not get so psyched out about studying."

Other places that are known as good study areas include dormitory lounges, fraternity and sorority chapter rooms and vacant classrooms in buildings on campus.

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Sports

6/TCU DAILY SKIFF, Thursday, March 1, 1984

TCU women finish seventh in SWC meet

By Erika Matulich
Special to the TCU Daily Skiff

TCU's women's swim team finished seventh in the Southwest Conference meet Thursday through Saturday in Austin.

The University of Texas won the meet with an overwhelming 869 points. Houston edged Texas A&M by one point for second place, 344-343.

TCU Head Coach Richard Sybesma said he was pleased with his team's performance during the meet.

"The girls competed very well," Sybesma said. "We had several school records and lifetime bests."

Freshman Mary Qualls, for example, swam her 500-yard freestyle in 5:05.23. "That was a really good time—her best swim of the meet," he said.

Jill Tharp, a freshman from Fort Gibson, Okla., swam a lifetime best of 2:07.81 in the 200-yard backstroke, which captured seventh place for her.

Jody Nelson set a new school record

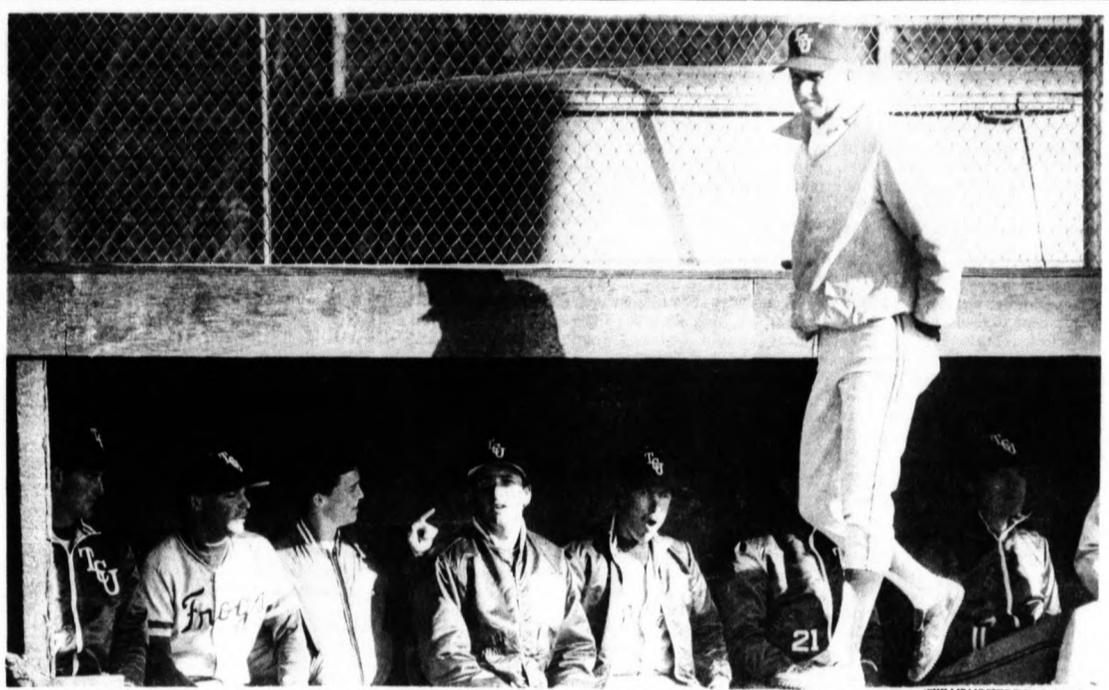
by swimming the 100-yard butterfly in 59.43. Nelson also placed ninth in the 50-yard butterfly event with a time of 26.92.

Nancy Stucker placed sixth in the 50-yard butterfly with a lifetime-best time of 26.57. She also swam the 100-yard freestyle in 54 seconds flat, also a best-ever time.

Cindy Patterson placed 11th in the 1,650-yard freestyle with a lifetime-best time of 17:40.26. Qualls was one place behind Patterson in the event with a time of 17:42.97.

Sybesma said that these finishes were commendable. "I am pleased. We did well in the mile," Sybesma said.

TCU set two school records in the relay events. In the 800-yard freestyle relay Patterson, Tharp, Qualls and Becky Brill teamed for a record time of 7:50.37. Stucker, Tharp, Kelly Phillips and Helen Standerfer set a school record time of 1:39.81 in the 200-yard freestyle relay.



TAKING IN THE ACTION: TCU Head baseball Coach Bragg Stockton paces along the outside of the Horned Frog dugout during the sixth inning against Texas Wesleyan College Tuesday afternoon. The Frogs got eight runs in the second inning and went on to win 11-6.

Court rules against USFL policy

LOS ANGELES (AP) — A United States Football League attorney says a federal court ruling that the league's regulation against signing underclassmen violates antitrust law could result in college teams being stripped of their best players.

The decision by U.S. District Judge Laughlin Waters was to be formally released Wednesday, but attorney Don Meyers said he had been informed of the decision by the court clerk. And he said an appeal would be filed.

The ruling came in a lawsuit filed against the USFL by Bob Boris, who has since joined with the Oklahoma Outlaws of the year-old league. Boris left college after less than three years but was denied entry into professional

football because his class had not yet graduated.

Boris sued when Herschel Walker, also an underclassman, was signed by the New Jersey Generals of the USFL.

Boris' attorney, John L'Estrange Jr., said the suit, filed in August, contended that the USFL's eligibility rule, as it was applied to Boris, constituted an unreasonable restraint of trade in violation of federal antitrust laws.

An adviser to Marcus Dupree, a former Oklahoma University running back, said the ruling opens the way for Dupree to sign with the New Orleans Breakers before the end of the week. Dupree, a sophomore, dropped out

of Oklahoma during the 1983 season, and then enrolled and later dropped out of Southern Mississippi.

The Breakers received permission to talk with Dupree from the New Jersey Generals, which have USFL

territorial rights to Oklahoma players. Chet Simmons, USFL commissioner, has said that the league's regulation would bar Dupree from signing until his original class at Oklahoma has graduated.

AP Basketball Top 10

Rank	Team	Last Week	Record
1.	North Carolina	(1)	24-1
2.	Houston	(3)	25-3
3.	Kentucky	(4)	21-4
4.	Georgetown	(2)	24-3
5.	DePaul	(5)	21-2
6.	Oklahoma	(8)	24-3
7.	Nevada-Las Vegas	(7)	25-2
8.	Texas-El Paso	(9)	24-2
9.	Tulsa	(10)	23-2
10.	Illinois	(6)	20-4

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18 Happy Hour 5 to 9 pm C & W Night	19	20 Happy Hour 5 to 9 pm Ladies Night	21 Happy Hour 5 to 9 pm C & W Night	22 Happy Hour 5 to 9 pm Ladies Night	23 HAPPY HOUR 6 to 10 pm	24 Happy Hour 5 to 9 pm 2-1 Drinks ANYTHING
25 Happy Hour 5 to 9 pm C & W Night	26	27 Happy Hour 5 to 9 pm Ladies Night	28 Happy Hour 5 to 9 pm C & W Night	29 Happy Hour 5 to 9 pm Ladies Night	30 HAPPY HOUR 6 to 10 pm	31 Happy Hour 5 to 9 pm 2-1 Drinks ANYTHING

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