



THE DAILY SKIFF

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DOUBLE BUBBLE, TOIL AND TROUBLE—Climbing up this swinging ladder is no easy trick, because if you don't balance perfectly, it will tip over and you will fall off and not win a prize. But this little climber shows that the trick is intense concentration and making sure you don't blow so big a bubble that it sticks to the rungs. The boy was one of 50,000 visitors to last weekend's Oktoberfest celebration.

Profits expand job market, Western Electric boss says

By LISA DEELEY SMITH
News Editor

Adverse public opinion toward business profits has kept businesses from getting the capital funds they need to supply jobs, according to Donald E. Procknow, president of Western Electric Company.

Procknow spoke to M.J. Neeley School of Business students and faculty Tuesday morning on the capital shortage in America.

"The country has developed a cultural bias against business profits," Procknow said. Most people think manufacturers earn 33 cents on each dollar after taxes, when the true figure is 5.2 cents per dollar, he said. Western Electric, the manufacturing and research arm of the Bell System, earned 4.3 cents per dollar last year, according to Procknow.

People thought automobile companies earn 39 cents per dollar when last year's figure was 1.9 cents, Procknow said. Oil companies earned 7 cents per dollar, not the supposed 39 cents, "and that was a pretty big year for the oil companies."

Politicians seeking votes by denouncing business profits and "a general lack of understanding of our press" have contributed to this image, he said.

"We have to increase business profits," Procknow said. Retained corporate earnings have dropped from \$6 billion in 1970 to minus \$10 billion. "If retained earnings continue to shrink like that, so will the American standard of living," he said.

There may be a \$6.7 billion gap between raised and needed capital over the next 10 years, he said. "We're in danger of running out of capital. To the extent we're not able to do this (find more capital) the telephone service will suffer. To the extent we're not able to do this, there'll be more unemployment."

Chase Manhattan Bank recently ran a full-page ad, he said, headed "No money, no tools; no tools, no jobs," which predicted that one out of every six Americans could be out of work in 1985.

Some actions that must be taken, Procknow said, are:

—A more realistic depreciation allowance. Because of inflation "when we have to replace those capital facilities, we have to replace them at a higher value."

—Tax breaks on profits plowed back into the industry. "Without a significant tax break, you're not going to get the capital," he said. "Unless that (capital-raising) segment can move ahead, any rebound is going to be short-lived."

—Fewer capital gain taxes, which are "very, very harsh" in the United States, unlike other industrialized nations, he said.

—Eliminating the double-taxing of corporate dividends. The same dividends are taxed through the company and on the stockholder's income tax.

—Achieving "a more saving mentality rather than a spending mentality. I guess 20 years of credit card spending has had its effect on the American public," Procknow said. "I think this is one of the greatest challenges in the years ahead."

"Any measures to bail out New York City must come as a last resort," he said in response to a question. "The process should come very hard. New York is on the right road to getting its house in order. It's been so badly out of order it's going to take a while."

"New York badly mismanaged its operation. It brought its problems on itself."

"We are probably not doing enough" to educate the public about profits, Procknow said, responding to another question. Western Electric had testified to the House Ways and Means Committee, which generates tax laws, about the lack of capital.

"We're talking to employe groups. I've seen more speeches on this subject in the last six months than I ever have. Our union leaders are becoming much more aware of the problem." Companies are running ad campaigns, "although I don't think this is necessarily the most successful thing," he said.

Decision due next week on landscaping plan

By STEVE BUTTRY
Managing Editor

The Permanent Improvements Committee will decide next week if it should reverse its decision to spend \$7,000 to remove the faculty parking lots by Frog Fountain and replace them with landscaping intended to beautify the area in front of the Student Center.

The committee recommended the proposal to the House of Student Representatives last spring and the House endorsed the project in principle, as did the Faculty Senate. The administration recommended the project to the Executive Committee of the Board of Trustees, which has approved the project.

A landscape architect firm has been hired to consider the project, but recently many students have expressed opposition to the proposal, so the Permanent Improvements Committee is taking a survey and conducted a hearing Tuesday to learn student opinions on the matter.

Preliminary results of the survey indicated an exact 35-35 split among students

polled, with 18 who didn't care. Some committee members have not completed their shares of the survey. Committee members conducting the survey telephone students chosen at random from Frog Calls.

The question they ask is: "The Permanent Improvements Committee would like to know your opinion on the proposal to remove the faculty parking lots on each side of the fountain. The area would be replaced with a landscaped mall. The project would cost approximately \$7,000 in student funds and displace about 70 faculty parking places to the quad lot. What is your opinion?"

Committee member Jim Yarmchuk, who favors dropping the proposal, said the results of the survey could be affected by the biases of the persons asking the question. However, most committee members agreed the balanced results of the survey so far and the balance of opinions on the committee indicate the poll has been fair.

Only two students showed up to express

their opinions at the hearing, which was advertised in Tuesday's Daily Skiff.

Flavil Johnson said he understands the desire to beautify the area in front of the Student Center, but thinks the area should be more "functional," especially with an already crowded parking situation.

Cheryl Thornton said the parking situation is already too bad, and would get worse if the two lots were removed. "I can't see spending \$15 to not be able to park," she said.

Yarmchuk submitted a petition signed by 106 Waits residents who oppose the landscaping plan and said a similar petition is circulating through Clark.

Committee chairperson Jim Paulsen expressed disappointment that more students did not attend the hearing to discuss the plan. "Where are these people now?" he asked, looking over a petition signed by people who oppose the proposal.

The proposal drafted by the committee last year estimated the cost of the project at slightly more than \$10,000, but some

estimates have placed the cost at about \$15,000. The University would hire the landscapers to do the work and pay any bills in excess of the \$7,000 funded by Permanent Improvements.

If the plan is implemented, the faculty parking lots north and south of Frog Fountain will be removed, eliminating 70 parking spaces. The faculty parking in the quadrangle lot west of the fountain would be expanded by 70 spaces, displacing 70 students to the Coliseum lot.

The area now occupied by the parking lots would be landscaped with grass, trees, flowers, shrubs and benches to improve the appearance of the area in front of the Student Center and give students an area for recreation, relaxing and studying.

The committee will meet at 11 a.m. Tuesday in the snack bar to analyze the final results of the survey, hear student opinions and make a final decision.

If the committee decides to reverse its decision to fund the proposal, the House must approve the reversal or uphold the original decision to fund the landscaping.

Rocky is full of surprises

Rockafella, Rockafella. He became governor of my state when I was two and resigned when I was 18. And I, with Republican genes, grew up believing he was ordained to be governor forever.

Now he's busy jumping off the

resigned as governor, he ended up as vice president. Now that he has bowed out as Ford's running mate, who knows what he has in mind? He just had the vice presidential seal redesigned from a limp-winged bird to a fierce eagle—not the sign of

the city is falling down around Gov. Hugh Carey's ears, Rocky presided over the floating of the "moral obligation" bonds (thought up by no less than John Mitchell).

Rather than watch Ford let the city rot, Rockefeller can run for

the spot which would save his city.

And he loves a challenge. Rockefeller and idleness are contradictions. As governor he gave us Medicaid, the State University of New York system, higher taxes, the Rockefeller

Center, the New York State Lottery, Attica. He loves a fight. The Associated Press reports he's "keeping all options open."

And if you've bought a \$135,000 bed in Washington, you plan to sleep in it for a while.

—LISA DEELEY SMITH

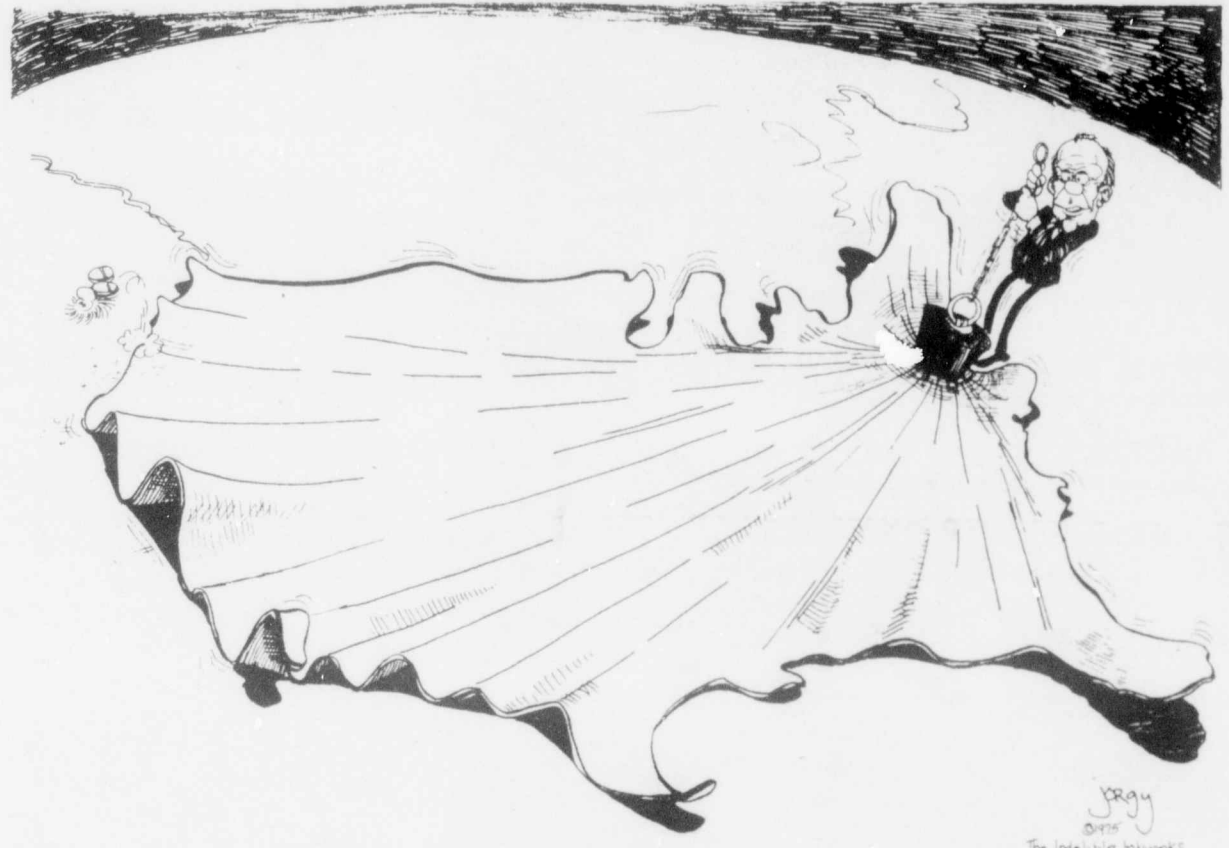
Opinion page

bandwagon again. What can this mean? He's run for President three times before, and Gerald Ford's and Ronald Reagan's offices don't think he'll try again.


I don't believe it. Nelson Rockefeller has spent his life doing things, and the only reason he would quit a job is to try something else. When he

someone who will gracefully fade away.

Although no one has reported it, New York City's crisis may have helped the split, and may cause Rockefeller to go out on his own. New York's Sen. Jacob Javits won't seek to take Rocky's place for just that reason. While



Jerry Brink
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New clinic scheduled to open this spring

The new Speech and Hearing Clinic will be ready for use at the beginning of the spring semester, said Dr. Dorothy Bell, head of the Division of Communication Pathology.

"We are really excited about moving into the new facility. It will be the first time that we will have an adequate facility," she said.

The opening ceremony for the building will be conducted in conjunction with TCU-Fort Worth Week, Feb. 29-March 6. The new clinic will have therapy rooms, observation facilities, classrooms, a seminar room and voice-science laboratories.

"The voice-science lab contains models of the ear, brain and head and acoustical equipment

that can be used for research," Dr. Bell said.

The new clinic should draw to the University more students who want to major in speech pathology or deaf education, she said.

Speech pathology and deaf education students gain much of their education through practical experience. "We teach our students to work with all disorders of communications. We have children with communication problems come to the clinic and the students work with them," Dr. Bell said.

"We have the only training institution in Fort Worth for people interested in working with communication disorders," she said.



Phi Beta Kappa lecturer Dr. Marshall Cohen will speak on "The Nature and Status of the Humanities" Thursday, Nov. 6, at 8 p.m. in Sid Richardson lecture hall 2.

Dr. Marshall Cohen, scholar of Richmond College and the Graduate School of the City University of New York, will be a guest on campus Nov. 6 and 7.


Economic 'mess' examined

The first Elliot Lecture on economics will be delivered Thursday, Nov. 6, by Dr. Woodrow W. Pate, public policy economist from Centenary College.

Dr. Pate will speak on "Is There Any Way Out of This Mess?" at 7 p.m. in Rogers Hall room 212. He will discuss the national policy choices of the 1960s and 70s and the effects of those choices.

Dr. and Mrs. Edwin A. Elliot are funding the lecture series, which will bring nationally recognized economists to campus, said Dr. John Wortham, chairman of the Economics Department.

A 1923 graduate of TCU, Dr. Elliot chaired the Economics Department in 1930-33 and served as regional director of the National Labor Relations Board from 1934-62.

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NOT THIS TIME EBOW—Baylor running back Mike Ebow (32) failed to get around the right end on this play in Saturday's game, as a Frog defensive man grabs him shoulder high. Freshman Frog safety Darryl Lowe (37) is ready to help, if needed.

Unfortunately, the Frog defense was unable to stop Baylor's rushers on most other occasions, as they piled up 371 total yards in their 24-6 win.

Photo by Eric Males

Purple sportscope

Stan Terry, a senior from Houston, employed a fine net game with pinpoint serves to defeat Frank Aleman, 6-3, 7-6, and win the Independent Singles Tennis Championships.

Terry then teamed with Brad Speer to overwhelm the team of Aleman and Allan Weegar in the doubles competition, 6-4, 6-0.

Play begins today in the men's 6 foot and under intramural basketball league. The 6 foot and over basketball league began Monday.

Freshmen Ricky Wright and Darryl Lowe (both for the second time) won this week's Frog Club awards for the Baylor game.

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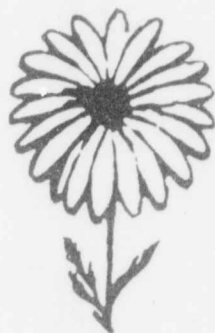
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