Role of Marketing Man Is Topic of Cohen Lecture

"The Role of the Marketing Man in the Urban Crisis" is the timely title of the Annual Cohen Lecture series of the Baruch College Marketing Department, to be held on Thursday at 7:30 p.m. at the Gramercy Park Hotel.

The conference will begin with a panel discussion on the subject. The panelists will be Walter Geier, chairman of the Department of Business Administration, and William H. Laslett, director of the School of Business Administration, and Osborn advertising agency, and president of the Group for Advertising Progress; Carroll Harvey, ex-director of Pride of Washington, D.C.; and Germaine, chairman of the Department of English.

Queens College Students Seek Voice In Faculty Tenure Granting Decisions

NEW YORK (C.P.S.)—The cry of "student power" is for the right of students to participate in making the decisions that control the way they live and what they learn. Several years ago, students at almost every college in the country had some success in making their influence felt in the obvious area of "student affairs." They argued to their president and deans, usually with success, that they ought to be able to run their own off-campus lives, and that what they did outside the classrooms was their concern, not the university or college's. They got many schools to institute student committees to control dormitory discipline and student organizations. And they got the community to express itself. It was a workable line. Since then a something happened—particularly at some large and disadvantaged schools. "student affairs" was taken back to students, administrators, who were anxious to see the end of the "in loco parentis" philosophy of higher education.

Even when the students started asking why they couldn't say in what classes they took and what books they read, the faculty who also refused to teach (for the courses anyway) backed their demands for liberalized curricular flexibility and freedom. The beginning was the end. And students, through the faculty barrier. Chances are good that students in several departments will be represented on the faculty committees that make tenure decisions.

New Liberal Arts Proposals Presented To Ad Hoc Comm. (Pages 29-32)

Two proposals were forwarded to the members of the Liberal Arts and Science Committee of the Baruch College. It is an historic first step in the practice of the executive committee of the college. The Board of Trustees has made the proposal that the faculty committee restrict itself to just deliberating liberal arts problems.

Dr. Bauer pointed out: We do not know what will be life rele- vant 10 year students ten years from now; it is postulated that the maximal degree of curricular flexibility should be sought after. For pur- poses of pedagogical division only, the school offerings should be di-

Day Session Joins Purchase Power Groups Many Items Are Available At High Discounts

If you don't want to save money stop reading now, but if you're like most of us—little short by the end of the week, especially when it comes to major purchases—read on.

All Baruch students are now members of Purchase Power Consumer groups of New York (group number 267) as a result of a decision of Council President Hal

Purchasers Powers guarantees that the price is the lowest possible — if you can buy at least than the Purchaser Power discount price (within 30 days). Purchase Power will refund the difference plus 12½ percent interest. Purchase through the group involves only a phone call to Purchaser Power at 302 West 42 Street, New York, area code 212 CI 6-2384. Call, give your group number (267) and tell them what you want to buy. They will tell you where in your area to go to buy the item. Prices of $50 to $100 over dealer's cost have been arranged for most 1969 cars.

When you buy through Purchaser Power you receive all consumer services including credit arrangements, trade-ins, warranties and

Vol. IX - No. 12 TUESDAY, DECEMBER 3, 1968

A Home for Baruch?

INDEX

Neil Bergman 4
Bohr 8
Club News 8
Columns 8, 24, 5, 6, 9
Editors 5
Election 5
Letters to the Editor 6
Music World 5
Poetry Window 5
Skelehorod 8
Sports 8

A Free Press
Marketing Prof's Book Wins Award  

Dr. Conrad Brunner, Associate Professor of Marketing and head of the Department of Marketing, recently won the esteemed Academy of Management's 1969 Lexicon Book Award.  

The award will be presented at the upcoming Academy of Management meeting, being held in Las Vegas, Nevada.  

TheLexicon, published twice a year, is a publication of the Academy of Management.  

Dr. Brunner won the award for his book, "Theories of Marketing Management," which has been highly acclaimed and is considered to be one of the best books on the subject.  

Dr. Brunner is a well-respected scholar in the field of marketing and has made significant contributions to the field.  

He has been a member of the faculty at the University for many years and is highly regarded by his colleagues and students.  

The award is a testament to his excellence in research and teaching.  

He is fortunate to be able to receive this award, which will no doubt boost his prestige and reputation.
The Unions Express Their Views on the Election
United Faculty of College Teachers
Chairman, Baruch Chapter

Tuesday, December 3, 1968

LETTERS TO THE EDITOR

Mr. Ribicoff: This is concerning the latest issue of THE TICKER in which an article
appeared, captioned "Peace Today". I am
amazed that this "new" word has been intro-
duced in THE TICKER. This is the same
Mr. Ribicoff who has said that he is for
members of a minority group. This is the
same Ribicoff who has said that he has
allowed laws that are not within the re-
march every two years. This is the same
Ribicoff who has said that he is for free
speech, and in some cases as reasonable as
is used in employees relations. One would
imagine that it would remain,

The Ticker will keep these deals in mind in
the selection of candidates and keep the
similar happenings in mind.

Tuesday, December 3, 1968

Letters to the Editor

THE TICKER

Tuesday, December 3, 1968

Letters to the Editor

Mr. Ribicoff: This is concerning the latest
issue of THE TICKER in which an article
appeared, captioned "Peace Today". I am
amazed that this "new" word has been intro-
duced in THE TICKER. This is the same
Ribicoff who has said that he is for
members of a minority group. This is the
same Ribicoff who has said that he has
allowed laws that are not within the re-
march every two years. This is the same
Ribicoff who has said that he is for free
speech, and in some cases as reasonable as
is used in employees relations. One would
imagine that it would remain,

The Ticker will keep these deals in mind in
the selection of candidates and keep the
similar happenings in mind.

Tuesday, December 3, 1968

Letters to the Editor

Mr. Ribicoff: This is concerning the latest
issue of THE TICKER in which an article
appeared, captioned "Peace Today". I am
amazed that this "new" word has been intro-
duced in THE TICKER. This is the same
Ribicoff who has said that he is for
members of a minority group. This is the
same Ribicoff who has said that he has
allowed laws that are not within the re-
march every two years. This is the same
Ribicoff who has said that he is for free
speech, and in some cases as reasonable as
is used in employees relations. One would
imagine that it would remain,

The Ticker will keep these deals in mind in
the selection of candidates and keep the
similar happenings in mind.

Tuesday, December 3, 1968

Letters to the Editor

Mr. Ribicoff: This is concerning the latest
issue of THE TICKER in which an article
appeared, captioned "Peace Today". I am
amazed that this "new" word has been intro-
duced in THE TICKER. This is the same
Ribicoff who has said that he is for
members of a minority group. This is the
same Ribicoff who has said that he has
allowed laws that are not within the re-
march every two years. This is the same
Ribicoff who has said that he is for free
speech, and in some cases as reasonable as
is used in employees relations. One would
imagine that it would remain,
Legislative Conference.

day from 9 a.m. to 5:30

The organization was formed in | George A. Brautigam, state attor­

view on

f. Open Personnel records (ratings

A group of students who ran it were called administrators.

As an alternative Dr. Bauer proposed that the professional women and "irrelevant denying in the way of the students was the stu­

in high school

Larkin in particular students in the faculty who had been in the nation’s liberal groups of this city.

However, it was clear that the people who ran it were called administrators.

While curriculum is important, other fields such as language and literature are equally important.

The Senate is the link between the campus and the people who really count.

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?

And Mr. Grafton how dedicated is the group who acknowledged to be still unrepresented?
Whiz Kids Edge Pagans 76-70
Retain Championship in Thriller

In a real thriller, The Whiz Kids, winners of last semester's tournament, again met the runner up team, the Pagans. This time however, they had their doubts about a repeat performance.

The Whiz Kids were down by seven points at the half, 38-31. When Bernie Yackow, playwright and stylist, fooled out in the middle of the fourth quarter, many of the Pagan rooters felt that the runner up of last semester's tournament would reach the winner's circle this year. The Whiz Kids, however, were far from finished. Davis and Ken Avery. They hold their own right now. In another year or two they will be a unit comparable to Green Bay's trio of Caffey, Nitsche and Robinson.

The Pagans have been a great surprise this year. When the Giant pass rush is working, the defensive backfield is that much better.

Pete Gogolak, is kicking as well as he ever has. The Giants have three almost the same times as they had last year in a football field, and I have viewed a helluva lot of great sights.

The Giants won't make it this year. They may have been allowed to remain in the Century Division. But the Cowboys and the league know that New York is a football team. They have done themselves proud and there are times when you play the game.

Winners

(Eric H. Duffy) American Cancer Society (Queens)

Dear Miss Wenner:

I am writing this letter to express my gratitude and good wishes to all who have been involved in this year's tournament. It was held at Grossinger's on October 18, 1968. My subject was "The Distinction Between Tax Evasion and Tax Avoidance." The linebacking is good. Not great, but good. The New Yorkers play three youngsters. Tommy Joe Crutcher, Henry

SAM & ASPA Invite All Students to a TALKOUT on the MANAGEMENT CURRICULUM— THURSDAY DECEMBER 5 Room 403 S.C.