Four Bronze plaques bearing the signature of Baruch College of the City University' were presented to the Lexington Avenue Building on Tuesday, October 27. When 5 PM came around three plaques were still on the building.

"Keep up the work and results until the following day," a group saying itself the Ad Hoc Plaque Liberation Committee drew up a list of demands, which subsequently became a known as the Baruch team.

A representative of the Committee met with President Jerome B. Cohen and Secretary of the President's Office. The document presented is reprinted in this issue. Cohen said that he would express these demands to the appropriate channels of the Baruch College Community Conference. It appeared that some of the issues would come to a speedy conclusion, such as the request for the bike racks. Other requests, such as a public notice to those members of the faculty for promotion made in a timely fashion. Until then, student input into hiring and firing remains.

**Football Season Kicks Off**

The football season is upon us, and Baruch College, once again, will be in the intercollegiate limelight. Our season opened on Oct. 7, as the team gathered in our 22nd street stadium for the first time in years. The game was set to go off at 4:30 PM, and as the sun beat down on the field, the students gathered in anticipation of a possible Baruch victory. But the big break-through came when Joe Joe added to the excitement by scoring a touchdown.

The turf in our stadium may not be the best, but the streetslights on the corner function well, and many of our players from being smeared over 22nd street. When the Baruch финг. The moment of truth arrived when Rick Cardinal's pass was intercepted. But the Baruch defense had its day, as the team played a solid game and a hard-fought battle. Joe Joe came up for air.

**Here Today, Gone Tomorrow**

The Baruch College of the City University of New York

Baruch College is known for its energetic and dynamic Baruch team. The team is a source of pride for Baruch students and alumni.

Mr. Cohen, the President of Baruch College, has called the police minutes after the plaque was liberated. This would appear to be in contrast to administration policy in the case of the police going to the college campus. The police were called to keep out by Dean Bennett.

It is believed that the Committee's demands will be met by the administration. President of the Baruch College Community Conference. It appeared that some of the issues would come to a speedy conclusion, such as the request for the bike racks. Other requests, such as a public notice to those members of the faculty for promotion made in a timely fashion. Until then, student input into hiring and firing remains.

**TICKER**

Bernard M. Baruch College

Milton Friedman
8 P.M. Nov. 5, Thurs.
Auditorium

NOVEMBER 4, 1970

**Here Today, Gone Tomorrow**

By Priscilla La Barbera

Where were you Thursday, at 12:00? If you happened to be in the Lounge vicinity in Baruch you may have seen or even partaken in a little apple bobbing experience. The opportunity was provided by your Booster friends.

First, Marie Miranda decided to demonstrate and almost drowned in the attempt. She said that she had lots of practice from the Boy Scouts. But I know that it was really his technique. Hint to apple bobbing lovers: get your head all the way in and you're bound to come out with something.

Mike Lewandowski found out one of his dates as the Booster as his head swished around in the bowl for an apple. One advantage I must admit that he had though, was a Booster wiping his face each time he came up for air.

There was money in each of the apples and one poor student who found out too late broke a tooth after joyously taking a huge bite out of his hard won apple.

The latest rumor is that there was a pair of contact lenses floating around in the bowl. Whoever the unfortunate Baruchian is who lost his lenses can claim them in the Booster Office. But please make sure that you have proof of ownership with you when you come.
Baruch College Night at the Electric Circus

Wednesday Nov. 25, 1970 9 PM

Tickets: really cheap at Student Center Lobby Desk

Clubbing

In Baruch College to speak! Probably the largest of a number of Baruch students and employees who have been in the habit of attending such lectures of late, the lecture will take place in the Theatre Arts Center, 701 Park Ave. at 10:30 a.m. This is an open-to-the-public lecture and will be followed by a discussion period. The lecture will be given by Alton C. Smith, an expert in the field of social psychology and author of several books on the subject.

SUGGESTIONS FOR THE UNIVERSITY MOVIE...The movie that will be shown this week is "The Graduate," a 1967 film directed by Mike Nichols and starring Dustin Hoffman. It is a classic comedy-drama about a recent college graduate who is faced with the difficult task of choosing between love and career. The movie has been acclaimed for its sharp social commentary and its witty dialogue. It is sure to be a hit with the student body.

IN THE LOUNGES

Steve Chalikian, director of the lounge, has decided to continue the tradition of showing films in the lounge during the fall semester. The films screened will be selected by a committee of students who have been involved in planning the activities of the lounge.

The going to add a personal note here. The lounge has been a great place to hang out and have a good time. There have been some great films screened here, and I hope that we will continue to have a good selection in the future.

The lounge is located on the first floor of the Student Center and is open to all students from 10 a.m. to midnight. It is a great place to relax and socialize with friends.

Eight Fire

By Robert Barnett

A fire has broken out in the college's fire alarm system, causing a major disruption in the school's operations. The fire alarm system was installed in 1969, and it is one of the oldest in the country. It was designed to alert students and faculty to potential hazards, such asfires or gas leaks. The alarm system is connected to a central control panel, which monitors the status of all the detectors throughout the building.

The fire alarm system has been in use for several years, and it has never been a problem until now. The fire alarm system was scheduled to be replaced in 1972, but it has not been a priority for the administration. The fire alarm system has been a constant source of irritation for the students and faculty, as it often goes off for no apparent reason.

The fire alarm system was designed to avoid false alarms, but it seems to be malfunctioning. It is possible that the system is in need of repair or replacement. The administration should be aware of this problem and take action to address it.

The fire alarm system is a critical piece of equipment for the school, and it should be monitored closely. The administration should ensure that the system is functioning properly and that it is ready to alert students and faculty in case of an emergency. This is a matter of safety and should not be taken lightly.

The fire alarm system should be replaced as soon as possible. The administration should consider the cost of replacing the system and the benefits of having a reliable fire alarm system. The fire alarm system is an important component of the school's safety plan, and it should be given the attention it deserves.

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Administrative or Political

In the most recent article in the New York Times Education Section, the writer argues that the current educational system is failing to provide a comprehensive education. He believes that education should be seen as a means of social and economic mobility, and that schools should be places of opportunity for all students.

The writer also emphasizes the importance of a strong educational foundation, which he believes can be achieved through a system of progressive taxation. He suggests that this would ensure that educational resources are distributed fairly and that schools are properly funded.

In addition to these arguments, the writer also discusses the role of the government in education, and he suggests that the government should take a more active role in ensuring that all students have access to quality education.

Letters

I believe that education should be taught by those who have had the most experience in the field. I believe that students should be taught by those who have lived their lives and have had the most experience. I believe that education should be taught by those who have had the most experience in the field. I believe that students should be taught by those who have lived their lives and have had the most experience.

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In the most removed article in The New York Times, Professor Benny argues that educational organizations are political in nature, and therefore, to be meaningful, they must be subject to political scrutiny. Benny asserts that the traditional educational organizations, which are usually run by a board of trustees, are political in nature because they involve the distribution of resources and the allocation of power. He argues that these organizations are not neutral but are, in fact, political, and therefore require political analysis.

Benny also argues that the political nature of educational organizations means that they are subject to the same principles of power and influence as other political organizations. He notes that the political process within educational organizations can be just as complex and can involve similar political maneuvers as those found in other political organizations.

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David Cole

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Letters

The story of two young men off to a new city is a common one, but it is not a superior film. The end result is a truely MAGNIFICENT motion picture. The film is a joy to watch.

Director of Photography: GeoKrey Un-...
Inquiry

IN PURSUIT OF ACADEMIC FREEDOM

Dear Mr. Goldberg,

I am writing to express my concern about the forthcoming lecture on Thursday, April 8, at the new Black Student Union. As a member of the faculty, I believe that the topic of the lecture, "Black Power and Black Nationalism," is inappropriate and offensive.

I understand that the lecture is sponsored by the Black Student Union and is to be given by a guest speaker. However, I feel that the choice of topic and the promotion of this event are not in line with the values of the University community as a whole.

I am aware that the University has a policy of allowing a wide range of views to be expressed, but I believe that this should not include incitement to violence or hatred. The promotion of Black Power and Black Nationalism is not constructive and does not contribute to a positive and inclusive environment.

I appreciate your consideration of my concerns and hope that we can work together to ensure that our community remains a place where all voices are respected and valued.

Sincerely, [Your Name]
Eliminating pollution of the air, water and countryside is the major task and responsibility facing American business today according to the College Poll.

A special nationwide survey, conducted at the suggestion of Henry Ford, II, students on over 100 campuses were polled to reveal the posture of the corporate image among the nation's seven million collegians and as part of a continuing study of student attitudes toward business.

Henry Ford, II, Chairman of the Board of Ford Motor Company, asks this question: "What do you believe are the major tasks and responsibilities in American business and industry today?"

The Results

Pollution and ecology problems

Air, water and land 66 percent

Help end Vietnam War 46 percent

Improve quality of goods and services 31 percent

Civil Rights (jobs for minorities) 2 percent

Weave the cities 16 percent

Take interest in social gains of the nation 14 percent

Personalize jobs 11 percent

Stop protecting the status quo (fighting change) 8 percent

Stop bribes (paying off politicians and criminals) 5 percent

More than 100 percent because of multiple choices 1 percent

Concern about the nation's environment, and the responsibility of business and industry in polluting it, is reflected in almost all of the "business attitude" interviews conducted by College Poll representatives.

A Syracuse Senior summarized the opinion of many in connection with water pollution: "Industry is fouling our streams and taking action when they are forced to by law. There is no voluntary attempt to clean up the waters.

Speaking of air pollution, a key student issue, a New York University Economics Major commented: "The air in our cities is filled with smoke from factories more than ever. Industry is fighting progress every step of the way."

A University of Pennsylvania Junior commented: "The whole Eastern coast is being polluted by miners and developers who are laying waste the countryside and nobody is doing anything about it.

The informational gap between what industry is actually doing to correct ecology problems and student knowledge of their efforts is quite wide. The importance and effectiveness of Ralph Nader's campaigns against American industry is indicated by frequent references to Mr. Nader in student interviews.

Many students also feel strongly about the American business leaders' attitude toward American industry is still the No. 1 issue on American college campuses. College Poll interviews reflect a strong sentiment that business is polluting the Vietnam War and, at the very least, makes no effort to bring it to a halt.

Student complaints that the quality of American manufactured products is inferior was evidenced throughout the interviews. Nearly one out of three students felt that low quality of workmanship and products was a widespread American industrial weakness. It is interesting to note that students compared American-made products unfavorably with foreign-made, particularly Japanese and European goods.

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The fact is that although students may disagree on methods, there is a campus consensus that American business has a social responsibility of growing importance. Many students would force business to pay for such responsibilities out of profits and it's obvious that, despite much effort to meet the challenge of the times, American industry is not penetrating the college generation with a record of its performance to date.

The College Poll is conducted by the Greenwich Research Center and is a research study on student attitudes among the nation's college students. It has been conducted through personal interviews for over three years.