When asked about the Holocaust, the former International Council for German Economic Relations described the tragedy as "the darkest day in the history of the Jewish people, to the absolute survival..."

Dean of Students, Jay Finkelman, 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 have the time to go outside of the building to eat. The cafeteria situation, he said, is unreasonable, but he has no other choice.

Thouands 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 bachelor'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 is the increasing number of MBA's eligible to be reported in the Survey.
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 is an old school problem that is so familiar to it that it has often been overlooked. Dr. Ronald Aaron, the Avalon Professor of Education, had pointed out this problem to students, pointing out, "the problem is not new. Actually, it was worse in 1972 when approximately 3300 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 first floor of the 26th street building. However, it was abolished by 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 abolished as well.

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 total 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. One major area of shortage is found in the areas of the college where students congregate. This shortage limits the ability of students to socialize, which in turn leads to a more relaxed atmosphere at the college. This feeling is echoed by many students and is actually reduced by the administration.

One area that is short of lounge space is the students' government building. Administrator of the Social Sciences, Professor Milton Kuk, claims: "There is no shortage of lounge space at Baruch College. It is not a 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 lack 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 assumed 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 Kuk, 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 hurts them even more. Our budget is partly determined by the number of classes we have and the number of courses we offer."

The Student Government, composed of Graduate, Day and Evening Session students, recently got on an experimental additional lounge will be set up, "In four or five years time, I would allocate the money for lounge furniture or painting a classroom, I would allocate the money for painting purposes." Student Governments, composed of Graduate, Day and Evening Session students, recently got on an experimental installation project," explains Professor Kuk.

The administration and the student government had 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 Kuk, "the results thus far are fine and there is now a distinct possibility that the additional lounge will be set up, probably in the 23rd street building."

Space apparently being available, the question of furniture and fixtures for the lounge then follows. Vice President Sturo 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 government, 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 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 may not be better.

Howie Ketcher, one day session student feels, "changed 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 Kuk, counterpoints by replying, "for fringe benefits you can go to another college, or for better education you come to Baruch."

Does that mean we shouldn't even attempt to achieve both?

CIA Course For College Presidents

The CIA, under pressure to stop its admitted widespread covert activities, has launched a secret series of seminars to woo leading university administrators. In the past nine years 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 its clandestine recruitment of students and faculty by CIA operatives.

Admitting that 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 the Commission on Higher Education, 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 reports that the seminars which took place in March and June of this year. Agency spokesman Peterson says such topics are "recommended to participants on campus, university-affiliated relations and research were discussed at the meeting.

"They're [the college presidents] doing it because they see some mutual benefit," Peterson says. "We've come to the realization that it's been well worth the effort. That's why we're proceeding and are planning to have some more." Peterson refused to give us the

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To concerned students and all concerned persons at Baruch College.

As indicated by the articles and editorials in this issue of TICKER, 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

Continued on page 6
Third World Presentation

On Thursday, November ninth, the Third World Students of Baruch, which is composed of the following clubs: African Students Assoc., Black Students Organization, B.A.C.A., Caribbean Students Organization, Hmong Association, The National Association of Black Accountants N.A.B.A., Vanguard Students Coalition, The West Indian Cultural Club and The Haitian Cultural Society, had their first meeting of the semester in 4 South of the 23rd Street building. This organization was formed a couple of years ago to establish better communication and assistance among the Third World Organization. In the past, it has brought numerous speakers including newsbroadcaster Gil Noble and Stockley Carmichael and various cultural activities to the Baruch campus. Last semester a bus was chartered to go to Washington D.C. to join a nation-wide protest against the Bakke Decision that was then being studied by the Supreme Court.

After the acknowledgment of the numerous club officers and faculty members among the audience, Dr. Donald Smith of Baruch's Education Dept., introdused to speak. Dr. Smith, a firmly built, middle-aged man, thanked the Organization for the invitation to speak. The theme of his speech—the same as that of the affair—was "Third World Students survival and growth" at Baruch. Dr. Smith told the three hundred people present that "We all have to struggle to ensure everyone's right to a fair and unbiased education. "This could be done if four were observed and practiced." He proceeded to tell the assembled group the functions in a clear stance, like manner that was present throughout his speech. The first one was "emotional support among students" which would consist of moral and verbal gestures among students in their daily interactions on the campus to stimulate positive thinking. Number two, "the socialization and orientation" of new students at Baruch to assist them in their scholarships affairs to the present a sense of the school and the culture of the students. The 3rd function mentioned was, "the partaking of political functions within Baruch's numerous positions in student government and clubs," last function mentioned was, the promoting of "positive thinking with regards to one's race and culture." Mr. Smith told the audience that the goal of most of those present must be "the liberation of the black mind." He further stated that a mind that is not free could not truly be educated. Dr. Donald Smith received a standing ovation from the thankful group of students before leaving for his twenty-minute-long speech. Afterwards, the large crowd munched on refreshments for the remainder of the program.

Vanguard Vamps

For the bulletin board:

Vanguard Students Coalition has been collecting signatures to present to Mr. Ahmet Ertegun, President of Atlantic Records, about the record recorded by the Rolling Stones entitled "Some Girls." Vanguard maintains that the lyrics of this song contain racist and sexist remarks leveled at blacks and women. The petition questioned the judgement of Mr. Ertegun in allowing such blatant attack to be released. Anyone interested in joining Vanguard in their handed out copy of the petition can be seen at room 311 of the 23rd street building Thursday November 30 at twelve noon. It should prove to be a very interesting encounter.

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 October, a group of young and ambitious Indian students who saw the need for a club to represent the East Indian students 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 club has thrived 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 visible and 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 lunch hours. 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 upcoming events, including an Indian movie and other cultural activities.

Also 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 wood marquetry at the "24th St. building," from November 27th through December 11th. The exhibit is sponsored by Gay People at Baruch.

Third World Presentation

Baruch's Nat'l Center

The latest techniques used by college administrators and faculty unions to resolve a wide range of labor disputes will be explored through four regional conferences sponsored this winter by Baruch College's National Center for the Study of Collective Bargaining in Higher Education.

A workshop on grievance and arbitration procedures is planned in Boston November 29-30, co-sponsored by Northeastern University; and in San Francisco February 14-16, 1979.

A workshop on collective bargaining techniques is planned in Boston November 27th through December 1, co-sponsored by Northeastern University; and in Miami December 10-12, co-sponsored by the Center for Labor Research and Studies, Florida International University.

The two conferences planned in the Boston area have been scheduled end-to-end so participants may register for both at reduced rates.

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 yellow-GOLD.

Our next stop found us in a huge basement vault with thousands and thousands of bags full of coins. The Fed determines the approximate dollar value of each bag by its weight. The inflow and outflow of money is cyclical, depending upon the peaks and troughs of business activity throughout the year.

And finally, the piece de resistance—the Gold vault, where the market value of one bar of gold is equivalent to $80,000, the cost of a home! At this stage of our journey, we were literally foaming at the mouth while attempting to poke our fingers through the cage just to touch the precious metal. It's probably the closest any of us will ever get to $17 Billion dollars.

I might add that security at the Fed is extremely tight; and in all the years of its existence, there has never been one single robbery. The Fed maintains its own security force. These men train regularly on the Fed premises and are the closest thing to a real life. "For those engaged in arbitration or collective bargaining activities," said Dr. Theodore Lang, the Center's director, "these workshops give 'hand-on' experience under perceptive, critical observation, which would be difficult and costly to obtain in real life."

The National Center is a nonprofit organization specializing in collective bargaining in higher education. 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 West 49th Street, New York City, 10010.
HOROSCOPE
Week of November 26th

by Maria Marrone

Aries (March 21-April 19) You are 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 career. Use it wisely.

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

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

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

Scorpio (October 23-November 21) Jealous lovers tend to overact. Listen to their interpretations to better understand your own position.

Sagittarius (November 22-December 21) Don’t pay any attention to envious friends. Your amazing charm only makes them incessant.

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 is shocking in itself, but it is not an exercise that should be undertaken lightly. The story is too painful, too real, too frightening for most people.

When asked what was his reaction to the Holocaust exhibit, Christopher Saunders, a student at Baruch College, said: "It was one of the grimiest 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, agreed: "I think that the Holocaust exhibit was fascinating. It added something to the school and to myself. At first 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: "This is a commemoration day every year in May that is called Yom Hashoah (Holocaust Day), where people are able to 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 it 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 power, 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 the record, take 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.

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 1305 — 23rd Street Thursday, November 30th, 12 Noon

Ticker's Next Deadline, Dec. 11th—Features Dec. 14th—News
JOIN THE BOYCOTT!

The Ticker editorial staff supports and encourages the Baruch cafeteria boycott.

For too long, Baruch students have had to put up with overpriced, low-quality food at our three school cafeterias. Since the general consensus among students seems to support this accusation, it is time to stop complaining to each other, and take responsibility for trying to change the situation.

Effective immediately is a school-wide boycott of all foods and drinks from the cafeteria. We believe this step is the only effective means to meet our ends—lower prices and quality food. Though it is a drastic step, verbal and written complaints have not had the desired effect.

We wonder why Tasty Vendi's contract is renewed year after year when his prices keep rising. Presently, the cafeteria prices are higher than many neighborhood shops' prices. This is not only ridiculous, it is terribly unfair.

Perhaps a change could be formed by Dean of Students, Jay Finkelstein to investigate other possible food vendors. It certainly wouldn't hurt and may actually help. For the students at Baruch, it could result in healthy, quality food at reasonably low prices.

Until that comes to pass, visit some of the neighborhood shops and enjoy a wide variety of luncheon dishes, or you could bring your lunch from home. Whatever you do, just be sure to join the students who join the boycott.

Editorial

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BANGS & WHIMPERS

Dear Editor,

I know that it's only November, but I'd like to nominate the American 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 the way, exactly how they should be taken. The only thing that has been achieved, by publicizing his lyrics, is to increase interest in the Rolling Stones Album being bought by Barruch students, and trying, with stealth, to sneak into the back row of your curriculum some unhappy ruminations from a discredited Judge, who has been slammed down by America's racist society.

I have no wisdom for you. I have only weeping and the bitter poison of my tears, my black acid. If you do not know how treacherous the law has been, then you are like a petrified tree, with lifeless roots. For me to confront the law, is the same as being the headwater at an all-white banquette, with my head upon a platter is the entire, and I must do the carving with a dull knife. It is the same as performing exploratory surgery myself with a dull scalpel, and without the benefit of anesthesia.

I come to you from that crude and miserable corner known as the criminal court. I come here claimed by my profession. It is the second oldest in the world. Some people say it is little different from the first oldest. But, to say, as one lawyer did, that the Appellate division of the courts have become madams, is to slander the whores.

And, yet here I am, a professional peer in the vineyard of the law, where the grapes are those of wrath. First, let me hope that your generation does much more in establishing some link of reconciliation with the Hispanic community that I have long deplored the estrangement which divides the Puerto Ricans and the Blacks in New York.

The police in New York, classify all Puerto Ricans as white, no matter what their pigmentation. This is an obvious ploy to make the misunderstanding genes of the ersonal Spaniards 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. Black and Hispanics are linked together like Afro-Spanish twins. We are all prisoners of the dark gene and we have more in common than anything else. While the American uniblical feeds racism to those susceptible to that bitter toxin, our common life-line must sustain our quest for human dignity, freedom and some thus far lost sense of unity. The alien poet, writing his book entitled "This Is My Beloved," tells us that, "It's legislated, shot into the veins like a vaccine." And it is. The heritage from which we all spring, is the latter-day mirror image of Spanish, Portuguese, West Indian and American slavery. And yet, we survived.

Not so long ago, when America was convulsed in war spangled organs over the bicentennial, it wallowed in a seminal recollection of 200 proud years of white history. But, beware! That celebration, wrapped in the flag, had nothing to do with us. I spoke to that time 200 years ago, when our ancestors were slaves and the Father of this country was a slaveowner. Blacks were then the adopted step-children of a constitution which refused to recognize black humanity.

But we survived and the dark national miracle can be discovered in that circumstance. But when, I pray, will the African and the Spaniard realize their common peril, their daily jeopardy, and decide to make peace and common cause?

Benjamin Franklin was a founding father we may quote. What he said of the conquerors in rebellion against English tyranny, can be said of the Blacks and the Hispanics. "If we do not hang together, surely, they will hang us separately." In the Bronx, at a time so recent 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 in public for no reason, named Shea. Shea said he thought the lad was an robbery suspect. During his trial, a prosecutor asked, "couldn't you tell the difference between an adult robbery suspect and a ten-year old boy, especially in his position?" 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, who had him, has the fatal "couldn't have" Randy Newman Award.

John Brabham, a student at Brooklyn College, was shot and killed, by an officer named Walker. Walker placed the dead body of Brabham a toy pistol, to make it seem as though he had been murdered 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. Acquittal of white officers killing Black and Hispanic human beings has practically licensed the police to kill Blacks and do so with impunity. What a pitty that we Blacks and Hispanics must be chains togething in the finality of sudden death!

A first order in the quest for justice for the poor, is the unification of Blacks and Hispanics. The Blacks may use some of the same pretensions of bourgeois and middle-class existence. Hispanics must forget that they are condemned as the "washed" and remember that, they, too, are, with us, the wrenched of America's earth. We must all, then, take off our masks and become aroused. There is a story told about a Black student at Harvard, who was working his way through two jobs. He was always tired, but never missed a class. One day, he learned that a program of coming to lecture on the Negro problem in America. He believed that no white man could tell him anything about his existence. He did not already know. So, he arranged to sit in the back of the class and come down and be the only one of the undergraduate of affirmative action. Open admission will become something for archaeologists to dig out. The precedent of Black's and Puerto Ricans will be shut up in America's air-proof bag of racism.

You are an exclusive lot. You are unique. I say this because, now pending before the United States Supreme Court is the infamous Bakke case. If the court rules in favor of Bakke, it will be a disaster to the graduates and the students of Holy Grail; Don Quixote's justing with windmills; and Candide's long-tough blue bird of happiness.

I know that it's only November, but I'd like to nominate the American Students Coalition for the 1978 Chapter of the "Randy Newman Award."
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 8th. 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 Mevlana 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 Mevle­vites symbolize 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 the sky, to receive God's over­flowing mercy, which passes through the heart and is trans­mitted to the earth with the sound of the dervishes' long down­ward turned left hand. Rhythm is kept by eight musicians who play classical Turkish music 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 be-lined it back to my seat to wait for the show to begin. After a short announcement made asking the audience to refrain from clapping before, after and during the performance due to its religious nature. A short, thick­moustached older 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 underneath the robes. I was informed later that the hats symbolize tomb stones, the robes, toms and their flowing garments their shrouds. 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 the Turkish language that pierced the dark room with power. The dervishes after kissing the hand of the sheik and receiving his instruction continued to whirl and twist in a counter­clockwise motion. Once into their whirl, 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 a very calming and hypnotic effect on them. Their bellowing white skirts twisted above the chalked grey floor ever so gracefully. 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 mindbanger was that all of the dervishes movements and their speed was coordinated by the 'samadzad' (master of dance) who dove in and out of the dervishes giving all instructions telepathically. The whirling dervishes never collided as they circled about uniformly in the small room. One could easily see as the whirling dervishes whirled endlessly on, that the essence of these men laid 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 you to mind and feelings to take over, making you an involved part of the story. Highly recommended.

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 an advanced state hypochondriac.

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

FRANK FRAZETTA CALENDAR 1979 (Baniam/Peacock $9.50) Science Fiction'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.

DAY SESSION STUDENT GOVERNMENT PRESENTS:
Films At 4 North

Nov. 9 — American Graffiti
Nov. 16 — Kentucky Fried Movie
Dec. 7 — The Front
Dec. 14 — Taxi Driver
Dec. 21 — Tommy
Jan. 4 — Saturday Night Fever

All Films at 12 noon • Campus Affairs Committee
People Publisher Visits Baruch

by Michael Abadi

On Thursday, November 4, Richard Durrell, the 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 had happened to be Harry Kantor's, 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 had to offer. Advertising agencies now had a difficult time choosing between the two. Presently, the magazine industry is more active, more influential, and more profitable than ever before. In the middle of this magazine renaissance was PEOPLE.

Some Background

At PEOPLE's inception in March of 1974, sales were $1 million at 35¢ per copy. This contrasted drastically with today's advertising rates. People are more the target of advertising. Presently, the magazine industry is more active, more influential, and more profitable than ever before. In the middle of this magazine renaissance was PEOPLE.

The Market

Before explaining the PEOPLE sales pitch, one must be familiar with the market the magazine caters towards. Durrell estimates that 75% of the magazine's circulation is comprised of 18-34 age bracket. It is these readers, the young and educated, that seem to organize themselves more regularly. These people supposedly know exactly when and what they want to read.

Durrell explained that women over 60 still read 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 newsstand-subscription sales formula as a result of the increasing postal rates. Instead, they introduced their magazine solely as a newstand publication. Only later, when consumer demand arose, were they able to offer a subscription service. Then they converted 300,000 of their buyers to subscription sales.

Stall, PEOPLE is first and always marketed as a newstand publication. A vital quality a newstand magazine must possess is what Darwin 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 newsstand. Movie and television stars often assure "hit" covers. Last year's best selling issue was one featuring enterainer Larry Halley during his comeback (an excellent example of good timing)."

Other crucial selling aspects of the magazine are its "readability". The average issue was a "tastefully done" program. The position it occupied on the dealers' newsstand is another factor. Durrell said, "A magazine must be a show piece. It must look good."

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 advertisers 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 in 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 "taste" into casually conversational notes 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.

All the culture you'll ever need

Experienced from its position at Young & Rubicam and Grey Advertising, Durrell emphasized persistence and a bit of luck in stepping stones to a job in an advertising agency. Despite what might seem like constant rejection, one should not become "constant and unreleenting". In addition, Durrell praised the advertising business as being excellent experience for countless fields other than advertising itself. He gave as an example the broad scope of companies and products advertising agencies constantly deal with.

Regarding opportunities in the magazine industry, Durrell advised the journalist-oriented collegiate 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 "requisite to landing a job on major newspapers.

PEOPLE T.V. show

The cancellation of the series of PEOPLE television series was brought up at the meeting. Durrell explained that when CBS contrated them to do a "female oriented" T.V. show, the magazine executives had reservations. 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 assures 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

Gruber and the other SAM- MIES wish to extend their wholehearted thanks to Mike Jones and the rest of the Class Council of '81 members for co-sponsoring this event, helping to make it a huge success.

For those of you who didn't show up to the party, the sponsors wish to say that you have been put on double-secret probation! To find out what they're dressed in proper attire to Baruch's next toga party, be announced at a later date.

November 29, 1978

THE TICKER

All natural, creamy, full of fruit
BREYERS Real yogurt at its best.
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.

continued from page 1
advocate 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 1971 and boycott all of the Baruch cafeterias: the Energy Bar in the Student Center, the sixth 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, Purposes and Functions", "Your Money and Federal Reserve System", "Historical Beginnings, The Federal Reserve System", "Open Market Operations", "Monetary 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 Poster 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 Roos 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 Tamsen for their cooperation and advice on the subject of graduate schools. At this time, the Forum would also like to thank Naomi Lakin.
Intramural Update

Hey Baruchians get involved. The Recreation Department located is the fourth floor 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 newly improved recreational department.

The Recreation Department is also running a Paddleball 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 looked devastating in his first round of tournament play. Another noticeable participant in the contest is the ace of paddleball, All students are encouraged to come and see the exciting paddleball tournament.

Kevin Forrester a smooth 5’10 guard will take his team into a quarter round battle with the Latine Brother & Sport Team led by sleek 6’guard Jose Torres. Kevin’s team (Philly) won a crucial game last week when he hit a jump shot at the buzzer. The 45’ shot surprised the entire gymnasium and sent the crowd home in amazement. It was by far one of the most exciting games of the season. Make sure you get over to the gymnasium and don’t miss out on the fan and excitement. Other popular performers that play in the Intramural programs are 6’3” Greg Alson who leads the tournament in scoring with 21 point per game, and 6’8” Greg Sanders leads his team Raws into quarter round play this week against the Trailblazers.

The body building contest will take place on December 16 and the location is to be named later on this week. This contest features to be one of the most popular events happening this fall. All those interested in entering can still sign up in the recreation office located on the 6th floor in room 610A in the 23rd Street building. The winner of last years contest Eddie Ferguson figures to have a tough week this year defending his title against the rest of the developing field of athletes.

John English captured the push-up contest this year by completing 100. Second place went to Anthony Harris with 91 push-ups and third place to Nicholas Trajano with 73 push-ups.

Our Ten Mile Run was held in Central Park on November 4. The grueling contest was won by Eton Butti in a time of 61:18. Dean of the School of Education, Bruce Wayne Tackman finished second with a formidable time of 62:30. Loureco Lewis finished third with a time of 63:56.

In the women’s division of the Ten Mile Run, 1st place went to Chris Williams who easily crossed the finish line with a time of 83:43. Second place went to Mitterider Christopher in a time of 90:55. The Weight Lifting event was won by Stanley Rogers with a lift of 405 pounds in the heavy weight division. John English the defending champion in the light weight division, will return to defend his title against the many new competitors.

Looking for roommate? Apt. Stuartvans Town. (18th St. & 1st Ave.) Male or Female 24 hrs. Security. For info call Meyer at 674-8754 after 8 p.m.

I’m selling all new mod. Everything in wicker and rattan at phnom, prices. The perfect x-mas gift. Call Paul 380-5674.

Greetings, for a long time, come bought and sold. Specializing Marvel, DC, and Short Lived, ATLAS. Phone evenings 426-3709. J.B.


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


SCBP/212 Community presents TDR (Theme, Development & Recapitulation) Music you can boogie to! Tues. Nov. 21 in the Oak Lounge Coffee house. 12:00.


Dear Joce, Do you realize I have as much on you, as you have on me. For convenience sake, I think we should stay friends. Your friendship means alot to me.

Deborah Lazarowitz breezed into the remodeled Madison Square Garden look. This new look will make the basketball program that is run by the Recreation Department to become a stylish event that it meant to be.

This years tournament is now in the quarter round of play. All games are held during club hours in the remodeled gym. Many of the contests are exciting and will thrill you throughout the entire game.
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 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 chess 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.

However, Baruch suffered a slight set back when club president and second board Alberto Prieto was defeated by his opponent's material advantage. The game never reflected either player's ability for sharper play.

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 Kaunthnel 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 McGowell 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.

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