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The House, reporting his reaction, said Johnson's concerns "will be reflected in the budget" for the 12 months ending July 1, when the surcharge is scheduled under law to exoirP

Johnson hopes his final budget, which president-elect Richard M.尼克松 will present Jan. 20, will "combat school and ease pressures on the market," said press spokesman Tom Johnson.

The House went no further, saying no final decisions had been made. Administration budget drafters agreed, but the President was leaning increasingly to the idea of proposing an extension of the full 10 per cent surtax at least through calendar 1969.

Knowledgeable congressional sources said Johnson would almost have to keep the surtax if he has any chance of realizing his hopes of submitting a new budget with a small surplus.

5.9 Commies for Every "Allied Death" SAIGON (UPI) - The South Vietnamese army suffered more combat deaths in 1968 in the Vietnam War than did the United States, Saigon government reports said yesterday.

According to the reports, as yet unpublished but made available to United Press International, 17,486 South Vietnamese troops were killed and 57,718 suffered wounds last year.

American forces last year suffered 2,800 less combat deaths. But U.S. battle wounds totaled 92,000 men. The South Vietnamese reports said 191,387 Communists were killed and 21,050 were captured in 1968.

South Vietnamese sources also said that last year the kill ratio—one military yardstick on the war's progress—showed a 1.5:9 figure for 1965's 1:2.5. It meant that in 1968 5.9 Communists were killed for every allied battle death.

The government figures tended to support frequent statements by President Nguyen Van Thieu and other Saigon leaders that the time is coming—they give no dates—when the major burden of allied combat will shift from American to South Vietnamese shoulders.

Smrkovsky Refuses Strike Support PRAGUE (UPI)—Reformer Josef Smrkovsky yesterday moved to block a strike by 900,000 union supporters trying to keep him as a top union leader. The party the man the party the man they party to replace him as president of parliament.

"Personally am raising my hand for a Slovak in the post of president of the National Assembly because any other solution will lead to disruptions between our Czech-Slovak nations and I shall never connect my name with such a thing," he said.

Smrkovsky did not earn him black marks from the Soviet occupation forces, made the remarks to a meeting of Czech metal workers union leaders whose followers had vowed to strike to keep Smrkovsky in the parliamentary post.

Hall senators Richard Hunter (Breen-Phillips) and Ed Davey (Farley) announced yesterday that they plan to introduce the bill before the next Student Senate meeting a comprehensive bill designed to amend the Student Government Constitution.

The amendment, which deals with sections of the Constitution relating to the powers and duties of the Student Union and its President, is designed to subordinate the role of Student Union President to that of the Student Body President and also to abolish the current Union Board of Directors. President Student Body President, the Student Body Vice-President, the President of the Hall Presidents' Council, the Student Union President, Father MacCarragher (Director of Student Affairs), the Student Body Treasurer, and one Faculty member.

The primary purpose of the bill, according to co-author Hunter, is to insure that all policy decisions affecting the Student Union shall be made by

The blacks took over Syd­ man Hall in the early afternoon and refused to allow calls to go through the switchboard. They ejected all whites from the building permitting only news men to enter.

Then there are about 150 Negro students on the campus out of an enrollment of about 1,800 undergraduates. The blacks reportedly were trying to get all the Negro students in the President's office and to the Hall Council.

The 14 demands made following King's assassination dealt with getting more blacks on the faculty, raising their black enrollment to 10 per cent, establishing an African studies major, and establishing a series of scholarships.

Meanwhile, club-weaponed police drove a wedge through a picket line of screaming student strikers yesterday at San Francisco State College.

At least four persons were arrested and two injured.

The melee erupted when some the Student Body President with the consent of the Senate. This includes changing the name of the Student Body President to Student Union Director, replacing the Union Board of Directors with a permanent finance committee, requiring that the Senate submit a budget for annual instead of annually.

On Tuesday we will have only the first reading of the bill," said Davey, "and during the following meeting there will be an open debate. We expect considerable opposition.

Davey also said that the rationale behind the proposal was that the Constitution never intended the Union to be a 'co-equal of Student Government but it is really only a part, a very important part, of the overall Student Government structure.'

"Consequently," said Davey, "the student union President is a minister who implies his equality with the S.B.P., whereas the only duly elected student body leader is the Student Body President," Davey said that the Union has developed the image of being a separate entity than Student Government "and we wanted to make sure that it remain a part of Student Government in the hands of the Senate and the S.B.P. so that any loss of money by the Union will be answerable to the Senate and the S.B.P., since this is the source of their funds."

On reading the bill itself, Hunter said: "This was in no way prompted by the feud between Mr. Rossie and Mr. Rembusch, because if indeed a feud exists; our primary motive in presenting this legislation to the Senate is to rectify an error in the Constitution before it is too late so that it cannot perpetuate itself in the years to come."

Student Body President Richard Rossie, attending the funeral of his grandmother in Mississippi, was unavailable for comment. Student Union President Rick Rembusch said of the proposed bill: "we feel that the changes are not in the best interests of the student body."

200 dissidents refused police demands to open a corridor and put up a picket line of more than 1,000 students and union teachers at the campus' main entrance. Pickets threw rocks at police during the outbreak.

200 police wounded swiftly against the strikers after dispersal orders twice were nearly drowned by taunts of "on strike, shut it down," and "kill the pigs." When the militants attempted to regroup across the street, 16 horse troopers forced them from the area.

Among the injured was a television man who was struck during the barrage of rocks, bottles and blood. Streamed from his forehead at volunteer medical corps provided emergency treatment. At the height of the violence, a student was struck by a streetcar. He was taken away by ambulance.

"The single violence has...either fight or surrender and when you surrender they have taken over. This is the day of the ultimatum. The militants have delivered the ultimatum at knifepoint, at firebomb point."

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The governor, reiterating his vow to keep the colleges open, warned the American Federation of Teachers "there will be no pay for unauthorized absences."

The union represents about 300 of the 1,300 faculty members at each campus.

The AFT has demanded "meaningful negotiations" with trustees over plans to raise tuition at San Francisco and improved salary and working conditions for the faculty. The Black Students Union and Third World Liberation Front, a coalition of non-black minorities have been on strike at San Francisco since November over demands involving a black studies program, racism and minority enrollments.
I suppose any major city in the Western world is a pretty gay place just before Christmas. Stockholm, Sweden, is no exception. The stores are jammed, a suburb of Stockholm. As diversion he people laugh as they make their way through the streets, and the huge churches are for a change reasonably full. However, what if you don’t live in a place? What if you are a foreigner 6,000 miles from home? As I interviewed the American deserters gathered in the dark office four days before Christmas I wondered for a while what the holidays would be like for them. The interview came to a conclusion, but the discussion continued and grew more interesting. However, even in this holiday season, Rod Huth and Ray Krzeminski at no time displayed or gave signs of the deep loneliness and internal conflict stressed in most accounts of the deserters in Sweden.

I was doing nothing that evening, so Krzeminski offered to fix me up with a Swedish girl, explaining in the presence of his own Maryann that "Swedish girls are nice but they’re so goddamned dumb!" Maryann, who has an excellent command of English, smiled, but as if nothing were that funny.

We chose to see the hottest thing for fun and games plus moral and emotional support. The office of the Stockholm times before Christmas. Sweden is not waging war on anybody. You are free from so much that is wrong about the United States." Maybe Ray Krzeminski is right, but at the very least he has found a place where the people will support him in the course of action he has chosen. He most certainly has problems and doubts. By all means this is not a quiescent group. However, the government of Sweden, under pressure from newspapers and student groups among others, does extend some welcome. The deserters get an allowance more than 50 Swedish crowns a week (a little more than ten dollars) from the government as subsistence pay until he can get a job. He lives in a small apartment in Hunningatan, a suburb of Stockholm. As diversion he has Maryann, a political science student at the University of Stockholm. Also, the American Deserters Committee itself is an extremely active outfit to be associated with, its spokesmen speaking on campuses throughout Sweden and the group itself publishing a magazine and newsletter.

Swedish government, naturally, has been a good deal more subdued in its welcome to the deserters. For one thing, the U.S. government is none too pleased by the exodus of servicemen. Then too, the American Deserters Committee in Stockholm is eo-deo to the point where eight girls (as well as the author) had to be put out temporarily when ADC members held a meeting one afternoon.

Swedish support, of course, is not restricted to the girls of Stockholm. Police have shown 80 per cent of the Swedish people to be in opposition to the U.S. Vietnam policies. Education Minister Olaf Palme, rumored to be the next Swedish prime minister, marched beside the North Vietnamese ambassador to Moscow in a peace parade last year. On my first day in Stockholm a torchlight procession of more than 3000 marched through the downtown area in a demonstration of solidarity with the National Liberation Front. Thus it is that Swedish political feelings plus the humanitarian tradition of the nation have inspired the very least he has found a place where the people will support him in the course of action he has chosen. He most certainly has problems and doubts. By all means this is not a quiescent group. However, the government of Sweden, under pressure from newspapers and student groups among others, does extend some welcome. The deserters get an allowance and become beneficiaries of the Swedish welfare state as soon as they have acquired residence permits. They can learn the language free and obtain other educational benefits.

Later that evening, as we talked at the nightclub, I thought more and more that for Ray Krzeminski and others desertion is not an escape to a lonely and unfriendly land but rather a liberation from the petty tyranny of the military into an open society in which nobody calls anybody else a communist or a traitor. I put it to Ray and he replied "You're right! You don’t see discrimination here, or race prejudice. You do not see George Wallace. Sweden is not waging war on anybody. You are free from so much that is wrong about the United States."
Mr. Galvin:

ADVERTISING IS A SHOWCASE FOR INGENUITY. . . THE PRODUCT SALE IS ACCIDENTAL

"If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology. Because it brings to the greatest number of people actual knowledge concerning useful things, it is essentially a form of education...

The omnipresence of television has replaced other media in importance. Thus, TV commercials have to be more exciting than the programming; commercial breaks cannot bore the viewer.

Consequently, heavily advertised products have developed distinct personalities: the Volkswagen, the Lay Potato Chip, the Coca Cola ad all have distinguishable characteristics. Alka-Seltzer's introspective commercials are a dialogue between a man and his stomach, Exceldrin's documentary analyses of the headache and Goodyear's tire for the woman with no man around are advertising marvels. But is selling the product the prime purpose, or is that purpose proving the ad-man's creative genius?

Thus the question: are today's ad campaigns designed to shock a media-controlled public into buying or to prove the creative splendor of the advertising business? I contend business is being trampled upon by the ad agencies' quest for creativity; and, therefore, if the product does sell it is strictly accidental.

Sincerely,

Arnold Shelby
Latin American Studies, Tulane

Dear Mr. Shelby:

Advertising is one of the most often criticized and least understood professions. It is also one of the most complex, involving consumer needs and desires, market economics, tastes, semantics, the arts, persuasion, and a host of other factors. In advertising, as in many other fields, there is a constant quest for originality and creativity. Today's consumer—more sophisticated and better educated than ever before—demands it.

Different advertising techniques are needed to sell different products. Audiences must be carefully evaluated. Advertising that sells soft drinks could not be successfully used to sell—say—surgical machinery, surgical instruments or textbooks. Effective techniques must be developed to sell—say—textbooks. Effective techniques must be automatically sold.

In our sensitivity to that which we may find objectionable, we should also note that the advertising business donates some $260 million dollars' worth of public service advertising each year... Smokey the Bear, the Peace Corps, Keep America Beautiful, the Red Cross, the United Negro College Fund, Mental Health, CARE, UNICEF, Radio Free Europe, and many more worthwhile campaigns.

From what I know of advertising firms and their people, I believe the profession offers one of the most challenging, fulfilling careers available. Keen young minds are needed to constantly upgrade the quality of its services, and shape them to fit the precise future needs of society. This will continue to assure responsiveness to the needs expressed by the consuming public.

Sincerely,

Robert W. Galvin
Chairman, Motorola Inc.

WHO CARES ABOUT STUDENT OPINION?

BUSINESSMEN DO.

Three chief executive officers—The Goodyear Tire & Rubber Company's Chairman, Russell DeYoung; the Dow Chemical Company's President, H. D. Doan; and Motorola's Chairman, Robert W. Galvin—are responding to serious questions and viewpoints posed by students about business and its role in our changing society... and from their perspective as heads of major corporations are exchanging views through means of a campus/corporate Dialogue Program on specific issues raised by leading student spokesmen.

Here, Arnold Shelby, in Liberal Arts at Tulane, is exploring a point with Mr. Galvin, keenly interested in Latin American political and social problems. Mr. Shelby toured various countries in the area last summer on a "newsie" budget. He plans a career in journalism.

In the course of the entire Dialogue Program, Arthur Kleinbom, a Yale senior, will probe issues with Mr. Galvin; as will Mark Bookspan, a Chemistry major at Ohio State, and David G. Clark, in graduate studies at Stanford, with Mr. DeYoung; and similarly, David M. Butler, Electrical Engineering, Michigan State, and Stan Chess, Journalism, Cornell, with Mr. Doan.

All of these Dialogues will appear in this publication, and other campus newspapers across the country, throughout this academic year. Campus comments are invited, and should be forwarded to Mr. DeYoung, Goodyear, Akron, Ohio; Mr. Doan, Dow Chemical, Midland, Michigan; or Mr. Galvin, Motorola, Franklin Park, Illinois, as appropriate.
THE OBSERVER

At 7:30 Tonight
ND Entertains Butler

By Terry O'Neil, sports editor

Sports Briefs

Two pieces of trivia from the 1968 Converse Basketball Yearbook: Notre Dame was 15th in total attendance during the 1967-68 season, drawing 230,947 fans for 30 games. UCLA was tops with 407,287 patrons for 30 games. The Irish ranked eighth nationally in miles traveled throughout the season, logging 14,420. Houston was No. 1 in that category with 23,591 miles on the itinerary.

Final 1968 NCAA football statistics show the Irish with 504.4 yards per game, second in the nation to Houston. ND was fourth in rushing with 305.9 yards per game and fourth in scoring with 37.6 points per contest.

In case you missed it, Alabama made a big announcement over the holidays. "Bear" Bryant will have both his practice field and his game field covered with Astro-Turf before next fall.

The Baltimore Sun reports that former Navy coach Bill Elias is in line for Johnny Ray's vacant post. However, no action is likely to take place before Friday when Ara Parseghian and "Moose" Krause return from Los Angeles. Ara is there for the American Football Coaches Association Convention and "Moose" for the 63rd NCAA Convention.

Harry Debdov beats everyone to the punch by selecting the top 10 college football teams of 1969 in this week's issue of The Football News. In order, they are: Ohio State, Texas, Oklahoma, Auburn, Arkansas, NOTRE DAME, Michigan State, Southern Cal, Mississippi, and Notre Dame. Blacke's list of All-America candidates.

The Irish moved up to fifth place in the final Associated Press football poll released last week. Here's how it looked to AP and UPI when the first week of the season and after the last.

UTI-first week UPI-last week AP-first week AP-last week
1. IRISH Ohio State 1. Purdue Ohio State 1. Purdue Ohio State
2. Purdue Southern Cal 2. IRISH Penn State 2. IRISH Penn State
3. Southern Cal Penn St. 3. Southern Cal Texas
4. Penn State Georgia 4. Penn State Southern Cal
5. UCLA Texas 5. Florida IRISH
7. Alabama Tennessee 7. Alabama Kansas
8. Nebraska Irish 8. UCLA Georgia
9. LSU Arkansas 9. Nebraska Missouri
10. Miami (Fla.) Oklahoma 10. Houston Purdue

A testimonial dinner for ND coaching immortal has been booked in the Convocation Center. "We have selected, from a great number of coach Leahy's former players, including all voters after the first week of the season and after the last.

Top grade is a 3.96 in mechanical engineering by Bob Nicodemus, Notre Dame's 6-5 center Mike Harper, the 33 college football players awarded $1,000 post-graduate scholarships by the NCAA, Dec. 26.

Candidates were required to have a 3.0 average and to indicate their intention of beginning graduate studies as soon as possible.

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