Paris Talks Remain Deadlocked

PARI S (UPI) - North Vietnam dashed American hopes yesterday that it might still be willing to accept allied proposals aimed at breaking the deadlock over the Paris talks.

A North Vietnamese spokesman rejected a U.S. suggestion that the Communists reconsider seating and speaking arrangements proposed by the allies.

"The Communists are not at the conference table," the spokesman said. "This is unacceptable to us."

U.S. deputy delegation leader Cyrus Vance appealed to the North Vietnamese to reconsider the proposals. Later Wednesday, North Vietnam had refused to make further concessions to the U.S.

The president's restatement of Hanoi's position cast gloom over the chances of reopening the talks soon. The conference was to open Nov. 6.

There was no significant diplomatic activity among the four delegations during the day.

Low level working sessions were held between the American and Socialist delegations but they were understood to have involved only a review of past strategy.

Though a new bargaining session between Vance and North Vietnamese Deputy Foreign Minister Le Duc Tho is expected for this coming week, both sides said no arrangements have been made for it yet.

There were widespread reports here of a major split in South Vietnam's four-party government because any other solution was seen as a compromise. South Vietnamese President Nguyen Van Thieu, often at odds with Ky, Tuesday reasserted Saigon's opposition to further concessions to Hanoi, especially on the issue of a table.

Johnson Budget Retains Surtax

WASHINGTON (UPI) - President Johnson expressed concern yesterday over the latest rise in the prime interest rate, which the finance bill will provide a strong argument for retaining the 10 per cent income surtax.

The White House, reporting his reaction, said Johnson's concern "will be reflected in the budget" for the 12 months starting July 1, when the surcharge is scheduled under law to expire.

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

The White House went no further, saying no final decisions had been made. Administration budget drafters agreed, but said 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 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 75,788 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 show 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 the year. It means 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.

Smirkovsky Refuses Strike Support

P RAGUE (UPI) — Reformor Josef Smirkovsky yesterday moved to block a strike by 900,000 union supporters trying to keep him as a top government official because any other solution will lead to disruptions between our Czech-Slovak nations and 1 shall strike to keep Smrkovsky in the parliamentary post.

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

The amendment, which deals with the powers and duties of the constituent Union and its President, is designed to subordinate the role of Union President to that of the Student Body President and also to abolish the current Union Board of Directors. The Union Board of Directors is the elected constituent Union Board of Directors, the Student Body President, the Student Body Vice-President, the Finance Committee, the Student Senate, the Student Presidents' Council, the Student Union President, Father Larry A. North (Chairman of the Student Senate), 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 Student Body.

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

The amendment, which deals with the powers and duties of the constituent Union and its President, is designed to subordinate the role of Union President to that of the Student Body President and also to abolish the current Union Board of Directors. The Union Board of Directors is the elected constituent Union Board of Directors, the Student Body President, the Student Body Vice-President, the Finance Committee, the Student Senate, the Student Presidents' Council, the Student Union President, Father Larry A. North (Chairman of the Student Senate), 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 Student Body.

The amendment, which deals with the powers and duties of the constituent Union and its President, is designed to subordinate the role of Union President to that of the Student Body President and also to abolish the current Union Board of Directors. The Union Board of Directors is the elected constituent Union Board of Directors, the Student Body President, the Student Body Vice-President, the Finance Committee, the Student Senate, the Student Presidents' Council, the Student Union President, Father Larry A. North (Chairman of the Student Senate), 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 Student Body.

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

The amendment, which deals with the powers and duties of the constituent Union and its President, is designed to subordinate the role of Union President to that of the Student Body President and also to abolish the current Union Board of Directors. The Union Board of Directors is the elected constituent Union Board of Directors, the Student Body President, the Student Body Vice-President, the Finance Committee, the Student Senate, the Student Presidents' Council, the Student Union President, Father Larry A. North (Chairman of the Student Senate), 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 Student Body.

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

The amendment, which deals with the powers and duties of the constituent Union and its President, is designed to subordinate the role of Union President to that of the Student Body President and also to abolish the current Union Board of Directors. The Union Board of Directors is the elected constituent Union Board of Directors, the Student Body President, the Student Body Vice-President, the Finance Committee, the Student Senate, the Student Presidents' Council, the Student Union President, Father Larry A. North (Chairman of the Student Senate), 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 Student Body.
The Scene in Sweden

By Joel Connelly

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, 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 Kremenski 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 Kremenski offered to fix me up with a Swedish girl, explaining in the presence of 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 downtown, a demonstration of the freedom of the people of Sweden. In a land where the young are not subject to the restriction and disapproval one finds in American society the Swedish university students have taken the side of the deserters. While U.S. News and World Report in an article a year ago cautiously commented “Swedish girls are finding the deserters less than irresistible,” I for one can testify to the opposite effect. Student support is not offset by the great support of the people of Sweden.

In a place where you do not face the choice of conformity or prejudice, a place where young people do not feel the restrictions, the petty order in the place. The streets are not face the choice of conformity or prejudice. You do not 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.”

Maybe Ray Kremenski is right, but at the very least he has found a place where the people support him in the course of action he has chosen. He most certainly has problems and doubts. By all means, come to think of it, this may be more important than having God on your side!

While as we talked at the nightclub more details of conditions in Sweden became clearer and clearer, a factor of mood also entered the picture. The nightclub itself had hardly a person under 30, except perhaps a muscular female waitress who evidently kept law and order in the place. The streets outside, as we walked to and from our destinations on the frosty night, were not totally populated by the young. Then too, almost everybody seemed to have either long hair or a beard. Clearly Sweden is an open society, one lacking prejudice, a place where young people do not face the choice of conformity or condemnation.

The Observer is published daily during the campus semester except vacations by the students of the University of Notre Dame. Subscriptions may be purchased for $10 from The Observer, Room 110W. Colfax, Notre Dame, Ind. 46556. Second class postage paid, Notre Dame, Ind. 46556.

Get your mother’s Red Garter
Young Men $2.00 per hour

To work in verification department.
Evenings 5-8.30. No experience necessary.
Must be neat and able to follow instructions.
Car required.
For interview call Mr. Luk. 233-8011.

Get your mother’s Red Garter
And your Father’s Mustache
Ready for the
Chi Club and Jr. Class
this Fri., Jan. 10
from 8:30-12:30
10Nth floor C-C.

THE OBSERVER
THURSDAY, JANUARY 9, 1969

PAGE 2
Mr. Galvin:

One mysterious aspect of business today is the mind-bending talent of the advertising agency. Increased advertising sophistication and an indefatigable quest for originality have produced campaigns which subordinate the client's chance of future profits.

Advertising theorists maintain if the campaign is creative, the product will automatically sell. Thus, ads today shock rather than sell, stimulate emotions rather than discuss the product. What is selling merchandise today is not the advantages of the product but the ingenuity of the ad.

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 ads all have distinguishable characteristics. Alka-Seltzer's introspective connexion to a man and his stomach, Excedrin'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 ultimate purpose, or is that purpose proving the ad-man's creative genius?

Thus the question: are today's advertisements designed to shock a media-controlled public into buying or to prove the creative splendor of the advertising business? I contend business is being trapped 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. Galvin:

Advertising is one of the most often criticized and least understood professions. It is 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—heavy machinery, surgical instruments or drugs. Effectiveness must be visually or graphically arresting—and augmented by carefully chosen language— to express the salient features of the product or service to the listening, viewing, or reading audience. A "creative" ad that merely displays ingenuity, or shocks, without presenting the product in such a manner as to persuade its purchase on the basis of merit, as well as its intangible benefits, cannot be considered really creative.

Advertising is never an end in itself; its goal is to communicate knowledge so that the consumer may exercise his freedom of choice. His intelligence, his desire, and his desire to buy or not. However, even the most appealing and persuasive advertising will not sustain sales of inferior merchandise for very long.

Television has not replaced other media in importance. While the impact of television cannot be denied, use of print advertising, billboards, direct mail, and other media are at an all-time high.

Like you, I deplore pedantic and tasteless advertising. Likewise, I deplore "trashy" books, inferior movies, poor plays. Advertising has the complex task of appealing to all tastes, all intelligence levels, all ages, and both sexes. A person is subject daily to over 16,000 advertising messages. Many are informative, entertaining, motivating, persuasive, practical; many show a lack of creativity, poor taste, and over-use of gimmicks. In the final analysis, judgment is passed by each of us in our buying decisions.

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 critics like yourself are needed to constantly upgrade the quality of its services, and shape them to fit the precise future needs of society.

Sincerely,

Robert W. Galvin
Chairman, Motorola Inc.
The Irish Eye

By Terry O'Neill, sports editor

Sports Briefs

Two pieces of trivia from the 1968 Converse Basketball Yearbook: Notre Dame was 18th in total attendance during the 1967-68 season, drawing 230,947 fans for 30 games. UCLA was tops with 407,387 patrons for 30 games. The Irish ranked eighth nationally in number of miles traveled throughout the season, logging 14,420. Houston was No. 1 in that category with 25,391 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 Ellis 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 DeVolts: "We have heard DeVold's list of All-America candidates. They are Ohio State, Texas, Penn State, Oklahoma, Auburn, Arkansas, NOTRE DAME, Michigan State, Southern Cal, Mississippi. Irish lineman Mike McCoy is included in Football News. In order, they are: Ohio State, Texas, Penn State, Notre Dame, Michigan, Mississippi, Missouri, Arkansas, Texas, Oklahoma."

The testimonial dinner for ND coaching immortal has been booked tonight for a 7:30 clash with the American Football Coaches Association Convention and "Moose" for the 63rd NCAA Convention.

Mr. Notre Dame (3-0-2) will be the sixth nationally ranked team to face the Bulldogs, who have already posted an 8-0 overtime victory over New Mexico, then ranked No. 7, and have already defeated ranked Western Kentucky. In between, however, Butler has suffered lopsided thrashings at the hands of Illinois, Purdue and Michigan.

The Bulldogs feature a balanced scoring attack paced by 5-8 Junior Steve Norris who is averaging 14.8 ppg. Senior 6-5 center Clarence Harper, the only returnee from last year's starting five, is throwing in 12.9 points a game and leading the team in rebounding, snatching 6.8 a game. Jerry Hoyt, a 6-4 forward, adds an 11.4 average, while 6-1 Scott Nott (10.5 avg.) and 6-2 Bob Schroeder (9.4 avg.) round out the Bulldog scoring punch.

The Butler backcourt has been patterned around rolls, picks, and blocks. Originally designed by Coach Hinkle years ago, this offense has been copied by coaches throughout the country and is proudly advertised in Indianapolis as the "Hinkle System" of basketball.

On defense look for a tight man to man. Butler will undoubtedly count on heavy checking and aggressive boardwork to make up for a decided height advantage by the Irish. If they do not fall behind early they will revert to their standard deliberate attack.

Last year it was Bob Whitmore and Bob Arman who overpowered the Bulldogs in the Old Fieldhouse, collecting 40 and 27 points respectively. Arman should be ready for a good night coming off a 12-15 shooting exhibition against Fordham.

Aside from Whitmore and Arman Johnny Dee's starting lineup is still uncertain. In any case, expect a lot of inside work by the big men. Dee wasn't pleased with his guards' failure to get the ball to Pleick and Calletti against Fordham on Monday.

When the rest of the Irish squad huddles around Coach Johnny Dee tonight, top scorer Austin Carr will remain seated. He is sidelined with a broken bone in his left foot.

**10-Game Cage Stats**

<table>
<thead>
<tr>
<th>PLAYER</th>
<th>PCT</th>
<th>FT</th>
<th>PCT</th>
<th>AVG</th>
<th>AVG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin Carr</td>
<td>8-16</td>
<td>148</td>
<td>20.0</td>
<td>8.2</td>
<td>5.1</td>
</tr>
<tr>
<td>Bob Whitmore</td>
<td>10-16</td>
<td>160</td>
<td>62.5</td>
<td>7.5</td>
<td>4.7</td>
</tr>
<tr>
<td>Bob Arman</td>
<td>7-11</td>
<td>73</td>
<td>63.6</td>
<td>6.7</td>
<td>4.3</td>
</tr>
<tr>
<td>Tom Simonett</td>
<td>8-12</td>
<td>66</td>
<td>66.7</td>
<td>6.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Mike O'Connell</td>
<td>8-12</td>
<td>66</td>
<td>66.7</td>
<td>6.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Bob Arnzen</td>
<td>8-12</td>
<td>66</td>
<td>66.7</td>
<td>6.7</td>
<td>4.7</td>
</tr>
<tr>
<td>John Pleick</td>
<td>8-12</td>
<td>66</td>
<td>66.7</td>
<td>6.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Steve Norris</td>
<td>8-12</td>
<td>66</td>
<td>66.7</td>
<td>6.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Steve Hindman</td>
<td>8-12</td>
<td>66</td>
<td>66.7</td>
<td>6.7</td>
<td>4.7</td>
</tr>
<tr>
<td>Johnny Dee</td>
<td>8-12</td>
<td>66</td>
<td>66.7</td>
<td>6.7</td>
<td>4.7</td>
</tr>
</tbody>
</table>

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. DePaul, 7:30 p.m.**

**Basketball: ND vs. Detroit, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**

**Basketball: ND vs. Butler, 7:30 p.m.**