The Finance Committee of the Student Senate will seek approval of a $58,770 budget—$24,750 less than last year's total—from the Notre Dame Student Senate tonight.

The budget, covering a period from last September 1 to August 31, 1970, would reduce the student government deficit from over $50,000 to $13,106.79 by the end of the academic year.

The projected budget shows cutbacks in nearly every area under student government sponsorship and would completely eliminate allocations to eight of its affiliate organizations.

To be completely dropped from the government's budget if the senate adopts the proposal in its present form would be the Sophomore Literary Festival, WSND, the Blue Circle, the Notre Dame-SMC mental health group and four business clubs.

In the Sophomore Literary Festival's case, this would mean a cut of $5,000 from last year and, in effect, its collapse, said Bob Hall, chairman of the festival. According to Hall the Sophomore Literary Festival planners normally have only about $15,000 to work with altogether. A cutback of a third would completely change its form.

"I see no way that we will be able to call what is left the Sophomore Literary Festival," said Hall. "It will be nothing like it had been in the past. Famous and talented contemporary authors cannot be expected to visit Notre Dame for nothing or close to it," he added.

For WSND the cutback would amount to "a huge strain on sales," commented Kathy Martin, Sales Manager for the student station. WSND has never been helped much financially by the student government, she continued. "Our feeling was that since the AM station serves the students continually, that we all deserved something. It is a real disappointment."

Others hardest hit by the projected cutbacks are the Academic Commission of the Student Union and the Observer. The Commission's request for $3,000 has been reduced to $2,000. The Observer, requesting $12,000 will be offered only $9,000.

The Contemporary Arts Festival is slated to feel the budget squeeze. The CAF asked for $6,382 but would receive $5,150 because of the $1,232 requested by the Finance committee.

The Hall Presidents Council, asking for $2,200 would receive $3,000. "None of it was ever received," commented Tom Sadles, Hall Presidents Council Chairman. 

"It's a student working," he went on. "It's for the students and we felt the student government would help us with it. If it doesn't work we'll have to find another source of income."

Only the requests of the Human Affairs and Students Against Racism committees, the Free University and Course and Teacher Evaluation commissions, the Student Union Administration and the Student Senate are roughly met by the proposal. Although many students against Racism account will be blocked by the acceptance of the Student Senate. One thousand dollars will be reserved for the implementation of the Free University program and personal will go to the Scholarship for the publication of the Course and Teacher Evaluation book.

The business clubs set to be erased from the student government budget are the Fraternity Club, the Finance Committee, the Marketing Club. They had asked for a combined total of $3,035.

Several issues covered in Hesburgh interview

by Mark Walbran

At a press conference yesterday afternoon in the Communications and Education Center Notre Dame president Rev. Theodore M. Hesburgh, C.S.C. said that effective means of school desegregation are being adopted in all areas. Hesburgh said so long as civil rights laws remain ineffective blacks will remain suspect by the administration.

The Civil Rights Commission, Hesburgh explained, is a non-political group whose task is to gather facts and suggest effective means of achieving civil rights. Hesburgh said the Commission's criticism of the Nixon administration's "go-slow" policy probably will add weight to their argument.

"None of it was ever received," said Hesburgh concerning the student government's request for $2,200 because of the budget cuts. He added however, that the United States should continue to support the South Vietnamese government and consider alternatives to the present draft system.

Hesburgh said that the President's Advisory Committee on All Volunteer Army would meet in Washington November 21. "There's not much reason to be optimistic," he said in response to a question of the future of the draft system. He added however, that the United States should continue to support the South Vietnamese because of the national thing in America. But, he explained, for 90% of our history the military furnished the draft system.

When queried about ROTC Hesburgh said nationwide enrollment in such programs had decreased because of anti-ROTC sentiment. At Notre Dame, he said, enrollment in ROTC was somewhat smaller than last year's but he did not have the exact figure.

Regarding the university's $800,000 budget deficit, Hesburgh said more aid could possibly come from corporate and the state government. He said the greatest possibility was that the federal government might assist higher education, seeing it as an investment for better citizens.

Hesburgh said that the draft system at Notre Dame was "practically achieved." Right now the plans must meet the approval of the Moratorium Day Committee of the Student Senate.

When asked about plans for the University Forum, Hesburgh said that it would be held some time in November. He noted
McKenna reports on important student issue

by Don Ruane

"When you elect someone...you elect him for his insights and to be your leader and not just to do everything the majority wills all the time, is the philosophy I have tried to follow since I was elected," said S.C. President Phil McKenna as he commented on his administration and some of the issues it has faced. One of the problems McKenna sees is the lack of understanding among the students in regard to what his administration has done. For this reason "Project Reach" has been instituted. "Project Reach" attempts to "reach down into the basic needs of students" by having members of the student government visit the halls to explain and answer questions on positions taken by the student government. After an initial visit by McKenna or Fred Dedrich, S.B. Vice-President, representatives will be available for hall council, floor or section meetings on request. McKenna urges the hall officers to make periodic requests in order to maintain an effective communication.

In regard to the Board of Trustees, McKenna said that the students will now have representatives on the Student Affairs Committee. The number of representatives and their power has not yet been determined. There are eight trustees on the committee and McKenna intends to propose that there be eight students, both graduate and undergraduate, placed on the committee. McKenna expressed optimism in the body when he stated, "I'm thinking it will probably be at least as effective as the University Forum and perhaps more so because it is a smaller body and it's a body that exists for student affairs and there aren't five elements all coming together to talk." He is also hopeful that suggestions and explanations will then be carried to the trustees. McKenna has reservations about the University Forum because it is basically a discussion session and he feels that talk is not a substitute for positive action. McKenna also said that the presence of five elements on the forum would limit the number of possible topics to be discussed.

The progress of his administration has satisfied McKenna. He listed five basic reasons for this success:

1) The personnel. McKenna described his cabinet as "the hardest working and most dedicated people I have seen."
2) His workers have organized the forum and cataloging system which will be useful as reference for his administration and also for future administrations.
3) The efforts to make a commitment to recruiting minority students.
4) Plans to bring the off campus student into "the framework of Notre Dame."
5) Efforts in academic reform and recruitment.

Although frustrated at times with the SLC, McKenna thinks that this body will be more effective this year because it will be meeting every week and the student members are better prepared to present things to the body. After the budget and the University Forum are voted upon, the Student Senate will meet twice a month and have committee meetings at least once a week. Most of the senate work will be done in the committees and this will "demand a lot more research and less fame for the senators."

McKenna feels that it is not up to him to evaluate his administration but it is for the students to decide when it is over. He is satisfied so far and intends to make the best of the next five months to give the student body an administration that will be representative.

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GSU invites MBA Law students

least one voting member with the larger departments being allowed one delegate for every twenty graduate students. Presently, all departments are in the process of determining who will serve in this capacity.

In the meantime, King, a sociology major, has been meeting with Fr. Henbury and Student Body President Phil McKenna concerning representation of GSU on the proposed University Committees. Current plans are to seat two members on each of these boards.

The role of the GSU in these two bodies will be among the topics to be discussed at the group's next meeting on Friday, October 31. Mr. King would also like to see some discussion on the proposal to have two separate Ph.D. degrees—one for teaching and the other for research.

As he spoke of the coming meeting, the acting president stressed that GSU meetings are open to all graduate students although only the official representatives may vote. He would like to see as many as possible attend Friday's meeting which will be held at noon in the Library Lounge.

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SMOKEY, ROBINSON and the MIRACLES

Athletic and Convocation Center

Sat. Nov. 1

8PM

TONIGHT IN THE DINING HALLS

TICKETS ON SALE $2, $4, $5

Presented by Student Union Social Commission and Athletic and Convocation Center
Shou d you drink beer straight from the bottle?

If you’re on a blanket party or something, carrying along a glass is pretty clumsy. But when it’s convenient, we think it’s a shame not to use one. Keeping Budweiser inside the bottle or pop can is missing half the fun.

Those tiny bubbles getting organized at the top of your glass have a lot to do with taste and aroma. Most beers have carbonation pumped in mechanically. Not Budweiser. We go to a barrel of trouble and expense to let Budweiser create its own bubbles with the natural carbonation of Beechwood Ageing. So you really can’t blame us for wanting you to get it at its best, can you?

Just for fun, pour your next four or five bottles of Bud into a glass. If you don’t agree that the extra taste, clarity and aroma make a big difference, go back to the bottle.

We won’t say another word.

Budweiser is the King of Beers.

(But you know that.)
Murphy affirms curriculum changes

by Jim Burke and Joe Wengelnik

The Observer held interviews with The Observer, Dean Thomas T. Murphy of the College of Business Administration announced major curriculum revisions to be implemented next Fall.

The revisions call for 51 of the 126 hours required for graduation to be centered within the business student's area of concentration: finance, marketing, accounting, or management. Fifty-one hours will also be allocated to the humanities, social and physical sciences, theology, and philosophy. The remaining 24 hours will be electives. Hopefully, these electives will be centered around areas of interest.

The Dean also revealed plans for expansion of the Business School enrollment. "It's very possible," he said, "that a balance might be struck in the future that would be a little different in numbers than we have today. We feel that our faculty, our facilities, and our organizational structure will enable us to have about 1200 students. We are going to increase our graduate operation to 400, and we think our undergraduate number would probably be 800-900 students.

Currently, the college has approximately 1050 students at the undergraduate level, with about 95 graduate students enrolled in the Graduate School. Emphasis is on the integration of the two levels—graduate and undergraduate—as evidenced by the presence of two distinct facilities and departments.

Dean Murphy also indicated that the Graduate School has planned to institute a Master of Public Administration (MPA) program by 1972, and a Doctor of Business Administration (DBA) program by 1975. In addition, serious study is being given to the formation of specialized, non-credit refresher programs for actual business managers.

As to pass/fail courses, Dean Murphy is optimistic. "I think we would favor a kind of pass/fail system. One reason why I personally would favor it would be to attract good students from other parts of the University who might not have the background they think would be essential to take certain courses, but who would like the exposure to knowledge that comes from such courses."

In regard to the content of business school curricula, Dean Murphy cited three major developments at Notre Dame. First, he outlined greater role the computer will play in business courses. The College presents maintains its own computer facilities, and the Dean foresees a time when all business students will take at least one course in computer science. The method currently employed by the College is the systems or wholistic approach, as opposed to the "hardware" approach, largely because the former offers greater flexibility for the future executive.

"If students take part in this integration, some additional insights into the real world of business, then regardless of where your team finishes, you're all winners.

This quote was addressed to the 41 college teams who participated in the 1965-66 Michigan State University Simulated Marketing Games by William Glenn, director of marketing management development of Sylvania Electric. However, the real winner of the 1965 games was a team of Marketing students from Notre Dame.

The Michigan State University Games are a computer-based business simulation whose purpose is to provide students with insight into the impact their daily decisions will have on their company's profits and return on investment, the criterion for a successful firm.

The games are run by the Michigan State University Marketing Club. Participating schools make decisions concerning all aspects of business in the controlled environment of a hypothetical company.

The competition gets underway each fall when the format of the simulation is outlined to each team's faculty advisor. Each team represents a national sales organization with Northern, South, and East geographical operating areas. The hypothetical company sells three products to consumer and industrial markets.

The 1965-66 Notre Dame team which won last year's competition was chosen from the marketing club mainly on the basis of interest. Two graduated seniors Dave Klingerman (captain) and Hank Bailey, and two present seniors, Tim Patton and Tony Heimann were members of the squad. Dr. David Apel of the marketing department was the faculty advisor. After the twelve period simulation was over, Notre Dame was ranked second behind Northeast Missouri State. But with 30% of the results riding on the presentation, the panel of judges found Notre Dame's performance more to their liking, and awarded them first place.

This year's team headed by senior Tim Patton again hopes to return from Michigan State victorious. Notre Dame has won the game twice since its conception in 1963. This year will bring the travelling trophy back to Notre Dame to stay.

"If you have, through your participation in this game, then regardless of where your team finishes, you're all winners."

Today's page contains stories which are basically about some of the activities of the business school here at Notre Dame. We hope that if you have the time to read them you might let us know of your reaction. If you are interested in the idea or would like to help out in some way, contact Bob Landgraf 234-6897 or call The Observer office—ed.