**Uncle Ronnie Wants You: EcoMime**

Students will be appointed to obtain state commissions, Governor Reagan's office announced. The commissions include the Parks and Recreation, Arts, and Design Award Board, the Veterans Board, Secretary, The State Capitol, Sacramento, California. According to entry has recently taken several strides closer to reality. After some delays in getting official approval for the project, the Graduate Student Council agreed to be the sponsor group, and things are moving again. The biggest breakthrough was the support offered the group by the alumni and departmental suppliers of the needed materials.

The alumni has pledged a nest egg which got business operations under way. Orrin Fox, an American Motors dealer in Pasadena, has offered a car for conversion as the race vehicle. Southern Californ Gas Cie Co. has pledged to help with race expenses, arranging raffle deposits, and with the engine itself to use natural gas as a fuel. Suppliers of gas carburetion equipment have also shown interest in supporting the project.

With support now including scalable, design, and planning are going into the final stages. The group hopes to have its car ready for final testing by the end of June to allow time to achieve race readiness for the September race.

---

**Low-Pollution Car Underway**

by Jim Henry

Caltech's Low Pollution Car Race entry has recently taken several strides closer to reality. After some delays in getting official approval for the project, the Graduate Student Council agreed to be the sponsor group, and things are moving again. The biggest breakthrough was the support offered the group by the alumni and departmental suppliers of the needed materials.

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**Spring Social Plans Sprout**

by Craig Brookow

Despite the title, don't get all worried that your new social chairman is going to abolish that Lost-Weekend and use the money saved to buy himself a new car. Rather, it is sincerely hoped that all changes in the social program at Tech, and there will be some, will be for the best. Some of the changes coming next term are outlined below. There will be other changes, keep your busy hands busy (including, hopefully, girls), but those events are those that have been definitely decided upon for the immediate future.

**Photo Finish**

**Photo ID’s On Their Way**

by Glen Spain

The long awaited plastic coated photo ID cards are indeed at last coming through. This was much talked about in past years, but for the usual obscure reasons nothing much had been done. Now however, thanks to the work of Mr. Richard L. Mooney, and the purchasing department, all that remains is to work out the small details.

In a recent meeting with Mooney, the Registrar Mr. Weldon and other administrators, the application for card, cased in plastic on the card and one week later will be distributed in all the houses and to the off campus students. The pictures will be in color and should be an adequate satisfactory for check cashing and credit from the local merchants, who will be asked for the students to trust the old cards.

Ordinarily the cards will last one full year and will be validated by either stamps or raised characters in the plastic for each term of the year. Color coding for on and off campus members was discussed also, but discarded for obvious reasons, since so many people move off during the year.

Next September, the old cards will be kept by upperclassmen, but of course freshmen will have theirs done just before leaving for Fush Camp. In years following, they will probably all be renewed at the same time, and changes added as we become more skilled at this sort of thing. Later the format may be changed to another type of card, similar to an embossed credit card, or possibly even a computer-type coded card for faster processing. In April, however, they will probably be pretty much like described.

Any way, be sure to have your picture taken at Registration, and do not forget to pick up your cards a week later. Also, if you come in late or register late, see the Registrar for help, and he will have your card made.

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**Controversial Mime Troupe**

The San Francisco Mime Troupe will appear this Saturday (March 14) at 2 p.m. on the Athenaeum lawn. Admission to this event, which is being co-sponsored by ASCIT and CLAC (Caltech Environmental Action Committee), is free. The controversial group stayed off of campus for years. However, Ruddock’s position on the BOC will soon open up as Leonidas Guibas moves to a new job on Wall Street.

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**Lost Week-end**

by Phil Nokes

Eagles Dare, Planet of the Apes. The controversial group played several of the camera gadgets that were used. Each student will have his picture taken when they will be processed with a standard form card, cased in plastic on the card and once a week later will be distributed in all the houses and to the off campus students. The pictures will be in color and should be an adequate satisfactory for check cashing and credit from the local merchants, who will be asked for the students to trust the old cards.

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**The Time Will Be Excatly 7:05 A.M.**

**The Price will be $5.50. Due to rental arrangements, people outside the immediate future.**

**Lost Week-end to Be Abolished?**

Controversial Mime Troupe

"The Hex Be Upon You!"

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"The Hex Be Upon You!"
The Idee Of March

Beware the Idee of March, for evil times are upon us.

The food of March, but the food of some very great war. America's own war in Vietnam continues without end or hope. Millions of people all over the world live on the verge of starvation. And most terrible of all, finals are coming.

Oh well, I begotten earth, for dark days are upon us.

Soupahouwou!

by Nick Smith

Do the Champaign Ploumous and Soupanwongou mean something to you? If not, you'd better do a little studying, because you may soon be as important to you as the names Ky, Thi, or any of the others involved in the Vietnam war.

In the late Fifties and early Sixties, if you were a student in Aix, you could find a war expert where the United States might get involved in an Asian war, for they could have sparked up "Laos." Why? Because it had the makings for a beautiful war, bordering on China, both Vietnamus, Cambodia and Thailand, and being politically split. Laos is the only way around the Vietnamese demilitarized zone, and has a long border with Thailand.

During 1962, there was a Geneva conference assuming the neutralization of Laos. All the right people were in agreement. Following the accord, all foreign troops would be withdrawn from Laos, and the country would be put under the rule of neutralist Prince Souvanouvong, the leader of the Pathet Lao pro-vision primarily was to affect the neutralization of North Vietnam, and was to leave only the Laotian army and the rebel Pathet Lao fighting a comparatively small war. It was one of those nice ideas that didn't work out.

Up to point, the North Vietnamese withdrew about 1/5 of their troops out of Laos, and the United States eventually replied by giving impressive amounts of military aid and direct air support to the Loyalist troops. It is finally beginning to occur to the American public, I think, that we were going on in Vietnam just a few short years ago. Ten years ago, there were at most a few thousand American troops in Vietnam, mostly in training capacities. This is the case now in Laos. Part of Vietnam was under the control of a rebel force, and the rest was under control of the North Vietnamese. This too, is the case in Laos.

The Pathet Lao are much like the Viet Cong, including many holdovers from the old war of liberation from France. Led by the leftist Prince Souvanouvong, the Pathet Lao has maintained a strong and effective control in a large part of the country, the amount shifting seasonally and territorially.

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THE TECH

About Town

This is the last look into the Magic Mirror for a while, so look harder than usual. Otherwise, just useless letting it simmer, doubletime. Club type stuff follows, no age limits.

Air Groove, at 8162 Melrose Ave., is Ramblin’ Jack Elliot until the 15th. Orchestra are the Morris Brothers, campaign singers for the Anti-Vietnam. Golden Bear, at 206 Ocean Ave. in Huntington Beach, has the Dillards and McCartney Nickel until Sunday, 8-12 for. EXT.

Friday, March 27, 1970

What’s so special about Beechwood Ageing?

We must be bragging too much about Beechwood Ageing.

Because we’re starting to get so much flak about it. Like, “Beechwood, Beechwood . . . big deal.” And “If Beechwood Ageing is so hot, why don’t you tell everybody what it is?”

So we will.

First, it isn’t big wooden casks that we age Budweiser in. But it is a layer of thin wood strips from the beech tree (what else?) laid down in a dense lattice on the bottom of our glass-lined tank. And stainless steel lagering vessels that we age our beer in.

The surface area of these little yeast particles to cling to, helping clarify its finished words, “a taste, a smoothness, a finish” . . .

Ah yes, drinkability. That’s what’s so special about Beechwood Ageing. But you know that.

Let Budweiser ferment a second time. (Most brewers quit after one fermentation. We don’t.)

That’s Beechwood strips offer extra surface area for tiny yeast particles to cling to, helping clarify its finished words, “a taste, a smoothness, a finish.”

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Budweiser is the King of Beers.

(But you know that)

The Art Project is a place to have fun working on together projects.

Open every night but Tuesday, 8-12

Admission $2.00 includes all materials, coffee, tea, and music.

293 Garfield Ave. Pasadena 787-3125

THE CALIFORNIA TECH

RINDERS: MOUNTED ON CALHOUN AVE.

Friday, March 27, 1970

The Ear Speaks!

by Nick Smith

This is a new column, to be devoted to the news and stuff that doesn’t fit anywhere else.

Anyway, the reason for the mention in the Tech About Town is because of the group, Renaissance. Basically, it is a new idea based on that by the time you read this, the new group, Noah and Young album album may be at record stores by the end of this month. Keith and Young do most of the vocals so far, and Keith does the lyric writing. From what people are saying, it’s good.

For record lovers, there are two major announcements. The first is that by the time you read this, the new group, Noah and Young album should be at your nearby record store. Since it is being released today, the second major announcement is that the Juzek (Braker Street Irregular) album may be at record stores by now, if Decca’s schedule hasn’t changed again.

THINK

COFFEEHOUSE!!!

The Coffeehouse will be open through this Saturday, and will close for finals and spring vacation.

We will re-open the Sunday following fourth term registration (the 29th).

-Friendly Coffeehouse Managers

at the ICE HOUSE

PAID ADVERTISER

March 1-10 - 15 BILL SANDIFORD

March 11-17 - 21 DONNY BROOKS

March 18-24 - 30 CASEY ANDERSON

March 25-31 - 7 DAVE McINTOSH

DEPARTURES

5 weeks $599

22 Days $1698

For CAL-TECH Only

Special Educational Safari

Faculty-Staff-Students

Save money on these exclusive tour CHARTERS.

All tours bonded under CAL-TECH regulations.

Open to clerks, staff members, and friends.

EUROPE

Africa

The Golden Castle via Cal-TECH's Boeing 747 International

5 weeks 1 month in the continent of AFRICA via Caledonian Airlines Boeing 707 International travel package. The journey to the African continent is covered.

Passport to Africa: A guidebook for travelers. (upstairs, Winnett)

Caledonian Airlines Boeing 707 International

THINGS TO KNOW...:

-All ASCT elective offices have been filled. It took only three elections. As far as we know, there are still no plans to put this on the ballot.

Notes and Comments

Departure: Anytime, except for the following dates:

March 17-21 - 31 STUART HUNT

March 22-28 - 5 MARCO RICE

March 29-31 - 7 BILL SANDIFORD

PASADENA, CAL. AREA CODE: __ TELEPHONE: •

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News Briefs

Continued from Page Three

a burning cross on top of Throop for Easter. For campus-wide uniformity, the Ride will be played at 7:05 on KFAC-AM (1330 kHz), immediately after the news. - The glee club escapes to Hawaii on Sunday. - A movie of the Glee Club tour is slated, and may eventually appear on television. - Caltech is now famous. See the current issue of LOOK for details. Thank you, Jenjey.

Postscript: Post Posts Notice of Poetry Reading

"So, you missed Jon Post's fantastic poetry reading in Winnett on Tuesday because you were making? Don't despair, flock it in at 4:00 - 5:00 p.m. April Fool's Day (Apr. 1) for an instant replay, by popular demand. Also, bring $1.50 for autographed copy of book." - Jon Post

Hopefully, Everything Done, Smith Says

Dr. David Smith, Master of Student Houses, told this reporter that the work of the User's Group on the first increment of the Old Houses Renovation has been successfully completed. All of the plans have been drawn, furniture ordered, and details ironed out.

Construction will start just after the end of third term, and, if the outside contractors and suppliers stay on schedule and no unforeseen strikes or catastrophes occur, all will be ready before first term.

The Merry Tales of Jaques Strop

by Richard Short & Ghost

The Caltech varsity tennis team won a league match for the first time in four years by edging Whitter five to four last week. Coach Lamb called it a "fine team victory."

Many of the matches were so close that the match had to be continued Friday. The next day, they lost 9-0 to Pomona.

Chorus Finish Third

Tech's swimmers ended their season on a successful note last Friday, finishing third in the SCIAC Conference Championships.

Battered Rugby Team Loses

The few unjured veterans and the nucleus of next year's team were defeated 5-34 by the U. C. Riverside team. The last Rugby game of the year will be here Saturday against Pomona.

More involved in marketing at IBM than selling a product, "I sit down with the customer and learn what his information handling problems are. Then I have to analyze his total operation in depth. Only after weeks—sometimes months—do I recommend a specific computer system that will answer his needs. "One of the best things about my job is that I get to deal with people at the top. Company presidents, Decision-makers. And my work helps them make multimillion-dollar decisions. "I have a partner and we operate as a two-man team. IBM believes that small teams generate more and better ideas. So do I." Visit your placement office

Bill's is just one example of the many opportunities in marketing at IBM. For more information, visit your placement office.

An Equal Opportunity Employer

IBM

"My engineering degree helps me sell computers."

Bill Manner graduated in 1967 with a B.S. degree in Industrial Engineering.

After an intensive training program, Bill became an IBM marketing representative. His job: selling computer systems.

His technical background is valuable

Many of Bill's customers are involved in scientific and engineering applications. "That's where my engineering degree really pays off. I can come to grips with technical details without losing sight of the overall picture."

Marketing in solving problems

But, as Bill points out, there's a lot more involved in marketing at IBM than just selling a product. "I sit down with the customer and learn what his information handling problems are. Then I have to analyze his total operation in depth. Only after weeks—sometimes months—do I recommend a specific computer system that will answer his needs. "One of the best things about my job is that I get to deal with people at the top. Company presidents, Decision-makers. And my work helps them make multimillion-dollar decisions. "I have a partner and we operate as a two-man team. IBM believes that small teams generate more and better ideas. So do I." Visit your placement office

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