

Union to try to oust Teamsters

By STAN ELLIS
Daily Collegian Staff Writer

An official from a rival union has confirmed that his union will try to oust Teamsters Local 8 if there is enough interest among the University's technical service employees.

James Myers, director of Council 83 of the American Federation of State, County, and Municipal Employees (AFSCME) said his union is not actively seeking the Teamsters as of now, but that with enough interest among the rank-and-file, AFSCME would move in.

As it stands now, we don't intend to get into a fight," Myers said. "We will not get involved in an active campaign unless there's enough interest up there."

"We are not looking for a fight just to fight," he said.

The Teamsters represent the University's 2,600 technical service employees.

Myers said that AFSCME has been looking at the Teamsters situation at the University for about the past three years, but that they never had enough interest to do anything about it.

He said AFSCME had received several complaints from Teamsters members recently, and added "there are a lot of unhappy people in the union."

"People in the Teamsters are floating (consent) cards around, but we won't be able to tell for a while how successful that is," Myers said.

Circulating consent cards is the first legal step towards starting an active union campaign, according to Sidney Lawrence of the Pennsylvania Labor Relations Board.

Thirty per cent of all employees would have to turn in consent cards saying they are willing to join the rival union, before AFSCME could file a petition for an election, Lawrence said.

With thirty per cent approval, an election is assured, he said.

Myers said that he hasn't received any cards yet.

"We'll need 800 or 900 to get in the ball game," Myers said. "As of now, you're talking about nothing in terms of cards."

Jane Pikovsky, president of Teamsters Local 8, refused to comment on the

consent cards because she said she had no facts about them.

Gerald Garbrick, manager of night and weekend maintenance operations said he hasn't seen any cards circulating among his employees.

Lower grade workers were the least satisfied with the last contract because many felt they had gotten a raw deal, according to several sources.

"Usually if they (the low-grade employees) are doing something, you'll see a card," Garbrick said, "but I haven't seen a thing."

He said he had heard rumors that cards were circulating among the workers.

"I told a foreman I'd like to see a card if it's true," Garbrick said, "but in my opinion it's still a rumor."

"I don't take stock in rumors," he added. "You hear stuff like that around here everyday and only one in a hundred ever turns into anything definite."

Lee Snyder, University manager of employee relations said that he is normally the last person to find out what's going on in the Teamsters, and he hasn't heard anything.

Snyder said he couldn't comment on the University's position towards either union, but added he anticipated an interesting spring if an election develops.

One high-grade Teamsters member said he had heard about cards being circulated but that he hadn't seen any.

The worker said that no one he knew personally was involved with the cards.

He said from what he knew most of the activity was among the low-grade workers.

"I'm sure the feeling in the lower grades is that they got a raw deal," the worker said.

The worker said he could sympathize with the low-grade workers, but he felt that there has not been enough separation between the higher and lower grades.

He added that there will be no solution to the bickering among the Teamsters because the union is trying to represent too many diverse types of members.

"No matter who the union is, they will have trouble representing a group like us," the worker said.



Photo by Lynn Dudinsky

Discovery An automobile was discovered last week near the corner of Locust and Prospect Avenues under a mountain of leaves. Experts, through carbon dating, estimated the car to be a specimen of the early 60's.

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Student earnings will be monitored

By BOB HEISSE
Daily Collegian Staff Writer

Student earnings from campus-based employment will be considered a resource in a student's financial aid package this year, according to John F. Brugel, University director of financial aid.

Brugel said his office will crack down on wage monitoring this year in response to federal guidelines that require student aid officers to treat student earnings like any other aid source.

The regulations, which are not new but were brought to the University's attention by auditors, apply to students receiving federal National Direct Student Loans (NDSL), Supplemental Educational Opportunity Grant (SEOG) or College Work-Study assistance.

"We've tried to study it and develop the most cost efficient way of controlling this," Brugel said. "We've been reluctant to get into this ballgame."

Eric Godfrey, financial aid counselor and one of the coordinators of wage monitoring, said University departments will be notified later this month that wages of federal financial

aid recipients will be checked by the office.

Student aid officials will monitor "any part-time employment for a student except graduate assistantships," Godfrey said.

According to Godfrey, a student receiving federal financial aid can earn only enough money from a campus-based job to enable him to match his estimated need, which has already been determined by the Office of Student Aid.

Any earnings exceeding a student's need estimate will be treated as an overaward and the student will be notified and asked to quit his job or face losing some federal assistance.

Godfrey said the office will reduce an overawarded student's aid package to return to his estimated need. He noted that the policy in reducing overawards is to decrease a loan before a grant whenever possible.

The policy, Godfrey said, does not apply to students receiving state aid, such as Pennsylvania Higher Educational Assistance Agency (PHEAA) grants or loans, without receiving awards from the affected federal sources.

Rain expected to cause light voter turnout

HARRISBURG (AP) — Predictions of continued rain for today may keep the voter turnout light in an election where not too many were expected out anyway.

"It's not only the rain. It's the candidates who will keep the voters home," said one disgruntled politics watcher.

In contrast to the weather, observers were bemoaning what some called the driest campaign in years.

The only statewide candidates are four county judges who'd like to move up to seats on Pennsylvania's highest courts. All four have spent months trying to

sandwich short campaign trips between their continuing duties back home in court.

One of them, York County Judge Robert I. Shadle, put his finger on why it was so difficult to excite the public over the judicial contests.

"The race has no sex appeal," said the grandfatherly Shadle.

Almost \$100,000 is being spent by each of the Supreme Court candidates, Allegheny County Judge Rolf Larsen, 43, the Democrat, and Philadelphia Judge Frank Montemuro, 52, the Republican.

A good bit of that money has been going into radio and television commercials in the past week. The winner gets a 10-year term at \$55,000 per year.

Shadle, the Republican candidate for a 10-year term on Superior Court and a \$53,000 salary, faces Democrat John Hester, an Allegheny county judge. Both men are 60.

They're spending less than a fifth of what Larsen and Montemuro are sinking into the campaign. Shadle's finance committee figures the final cost figure

will be under \$14,000. Hester's may approach \$20,000.

The 2.8 million voters there are actually 5.6 million registered who are expected to show up at the polls will also say whether they want to retain two current judges on the state's third and last tribunal, Commonwealth Court.

Seeking retention for new 10-year terms are Judges James Bowman, 59, and James Crumlish, 57.

Two constitutional amendments are on the ballot.

Death toll hits 38 with one man still missing

TOCCOA, Ga. (UPI) — The earthen dam that burst in the northeast Georgia mountains Sunday, deluging a sleeping Bible college campus, was never inspected by federal or Georgia officials, a congressman charged yesterday.

The official death toll for the disaster stood at 38, with one man still missing and presumed drowned. All other faculty, students and children associated with Toccoa Falls College were accounted for, a college spokesman said.

Rescuers late yesterday found the body of Dr. Jerry Sproull, a professor at

the college, lying under an air conditioning unit next to a trailer in a trailer park.

The search for the missing man — identified as Paul Williams, 76 — stopped as night began to fall. The search is to resume today.

In Washington, Rep. Leo Ryan, D-Calif., chairman of a House panel investigating dam safety, said the dam above the college had "never been inspected by any agency of the state of Georgia nor by the Army Corps of Engineers."

He said the dam — and thousands like it across the country that have not been inspected — were "like loaded shotguns pointed at the people downstream, and all it takes today to trigger that shotgun is a heavy rainfall of the kind we had over the weekend in Georgia."

At a late afternoon briefing in Toccoa, college officials dodged questions about the structural soundness of the dam, referring reporters to the Corps of Engineers. A Corps spokesman earlier had said the agency had no authority to make such inspections.

College President Kenn Opperman

said earlier yesterday he did not know if the dam had ever been inspected.

President Carter, cutting through federal red tape, issued a disaster declaration at 1 p.m. EST, less than 36 hours after the dam burst, to speed federal relief aid to the area.

Cloudy skies

Cloudy with periods of rain today, high 65. Partly cloudy tonight with a low of 53. Partly sunny and mild weather expected tomorrow with a high of 67.

Fashion, leisure time figure in athletic shoe boom

By ANDY RATNER
Daily Collegian Staff Writer

We once knew them as sneakers. Those tattered, soiled canvas shoes which occasionally emerged from a cluttered closet to do battle on the asphalt schoolyard.

Despite mother's repeated warnings that constant wear of the sneakers would make our feet flat, we'd pound them across the hot blacktop until the canvas frayed and the rubber split.

That age is behind us. Now we call them athletic shoes. They bear little resemblance to the sneaker of yesteryear. Today's athletic shoes are colorful, fashionable, and specialized. They are no longer made solely of canvas, but also kangaroo leather and suede.

In a relatively short time, a hunk of rubber glued to a piece of canvas evolved into a sophisticated running shoe and its history is one of this era's most amazing industrial success stories.

The original breakthroughs in sports shoe design were initiated by a German, who is easily the most recognizable name in the industry today. Adi Dassler, now in his seventies, is the founder of Adidas — the largest sports shoe company in the world.

In 1925, Dassler produced his first track shoe and seven years later at the Berlin Olympics, Jesse Owens won an incomparable total of four gold medals while wearing Dassler-designed track shoes.

After World War II, Adidas made major strides in the industry. One of the company's most significant milestones

occurred in '53, with its introduction of interchangeable cleats. This allowed athletes to change the traction of their shoes in relation to the field conditions.

Other innovations developed by Dassler and Adidas include the first track shoes with outside protection for the ball of the foot ('55), the first football shoes with nylon soles ('57), and the first track shoes with injected spikes ('60).

At the '60 Olympic Games in Rome, 75 per cent of the athletes wore Adidas shoes, easily identified by the three parallel stripes running down the sides of the shoe. The Rome Olympiad also marked the origin of a war between Adidas and its main rival in the industry, Puma shoes.

The Puma company, also German-based, is owned by Adi's older brother Rudolf. Originally, the brothers were partners but fierce arguments between them caused Rudolf to break away. He organized the Puma company on the other end of Herzogenaurach, a tiny Bavarian town where the Dasslers live. Since '49, the two brothers have not said a single word to one another, except for lawsuits, which they file regularly.

Puma's rise in the industry never quite matched the Adidas machine, but both companies dominated the European athletic shoe market during the post-war years.

Across the Atlantic, the American sneaker industry was dominated by the Converse Rubber Co. Converse produced the 'All-Star' model, the most popular canvas basketball shoe in the nation, and that was enough to appease the American market. The UniRoyal

Rubber company challenged Converse with their Pro-Keds line, and both companies reigned supreme over the basketball shoe market during the sixties and early seventies.

American sports interests and industries entered a revolutionary period. President Kennedy's emphasis on physical fitness sparked an athletic boom in the United States. Sports participation in America grew rapidly.

America continued into the seventies with an even greater attraction to sports due to the expansion of various professional leagues and widespread television coverage. "The pros wear these name-brand shoes. The kids realize this and they want what the pros have," said Sandy Lennett, owner of the Athlete's Foot in Allentown, Pennsylvania.

The extensive telecast of the Munich Olympiad in 1972, not only heightened the sports awareness of millions, but also provided a global showcase for the well-established European sport shoe manufacturers.

A TV satellite beamed images halfway around the globe of world-class athletes parading around the Munich stadium, sporting their colorful track shoes and flashing their brilliant gold medals.

These pictures captivated the American people and helped make the athletic footwear market one of the most prosperous industries in the past decade.

European athletic shoe distributors brought their product to America and were greeted with almost instant success. Other footwear companies, both foreign and domestic, soon followed in

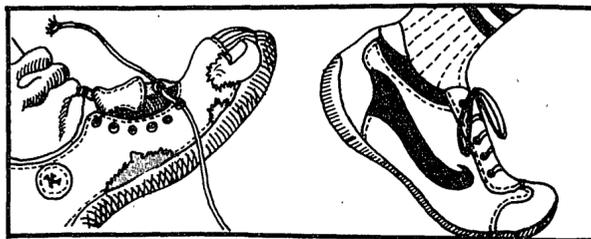


Illustration by Lisa Bollinger

the wake of the prosperous European manufacturers. Along with Adidas, the West German Puma company and the Tiger shoe organization from Japan began widespread distribution of their athletic shoes in the United States.

"The foreign importers had a very fine product that appealed to the consumer and the American sneaker companies had to match it," said Mike Lewis, sales and promotional representative for the Converse Rubber Co.

The athletic footwear industry boom not only led to the expansion of manufacturers, but also was responsible for the development of athletic shoe specialty stores.

After the '72 Olympic Games, two athletic shoe store franchises came into existence — the Athlete's Foot and the Athletic Attic. These shops deal almost exclusively in name-bran foreign and domestic athletic shoes. The Kinney company, a well-established American shoe manufacturer, also foresaw the enormous potential in the athletic shoe

market and launched its own franchise — The Foot Locker.

These franchise stores sprouted up all over the nation. Even the owners of these stores couldn't predict the explosive expansion of the franchisees.

"We don't even try to set long-range projections, since our short-range projections are constantly being topped," said Mark Lando, franchise coordinator of the Athlete's Foot. "One year we projected fifty stores and ended up with seventy," he said, "and the next year, after we projected 110 stores, we wound up with 140."

America's concentration on athletics has opened up an enormous athletic shoe market, which hasn't yet reached its saturation point. The four-and-a-half day work week has created more leisure time, and there is also a national emphasis on physical fitness and appearance.

"In the beginning, we didn't even consider mass-marketing," said Don Murphy, Nike shoe company's customer

coordinator. "We grossed twenty-six million last year and soared to fifty million gross this year," he added.

The area that has made the greatest contribution to the swelling success of athletic footwear manufacturers and distributors is the growth of women's athletics.

"The woman's footwear line is becoming a very sophisticated market," said Neil Lauridsen, eastern sales manager for the Nike company. "Because of the increasing interest and funding for woman's college and high school athletics, and also the fact that the athletic shoe is becoming a fashionable item, many companies are developing complete lines in women's footwear," he said.

Many in the industry believe that the fashion aspect is responsible, not only for the surge in woman's sales, but also the increased demand in the male market as well. The currently accepted informality in fashion has bestowed a sort of 'casual elegance' to the athletic shoe.

The variety of bright colors and sleek styles in the athletic shoe lines, has opened a large segment of the market to a group that few manufacturers ever thought of appealing to — the non-athletes.

What might have come as another surprise to the manufacturers was that price became no object for those buying the shoes. Even in economy-tight periods, Americans continued to spend great amounts of money on sport equipment.