

Sale of logo rights aids students

By SCOTT A. ALDERFER Collegian Business Writer

No matter where one looks in Happy Valley, there is blue and white as far as the eye can see.

Sales of Penn State paraphernalia during Penn State weekends as parents, alumni and tourists flock out the gates to buy the blue and white.

It certainly seems as if students should be benefitting from the tourists' fancy for the Penn State logo.

And they are. Thanks to the billion-dollar sale of logo rights, there are \$125,000 in scholarships available to University students this academic year.

John S. Bischoff, director of the University committee for licensing, said that before a company may produce any type of merchandise bearing any Penn State logo, it must obtain a license to do so from his committee.

Besides himself, Bischoff said, the committee includes Chairman George Lovetto, University associate senior vice president for finance and operations; Fran Fisher, assistant athletic director; and one other position, unfilled due to a recent retirement.

"A company wishing to use our marks or symbols writes a letter to the licensing office and asks for a licensing agreement stating that they are interested in becoming a licensee," Bischoff said.

"Licensing is a fairly new area to most universities," Bischoff explained. "It's been snowballing with more and more universities getting into it and realizing that they have a protection of their marks and that it can benefit the university."

Committee member Fran Fisher said the royalty money is used only for scholarships. "That is the function of the proceeds," Fisher said.



Wendy Polars (freshman-architecture) looks over a Penn State shirt at the Penn State Bookstore on campus Monday night.

The University's committee for licensing regulates the use of the Penn State logo on merchandise and channels the money gained from royalties to student scholarships.

It's directed toward some form of scholarship. David Branigan, special assistant to the University treasurer, said the money accumulated from the royalties is used to fund the design for one year prior to Penn State's fiscal year.

"Licensees are protecting themselves against the non-licensees because if you have to pay 6 percent, you don't want to see anyone out there not paying," Bischoff said.

"We haven't gotten into an enforcement program yet, but in fairness to those who do license to the University, we're going to have to do some investigation," Fisher said.

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

Some businesses try to avoid the licensing procedure and the royalty payment, Bischoff said.

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

Some businesses try to avoid the licensing procedure and the royalty payment, Bischoff said.

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

"We have run into instances in which we have caught small outfits that have reproduced our logos," he said. "They get a letter, immediately."

Health care plan offers fixed rates

By JUDY FISHER Collegian Staff Writer

How would you like to visit your doctor and not pay the bill? Instead of paying a family doctor for each visit, many people are joining health plans where they pay one fixed rate periodically to see their doctor as needed.

These plans, called health maintenance organizations (HMOs), are a form of prepayment health care coverage. They are a combination of health insurance company and health care service plan, said Stanley P. Meyers Jr., professor of health planning and administration.

As of December 1984, there were 16,742,630 people enrolled in HMOs in the United States, said Sue Hartwell, spokeswoman for InterStudy, a non-profit health policy research firm.

"Since the employer gets to bargain with the HMO on price... the company benefits because costs are more manageable," Meyers said.

About 80 to 90 percent of all members enter HMOs through their employers, said Bruce Stuart, associate professor of health planning and administration.

There are many plans to choose from when deciding to join an HMO, Meyers said.

"Buying coverage is like buying a car—options are extra," he said. Geisinger Medical Center in Danville is the home of one HMO, the Geisinger Health Plan.

According to Dr. Daniel Creighton, the plan's medical director, Geisinger does not require a physical, but some questions on the application ask about history of disorders that could disqualify a potential patient.

"Individuals and families pay different monthly premiums for these services," he said. HMOs are "geared toward people who are generally healthy and want to take good care of themselves," he said.

There are many plans to choose from when deciding to join an HMO, Meyers said.

"Buying coverage is like buying a car—options are extra," he said. Geisinger Medical Center in Danville is the home of one HMO, the Geisinger Health Plan.

According to Dr. Daniel Creighton, the plan's medical director, Geisinger does not require a physical, but some questions on the application ask about history of disorders that could disqualify a potential patient.

"Individuals and families pay different monthly premiums for these services," he said. HMOs are "geared toward people who are generally healthy and want to take good care of themselves," he said.

There are many plans to choose from when deciding to join an HMO, Meyers said.

"Buying coverage is like buying a car—options are extra," he said. Geisinger Medical Center in Danville is the home of one HMO, the Geisinger Health Plan.

According to Dr. Daniel Creighton, the plan's medical director, Geisinger does not require a physical, but some questions on the application ask about history of disorders that could disqualify a potential patient.

must be very good or very popular to keep his patients" in an area where many of those organizations are in existence, Meyers said.

Doctors join these organizations for several reasons, Meyers said. The doctors gain more patients and receive their money promptly.

Meyers said HMOs are becoming popular with company health plans. Since many companies are moving toward HMOs for their employees, the plans are growing much more rapidly in urban areas.

"Since the employer gets to bargain with the HMO on price... the company benefits because costs are more manageable," Meyers said.

About 80 to 90 percent of all members enter HMOs through their employers, said Bruce Stuart, associate professor of health planning and administration.

There are many plans to choose from when deciding to join an HMO, Meyers said.

"Buying coverage is like buying a car—options are extra," he said. Geisinger Medical Center in Danville is the home of one HMO, the Geisinger Health Plan.

According to Dr. Daniel Creighton, the plan's medical director, Geisinger does not require a physical, but some questions on the application ask about history of disorders that could disqualify a potential patient.

"Individuals and families pay different monthly premiums for these services," he said. HMOs are "geared toward people who are generally healthy and want to take good care of themselves," he said.

There are many plans to choose from when deciding to join an HMO, Meyers said.

"Buying coverage is like buying a car—options are extra," he said. Geisinger Medical Center in Danville is the home of one HMO, the Geisinger Health Plan.

According to Dr. Daniel Creighton, the plan's medical director, Geisinger does not require a physical, but some questions on the application ask about history of disorders that could disqualify a potential patient.

"Individuals and families pay different monthly premiums for these services," he said. HMOs are "geared toward people who are generally healthy and want to take good care of themselves," he said.

There are many plans to choose from when deciding to join an HMO, Meyers said.

"Buying coverage is like buying a car—options are extra," he said. Geisinger Medical Center in Danville is the home of one HMO, the Geisinger Health Plan.

According to Dr. Daniel Creighton, the plan's medical director, Geisinger does not require a physical, but some questions on the application ask about history of disorders that could disqualify a potential patient.

"Individuals and families pay different monthly premiums for these services," he said. HMOs are "geared toward people who are generally healthy and want to take good care of themselves," he said.

Energy crises only postponed

By RHONDA F. BERSHOK Collegian Business Writer

Since the uproar over the energy crisis of the late 1970s died down, many Americans believe the problem is past and have turned away from the search for alternative energy systems.

A University professor of engineering science, however, said the energy problem has only been postponed.

Stephen Fonash, a researcher working on solar energy, said the American public's interest in solar energy has declined dramatically during the past few years, while Japan is pushing ahead with technology the United States has been developing.

Four years ago Japan began "Project Sunshine," a 10-year, government-funded program to develop solar energy technology, he said.

"(Japan) is now learning how to very efficiently mass produce solar cells... they're putting solar cells on everything—calculators, watches, radios," he said.

"It's a shame (the United States) squandered the lead that it had," Fonash said. Under the Reagan administration, federal funding for solar research was dramatically reduced, he said.

"The government was hoping that private industry would step into the breach more," Fonash said. Most funding for solar research now comes from the Solar Energy Research Institute—a quasi-governmental agency—and Electric Power Research Institute—an organization of major U.S. power companies, he said.

Fonash said University research is funded by EPRI; Solarex, a Pennsylvania company; and the federal jet propulsion lab.

A spokesman for the government-funded SERI, who declined to be identified, said, "What happened is the cost of oil energy declined during the past four or five years when it was predicted that it would increase. All renewable (energy) technologies have not progressed as rapidly as they would have if the cost of conventional power had gone up."

In the last year of the Carter administration budget, the spokesman said, between \$580 and \$600 million was allotted for basic research in alternate energy. In fiscal year 1984, spending was about \$175 million.

"If (government spending) follows the trend it has been going in the last three or four years, it will decrease, but who knows," the spokesman said.

Fonash said another reason for the decline in interest in solar energy in the United States is that "we are shifting to a service economy from a manufacturing economy. Energy-intensive industries are down."

Fonash said in the United States, solar energy—although not popular with the private consumer—is used in areas such as oil stations, telecommunications and satellites, as well as some houses.

In 1992, the 500th anniversary of Columbus' discovery of America, the United States hopes to have a space station in orbit with solar panels the size of a football field, he said.

"Photovoltaic research is making a lot of contributions to sister technologies," Fonash said, naming electrophotography and microelectronics as examples.

Photovoltaics involve the conversion of solar energy into electricity through the use of solar cells. "Photovoltaics... will become a viable technology in Third World countries first before in the United States," he said.

The United States has a deeply ingrained system of energy resources that the people are not eager to change, he said.

"Americans only seem to respond to crises, and Americans think that the energy crisis is solved," he said.

Fonash said he believes Third World countries will be the first to use solar energy extensively.

S. Ashok, associate professor of engineering science, returned last week from a trip to India where he visited India's largest solar cell manufacturer, Central Electronics Ltd.

He said the company is producing solar panels mainly for use in isolated rural areas with no link to electricity-producing areas. The panels have been used with a battery backup—for lighting, water pumps and irrigation. Their use is expanding to include solar-powered television sets.

He added he does not believe larger cities in India will use photovoltaics aside from special applications, such as solar-powered vehicles for the handicapped.

"There are three important factors (in developing solar cells): cost, efficiency, and yield," Ashok said. "In India cost is even more of a problem because of the low gross national product."

The company believes that if it can reduce the product cost by 25 percent, it will expand the market, he said.

Pizza Hut advertisement featuring a smiling pizza character and promotional text: 'Whole wheat dough available 1 FREE 32 oz. drink with any Stromboli'.

Organization for Town Independent Students advertisement: 'DO PEOPLE CALL YOU INEXPERIENCED? Offers Experience In: Legal Issues, Business, Consumer Advocacy, Computers, Publicity/Advertising, Publications, Housing Issues'.

Maxell advertisement showing various audio cassette tapes: 'maxell XLS 90, maxell UDS II 90, maxell M100, maxell XLS 90'.

Fall Review of Stereo Technology advertisement: 'WELCOME... TO PAUL & TONY'S Fall Review of Today's Advanced Stereo Technology'.

Acoustic Research advertisement: 'Acoustic Research is our American Manufacturer of Quality Loudspeakers for Home and Car'.

Acoustic Research advertisement: 'Acoustic Research 28BX... Quality Two-Way Floor Speaker handles up to 100 watts per channel'.

Car Stereo and Home Audio Specialists advertisement: 'PAUL & TONY'S STEREO 315 1/2 W. Beaver Ave., State College, Pa. 16801'.

Stocks experience worst drop in five weeks

By JAMES F. PELTZ AP Business Writer

NEW YORK — Stocks tumbled to their worst loss in five weeks yesterday as Wall Street grew increasingly worried about the economy's strength and corporate earnings.

Declining issues overwhelmed advances by 4-to-1 on the New York Stock Exchange, and only two of the Big Board's 15 most-active issues moved ahead.

Technology, financial, telephone and aerospace stocks were among the hardest hit.

The Dow Jones average of 30 industrials skidded 14.01 to 3,139.44, with none of the 30 stocks gaining ground. It was the measure's worst decline since dropping 21.73 points Aug. 6.

Big Board volume totaled 100.38 million shares, against 104.73 million in the previous session.

Heavy selling related to stock-index futures, which contributed to Tuesday's broad loss, was again a factor in yesterday's decline. The "sell programs" occur when brokerage firms buy the futures contracts and sell the indexes' underlying stocks to profit from differences in their prices.

But dealers said the impact of the programs was magnified by the existing weakness of the market, which reflects investors' growing concern that the economy is not rebounding as previously expected.

"There seems to be a thick feeling of pessimism developing," said Charles Jensen, technical analyst at MKI Securities Corp. in New York.

Thomas Czech, director of research at Blunt Ellis & Loewi in Milwaukee, said "it finally hit the market square between the eyes that corporate earnings are going to be sluggish" in the third and fourth quarters.

Czech said the market also was disappointed by the Commerce Department's report that American business plans to spend 5.8 percent more on new plant and equipment this year than in 1984.

The estimate represented a downward revision from a June forecast that called for a 6.2 percent spending increase. "Some people were looking for that number to be revised upward," he said.

He also cited a speech by Fredson Martin, vice chairman of the Federal Reserve, in which Martin took note of "substantial downside risks for this sluggish economy," including rising consumer debt and the potential for a sharp decline in multi-family and office construction because of rising vacancy rates.

SCM fell 3/4 to 72 3/4 and topped the NYSE's active list. SCM agreed to a \$74-a-share leveraged buyout by SCM management and Merrill Lynch, after which rival bidder Hanson Trust PLC of Britain dropped its offer. Merrill Lynch lost 3/4 to 30 3/4.

Richardson-Vicks, which soared earlier this week after rejecting a takeover bid from Unilever, retreated 1/2 to 4 1/2.

Nationwide turnover in NYSE-listed issues, including trades in those stocks on regional exchanges and in the over-the-counter market, totaled 117.71 million shares. The NYSE composite index dropped 1.10 to 107.22.

Decisions will likely be made on a case-by-case basis following guidelines set up in the plan.

One of the difficulties facing the state will be processing requests for the Maryland Deposit Insurance Fund that could number in the thousands. There is no mechanism in place now to handle requests, and officials have no way of knowing how many depositors will claim extreme hardship.

An important factor in determining how many people will be allowed to withdraw funds is the cash flow at Old Court.

A freeze on withdrawal of funds from Old Court has been in place for three months, and Brown said Tuesday at a legislative hearing in Annapolis that he doesn't know when the freeze can be removed.

While details have not been made public, Brown said withdrawals will be limited to cases where the freeze is causing severe hardship to depositors.

A freeze also is in effect at Merritt Commercial Savings and Loan, but that will be removed if Chase Manhattan completes the deal to purchase Merritt, Chesapeake Savings and Loan and Friendship Savings and Loan.

Decisions will likely be made on a case-by-case basis following guidelines set up in the plan.

One of the difficulties facing the state will be processing requests for the Maryland Deposit Insurance Fund that could number in the thousands. There is no mechanism in place now to handle requests, and officials have no way of knowing how many depositors will claim extreme hardship.

An important factor in determining how many people will be allowed to withdraw funds is the cash flow at Old Court.

Relief in sight for some depositors at Md. S&L

BALTIMORE (AP) — The head of the Maryland Deposit Insurance Fund said yesterday he hopes to present a plan next week that will allow withdrawal of funds from Old Court Savings and Loan in cases involving extreme hardship to depositors.

An important factor in determining how many people will be allowed to withdraw funds is the cash flow at Old Court.

A freeze on withdrawal of funds from Old Court has been in place for three months, and Brown said Tuesday at a legislative hearing in Annapolis that he doesn't know when the freeze can be removed.

While details have not been made public, Brown said withdrawals will be limited to cases where the freeze is causing severe hardship to depositors.

A freeze also is in effect at Merritt Commercial Savings and Loan, but that will be removed if Chase Manhattan completes the deal to purchase Merritt, Chesapeake Savings and Loan and Friendship Savings and Loan.

Decisions will likely be made on a case-by-case basis following guidelines set up in the plan.

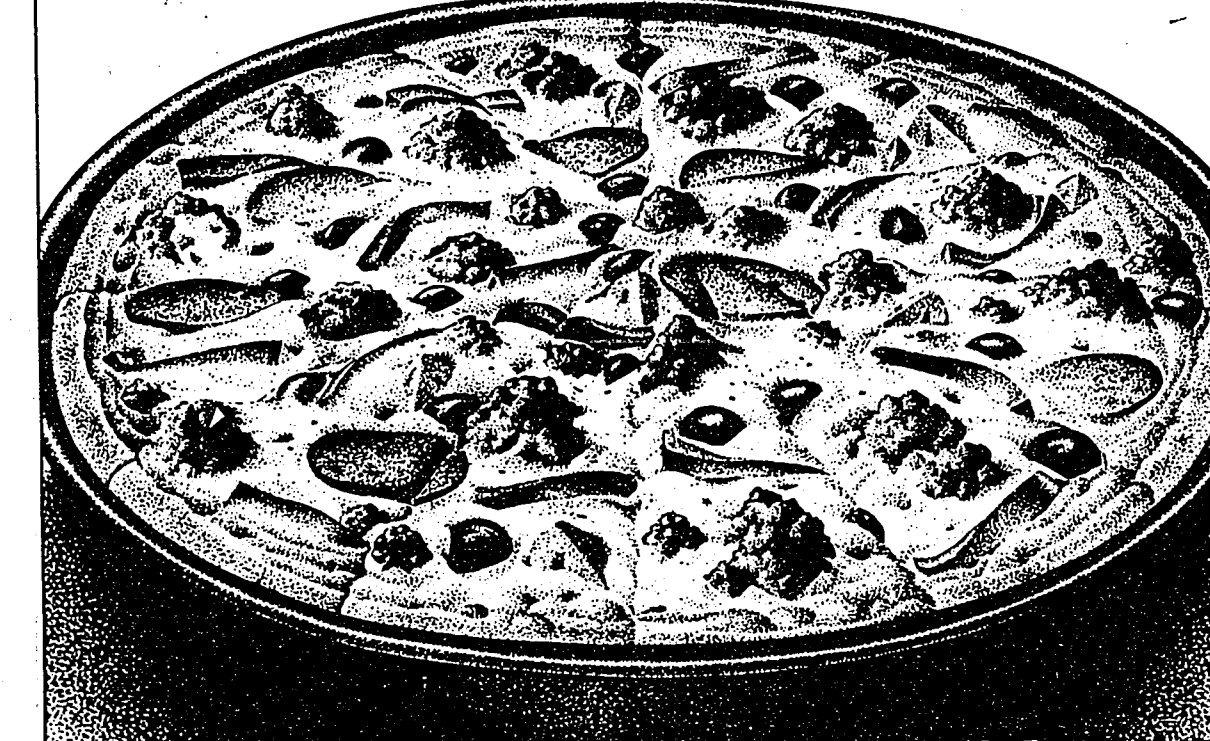
One of the difficulties facing the state will be processing requests for the Maryland Deposit Insurance Fund that could number in the thousands. There is no mechanism in place now to handle requests, and officials have no way of knowing how many depositors will claim extreme hardship.

An important factor in determining how many people will be allowed to withdraw funds is the cash flow at Old Court.

A freeze on withdrawal of funds from Old Court has been in place for three months, and Brown said Tuesday at a legislative hearing in Annapolis that he doesn't know when the freeze can be removed.

Pizza Hut advertisement: 'PRICE SLICED ON PAN PIZZA! Special Delivery Call Today 236-1129'.

Pizza Hut advertisement: 'What's better than a fresh, hot Pan Pizza from your home town Pizza Hut restaurant? One that saves you money! Come on over, bring the coupon below and let us make one just for you—with dough we make fresh every day, tangy sauce, pure mozzarella cheese and your choice of delicious toppings. Pizza lovers never had it so good!'.



Pizza Hut advertisement: '\$2 Off Any Large Pan Pizza or \$1 Off Any Medium Pan Pizza. Two Pepperoni Personal Pan Pizzas Only \$2.49 or Two Supreme Personal Pan Pizzas Only \$2.89'.

Free trade: Does the U.S. need to change its laissez-faire policy to compete internationally?

Free trade is fine — as long as everyone is playing by the same rules. But Japan has its own rules, so we're constantly at a disadvantage.

Lee Iacocca may have been speaking of the automobile industry, but it is clear that many sectors of the U.S. economy have been severely affected by the onslaught of a growing deficit in the balance of trade.

Both Democrats and Republicans from import-sensitive states have felt the political pressure put on them by their jobless and potentially jobless constituents. In fact, the issue of protectionism may blossom into a factor for the 1988 congressional election.

On the flip side of the coin, the "free trade" camp would like to see the United States maintain a policy of no restrictions on trade.

Although they do not see protecting U.S. businesses from foreign imports as necessary, proponents of free trade believe that there are underlying problems that must be solved. Namely, U.S. exporters must be able to gain access to foreign markets that are now shut off.

U.S. Rep. William F. Clinger, R-Pa., who favors free trade, noted that the United States is a free trading country caught in a non-free trading world. Although Clinger has asked President Reagan to impose a temporary import surcharge on merchandise entering the country, he adds that it should be only temporary.

Temporary pressures, he said, are needed to force other countries—notably Japan—to lower trade barriers, allowing U.S. businesses to compete in their domestic markets.

Currently, the Japanese government restricts foreign intervention into its domestic markets in two areas that are key to U.S. businesses—services and high technology.

The United States has been negotiating with the Japanese government for some time, but it appears that Tokyo is not thrilled with making concessions, and the ones it has made have been cosmetic at best.

Last April, Prime Minister Yasuhiro Nakasone set a precedent by issuing new regulations for U.S. entrance into Japan's telecommunications industry; however, the condition of case-by-case approval by Tokyo bureaucrats has created red tape for U.S. companies thicker than what they find in Washington.

The Reagan administration had been sticking to its guns. It had remained adamant in maintaining a free trade policy by rejecting possible retaliatory tariffs and quotas. Businesses and entire industries who have been hit by foreign competition have found little comfort in the current administration's policies.

But on Tuesday, the administration responded to the political pressures mounting on Capitol Hill. White House Chief of Staff Donald T. Regan visited the Hill to discuss the issue with GOP leaders, making it

apparent that the administration may be shifting its stand—it may be joining the bandwagon.

If the protectionists succeed in passing trade restrictions—which may likely be severe—the question of retaliation must be considered. Changing from a policy of laissez-faire to one of restricted trade may prove detrimental in the long run.

Although it is true that U.S. companies have been prohibited by Japan and other countries from trading in certain markets, punishing those countries may not be the economic answer. Finding a way to open foreign markets should be the government's number one priority and U.S. Trade Representative Clayton K. Yeutter has been working in that direction.

But even if Yeutter is successful, the question must be posed: What affect will the ability to sell computer chips in Japan have on the steel industry in the United States? Unfortunately, the answer is: not much—but the nation as a whole would benefit.

Rich Douma is a senior majoring in finance and the Business Page Coordinator for The Daily Collegian.

Rich Douma is a senior majoring in finance and the Business Page Coordinator for The Daily Collegian.

Rich Douma is a senior majoring in finance and the Business Page Coordinator for The Daily Collegian.

Rich Douma is a senior majoring in finance and the Business Page Coordinator for The Daily Collegian.