



Oregon Secretary of State Clay Meyers

Photo by Jerry Benteros

Must be re-elected first

Meyers eyeing governorship

By PETER SHEPHERD
Of the Emerald

Republican Secretary of State Clay Meyers may not admit outright that he is a candidate for the Governor's chair in 1974 as well as a candidate seeking re-election for a second term as Secretary of State, but he certainly keeps the audience sitting on the edge of their seats in anticipation.

Meyers was a guest at the Sigma Nu House Monday evening for dinner. He exchanged views on a wide variety of subjects ranging from excessive campaign spending to tax reform, but the recurring theme was one of speculation about Meyer's political ambitions.

"I don't deny that any Secretary of State eyes the governor's chair," said Meyers, "and both of the past two governors were secretaries of state. However, I've got to win this ball game before I start smelling roses."

Later, Meyers was asked to comment on the possibility that State Superintendent of Schools Dale Parnell would enter the 1974 gubernatorial race.

"If Superintendent Parnell is jockeying for position," said Meyers, "he'll be one of about 12 others. I encourage him to come on in, the water's fine."

Meyers opponent, former Rep. Bealuh Hand, has proposed that if she were elected, she would

abolish the office of Secretary of State.

"My opponent is no Janey-come-lately to the political scene," said Meyers, "I think she just hasn't been able to come up with any other issue than that of abolition of the office. Interestingly enough, I made that very proposal during my first week in office in 1967," noted Meyers.

"However, I looked into the matter more deeply and found

that you would have to create a minimum of two, perhaps three new offices to perform the duties of Secretary of State. Her proposal doesn't really make much sense to me as it stands," said Meyers.

Meyers also commented on Governor McCall's tax plan, saying "I think about 60-80 percent of it will be passed without significant alteration, and it would be nice if the whole thing were approved."

Women's panel decries discriminatory practices

By EMILY TAYLOR
Of the Emerald

Discriminatory practices against women were discussed at the Department of Health, Education and Welfare (HEW) and Affirmative Action Panel, Saturday morning, in the University Law Building. The panel, part of the Second Annual Western Regional Conference of Women in the Law, had five speakers: Joan Acker, David Frohnmayer, Jean Leppaluoto, Karla Brown and Jeanne Dost. Acker, assistant professor of sociology at the University, opened the panel by discussing the history of the status of women on college campuses. A study was conducted in 1969 at the University showing three percent of the full professors and 11 percent of the assistant professors were women, she said. She added the situation has gotten worse.

The study was distributed to the University president who said it was a "kind service," but made no commitment, said Acker. The low percentage, and the fact that the women also earned less and the disconcert of the University, caused HEW to do an investigation.

Summarizing, Acker said, "We don't know where we are; there is no data for the present situation."

In conclusion, Acker said, "If the goal is to reach the discrimination of the average universities, that's not my goal. It's discouraging sometimes... but I would like to see it go faster."

Frohnmayer, assistant professor of Law and Legal Advisor to President Clark, discussed the legal issues and actions that can be taken against discriminatory practices.

HEW needs files to draw conclusions for its data, but there are problems getting them, he said. There are questions such as "ethnic identification" which are difficult to gather.

He said there are also problems in "goals versus quotas." Hiring must be done out of "respect of merit" and it is therefore sometimes difficult to define discrimination, he stated.

Leppaluoto, assistant professor in Educational Psychology at the University, discussed the social psychological aspects. She said, "The more prestigious the University, the smaller the percentage of women."

Leppaluoto stated that there must be open admissions for faculty on qualification. There are also more restrictions on women faculty, i.e. pregnancy and day care, she said, but, "There are more sick leaves caused by hernias than pregnancy."

Brown, affirmative action officer at Oregon State, talked about the "necessity of emphasis on women and minorities."

Steps, she suggested, in starting an Affirmative Action group were to begin with organizing directors, co-directors and adequate clerical staff. Also, there should be a written agreement with "your involvement and decisions backed up" by the University president.

Northwestern professor claims

Marketing changes society

By PEGGY MCMULLEN
Of the Emerald

"I wanted to sensitize you to marketing. It's catching, so we'll see in a few weeks if it's an epidemic or just a false bug," Phillip Kotler told an audience of about 50 Thursday evening in 150 Science.

The nationally-known consultant on marketing systems and planning and Montgomery Ward Professor of Marketing at Northwestern University spoke on "Social Marketing: A New Approach to Creating Social Change."

Kotler described social marketing as "the planning, implementation and control of progress designed to influence the adoption of a specific social attitude or behavior by target audiences for personal or social gain. It relies heavily on the adaptation and coordination of product, price, promotion and distribution for achieving effective response."

He sees eight demand situations which are negative demand, no demand, latent demand, irregular demand, faltering demand, full demand, overfull demand and unwholesome demand.

Negative demand is where the

product is avoided, as in the case of the military today. Kotler explained the marketer's job as reversing the marketing situation.

"You have to take a group of people hostile to a product and bring them to the reverse situation," he said. "It harkens back to missionary work."

The marketer's job in a latent demand situation is to develop a demand that is already there.

He said latent demand applies to "most of the things society wants but doesn't have."

Irregular demand is where the demand exists but not in the same pattern as the available supply. Examples are public transportation and museums. The problem for the marketer is to get people to change their time table of demand.

In faltering demand the marketer's job is to revitalize a product—such as religion. Interest can be regained through three methods. The marketer can change products, change audiences for the product or change marketing methods.

Full demand is the "easiest situation to fix." The marketer just maintains the demand in the product.

Overfull demand is "the one I find especially intriguing," said

Kotler. This situation involves a company with demand far surpassing supply and which must discourage use of their product. Power companies are now faced with this problem of "putting marketing in reverse." Demarketing, as this procedure is called, is a short-run effort.

Unwholesome demand involves a product the marketer tries to destroy the market for. Kotler gave the peace movement as an example of a group trying to unsell a product with unwholesome demands (war).

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