

Russians have a lot to live . . . but not much Pepsi

MOSCOW (AP) — Three years after the Soviet Union bought the right to enter the Pepsi generation, the American soft drink is still a rare commodity in the workers' state.

At least three million bottles of Pepsi roll off a West German-made production line at Novorossiysk on the Black Sea every month, and trucks loaded with the soft drink roar regularly around the countryside of southern Russia.

But it's still a rare Russian worker who can regularly knock off a bottle of the cola drink after a hard day fulfilling the plan.

"It's still like a souvenir drink to us," acknowledged Vladimir Balashov, who heads the drink department of the Soviet Food Ministry in Moscow. Pepsi, priced at 41 cents a bottle, is sold now only on the resort-studded Black Sea coast and in limited quantities in Moscow.

With a population of 250 million and the Novorossiysk plant capacity at 60 million bottles a year, production statistically works out to one bottle for every four people per year. When a new plant opens before the end of the year at Yevpatoriya in the Crimea, there will be two bottles for every four people per year.

In April, 1973, when Pepsico president Donald Kendall signed

a 10-year contract with the Soviets, he said he saw the country "in the long term as one of the greatest volume markets that we have."

Pepsi's sister beverage, Coca-Cola, was long scorned in Soviet propaganda as a symbol of the pleasure-seeking West. Now Coca-Cola has also made inroads into Russia.

In June, 1974, the company

signed a long-term cooperation agreement that covers joint development nutritional foods, processing of tea products and production of beverages, but not including Coca-Cola.

Balashov linked Pepsi growth in the Soviet Union to Soviet deliveries of Russian champagne, cognac, vodka and wine to Pepsico for sale in the American market.

EMU Cultural Forum
Presents
AN EVENING WITH

KENNY RANKIN

April 26 EMU Ballroom 8 p.m.
\$3-U of O students, \$4.50-general public.
Tickets available at EMU Main Desk
13549:26

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April 26 8 p.m.
\$3 U of O students, \$4.50 general public.
Tickets available at EMU Main desk beginning Friday, April 16.
13496:26

BLACK FOREST TAVERN

2657 Willamette 344-0816
Live entertainment five nights a week
MICHELOB ON TAP
11749:tr

Spiritual Union Presents
Hermann Hesse's

STEPPENWOLF

Director Fred Haines spent six years creating this powerful and imaginative film version of Hesse's book. Max Von Sydow is outstanding in the role of Harry Haller, and the Magic Theater sequence is one of the most mind-boggling experiences ever put on film. For Madpersons Only.
Friday, April 23 8 p.m.
7 and 9:15 p.m. \$1
180 PLC
13560:23

SIGMA CHI FILM SERIES
Presents

CLINT EASTWOOD FILMS

Friday, April 23

DIRTY HARRY

"One of the year's 10 best. A superb piece of film making." —Jay Cocks, TIME. "Dirty Harry is an expert suspense drama." —Boston Globe. A spine-tingling, daredevil chase through the streets of San Francisco and to the top of a schoolbus bring the movie to an unforgettable climax.
177 Lawrence \$1 7, 9, & 11 p.m.
Saturday, April 24

EIGER SANCTION

"The Eiger Sanction, another hard-hitting Clint Eastwood film high-lighted by a wealth of authentic and breath-stopping Swiss mountain scaling." —Variety. In this adventure-suspense thriller, Eastwood portrays an urbane, epigrammatic and ruthless art professor-mountain climber who is a former assassin for a secret U.S. Government agency. He's coaxed out of retirement by his need for money to purchase art masterpieces for his personal collection, and by the murder of an agent who was a close friend.
180 PLC \$1 7, 9:15, & 11:30 p.m.
13539:23

EMU Cultural Forum
presents

Ken Russell's TOMMY

(the best film of 1975)

Never has there been anything like this sensory barrage of music and images. If you're with Russell, you're with him all the way. THE WHO'S soundtrack has been brought to life in a fantastic emergence of all the elements of perception.

Wed. April 21

150 Science 5, 7, 9, and 11 p.m.
\$1

SHOW YOUR LOYALTY WITH A

TOMMY T-Shirt

-many different designs-
On sale at the EMU Main Desk Monday, April 19-Friday, April 23. Long sleeve-\$4.25, short sleeve-\$3.50.
13534:21

COMING TO THE UNIVERSITY ARENA
THEATRE

THE DANCE OF DEATH by AUGUST STRINDBERG

April 22, 23, 24, 29, 30 and May 1
8 p.m. 13484:21

WHEATFIELD

at
MURPHY AND ME TAVERN
Wednesday and Thursday, April 21 and 22.
0865:22

FRIDAY APRIL 23

HERE'S YOUR LIFE

Acclaimed for its rich detail and lyrical development, this film by director Jan Troell follows Olof, a Swedish working class youth, through World War I as he grows from 14 to 18.

Also: THE HISTORY BOOK, #9
7 and 9:30 p.m. \$1 138 Gilbert
Labor Action Committee
13559:23

HAPPY HOURS 11-5:30 p.m. Monday-Thursday
at The Locker Room Tavern. Bud, Schlitz, Schlitz
Malt, 25¢ glass, \$1 for a large pitcher. Ladies night
Thursday at 8 p.m. 25¢ wine and cheap beer for
ladies. See all sporting events on the big screen at
The Locker Room Tavern, 211 Washington.
0733:22

The Ananda Marga Society Presents

ROBERTO ROSSELLINI'S SOCRATES

Jean-Luc Godard has said of director Roberto Rossellini: "Where others will be arriving in twenty years, he has already been." Rossellini finds the ideal subject for his art in the life of Socrates, the great Greek Philosopher whose message was "Know Thyself."
Saturday, April 24, 8 p.m. \$1
7 and 9:15 p.m. 177 LA
13561:23

EFS Cinema 7

Eugene Mini-Mall, Second Floor
10th & Olive, 687-0733
Tonight Thru April 22
Marlon Brando's Greatest Role

BURN

showtimes 7:30 & 9:40 p.m. \$2
13508:22

PERSONAL

APPLICATIONS now being accepted for 1976-77
Cultural Forum Positions. Suite 2, EMU. Deadline 5
p.m., Thursday April 22.
13388:22

ROOMS AVAILABLE AT CHI ALPHA—Household
of Peace. Student Christian Co-op with a family
atmosphere. 1057 Patterson Ave. 342-6731.
0757:23

UNHAPPY?

Tired of unwanted hair?

phone 687-9181

for complimentary consultation
Electrology by Marian
13494:tr

ASSERTIVENESS TRAINING FOR WOMEN

A five-week course including role play and video-
tape feedback. Begins 7:30 p.m., April 22.
Sponsored by Campus YWCA. For more information
call 686-4439.
13523:21

JEFFERSON ELEVATOR

Small businesses, artists and craftspeople. More
retail and studio space for rent. And the price is still
right.
345-3874
13545:23

WANT TO LOSE WEIGHT?

The self-control project of the University of Oregon
is offering a weight loss program. Call 484-1477
between 5 p.m. and 9 p.m. before April 23.
13553:21

LANE MEMORIAL BLOOD BANK DONORS NEEDED

A Positive 8 Units, A Negative 4 Units, O Positive 6
Units, O Negative 1 Unit, B Positive 0 Units, AB
Positive 2 Units.
Call us for an appointment at 484-9111

MCC

A christian church for gay people holds ser-
vices every Sunday at 1 p.m. at 38th &
Hilyard. For more information call Rev. Ann
Montague—746-7427.
12526:WH

URGENTLY SEEKING INFORMATION on local
witches, covens and groves. Please call 344-5774
mornings, afternoons.
0892:23

DAVE V.—Toss me like your shot and we'll have
our own Olympic Trials.
"Thrasher"
0916:21

CAMP: 3 years after 1 clover ain't bad, Happy
Ski Ya at Frampton,
TWERP
0918:21

VOTE PAUL SKANS FOR SUAB #8 BIO: PRE-MED

Paid for by Skans Election
Committee, Greg.
0917:28

ALPHA PI NEW INITIATES: Sabrina Rico and
Linda Jennings: Get your chopsticks out for
tonight—The Best is still to come!!
0919:21

SIGMA CHI'S: THAT wake-up breakfast was
fabulous. Thanks for the great time!! You ever-
loving, ALPHI PHIS
0920:21

CONGRATULATIONS SIGMA NU PLEDGES:
Bob, Tim, Jim, Dave, Dan, Steve, Scott, Murry,
Harold, Jon, Seth. We're glad you're with us.
0921:21

TIRED OF TUITION INCREASES? Find out why
tuition keeps going up and what can be done about
it at the Tuition Workshop today at 7:30 p.m. in the
EMU Forum. Sponsored by the ASUO Executive.
13562:21

SANDI M.

I love you two points more. Thanks a million.
Love, The Hugger.
0924:21

BARB OR PAM: If you drove 1971-2 Toyota and
visited with Randy "Baugh" Williams or David Iocca
in Montana last summer, please call M. Schneider
at 343-4420 or 686-3871. Important.
0925:23

KWAMA APPLICATIONS for next year—Contact
Mary Jane, 342-2943 or at 164B Oregon Hall, Billy
Robertson. Due May 10th.
0928:21

DAVE "CAPTAIN" FISCHMAN: (Alias the "Wave")
Thanks for the rolling time-love that water bed!
Drowning with desire, your first mate.
0929:21

JILLOID—Welcome to greener pastures. No rotten
"eggs" allowed. Free Charly by May 22! Rm. 5
Swinging Singles
0930:21

SIGMA CHI'S—Mike, Howdy, Terry—it was a fantas-
tic night even though you guys didn't "score!" We'd
welcome a rematch. Love, Annie, Deanne, Virginia
0931:21

AS2—WILL YOU catch this one?? Love you much.
Clarence.
0937:21

CATALOGERS AND OTHER sub-humans; I write
cosmic novels! My pseudonym is Uranus Up.
Where would you file me?
Love, Le Roy C.
0939:21

GREG-

CRAB AND SAND didn't taste so hot
in basketball I didn't make a shot
Thanks for the special time at the shore
I couldn't love you more.
Captain
0943:21

TO THE PLEDGES OF THETA CHI: Thanks for a
terrific time. Next time let's REALLY walk out. Love,
Phi pledges
0945:21

— MAUREEN OF FIRST FLOOR BOYNTON —
B.M.O.C. has Big Banana just for you. Excellent
condition. "O" Mileage. Never raced, abused or
even used. See to appreciate at 2nd floor
Burgess-home of such Celebrities as Moby D. and
the "whopper" Lance Romance and the Burgess
Freebongers.
0946:21

RANDY: THANKS FOR THE ROSES. Here's to
good times and hopes of more to come.
-Meg
0948:21

NEW ALPHA CHI ANNIE—Have a wonderful Wed-
nesday!
Love, Deannie
0932:21

It's here! The new Contax RTS!

Come in and see the most advanced
35mm SLR on the market. Automatic or
manual exposure control, plus full
professional accessories—including
motor drive!

- Check out these fantastic features:
- Ultra-fast Carl Zeiss T-Star coated lenses.
- Sophisticated Porsche black-body design.
- Unique Yashica electronics, including electromagnetic shutter release.
- Newly designed Contax/Yashica bayonet mount, with internal linkage.

- Air-damped electronic shutter with infinite speeds, 4 seconds to 1/2000 of a second.
- Full information viewfinder: shutter speed, aperture, maximum aperture of the lens in use.
- LED shutter speed display in viewfinder—easier to read in low light.
- Real Time Winder—compact, lightweight motor drive you add without modification of any kind!



CONTAX RTS

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dotson's**
1668 willamette 485-1771