Disgruntled student groups aired their grievances about proposed budget cuts Monday as the ASI finance committee heard appeals on preliminary budget figures which revealed drastic cuts for all coded groups.

The figures left many cultural, recreational and service groups without ASI subsidies and displayed severely reduced subsidies for most other groups.

Among those groups which lost their subsidies, the Rodeo Team, Chess Team, Hobby Garage and Society of Automotive Engineers addressed the committee and stressed their importance and reputations at Cal Poly.

Ralph Rianda and Paul Baker of the Rodeo Team told the committee that the team is one of the oldest organizations on campus and has brought Cal Poly four national championships.

They noted that the ASI had been generous in the past in contributing travel expenses and stressed that these funds provide the only means for the team to participate in rodeo throughout the West.

Rianda added that Cal Poly's Rodeo Team has one of the best travel budgets of any student rodeo group and noted that only the best nine members — six men and three women — use the travel budget while the rest compete individually and pay their own expenses.

Chess team advisor George Lewis said he had "no quarrel" with the priority system used by the committee, which groups organizations according to necessity of operation number served and type of services.

He stressed the team's past record of fiscal responsibility and success.

"Within our scope of activities we have a proven record of success and participation," he noted. "We have created opportunities for local participation and have sponsored one of two regional competitions."

The biggest proposed change, according to Kersten, would allow the university president 45 days to implement approved senate resolutions or submit a written statement explaining why it was not done.

Kersten stressed the Senate has had no problems under President Warren Baker in this regard. He characterized the relationship between Baker and the Senate as "quite healthy."

He said the 45-day limit stems from past presidents' failure to act on resolutions without explanation and seeks to prevent this from happening in the future.

The proposal and any changes made after April 15 open hearing will be voted on by the faculty late April or May, said Kersten.

The biggest proposed change, according to Kersten, would allow the university president 45 days to implement approved senate resolutions or submit a written statement explaining why it was not done. The chairperson said that currently the president is not under obligation to act on senate resolutions or inform the group of reasons for not doing so.

Kersten stressed that Senate has had no problems with President Warren Baker in this regard. He characterized the relationship between Baker and the Senate as "quite healthy."

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Warsaw Pact maneuvers end

PRAGUE, Czechoslovakia (AP) — Years of Soviet inter­
tervention in Poland diminished significantly Tuesday with Soviet President Leonid I. Brezhnev declaring that Poland’s Communist Party could handle its own affairs and the Warsaw Pact maneuvers officially end­ing after three tension-filled weeks.

Walter Stoessel, undersecretary of state for political affairs and a former U.S. ambassador to the Soviet Union and Poland, said in a TV interview in Washington that Brezhnev’s remark meant the Poles “have some more time to put their house in order, ac­
cording to Soviet lights.”

A Western diplomat in Moscow said Brezhnev’s speech and the end of the maneuvers indicated the Kremlin intended “to calm the waters.” But the source, who requested anonymity, said the end of the maneuvers “doesn’t close off the threat of invasion.”

The Warsaw Pact carried out similar exercises in
Czechoslovakia in June 1968, two months before it in­
arms talks with the Kremlin.

West Germany, that if the Soviet Union intervened in
Poland, and Defense Secretary Caspar W. Weinberger told the NATO defense ministers in Bonn, the
Kremlim intended to “calm the waters.” But the
affairs and a former U.S. ambassador to the Soviet
Union, who requested anonymity, said the end of the
speech and the end of the maneuvers indicated the
end of the Warsaw Pact maneuvers officially en­
th in Poland diminished significantly Tuesday after three tension-filled weeks.

The secretary of state flew here on the last leg of a
four-nation Mideast tour after a 24-hour stop in Am­
man. Jordan, where he conferred with King Hussein.
He leaves Riyadh for Western Europe on Wednesday.

While in Amman, the Haig party issued an urgent
new appeal for an end to the fighting in Lebanon be­
between Syrian troops and Lebanese Christian militia.

Correction

In the April 7 edition of the Mustang Daily, we incor­
rectly identified the speaker in a front-page photograph as Dr. Gloria Ballanger, PhD Coordinator for Commu­
nication and Education for San Luis Obispo Community Mental Health. In fact, the photograph was of Carly Baker, President Baker’s Wife.
Ad appearance can be deceiving, speaker warns Cal Poly viewers

BY JAMES WITTY

A capacity crowd in Chumash Auditorium was shaken Monday night by Dr. Wilson Bryan Key's controversial multimedia presentation, "Subliminal Seduction."

Dr. Key, an expert on questionable marketing practices and author of three books on that subject, opened the evening with his remarkable slide show. At first blush, each image on the screen appeared to be a harmless advertisement. But appearances can be deceiving. Upon closer scrutiny the advertisements revealed a maze of phallic symbols and grotesque figures.

How does this technique sell everything from Chivas Regal to Parkay Margarine? According to Key, "We don't know how and why these things work." Ad people don't care why or how. Their only consideration is that it does work, said Key. He added that one theory states that the subconscious mind picks up and retains all information it encounters.

With the above statement came another revelation. Those too-good-to-be-true images of products in advertisements are often just that, too good to be true. Key said. Key added those pictures are actually executed by extremely talented and highly paid artists. According to the Colorful Key, there are a plethora of companies using these techniques. Within a Howard Johnson's Restaurant menu bearing the pitch "Dig into our clam plate," Key showed the audience a plate full of clams. A close up revealed what appeared to be not only human forms copulating but also that of a donkey.

Another advertisement for Johnnie Walker Scotch seemed to contain a number of gruesome images within its pseudo, painted ice cubes. Close examination of this ad appeared to reveal a hanging figure, a penis and skull, a controrted penis, and a ram's like bird. Key ventured that this nightmarish scene could appeal to an alcoholic's desire for self destruction.

The audience seemed shocked and offended by a Chivas Regal ad subliminally depicting what appeared to be a woman in a long flowing dress performing fellatio with a figure that looked much like a pope. The same advertisement bore an image of what seemed to be Christ. Combining the "sacred and obscene" seems to be an effective subliminal sales technique, said Key.

"If we are unaware of these things (subliminal advertising) going on, then what's happening in Washington? It's very dangerous," he added, "We are in a great deal of trouble. You are extremely vulnerable."

Commenting on the legality of these practices, Key said, "This is grossly immoral but not illegal."

Audience reaction to the presentation ranged from "crude and totally uncalled for" to "absolutely fascinating." Junior Art major Tracey Huber said, "I enjoyed it a lot. I think it's true."

Psychologist Wilson Brian Key, an expert on questionable marketing practices, told a capacity Chumash audience that some advertisers manipulate consumers by placing subliminally seductive elements within the ads.

CANDLELIGHT SPRING FANTASY
A Wedding & Bridal Show
Fashion show • bridal exhibits • live music
479 N. Main SLO, April 11, 1 p.m. to 5 p.m.