

Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

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4 Pages

May 10, 1983

Academic Survey Results

66% Say W.B. Baby Courses

Should Not Count Towards MIM Degree

The ASLC Academic Committee recently surveyed 900 students at AGSIM and received 364 responses. The results appear below. The intention of the Academic Survey was to "ascertain the students' opinion concerning curriculum requirements and other academic matters."

Semester at AGSIM

1st: 35% 3rd: 28%

2nd: 28% 4th: 8%

Do you already have a business degree? yes: 37% no: 63%

If so, 94% Bachelor's or 6% Master's?

Do you have previous business experience (more than one year)? yes: 54% no: 46%

1) Should the 300 level WB courses ("baby" courses) count towards an MIM? yes: 34% no: 66%

2) Do you feel that the current requirements for an MIM are strong enough for a Master's degree? yes: 40% no: 60%

3) Please check any of the following courses, if any, which you would like to see required at AGSIM:

- 26% 3-hour computer course
- 12% International Trade Administration (WB 449)
- 17% Managerial Finance (WB 421)
- 21% International Finance and Trade (WB 420)
- 10% International Marketing Management (WB 450)
- 14% Cross-Cultural Communications (IS 488)

4) Should completion of one 500-level World Business course be a requirement for an MIM? yes: 83% no: 17%

5) AGSIM has adequately prepared you for a career in interna-

tional business. Circle one:
strongly agree: 5% agree: 58% neutral: 28% disagree: 7% strongly disagree: 2%

6) Has AGSIM met your expectations in terms of
a. cultural experience? Circle one:
very much: 49% somewhat: 44% not at all: 7%
b. academic experience? Circle one:
very much: 25% somewhat: 65% not at all: 10%

7) Would you like to see the institution of an honor code at AGSIM? yes: 48% no: 19% don't care: 33%

8) Did the one-year program significantly affect your decision to attend AGSIM? yes: 72% no: 28%

9) Would you have chosen AGSIM if it were a two-year program? yes: 32% no: 23% maybe: 45%

10) Are you at AGSIM because of: (check as many as are applicable)
31% Languages?
22% IS courses?
47% WB courses?

11) Which area do you feel is the strongest at AGSIM? Circle one:
Languages: 45% IS: 20% WB: 35%

12) Which area do you feel is the weakest at AGSIM? Circle one:
Languages: 21% IS: 30% WB: 49%

Honor Code Proposal

Strong survey results from this year and previous years indicate that the students of the American Graduate School of International Management are concerned with the lack of an articulated Honor Code and system. For this reason, the ASLC Academic Committee is submitting a simple plan of action to the Faculty Senate for approval. This plan is a step in the right direction, and it is hoped that its implementation will curtail the gross amount of "cheating" which is felt to be taking place on campus.

These suggestions are given in the spirit of protecting the integrity of the many operations which involve the assigning of the grade, and to avoid any academic dishonesty which negates the intellectual endeavors on which education is based.

We suggest two phases of action which reinforce the ideas of academic honesty and integrity.

PHASE I

After matriculation, and before classes actually start, the student will be required to sign a written statement that he/she is aware of the existence on an Honor Code. The signing may take place at financial registration, or upon acceptance, and will be kept with the student's other relevant academic records.

The statement will read: "I am aware that all tests, quizzes, homework, papers, and other work turned in for a grade is considered under the honor system. A violation of the honor system not only involves the giving or receiving of assistance from other students during an exam, but also includes any dishonest action such as giving or receiving information concerning a test prior to its administration. Penalties may range from a warning to expulsion from school as determined jointly between the teacher involved and the Academic Council."

The signing of the statement only assures that the student is aware of the honor system, and does not charge the student with the duty of "watching" over his fellow student, although this action is encouraged by the Academic Committee.

PHASE II

In order to reinforce the honor system, the student will be required to sign the following pledge at the time of every examination, as well as on papers which are turned in for grading.

"During this examination I have neither given nor received student assistance in violation of the Honor Code."

The pledge can be modified for papers and other work turned in for a grade.

Prill and Dugan Named Next Editors

First semester student, Bryan Prill has been named Das Tor editor and will assume responsibilities immediately. Bryan has been one of the paper's best writers and has contributed regularly. He studied at Kansas State University and is more than adequately qualified to assume the editorship.

Connie Dugan, another first semester T-Bird will assume the assistant editor's position. Connie studied at

the University of Nebraska and has taught journalism.

Her pieces, like Bryan's, have graced the front pages of several issues of this semester's Das Tor.

The present staff feels they could not have left the Das Tor with more competent editors. We wish them both good luck!

Anyone interested in contributing to this summer's Das Tor should please contact either Bryan (931-8607) or Connie (834-0890) before May 20th.

Where Can I Find Good Current Research Material?



We are delighted that many students have benefited from the International Studies Research Center (ISRC) this semester, and we have received a number of favorable comments about the Research Center's materials.

As a supplement to the Library, the ISRC contains very diverse, up-to-date, and easy-access information from banks, corporations, governmental organizations, and other subscriptions from all over the world on 172 countries. By the time a book is published, the information it contains is at least two or three years out of date. The information collected by the Research Center attempts to fill the gap

between published data and today's situation.

The materials are organized not only geographically but also topically; such as Agriculture/Energy, International Issues, and International Business. Individual country topical files which contain irregular reports, newspaper and magazine clippings, or documents are divided roughly into Agriculture, Banking/Finance, Cultural/Social, Economic, Foreign Relations, Industry/Business, Natural Resources/Energy, Political, Service Industries, Trade/Import/Export files. Periodicals, bulletins, newsletters, and other serial publications are filed alphabetically behind the topical folders.

New additions to the collection this semester include Foundation Grants to Individuals, Doing Business in Today's China, Doing Business in Today's Hong Kong, and more. Various new economic reports from central banks, bulletins from chambers of commerce, and newsletters from foundations have also begun to come to the Center on a regular basis. The most costly and perhaps most significant addition to the Center's holdings in the past few months is a subscription to the Financial Times of London. We anticipate heavy usage of the resource by the entire

AGSIM community-faculty and students.

A common misconception is that the ISRC is to be used by students for International Studies course-work only. Although attached to the IS Department, the diversity of its materials enables the Center to serve the entire school and the community-at-large. The breakdown of the total of 373 checkouts this semester is 137 for IS courses, 212 for WB courses, 24 for other purposes. Here is a partial list of the classes for which many checkouts were made.

IS-320	36	WB-420	42
350	17	440	30
370	12	450	26
412	8	510	7
430	9	520	21
488	6	525	6
520	10	550	27
574	8	557	20

We would like to take the opportunity at this time to acknowledge and thank the following students for making particularly large or significant donations of research materials: Mr. Ken Vandervoort, Mr. John Warner, Ms. Colleen Warner, Mr. Kenneth French, Mr. Kenneth Mason, Ms. Lorna Wright, and Ms. Pamela DiMeo. As the ISRC is run on a very limited budget, we

depend heavily on complimentary donations to maintain and expand our facility. Therefore, we very much encourage donations from students. If you have any research materials (especially from off-campus sources) which are no longer needed, please donate them to us. They will be appreciated by other fellow students.

Collected fines for late return or renewal will be used to purchase new materials.

The Research Center staff is interested in continually upgrading and strengthening the Center. For that reason, a Comment Book will soon be available in the office in which comments, suggestions, and criticisms about service and resources can be written. We urge graduating students to give us their input before leaving the campus.

For those who have not had a chance to become familiar with ISRC, stop by and get acquainted. The ISRC is adjacent to and entered through the IS Office, C-1, and open to everyone Monday through Friday from 8:30 A.M. to 4:30 P.M. We will try our best to help you locate the materials you need.

Masae Wade, Director
and
Leland Choy, Assistant Director

PEACE CORPS DIRECTOR SPEAKS: FEW LISTEN

Mrs. Loret Ruppe, Director of the Peace Corps since February 1981, addressed a visibly emaciated student body on Friday, April 22, concerning the role of the Peace Corps in international development.

Here to promote National Volunteer Week, Mrs. Ruppe praised AGSIM for its focus on international awareness and its scholarship program for R.P.C.V.'s (Returned Peace Corps Volunteers). She also praised the efforts of all former volunteers and referred to them as America's most positive presence overseas. All heavily biased former volunteers in the audience, myself included, readily agreed.

The eloquent and stylish director voiced concern however over the general lack of awareness on the part of Americans of her agency's work and accomplishments and the less than enthusiastic attitude in Washington regarding the allocation of foreign aid.

The Peace Corps director briefly reviewed her agency's objectives and its work in the areas of agriculture, renewable energy and application of better small business skills in rural communities.

The Peace Corps, with an operating budget of 109 million dollars, currently employs 5,200 volunteers in 64 countries. That's a far cry from the watershed year of 1967 when the Corps numbered 17,000 volunteers and had a budget of 114 million dollars. Unfortunately Vietnam and Richard Nixon combined to discredit the Corps as a haven for draft resisters, and enlistment fell off, as did funding. Only recently have the numbers improved.

Humanized thinking is just reasonable thinking. The logical man is always self-righteous & therefore inhuman & therefore wrong, while the reasonable man suspects that perhaps he is wrong & is therefore always right.

The Importance of Living
Lin Yutang

AGSIM INTERN

Hyo-Jin Bang at Eli Lily



Hyo-Jin Bang

by
Steve Spitts

Upon meeting Hyo-Jin Bang one has the feeling of speaking to someone with both feet on the ground. It is easy to understand why he would be chosen as an intern through the School's program. In the following interview we are given an idea of what to expect in the corporate workday world, and what not to expect....

Q How long did you work for Lily and what were your responsibilities?

A I was there during the five months of the Fall and Winter semesters. I think the length of the program was an advantage to me - I didn't feel like I was thrown in as an intern and because of the length of the program felt and was treated more like a regular employee. I was able to develop more or less normal working relationships with other employees, more so than had I been only a summer intern.

I worked for them in two places. The first was in the marketing division, and the second was in their International Business Planning: 2 1/2 months in each.

My first job was rather technical and involved a lot of research in medical ar-

ticles for a new product, a sub-category of antibiotics. This was difficult because I have no formal background in Biology or chemistry. I was obliged to learn it and it turned out to be a good experience though the first month was agony. I went through around 700 articles and organized them in a manner which allowed them to be used by affiliates of Lily in different countries.

The second job involved situation analysis for a joint venture Lily was considering in Korea. Researching that project required trips to Toronto, New York and Washington, D.C. All in all, I had a great opportunity for hands on experience that I'm sure to use to my advantage in any job I have.

Q Did your performance with them land you a job offer?

A As a matter of fact it did, but I received better offers elsewhere and will accept one of them.

Q How would you compare a day of difficult full-load work here with a day on the job?

A I would say a day on the job would be even more rigorous. Certainly we can pace ourselves here and that pace depends on the individual - there, the pace is set for you, and you must keep up.

We begin work at 7:30 in the morning for example, and, though I didn't take work home with me every night, I did from time to time.

Q What kind of salary did you earn?

A 2,900 a month, which I felt was reasonable.

Q Is there any advice about working for a corporation you could share with us?

A Yes, I think it's important to keep an open mind. Here you can develop your own interests, and sink into your own cliques. But in the corporation you must be willing to talk to a large number of people, and enjoy it. This ability is critical to your survival.

But on the other hand, the depth of rapport you are able to establish with others is limited, I think this is where the idea of impersonal corporations comes from. Emotional contacts are not encouraged, distance is always maintained and this is something we need to come to terms with upon graduation for those of us entering this atmosphere.

Q Do you feel there are advantages to working for a corporation?

A Sure. You will make more money than with the smaller firm, there are generally good fringe benefits and with our MIM you are much more able to travel for the corporation. This is a strong plus to most of us here.

We may affirm absolutely that nothing great in the world has ever been accomplished without passion.

— Friedrich Hegel

OFF THE WALL

Coco-myte, and Then it Might Not

The Republic of the Philippines has tested a newly developed "coconut bomb" it describes as stronger than ordinary dynamite. The Philippines News Agency said that a six-pound coconut bomb had been detonated in a four-foot hole covered with fifty bags of gravel. The bags of gravel were torn open, and debris was flung as far as six hundred feet away, according to the report, which pointed out that the declining Philippines coconut industry was anxious for new coconut sales opportunities. *Chicago Sun-Times*

Fight At The Opera

After the First Act of Amilcare Ponchielli's opera *La Gioconda* at New York's Lincoln Center tenor Carlo Bini, a native of Italy, was rushed in to substitute for a star who had fallen ill. But when Bini began to sing his first aria, members of the audience, some of whom had paid up to sixty-five dollars for seats, began to boo.

"I think he was traumatized and disoriented," said mezzo-soprano Mignon Dunn, a co-star. Dunn held Bini's hand onstage to bolster his confidence and keep him from bolting, and when she turned to sing her own part, she firmly placed Bini's arm around her waist. But some misinterpreted the gesture, thinking that Bini had embraced her too high and she was moving his hands down. Part of the audience began to laugh, and at this point, fighting broke out in the balcony as disputes over audience deportment grew violent. Some patrons slapped each other with programs, and several were ejected by security guards. Nevertheless, booing erupted again every time Bini attempted to sing.

Finally, conductor Giuseppe Patane stopped the music to admonish the audience. "Have at least some respect for Ponchielli," he said. Later, Bini missed an entrance, so the music stopped again, and after that Patane, suffering from "fluctuating blood pressure," had to be carried from the conductor's podium by orchestra members.

Speaking with reporters after the disaster, Bini remarked: "Everything is making a big casserole." *New York Times*

Change of Habit

Transsexual Reincarnation (Now Everybody's a Comedian)

A private foundation has awarded a three-year \$450,000 grant to a Van Nuys, California group to study "links between reincarnation and transsexualism" writes Allen Maurer. The head of the project is one Dr. Nancy Ledins: psychologist, transsexual, and former Roman Catholic priest. Father Nancy plans to study 450 transsexuals to "try to determine whether reincarnational imprinting tends to short circuit current life styles for some people."

Now in its first year, the study is hampered by negative publicity, Ledins said. "Every time something appears, I spend three months shoring up the dike (sic) before I can get back to research." (*Omni Magazine*, November, 1981)

WORDS

by Kathy Parker

Do you think it's possible for one person to be a bardolater, a balletomane, and an aficionado all at one time and still be able to carry an oriflamme, sing a canticle, write a canto and bear a cachet without being scrofulous or a churl while standing in a queue? Maybe you're feeling that way about now—especially those of you in your last semester at AGSIM carrying a full course load and looking for THE JOB. My sympathies and great respect to all you M.I.M.s about to graduate. I won't be where you are for a couple of semesters but I know LIFE AIN'T EASY! Good Luck.

Now to find out what all these words mean:

BARDOLATER (bar dol' e ter) n. a person who idolizes William Shakespeare, but not William Vortis

BALLETOMANE (ba let' a mane) n. a ballet enthusiast. Who has Time?

AFICIONADO (a fish' ye na' do) n. an ardent devotee, such as to AGSIM's Winetasting Club (we all have time).

ORIFLAMME (or' e flam') n. any ensign, banner, or standard, esp. one that serves as a rallying point. Could the FLAG OF THE DAY be considered the oriflamme of AGSIM?

CANTICLE (kan' ti kel) n. 1. nonmetrical hymn or chant used in church services 2. a song, poem, or hymn, esp. in praise.

CANTO (kan' to) n. one of the main or larger divisions of a long poem.

CACHET (ka shay) n. 1. an official seal 2. a distinguishing mark or feature, stamp 3. a sign or expression of approval (Hopefully, you will soon bear a piece of paper with cachet on it from AGSIM.)

SCROFULOUS (skrof' ye les) adj. 1. pertaining to or affected with scrofula 2. morally tainted. (What's scrofula?)

CHURL (churl) n. 1. a peasant, rustic 2. a rude or surly person, much like some of us act when afflicted with scrofula.

QUEUE (kyoo) n. 1. a braid of hair worn hanging down behind. 2. a file or line, esp. of people waiting their turn. Check out the spelling on this one. If you know Spanish it's easier to remember.

P.S. Scrofula is "a constitutional disorder of a tuberculous nature, characterized chiefly by swelling and degeneration of the lymphatic glands, esp. of the neck, and by inflammation of the joints" (Random House).

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AGSIM At 3am

By J.E.

There is a solitary light
Guarding faithfully the paths
Of tired, somnolent eyes
Roaming woodenly in a maze of lines
And equations of wealth
Sailing through waves of dancing words
And giggling formulae
Laden with subscripts
Charged with corporate zest

There is comfort in numbers
There is solace in the Journal
Resting snugly at my feet, purring
There is mystique in the desert wind
Whispering in my window's ear
Dabbling with the orange tree.

I wonder if she's asleep
Or dreaming of a horse and a dog.
I wonder if Glendale is breathing, still
I listen and wonder no longer.

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AGSIM: You're a lonely place at 3:00 A.M.
Your publess
Alas, your Beta's dead.

Save The Children

Bruce Harris

On behalf of **SAVE THE CHILDREN** I would like to thank all the AGSIM students for their amazing co-operation and support with all the various events that have taken place this last semester.

I would like to give a special thanks to the IBW and the Liaison Club for all their support, especially during the Thunderrun (which raised \$1,200 for **SAVE THE CHILDREN**). A thanks also to the Pub for their co-operation.

Last but not least, I would like to thank everyone at DAS TOR for incredible support and encouragement.

It is only with the support of everyone that we are able to help children around the world. Thank you.

A certain amount of opposition is a great help to a man. Kites rise against, not with the wind.

— John Neal

Successful Experiments

All five members of the 425 Arabic class are happy to take this opportunity to express their gratitude and appreciation to a dedicated teacher and fine lady, Mrs. Bahia Gulick. We are fortunate to have someone of her caliber available to us.

This semester marked the first offering of an advanced Arabic class, and undoubtedly the experiment was a success. Mrs. Gulick introduced us to Khalil Gibran, Taha Hussein, Tawfik el Hakim, and of course the infamous Mustapha Amin. We read from the Qur'an, newspapers, magazines, poetry, and fairy tales. We listened to news broadcasts and did business dialogues. But the really amazing thing is how much preparation time Sayyida Gulick contributed in gathering such top notch material. She is a warm-hearted person who loves her students and her profession. Most of all she is a learned scholar with excellent command of a glorious language. To listen to her lectures is a joy for all those able to appreciate them.

God is a comedian playing to an audience afraid to laugh.

— Voltaire

Ideas pull the trigger, but instinct loads the gun.

— Don Marquis

The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it.

— Elbert Hubbard

The essence of communication is intention.

— EST

This Was The Team To Beat



Intramural Football Champs

Back Row (L to R): Raul Ramos, Greg Ratliff, John Moore, Marty Mahowald, Kevin Kucera, Mike Dwyer.
Kneeling (L to R): Greg Neville, Matt Park, Mike Karpman, Robert Lopez.
Laying Down: Peter Lehman.

Overseas Program Survey

Academic Committee

131 surveys were sent earlier this semester to recent participants in the overseas programs offered at AGSIM. 45 surveys were returned.

For interested students the actual surveys are on file in the library.

The tabulation of surveys revealed that:

1) Almost all students found their cultural experiences abroad to be very worthwhile.

2) Academic quality and content were less than satisfactory in most overseas programs.

3) The surveys reveal a definite need for greater involvement and concern on the part of the school's administration regarding the overseas programs.

The responses indicated that the opportunity to study abroad is an integral part of the AGSIM program, and therefore deserves more administrative attention.

Review

InterAd

David Brayer

The INTERAD presentations, what a special day on campus. Imagine the glitter and glamour of AGSIM's own putting on a professional act. Lights, cameras, sound and visual delights, costumes, graphics, and come-ons. They were all there. And it was impressive. But it was more than an adequate theatrical production.

The five participating teams really had their facts down. It's difficult to imagine how much time and effort went into research and preparation. But the results were indicative. On the whole, the show went smoothly. The few delays in audio-visual synchronization were covered up nicely. And only a couple of teams had trouble with unexpected questions from the judge's panel of marketing experts.

It was not surprising that the crew promoting Cheerios in England won top prize. Their background research was thorough, and the silly little "Champ" appealed to the emotions of the "crowd." Maybe conurbation coordination was their key to success, it certainly wasn't the caveman bowl. But the results should in now way

diminish the performance of the others. The vote had to be close, because all five groups did an excellent job.

The renaming of Southern Comfort to Manhattan Gold for marketing in Brazil was a creative brainstorm. I'm still expecting Levi's Encords to turn over the Canadian Maple Leaf sometime soon. It's hard to say whether the boys in Rochester will go for the extended Kodak K in Mexico, but at least one company will think twice about the image of the American tourist when marketing internationally.

Prof. Paul Schlesinger deserves considerable credit for motivating these students and making sure of their high quality preparation. (Some, however, questioned his own professionalism after a few remarks he made during closing comments.) In any case, it's his show, and I appreciate that.

My hat goes off to all those people who contributed to this impressive display of talent. Madison Avenue was proud of you folks today. Maybe they'll prove it with some donations and job offers. But even if they don't please take pride and pleasure in the fact that you all did an EXCELLENT job.

You Know It's Time To Leave AGSIM When...

You know it is time to leave AGSIM when:

1. The cats know you by your first name
2. You get a good cup of coffee in the coffee shop
3. You have read all the books on Kim's reading list.
4. You put your softball batting average on your resume.
5. You get your third rejection letter—from the same company.
6. You start to like your apartment in east.
7. Your physique starts to resemble your mug hanging in the pub.
8. You can do one of Dickie's 525 problems by yourself.
9. The food in the cafeteria becomes identifiable.

10. You can understand Ting.
 11. You start to like French.
 12. You find something intelligent to read in the Republic.
 13. Dr. Bob says it OK if you're late for class.
 14. You start to think that working for Many Hany will be good for your mental health.
 15. You think Camus was a humorist.
 16. You figure out a way to stay a fourth semester because it is easier than trying to find a job.
 17. Glendale starts to look like San Francisco.
 18. You run out of jokes concerning bowling balls.
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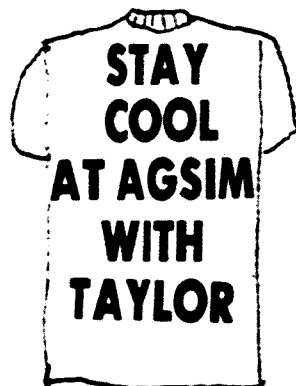
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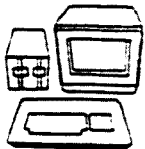


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