

# Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

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4 Pages

## T-Bird alum organizes local talent

by Constance Dugan

Boye De Mente sat on a bucket aboard the U.S. Fillmore chipping paint one early Sunday morning in the U.S. occupied Tokyo harbor. He paused to read a clipping his sister in Phoenix had sent him. The Arizona Republic article reported the opening of AGSIM. Scrawled across the clipping in his sister's handwriting read: "A nut like you might want to go to a school like this."

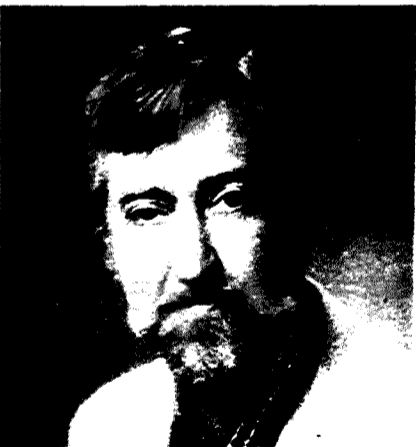
That was Sept., 1946. In 1952, once he was discharged from the U.S. navy intelligence department, De Mente arrived in Phoenix to attend AGSIM and later to become a prolific writer, successful publisher and the founder of Arizona's Authors' Association.

Upon graduating, De Mente returned to Tokyo where he was editor of *Preview Magazine*, at that time the leading and largest English magazine in Japan. In 1955, he founded the *Kembun* ("to see and to hear") newspaper geared toward Japanese students. When the newspaper couldn't make it commercially, De Mente and a partner founded the *Far East Traveller* at the same time he was employed as copy editor of *Japan Times*.

In 1957, De Mente gave up his work and "set his girlfriends free" to join Australian Ben Carlin to sail across the Pacific Ocean on an amphibious jeep. Carlin, who constructed a top for his 14 ft. 7 in. wide jeep, had already been through four mates when he met De Mente.

The jeep had a false prow for extra fuel and a fan tail end that towed a cigar shaped 16 ft. long fuel tank.

From his experience, an ordeal unlike any he has had since, De Mente wrote his first book, "Once A Fool - From Japan To Alaska By Amphibious Jeep."



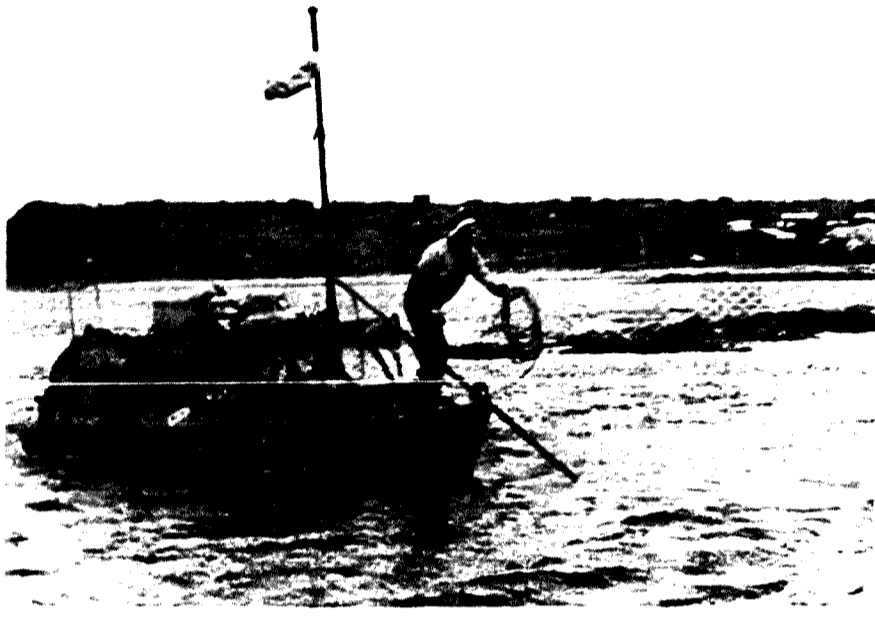
Boye De Mente

Eventually De Mente made his way back to Tokyo to take over the editorship of *Importer Magazine*, the first English language trade publication featuring Japanese products made for exporting. *Importer* played a vital role in helping Japan recover economically. The magazine provided an advertising medium to small traders and manufacturers, such as Sony, thereby introducing them to importing agents.

When De Mente realized he could live off the proceeds generated from his successful book, *Japanese Business Systems and Management*, a field he said he had all to himself, he resigned as editor and has remained unemployed ever since.

Nowadays, De Mente writes, on the average, one book every year, acts as executive consultant to *The Importer*, senior contributing writer of *Phoenix Magazine* and senior executive editor for the *Far East Traveller*.

De Mente is currently rewriting and editing his manuscript for his next book entitled *The Whole Japan Book*, an encyclopedic reader. De Mente, who said he is rarely hampered by writers' bloc, said



Waves sometimes reaching 14 ft. challenged De Mente and Carlin on board the amphibious jeep.

he tries to abide by Somerset Maugham's rule of thumb for writing: clarity, simplicity, euphony.

After receiving a constant flow of calls from writers with questions on how to write and get published, De Mente, director of Phoenix Books and Publishers, decided to form the Arizona's Authors' Association (Triple A). Publishers and agents aren't typically in the education business, commented De Mente.

With membership at 370, Triple A has become the largest writers' organization west of the Mississippi. The association, which has become the prototype for other associations, offers seminars that provide writers an advice-oriented approach to the art of getting published and making money. Writers today, said De Mente, need to know about all aspects of the business in order to succeed.

The biggest obstacle in getting published, remarked De Mente, are "the writers themselves. They don't research their publishers." Writers don't always realize that "Every manuscript must be able to be categorized or it won't be published." Furthermore, it must also be in an area the publisher already publishes successfully.

"An agent is more difficult to get than a publisher," remarked De Mente. With approximately 350 agents in the U.S., there just aren't enough to go around, he added.

De Mente considers Triple A as partially responsible for the growth in Arizona's publishing industry: "Definitely we've inspired people and (Triple A) is why small presses have been established."

De Mente believes Arizona possesses the ingredients to become a leading publishing center. The infrastructure - an active pool of writers with good manuscripts, typesetters and artists - already exists, he commented.

De Mente admitted, though, that Arizona lacks publishers that specialize in printing books. Fifty percent of a book's cost is in the paper, and a publisher must stock book paper or pay a premium for it. The small publishing companies in Arizona, however, don't have sufficient capital to carry book paper. Of the 16 or so publishers in the area, only 4 are of substantial size.

The three major universities, colleges, the climate and ambiance have all played part in attracting writers to this part of the country, explained De Mente.

De Mente believes the publishing industry is more efficient today. It is taking advantage of the economies of scale. Both B. Dalton and Walden Books open 50-80 new stores annually.

Although the publishing industry in general is expanding, New York City's dominance as the industry's capital is waning. Publishers are establishing branches in the West: some find, among other things, New York too expensive, and are leaving the city all together. "The top book market is Southern California," remarked De Mente.

De Mente believes communication skills are probably the most important skills a person in business can possess. "Those who go the farthest," said De Mente, generally have both good writing and verbal skills. "You can overcome a lack of knowledge," he continued, "Failure to communicate is where most problems begin."

For the business student who has exceptional writing skills, De Mente suggests he market his skills. The student might demonstrate his writing skills in a one-three page analysis on a market trend, a product or the market itself. The analysis, suggested De Mente, ought to include one or two new ideas his prospective employer could use. The analysis would then be turned in with his resume.

## MRS. VORIS PAINTS BALLOON-RACE SCENE

by Tony Kireopoulos

Mrs. Mavis Voris smiled as she reflected upon the fact that for the last thirty-four years - since she and her husband were married - she has been oriented toward school life. For instance, before coming to AGSIM in 1971, she was the President of Faculty Wives at the University of Arizona while her husband was Dean of the Business School. Since coming to AGSIM, her involvement has been extensive.

Mrs. Voris founded the Friends of Thunderbird one year after she and Dr. Voris arrived at the School. Many Valley residents had expressed interest in being involved with the school. "The program began as a home-hospitality program for foreign students," explained Mrs. Voris. "Soon, we were looking for a fund-raising function. Everyone was having a ball or a garden party, but we wanted something different. At one meeting, Mrs. Doris Payne, the organization's first president, came in and suggested a hot-air balloon race.... There was only silence in the room." But after a hot-air balloon demonstration, the Thunderbird Invitational Hot Air Balloon Race was born.

The proceeds from the race go to the Friends of Thunderbird Endowed Scholarship Fund.

Mrs. Voris now works mainly on the International Auction held the night preceding the race. Overseas alumni send to AGSIM pieces of art to be sold at the auction to benefit the fund. "This is where most of the money is raised," Mrs. Voris said.

In fact, Mrs. Voris has bought some pieces of art at the auction herself to add to the Vorises' collection, consisting of primarily Middle Eastern and Southwestern art. Also displayed proudly is much of Mrs. Voris's own work.

An art student, Mrs. Voris began her studies at USC and later finished at Cal. State Northridge. "I went back to finish up and they made me study abstract. The instructors didn't like anything resembling realism. I had a hard time with abstract," she said. I wonder what they (her instructors) are doing now!

For now, her art is limited to "those little balloons" that promote the balloon

race.

Of all the places the Vorises have been, Beirut was her favorite. Mrs. Voris said they "were contemplating retiring there.... It's sad to think that now we cannot visit these places with safety."

She has fond memories of all the places she has visited. While living in Tehran, Mrs. Voris said she got along well in Farsi. However, she fared less well in Arabic: "I once called for a taxi in Arabic, and the driver answered me in French!"

Of their recent trip to China, Mrs. Voris was surprised to see that most of the tourists there were Chinese seeing their



Mavis Voris and her painting: *The man behind the woman.*

country for the first time. She could see changes in the country, and described the Chinese people as very warm. "Generally, people all over the world are nice."

The Vorises have two sons, one grandson, and are expecting a second grandchild any day now.

When asked whether or not she plays tennis, Mrs. Voris answered: "Yes, I play, but not as well as my husband."

# EDITORIAL

by Bryan Prill

I am continually amazed at the naivete of some of the "educated" members of this land. If there is anything that mystifies me, it is the ravings of so-called intellectuals who consider it their duty to foster free speech by shouting down, harrasing and stereotyping those who harbor differing views.

There have been three excellent examples of this offshoot of neo-reactionism in action recently. Not surprisingly, institutions that personify higher learning are involved.

These examples are persons who supposedly have the right to free speech, to hold their own personal views and to propagate them. Because of the unpopularity of their views, they are the victims of some of the most blatant bigotry I have seen in my tender years. I don't agree with what they have to say, but it makes me irate to see the way their ideas and convictions are treated in the world of the "learned."

Jean Kirkpatrick is the current ambassador to the United Nations from the United States. Her appearance on college campuses this spring have raised the ire of many. I suppose she personifies U.S. policy in Latin America and this explains why she is heckled and jeered without being allowed to speak. What constitutional right do disrupters have to usurp her privileges as an American? Let's face it, to a large degree, free speech has become a joke at many universities. The supposed "concerned" citizenry who have tried to silence Kirkpatrick seem to have no interest in free expression of contrary opinions.

Jerry Falwell completed a tour of the Ivy League campuses this spring. He was treated by the genteel academics to a display of amazing vulgarity, rudeness and bigotry. This type of treatment is an obscenity that tarnishes everything for which higher education stands. Jerry Falwell's name has become a buzzword that will raise the hair on any good

"liberal's" neck. Even the mention of his name at "conservative" Thunderbird is enough to provoke heated emotion. Yet, why isn't he accorded the dignity of a polite public forum? The censorious behaviour of those who disagree with him is far more opprobrious than anything I have ever heard him say. Indeed, almost all of our "understanding" of what he believes comes second-hand. I guess that doesn't seem to bother us.

Alexander Solzhenitsyn is one of the greatest writers and examples of the dignity of the human spirit in the twentieth century. In accepting an award in London last month, he offended the sensibilities of the press and "intelligensia" by saying that the Western world had forgotten God. This ungrateful Russian, who was exiled from his own country, and has come to live in the West, dared to say something that went to the heart and mind of Western life. I read of no rebuttal to his original premise, but rather personal attacks on his character and blindness to reality as Westerners see it. What irony! Here is a true hero in every sense of the word, and yet, his words are so deftly ignored.

I don't necessarily agree with what these three people believe. The question that mystifies me is, why are they not allowed an honest hearing? Why are we afraid of what they might say to us if we truly gave them a chance?

I'm afraid that today's conception of freedom of speech could be encapsulated in the statement, "I have the right to enjoy my own prejudices without anyone saying anything to burst my bubble." This is one of the gravest errors into which we as a society can ever fall.

The bliss of the ignorant allows no room for question or thought. We are living in an era ruled by emotion. Thought, debate and rationale have been usurped by the deities of feeling and relativism. Valuable institutions such as freedom of expression are not the province of a few who deem themselves as the "enlightened."

# FREEZE FRAME



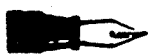
This weeks question posed by the reporter at large was: What has been your biggest adjustment to the U.S. since your arrival here and what is your way of dealing with it?

**Gilles Paris:** The biggest adjustment was friendship. It is easy to meet people but it is more difficult to establish a long lasting friendship.

**Yoshihiro Nakazato:** For me the biggest difficulty was language. I had been exposed to American culture in Japan through magazines and television, so it was easy for me to understand the American attitude.

**Gustavo Heller:** Overcoming the stereotype Americans have for foreigners. I treat people as I would like to be treated and Americans should treat foreigners as individuals, not as stereotypes.

**Freddy Beracha:** Bureaucracy here is much more organized. You don't have to bribe someone in order to get a drivers license. Timing is another adjustment. When a notice says a meeting will start at 7:30, it starts at 7:30 and not 8:30 like Venezuela.



## Letters

Dear Das Tor  
Box 538

### Fortune Editor Explains

Lately, various Thunderbirds have been asking me, "Well, when is Fortune coming out?" When I tell them, "Oh, about five weeks," most say, "Why even bother to have it?"

I'm glad I've been asked that question, and I feel my answer merits mass-AGSIM-media attention. Because we are "bothering" to put out Fortune this summer, more than 700 T-birds will be able to look back, many years from now, and indulge in all the tender, nostalgic feelings connected with AGSIM. How else could one remember the sweet pain of Dickie's IF&T, the anguish of research in the AGSIM library, the flavorful experience of cafeteria cuisine?

These memories and many more, specifically of the close friends (and enemies) we all have made here this semester are worth a FORTUNE.

Cost factors prohibit publishing Fortune any sooner than late July. We could spend more and get it out sooner, but then ASLC fees would have to increase. We could spend less and still get it out sooner, but the quality would not even be close to what has been produced this summer.

The Fortune Committee and I have worked hard to produce FORTUNE, and we are ahead of the projected timetable and well under projected cost. I'm sure that you will agree, when FORTUNE appears later this summer, that it is well worth the wait.

Dirk Weisheit



Dirk Weisheit, summer Fortune editor, never forgets a face.

### Wine-tasters

The Wine-tasting club

It is unfortunate that many people perceive our winetasting club as an excuse for getting drunk. To us, winetasting is a very serious business. I believe that it is also very important for all of us, as future business executives, to have a basic knowledge of wine.

To benefit the whole student body, TIWS has decided to put a short article in Das Tor every week, covering basic knowledge of wine. This is chapter one, and the topic is food and wine.

There are wines made to be drunk away from food. Except Champagne, they are sweet wines, such as Rhines, Moselles, Ports, and Sherries. But in general, wines are made to accompany food. Good wine can make any dish better.

There are no rules on the relationship between food and wine. There are just general preferences that many people tend to agree on. You should develop your own guidelines. But for the beginners, the following guide should be helpful:

**Seafood:** Young dry white wines are good for any seafood. For richly sauced or oiler seafood, more pronounced and full-bodied white wines are preferable.

**Example:**

Raw oyster — Chablis, Muscadet, white Hermitage  
Sole, plain, grilled or fried — white Burgundy  
Salmon — Chardonnay, Riesling, Beaujolais (red)  
Trout — Mosel, Gewurztraminer  
Red snapper — white Graves, Macon  
Lobster or Crab — Chablis, Riesling, Pouilly-Fume, white Zinfandel

**Meat:** Richer food deserves finer and full-bodied red wine. Medium sweet wines are also good with many dishes.

**Examples:**

Steak — red of any kind  
Roast Beef — fine bottle of Bordeaux, Cabernet  
Roast chicken or turkey — fine red, dry or medium dry white  
Ham — young red burgundy, slightly sweet German wine  
Stews and Casseroles — full flavored red, e.g., Cotes du Rhone, Zinfandel  
With salad, try not to drink any wine. The taste of any salad dressing kills wine.

### Pesticides in Third World

The dispute over pesticide exports to the third world is reaching a crescendo.

This was illustrated last week by the film, "For Export Only: Pills and Pesticides", brought to Thunderbird under the sponsorship of the Speakers Committee.

For years there has been a bitter debate over these pesticide sales. It could come to a head this year as pressure builds at the grass roots level and within international organizations for authorities in the industrial world to act.

Within the past few months alone.

—The United Nations General Assembly has adopted a resolution (with only the United States voting against it), urging stricter controls on the exports of products, including pesticides, banned in the producing countries.

—The UN Food and Agricultural Organization (FAO) has been charged with drawing up a 'code of conduct' on the export of agrochemical products to the Third World.

—The coordinating body for environmental protection organizations in western Europe — the European Environmental Bureau in Brussels — held a major seminar earlier this month to mobilize public opinion on pesticide exports.

Some scientists have put the number of pesticide poisonings in the Third World at 375,000 a year, and estimate that 10,000 of them are fatal.

Many U.S. and European based dangerous chemical producers and exporters to developing countries, state that without these chemicals far less crops would be produced to feed the hungry. However, an FOA study

shows that 50 - 70% of these dangerous drugs are used purely on Third World export crops. The irony is that many foods imported to the U.S. from developing countries are found to be contaminated with chemicals that are banned from use in the U.S.

The minimum that should be required from such companies as Dow, Mobil, ICI and other major chemical companies (many of whom recruit from AGSIM) is that they must emphasize to customers in developing countries the dangers, as well as the advantages, of pesticides.

Hopefully, the value of human lives will prevail over the almighty dollar.

Gary Yerkey, Bruce Harris

# Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

"THE GATE"

at The American Graduate School of International Management  
Glendale, Arizona 85306

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Photographer: Mary Gray  
Barbara Langston

DASTOR accepts and encourages letters to be submitted on any subject with relevance to the AGSIM community.

To ensure the maximum expediency in publishing, all submissions should be typed, double-spaced and margins set 20 and 70.

Letters should be signed and are subject to revision at the editors discretion.

**Campus notes:**

# Business As Usual

## ASLC

by KATHY PARKER

The minutes of the summer meeting of the AGSIM Board of Trustees, held June 3, 1983, are now available for reading in the ASLC office.

Congratulations to the seven First Semester Representatives elected to the ASLC Friday, June 17. They are: Lee Barclay, Alane Bowling, Mark Brown, Dennis Moulton, Mary Beth Simons, Gary Vanderhoff and Mike Wing. They each represent approximately 50 first semester students to the Student Council.

If you have any suggestions, complaints or compliments, please see one of your reps!

## Orientation Committee

Remember how you felt that first week of school, confused, tired of standing in lines, filling out forms and closed classes? Well, if you would like the chance to help Fall semester students alleviate their frustration and uncertainty, then fill out an application for the Fall Orientation Committee. This is an excellent way to meet incoming students, school administrators, and have a little fun at the same time.

The committee is looking for hard working, enthusiastic students who will be available to work the entire week before classes begin. This is a paid position. Applications are available in the ASLC office and must be returned no later than July 6th. Interested? Pick up an application now and get involved!

## Graduation Committee

ATTENTION SUMMER GRADS:

Contrary to the previous understanding of the Graduation Committee, there WILL be a charge for cap & gown rental. The \$15.00 fee is payable when you pick up your cap & gown. We are sure you'll agree that a \$15.00 rental fee is a mere pittance when compared to the total AGSIM investment.

Teresa Marchese

## The Most Secret Affairs on Campus

By Robin Weinberg

THE MOST SECRETIVE AFFAIRS ON CAMPUS.....are those carried out by the Academic Affairs Committee. The purposes of the Academic Affairs Committee are:

- to serve as a liaison among the students, the faculty and the administration in regard to academic matters and academic grievances,
- to assess the academic concerns of the student body and to rectify perceived problems,
- to affect the admission of new students through participation on the school Admissions Committee,
- to work on special semester projects of greatest concern to the students.

Based on the results of the curriculum survey taken last semester, the Committee has decided to devote its energies toward the development of a stronger core curriculum and toward further evaluation of the foreign language programs at the Thunderbird campus. A subcommittee has been established to work along with Kathy Parker, ASLC President, on this project.

The results of a foreign programs survey carried out last semester indicate that there are several aspects of these programs that bear attention. A second subcommittee will be addressing the issues raised by students participating in those programs.

If anyone has comments, suggestions or criticisms regarding any of the above issues, we would appreciate hearing them. You can drop them off at the ASLC office. Address the comments to Robin Weinberg, Academic Affairs Chairperson.

If anyone is interested in assisting with any of the aforementioned projects, please let me know.

Lastly, I want to invite any student who is experiencing academic difficulties of any kind to feel free to contact me. My box number is 2041 and my phone number is 938-4335. Thank you!

sentations from Europe, Latin America, and Asia, but speakers of all languages are encouraged to volunteer. Specific details for signing up will appear in next week's Das Tor, and more information is available from Prof. Sours, I.S. Dept., who is a Phoenix Sister Cities Commission Board member.

## Placement Figures

We all are aware of the serious effect the economy has had on the job market. The top business schools are reporting activity down 5 percent to 20 percent. Other colleges and universities are claiming activity down 20 percent to 70 percent this academic year.

(Our final data, in two subsequent reports, will affect only the average salary figure for our 1982-1983 Placement Report.)

Placement Summary*		1983 Preliminary Data**	
	1983	1982	1982 - 1982
Total Placement Registrants	787	939	16%
Salary Range	25,000/15,000	40,000/18,000	
90th & 10th Percentile	31,000/21,000	29,000/21,000	
Mean Salary	26,226	25,788	1.7%
Median Salary	25,000	26,000	-3.8%
Number of Employer Visits	192	274	-30%
Number of Interview Schedules	371	584	-36%
Number of Interviews	3,527	5,504	-36%
Average Interviews/Student	4.5	6.8	-34%

\*Salary information based on acceptance from those organizations who recruit on campus.

This spring we again missed employers in the construction equipment, farm implement and petroleum industries. Employers in these areas are saying it could now be the 4th quarter of '83 or 1st quarter '84 before their businesses improve.

We did have 91 campus visits, 22 organizations recruited for the first time, we had 178 recruiters, 2,000 applications averaging 4.9 interviews per student. The economy caused 29 organizations to cancel spring visits.

## T-Bird Linguists needed

All AGSIM students with second language ability are being asked to volunteer to serve in a "language bank" for the upcoming Sister Cities International Convention, at the Pointe Resort, Phoenix, July 20 through 22.

Students are not expected to serve continuously as interpreters for the entire three day event, but rather to make themselves known and available for selected times to assist delegates who do not speak English.

Both Thunderbird foreign students who may help delegates from their own country, and American students with strong language skills and interests are encouraged to volunteer.

Sister Cities International is the coordinating agency for the "people-to-people" sister cities program by which cities around the

world communicate with other cities in other countries. This annual convention will be attended by delegates from all over the world representing either individual cities or citizen boards which promote the program.

This year the Phoenix Sister Cities Commission is the host organization, and the elected head of Sister Cities International, a volunteer/unsalaried position, is currently a resident of Tempe.

At this year's convention, representatives from Saudi Arabia and the Soviet Union will be attending, along with the usual strong repre-

	Action Printers 5311 W. Ulmstead Ave 931-3167	Alp Graphics 5129 S. Peoria 843-0095	Ulmstead Office Supplies 3724 S. 58th Ave. 937-1751	Beth Book Company 4240 W. Geniey 938-0218	Beth Copy 5322 N. 58th Ave. Bethle E 934-3728	Pro-Press 5645 S. 1st Ave. 938-6161	Reedrunner Printing 2915 N. E. Bell Rd. 971-5855	
Price of printing 100 resumes	\$8.50	\$10.65	\$12.00	\$7.50	\$6.00	\$12.50	\$7.71	\$14.15
Typesetting charge	\$30.00	\$28.00	\$35.00	\$10.00	\$17.00	\$25.00	** \$22.00	\$20.00
Price of 100 plain matching sheets	\$3.00	\$6.00	\$6.00	\$3.00	\$3.00	\$4.00	\$4.00	\$3.00
Price of 100 plain matching envelopes	\$6.00	\$6.00	\$10.00	\$7.00	\$6.00	\$19.43	\$3.00	\$5.00
# of variation of paper color	15	9	6	2	6	6	15	3
# of variation of paper quality	3	8	6	4	6	6	2	3
Do typesetting?	yes	yes	yes	yes	yes	yes	yes	yes
# of variation of typeset font	12	30	36	20	40	40	35	70
Delivery Service?	yes	no	no	For order over \$10	no	yes	no	no
Time required to print 100 resumes	5 days w/typenetting	1 day	2 days	2 days	3 days	3 days	3-5 days	5-7 days
Remarks	*owner if ready to print	Pictures a.k.	*Kodak copier	*White & Off-white	Pictures a.k.	*sold by the box	*29.95 Special: 100 printed w/Typesetting	*lines, laid & rag finish

## Resumes

By Bonnie Berg-Smyth

The Placement Committee has put together the following list of printing companies in the local area. All of the companies listed here have done work for AGSIM students in the past and hence are sensitive to the needs of such clientele.

The prices are based on resume printed on good white paper in black ink. Please be advised that several different paper qualities and ink colors exist—a combination different from the above may result in a cheaper price (or more expensive)!

Also, if you would like special help laying out the format of your resume and typesetting it, there is a highly recommended specialist named Chuck McKenzie (246-1975) who has helped many of us.

This chart is intended to serve only as a price comparison guide. Before having your resume done, we recommend that you check with a specific printer to see a sample of their work and to determine the exact price for your order. Also, be aware that this is not an exhaustive list of printers in the Glendale area — check the Yellow Pages for others.

"Writing is the only profession where no one considers you ridiculous if you earn no money."

— Jules Renard

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• LET US SELL YOUR CAR FOR YOU  
**247-5757** Grand Ave. at 55th Ave., Glendale

# Common Sense: Don't leave home without it

by Ken Bennett

The desert is a friendly, appealing place most of the time. It's a place to explore and enjoy. But, a pleasant Sunday drive or a weekend outing can rapidly turn to tragedy if a car breaks down or a walk through the countryside results in the frightening realization that one is lost.

These situations happen suddenly. In the deceiving desert, a child simply vanishes, only yards from companions. An inviting side road turns into an impassable trail and driver and vehicle are suddenly stuck, miles from civilization, miles that were easy in the car but may be impossible on foot.

Despite the desert's vast area and intense heat, an individual or group can survive, using a little common sense, planning, and the equipment always available in a car or truck.

What follows is more or less a check list of things to keep in mind when venturing into the desert. Remember, no one expects to get lost or have an emergency. Some simple planning can turn a potential tragedy into nothing more than a minor annoyance.

1. **WATER.** Always take a good supply of water with you. Make this a permanent part of the equipment in your vehicle so you won't "forget." Food is nice, but water is vastly more important in the desert. Take at least one gallon per person and a minimum of three gallons for the car.

2. **INFORM SOMEONE OF YOUR PLANS.** Always tell someone where you are going and when you plan to return. This is extremely important. No search can begin until its known you're missing, and the sooner the search begins the better your chance of survival. Remember to tell the route you plan to take, the type of vehicle you'll be driving, and the number of people in your group.

Rita Beale, of DARES (Desert Alpine Reserve Emergency Services) also advises leaving information about any medical problems that group members might have.

3. **BE PREPARED.** Check your car over thoroughly before you leave. Check hoses, fan belts, battery water and tire pressure (don't forget the spare). Your car should have basic tools, too, including a good jack, a shovel, spare belts and hoses, and a tow cable. Also include a pocket knife, matches, water purification tablets, a first aid kit, a whistle, a compass, a sheet of wettable plastic at least 6 feet in diameter (for a solar still) and a pad of paper and a pencil (for leaving notes).

4. **WEAR APPROPRIATE CLOTHES,** including sturdy boots, and a hat. Loose fitting cotton clothing will keep you cool and protect you from the sun. Keep your body covered, and don't discard clothing.

5. **DON'T PANIC AND DON'T LEAVE YOUR CAR.** If you get stuck or your car breaks down, don't panic, and don't leave the vehicle. A two ton hunk of shiny steel is far easier for rescuers to spot than human beings wandering aimlessly among the cacti. Remember, even in a hostile environment, under blistering heat, humans can survive, with a calm brain and two hands as their only "tools". Stay calm and plan your alternatives. Your car will provide many items that can be used for survival or to attract searchers. Take an inventory of these items, as follows:

**MIRRORS:** There are at least two mirrors on most cars. Break them from their mounts if necessary and use them for signaling. Signal mirrors have affected more successful rescues than any other single survival tool. Use the mirrors on the horizon, even when you don't see or hear any aircraft.

**GLOVE COMPARTMENT:** This can yield maps, and papers for starting fires and leaving notes, and even a long forgotten book of matches.

**SEAT CUSHIONS:** Remove the seats of the car for sitting or sleeping on. Remember, its much cooler close to the ground.

**FLOOR MATS:** These can be used for traction in the sand or can be burned to creat black smoke.

**IN THE TRUNK:** If you're sure the car is disabled, deflate the spare and burn it. For air and ground searchers, there's no better signal than black smoke. Also in the trunk, you should find a lug wrench and a jack. The lug wrench makes an excellent digging tool or pry bar if it's necessary to remove other parts of the car.

**THE ENGINE:** Use oil from the engine to protect parts of the body exposed to the sun. Engine oil not might taste very good on the lips, but it will prevent cracking and blistering. Soot and oil waste caked on the engine may be used beneath the eyes for glare reduction—even to cut sunburn, but don't apply such soot to large areas of the skin, as it will block pores and cut down on body "breathing." Remember to always leave the car hood up, as this indicates trouble.

6. **SIGNALING.** Along with signal mirrors, use fire to attract attention. Prepare piles of brush, twigs, paper, wood, or anything else that will burn. Make several of these to light at intervals throughout the day or when an aircraft appears. Drain oil from the crankcase to make your brush fires emit black smoke. Try to create as much black smoke as possible.

Also signal with hubcaps or aluminum foil and use your car's horn—help may be nearer than you think.

7. **NATURAL WATER SOURCES.** Watch for paths leading toward washes or low spots in the terrain, or follow cattle in the morning or evening. Rocky basins may have stored rainwater. DO NOT drink water from your car's radiator—the coolant or anti-freeze that it undoubtedly contains is extremely toxic.

Don't ration water. Drink water you have as needed to prevent dehydration. People have been found dead of dehydration with a half full canteen of water nearby. Also, limit your activity until after sundown or early morning. Don't eat, talk, smoke, chew gum or drink alcohol.

8. **POISONOUS AND STINGING THINGS.** All newcomers to the desert have heard exaggerated tales about rattle snakes that simply are not true. The rattler is dangerous. Its bite is poisonous and its hemotoxic venom carries enough lethal wallop to kill. However, the number of deaths directly attributable to rattlesnake bite each year is extremely small. Nevertheless, any rattlesnake bite must be treated as a serious injury.

Rattles do not need to be coiled to strike and the tale that they always rattle before striking is pure myth. Snakes do not move around much in the heat of a desert day. Actually, a reptile can stand even less heat than a human. Hence the reason for increased snake activity during the cooler hours of the day.

Simple precautions exercised in the desert—especially at night, early morning and at sundown—can prevent rattlesnake bite. Look where you step, especially when stepping over rocks and depressions in the ground. Never put your hands where you can't see them—on ledges or into cracks. Look around before sitting at the base of a tree or bank. In the heat of the day, the shade you're seeking could be the resting place of a rattler as well.

In case of a rattlesnake bite, tie a constricting band between the bite wound and the victim's heart. Keep the injured person as quiet as possible and pack the bite area in ice if its available. Loosen the constricting band every fifteen minutes for a period of sixty seconds. Obviously, get the victim to medical help as soon as possible.



T-Birds

Scorpions can give a nasty sting which results in illness but seldom in death. Like the rattler, scorpions can be avoided by following a few simple rules. Never put your hands underneath a rock or dead tree without looking first. Be sure to shake your shoes out before putting them on if they have been on the ground during the night. The same rule applies to clothing.

10. **FLASH FLOODS.** People die every year in flash floods in Arizona. Never camp in normally dry desert washes or gullies. Even in the dry summertime a desert wash can be filled with a wall of raging water almost instantaneously from a thunderstorm miles away. If a thunderstorm breaks nearby, move to high ground if your car is stuck, leave it.

11. **REMEMBER,** in all activities, conserve energy and perspiration. Restrict movement and physical exertion to nighttime or cooler hours. Take frequent rests. Stay in the shade, with sleeves rolled down, as much as possible. "Think out" all decisions.

Finally, remember the two rules that will almost guarantee rescue and survival when lost in the desert: DON'T PANIC, and DON'T LEAVE YOUR CAR.

For more information on current desert survival techniques, send for **Desert Awareness**, a manual available from DARES, 702 W. Laguna Azul, Mesa, AZ 85202, for \$1.50. DARES also offers periodic classes and seminars on desert survival. For information about such courses, contact Rita Beale, at 266-6964.

Also visit The Trail Head, at 5051 N. 35th Ave., for all kinds of information on hiking, backpacking and camping in Arizona. As to see Mr. Don Bryn if you have any questions.

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