

Das Ter

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

Vol. 17 No. 13

4 Pages

November 22, 1983



THUNDERBIRD
AMERICAN GRADUATE SCHOOL
OF INTERNATIONAL MANAGEMENT

OFFICE OF COMMUNICATIONS TO ADOPT NEW POLICY ON NAME OF SCHOOL

by Ren Halloran

There has been a good deal of confusion lately created by the use of multiple names of our school - "AGSIM", "Thunderbird", "American Graduate School" and others. Let's take a look at the name of our school and see how and why it has changed over the years.

The school was founded in 1946 as the American Institute of Foreign Trade by General Barton Kyle Yount. The name "Thunderbird" came from the army air base which was here during World War II, Thunderbird field No. 1, a pilot training center which was purchased for \$1 after it had been deactivated following the war.

The name was changed to Thunderbird Graduate School of International Management in 1968 and to American Graduate School of International Management in 1973. The reasons for the changes were to emphasize the school's graduate status, and to clarify the school's major purpose: to train international managers. The switch from Thunderbird to American Graduate School was to give a clearer idea of the school's location and free enterprise philosophy,

especially to foreigners, and perhaps to make the name sound a little more highfalutin' to the eastern academic establishment.

The school has become known worldwide by the name "Thunderbird", and its students and alumni are also known as "Thunderbirds". In the corporate and government world, it is also known as Thunderbird. Most of this fall's World Affairs Conference speakers referred to it as Thunderbird; so also did Robert Dornan when he was here for the nuclear freeze debate with Dr. Mahoney. Most of the guest speakers during our summer program in Oxford and Brussels who mentioned the name of the school referred to it as Thunderbird; none (that I recall) referred to it as AGSIM.

Because of this international recognition of the "Thunderbird" name in association with the school, a new policy concerning its use has been adopted by the school's Office of Communications and its director, Nelda Crowell. That policy is as follows: "(In the future) all written communications produc-

ed through the Office of Communications will feature the word 'Thunderbird' as the informal name of the school. The formal name, American Graduate School of International Management, will also be used on all publications and in all news releases. The acronym 'AGSIM' will not be used in publications." Such publications include the new brochures to be sent to prospective students, the new annual report, news releases, and the faculty/staff/employee newsletter, "Thunderbird News".

The discontinuance of the use of the acronym "AGSIM" has 3 basic reasons behind it, which are: its potential interpretation as having an agricultural connotation; lack of acceptance by alumni and corporate associates; and the lack of a sizable enough PR budget to adequately promote acceptance of the acronym.

This new policy of featuring the "Thunderbird" name and discontinuing the "AGSIM" acronym seems to have gained widespread acceptance around the school community; President Voris and the administration, Academic Affairs, the

Business office, and the faculty are all in favor of the change, and there seems to be no major resistance to it. The student leadership has also been receptive to the idea, and in fact changed the name of the weekly ASLC newsletter from the spring's "Agstreet Journal" to the current "Thunderbird Week." Das Ter itself seems to be one of the last campus organizations still featuring the "AGSIM" appellation.

A new logo (shown above) has been developed which is going on all new publications put out by the Communications office, prominently featuring the word "Thunderbird" in bold type above the full name of the school and accompanied by the familiar Thunderbird design. The word itself, "Thunderbird", is a strong word, carrying connotations of pride and power, and provides a name as distinctive as the school to which it belongs; featuring it can only help enhance the school's reputation worldwide and perpetuate the "Thunderbird Mystique". Somehow I don't think that the "AGSIM" mystique would sound quite the same.

RESULTS OF GEOGRAPHY SURVEY TABULATED

Frank Matheis and
Soula Stefanopoulos

Many people at AGSIM have maps or poster pictures of different countries plastered on their walls. The reason given for having these maps may be as vacuous as "the paper on the walls covers what is underneath," or as profound as "they remind you that not everyone in the world wakes up to Wheaties."

Whatever the reason, with all of these maps and posters on the walls, a stranger at AGSIM may be impressed by the cosmopolitan and international awareness of its students. A test of geographical knowledge which was administered to 87 AGSIM students during the last week of October would quickly alter the stranger's perceptions. This test evidenced that many future international managers would greatly benefit from a crash course on geography.

Two professors in two 400 level IS courses of a global nature administered the test. It consisted of maps of 4 different continents, in which the 87 students who accepted to take the test were asked to identify certain countries (such as Belgium, Albania, Norway, Venezuela, Togo, etc.). There was one national capital to be identified on each continent. The average score out of a possible 24 was a 10 and the median was a 9. The lowest score was 0, and the highest was 23. The breakdown is as follows:

Number Correct	Percentage of Students
0-5	21%
5-10	36%
10-15	24%
15-20	15%
20-24	6%

Only 15% of the students scored in the acceptable range (15-20), and only 6% scored above this range. There were no major differences between the scores of U.S. citizens and foreign nationals.

One must keep in mind that leniency was used in grading this survey. The capital to be identified was considered correct if it was placed in the right country. Difficult-to-

identify countries (1 on each continent), placed in the space adjacent to where they actually are, were considered correct. The hard-to-identify countries (Togo, Estonia, Surinam) were also counted correct as long as they had been placed in the correct vicinity. For instance, the country of Surinam would be identified correctly if it was placed anywhere in northeastern South America, close to Brazil.

A story goes that when the Russians annexed Estonia (one of the harder to identify countries on the test) one of the field marshalls said to the other, "No, we better not the West won't tolerate it." The other field marshall replied, "Nah, go ahead—in forty years nobody will remember where Estonia is." Unfortunately, this last statement has proved to be accurate. Only 32% of the students surveyed were able to locate Estonia, although answers placing it in the Baltic countries (Latvia, Lithuania) were considered correct.

Five AGSIM students placed Norway on the British Isles. It is no wonder that the Europeans are distrustful of U.S. promises to help them in case of Soviet attack. Several students placed Albania in East Germany.

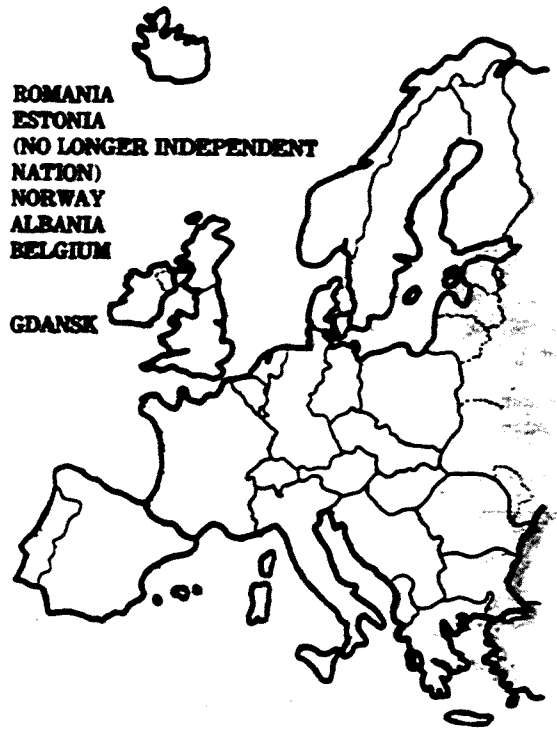
The results pertaining to Africa were even worse than those of other continents, but Colonel Quaddafi of Libya will be overjoyed to hear that only 51% of the AGSIM students surveyed were able to locate his country. For many of us, his newsmaking schemes have done nothing toward placing his coun-

try on the map. Ironically, several students placed Libya in Chad. Only 2% of those surveyed knew where Zimbabwe is. Even though Somalia is suffering from yet another famine, and has been beamed into our living rooms for the greater part of the last several years, only 17% of those surveyed knew where to locate it on a map. There are no course offerings pertaining to Africa at AGSIM. Based on the survey, perhaps there should be.

SAMPLE QUESTIONS FROM GEOGRAPHY SURVEY

LOCATE: ROMANIA
ESTONIA
(NO LONGER INDEPENDENT
NATION)
NORWAY
ALBANIA
BELGIUM

CITY: GDANSK



LOCATE: KAMPUCHEA
(CAMBODIA)
SYRIA
AFGHANISTAN
PHILIPPINES
SRI LANKA

CITY: TEHRAN



THE MYTHOLOGY OF RESUME WRITING

by Marcella Simon Peralta

Editor's Note:

Marcella also wrote "The Job Hunt: 5 Rules of Effective Resume Writing," a piece which appeared in the November 8th edition of the Das Tor.

Before I came to study at AGSIM, I spent three years in job developing, career counseling, and teaching job search skills. I've learned a few myths that people sometimes hold dear about resumes. I will discuss a few in this article and a few more in future articles.

Myth No. 1 "I don't want to leave anything out."

The purpose of a resume is to get an interview, but first and foremost it must be READ. Most are not. They are either too long, or cluttered, detailed, or stuffed with irrelevant information. A resume is professional "cheesecake", you want to give them something intriguing (just enough, not too much) and put it right at the top (don't make them look for it). They will then be interested enough to read through the whole resume. Your REAL opportunity to sell takes place in the interview so save some of the details and embellishments for then.

Myth No. 2 "Don't Leave a Stone Unturned"

Do your research and concentrate your energies only on those companies that could use your particular skills and talents the most. Avoid personnel departments altogether if possible; they screen by arbitrary criteria and often know close to nothing about your desired position. Send to someone in your desired department with the authority to hire. The more selective you

are, the further you'll get because: You're forced to be more focused about what you want. People are impressed by the same. You'll learn more about the type of organization you are interested in. The resume will get a few more precious seconds of attention, the credibility of the resume is higher if it is referred to another department, you save postage.

Myth No. 3 There is one right way to do a resume.

There are many acceptable formats for resumes. Read *Who's Hiring Who* by Tom Lathrop for a radically different approach called the "Qualifications Brief."

If you have very little work experience or a variety of different short term jobs you may want to try a "functional" resume that categorizes your experience into skill groups such as MANAGEMENT SKILLS, SALES AND PROMOTIONAL SKILLS, etc. Education should only be first if you have almost no work experience or if your jobs are completely unrelated to your objective. Dates are on the left if you are proud of them, include them in parentheses at the end of the job description otherwise. You have free will on a resume, you can omit, bold, space, categorize, aggrandize, rank as you please. Don't bold "head waiter," put it under MANAGEMENT EXPERIENCE as "supervised restaurant personnel," "coordinated dining room activities," etc. It is not a good idea to falsify, but be thoughtful in your placing and phrasing.

Remember, you have a good deal to offer!

Editorial

GDANSK IN GERMANY?

Based on the results of the geography survey, it is evident that there exists a serious deficiency in geographic knowledge among AGSIM students. Although similar surveys among various universities nationwide have revealed comparable results, the mere implication of the "International" title of our school, and degree, should require results far superior from those we have seen. It is simply not enough to call ourselves "international", if we are unable to locate Cambodia on the map, if we don't know that Gdansk is in Poland, or that Namibia exists.

Prior to the undertaking of this survey, a respected faculty member asked us whether or not our purpose was to embarrass the students of this school. Our reply was that we hoped to achieve the opposite; however, in retrospect it becomes clear that we cannot conceal the fact that 21% of those students who participated in the survey scored only 0-5 correctly out of 24 questions.

If these results are embarrassing, it is our sincere hope that they will result in action. We must ask ourselves the basic question: Should we graduate as T-Birds with a Master of International Management degree, if we are ignorant of geography?

The lack of geographic knowledge is neither a sign of poor education nor stupidity, neither of ignorance nor of unworldliness. It does, however, reflect complacency. Simply put, we should set higher standards and require more of ourselves in this area. Perhaps the school should seriously consider administering a test of geographic knowledge to all degree candidates, offering geography instruction as part of the required 300 level International Study courses, or offering a separate course in World Geography. Whatever the method, there is plenty of room for improvement. We students should start by studying the atlas.

Soula Stefanopoulos and Frank Matheis

Off The Wall

KISSINGER'S FIRST MOVE - PARKING

Washington

Just about the time that Henry Kissinger and his colleagues on the President's Commission on Central America were being sworn in upstairs at the State Department on Wednesday, a high official was strolling through the building's underground garage.

Immediately adjacent to the parking space reserved for the Cadillac of Secretary of State George Shultz, he spotted a newly segregated berth, already marked "Chairman, President's Commission on Central America."

"Kissinger is the greatest bureaucrat in American history," the official said later. "I

wouldn't put it past him that when the president asked him if he would become chairman of the commission, Henry replied: 'Do I get a parking space?'"

When Kissinger was secretary of state, he persuaded the District of Columbia to create a two-car no-parking zone in front of his Georgetown townhouse, available only to him.

After he left the government, it required months of strenuous protests and threats of legal action by neighbors to get the signs removed and the space made available again to the public.

New York Times

WINETASTERS

by Hide Mizuno

13. Beaujolais Primeur: Do you know what Nov. 15 means to wine lovers? It is the first day which Beaujolais Primeur (or Nouveau) can legally be shipped out. At 12 a.m. on Nov. 15, hundreds and hundreds of trucks and trailers in the Beaujolais region (south-east of Paris) start their engines and leave for their destinations. On every road, it is like an army convoy. Many cases are shipped by planes all over the world. In fact, Beaujolais Primeur is being served in the finest restaurants in New York and San Francisco within 24 hours. In Paris, people go to bistros on the morning of the 15th to taste that year's primeur which is shipped by TGV. 210)

What is Beaujolais Primeur? It is light and fresh in color and taste, with a fruity and flowery bouquet. The Primeur is pick-

ed, allowed to ferment, racked, bottled, labeled and shipped in the ridiculously short time of four to six weeks, and it should be consumed in four months. Because the wines are sold very quickly, the growers get a fast return on their money - no minor matter, given the present high interest rates.

Since this business is so nice, recently beaujolais' southern neighbor, Cotes du Rhone, started to make a similar type of wines, called Cotes du Rhone Primeur. Last year on Nov. 15 when I was in Avignon, the center of Cotes du Rhone, I had a chance to see a big parade and ceremony to promote the release of Cotes du Rhone Primeur, at the Pope's Palace. It was a nice show; however, the wine was, in my opinion, a disaster. For them, it will take years to catch up to the Beaujolais Primeur.

There are only two or three human stories, and they go on repeating themselves as fiercely as if they had never happened before.

Willa Cather



Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT
"THE GATE"
at The American Graduate School of International Management
Glendale, Arizona 85306

Editor:	Brian Kelly
Assistant Editors:	Lee Youngjohn Soula Stefanopoulos
Business Manager:	Ranjit Singh
Copy Editor:	Debbie Stern
Cartoonist:	Frank Matheis
Illustrator:	Bibiana Huang
Staff Writers:	
Ren Halloran	Thomas O'Dea
Ted Peck	Dennis J. Moulton
Bryan Miesel	Wilson Ballard
Tim Lang	Mark Reinisch
Kevin Kucera	Hide Mizuno
Guyon Townsend	Teresa Gorenz

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.

RAWHIDE TRAVEL, INC.

Rawhide Travel expands in AGSIM's neighborhood! Now we're just 1 mile from you!!

FLASH
6318 West Bell Road (Bell Tower Plaza)
979-3381

"NO FEE, WE'RE FREE"
We'll work our hides off to get you the lowest possible airfare to your destination.


DISCOVER RAWHIDE'S WORLD
TICKETS BY PHONE—ALL CREDIT CARDS ACCEPTED

1710 WEST BELL ROAD (ACROSS FROM TURF PARADISE) 942-0214	6318 WEST BELL ROAD (BELL TOWER PLAZA) 979-3381
--	---

JUBILATION!

HAIRSTYLING EXCELLENCE
FOR MEN & WOMEN

**25% OFF
ANY SERVICE**
WITH THIS AD OR SCHOOL I.D.



STYLISTS: Linda, Gina, Karen, LouAnn

51st AVE. & PEORIA 979-1185

GRADUATING CEREMONY

Dear December Graduates:

As the student representatives of the graduation ceremony committee, we'd like to let you know a little bit about the ceremony. The speaker will be Paul Orefice, president of Dow Chemical. The Southwest Brass Quintet will be playing for the ceremony and at the reception following it. As you know, the ceremony will be held on the Quad at 3 p.m. on Friday, Dec. 16.

As it is an auspicious occasion, appropriate attire is requested—that is, jackets and ties for men and dresses for women. You will be contacted when your caps and gowns arrive.

Congratulations!

Sincerely,

Debbie D'Alfonso
John Richards

WINTERIM REGISTRATION

Students who have registered academically for Winterim 1984 are reminded to make the \$150 deposit by November 30 in the Business Office. The Academic Affairs office will accept additional academic enrollment up to that date. Additional copies of the course descriptions are available in the Academic Affairs office.

EXPERIENCED BARTENDERS WANTED

Experienced bartenders wanted for the PUB. Please stop by the ASLC Office to fill out an application by December 2, 1983.

50,000 REPORTEDLY ATTENDED BALLOON RACE

Attendance at this year's balloon race was estimated to be more than double the previous year. Approximately 50,000 people attended the two-day event. Media coverage was also considerably more extensive this year, with representatives from all major newspapers, television stations, and radio stations present sometime during the weekend. Friday night's Calcutta also set a record with gross receipts of more than \$16,000, exceeding last year's figure by approximately \$5,000.

The largest crowds were evident at the tethered Navy balloon on Saturday and the performances of the Navy skydivers who appeared on both days. Spectator stands for the stage entertainment were filled for all performances. Astronauts Joe Allen and Mary Cleave made several public appearances during the event and circulated among the crowd to answer questions.

CAREER SERVICES LECTURE SERIES

The date for the last lecture in the series, topic: "Job Search After Graduation" is changed from December 5th to December 7th. Time and place remain the same: 1:30-2:30 p.m., in Classroom 21.

CLASSIFIED

FOR SALE 1 way plane ticket Pittsburgh to Phoenix for Jan. 2nd. Price negotiable! Call 978-7491.

ALUMNI RELATIONS OFFICE, full-time student spouse assistance needed for computer data entry. 8-4 p.m. \$3.35 per hour. Please contact Wayne Pulver, Director, x7135.

ALTERATIONS ON CAMPUS. Fittings from 11:00 a.m. to 1:00 p.m. every Thursday in T.V. Lounge, next to Post Office. Reasonable rates. Margaret, 843-5386.

DEADLINE FOR LAST DAS TOR WED. NOV. 23RD

The last issue of the Das Tor for this semester will come out Tuesday, November 29th. Any articles or information you wish to be included in this last issue must be received in the Das Tor office by noon Wednesday, November 23rd.

BOOK CO-OP MANAGER WANTED

Those wishing to apply for the position of book co-op manager may submit applications to the ASLC office.

ON CAMPUS THERAPEUTIC MASSAGE THERAPY NOW AVAILABLE

Stanley D. Howerton
Licensed Massage Therapist
Sports Injury Back Problems
Therapeutic Massage
Shoulder & Leg Problems
Stress Myotherapy (muscles)
Acupressure Kinetic Therapy

By Appointment
Tuesday, Wednesday, Thursday
9:00 - 12:00

INSURANCE COVERAGE
Contact Beth Clark, R.N.
(Health Center)
for appointments
978-7230



Christa W. Britt

BRITT ELECTED FACULTY CHAIR

Christa W. Britt, associate professor of German, has been elected faculty chairperson and president of the faculty senate. Her two-year term begins in January 1984.

THUNDERBRAINS WARM-UP

Sign up for the next round of the Thunderbrains International Quiz Competition is now underway in the ASLC office. Eleven 3-member teams are needed to compete on the evening of Dec. 2 at 7:30 pm in the auditorium. Fun and prizes are guaranteed—including a prize for the best costume. Beer and munchies will be provided, so relax before finals and come join us. Now for a few practice questions.

- 1) Britain's last colony on the American mainland became independent at midnight September 20, 1981. Name this former colony.
- 2) Who won the Indianapolis 500 this year?
- 3) What was the pen name of writer William Sydney Porter?

Answers:

- 1) Belize
- 2) Rick Smears
- 3) O. Henry

IMMIGRATION ASSISTANCE

Change in Status Visa Extensions
Labor Certification Naturalization

BACA & FOSSUM, P.C.
ATTORNEYS AT LAW

2310 NORTH 15TH AVE.

253-6986

SUNBURST

Dry Cleaning—Alteration—Tailoring—Shoe Repair
20% Discounts for Student/Faculty/Staff of AGSIM with I.D.

Dry Cleaning Pick-Up Every Thursday 11 a.m. in the T.V. Lounge at the Post Office

4347 W. Bell Rd Ph 978-4148

WORD PROCESSING

Enjoy AGSIM Projects

EXPERIENCE WITH 500-700 PAGES
REASONABLE, PROMPT, COURTEOUS

A COMPUTERIZED SECRETARY

PHONE: (602) 263-5776

Tune-Up, Brakes, Air Cond. & Front End
All Automotive Repairs - N.I.A.S.E. Approved

Thunderbird Chevron Service
3501 W. Thunderbird, Phoenix, AZ 85023
Telephone (602) 938-3631



Whit Revell, Dealer

OPEN 24 HOURS
DIESEL AVAILABLE

O'Neil's Secretarial Service

- Word Processing
- Notary
- Special Student Rates
- Quality Typing



16436 north 46th drive
glendale, arizona 85306

938-3397

CHASTAIN'S AUTO SERVICE, INC.

6826 NORTH 56th AVE.
GLENDALE, ARIZONA 85301
(602) 937-3051

Foreign and Domestic Cars

TOWING & INSURANCE WORK AVAILABLE

10% Discount with Faculty/Staff/Student I.D.

MON — FRI 7 am - 6 pm

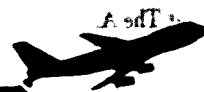
SAT 8 am - Noon

Serving T'Bird's and Glendale Since 1958

Whether women are better than men I cannot say - but I can say they are certainly no worse.

Golda Meir

FLYING HOME



FOR THANKSGIVING OR CHRISTMAS?

SAVE MONEY — BOOK EARLY!
MAKE RESERVATIONS NOW!

American Continental Travel Service

957-1887

- All Services Free
- Free Delivery
- Low Fares Still Available



—Call Now—



KACHINA PHARMACY

Located in Thunderbird Medical Plaza

We will fill your Rx under your insurance program

PCS - Master Charge - BankAmericard

5422W. Thunderbird Road Glendale, Arizona 85306

938-4260

WE RENT
TYPEWRITERS, T.V.'S
REFRIGERATORS
USED CARS
MICROWAVE OVENS
4 miles from campus

TAYLOR RENTAL Center

3530 W. Bell Rd.
978-8772

ASLC POSITION STATEMENTS



JIM SMITH

Hi. My name is Jim Smith. I am a candidate for the position of ASLC Vice-President. During my 3 semesters here at AGSIM, I have held various positions that I feel make me a qualified candidate. I was elected First Semester Representative to the ASLC which gives me experience as to the function and framework of the ASLC. I was chairman of the Spring Spanish Club party which provides me with an understanding of how the funds are allocated to the clubs by the Program Board. During the summer I was in charge of elections. And this Fall I was a member of the FORTUNE committee. These activities as well as the other committees and clubs to which I belong, need a person with strong organizational and leadership skills. I feel I have those skills to provide you as Vice-President of the ASLC.

As your V.P., I would like to see more support going to the sports programs here on campus. I will provide a smooth transition with the recent changes of club party allocations. I will act as a liaison between all committees, clubs and individuals concerning your needs as students on this campus. My qualifications, experience and dedication here at AGSIM provide you with the best candidate for V.P., JIM SMITH. So don't forget to vote today.



WILSON BALLARD

Why am I running again? Basically because I still want to see some simple but significant improvements in the AGSIM curriculum and community life. Why Treasurer? It's the position for which my five years of accounting experience best qualifies me. But more important than who will make the best treasurer is who can contribute to the best team. We need a good team to actually change anything. I approach the job as treasurer from this fundamental orientation.

It is unusual in this space to promote other candidates, but I feel Dirk Wray deserves special mention. A first-term student who did very well in the presidential election, he's a sharp guy who'd be great to work with.

VOTE BALLARD FOR TREASURER; WRAY FOR ACADEMIC AFFAIRS.

BRADLEY PIERSAN

I am running for the position of representative at large. I will continue to represent the best interests of all AGSIM students. I would appreciate your vote.

RHONDA FOLLRATH

My name is Rhonda Follrath, and I am running for Representative at Large. I have been involved in a number of campus activities and feel that these experiences will help me be an effective representative of the AGSIM student body. In addition, I have experience with student government from both undergraduate and high school levels. Don't forget to vote RHONDA for REP at Large!!!!

DIRK WRAY

I will direct my efforts in two areas. First, I want to institutionalize a program that will inform and encourage incoming students to elect test or take some of the beginning business courses before starting AGSIM. Second, I will increase the feedback to the school's board of evaluations in order to stimulate evaluation of the present curriculum.

QUICK QUIZ: Name the largest U.S. state capital. No, it's not Atlanta, Denver, or Boston. It's Phoenix, Ariz., now the nation's ninth largest city, with a 1980 population of 790,000. The smallest capital is Montpelier, Vt., pop. 8,241.

LIVE OPEN HEART SURGERY TO AIR WED. NOV. 23RD ON KAET

KAET/Channel 8's broadcast of live open heart surgery has received an award from the 1983 International Film and TV Festival of New York.

Charles Allen, KAET program manager, accepted the award at a banquet Friday night (November 11) in New York co-hosted by Hugh Downs and Arlene Francis.

The broadcast, telecast last February as *The Operation*, was a co-production of KAET and the Arizona Heart Institute. It featured a triple bypass heart operation performed at St. Joseph's Hospital and Medical Center by Dr. Edward B. Dietrich. The patient was Bernard Schuler, a retired Wisconsin insurance salesman. An estimated 12 million viewers watched the surgery.

Allen was the show's executive producer. It was produced by Thomas Shannon of KAET and Dick Williams of the Arizona Heart Institute, and directed by Jeff Halberg, also of KAET.

A shortened (1 1/2 hour) rebroadcast is scheduled to air on Channel 8 on Wednesday, November 23, at 7 p.m. It will be preceded by an update on the patient at 6:30 p.m. on Horizon, KAET's nightly public affairs program.

The Operation was entered in the I.F.T.F. competition in the public service division. The contest is an annual event sponsored by all segments of the communications industry, the trade press and governmental agencies here and abroad. It was established 28 years ago to recognize creativity and effective communication in film, television and related media, and is considered to be the most comprehensive of the media competitions.

Do you need an optometrist?

Contact:

Dr. Lawrence A. Pearl
5132 West Northern Avenue
Glendale, AZ 85301
937-1518

10% OFF FOR AGSIM STUDENTS & FAMILIES

RESUMES
LETTERHEADS • ENVELOPES

At
AGSIM Post Office/Bookstore Lobby
Twice Weekly
Tuesdays: 5-5:30 p.m. • Fridays: 11 a.m.-Noon

TYPESETTING SPECIALISTS
5201 North 19th Avenue, Suite 110
Phoenix, Arizona 85015
246-1975

59th Ave. & Greenway

UNICORN SALON

Student Discount
Tue. & Thur. 4pm - 8pm
978-0678

Precision Haircutting
For Men and Women

CARROLL'S FOREIGN CAR
VW and other foreign cars
Collision Repair on all makes
FAST Quality Service at Fair Prices

Serving T-Birds for more than 10 years

Used VWs for Sale

Professor Lindholtz and Dr. R.G.H. De-
quenne have been satisfied customers for
many years.

6808 No. 54th Ave.
—Glendale 939-4266

1 block south of Glendale Ave.

HOW SECURE WILL YOU FEEL AT BUSINESS LUNCHEES WITHOUT THE AMERICAN EXPRESS CARD?

The American Express® Card can be as important to your new job as a pinstripe suit. After all, it won't be long before you're out at a business lunch or off on a business trip. And at times like these, the Card is a must. Besides, it's a terrific way to start establishing your credit history. And it comes in handy for all sorts of personal expenses. Best of all, it's simple to get. All you need is the promise of a \$10,000 career-oriented job. So before you pick up your pinstripe suit, pick up an application on campus. And apply for the American Express Card. Then, chances are, you won't get caught with your pants down. The American Express Card. Don't leave school without it.