

The (not so) Great Debate

What they said . . .

By Dr. Bruce Mason

Televised "debates" began in 1960. Conventional wisdom — after the November election — was that John Kennedy won by reason of having defeated Richard Nixon in a debate. Possibly. Although an equally plausible case could be made for Nixon's loss being due to his, Nixon's, failure to gain the support of the popular President Eisenhower. Who can forget that Ike, in response to a question of what role Nixon had played in his administration, answered: "Give me three weeks and I will think of something."

If conventional wisdom concerning the events of 1960 is shaky, then imagine how much more difficult it is to evaluate the "debate" of last Sunday night. The Anderson-Reagan forum was unique in that it represented the first time that the League of Women Voters had anointed an Independent by giving him equal time with one of the two major party candidates; and it was unique in that the Democratic candidate, the incumbent President, was not there. In such situations, scorekeeping becomes very complicated. What effect did Carter's absence have on the debate and the public's evaluation of the debate? How did Anderson do vis-a-vis Reagan, and vice versa, and how did both of them do versus the absent president? Finally, was this the event that Anderson needed to establish his viability?

Most people evaluate last Sunday's forum according to their own preconceived positions. Try as I may, I find it impossible not to do a bit of the same.

Overall, it seems to me that Carter came out rather well. In fact, I believe that he came out better by not being there than he would have had he been there. It is no secret that most of the people who support Anderson would, if they otherwise voted, vote for Carter. It is equally no secret that Reagan's camp is counting on John Anderson to be the "spoiler," taking away just enough votes from Carter to elect Ronald Reagan, but not enough to throw the election into the House. Carter's cause would have been better served if the League had declined to invite Anderson, but, failing that, it was served by not giving Anderson additional media coverage.

Carter's record hardly was mentioned, and on the whole he got off very lightly

from any attack by the two candidates. It seems that both were reluctant to be a "spoilsport" against an absent president, in that Anderson had — as he attempted — to separate himself from Reagan but not Carter, and that the questions asked did not lend themselves to a lengthy review of the Carter record as la Reagan or Anderson.

It will be interesting to learn from the Nielsen ratings how many people watched ABC's movie. It would not surprise me to learn that almost as many did as watched the debate, not to speak of those who watched neither the movie nor the debate. I agree with David Broder of the Washington Post that the ultimate "winner" may have been the president, although overall it seems to me that nobody rooted anyone else. "Winner," under the circumstances, may be an inappropriate word.

Anderson clearly showed better than Reagan. While he was relaxed and, therefore, somewhat more strident than Reagan, Anderson displayed a keen mind and a grasp of details that Reagan could not match. As was frequently noted in the post-debate evaluations on television, Anderson dealt in specifics, while Reagan dealt in generalities. Anderson has programs in mind to meet the problems that confront our country today, even if some of them may not be too popular at the moment. What he lacks, of course, is an organization to put them into operation. But he got off easy in that none of the six reporters asked him a question designed to show that he is a political Don Quixote trying to mount the Democratic donkey.

Reagan is just Reagan. His appeal is not ideas, solutions, tomorrow; it is yesterday. No better illustration of that point can be cited than his closing statement. His vision of the "city on the hill" is hokey, but apparently it plays in Peoria. And with the "Moral Majority," I doubt very seriously if he converted anyone of his cause on the basis of his performance on Sunday. He hopes, however, that his cause is already shared by more than enough to win, especially if the Democrats will defect to Anderson, and his Sunday night performance probably did him no harm with the committed. He took a

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Editor's note

Two ASU professors have provided analysis for the State Press of Sunday night's presidential debate between independent candidate John Anderson and Republican candidate Ronald Reagan.

Dr. John C. Reinard, an ASU associate communication professor who teaches argumentation, legal communication and persuasion, has been at ASU since 1975. During the 1976 campaign, he and several Arizona debate coaches covered the three debates between Jimmy Carter and Gerald Ford and "voted" for the winner, reporting their results to a local television station. The group picked Carter 2-1.

Dr. Bruce B. Mason, an ASU political science professor who has taught here for 20 years, specializes in American government and public administration. Since 1962 he has been an election consultant for ABC-TV, predicting and reporting Arizona's election results for governor, U.S. senator, representative and president. Before each election, he sends ABC biographical sketches of the candidates and an analysis of the Arizona voters' reaction to each of them.

calculated gamble in meeting Anderson that may pay off. Although Anderson was superior to Reagan in the head-on meeting, the difference was not so apparent as to devastate Reagan; besides, every point that Anderson gains, the Reagan camp apparently feels comes at Carter's expense, not Reagan's. Thus Reagan, in the absence of a gaffe, could not lose, if you assume that their assessment of the situation is a correct one.

The question is: is it? John Anderson did not hurt his cause. He got his needed exposure; he beat Reagan in a head-to-head match and he did not alienate Democrats. If he is going to become viable, this debate had to help. But did it help enough? Probably not. The sting of Carter's absence will soon be gone. Anderson may never get another chance to be in a debate under League sponsorship. Chances are Anderson has reached his zenith; from here on in it may be downhill. To me, the real question now is will Anderson get enough votes to elect Reagan on a plurality, or to throw it in the House, giving Carter a better chance?

In substance, the debate ranged across a variety of topics. Each of the six reporters was allowed to ask one question which they put alternatively to the two candidates. Topics covered were defense (actually, the draft,) taxation and the economy, conservation and ecology and, most in-

teresting of all, separation of church and state. This last point, asked by Selma Golden of The New York Times, brought the two candidates into sharpest contrast. Reagan's position is that adopted by the Rev. Jerry Falwell and other "born again" preachers: no abortion, prayers in school, rerecognition of Taiwan, bigger defense spending, anti-ERA. Anderson's position, by and large, is just the opposite. He believes in the right to choose, opposes state mandated prayers, believes that the People's Republic represents the Chinese people and favors ERA. Like Carter and Reagan, he favors a big defense effort, although none of the three agree as to the precise details.

What the final outcome of all of this will be, only Nov. 4 (or later) will tell. It seems to me that we are slowly but surely tearing down our established institutions for electing a president, while groping for new institutions and procedures for accomplishing the task more satisfactorily in the future. What these new procedures may be; indeed, whether or not we can invent them is an unanswered question. But the television debates — as presently constructed — hardly seem to fill the need. Though we like to imagine they are "earthshaking" events, the truth is that they are quite a bit less.

By the way, how was the movie?

...how they said it

By Dr. John Reinard

Very few anticipated that the presidential "debates" in Baltimore between John Anderson and Ronald Reagan would be "great debates," but it is doubtful that any expected them to be as dismal as they turned out.

The advocates seemed to avoid direct analysis of opposing arguments in deference to presenting canned reiterations of their campaign speeches. Furthermore, the two candidates failed to observe standards expected in substantive debates.

Some of the major areas of effective debates will be mentioned and the candidates compared. Application of such standards, of course, is not as important, perhaps, as the reaction of special segments of the voting public. But some sources of dissatisfaction might be illustrated by their consideration.

Standard 1: Both Affirmative and Negative Sides Must Debate

On the proposition, "Resolved: that Jimmy Carter should be replaced as president," a true debate required that both proponents and opponents advance their cases. Yet the League of Women Voters discussion featured no negative side. With only one side represented, the exchanges did not meet minimal standards for serious "debate" in the precise meaning of the term. The candidates made an attempt to contrast their views with each other, but their debate was frustrated since they could differ only on how, rather than whether, change should be affected in present policies.

Standard 2: Both Sides Must Present a Complete Case Analysis

Those who want a chance are expected to justify it but Anderson and Reagan presented little consistent cases for their candidacy. Instead, they answered six (count 'em, six) questions from a panel of reporters, took pot shots at the president and sparred with each other.

Yet, aside from Reagan's summary comment that America has a God-ordained destiny to transform the nation into "a shining city on a hill," the advocates could not present a simple statement of the reason they proposed change in leadership.

In the 1960 presidential debates, the cases were

clearly placed: Kennedy's entire case for change was contained in his statement, "This is a great country but I think we can do better. I think we can make this country move again." Nixon's case was contained in the status quo defense, "I have seen the American Dream come true in my own lifetime."

The 1980 Reagan-Anderson debates will not be remembered for any such memorable statements of the cases used by each candidate.

In fairness, it might be mentioned that a persistent theme was found in the remarks of each candidate. To Anderson, the federal government was an agent of the people to be used as a means of helping them solve their problems. To Reagan, the federal government was an enemy of the people, rather than a representation of the vox populi. To Anderson, the federal government was a medium to solve problems; to Reagan, the federal government was the problem.

The candidates' language frequently reflected this orientation in thinking. While Anderson spoke of programs to address problems with such phrases as "increasing our (federal) efforts" and "it is up to us . . ." Reagan described the federal government as one would an adversary.

"Government doesn't tax to get the money it needs; it needs the money it gets," and "they cannot be expected to control themselves." The themes marked a difference in perspective, to be sure, but neither candidate took the next necessary step to develop complete cases based upon those themes.

Standard 3: Arguments Must Be Clearly Organized

Available research in debate effectiveness indicates that organization (along with argument quality) constitutes an enduring factor of debate judgment. Nevertheless, by any objective standard, the advocates' organization of arguments was a shambles. Except for one attempt by Anderson, the candidates failed to preview the answers to questions and they fully ignored the use of transitions when moving from one point to another. Such attention to organization is more than a

continued page 8



Dr. Bruce Mason



Dr. John Reinard

news briefs

from the Associated Press

IRAN, IRAQ TRADE AIRBASE ATTACKS

Iraqi warplanes struck at more than a half-dozen Iranian air installations Monday including Tehran's international airport, and Iran claimed success in retaliatory raids on two Iraqi air bases. Iraqi state radio said three weeks of hostilities over a vital Persian Gulf water route had "escalated into a full-scale war." Iraq said its warplanes hit 11 airstrips and it lost two Soviet-made MiG jets. An Iranian revolutionary guard commander said six MiGs raided seven installations. Iran's American-made fighters struck back with bombing raids on Iraq's Waset Province 100 miles east of

Baghdad and on Basra, Iraq's southernmost port, according to communiques from Iran and Iraq.

WARHEAD MOVED FROM MISSILE SITE

DAMASCUS, Ark. — As two helicopters hovered overhead, a nuclear warhead apparently was loaded on to a flatbed truck inside two canisters labeled "Do Not Drop" and removed from a devastated Titan II missile silo site on Monday to Little Rock Air Force Base. As usual, the Air Force refused even to acknowledge that a nuclear warhead had been involved in the fuel explosion at the silo Friday.

'Super Chicken' expected to finish cross-country trip

NEW YORK (AP) — A 10-story helium balloon christened "Super Chicken" survived several stretches of rough weather Monday and was expected to end its cross-country voyage here at sunrise Tuesday, a spokeswoman said.

Eileen Bailey, a spokeswoman for the flight, said the balloon spent its third day sailing over Missouri, Illinois and Indiana.

The first part of the day was dominated by cloudy skies, gusty winds and scattered showers and the balloon traveled at speeds ranging from 30 to 40 knots, she said.

There were no reports of complications resulting from the bad weather, Bailey said.

The balloon is carrying Phoenix businessmen John Shoecraft, 35, and Ron Ripps, 37. Bailey said they named

the craft "Super Chicken" because both are chickens at heart.

The balloon left Oceanside, Calif., about 3:30 a.m. CDT Saturday and has been sailing at altitudes of over 20,000 feet.

She said the two men are in constant contact with the GRD Weather Center, a private meteorological firm at Denver, Colo.

The balloon is similar to the "Kitty Hawk," a helium-filled craft that traveled from San Francisco to eastern Canada in May.

The "Kitty Hawk's" pilots, father-son team Maxie and Kris Anderson, claimed success in their attempt to be the first to cross the continent in a helium balloon. They landed several miles from the coast, but farther east than the U.S. shoreline.

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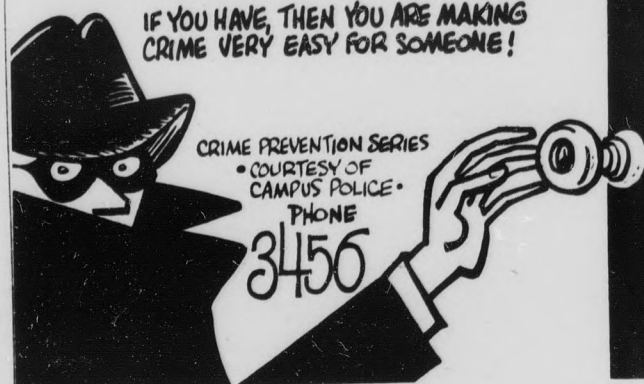
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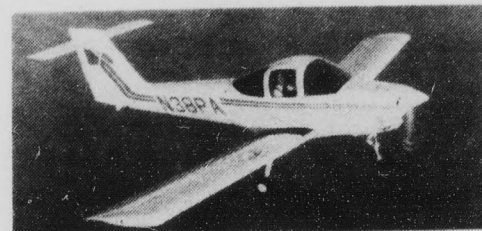
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ASU tries to eliminate unregistered students

By Vivian Warner

Although between 100 and 150 students each semester wait until long after the cutoff date to register for classes, University administrators said Monday they expect that number to be lower this fall.

"We should have less students that are not registered because of the efforts that the instructors are taking," Associate Registrar Bill Haid said Monday.

Assistant Provost Joyce Foster said she instructed the deans to insist their faculty check for unregistered students.

"The deans attached letters to the class lists asking the faculty to refer unregistered students to the registrar's office," she said.

Registrar Enos Underwood said ASU loses money and resources when students do not register until mid-semester.

He said a report of the total credit hours produced by the University is sent to the Arizona Board of Regents on the 21st day of the fall semester.

Credit hour production determines the number of faculty allocations to the University, and ASU cannot receive accurate allotments if students register after the report is completed, he said.

"It is a very costly thing if a student is in class and is not recorded as credit hour production," he said.

Foster added the average number of unregistered students each semester means the loss of one faculty position.

"A more compelling reason to check for unregistered students is to make sure registration is fair for those students who enroll and pay their fees on time," she said.

Underwood said in the past the faculty's neglect to take roll is one reason why unregistered students went unnoticed.

Dee Harkins, an internal auditor hired by the regents to check the accuracy of the credit hour production report, said roll-taking is important.

"If just one of those legislators heard that ASU's professors didn't take roll, they all would question the validity of the report," he said.

Assistant Provost Elmer Gooding said it is an instructor's prerogative whether or not to check enrollment.

"We have asked the faculty to assist in this matter," he said. "We hope there will

be fewer late registration requests this year."

Glenn Overman, dean of the College of Business, said the instructions from the provost's office helped facilitate the registration of all students in time for the report to the regents.

"The faculty followed instructions in this college. I don't anticipate any late registrations," Overman said.

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Steven B. Yarbrough and Boyd W. Dunn are available to represent you in your appeal to the University Appeals Board on Tuition. Attorney's fees may be contingent, i.e., payable only if resident status is granted. The deadline for filing your notice of appeal is **THURSDAY, OCTOBER 2, 1980.**

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—Dwight Eisenhower

opinion

Guest Editorial: Byron Miller, Tom Estabrook

Commoner — 'a vote not wasted'

The 1980 election campaign has revealed Americans' discontentment with the present two party system. Large numbers of voters are turning away from the nominees of the two major parties, searching for an alternative that offers progressive change for the future. The Citizens' Party alone offers that change.

The Citizens' Party is a new and rapidly growing national political party with more than a hundred chapters across the nation. Its first national convention, which was held in Cleveland this spring, nominated Barry Commoner for president.

Commoner, a professor of environmental science and director of the Center for the Biology of Natural Systems at Washington University, is well respected as an environmental speaker and author of several influential books including "The Closing Circle," "The Poverty of Power" and "The Politics of Energy." His insights in environmental and energy matters serve as building blocks for several planks of the party platform.

ECONOMIC POLICY: One central theme of the Citizens' Party platform is opposition to the domination of the U.S. economy by monopolistic and oligopolistic corporations. The party believes in public control of America's large national and multinational corporations. It is apparent that our present economic system is no longer acting in the interests of the American public.

The lack of real competition in the marketplace and the overriding corporate concern for profits have neglected basic human needs. It is the belief of the party that the American people must have control over the use of America's resources, capital and economic institutions.

The Citizens' Party does not, however, desire a highly centralized, bureaucratized socialist economy. The party's economic policy is similar to that of noted economist E.F.

Schumacher: community control over large work places and strong support for small private businesses and family farms.

FOREIGN POLICY: The Citizens' Party is committed to a sane foreign policy based on reduced defense spending, efforts toward nuclear disarmament, and nonintervention in the internal affairs of other nations. With the massive nuclear overkill capacity of the United States, no sane argument for the nuclear arms race exists.

To counter this threat to the very survival of mankind, the party calls for an immediate moratorium on the research, testing, manufacture and deployment of new nuclear weapons. Dr. Commoner proposes international diplomatic measures such as U.N. conferences where scholars and officials from third world countries, as well as other countries, can discuss strategy for disarmament. "Open discussion of the full consequences of a nuclear war for survival" would be coupled with U.S. measures to create an atmosphere conducive to serious action on nuclear disarmament.

The party is also committed to the cutback of conventional forces not needed for the defense of the United States. This plank is strongly linked to the party's firm commitment to "the principles of nonintervention in the internal affairs of other countries and the inviolability of the right of all people to self-determination." The party also supports the all-volunteer army and is opposed to a peacetime draft.

ENERGY POLICY: The party advocates an immediate and permanent halt to present and new nuclear power plant construction, and the eventual phase-out of all existing plants. Concurrently, government subsidies for the fossil fuel derived synfuels programs would be eliminated. These energy programs would be replaced by an all-out development of renewable energy resources (primarily solar) and conservation measures.

The government would encourage these programs with a federal purchase plan to acquire large quantities of photovoltaic cells (leading to economies of scale in their production), policies to support development of cogeneration, expanded tax incentives and direct allocations for conservation investments, increased funding for mass transit and expanded tax incentives and subsidies for the development of renewable energy resources (biomass fuels, geothermal and solar).

Only the Citizens' Party offers Americans a real choice in this election. Carter and Reagan have, consistently demonstrated through their actions, as well as their rhetoric, a failing to grasp the major issues that confront Americans. Millions of voters are considering alternatives.

The Libertarians offer an alternative, but they do not address the issue of corporate domination of the economy, nor do they express any sense of responsibility to society.

John Anderson, as the better known alternative candidate, has attracted the most protest votes. Yet, Anderson's record is frighteningly similar to Jimmy Carter's.

The Citizens' Party alone stands for progressive change. A protest vote for John Anderson will leave no hopes, no organization, no team of dedicated individuals to work for change after the November election. The Citizens' Party is building for the future — building to become one of the nation's two major parties. Only a vote for Barry Commoner is a vote not wasted.

The ASU chapter of the Citizens' Party will meet at 7:30 p.m. Wednesday in the Navajo Room of the MU. All interested persons are welcome to attend.

Byron Miller and Tom Estabrook are graduate students in geography.

letters

ASU club gives bad impression

Editor:

An open letter to the ASU Outing Club:

Some friends and I had the misfortune of choosing the same area for camping as did your club over the Labor Day weekend. The impression you made on us and the local environment was considerably less than desirable.

Your club was introduced to us by a young man with a pistol strapped to his waist. Is this school policy? We couldn't figure out whether he was scared of us, the woods or the behavior of your club after drinking all the beer you'd hauled in.

IN ANY case, the canyon we were sharing was much too small for gun-play, and even the presence of firearms was enough to blow the peace of mind we'd gone outside to find.

The rest of my comments will be directed to those folks directly responsible for taking 40 "amateurs" into the pristine outdoors. I don't use the term amateurs in a derogatory sense — most of us enjoy turning our friends on to the pleasures of camping. The difference is that we take responsibility for the actions of our friends, something the Outing Club failed miserably at.

MEMBERS of our party spent the last hours of our camping trip picking up trash members of your club had left scattered around your campsites and down by the creek, including hand-

fuls of cigarette butts left on the rocks above the falls. We also had to extinguish a campfire you left smoldering in your wake.

We watched in horror as members of your club washed their hair in a once pure swimming hole — with a commercial shampoo! Don't try to tell me that these atrocities were committed behind your backs. Even if you'd been hiking with a Seeing Eye Dog, you would have tripped over the trash — and at least a dozen members of your club witnessed the hair-washing incident.

LASTLY, I'd like to address the problem of sanitation for a group of 40. A portable toilet was definitely called for, particularly since you brought in four-wheel drive trucks. The least you could have done was dig pits. The way you left the once beautiful canyon, a person has to tiptoe around in heavy boots.

The next time you take a group outdoors, impress upon them before you leave, the importance of proper etiquette. Then, follow this up by stopping inconsiderate action when it occurs.

The final step is to thoroughly police the area before leaving. Without these rudimentary steps, you'll never be able to enjoy returning to an area you liked the year before, and neither will anyone else.

Tom Reilly, NAU



Activity card 'bull' aggravating

Editor:

Being a part of a group of students that sat out two days for football season tickets was well worthwhile; especially after the Houston upset opening game.

I began to have second thoughts, though, when upon entering Sun Devil Stadium for game two, the man at the gate tells my girlfriend that she can't get in without an activity card.

What she did have was an ASU picture ID, a 1980 fall-semester fee card, a season ticket holder identification stub, a driver's license and a 45-yardline ticket to the game. The activity card she failed to present was destroyed the previous afternoon in the laundry.

Why is there a student-problems line if no consideration is given to circumstance anyway?

The thing that made matters worse was the fact that the individual that was given the responsibility to handle such a delicate task could only mechanically say, in between spitting chewing tobacco on the floor of his booth, "Can't get in without an activity card!"

He was, however, gracious enough to offer us the option of paying a mere \$7.25 for entrance into the game.

Arizona State, I'm willing to put up with the yearly out-of-

state tuition hikes, but not this bull.

Dan Campbell
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Bus trip to USC game draws few fans

By Phomia Sliman

ASU football fans are showing some hesitation to share their Sun Devil enthusiasm with California football fans.

An upcoming Greyhound bus trip to the Oct. 4 University of Southern California football game in Los Angeles has received a disappointing response from ASU students, a Greyhound Bus Lines agent said Thursday.

John Pecoraro said some alumni but no students have registered for the trip, which is sponsored by the ASU Traditions Club and Associated Students.

"Right now we have 11 alumni signed up and they're pretty happy about the whole thing," Pecoraro said. "But I'm really disheartened that no students have signed up yet."

Helen Mawhinney, ASASU campus affairs vice president, said she thought the low turnout was due to student procrastination. The whole trip would be canceled if students don't "get on the horse soon," she added.

"I think it's an excellent deal for students," Mawhinney said. "It's a good time of year to get away."

Pecoraro said the ticket office will only hold a group of tickets for ASU students for the excursion until Friday.

He added one student indicated there were a number of dorm residents interested in the trip.

The idea for the trip came from Pecoraro's partner, ASU

Pecoraro also is negotiating with some fast-food places to convince them to donate breakfast for the trip.

"I'm talking with a couple different places and nothing is definite yet," he said. "But I think it would be a nice added touch to the trip."



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alumnus Gary Magedson, Pecoraro said.

"When Gary was going to ASU he always wanted to go on trips to different places but could never afford it," Pecoraro said. "So he thought this trip would be a great opportunity for students."

Pecoraro said the trip would be beneficial because not all students have enough companions to make their own trip economical.

The original price for the trip had been \$60. However it has since been lowered to \$49, which includes an \$11 game ticket and the round-trip transportation.

"Originally I thought the game was going to be at night, therefore the trip would be an overnighter, so the price would have had to cover motel rooms," he said.

Pecoraro said the afternoon game made the trip cheaper, but also made the traveling hours less desirable.

The fans will depart from the Greyhound bus terminal at 4 a.m. on Oct. 4 and arrive in California at noon. They will return late Saturday night.



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Gridder's grade change questioned

By Glen Creno

A grade for football player Michael Lee was changed amid "very unusual" circumstances, the history department chairman said Monday.

Dr. Thomas Karnes, who refused to endorse a grade change by history professor George Vinson last week, said he could not be sure that Vinson had not been pressured into changing Lee's grade.

"The grade was changed without my signature," Karnes said. "I didn't necessarily approve of it. It (the change) was just taken away from my responsibility."

Lee, a senior from Miami, Fla., was declared eligible last Thursday after an ad hoc faculty committee was named to probe possible "coercion" in the grade change. He started as a defensive safety in ASU's game against Oregon State University Saturday.

Robert Bininger, associate dean of liberal arts, approved the final grade change on the basis of a unanimous recommendation by the committee to certify the grade change.

Bininger said he did not sit in on the committee's Thursday meeting.

"The committee looked at all the circumstances surrounding the decision," he said. "They reached a decision and sent it to me."

Bininger said he approved the decision. It was sent to the athletic department Friday, he said.

Joe MacDonald, assistant dean of students and member of the committee, said the investigators found "no coercion whatsoever."

"We came to the conclusion it had been done very appropriately," he said.

Lee received a failing grade last spring in a history course taught by Vinson. Vinson changed Lee's grade to a "D" Sept. 12, the day before the ASU-University of Houston football game.

Karnes said the committee was formed to investigate the flurry of legal and administrative maneuvering surrounding Lee's move to have himself declared academically eligible to play in the Sept. 13 game.

"A number of things led me to think Lee was getting very unusual treatment," Karnes said. "We were just trying to find out the source of all the pressure being put on him (Vinson) and me."

Karnes said the unusual number of telephone calls from administrative and legal sources asking him to hurry the grade-change process made him suspicious of the action.

Lee's lawyer, Fredrick Creasy of Phoenix, won a temporary restraining order Sept. 13 to have Lee declared eligi-

ble to play in the Houston game. However, Athletic Director Dick Tamburo ordered head coach Darryl Rogers not to play Lee against Houston because the change had not been added to Lee's transcript.

Tamburo said he feared ASU would be forced to forfeit the game if the transcript was not in order. Creasy filed a petition Thursday citing ASU, Tamburo and faculty athletic representative Robert Knox for contempt of court for ignoring the restraining order.

Creasy, Tamburo and Rogers were unavailable for comment.

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Correction

In a Sept. 19 State Press article, it was reported incorrectly that ASU football player Michael Lee's attorney Frederick Creasy said the court ordered ASU head football coach Darryl Rogers not to play Lee in the ASU-Houston game.

The quote read: "They (the court) instructed coach (Darryl Rogers not to play Michael Lee. It had the effect of declaring Michael Lee ineligible."

The quote should have read: "They (the athletic department officials) instructed coach (Darryl Rogers) ..."

We regret the error.

Fiesta Bowl Queen sought

Applications are now being accepted for the position of 1980 Fiesta Bowl Queen, who will reign over the Bowl's 32-event calendar which is highlighted by the Fiesta Bowl Classic on Dec. 26.

Applicants must be residents of Maricopa County and enrolled in at least 12 hours of study in a junior college or university. Applica-

tions must be picked up and submitted to the Fiesta Bowl office, 4631 E. Thomas, by Friday.

The 1980 Fiesta Bowl Queen will be crowned Nov. 7 at the annual Fiesta Bowl Coronation Ball at the Arizona Biltmore. The queen and two princesses chosen will receive scholarships donated by the First National Bank of Arizona.

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Commercials, films made on campus net revenues for Student Foundation

Production companies that film commercials and movies on campus contribute thousands of dollars to student scholarship funds, the Gammage Auditorium house manager said Monday.

Robert Stewart, who coordinates all the filming, said eight different filming projects netted more than \$5,000 for the ASU Student Foundation in fiscal 1979-1980. He added two projects had been filmed in fiscal 1980-1981 (beginning July 1).

Each time a production company uses the campus it is required to pay a \$500 site fee which is transferred to the ASU Foundation. Many companies donate more because the donations are tax-deductible, Stewart said.

He added there had been an increase in the number of projects filmed on campus but the flow was "very sporadic." "We never know when or how many of these firms are going to arrive," he said.

Stewart said the University is an inviting spot for filming due to rising production costs in southern California and the East Coast. He added Arizona weather and University personnel's willingness to cooperate were major factors of the filming increase.

"We really got into the business (of being a filming site) when 'A Star is Born' was filmed here in the middle of March 1976," he added.

Stewart said that six commercials and two movies, "Used Cars" and "To Find my Son", were filmed at ASU last year. This year there have been two Ford van commercials filmed here.

Many of the commercials are never aired locally, he said. A van commercial filmed on campus starring former profes-

sional football star Dick Butkus was shown in Denver and Los Angeles.

In addition to the money earned for the ASU Foundation, the production companies are required to reimburse the University for direct costs such as the hiring of University electricians or Saga Foods catering.

Despite this, Stewart said the practice of filming on campus is not highly profitable and film crews can be very demanding.

"Considering my time and our overhead, it doesn't always show a profit," he said.

"They have a very keen knack of dropping in," Stewart said. "I've had them walk into my office at 4 p.m. for the first time and want to start filming at 6 the next morning. I've found that that's more often the rule than the exception."

Stewart also said filming commercials on campus provided other intangible benefits for the University.

"The more some kid in Ohio sees a van commercial filmed in the ASU stadium, the more he might think of playing football at ASU rather than Ohio State," he said. "Every time Gammage is in the background people will think 'that's ASU.'"

"That's got to be nothing but positive," he added. "All in all it's worth it."



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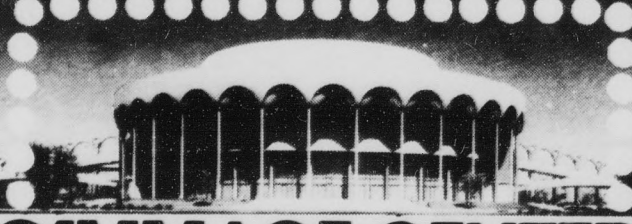
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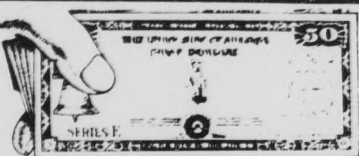
staff, intending the article to be published in the paper. These students are not on our staff and will not have a State Press photo identification.

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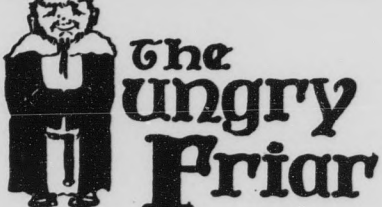
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continued from page 1
technical concern.

Since study in the matter shows that only approximately 30 percent of the average audience can recall a speaker's main points immediately following the presentation, prudent debaters would be wise to assist the audience's understanding as much as possible. The use of previews, transitions and summaries expected of any effective public communicator, however, were ignored by Reagan and Anderson. Few people with whom we have spoken have been able to remember more than a general impression of the candidate's reasons for their positions. We think we know why.

Standard 4: Evidence Must be Carefully Employed

Perhaps only in the use of evidence did the advocates come close to a minimum level of acceptability. Both Anderson and Reagan relied

on substantial amounts of information beyond their own experience. Yet, Reagan relied on no fewer than three homey examples when superior evidence clearly was available.

Similarly, Anderson's vague references to evidence sources (e.g. "Somebody has worked it out and they figured out that between the tax cut that Governor Reagan is promising in 1981, his is worthy about \$122 more.") hardly contributed to his credibility. Furthermore, when Reagan charged that Anderson may have manufactured evidence in order to prove a claim that California's spending had doubled under Reagan's stewardship ("some people look up figures and some people make up figures"), Anderson's credibility may have been damaged.

Yet, a close examination revealed that Anderson represented two statistics in

the debates: one statistic on California spending increases; another statistic on defense spending proposed by Reagan. Since Reagan ignored the second of these statistics, his retort constituted only half an answer to the charges. If the public caught this subtle difference, Anderson may not have been damaged by the charge of dubious use of evidence.

Standard 5: Reasoning Must Be Sound

Reasoning in debates must be sound because poor arguments are likely to be isolated in the adversary setting. In this discussion the reasoning was most difficult to assess because the candidates did not try to present many arguments for the audience's judgment. Instead, the presentations were little more than restatements of campaign positions.

Nevertheless, a purist could isolate defects in both advocates' reasoning: such

as Reagan's begging the question when describing abortion as "violating the rights of the unborn child" (the premise of this argument presumes its own conclusion — whether a fetus is defined as a child has yet to be established and any rights are conditional on its demonstration) or Anderson's use of the single cause fallacy in summarizing manpower problems of the military as attributable to low wages alone. By and large, the debates were not exchanges of arguments but repetitions of campaign bombast.

Standard 6: Refutation Must Be Effectively Completed

The format for the Reagan-Anderson debates provided an opportunity to rebut responses to arguments presented by each advocate. Yet, the candidates almost always chose to repeat themselves, rather than extend on their initial arguments. This repetition took time without really clarifying points of substantive disagreement. Rather than responding to opposing arguments, the candidates tended to repeat themselves.

Occasionally there were exceptions, of course, such as Reagan's attack on Anderson's position on tax cut legislation (Anderson once approved of the proposal endorsed by Reagan), but such occasions were rare. Instead of being

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SEB Jazz Series	16,000
Skinflint Series Ticket Sales	30,000
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Women's Affairs Board	2,550

TOTAL INCOME:

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responsive to opposing remarks, the candidates were repetitive. The use of refutation techniques was a grievous disappointment.

Such difficulty in responsiveness plagued the debates since the six questions rarely were answered directly. One could understand the news reporters' frustration when they could not ask a follow-up question to secure a precise answer to their questions.

For instance, in response to the question, "What means other than conservation should be used to address the energy crisis?" Anderson first responded with comments about the need for conservation and Reagan attacked conservation. Each candidate then outlined a criticism of the Carter energy policy and followed with a few remarks about additional directions for energy policy. Direct answers might have been appreciated on the questions.

The candidates' failure to spot deficiencies in opposing remarks was troublesome at best. When Reagan chastised the federal government for its reliance on grants in aid with restrictive federal requirements, Anderson failed to observe that federal block grants do not contain such restrictions.

Similarly, when Anderson made general comments about the need to retrofit industries with conservation technologies, Reagan failed

to argue the difficulty that many of these technologies have placed on industrial capital. In literally dozens of cases, opportunities for thoughtful arguments were dropped and meaningful discussion was rendered quite simplistic.

Standard 7: The Presentation Must be Delivered Effectively

The image created by Anderson and Reagan certainly provided great interest among representatives of the news media. In the past two televised debates, the underdog seemed evenly matched when compared to the front-running candidate. In this debate, few cues were created to stimulate an image that one candidate was superior to the other.

Anderson suffered some by his repeated attempts to address himself to Reagan rather than the national audience, but Reagan's occasional signs of irritation pro-

bably did little to help his image.

Of the two, Anderson was the most aggressive and seemed to bounce around the television screen in a kinesic display that sometimes bordered on frenzy. Reagan, on the other hand, seemed aloof and occasionally bothered by Anderson's intensity. Any advantage one man had seemed to be canceled by other cues.

Who Won?

The most frequently asked question in the hours and days following the debate involved who won or lost the debates. The question cannot be answered, however, unless one knows which audience was being sought by the candidates.

If Anderson hoped to appeal to the traditionally moderate Republican voters, he might have gained some ground.

Reagan, for all his advantage in the debate may have

gained little, if anything, from the exchange. He might have satisfied himself if he avoided losing much of his traditional conservative constituency which expected to gain little additional advantage. Until those audiences are sampled, we cannot know if the candidates were successful. The general American public is unlikely to be moved by the debates, but the specialized groups sought by the debaters might have been influenced appreciably.

Generally speaking, if the public valued substantive, precise attacks on competing policies, Anderson may gain favor. But, if the public valued calm, almost disinterested leadership, Reagan may prove the victor.

The candidates did not make fools of themselves, and no knockout punches were landed, but the candidates did not make the most of the debates either.

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BALSA will meet at 7 p.m. today in the Memorial Union Pima Room.

The **Circle K Club** will meet at 7 p.m. today in the Memorial Union Pinal Room to discuss the San Diego Row-a-thon, new member banquet, hospice and future activities.

Students for Anderson will hold an organizational rally for presidential candidate John Anderson from 7 to 9 p.m. tonight in the Memorial Union Navajo Room.

Women In Communications, Inc. is presenting a program titled "How to Get the Most Out of College, Clubs, Classes, Internships and Portfolios" with five guest speakers at 6 p.m. Sept. 24 in Stauffer Hall, Room 207.

The **University Frisbee club** will meet from 7 to 9:30 p.m. Sept. 24 in the Memorial Union Cochise Room for films, "World Frisbee Championships" and "Frisbee Golf."

The **Arizona Coalition Against Registration and the Draft** will meet at 1:30 p.m. Sept. 25 in Memorial Union Room 211 for antidraft organizing at ASU.

The **National Academy of Television Arts and Sciences** will hold new-member initiation at 6 p.m. Sept. 25 in Stauffer Hall Room 251. This is the last chance for new members to attend.

The **Gay Academic Union** will meet at 7 p.m. Sept. 25 in the Memorial

Union Yuma Room. Representatives from the John Anderson and President Carter election committees will speak after the regular business meeting.

The **Women's Affairs Board** will hold a forum, "Women in Alternative Business," at 7:30 p.m. Sept. 25 in the Memorial Union Navajo Room.



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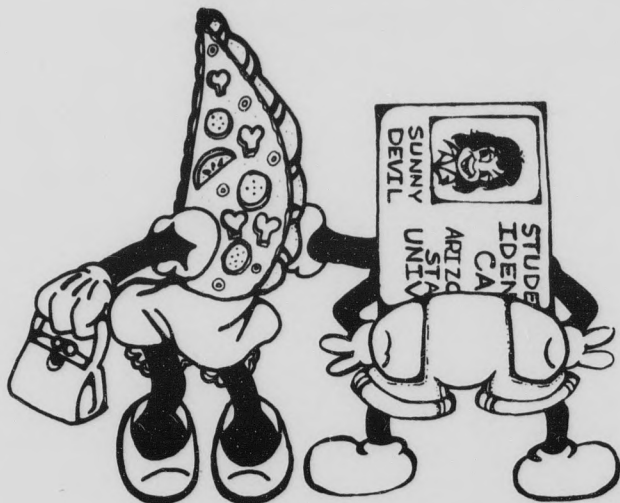
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Lawyers Guild to meet Oct. 1

The Phoenix chapter of the National Lawyers Guild will meet from 3 p.m. to 5 p.m. Oct. 1 in the College of Law, room 155, with an organizational meeting of law students an hour before.

"Alternative Law Practices" will be discussed by Mary Alice Theiler, Seattle, Wash., attorney and president of the National Lawyers Guild; and Morty Simon, regional vice president.

All law students, paralegals, attorneys, legal workers and other interested persons are invited. For more information, call 253-5477 or 965-6968.



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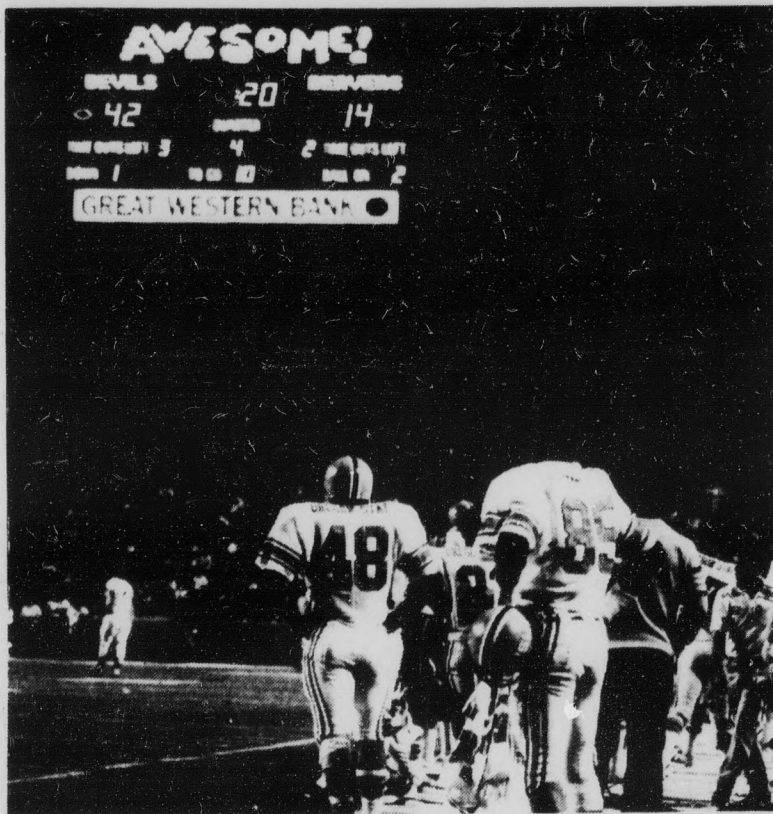
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sports



Sun Devils ramble by Beaver defense

By Charlie Diaz

After its first two games of this fledgling football season, Oregon State may be considering changing its nickname from Beavers to the Welcome Mats.

Consider: historically Pac-10 doormats, the Beavers in two games have scored 24 points and surrendered 72. Needless to say, they are 0-2 overall and 0-1 in the Pac after Saturday's 42-14 loss to No. 20, in the AP poll, ASU (2-0 overall, 1-0 in the Pac-10).

ASU made the Associated Press poll that came out Monday.

The Sun Devils offense started the game well, the defense did not.

"I don't think we played very inspired football. I don't think offensively we were inspired," ASU Head Coach Darryl Rogers said, "but we moved the football. We scored, but at the same time it didn't look too inspiring either."

After ASU drove 80 yards in seven plays to take a 7-0 lead, Oregon State tied the game with a 15-play drive that also went 80 yards.

"We weren't pleased with

the way we played defense," Rogers said. "They (No. 2 Ohio State, ASU's next opponent) had two coaches here and I bet they were even chuckling."

Ohio State received 26 first-place votes and 1,183 points in the poll.

ASU cornerback Ron Brown, who went into the game leading the NCAA in interceptions, concurred.

"Yeah, we did (look flat). We took them a little too light," he said.

Brown added he was impressed by Beaver running back Tony Robinson, who scored both OSU touchdowns and rushed for 168 yards. He was the Pac-10 leading rusher going into the game.

"He was pretty tough," Brown said. "I think we could have done a little better job stopping him in the first half than we did. We didn't blow them out (defensively). The offense did a lot of scoring. We contained the option well."

Robinson had 92 of his 168 yards in the first half.

Despite the score, the Beavers held the ball for

continued page 13

TODAY!

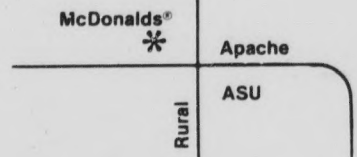
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Coaches talk shop

By Jim Walters

Oregon State won the battle of the statistics, but lost the war, 42-14.

ASU controlled the ball for only 20:23 of the game while Oregon State had the ball for 39:37, almost twice as much.

The Beavers also had 27 first downs in 85 plays to 24, in 60 plays, for the Devils.

"I can't remember the last time that I had a team that had the ball for so little time

control at that point," he added.

The Oregon State team doesn't have a lot of team speed, but that didn't stop running back Tony Robinson from going for 168 yards on 37 carries.

"They couldn't make any yardage outside," Rogers added. "They don't have the greatest team speed."

The Beavers controlled the



and won," ASU Head Coach Darryl Rogers said.

The Beavers also had 400 total yards offense as compared to 391 for the Devils. But in the battle of the scoreboard, the Devils were the victors.

"It's a shame," said OSU Head Coach Joe Avezzano. "It was disappointing that we could move the ball and then fall behind by 21 points at halftime."

Rogers had his own analysis.

"It is hard to win a football game when you are 28 points down controlling it at three yards at a crack," he said. "You make a lot of yards, but when you are that far down you aren't winning."

"You are controlling the ball, but you don't need to

line of scrimmage and kept pushing the defense back, allowing Robinson to cut back against the grain and run for two big gainers.

"Their offensive line came after us," Rogers said. "Our pursuit was good, but the line was very successful in shutting us down."

"Robinson is a strong, durable back, but not quick," Rogers said. "A quick back couldn't do that."

Robinson's runs were set up by the delay play.

"They didn't throw one delay the previous week (against the University of Wyoming) so our linebackers were dropping out and the first plays were well executed on Oregon State's part."

continued page 14



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More about

Devils win

continued from page 11

almost 19 more minutes than the Sun Devils did and ran off 85 offensive plays to the Devil's 60.

The difference was, some of OSU's plays were more offensive than ASU's. The Beavers lost two fumbles and three interceptions, one of which was returned 58 yards for a touchdown by linebacker Vern Maxwell.

"We were hoping Oregon State would throw more and we could have a few more interceptions," Brown said. The Devils now have seven pickoffs in two games.

ASU took the opening kickoff 80 yards in 15 plays for the first score — a Willie Gittens 3-yard run.

"The offense went down and scored right away," Gittens said. "If the defense doesn't start the momentum, the offense has to."

Gittens, Robert Weathers and Gerald Riggs led ASU's rushing attack that picked



up 257 yards on the ground.

"The offensive line blocking was great," Weathers said. "I love those guys."

Rogers gave the Beavers credit where credit is due.

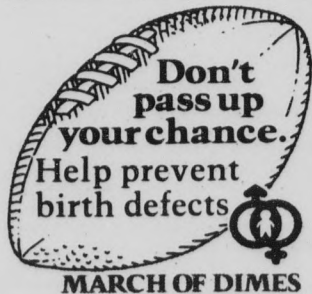
"I want to give Oregon State credit for their game plan and execution," Rogers said. "I think Oregon State did a great job. They were outstanding."

"We missed some blocks — little things that make coaches go nuts. I would like (the team) to be a little more consistent."

ASU travels to Columbus, Ohio this coming Saturday to play another OSU — Ohio State. The Buckeyes pummeled Big-10 rival Minnesota 47-0 as some of Devils watched on television.

"It was probably a bad game for us to watch," Gittens said. "They were running all over Minnesota."

"We're just going to play our game," he added. "It doesn't matter if it's Ohio State, USC or whoever."



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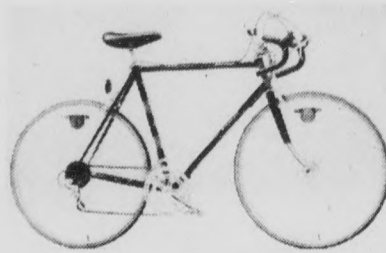
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Stats don't tell whole story



Staff photo by John Reid

Joe Avezzano, Head Coach at Oregon State, and ASU Head Coach Darryl Rogers exchange a greeting after the game, won by ASU 42-14. Next week ASU takes on a slightly more formidable OSU in the Buckeyes from Ohio State.

continued from page 12

The Beavers threw six passes to their tight ends, most of them across the middle of the field.

"Ron Vogel made some super plays, some that he probably shouldn't have made," Avezzano said.

Everytime that quarterback Scott Richardson would get in trouble he would dump the ball off to Vogel who had five receptions for 39 yards, more importantly four first downs.

The Beavers' defense had its troubles with ASU's overall team speed.

"We went into the game trying to contain them, but their speed got to us," Avezzano said.

zano said. "They could outrun our defensive backs."

"I thought if we had to, we could have thrown to (John) Mistler 50 times during the game and they would have never seen us," Rogers added.

"I expected a Darryl Rogers' team to be a good team," Avezzano said. "But I was happy with the way our defense hung in there at the end when we could have very easily folded."

"We are such a young team that we just aren't handling ourselves well enough during a ballgame," Avezzano added. "We had overall good execution and

nice plays, but we just aren't taking care of ourselves."

The Beavers have 32 freshmen and 27 sophomores on their roster. They are definitely a young team and are still trying to come together under Avezzano who is in his first year as the OSU head coach.

"We are working to win games, but what we really want to see is improvement every week," he added.

"Oregon State took it to us and beat us off the line," Rogers said, "but anytime we allow 400 yards on 85 plays, and only 14 points, we have to look at it as good play by the defense."

V-ballers hold No. 19

The 19th ranked ASU women's volleyball team will open its 1980 Western Collegiate Athletic Association season this weekend at Cal State-Fullerton Friday and UCLA Saturday.

The team's record now stands at 11-5

after a seven-game road trip last week. The Sun Devils defeated Brigham Young-Hawaii and lost to defending AIWA national champion Hawaii twice.

In a San Diego Tourney the team finished 2-2 in a round-robin pool.

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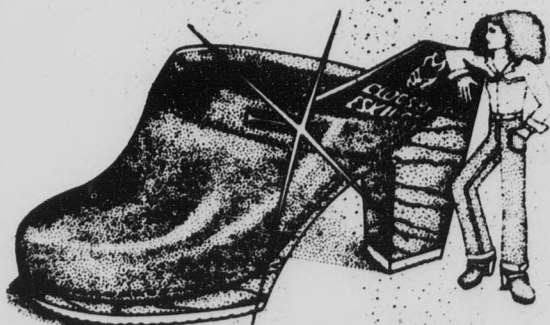
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Do we have daily needs?

Can we find an answer to these needs? The Scriptures tell us that "God is Love" and that he meets our needs. You are lovingly invited to a questions and answers meeting sponsored by the Christian Science College Organization at 7:00 p.m. today, Tuesday, in the Mohave Room here in the Memorial Union Building.

9/23

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For Sale

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SURGICAL SCRUBS: Shirts or pants in blue or green. Only \$9.95 each or \$18.95 a set. Top quality. Order small, medium, large. Women order a size smaller. Campus Casuals, P.O. Box 1972, Wheaton, MD 20902.

SHOP WITHOUT going shopping. Guaranteed Amway products for every need are just a phone call away. We deliver. 967-0607.

10-SPEED BICYCLE for sale. Needs minor repairs. \$65. Call 967-5923.

TWO BRAND new assembled "his and hers" 3-speed Huffy bicycles. Brown. Asking \$135 for both. 968-1553 after 5 p.m.

TWO JERRY Riopelle tickets. Eighth row, face value. 894-6245.

Sewing Machine. Free Arm, never used, 1980 Best Model. Still in carton, full original guarantee, does everything. Cost \$469, must sacrifice \$165. Also have beautiful walnut cabinet that came with it. Private home. Call 946-2127.

12/5

Stereo, brand new, never been used. In original carton. AM/FM stereo receiver, BSR record changer, cassette player and recorder, large speakers. Full original guarantee. Cost \$350. Will sacrifice, \$165. Call 946-2127, private home.

12/5

Furniture

NEW FURNITURE, direct from distributors' showrooms. 20% above wholesale dealers cost. Dan Smith, 966-4514.

Instruction

FREE: 20th Century stained glass classes; new process; no glass cutting; no soldering. Classes start Sept. 22. Call 967-3615.

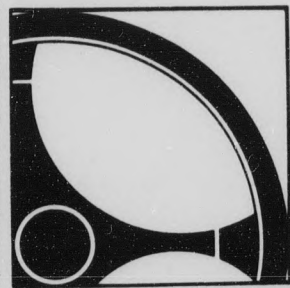
FREE INTRODUCTORY guitar lesson. All levels. Masters degree, guitar. Call for information. David Bergstrom, 966-2618.

Miscellaneous

CASH FOR gold, diamonds, silver, old watches, jewelry, class rings. 968-5967. Mill Ave. Jewelers.

Help Wanted

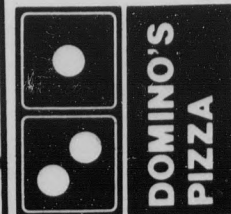
Wanted



delivery persons

Part or full time. Flexible hours and days. Must be at least 18. Must have own car and insurance. Must be able to work weekends.

\$3.10 an hour to start plus mileage and tips. Apply in person between 1:00 p.m. and 9:00 p.m. 903 S. Rural Cinnamon Tree Center 968-5555



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9/24

Motorcycles

1979 HONDA CX 500, water cooled, shaft-drive, burglar alarm, back rest, mint. \$2,100. Nites, 967-6729.

1978 HONDA HAWK 400cc with back rest and luggage rack. Excellent. 4,000 miles. Call Bruce: work 965-1080, home 966-2615.

Personal

ALTERNATIVES TO military? Draft and military counseling (by Quakers). 1414 S. McAllister, Tempe, AZ 85281. 2-4 p.m. Tuesdays, 7-9 p.m. Thursdays.

BLACK AND White Men Together. A nationwide support group. Write: BWMT-FC, 279 Collingwood, San Francisco, Calif. 94114.

GOOD STUDENTS save 25% on auto insurance. Call Steve, 835-1480, for quote. Farmers Insurance ASU representative.

Roommate Wanted

BEDROOM IN townhouse, \$150 and 1/2 utilities. Pool, washer/dryer, dishwasher, etc. 3/4 miles ASU. Call Brad at 894-1637.

FEMALE NEEDED for room, 2-bath T. Pool, extras, deluxe. \$200 total. Urgent.

FEMALE ROOMMATE to share 2-bedroom apt., walking distance to ASU. \$110/month includes utilities, pool. 894-6242.

FEMALE, HUGE 2-bedroom apt., utilities, furniture, everything included, beautiful landscape, pool. Suzanne, 838-6985, keep calling.

Help Wanted

Roommate Wanted

FEMALE ROOMMATE needed to share 4-bedroom house, \$125 and 1/4 utilities. Close to campus, nice home in nice area. 968-2320, available now.

MALE OR female to share 4-bedroom house with three grad students, one block from ASU. \$112.50/month plus 1/4 share of utilities. Call 966-4249.

MALE ROOMMATE, new apartment building with pool, partially furnished, large two bedroom, two bathroom, located near University and Alma School. \$175 plus 1/2 utilities. 969-1818.

ROOMMATE WANTED in house close to campus. Call Rich, 967-6188.

THREE BEDROOM townhouse near Southern and Priest. Pool, jacuzzi, tennis courts. \$160/month and 1/2 utilities. Steve, 966-1135.

THREE BEDROOM townhouse, female/share with just me. Laundry, pool. One mile from school. \$175/month. 966-0124.

Services

IMPROVE YOUR grades! Research catalog, 306 pages, 10,278 descriptive listings. Rush \$1.00 (refundable). Box 25097C, Los Angeles, 90025. (213) 477-8226.

EMBARRASSED by unsightly facial or body hair? Tired of endless shaving or tweezing? Skin irritated by wax, creams or bleaches? REWARD yourself with permanent hair removal by electrolysis. Call for a FREE, confidential consultation. **Desert Electrolysis Center, 839-1885.** Student Discounts. 9/30

Help Wanted

TV-Radio Service

COLOR TV service \$12.50, \$35 labor plus parts. 2:30 p.m. till 9:00 M-F, Sat. all day. 835-0785.

Travel

DRIVE CARS free to most points of the United States, over 21. Scheall Driveaway, 991-5533.

Typing

ACCURACY in typing. English degree. Editing. Seven years experience. Close to ASU. 967-4443.

A-1 WORK. IBM Selectric. Convenient ASU. Reasonable. Mrs. Oakley, 967-0802.

A PROFESSIONAL bilingual (Spanish/English) typist. Reasonable rates. Correcting Selectric. 965-1380 days, 962-5800 evenings. Jo Ellen.

EXPERIENCED TYPIST, guaranteed work, Correcting Selectric. Transcribing/dictating equipment, uses standard cassette tape. Jane, 969-2664.

IF NEATNESS counts, call LuAnn. All work guaranteed. IBM Selectric typewriter. Call 966-4103 after 5 p.m.

MANUSCRIPTS, TERM papers, dissertations. IBM. Spelling corrections. 15 years experience. \$1 per page. Jant, 834-0893.

QUICK AND neat typing. \$1.00 per page. Very close to campus on Apache. Lisa, 966-5556.

Typing, IBM Selectric. Rush jobs accepted, large or small. Professional and very reasonable. Transcription also. 831-5738.

Help Wanted

Typing

TYPE IT today. IBM Correcting Selectric. Professional work, reasonable. Spelling, punctuation and grammar corrected. Mrs. Anderson, 946-5029.

WORD PROCESSOR typing. Fast, accurate (editor, writer). Books, letters, resumes, theses. Donna, 962-6694.

Wanted

NEED MONEY? Paying top prices in cash for gold jewelry, class rings, silver coins, etc. Located in Lemon Terrace Apts. Call anytime. Joe, 968-8637.

Help Wanted

SALES POSITION, part time. Earn \$150-\$200 two to three evenings per week. Call 943-0243.

ADVERTISING STUDENTS wanted. Excellent in-the-field opportunity. \$400-\$500/month for 10 hours weekly. Your knowledge is needed right now. Call 834-7414, Dave.

Help Wanted

COLLEGE GRADUATES, excellent first year income with benefits, professional inside office sales position with rapid advancement. Must have 4-year degree or better. Phone Mr. Dabbs, 275-7105.

KEY PUNCHER needed for part-time work. Good pay. Call Lee at 968-6649.

NEW JAZZ club now hiring experienced waitresses, cooks, bartenders, etc. Apply in person. Hollywood Cafe, 7443 6th Ave. at 75th St., Scottsdale.

PRODUCTION TECHNICIAN III to assist in television and film lighting. Contact Bill Harrison at 965-3506 or 965-2303 for an appointment. MUST present resume or examples of past work in this or related areas. Obtain a 'referral' from the ASU Student Employment Office. 20 hours per week @ \$3.83/hr.

STUDENTS, MALE or female. Work your own hours, full-time, part-time, or weekends. Cleaning occupied residential homes. Get into shape and be in the most beautiful homes in the valley. Must have phone, car, and follow the golden rule. 941-0090 or 257-0727.

PART-TIME

National Marketing Company has openings for sales-minded people interested in part-time employment. Openings are available on the following shifts — morning, afternoon, evening and weekends. Our sales people work in a modern, comfortable business environment contacting customers on long distance WATS lines. Earnings, which include salary and bonus, average \$4.00 - \$6.00 per hour, paid weekly. These are permanent positions with full-time shifts available during holidays.

If you have a good, clear speaking voice, proper grooming for a business office, enthusiasm and competitive spirit, our experienced management team will train you to sell our nationally recognized products (while being paid of course). Our Tempe Office is located approximately 5 minutes from campus.

Please Call DIALAMERICA for details.
894-1139

9/24

ATTENTION SENIORS AND GRADUATE STUDENTS ASK SOME IMPORTANT CAREER QUESTIONS!

WHO?

SUMMA Corporation is the owner of Desert Inn Hotel and Country Club, Hughes Helicopters, Castaways Hotel and Casino, Sands Hotel, Frontier Hotel, Hughes Aviation Services, ArchiSystems, Paradise Valley Country Club, and numerous holdings throughout the Southwest.

WHAT?

SUMMA Corporation offers CAREER OPPORTUNITIES for Fall, Spring, and Summer Graduates in LAS VEGAS, NEVADA. Important openings exist at all levels in Application Programming, Systems Programming, Data Base Administration and System Analysis.

WHEN?

October 9, 1980

WHERE?

SUMMA Corporation will have representatives on campus. Bachelors and Masters Degree candidates with COMPUTER SCIENCE, MANAGEMENT INFORMATION SYSTEMS, and/or BUSINESS SYSTEMS ANALYSIS education or experience are encouraged to contact the Placement Office to arrange an interview.

WHY?

Significant development projects are planned in Gaming, Hotel, Aviation, Financial, and Management Systems. SUMMA Corporation offers:

- ★ Unique Working Environment
- ★ IBM 4341 and IBM 3031
- ★ IDMS and IDMS/DC
- ★ OS/VS1 and CICS
- ★ Formal Training Programs
- ★ Superb Compensation Package

9/24

COLLEGE SURVIVAL

THERE'S GOT TO BE A BETTER WAY!



There is. One free Evelyn Wood Reading Dynamics lesson will prove it to you. Today take the free Reading Dynamics lesson and you can dramatically increase your reading speed in that one free lesson.

Why let the responsibilities that college demands deprive you of enjoying the college life? With Reading Dynamics you can handle both—

all the reading you're expected to do and know, plus still have time to do what you want to do.

Today you can increase your reading speed, dramatically at the free Reading Dynamics lesson. You've got nothing to lose but a lot of cramming and sleepless nights. Reading Dynamics. Now you know there is a better way. Take the free lesson and kiss your "No-Snooze" goodbye.

SCHEDULE OF FREE LESSONS

ONE WEEK ONLY

LOCATIONS...

TEMPE — Howard Johnson's
225 E. Apache Blvd.

PHOENIX — Del Webb's Townhouse
100 W. Clarendon

Tuesday, Sept. 23 • 5:30 & 8:00 p.m.
Wednesday, Sept. 24 • 2:30, 5:30 & 8:00 p.m.
Thursday, Sept. 25 • 2:30, 5:30 & 8:00 p.m.

The schedule is the same for both locations. Choose the day, time and location most convenient for you. For further information, call 1-213-990-7026 Collect.

ONE WEEK ONLY

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EVELYN WOOD READING DYNAMICS

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