Advertisers exploit women...

By Eric Fanning
Of the Argonaut

The negative stereotype of women in advertising was addressed Thursday night by Jean Kilbourne in the first Issues and Forums lecture series this year.

"Advertising creates then reflects a distorted world. A world in which, first of all, everyone is white, in which men out number women two to one, and all women are young and beautiful," media analyst and award winning lecturer Kilbourne said.

One of Kilbourne's main goals for the evening was to show the hidden meanings advertisements convey. Kilbourne accomplished this through the use of over 140 slides.

An ongoing goal of Kilbourne's is to open communication between men and women as to what can be done concerning the negative images portrayed in advertising.

"Many messages in advertising are hidden in that they are not meant to be perceived consciously, they are meant to be perceived very quickly and for the most part unconsciously," she said. "As most of us know from psychology it is really the unconscious material that has the most effect on our lives."

According to a recent United Nations report, "Advertising is the worst offender in perpetuating the image of women as sex symbols and as an inferior class of human beings."

"This is an issue that is of vital importance to all of us," she said.

The image of men is also distorted in advertising. "The primary image of men is that men should always be invulnerable and in positions of dominance," Kilbourne said.

As a media analyst Kilbourne has spent several years researching the affects of advertising on humans. She has concluded that advertising could be considered the propaganda of our society.

One form of propaganda that advertisers reinforce is a stereotype of women. Advertisers exaggerate the importance that every woman must be beautiful, she said, reinforcing the sex object stereotype.

"The first thing advertisers do is surround us with the images of female beauty," she said. "Women learn at a very early age that we must spend a lot of time, energy, and money striving to achieve this ideal."

"The ideal is based on absolute flawlessness."

The most important aspect of this image is that it cannot be achieved," Kilbourne said. "Women are judged against this ideal all the time whether we choose to or not."

"Many Norman advertisements with the before and after photographs of a woman without makeup and then with are a perfect example of this ideal. Women are conditioned to believe that in their natural form they are unattractive," she said. "In this way they are compelled to buy beauty products."

The face is not the only part of the woman's body that is used by advertisers to sell products, Kilbourne added.

"What people learn from lingerie advertisements and others like them is how to relate to the female body," she said.

A woman's body is often pulled apart and dismembered as in pasty- white advertisements. "The woman's body becomes an ideal or an object or a thing," she said. "She is no longer a human."

See Women, page 5
College of Agriculture to lose Miller

By Douglas Jones
Of The Argonaut

Raymond J. Miller, dean of the UI College of Agriculture, announced Thursday that he will leave his post at semester's end to accept a position with the University of Maryland's system of higher education.

Miller will be accepting both a position as vice president of agriculture for the UM's system and as provost for the division of agricultural and life sciences at UM's main campus in College Park, Md.

Miller is expected to leave Moscow sometime in late December in order to be in College Park by Jan. 1. UI President Richard Gibb announced Miller's resignation with both regret and praise.

"Regret quote," Gibb told the Idaho Argonaut Monday.

"It is impressive that Maryland contacted Ray Miller, he did not seek out the position," Gibb said last week in a prepared release. "It says a great deal about the regents in the field he has establish-

ed. Not just within the state of Idaho, but nationally."

Terry Armstrong, executive assistant to the president, said a large search committee will be formed to select Miller's replacement. Members of the different departments within the College of Agriculture and representatives of Idaho's agriculture industry are expected to be on that committee, Armstrong said. Armstrong declined to name likely candidates for the acting dean position until he had a chance to speak with members of the college faculty.

Miller, a native of Claresholm, Alberta, came to the UI in 1973 to become the director of the Idaho Agricultural Experiment Station and associate dean of the College of Agriculture.

He was named acting dean of the college in 1979 and assumed the post officially in 1980. Miller's deanship has sometimes been controversial because he has had to deal with deep budget cuts, protracted lawsuits, and a "no-confidence" vote from his own faculty.

In 1981, Lois Pace, a former cooperative extension worker under the College of Agriculture, was fired just one year short of her scheduled retirement. Pace in turn filed a $250,000 lawsuit against the university. Although the UI in appealing the case, seven other former agriculture workers laid off with Pace have filed another breach of contract suit.

In 1983, Miller received a "no-confidence" vote from 55 percent of the faculty who voted in a poll conducted by the American Federation of Teachers. Only 60 percent of the faculty voted, but 124 out of 376 expressed no-confidence in Miller's work as dean.

Miller said Monday that the future of the Idaho agriculture industry rides on agricultural research.

"If we want to not only maintain but to develop a stronger economy it's going to have to be based upon the application of new science and technology."

"We're in a competitive world, not only internationally, but also nationally. Lots of other states are out there competing for the markets that we have right now in this country, let alone inter-
nationally," Miller said.

"It's going to take recognition that we've got to compete on the same ground they want to compete on, and that's development in agriculture," Miller said. "Even better varieties, efficiency, being able to pro-
duce at a lower unit per cost all that has to come out of a stronger science and education system.

"If you look at what happened to us over the last five or six years, the whole educa-
tion system has been runn-
ing down rather than maintain-
ing or improving. If you go to some of the states that we're competing with, they have been going in the other way. They have been increas-
ing their emphasis on development and technology necessary to move their in-
dustries forward."

By Raymond L. Miller

Raymond L. Miller
Women, from page 1

being..."

This has very serious consequences. Turning a human being into a thing, an object, is often the first step in justifying violence against that person.

What it comes down to is that everything depends on conforming to the ideal set by advertisers which can affect a woman's self worth and self esteem.

"This ideal is basically impossible," she said.

Another major theme used by advertisers in the past years is the use of innocence and sexuality to sell products.

"It is dangerous to little girls," she said. "Because the little girl becomes the sex object, the seductress."

A dangerous trend also seen today in advertisements is the connection of violence with women. Advertisers link the masculine image of dominance with women.

"Women are frequently shown looking up at a man, on the floor, on the bed," she said. "Often in very suggestive and vulnerable positions."

"Women are shown being physically abused. Violence is turned into something erotic and funny, but of course there is nothing funny about violence at all."

Men are also socialized by the advertising. Their conceptions of women are formed by the images of women presented in advertising which are often negative, she said.

Kilbourne pointed out that not all advertising is negative. Some companies are making strides to develop positive advertising.

An example is an IBM advertisement involving a man and his son working together. There will be a profound change seen if men become more involved with their children, she said. A trend that is more apparent today.

Police Blotter reaps campus thefts

A UI student was charged with stealing and using two parking permits, police said.

Andrew Smith, 23, was arrested on Sept. 16 and charged with petty theft. He was cited and released and appeared in court on Sept. 23, in which a pre-trial date was set for Oct. 1.

Sometime between Sept. 10th and Sept. 16th, someone stole a blue UI parking permit from an Opel in UI lot -9.

On Sept. 17 a yellow parking permit was stolen from a Subaru Brat parked near Pay's Save. The car belonged to Jon Warren.

Sometime between Sept. 10th and Sept. 23rd a parking meter was uprooted and stolen from the east UI SUB lot, reported the UI parking department.

Between Sept. 16th and Sept. 24th, furniture items were stolen from the third, fifth, and sixth floors of Wiley Wing in the Wallace Complex.

Senate to vote on appointments

Many appointment bills are up for approval by the ASU Senate at Wednesday's meeting.

The bill providing for the appointment of Anthony Oliver to the position of ASU Academics Board Chairman and the bill providing for the appointment of the ASU Communications Board will be voted on.

Also the bill appointing Richard Saville to the position of ASU Finance Manager and the bills appointing the ASU Student Union and Recreational Facilities Boards will be up for approval.

All of these appointment bills have gone through GOA (General Operations and Appointments) after President Jan Frendt chose the people to fill the positions.

In other business, the bill providing for the creation of an ASU Advertising Department will be up for approval after weeks in committee.

The bill providing for the reimbursement of the FY 85-86 Gem of the Mountains budget for extra cost incurred in producing the FY 1985 Gem of the Mountains will be in front of the senate.

The bill the Senate Finance Committee believes will eliminate the administration's deficit will be voted on too.

In new business, a bill providing for the transfer of $10,000 from the General Reserve to Tutoring Services will be up for approval.

Bills providing for the establishment of a salary for the ASUI Golf Course Board Chairman, the PCC (Political Concerns Committee) Chair and the Recreational Facilities Board Chair will be voted on.

Byron W. Dalymple

The Complete Book of Deer Hunting

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U of I Bookstore
OPINION

Be a citizen: Register to vote

Changes in cities and towns happen all the time. When students return home, they often times find their favorite hangouts torn down or perhaps converted into a church. Other changes may include new bars, different one-way streets, or similar statutes against drinking in the neighborhood park.

These turnabouts often times go by with just a shrug. But most of the changes that take place because of the change and effort put forth by the city council members and the mayor.

These officials are responsible for governing the community, the day-to-day details missed by the legislators and governor. They listen to citizen's grievances and take the guff when things go wrong. Each year some of these municipal seats open up and elections are held.

The election this year will be held on Nov. 5 in each district. But because students of voting age are away from home they forget about the home city folk and government. This is a serious oversight.

Even though a student temporarily lives in Moscow or another college town, doesn’t mean he or she should overhaul the city. If you are planning to return to your home community, then vote in the upcoming election because, it’s your town too.

Idaho’s City of Washington and 4th Streets (next to the Moscow Police Department), is providing absentee registration services for students whose hometowns are elsewhere, and will send off for ballots. The deadline for registration to vote — in any Idaho community — is October 25. The last day to have your vote out of the box, in the hands of the city hall will be November 4 at 5 p.m.

For Moscow residents by birth or preference — of course takes place at the Latouse Courthouse or at Moscow City Hall until October 25.

The city council seats and the mayoral slot are open, and the candidates have been circulating about getting signatures for their petitions. More bicycle paths, bike, parks and sidewalks are needed. Sidewalks or parking allowances all depend on who is elected to these positions.

To demonstrate residence to Moscow, all a person needs to do is provide proof they have lived here at least three months. This can be done through dated receipts of paid bills.

Just a few minutes of your time now to register, and a few minutes of your time later when voting. Can you think of an easier way to be a citizen of Idaho?

Carolyn Beasley

LETTERS

A ‘chairy’ thanks

In reference to the content in the article “Curbs for Africa.” I’d like to personally thank all the students and faculty who generously gave their time and advice.

Take this that this project did not materialize as originally planned. Due to insurance problems and other unforeseen difficulties, we were forced to redirect our attention two weeks before this event was to happen.

This short-change notice resulted in confusion as to what exactly was going to take place on the day of the event. My apologies to those people whose expectations were not met. I’m happy to say in spite of insurance problems and poor weather, atmosphere amounted $6,000 was raised for the African relief fund.

Special thanks goes to the men of Gaunt Hall for generating the most income to the cause. Their enthusiasm and perseverance were impressive, to say the least. In addition, the Vandal Boosters were very supportive and contributed without hesitation.

I’d like to point out also that although some people did not participate in the actual event, they also contributed to this cause by purchasing t-shirts and sweatshirts imprinted with the “Musical Chairs for Africa.”

Anyone who has not received their shirts can call or pick them up at TKO Communications, 114 s. Main, Moscow (883-0555).

D.B. Who?

Re: The AIDS controversy.

Mr. Ken Morse advocates quarantine of homosexuals. Agreed. Elimination of undesirables. But where to find them all? Thousands of middle-aged, white-collar men in the urban combat zones. “In the closet,” they say. Some govern us. Do we apply lie detectors to every male over 25.

D.B. Munsik

I think I can, I know I can

Victoria Seever

Society traditionally affects us with an overweening morality to being beautiful. Beauty is a fine thing in itself. Who would want to be as odious as the fish that never see the gorgeous colors of a coral reef? Still, those odd occasions when I’m asked “Who would you most like to be?” I’m compelled to blurt out, “Rachel Welch!”

After a moment’s consideration, I at least amend that to Jane Fonda, who has looks, brains, talent and political conscience. Note however, the glamour of Hollywood pervades the answer. In reality, it is certain traits others have that I admire and could like to infuse into the life I’ll retain as my own, thank you.

For Dr. Hawke’s example, I was at the eye doctor’s last week, blithering incoherently at the eye chart. Now this was understandable the week before at the dentist. Everyone knows the feel of the chair, mouth stuffed with novocaine and paraphernalia, as your whole life passes before you to the tune of a jackhammer whining into the enamel of the poor smuck preceding you.

But the eye doctor? That’s the easiest of tests. An eye doctor and student anyway. I was assured. I was embarrassed with myself. Betcha Goldie’s never visibly chagrined.

No sir, cute and funny she is and I give my eye teeth to be at times.

Think of it. No walking into an exam, trying to project the confidence of one who wrote the book. No Friday happy hours, trying to be cool as you search the boards for familiar faces. Not having the laudromat, trying to decode the machine. Instructions, machine instructions and fabric labels, looking like a pro.

Goldie’s got it all right because if you’re flinty like she is all the time, who’d guess you were ever out of control. Our most Freudian nightmares are anxiety attacks about the loss of self-control. Ask anyone about that overwhelming sense of helplessness when one gets an hour stuck in the left-hand corner of the PC screen, lost in the twilight zone of the CP environment.

There’s a lot of pressure in school, and making the grade hasn’t just to do with test scores. Many of us are handling the first battery of exams. And, if one loses the ability to check some real doubts about life on our own. It isn’t easy to direct the course of your fate in these complex times.

It would help if we tried less tough and more openness instead. Campus may be the biggest bunch of people in very similar circumstances that most of us will share. And those old hands, teachers and staff alike, are more interested in giving us a firm go-ahead than in getting anything out of us for corporate profit.

So, I’ll answer with a new idea — no Rachel on the campus. I’ll opt for the little engine who thought he could. You remember the childhood tale, how he pulled a great load over the mountain because he told himself he could do it. Well, iron may not be as fashionable as Hollywood, but it’ll make the grade. And wherever we choose to lay track, there’ll be coal along the way, in living technology.
Homecoming! Wow!

If there has been a finer, more rewarding Homecoming Weekend in recent years, the memory has not been retained by this editor’s synapses, which are barely in tact with sensory and activity overdose.

The Sigma Chi’s and the GDI’s (we are still trying to find out the official origin of this abbreviation) startled it all off with Derby Days and GDI Week, respectively.

KUOU-FM contributed to the entertainment with an unfortunately under-attended concert in the SUB Ballroom. A valiant effort, folks, and don’t be discourag ed. We’ll have more and different concerts on campus, and with its perspective on the industry, KUOU is a good organization to produce and sponsor some of them.

ASUI Productions got into the act (so to speak) three different ways. Their first Full House Performances productions of the season, “Abigail and Harvey,” was well received. Jean Kibbourn, the first speaker this fall under the aegis of ASUI Issues and Forums gave a highly-revealing presentation on the objectification of women in advertising.

And those who missed the Robert Cray Band Saturday night in the SUB lost their chance to hear the best blues performed on the UI campus since Homecoming 1975, when Taj Mahal and his Intergalatic Soul Band got the Memorial Gym gargoyles rocking.

The UI Alumni Association, spearheaded by Associate Director Mary Kay McFadden, coordinated a lengthy list of activities, ranging from welcoming the class of 1960 (including parents of four Argonauts) to the parade. Mary Kay did such a fine job, we are sure she arranged for the perfect fall weather, too.

Other organizations, from the UI Jazz Band and Choir to the Marching Band and Vandaliers, and many in between, loaded up the calendar with a surfeit of things to do and hear.

The capstone was the very, very satisfying Saturday afternoon afternoon inside the Kibb Dome, cheering on the Vandals to their first victory over University of Nevada-Reno in modern times. The defense produced absolutely the best effort I have seen in my agonizingly-long years as a Vandal fan. The offense was exciting and sure-handed, and closed out the final seven minutes with a clock-killing running game that was engineered and executed beautifully.

Wow! What a Homecoming!

John Hecht

**Correction**

In the Tuesday, Sept. 24 issue of the Idaho Argonaut, charges against Glenn E. Kelly were incorrectly reported.

Kelly was charged only with a single attempt to access the Kibb Dome computer account.

**APPLICATION DEADLINE EXTENDED For**

- Student Faculty Council
  Rep. 1 yr. Oct. 8 last day to apply
- Parent Weekend Chairman
  Oct. 14 last day to apply
- Homecoming Chairman
  Oct. 14 last day to apply

Other ASUI positions still available. For more information come to the ASUI Office.

**Conference, from page 1**

Manhattan Institute. His speech was entitled, “Entrepreneurship and America’s Economics Future: Lessons from Idaho.” Gwartney explored the popular notion that the government’s redistribution of income in the form of taxes or “transfer payments” contributes to income equality. He illustrated the relation of transfer payments to the poverty rate, showing that the poverty rate has increased accordingly with the tax rate.

"Transfer payments don’t obtain the objectives that we set out to reach,” he stated.

“Many people who make little or no income can actually receive more total support (in the form of governmental assistance) by remaining out of work,” said Gwartney.

Gwartney’s suggested solutions included a “Workfare” program for those receiving assistance and able to work, and a revamping of the food stamp program by eliminating those that certain nutritious foods could be purchased.

Weinstein spoke on the effects of basing decisions of income in the form of real economic factors. "The current trend to market communities as potential tourist destinations,” he said, “is removing funds from essential governmental functions and not showing an adequate return in the form of revenues.”

He advocated leaving it up to the free market to regulate the formation of new businesses and to leave the advertising money to the community, preferably in education.

Success stories of Idaho businesses were part of the conference’s third keynote address. Gilder illustrated the spirit of free enterprise in the examples of Meran Technology and J.R. Simplot and their endeavors.

In addition, he discussed some of the various ways that the government can help to unleash the creative energy of entrepreneurs, as well as solve some problems in world trade today.

The first lecture today is, “How to Soak the Rich by Cutting Their Taxes,” by Richard L. Stroup, Research Director of Political Economy Research Center, Professor of Economics, Montana State University. He will speak at 2:30.

The speaker to follow Stroup will be announced today, as the person originally scheduled, Manul Johnson of the U.S. Treasury, had to remain in Washington D.C. on official business. Another Treasury representative will speak on, “Tax Reform and Enterprise Development in the Reagan Administration.”

The final speaker of the conference will be Phillip Vincent, the vice-president of regional economics of the First Interstate Bank System. His lecture is entitled, “Forecasting the 1986 Economy: America and the Region,” and will start at 7:30.

The conference was organized to commemorate the Centennial of the UI and the Bicentennial of the United States Constitution, and to expand upon the principles that motivated development. The conference brings together highly respected scholars who recognize that reliance on private property rights, the market process and the rule of law yields highly productive, positive-sum situations.

In addition, the educational benefits of such a conference are the driving force behind the Chair in Business Enterprise programs and seminars.

The Chair was founded to develop, through a variety of educational approaches, a type of political, social and economic environment which will enable private enterprise to prosper and grow.

They do this through a number of means, one of which is off campus visitations with leaders in commerce and industry, as well as by developing traditional courses and lectures.

Baden said, "It’s a wonderful opportunity to have superb, top notch speakers and five days of lecture here. It is the financial facilities of the Chair that enable the university to sponsor events like this."

**RUMMAGE SALE!!!**

Where? First United Presbyterian Church 405 S. Van Buren, Moscow

When? Thursday Oct. 3, 4 PM to 9 PM
Fri. 9 AM to 1 PM — Fri. is $2.00 grab bag day

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EVENTS

President has a green thumb

By Bryan Clark
Of the Argonaut

Now that October is upon us, thoughts turn to cool evenings, Halloween, and pumpkin pie — especially if you're at University of Idaho President Richard Gibb. Gibb has raised some prospective "jack-o-lactads" large enough to scare the Headless Horseman straight.

"What I was driving for, was to raise the largest naturally grown pumpkins in Latah county. I had several this year that were big enough but, unfortunately, I couldn't get them to the fair. The largest pumpkin at this year's Latah County Fair was around 100 pounds and, as you can see, I have several that are larger than that," Gibb explained.

Gibb has been growing the behemoth vegetables for several years now since he came to Idaho from the Midwest. Their size has been increasing steadily, with this year's largest weighing about 150 pounds.

"When I first started, my goal was to grow a 100 pound pumpkin. Now that has been realized, though, I think I'll go for a 200 pounder next year," Gibb said.

However, Gibb doesn't concentrate solely on pumpkins. He is an avid gardener and has an extensive crop including corn, squash and a large number of tomato plants.

"While we don't eat near as much as we grow," said Gibb, "we usually can eat a lot and give a lot away also. But I enjoy gardening. It's a good way to relax."

How does one go about growing a 100 pound pumpkin? On the secret of his technique Gibb said, "I try to plant as early as possible in the spring, possibly starting the plants in the house until it warms up enough outside.

Then I simply plant them and fertilize them a lot using a nitrogen-phosphorus fertilizer. I use the same kind of fertilizer for the whole garden so the pumpkins don't really receive any special treatment there.

When the plants have grown a little bit I take off the smaller pumpkins and let on few of the larger ones continue to grow."

Gibb stressed that all his vegetables, including the pumpkins, are naturally grown, meaning no artificial means are used to make them larger.

As for next year, Gibb said he will "cover the area up with plastic so I can plant a little earlier and maybe try some new types of fertilizers and try to get that 200 pounder."

KUID-TV fundraiser ends

By Nello Lettieri
Of the Argonaut

KUID brought in the equivalent of $1,000 per day during its 11-day autumn membership drive, which finished last Wednesday.

Catherine Rouyer, development director for KUID, University of Idaho's public broadcast station, said the station made $11,000 during the September 18-25 fundraiser. She said KUID had hoped to make $12,000, the amount raised last year from the drive.

"We raised a third of our budget through fundraising," Rouyer said.

Rouyer said volunteers working for KUID have been very important. "We just couldn't survive without them."

Besides volunteers from the University and the surrounding community, Rouyer said high school groups from Post Falls, Plummer, Lapwai, Mullin and Moscow also volunteered time for the event.

They (high school volunteers) get a chance to run camera, run audio, and answer phones," she said. Volunteer work for the station provides a career opportunity for the students also, Rouyer said.

KUID will be doing a Phone-Out this November to call people who have indicated an interest in the station or have not renewed their membership to the Friends of KUID, Rouyer said. KUID made $7,000 to $8,000 last year during the Phone-Out, she said. In the meantime, the station will continue local production.

MORT'S CLUB

TUESDAY TWOFERS

PITCHERS

OPEN MON-SAT 2 pm - 1 am
SUNDAY 5 pm - 1 am
EXPIRES 10-1-85

Delta Gamma & Phi Delta Theta present
1985 Beer Splash

Friday, Oct. 4
3 pm - until beer runs out at Phi Delta Theta Fraternity

$3.00 Men
$2.00 Women

See you all there!!
Proceeds go to Delta Gamma's Pancreatitis & Aid to the Blind. Phi Delta Theta: Cancer Society.

Here's lookin' at you, kid!

This fall Bogarts presents

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Monday — Bogarts Monday Night Football Challenge on Our Big Screen $2.00 Pitchers

Tuesday — Shot & Backwash night $1.75

Wednesday — Ladies Night - Happy Hour For Ladies Only, All Night Long

Thursday — Blender Night - $2.00

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TISA & JULIE

with the discs

Requests gladly taken
By Greg Kilmer
Of the Argonaut

This one was everything it was cracked up to be and then some.
A Homecoming crowd of 13,000 got what they came for, as the No. 10 ranked Idaho Vandals downed the No. 2 ranked Wolfpack of Nevada-Reno 25-21 in a battle for the top spot of the Big Sky Conference.
It was Idaho's first victory in seven tries against the Wolfpack.
"This one was a fight — no, more like a war," said Idaho tight end Scott Auker, who had 13 catches for 200 yards and a touchdown. "There was some real hitting going on out there."
Wide receiver Eric Yarber, who had a game high 14 catches for 161 yards and a touchdown, agreed with his Vandals receiving mate.
"They are one physical ball club," Yarber said. "I know I'm going to be sore."
"This is what college football is all about," Idaho head coach Dennis Erickson said. "This was one heck of a football game and one of the most gratifying wins that we've ever had.
But even with all the hitting going on, the two Big Sky front runners rolled up a combined 785 yards of total offense, 435 by the victorious Vandals and 350 yards by Reno.
"Give Reno a lot of credit," Erickson said. "They are a fine football team, it might have been that we just had the ball last.
Idaho started that drive with 7:50 remaining on the Kibbie Dome clock and nursing the final four point margin.
"We wanted to work the clock," Erickson said. "We did a good job on first down of picking up about five. We threw the short stuff and Steve [Jackson] did a good job of running."
Jackson, in his first game after recovering from a tail injury, had a successful '85 debut as the senior ground out 63 yards on 21 carries.
But Idaho's biggest offensive star didn't enter the Homecoming lineup until 4:20 remained in the third quarter.
Trailing 13-12, Erickson felt his offense needed a charge and sent his senior back-up quarterback Rick Sloan into the contest.
"Scotty [Linehan, UI's starting QB] just wasn't on today. He knew it and I knew it," Erickson said. "So I decided to go to Rick."
Sloan made Erickson's strategy look great as the Post Falls native hit on 15 of 19 passes for 140 yards and the final two Vandal six-pointers.
Linehan finished the day hitting 21 of 39 for 325 yards and a touchdown. Linehan also had one first half interception.
"I really felt good out there today, I wasn't nervous at all," said Sloan, who doubles as Idaho's deep snap artist on punts. "I didn't have time to be. Coach just came up to me and said 'you're in.'"
"Oregon State was a big win for us last year but this one meant a lot more," Sloan said. "This was a conference game and a real big step for us if we're going to win the championship."
Sloan was referring to last season's Idaho 41-22 triumph over OSU in Moscow. Sloan was replacing Linehan, who was out with a shoulder injury.
"Rick is our reliever, our Rollie Fingers," Erickson said. "We know what he can do."
"He knows his role on this team — he's our back-up and Scott is our starter. Linehan is still our Number 1 quarterback."
"I'm proud of this entire team," Erickson said. "They showed a lot of heart when they were down 13-12."
Erickson was referring to Reno's second lead of the ball game and their first in the second half.
Trailing 13-7 at interception, Reno put together two offensive drives of 71 and 64 yards. Both were capped off with Marty Zondag field goals.
"They did a good job of mixing it up," Erickson said. "(Reno)
Beavers is one hell of a quarterback. It seemed everytime I looked up, he was completing a pass."
Beavers hit on 20 of 37 attempts for 288 yards and two Reno touchdowns. Beavers also intercepted twice (both by UI safety Mark Tidie) and was sacked once.
Beavers opened the scoring in the first quarter as he guided the Wolfpack on their opening drive 64 yards for Reno's first lead, 7-0.
Beavers capped the drive by throwing eight yards to his favorite receiver, Bryan Calder. Following a bobbled snap by Reno punter Scott Dalles at the Idaho 47, Linehan hit a wide open Shawn Nielsen with a 40 yard touchdown pass to get the Vandals within one point of the Wolfpack.
"It was our short yardage offense," Erickson said. "We brought him in motion and sent him up the middle as if to block. He just let the guy go by and he was open."
Vandal place-kicker Brian Decker missed the PAT but came back to hit on field goals of 34 and 20 yards to give the Vandals their first point just short of a half.
Trailing 13-12, Sloan hit five of his first six passes to give Idaho a 18-13 lead.
The Vandals' two-point try missed as Sloan's pass to the end zone was knocked away.
The Wolfpack then started off the third quarter with an 80 yard march for a one point advantage that was highlighted by a Calder reception for 43 yards.
The Pack then faked the extra point, as Beavers' toss to tight end Scott Threde gave Reno a 21-18 lead.
Sloan then pulled the last of his heroes as he hit seven passes to give the Vandals their final margin of victory.
In his 10 1/2 yard touchdown pass to Yarber was the wideout's fourth catch of the drive.
With the victory, Idaho moves to 3-1 and 2-0 in conference play as Reno falls to 3-1 and 1-1.
"It was a big win but we have so many damn games left," Erickson said. "We got Idaho State in Pocatello, Montana State in Bozeman, Weber in Ogden and Montana here."
"Really don't know one will go through this conference undefeated," Erickson said.
Idaho gets a week off from Big Sky play as they travel to Portland to take on the Vikings of Portland State. a 21-16 victor this weekend over Montana.
"The Vandals' next drive for the Big Sky crown will come when they travel to Ogden to take on Weber State in two weeks."
Patheal latest contest winner

Bill Patheal ran away and hid this week so he was easily the winner in this week’s Tri-State Argonaut “Pick the Winners” contest.

Patheal correctly nailed 14 of 18 possible to grab the first prize award.

There were only a possible 18 because Argonaut sports editor Greg Kilmer botched the Texas/Stanford and NAU/EWU games. Kilmer apologized fully.

Kilmer continued his woeful predictions for the week, hitting on a mediocre 50 percent.


Kilmer selected this week’s games (hopefully correctly) with an emphasis on the long shots.

“I’ve got to do something different,” Kilmer said. “I’m going with a lot of underdogs.”

Entries can be turned in at the Tri-State Sporting Good counter before Friday noon. Good Luck!

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Rules:
1. Contest is open to all University of Idaho students, faculty and staff. Argonaut mail subscribers are also eligible.
2. Contests may submit only one forecast each week.
3. Forms must be filled out completely and correctly.
4. The entry deadline is noon on Friday before the games. The Argonaut is not responsible for entries lost in the mail or delayed.
5. The games cannot be withheld.

Conestoga

Tri-State

The University of Idaho radio station KUOI-FM will broadcast tonight’s volleyball game between the Vandals and rival Washington State.

UI communication’s student Mike Taiko will be calling play-by-play action while Michele Walker will provide game color commentary. Walker was a member of last year’s UI varsity squad.

KUOI-FM will provide live coverage of the remainder of the Vandals’ home matches.

Tonight’s coverage begins at 7:15 from Memorial Gym. KUOI-FM is found at 89.3 on the FM dial.

Outdoor Corner

BEGINNING ROCKCLIMBING WORKSHOP—Starts tonight at 7:30 p.m. in the Ruskem Room. Now is your chance to learn the basic skills of rock climbing. The evening session will be followed by two field sessions on Oct. 3 and 17 at 4:00 p.m. SKD/OUTDOOR EQUIPMENT SWAP and SALE—Oct. 3 at 6:00 p.m. in SUB Ballroom. This is a chance to sell and buy equipment at bargain rates, new and used. The Outdoor Program will be selling a large assortment of used equipment and table space will be provided for personal gear.

Intramural Corner

CAPTAIN’S MEETING, INTRAMURAL WINTER SPORTS—Thursday Oct. 3, 4:30 in UCC 108.

VOLLEYBALL... Entries are due Tuesday, Oct. 8.

BOWLING... Entries are due Tuesday, Oct. 8.

- CO-REC RACQUETBALL... Entries are due Tuesday, Oct. 8.

- EARN EXTRA CASH... Winners receive TROPHIES... intramural OFFICIALS... Contact Rick Bouillon at 885-6381.

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8 Idaho Argonaut, Tuesday, October 1, 1985
Fitness course opens

Attention all fitness nuts, the University of Idaho has something for you.

The new Wells Fargo Gamefield Jogging Course is open for all interested.

The course allows players to progress through a scientifically designed three-phase workout following a color-coded system through warm-ups, conditioning and cool-down activities guided by the Gamefield Referee.

The course is located west of the Kibbie Dome alongside the outdoor track and parking lot.

Intramurals and Campus Recreation encourage you to get involved in the National Fitness Campaign. Share the course with friends and family whenever you’re after fitness and fun amid America’s majestic outdoors.

Vandals prepare for Cougars

By Chris Schultz
Of the Argonaut

The University of Idaho volleyball team will be playing host to rival Washington State tonight in Memorial Gym at 7:30.

The Vandals, coming off a hard fought four game victory over Gonzaga, will be going for their 10th win of the season.

In the opening weekend of the season, Idaho dropped W.S.U. in the Cavanagh’s Invitational in Moscow.

The Vandals enjoyed their first weekend off in a month, which coach Pam Bradtch said was well needed and well deserved after the Gonzaga match last week.

Leading Idaho this year has been setter Kelley Neely, along with the aggressive play of Robin Jordan, Nellie Gant and Laura Burns.

This experience has blended well with the youth, notably Keisha Christensen, Sally Beyer and Terri Plum.

The Vandals will have Wednesday off, but hit the road again as they travel to Lewiston Thursday to face Lewis-Civic and to Spokane on Friday for a rematch with Gonzaga.

Simply Mah-velous

Greg Kilmer

That one really felt good. It was truly a dandy.

What happened in the Kibbie Dome this weekend will be remembered in Vandal athletics as one of the big ones. Last year’s Oregon State and Boise State domination were in their own little way but this one brought goose bumps (or is it pimples).

I hadn’t had a feeling going through me like this one since Brian Kellerman’s jumper bounced around and finally through WSU’s Coliseum rim as we nipped Iowa to make the elite group of the final “Sweat” sixteen. And I had a lot of liquid excitement helping me at that sucker.

Along with being a Homecoming affair and playing the No. 2 ranked team in the 1-AA ranks, we beat Chris Ault.

It’s been seven years trying to get that dude and his pack of wolves. Who broke the mirror?

There’s something about Ault that always kind of made the hair stand up on the back of my head and I think I can finally put my finger on why he does it to me. He’s a XXX, sorry I’ve been getting way too many letters, I’ve got to mellow out.

The guy has more assistant coaches going through the “biggest little city” campus than WSU goes through head coaches. And when asked, ex-Wolfpacker’s answers are always the same, “No comment” with a little sneer on their face. There was a little something extra in U coaches John Smith and Craig Beyer’s hug after the contest. Both had once been members of the “Pack.

I even got a little clue when I was down covering the Skyline Wolfpack in Sun Valley this summer. At one time or another, I saw a couple or three coaches enjoying a talk with one another. Not once did I see anyone talk with the head wolf.

I was really jacked with the day of our Vandals, they showed a lot of heart and class.

The job Rick Sloan did coming off the bench would make any major league bullpen coach proud. And the job Eric Yarber did was this side of unbelievable.

I talked to an old cronie of mine in Boise about how the game looked on the tube. He told me they had really asked how his Boise’s DB Patrick Hunter was. Our “Mr. Excitement” had him looking out his ear hole after twisting him around with a little Jake and catching the Vandal game-winner.

I think that little No. 1 impressed everybody Saturday and I mean everybody. The young lady I went with, who worries more about nuclear bombs than the long ones, told me after Yarber had made yet another circus catch, “Greg, you know that Eric Yarber, he’s pretty good.” Not only cute but she catches on.

You Vandle running backs and QB’s should buy your offensive lines a beer. I didn’t see some of those mantals on the other side of the ball. I don’t know his name but that No. 90 was one nasty looking human being (I think he was human).

I was especially proud of the Vandal defenders, my “Forgotten 11” did a hell of a job. I think one of the biggest times of the game was when they were up 7-0 and we fumbled around midfield. Had they gone in and scored, I seriously doubt if you could find us in the Top-10 this week, maybe the Top-20.

Congrats boys, you did a job.

And yes, I’m jumping on that bandwagon, all the way to Tacoma.
Independent week finishes, winners announced

By Kenman Matlaz
Of the Argonaut

Campbell and Borah halls won a cruise on Lake Coeur d'Alene in the G.D.I. Week hall competition. Winners were determined through a point system. Each hall received 100 points for entering a team in each event. An additional 25, 15 or 10 points were awarded for placing first, second or third respectively, in specific events.

Campbell, a women's hall, accumulated 707 points during the week. Steel House placed second in the women's division with 729 and Neely Hall took third with 721.

Borah won a close race for first place in the men's division with 857 points. They beat Snow with 818, and Targhee in third had 736.

The events' first place finishers are as follows:

- Savager Hunt — Borah (m), Neely (w)
- Beer Chug — Snow (m), Campbell (w)
- Frisbee Golf — Graham (m), Hays (w)
- Skirt — Borah (m), Steel (w)
- Reg Toos — Borah (m), Steel (w)
- Rug of War — Borah (m), Campbell (w)
- Pyramind Building — Borah (m), Hays (w)
- Obstacle — Snow (m), Forpey (w)

Forpey: • Air Bands — Snow (m), Steel (w)
• Fun Run — Borah (m), Neely (w)

The G.D.I.'s held a separate contest to design their T-shirts. The shirts were bright yellow and had a large Opus from Bloom County on the back and a small Opus on the front.

Paul Salchert of Borah and Susan Little of Steel House worked together to draw the character. Shawn McIntosh of Snow Hall created the theme, "The Heat is On," and Linda Griffitts, Campbell, did the lettering.

Don Giovanni comes to the Palouse

By Sarah Kersniah
Of the Argonaut

For many people the word opera conjures up scenes of obese ladies warbling and wobbling on stage for interminable lengths of time. This image is changing. The film Amadeus and Malcolm MacLaren's Madame Butterfly are examples of contemporary works that have demonstrated that opera is an art form which can be enjoyed and appreciated by everybody.

One serious limitation on the popularity of opera is its relative unavailability outside of the major cities. However, residents of the Palouse have the opportunity to see what has been described as the opera of operas, Mozart's Don Giovanni.

The Western Washington Opera Theatre will perform Don Giovanni on Wednesday, Oct. 2 at the Bowlery Performing Arts Coliseum at Washington State University. Based on the legend of Don Juan, this comic opera tells the tale of the villainous womanizer Don Giovanni, whose conquests include a thousand and three Spanish ladies.

Those who saw Amadeus may remember Don Giovanni's tragic-comic death at the end of the film.
**Notice:**

All re-takes of UI student ID cards have been received. Persons dining in the Wallace Cafeteria may pick up cards there. All other cards may be picked up at Room 101 (front of the hall) of the Controller's Office.

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**Summer session to be assessed**

By Megan Gudie

Of the Argonaut

The UI Summer Session Department wants to know: Is it meeting your needs? And it wants to know soon.

By October 7, the department heads receive their summer development (programming and evaluating) packets and by November 7, the summer session calendar is set.

According to Stuart Leidner, a senior in marketing who did a marketing research study on summer session 1985, the Summer Session Department is asking for input from those students who have not gone summer session in the past.

"We want to know why they did not attend, for whatever reason, to help meet their needs," he said.

Sid Eder, head of the UI Summer Session Department, said, "This is an opportunity to provide input to college deans and department chairmen.

Leidner started his study in May and finished it still in September. Two thousand questionnaires were sent out and 470 were used in compiling the following key figures: 2,570 students were enrolled in Summer Session 1985. This is a record for summer campus head count increase over those attending in 1984. "A ten percent increase will not have a university turning carts inside; but it's encouraging," said Eder.

Sixty-three percent of the freshmen and 60 percent of the sophomores who attended did so to complete their core courses.

The juniors and seniors attending did so to keep up their desired graduation date. Graduate and non-matriculated students attended for professional or personal reasons.

Most students surveyed preferred the eight-week session courses. Four-week and six-week courses were also offered.

Students were spending an average of 50 minutes in class.

Thirty-four percent thought the library hours offered during the week were adequate but they did not like the fact the library was closed Saturday and Sunday.

Eder said, "It's totally inappropriate for me to comment on what the library should or should not do." Fifty-four percent thought preregistration was very effective.

"Preregistration went over with a big hit," said Leidner.

Eder said 1,100 students registered early.

Even so, some problems occurred. According to Leidner, the reasons students did not preregister in May were that they did not know if they would be attending summer session that far in advance and the cause financial aid was not available early enough to preregister.

"We put preregistration together in four weeks," said Eder. "It's not surprising there's some bugs.

According to Eder, the administration has set up an adhoc task force to work on remediating preregistration.

He added, "There were concerns about a poor mesh between giving financial aid and preregistration."

The earliest financial aid was available last summer was the day of registration (June 10).

"We met with Financial Aid's director and see if we can get a better fit," Eder said.

Twenty-five percent expressed interest in attending a three week session offered between graduation and the summer session.

Twenty percent said they would like to see more afternoon and evening courses offered.

"We've criticized how summer session went and we're going to attempt to smooth out the rough spots," commented Eder. "We want summer session to be as resonant to students' needs as possible.

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15. MISCELLANEOUS

        Our weekly issue for the month of August includes a 2-page letter to the editor. Please leave a message for the editor of the Idaho Statesman to read. Call 276-773-1006 for Directory & Information.

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**Don,** from page 10

hand of a marble statue. The opera is humorous and contains moments of overwhelming beauty and dramatic power.

The company is the critically-acclaimed touring branch of the San Francisco Opera and will be directed by Albert Azzakazakos, so the performance should be good.
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