

Advertisers exploit women...

By Erin Fanning Of the Argonaut

several years researching the affects of advertising on humans. She has concluded that advertising could be considered the propagan-

Entrepreneurial experts lecturing

Tuesday, October 1, 1985 88th Year, No. 11

The negative stereotype of women in advertising was explored 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 twoto 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,"and 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

da 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 beauties," 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."

Merle 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 advertiser's 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 or dismembered as in pantyhose advertisements.

"The woman's body becomes an object or a thing."she said."She is no longer a human See Women, page 5

By Richard Burke Of the Argonaut

Three internationally-recognized scholars spoke to UI students and Moscow citizens Monday on the first of a two-day conference on entrepreneurship. Three more will speak today.

The second half of the symposium will begin this afternoon at 2:30 in the SUB, and then another at 4. It concludes this evening at 7:30 in the Law School. The conference, entitled "Enterprise Entrepreneurship and Toward a Positive Sum Society," is sponsored by the UI College of Business and Economics, and the Endowed Chair in Business Enterprise.

The program will cover many topics directly related to entrepreneurship.

'Entrepreneurs don't ride the crest of the current wave of the business market," said Bernard Weinstein, one of the guests. "They are the people who are looking ahead to the next wave, anticipating its next move."

Because entrepreneurship exists at many levels of business, the conference was designed to cover a broad range of topics, said John Baden, holder of the endowed chair.

The conference began Monday, with James Gwartney, Professor of Economics at Florida State University. speaking on the subject of "Safety Nets and Entitlement Reform: Compassion and Concern from a Supply-Side Perspective."

The following afternoon speaker was Weinstein, Director of the Center for Enterprising, Cox School of Southern Business, Methodist University. His lecture was entitled, "Enterprising and Entrepreurship: Perspectives on Economic Development."

The final speaker Monday was George Gilder, Senior Research Fellow at the See Conference, page 5

College of Agriculture to lose Miller



Raymond L. 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 reputation he has established, 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 ex-

pected 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 offically 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 is 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 noconfidence 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 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 internationally," 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 produce at a lower unit per cost all that has to come out of a strong science and education system.

"If you look at what happened to us over the last five or six years, the whole education system has been running down rather than maintaining or increasing. If you go to some of the states that we're competing with, they have been going the other way. They have been increasing their emphasis on development and technology necessary to move their industries forward."



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5



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Tuesday, Oct. 1

U of I vs. WSU

coverage starts at 7:15, match begins at 7:30

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*All home games will be broadcast live on KUOI FM

Idaho Argonaut, Tuesday, October 1, 1985 3



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 men, 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 strives 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, 22, 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. 13th and Sept. 16th, someone stole a blue UI parking permit from an Opel in UI lot -9.

On Sept. 17 a yellow parking Wallace Complex.

permit was stolen from a Subaru Brat parked near Pay'n'Save. The car belonged to Jon Warren.

Sometime between Sept. 19th 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

Senate to vote on appointments

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

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

Also the bill appointing Richard Saville to the position of ASUI Finance Manager and the bills appointing the ASUI 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 Jane Freund chose the people to fill the positions.

In other business, the bill providing for the creation of

an ASUI Advertising Department will be up for approval after weeks in committee. The bill providing for the reimbursement of the FY 85-

1986 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 entertainment 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 the Recreational and Facilities Board Chair will be voted on.









The Complete Book of **Deer Hunting** only \$895 **U** of I Bookstore

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 stiffer statutes against drinking in the neighborhood park.

These turnabouts often times go by with just a shrug. But most of the changes take place because of the time 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 drop the concern for the hometown. If you are planning to return to your home community, then vote in the upcoming election because, it's your town too.

The Moscow City Hall, at the corner 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 the ballot received by your city hall will be November 4 at 5 p.m.

For Moscow residents — by birth or preference registration takes place at the Latah County Courthouse or at Moscow City Hall until October 25.

Three city council seats and the mayoral slot are opened, and the candidates have been circulating about getting signatures for their petitions. More bicycle paths, better parks and swimming facilities, improved sidewalks or parking ordinances all depend on who is elected to these positions.

To demonstrate residency in 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

ETTERS

A 'chairy' thanks

In reference to the contest/fundraiser "Musical Chairs for Africa," I'd like to personally thank all the students and faculty who generously gave

met. I'm happy to say in spite of insurance problems and poor weather, approximately \$2,000 was raised for the African relief fund.

Special thanks goes to the



I think I can, I know I can Victoria Seever

Society insidiously affects us with an oversensitivity to being beautiful. Beauty is a fine thing in itself. Who would want to be as oblivious 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, "Rachael 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.

Take Goldie Hawn, for example. There 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, as any college student would assure you. I was reduced to a babbling idiot. Embarrassed with myself. Betcha Goldie's never visibly chagrined. No sir, cute and funny she is and I'd 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 hoards for familiar faces. No engaging the laundromat, trying to decode the

Anyone who has not received their shirts can call or pick them men of Gault Hall for generating up at TKO Communications, Moscow and (883-0555).

soap box, machine instructions and fabric labels, looking like a pro.

1

Goldie's got it all beat because if you're flighty 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 one's cursor 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 though loathe to admit it, 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 inter-sted in giving us a firm go-ahead than ir. getting anything out of us for corporate profit.

So, I'll answer with a new idol - no Rachael or Einstein either. Goldie and I will 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 coral along the way, in living technicolor.

> them all? Thousands of middleaged, white-collar men roam the urban combat zones. "In the closet," they say. Some govern us. Do we apply lie detectors to every male over ten?

their time and advice.

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

This short-notice change resulted in confusion as to what exactly was going to take place on the day of the event. My apologies go out to those people whose expectations were not the most income to the cause. 114 S. Main, enthusiasm Their perseverance were impressive, to say the least. In addition, the Vandal Boosters were very supportive, contributing without hesitation.

I'd like to point out that although some people did not participate in the actual event, they did contribute to this cause by purchasing t-shirts and sweatshirts imprinted with the "Musical Chairs for Africa" logo.

Teri Lynch Coordinator **Musical Chairs for Africa**

D.B. Who?

Re: The AIDS controversy. Mr. Ken Morse advocates quarantine of homsexuals. Agreed. Elimination of undesirables. But where to find

D.B. Moniak

The Idaho Argonaut will accept letters to the editor until noon on the day prior to publication. They should be limited to one page in length, typed, and double-spaced. For subjects requiring greater exposition, arrangements may be made with the editor. Letters must be signed in ink, and include the name, address, and phone number of the writer. Proof of identity will be needed at time of submission. Letters received by mail will not be run unless confirmation of authorship is made. Names of writers will not be withheld. Letters may be edited for mechanical and spelling errors. The Idaho Argonaut reserves the right to refuse to publish any letter.

and the second second



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 intact 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) started it all off with Derby Days and GDI Week, respectively.

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

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ASUI Productions got into the act (so to speak) three different ways. Their first Palouse Performances productions of the season, "Abigail and Harvey," was wellreceived. Jean Kilbourne, the first speaker this fall under the aegis of ASUI Issues and Forums gave a highlyrevealing 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 lengthly list of activities, ranging from welcoming the class of 1960 (which included parents of four Arghies) 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 Vandaleers, 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 spent inside the Kibbie 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 surehanded, and closed out the final seven minutes with a clock-killing running game that was engineered and executed beautifully.

Wow! What a Homecoming!

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 "transfer taxes or 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.

John Baden summarized, 'If you pay people enough to be"poor, they'll work to be poor."

Gwartney's suggested solutions included a "Workfare" program for those receiving assistance and able to work, and a revamping of the food stamp program specifying that only certain nutritious foods could be purchased.

Weinstein spoke on the effects of basing decisions on tax benefits, rather than on real economic factors.

'The current trend to market communities as potential business locations," he said, "is removing funds

Correction

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 in the community, preferably in education.

Success stories of Idaho businesses were part of the conference's third lecture. Gilder illustrated the spirit of free enterprise in the examples of Micron 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, Manual 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 Second Reagan the 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.

conference was The organized to commemorate the Centennial of the UI and the Bicentennial of of the United States Constitution, and to expound upon the principles that motivated their development. This conference brings together highly respected scholars who recognize that reliance on private property rights. the market process and the rule of law yields highly propositive-sum ductive, 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 variety of seminars, on and 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 speakers of this type of stature lecture here. It is the financial facilities of the Chair that enable the university to sponsor events like this."

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 Kibbie Dome computer account.





John Hecht

that'll out last, out dazzle anything you've ever tried before. And give your hair that lift and added condition & shine you'll never want to live without."

7700

Long hair

slightly more

with this coupon

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 University of Idaho President Richard Gibb. Gibb has raised some prospective Jack-o-Lanterns large enough to scare the Headless Horseman straight.

"What I was driving for, was to raise the largest naturally grown pumpkin 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 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, squashes 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

The story of Don Juan - which has scinated the world for centuries

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At once brooding, intense and shim-meringly comic, DON GIOVANNI holds a

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most famous scenes. Beautiful melodies, virtuoso singing, mystery, intrigue and the triumph of good over evil will be brought to you by a cast of gifted young singers in a production with all the halimarks of artistry for which Western Opera

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8:00pm

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inspiring and most entertaining.

opera DON GIOVANNI.

most famous scene

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 only a 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."



President Richard Gibb enjoys his gardening in a big way, as evidenced by the size of this pumpkin. Photo Bureau/Gayle Williamson

KUID-TV fundraiser ends

By Nella Letizia Of the Argonaut

equivalent of \$1,000 per day during its 11-day autumn membership drive 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 15-25 fundraiser. She said KUID had hoped to make \$12,000, the amount made last year from the drive.

"We raise a third of our budget through fundraising.' Rouver said.

Rouyer said volunteers working for KUID have been very important. "We just couldn't sur- Phone-Out, she said. In the vive without them."

Besides volunteers from the tinue local production.

UI and the surrounding community, Rouyer said high KUID brought in the school groups from Potlatch, Plummer, Lapwai, Mullan and Moscow also volunteered time for the event.

> "They (hígh 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 meantime, the station will con-

HERE'S LOOKIN' AT YOU, KID!



WESTERN OPERA spending, refreshi alwers is good teste THEATRE

The ARTHUR E. MACARTAN

ARTISTISTERIES. SI Collecton Ibcaire

PC KIS

Vandals take 'biggie', 25-21



Vandal Steve Jackson cuts up for some of his 63 yards during Saturday's Homecoming win over the Nevada-Reno Wolfpack. Photo Bureau/Henry Moore.

By Greg Kilmer Of the Argonaut

This one was everything it was cracked up to be and then some.

A Homecoming crowd of 15,600 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 92 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

jury, 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 affair until 4:55 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 Fall's 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 225 yards and a touchdown. Linehan also had one first half interception.

"I really felt good out there to-

cond half.

Trailing 12-7 at intermission, Reno put together two offensive drives of 71 and 64 yards. Both were capped off with Marty Zendejas' field goals.

"They did a good job of mixing it up," Erickson said. "(Eric)



fense," Erickson said of Niellson's first catch as a Vandal. "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 Decicio missed the PAT but came back to hit on field goals of 34 and 20 yards to give the Vandals their five point bulge at the 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 fourth quarter with an 80 yard march for a one point advantage that was highlighted by a Calder reception for 42 yards.

The 'Pack then faked the extra pointer, as Beavers' toss to tight end Scott Threde gave Reno a 21-18 lead.

Sloan then pulled the last of his heroics as he hit seven passes to give the Vandals their final margin of victory.

Sloan's 10 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 while Reno falls to 3-1 and 1-1.

'It was a big win but we have so many damn games left,' Erickson said. "We've got Idaho State in Pocatello, Montana State in Bozeman, Weber in Ogden and Montana here.'

'I really don't know if anyone 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 continue their drive for the Big Sky crown when they travel to Ogden to take on Weber State in two weeks.



Vandal 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 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 353 yards by Reno.

"Give Reno a lot of credit," Erickson said. "They are a fine football team, it might have been that we just has 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 fall in-

day, 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 the to win going 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 Number still our 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 se-



Beavers is one hell of a quarter-

back. It seemed everytime I

looked up, he was completing a

Beavers hit on 20 of 37 at-

tempts for 268 yards and two

Reno touchdowns. Beavers was

also intercepted twice (both by

UI safety Mark Tidd) and was

Beavers opened the scoring in

the first quarter as he guided the

Wolfpack on their opening drive

64 yards for Reno's first lead,

Beavers capped the drive by

Following a bobbled snap by

Reno punter Bret Dales at the

Idaho 47, Linehan hit a wide

open Shawn Niellson with a 40

throwing eight yards to his

favorite receiver, Bryan Calder.

pass.

7-0.

sacked once.

Eric Yarber reaches for the game winner after leaving Reno's Patrick Hunter stumbling. Photo Bureau/Henry Moore.

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TRI-STATE A	rgonaut	UI women on the air
Pick the Winners Contest <i>Win a \$25 Tri-State</i> <i>gift certificate</i> Name Address CityState ZIPUI I.D. # Phone # Deliver entries to Tri-State, located on the Pullmar located on Sporting Good Area's counter. <i>Rules:</i> 1. Contest is open to all University of Idaho students, faculty a also eligible.	4 (1 (1 (1 (1 (1 (1 (1 (1 ()))))))))))))	The University of Idaho radio station KUOI-FM will broadcast tonight's volleyball game bet- ween the Vandals and rival Washington State. UI communication's student Mike Tatko will be calling play- by-play action while Michelle Walker will provide game color Coutdoor Corner BEGINNING ROCKCLIMB- ING WORKSHOP- Starts tonight at 7:30 p.m. in the Russet Room. Now is your chance to learn the basic skills of rockclimbing. The evening session will be followed by two field sessions on Oct. 3 and 17 at 4:00 p.m. SKI/OUTDOOR EQUIP-
 Contestants may submit only one forecast form each week. Forms must be filled out completely and correctly. The entry deadline is noon on Friday before the games. Th lost in the mail or delayed. Tie games cancel out. 		Intramural Corner

Patheal latest contest winner

this week as 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

Bill Patheal ran away and hid Greg Kilmer botched the Texas/Stanford and NAU/EWU games. Kilmer apologizes fully. Kilmer continued his woeful

predictions for the week, hitting on a mediocre 50 percent. "Who can figure it?" Kilmer said. "I nail the Tennesee and Arizona State upsets and still go for the year. Kilmer selected this week's

games (hopefully correct) with an emphasis on the long shots. 'I've got to do something dif-

ferent," Kilmer said. "I'm going with a lot of underdogs.

Entries can be turned in at the **Tri-State Sporting Good counter**

-CAPTAIN'S MEETING, IN-NER TUBE WATER POLO... Thursday Oct. 3, 4:30 in UCC 108.

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

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

-CO-REC RACQUET-BALL... Entries are due Tuesday, Oct. 8.

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Simply Mah-velous **Greg Kilmer** That one really felt good. It coaches enjoying a talk with one was truly a dandy. What happened in the Kibbie Dome this weekend will be

through me like this one since Brian Kellerman's jumper bounced around and finally through WSU's Coliseum rim as we nipped lowa to make the elite group of the final "Sweet" 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 of trying to get that dude and his pack of wolves. Who broke the mirror?

There's something about Ault outdoor track and parking lot. that always kind of made the Intramurals and Campus hair stand up on the back of my getting way too many letters,

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 UI coaches John Smith and Craig Bray'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 Big Sky Kickoff bash in Sun Valley this summer. At one time or another, I saw a couple or three

another. Not once did I see anyone talk with the head wolf. I was really jacked with the play of our Vandies, they show-

Idaho Argonaut, Tuesday, October 1, 1985 9

ed 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 crone of mine in Boise about how the game looked on the tube. He told me how they had really sqwaked how hot Reno's DB Patrick Hunter was. Our "Mr. Excitement" had him looking out his ear hole after twisting him around with a little juke and catching the Vandal gamewinner.

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 Vandie running backs and QB's should buy your offensive line a beer. Did vou see some of those manimals 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 "Forgot-ten 11," did a hell of a job. I thought 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.

Fitness course opens

something for you.

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

The course allows players to progress through a scientifical- the Kibbie Dome alongside the

Attention all fitness nuts, the ly designed three-phase University of Idaho has 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

Recreation encourages you to head and I think I can finally put get involved in the National my finger on why he does it to Fitness Campaign. Share the me. He's a XXX, sorry I've been course with friends and family whenever you're after fitness I've got to mellow out. and fun amid America's majestic outdoors.

Vandals prepare for Cougars

By Chris Schulte 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.

season, Idaho dropped W.S.U. Robin Jordan, Nellie Gant and in the Cavanaugh's Invitational in Moscow.

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

Leading Idaho this year has been setter Kelley Neely, along In the opening weekend of the with the aggressive play of

Laura Burns. This experience has blended well with the Kesha notably youth, 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-Clark and to Spokane on Friday for a rematch with Gonzaga.







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Joe joined by Josie

By Sarah Kerruish Of the Argonaut

Joe Vandal is back with a vengeance and a partner. Joe has been in decline for the last few years, but this year he has been revived and is on the rampage again.

For the first time in the history of the university, there is also have a female mascot, appropriately named Josie Vandal. The reason for the addition of a Josie is the great success women are now enjoying in sports at the UI.

Scott Andrew and Amy Edelblute are this year's mascots. They were chosen at a pep rally and were judged on appearance, personality, and originality. Scott is a freshman majoring in political science who hopes to go to law school. Amy is a freshman too and she is majoring in computer science.

Their first public appearance was at the Homecoming Parade on Saturday. Their costumes, designed by Christine Smith, were based on the Vikings and the Vandal tribe. Scott sported a fur cap and a formidible cape, helmet and sword. Amy wore a cap with a gold head band and she brandished a dagger.

game they At the football worked with the crowd to raise spirit. Amy said the middle section is always rowdy but the end section just sits there. Scott said they had great fun but they wanted to build a stronger relationship with the crowd.

One idea they have for the future is to start a new tradition called the Vandal Tide. Similar to the Blue Wave at the King Dome, this would involve the mascots running down either side of the stadium from opposite ends. The crowd would then stand and shout when they went past creating a tide effect.



Amy Edelbute and Scott Andrew are freshmen who have really caught the spirit of the UI. They have been chosen to represent the UI as Joe and Josie Vandal and are seen here at Homecoming. Photo Bureau/Randy Hayes 11 8 prin 16 1

Independent week finishes, winners announced

By Karma Metzler

Of the Argonaut

Campbell and Borah halls competition.



Witness

5:00 7:15

Palouse Empire Mall

R

d'Alene in the G.D.I. Week hall

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 scored for placing first, second or third respectively, in specific events.

Campbell, a women's hall, accumulated 773 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

won a cruise on Lake Coeur with 857 points. They beat Forney (w) Snow with 818, and Targhee in third had 736.

> The events' first place finishers are as follows: •Scavenger Hunt – Borah

(m), Neely (w) •Beer Chug – Snow (m),

Campbell (w) •Frisbee Golf - Graham (m), Hays (w)

•Skits - Borah (m), Steel (w) •Keg Toss — Borah (m), Steel

•Tug of War - Borah (m), Campbell (w)

•Pyramid Building - Borah

(m), Hays (w) •Obstacle — Snow (m), lettering.

•Air Bands — Snow (m), Steel

•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

S2.50 AN HOUR PER TABLE

Don Giovanni comes to the Palouse

By Sarah Kerruish 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 MacLaran'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 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 Beasley 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.





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'Macklin' is sponsored in part by The Attic Comic Shop, Your Palouse Comics Connection. 220 West 3rd St., Moscow (882-7110).

Notice:

Don, from page 10

hand of a marble statue. The opera is humorous and contains movements 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 Takazaukas, so the performance should be good.

For the benefit of those who do not feel they could appreciate the opera in its original Italian, it will be sung in English.

All re-takes of UI student ID there.

cards have been received. Per-

sons dining in the Wallace Cafeteria may pick up cards

> Tickets in the city opera houses can be as much as \$100, which make the \$4 and \$5 student tickets on sale at the UI SUB a bargain. Anyone interested in theatre or music should not miss the chance to see Don Giovanni.

Summer session to be assessed

By Megan Gudio Of the Argonaut

All other cards may be pick-

ed up at Room 101 (end of the

hall) of the Controller's Office

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

By October 7, 1985, department heads receive their summer development (programing and scheduling) 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 to the session in the past.

"We want to know why they did not attend, for whatever reason, to help meet their needs," he said. "Department heads decide by November 7 how your summer is going to be planned. Unless we hear from you now, we can't help.'

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

Leidner started his study in May and finished it in September. Two thousand questionnaires were sent out and 470 were used in compiling the following key results: 2,279 people enrolled in Summer Session 1985. This is a ten percent (on campus

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head count) increase over those attending in 1984.

"A ten percent increase will not have a university turning cartwheels in ecstacy, but it's encouraging," said Eder.

Sixty-three percent of the freshmen and 69 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 80 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 occured. 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 because 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).

"I hope to meet 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 presession offered between graduation and the summer session.

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

"We've critiqued 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 responsive to students' needs as possible.'

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<u>:</u>\0:

Did you attend Summer Session 1985 2. If you did not attend please list why. Your class standing __ Freshmen __ Sophomore __ Junior __ Senior __ Graduate __ Non-matriculated Major College 4. The Summer Session Department is proposing a three 5. week pre-session. Would you take courses during this time? ____yes ____no If yes, what courses would you like to see offered? 6. 7. Would it be more convenient to have your summer courses offered in the evening? _____ yes ____ no

If yes, which courses would you want offered in the 8. evening?

Please drop this in the drop boxes at these locations: Library Loan Desk, SUB Info Desk, Satellite SUB Counter, College of Education Dean's Office, Counter by Registrar's Office Window.

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PREVIEW '85

An album will be played on KUOI-FM, 89.3, each night at 10:05 p.m.

Tuesday 10/1 - Mark Egan Mosaic

Wednesday 10/2 - Stevie Ray Vaughan, Soul to Soul

Thursday 10/3 - James Morgan, Trying to Stay Alive. Friday 10/4 – Husker Du, Flip Your Wigs

CAMPUS

The Association of Law Spouses (A.L.S.) - Law class taught by guest lecturer, Dean Sheldon Vincenti. Case reading is

All law spouses invited-male and female. A.L.S. will meet from 7:30 to 8:30 tonight in Law School Room 103.

The German "Kaffecklatsch" --will meet at 4 p.m.tomorrow in Admin. Room 316 for German conversation, refreshments and a slide show. All interested persons invited.

Phi Sigma Biological Honor Society – will hold its "organizational meeting" tomorrow night in Ag Sci. Room 62 at 7 p.m.

Title XII Strengthening Grant Brown Bag Seminar – will meet in FWR Room 200 at 12:30 on Thursday. Gen Thompson, the assitant coordinator of the Western Sudan Agricultural available at Law School Office. Research Project for the Interna-

tional Program Development Office at Washington State, will discuss the WSU's involvement in international economic development projects. Presentation will be of particular interest to those watching the development of the UI's International Trade and Development Office. Bring your lunch.

COMMUNITY

Binaural Man - an audio experience similar to a 3-D movie using special headphones to create a strong audio mirage that gives people the illusion of being at the recording site. It is a part of WSU's "Art as Mirror and Lamp" series and will be

presented Oct. 4, 5 and 6 at 8 p.m. at Kimbrough Concert Hall. Tickets available at the Activities/Recreation Office in CUB 337 or at the door of the concert hall at 7 p.m. of the evenings before. Seating is limited to 200.

"The Odd Couple" - will be presented by Pullman High School's theatre class Oct. 2, 3 and 5 at 7:30 p.m. in the Pullman High School Theatre. Tickets are being sold for three dollars at the door. "WOW's World"

-ison' display at the Compton Union Gallery. The CUB Gallery is open from 10 a.m. to 3 p.m., Monday through Friday. The Gallery is located in the CUB Auditorium lobby.

Latah County Humane Society - is in great need of volunteer help right now. They need people to walk dogs within the shelter. Volunteer for an organization that really cares. If you can spare a few hours, please call the shelter at 883-1166. They'll turn down no offer.

Folk Art of Eastern Washington - Shown at the Compton Union Building through Sept. 27.

English Conversation and U.S. Culture class - for all foreign adults in Moscow every Monday and Thursday evening, 7 to 8 p.m. for beginners and 8:15 to 9:15 p.m. for others at the UI SUB.

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