

etc.

Governor

(continued from page 1)

had spent \$5.2 million. And how do two Texas mudslingers spend \$16.7 million dollars in one year? Much of it — though their

campaign spokesmen won't reveal the exact amounts — went for television commercials. And though Clements outspent White, campaign spokesmen for both candidates said the two had about the same number of television spots.

"We have matched Clements virtually minute for minute of quality time on TV and radio," said Bill Dunn, White's deputy press secretary. "We pick our spots and manage our money. We don't think he's gotten a good return on his dollar."

But Tony Garrett, deputy press secretary for Clements, said it's not a matter of management but a matter of saturation. "There's a limit on the number of spots you can get," Garrett said. "We've been accused of trying to overwhelm the media. It's kind of a myth that you can dominate the media."

"You can only buy so many spots. Some stations limit the number of political advertisements they will accept, and some TV and radio stations won't even accept political advertisements. I would venture that White's had just as many spots as we've had. You don't need great amounts of money to buy TV commercials."

Nevertheless, Clements found other ways to spend his money. He spent an undisclosed

amount on a one-issue tabloid called "The Texas Spector," which was mailed to about 1 million Texans. The tabloid contained details of White's arrest for driving while intoxicated when he was a college student and several articles attacking White's attorney general past.

That much negative advertising can be dangerous in a campaign, Robeck said.

"White's been sensitive about that (attacks on his attorney general record) and his drunk driving arrest when he was a college student," Robeck said. "He probably turned that (the DWI arrest) around fairly well. But there's some negative reaction to that particular kind of activity."

Dunn said Clements made inaccurate charges that were exaggerated by his multi-million dollar campaign.

"Clements spent so much money he exaggerated the error," Dunn said. "His campaign shows that if you have a lot of money, be sure you spend it on a good product."

But Garrett said he hasn't heard of any negative reaction to the advertisements and he said they're perfectly legitimate. "White and Clements both said at the beginning of the race that they were running on their

records," Garrett said. "Of course it's natural for each candidate to try to present his record in the best possible light."

"White's going to cover up facts, like the fact that he assigned an unlicensed attorney to a case or that he lost a case he promised to win. Someone's got to look at that record more closely. We have a perfect right to do that. It's not a personal attack to question his record. The public has a right to know what he did as attorney general."

Besides, Garrett said, "he certainly hasn't hesitated to do the same."

In addition to their TV campaigns, the candidates also got a chance to deliver some face to face character assassination in their three debates. Both Garrett and Dunn claim the debates worked in their candidates' favor, but they do agree that White benefited most from the exposure.

"The traditional school of thought is that it's unprofitable for the incumbent to debate the challenger," Dunn said. "It gives him exposure. White now has 90 percent name recognition while he had only 60 percent a few months ago. The debates certainly helped that."

Garrett agreed the debates helped White with name recognition, but he said it's something they had to do for the voters.

"It's often not too smart in politics to give publicity to the challenger," he said, "but we did it to give fairness to the voters."

You just have to do that to be responsible, to show the voters where both candidates stand."

In addition to the debates, both candidates worked to win the support of former state officials and fellow candidates. Clements gained the endorsement from former Texas Gov. Preston Smith, in addition to several other former governors, state judges and various officials — almost all Democrats.

"It was definitely very important for us to get their (former state officials') support," Garrett said. "There's no way a Republican candidate can win without it."

White's main endorsement came from former Gov. Dolph Briscoe, but he also gained the endorsements of Buddy Temple and Bob Armstrong, the two Democrats he defeated in the May primary.

But TV commercials, debates and endorsements aside, the key to the outcome of the election, Robeck said, is voter turnout — more specifically, minority turnout.

Texas Secretary of State David Dean has predicted a high

turnout this year — 25 percent out of 6 million registered voters. But Robeck said he doesn't think that's realistic. "The turnout will be that high."

"There were 300,000 voters in 1978 when Clements won in 1974 when he won," he said. "The only cause of a low turnout in minority voters that traditionally vote Democratic."

The Democratic party is taking steps to increase voter turnout. The party is placing phone banks in which workers will telephone targeted voters, primarily minority voters. The party expects 150,000 minority voters, said.

UPI and Time magazine predicted early this week that Clements would win. But a phone bank is successful if it could pull out a win, said.

"The key for White is he can turn out the vote," Robeck said. "If he can't, he'll win. If he can't, we'll see how that works in Peoria."


Snow Ski Apparel
Ski Rentals
Bib and Ski Jacket
\$25 for a week rental
 (\$4.00 Cleaning Fee)
 Reserve yours early for the Holidays!
TRI-STATE A&M SPORTING GOODS
 3600 Old College Road
 846-4743

99¢ BUFFET!
 For Kids Under 12 In Costume, Accompanied By An Adult
 All the pizza, spaghetti and salad you can eat!
 Adults at regular price

Pizza Inn
 Offer good 5 to 8 PM, Oct. 31, 1982

T.S.O.
 Prescriptions Filled
 Glasses Repaired
 BRYAN
 216 N. Main 799-2786
 Mon.-Fri. 8-5 Sat. 8-1
COLLEGE STATION
 8008 Post Oak Mall .. 764-0010
 Mon.-Sat. 10-9 p.m.
TEXAS STATE OPTICAL
 Since 1935.

Pizza Express
 Free Delivery
MORE OF A GOOD THING
 ... PIZZA — Our ingredients are made daily to insure quality and freshness. You won't have to search around for what you bought either, because we pile it on.
 ... FREE DELIVERY — We'll deliver to your door a piping hot Pizza — within 30 minutes!
 ... SAVINGS — and for trying us, we'll give you a Dollar off. Call us ...
 846-7785 696-7785
\$1.00 Off any Large Pizza (except Cheese)
 Name _____
 Phone _____
 Expires: Sunday, Nov. 10

study he did with graduate student Tom Luster. The study examined about 2,500 advertisements in general, women's and men's magazines from the past 20 years to see if they mirrored life, including the growing number of working women.
 "In the 1940s and 1950s, the sexes were shown doing the same things such as working or away from home," Kain said.
 "In 1980, we see more women looking pretty, doing things — particularly the things in women's magazines."
 Kain is an assistant professor of human development and family studies. He reports the study's findings at a late annual meeting in Washington of the National Council on Family Relations.
 Kain and Luster say the study's findings reflect changes in the least and most popular women's magazines, the most popular publications, the most.

The only way to make it.

 The Coors way.
 Brewed slowly and naturally, aged longer with no preservatives or additives.
 Coors after Coors, it's always first beer fresh.
Made for the way you really like it.
Coors
 © 1982 Adolph Coors Company, Golden, Colorado 80401 - Brewer of Fine Quality Beers Since 1873

MSC Cafeteria
 Now Better Than Ever. You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods Each Daily Special Only \$2.39 Plus Tax "Open Daily"
 Dining: 11 A.M. to 1:30 P.M. — 4:00 P.M. to 7:00 P.M.

MONDAY EVENING SPECIAL Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread and Butter Coffee or Tea	TUESDAY EVENING SPECIAL Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter	WEDNESDAY EVENING SPECIAL Chicken Fried Steak w cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea
THURSDAY EVENING SPECIAL Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing — Hot Garlic Bread Tea or Coffee FOR YOUR PROTECTION OUR PERSONNEL HAVE HEALTH CARDS.		
FRIDAY EVENING SPECIAL BREADED FISH FILET w TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee	SATURDAY NOON and EVENING SPECIAL Yankee Pot Roast (Texas Salad) Mashed Potato w gravy Roll or Corn Bread & Butter Tea or Coffee	SUNDAY SPECIAL NOON and EVENING ROAST TURKEY DINNER Served with Cranberry Sauce Combread Dressing Roll or Corn Bread - Butter Coffee or Tea Giblet Gravy And your choice of any One vegetable

"Quality First"