etc.

## overnor

## (continued from page 1)

had spent \$5.2 million.

846-4748

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.

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** 

"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."

ment but a matter of saturation.

paign, Robeck said. "There's a limit on the num-ber of spots you can get," Gar-rett said. "We've been accused of that (attacks on his attorney gentrying to overwhelm the media. It's kind of a myth that you can eral record) and his drunk drivdominate the media. ing arrest when he was a college student," Robeck said. "He probably turned that (the DWI

"You can only buy so many spots Some stations limit the number of political advertise-ments they will accept, and some TV and radio stations won't even accept political advertise-ments. 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

money he exaggerated the error," Dunn said. "His camcommercials Nevertheless, Clements found other ways to spend his money. He spent an undisclosed paign 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

White's attorney general past.

That much negative advertis-

ing can be dangerous in a cam-

arrest) around fairly well. But

there's some negative reaction to

Dunn said Clements' made in-

"Clements spent so much

that particlar kind of activity.

accurate charges that were exag-gerated by his multi-million dol-

lar campaign.

said they're perfectly legitimate. "White and Clements both said at the beginning of the race that they were running on their

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called "The Texas Spectator," course it's natural for each canwhich was mailed to about 1 mildidate to try to present his relion Texans. The tabloid concord in the best possible light.

tained details of White's arrest "White's going to cover up for driving while intoxicated facts, like the fact that he when he was a college student and several articles attacking 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 other former governors, state that. It's not a personal attack to judges and various officials question his record. The public has a right to know what he did "White's been sensitive about

as attorney general." Besides, Garrett said, "he cer-tainly hasn't hesitated to do the

In addition to their TV campaigns, the candidates also got a chance to deliver some face to face character assasination in Briscoe, but he also gained the their three debates. Both Gar- endorsements of Buddy Temrett and Dunn claim the debates worked in their canditates' Democrats he defeated in the favor, but they do agree that White benefited most from the But TV commercials, debates exposure.

'The traditional school of challenger," Dunn said. "It gives turnout, him exposure, White no it gives turnout. 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.

amount on a one-issue tabloid records," Garrett said. "Of You just have to do that to be turnout this year - 25 responsible, to show the voters out of 6 million re where both candidates stand.'

tically disagrees In addition to the debates, both candidates worked to win be that high "There were 300 voters in 1978 whe the support of former state officials and fellow candidates. Clements gained the endorsement won than in 1974 w from former Texas Gov. Prewon," he said. "Th ston Smith, in addition to several Clements won in cause of a low tur minority voters that tr ly vote Democratic." almost all Democrats.

"It was definitely very imporing steps to increase tant for us to get their (former out. The party is phone bank in state officials') support," Garrett said. "There's no way a Republian candidate can win without workers will telep tered voters, primar

voters. The party exp White's main endorsement came from former Gov. Dolph 150,000 minority vote said ple and Bob Armstrong, the two

and endorsements aside, the key said. to the outcome of the election, Robeck said, is voter turnout -

David Dean has predicted a high Peoria.

## Now you-know

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United Press International study he did with grad WASHINGTON — Maga- dent Tom Luster. study he did with gradu zine advertising "clearly doesn't reflect reality" in its portrayal of amined about 2,500 a general, women's and women, says Edward Kain, of Cornell University. magazines from the years to see if they min Kain's view is based on a life, including the grown ber of working women. "In the 1940s and 195 ••••••••

sexes were shown doin while things such as w or away from home," Ka "In 1980, we see more Lance McIlhenr just looking pretty, do SWC's No. 2 off

thing — particularly u in women's magazine Kain is an assistan

Kan and Luste women's magazines m changes the least and publications, the most.

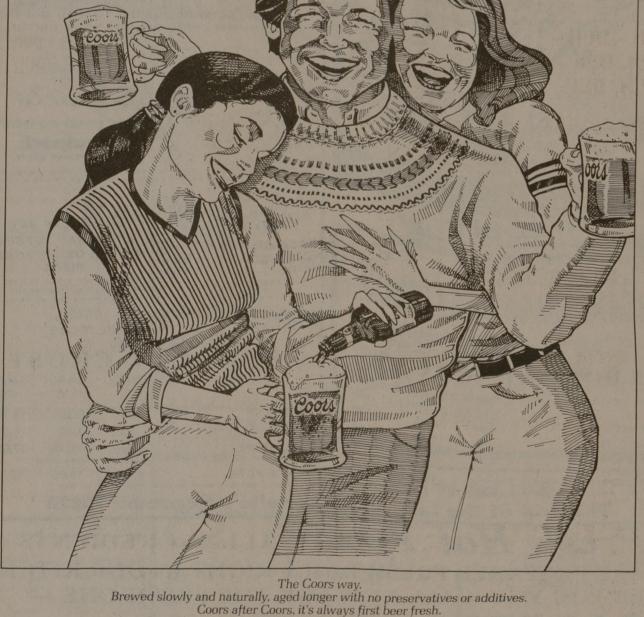
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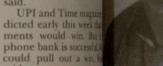
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of human develop family studies. He re study's findings at a l annual meeting in Was of the National Cou





The key for White will Coach Bobby Co he can turn out the maMU not overload

Battalion/Page October 29, 19

ters. But Robeck sa

The Democratic pa

vote," Robeck said. "If he'll win. If he can't he We'll see how that

