

## View from other side of windshield different

*Ed. note: Spectrum reporter Kevin Cassella spent one night last weekend in a patrol car-up front and FPD-approved. Here is his report.*

Officer Peter Graber has worked for the Fargo Police Department for 11 years, with seven of them being on the night shift. He handles all types of calls. He likes the "crime in progress" call the least.

(Unit eight, see the lady...)

As we drove off, Graber explained he uses his lights and sirens as little as possible.

"I'd rather get there quickly without a commotion," he said.

The call involved two men with ski masks scaring two younger girls. In any situation involving young children, the police get there as quickly as possible, Graber said.

People with ski masks the police encounter usually use them for criminal purposes - robberies, burglaries, rapes. "And that's the way you treat them," he said.

At 11 p.m., we became unit four and patrolled the downtown vicinity.

(Unit four, see the lady... domestic...)

According to Graber, statistics show more police officers are injured or killed in a domestic call. Most domestic calls involve an argument where one party has been drinking. "The situation is worse when neither party has been drinking," he said.

Crimes in Fargo are sporadic, he said. For example, there may be a rash of burglaries, but you catch the person and it stops. Fargo police arrested one person responsible for 15 robberies and 52 burglaries, Graber said.

People don't rob or burglarize because they're hungry or don't have money.

"They've been drinking or have a drug problem," he said.

After a person has been arrested, he sometimes asks them why they committed the crime.

"You'd be surprised at the answers."

People fear jail, he said, especially those who haven't been there. If people get out of hand, Graber warns them of the possibility of jail - but only when he has just cause.

(Unit four, possible drug overdose in the Pink Pussycat vicinity.)

On every call we answered, another squad car appeared on the scene. Graber explained you only get half the information over the radio. Rather than waiting for assistance, two cars will answer the call - if possible. Officers never know what they're going to encounter.

(Unit four to HQ. Man passed out in his vehicle with motor running. Call a cab for the 300 block...)

Law enforcement is fascinating, he said. But it's what the officer makes it, he added. "I meet every kind of person."

It's a field primarily for those who are interested in helping their fellow man. However, it takes a special breed - officers are subjected to a lot of abuse, Graber said.

Why do people go into law enforcement? Most will say it was the only job available. But if you look deeper, they've always been fascinated by a uniform, he said.

A police officer undergoes three phases. In the first stage, a person wants to help humanity and his community. He wants to do the job.

But he realizes his efforts aren't amounting to much. The officer may become depressed - withdraw into himself, and resent people - losing his compassion.

"It's like everybody is your enemy," Graber said.

However, you regain your

**Police Car to page 2**



They're even in paper money! The left bill was one in the first series of Canadian currency printed in 1954. The queen and her associates discovered the engraver had included the face of Satan in her hair to the right of her ear. The engraver was fired, the bills were recalled and new ones were printed with a new hairstyle as shown in the right bill. The face had been included in all denominations of the 1954 series before the subliminal message was discovered. Some things are never sacred.

photo by Neal Lambert

## Ritz crackers, Canadian money not as innocent as they seem

By Dave Haakenson

Few things in life are perceived to be as innocent as phone books, Montgomery Ward catalogues, Ritz crackers and Canadian paper money.

Things designed to capture the attention of the subconscious mind have been included in each of these items.

These things are given the name subliminal messages. The term comes from the word "limen" which means the point at which a person begins to receive a piece of information.

Jon Martinson, psychology instructor at Bismarck Junior

College, said advertisers employ psychologists to help create effective subliminal messages for use in advertisements.

The messages are constructed so they will be hidden from the conscious mind but will be perceived by the subconscious mind.

Martinson said his class discovered a piece of subliminal advertising in the February 1980 Montgomery Ward catalogue. It appeared in the section offering bedspreads and sheets.

The shadows on the bedroom wall in the photograph spell f-. He said it was difficult to see at first, but once he saw it, the word was clearly visible.

Martinson wrote a series of letters to the company. Montgomery Ward executives claimed they fired the employee who was responsible for including the word in the photograph. Martinson doubts this. He feels the executives knew exactly what they were doing before the catalogue was printed.

He said the phone book is loaded with subliminal messages. In one case the word "sex" was written on the picture of a young girl.

Nabisco's Ritz crackers have "sex" stamped in

many places on the face of each cracker.

Canadian currency in 1954 was recalled and reprinted because the face of Satan had been included in the queen's hair.

Why are subliminal messages included in the media? Martinson said it is done because companies think the messages may have an effect on the public's perceptions of their products.

"No one has the answer to why people buy certain products," he said. No conclusive research has been done to isolate a particular item which attracts the consumer to the product.

He said a person may buy a product because of an advertisement's positioning of subjects, its catchy phrase, sexual connotations, clothes used or a variety of other things. Another reason may be because of the inclusion of a subliminal message.

The use of subliminal messages became widely known in 1958. A film was shown to test audiences which included messages prompting people to eat popcorn and drink Coca-Cola.

Martinson said the messages were included in a

**Subliminal to page 3.**

## Student election turnout 'good'

By Kevin Cassella

Last week's student election was a relatively good turnout, said Dan Telford, chief justice of student court.

About 1,149 student, or 14 percent, cast votes for student body president and vice president.

Winning the election with 11 votes were Mike Vipond, junior in agronomy, and Scott Johnson, a senior in pharmacy.

They were followed by Teresa Joppa and Peter Rice with 356 votes, and Harley

Reed and B.J. Peltier with 182.

The winner in the CA board race was Jim Nelson with 607 votes. Roland Hall received 340 votes.

The election for a position to the Board of Student Publications has been declared a tie, Telford said.

Both Jerome Streigel and Dan Zimmerman received 459 votes. Another election will be held this fall.

In the humanities and social science senatorial race, Todd Herreid was ruled eligible by the election committee. A question concerning his eligibility arose after it was learned Herreid is on academic probation.

Herreid is appealing his probation. Until the administration decides his appeal, the election committee is unable to act Telford said. If Herreid is unruled ineligible to serve his term, an election will be held in the fall.

## SU to host Future Farmers of America

About 1,200 young men and women from throughout North Dakota will participate in the 52nd annual Future Farmers of America convention June 1-5 in the Old Field House.

Events will include competition in public speaking, dairy cattle judging, a creed contest, election of officers, livestock judging, horticulture judging, meats judging, a quiz contest, basic and advanced agricultural mechanics, meats and farm business management, a state chorus and band, and athletic events.

The convention theme is "Building Tomorrow's Today." Among featured speakers will be David Alders, Nacogdoches, Texas, western regional vice president.

## Police Car

from page 1

compassion and level off, he stated. Somebody once told him, when you lose your compassion, you're no longer effective on the street. Graber tends to agree with that.

There's been a few times when Graber has felt bad about circumstances concerning calls. Twice he's been called to aid babies involving crib death. "What do you do?" he asked, "especially when it's obvious the baby died."

The saddest call he's answered occurred on Christmas Eve - a domestic call. The father had been drinking and destroyed the Christmas tree. He had kicked holes in all the presents. In the corner, two children were crying.

Graber has had to draw his weapon on a suspect, but he didn't shoot. If he had, he said the person would have died. He explained it as knowing he had the time.

It's interesting to see new guys coming in, Graber said. In them, he sees a reflection of himself and all the things he went through.

Like the man said, "It's a thankless, endless glamourless job that's got to be done. And I'm damn glad to be one of them."

With that, I saw the other side of the windshield.

# CASH PAID FOR BOOKS

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New patient package price includes Care Kit and a 60 Day Money Back Guarantee on Soft Contacts.

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# September

The Spectrum is looking for columnists to contribute on a regular basis. Topics to be covered are political, economic, campus goings-on, you name it (just about).

These will appear on the editorial/op ed pages beginning next fall. Many other staff positions are also available. Communications 201, 202 and 203 are preferred.

Please fill out an application at our offices located on the second floor of the Union. Or call 237-8629.

Just think—you could be working on this all summer...

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## classies

## classies

## classies

TODAY is your last chance to place a "Classie" this year! That's right, Friday, May 15, is the date for the last issue of the Spectrum for this school year so get that last minute Classie to the activities desk by 5 pm today!

### FOR SALE

SWAP MEET, FLEA MARKET and rummage sale. Every Sat., 9-5. Bought & sold. Rent stall-\$5. Phone 233-5910.

ADC 1600DD TURNTABLE w/ADC 2LM cartridge. New \$360, now \$200. 232-1430

SINGLE BED IN GOOD condition. Phone 232-9266.

NAKAMICHI 580 CASSETTE DECK Yamaha HP-1 headphones. Call evenings, ask for Kevin. 235-7040.

1980 DATSUN 200SX, low mileage, excellent condition. Call after 5—ask for Brad. 235-1178

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### FOR RENT

VAN RENTALS—Excellent rates. Stereo, air, cruise, windows all around. 282-4110

COME LIVE AT THE Delta Upsilon House this summer. Recently remodeled rooms & use of the kitchen for just \$60/mo. Sign up before May 1 & receive 20 percent off first mo. rent. For more information call 237-3281 or visit us at 1420 12 Ave. N. Ask for Dan or Tim.

LIVE IN STYLE AND COMFORT this summer at the Sigma Chi House. Excellent rates, cozy rooms, and adequate kitchen facilities. Stop by, or contact Brett or Ryan at 1250 12 St. N. 293-0950

EFFICIENCY APT., \$135/mo., heat paid, June 1, walk to SU. Call 235-4906.

SUMMER ROOMS FOR RENT Sigma Nu Fraternity, 237-6745.

LARGE FURNISHED SLEEPING ROOM for male near SU. Private and secure. Cool in summer. \$80 includes utilities, 282-4439.

LARGE 2-BDRM.—low as \$220/mo. heat included. 3-bdrm. with washer & dryer—\$275 heat included. 1-bdrm.—\$175 heat included. Whatever your needs, give us a call, 232-9187. We accept pets and children, too.

NEAR SU—NICE FURNISHED 2-bdrm. apt. 2nd floor. No pets. Girls preferred. \$20, 232-4086.

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3-BDRM. APT. Convenient downtown location. Available June 1. 232-7299

NICE, QUIET EFFICIENCY, last week of May to 1st week of Sept. 2 blocks west of K-Mart in S Fargo. Air-conditioned. Call Deb at 235-2915.

HOMES, APTS., DUPLEXES, 1-2-3-4 bdrm., washers, dryers and more. We have them and at low rents. We also pay heat and take children and pets. 232-9187. Also renting for 1 Sept.

NEWLY REMODELLED 3-bdrm. garden level apt. Clean, neat, SU area. \$240/mo. utilities incl. Available June

1. 235-9836

RENTERS! SAVE TIME! We have them all! Many with heat furnished. Constant flow of new units daily. All prices—types-locations. RENTAL HOUSING DIRECTORY, 514 1/2 1st Ave. N. 293-6190

LARGE STUDIO APT., near campus, 237-3140.

SUMMER RATES—\$75/mo. Dial 293-3856 weekdays.

LIVE IN STYLE AND COMFORT THIS SUMMER at the Sigma Chi House. Excellent rates, cozy rooms, and adequate kitchen facilities. Stop by, or contact Brett or Tyan at 1250 12th St. N. 293-0950

THERE ARE STILL a few of our spacious rooms left for summer rent at the Kappa Psi House. We offer low rates and excellent kitchen facilities. Check it out! Call 235-0162.

### SERVICES OFFERED

EXPERIENCED TYPIST—will type Master's & term papers—call Cory, 293-9413.

WILL DO TYPING in my home. Cindy, 237-6218.

TYPING—PLEASE CALL Mrs. Fredrickson. 235-6863

PROOFREADING OF THEMES, THESEs, dissertations for clarity, grammar, punctuation, sentence construction. Much experience. \$4/hr. 235-9192

TYPING—RESUMES, papers, theses. Call Noel, 235-4906.

MOVING OUT OF YOUR DORM OR APT? Don't haul your junk home, store it at Mini Store All. It's very cheap. Call 232-4469 or 232-7369.

### WANTED

COUNSELORS WANTED: FOR 1981-82 Concentrated Approach Program. 1 credit. Pick up your application at Howard Peet's Office—SE 212A.

FEMALE ROOMMATE FOR SUMMER, close to SU. Phone 293-5244.

ROOMMATE WANTED TO SHARE 2-bdrm. apt. in N Fargo. Off-street parking. 232-1083

SORORITY LOOKING FOR HOUSE DIRECTOR for Sept., 1981 thru May, 1982. Position involves house manager duties and bookkeeping. In return for free room, board, and parking. A female graduate student in preferred. Please call 236-9285.

CAMP STAFF NEEDED, AUG. 8-28, 3 week camping program for individuals who are mentally or physically handicapped. Program and counseling positions available. Contact Camp OK, 200 S 5th St., Rm. 305, Mhd. MN 56560, or call 236-4803 between 2-5 pm.

GENERAL ASSIGNMENT REPORTER/PRODUCER for KDSU-FM radio, beginning May 26. Summer hours will vary from 10 to 15 hours per week. Must be NDSU student, have reporting experience and be thoroughly familiar with audio production console and related equipment. Apply to Mark Poindexter, KDSU-FM, Ceres Hall, 237-8329.

FEMALE ROOMMATE WANTED, close to campus, swimming pool, \$100/mo. Call 293-1178.

ROOMMATES WANTED TO LIVE on Farmstead. \$50/mo. 7 miles from Fargo. Call 233-8009 or 282-2544.

SUMMER ROOMMATE. Close to SU. Off-street parking. Utilities paid. 293-5774.

### MISCELLANEOUS

TACO DINNER, May 15, 5-8 pm., Oak Grove Park, Committee Against Registration & the Draft. \$3 in advance, \$3.50 at door. 237-8824, 237-8822, 293-8278.

NEED SOMEPLACE TO STORE STUFF over the summer? "Special Rate"—Moorhead Mini Storage (Next to EastGate) 201 21st St. S., Mhd. Call anytime—233-5910.

PREGNANT AND YOU DIDN'T MEAN to be? Call BIRTHRIGHT, a caring friend. Free, confidential help. 237-9955. 24 hours.

HEY CATHY BABY, thanks for the great 2 days at Fargo, it was super! How's Phyllis??? Love ya, ERB

I'D LIKE TO THANK everyone who supported me in the election. Thank you!!! Clark Merkel.

WEIBLE STAFF VS. GRAVER STAFF. Wed. night at Gaslite Lounge for friendly feud.

SPECIAL STUDENT RATES for summer storage. Sizes available for anything. \$8 & up. Call Mini-Store All. 232-7369 or 232-4469. 10% off with student ID.

AWF, Happy Birthday. EMR

HAS IT BEEN 3 years, Mike? It's been great. Happy Anniversary! Love, Jan

SAIL AWAY WITH THE Woodcrest Yacht Club at Ralph's, May 13! Boat voyage party, 10 pm. Drink yourself below sea level.

WYC—WYC—WYC—WYC—WYC—WYC

LOOK OUT, PAINT. Here I come!!

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**CONTACT LENSES**  
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## north dakota SPECTRUM state university

The Spectrum is a student-run newspaper published Tuesdays and Fridays at North Dakota State University, Fargo, N.D. It is published during the school year except holidays, vacations and examination periods.

Opinions expressed are not necessarily those of university administration, faculty or student body.

The Spectrum welcomes letters to the editor. Those intended for publication should be typewritten and double-spaced. We reserve the right to edit all letters.

Letters must be signed. Unsigned letters will not be published under any circumstances. A telephone number at which the author or authors can be reached must be included.

Editorial and business offices are located on the second floor, south side of the Memorial Union. The main office number is 237-8929. The business manager can be reached at 237-8991; advertising manager, 237-7407; editor, 237-8629, and editorial staff, 237-7414.

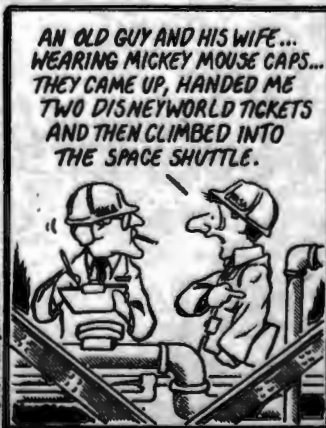
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Managing editor ..... Dave Haakenson  
Associate editors ..... Murray Wolf  
Cathy Duginski  
Neal Lambert  
Kevin Casella  
Jan-Macdonald  
Copy editor .....  
Production ..... Deb Mosser  
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## BLOOM COUNTY

## by Berke Breathed



# Clips

campus

That's write. 237-8629.

**PHI KAPPA PHI**  
Winter quarter initiates can pick up their certificates in the admissions office, Ceres Hall.

**TRENDSSETTERS**  
Election of officers and planning next year's activities are scheduled 4 p.m. today in the Forum Room. Pizza at Godfather's after the meeting.

**AHEA**  
"Where is Your Major Taking You?" at 7 p.m. today in the Founders Room of the Home Ec building.

**COLLEGE DEMOCRATS**  
Election of officers and barbeque 6 p.m. Wednesday at Rep. Tom Matchie's place, 1218 N. 11 1/2 St. New members are welcome.

**CROPS AND SOILS CLUB**  
Meeting at 6:30 p.m. Wednesday in Walster 221 will include discussion and comedy films.

**SCHOLAR'S FORUM LECTURE**  
Three students will present their senior projects at 7:30 p.m. Wednesday in Meinecke Lounge. Open to the public.

**FREE MOVIE**  
CA Classic Films series will present "The Road to Rio" at 7:30 p.m. Wednesday in the FLC Auditorium.

**AG ECON CLUB**  
The spring picnic is scheduled for 4:30 p.m. Thursday at Oak Grove Park. If you need a ride, meet in the parking lot behind Morrill Hall at 4 p.m.

**AMATEUR RADIO SOCIETY**  
The last meeting of the year is 6:30 p.m. Thursday on 2nd floor of the EEE building.

**LIBRA**  
Meeting for new members is 7 p.m. Thursday in FLC 119 B&C. Bring \$5 yearly dues to the meeting. Dresses from last year will be sold to new members for \$7.

**MORE COLLEGE DEMS**  
Tour of the Schlitz warehouse starts 3:30 p.m. Friday. Free beer at LaCasa after tour. Call Todd Herreid for more info.



## Rick's Bar BULL RIDING CONTEST

TEST YOUR RIDING SKILLS ON  
"HERMAN THE MECHANICAL  
BULL"

MAY 11, 12, 13  
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WESTERN SHOP

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# ROCK MUSIC DEBATE



**The Question**  
*Is censorship of Rock Music justified?*  
Tuesday, May 19

**7:30 p.m., Ballroom**  
**Free Admission**

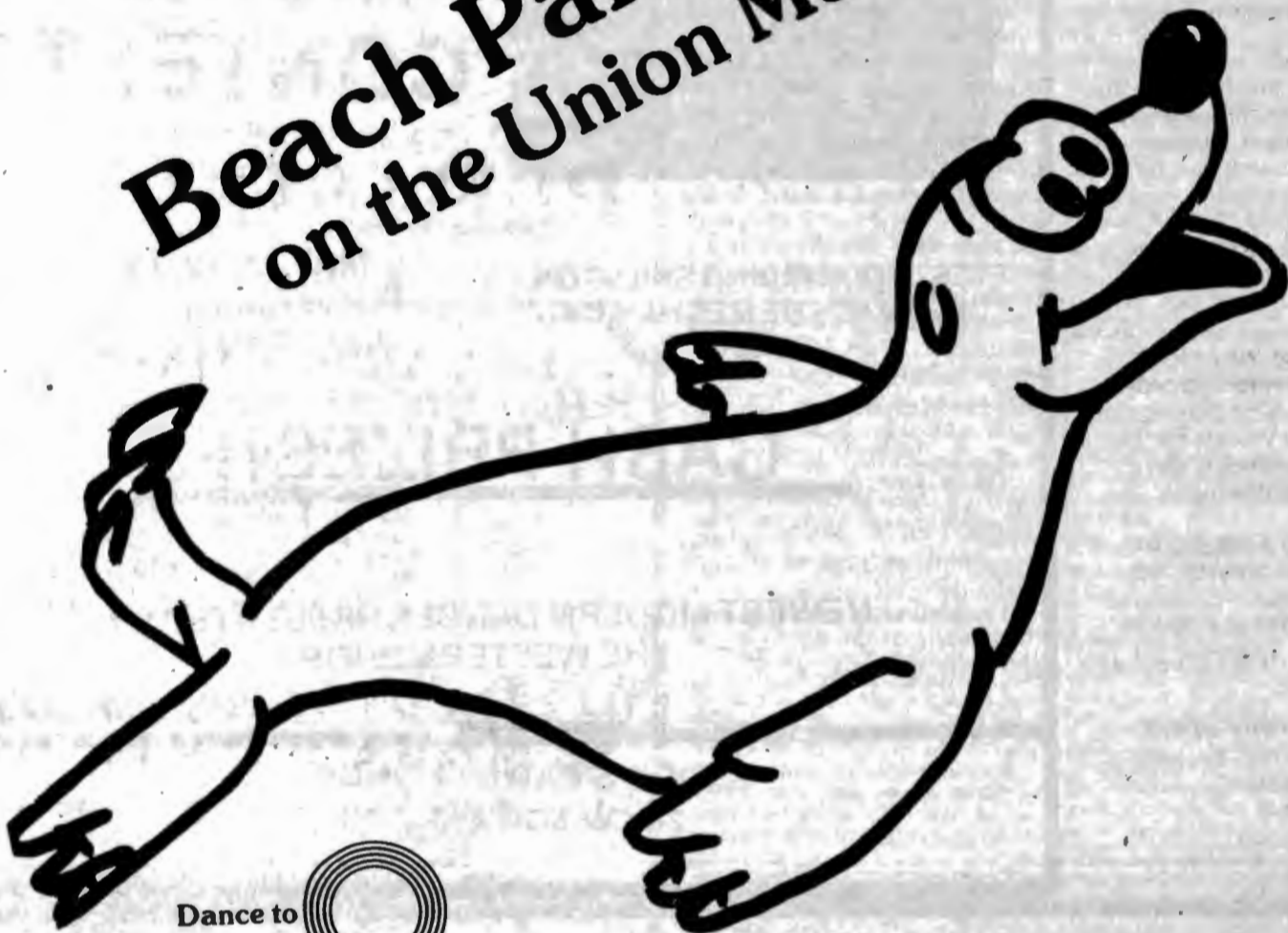
**Rev. A.K. Horton**  
Moorhead Church of God

**Dr. John Helgeland**  
NDSU Religion Professor

Live coverage on SU 92/KDSU FM

# SEYMOUR is back for

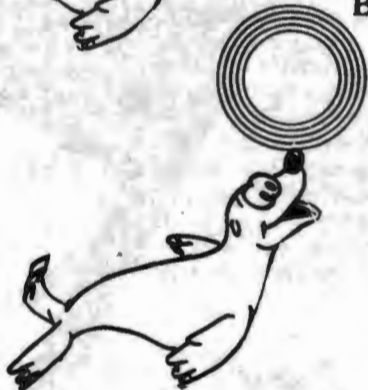
## Beach Party '81 on the Union Mall



Dance to  
Uglier than Ever



Bathing Suit Contest



+ much more



Volleyball



Frisbee



Road to Rio



that's right folks we're having a Spring Beach Party

Wednesday, May 13  
tomorrow evening 4-12 p.m.

## Bison trade victories with Valley City State

Kevin Bartram threw a two-hitter as the Bison and Valley City State split a non-conference double-header there Wednesday.

Three Bison players smacked home runs to lift the Herd to a 10-7 victory over Concordia Thursday.

Bartram's two-hitter came in the second game which the Bison won 5-2. Valley City scored four runs in the bottom of the seventh to come from behind to win 6-5 in the opener.

First baseman Brent Ham's two-run double tied the opener at 5-5 and then freshman catcher Warren King cracked a single up the middle for the go-ahead run with two outs.

The Herd built a 5-1 lead in the second game on a two-run single by Don Rivers and a Valley City wild pitch.

Chuck Erickson had two hits and two RBIs in the opener. Bartram collected

three hits in the first game. The Bison stole 12 bases on the Vikings.

On Thursday, Concordia started the scoring with three runs in the first inning on a two-run triple by Brian Howland and a run-scoring double by Brett Ulrich.

The Bison came back with four in the bottom of the first on four walks, a Concordia error and a two-run single by Jon Kreig. SU added four more on the bottom of the second when Brad Thomas doubled home one run and Kevin Bartram pounded out a three-run homer over the left-field fence.

Concordia closed the gap to 8-6 in the fourth with three runs before the Bison got two insurance runs on home runs by Mark Domek and Krieg in the sixth inning.

SU is now 13-26 and Concordia is 18-11-1. The Bison will host Moorhead State Tuesday to end the season.

## SU students win \$1,000 in design contest

The North Dakota Brick Masons Association has awarded \$1,000 to three third-year architecture students at North Dakota State University for their designs of a hypothetical municipal building for Riverside, N.D.

Conditions of the contest were that the students design a municipal building to include offices, police station, fire station and maintenance area with an expressive use of brick.

The first-place winner of a \$400 prize was Tom Kouri. Tied for second and third with each receiving \$300 were Kevin Donnay and Steve Anderson. Receiving an honorable mention was Paul Dahl.

Judges were Cecil Elliott, chairman of the department of architecture and associate dean of the College of Engineering and Architecture; John Rohrman, local architect; Loyd Gerstner, representing the North Dakota Brick Masons Association, and Lloyd Krieg of a local construction company.

There were 31 entries in the annual contest. Coordinator was Dennis Colliton, assistant professor of architecture.

The winning designs are displayed in the hallway of the architecture building.

Reporters and columnists needed for the 1981-81 school year. Communications 201 and 202 are helpful, but not necessary.

## DO-IT-YOURSELF EUROPE

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**HOMECOMING COMMITTEE Will Grant You \$50.00 for the 1981 Homecoming Theme.**

- You must be a NDSU student to enter the contest
- NDSU will be playing the Augustana Vikings for the 1981 Homecoming game (use of this information is optional).

- You may enter as many themes as you wish.
- Deadline for contest is May 12, 1981 at 4:30 p.m.

SUBMIT THEME/Direct all inquiries to:

Student Affairs Office  
Phone: 237-7350  
Jackie Ressler  
204 Old Main

## PLEASE

ANY STUDENT WHOSE NON-SUFFICIENT CHECK THE VARSITY MART IS HOLDING MUST MAKE RESTITUTION BEFORE MAY 22.

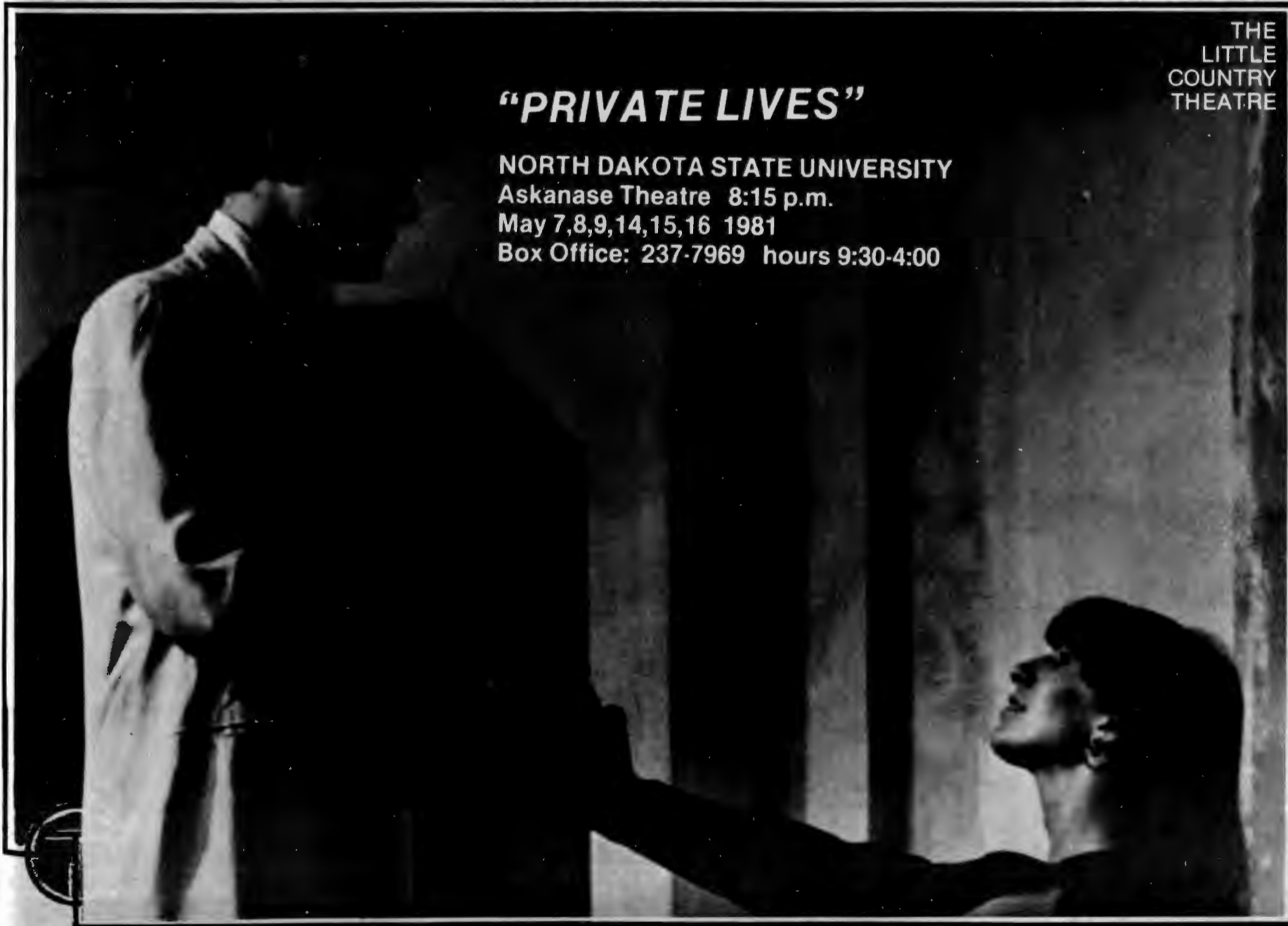
THANKS  
HAVE A NICE SUMMER

**Your University Bookstore**  
**VARSAITY MART**

## "PRIVATE LIVES"

NORTH DAKOTA STATE UNIVERSITY  
Askanase Theatre 8:15 p.m.  
May 7, 8, 9, 14, 15, 16 1981  
Box Office: 237-7969 hours 9:30-4:00

THE  
LITTLE  
COUNTRY  
THEATRE



## Graduation is May 23

By Cathy Duginski

Commencement exercises for 1,550 SU graduates begin at 9:30 a.m. May 23.

Registrar Burton Brandrud said caps and gowns will be available in the Varsity Mart beginning May 18 and should be picked up no later than May 22.

Degree candidates should make arrangements with the Varsity Mart this week for rental of their hoods which are not included in the diploma fee.

According to Brandrud, commencement will be an unofficial ceremony and diploma inserts will be mailed

## Human services seminar set

A practical seminar for human service directors, "Managing Human Services Programs," will be offered May 26 and 27 at SU.

Taught by Joan Herrin, director of the Region Four Head Start Training Program in Washington, D.C., the workshop will include discussion of supervisory skills, analyzing and solving performance problems, helping people become self-motivated, conflict resolution and stress management and change.

For further information contact the SU Child Development and Family Relations Department, 237-8268.

to all successful candidates following the exercises.

Baccalaureate ceremonies are scheduled for 4:30 p.m. May 22, in the New Field House. Seating at both events is unreserved. Graduation announcements are available in the registrar's office before May 23.

Brandrud said all spring term degree candidates are requested to attend commencement and should notify their college marshals of their intentions or if they have any questions regarding the event.

College marshals are P.A. Nystuen, agriculture; E.G. Anderson, engineering and architecture; Emily Reynolds, home economics; Roy Johnson, humanities and social sciences; Stephen Taffee, teacher education; Gordon Strommen, pharmacy; Donald Galitz, science and math; William Barker, university studies, and Clayton Haugse, graduates.

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