

Gallo reps strive to curb harmful publicity

One might believe the function of campus representatives of the world's largest winery might be to advise students on the merits of Boone's Farm over Spanada, but

By HEATHER McCLENAGHAN
Of the Emerald

for Dan Antoni and Mark Rose, two of E. and J. Gallo Winery's three "social consultants," the job goes beyond the happy guzzling of Pagan Pink Ripple.

As paid social consultants Antoni and Rose, along with Donna Kunowsky, are part of Gallo's massive 104-college public relations campaign started last March.

Because Gallo is caught up in one of the most highly publicized labor disputes of the decade, the social consultants spend much of their time offsetting negative publicity the winery receives from pro-United Farm

Workers (UFW) groups.

Antoni, who was given a personal tour of the company's Modesto, Calif., facilities over the summer, claims the campus representatives are "only interested in what attitudes exist on campus for and against the winery."

"We are not here to combat the farm workers," Antoni adds. "If anything, we're clarifying not combatting. Obviously, no matter what company you are working for, you will have some interest in them."

Although Antoni and Rose are both vocal and visible supporters of the Gallo crusade against the UFW boycott, they point out their objective on campus is not to duel with the farm workers.

"We are not spies," Antoni says. "We do our own thing here. I am very knowledgeable about Gallo and the UFW, but when I do have a question I do have a resource in

Modesto to call upon. Our purpose is not to spy on anti-Gallo people or any other organization that is against us, but we are faced with an issue."

In response to the UFW boycott, a new group was formed on campus last May called the "Eugene Friends of Gallo." Termed a "strictly volunteer, strictly informative group" by Antoni, the first attempt at campus public relations by the organization met with violent opposition.

"Within 45 minutes of setting up my table on the EMU Terrace I was surrounded by 60 people," Antoni recalls. "I had a cup thrown at me, my signs were ripped down, the bumper stickers and buttons we were giving out were thrown at me. I was there for three hours while every effort was made to make me leave, but I stayed."

Antoni says the experience scared him, but he is undaunted because of his

determination and belief.

"Look," he says. "Somebody just didn't want the other side heard."

Antoni claims to be in favor of the farm workers' efforts.

"We and the winery have no animosity toward the farm workers," he says.

"The winery is really into philanthropic type charities," Antoni says, citing the company's recent UNICEF donation during the recent Greek Week of Giving.

Gallo's social consultant program parallels the efforts of large beer companies on campus, Antoni claims.

"Gallo is a progressive winery as proven by the fact that nobody has ever tapped the college market before. Let's face it, most college students are afraid to order wine when they go into a restaurant," he says.

KBOF presents:

TOWER OF POWER

with Special Guests:

ORLEANS

Wednesday December 1, 8 p.m.

LANE COUNTY FAIRGROUNDS

Tickets: \$5.50 advance/\$6.50 day of show
Available: Sun Shop, Everybody's (Eugene or Corvallis), Chrystalship, or EMU Main Desk.
—A Double-Tee Event—
COMING: JIMMY BUFFETT, DAVID BROMBERG AND THE LITTLE RIVER BAND — December 8. 13897:ab

ENTERTAINMENT

GET DOWN ASIAN-AMERICAN PARTY-DANCE-SOCIAL

Sponsored by Asian-American Student Union and the Hawaiian Club. Nov. 19, 8 p.m.: Newman Center 1850 Emerald. 13930:16

EMU Cultural Forum Presents SATURDAY, NOVEMBER 20

BOB CLAMPETT

Rare, early cartoons featuring BUGS BUNNY, PORKY PIG, DAFY DUCK, TWEETY and SYLVESTER, and other Warner Bros. characters will be screened as a part of a presentation by Bob Clampett Saturday night in the EMU Ballroom. Clampett, the creator of BEANY and CECIL and a three-time Academy Award winner, will perform with his Cecil the Sealick Sea Serpent hand puppet, narrate a slide show revealing backstage views of how his films were created and participate in a question-and-answer session with the audience. EMU Ballroom 8 p.m.
Tickets \$2; available at the door 13925:19

DAKOTAH AT MURPHY'S

TONIGHT, FRIDAY, SATURDAY
NOVEMBER 16, 19, 20 11:19

CINEMA 7
ATRIUM BUILDING, SECOND FLOOR
10th and Olive, 687-0733
TONIGHT THRU NOVEMBER 18
THE MITCHELL BROTHERS PRESENT
THE NEW TESTAMENT OF SEX
MARILYN CHAMBERS in

THE RESURRECTION OF EVE

RATED X, OVER 18, I.D. required
Showtimes 7, 8:30, and 10 13902:18

MARX BROTHERS IN COCONUTS

Wednesday, November 17
150 Geology, (Science)
\$1, 6, 8, 10 p.m.
ASUO STATE-AFFAIRS 13891:17

THE BAVARIAN

Lowenbrau and Blitz on Draft
Make use of our 3 free dart boards in our game room. 345-9615
444 3rd St. 14760:11-23

DANCE

to

Shinola

Friday, November 19th 9 p.m. — 1 a.m.
At the University Inn
Everyone invited, \$1 13914:19

Oregon Daily Emerald

P.E.K. PRESENTS

TRACK AND FIELD FILM SPECTACULAR

Olympic Trials 76 Pan-Am Trials 75
AAU 75 November 18
Thursday 150 Geology \$1 7 p.m.
11:17

EMU Cultural Forum Presents
An Evening with 3 Great
American Guitarists!
WOODY HARRIS
Arhoolie Recording Artist

Rev. Pearly Brown

From Atlanta, Georgia playing
Blues in the tradition
of Fred McDowell
And the Fantastic

DOC WATSON

Saturday

December 4

EMU Ballroom

8 p.m.

\$4 U of O students \$5.50 general public
Available at EMU Main Desk, Sun Shop, and
Everybody's Records. 13906:ab

BLACK FOREST TAVERN

2657 Willamette 344-0616
Happy Hours: Monday and Wednesday — 9:30 to
10:30, Friday — 4-6 p.m.
MICHELOS ON TAP
Entertainment four nights a week.
Ron Lloyd sings on the weekends through Nov.
13688:1fn

BJOU DREAM PRESENTS

FURY

LANG, 1936

Small town mob rules makes criminal out of innocent.
199 PLC 8 p.m.
\$1.25 Season ticket
13923:16

C.C.P.A. Presents

INDEPENDENT THEATRE CO.

"VIGNETTES AGAIN"

With music by TRANSCPTION
November 17 and 18 \$2 8 p.m.
W.O.W. HALL, 8th AND LINCOLN 13919:17

PERSONAL

THE VIDA BARN — Available again
for parties, meetings, dances,
etc. 896-3913. 14572:1fn

For a good time, call 485-2181 1:25

I FOUND IT. You can find it too. Call
689-6010. 11:16

RED TAG SALE

AT

THE YANKEE CLIPPER

Gobs of colorful blouses and dresses. Elegant designer styles in natural fabrics. At 767 Willamette

10-50% OFF 13905:19

Who put the 'class'
in classifieds?
Call 686-4343 for
information

JENSTONE—
The Housedance and dinner were great. Thanks
for the most excellent weekend ever!
Love,
Sally 11:16

"I AM IT!" 11:16

The Turkey Talks

Emerald Classifieds comes through with a terrific Turkeyrama. Place an ad on the special form in this paper and become eligible for a drawing. A succulent turkey and superior pumpkin pies (made with care by Mama in the spotlessly clean kitchen of Mama Gore's Pumpkin Pie Boutique) will be given away to loyal Emerald Classifieds customers. Drawing to be held Friday. 11:16

MORE MONEY!

Sell your quality, used books at the Second Hand Book Man for 20-30% of their original price.

THE SECOND HAND BOOK MAN

101 W. 7th 342-2002
Monday-Saturday 10 a.m.-5:30 p.m.
13912:19

UNICEF CARDS are now available at THE DOVE'S EYE. Buy early for best selection. Inside Christian Campus Ministry, 1414 Kincaid. Monday-Friday 10 a.m.-4 p.m. 13913:17

REVLON AT KAUFMAN'S

You wanted it, we've got it.
For your convenience, Revlon at Kaufman's on campus. 13928:16

CHI PSI DRAG QUEENS:

Remember, "Even the sun goes down sometimes."
Jayly yours, Ursula
P.S. Al-oh! Big "D"! 11:16

EMBERS,

Love can be outstanding.
Thrilling and demanding.
So how can it be better?
To merely write a letter.
Cupid 11:16

DAIRY QUEEN WALLET FINDER: I need my I.D.!
Please call 344-2033, Dave. 11:16

CHICKI,

Thanks much, it was a great party. We'll do it again sometime.
George 11:16

IN REGARD TO "I found it"

Found? No
Imagined? Yes 11:16

HAPPY BIRTHDAY.

Although 25 is slightly over-the-hill, I think your 'kinda' cute, so I'll keep you. ... 11:16

AUNTIE PAT and The Land of Cotton:

Let's fly my kite and get high!
Thanks for everything-you were great.
Gratefully-Your Secret Puke. 11:16

YOU RAG! Oh, so sorry your lugby shirt shrink.
Your Laundry Rady. 11:16

I HAVE YOUR pen that I borrowed at the flu clinic.
343-7620. 11:16

J & J—

Hey fellas, What do you say...
How about a roll in the hay?
We won't call you, You call us!
A & C 11:16

TANK—

Don't be a boo-hool
Have a good week
love, X-Third Turds. 11:16

TO EVERYONE:

I FOUND IT
and you can find it, too. 11:16

HILLARY LEE—

Between my fingers raindrops fall;
Or dry from my palm, one and all.
EMBERS 11:16

DOES YOUR child need a night out while you study, complete that research, attend a lecture or see a movie — call the EMU Childcare Center for a reservation NOW. 686-4345. Open evenings 6-10 p.m. 13889:1fn

SELF-STOR

INDIVIDUAL STORAGE UNIT RENTALS
5'X10' 10'X10' and larger, 24 hour access. Store it yourself and save. Call State Realty. 686-1973. 10600:1fn

WANTED: People with embarrassing, prickly, facial hair.
Phone 687-9181
ELECTROLOGY BY MARIAN 13859:1fn

LANE MEMORIAL BLOOD BANK DONORS NEEDED

A Positive 4 Units; A Negative 1 Unit; O Positive 10 Units; O Negative 1 Unit; AB Positive 3 Units.
Call 484-9411 for an appointment.

HEY KIDO

I Love you forever
Get some beaver meat this Saturday.
Love your
B.T. 11:16



BOOK THANKSGIVING FLIGHTS NOW!!!!!!

EUGENE TRAVEL

687-2832 "on campus"

831 E. 13th St. Eugene, Oregon

I found it!

You can find it too.

Call 689-6010

DUFFY'S



Tuesday & Wednesday

9-1:00

RON LLOYD

The Wizard of Harmony

13th & Alder

50¢ Cover

**Don't be plucked
for Thanksgiving,
when the
Red Rooster Barber Shop
is furnishing
the Trimming**



866 E. 13th
Mon-Fri

Appointments