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# Reagan plays in Peoria, protests planned

PEORIA, Ill. (AP) — Pres. Ronald Reagan makes a campaign visit to Peoria today, home of the Caterpillar Tractor Co. which has been hurt by his embargo on U.S. equipment and technology for the Soviet natural gas pipeline.

With this economically depressed central Illinois city staggering under a 15.1 percent unemployment rate, Reagan is making two appearances in the 18th Congressional District on behalf of Rep. Robert Michel, R-Ill., the House minority leader.

The first appearance, a visit to a farm show in Chapin in the lower tip of the district, is also aimed at winning support for some candidates in adjoining districts.

Later Reagan will attend a Michel fund-raiser — an extravaganza that also will feature actor Charlton Heston and singer Pat Boone — at the Peoria Civic Center.

Michel's most recent polls show him with a 10-point lead over his Democratic opponent, labor lawyer G. Douglas Stephens, but Republicans say the lead is nothing to inspire overconfidence.

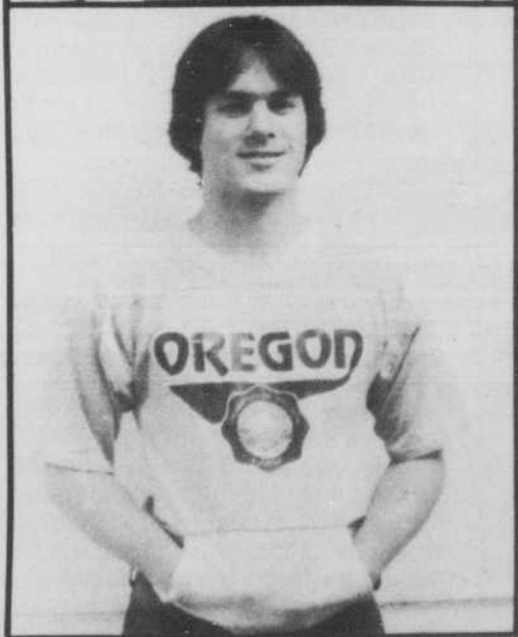
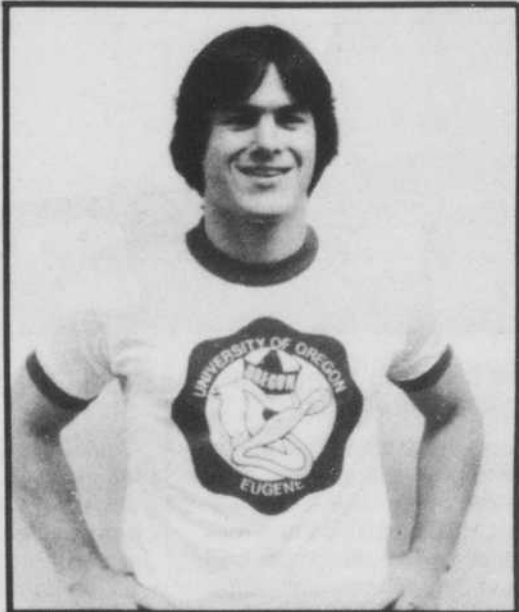
The polls show a 50-40 split in Michel's favor, with 10 percent undecided.

With unemployment in all of Illinois running at 12.5 percent — the worst since the Great De-

pression — Stephens has been hammering away at Reaganomics and criticizing Michel for supporting Reagan's economic policies. Michel continues to back most of Reagan's program but recently broke ranks with the administration over the pipeline sanctions.

Tickets to the fund-raiser are selling for \$5, \$10 and \$15. Michel has reserved a block of 600 tickets which his aides say will be given to elderly and low-income people.

Michel has generally discouraged trips here on his behalf by congressional allies, but Wednesday's event is expected to be loaded with the likes of Sen. Charles Percy, R-Ill., Gov. James Thompson, Agriculture Secretary John Block, and a host of Republican congressmen from Illinois.



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## Off-year election ads; the muck mushrooms

WASHINGTON (AP) — When Lyndon Johnson was running against Barry Goldwater for president in 1964, Democrats used a television commercial that has been cited ever since as a low water mark in political campaigning. It now appears the 1982 campaign tide may be just as low.

There are so many negative television campaigns in the off-year elections that candidates often criticize their opponents' ads more vigorously than they do their policies.

The 1964 ad showed a little girl plucking petals from a daisy while a clock ticked down to zero. The next scene was of a nuclear blast. The commercial made no mention of Goldwater, but it was pulled off the air after Republicans yelled "innuendo" and "libel per se."

There is a strong family resemblance in some 1982 versions.

A spot that ran for a week in California ended with a mushroom cloud and a child saying, "I want to go on living," followed by a voice: "Pete Wilson opposes the Nuclear Arms Freeze. Jerry Brown supports it. Vote for your life. Elect Jerry Brown to the U.S. Senate."

Wilson, the Republican mayor of San Diego, said the commercial was "innuendo by graphics," and complained it depicted him as "Mayor Strangelove." Brown, the Democratic governor, said the purpose of the commercial was "to initiate a debate on the nuclear issue."

The ad drew a lot of criticism and was withdrawn a few days later.

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