

Negative Trend Seen in Race for Governor

A Stanford University political scientist, Seymour Martin Lipset, watched gubernatorial candidates Tom Bradley and George Deukmejian in their first head-to-head debate this week and concluded that they "clearly don't want to fight on issues, so they're fighting over personalities."

His comment drove home the point that negative politics is the direction Democrat Bradley and Republican Deukmejian seem to be taking as they head into the last month of their increasingly bitter contest.

After an hour on statewide television, they had broken little new ground on major issues beyond previous campaign statements but had slashed repeatedly at each other on the subject of smears, distortions and campaign ethics.

A turning point in their race may have been reached Monday when Bradley, responding to what he claimed was a "nasty and negative" campaign by Deukmejian, began airing on radio and television what has come to

be known as the "Watergate" commercial.

The spot says that voters on Nov. 2 have a chance to reject Watergate-style politics by electing Bradley.

Spot Defended

"It's not linking Deukmejian with Watergate," Bradley Press Secretary Tom Sullivan said, "it's linking his campaign tactics with those that have been associated with Watergate."

With a few exceptions, the Bradley campaign until that point had concentrated heavily on issues and resisted the temptation to lash out at Deukmejian. Bradley consistently boasted that he is a "positive campaigner."

Deukmejian, trailing in public opinion polls, has from the start run a hard-hitting campaign that has attempted to portray Bradley as soft on crime, an enemy of agriculture and a clone of incumbent Gov. Edmund G. Brown, Jr., the Democratic U.S. Senate nominee — the theme of most of his commercials.

He also has sug-

gested that Bradley orchestrated the recent Los Angeles bus strike and settlement for political gain and that he struck a backroom deal with Cesar Chavez to avoid an endorsement by the United Farm Workers that would injure him with the farm vote.

But while the attorney general's campaign manager, Bill Roberts, bristles at any charge that Deukmejian is running a negative campaign, he immediately cried foul at Bradley's Watergate commercial, calling it "a shabby and unfair" personal attack on Deukmejian.

Called Not Negative

"You reached a conclusion that our stuff is negative," he told a reporter. "It's not. It talks about his (Bradley's) record. We haven't deliberately tried to do what they have deliberately tried to do with use of the term Watergate."

Roberts also said the Bradley spot had been prepared well in advance of the first Deukmejian commercials, undermining the Los Angeles mayor's argument that it was run on-

ly in response to Deukmejian's "nasty, negative" advertising.

"We think ahead," said Bradley's media consultant, Hank Morris. He also said there are "other spots that have been prepared that point up distortions in Deukmejian's campaign." But he said a decision whether to use them has not been made yet.

The two sides differ as to how concerned they are at the surly turn the contest has taken.

"We're not concerned," said Sullivan of the Bradley campaign. "We don't think we've changed at all."

But Roberts said he was "not very happy" with the turn of events. "After his constant statements to you and many others in the media that he was going to discuss issues and conduct a high-level campaign, Bradley has shifted gears," he said.

Both sides also disagreed over the importance of Wednesday night's Sacramento debate, sponsored by the League of Women Voters. A second meeting

is scheduled Oct. 26 in San Diego — one week before the election.

"We look at the debates as having some impact," Roberts said. "We view them seriously. We try to put our best foot forward."

But Sullivan said before the debate that while it might be "crucial for Deukmejian," who is "down in the polls and has got to do

something to reverse that trend," it was not crucial for Bradley. "I don't think it is that important from our perspective," he said.

Even so, Bradley was quick to claim that "I think I won" after the debate, in which he appeared uncharacteristically aggressive. He said Thursday, "I'm satisfied with the way in which I performed last night."

Miss North Las Vegas Contest Set For CCCC

An opportunity to take the first step to claiming the title of "Miss America" awaits a young woman on Oct. 16 when Miss North Las Vegas will be selected.

Entrants must be a resident of North Las Vegas, or a full time student at Clark County Community College, a graduating senior at Rancho High or have been employed in North Las Vegas for the last six months. Each contestant must have a sponsor.

The winner of the pageant will receive many gifts including a

scholarship and the opportunity to represent North Las Vegas in the Miss Nevada Pageant in Reno. She will begin her reign by presiding at the North Las Vegas Fairshow and Nevada Championship Balloon Races to be held at Clark County Community College campus Oct. 22-24.

For information and entry blanks for the pageant and to become a sponsor, contact the Fairshow office at the North Las Vegas Chamber of Commerce, 1023 East Lake Mead in North Las Vegas or call 642-1944.

LES FEMMES DOUZE (The Ladies Twelve)

A Community Service Organization

TAU DEBUTANTES (1982)

Photos by LaMar



MISS RHONDA NEWMAN, 17, is the daughter of William and Jean Newman. She attends Eldorado High School, where she has received awards in softball and was elected senior class vice president. She plans to attend Arizona State University and wants either to teach physical education or enter the business field. Rhonda has lived in Alabama, New Mexico, Alaska, Missouri and California, but has also visited many other states since her father was in the military. Rhonda says, "Being a deb is important to me because it gives me the opportunity to meet new and interesting people. Being a deb has also taught me many things."



MISS TARRA L. HARVEY is the daughter of Mrs. Dorthea Harvey and Mr. Elijah Green. Seventeen years of age, she attends Rancho High School where she has been awarded a letter in Track. She wants to be a hotel manager and own her own business, and plans to attend USC or UCLA. Tarra has traveled in Arizona, California and Mexico. She says that being a deb is "a good opportunity to meet new people . . . they talk to us about what's happening in the world and we get to participate in different things."



MISS ULRICA E. SCHNEIDER, 17, is the daughter of Emile and Bessie Schneider. She attends Las Vegas High School where she has received a certificate for her participation as lead alto sax player in the Stage Band. She wants to pursue a career in criminal law as a probation officer and plans to attend UNLV. Ulrica says being a deb is important to her "because it has helped me to get along with girls my age and it has really improved me as well as my attitude." She has traveled in New York, California, Michigan, Washington, Louisiana, Mississippi, Utah and Texas.