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O'Reilly Keynote Speaker

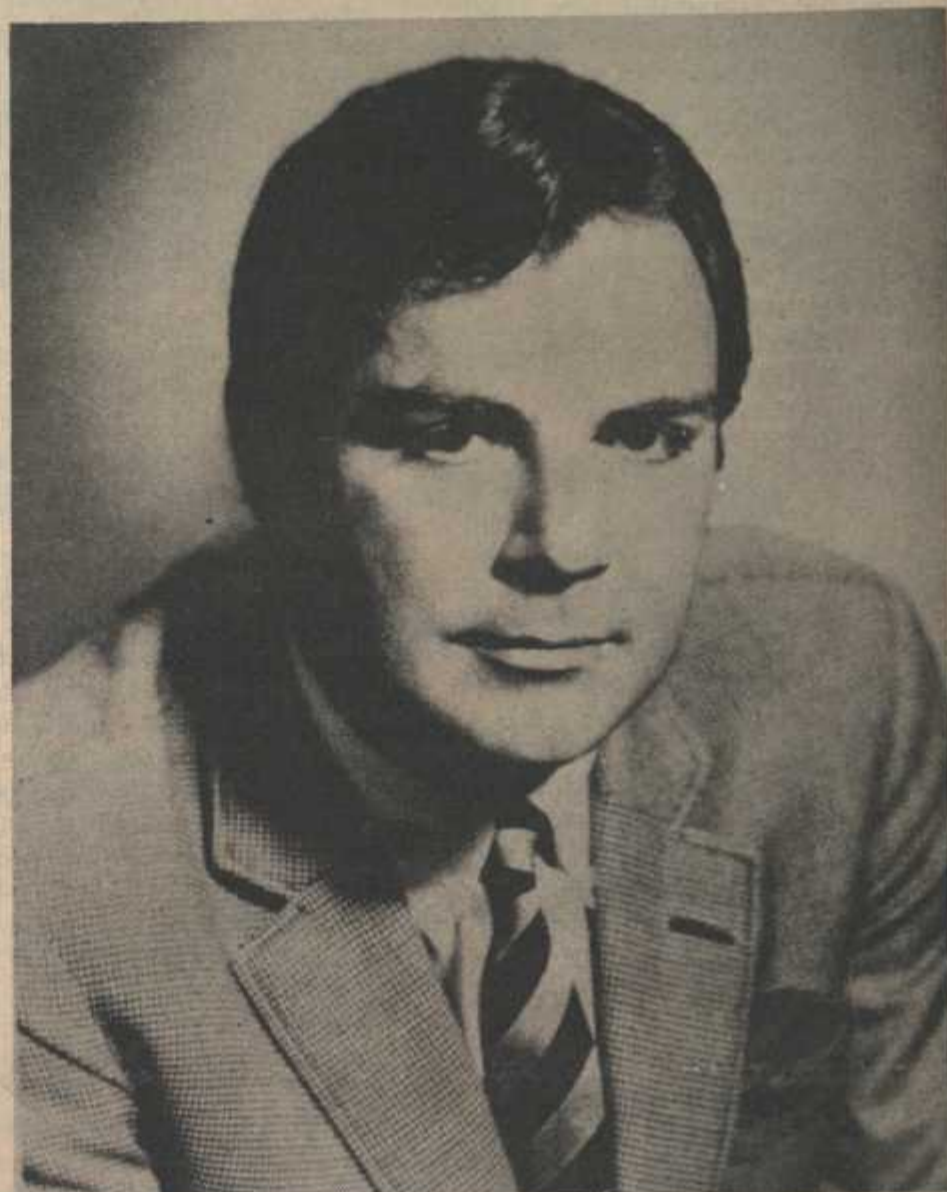
Mr. Anthony J. F. O'Reilly, President and Chief Operating Officer of the H. J. Heinz Company, will deliver a keynote address to 290 graduates of the Rollins College Class of 1978 as well as graduate students from the Roy E. Crummer School of Finance and Business Administration on Sunday, May 28 beginning at 1:00 p.m. in the Enyart Alumni Field House on campus.

A recipient of the B.C.L. (Bachelor of Civil Law) degree from University College, Dublin in 1958, O'Reilly joined the Heinz Company in 1969 as Managing Director, of H. J. Heinz Company, Ltd., UK. In 1971 he was promoted to Senior Vice-President of the company's North American and

Pacific Operations followed by his appointment as Executive Vice-President and Chief Operating Officer in 1972. In 1974 he was named President and Chief Operating Officer of the Pittsburgh, Pennsylvania based company.

In addition to his duties at Heinz, O'Reilly also serves as Deputy Chairman of Fitzwilton Ltd., and Deputy Chairman of Independent Newspapers, Ltd. A partner in Crawley Sheerin Wynn & Co., Solicitors, O'Reilly serves as Director for the National Association for the Deaf.

O'Reilly and his wife Susan have six children and reside in Pittsburgh and Glandore, Co. Cork, Ireland.



Anthony J. F. O'Reilly

Dr. Lane Appointed to Wendell Professorship

Rollins College Professor of History Dr. Jack C. Lane has been appointed the second holder of the Alexander Weddell Professorship of History of the America's Chair, as announced by Rollins acting president Dr. Fred W. Hicks. Lane succeeds the late Dr. Alfred J. Hanna who held the professorship since its inception in 1948.

Endowed by a \$100,000 gift from the late Ambassador and Mrs. Alexander W. Weddell of Virginia, the Weddell Professorship partially devotes itself to the teaching and correlation of courses covering the history of the Western Hemisphere.

Jack Lane joined the Rollins faculty in 1973 after receiving his Ph.D. from the University of Georgia. In 1958 the Austin, Texas native completed his M.A. work at Emory University following four years of undergraduate study at Oglethorpe.

An expert in the field of American History, Lane has special interests in American Military and Diplomatic History. This interest has fostered several publications including *Instrument of Empire: The American Military Government in Cuba* (1972); *The Military Professional's Search for Identity* (1972); and his most recent,

The American Military Post: The Need for New Approaches (1977).

A recipient of Rollins' Arthur Vining Davis Award for excellence in teaching, Lane is a member of the Organization of American Historians; the U. S. Military Institute and the Inter-University Seminar on Armed Forces and Society.

Lane and his wife Janne reside in Winter Park with their children Anne and Alan.

Survey Reveals Viewing Habits

By Karen Camelo

A survey was taken this past semester to try to determine the television viewers habits of the Rollins students. Sixty students, chosen randomly participated in the study (27 males and 33 females). All dorms were represented. Each student surveyed was given a twenty-question questionnaire and asked to answer all questions honestly and on the basis of their usual viewing schedule.

Eighty-three percent of the students watched T.V. throughout the academic year, and when asked if they watched T.V. on a daily basis fifty-eight percent said no.

Or the average, according to the pole, students watch 5 hours of T.V. during the week days and 3 hours on weekends.

Fifty-five percent saw no difference in their viewing schedule between Fall, Winter and spring term.

Twenty percent said they watched more T.V. during Winter term, fifteen percent during spring term and ten percent during fall term.

Television was chosen by fifty percent of those tested to be their primary news source, while twenty-five percent chose radio, and twenty-five percent choose newspapers. When asked about the credibility of television, newspapers and radio, sixty-three percent felt these news sources to be reliable.

Thirty percent of those tested saw no difference between the national news coverage of ABC, NBC, and CBS. Twenty-eight percent said CBS had the best news coverage, twenty-three percent said NBC, and twenty percent said ABC. When rating the Orlando local news shows forty-three percent of those tested gave a rating of "fair," twenty-five percent gave a rating of "very poor," twenty-three percent said "poor," and nine percent "good."

Of those students who participated in the survey, sixth percent owned their own T.V. When asked why they watched television, the majority responded by saying boredom or lack of better things to do. Television, in general, according to the survey, is viewed as a means of "escape," as well as a form of entertainment.

The news, sports, movies, comedy

shows, and soap operas were the type of programs most often watched. Forty-eight percent of the students felt that this year's programming, quality had gone down. Forty percent believed it stayed the same while thirteen percent said it had improved.

Of eight nationally top rated comedy shows, the three top-rated comedy shows were Saturday Night Live, Mash and Happy Days.

Of eight nationally top-rated one-hour shows only two were considered "very good" according to the survey; sixty minutes and eight is enough. The show which received the most "very poor" ratings was Charles Angels. Leave it to Beaver, Hogans Heroes, and Star Trek were chosen as the three favorite oldies.

Fifty-eight percent of the students choose ABC as the network with the best sports coverage. Twenty-eight percent saw no difference, twelve percent choose CBS and two percent choose NBC. Forty percent agreed that women can cover and comment on sports news just as well as men. Twenty-three percent were uncertain, fifteen percent strongly disagreed, thirteen didagree, and nine percent strongly agreed.



Dr. Jack C. Lane

Letters to the Editor

Dear Editor,

Students who have merited membership in Senior Honorary Societies deserve the recognition that their acceptance in these societies demands. If a student has been judged worthy of an honor it is an insult to his or her accomplishment and integrity that this honor be ignored. The 1978 **Tomokan** neglected to include these people in the O.O.O.O. list even though these names were submitted:

KAREN NISSEN
KAREN CAROW
SARAH HOFFMANN
SUE O'DONNELL
TERRY THORESON
TINA HOWARD
SHAWNE WICKHAM
PAUL "CHUCKLES" UHER

In addition I feel that the mockery made of students who have been truly dedicated and involved at Rollins by the 1978 Yearbook staff is a fitting indication of why none of their names appear on the lists of honorary societies. The placement of a farcical organization called Y.R.U.? next to Who's Who and O.O.O.O. displays a complete lack of taste on the part of the **Tomokan's** editorial staff. Ane what happened to O.D.K.? Was Y.R.U.? more important?

C.T.T.S.



Dear Dr. Hicks,

As I returned from my early morning run last Tuesday, I noticed a crowd of students gathered in the middle of the library lawn. As it was 6:45 a.m., I was rather surprised since there aren't usually many people out at that hour. I was equally surprised and especially thrilled to discover the object of the crowd's attention — The Fox. Fox Day had once again returned to the Rollins campus.

I could hardly contain my excitement, and I rushed back to my room to tell everyone the good news only to discover that they had already heard — word spreads even faster than usual when it means classes are cancelled. One day without classes with only three weeks of school remaining was unbelievably nice, and you can rest assured that we put our free day to good use (the beach, tennis, the baseball game, and so on). Funny, but I had no desire to work on any of the assignments I was so far behind in. There was an excellent crowd at the Luau, probably one of the best turnouts of both students and faculty during my four years at Rollins. The chapel service helped to make the day complete — Dean Wettstein's rendition of "The Gingerbread Man" was indeed very apropos.

I, for one, am one senior who was glad to see a great tradition return to our campus before my four years were over. Thank You, Dr. Hicks, for a completely enjoyable day. For your making Fox Day possible, we are forever grateful.

Until the Fox returns,
Karen Carow

Dear Editor:

The 1978 **Tomokan** like all preceding volumes has made some errors. Some editorial, some by the printer, and some very tragic in their nature. This letter should clear-up the reasons for certain omissions and possibly explain some editorial decisions.

First, the Senior Honorary page has caused some concern among a number of students. The **Tomokan** staff would like to apologize to Tina Howard for the exclusion of her name from the **Who's Who** list. At this stage it is not clear whether it is an error by the printer or by this staff. In either case we extend our apologies to Tina.

The O.O.O.O. Honorary Society has also raised some question as to the exclusion of several names. These names were submitted to the **Tomokan** too late to be included in the book. That page had already been printed.

The total omission of the members of O.D.K. was at the Director of Dr. Cochran. The Faculty Secretary, since there was soon to be another tapping, he felt it unfair to those soon to be tapped to include a partial list. He would not provide the **Tomokan** with a list of any kind.

No apologies are made for the inclusion of Y.R.U.?

As for some of the editorial decisions we can only say, "To each his own." The decisions not to include captioned names on the candid or under fraternity photos were made to enhance the layout design of the book. We believe that these decisions were correct and will stand by them.

In conclusion it should be said that the **Tomokan** staff is very pleased with the results of the publication. Overall we feel the photographic quality, layout design and use of color make the **Tomokan** successful. Of course you cannot please everyone. There will be those who dislike this or that, and those who could never be satisfied. Perhaps this saying, borrowed liberally, would be appropriate. You can please some of the people all of the time, all of the people some of the time, but not all of the people all of the time.

Yours,

Bill McCalmont

Tomokan Editor '78

Rollins College sophomore Ms. Pamela A. Tabor was named recently as one of the top four students in the State of Florida to be nominated for the 1978 Harry S. Truman Scholarship. Ms. Tabor was recognized by the Truman Scholarship Foundation for her excellent academic performance and commitment to government service.

Daughter of Mr. and Mrs. David K. Tabor of Altamonte Springs, Ms. Tabor is a history major at Rollins supporting a strong 10.93 Grade Point Average based on a 12.0 scale.

Active in student activities, Ms. Tabor is the outgoing president of the Rollins Student Center as well as publicity chairperson for the College's Latin American Club. Next year she will serve on the Educational Policy Committee and handle publicity for the Student Center.

"...do something about it"

Solar Energy by 2020

By Nancy Notman

"If we start now to decrease our consumption of energy, we can be fifty percent dependant on solar energy by 2020."

World reknowned environmentalist Dr. David Brower made that statement at a lecture on Wednesday May 3 in the auditorium of the Bush Science Center at Rollins College.

Brower, who has held a position of leadership among conservationists for 38 years, was recently nominated for a Nobel Peace Prize. His appearance at Rollins, in honor of Sun Day, was arranged for by Dr. Tom Harblin and his environmental planning class.

In 1969, Brower founded and became President of Friends of the Earth, an international politically active conservation organization. As president, he established the Friends of the Earth Foundation, a tax deductible organization devoted to environmental research and education.

Previously, he was Executive Di-

Dear Editor:

For the benefit of those who bothered checking out what Sun Day was all about. For myself and my colleagues who coordinated the Rollins activities it was a success. It was a success in the sense that we accomplished our general objective, to raise some peoples' awareness to the Solar alternative.

The results of the survey that we conducted are as follows; of the people we surveyed, 91% believe that an energy crisis exists, 9% do not. Sixty percent of those people surveyed believe that U. S. technology, management and planning will enable us to meet our energy demands through the end of the century, while 36% do not, 4% were undecided. Ninety one percent of those surveyed believe that the energy situation will alter their lifestyles in the years ahead, while 9% do not. By the way, the average monthly electricity bill (excluding water, oil, natural gas, sewage) for Jolly Rolly is \$35,000. . . . a month. —More than 5 full time students yearly tuition, just to pay one months electricity bill. Ah, the Sun.

Ecology Now, T.M.

rector of the Sierra Club membership grew from 7000 under his leadership. He has national parks, recreation and has published various books and articles on environmental topics.

In his lecture, entitled "Peace with the Sun," Brower explained the importance and meaning of Sun Day. Sun Day is a day to celebrate in hope of informing the public of the possibilities of solar energy. We need increased awareness and action from the people. "Sun Day is just the beginning," said, "it's Sun Day and beyond counts."

For example, we are losing the right now faster than we dig out dust bowl days. Back then it was the Soil Conservation Act. "Nobody knows and nobody cares," said, "People have got to be aware."

Brower commented extensively on the importance of communicating with the government. Once we realize how necessary and beneficial solar energy is, they can initiate to transfer their feelings into political action, he said.

"Right now, only two per cent of the U.S.'s \$10 billion budget is on solar energy research," he said, "and still they want to cut it."

Brower stressed the importance of taking action to prohibit the nuclear stronghold. "We must work very hard to stop nuclear proliferation," he said.

"The sun can give in three days the same amount of energy as all the present fossil fuels," he said. In a changing world it is the most economically feasible and only renewable source of energy we have, he said.

Brower read a rough draft of a letter that he plans to send President Carter. In it he expresses his desire for a non-nuclear future. The letter, which contained reasons against and alternatives to a nuclear future, was one example of how an individual can get involved.

Brower hopes that in the future we can reduce our consumption of energy. "If we cut our use of energy two per cent per year for 35 years, we would only use one-half of the energy that we use now," he said.

It's time to turn around. We must make a gradual turn. Everyone has the capability to become involved. Make a commitment. "Look out at the behold creation," he said, "but more than that, do something about it."

The Rollins Sandspur

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Tars End Season With 7-3 Victory

By Steve Todd

The Rollins baseball team ended their season on a positive note by defeating the University of South Florida Brahman's 7-3 on May 10 at Tampa.

John Ralston pitched the full nine innings for the Tars to get his third win against three losses for the season. This brought the Tars overall record to 30-19.

The Tars were the first to strike in their half of the second inning, scoring twice.

Mike Johnson drew a walk and Jeff Barnhill singled him around to third. Dan Flynn grounded out to third, scoring Johnson and moving Barnhill to second in the process. Then John Brickley followed immediately with a single that scored Barnhill.

The Tars also scored once in each of the third, fourth, fifth, sixth, and seventh innings. Hits by Johnson, Barnhill, Brickley, Pete Duglinski, and Rick Page added to the Tar cause.

The Brahman's scored twice in their half on the third inning by a passed ball and two wild pitches. They also scored once in the ninth.

"John threw the way he is capable of throwing," stated head coach Boyd Coffie. "He started out a little wild, but then settled down and pitched a fine game."

According to Coffie, the Tars were more relaxed, and played the way they were before their losing streak.

"We got key base hits when we needed them, which is another thing that we hadn't done since our losing streak," added the coach.

Looking over the season, Coffie expresses mixed emotions about it.

"The season was very successful in the sense that we won Baseball Week, and at one point, we were 27-11. But after that, it was a disappointment. We weren't really consistent at all.

"It's a shame that we won 59 games in the last two years and haven't gotten a tournament bid," said Coffie. "If we had won that one ball game at the right time, we would have had the bid."

The one game the Tars had to win was either against St. Leo or FIU. As it turned out, they dropped both series.

"On the whole," said Coffie, "the season was a disappointment to me and the players, because we did have a chance for the tournament bid, and didn't take advantage of it. We know we should have won more than 30 games."

Even so, the Tars did have a few standout players. Frank Ricci completed his junior season with an outstanding 11-2 record and a 1.69 ERA.

Also, Rusty Piggot led the team with his .350 batting average while Rick Page came through with the most game winning hits.



Tars finish season with 30-19 overall record.

Golfers Capture Tournament Win

By Randy Xenakis
Rollins Public Relations Dept.

The Rollins College golf team, behind the solid performance of Scott Cooke, finished first recently in the 1978 Port La Belle Collegiate Invitational held at the Oxbow Country Club in Miami (Fla.).

Rollins shot a two-day team total of 585 which was two strokes better than the University of Jacksonville. Florida Atlantic (595), Florida Inter-

national Univ. (599), University of Florida (600), and Florida Tech. (628) rounded out the top six schools.

Cooke, now in his second year at Rollins, shot a 71-73 - 144 which was good enough to finish third in the individual standings. Radford Young of Jacksonville fired a 67-73 - 140 for top individual honors.

Other Rollins participants included: Jerry Wall, 75-74 - 149; Laurie Been, 78-77 - 155; Drew Devan, 72-71 - 143; Stuart Titus, 74-76 - 150; and Tim Brennan 77-75 - 152.

Ski Team Places Second In South East Conference

By Steve Todd

The Rollins Men's and Women's waterski team completed their season by finishing in second place overall in the 32nd Annual Championships Tournament held at Lake David in Groveland on April 15 and 16.

The tournament, sponsored by U. of Florida, consisted of the top five teams in the South East Regional Conference.

The Tars finished with an overall total of 2910 points, while FSU finished first with 3270 points. Also, U. of Georgia placed third with 2615 points and U. of Florida and U. of Tampa finished fourth and fifth, respectively.

Jean Corson turned in an excellent performance for the Tars by placing first in both tricks (535 points) and jumping (88 feet).

The waterski season is divided into two seasons, fall and spring. Overall in the fall, the Tars finished in second place behind Florida Southern, and in front of U. of Georgia, FSU, and U. of Florida.

In their first meet of the fall season at St. Petersburg on September 24-25, the Tars placed in second with 5845 points.

Dave Wiley placed third in jumping with a jump of 113 feet, while Jean

Corson finished second in tricks (500 points) and recorded a 76 foot jump that was good enough to place her in second in the women's competition.

In their second tourney, this time at Florida Southern, the Tars finished a dismal fourth, behind Florida Southern, FSU, and U. of Georgia.

Once again, Jean Corson placed in the top three of the women's events, with a third place finish in tricks (1000 points) and second in jumping (93 feet). Morgan Zook placed third in jumping for the men with a jump of 111 feet.

On October 29-30, the Tars finished third at the U. of Florida meet. Corson recorded 1800 points for first place in tricks, and jumped 85 feet to place third in jumping. Bob Schouton placed first in tricks for the men with 2190 points.

The final meet of the fall was held at Rollins on November 5-6, in which the Tars placed second overall, with 6470, behind FSU with 7025.

For the fall season, the Tars finished in second place overall in the South East Regional Conference.

Their spring season opened on March 5-6 at University of Tampa, in which they finished first.

Dave Wiley won the slalom competition at 20 1/2 bouys, and also finished second in tricks with 1500

points. Corson won jumping with a jump of 77 feet, and placed second in tricks with 1140 points.

The Tars finished in second place in the Brevard C.C. meet on March 18-19. Schouton won the men's tricks with 2560 points, while Corson placed first in both tricks (1220 points) and jumping (89 feet).

They also finished second in the FSU tourney on April 1-2. Once again, Schouton finished first in tricks with 2200 points and Corson finished first in jumping with a 86 foot jump.

Overall, the Tars did very well. They finished in second place in the South East Regional Conference with a total of 22,235 points for the spring, and 26,310 points for the fall.

Coach Paul Harris said, "We had a very successful season and I am pleased with it. But we are losing three men and two women to graduation this year, which will hurt the team."

According to Harris, next years competition will be keener, "because FSU and U. of Georgia are real comers, and Georgia Tech may enter a real fine team."

"Hopefully though, we'll be able to man a team that will offer stiff competition to those teams that are on the move."

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Faculty Comments

Liberal Arts Concerned With Quality

By Alan Nordstrom

The central concern of a liberal education is with the quality of one's life, not with the source of one's livelihood; which is why the pursuit of a liberal education cannot be prudently undertaken without some assurance that one's livelihood will somehow be provided for. A liberal education is the kind of learning one best undertakes in an attitude of leisure and material security, and in this respect it is a luxury; though if we wish to come into our full humanity, it will be found a necessity.

Not many of mankind have enjoyed the security and leisure or found the inner motivation to investigate what could best improve the quality of their lives and bring them to a fuller accomplishment of their own capacities for knowing and doing. Indeed, not many of those few who have nominally pursued studies of the liberal arts and sciences have truly liberated themselves from general ignorance and into creative productivity. Yet that, simply, is the aim of a liberal education. That, and the achievement of a careful ethical awareness.

A major problem for liberal arts colleges these days is to keep their curricula attuned to their central, humanistic concern when fewer of their clientele feel secure enough economically or psychologically or motivated enough intellectually to allow themselves the leisure for self-liberating inquiry into the quality of their lives. Unusually concerned with preparing themselves for careers and professions that produce comfortable livelihoods, more and more students today neglect to examine or prepare for what will make the most fulfilling lives. Colleges now, instead of working to improve the liberal arts and sciences curriculum to sharpen skills of learning, thinking, and expression, or to survey, integrate, and advance our knowledge, are

being pressed to become prudential and preprofessional and to forsake or diminish their commitment to the mental and moral quality of life, for the sake of its material quality.

Hence programs in business and public relations and "media" are flourishing, not as critical examinations of these institutions (which could be a liberating study), but as entrees into careers in these areas. Granted, business is fundamental to America; skills in public relations have often greatly benefited the populace; and every free country is indebted to the open flow of information through its communications media. I do not disparage these institutions so long as they contribute to excellence in the quality of our public and private lives. Yet it is beside the point of a liberal arts college to be fostering such utilitarian skills when its central mission is to examine critically the institutions they serve.

In a humanistic college it should not be asked, as a practical question: How does business work? Rather: How does business function economically, socially, culturally, and morally in our society and in the world? The critical question that leads to understanding and evaluating (rather than the merely pragmatic question) is the humanistic question, for it seeks to discover how the operations of business affect the quality of our lives. Similarly, in a college of liberal arts and sciences, one seeks to discover how the techniques of public relations or the design and control of information media influence masses and individuals.

All of this is analogous to what ought to be happening in departments of art or literature, psychology or physics. There and everywhere in a college of liberal arts and sciences techniques of investigation are being learned, perceptual and analytical skills instilled, critical and evaluative sensibilities nurtured — all to the

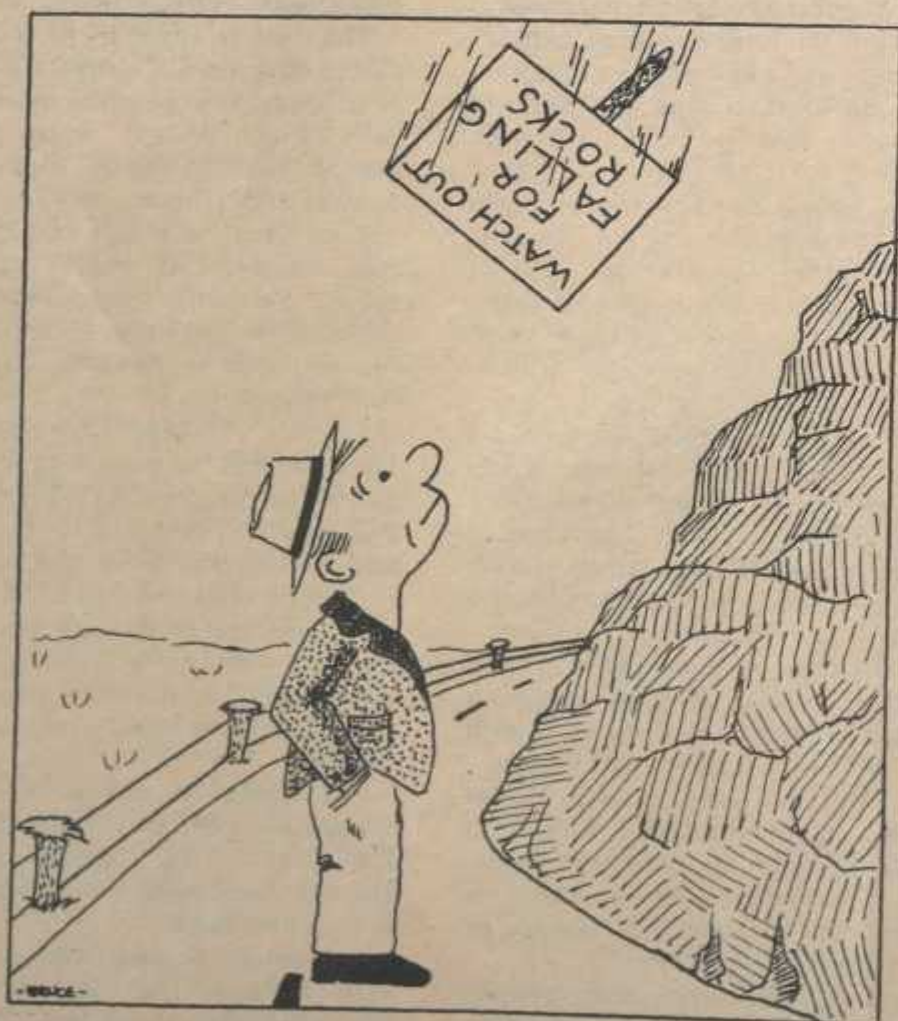
general end of developing sophisticated human beings who are self-motivated, curious, broadly informed, deliberative, tolerant, and humane.

Perhaps this country cannot afford the number of liberal educational colleges it now contains. Perhaps practical and prudential demands are so widely pressing that the prerequisites of leisure and security cannot be easily met. If so, the question becomes: Should these colleges, in order to survive, compromise their mission and change their character to accommodate heavy preprofessional demands? Should curricula be watered down or diverted from purely humanistic aims and colleges settle for half the former loaf?

One response is to question just how "practical" a preprofessional or vocationally-oriented education is. Another is to propose that a student well-trained in a liberal program of studies and hence sophisticated in general skills and knowledge will have more to contribute creatively,

critically, and humanistically to a career. One might argue that a liberally educated person, with all developed capacities, is more adaptable to the shifting demands of a rapidly changing world than one who has specialized too soon and learned too unthinkingly. Then one might add that an educated humanist will be happier in his general resourcefulness and personal fulfillment and thus may be a better worker than one who remains personally stunted.

Therefore, I would resist the encroachment of merely utilitarian studies into the liberal arts curriculum, for I view them as diversion from its central concern. But I will encourage all efforts to insure that the core of liberal studies remains lives up to its mission of challenging and guiding students to realize their human potentialities most fully: learning to think, to feel, and to create as wise and happy human beings. Since all too few may have this opportunity, let us know it for what it is, protect it, and foster it.



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