

# THE UNIVERSITY DAILY

VOLUME 53 NUMBER 28

Texas Tech University, Lubbock, Texas, Tuesday, October 11, 1977

SIX PAGES

## TUESDAY NEWS BRIEFS

### Hepatitis threat diminishes

Students worried that they may have contacted hepatitis from an employe of the University Center Snack Bar can breathe a little easier today following an announcement that the hepatitis is not the infectious variety, but a type not normally transmitted by direct contact with people.

Dr. Reagan Gibbs, director of the Student Health Center, said Monday that the infection, previously "clinically" diagnosed as infectious hepatitis, is serum hepatitis and poses no threat to students who might have come in contact with food-prepared by the employe. The new diagnosis, the result of blood tests, is conclusive, he said.

Surveillance of snack bar employes is also being discontinued, Gibbs said.

### Fire Prevention Week begins

About 3,700 Lubbock fires last year cost city residents about \$1.3 million and took eight lives, according to Fire Chief Tom Foster.

Foster gave the figures at a Monday morning press conference to kick off the city's observance of National Fire Prevention Week.

Fire Marshall A. C. Black said, "Every year about this time someone dies from carbon monoxide by not observing safety rules for home heating devices."

The city fire department will hold safety demonstrations at all city elementary schools this week. During October all public schools will be checked for fire safety standards.

### Marshall loses case

Jimmy G. Marshall has lost another round in his battle against Lubbock City Hall.

Marshall's motion for a new trial, seeking to overturn an injunction against Marshall, was denied in 99th District Court Monday.

More than a month ago Marshall had filed suit against the City of Lubbock. In the litigation, Marshall asked that the city's \$18 million bond election in May of this year be set aside.

The city had been granted an injunction after a hearing about three weeks ago. The injunction was "against frivolous litigation," Senter said.

Marshall has a little more than two weeks to appeal in the Civil Court of Appeals in Amarillo.

### Commissioners apply for grant

Lubbock County Commissioners made application to the Texas Criminal Justice Division Monday for a \$40,000 grant to cover the cost of architectural design of a new \$1 million juvenile detention facility. The grant would also include letting the construction contract, said County Judge Rod Shaw.

Shaw said the commissioners are hopeful that someone within the city might donate land for the project. Land costs for the facility have been projected at \$100,000.

The commissioners, he said, are not sure whether the land costs will be applicable as part of the county's expense when they seek an additional \$500,000 matching funds grant from the CJD.

In other action, the commissioners were notified that county employes' health and accident insurance rates are going up. Shaw said the county will be seeking bids from differing insuring agencies in the next few months.

### Salinas named to committee

State Rep. Froy Salinas of Lubbock has been named to the House Select Committee on Minority Business Enterprises by House Speaker Bill Clayton.

Clayton has directed the committee to study proposals to improve the situation of existing minority businesses and report back to him.

Only one other special house study committee has been named for the interim session. Aside from such special studies, all house studies are made by existing committees.

The 12-member select committee includes seven house members and five private citizens. It will survey the need for a coordinated statewide training seminar for minority business programs, identify sources of business opportunities, and examine options available for existing and potential minority businesses.

### Torres' parents arrested

HOUSTON (AP) - Police Chief Harry Caldwell said Monday officers acted responsibly in an incident in which the parents of Joe Campos Torres were charged with resisting arrest.

Joe Luna Torres, 47, and his wife, Margaret, 42, denied scuffling with officers after seeing them with drawn weapons questioning a man after a disturbance call at an east side game room.

Caldwell said, however, the couple came out of the game room and initiated the contact with the officers.

## WEATHER

Clear and cool today. Highs in the 60s. Winds diminishing. Humidity 70 per cent in the morning decreasing to 20 per cent in the afternoon.

## INSIDE



Students at Parsons Elementary School prepare posters boosting the Red Raiders as part of a study of advertising. For a feature look at the class's work, see page three.

# Muse's dream grows into fierce competition

By KANDIS GATEWOOD  
UD Reporter

Southwest Airlines began with a man who had \$145 in the bank and a Supreme Court decision that gave him 20 days to put together a new airline.

According to Jeff Coker, vice president of marketing for Southwest, the man with the dream was Lamar Muse. Muse's dream began with three Boeing 737 jets, and has grown to a 10-jet enterprise that carried one million people in its first two years.

Coker spoke last week to Tech marketing students.

The same day Coker spoke to the class about the company that lowered air rates in Texas and caused price wars in Houston and Dallas, the radio announced Texas International Airlines is lowering its rates for flights from Lubbock to Austin and Houston.

A Texas International Dallas employee said the rates will probably be effective Nov. 13 and the rate decrease was partly because of competition.

The employee said Texas International had applied for the rate decrease to the Civil Aeronautics Board quite some time before Southwest Airlines was in Lubbock.

Basically, the decrease in prices began with other cities and has finally

been approved for Lubbock. The decreases started about a year ago, she said.

The prices are lower, she said, because the airline realized the profits are higher when more people are flying.

Randall Jones, district sales director for Braniff International, said he knows of no effect the lower prices of Texas International will have on Braniff rates.

"Our business is holding up very well," he said.

After Southwest appeared in Lubbock Continental Airlines lowered rates to Dallas-Ft. Worth. Continental does not have any direct flights to Austin.

Coker said Southwest will be increasing advertising in the Lubbock area in an effort to contact students.

The rates may go up about \$2 next spring, he said.

Southwest has not had a rate increase since 1973, Coker said.

"We've got a new airline here. It's a big gamble and we may not make it," were the words Muse used six years ago in contacting Coker to work for the new Texas airline.

The airline used Bloom Agency in Dallas to get across the image of an airline with the freedom and fun of a girl riding a horse and singing.

After a 3½-year battle in court to win the opportunity to fly in Texas, the company caused a price war by 1973.

The "\$13 war" between Texas International, Braniff and Southwest was a turning point in Southwest's history, Coker said.

One Dallas newscaster described the situation. "This is an airfare price war even big for Texas, and love has nothing to do with it."

Love.

Even Southwest's name used in the American Stock Exchange is Love.

Love field, "love potions," "love bites," "love machine" to eat your ticket, "somebody else up there who loves you," "we can't give you anything but love," "spreading love all over Texas," "Love is still our field," and "can't beat it for Love or money" are just a few of the slogans to get across the image.

Coker said only one ad in Corpus Christi about love was pulled from print the day before it was supposed to run. The slogan:

"You can't make Love six times a day in a car."

Coker said the real job of showing the fun of flying belongs to the employees of the airline.

"My job is easy enough. I get them in the seats," Coker said. "It's the girls

who keep the business going."

During Easter, one stewardess, Coker said, dressed as a bunny wearing ears and a tail.

"This is Easter," the girl told the businessmen boarding at 6:20 a.m., "and everybody is going to have fun. We are all going to bunny hop with this plane."

Also, with 68 businessmen delayed in Dallas, the same girl told the men to close their briefcases.

"Listen to me," she said. "we are going to have a coloring contest."

Sure enough, Coker said, 68 men were sitting in their seats coloring as fast as they could, being careful to stay within the lines.

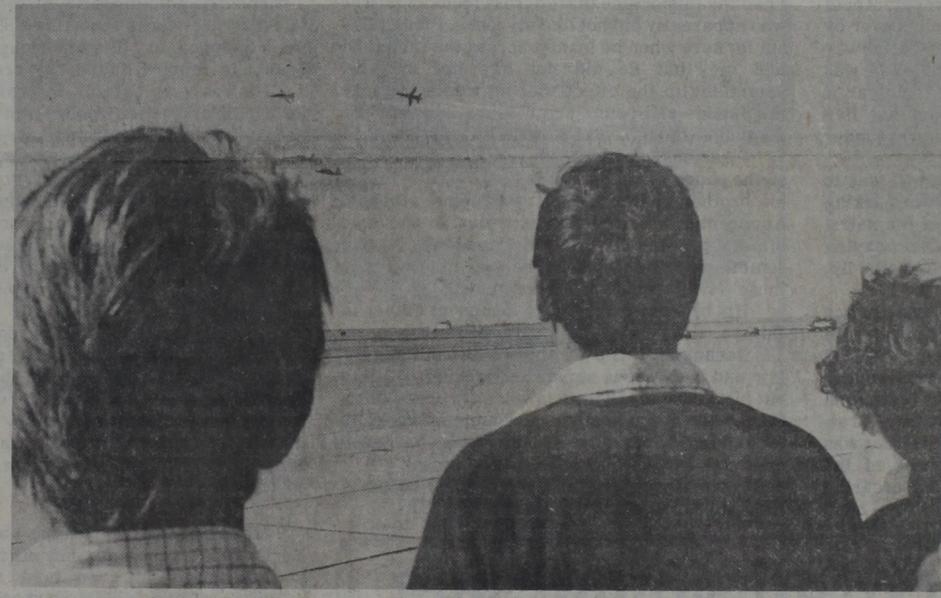
Television commercials are aimed at promoting the fun image and the idea that it is cheaper to fly than to drive, Coker said.

Coker said the airline is competing with the car, not other airlines.

Plans for Southwest include expansion to Amarillo, Port Arthur and Beaumont, Coker said.

Also, by 1985, the airline may head outside the state in a 200 to 500 mile radius, including New Orleans, he said.

Also, the airline hopes to include beer bust flights, he said.



### Thunderbirds

The Thunderbirds, Air Force's stunt aircraft perform their intricate maneuvers for friends and families of Reese AFB at Monday's open house. The team made a pass over the Tech campus Monday morning as a salute to The Tech Air Force ROTC. (Photo by Karen Thom)

# Shelter suggested for women

By LARRY ELLIOTT  
UD Reporter

More than half of America's wives are victims of physical abuse by their husbands at some time in their life "Abuse" ranges from a slap to a fatal beating.

Linn Bendslev, of the Fort Worth Women's Haven, told a Sunday symposium at St. John's Methodist Church that this statistic points to a need to establish a permanent shelter for battered women in Lubbock.

The symposium on household violence was sponsored by Women's Protective Services, a group of Lubbock citizens working to establish support services and a shelter for Lubbock victims of violence at home.

Bendslev told the group that about 40 per cent of police calls involve domestic trouble situations and that the problem is on the increase.

The problem of household violence is not confined to certain ethnic or income groups, but cuts across social and economic lines, Bendslev said.

"The typical woman we have worked with in Fort Worth is 28 years old, Anglo, has two children, and has a family income of over \$10,000," she said.

"It's not a problem of battered women or battered children, it's a problem of violence in the home. In 50 per cent of the cases we work with, the children are also abused," Bendslev said.

Bendslev credited Tarrant County churches, Congressman Jim Wright and an advisory board consisting of

attorneys, ministers, judges, the mayor of Fort Worth, and State Rep. Chris Miller with support in getting the Tarrant County project under way.

In an interview earlier this week, Elaine Bagley, president of the Lubbock National Organization of Women (NOW), said the Women's Protective Services group feels the problem of battered women is a

community problem that needs a community effort.

"I think this is really the time for this (a shelter) to come about. We (NOW) have made it our top priority," Bagley said. "We might be able to put something together by spring that would operate similarly to the Rape Crisis Center.

"Our primary interest is to establish

shelter facilities and optional counseling services. We have found that we have a great deal of support from many agencies in town," she said.

Some of the community meetings held Oct. 4-6 to decide priority projects for Community Development funds heard speakers from Women's Protective Services, Bagley said, and a shelter for battered women was included on their lists of projects.

# NASA accreditation possible for Tech art department

By BECKY STRIBLING  
UD Staff

If the Tech Art Department's application for accreditation is approved, Tech will become the second school in Texas to receive the National Association of Schools of Art's accreditation.

The National Association of Schools of Art (NASA) will be here today, and Wednesday to review, evaluate and examine the Tech art department's application.

The NASA evaluation will determine the philosophies and the objectives within the art department, and see if the art department is setting and maintaining high standards, according to James Broderick, art department chairman.

NASA is the only accredited agency

covering the whole field of art and design recognized by the Council of Post-secondary Education and the U.S. Office of Education, Broderick said.

Tech's first application for evaluation was accepted last spring. The NASA board will consider the application and make their decision in the spring. If the application is accepted, the art department will be fully accredited by fall 1978, joining the University of Texas as the only Texas program to be so accredited.

Broderick said that accreditation will endorse the art department and provide it with a pool of tremendous resources and affiliations with other schools. Tech will also have access to a board of consultations from the association, if accreditation is approved.

General criteria for qualifying are

administrative effectiveness, financial stability, full-time faculty and staff, and adequate art library, time for creativity and research for faculty members, and sufficient space and equipment.

The evaluation team yesterday toured the facilities and exhibits of the art department, met with faculty members and students, and met with Tech President Cecil Mackey and Vice President for Academic Affairs Charles Hardwick.

The evaluation team will be observing classes and examining library holdings today. Team members will meet with Broderick and Dr. Lawrence Graves, dean of the College of Arts and Sciences, in the afternoon.

Student art work will be displayed in the art department this week.

# Life, times and jails in Brewster County

I learned two important lessons this week that will help me in my later years.

I journeyed to Terlingua, Tex., for the annual Chili Cook-off and found: 1) Too much chili can have a lasting effect on the gastric system and 2) Neither law and order nor legality has necessarily permeated that portion of the state.

In my early years, while attending the Catholic Church, I was always told that Sunday is a day of rest. I can no longer argue with that, for the simple fact is, I spent all of this past Sunday getting more rest than I could hope for—in the Brewster County Jail in Alpine.

All I had heard the previous week was people asking me to go to Terlingua with them.

"No," I would continually tell them, "I have to be at work too early Sunday." Well, after several glasses of an amber-colored liquid Friday night, I decided to make the trek. Accompanying me would be my roommate and a friend.

After driving all night, making one stop for gas and one stop at a hotel for a five-hour nap, we arrived in "the Chili Capital of the World" around 3 p.m. Saturday.

It was worth it too. We partied with everyone we could see. We watched people fall off cliffs, people eating jalapenos until you could practically see the fire in their eyes, and watched numerous individuals from the Tech delegation bowing to the Double-T they had constructed.

Knowing I had to leave late that night to make it back to work, I tried to get myself geared up for it mentally. My friend and I had somehow gotten separted from my roommate but we were not about to panic. He had taken up with some other Tech people, so we knew he had a way home. About 1:20 a.m. Sunday morning, we left the gates of Terlingua to journey back to the Hub City.

We didn't make it too far, however. About two miles down the road, we were pulled over by two Department of Public Safety Highway Patrolmen. Since I was the one driving, I was told to accompany one of them to their car. I showed him my drivers license and not five seconds after that was informed I was under arrest.

"Why?" I asked. Shortly after that I was to learn that was a tragic mistake. After asking that innocent question, I found one of the patrol men lunging at me from across the seat saying something to the effect of "Don't give me no lip, boy. Just listen to what I'm telling you."

I was jerked out of the car by the two police men, thrown to the ground, picked up once again found myself sprawled on the pavement. Mind you I began screaming as loud as I could, but to no avail. My friend had remained self-restrained in the front seat of the car, but my screams drew him to open the door to look back to see what was going on. He looked back to find one of the officers pointing a revolver at his head, ordering him not to move or he would "blow his fu--- head

off." He of course, did not make another move.

We were both handcuffed and hauled to a trailer house about a mile and a half down the road. To make a long story short, we were both tried at a coffee table. My offenses were more severe than my friend's and struggling on the pavement with the officers sure didn't help.

I then got to watch as my companion faced the judge. I heard an officer tell the judge that the suspect had lunged out of the car and was heading straight for him. That is when he thought it necessary to pull the gun.

It was then the first tear came to my eye. The second came as they were driving us the 90 miles to Alpine to spend our time in jail.

Arriving in the jail about 4:15 a.m., we quickly began to make some new friends. Some new friends I hope I will soon be able to forget. A short list of the type of individuals we were put in with is as follows:

—A young Mexican-American who had attempted to kill his wife several hours earlier. Dond on this inspired young man was set at a trifling \$30,000. He spent most of his night throwing up in the cell next to ours.

—An individual about 24-years-old. He was arrested on charges of driving while intoxicated—for the third time. I really began to like this fellow until he asked my friend to hold his arm while he shot up with heroin.

My friend and I were forced to share the same bunk, since we were not too thrilled at the prospect of sleeping on the bunk covered with the vomit left by the individual faced with the \$30,000 bond.

My bond had been set at \$250. My friend had yet to have any bond set for him.

We didn't get much sleep that night. Most of our time was spent yelling downstairs, asking them to let us use the phone. It is not easy to raise \$250 in a jail cell when they had confiscated all the money you had several hours earlier—all three cents of it.

At noon, Sunday, we were allowed to make our phone call. They brought us down together, but most of the time we were in separate rooms. I had the misfortune to sit across from an officer who apparently did not like my looks. I found this out for sure when he leaned across the table and told me that he did not like my attitude. Something to the effect that he wanted to take me outside and pound some sense into me. His language, though, was a little bit harsher.

I walked out of the room and found my friend on the phone. He had told me he was going to call his brother, a third-year law student at Tech. Apparently, his brother was trying to convince him to pay an \$18 fine. He wouldn't, saying something to the effect that he wouldn't give in to those "sick" and lying individuals."

His brother managed to locate his father in Odessa, and he came and arranged our release.

Terlingua. It is a great town for chili, but for law and order, it is somewhat lacking. I'll find out just how bad the town is when I journey down there once again in the next couple of weeks to face trial. I am now considered a hardened criminal, but I won't take it lying down.

Have a good day, and it's good to be back. Now, if I can just find my roommate. . .JR



JAY ROSSER

## Mandatory retirement age increase doesn't please all

By JOHN CUNNIFF  
AP Business Analyst

NEW YORK (AP)—When the cork stays in the bottle, which is to say when the boss stays beyond his expected retirement date, the dissatisfaction among ambitious managers below him spreads like a disease.

And now that mandatory retirement at age 65 is increasingly considered discriminatory, that disease might plague American corporations, causing them to lose some of their best managers and embittering others.

"Every time a chief executive leaves his position, 8 to 10 per cent of managers below typically receive changes in assignments as well as salary adjustments," Eugene Jennings, a management authority, points out.

"If the chief executive stays two years longer than the old mandatory retirement age, more managers who were just mildly distributed before are unhappy. At three years there's a management exodus."

Jennings, management professor at Michigan State University, has spent three decades studying the corporation. He has authored many books on the subject and is a confidential adviser to corporate chairmen and presidents.

"If the chief executive stays five years longer than the existing mandatory retirement age one can see the possibility of hundreds if not thousands of executives have their hopes dashed on the corporate wall," he said.

"In the 500 largest industrial corporations, for example, 35,000 managerial personnel would be reduced to the condition of uncertainty, leading possibly to unhappiness and

dissatisfaction."The ripple effect of just one person declining to retire when expected is sometimes overlooked by those studying the impact of delayed retirements, Jennings feels. But that effect cannot be isolated, he observed.

In one corporation of 250,000 employees and 15,000 managers, he said, the retirement of the chief executive meant reassignments for more than 1,700 employees. Had the top man not left, many of those managers might have.

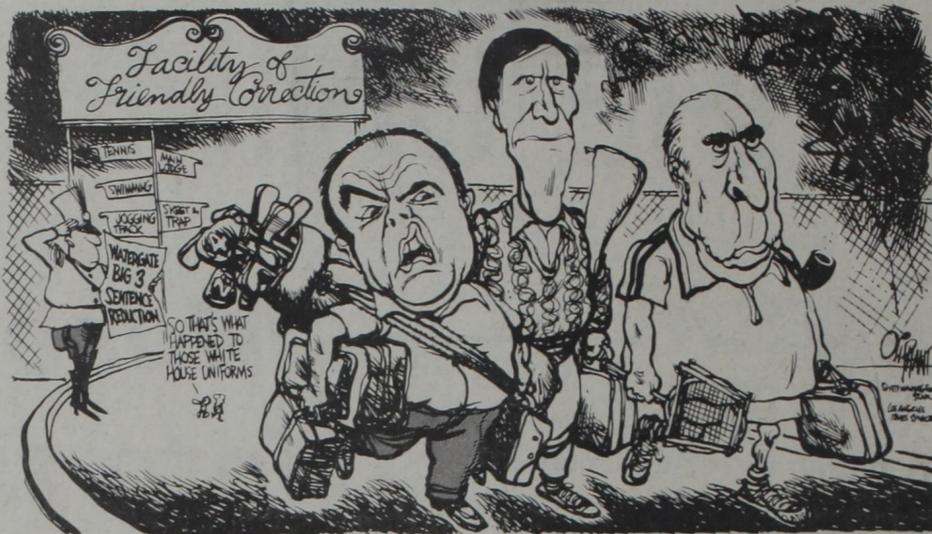
"Usually I have noted that among 100 candidates for president or chairman, 15 per cent will leave to make it elsewhere," regardless of retirement policy. "But when the chief executive stays on, another 10 percent or so will leave," he said.

"This means that when the chief executive stays, the quit rate among eligibles is close to 25 per cent, depending on how long he stays," said Jennings, adding:

"As long as the candidates can expect the chief to retire they can deal with the problem of making it or not. But add the uncertainty about retirement and it becomes too much. They look elsewhere."

The problem for the individual in such cases is the possible loss of what they feel is life's biggest prize. Candidates for the top jobs are aware that the "window ages," where they are observed, is 45-50 for president, and 51-56 for chairman.

They understand, said Jennings, that they must get their faces in the window at these ages. And if the top man stays, they either pass the window and out of the picture, or they transfer while they have the time.



"...NOW WE GET THROWN OUT OF OUR COUNTRY CLUB! WILL THAT SIRICA NEVER STOP HOUNDING US?"



James Reston

## Selling Jimmy short

(C) 1977 N.Y. Times News Service

WASHINGTON—You can agree or disagree with President Carter on policy, but some personal things you can't deny. In good times and bad, he faces his critics with more regularity, more precision of fact and language, and more patience and courtesy than any other president of the television age. So it would be a bad idea to sell Jimmy Short.

He promised when elected to have two press conferences a month, come what may, and he has stuck to it. His 16th, after the toughest passage of his nine months in the White House, illustrates the point. It may be the best show of the new TV season.

Carter clearly regards these confrontations with the reporters as an opportunity rather than a problem. With all three national commercial television networks reporting the event, he used them to appeal to the American people and the Senate to support his energy program.

He was very careful, in praising the House for backing his energy policy, not to condemn the Senate for cutting it up. He avoided invitations from the press to compare the leadership of the two Houses. He stuck to the facts: Already this year, the United States had spent \$23 billion on imported energy. The bill for foreign fuel would be \$45 billion by the end of the year, and if this importation cost went on at present rates, the cost of foreign fuel between now and then would total \$450 billion by 1990.

Carter knew there were strong pressures on the senators and honest differences of opinion about what should be done, but despite the present struggles and filibusters in the Senate, he sounded confident—probably more confident than he felt or the facts would warrant—that the Senate would finally support an energy bill he could support.

He seemed a little vague about the date of Bert Lance's problems, but other than that, he was definite and even bold about intricate questions of the Middle East, the negotiations with the Soviets about arms control, and almost recklessly frank about awkward domestic political and economic problems.

Was it true, he was asked, that the Republicans in Congress seem to support him more than the Democrats? Well, yes, he said sometimes it was, but of course he was a Democrat, etc. What was he going to do about the competition of foreign steel, which was hurting the domestic steel industry? Not all the blame, he replied, should be put on foreign steel companies, or on environmental standards

in the U.S. Some of our steel plants were out of date, he implied, and he made no promise to help the steel companies looking for protection against foreign competition.

This was very typical of Jimmy Carter. He is a very gutsy guy. He will meet every press conference he promised, answer every question, invite every senator who has a pain, receive every foreign visitor who comes to town, and even, as we have discovered in the last few days, call up reporters who have, in his view, made a mistake, and give them interviews to set them straight.

It is an appealing and amiable trait but this may really be Jimmy Carter's problem. Like a doctor, he is unfailingly sympathetic to anybody who thinks he's in trouble, not only Bert Lance, but any senator who has a grievance—odds the people who oppose him rather than the people who support him—and he has set up a schedule of speeches, visitors and travels in the next few weeks that cannot possibly make sense unless he invests the 48-hour day.

He is going to New York to address the United Nations. Having campaigned for Henry Howell, the Democratic candidate for governor in Virginia, he is also going to campaign in New York City for the Democratic candidate for mayor, Edwarg Koch.

Meanwhile, he has announced a trip to four continents and 11 countries in Latin America, Africa, Europe and Asia in eight days at the end of November. So while Washington admires his energy, it also questions his judgment.

He is fighting on a dozen battlefields at the same time—on energy, welfare, taxes, inflation, unemployment and farm policy, among other things at home. And on human rights, arms control, fiscal stability, Middle East compromise and black majority in Africa overseas.

Washington watches all this with admiration but some doubt. How can he get all this together? Is it possible to do so many things at the same time? What are his priorities? And will he ever concentrate his tireless energy on a few questions that will startle the Congress into lucidity and decision?

These are the questions that baffle the Capitol about Carter, even when they admire him. Every time he has a press conference, he wins the respect of his opponents, and even inspires some hope for the future.

In the end, the hope here is that he will get agreement on Panama, even a limited arms agreement with the Russians and an energy program at home, for he is a determined man and has more support with the people than he has with the Congress or the press. But still Washington wonders and hopes about where he is going.

## THE UNIVERSITY DAILY

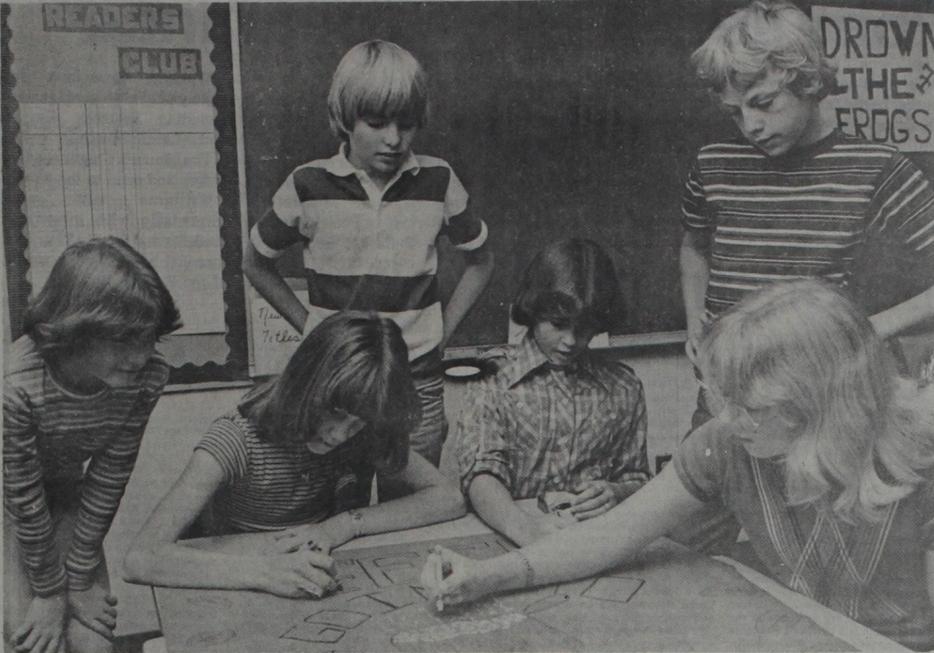
The University Daily, a student newspaper at Texas Tech University in Lubbock, Texas, is published by Student Publications, Journalism Building, Texas Tech University, Lubbock, Texas 79408. The University Daily is published daily except Saturday and Sunday September through May, and bi-weekly June through August, except during review, examination and vacation periods. The University Daily is a member of the Associated Collegiate Press, Southwestern Journalism Congress and National Council of College Publications Advisors. Second class postage paid at Lubbock, Texas 79409. Subscription rate is \$14 per year. Single copies, 10 cents. Opinions expressed in The University Daily are those of the editor or of the writer of the article and are not necessarily those of the university administration or the Board of Regents.

"It's this newspaper's business to raise constructive hell."

- Editor ..... Jay Rosser
- Managing Editor ..... Terry Gann
- News Editor ..... Kim Cobb
- Sports Editor ..... Gary Skrehart
- Associate Sports Editor ..... Fred Herbst
- Entertainment Editor ..... Doug Pullen
- Copy Editor ..... Domingo Ramirez
- Reporters ..... Bill Baldwin, Kay Bell, Mary Crawford, Larry Elliott, Kandis Gatewood, Keith Mulkey, Barbara Pogue, and Janet Warren
- Sportswriters ..... Chino Chapa and Chuck McDonald
- Entertainment Writer ..... Kevin Phinney
- Photographers ..... Dennis Copeland and Karen Thom

DOONESBURY by Garry Trudeau





**Early research**

Sixth-grade students at Parsons Elementary School put the information they learned about advertising to practical use by producing promotional advertising for the Red Raider

football team. The class has been studying the basic functions of advertising and forms of ads used by the media. (Photo by Karen Thom)

**Class studies Raider ads**

Countless texts have been written about the function of advertising in today's society. Researchers in sociology, psychology and mass communications have put the art under a microscope to see how it works. Up until now the results have been disappointing.

Call off the scientists. Lubbock sixth-grade student Robert Weiner and his classmates have found the answer. Weiner states it succinctly:

"We learned that advertising gets people to do stuff and then again if you don't do it right you could go out of business."

Weiner is a member of Mrs. Jerry Laymeyere's sixth-grade class at Parsons Elementary School. The class studied the aspects of advertising in conjunction with a chapter study on the use and abuse of the English language.

The majority of the advertising done by the class was promotional advertising for the Red Raider football team. The class wrote ads for most of the Tech games.

Posters bearing the slogans "Cook Rice," "Beat the Owls," "Roast the Razorbacks," and simply "Go Tech," adorn the walls of the class room.

"We taught the students the basic functions of advertising and what forms of ads were used by the media," said Laymeyere. "We helped them with the formation of their ideas, but after that they were mostly on their own."

The students studied advertising for billboards, buses,

taxicabs and sky-writing, as well as the conventional ads done for newspaper, radio and television.

One ad had the picture of an airplane writing a victory inspiration message for the Tech football team across the sky.

"I enjoyed doing the ad for the Red Raiders where we used sky-writing," said student Tim Dietz. "Me and a bunch of the guys got together, drew the airplane and wrote the slogan. It was a lot of fun."

It was difficult for the students not to let their personal feelings influence their ads. It was the general consensus of the class that all other SWC schools, other than Tech, were bad and the Texas A&M Aggies were the worst because they had hurt start quarterback Rodney Allison.

In addition to the football slogans, the class studied television advertising and performed their own version of local commercials.

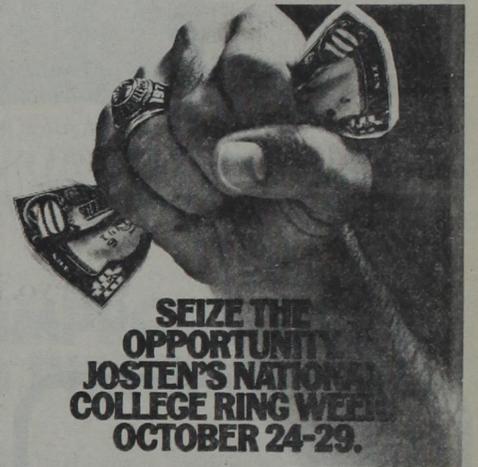
**CHARCOAL - OVEN**

4409 19TH ST. PH. 792-7535

**No. 1 Charcoal Oven Special**

1/4 lb. BURGER with **\$1.25**  
French Fries, Salad Bar

(With this coupon)  
Offer good through 10/31/77



**SEIZE THE OPPORTUNITY**  
**JOSTEN'S NATIONAL COLLEGE RING WEEK**  
**OCTOBER 24-29.**

**IN PERSON ASLEEP AT THE WHEEL WESTERN SWING RETURNS TO LUBBOCK- ONE NIGHT ONLY- TUESDAY OCTOBER 11th TONIGHT**  
ADMISSION \$4.50 AT THE DOOR

**Cold Water Country**  
we're a country and western company  
Loop 289 at South University

**KEY AUTO SUPPLY**  
"Everything Automotive"

No. 1...4113-13th 795-5235  
No. 3...1620-Ave. H 765-5551

3502 Slide Security Park #12 795-9481

**the SWIFT FOOT**

**NEW FALL STYLES IN:**  
Ski wear, ski jackets this week only-  
Gant Ruggers (short sleeve)-\$8.25 Reg.-16.50  
**YOUR ATHLETIC WEAR HEADQUARTERS**

**sherwood forest**  
PROFESSIONAL HAIR DESIGN FOR MEN AND WOMEN

2303 Avenue G 747-2611

**SAF MEANS:**

- GREAT SAVINGS**  
Assemble your furniture at home and save money.
- SLEEK CLEAN DESIGN**  
For today's style conscious customer.
- EASY ASSEMBLY**  
Six simple basic construction steps.
- BROYHILL QUALITY**  
Over 50 years of furniture design reliability.
- WIDE SELECTION**  
Select from over 35 multi purpose pieces.
- IMMEDIATE DELIVERY**  
Take home and use it today.

**THE FURNITURE IN THE BOX, THE SAVINGS IN THE BAG!**

**All you need is a screwdriver.**  
A simple screwdriver is all it takes, and that's included in the carton with each piece of furniture. All fasteners are pre-assembled and require only the turn of a screw to lock each part in place.

Now you can have your furniture TODAY and ready to use it tonight. Select from over 35 beautiful factory fresh pieces in a tough, durable, space age dappled elm finish. Assembly is so easy!! Since you don't pay for pre-assembly, delivery, excessive warehouse handling, touch up, and high freight charges, these savings are passed on directly to you. So, here is SAF — the furniture in the box with the savings in the bag.

- Door Commode \$85.00
- Door Cocktail Table \$90.00
- 50 in. Desk-and Hutch \$187.00
- 2 Drawer Night Stand \$62.00
- Panel Headboard-Twin or Full \$45.00
- 30" 3 Drawer Unit-Hutch \$147.00
- 1 Drawer End Table \$62.00
- 1 Door 3 Drawer Unit-Glass Hutch \$200.00

**DIRECT FURNITURE WAREHOUSE**  
AN ASSOCIATE OF McKELVY'S FURNITURE  
2308 Avenue G • Phone 747-2538

**ZALES**  
Layaway for Christmas!

Diamond teen rings have new friends... genuine rubies, sapphires or emeralds!  
1 Diamond, 8 genuine rubies, \$115  
Also available:  
1 Diamond, 8 genuine sapphires, \$110  
1 Diamond, 8 emeralds, \$125  
14 Karat gold mountings  
Charge it!  
Open a Zales account or use one of five national credit plans

CAPROCK CENTER SOUTH PLAINS MALL **ZALES** TOWN & COUNTRY 1108 BROADWAY  
The Diamond Store  
Illustration enlarged

**A Fashion World of Poems... Prayers... and Promises...**

Staged at Valentino's  
Tuesday, Oct. 11  
8-10 p.m.

Fashion Show  
courtesy of

- Sumwear—Skibell's Jr. Botique
- Varsity Formal Wear
- Shadracks Tuxedo
- The Wooden Hanger

Entertainment by the Steve Mann Dancers from the American Dancing Repertorie Ballet  
Bill Oakley, Janet Kirby, Laurie Hutson



Blue Maquey cactus hearts ripe and ready for distilling at Tequila Cuervo's La Rojeña plant.

# Since 1795 Cuervo Gold has been made in only one way. And in only one place.

In Tequila, where the pampered Blue Maquey plant still flourishes amidst the rich, volcanic soil and perfect climate as it has since 1795.

Where over 182 years of tradition is still a way of life. This is what makes Cuervo Gold special. Versatile and adaptable. Neat, on the rocks, with a splash of soda, in a perfect Sunrise or Margarita, Cuervo Gold will bring you back to a time when quality ruled the world.



**Cuervo. The Gold standard since 1795.**

CUERVO ESPECIAL® TEQUILA. 80 PROOF. IMPORTED AND BOTTLED BY © 1977 HEUBLEIN, INC., HARTFORD, CONN.

## Poet sets Tech appearance

Miller Williams, a poet and teacher, makes a return appearance here Thursday night at 8 p.m. in the Chemistry Building Auditorium.

Williams, with more than a

dozen poetry books in print, appeared here several years ago making a hit with West Texas audiences. People who saw Williams first reading here have said he starts his readings almost comically and ends on a serious,

penetrating note.

Acclaimed one of America's best poets, he has received the Henry Bellman Poetry Award, a Bread Loaf Fellowship in Poetry and the Amy Lowell Travelling Scholarship in Poetry. He was also a Fulbright Lecturer in U.S. Literature at the National University of Mexico in 1970.

Williams' works have been widely published in magazines including Saturday Review and Atlantic Monthly.

The Thursday night reading is free and open to the public. Williams will meet informally with interested students and faculty Thursday morning at 10:30 in Room 124 of the English Building.

Bill Baldwin

## Entertainment

**MUSIC**  
The Mission Mountain Wood Band, tonight at 8:15 in the UC Theatre. Tickets are \$2.50 for Tech students with ID and \$3.50 for others. They are available at the UC Ticket Booth. Asleep at the Wheel, tonight at Cold Water Country. Covercharge is \$4.50. David Payne, tuba, faculty recital at 8:15 tonight in the Recital Hall. Admission free.

Rush, UFO and Max Webster, Thursday at 7 p.m. in the Municipal Auditorium. Tickets \$5 and \$6. They are available at B.B. Music, Al's Music Machine and Flipside Records.

Ray Wylie Hubbard Thursday through Saturday at Fat Dawg's.

Philharmonia Hungarica, Friday at 8:15 p.m. in the Municipal Auditorium. Tickets \$3 for Tech students with ID and \$6 for others. They are available at the UC Ticket Booth and \$6 tickets available at Hemphill Wells (South Plains Mall).

Wjr, Tower of Power and Redbone Saturday at 10:30 p.m. in the Memorial Civic Center. Tickets are \$6 advance and \$7 the day of the show. They are available at B.B. Music, Al's Music

Machine, Flipside Records, the jewelry department of Furr's Family Centers and the First National Bank of Lamesa.

**THEATER**  
"The Ballad of Sad Cafe" through Wednesday at 8:15 p.m. in the University Theatre. Tickets are \$1 for Tech students, \$1.75 for high school and other students and \$2.50 for others.

**ART**  
The paintings of Ronald Thomson on display through Nov. 7 at the Tech Museum.

**OTHERS**  
Miller Williams will recite poetry at 8 p.m. in the Chemistry Building Auditorium. Admission is free.

University Theatre bonus season tickets cost \$11 and include the four main shows, four Lab productions and eight American College Theater Festival shows. Regular season tickets cost \$8 and include the four main shows only.

"Future Shock" video tape from 10 a.m. to 4 p.m. in the UC West Lobby.

**MOVIES**  
"The Exterminating Angel," Cinematheque presentation, at 8 p.m. Wednesday in the UC Theatre. Admission \$1.

## MOMENT'S NOTICE

**FFA**  
Future Farmers of America will meet today at 7:30 p.m. in the Aggie Auditorium. For more information contact Dwight Hurley at 799-0028.

**IAC**  
The International Affairs Council will meet today at 6:30 p.m. in room 204 of the UC.

**MORTAR BOARD**  
Mortar Board will meet today at 9 p.m. at 227 Indiana, apartment 205C.

**SECC**  
The Student Council for Exceptional Children will meet today at 7:30 p.m. in room 214 of the Home Economics Building. Lena Waters will be speaking.

**TICKET DRAW**  
Coupons will be exchanged for tickets to the Tech-Rice game from 1 p.m. until 6 p.m. Wednesday and Thursday in the UC Well. Students must have a validated student ID card for each ticket to be drawn. Students who draw south end zone seats may redraw from 6:30 p.m. in the UC Well Thursday if tickets are available.

**PISTOL CLUB**  
The Texas Tech Pistol Club will meet today at 7:30 p.m. in room 56 of Holden Hall. For further information call Mike Albers at 795-2165 or Jim Clark at 745-1975.

**CORPSDETS RUSH**  
Anyone interested in joining Corpsdetts may attend Corpsdetts Rush Orientation today at 5 p.m. in room 3 of the Social Science Building.

**BREAD BREAKERS**  
Bread Breakers, a faculty-staff christian group who meet weekly, will meet in the UC Blue Room today at noon to view a film on the CONTACT

Program. Robert Wells, who is involved in the CONTACT program, will make comments and answer questions.

**PHI GAMMA NU**  
Phi Gamma Nu, Women in Business, will meet for a business meeting today at 7:30 p.m. in room 154 of the Business Administration Building.

**BOOK SALE**  
The Association for Childhood Education is selling children's books, 8 a.m. until noon, Monday through Friday in room 235 of the Administration Building.

**WHO'S WHO**  
Deadline for applications for Who's Who has been extended until today at 5 p.m. Applications must be turned in to the Dean of Students Office, room 163 of the Administration Building.

**TRAVEL FORUM**  
A travel forum on the Caribbean will be given by UC Programs at 7:30 p.m. today in the Lubbock Room of the UC. Dr. Neale Pearson and Dr. Elbow will be speaking.

**PHI U**  
Phi Upsilon will meet today at 7 p.m. in room 111 of the Home Economics Building.

**DELTA PHI EPSILON**  
Delta Phi Epsilon will meet today from 6 to 9 p.m. at the Pizza Inn, 2102 Broadway.

**JUNIOR COUNCIL**  
Junior Council will have a Saled Supper at 8:30 p.m. at 1710 Ave. R, Apt. 201. Be sure and wear your Junior Council shirts to class.

**ALPHA ZETA**  
Alpha Zeta will meet today at 7:30 p.m. in room 101 of the Range and Wildlife Building.

**PREGNANCY INFORMATION**  
counseling • referrals  
**762-4032**  
Texas Problem Pregnancy Center, Inc.  
A Texas Nonprofit Corporation

## Classified Ads Dial 742-3384

**CLASSIFIED**  
DEADLINE - 12 NOON - ONE DAY PRIOR TO PUBLICATION  
15 WORD MINIMUM - CASH IN ADVANCE - NO REFUNDS

1 day	\$1.50
2 days	2.50
3 days	3.50
4 days	4.50
5 days	5.00

### TYPING

TYPING. Research papers, theses, dissertations. IBM Selectric. Spelling corrected. Approved Graduate School typist. Call Joyce - 745-1210.

**EXPERT** typing, IBM Correcting Selectric II's. Proofreading, Neat, Accurate, Fast. Reasonably priced. Mrs. Spann, 797-4993.

TYPING and/or Editing. IBM Correcting Selectric II. Theses, term papers, etc. Experienced educator (English). Mrs. Larson, 795-9740.

**PROFESSIONAL** typing, IBM Correcting Selectric II. Theses, Dissertations, etc. Accurate, fast service. Reasonable Rate. Close. Mrs. Montgomery 797-5547.

**GENERAL** typing, Theses, thesis, dissertations, 792-1307.

**EXPERIENCED** in typing, IBM Correcting Selectric II. Call Kay after 5:00 p.m. 747-2315.

**TWELVE** years experience. Spelling corrected, work guaranteed. Call Mrs. Arnold, 792-1641, 2810 53rd.

**THESIS**, dissertations, resumes, term papers typed. IBM Selectric II. (Elite & Pica) Mrs. Richards, 3320 26th, 799-7955.

**GUARANTEED** Typing Services. Theses, essays, charts, graphs. Free delivery. In early, out fast. Jo Ann, 799-8961.

**TWELVE** years experience. Spelling corrected, work guaranteed. Call Mrs. Arnold, 792-1641, 2810 53rd.

**H. S. M TYPING SERVICE**, Theses - Thesis Term papers - Contracts 20 yrs. combined experience. 799-1450 or 792-8912, 4606 62nd. Cindi Hendrix, Peggy McAllen.

**NEED** part time cashier to work approximately 25-30 hours a week. Apply in person Red Carpet 1902 Quaker.

**PART TIME** help wanted. Delivery men for small restaurant. Must have own transportation. Call after 2 p.m. 797-9773 or 747-4184.

**WAITRESS NEEDED**. Full or part time. \$2.50 per hour plus tips. Apply in person. Applause 4138 19th 12.3 p.m. or after 6.

**PART TIME** truck drivers needed immediately to work 1/2 days, 5.5 days a week. Call Jean Collins, Goodwill Industries 744-8419.

**TWO** three people needed to work part time, hours flexible between 9-6. \$2.30 per hr. plus company benefits. See David, White's Home S. Auto, Caprock Center.

**Wanted, Cocktail help & barback**. Good pay. Apply in person after 4 p.m. Cold Water, Country 7301 S. University.

**SECRETARY**, 15 Good typing must, filing. Local Regional Director's Secretary. Preferably College Student; one considered. Call 747-2729 MWF 12-4; TTh 8-11-30.

**HAYLOFT** Dinner Theater is hiring waiters, waitresses. Fun place to work with excellent pay. Apply in person at Hayloft, 3 1/2 miles past Loop on Brownfield Highway.

**NEED** female roommate through December. Greenbrier Apts. \$120 with bills paid. Available immediately. 747-8083.

### HELP WANTED

**HELP WANTED**  
ASSISTING IN PRODUCTION AND CLEAN UP. \$2.75 PER HOUR. HOURS: 1 p.m. - 6:00 or until finished. STANLEY RHODES, 747-2777. FURBER'S QUALITY CONTROL KITCHENS 1001 E. 33rd

**SECURITY OFFICER**  
Ideal for Sophomore and Junior student. Will work around your schedule. Apply in person, Monday-Friday, 2-4:30 p.m. Associated Security Industry, 5010 University, Suite 366. EOE

**AIDE** to disabled female. 7 am-11 am Mon-Sat. Over 21 only, own transportation, references, some travel required. 799-0648

**SPORTS** photographers regular part-time work. High quality 35 mm SLR and 200 mm plus zoom lens required. Call 763-2831.

**NEWS DIRECTOR** for KTXU-FM. Broadcast Journalism or writing experience desired. Submit applications to Room 207, Journalism Building.

**DRIVERS** to deliver pizza. Must have car and be at least 19. Part time, nights. Call 744-1474 for more information. Apply at 2200 19th, Pizza Express.

**WILLIAMS** Personnel Service has great jobs now open. 747-5141 for details. Register at 2302 Avenue Q.

**WAITERS** or waitresses. We are in need of part-time help. No experience necessary. Apply in person only, El Chico Restaurant.

**NEED** part time cashier to work approximately 25-30 hours a week. Apply in person Red Carpet 1902 Quaker.

**PART TIME** help wanted. Delivery men for small restaurant. Must have own transportation. Call after 2 p.m. 797-9773 or 747-4184.

**WAITRESS NEEDED**. Full or part time. \$2.50 per hour plus tips. Apply in person. Applause 4138 19th 12.3 p.m. or after 6.

**PART TIME** truck drivers needed immediately to work 1/2 days, 5.5 days a week. Call Jean Collins, Goodwill Industries 744-8419.

**TWO** three people needed to work part time, hours flexible between 9-6. \$2.30 per hr. plus company benefits. See David, White's Home S. Auto, Caprock Center.

**Wanted, Cocktail help & barback**. Good pay. Apply in person after 4 p.m. Cold Water, Country 7301 S. University.

**SECRETARY**, 15 Good typing must, filing. Local Regional Director's Secretary. Preferably College Student; one considered. Call 747-2729 MWF 12-4; TTh 8-11-30.

**HAYLOFT** Dinner Theater is hiring waiters, waitresses. Fun place to work with excellent pay. Apply in person at Hayloft, 3 1/2 miles past Loop on Brownfield Highway.

**NEED** female roommate through December. Greenbrier Apts. \$120 with bills paid. Available immediately. 747-8083.

### FOR SALE

**ELECTRONIC** Salvage - Analog - Digital - Tube - Transistor 9.4 Saturdays only. Saturday Sales, East side Industrial Area, Lubbock Regional Airport.

**WEDDING** invitations, all styles, colors. Photo invitations \$26.90 for 100. Graduation, anniversary, stationery, Christmas cards. Lowest prices, fast, personal service. Mrs. Bailey, 797-2154.

**AKC** miniature Schnauzers, 7 wks. old. Championship bloodline. \$175 795-1590 or 763-3378.

**MARANTZ** receiver model 4300, excellent condition, list \$1,000 sell for \$500. Also pioneer dynamic processor new \$75 both \$350. Call after 5 p.m. Pat 795-1270.

**FOR SALE**: Marantz 1060 amplifier 35 watts per channel. Excellent specifications \$175.00 Call 797-7302.

**PANASONIC** under-dash 8 track, 2 months old. Lists for \$180, will sell for \$90. 742-5310.

**FOR SALE**: 1972 MG Midget \$1700 Call Bill, Home: 792-5281 or Work: 792-4474.

**1973 PLYMOUTH** Satellite, power steering, power brakes, automatic, vinyl roof. Steel belted radials, 2 door. 3007 79th, 745-7822.

**'67 Plymouth** Wagon, excellent condition. \$750 Call (any time) 763-3544. Best time is 6-10 a.m. or 10 p.m.-1 a.m.

**TECH STUDENTS** 10 PERCENT OFF ON ALL PARTS. LOWEST LABOR IN TOWN. PRECISION AUTOMOTIVE BUTCHERSON TRAINED AUTO TECHNICIAN 2222 Ave. H (rear) 744-9931

**FOR SALE**: 1972 MG Midget \$1700 Call Bill, Home: 792-5281 or Work: 792-4474.

**1973 PLYMOUTH** Satellite, power steering, power brakes, automatic, vinyl roof. Steel belted radials, 2 door. 3007 79th, 745-7822.

**'67 Plymouth** Wagon, excellent condition. \$750 Call (any time) 763-3544. Best time is 6-10 a.m. or 10 p.m.-1 a.m.

**TECH STUDENTS** 10 PERCENT OFF ON ALL PARTS. LOWEST LABOR IN TOWN. PRECISION AUTOMOTIVE BUTCHERSON TRAINED AUTO TECHNICIAN 2222 Ave. H (rear) 744-9931

**FOR SALE**: 1972 MG Midget \$1700 Call Bill, Home: 792-5281 or Work: 792-4474.

**1973 PLYMOUTH** Satellite, power steering, power brakes, automatic, vinyl roof. Steel belted radials, 2 door. 3007 79th, 745-7822.

**'67 Plymouth** Wagon, excellent condition. \$750 Call (any time) 763-3544. Best time is 6-10 a.m. or 10 p.m.-1 a.m.

**TECH STUDENTS** 10 PERCENT OFF ON ALL PARTS. LOWEST LABOR IN TOWN. PRECISION AUTOMOTIVE BUTCHERSON TRAINED AUTO TECHNICIAN 2222 Ave. H (rear) 744-9931

**FOR SALE**: 1972 MG Midget \$1700 Call Bill, Home: 792-5281 or Work: 792-4474.

**1973 PLYMOUTH** Satellite, power steering, power brakes, automatic, vinyl roof. Steel belted radials, 2 door. 3007 79th, 745-7822.

### LOST & FOUND

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**FOUND**: Man's ring Sept. 20 in Journalism Building. Describe to claim, Journalism Building, room 103.

**campus life youth for christ and younglife alumni**

Remember how important the "staff" were to you in high school. How about being a significant person in some high schooler's life this year?

A Reception will be held Thursday, Oct. 13 from 7-9 p.m. in the Activity Center at First Christian Church 2318 13th St. for all who are interested in finding out about Associate Staff ministry in Campus Life

Call or come by the Lubbock Youth for Christ Offices 1619 University Suite 225 744-5724 for more information

**VILLA OLDS**  
5301 Ave. O  
MINOR TUNE-UP  
Parts & Labor \$34.95 plus tax  
Brake Job Complete \$72.95 plus tax  
THIS COUPON IS WORTH \$2.50 TOWARDS PURCHASE OF EITHER SPECIAL. KEEP THAT GREAT GM FEELING WITH GENUINE GM PARTS

**TUESDAY**  
OCTOBER 11, 1977  
Copyright © 1977 T.V. Data, Inc.

**EVENING**  
8:00  
1 GUTEN TAG IN DEUTSCHLAND  
2 NEWS  
3 PAUL HARVEY  
4 MACNEIL / LEHRER REPORT  
5 ADAM-12  
6 MY THREE SONS  
7 THE BRADY BUNCH  
8 SPECIAL  
9 A Good Dissonance Like A Man: A musical portrait of Charles Ives' life, music and ideas.  
10 THE BIG EVENT  
11 Dick Clark's Good Old Days: From Bobby Sox To Bikinis! Dick Clark is joined by co-hosts Annette Funicello and Frankie Avalon in this nostalgic look at the 50's and 60's. Among the guests will be Connie Francis, Freddie Cannon, Fabian, Ed Byrne, Dion, Joey Dee, The Kingston Trio, The Shirelles and Lesley Gore. Also, special appearances by Brian Wilson and the Beach Boys and The Captain and Tennille.  
12 THE FITZPATRICKS  
13 Jack Fitzpatrick, assigned by his school's work-study program to apprentice under a local auto mechanic, discovers the man is cheating his customers. Aware that his grade depends on the man's good will, Jack must decide whether to remain silent or make his findings public.  
14 WORLD SERIES  
15 Live coverage of the first game of the 1977 World Series from the home park of the American League champion. (If rained out, regularly scheduled programming will resume.)  
16 SPECIAL  
17 "Tour En L'Air and Ballet Adagio" The close and sometimes destructive relationship between a husband and wife dance team is profiled, followed by David and Anna Marie Holmes' presentation of "Spring Water."  
18 M\*A\*S\*H  
19 Colonel Potter, worried about the nervous tension apparent in the 4077th, asks psychiatrist Sidney Freedman, who shows up at the hospital as one of the wounded, to take an informal look at some of the more upright cases.  
20 SPECIAL  
21 "Tour En L'Air and Ballet Adagio" The close and sometimes destructive relationship between a husband and wife dance team is profiled, followed by David and Anna Marie Holmes' presentation of "Spring Water."  
22 M\*A\*S\*H  
23 Colonel Potter, worried about the nervous tension apparent in the 4077th, asks psychiatrist Sidney Freedman, who shows up at the hospital as one of the wounded, to take an informal look at some of the more upright cases.  
24 SPECIAL  
25 "Tour En L'Air and Ballet Adagio" The close and sometimes destructive relationship between a husband and wife dance team is profiled, followed by David and Anna Marie Holmes' presentation of "Spring Water."  
26 M\*A\*S\*H  
27 Colonel Potter, worried about the nervous tension apparent in the 4077th, asks psychiatrist Sidney Freedman, who shows up at the hospital as one of the wounded, to take an informal look at some of the more upright cases.  
28 SPECIAL  
29 "Tour En L'Air and Ballet Adagio" The close and sometimes destructive relationship between a husband and wife dance team is profiled, followed by David and Anna Marie Holmes' presentation of "Spring Water."  
30 M\*A\*S\*H  
31 Colonel Potter, worried about the nervous tension apparent in the 4077th, asks psychiatrist Sidney Freedman, who shows up at the hospital as one of the wounded, to take an informal look at some of the more upright cases.

**DOWN 6th ST. TO PANCAKE HOUSE**  
Crossword Puzzler

ACROSS  
1 Jump  
4 Hop  
8 Take  
11 unlawfully  
12 Heraldic bearing  
13 Competent  
15 Band of color  
17 Girl's nickname  
19 Near  
20 High card  
21 Cushion  
22 Fuss  
23 Manufactured  
25 Hindu cymbals  
26 At what time?  
27 Mature  
28 Bitter vegetable  
29 Chinese pagoda  
30 Note of scale  
31 Shine  
33 Parent (colloq.)  
35 Nothing  
36 Electrified particle  
37 Metal  
38 Midday  
40 Garden tool  
41 Care for  
42 Danish land division  
43 Vest age  
44 Genus of cattle  
45 Hebrew letter  
46 Skill  
47 Plant of pea family  
50 Protective shield  
52 Paradise  
54 Period of time  
55 Wooden vessel

DOWN  
56 Conduct  
57 Period of time  
1 Possesses  
2 Worthless  
3 Commemorative  
4 Run easily  
5 Before  
6 Man's nickname  
7 Pertaining to  
8 Punishment  
9 Hurried  
10 Siberia  
11 Cutting edge  
14 Short jacket  
16 Frozen  
18 Paid notice  
21 Intense emotion  
22 Exclamation  
23 Time gone by  
25 Prefix: three  
26 Pale  
28 Cloth measure  
29 Number  
31 Alcoholic beverage  
32 Pedal digit  
33 Metal fastener  
34 Conjunction  
35 Negative prefix  
37 Tired  
39 Greek letter  
40 Hostelry  
41 Measure of weight  
43 Teutonic deity  
44 Twist  
46 Inquire  
47 Meadow  
48 Man's name  
49 Put in position  
51 Negative prefix  
53 Prefix: down

Distr. by United Feature Syndicate, Inc.

**FLIP SIDE**  
LARGEST SELECTION LOWEST PRICES IN TOWN. OUR REGULAR PRICE IS ALWAYS LOWER THAN LIST

**SOUL Jazz**  
Country & Western  
Easy Listening

34th & Flint Town & Country

**CROSSWORD PUZZLE COURTESY OF PANCAKE HOUSE**  
OPEN LATE 6th & Ave. Q  
number 1 since '61

**Classified Ads Dial 742-3384**

## Team attitude encourages Sloan

By CHUCK McDONALD  
UD Sportswriter

Coach Steve Sloan expressed some disappointment with the Tech football team but overall optimism with the team's attitude in his weekly press conference Monday.

"We had some people play well Saturday but as a whole we weren't quite as alert—as intense—as we had been in the past," said Sloan.

"But when you're able to travel from the East Coast to the West Coast and win two games back-to-back, traveling that far in two weeks, that's a good positive sign about the team," he added.

This lack of intensity was most evident in the play of both team's kicking units.

"We fumbled a kickoff," said Sloan, also noting, "We fumbled a punt, they fumbled two punts. We partially blocked one punt and blocked

another punt. We fell down twice while punting, and once while kicking off.

"Other than that," Sloan said, "I think the kicking game was relatively free of mistakes."

The Raiders also had one punt returned 80 yards by Mike Patterson for a touchdown but had it called back on a clipping penalty. And Tech did block an extra point attempt early in the game, forcing the Cats to unsuccessfully attempt a two-point conversion on their next touchdown.

"A lot of things occurred in the kicking game that were out of the norm," understated Sloan. "Probably enough for the year."

"Defensively our defense against the run was excellent and our defense against the pass was poor," Sloan said. "Some of those things defensively were when their

quarterback scrambled around and our defensive backs left their people to come up to tackle him—they got two long touchdowns that way."

Offensively, Sloan was pleased with the play of both quarterbacks but unhappy with the goal line offense.

"Our quarterbacks played well in the game—both of them (Mark Johnson and Tres Adami)—and that was encouraging to see said Sloan. Johnson, who suffered a leg injury, will be questionable for the Rice game. "Hopefully he'll be able to run in practice by Wednesday," Sloan said in reference to Johnson's status.

"We were pretty disappointed in our goal line offense," Sloan said. "We didn't get the ball in a few times when we should have with the real good field position that we had during the course of the game," he said.

## Dorsett 'mastering' Cowboy offense

DALLAS (AP)—Dallas Cowboy million dollar rookie running back Tony Dorsett says he has finally mastered Coach Tom Landry's complex offense and feels grateful for being left in the game in a pressure situation against St. Louis Sunday.

"It showed the coaches have confidence in me to leave me in a tight situation," said Dorsett Monday, who is running with the same authority he showed as the Heisman Trophy winner at Pittsburgh.

"I know the system now and I can turn loose instead of

thinking," said Dorsett, who scored two touchdowns in a wild 30-24 victory over St. Louis.

Will Dorsett start over veteran Preston Pearson next Sunday against the Washington Redskins? Landry said Monday "He could but I don't want to speculate right now."

Cowboy wide receiver Drew Pearson said, "I feel Coach Landry has got to make a decision on a starter and stick with him. Preston is doing a

good job and it's hard to keep him out.

"But can you imagine what Tony would do if he got to play a whole game? He only played half the time against St. Louis."

Drew Pearson said "I feel better when Tony is in there because the defense really has to guard against the run. That means the cornerbacks have to come up a little and it opens up the secondary more for the pass."

Pearson added "It's a

pleasant problem for Coach Landry. I've been on this team when we had a solid running game with Calvin Hill and when we didn't. There's nothing like having the threat of the run particularly with somebody like Tony who can go all the way any play."

Dorsett's 77-yard touchdown dash against St. Louis was a club record.

"You can just feel the pressure relieved on the

offense when Tony is in there," said Pearson. "And you can feel the pressure build on the defense." Dorsett rushed for 141 yards, averaging 10 yards per carry against the Cardinals.

"I really feel like I'm a pro now," said Dorsett. "You noticed I spiked the ball after my first two pro touchdowns against the New York Giants but now all I plan to do is like I did it Sunday—just hand the ball to the referee."

**INDIAN PRINCESS**  
findings and silver supplies complete indian jewelry supply 50 per cent discount or retail on all purchases 2904—4th 747—8361

**CHOICE STEAKS • BLUEBERRY MUFFINS**  
**Gridiron**  
Private Banquet Rooms 50th & Quaker 793-5552

**SILVER DOLLAR RESTAURANT** "CELEBRATION" playing nightly  
near Dillard's at 5PM  
1/3 lb. Hamburger and lots of chips, with a cold draw beer (after 9 p.m.) **\$1.25** with coupon  
1111 10 31 77

**PREPARE FOR:** Our 39th Year  
MCAT • DAT • LSAT • GRE  
GMAT • OCAT • VAT • SAT  
NMB I, II, III,  
ECFMG • FLEX • VQE  
NAT'L DENTAL BOARDS  
NURSING BOARDS  
Flexible Programs & Hours  
*There IS a difference!!!*  
**Stanley H. KAPLAN**  
EDUCATIONAL CENTER  
Test Preparation Specialists Since 1938  
For Information Please Call:  
11300 N. Central Expwy  
Dallas, TX 75243  
(214) 750-0317  
in Lubbock 799-6104

**LUBBOCK NOW HAS TWO LOCATIONS FOR GREAT HAIRCUTS**

**MARKHAM STYLE INNOVATOR SHOP**  
765-8248  
2110 BROADWAY  
4 BLOCKS FROM TECH

**THE HEADHUNTERS**  
792-3208  
73rd & INDIANA  
TOWN SOUTH SHOPPING CENTER

Models by Dee Wickson and Melinda Tubb  
**THE BEST IN STYLES FOR MEN & WOMEN**

**We're winding the Clock for the Biggest Stereo Sale in the History of Texas**

**WATCH FOR IT! Fri. Oct. 14**

**The Great American CUSTOM**

**54** Years of Quality and Integrity

**Anderson Bros.**  
West Texas Oldest and Finest Jewelers  
DOWNTOWN SOUTH PLAINS MALL

now that you're Engaged

... every moment is doubly precious, especially when you select your betrothal diamond. To be confident of your choice, see a recognized, professionally trained jeweler. Like Anderson Bros. Our membership in the American Gem Society assures you of such skill and aid when making your important diamond purchase. Now in our 54th year, we have the Quality, the Selection and Value Prices you're looking for.

Illustrated: Classic solitaire \$450. 14k yellow gold rope guard wedding rings \$49.50 each

MEMBER **AGS** AMERICAN GEM SOCIETY  
USE ONE OF ANDERSONS CONVENIENT CHARGE PLANS OR AMERICAN EXPRESS, MASTER CHARGE OR BANKAMERICARD  
Illustration Enlarged

**1978 YEARBOOK PORTRAITS**  
NO SITTING FEE  
4-6 Poses taken in color only \$1.00 per insertion in yearbook Room 117 Journalism Bldg. 9-12 1-5 Mon-Fri  
**NO APPOINTMENT NECESSARY 742-3383**

**THE DEAN OF BEER SUGGESTS ALL STUDENTS IMPROVE THEIR READING, WRITING, AND PUNTING.**

Fellow Beer Persons, life is full of problems. Fortunately, as your Dean of Beer, I am full of answers. For example, many problems can be avoided with good reading skills. Such as "Danger, Wild Boar Ahead."

Many others can be avoided through good writing skills. Such as "Dear Mom, Send Cash." However, some problems require more. Some problems require special attention. Such as "Good evening, Officer. What can I do for you?"

That is why, in addition to the fine arts of reading and writing, I recommend you master the fine art of punting. Preferably with either foot. That is also why I am offering \$5.00 off the suggested retail price of an official, intercollegiate-quality **Wilson** football, with the Schlitz emblem. So you can practice. (Besides, no one would be interested if I offered \$5.00 off on lip balm.) Class dismissed.

**PASS THE WORD**

**AND SAVE UP TO \$5.00 ON THE SUGGESTED RETAIL PRICE OF AN OFFICIAL Wilson FOOTBALL. NOW ONLY \$14.95**

Send order with check or money order payable to: Schlitz "Dean of Beer" Post Office Box 9448 St. Paul, Minnesota 55194

Gentlemen, please send: Date \_\_\_\_\_

Quantity \_\_\_\_\_ Schlitz Intercollegiate-Quality Football(s) @ \$14.95 each.

Quantity \_\_\_\_\_ Schlitz "Dean of Beer" Athletic Jersey(s) in size(s) \_\_\_\_\_ (small, medium, large, extra-large) at \$4.50 each.

\$ \_\_\_\_\_ Total enclosed—includes shipping and handling.

Ship to: Name (print) \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Offer void where prohibited by law. Allow 4 weeks for shipment. Offer expires March 1, 1978.

# Women netters ninth at LSU

By BESSY MUGILL  
UD Sports Staff

After a full weekend of serving and volleying, Tech's women tennis players placed ninth out of 16 teams at the Louisiana State University Tennis Tournament.

In singles competition Friday, Mame Bevers defeated Memphis State's Laura Gordon in the second round 6-1, 6-1. Bevers lost in the third round to UT's Dundie Davis 6-4, 6-1.

Tech's Karen Schuchard won over Dawn Lance of TCU in the first round 6-1, 6-1, and lost in the second round to SMU's Kim Steinmetz 6-2, 6-2. Lamar University's Lynn Coath fell to Tech's Kathy Kuhne in the first round 6-2, 6-1, and Kuhne lost in the second round to Edie Taylor of LSU 6-1, 6-3.

Tech's Kim Hood won over Linda Shields of the University of Oklahoma 7-5, 3-

6, 6-2. Hood lost in the third round to Anne Etheredge from Mississippi University for Women 6-love, 6-2. Etheredge was the No. 2 seed in the tournament.

Saturday in consolation singles Tech's Donley defeated Liz Alperin of Memphis State 6-3, 6-4, and lost to Lisa Eckard of Auburn 7-5, 7-5.

Lisa Bewley won over the University of Houston's Barbara Lewis 6-2, 7-5.

Bewley lost to Suzie Brennen of the University of Oklahoma 6-3, 6-1.

Precipitation forced doubles players to play two sets, and, if tied, to play the best two out of three for tie-breakers.

Despite the rain, Tech's Hood and Schuchard defeated Karen Williams and Martha Lonphere of the University of Houston 6-1, 6-0. The Raider duo also won over Ann Clark

and Jackie Burrow of TCU 6-3, 6-1. They continued their winning streak defeating Vicki Robinson and Julie Brown of UT 6-7, 7-5 (tie broken with scores of 5-2, 5-3), then lost to Tech's own Bevers and Donley 6-3, 7-6 in semifinals.

Bevers and Donley defeated teams from Memphis State (6-1, 6-3) and Auburn before losing to Memphis State in the finals 6-1, 6-3.

# Tech soccer team leaps Frogs, 4-1

The Tech soccer team, under the leadership of A. S. Namdar, whipped the TCU Horned Frogs 4-1 Sunday in Fort Worth.

The win for the Raiders was the sixth consecutive victory and braced them for a Division 1 confrontation this

Saturday with Midwestern in Wichita Falls.

The Saturday game didn't start off too well for the Tech squad. The Horned Frogs got on the scoreboard first with a first-half goal. The TCU squad couldn't manage another

scoring drive.

Namdar kicked in Tech's first goal and Larry Thompson added another to put the Raiders ahead for good.

Namdar scored his second goal of the day early in the second quarter on a quick one-

on-one break to the goal. Tony DeChellis tallied the final Raider score of the day late in the second quarter on a low drive from 20 yards out.

"A.S. played tremendous at left halfback for us," said coach Richard Combs.

**MANN**  
FOX 1-2-3-4  
4215 19th St. 797 3815  
4215 19th St. 797 3815  
SO PRIVATE YOU CAN DO ANYTHING YOU WANT!  
**THE HOUSE BY THE LAKE**  
BRENDA VACCARO - DON STROUD  
Fri-Thurs. 7:15-8:55  
Sat & Sun. phone for times

★CARRY-OUT COUPON SPECIAL★  
2 Large pieces of chicken, fries, large coke, roll & honey. 99¢ w/coupon  
RIVER SMITH'S 50th at Quaker

**Pizza Express**  
Free Delivery  
744-1472

**Cinderella**  
Fri-Thurs 7:00-9:00  
Sat & Sun phone for times

**ONE ON ONE**  
Fri-Thurs 7:20-9:10  
Sat & Sun Phone for times

**BUGS BUNNY SUPERSTAR**  
Fri-Thurs 7:25-9:15  
Sat & Sun phone for times

**Fine Arts Drive Inn Theatre**  
Call 799-7921  
3 mi. West on Levelland Hwy  
Adult Entertainment

**JOY OF LETTING GO**  
**GEMINI AFFAIR**  
Both Rated X

**THE BEATLES AWAY WITH WORDS**  
Comes to Lubbock's acoustically perfect Memorial Civic Center Theatre for 12 unforgettable performances Friday, Saturday & Sunday, October 14, 15, & 16. Performances Friday & Saturday at 6, 8, & 10 pm and a special Midnight show Sunday matinees at 4, 6, & 8 pm. Advance tickets \$3.50 on sale at: Flip-Side Records, No. 1 & 2, A's Music Machine (in the mall), Furr's Family Center, Civic Center Box Office, 1st National Bank of Lamesa. All tickets \$4.00 at the door.

**ENTERTAINMENT PLUS**  
Entertainment This Week  
Mon-Tue-Wed Alan Campbell  
Thurs-Fri-Sat Outlaw Express  
Here's The Plus  
Mon. Nite 25c Beer  
Tue. Nite 2 for 1 Mixed Drinks  
Wed. Nite Men's Nite-50c Drinks for Men  
Thurs. Nite Ladies Nite-50c Drinks for ladies

**The Feedlot Club**  
(Inside the Feedlot Restaurant)  
50th & Q KoKo Korner

**GOLDEN HORSESHOE DRIVE-IN THEATER**  
Box Office Opens 8:30 795-5248 6400 S. Univ.

**RED RAIDER DRIVE-IN THEATER**  
Box Office Opens 8:30 763-7466 600 N. Univ.

**TWIN**

**WONDER WHO'S KILLING HER NOW** PG

**THE GROOVE TUBE** R SPANISH FLY

**LOVE ALL SUMMER** PG

**FEMALES FOR HIRE HOW ABOUT A GOOD TIME? "HARD WOMEN"** R

**THE OUTLAW JOSEY WALES** PG  
JEREMIAH JOHNSON

**Hickory Farms OF OHIO**  
HOME OF WORLD FAMOUS  
**BEEF STICK**  
ALL-BEEF SUMMER SAGEASE  
\*WE MAKE PARTY TRAYS

South Plains Mall  
793-2553  
at entrance to Sears

AMERICA'S LEADING CHEESE STORES

**ATTENTION : DECEMBER GRADUATES BE A NAVIGATOR**

Few achievements bring greater pride of satisfaction than winning THE SILVER WINGS OF A FLYING OFFICER IN THE UNITED STATES AIR FORCE.

The officer who wears these Silver Wings on his chest is instantly identified as a man who has mastered one of the important skills of aeronautics. He is recognized as one who has entered a career of executive opportunity on the Aerospace Team...The U.S. Air Force. For this kind of man...the kind who can successfully complete the navigator training program...the sky is no limit.

The Air Force has a limited number of NAVIGATOR opportunities for college graduates or graduating seniors. A NAVIGATOR selection board will convene on November 28, 1977 to consider applicants to enter Officer Training School on January 6, 1978. There is no obligation to apply for the Navigator Program... But to insure that your application meets the Board, you must apply soon.

For complete details on this fantastic opportunity to receive the best flight training in the world...and to fly the most sophisticated aircraft...

Contact: Sgt. Lee Levine, Air Force Officer Programs,  
1017 University, Lubbock Texas  
Phone 762-4886

**Doms, Ltd.**

Features **tallia** for fall.

**MAN IN WOOL**  
He relishes the comfort and distinction of our easy shoulder suit a traditional he may select in five different worsted fabrics. Grey or blue flannel, navy stripe, Brown and grey herringbone, Also shown in plaid. Wool. It's got life.  
\$160

**Doms, Ltd.**  
Clothes That Whisper Success  
SOUTH PLAINS MALL

**STEREO**

Listen to the Stereo Sound of **KSEL Rock 93 fm**  
only 8 minutes of commercials per hour

**KSEL 93 fm**  
ROCK