



Big job

General chairman for the massive 1972 annual conference of the American Society for Engineering Education, beginning Monday, at Tech, is Dr. James H. Lawrence, left of the mechanical engineering faculty.

Consumers duped by coupons

by RAY CHAVEZ
Special Reporter

Director of the Lubbock Better Business Bureau, Tom Watson, says a coupon sales promotion is currently underway in the Lubbock area that consumers should be wary of. Watson warns that the current promotion has certain drawbacks for students who are not completely aware of what they are getting.

The current coupon sales promotion began in late April. Watson went on television last month to warn consumers about the conditions involved in the coupon sales. After his appearance on TV, Watson says the promotions stopped for a week to ten days.

"Now they're apparently back again," Watson says.

Although the coupon book carries the name of KCLR, a radio station in Ralls, Watson says they do not actually handle the promotion. He says, "The promoter has simply bought time from KCLR for the promotion."

Prospective customers are first contacted by telephone. The customer is informed that he can receive a coupon book with values up to \$200 worth of merchandise for only \$12.95. A partial

summary of what the coupons offer is given over the phone but no mention is made of the limitations in their use. If a customer agrees to buy the book, a representative from the station is sent to his home.

Watson used as an example of these technicalities, three coupons offering up to \$80 worth of photographic portraits. He said that many customers do not realize that the sitting for a portrait usually takes place in a motel on specifically designated hours on two certain days. A similar offer says that the customer will be informed by mail or an ad in a local newspaper of ties for a portrait sitting. Watson says that often a small ad will run in the back inside pages of a newspaper, thereby escaping the notice of many customers. If a customer misses his appointment, the coupon becomes worthless.

"Already you've lost \$80 of the original offer of \$200 worth of merchandise," Watson says.

The major portion of the coupon sales have an Oct. 10, 1972 expiration date, after which they are no longer redeemable. A guarantee in the back of the book does insure that the merchant will honor the coupons.

"The coupons will be honored by the Lubbock merchants," Watson says, "but the problem is that many (customers)

are not aware of the conditions involved."

The Better Business Bureau warns consumers to carefully examine the book prior to purchase to insure they are getting what they pay for.

U.S. Army approaching zero draft

HOUSTON (AP) - Secretary of the Army Robert F. Froehke said Wednesday the army has a fighting chance to reach zero draft status by July 1, 1973.

"Our effort to recruit high quality young men is working very well," Froehke said.

"Last December, we enlisted more men in combat arms than in the entire 1970. The number was not enough to satisfy needs but the trend indicates a fighting chance to have a zero draft army by July 1, 1973."

Froehke discussed the zero draft at a news conference and during a speech before the Downtown Kiwanis Club.

Tidbits

Action (Peace Corps and Vista) representatives will be on campus to recruit Monday through Wednesday. They will interview senior and graduate students in the Electrical Engineering Building from 9 a.m. to 4 p.m.

All students interested in being a host (Friend) to an international student should contact Bob Urnett, room 233 West Hall, 742-4163, or Katie Updike, 2413 9th, No. 7, 763-5524

BOSTON (AP) - The Boston Globe quotes Sen. Edward M. Kennedy as saying in an interview that he would "not exclude the possibility" of accepting the Democratic vice presidential nomination.

The Globe, in a copyrighted story from its Washington bureau, said Kennedy was asked Tuesday whether he could be persuaded to run to strengthen a ticket headed by Sen. George McGovern of South Dakota.

His reply, the newspaper said, was: "In my own mind, if it would make a difference, then it really would make a difference."

The Globe said he stressed, however, that he thought "the same general principles apply to not accepting the vice presidency as the presidency."

Engineering society

Conference begins Monday

More than 2,000 engineers, looking for new ways to let the world have its cake and eat it too, have already pre-registered for the annual conference of the American Society for Engineering Education (ASEE) dedicated to "engineering involvement."

The 80th annual ASEE conference will begin Monday at Tech with an expected attendance of up to 2,500 engineers and their wives and children. It is the first time the conference has been held in Texas since 1948.

James C. Fletcher, administrator of the National Aeronautics and Space Administration, will address the ASEE banquet Wednesday, at the Museum of Tech. President Richard M. Nixon had been invited but declined the invitation because of the international situation. He invited Dr. Fletcher as his personal representative to make the address in his stead.

Eric A. Walker, vice president of Science and Technology for the Aluminum Company of America, will keynote the conference at a plenary session Tuesday.

His theme will deal with the engineers' role in providing the technology man wants to make his work easier and his leisure longer while, at the same time, providing the technology to keep man's environment livable.

General chairman of the conference, Dr. James H. Lawrence of the Tech mechanical engineering faculty, said that although 4,000 usually attend ASEE annual conferences the number is expected to dip this year because of widespread cost-cutting in institutions of

higher learning.

Among those pre-registered are several from abroad, including delegates from Russia, Japan and England.

Engineers of virtually every discipline use the annual conference for group meetings and conferences. In addition, workshops, panel discussions, seminars, and research reports are standard fare for participants.

A new program called "academos" which received great interest when it was introduced at the Annapolis, Md., meeting in 1971 will be repeated this year. This group of programs presents new methods and new technology for teaching coursework.

International affairs will be taken up at a half dozen sessions and one of the principal speakers will be Chakavarthi V. Narasimhan, chief of cabinet, Office of the United Nations Secretary General.

Twelve major awards in the fields of engineering, technology and education will be presented. The awards recognize outstanding and unusual levels of achievement by engineering educators throughout the nation. The 1972 winners include:

Dr. Glenn Murphy, distinguished professor and head of the Department of Nuclear Engineering, Iowa State University, the Lamme Award and gold medal for contributions in teaching, research, writing and administration;

Dr. Ernst R.G. Eckert, consultant with special expertise in the field of heat and mass transfer, the Vincent Bendix Award for the outstanding and sustained research contributions;

Dr. Jack P. Holman, professor of

mechanical engineering and director of the Thermal and Fluid Sciences Center, Southern Methodist University, the George Westinghouse Award of \$1,500 for

outstanding teaching and research; Jose B. Cruz Jr., professor of electrical engineering and research professor in the Coordinated Science Laboratory, University of Illinois, ASEE Curtis McGraw Award for creative leadership in research and excellence as an educator;

Dr. George A. Hawkins, vice president for academic affairs, Purdue University and 1970-71 president of ASEE, and Dr. Ernst Weber, president emeritus of Polytechnic Institute of Brooklyn, honorary memberships in ASEE;

Richard J. Ungrodt, vice president for academic affairs, Milwaukee School of Engineering, the James H. McGraw Award of \$1,000 for outstanding service in technical institute education;

Dr. William C. Reynolds, Stanford University, the G. Edwin Burks Award of \$1,000 for the ASEE Mechanical Engineering Division;

Taylor L. Booth, professor of electrical engineering, University of Connecticut, the Hewlett-Packard Company's award of \$1,000 and a gold medal to an outstanding young electrical engineering professor;

Dale R. Rudd, professor of chemical engineering, University of Wisconsin, the Chemical Engineering Division Lectureship Award which carries a stipend of \$1,000;

Raymond P. Lutz, associate professor of industrial engineering, University of Oklahoma, and Harold A. Cowles, professor of industrial engineering, Iowa State University, jointly, the Eugene L. Grant Award of the ASEE Engineering Economy Division for the best paper published in the "Engineering Economist";

And, posthumously, to the late Paul M. Reinhard, professor of engineering design graphics, University of Detroit, the Distinguished Service Award of the Engineering Design Graphics Division.

Froehke added that although a zero draft is the objective, the nation's draft mechanism must be maintained.

"We would not rely on the mechanism for personnel but in case of hostility it would take two or three months to restore the mechanism," he said.

Farenthold will not support Raza Unida candidate

SAN ANTONIO (AP) - Rep. Frances Farenthold threw cold water Tuesday on the Raza Unida party's hopes that she will lend her support to the fledgling party or at least to its gubernatorial candidate.

"My whole approach to state government has been to bring reform within the Democratic party. I am still committed to that," she said in an interview at the Democratic state convention.

Ramsey Muniz of Waco, Raza Unida's candidate for governor, said during his party state convention here Saturday that he would seek a meeting with Ms. Farenthold to ask for her support.

"I will meet with anyone and express myself," she said when asked if she would be willing to talk with Raza Unida leaders.

But the Corpus Christi legislator, who

was defeated by Uvalde rancher Dolph Briscoe for the Democratic gubernatorial nomination, stressed she is still committed to the Democratic party.

Ms. Farenthold, who received an equal share of applause and boos from the crowd as she took her seat at the convention Tuesday, said she can understand the "basis of the creation of Raza Unida. I sympathize in many areas."

Her main goal now is to help Sen. George McGovern, D-S.D., win the Democratic nomination, Ms. Farenthold said.

She added that the McGovern caucus here had chosen her a leader of the McGovern group to the national Democratic convention, provided she is named a delegate.

Kennedy, McGovern discuss possibilities of vice presidency

"I don't want to exclude all the possibilities, because it would be presumptuous of me to turn down something that nobody has offered," the newspaper quoted the Massachusetts Democrat.

Kennedy said he and McGovern have not discussed the vice presidency, the dispatch added.

"I think Sen. McGovern is within an eyelash of a first ballot nomination; there seems to be no question about that," the Globe quoted Kennedy.

"Some things may happen between now and then," he added.

The Globe said that those in the McGovern organization hoping for a McGovern-Kennedy ticket hope that Kennedy's name and campaigning will attract the votes of blacks and lower income Catholics.

NEW YORK (AP) - Sen. George S. McGovern said today he would not rule out offering Sen. Edward M. Kennedy, D-Mass., the vice presidential spot on the Democratic ticket.

McGovern, the front-runner candidate for the Democratic presidential nomination, told newsmen while cruising to the Statue of Liberty, "I won't exclude the possibility."

He was commenting on a statement in today's Boston Globe, which reported the Massachusetts lawmaker told an interviewer that he would "not exclude the possibility" of accepting the vice presidential nomination.

McGovern, here for another day of campaigning, said Kennedy "obviously would be a great asset on the ticket." He added, "Before I've made any decision, Sen. Kennedy would be one of those I would want to consult."

A-J movie policy questioned

BY BILL KERNS
Fine Arts Editor

Last Sunday, the Lubbock Avalanche-Journal printed an editorial, slamming Jack Valenti (president of the Motion Picture Association of America) and restating their policy of denying publicity to X-rated films.

Once again they have looked at today's rating system with blinders over their eyes. The rating system, which releases today's movies as G, PG, R, or X, was designed as a guide... not a classification! The purpose for its formation was to aid parents in choosing proper cinema entertainment for their youngsters.

An X-rated film is not necessarily pornographic. If the MPAA has granted the film such a rating, it means only that the movie is adult material, dealing with subjects and events that the younger set may not understand or enjoy. The Avalanche-Journal has set up standards which has denied the public the right to read listings for such films as "Midnight Cowboy" (an Oscar winner) and "The Devils" (a true account and a marvelously executed film). That same restriction will soon hinder cinema buffs who decide to see Stanley Kubrick's "A Clockwork Orange", which has already won a great many respectable awards and is due for a booking at the Fox.

The editorial states: "...Valenti has been particularly adept at 'proving' that the 'system' really works, even when an R-rated movie mysteriously has its rating changed to GP to increase the boxoffice take."

Such a paragraph denotes the presence of either an extreme lack of research or a liar. A film is rated after being screened by the MPAA board. Any film that is not submitted to the MPAA is automatically considered an X (this is how some smut merchants

advertise movies as "triple-X" when the viewer may find the movie very mild). Occasionally (and this very, very seldom; and not at all easy to do). A producer or director may submit his film for reclassification.

The viewers at these screening sessions don't give a damn about boxoffice receipts! Their job is to give an honest rating and they don't get paid for anything else. They most certainly do not share in the film's gross profits. There is nothing "mysterious" about these changes: films such as "Alice's Restaurant" and "Derby" have been changed from an R to a more lenient PG for the simple reason that the film board did not consider these films to be restricted material in this more liberal society. I myself saw no reason for their R ratings in the first place.

And while we're on the lines of hypocrisy, the A-J could very well look in the mirror and see more than a smidgeon. "Midnight Cowboy" was originally rated X, because it was NOT screened by the MPAA. John Schlesinger did not feel he had time to submit the film and still get it released in time to be considered for the Academy Awards. Because of the X it was branded with, the A-J refused advertising for this movie.

They still refused to print promotional material (ads, feature time, etc.) after the film was named Best Picture of the year at the Academy Awards, was finally submitted for MPAA screening, and was awarded a legitimate R rating. Why wouldn't they print ads? The reason given was "because nothing was cut out of the film." That's not only a childish viewpoint; it's become a dangerous one as well.

Sunday's editorial stated that the A-J was one of "a number"

of other newspapers denying X-rated ads. Let's see some facts and figures, Mr. Editor. Box office Magazine stated one year ago that a mere twenty-seven newspapers in the United States held such a policy. I have no exact figures at this time, but I seriously doubt that this figure has even doubled in the time passed.

The A-J further stated, "But what Valenti carefully fails to note is the fact that a self-imposed ban on X-rated movies is voluntary. Voluntary censorship has been practiced in the interest of wartime security and at times by news organizations to assist in delicate criminal investigation."

Well, to my knowledge, the US has not yet declared war on the motion picture industry. And withholding this "news" is not helping in criminal investigation; nor is it suppressing a public panic. It serves none of the purposes of previously "delayed or disregarded" news. It is censorship and nothing else. Instead of advising, the A-J is telling their readers what they may or may not see.

Sunday's editorial closed by saying that "newspapers do not need Mr. Valenti's help in protecting themselves from involuntary censorship." The newspaper in Lubbock certainly does not need such help in protecting itself; from censorship—but the readers of that newspaper sure as hell do!

In short, the Avalanche-Journal's policy of censoring ads is accomplishing nothing. The skin flicks do not advertise, but have and always will retain their patronage. The only X-rated movies the A-J is "protecting us from" are the award winners, the ones that would be booked at the nicer theatres in town. But too often theatre managers are understandably wary of booking a film they know will receive no publicity in the city's only local newspaper.

Business analysis

Business community fears future

NEW YORK (AP)—In much of the business community today there is a defensive feeling, a fear of the future, a distrust of the political climate, a suspicion that events might conspire against it.

It is difficult to say how pervasive this attitude is but it appears and reappears in the speeches and testimony and other public statements of many chief executives of the largest and most powerful corporations.

Whether the attitude is justified by the facts can, perhaps, be answered only through a thorough study. To illustrate from a little noted but very revealing speech this week:

Stewart S. Cort, chairman of Bethlehem Steel Corp., second largest in an industry where profits have lagged, is greatly concerned—somewhat bitter

also, it would seem by his remarks—about political attacks on business.

Truthfulness, he told the Jacksonville, Fla., Rotary, is taking "an awful beating" from some political candidates. They are, he said, throwing around careless rhetoric intended to discredit the business community.

Cort was especially incensed about accusations that business fails to pay its fair share of taxes, claiming that in the 10 years through 1971 Bethlehem paid more than \$1.7 billion, or more than its total net income.

"So please think twice before swallowing all this baloney about large corporations not carrying their fair share of the tax burdens," he said. The explanation, he said, is that

"the temptation is irresistible" to attack business.

Cort expanded his remarks to talk about a general climate of "cynicism and mistrust" fostered by "an army of malcontents" who, he implied, were largely responsible for—as revealed in an unnamed survey—46 per cent of Americans thinking that big business is dangerous to our way of life.

The effect if not the purpose of antibusiness propaganda and calls for extreme tax reform, he suggested, is to destroy individual incentive, confiscate savings and endanger individual freedom.

Cort insisted he wasn't against change. Continual and gradual changes in society are needed, he said, "and needed badly." There is, he said, "a lot of inequity in our land; there's a lot of poverty; there's a lot of suffering that must be remedied."

But, he added, "we must find a way to do it that doesn't stop our economy in its tracks; a way that doesn't wipe out in-

dividual liberties that have made up a proud country, with every right to be proud."

He called for groups such as the Rotary to organize programs "to encourage responsible, honest, and truthful campaigning. Mobilize 'truth squads' perhaps."

DOONESBURY

by Garry Trudeau



THE UNIVERSITY DAILY

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 college administration or the Board of Regents.

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About letters to the editor

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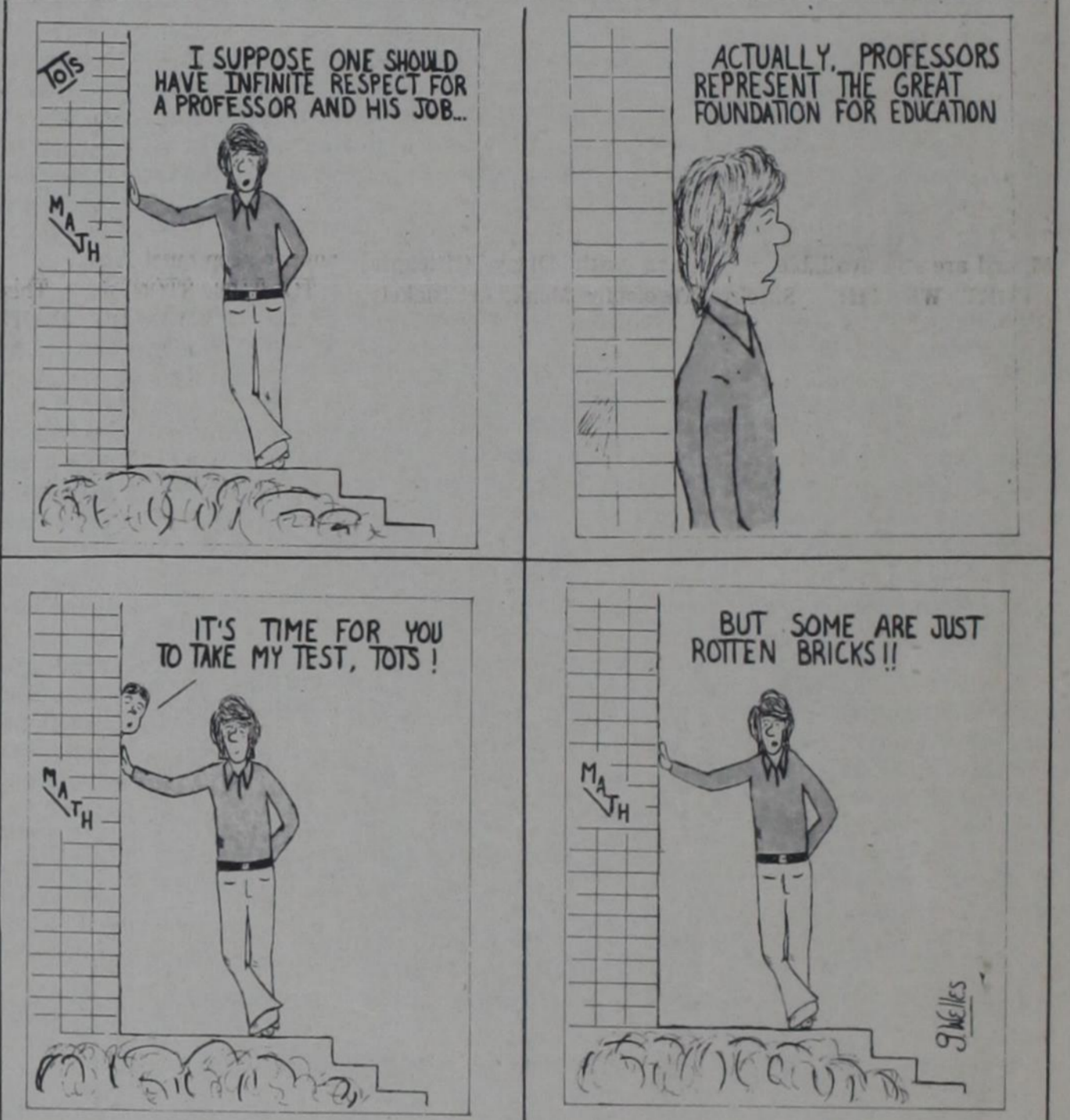
their ideas and opinions. Letters should be typed double-spaced on a 65 character

line. They should be mailed to the Editor, The University Daily, Journalism Building,

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Georges gain delegate votes

SAN ANTONIO, Tex. (AP) - Alabama Gov. George Wallace and Sen. George McGovern picked up sizeable blocks of delegates in a marathon Texas Democratic convention that ended Wednesday.

"This has boiled down to a convention of mathematics," chairman Calvin Guest told the delegates as officials tried to apportion national convention delegates according to age, sex, race and presidential preference.

"It was a good convention, but we are going to have to do something to make the convention procedure move faster," said gubernatorial nominee Dolph Briscoe, who tried to act as peacemaker among the contesting presidential prospects.

The final national convention delegation of 130 members included 42 delegates for Wallace, 34 for McGovern 21 for Sen. Hubert Humphrey and 33 uncommitted.

The apportionment was based on the state convention straw poll among the 3,864 delegates attending, but it does not bind

the delegates to vote that way at the National convention starting July 10 in Miami Beach.

The delegation includes 29 young people, 39 women, 12 Negroes and 19 Mexican-Americans.

Wallace's supporters furnished most of the color and what little fireworks appeared at the gathering.

During one period of inactivity, Wallace boosters staged an impromptu demonstration, marching around the convention hall and waving banners and placards. One delegate carried a Confederate flag.

There was an immediate protest over the flag from a McGovern delegate who identified himself as Carl McMillan of Dallas. Then Wallace supporters surrounded McMillan, booing, pushing and waving more confederate flags.

Several of the numerous city and state officers present rushed McMillan from the floor for his own safety, they said. McMillan later returned. There were no arrests and no charges were filed.

Rich match race set

INGLEWOOD, Calif. (AP) - Bill Shoemaker, who has ridden more winners than any jockey in history and rarely shows emotion, says the richest match race in American turf history has him "a little excited."

Owners Fletcher Jones of Typecast and Leonard Lavin of Convenience want to find out which is the better horse, so they've put up \$100,000 each for a 1-8 mile showdown Saturday at Hollywood Park. Another \$50,000 was added by Hollywood Turf Club, making it a \$250,000 winner-take-all race.

The 40-year-old Shoemaker, who has won purses amounting to more than \$47 million in his 23 years of riding, pilots Typecast. Jerry Lambert, 31, will be aboard Convenience.

Each of the gals must carry 120 pounds.

"It's something different, something that doesn't happen all the time," explains Shoemaker of his feeling. He has ridden 95 winners of \$100,000 races, but the winning rider Saturday could receive a reward equal to three or four hundred-granders.

"We haven't discussed it much," the Shoe says, "but imagine it will be 10 per cent of \$150,000. The man is putting up \$100,000 so it would be only fair to consider the remainder of the purse for fees."

Neither jockey wants to swap mounts for this race. Both approach it with diplomacy. "They're both good fillies," says Shoemaker. "Convenience might have a bit more natural speed but Typecast is a good filly. She has good staying ability."

Lambert, who predicts "a real tight race," has won seven \$100,000 races in his career, the latest aboard Convenience by a half-length over Typecast in the 1-8 mile Vanity Handicap June 3.

Typecast won the Milady on May 18, also at Hollywood Park, with Convenience six lengths back in third place. In their only other meeting, the Santa Margarita Invitational at Santa Anita in March, Convenience and Typecast ran two-three to Turkish Trousters.

Nicklaus likes course—but the rest don't

PEBBLE BEACH, Calif. (AP) - Jack Nicklaus carried a torrid love affair with a golf course into the 72nd U.S. Open championship Thursday as the solid 6-1 favorite to add the second leg to an unprecedented professional Grand Slam.

"This is the finest strategy golf course in the world," the Masters titleholder said of the wind-whipped Pebble Beach links that has most of the other 149 competitors chewing on their fingernails.

"You have to use your head to win here," Nicklaus added. "Like Augusta, it is a position course. You must place your tee shots in the right position."

Nicklaus, who needs to add the U.S. and the British Opens

and the U.S. PGA to his list of 12 major championships to complete a sweep that has escaped all golfing giants of the past, was asked by one interviewer what is his favorite course.

He needed only a moment to reply. "I like Pebble Beach better than any of them," he said. It was here that he won one of his two U.S. Amateur titles, in 1961, and the Crosby in 1967 and 1972.

Nicklaus' ardor for the 6,815-yard course that winds along the crashing waves of Carmel Bay is not shared by many of his adversaries in the star-studded field teed off Thursday.

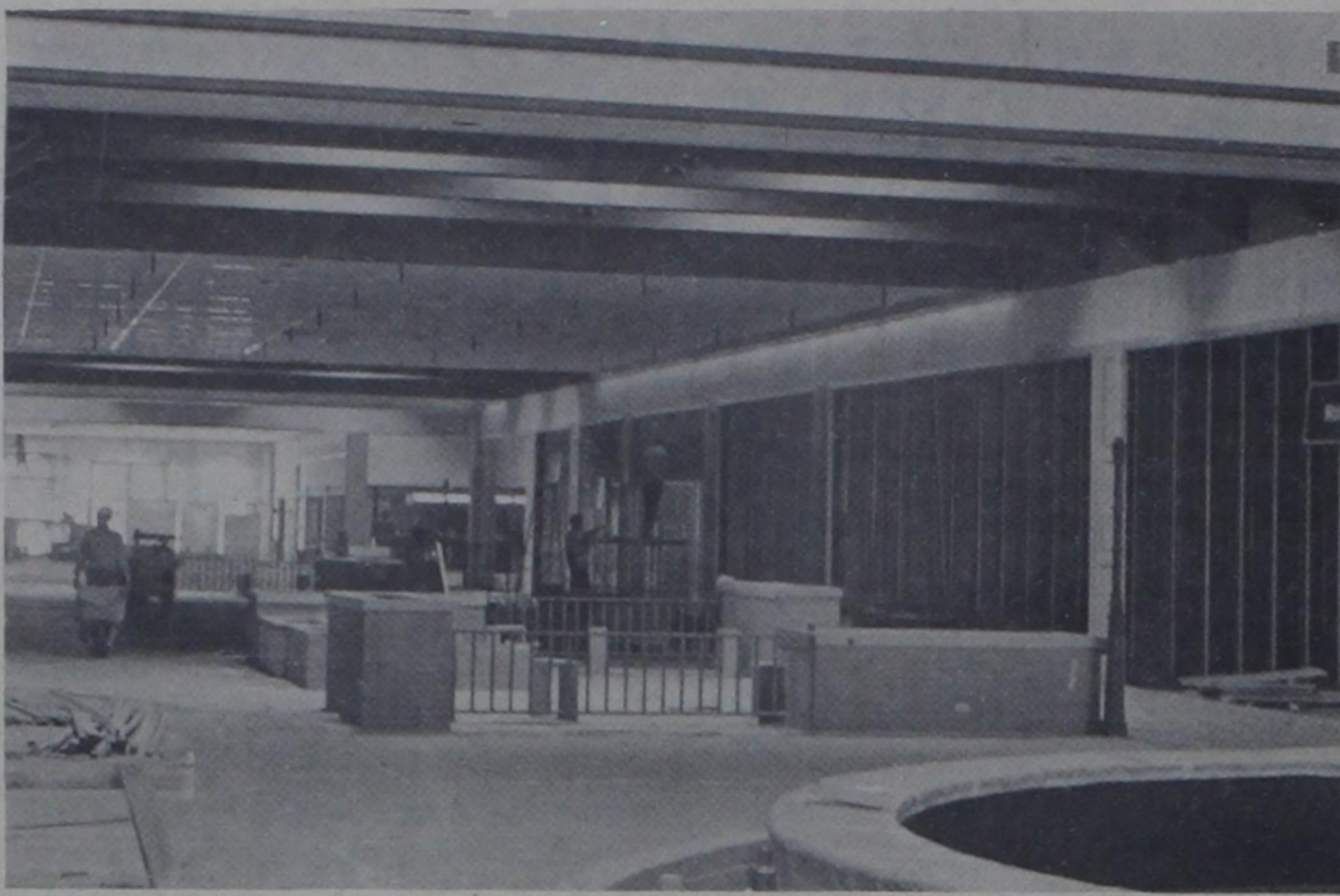
"If it's such a great golf course," grouched Frank Beard,

"why do they have to add 100 traps and add acres of knee-high rough?" Both Arnold Palmer and South Africa's Gary Player chimed in with criticism of the fresh sand in the bunkers.

"I think there is too much sand-you can lose a ball in the bunkers," said Player.

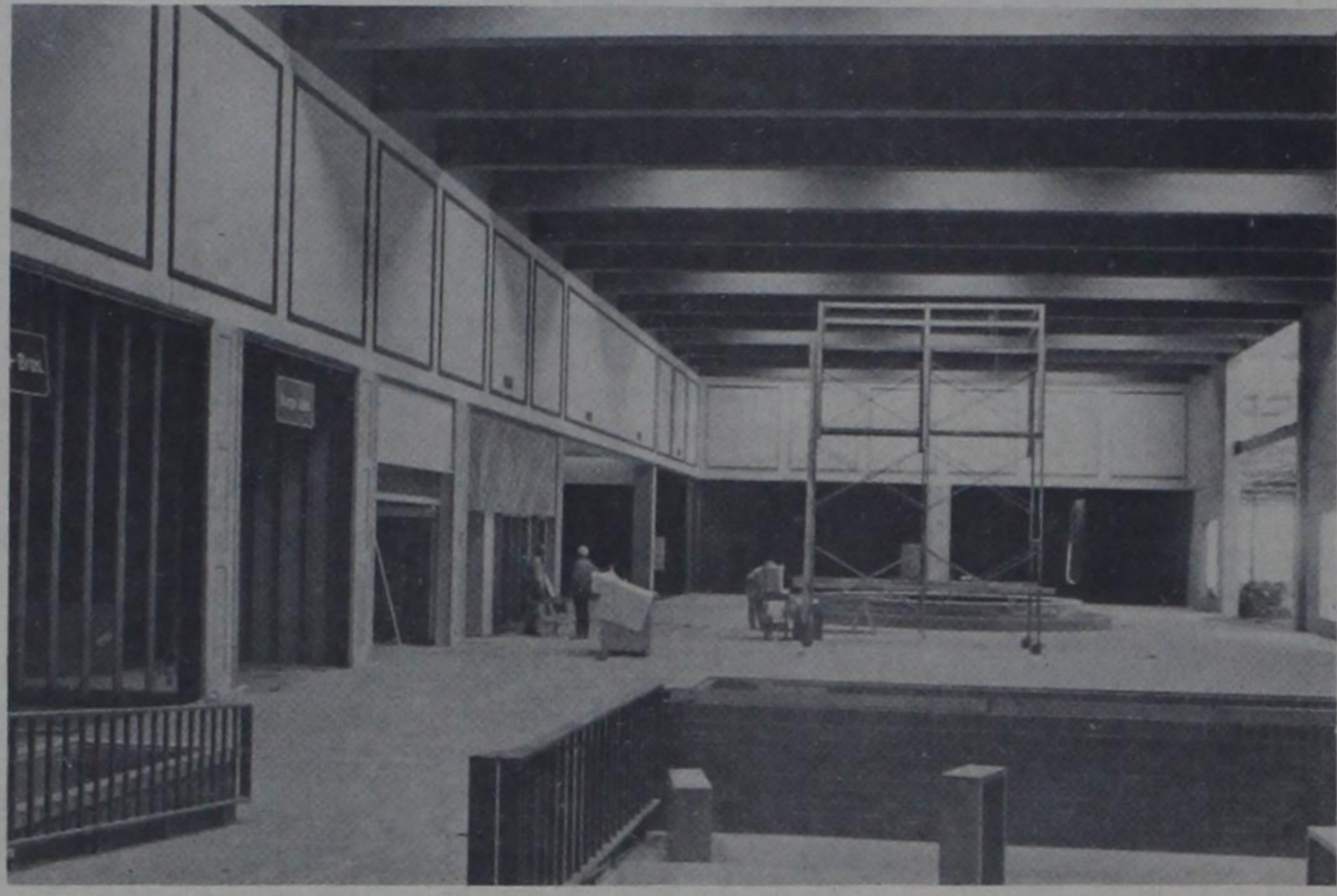
"At all Open courses, you can expect new rough, tighter fairways and new sand," added Palmer. "I think the new sand could have been added a year ago to allow time to settle."

Defending champion Lee Trevino, recovering from a case of viral pneumonia, was due to make a dramatic appearance on the scene Wednesday.



Mall

Workmen put finishing touches on the interior of the South Plains Mall, which is due to open July 26.



Howell, Triolins entertain

BY L. J. BLALACK
Staff Reporter

Bernie Howell, local entertainer, took his musical group, The Triolins, to Houston this week to play for the International Rotarians Convention.

The group is known as Bernie Howell and The Triolins. The Triolins are: Patrice Blalack,

sophomore music major at Tech; Karen Kidwell, senior music major at Tech; Gail Kennedy, orchestra director at Estacado High School and graduate of West Texas State University; and Denise Neal, junior music major at Tech. Howell writes and arranges all of the music for the Triolins.

The four girls play violins in the Lubbock Symphony Orchestra.

Howell said, "The groups started eight years ago and has always consisted of students. Gail Kennedy is the only performer who has not been a student at Tech since we started. We've had 13 girls in the group since it began. When a girl graduates she is replaced with another student. In fact, I

am already talking to a girl who may replace Gail."

Bernie Howell and The Triolins will travel this summer to Palm Springs, Calif.; Oklahoma City, Okla.; and Dallas, Tex.

"We do not play club jobs," Howell said. "The next thing of interest on the Tech campus," he continued "is Saturday when we will play for coaches and their wives and the football players and their wives, who are coming for the coaches' All-America game. We will play at Ransom Canyon. It will be an open air thing."

Howell also said that they will play for the banquet of the American Society of Engineering Education Monday.

South Plains Mall opens soon

BY HERB MEYER
Staff Reporter

The opening of the South Plains Mall is scheduled for July 26, when Dillard's Department Store, J. C. Penney Co. and 75 other shops will officially open their doors for business.

The 72 degree climatized mall, surrounded by a 5,000 car capacity parking lot, is located on a 63 acre site at Loop 289 and Slide Road.

The South Plains Mall will also house Hempsill-Wells, plus an additional 104 shops under a 19-acre roof area. The mall will provide Lubbock area shoppers with the largest enclosed regional shopping center in Texas west of Dallas.

Miss Jinx Morrison, South Plains Mall Promotion Director, projected that the mall would be open six days weekly, from 10 a.m. to 9 p.m.

Because of federal safety regulations, a tour of the partially completed enclosed mall presently requires the wearing of a "hardhat." The massive effort by scores of workers to complete the mall before July 26 is evident in construction progress observed during the time it takes to walk the length of the mall and back again.

Fountains, rest areas, containers for flowers, ramps to accommodate handicapped shoppers and multi-colored, individually designed shop fronts are taking shape. Two major stores in the mall exhibit nearly completed interior decorations and merchandise display areas. One of these stores is already stocking shelves.

Two shops are scheduled to open for business next week to provide food service for mall administrative and construction personnel.

Texas Tech students are playing a part in this development. Miss Morrison indicated that the mall's logo and promotion layout were designed by individuals who were Tech students. She further said that two Tech students, Scott Martin and Glenn Busch, designed the fountains that will be part of the mall.

A generally enthusiastic reaction to the South Plains Mall development was noted by mall manager Richard C. Colby. Colby said, "The South Plains Mall will make Lubbock once again the hub of commerce in the West Texas area."

In an earlier statement to the University Daily, Mr. Perry Gott, manager of the Lubbock Chamber of Commerce Special Services Department, said, "The South Plains Mall will be a tremendous asset to the entire area." Gott continued, "The name is indicative of the area this mall will serve."

Colby, formerly manager of Monterey Center, stated that about 40 of the 104 shops expected to lease in the mall will be entirely new to Lubbock. He predicted that mall operations would be smoothed out within two months after opening day.

Miss Morrison, with over four years experience in mall promotion and management, indicated that results of extensive marketing research initiated by the mall's developer, the C and A Investment Co. of Scottsdale, Arizona, compiled known population and economic growth factors to result in a decision to build the mall in its present location.

A fact sheet provided by Miss Morrison showed that the estimated income potential to the South Plains Mall of fifty million dollars for the first year of operation was based, at least in part, on information that 179,295 people are within 15 minutes travel of Lubbock with an additional 162,921 people within one hour and 515,041 within 100 miles; the per family income for the Lubbock area is sixth highest in Texas (based on 1970 figures); and Lubbock is the seventeenth fastest growing city in the nation.

Miss Morrison expressed that it was part of her job to integrate mall activities into the stream of Lubbock area life. She revealed numerous promotional endeavors designed to attract customers to the mall.

the mall and contribute to the welfare of the community. These activities ranged from a two-week visit in September by a children's petting zoo to a "All Heart Charity Bazaar" each spring. She said the theme for the first six months of operation will be "South Plains Mall is Happy Day Shopping."

The following list of South Plains Mall tenants was provided by Miss Morrison:

- ABC Kiddie
- Anderson Bro. Jewelers
- Assoc. Securities Ind.
- Baker Shoe Store
- Baskin-Robbins
- Blair Uniforms
- Blue Bonnet Laundry
- Brainpower Personnel
- The Booterie
- The Britanny
- Century Books
- Chess King
- Chic-Fil-A of South Plains
- Coach House
- Commercial Credit

- Dillard's Depart. Store
- Fact Photo
- Fashion Fabrics
- General Nutrition
- Graves Fashion Shop
- Hanover Shoe Company
- Hargis Shoe Repair Shop
- Hedon Hosiery
- Helen Gallagher Gifts
- Hemphill-Wells
- Jerry Lewis Cinema
- Jewel Box Store
- John's Jeans
- Karmelkorn
- Kinney Shoe Store
- Ladye Bugg
- Thomas McAn

- Malouf's
- Merle Norman Cosmetics
- Mangel Stores Corp.
- Mi-Ree's
- Mode O'Day
- Mother-to-be Maternity Shop
- Orange Bowl
- Orange Julius
- J. C. Penney Co.
- R-Cards and Gifts
- The Ranch
- Toys by Roy
- Village Craft Corner
- Walden Book Company
- West Texas Optical
- Wick'N'Sticks
- World Bazaar

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CANYON RD. STORE: 1/4 mi. south of Acuff Rd. on FM 1729, PO 2-2091

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