



New sign proposal controversial

By MELISSA GRIGGS
UD Reporter

Although a sign proposal is only one of 34 sections dealing with zoning in a proposed new Lubbock zoning ordinance, it is the one generating the most controversy.

LUBBOCK CITIZENS Monday night had the opportunity to express opinions on the entire ordinance at a public hearing. A straw vote on the ordinance will be Jan. 15. The vote will be a reflection of voter opinion and will not be binding. The Lubbock City Council plans to use the vote as a reference in deciding the issue.

According to Ben Stribling, chairman of the Zoning Revision Committee which drew up the ordinance, the new sign proposal was designed to provide uniform sign standards in the city which he said will promote a positive image for Lubbock. When compared with the current sign standard, the new standards would impose greater control over the size, style and coloring of business signs and outdoor advertising signs in Lubbock,

he said.

CURRENTLY, VARIOUS ZONES in the city are governed by different sign standards. In the proposed ordinance, all zones would have the same sign regulation and be governed by the same ordinance.

In a Dec. 4 University Daily article on the sign proposal, Joe Crutcher, owner of Multi-Ad, an outdoor advertising firm, said the Texas Attorney General had expressed an opinion on the proposed ordinance. However, Jim Bertram, director of the Lubbock Planning and Zoning Commission, said Attorney General John Hill rendered no such opinion.

"I called the Department of Community Affairs in Austin about any such opinion being rendered," said Bertram. "If an opinion was rendered by the Attorney General, it would be logged in the Governor's office as to when and to whom such an opinion was rendered. There was no such opinion logged."

JACK BAKER, SALES manager for Lubbock Poster Company, called the sign proposal "a radical change in all land uses of the city of Lubbock (UD, Dec. 4)." Bertram said such a comment indicates land uses under the new ordinance would be shifted from one zone to another, which is not true.

Baker also said the straw vote was a "desperate attempt to defend this ordinance by the people who drew it up (UD Dec. 4)." Bertram pointed out that the Zoning Revision Committee had nothing to do with proposing the straw vote. "It was solely the decision of the City Council to have a straw vote," he said.

(In the Dec. 4 University Daily article, Baker was quoted as making his comments about the Planning and Zoning Commission. Baker in fact made his comments about the work of the Zoning Revision Committee. The article also left the erroneous impression that the P&Z commission, rather than the committee, drew up the proposed new ordinance. The UD regrets the error.)

BERTRAM EMPHASIZED the sign proposal is only a portion of an entire new proposed zoning ordinance.

"Outdoor advertising was the last thing discussed in the proposed ordinance," said Bertram. "Most of the regulations are a direct result of standards recommended for business signs."

"Under the existing ordinance, in one zone, signs are required to be flat against the building, whereas across the street, they can be as tall as the owner wants them to be. This inequality will be done away with under the proposed new ordinance. Sign regulations should not be set by zones but rather by the size of the lot and scale of development."

"OUR INTENT IS TO allow one business to advertise without obstructing another's sign. After agreeing what should be done with business signs, it was hard not to apply the same

standards to billboards."

"There are cases under our present ordinance where unfair advantage occurs when one sign obscures or distracts from the identification of the next business," said Stribling. "If we restrict the business signs, it is not fair to allow billboards to obstruct other signs, either."

Bertram admitted it will cost businesses to take down their present signs that do not comply with the new ordinance, if it is passed. But he added that there will be a five-year period allowed to complete the sign changes in order to lessen the hardship on businesses.

OBJECTIVES LISTED by the Zoning Revision Committee are: To identify individual business, residential and public uses without creating confusion, unsightliness, or visual obscurity of adjacent businesses; to assure that all signs in terms of size, scale, height and location are properly related to the overall adjacent land use character and development lot size; to assure that all signs, in terms of color, form, material and design are compatible with other architectural forms on the development lots and to assure that off-premise advertising is compatible with adjacent land uses and does not obscure views of adjacent on-premise signs.

The Zoning Revision Committee was appointed in October 1973 by the City

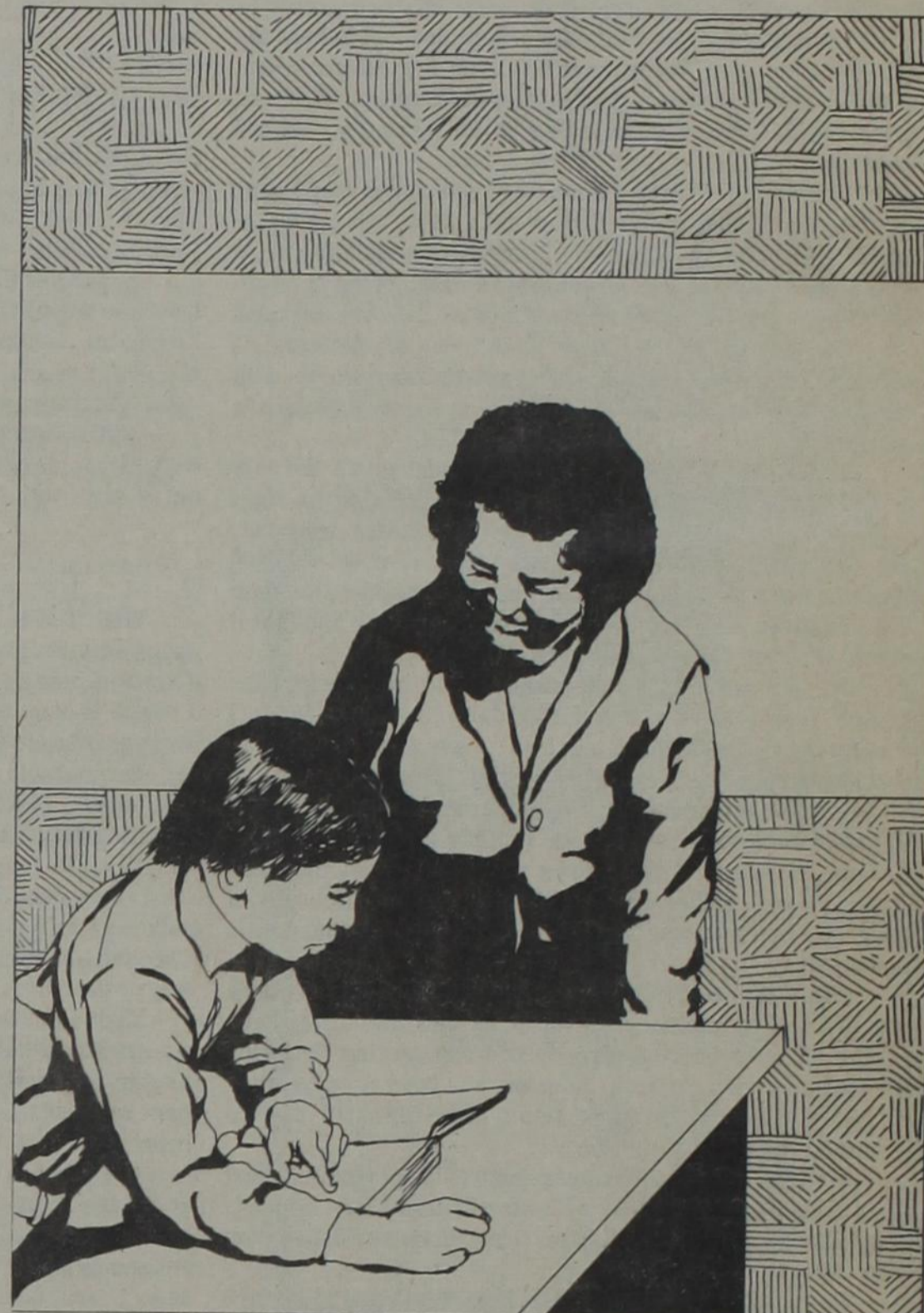
Council to revise and update the entire zoning ordinance. The committee began work in January 1974 and held weekly meetings until September 1974, according to Stribling.

IN REGARD TO A COMMENT by Baker that "the committee had closed meetings and did not receive input from the public or Lubbock businessmen," (University Daily, Dec. 4) Stribling said the Zoning Revision Committee is not one of the city commissions required by the Public Meeting Law to have open meetings. "Our meetings were work sessions," he said.

However, the committee did receive input from numerous businesses and organizations in Lubbock while drawing up the proposal, according to Stribling. The committee also reviewed a slide presentation presented by Baker at one meeting pertaining to billboards, Stribling said.

The committee sent letters to 20 cities in the nation asking for copies of their zoning ordinances and reviewed the replies. Letters were also sent to 11 organizations and associations in Lubbock requesting comments and suggestions, including the Lubbock Chamber of Commerce, the Lubbock Home Builders Association and the Lubbock League of Women Voters.

The committee had one public hearing on Feb. 19 attended by 35 citizens, Stribling said.



Evidence of changes in education

Teachers stress emotional growth

Editor's note: This is the fourth of seven articles examining innovation and change in education. Today's article looks at the reasoning behind some of the changes and their effects upon students.

By CHARLEY BANKHEAD
UD News Editor

"One result (or cause?) of our dependency (on educational authority) is that we exhibit little confidence in, or affection for, ourselves or for other students like us. While we are apt to take copious notes on what the authority says, we are most unlikely to note ideas expressed by our fellow students and certainly do not expect anyone to bother noting our ideas on those infrequent occasions when we express them."

Robert Goldhammer
Clinical Supervision
"Our Scholastic Legacy"

In one classroom, the children are in small groups, each group involved in a different activity. Each child is free to come and go from the group as he or she wishes.

In another school, there are two teachers working with a group of children. The teachers share ideas with students and at the same time compare one another's ideas.

IN STILL ANOTHER school, a male instructor and young boy walk down a corridor, discussing classroom activity. Suddenly, the instructor laughs, puts his arm around the boy's shoulders and gives him an affectionate squeeze.

What are these small sequences all about? They are just pieces of the evidence of change in education.

The changes can be seen throughout education. As seen previously, there is a new emphasis on education before the child reaches school age. That initial thrust carries into the schools.

THE NEW EMPHASIS involves looking at students as more than "inert chunks of meat sitting in a classroom," as one educator said. There is a greater emphasis on the emotional and social development of students and its effect on achievement. There is an overall concern to provide an environment conducive to maximum learning.

"Parents and teachers seem to be sorting out what is really important today," said Dr. Arlin Peterson, assistant professor of education. "They are more interested in teaching interpersonal-relation skills, communication skills, how to get along — then move into reading and writing."

"There is just a greater overall emphasis on social and emotional skills. I think adults have learned there are two ways of looking at children — either as kids or as little people."

To a certain degree, this new emphasis is the result of what educators see as built-in failure situations in schools.

"THERE ARE TOO MANY failure situations in education," said Dr.

Duane Christian, assistant professor of education. "Too often, educators try to use early education and evaluation systems to decide what a student is like. They try to separate the sheep from the goats."

"Students realize this and often feel the same way. They don't try to see how they might do a better job. Many students are motivated only to get the grade. They don't see where what they are learning is important. All they know is that the teacher said to read it or memorize it or write it."

Dr. Myron Trang, assistant professor of education, agreed.

"Students have self-imposed limitations. Many are that way because they've been zapped — F, that red pencil. I've quit worrying about students' getting the concept. I think we should become more concerned with working on areas where students need work rather than jamming in more information."

THE RESULTS OF THIS failure can be devastating to student morale. Peterson said the results can be seen clearly and early.

"Children can become passive and withdrawn or hostile and aggressive as reactions to the pressure," said Peterson. "A kid wonders what happens if he can't cut the mustard. I think there has been an increasing number of children treated for emotional disturbances and ulcers, which could very well have been caused by parent-teacher pressure."

One solution to the problem might be found in a form of instruction called individually-guided education (IGE). Dr. Tom Murphy, assistant professor of education, is one Tech instructor who has been deeply involved with work in IGE.

According to Murphy, there are two elements if IGE. The first is multi-age grouping of students. The second is structuring curriculum decisions as they relate to learners or groups of learners.

"Multi-age grouping eliminates first grade, second grade, and so forth," said Murphy. "We group students for instruction across chronological ages. For example, we might have six-, seven- and eight-year-olds in one group; eight- and nine-year-olds in another group; and 10-, 11- and 12-year-olds in still another."

"THERE IS SOME overlap in this grouping. Whether a student is the oldest or youngest member of a group depends only partially on academic achievement. A more important determination is the child's emotional, social and mental development — the affective domain."

Murphy said reaching curriculum decisions to fit the learners involves the opinion of the children and teachers.

Teachers and classes are combined, and the instructors spend two or three hours each week to work together to plan the curriculum.

One benefit of IGE is that it allows teachers to see students as individuals and work with them on that basis, rather than assuming each child is at the same stage of development or can be taught with one all-encompassing method.

"Education in general is geared to the average child," said Peterson. It holds some children back and penalizes others. IGE means to take a child, at whatever stage of development he may be, and help him grow or maximize his potential in a humanistic way without the threat of failure."

TEAM TEACHING IS another change that can have profound effect on students. This method is already in use in Tech's College of Education for its own students.

Team teaching in the College of Education involves combining two or more courses into one. Two instructors form the teaching team. At Tech, there are seven-hour and 12-hour block programs. The block programs involve classroom instruction and work in public schools.

Many of the teachers interviewed for this series are involved in the block program. Peterson and Murphy teach a seven-hour elementary block; Trang and Christian teach a seven-hour

secondary block; Drs. Nevil Bremer and Alex Crowder teach a 12-hour elementary block; Dr. James Roberson teams with Dr. Francis Bloomer to teach another 12-hour block.

"We teach a 12-hour block which is composed of four three-hour methods courses," said Bremer, who is an assistant professor of education. "We hope in this manner students are no longer compartmentalizing courses."

"BY WORKING TOGETHER we have been able to reduce the redundancy of the courses," said Crowder, assistant professor of education. "We build on what the other has done. We reduce a great deal of repetition in this manner."

"I teach language arts and social studies," said Bremer, "and Alex teaches math and sciences. But really, the same principles can apply to teach both areas. That's a major point of the block program."

"This kind of system allows me to be available to spend more time in my office to help students or answer questions," said Trang. "Duane (Christian) and I have tried to take the punishment aspect out of the classroom. We're committed to helping students get to the point they want to be."

According to both Trang and Christian, team teaching allows the instructors to compare viewpoints and show students there is more than one side to any subject. Trang said he and Christian disagree openly in front of students and called it a healthy competition.

ONE OTHER CHANGE is the open concept, perhaps one of the oldest of the innovations. The theory is to have a number of activities going on at one time and allow students to move from one activity to another until they find something that interests them.

A criticism of this approach has been that students will not learn the material and will tend to stay in the one area they enjoy. When asked about this, Estelle Wallace, professor of child development and family relations, said that after studying children in Tech's Child Development center, she has seen that children tend to move about the room and visit each activity equally.

What effect do all these changes have on the students produced? Hopefully, the students will become more mature and feeling and better adjusted. But Trang said much of the work is speculative and compared teaching with fishing — sometimes you catch some fish, sometimes you don't.

Perhaps Murphy summed up the situation best.

"Education is not a science totally. It would be great if we could drop in some elements and make magic, but we can't."

Goldwater to oppose Rockefeller

WASHINGTON (AP) — Sen. Barry Goldwater, R-Ariz., said Monday he will vote against Nelson A. Rockefeller's nomination as vice president because he is convinced the former New York governor used his personal fortune to buy political power.

Goldwater's statement about his rival for the 1964 Republican presidential nomination came as Senate Republican and Democratic leaders predicted Rockefeller will be confirmed overwhelmingly in a vote set for this afternoon.

Rockefeller also must be approved by the House before becoming vice president.

In a letter addressed to President Ford, Goldwater said he had intended to support the nomination and that he has forgiven Rockefeller "for his non-support of my candidacy in 1964."

"Recent disclosures have forced me to re-examine that earlier decision," Goldwater said.

"It is now apparent to me," he said, "that Mr. Rockefeller did in effect use his own personal money to accomplish the purchase of political power."

Goldwater mentioned no specific disclosures and an aide said he referred only to general disclosures of large gifts and loans to public officials and the financing of a book critical of former Supreme Court Justice Arthur Goldberg when Goldwater opposed Rockefeller for the New York governorship.

News briefs

Food gift certificates available

AUSTIN (AP) — Agriculture Commissioner John White announced a new gimmick Monday to promote Texas agricultural products: Christmas gift certificates for food.

You can get certificates for meat, poultry and dairy products at participating supermarkets, White said. And the chits come with decorative envelopes, he said.

There is no limit on the amount spent, White said.

"We are encouraging everyone to put some of their Christmas money into Texas agricultural products. They'll please people on their shopping list and help farmers and ranchers who supply Texas with its daily food needs," he said.

Ehrlichman testifies

WASHINGTON (AP) John D. Ehrlichman testified Monday that shortly after the Watergate break-in, former President Nixon accused the Central Intelligence Agency of conducting its own cover-up by refusing to seek limits on the first investigation of the matter.

Becoming the third of five Watergate cover-up defendants to take the stand, Ehrlichman quoted Nixon as saying he did not believe high-ranking officials of the CIA.

Ehrlichman's lawyer, William S. Frates, said Nixon lied to Ehrlichman in part to insure Ehrlichman's continued participation in the cover-up.

Coal miners back at work

CHARLESTON, W. Va. (AP) — Most of the nation's coal mines resumed production Monday after a month-long shutdown, but about a fifth of the mines remained closed because of picketing by mine construction workers.

Coal companies began going to federal judges for temporary restraining orders against the roving pickets.

Few industry or United Mine Workers officials had any firm figures on how many mines or men were affected by the picketing. But an Associated Press check indicated the pickets had idled mines employing about 24,000 of the UMW's 120,000 soft coal miners.

Indiana back again

The Indiana Avenue affair, which has long been a chronic nemesis of this University's administrators and regents, will again take a spotlight today in yet another quest to push a proposed six-lane thoroughfare through the Tech campus.

The issue, which has been brewing for several years now, will draw a quorum of Tech regents, Lubbock city council officials and engineers from the Fort Worth firm of Carter and Burgess, Inc.

Though a majority of officials will be on hand to hear the official recommendations from the Carter and Burgess firm, the session will be only a discussion-type meeting. "It will be a no action meeting," stated Clint Fornby, Tech board chairman.

Fornby said both the University and the city will hear the report, but indicated that no official action would be taken until Jan. 31, when the Tech board officially meets again. However, it has already been established by both groups involved that the avenue will cross the Tech campus. The only barrier which stands in the way at this point is whether the street, which will stretch from 4th to 19th Streets, will incorporate a dogleg curve or maintain a straight line.

ORIGINALLY THE UNIVERSITY had given the city permission to build the street ... a street which will run right past the Tech Med School, now under construction. However, the University decided to renege on their original decision and refused to allow the street to cross the campus. The main reasons given were that the street would be unsafe and that it would also cut the campus in half.

The city argued that the street would be essential for traffic flow purposes and particularly essential for accessibility to the Tech Med School ... which is expected to attract hundreds of people upon being completed.

A few arguments later, the University decided to allow the street through, but in the process proposed that the avenue include a dogleg curve which begins at the Tech Freeway and breaks northwest toward the Med School and ends up a block west of Indiana, where Joliet Avenue now is located.

THE CITY DIDN'T BUY THE DOGLEG. The Lubbock County Commissioners got involved as well, and it was back to the drawing boards. Already one engineering firm, the Bernard Johnson Co. from Houston, has been used to study the avenue. But, that firm didn't come up with a solid solution.

Now, the Carter and Burgess firm is being counted upon to provide a viable solution to the street hassles. And no one is willing to bet any money that this firm will do any better than the last.

Tech Regent A. J. Kemp from Fort Worth and Executive Vice President Glenn E. Barnett have been working hand in



Robert Montemayor

hand with Lubbock Mayor Roy Bass and city planning director Jim Bertram, along with the engineering firm.

Barnett said the Carter and Burgess has not been corresponding that much with the University and stated, "I really don't know what they'll do with their study. Of course, they will make their recommendations and the board will have to decide."

As shaky as the past discussions on Indiana Avenue have been there is no telling what will come of this meeting. Even though the meeting is a "no action" meeting, how favorably the board receives the recommendations could determine what will happen to the street eventually.

At this point in the issue, many who have been involved with the whole ordeal would like to get the mess completely out of the way.

THE TECH ATHLETIC COUNCIL is apparently not going to take any chances should head football coach Jim Carlen choose to take his coaching abilities elsewhere. The Council is supposedly asking Murray to initiate action to form a committee to interview prospective coaches.

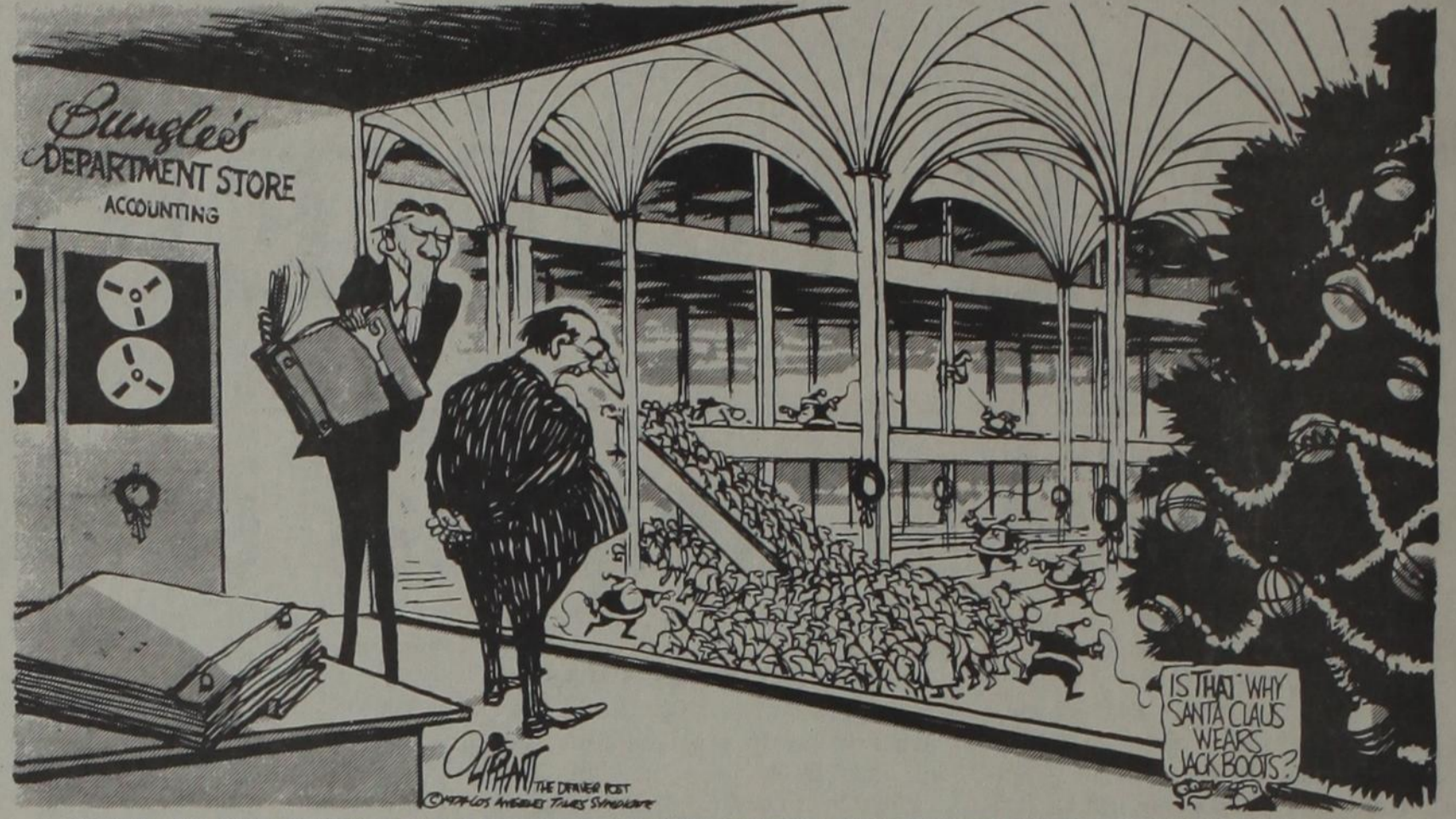
According to reports, no committee has been formed yet, but with a meeting between Carlen and South Carolina athletic officials taking place this week, the Council seems to think Carlen may very well leave.

It has been rumored that Carlen has been offered a salary in the \$60,000 to \$70,000 range, plus a shot at the South Carolina athletic directorship. Carlen has refused to say one way or the other concerning any of the rumors.

Much attention has been placed on the recent naming of assistant coach John Conley to the assistant athletic directorship ... a position which never existed previously. Many have seen the Conley promotion as a barrier to Carlen's being named to the athletic directorship.

After Carlen returns from his Carolina trip, it may be a good idea to ask him just what his status is at that point. Many seem to be concerned and the various rumors are not enhancing his recruiting plans. It may be time to hear the news from Carlen, rather than from the rumors.

Have a good day.



'LOOK AT THE MISERABLE BEGGARS DOWN THERE, ALL PRETENDING THEY DON'T HAVE ANY MONEY...!'

Letters

to the editor

Plugs Tech coaches

To the Editor:

A change in head coaches during recruiting periods of the year is damaging to any program, as all TCU supporters will attest. Assuming that Jim Carlen will leave Texas Tech may be premature at this time. Speculation, however, on the possibility of the change forces consideration of his replacement should he leave.

There are several fine possibilities in our own back yard. Instead of spending weeks or months in screening prospects, many of those making the trip with the objective of getting an increased salary or an extension of their present contract at their present job, why not consider some of our own assistants. Thinking back for several years, most fans will recall that our defensive teams have provided the margin of victory. Richard Bell has proven that he can get the job done with his defensive team. He is an excellent recruiter, liked by players, coaches, and fans, and is a fine man in every way. Dale Evans has produced consistently well. And who could say that Jess Stiles is not loaded with the winning ingredient.

One former assistant coach at Tech has transformed drowsy Cubs into some mighty hungry Bears.

W. C. Lawrence
6604 Slide Road.

Debt paid to KTXT

To the Editor:

It's time I paid a debt. I have taken much enjoyment from the weekday morning and Sunday afternoon classical music programming of KTXT-FM without giving anything back. I want publicly to commend the staff of Mighty 90 on its contribution to high culture in West Texas. In all the talk of achieving a great society in Lubbock, one prime criterion is consistently overlooked. A great city should be able not only to tolerate, but successfully provide for a diversity of minority tastes. It is only right that an educational institution take cultural leadership responsibilities and provide what the commercial interests cannot in their role of following tastes. Your varied programming is also a sign that mass communications students are being given an opportunity for a diversified educational experience.

The arts need a multitude and variety of patrons, and for your continued programming in the area of classical music I am contributing a check (cultural chauvinist that I am!) toward a "Mightier 90" so that your influence will carry beyond 34th Street and Quaker Avenue (in stereo yet!).

The only commercial exception I know of would be KFYO, which has carried the Metropolitan Opera broad-

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

Editor Robert Montemayor
Managing Editor Gail Robertson
News Editor Charley Bankhead

casts, even if they have on occasion destroyed the integrity of a program to carry a play-by-play of a basketball game. Hopes of those with minority tastes were also raised recently by a reviewer's comments that perhaps an audience for opera is growing slowly as evidenced by the reception of Carmen. A fine arts editor of the University Daily could be appointed to break the Daily out of the pop-culture "ghetto" and give equal space and time to advance features and follow-up reviews of all cultural events.

More power to you, KTXT-FM!

John Deethardt

Senator asks for support with SOBU food drive

To the Editor:

There has been great clamor from within and without the Senate this year suggesting that we should deal with issues which bear directly upon the Tech community. Last Thursday night the Student Senate passed just such a resolution and it has great significance at this particular time of year.

The resolution, sponsored by Sen. Woody Glenn and myself, asks the support of all Techsians, both organization and individuals, in the current Christmas Food Drive. This drive is to collect food and donations for food from the Tech campus to distribute to needy families at Christmas. The Student Organization for Black Unity (SOBU) is spearheading the drive in conjunction with the Presbyterian Center. It is intended to be a campuswide effort to show our concern, as responsible citizens, for those in need. Similar efforts have been made with great success in the past and the Senate hopes the student body will once again show their generosity.

It seems particularly fitting with increasing unemployment and inflation, that we should give of our good fortune to those in need during this season of goodwill.

Have a generous holiday.

Scott Robins
A&S Senator

Washington merry-go-round

A tale of two Koreas

SEOUL — From 1950 to 1953, 33,629 Americans lost their lives and another 103,284 were maimed in a war that stopped Kim Il-sung, the Red ruler of North Korea, from taking over the entire Korean peninsula.

Now many Americans are questioning whether this terrible sacrifice was worth it. They charge that South Korea's President Chung Hee Park has seized dictatorial powers and that his people, therefore, are no better off than are the subjects of Kim Il-sung.

To find out 22 years later whether the Korean War was a mistake, I have spent the past four days exploring South Korea. I drove from Seoul to Pusan, stopping at villages and industrial sites, with nongovernment friends as my guides. I spent one night in a native hotel, sleeping on a mat on the floor. I visited with Koreans of all levels — government officials and opposition leaders, business tycoons and simple villagers.

I also tried unsuccessfully to visit North Korea to compare conditions there. Denied personal access, I must settle for information from intelligence reports and some visitors who were taken on a carefully controlled trip to Pyongyang.

The intelligence reports depict North Korea as perhaps the world's most oppressive, monolithic society. Although dissidents tried early this year to challenge the absolute authority of Kim Il-sung, they were ruthlessly cut down on Feb. 15.

The cruel Kim keeps his subjects in line through the National Political Security Bureau (NPSB), which conducts secret surveillance on all branches of government and walks of life. NPSB advisers exercise political control, serving as Kim's eyes and ears, over the army down to the company level and over the bureaucracy down to the section level. They also reach into every neighborhood in North Korea.

Most able-bodied men, who work in the factories and fields, are pressed into a labor-peasant military reserve, which is given intensive, mandatory training to keep it combat ready. Another 700,000 youths likewise must drill five

hours each week, with a full month of active duty each year.

The visitors to Pyongyang describe the North Korean capital as bleak and cheerless. The people on the streets had a haunted look, reported the visitors. There was little traffic except for government cars.

In South Korea, I found opposition leaders fearful of the Korean Central Intelligence Agency (KCIA). Visitors to my Seoul hotel room were nervous about candid conversation, showing by gestures that they believed the room was bugged.

Yet I found no one who was the least afraid to criticize the government in their homes and offices. And even the harshest critics agreed that the KCIA was by no means as omnipresent and oppressive as the NPSB.

Outside of Seoul, I found people seemingly oblivious of the government. South Korea's major cities are bustling, prosperous places, the people friendly and cheerful, the streets jammed with honking, careening civilian auto traffic.

I did some shopping in a downtown Seoul department store, which looked much like the department stores back home, complete with Christmas trimming and a surge of Christmas shoppers.

In the countryside, I noticed electric lines strung to the homes in the poorest villages. Many of the peasant homes, I was told, have TV sets.

I visited a modern shipyard that is building tankers for the Japanese cheaper than they can construct them and a huge steel complex that is producing steel for the United States. I spoke to American wholesalers who told me they now buy most of their clothing imports in Korea.

South Korea's growth rate, now at an astonishing 15 per cent, is the highest in the world. The people, clearly, are more free, more prosperous and altogether better off than their cousins north of the 38th parallel.

It is true, on the other hand, that President Park has suspended some freedoms and jailed some critics. He insisted in an interview that they were jailed, not for their opposition to his rule but for violating emergency security laws. These laws, most of them now revoked, were necessary, he avowed, because of North Korean subversion.

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Birth control methods, pro and con, discussed

By JULI TAYLOR
UD Staff

A knowledge of birth control methods is essential to those people who wish to prevent or postpone pregnancy.

Mrs. Becky Garza, clinic nurse at Planned Parenthood Center, and Dr. Reagan H. Gibbs, director of Student Health Center, provided the following information to clear the myths surrounding birth control.

There are several birth control methods currently available on the market. These include oral contraceptives, the intra-uterine device (IUD), the diaphragm, vaginal spermicides combined with the male condom and the rhythm method.

Before using any of the devices or methods mentioned above, one should be familiar with what each involves. Not all methods are equally effective for everyone.

ORAL CONTRACEPTIVES, commonly referred to as "the pill", are the most effective of all contraceptives available. The different types of pills all contain female sex hormones which work by preventing the release of an egg from a woman's ovaries during the cycle in which the pills are taken. Oral contraceptives are available only with a doctor's prescription.

There are several advantages of taking the pill, besides being the most effective contraceptive. These include no special preparations before intercourse, the pill begins working as soon as the first tablet is taken (as directed), and it eliminates the measuring and fitting by a physician that some other methods require. Also, because the pills are taken daily, there is continuous protection, and no chances of becoming pregnant are taken.

ONE DISADVANTAGE of the pill is that it must be taken daily, whether or not intercourse takes place. This could cause problems for women who have difficulty remembering to take the pill at a routine time, or who have intercourse infrequently.

Also, some women report minor discomforts when they first begin taking the pill. These include nausea or morning sickness, spotting or bleeding between periods, some gain or loss in weight, slight enlargement or tenderness of the breasts, and/or darkening of patches of skin on the face or elsewhere. Many women never experience any discomfort, and of those who do, the complaints are minor, and last only a few days, or a few months at the most.

THE FOOD AND DRUG ADMINISTRATION requires all manufacturers of oral contraceptives to publish information for pill users. A summary of certain side effects reads: "Oral contraceptives, when taken as directed, are drugs of extraordinarily effectiveness. As with other medicine, side effects are possible. The most serious side effect is abnormal blood clotting. The fact is that serious problems are relatively rare, and the majority of women who would like to use the pill can do so safely and effectively."

For those women who either object to, or cannot take the pill, the IUD is the next most effective method, with a failure rate of only 2.7 per 100 women per year.

IUD'S ARE OBJECTS of different shapes made of plastic or stainless steel which are inserted into the uterus by a physician. How the devices prevent pregnancy is not fully understood. It is believed they probably speed descent of the egg, or it may cause the egg to reach the uterus at a time when it cannot nest there.

The most common type of IUD is the Cu 7, a copper form in the shape of a 7. The Cu 7 is smaller than most IUDs and has less complications and pain upon insertion. The Cu 7 can also be inserted in women who have never been pregnant.

After insertion, other than routine self-examination, little or no thought need be given to the subject of contraception by either the woman or her partner. Other advantages of the IUD are that it may be left in place indefinitely, and after the initial cost of the IUD and the medical fee for insertion, there are no additional expenses.

ONE DRAWBACK of the IUD is that it is slightly less effective than the pill. This means a woman may become pregnant with the device in place. Also, some women may be unable to keep the IUD in place, and it may be expelled unnoticed. This leaves the woman with no contraceptive protection. The IUD is more likely to be expelled from women who have had no children than from those women with children.

Other minor disadvantages of the IUD include a heavier menstrual flow during the first, and sometimes second, month after insertion, and minor discomforts of cramps and backache during the first few days after insertion. These discomforts usually disappear quickly.

ANOTHER BIRTH CONTROL method is the diaphragm. This is a flexible, bowl-shaped rubber dome which is used in combination with a cream or jelly. The diaphragm is inserted into the vagina to cover the cervix and provide a barrier to the male sperm.

A woman choosing the diaphragm method must be fitted by a physician. She must also be refitted every two years, and after each pregnancy.

One advantage of the diaphragm method is that women who use it need only concern themselves with being protected at those times when they expect to have intercourse. Also, when the diaphragm is properly positioned, the woman should not feel it, no matter how active she is.

ANOTHER ADVANTAGE is that the jelly and diaphragm need not be inserted just before intercourse, but may be inserted up to an hour before intercourse. And whether or not intercourse takes place, the diaphragm and jelly may be left in place. Also, the cost of the contraceptive cream or jelly required by this method is minimal.

The diaphragm must be used whenever intercourse takes place. Therefore, it is recommended that the diaphragm be inserted at bedtime as a matter of routine protection. It is important to have a doctor's instructions on inserting the diaphragm properly. Improper insertion may cause a pregnancy.

Another method of contraception, which ranks with the diaphragm in effectiveness, is the combination of condom and vaginal spermicide. The condom is a thin, strong sheath or cover, made of rubber or similar material, which is worn by the man to prevent sperm from entering the vagina.

THE VAGINAL SPERMICIDE is inserted into the vagina just prior to intercourse. The two-fold action of this preparation is to kill the male sperm, while the foam, cream or gel base provides a "barrier" over the cervix that helps prevent sperm from migrating into the womb.

A distinct advantage of this method is that both are available to anyone without a prescription. Also, the male condom, because of its design, acts as an excellent barrier against the spread of venereal disease.

Advantages of the vaginal spermicide are that it has a minimal cost, no fitting is necessary, there is nothing to remove after intercourse, and a woman need only concern herself with it when intercourse takes place.

Another advantage of the condom and spermicide is that this is the only contraceptive method (besides a vasectomy) in which the male has a partial responsibility for the outcome.

THE MOST OBJECTIONAL disadvantage of the condom and spermicide method is that both must be applied just before intercourse. This means an interruption of love-making, which is distracting to the couple, and could cause the couple to ignore taking precautions. This leaves the couple without protection, and the risk of pregnancy.

Another complaint about this method is that the condom often prevents the male from experiencing maximum

satisfaction from the sex act. Also, failures are due to tearing of the sheath or its slipping off after climax.

The last, and probably least effective contraceptive method is rhythm. This method depends on abstinence from intercourse during the time of the month when a woman is fertile.

Although seemingly simple, the method is not very effective because of menstrual irregularity in many women and the inability to accurately determine the time of ovulation. For this method to be used most successfully, a couple should receive assistance from a doctor or rhythm clinic.

OBVIOUS ADVANTAGES of the rhythm method include no expense involved, no prescription necessary, and no need to interrupt relations with the partner to arrange for adequate protection. And the only equipment necessary is a calendar and possibly a thermometer.

One main disadvantage is the high failure rate—24 per 100 women per year. Also, no sure system has been devised for accurately predicting the time of ovulation (when a woman releases an egg).

Another disadvantage of rhythm is that a woman must keep a written record of her menstrual periods for at least one year before attempting to use this method. This is to establish the regularity of each woman. Approximately 15 per cent of women menstruate too irregularly to use the method.

Also, rhythm restricts the number of days a month a woman can have intercourse. This could realistically cause problems in relationships.

There are two other methods not previously mentioned which offer complete contraception. One is the male vasectomy and the other is tubal ligation for the female.

A VASECTOMY is a simple procedure which involves cutting and tying the tubes through which sperm to fertilize the female leave the male. This is considered a permanent operation, and there is no guarantee that fertility will be regained with the tubes open.

The main advantage of this method is that sterilization is complete. One disadvantage of this operation is that some men afterwards experience a psychologically-stemmed feeling of a loss of manhood.

Tubal ligation is essentially the same operation as a vasectomy, only it is done in a woman. The operation involves cutting and tying the tubes through which the egg travels to the uterus to be fertilized. If there is no egg, there can be no baby.

A tubal ligation is quite effective as a permanent sterilization. In some cases the tubes can be reconnected, but this is not guarantee that fertility is regained. Also, a tubal ligation is more involved than a vasectomy, and must be performed in a hospital.

IT IS IMPORTANT to remember that, with all this information on birth control, is useless without action. There

are several places Tech students can receive help with birth control.

Tech's Student Health Center will give examinations, and prescribe the pill, if that method is best for the patient.

The Obstetrics-Gynecology Department of Student Health also gives examinations, and offers all methods of birth control. Unlike the Health Center, after the first visit, there is a fee charged for each additional visit.

Another place to receive birth control help is the Planned Parenthood Center, 3821 22nd. Planned Parenthood works on a donation basis, and pills are dispensed for a nominal amount.

All information at Planned Parenthood is kept confidential, and many Tech students must have faith in their system. Becky Garza, clinic nurse there, said Planned Parenthood has had 1900 new patients since September 1972, and most of them have been Tech students.

ANOTHER CENTER for minimal cost birth control help is the Lubbock City-County Health Department. This center, located at Jarvis at North Avenue Q, has the pill available.

Another option for students is a private doctor. However, if anonymity is a key factor to obtaining birth control, the other sources might be preferable.



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Sainthood granted native US citizen

VATICAN CITY (AP) — Pope Paul VI completed today the formal process for naming Mother Elizabeth Bayley Seton as the United States' first native saint.

The Pope approved a decree of canonization at a meeting that confirmed a miracle in which Mother Seton was said to have been responsible for healing a sick person whom doctors believed beyond medical help.

Mother Seton, who lived from 1774 to 1821, was a granddaughter of an Episcopal rector in New York.

A mother of five children, she became a convert to Roman Catholicism after the death of her husband in 1803.

Her conversion separated her from her relatives and she founded a school in New York to support her children.

She later moved to Emmitsburg, Md., where she opened the first Roman Catholic free school that was a key to the beginning of America's system of parochial education.

Mother Seton also founded St. Joseph's College for Women and formed the first American congregation of the Daughters of Charity of St. Vincent de Paul.

Saint Frances Xavier Cabrini, a native of Italy, became the first U.S. citizen to be canonized by decree of Pope Pius XII in 1946. She was founder of the Missionary Sisters of the Sacred Heart of Jesus in Italy and came to America in 1889 to aid Italian immigrants.

Mother Cabrini died in 1917 and the body is entombed in her principal shrine at the Mother Cabrini High School in New York City.

Moments notice

- PHI UPSILON OMICRON**
Home economics honorary Phi Upsilon Omicron will sponsor a Country Christmas Sale in the UC from 9 a.m. to 4 p.m. today. Items are hand crafted and range from \$2 to \$5.
- LEADERSHIP BOARD RETREAT**
Deadline to return registration form and payment for Leadership Board Retreat and Workshop Jan. 16-19 has been extended until today. All checks should be payable to the UC and departmental transfers made to account number 291-1851.
- TASTING TEA**
Tickets to the Morfar Board Tasting Tea may be purchased for \$1 from any member or in Journalism 211. The event will be from 2-4 p.m. Dec. 15 in the Ex-Students Association House.
- WOMEN'S IM SPORTS MANAGERS**
Women's intramural sports managers should contact the Women's Intramural Office for the schedule of the bowling tourney and the volleyball playoffs Thursday. Forfeit dues also need to be paid by teams participating in the bowling tournament.
- MORTAR BOARD**
Mortar Board will meet tonight at 5:11 46th St. at 9 p.m. All members are reminded to bring their ivy, poem and canned goods.
- CHRISTIAN SCIENCE ORGANIZATION**
Christian Science Organization will meet tonight at 7:30 p.m. in room 204 of the UC.
- AG ECONOMICS**
Ag Economics Club will meet Wednesday at 7 p.m. in the Ag Auditorium. Pictures will be made and a short business meeting will precede the speaker.
- IEEE**
IEEE will meet tonight at 7:30 p.m. in room 211 of the Electrical Engineering Bldg.
- BILLIARDS TOURNAMENT**
The UC Programs Office will sponsor a Billiards Tournament Wednesday and Thursday beginning at 3 p.m. in the UC gameroom. Students must register at the Intramurals Office or at the UC Programs Office by 3 p.m. Wednesday. Registration fee is \$1.50.
- MAST**
Tech Sailing Club will meet tonight at 7 p.m. in room 44 of the Science Bldg.
- PLACEMENT SERVICE**
The Placement Service Staff will host a Christmas Open House on Wednesday from 9 a.m. to 4 p.m. All students interested in the Placement Service Program are invited to attend.
- AIR FORCE ROTC**
Tech Air Force ROTC will sponsor a smoker Thursday at 7 p.m. for all interested students at the Reese AFB Officer's club. Dress will be informal.
- EDUCATION STUDENT COUNCIL**
The Student Council of the College of Education will meet at 6:30 p.m. Wednesday in room 262 of the Administration Bldg.
- WOMEN'S TASK FORCE**
Women's Task Force will have their last meeting of the Fall Semester tonight at 7:30 p.m. at 5418 17th St. Agenda will include a career seminar and the election of officers for 1975.
- JUNIOR PANHELLENIC**
Junior Panhellenic will meet 3 p.m. Wednesday in the Chapel Room of the Lubbock State School. Members will sing Christmas carols at 5 p.m. at Colonial Convalescent Home, 4320 19th St.
- DOLPHINS**
Dolphins, national swimming fraternity, will meet at the pool at 8 p.m. tonight.
- BLOCK AND BRIDLE**
Block and Bridle will meet Wednesday at 8:30 p.m. in the Ag. Engineering Auditorium. Officers for 1975 will be elected and pictures will be made for the La Ventana.

Congress may approve study dealing with rape prevention

WASHINGTON (AP) — After years of lobbying by women's groups, Congress is expected to pass legislation this week authorizing the National Institute of Mental Health to study ways to curtail rapes.

This would be the first major national effort to deal with the crime of rape, said Mary Ann Largen, coordinator of a national rape task force for the National Organization for Women.

The legislation would authorize \$20 million for the first two years for a rape study unit within the NIMH. The NIMH study would include research on the ways to curtail the crime itself, help the victims and their families and rehabilitate the offenders.

The legislation, called the Rape Prevention and Control Act, was attached to the 1974 Health Services Act, which has been worked out by a conference committee of the House and Senate. A vote on the conference report is scheduled in both chambers this week, sponsors of the bill said.

"Rape is a crime which has thrived on misconceptions, prejudices, indifference and

most of all, the silence of the victims in the past," Ms. Largen, who prefers the Ms. title, said recently.

"Women across the nation today, however, are speaking out in their concern and outrage at the growth of this crime, the institutional and

social treatment of the victims, and the inability of the courts and laws of the land to curb it."

Law enforcement officials estimate that 50 to 80 per cent of sexual assaults are never reported, which she said, means that a probable 100,000

women are victims of forcible rape each year.

The bill has bipartisan support. Sen. Charles McC. Mathias, R-Md., introduced his bill a year ago; similar legislation was sponsored by Rep. John Heinz III, R-Pa.

Water survey underway here to gain maximum use of area supply

Getting the most use of the available water in the Texas High Plains is imperative. Just how this is to be accomplished is the question High Plains farmers now are being asked.

Dr. Frank L. Baird of the Department of Political Science at Tech is conducting a survey of farmers in six counties to determine their attitudes toward conservation and water management.

"Irrigated farming is practiced on some 4.8 million acres in the High Plains," Baird said. "The principal source of water for the region is the Ogallala aquifer. It is a limited water source.

"Currently, the only

practical method for dealing with the problem is to stretch the water which is available as far as possible," he said.

"Public support will be crucial to the success of any efforts toward conservation and groundwater regulation," Baird said. "And very little presently is known about the way irrigation farmers feel about different possible institutions for groundwater management and planning."

Baird's survey will attempt to determine those feelings. Questionnaires will be mailed to 1,500 farmers in Carson, Dallam, Gray, Hale, Moore and Lubbock counties in early December. Farmers to be surveyed were chosen at random from Agricultural Stabilization and Conservation Service (ASCS) roles.

Three of the survey counties are in active underground water conservation districts; three are in inactive districts.

"Possible methods for regulation and management of groundwater include self-regulation; locally operated underground water conservation districts; state regulation and management;

or some type of federal regulation," Baird said.

The survey will determine the opinions of farmers who favor specific types of water regulation and the attitudes toward possible control methods.

"All information gained in the survey will be held in strictest confidence," Baird said. "Individuals are not asked to sign their questionnaires unless they would like the survey to be followed by a personal interview. Respondents are asked to complete the questionnaire and return it in an enclosed envelope by the end of December."

Results of the survey will be compiled with similar surveys conducted among city dwellers in the region and among college students from irrigated farms. Findings will be published as a monograph or series of scholarly articles, Baird said.

The survey is supported through grants from the Water Resources Center at Tech and the Water Resources Institute at Texas A&M University.

Russell E. Smith, graduate student in Political Science, is research assistant to Baird for the project.

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'Paranormal Phenomena' offered in spring

Tech's Psychology Dept. will offer "Altered States of Consciousness and Paranormal Phenomena."

Next spring semester the three-credit course will delve into several aspects of psychological states, including dreams, meditation, hypnosis, psychokinesis and clairvoyance.

Students enrolled in the course will also prepare a textbook for future class use because no texts in this field are

currently available. The course is also recommended for those students interested in writing and publishing their own scientific materials.

There are no pre-requisites for the course, but permission by the instructor, Dr. Rochard Carlson, is required for enrollment.

Students enrolled in the course are to meet near room 304 of the psychology building to decide a time and meeting place for classes.

Further information may be obtained from Dr. Carlson in room 304, or by calling 742-6284.

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Doctors say new equipment caused change

Wrist, not ankle, most frequent ski injury

CHICAGO (AP) — Ski injuries appear to be moving from the ankle to the wrist because of modern ski equipment, researchers say. They report in the Monday issue of the Journal of the American Medical Association that hard plastic boots to protect ankles and improved release bindings to protect the legs have reduced sprains and fractures in those areas. But they found there has

been a simultaneous increase in sprains and fractures of the hand, arm and shoulder.

The researchers said the reason for this may be that the upper extremities must bear the brunt of a fall from the outstretched arms of the skier.

Authors of the study are Drs. Joshua Gutman, Jonathan Weisbuch and Milton Wolf of the Boston School of Medicine.

They studied injuries to 792 skiers on the slopes of Mt. Snow, Vt., during the 1972-73 season and compared them with a similar study at the same resort 1960-61.

Sprains accounted for 43 per cent of the injuries, fractures for 31 per cent and other types of injuries for the rest.

The injury rate was about the same as in the earlier period, but the anatomical site of the injury changed drastically.

Ankle sprains dropped from

41 per cent in 1960-61 to 26 per cent, while sprains to the upper extremities rose from 4.3 per cent to 18.1 per cent.

Ankle fractures formerly accounted for nearly half of all ski fractures, but in the 1972-73 season they accounted for only 16 per cent. Fractures of the leg were about the same in the two periods.

But fractures of the upper extremities were three times as frequent in 1972-73 — rising from 3.3 to 10.6 per cent — and

fractures of the ribs and other areas of the chest jumped 10 times — from 4 per cent to 3.9 per cent of all sprains and fractures.

"Modern equipment may be altering the pattern of ski injuries without necessarily improving the over-all injury rate," the researchers said.

"The salutary effect of a reduction in leg injuries has been bought at the expense of the arm and torso," they added.

Indian author's works highlighted in seminar

By RONNIE BOBBITT UD Staff

The Arts and Sciences Honors Seminar in Humanities will present "An Evening With Tagore" tonight at 7:30 in the Qualia Room of the Foreign Language and Math Building. The seminar will introduce students to the ideas and works of Rabindra Nath Tagore, a Nobel laureate in literature from India.

Tagore, who grew up in India, is known as the foremost thinker and author in modern India. Mainly known for his poetry, Tagore has

written many novels and plays and composed music.

The seminar will begin with an introduction to Tagore's life and major works. Following this will be readings from selected papers of Tagore, his poetry and excerpts from his essays and plays. A medley of Tagore's songs, preceded by a panel discussion, will finish the seminar.

The seminar is open to the public.

Where it's at

TODAY
 Tech Singers Christmas Concert, 8:15 p.m., UC Ballroom.

TOMORROW
 Symposium of Contemporary Music, 4:30 p.m., room 1 of the Music Bldg.

THURSDAY
 Cinematheque Film Society: "The Maltese Falcon" and "To Have and Have Not," 6:30 p.m., UC Coronado Room.

FRIDAY
 UC Film, "Paper Moon," 7 and 9:15 p.m., UC Coronado Room.
 Symposium of Contemporary Music, 8:15 p.m., Tech Museum.

SATURDAY
 Basketball, Tech vs. New Mexico, Coliseum.

Ford worries ski instructor

DENVER (AP) — Gerald Ford isn't the worst skier in the world but the President gives his ski instructor the jitters when he takes a spill. "When Jerry is up there skiing, he falls on his rear like the rest of us do," says Dennis Hoeger, 28, who will be Ford's private instructor when the President takes a Christmas vacation in Vail this month. Hoeger, a real estate appraiser for the First National Bank of Denver, met Ford in 1969. At the time, Hoeger was a full-time ski instructor at Vail, a ski resort 100 miles west of Denver, and Ford was a U.S. representative from Michigan.

Hoeger gave lessons to two of Ford's four children, Susan and Steven. Ford began taking lessons in 1972 after a knee operation gave him more flexibility on skis.

Ford and his family usually spend the Christmas holiday at a \$50,500 condominium Ford owns in Vail. This year, the family plans to stay in a spacious house being lent by a Dallas investor. Ford will again take private lessons from Hoeger at the going rate of \$100 a day.

Hoeger remembers that Susan broke her leg while skiing with him a couple of years ago. This will be Ford's first ski trip since becoming President, and Hoeger is somewhat worried about accidents.

"I'm always concerned when people fall down but I don't lose any sleep over it," the trim, sandy-haired instructor says. "I'm fairly

nervous with him. But if it's going to happen, then it's going to happen."

Hoeger described Ford, 61, as a "good recreational skier" who uses a wide parallel stance and can ski on most intermediate slopes.

"He skis all over the mountain," Hoeger says. "We obviously don't challenge the toughest runs. He's in tremendous condition for a man his age. It's amazing."

Hoeger adds that Ford has not changed over the years. "It's hard for me to think of him as President. He's the same guy I met in 1969 even

though his job title has changed."

Hoeger describes himself as a moderate who registers to vote as an independent and cast his presidential ballot twice for Richard Nixon.

When Hoeger is instructing Ford, "We invariably get caught up in talk of Washington sometimes, but I consider it my duty to help him relax and enjoy his vacation."

Ford and his entourage will be able to cut into the head of lift lines but access of other skiers will not be limited to the slopes, according to Vail officials.

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Crossword Puzzler

Answer to Yesterday's Puzzle

ACROSS DOWN

1 Crony 2 Separate
 (colloq.) 3 Three-banded armadillo
 4 Portend 8 Heads (slang)
 12 Imitate 4 Man's nickname
 13 Mental image 5 Poem
 14 Musical instrument 6 Trader
 15 Tattered cloth 7 Mollified
 16 At least 8 No place (colloq.)
 18 Quaver 9 Japanese sash
 20 First wife of Jacob 10 Genus of cattle
 21 Faroe 11 Observe
 22 Islands 17 Symbol for whirlwind
 23 Conducted 19 French article
 24 Epic poetry 22 Young boy
 25 Provide crew 24 Parent (colloq.)
 29 Distant 25 Leave out
 30 Picture holder 26 Withered
 31 Four (Roman number) 27 Rodents
 32 Marry 28 Declare openly
 33 Hasten
 34 Negative prefix
 35 Intimidated
 37 Seed container
 38 Southwestern Indian
 39 Female sheep (pl.)
 40 Swear solemnly
 41 Conjunction
 42 Follow closely (slang)
 44 Additional
 47 Forced delay
 51 Period of time
 52 Hebrew month
 53 Skin ailment
 54 Edge
 55 Average
 56 Meadows
 57 Nahoor sheep

29 Gave food to 30 Wooden pin 43 Indefinite article
 32 Pertaining to the West 44 Units
 45 Ireland 46 Incarnation of Vishnu
 33 In what manner? 36 Pronoun 47 Obstruct
 37 Protective organization 48 Dutch town
 38 Theater 49 Chinese pagoda
 40 Essential 50 Tierra del Fuegoan Indian
 41 Near

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Mike Hallmark
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The spiraling cost of running a top notch athletic program would make the average person figure some people in the Athletic Department must be very upset about having to guarantee the 6,000 tickets to get Tech about berth. The surprise is no one is really upset at all in the Athletic Department or administration. Why?

The answer is really very simple although possibly overlooked in all the controversy surrounding the ticket deal. The answer is advertisement for the Tech football program — television advertisement which is highly effective. If someone doubts this ask the president of some of those companies who pay exorbitant rates to advertise for one minute on an event like the Super Bowl.

These men know the value of television advertising and it looks like the officials at Tech all the way from Jim Carlen through the Board of Regents realize the value of time on the tube.

"We need that television advertising," said Carlen. "Tech is not like Nebraska or Southern California or Notre Dame that have a long tradition of winning. We have been building a winning program here and we need to let people know where Texas Tech is and what we're doing down here. We fight to get on the ABC game of the day during the season because of the exposure involved. Tech needs as much exposure as it can get and the Peach Bowl is an excellent opportunity to get it."

A television game can go a long way to boosting a team in the eyes of the national audience. When Tech whipped Texas so soundly on television the Raiders vaulted all the way into the Top Ten after being unranked. I was prepared for the leap because Don Tolefson, one of ABC's student reporters who handle color on the sidelines of the games this season, told me it would happen if Tech looked good on television. Tolefson said he wouldn't have believed the power of television until he went to work for ABC-TV. His example was the polls of the week before the Tech-Texas clash which had Wisconsin in the Top Ten after a televised upset of Nebraska the week before.

Another good example is Texas, who with wins over Arkansas and Texas A&M in their last two televised appearances, finishing higher in the rankings than conference champion Baylor. Baylor even whipped the Horns but was unfortunate to toil in total obscurity as far as the camera eyes were concerned.

The power of television: it can affect every thing from polls to the decision of responsible school administrators.

Raider fems face South Plains

Tech's women basketballers travel to South Plains tonight to meet their first competition for the year at 6 p.m.

Coach Karen Ledford said she was very encouraged by the improvement shown in the scrimmages and added that "the whole team should see action" in the South Plains game.

The Levelland team is expected to use man-to-man defense with a full court press. Ledford said, "Tech will win if they move the ball well and hustle the entire game."

Tech turned up over the weekend as the "reds", made up of probable starters, downed the second-team "yellows" Sunday evening 63-50 in the second intrasquad scrimmage. According to Ledford, the team members made gigantic improvements from their first such scrimmage.

Singling out outstanding players, Ledford named Libby Keller, who played the entire game for the "reds"; and yellow players, Cheryl Green and Judy Norman.

Fouls, Vandy sink Tech

By JEFF KLOTZMAN
Asst. Sports Editor

Vanderbilt's Commodores hung out the 'jolly roger' and dusted off their harpoon guns Monday night as they sank Gerald Myers Raider round-batters 95-86 before a sellout crowd in Nashville's Memorial Gym.

The story of the ballgame was fouls in the second half of play. The raiders were in the ball game until Vandy pulled out to an 85-80 lead with 3:53 left in the contest. Then the Commodores went into a delay game forcing the Raiders to foul to get the ball.

The first half of action was a see-saw affair with Tech taking a 54-48 lead into the dressing room at halftime. Tech jumped out to a quick 5-2 lead behind a Grady Newton jumper and a William Johnson tip-in and free throw. But Vandy stormed back behind F-Troopers Jeff Fosnes and Butch Feher to take a 7-5 advantage.

Turnovers then struck the

Commodores as the Raiders jumped out to an 18-13 advantage behind Rick Bullock. Vandy battled back and took a 19-18 lead on a Mike Moore tip-in.

Johnson then waltzed in for a layup and Steve Dunn drove the baseline to give the Raiders a 24-21 lead. The seasaw continued as Vandy took a 28-26 lead behind two Joe Ford jumpers. Tech was right back with Johnson and Dunn to take a 33-30 lead. But Vandy tied it at 37 with Ford and Fosnes finding the range.

Bullock hit two layins and Newton a 15-footer to stake Tech to a 47-43 lead with 1:37 remaining in the half. Bullock and Davis hit crucial free shots and Johnson connected on a 15-footer to give the Raiders a 52-48 halftime advantage.

Fortunes took an abrupt turnabout in the second half as Vandy came up with three steals to take a 54-52 lead. They extended the lead to 58-55 on four Feher free shots

which set a pattern for the remainder of the game. Tech, fouling frequently, put Vandy in the one-and-one situation early which signed the death notice. Newton and Johnson picked up quick fouls which limited their performances. Also, the Commodores were deadly from the line, hitting on most of the bonus attempts.

Vanderbilt took a 61-59 lead on a Ford baseliner but Kitchens cut it to one on a 15-footer. Vandy continued to keep their three-point advantage until freshman guard Ricky Keffer hit both sides of a one-and-one to stake the Commodores to a 75-70 lead.

Vandy kept the five-point lead at 85-80 and was able to up the lead to seven when Phil Bailey traveled and Keffer canned two free shots. Then came the deadly delay game and Newton exited the contest with his fifth personal. Playing desperately, Kitchens fouled Keffer and then Ford and the lead went to nine.

Bullock cut it to seven on a

turnaround jumper but Ford waltzed through the defense for a final layup to give Vanderbilt their fourth win of the season while Tech dropped their second straight on the road.

The statistics were a good indication of the final outcome. Fouls, which hurt the Raiders most in the second half, were aplenty with 13 coming in that second stanza.

Vanderbilt, which came into the contest shooting a torrid 56.2 per cent, kept up the hot streak while the Raiders also improved their shooting percentage.

Leading the scoring for Tech was Bullock with 26 points followed by Johnson with 23 and Newton with 15. Dunn was the next with seven points.

The Vandy F-Troopers contributed greatly to the cause with each coming in over the 20 point line. Fosnes canned 20, as did Feher, while Ford came up with 23. Keffer added 12 points while Moore had 15.

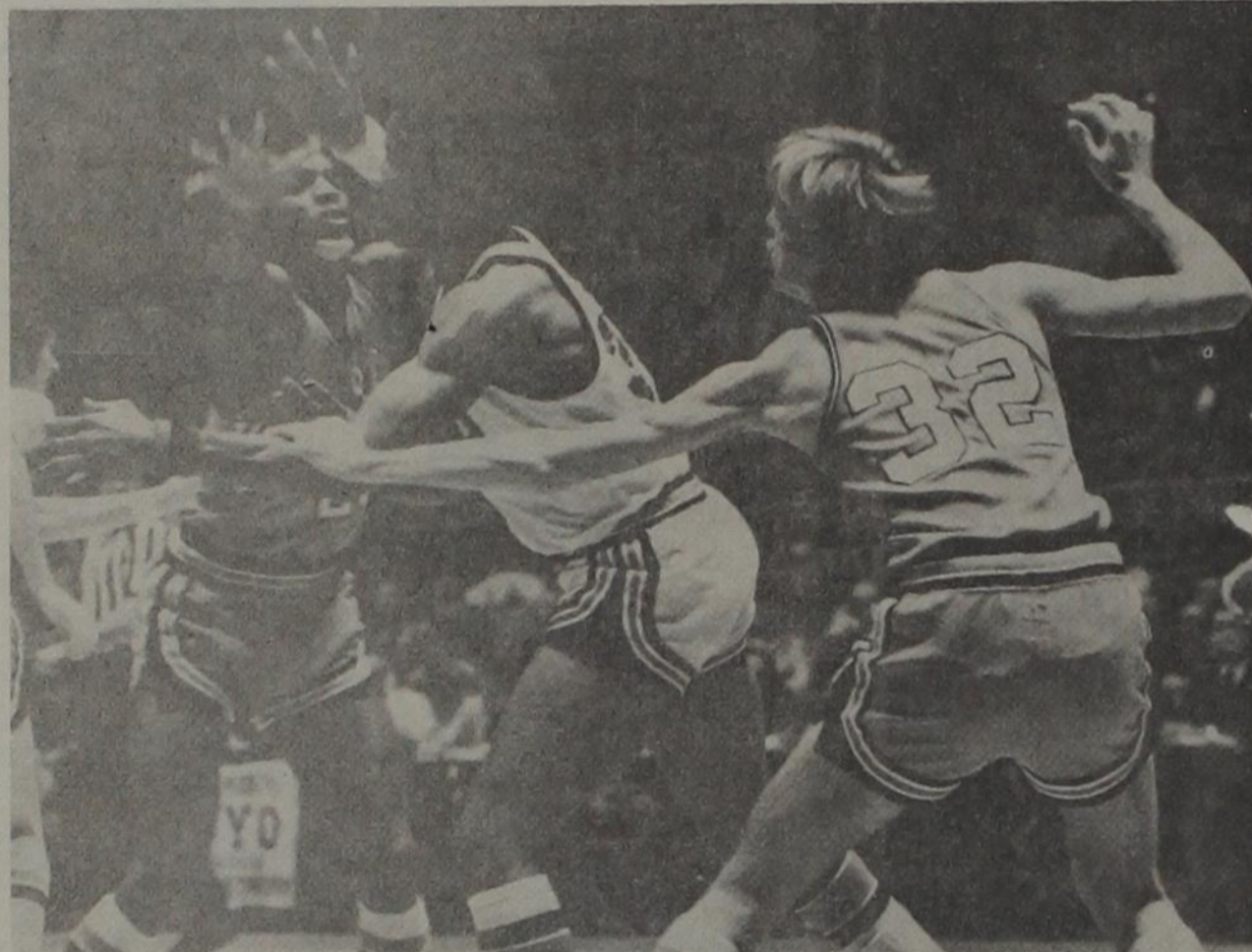
Tech's next opponent will be New Mexico Saturday night in the Coliseum.



Wet head

Photo by Paul Tiffie

Tech's Chad Everett splits the water at the beginning of the 200 backstroke, in which he placed seventh last weekend in the SWC Invitational in Dallas.



Pass

Forward William Johnson passes around a Vanderbilt defender in last year's Tech loss to the Commodores in Lubbock. Tech faced Vanderbilt again last night on the Commodores' home court in Nashville, Tenn.

Tech swimmers finish fifth

Tech swimmers got their first look at some Southwest Conference competition Saturday and Sunday and for the most part didn't like what they saw.

Competing in the SWC Invitational in Dallas the tankers finished fifth in the six team field.

Host SMU captured the team championship with 649 points; UT-Austin was second with 499; Houston placed third with 402; UT-Arlington grabbed fourth rolling up 183 points; next was Tech with 181 points; and TCU finished last with 26 points.

Scott Kucel, a freshman who captained the state champion Houston Memorial team last year, paced the tankers by setting two school records.

Kucel established the new school marks in the 1000 freestyle and the 1650 freestyle enroute to a sixth place finish in the 1650.

"It's really something that he broke both

records while swimming in one event," commented head coach Jim McNally. "The last meet we swam he was just two seconds off the 1000 record, though, so we weren't surprised that he broke it, just that he was able to break them both at the same time. We're hoping that he'll be able to qualify for nationals this spring."

The strongest team effort for the Raiders came in the sprints where they placed four in the 50 freestyle and three in the 100 freestyle.

Bob Aberson finished third in the 100 and fifth in the 50 to lead the way. John Highberg was sixth in the 100 and tenth in the 50. Bruce Williams was seventh in the 50 and eighth in the 100. And Dwain Strait was ninth in the 50.

In the diving competition Paul Cristiani placed ninth in the one-meter diving and tenth in the three-meter event. Hugh White took eleventh in the one-meter and ninth in the three-meter. Mike Harrison finished twelfth in the three meter competition.

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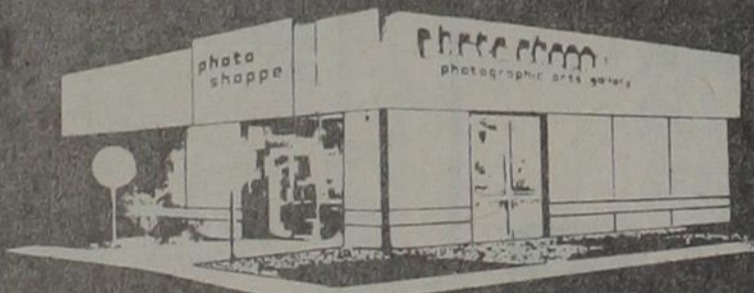
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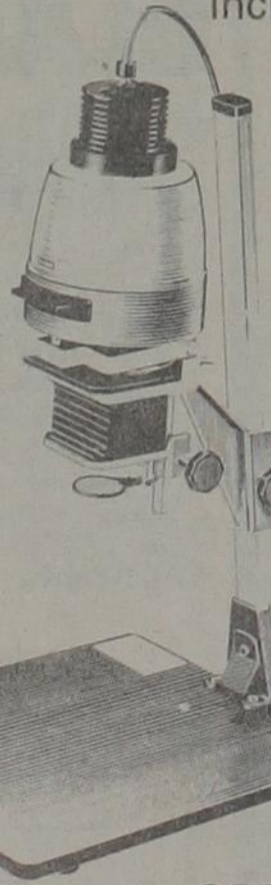
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Sight and sound prices decline

While almost everything else has been going up, the price of sight and sound equipment has declined almost steadily for more than a generation.

The Consumer Price Index, official barometer of inflation, provides some eye-opening figures. The cost of all consumer products and services — the items which make up the average family's cost of living — has more than doubled since 1953.

During the same period (through December 1973), the Index shows the cost of radios in the family budget actually declined by 24 per cent, while television dropped by 43 per cent.

At the same time, the products have been improved so that the home electronic item purchased today for less money is usually vastly superior to its higher-priced counterpart of a few years ago.

In 1950, for example, a black-and-white television set with a bulky round 16-inch picture tube cost \$300 and up. It had no solid-state components, its contrast and brightness were severely limited, and it required an outdoor antenna.

Today, a 16- or 17-inch back-and-white set, with all-solid-state components, a full-year warranty on labor and parts, built-in antenna and more detailed picture on a rectangular screen, may be purchased for less than \$125.

When color television was introduced in 1954, a set with a 15-inch round glass tube providing a 12-inch pumpkin-shaped picture sold for \$995. It was difficult to tune and because of its dim picture had to be viewed in near-darkness for best results.

It's the same story in radio. The first transistor radio was introduced in 1954 at \$49.95. Better-performing sets are available today for less than \$10.

A portable, battery-operated cassette recorder cost about \$50 in 1963. Better, more sensitive ones now sell for less than \$30.

And it all began with crystal set. . .

The electronics industry — which made possible space travel and the computer as well as radio, television and stereo — is a little more than 50 years old. It started with radio in 1920.

The first radios were crystal sets, which rewarded the listener with a little scratchy music in his earphones, if he was fortunate. Today, radio is more popular than ever; Americans now buy about 50 million a year.

After World War II came the electronic product which revolutionized American life — television. At just about the same time, FM radio broadcasting began, bringing new fidelity in sound reproduction.

The most significant postwar electronics milestone was the invention of the transistor at Bell Telephone Laboratories in 1947. The first

Consumers' satisfaction now stressed

Consumerism is a two-way street. The manufacturer, distributor, retailer and consumer must travel it together.

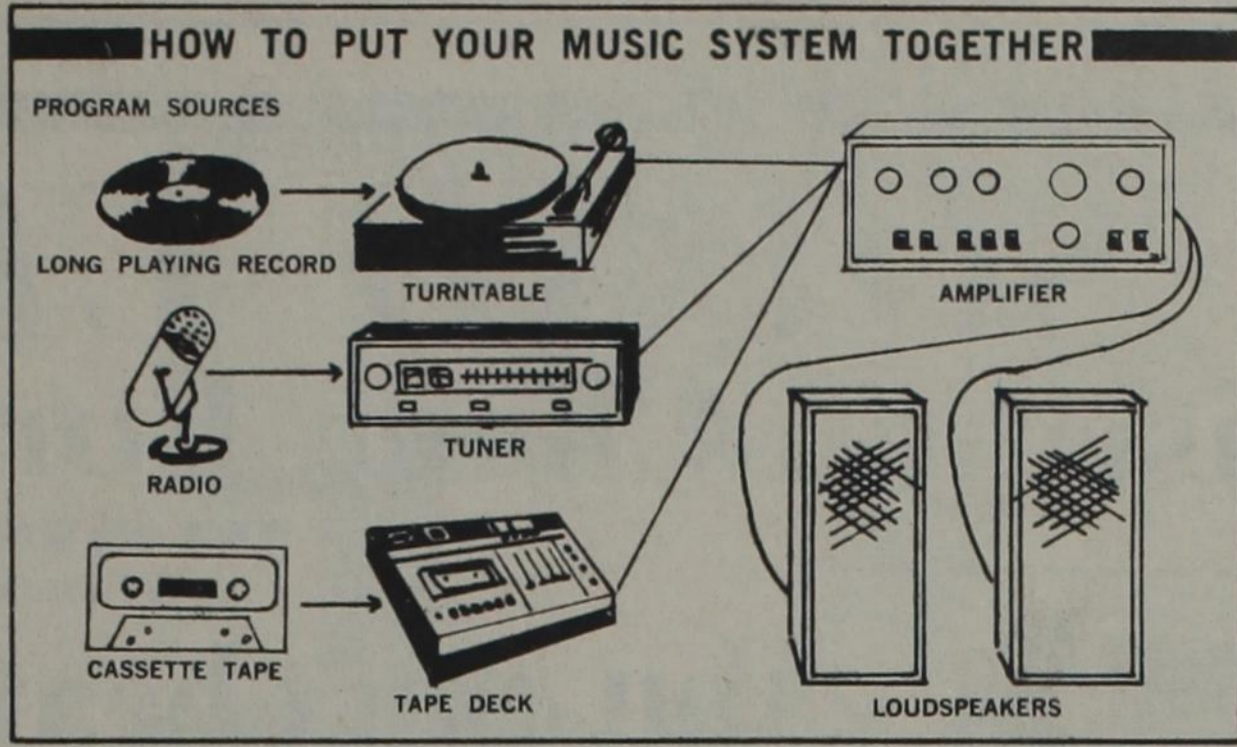
There are over 500 million televisions, radios, phonographs, tape instruments and calculators in use today. And about 100 million are purchased annually.

These products are the public's main source of news information and entertainment. And all add immeasurably to the American standard of living. They go beyond the confines of the home. Consumer electronic products have now found their way to beaches, boats, automobiles, campers and airplanes.

Just arrived - large shipment of Texas Instruments slide rule calculator SR-50



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HERE ARE THE BASIC INGREDIENTS of a home entertainment music system — the program sources, the amplifier-control center, and the sound reproducers or loudspeakers. You can buy each part separately, or two or more combined (a tuner and amplifier together form a stereo receiver), or all of them in one console or stereo compact.

Assembling home music system simple process - and fun, too

Putting together a home music system is not only easy, but fun.

Basically, every music system consists of three ingredients: a music or program source, an amplifier and a speaker or speakers. All three ingredients may come in a single package (as in the case of a transistor radio or portable phonograph) or in separate parts or components.

You may buy them together as a total system preselected by the manufacturer or dealer, or pick out individual components tailored to your own musical needs.

Program sources include AM and FM radio, phonograph records and magnetic tape.

You may want a system capable of reproducing all three types. Or if you're operating on a tight budget, you may prefer to buy the radio receiver now and add a turntable for records later.

The device used to bring radio signals into your sound system is the tuner. It may come as part of a transistor radio costing under \$10, or be purchased as a separate component priced from \$80 to \$1,500.

For records, you'll need a turntable and phono cartridge.

They're found in stereo compacts and consoles, but come as separate components as well.

You can buy a separate automatic unit for less than \$50 or pay over \$500 for a manual turntable equipped with a precision magnetic pickup.

Tape systems generally have the advantage of allowing you to create as well as to enjoy recorded sound.

Like the other program sources, they generate electrical signals for the amplifier.

The amplifier is the heart of any home music system. It receives weak electrical signals from the various program sources and boosts them until they're strong enough to drive one or more loudspeakers.

Amplifiers are rated in terms of the power they

produce — the more powerful the amplifier, the more it's likely to cost and the better its ability to handle loud musical passages and produce rich, deep bass.

The end the music comes out of is the loudspeaker — or more properly the loudspeaker system.

The better stereo systems use not one speaker for each channel, but two or more — usually of different sizes and design — to specialize in different parts of the tonal spectrum.

You can find all these parts in a basic sound system like a portable phono or buy them as separate components.

Before you go shopping, decide not only how much you want to spend, but what you expect in return for it, in terms of program sources, sound quality and looks.

Quality stereo set replaces auto as new status symbol

By BABS GREYHOSKY
UD Reporter

Among 18- to 30-year-olds, a high quality stereo receiver with headphones and other equipment has replaced the automobile as a status symbol, according to Daniel Yankelovich, a marketing pollster who discovered this fact in a recent survey.

With an increase in demand for stereo and sound equipment, the buyer needs to be aware of certain aspects involved in purchasing good, solid equipment.

According to Stan Martin of High Fidelity Sound Equipment, the basic principle to keep in mind when purchasing a sound system is to be sure that each of the components of the system are in proportion to one another in regards to quality.

"No matter what price range the customer is interested in dealing with, each of the components should fall into that same price category," said Martin. "Many dealers will sell top quality record players or head phones and then throw in some speakers that have never been heard of. By throwing in some quality parts, the dealers can jack up the prices. A few brand names don't mean the system is of that great a degree of quality."

One of the main things to consider when buying stereo equipment, according to Martin, is the dealer. "Be sure you're working with a true sound specialist, not someone who sells refrigerators or ovens."

In addition to being aware of the price ranges, the prospective buyer should be aware of the service available to him from the dealer, the conditions of the warranty, and the ability to trade and re-sell.

"A big problem with a lot of customers is that they won't make accurate comparisons when shopping for sound systems," Martin said. "Just like you can't compare apples to oranges, the same holds true for comparing sound systems. You must compare on an equal level."

On a recent tour of stereo manufacturers throughout the U.S., Martin discovered that the quadrophonic stereo systems are on the decline. The difference between a stereo and a quad system lies in the number of channels. In

stereo, the original source is mixed down and reproduced in two channels and recorded into two channels. In a quad system, the material is reproduced into four channels, though Martin pointed out that there are a lot of so-called quad systems that really only operate as a type of "synthesized stereo system."

Several reasons have been cited as reasons for the decline of the quad system, one being the economic situation. Plus, in order to truly enjoy a quad system, one must have the tapes and albums recorded for quadrophonic sound.

"There isn't that much quad-recorded material on the market to really keep quadrophonic systems flourishing," said Martin.

SPECIAL ELECTRONICS SECTION

Electronic impact profound

The impact of modern electronic communications on our daily lives has been profound. As instant messengers, television and radio are extremely important to the public.

Radio, for example, provides reports on weather, traffic and mass transportation to millions of people who commute to metropolitan areas each working day. It is even utilized as part of America's defense communication system, as is television.

Television, which allows us to "see and hear," has had its effect. For years to come, television's influence on our attitudes towards war, politics, morality and each other will be argued.

Most recently, recording tapes, used for all sorts of purposes today, have become factors in a national political debate.

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4 separate channels play through 4 individual speakers to put you right in the middle of the music. Plays quadrasonic Q-8 and regular stereo 8 with 32 watts of total peak power.

MUSIC FOR people on the Move



RCA stereo 8 12R500 . . . only \$54.95

Small size but big sound! Plays standard 8 track cartridges and has many features usually found on bigger, more expensive models.

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SPEAKERS & MOUNTING BRACKETS EXTRA

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PIONEER-BSR-MATCHED SYSTEM

marantz We sound better.

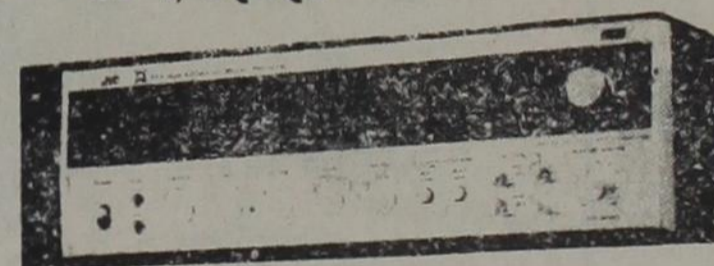
A system designed for the discerning music lover who demands the sound that only the finest audio components can bring. The all new Pioneer SZ-535 AM-FM stereo receiver is the control center. To match the high quality performance of the Pioneer, we have chosen the Marantz Imperial 6 speakers. To complement this great system we have the BSR-520 AX record changer complete with dustcover, elliptical cartridge, and walnut base.



REG. \$684.80
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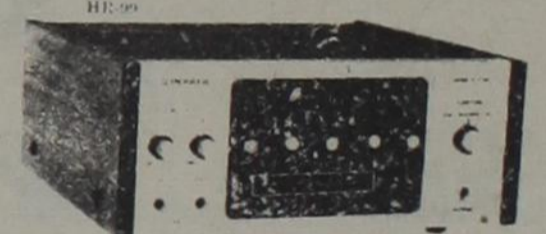
JVC-5436 QUAD AM-FM RECEIVER THE QUAD RECEIVER THAT HAS EVERYTHING... CD-4, SQ&QS



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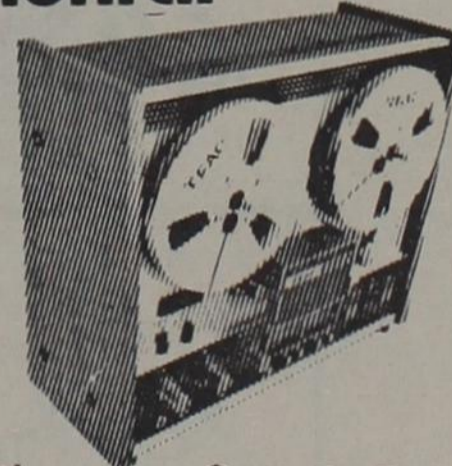
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TEAC \$499.50

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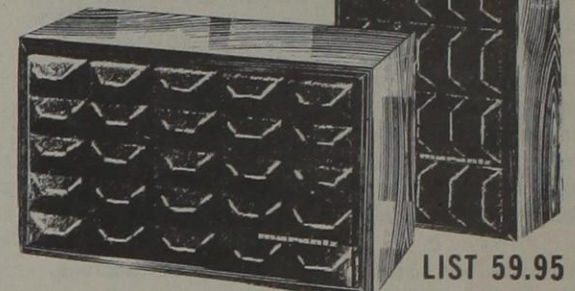
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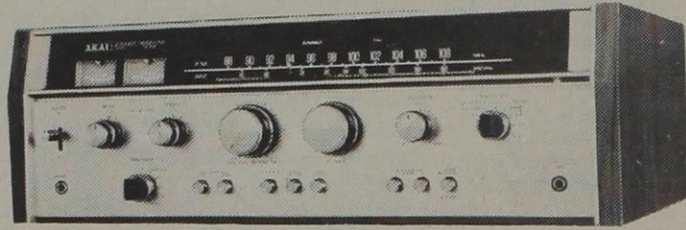
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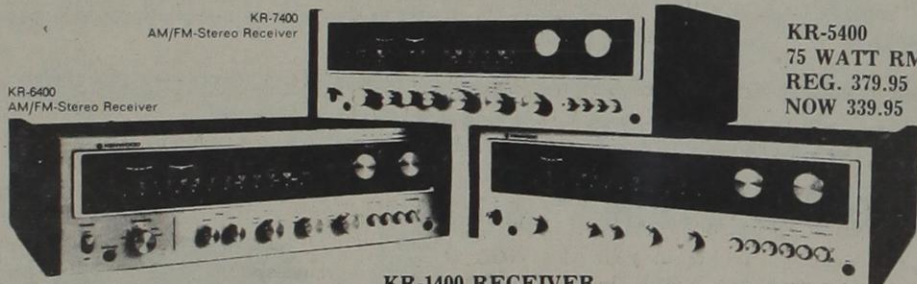
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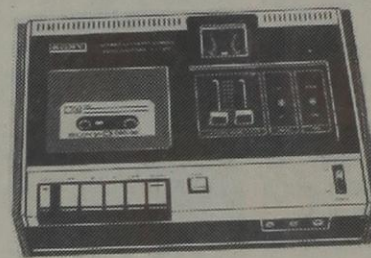
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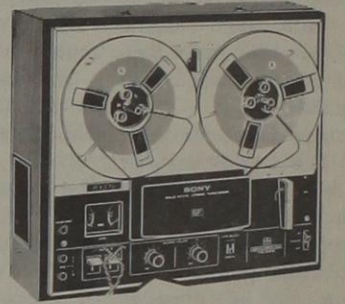
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27" TALL SPEAKERS

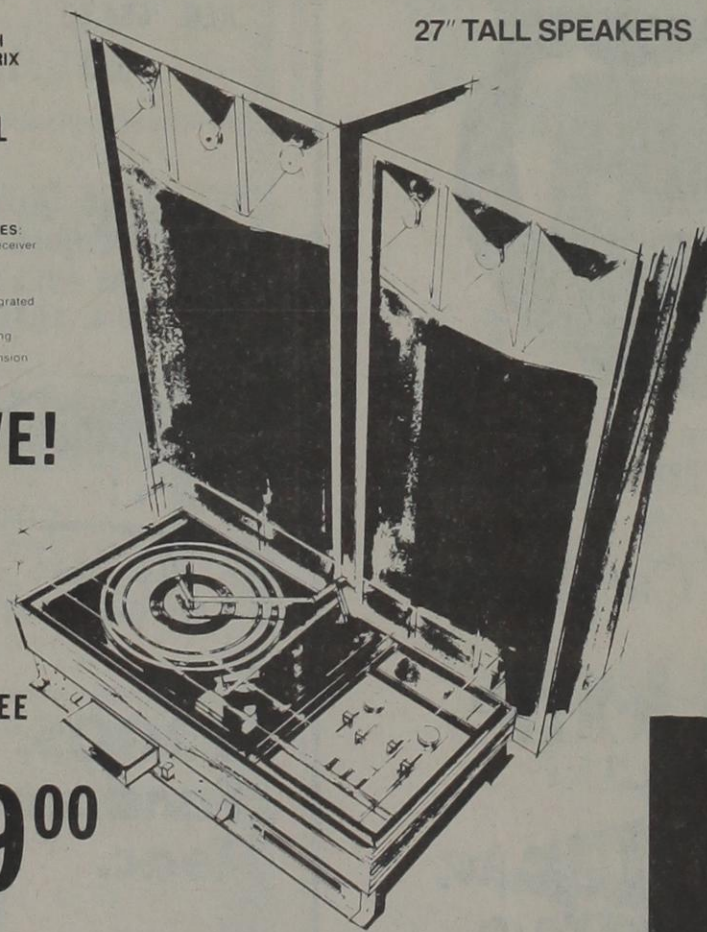
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THIS SYSTEM INCLUDES THESE FABULOUS FEATURES:
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• EET Circuitry and Integrated Circuits (IC)
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REG. 399.95 ALSO INCLUDES 40" STAND FREE

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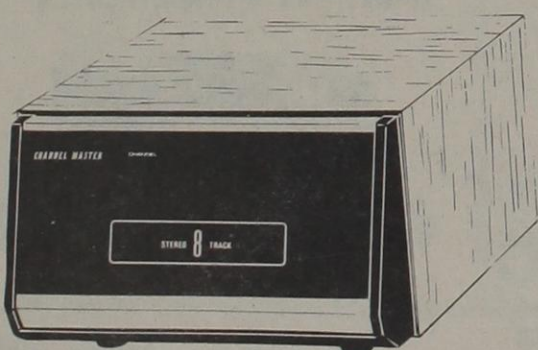
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8 TRACK RECORDER
AM-FM RECEIVER
AIR SUSPENSION SPEAKERS

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PLUS 2 MIKES & 4 BLANK TAPES

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Furniture designed with audio units especially in mind

Any audio buff worth his amplifier-tuner knows the terminology of every piece of equipment and how it should all work to produce infinite tonal combinations and separations. But ask the wife or mother of most of these buffs if the expertise extends to organizing all those precious stereo parts so they don't create an obstacle course or a dust trap, and then it becomes a whole other story.

As one mother put it, "I just close my son's door and pray no one will open it by mistake."

Well, obviously, that kind of clutter isn't necessary. There are all sorts of solutions — and most of them aren't even particularly difficult or costly.

There is a wide variety of well designed furniture units on the market that can house all the components, the records, the 8-track tapes, cassettes, the earphones and similar miscellany. Many of them are specially engineered to provide the correct distances between speakers, the exact height for records, etc. Some even have slide-out shelves for turntables.

For those who would rather invest most of their money in the equipment, "entertainment centers" come ready-to-assemble, too. By supplying the labor, the owner can save great amounts of money and still have a good-looking piece of furniture.

One company has a particularly varied selection of ready-to-assemble entertainment centers suitable for casual rooms or very formal interiors. This company's furniture, made of wood grained vinyl veneers, only requires a screwdriver for assembly. With minimum effort it's possible to have a piece of furniture that will fill any functional audio or decorative room requirement.

The units range from simple open shelves with wing extenders for the speakers to closed consoles with sculptured doors and speaker baffle sections on each side.

Among the company's most versatile new units is a Modular series — Modular I and II — with cabinets that are add-ons. Each is a compact sectional, one with open shelves and one with double sliding doors that can be combined and mix-matched to suit any need. Made in an American walnut vinyl veneer, the units are solid, substantial and handsome enough for any room in the house. Just being introduced in stores this fall, they'll sell for about \$18.95 for the open and about \$24.95 for the sliding door unit.

For more formal living areas, a flip-top cabinet with dimensional parquet hinged doors offers a more highly styled design in a transitional motif. Finished in a walnut vinyl veneer, that cabinet has interior compartments for storage and can house the central amplifier-turntable unit of the new quad-sound (4 channel) systems. It sells for under \$60.

The new natural butcher-block look is adapted into an open shelf piece for the "back to nature" fans. This unit, which would look great in a student's room, whether at home or at college, or in a vacation house or other informal setting, provides ample organized space for stereo parts in a very compact piece of furniture that costs about \$39.95.

The manufacturer reproduces actual wood grains with a photographic process on the under surface of the vinyl. They duplicate the richness of the wood grain in minute detail, but provide the added asset of a stain and scratch resistant finish. Laminated onto particle board, the finished product is particularly durable. It resists warping and can take the rough and tumble of boys' rooms, dens or other hard-used areas and still look good. So, mothers and wives, now you can get those pieces all together!



Entertainment center

New ready-to-assemble furniture units can be interchanged to fulfill every storage need, whether as an entertainment center or for other stow-away purposes. The pieces are made in American Walnut vinyl veneer with either open shelves or with a sliding door facade.

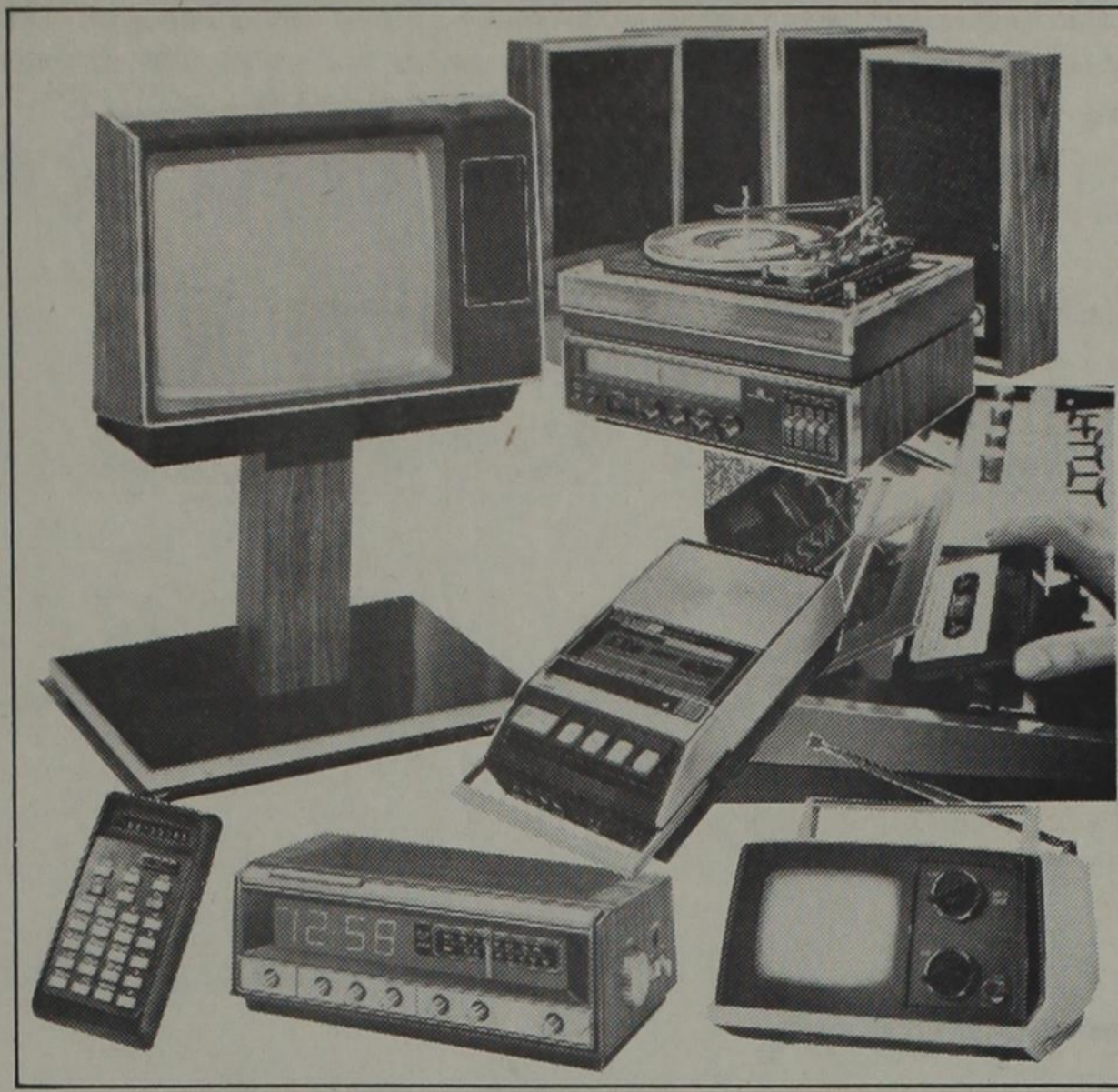
What's in a watt

One of the first things you're likely to discover when you set out to buy a home music system — whether it's a single-brand modular system, a stereo compact or console, or full-fledged hi-fi component system — is that manufacturers rate the power of their products in watts. And the number of watts you get is related directly to the price you pay.

The wattage power of the amplifier circuit is as much an index to the performance ability of the system as is the horsepower rating of a car. The trouble is, until recently there were nearly as many

systems for rating amplifier power as there were manufacturers producing phonos and hi-fi components. So the Federal Trade Commission has come up with a system for measuring power which puts all manufacturers and all types of home entertainment products on an equal footing — the "RMS" rating system.

The FTC system makes sure all wattage comparisons use the same standards. So when you see two hi-fi components with different RMS ratings, you can be sure they were tested under equal conditions.



Sight-and sound stars

Major consumer electronic products include color and black-and-white television, radio, phonographs, audio systems, tape recorders and players, and calculators.

Wide variety of stereophones now available for every budget

Sixteen years ago if you wanted stereophones you purchased an SP-3, the pioneering model offered in 1958 by Koss Corporation, Milwaukee, when it originated the concept of private, personal listening to music in the home with stereophones.

Now there is a big variety of stereophone models — priced from \$15.95 to \$175 — to meet individual preferences.

How to get best buys in electronics

Planning to buy a consumer electronics product?

Here are some suggestions that will help you be happy with your purchase:

PRE-SHOP YOUR PURCHASE.

Study your needs. Think about space you will have for the product, who will use it, how much you want to spend.

If your purchase is a major one, it is worth a call to your local Better Business Bureau to check names of dealers. There is a wealth of product literature available in stores. The industry, through local Better Business Bureaus, has pamphlets on how to purchase, install and operate consumer electronics equipment.

If terms are used that are unfamiliar to you, ask what they mean. Remember, there is a whole new language that surrounds many of today's sounds.

NEXT, SHOP AND COMPARE.

Ask for demonstrations on how the controls work. Discover similarities in products that appeal to you. Find out differences. If you're confused by advertising terms, ask questions.

Be sure to read and understand the terms of the product warranty.

Then, use all the information you have collected and your pocketbook as a guide making your final selection.

After purchase, be sure to become thoroughly acquainted with your product through its operating guide.

Sometimes the buyer is required to fill out and mail in a warranty card packed with the set. Do this as soon as the unit is unpacked. Also, file away the sales slip in case proof of purchase date should be needed.

There are dynamic stereophones and electrostatic models; there are four-channel listening versions in addition to conventional stereo. There also is a model for monaural listening as well as stereo.

For those who want to hear nothing but the music, most stereophones feature an effective seal against outside noises. But, for those who prefer not to be fully isolated, there are hear-through versions which allow the listener to hear the doorbell or telephone, for example.

In the mid-1970s, therefore, buying a set of stereophones offers many options. Your first step in purchasing a set should be to audition several to discover which best suits your taste. Listen to each at least 10 or 15 minutes, to acclimate to this listening venture.

Check these important listening criteria:

1. Clarity: make sure the sound does not blur, even at full volume. Listen for the bass; even in soft passages, low notes should not drop out.
2. Crispness: beware of high-frequency distortion. Music with cymbals is a good

reference point; fine stereophones will deliver the natural sound of cymbals.

3. Mellow, rich reproduction without sacrifice of clarity: try different volume levels and different types of music.

4. Seal: make sure the 'phones fit firmly around the ears to provide an effective seal to cut out external noises. If you want to hear certain sounds and choose the hear-through variety, be certain the above reproduction qualities are maintained.

5. Comfort: the weight of the stereophones should be distributed properly and comfortably on your head.

6. Quality: as a general guideline, match the quality of the stereophone to the quality of your home entertainment unit.

Tips given on choosing the right tape recorder

If you've been shopping for your first tape recorder, you've probably already discovered that you can buy a cassette portable for less than \$30, or pay more than \$1,000 for a professional-type open-reel deck.

By now you also know there are three tape systems — cartridge, cassette and open-reel — and that all three are incompatible. All told, there are literally hundreds of makes and models to choose from.

So how do you go about selecting a recorder?

Actually, it's not as difficult as it seems. But before you go shopping, you should decide which tape system is right for you.

Open reel: Originally, all tape came on open reels ranging in diameter from three to five inches. The recorders to play them were large, expensive, and required a certain amount of expertise to operate. Today, you can buy an open-reel stereo deck for about \$300 — or pay up to \$1,000 or more for a four-channel model with a variety of features.

You have to thread open-reel tape yourself, but these machines are more versatile than the more convenient cartridge and cassette tapes. They're capable of very high fidelity indeed, or of incredibly long playing time on a single reel of tape, thanks to the choice of tape speeds available on most machines.

It's fairly easy to edit open-reel tapes and to do creative selective recording.

Cartridge: Originally designed for use in automobiles, the cartridge system utilizes an endless loop of tape encased in a plastic shell about the size of a paperback novel. If you already have a cartridge player in your car, chances are you'll be considering either a playback deck or a recorder - player for your living room as well.

Although the cartridge uses

quarter-inch tape similar to that on open reels, it contains eight separate tracks (four pairs for stereo, or two four-track programs for four-channel) instead of the four tracks normally found on open-reel tape.

While it's possible to record on them (record - playback decks start at around \$120), cartridges are considered essentially suitable mainly for playback. The amount and variety of commercially - recorded program material is much greater than that available for either of the other two tape

Cassette: The cassette, about half the size of a man's billfold, is a miniaturized open-reel system — except that instead of having to bother about threading tape,

you'll find both reels encased in the plastic shell.

Cassette tape contains two monaural programs (one in each direction) or, by splitting the mono track in half, two stereo programs.

Cassette portables start at about \$25; record + playback decks suitable for use with your present home stereo system begin at about \$100 and run to \$1,000 or more. With one, you can make your own tapes from records, off the air or live with the aid of a microphone, or play back either commercially-recorded tapes or those you've made yourself.

Once you've decided on the system, it's a simple matter to find a recorder that fits your pocketbook with most of the features you want.

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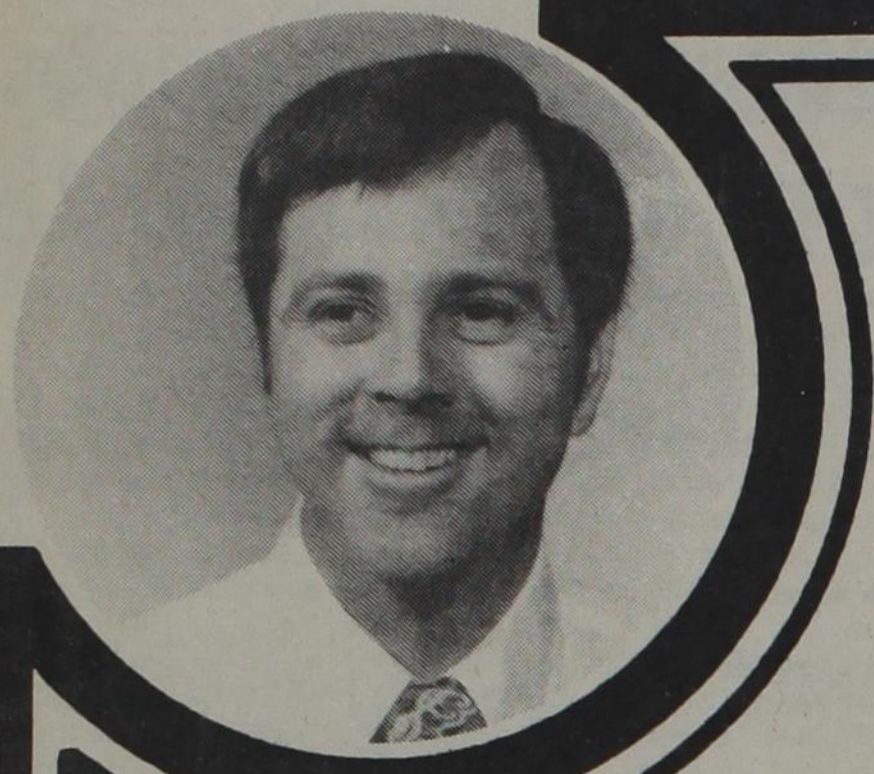
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FINANCING AVAILABLE

The STARTER

SANSUI-210 STEREO RECEIVER
HI-FIDELITY PRICE **\$329⁰⁰**
List price 376.00

ADVENT-2 SPEAKERS

GARRARD 42M AUTOMATIC TURNTABLE

You can put together a stereo system that sounds, and is, really stupendous, for only \$329.00. The system hinges on the brand new Advent-2 speakers, which not only sound wonderful in and of themselves, for a lot less than other speakers, but need less expensive equipment than other speakers to do it. The Advent-2's are the latest product of people who have more than twenty years' background in making better and better speakers for less and less money. And they also look great, with white molded cabinets (that fit in with a lot of ways of living these days).

To get the kind of sound the Advents have to offer at such low cost, we've picked the Sansui 210 stereo receiver. It is a really clean sounding piece of equipment that can stir the Advents up to lease-breaking levels (if wanted or needed) and bring in all the radio stations (AM and FM) you want to hear.

To play records, we've chosen the Garrard 42M automatic turntable — smooth, dependable, and kind to your records — with the Pickering 1-15 ATE magnetic cartridge and diamond stylus.

The CLASSIC SYSTEM

ADVENT WALNUT SPEAKER SYSTEM

SANSUI 771 AM-FM STEREO RECEIVER
HI-FIDELITY PRICE **\$729⁰⁰**

P.E. 3012 RECORD CHANGER

The cost-no-object sound this system provides at a moderate price is the result of engineering that puts performance ahead of frills. The renowned Advent Loudspeakers put out a maximum of sound with a minimum of fuss. countless owners and usually-biased equipment reviewers have all commented that they sound like twice the price. The 771 AM-FM stereo receiver provides the clean amplifier power (over 64 RMS watts of it) necessary to satisfy you and the Advents on the most demanding musical passages. Its sensitive AM-FM stereo tuner captures even the most elusive of your favorite stations with clarity. The 3012 automatic turntable with a M91ED cartridge and diamond stylus will treat your valuable records with respect and will add no "rumble" or other annoying sounds of its own to the music.

Since you are buying us along with our Advent/Sansui/PE/Shure system, it's worth knowing that we will cheerfully and speedily take care of anything that might break or turn out to have a hidden flaw in manufacturing. Specifically, this system is covered with our FIVE YEAR PROTECTION PLAN (see Warranties in this brochure).

We've trimmed every ounce of fat from the price of this system. The \$729 we're asking for it reflects a \$64.95 saving over the usual cost of the components individually.

We invite you to visit us soon to hear how luxurious sound no longer costs an exorbitant sum.

The REAL THING

SMALLER ADVENT SPEAKERS

SANSUI 441 AM-FM STEREO RECEIVER
HI-Fidelity Price **\$419⁰⁰**

GARRARD-42M Automatic turntable

We at Hi-Fidelity do everything possible to prevent your experiencing disappointments when you buy a stereo system. We have a checkout procedure that helps to prevent the glitches in advance, and we have a service staff to solve them promptly and cheerfully when they do occur. And because so many things these days are at best no better than you expect, we select the equipment we sell to provide in most cases more satisfaction than you might anticipate.

Our \$419 Advent/Sansui/Garrard/Pickering stereo system is an outstanding example. More of our customers than we expected have reported the very special delight of finding that this system sounds better at home than it does on paper or in the store.

The smaller Advent loudspeakers are a startling speaker bargain, of which highly-respected Stereo Review Magazine said, "Any preconceived ideas you may have about the limitations of sub-compact speaker systems will, we think, be shattered." The 441 AM-FM stereo receiver provides sufficient power (over 24 RMS watts of it) to handle the most tortuous musical passages in the average living room, and its sensitive tuner will capture your favorite radio stations with clarity. The 42M automatic turntable with a V15/ATE4 cartridge and diamond stylus will treat your records gently and add no unpleasant sounds of its own.

Together, these remarkable components cost just \$419—a saving of \$40.80 over their individual prices. We'd like you to hear for yourself if what we say about this system is true. If you don't agree, then we'll be disappointed.

ULTIMATE EXAMPLE

McINTOSH ML10C SPEAKER

STANTON 681EE CARTRIDGE

STEREO TECH 1200 AM-FM RECEIVER
HI-FIDELITY PRICE **\$1329⁰⁰**

PE 3060 AUTOMATIC TURNTABLE

Webster's defines "ultimate" as "1 being the last as of a series most remote 2 eventual, final, decisive — n the final stage or degree". We feel our Ultimate Example System is the example of the "final" or "last" word in stereo components today. An example because certainly one can enjoy a system into the thousands of dollars. (We display in stock and sell systems in the \$12,000 dollar range).

The heartbeat of the system is the McIntosh ML10C speaker. Its excellence in "sound imaging" is unexcelled in the opinion of those who have compared their sound to other brands of speakers. Their decor is the best we've seen.

The central control center of the system is the Stereotech 1200 AM-FM Receiver (a McIntosh creation). It delivers 60 RMS watts per channel with the specs you would expect from McIntosh (less than 1% distortion). The Stereotech 1200 is the best \$600 receiver we have seen.

The PE 3060 automatic turntable with walnut base offers the best in quality and most in versatility. Dual makes the PE and it compares to more expensive Dual changers quite well. Of course, the Stanton 681EE cartridge just can't be beat for use in an automatic turntable.

The difference between the Ultimate Example and other systems is not only in sound quality but in its ability to maintain its original performance for many years. The deterioration factor is very low, and the need for repairs is almost nil.

The UNMASKED RAIDER

ADVENT UTILITY speakers

SANSUI RECEIVER 441
HI-FIDELITY PRICE **\$599⁰⁰**

GARRARD-70M w-BASE & SHURE M91ED

If you are shopping around for your first component music system you want to purchase a system with which you won't be dissatisfied in a year—a system which will reproduce the lowest bass and the highest harmonics, and not leave you wanting. We at Hi-Fidelity have such a system, with a big compromise on the price, but with none on the sound quality.

The system is based around the Advent Loudspeakers. They are meant to be compared directly in every respect of performance, including frequency response, to the most expensive and elaborate speakers available, and they sound clearly and dramatically better than many far more expensive systems. Countless owners and usually-biased equipment reviewers have all commented that they sound like twice the price.

To power the Advents we recommend the Sansui amplifier. It can produce 27 watts RMS per channel with exceptionally low distortion (RMS is the most rigorous and least flashy measure of power). The 661 will fully realize the fine low-bass capabilities of the Advents.

We include a Garrard 70M automatic turntable with base and Shure magnetic cartridge with a diamond stylus. Tracking is less than 2 grams; this combination will take good care of your records, you will get the same undistorted sound on the forty-seventh playing as you did on the first.

The total list price of this system is \$689.90, but we at Hi-Fidelity are offering it for only \$599.00 with our full 5-year Protection Plan guarantee. This is a system which will satisfy both an ear for music and a head for value. The music lover who has not had much experience with audio components as well as the seasoned audiophile will appreciate the uncompromising value of this system.

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