

Early research

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

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

Class studies Raider ads

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

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

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

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

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

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

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

The students studied advertising for billboards, buses,

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

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

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

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

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

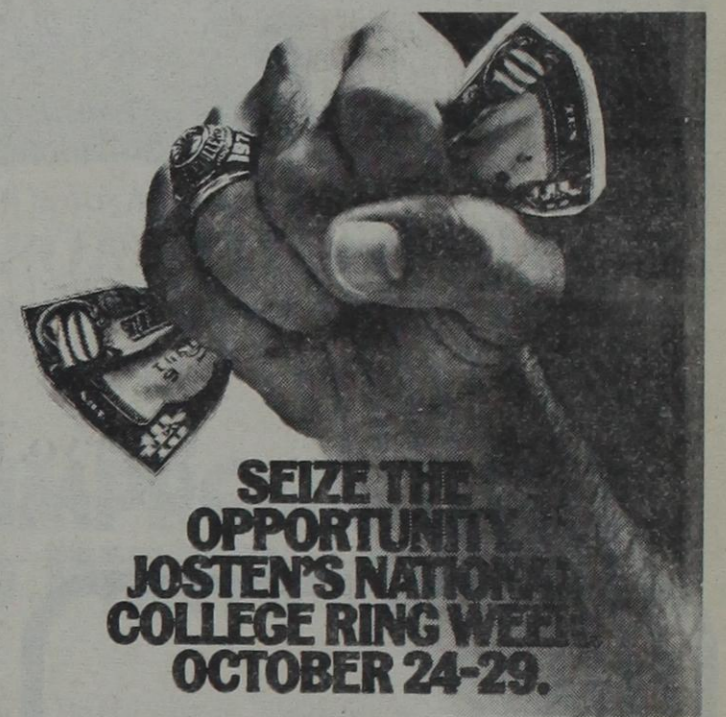
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Team attitude encourages Sloan

By **CHUCK McDONALD**
UD Sportswriter

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dorsett 'mastering' Cowboy offense

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

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

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

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

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

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

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

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

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

Pearson added "It's a

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

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

"You can just feel the pressure relieved on the

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

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

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Women netters ninth at LSU

By BEISSY MUGILL
UD Sports Staff

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

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

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

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

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

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

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

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

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

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

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

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

Tech soccer team leaps Frogs, 4-1

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

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

Saturday with Midwestern in Wichita Falls.

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

scoring drive.

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

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

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

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

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