



With the divestiture of the 22 Bell Operating companies and the restructuring of the AT&T organization, questions arise concerning how the change will affect AT&T Bell Laboratories.

Will the ingenuity still be there? Will there still be the creativity, the innovation and the unique development capability that has made AT&T Bell Laboratories one of the nation's foremost technological resources? Yes. So what's new?

A New Name

What was Bell Labs, Bell Laboratories or, sometimes simply 'The Labs', is now officially AT&T Bell Laboratories. It joins AT&T Technologies, Inc. and AT&T Communications in an impressive corporate family...the new AT&T.

A New Freedom

The new AT&T is free to compete in a variety of markets. AT&T Bell Laboratories' discoveries and designs can now be extended to whatever applications and consequent markets they suggest.

A New Mission

AT&T Bell Laboratories will provide the technology AT&T needs to be a world leader in information systems, services and products. We will pursue a broad spectrum of research in micro-electronics, photonics, digital systems and software to fuel new ventures.

A New Beginning

It is a year of new beginnings. For AT&T and for you. If you are a graduate with a BS, MS or PhD in Electrical or Mechanical Engineering, Computer Science, Mathematics, Operations Research, Chemistry, Physics, or Human Factors Psychology talk to an AT&T Bell Laboratories recruiter.

We will be on campus...March 22-23
Check with the Placement Office for details.

If you would prefer to write, send a copy of your resume and academic transcripts to:
Director of Technical Employment, Dept. 127/3104/84,
AT&T Bell Laboratories, 150 John F. Kennedy Parkway,
Short Hills, New Jersey 07078

An equal opportunity employer



AT&T
Bell Laboratories

Raiders end season with disappointing loss in tourney



The University Daily / Ron Robertson

The Rice defense pressures Bubba Jennings in Tech's 53-48 loss

By JOHN KELLEY
University Daily Sports Editor

Gerald Myers sat in the interview room at the Summit in Houston with the kind of look on his face that would have scared Dirty Harry. Seated next to Myers was Rice coach Tommy Suitts, who was trying to convince anyone who would listen that his team could indeed beat the fifth-ranked Houston Cougars.

The more Suitts talked, the farther off Myers drifted. The Tech coach's thoughts weren't on what Suitts was saying. Myers really didn't care. He didn't want to be in an interview room and he sure didn't want to try to explain what had happened to his team.

The cold stare became more distant until it was his turn to take the microphone. But what does a coach say after his team is upset in the second round of a tournament? How do you explain a 53-48 loss to Rice, a team you had beaten five straight times?

And this wasn't just another loss. It was the loss. The loss that ended Tech's season, Tech's National Invitational Tournament hopes.

It wouldn't have been as bad if the Raiders had won and then not received a bid to the NIT. They couldn't have controlled that. But this was dif-

ferent. The Raiders controlled their destiny. That's why Myers was doing his Tom Landry impersonation.

"The longer we played the more you could see their confidence building," Myers said, referring to the Owls. "We played right into the situation. The longer the game went, the pressure built and I think the players could feel the NIT slipping away."

Actually, Myers was only guessing as to why his team lost. Maybe it was the pressure. Why else would the Raiders shoot 33 percent from the field? One reason was the Rice defense. The Owls routinely changed from a zone to a man-to-man defense and Tech never found a groove.

The Raiders didn't score a single point during a 9:27 stretch midway in the first half. Bubba Jennings broke the dry spell with a bucket at the 2:40 mark in the first half, but the Raiders didn't score again before the half. Then Tech opened the second half by not scoring until 6:46 had elapsed.

But there may have been some other reasons besides pressure and an aggressive Rice defense that caused the Raider's slip-up before anyone expected:

- Maybe Tech never recovered from the emotion-

draining loss to SMU. The battle for third place was built up to such a degree that when the Raiders didn't win they had trouble regrouping.

- Maybe it was about time that the Owls beat the Raiders. Before the tourney, three out of the last four times the Raiders had played Rice the game went into overtime. And Tech had won all three.

- Maybe the Owls had a home court advantage, not so much in crowd support, but in convenience. The Rice players didn't have to worry about a travel schedule or staying in unfamiliar surroundings.

- Maybe it was tradition. The Raiders have lost in the second round of the tournament for four straight years.

So Tech ended the season with a 17-12 mark. 18-12 might have good enough for the NIT. But that would have meant a win against Rice and a good showing in the semi-finals against Houston. Everything went back to 33 percent, a figure that Myers must be having nightmares about.

Of course, the reasons for the loss are of little significance now. When the final mark goes on the 1983-84 version of the Red Raiders, it will be a seal of what might have been. Tech had a chance

to finish third in the SWC. The Raiders had a chance to go to the NIT. They had a chance for some publicity and exposure.

Maybe it's not fair to label the team as a disappointment. One has to wonder what Tech's record might have been if the Raiders hadn't played such a tough non-conference schedule. Maybe the loss to Rice wouldn't have mattered in the eyes of the men who make up the NIT selection committee.

But that's the risk a coach takes when he schedules teams like Washington, DePaul, Memphis State, Michigan and Pepperdine.

Perhaps the disappointment makes it easy to forget that the Raiders did finish fourth in the SWC and that the 10-6 league record was Tech's best since 1977-78.

But that doesn't comfort David Reynolds much. Reynolds was the team's lone senior. This was his year. Nobody wanted to get to the NIT as much as he did. Then in his last college game, Reynolds shot wouldn't fall. He was 0-of-7 from the field.

But that's a risk a player has to take.

DO YOU HAVE PROBLEMS WITH BLACKHEADS OR WHITEHEADS? THEN THE RIGHT PLACE IS



All waxing and eyebrow shaping Appointment Only

5217 50th 799-3236

CELEBRATE SPRING

with



DRINK SPECIALS AND DAILY FOOD SPECIALS

Come in for drinks and munchies

& watch our big screen TV

Join us for HAPPY HOUR 3-8 pm With Bar Munchies

14th & University 763-6559

DISCOVER...

Copy-Right Copies
2415 B Main Street · Lubbock, Texas · 762-2612

MARCH Special

3c

SELF SERVICE COPIES
1/2 Block from Tech on Main St.

That's right 3c copies on our new SHARP copiers, High Quality and No Long Lines. Professor publication service, RESUME's, REPORTS, THESIS, NEWSLETTERS, AND MUCH MORE. FREE pickup & delivery. CALL for information.

OPEN 8 A.M. til 9 p.m. MON.-THURS.
8 A.M. til 6 p.m. Fri. & SAT.

The Difference Between Cheap And Inexpensive is

THE APARTMENTS

Ask About Free Rent!!!
763-3457 4th & Indiana

SUNDAY
Bloody Mary Special From 4 til Close

MONDAY
GREEK NIGHT
Sub & Suds
6 Ft. Sandwich
75c Longnecks

TUESDAY
HEAD & HIENEY NIGHT
Moosehead & Hieneken \$1.00
Buffalo Wing Munchies
Continuous Service From 11-Midnight, 7 Days
A Week With Over 60 Menu Items
Happy Hours From 4-7 & 10-12 Sun.-Fri.

WEDNESDAY
BREWSKI NIGHT
\$1.00 Vodka Drinks
Shrimp Appetizers

THURSDAY
50c DRAW BEER
Free Mini Pizzas

FRIDAY
MEXICAN SPECIALS
\$1.00 Margaritas
\$1.00 Tecate
Complimentary Chips And Taco Set Ups

Elephant Bar & Restaurant
2401 19th St. 747-2216

Tech women fall short in NCAA tournament opener

By LYN MCKINLEY
University Daily Sports Writer

A phone call. Sometime after the loss to Texas before the pain of the defeat had gone, Texas Tech coach Marsha Sharp picked up the phone to have a voice on the other line tell her just what she wanted to hear. Well, almost. Texas Tech, on the strength of its 23-6 record, was invited to the NCAA women's basketball tournament. For the first time in the school's history, the Raider women were invited to play in the NCAA tournament. Though Tech never was listed

in the nation's Top 20 during the season, the Raiders' dreams of beating the best seemed close. Until they heard the rest of the conversation. In their first-round game, the Raiders drew Louisiana Tech as their opponent. The second-ranked Lady Techsters. At the Lady Techsters' home court. The surprise of the call was surpassed only by the reality of the game. When the Raiders traveled to Ruston, La., to play the Lady Techsters, they left behind the 45 wins of coach Marsha Sharp's two-year Tech career. They had to hope

momentum and drive and the desire to win would overcome sheer talent. Yet Texas Tech fell just short. The Raiders lost to Louisiana Tech 94-68 last Friday in the opening round of the tournament. The careers of five Tech seniors ended before 5,178 fans who probably had never heard of Texas Tech before the contest began. They knew only of Louisiana Tech. And with good reason. The Lady Techsters found the key to stopping Carolyn Thompson — surround her with more people than opponents use on Randy White. Louisiana Tech used three

players to cover Thompson and held her to only 19 points. But there was more to this game than triple coverage. The Lady Techsters played like Randy White. They physically intimidated the Raiders, who hoped to rely on quickness against Louisiana Tech's strength. Despite the rugged Techster tactics, Thompson scored 16 points in the first half and rallied the Raiders from a 20-6 deficit to a 41-33 gap at the half. Yet the Lady Techsters had more on their side than physical strength. They had playoff experience on their

side. Louisiana Tech scored eight points to open the second half. A second half in which they shot 80 percent from the floor. The most physical game of the season for Tech was also the last game of the year. Yet the 1983-84 season is one Sharp and her squad will not soon forget. The Raiders finished the season at 23-7. They played in the NCAA tournament. They finished second in the Southwest Conference to the No. 1 ranked Texas Longhorns. Hofheinz Pavilion echoed the cheers of Tech and Texas fans on March 10. The cham-

ampionship of the Southwest Conference was to be decided after 40 minutes of basketball. If only the Raiders could have hung on long enough. Tech played the Longhorns even for 26 minutes. They battled the vaunted Texas press while post Carolyn Thompson beat the Texas posts. Yet the 'Horns had the playoff experience and turned what was a close game into an 83-73 win. Texas double-teamed Thompson, yet still couldn't control the Tech post. Thompson finished with 30 points and was selected the tournament's most valuable player. Even with Thompson's

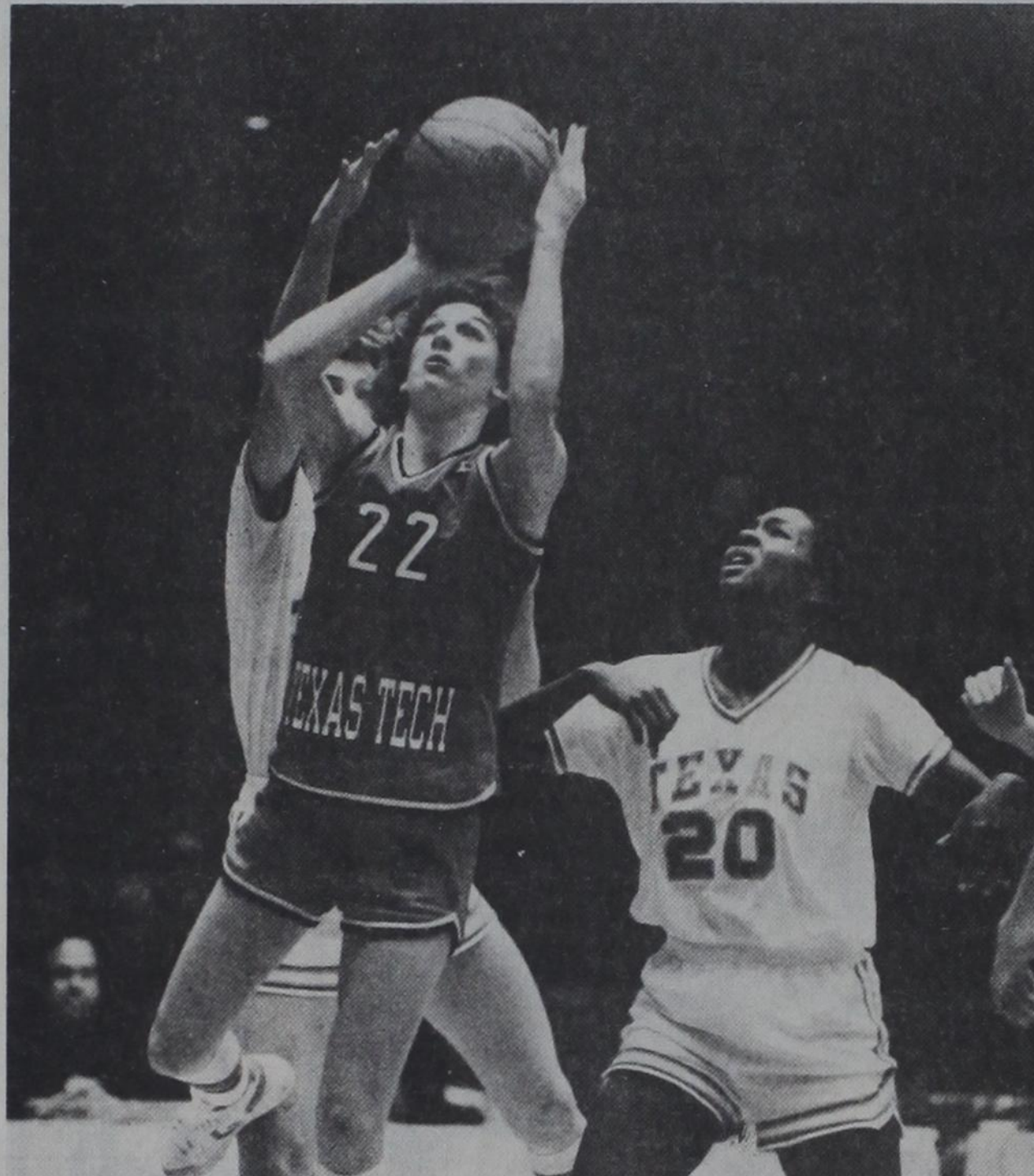
heroics, the Raiders couldn't edge the talented 'Horns. Texas capitalized on four turnovers and four steals to turn its one-point halftime lead into a 16-point advantage with just over three minutes left. Soon the championship belonged to Texas. And the tears to the Raiders. And so the 1983-84 season has passed for Sharp and the Raiders. While others may forget Tech's progress and look only at the defeat to Louisiana Tech, the Raiders' season seemingly is worth more than just a passing glance at a tournament box score.

The Raiders, who found themselves 1-2 last November, regrouped for nine straight wins including a 98-57 victory against San Francisco and a 103-55 win over TCU. Carolyn Thompson was selected a first-team All-Southwest Conference player in addition to being SWC tournament MVP and an All-Tournament team member. The season was the last at Tech for Thompson, Janet Mears, Sabrina Schield, Kellye Richardson and Carrie Lee Lutrick. Yet they were part of the tradition Sharp hopes to build at Tech.



Tourney time

The Texas Tech women's basketball team met the No. 1 Texas Longhorns for the Southwest Conference Championship March 10 at Hofheinz Pavilion in Houston. The Raiders fell short in their quest for the conference crown but still received a berth in the 32-team NCAA women's basketball tournament. At left, Janet Mears brings the ball up-court in an attempt to break the Longhorns' full-court press. Near right, Tech's Kellye Richardson goes to the basket against Texas' Audrey Smith (20) and Andrea Lloyd. At far right, Tech's Carolyn Thompson holds her trophies for being tournament MVP and an All-Tournament team member. All three pictured Tech players are seniors who have finished their careers with the Raiders.

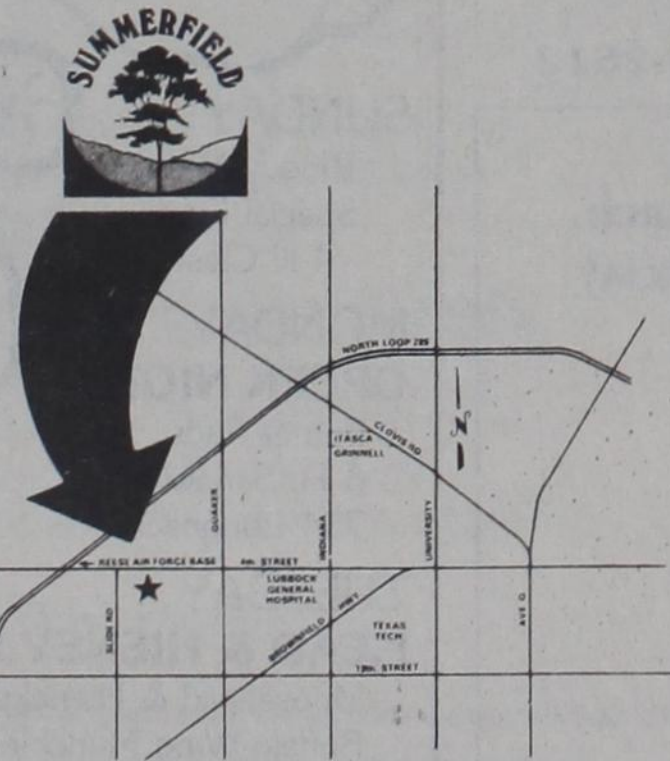


Ideal For Roommates

Completely Remodeled

- ★ Ask About our 1 Bedroom AND 2 Bedroom specials
- ★ 2 Bedrooms available and Pre-Leases for Fall

- Convenient to Tech, The Med School and Reese AFB
- 2 Bedroom, 2 Bath
- All Bills Paid
- Swimming Pool
- Laundry Room
- Clubhouse
- Gas Grills
- Summer Beer Parties



If you have a special situation we are willing to work with you just ask!

4901-4th Street • 799-0033
1 1/2 Blocks East of Tara

Managed by Sentry Property Management, Inc.

The Boardwalk Apartments offers a special lifestyle to its residents

- HOT TUB provides just the right touch for relaxing and entertaining friends.
- WOODEN BOARDWALK winds through tree shaded, landscaped courtyard.
- MINUTES from Texas Tech, Reese Air Force Base and Lubbock Christian College.
- 1 and 2 BEDROOM apartment homes available.

FROM ONLY \$280

The BOARDWALK Apartments

5540 19TH STREET • LUBBOCK, TEXAS 79416
806/793-2214

MARGEL MARGEAU

Wednesday, March 21, 1984
Lubbock Municipal Auditorium 8:15 p.m.

TTU Students: \$8.00, \$7.00, \$5.00
Public: \$12.00, \$11.00, \$9.00

Tickets available at the UC Ticket Booth
Call 742-3621 for information and reservations
All tickets Public price day of show
Sponsored by University Center Programs

LUSKEY'S WESTERN STORE
2431 34th St.

ABC Rodeo tickets on sale at Luskeys

ABC RODEO SALE

ALL MEN'S & LADIES JUSTIN ROPERS
Brown-Tan-Grey-Red-Blue.....\$69.95 Pr.

ALL LEVI'S & WRANGLERS DENIM JEANS
100% Cotton.....\$14.95 Pr.

All Resistol & Stetson Straw & Felt
HATS - 20% OFF REG

ALL MEN'S & LADIES BOOTS IN STOCK.....20% to 50% off

ALL MEN'S & LADIES WINTER COATS now.... 1/2 Price

ALL WESTERN BELTS & BUCKLES.....20% off reg. price
Visa-Mastercard-Diner's-American Express
Open Thursday Night till 9 pm.

LUSKEY'S WESTERN STORE

SPECIAL SALE!

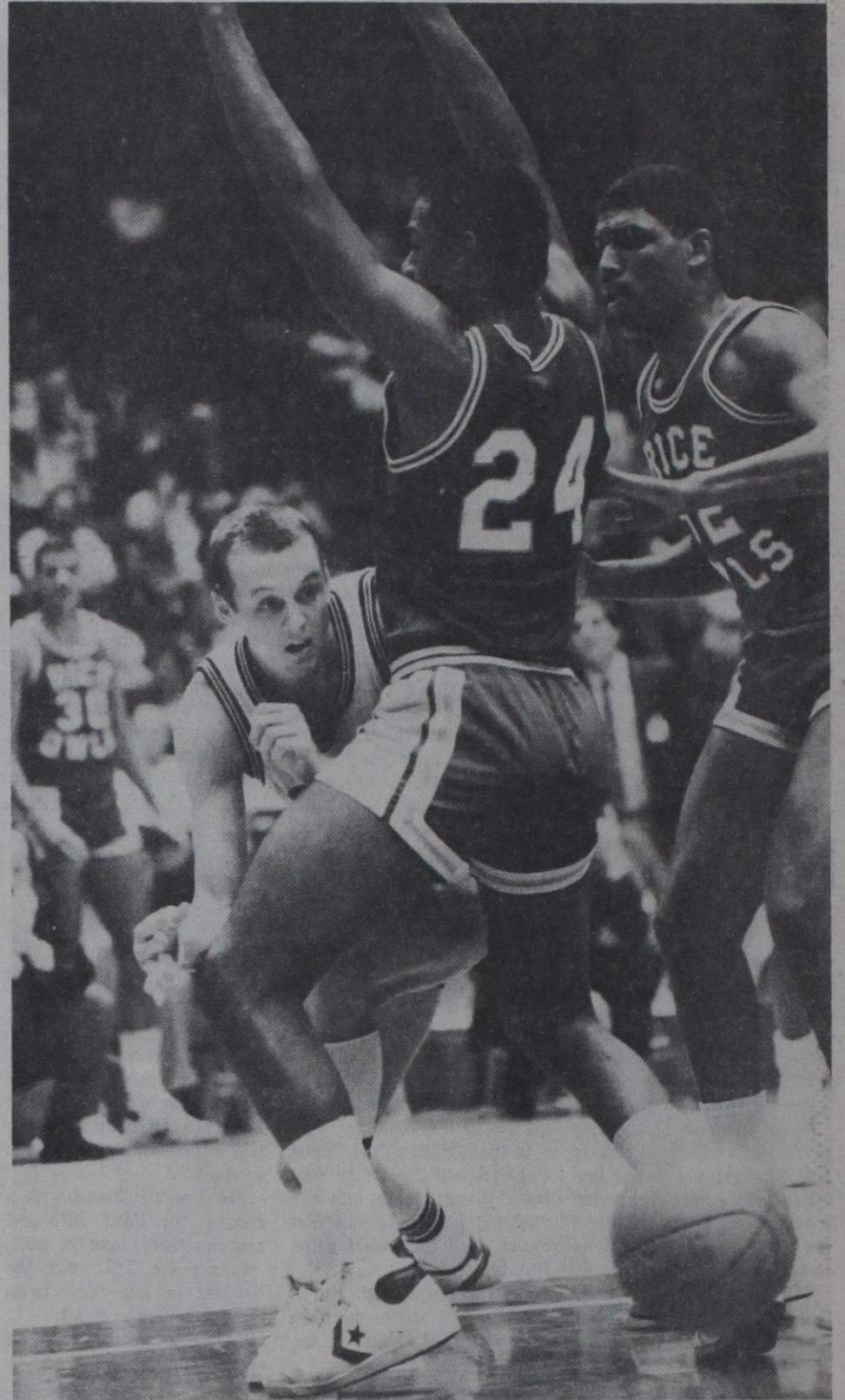
Two Weeks ONLY KAEPA LEATHER TENNIS SHOES
Men's & Women's
\$34.00

We can special order any Kaepa shoe with \$10⁰⁰ deposit - also -

Rec. Sports Long Sleeve T-Shirts on SALE!

"Don't Forget Your Wallet Next Time You Work Out!"
REC-CENTER SPORTS SHOP
Lower Level of the SRC MasterCard & Visa 742-3828

A second look: The Coogs take another SWC crown



Photos

by

Ron

Robertson

The excitement of college basketball. The slam dunks, the last-second shots, the upsets. Like no other sporting event, basketball provides an element of uncertainty.

And so it went at the Southwest Conference Post-Season Tournament March 9-11 at the Summit in Houston. Why was Rice doing so well against Houston? Why were they playing the fifth-ranked Coogs in the first place?

And what about the Aggies? Texas A&M upset SMU 59-57 in the second round and then gave Arkansas a scare before losing 49-47 in the semi-finals.

In the end, Houston and Arkansas played for the league crown — as expected. The Cougars held on for a 57-56 win, and the celebration began. In the picture above, Greg Anderson (54) and Renaldo Thomas watch from the backboard while teammates cut down the nets.

Meanwhile, Arkansas fans show their loyalty to the Hogs in the picture at left. In the picture at right, Tech's Quentin Anderson attempts a pass against an aggressive Rice defense in the Raiders' 53-48 loss.

Give us 1 hour.

We'll give you the way to higher grades and more free time.

Would you like to:

- Raise your grade average without long hours over texts.
- End all-night cramming sessions.
- Breeze through all your studying in as little as 1/3 the time.
- Have more free time to enjoy yourself.
- Read 3 to 10 times faster, with better concentration, understanding, and recall.

Evelyn Wood works — over 1 million people, including students, executives, senators, and even presidents have proven it. A free 1 hour demonstration will show you how to save hundreds of hours of drudgery this year (as well as how to increase your speed immediately with some simple new reading techniques).

It only takes an hour, and it's free. Don't miss it.

You Can Make It This Semester
You'll increase your reading speed up to 100% on the spot!

Finals Begin in Only 6 Weeks
Call Now for Registration Information

797-1419

This special class will begin and end before finals

Call Now!

EVELYN WOOD READING DYNAMICS

© 1984 EVELYN WOOD READING DYNAMICS A UPS COMPANY

• CONVENIENCE • LOCATION • CONVENIENCE • LOCATION • CONVENIENCE •

University Plaza

YOU DON'T NEED TO LOOK FAR . . . WE'RE RIGHT HERE!

Location: We're right across the street from campus. Why walk for blocks or worry about parking your car when we're right here!

Convenience: Have the freedom of an apartment with all the convenience of having your meals prepared for you daily, your room cleaned weekly, and all your utilities paid! You can have all of this and still be right next door to campus!

Double accommodation rates begin as low as \$1,246.00 per semester. Applications now available for Fall and Spring Semesters 1984/85. For more information, call or come by 1001 University Avenue, Lubbock, Texas, 79401. (806) 763-5712.

University Plaza

• CONVENIENCE • LOCATION • CONVENIENCE • LOCATION • CONVENIENCE •