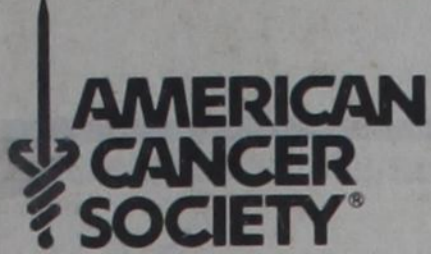


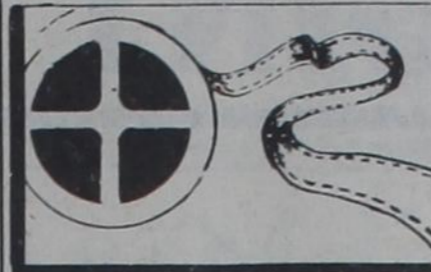
Skin cancer



Some tips to avoid permanent damage

See page 4

Movie review



Full Metal Jacket not outstanding war flick

See page 5

Pitcher signs



Rangers pen NL rookie of the year

See page 6

THE UNIVERSITY DAILY

Tuesday, July 14, 1987

Texas Tech University

Vol. 62, No. 150 6 pages



Just for kids

Ron Damron (wearing cap), Texas Tech's head men's tennis coach, gives a group of children some pointers on how to hold a tennis racket during a sports clinic conducted Saturday at Jones Stadium. The clinic was sponsored in part by KCBD-TV, Channel 11.

Rodney Markham/The University Daily

TTUHSC head says image is top priority

By MICHELLE BLEIBERG
News Staff Writer

With recent legislation threatening the future of the Texas Tech University Health Sciences Center, Tech officials said Monday the need to project TTUHSC in a positive light is a top priority.

Bernhard Mittermeyer, TTUHSC executive vice president, said during a community briefing at the Health Sciences Center that the TTUHSC has not been able to tell its story and needs to communicate with all the newspapers in the state to stop the unfair and biased information being published about Tech.

The ignorance of legislators in East and Central Texas, Mittermeyer said, is a factor in discrimination against the Health Sciences Center.

Mittermeyer said he is not overconfident that the proposal to cut the TTUHSC will pass the Legislature, but he said the people of the state would not allow the institution to be shut down.

"We can build our case on our own accomplishments," he said.

Since the TTUHSC is young, Mittermeyer said, it has been taken advantage of because it has not made its full impact on the state. He said earlier budget cuts caused the TTUHSC to lose its public relations department. The Health Sciences Center long has been considered part of Tech but should be looked at as a separate institution, he said.

Cost per student has become a main issue with the legislators, but Mittermeyer said the comparison of costs at the TTUHSC to other health

sciences centers is unfair.

He said TTUHSC students are the most expensive in the state to educate because the institution is young and operates four regional campuses. Mittermeyer said programs, student services and teaching faculty must be duplicated at the regional campuses.

As the program grows and matures, however, the cost to operate the facility is expected to go down, Mittermeyer said. The cost to operate regional centers is expected to be \$71,000 per student during the 1987-88 year, a substantial decrease from the \$107,000 cost per student in 1980.

Mittermeyer said the Health Sciences Center has been able to accomplish its mission of supplying West Texas with physicians and health care professionals.

"I honestly believe we have accomplished so much in so little time," he said.

Mittermeyer said about two-thirds of the physicians who attend the TTUHSC remain in the West Texas area and that the Health Sciences Center strengthens the surrounding communities by bringing in health care professionals. He said the TTUHSC brings modern medicine to the rural communities, helping citizens convert early care into prevention.

"The Health Sciences Center has an impact on the people we serve — those who deserve care," Mittermeyer said.

The TTUHSC was established in 1969 by Texas legislators and opened in August 1972. The School of Medicine serves 135,000 square miles, or 48 percent of the state's land mass.

Austin legislators predict budget pact near

By The Associated Press

AUSTIN — A Senate subcommittee approved a \$6 billion tax increase Monday after removing a provision that would have levied Texas' first corporate profits — or income — tax.

Legislative leaders said they believed agreement was near on a state budget, the other major issue before the special legislative session.

"I'm very hopeful of concluding this business in this special session," which ends July 21, Lt. Gov. Bill Hobby said after meeting with House Speaker Gib Lewis and Gov. Bill Clements.

"I think we're making progress, much more than people think we're making. And we're almost there," Lewis said, although he said there are "a lot of problems" with the Senate's tax plan.

During the weekend, the House-Senate conference committee negotiating a 1988-89 state budget agreed on \$38.6 billion spending total.

Two proposals approved 6-0 by the Senate tax policy subcommittee would increase the state sales tax from 5 1/4 to 6 percent and extend the 15-cent-a-gallon motor fuels tax, due to expire Aug. 31.

The main measure would expand the sales tax to motor vehicle repairs, interstate long distance phone calls and computer software and would increase a variety of fees, including fees for driver's licenses, auto registrations and professional licenses.

It also would have businesses prepay part of their 1990 corporate

franchise tax; charge businesses for sales tax permits; raise the motor vehicle sales-rental tax; increase the tax on cigarettes and tobacco products; increase the hotel occupancy tax; and place a surtax on the insurance premium tax companies now pay, as well administrative insurance services.

The subcommittee, however, voted

to remove a provision that would change the franchise tax formula to include corporate profits.

Sen. Hugh Parmer, D-Fort Worth, said applying the tax increase only to capital investment "will only discourage investment in the middle of a recession."

Sen. Roy Blake, D-Nacogdoches, offered the amendment to increase the

franchise tax a flat \$2.25 — from \$5.25 to \$7.50 — per \$1,000 of capital investment, and Parmer's motion to kill the amendment failed 4-2. Blake's amendment was adopted on voice vote.

The tax subcommittee's chairman, Sen. Bob Glasgow, D-Stephenville, said he would present his bill to the full Senate for debate today.

Lewis levies funding threats against tax-resisting West Texas lawmakers

By CINDY PANDOLFO
News Staff Writer

A statement released Friday from the office of the Speaker of the Texas House, Gib Lewis, indicated the Texas Tech University Health Sciences Center and the Tech museum could be affected by retaliatory funding cuts taken against legislators who consistently oppose tax bills.

Lewis said legislators recommended that retaliatory funding cuts be made from districts whose representatives consistently vote against appropriation and tax bills.

Those spending cuts could affect the TTUHSC, the Tech museum, West Texas State University and all junior colleges within the region.

Many West Texas representatives voted against the \$5 billion tax and appropriations package,

said Foster Whaley, D-Pampa.

Reps. Buzz Robnett and Ron Givens, both R-Lubbock, Chip Staniswalis and John Smith, both R-Amarillo, Whaley, and Dick Waterfield, R-Canadian, were cited as possible targets for legislative sanctions.

Rep. Jim Rudd, D-Brownfield, and Sen. John Montford, D-Lubbock, are working on the conference committee where the punitive funding cuts would be generated. Morris Wilkes, legislative assistant for Montford, said Monday that no cuts had been discussed by committee members.

Wilkes said there appears to be some concern in the House that certain members always vote against revenue bills, but he emphasized that the talk of punitive cuts has come from the House and not the Senate.

Robnett called the threats political blackmail.

"Threatening West Texas with funding cuts was done for a purpose," he said. "The action was meant to spook us. We don't want that to happen, and we are closely monitoring the situation."

Whaley said he voted against the tax proposal because he opposes extending the 6 percent sales tax to insurance. He said he received many cards and letters from Lubbock area residents who he said are opposed to the insurance tax.

Whaley said he also opposes a 32 percent increase in salaries for university professors.

"It is not fair to tax the people of Texas 6 percent for insurance just to fund a 32 percent increase in college professors' salaries," he said. "I was threatened just because I had the guts to vote no."

Committee calls North back for sixth day

By The Associated Press

WASHINGTON — After a day of praise and tongue-lashing Monday, Lt. Col. Oliver North was ordered back for a sixth day of testimony before the congressional Iran-Contra committees, to be followed by a rebuttal appearance by his former boss, Robert McFarlane.

McFarlane, President Reagan's former national security adviser, intends to challenge statements made by North in at least three areas where the former White House aide said he had authority from superiors, said Rep. Lee Hamilton, D-Ind., chairman of the House Iran-Contra committee.

He said those areas are alteration of documents, the Contra resupply

program and solicitation of foreign countries for aid for the Nicaraguan rebels.

"In all three instances, it's a question of authority," Hamilton said. "I think there is a flat contradiction as to those points. He is coming in because he wants to directly dispute and contradict the testimony of Col. North on those several items."

North spent most of Monday listening to praise and occasional condemnation for his actions, with one committee member declaring "there's going to be one lot of hell raised" if North is prosecuted but another worrying about adopting values "of a totalitarian government."

North's worst tongue-lashing came from Rep. Jack Brooks, D-Texas, who recited a litany of activities mention-

ed in North's testimony the past five days and said: "Democracy cannot survive that kind of abuse."

"I do not believe in adopting ... the philosophies and values of a totalitarian society," said North. "I honestly believed we carried out those activities within the constraints of law."

The activities, as he had outlined them last week, were putting profits from secret arms sales to Iran to use for arming the Nicaraguan rebels and for other secret projects.

Brooks tried to question North about what the congressman called "a plan to suspend the Constitution" but was stopped by Sen. Daniel Inouye, chairman of the Senate committee.

North appeared to balk at answer-

ing and Inouye issued his ruling, saying, "I believe that question touches on a highly sensitive and classified area, so may I request that you not touch upon that, sir."

Brooks protested that the plan had been mentioned in the Miami Herald and other newspapers. The Herald said in a front-page story on July 5 that North "helped draw up a controversial plan to suspend the Constitution in the event of a national crisis, such as nuclear war, violent and widespread internal dissent or national opposition to a U.S. military invasion abroad."

According to the Herald, then-Attorney General William French Smith protested at the time in writing to McFarlane.

North for president

Supporters in three states ready to launch campaign

By The Associated Press

HARKER HEIGHTS — Supporters of Lt. Col. Oliver North have launched efforts in Texas and three other states to draft him for president, according to a woman who said she has been besieged by calls that he run.

Groups in Texas, Illinois and New Mexico are waiting for North's approval before they launch a full-scale campaign, said Jan Meidinger, assistant vice president and branch manager of a mortgage company in Killeen.

A retired Kansas utility employee on Monday also announced formation of the "Oliver North for President Clubs of America," claiming the Marine lieutenant colonel would win a presidential election if it were conducted now.

Robert Allen Peck, a former Kansas City Power & Light Co. worker and a World War II veteran, filed incorporation papers in the Kansas secretary of state's office for what he hopes will become a national

organization.

Meidinger said North has become a hero in the eyes of many because of his nationally televised testimony before a congressional committee investigating the shipment of U.S. arms to Iran and the diversion of profits to Contra rebels fighting the Nicaraguan government.

The earliest effort began Wednesday with a call to North's office by Robert Arundale, chairman of the North for President Committee in Illinois, the day after North's first day of testimony, Meidinger said.

"I don't think our options are all that good, as far as candidates. Oliver North is as good a choice as anyone we have out there," she said Sunday.

Meidinger said she has been inundated with telephone calls from people expressing their support for North immediately after hearing of the campaign.

"Things just snowballed. ... It's all happened so fast," she said. "It's just a real grassroots effort and, from the calls that are coming in, there are a lot of people for it."

Tech sophomore found dead

By MICHELLE BLEIBERG
News Staff Writer

A Texas Tech student was found dead Monday morning in his home after he reportedly hanged himself, said Bill Morgan, Lubbock Police Department information officer.

Darron Booth, 21, of 2108 58th St. was found by his girlfriend about 8:45 a.m. after he apparently hanged himself from a rafter in his den with a yellow nylon rope, Morgan said.

Booth's girlfriend told police the

couple had a day-long argument Sunday.

According to Morgan, the rope was tightly knotted around Booth's neck. A chair, which Booth apparently stepped off of, was found under him.

Justice of the Peace Bill Ross said he ordered an autopsy and that a ruling on the exact cause of death was pending the outcome of the examination.

Booth was a sophomore business administration major.

Reagan denies presidency based on personality

By The Associated Press

INDIANAPOLIS — President Reagan, his credibility battered by the Iran-Contra affair, challenged the idea Monday that his presidency "is somehow based more on personality than on policy" and invited critics to fight him directly on the issues.

Reagan, for the first time, raised the issue of his personal popularity and struck a combative stance in a speech on his economic policies before the annual convention of the National Association of Counties.

He denied anew that his current series of speech-making trips was designed to distract attention from the Iran-Contra affair.

He added: "And while I am getting a few things off my

chest, something else has been bothering me lately.

"Critics have claimed that in opposing our administration on the issues, they're at some kind of an unfair advantage — that this presidency is somehow based more on personality than on policy.

"The truth is, no president can remain popular unless he retains the fundamental support of the American people on the issues.

"So I invite my critics — I welcome my critics — to go after me on the issues just as hard as they please. We'll let the people decide who's right and who's wrong."

The president's critics and some supporters long have believed that Reagan is, indeed, more popular than some of the policies he espouses and that his public standing transcends his position on individual issues.

Reagan made two stops in Indiana, conducting a

private "roundtable discussion" with Gov. Robert Orr and about 100 other state and county officials in nearby Danville before addressing the convention here.

In the courthouse in Danville, Reagan told a crowd that, "Driving into Danville felt like coming home, so much does Hendricks County remind me of growing up in Illinois."

The crowd applauded lustily when the president urged support for his proposed balanced budget constitutional amendment and gave him prolonged applause at the beginning and end of his speech.

His trip coincided with the publication of polls by *Time* and *Newsweek* magazines that found most people believe Reagan has not told the truth in denying that he knows about the diversion of Iran arms sale profits to the Contra rebels in Nicaragua.

The polls, taken as fired White House aide Oliver North testified before Congress, said most respondents believed that North received authorization from his superiors, including Reagan, for all his activities.

The president continued his silence on the Iran-Contra affair and on North's testimony. Instead, he focused his remarks on the "economic bill of rights" he is promoting to win passage of the balanced budget amendment and a provision that any tax increase must be approved by more than a mere simple majority in Congress.

Reagan stumbled several times in delivering his Indianapolis speech to an audience of several thousand, incorrectly calling Rep. John Myers, R-Ind., "Governor Myer" and mistakenly using the date 1941 instead of 1981 in talking about his tax proposals.

Foes suspicious of Chun's official changes

By The Associated Press

SEOUL, South Korea — President Chun Doo-hwan replaced his prime minister and seven other Cabinet members Monday with officials he said will be neutral in coming presidential elections. Foes scorned the change as cosmetic.

"No fresh and new people are included in the shakeup. All are worn-out people," the main opposition Reunification Democratic Party said in a statement.

"We suspect that these people would not carry out democratic reforms without any hitch," it said. "It is seriously doubtful that the new Cabinet would manage elections in a fair and just manner."



Earlier Monday, opposition party president Kim Young-sam demanded that the government release all political prisoners by Friday, including those accused of being communists. It was his strongest verbal challenge to Chun.

Chun agreed this month after weeks of violent anti-government demonstrations to hold direct popular

elections this fall to select his successor. His seven-year term expires in February.

Those losing their posts Monday were Prime Minister Lee Han-key, a former law professor who had been appointed in May; the ministers of home affairs, education, defense, sports, communications, and science and technology; and a minister without portfolio.

All submitted their resignations at Chun's request. Lee cited poor health in his letter of resignation.

Kim Chung-yul, 70, a former air force chief and defense minister, was appointed to replace Lee in guiding the country through what is expected to be a difficult transition from Chun's authoritarian government.

Other new ministers included two

former army generals. One of them, new Defense Minister Chung Ho-yong, is a noted hardliner and close Chun ally who was dismissed as home minister in May.

Most of the new appointees were junior government figures and civil servants. The changes were not expected to have any major impact since power is concentrated in the hands of the president.

The shuffle also was seen as giving key members of the governing Democratic Justice Party a chance to return full-time to politics before the elections. Several outgoing ministers are expected to play key roles in directing party election strategy.

Government and opposition leaders are expected to start talks soon on revising the constitution.

Iran attacks French ship; Iraq raids Iranian island

By The Associated Press

MANAMA, Bahrain — Two Iranian gunboats pounded a French freighter with rocket and machine-gun fire for 20 minutes before dawn Monday in the Persian Gulf. Iraq said later that its warplanes raided a nearby Iranian island.

No casualties were reported in the freighter attack off Saudi Arabia.

Capt. Max Gangneur of the 24,540-ton container ship *Ville d'Anvers* told *The Associated Press* by radio that fire from the Iranian vessels raked the crew's quarters at 2:25 a.m. while most of the 19 French sailors were sleeping.

The French government issued a statement in the afternoon saying its charge d'affaires at the French Embassy in Tehran, Iran, had been instructed to demand an explanation for the attack from Iranian

authorities. The statement called the incident a "serious affair."

"It's a miracle we suffered no casualties," said Gangneur, 49. He said the freighter's hull and engine room were badly damaged and its electricity supply was cut off.

The *Ville d'Anvers* was hit about 100 miles south of Kuwait's al-Shuaiba port, where it had unloaded cargo. Iran began last September to concentrate its gulf attacks on ships owned by or serving the emirate, which supports Iraq in the nearly 7-year-old war.

Gangneur's ship was headed for Dubai, but changed course for the repair facilities of Bahrain after the attack.

The vessel was hit about 40 miles off Farsiyah, which is midway between Iran and Saudi Arabia. It is one several Iranian islands on which the fanatical Revolutionary Guards base their gunboats.

Iraq said within hours of the attack that its jets bombed oil installations on Farsiyah, inflicting "devastating blows."

A military communique broadcast on Baghdad radio said Iraqi fighter-bombers also scored direct hits on a "a large maritime target," the Iraqi phrase for a tanker, in the gulf off Iran.

Iraq said its naval air defenses shot down an Iraqi jet over the southern gulf at 10 a.m. Iraq's official news agency quoted a military spokesman as denying any aircraft losses.

Because of increased Iranian attacks on Kuwaiti shipping, the United States is registering 11 of the emirate's tankers so they can fly the American flag and be given U.S. Navy protection.

Ayatollah Ruhollah Khomeini's revolutionary Iranian regime has said Navy escorts will not deter it

from attacking ships that serve Kuwaiti ports.

The first reflagged Kuwait vessel is expected to enter the gulf about July 18 or 20. Eight U.S. Navy ships are stationed in or near the Persian Gulf.

Kuwait also has leased three tankers from the Soviet Union. The Soviets have three warships in the gulf. A three-ship British flotilla escorts British-flag ships. France has two warships in the region.

News Briefs

Shark attacks induce beach warnings

PORT ARANSAS (AP) — Swimmers were warned Monday not to venture into waters deeper than two feet following two shark attacks during the weekend.

In separate incidents Sunday, a 16-year-old girl and a 32-year-old woman were attacked in the water within a half mile of each other off Mustang Island.

On Monday, city officials conducted an emergency meeting and passed a resolution warning swimmers and advising them of safety measures that are being instituted, said Mayor Dale Bietendorf.

Both women said they never will go into the beach water again. In both incidents, the creature was described as about five feet long and gray, Bietendorf said.

Overcrowding produces Texas parolees

HOUSTON — Thousands of convicts are leaving prison through the parole system, which one official says is being used as a tool to control the state's inmate population.

"Somebody has to prioritize prison beds, and that job has fallen to us," John Byrd, director of the Texas parole board, told the *Houston Chronicle*.

The number of people under parole supervision in the state has doubled during the past five years, giving Texas more parolees per capita than any other state.

'Ratlord' sentenced to live in tenement

LOS ANGELES (AP) — A slumlord began serving a 30-day sentence in one of his own buildings Monday, confined amid the rat droppings, cockroaches, broken glass and falling plaster of a tenement he repeatedly has refused to repair.

Dr. Milton Avol, wearing an electronic monitor so authorities will know that he stays put, moved into an apartment with fresh paint and new locks on the doors.

Avol earned the nickname "Ratlord" because he has been cited for hundreds of health, fire and building code violations and more than a dozen criminal code infractions since 1977 at four buildings he owned.

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A SHOPPER'S CONFESSION:

"I always check the University Daily ads to find the best clothes sales." - Katie, Age: 19

Habitat:
migrates between
school, work, and
social life

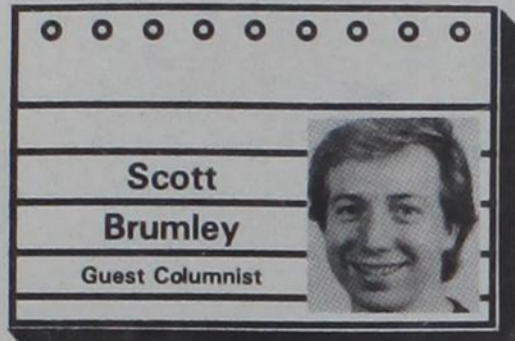
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clothes to suit
constant
activity

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summer
readers,
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The
University
Daily

Spuds the sex symbol 1987's advertising dog



"He's the ultimate party animal," blares Robin Leach. While mere mortal men clamor for the attention of the beauties in the commercial, he sits coolly among a bevy of buxom women. He's not just any partygoer, he's Spuds MacKenzie, the quintessential peak of advertising hype.

The history of American advertising is fraught with the creation of sex symbols. Witness such cases as Tom Selleck, who started out as a smoke-puffing figure in a Western-themed cigarette ad. Even today, television advertising sports almost as much skin as one might see on a hot day at South Padre Island or Fort

Lauderdale. Where, then, is the logic behind the creation of a sex symbol that, as one astute observer noted, looks like a shaved pig?

A silly complaint to advance, one might think, but in the midst of socially conscious advertising aimed at curbing drug abuse, teenage pregnancy and AIDS, a commercial sporting a bull terrier dog surrounded by bikini-clad girls oohing and aahing over this animal seems useless and offensive.

It is true that Madison Avenue has not been renowned for its meticulous attention to utilitarianism, but in the creation of a series of commercials which gives America the opportunity to watch beautiful women attempt to seduce a dog, it is possible that the advertising company which represents the brewery sponsoring the ads has gone too far.

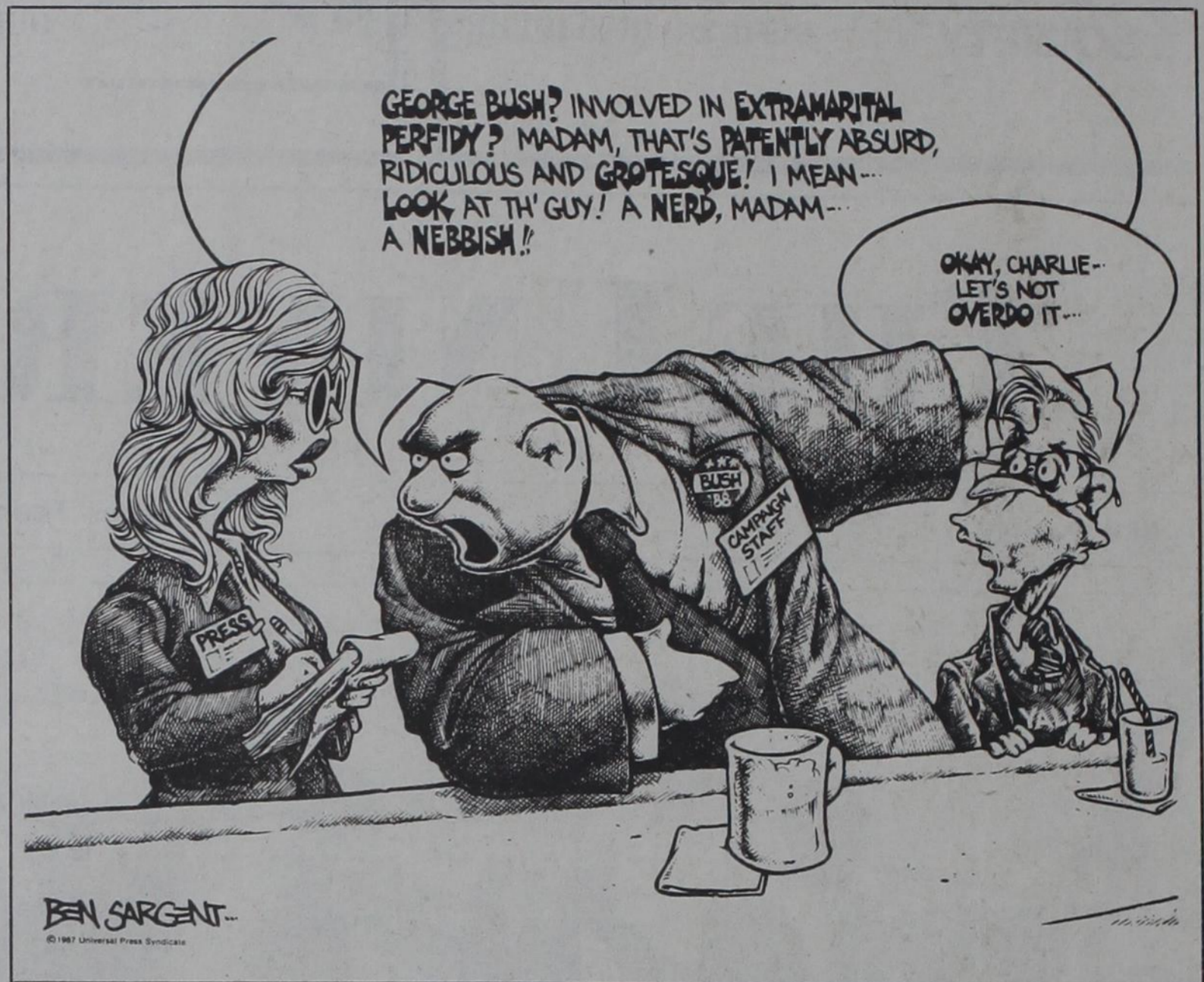
Rumor has been floating about that one of the six or so bull terriers employed to play Spuds was elec-

trocuted during the filming of one of the commercials when a studio light fell into the pool where the dog was lounging on a raft. The campaign now has the opportunity to offend the sensibilities of not only intellectuals, but also animal lovers.

In pondering the series of ads, one has to wonder where it will stop. If 1987 sees a bull terrier drinking beer and cavorting with the kind of women teenage boys' dreams are made of, will 1988 see a Persian sipping fine wine, entertaining diplomats and the beautiful people of the world?

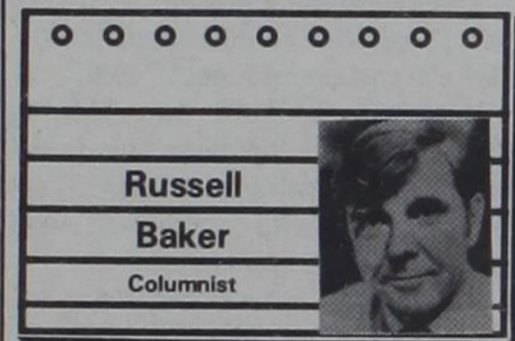
Surely Madison Avenue has better things to expend its time and energy on than an advertising campaign which, at best, is questionable in its effectiveness in selling beer. But then again, perhaps Spuds will go on to star in his own private detective show and do a spot on a Bob Hope special.

Brumley is a junior journalism major currently serving as an intern with the Lubbock Avalanche-Journal.



Who fits the bill?

Looks will count in '88



NEW YORK — They say he's a natural. He's got the Jack Kennedy hairdo, he's got the Jimmy Carter teeth, he's got the Ronald Reagan sincerity.

They say he's a cinch to be president one of these days. You believe it when you see him on television. They had him read Warren Harding's Inaugural to a camera last week using the Jack Kennedy hairdo, the Jimmy Carter teeth, and the Ronald Reagan sincerity, and not a soul in the audience rolled on the floor in laughter.

When nobody roars with laughter during a reading of Warren Harding's Inaugural, you know the reader is a natural who is a cinch to be president.

The performance was a test conducted with a closed-circuit audience of people in the politics end of television. In TV politics, which is the only kind of politics we have anymore, the look is everything. The rule is: People don't listen, they look. That's why they're called viewers, and not listeners.

The ideal candidate ought to look like the mass audience's dream of a president while delivering a 30-minute TV talk that says absolutely nothing.

For this purpose, test candidates are often given Warren Harding's Inaugural to read. It is famous for saying nothing, but in such ridiculous fashion that even dolts have been known to break out in snickers and guffaws.

So when this particular testee with the Jack Kennedy hairdo, the Jimmy Carter teeth and the Ronald Reagan sincerity got off 30 minutes of it without provoking so much as a grin, it was an exciting moment.

Next the technicians took off the Jack Kennedy haircut, substituted the Ronald Reagan pompadour and told him to read the Harding Inaugural again while stabbing the air vigorously with his index finger. "Why would I stab the air vigorously with my index finger rather than my pinkie?" he wanted to know.

Because that was the finger Jack Kennedy stabbed the air vigorously with, his designer explained.

By replacing the Jack Kennedy haircut with the Ronald Reagan pompadour, he said, they had sacrificed vigor to get charm and wanted to see if the Jack Kennedy

finger stab would pep up the charm with a little vigor.

This experiment fizzled. Four minutes into the Harding Inaugural, the audience turned sour and mean. The director immediately spotted the trouble.

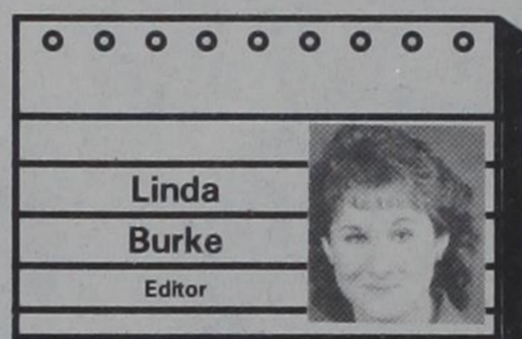
"You're not stabbing the air vigorously with your index finger," he said. "You're throwing both hands over your head and giving the Nixon V-for-victory sign."

The testee became testy. "All these names!" he shouted. "Kennedy, Nixon — how am I supposed to know what you're talking about? You think I wasn't born yesterday?"

A history technician urged him not to worry about names. All he had to know about the Nixon V-for-victory sign was that, after giving it, this president named Nixon had said, "That's what they hate to



Point needs explanation



As Shakespeare eloquently put it, "A little knowledge is a dangerous thing."

I'm referring to the haphazard way in which I presented a column last week about late night commercials. A fellow mass communications student pointed out to me that I didn't clearly distinguish between the difference in a public service announcement (PSA) and a commercial.

I failed in my attempt to combine the two for readers to grasp an easier understanding of the point I was trying to make. Consider this an amendment to my previous effort.

The commercials and PSAs I was referring to are those which air late at night and deal with issues such as drug abuse, depression, mental il-

ness, teenage pregnancy and AIDS. These thought-provoking PSAs deserve to be run earlier in the day, when the people they would most affect — today's youth — are more apt to be watching television.

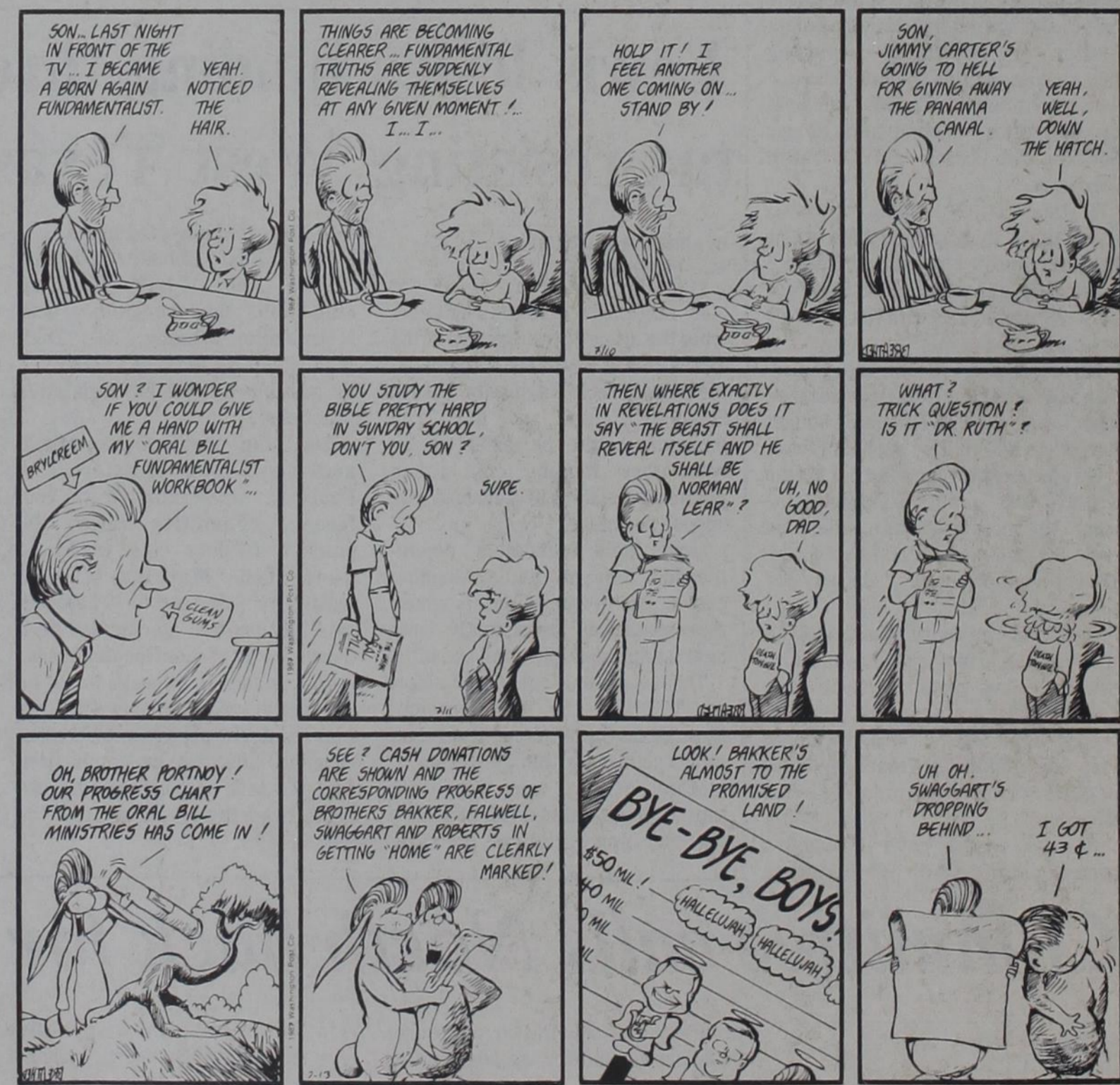
In addition to my argument that these commercials and PSAs need better viewing time, Galbreath pointed out that sponsors, such as the partnership, need financial support to afford to pay for advertising time instead of relying on the good will of a station to air the spots when they have room.

The Federal Communications Commission, the regulatory agency charged with policing television and radio, should be made aware of the need for different viewing times for PSAs. A mass letter-writing campaign to the FCC would open the agency's eyes to the need for stations to offer prime time spots to PSA sponsors that can foot the bill.

A PSA run late at night defeats the purpose it is trying to achieve of increasing public awareness. A PSA is designed to serve the public — not fill empty air time between the late, late show and "Nightline."

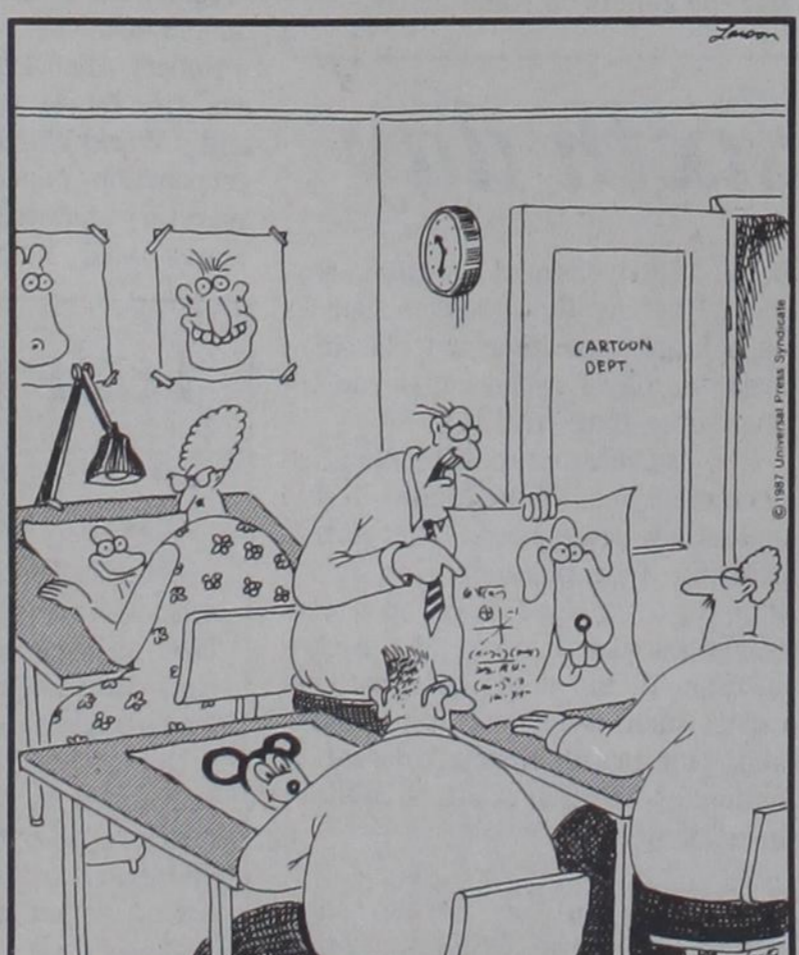
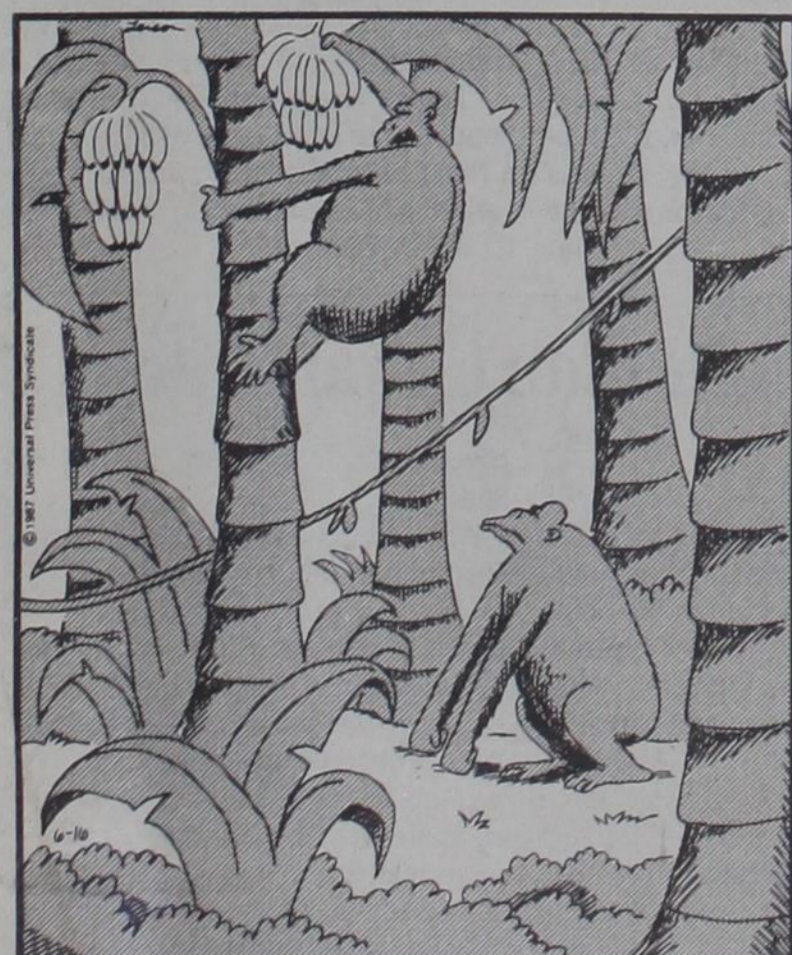
BLOOM COUNTY

by Berke Breathed



THE FAR SIDE

by Gary Larson



"That does it, Sid... You yell 'farantula' one more time and you're gonna be wearin' this thing!"

"Hey! What's this, Higgins? Physics equations? ... Do you enjoy your job here as a cartoonist, Higgins?"

The University Daily

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Letters to the editor of The University Daily are welcome. All letters must be TYPED, double-spaced and must include the writer's name, address and telephone number. All letters must be signed. Unsigned letters will not be published. A letter writer's name may be withheld from publication upon request and with a valid reason. Letters shorter than two double-spaced, typewritten pages will be given preference.
The editor reserves the right to edit letters for libel, taste, obscenity and space limitations. Letters will be edited for spelling, grammar and punctuation.

Skin cancer

Sunscreen gives best protection

By CINDY PANDOLFO
News Staff Writer

Americans continue to flock outdoors on warm, sunny days to obtain a tan despite predictions by the American Cancer Society (ACS) that more than that 7,100 people will die from skin cancer this year.

Dr. Davor Vugrin, public education chairman of the Lubbock unit of the ACS, said excessive exposure to the sun causes most skin cancer. Vugrin, chief of oncology/hematology at Texas Tech University Health Science Center, said people employed in outdoor professions — such as lifeguards, construction workers, fishermen or farmers — should exercise caution in dealing with skin abnormalities because they constantly are exposed to the sun.

Fair-skinned people, fair-haired people and senior citizens also are advised to use care when exposed to the sun.

When students venture outdoors to catch tanning rays, sunscreens should be used to protect the skin against prolonged exposure to the sun and the danger of developing skin cancer, said Kae Hentges, coordinator of patient education and health promotion for the department of family medicine at the ITUHSC.

Hentges said sunscreens contain chemicals that filter rays differently. There are three basic types of chemical sunscreens. Para-aminobenzoic acid, better known as PABA, blocks UVB sun rays, which are the damaging ultraviolet rays. UVB rays can cause dermatitis or skin irritation.

UVB rays also can be blocked by benzophenone, but benzophenone provides weak protection against UVB and the tanning UVA rays.

Anthranilates, which filter both types of rays moderately, provide the best chemical sunscreen because they filter out ultraviolet rays while allowing some tanning rays to filter through.

Research has linked UVA rays to skin changes and cancer, so the total filter contained in anthranilates is safer. Hentges said it is important for students to realize that a good sunscreen doesn't prevent tanning but that it takes about four times longer to achieve the same results.

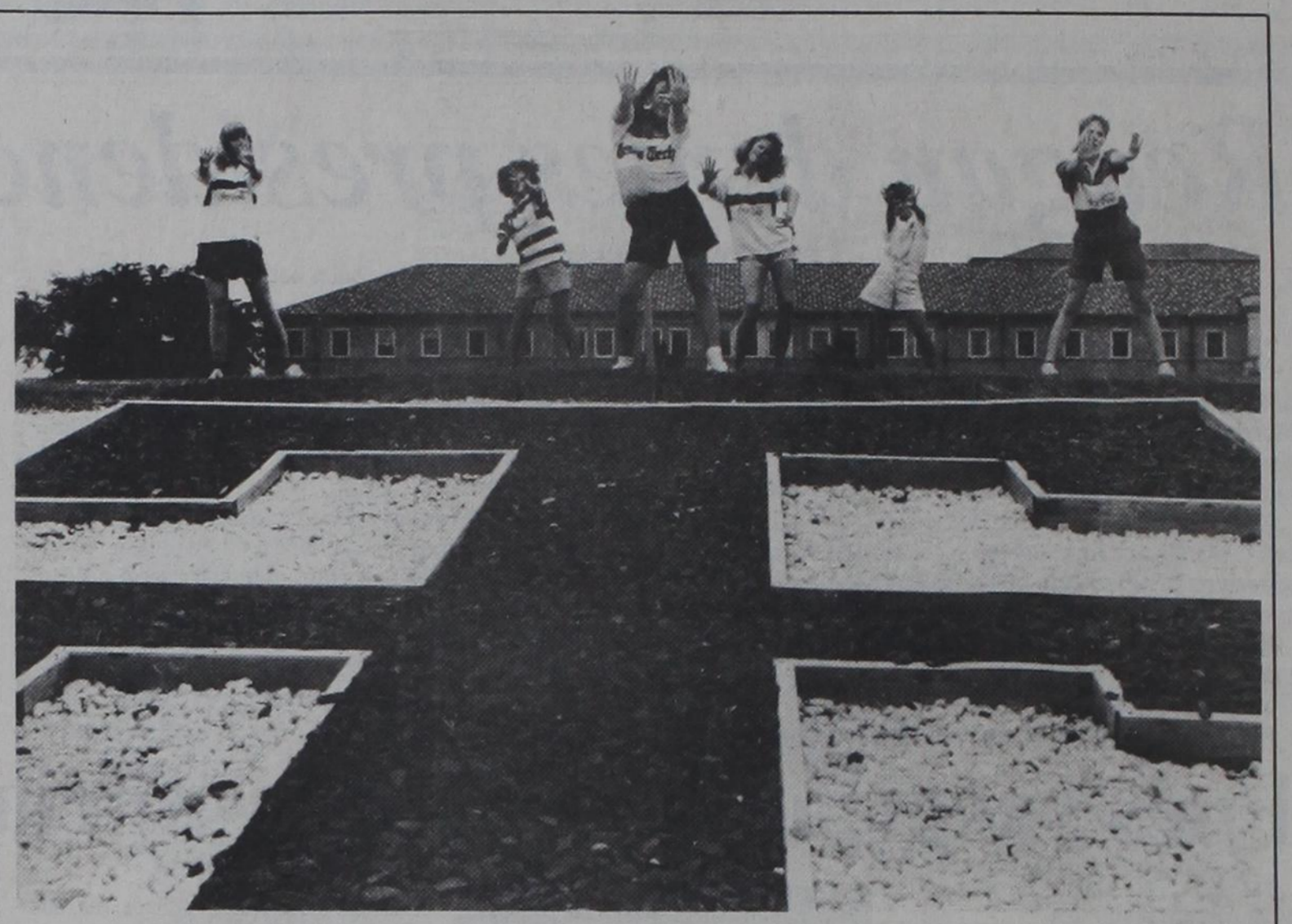
Sunscreens come in differing strengths or ratings called Skin Protection Factors (SPF), which range from 2 to 29. The higher the number, the greater the protection. Hentges said sunscreens rarely reach the advertised levels of protection. A sunscreen rated 15 will rate only about 9 to 11 when used outdoors, she said. Hentges said many factors, such as water, perspiration and prolonged exposure to the sun, must be considered in determining the effectiveness of a sunscreen.

The ACS suggests that sun lovers become familiar with the early warning signals of skin cancer because it occurs more frequently than any other form of cancer. Sores that do not heal or warts that change size or color could be early warning signals of skin cancer.

Skin cancer is curable if detected and treated early.

The Lubbock unit of the ACS suggests that the following rules be observed during the summer months:

- ✓ Avoid the sun between 10 a.m. and 3 p.m., when ultraviolet rays are the strongest.
- ✓ When you must be in the sun, use a sunscreen with a protection factor of 15 or higher. Sunscreens with PABA are recommended.
- ✓ Wear a broad-rimmed hat and long-sleeved shirt.
- ✓ Use a beach umbrella.



Cheers to Tech

Laura Wansby, front center, a Texas Tech freshman restaurant, hotel and institutional management major from Lubbock, instructs students attending a band camp hosted by

Tech. Participants, from left, are Cheri Ford, Gayla Rasco and Ambyr Donnell, all of Sudan, Alicia Cook of Munday and Dawn Gaston of Sudan.

Rodney Markham/The University Daily

Tip of the Week

EDITOR'S NOTE: Following is one in a series of crime tips. Each Tuesday, this column details a crime reported to the Lubbock or University Police departments, and crime prevention officials offer tips on how to avoid a similar crime.

CRIME:

University Police Department reports indicated book thefts accounted for a large percentage of thefts on campus during the fall and spring semesters. According to reports, about three offenses of book theft are reported each week to UPD, averaging \$80 in property loss.

TIP:

UPD officers offer the following tips to reduce book thefts:

- Do not leave textbooks unattended in classrooms, cafeterias, residence halls or buildings.
- If property must be left, secure the books in a locked compartment such as a locker or truck.
- Secure residence hall rooms and apartments — books often are stolen from unlocked residences.
- Students should mark books with their name, initials or driver's license number on a specific page and keep a record of it.
- Report all book thefts immediately to UPD and the area bookstores. Recovery of books often can be made at the bookstores' resale counters.

Potts Ranch symbolizes West Texas spirit

By The Associated Press

FLOYDADA — When visitors arrive at the big iron gate just off the highway, they are greeted at Potts Ranch by a waving Texas flag, symbolic of the spirit necessary to settle on these 30,000 acres once known as Burleson Ranch.

Located 20 miles east of Floydada, the ranch was settled by Henry Harrison Campbell from Ennis County and later by Marisue Potts' grandfather, J.C. Burleson. Mrs. Potts and her husband, Frank, now live in a house built on their 5,000 acres of the ranch, called Potts Ranch.

It wasn't an entirely smooth road to the peaceful self-built and designed two-story brick house on the hill in which they now live with their five children.

Following Potts' graduation from Texas Tech in 1963, they moved to San Jose, Calif., where he went to work for IBM. After three years, he graduated from Stanford and went to work in the General Motors research lab in Detroit. After returning to California for two years, they went to Tulsa, where Potts worked for TELEX.

After Mrs. Potts' father became ill in 1971, the couple returned to the South Plains, where they had grown up. Potts is the son of Emily Potts Johnston of Floydada. They moved into a small sharecropper's house on the ranch and proceeded to build their home.

After two years there, a fire destroyed all but the basement, and Mrs. Potts remembers she thought seriously about leaving the ranch. "After the fire, I just said, 'Let's go,

let's get out of here. I can't stay here,'" she recalled.

But she says her husband encouraged her. "He said we had put down roots here, and we were going to rebuild. We were going to raise our kids here," she said.

Although she was brought up on this ranch, neither of the Pottses was skilled in the various — and sometimes "gross" duties of ranching and raising cattle. However, with a little instruction from her father before his death from cancer in 1975, the couple was able to become remarkably adept at everything from cattle branding to castration.

Such a lifestyle greatly contrasts with that of "a typical high-tech" California couple, but that's the way they always intended it to be. "We always knew we were going to get out in the country some day. We always intended it to be this way," says Mrs. Potts, who said the only telephone the couple has is located in a barn three miles from their house.

They still return to Los Angeles periodically on business, which makes the return home that much

sweeter. "We were in Dallas recently, and out there on the freeway it was so much like Los Angeles again — everybody was trying to get around everybody else and giving you the 'sign' if you got in their way," she said. "I just thought 'why do we have to get upset about this, people?'"

Potts is president of Mohango, a mechanical design center based on the ranch. He also is a mechanical design consultant with Los Angeles-based MACE and recently wrote a textbook.

The long, winding roads stretching throughout the brushy acres give Mrs. Potts a taste for what might have been, particularly, what has been.

Directing her four-wheel-drive Bronco across the bumpy, makeshift backroads of the ranch, Mrs. Potts recalls a story for practically every landmark passed, including the old linecamp house that used to sit on the line separating the Jingle Bob Ranch — run by the Hall Brothers — from the Matador Ranch.

Stanley H. Kaplan
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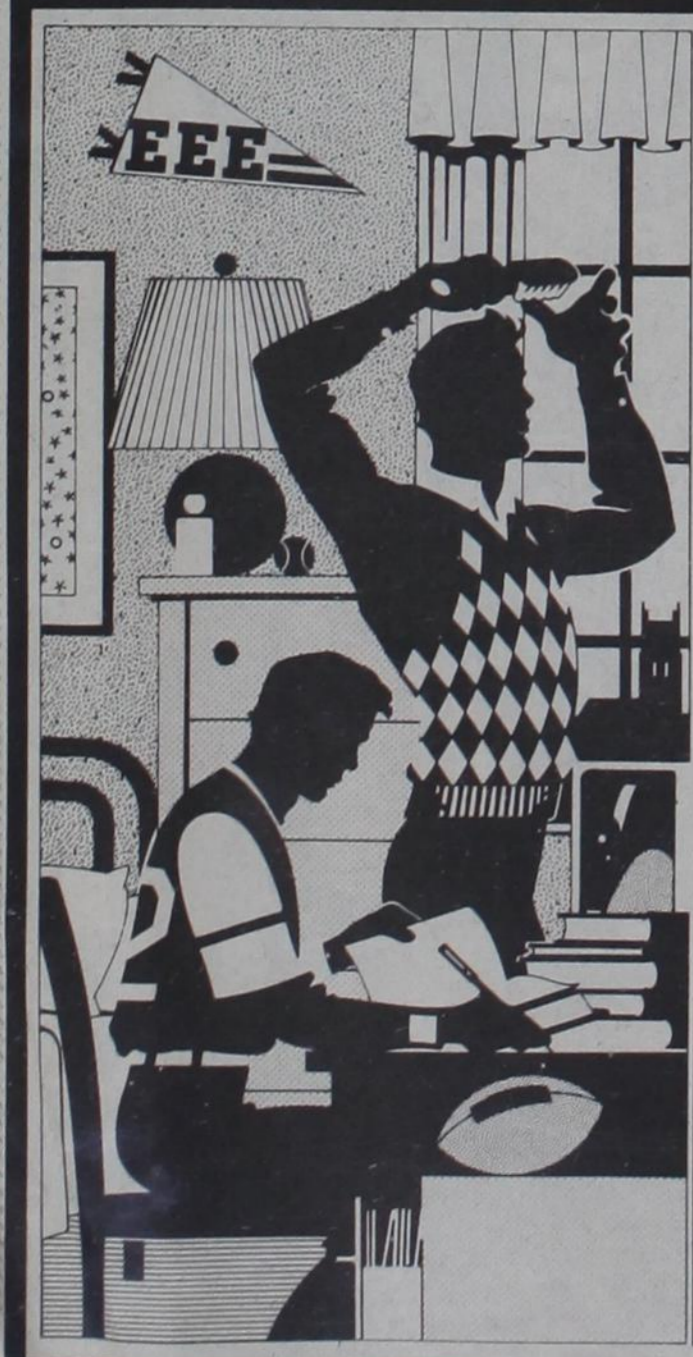
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Beatle City relocates in Dallas' West End

By The Associated Press

LIVERPOOL, England — An exhibit of Beatle memorabilia, which has failed to attract large numbers of tourists in Liverpool, has found a tem-

porary home in a Texas shopping mall, the exhibit's general manager said Monday.

The Beatle City exhibit in Liverpool, where the band got its start in the 1960s, will open at the West End Marketplace in Dallas in early

August, said the general manager, Mike Byrne.

The exhibit is to return to a new, and better, home in Liverpool next spring, Byrne said.

The exhibit, the world's only permanent exhibit of Beatle memorabilia, is made up of about 1,000 items ranging from photographs and letters to a Steinway piano — complete with keyboard cigarette burns — on which the late John Lennon composed songs and a Mini car Ringo Starr had converted to carry his full drum kit, Byrne said.

The three-year-old, financially troubled exhibit was sold to a London businessman, John Symons, in April for \$322,000, Byrne said.

The previous owner was Radio City, the independent commercial radio station in Liverpool, Byrne said.

The Dallas shopping mall offered an 11,000-square-foot exhibition site and a \$100,000 promotion budget.

"They're (also) paying a fee, but

the actual details we'll keep to ourselves," Byrne said.

The exhibit's new owner also received other offers from the United States, Japan and Canada, Byrne said.

The mall will charge entrance fees, he said.

Byrne predicted success for the Dallas exhibit, saying he expects 10,000 visitors a week.

"In the States there is still a very big interest in the Beatles," Byrne said. "Because we've got them in England and we grew up with them, Liverpool takes them a bit for granted."

About 100,000 people visit the exhibit in Liverpool every year, mostly American and Japanese tourists, he said.

"One of the reasons was that the present site was in the wrong place and there's no passing trade here," he said.



Premier of Punk

British punker Billy Idol joins forces with the Cult for a Hub City tour stop Sunday at Lubbock Municipal Coliseum. Idol, who has not toured in more than two years, is on the road again promoting his new album "Whiplash Smile." Tickets for the show cost \$14.50 and are available at Ralph's Records at 909 University Ave. and at all three Lubbock locations of Family Video.

Ellerbee leaving ABC network

NEW YORK (AP) — Linda Ellerbee, whose ABC-TV newsmagazine "Our World" has been canceled, is leaving the network, ABC officials said Monday. "We have been talking to her about her next assignment. She has indicated to us that she wants to leave, to pursue a different career, and we accept her decision," said ABC News spokeswoman Carol Olwert. Ellerbee, who wrote a best-selling autobiography that featured an ir-

reverent insider's view of the news business, plans to work on a novel, according to New York Daily News columnist Liz Smith.

Smith reported that Ellerbee was unhappy both that "Our World" was canceled and that the network was considering viewer complaints about the name of her TGIF segments on "Good Morning America."

Smith said some viewers had complained the name was sacrilegious.

SPORTS

All-Star pitchers discuss reasons for HR increase

By The Associated Press

OAKLAND, Calif. — Pitchers selected for this year's All-Star game say this season's increased home run production can be linked to juiced up baseballs, stronger players and even acid rain.

Whatever the explanation, baseball is a different game these days. Home runs are being hit in record numbers, and earned run averages have skyrocketed.

"Yes, I think the balls are different," Detroit's Jack Morris said Monday. "But what does it matter? The fans come to see the ball hit over the fence. We're just making

them happy. The average fan wants to see home runs."

Through the first 80 games played by each team this season, the cumulative American League earned run average is 4.49 and the cumulative National League ERA is 4.21.

That's mainly because of the long ball — 1,334 homers had been hit by the AL's 14 teams and 938 by the NL's 12 teams.

"I really think the balls are going farther," said Mike Scott, the Houston right-hander who will be the starting pitcher for the NL tonight at Oakland Coliseum. "I think players are getting bigger and stronger, but not in one year."

Rangers optimistic about Howe's abilities

By The Associated Press

ARLINGTON — The Texas Rangers apparently will have no trouble accepting Steve Howe when he takes the mound for the first time at Arlington Stadium.

And many of them think the fans should accept the rehabilitated Howe as one of them, too.

On Sunday, the first day Howe was eligible to return to professional baseball after being suspended for more than two years because of drug problems, the Texas Rangers signed the 29-year-old left-handed pitcher to a minor league contract with their Class AAA Oklahoma City farm club of the American Association.

"If he can beat the drug habit, we shouldn't be the judge of whether he can play baseball — make a living or not," said pitcher Charlie Hough, who

Pitcher to report to OKC

was a teammate of Howe on the Los Angeles Dodgers in 1980.

"If the courts and the commissioner say he can, then we should accept him," Hough said.

Howe has been cleared to play in the minor leagues and will pitch for the Oklahoma City 89ers until Commissioner Peter Ueberroth OKs his return to the major leagues.

Ueberroth and his assistants were in Oakland, Calif., for tonight's All-Star Game and could not be reached by phone, said a New York spokeswoman for the baseball commissioner.

"Once he puts puts on that Rangers uniform, he'll be one of us. The fans should accept him as that, too," said outfielder Oddibe McDowell. "The guys who run the show know what

they're doing."

Rangers General Manager Tom Grieve said there is no set timetable for Howe's return to the major leagues, but he said he thinks it will be between a week and a month.

"Steve's problems with drugs over the last few years have been well chronicled," Grieve said. "I think the one thing more than anything else that convinced us that Steve Howe was the right pitcher at the right time for the Rangers was how much time and effort he's put into recovering himself."

"I think the initiative that he's shown has convinced us that it's not as big a gamble as people think," Grieve said.

Designated hitter Larry Parrish said that if Rangers management

wants Howe on the Texas roster, it's fine with him.

"All that they've seen lately has been good," Parrish said. "If he proves he can pitch, he belongs up here."

Howe will continue a rigorous intensive after-care program consisting of drug tests, counseling and other drug-rehabilitation techniques under sponsorship of the Rangers, Grieve said.

"I don't know how difficult it is to be in Howe's position, but I don't think we can say, 'No, you can't come to this team because we've got a drug-free program,' if he's put his problems behind him," Hough said.

Howe, the National League Rookie of the Year with Los Angeles in 1980, played for the Dodgers until 1983, when he was fined \$54,000 and suspended through the 1984 season because of continuing problems with cocaine use.

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