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the state

## Ma Bell

### Opposition to rate increase slight

United Press International  
AUSTIN — Southwestern Bell Telephone Co. opens arguments for its third rate increase in three years today, facing less opposition from the Public Utility Commission staff than ever before on its proposal to raise rates \$143.6 million.

The PUC staff recommends the three-man commission authorize a \$137.7 million increase for Bell.

In previous rate battles, the PUC staff has argued for slashing the rate increases to one-fifth or one-half the amount requested by Ma Bell.

Bell officials say the amount re-

quested and the sum recommended by the PUC staff are closer this year because the telephone company voluntarily trimmed its proposal by more than \$100 million.

Doyle R. Rogers, Bell's vice president for Texas, said the company needs and could justify a \$250.7 million increase, but limited its request in compliance with the president's guidelines on price increases.

Bell accountants trimmed \$1.6 million from the company's June request for a \$145.2 million rate increase Friday in accordance with changes in calculations of current intrastate vs. interstate revenues.

Gov. Bill Clements' appointee, Henry Moak Rollins, also was sworn in for the \$45,200-a-year job Friday with a pledge to try to minimize increases in utility rates charged consumers.

Rollins, 57, a onetime oilfield drilling equipment seller and more recently a University of Texas finance lecturer, will not participate in the hearings on the phone company's latest rate request.

PUC chairman George Cowden and the third commissioner, Garrett Morris, said they decided to appoint a staff examiner to preside at the hearings to allow Rollins time to acquaint himself with operations of the state agency.

The three-man commission will make the final decision in the case based on recommendations of the

hearings examiner and personal study of the written record in the case.

Cowden said 1,000 pages of written testimony and 2,000 pages of exhibits are on file already in the latest Bell rate case.

In addition to company officials and economic analysts, this year Southwestern Bell has arranged for a New York investment analyst to testify at the hearings.

Bradford L. Peery, financial analyst with Paine Webber Inc., said in testimony prepared for the hearings opening Tuesday that he is advising investors against buying AT&T stock and suggesting persons who hold stock in Southwestern Bell's corporate parent should sell.

Peery said competition in phone equipment sales and the toll market and restrictions on rate increases imposed by regulatory bodies such as the PUC are making it impossible for AT&T and Southwestern Bell to make profits at levels that will attract capital investors.

Southwestern Bell was the first utility to seek a rate increase after the PUC was created in 1976 and has sought additional raises each year since.

The phone company requested a \$298.3 million rate increase in 1976 and was granted \$57.8 million. In 1978 the company requested a \$214.3 million statewide rate increase and was granted \$124.5 million.

Southwestern Bell serves about 80 percent of the telephone customers in Texas with 3.5 million connections and 8.1 million telephones.

Bell's proposal includes an across the board increase of \$1.55 per month in rates for one-party residential service and a \$4.65 per month increase in basic charges for one-party business services. Those two increases account for \$105 million of the requested raises in rates.

No increases are proposed in rates for long distance calls, private lines, coin calls or director assistance.

## what's up

Tuesday

DISCO ASSOCIATION OF A&M: There will be a fall organizational meeting at 7 p.m. in Room 402, Rudder Tower.

ACCIE CINEMA: "Fiddler on the Roof," will be shown at 8 p.m. in Rudder Theater.

THEATER ARTS TRYOUTS: Tryouts for the first play of the year, "Happy Birthday, Wanda June," will be held in the Forum from 7 to 8 p.m.

MSC BASEMENT COMMITTEE: Will hold an organizational meeting at 6 p.m. in the Basement Coffeehouse. All interested students are welcome.

BICYCLE REGISTRATION: Alpha Phi Omega will register bikes free from 10 a.m. to 4 p.m. today through Thursday at Rudder Fountain.

Wednesday

CAMPUS SCOUTS: The Campus Scouts is an organization for all persons who believe in the scouting ideals and want to keep in touch with other scouts. There will be a meeting at 9 p.m. in Room 308, Rudder Tower for all members and interested prospects. There will be outings planned. For more information, call Vince at 845-5957.

DEADLINE: Today is the last day to enroll for fall classes.

HILLEL CLUB: There will be a Hillel picnic at the Hillel Foundation Building on Jersey St.

SOCCER CLUB: Will hold an organizational meeting at 8 p.m. in Room 501, Rudder.

"THE HOW'S AND WHY'S OF INTERVIEWING": Will be discussed at the Accounting Society meeting at 7 p.m. in Rudder Theater.

Thursday

MOVIE: "Futureworld" will be shown at 8 and 10:30 p.m. in Rudder Theater.

### Senior Placement Seminar

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## Machine measure amount of interest

United Press International  
NEW YORK — Some sophisticated medical procedures are being used in a growing business with the tongue-twisting title of psychophysiological testing.

This testing — by measuring brainwave and musclewave patterns — is used to determine the ability or willingness of people to pay attention to newcasts, ads, radio and TV dramas, signs and lectures.

The technique first attracted attention about seven years ago when some advertising agencies began using the electromyographic recorder to study the muscular reaction of people in the laboratory to TV commercials.

Now, Neurocommunications Laboratories in Danbury, Conn., and Psychobiology Research Associates' two laboratories in Denver and in Purchase, N.Y., have combined their resources into a company called Psychophysiological Research Management Co. to carry on the research.

They already have some lucrative commercial contracts in the advertising and television world.

"Unfortunately," said Bill Harvey,

publisher of the Media Science Newsletter and managing executive of the company, "we can't reveal names of our clients. They are red from publicity by two generations. Naturally, there is a desire to maintain a competitive edge. I mainly they are afraid they will be accused of planning to manipulate people's minds by playing the hidden persuaders, which they really intend to do."

Harvey said the company presently is conducting about six tests a month either for clients or in furthering its own research.

The tests employ electromyographic recordings to test muscle tension but the main reliance is on measuring brain wave patterns called electroencephalograms. Effectiveness of this measurement depends on the fact the right hemisphere of the brain controls emotional response and the left hemisphere controls logical or intellectual response.

"The best immediate commercial market for the testing obviously is in advertising agencies," Harvey said, "but its potential in the general field of education and entertainment is large — or in politics."

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