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Presented by Mr. Malon Southerland of the TAMU Placement Office

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the state

Ma Bell **Opposition to rate increase slight**

AUSTIN — Southwestern Bell Telephone Co. opens arguments for today, facing less opposition from the Public Utility Commission staff

because the telephone company volits third rate increase in three years untarily 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 mil-lion 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 in-creases in utility rates charged consumers

Rollins, 57, a onetime oilfield drilling equipment seller and more re-cently 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

quested and the sum recommended by the PUC staff are closer this year study of the written record in the case

> Cowden said 1,000 pages of written testimony and 2,000 pages of write hibits 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 hear-ings 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 mil-

Southwestern Bell serves about 80 percent of the telephone customers in Texas with 3.5 million connections and 8 1 willion 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 oneparty 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.

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

tongue-twisting title 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 Associate's 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 advertis-ing and television world. "Unfortunately," said Bill Harvey,

publisher of the Media Scie Newsletter and managing execution of the company, "we can't revea names of our clients. They are d red from publicity by two co erations. Naturally, there is a to maintain a competitive edge, mainly they are afraid they will accused of planning to manipu people's minds by playing the re-hidden persuaders, which they do really intend to do. Lao

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what's up

Tuesday DISCO ASSOCIATION OF A&M: There will be a fall organization

AGGIE CINEMA: "Fiddler on the Roof," will be shown at 8 p.m.

THEATER ARTS TRYOUTS: Tryouts for the first play of the year

MSC BASEMENT COMMITTEE: Will hold an organizational meet-

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

ing at 6 p.m. in the Basement Coffeehouse. All interested student

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 prospec

HILLEL CLUB: There will be a Hillel picnic at the Hillel Foundation

SOCCER CLUB: Will hold an organizational meeting at 8 p.m. j

THE HOW'S AND WHY'S OF INTERVIEWING": Will be dis

cussed at the Accounting Society meeting at 7 p.m. in Rudde

Thursday

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

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

There will be outings planned. For more information, call Vincea

'Happy Birthday, Wanda June," will be held in the Forum from

meeting at 7 p.m. in Room 402, Rudder Tower.

Rudder Theater

to 8 p.m.

are welcome

Fountain.

845-5957

Theater.

Theater.

Building on Jersey St.

Room 501, Rudder

Harvey said the company ently is conducting about six te month either for clients or in furt ing its own research.

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The tests employ electrom raphic recordings to test muscle sion but the main reliance is measuring brain wave patterns electroencephalograms. Effect ness of this measurement dem from the fact the right hemisphere the brain controls emotional sponse and the left hemisphere logical or intellectual response. The best immediate comm market for the testing obvious coln Parl with the broadcasting business advertising agencies," Harvey s "but its potential in the general field

of education and entertainme large - or in politics."

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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-

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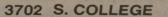
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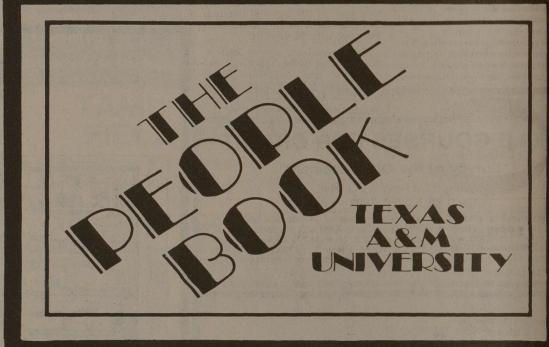
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