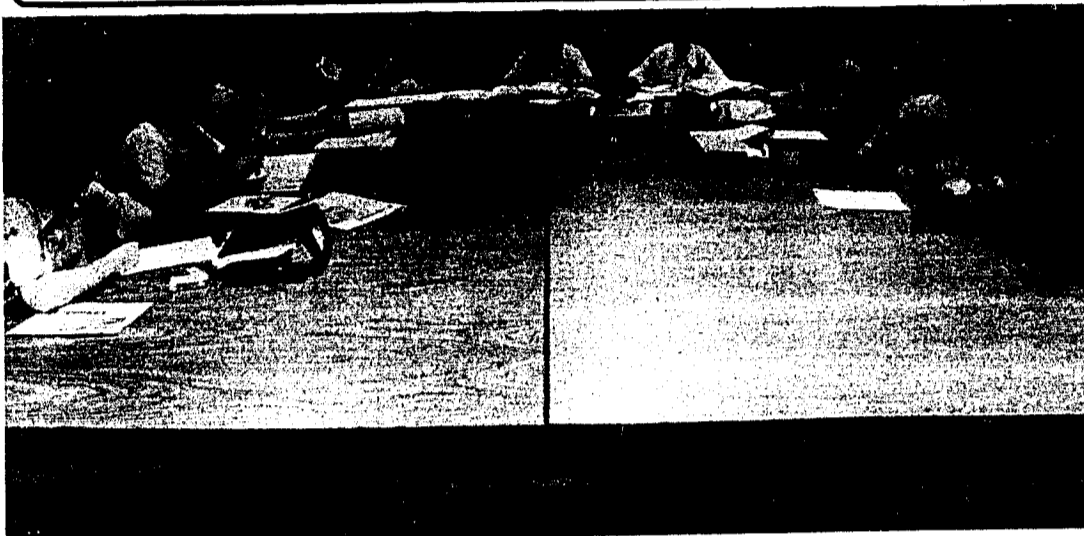


Idaho Argonaut

Moscow, Idaho Vol. 80 No. 4

Friday
September 5, 1975



Glenn Crickshank

Beer Cans Banned In Kibbie Dome

No beverage containers of any kind will be allowed in the new Kibbie-ASUI Activities Center, according to Dennis Hedges, center manager.

The container policy is intended to promote safety and cleanliness in the center and to help boost concession sales at events held in the center, Hedges said, explaining the new policy to members of the ASUI Senate Wednesday.

Hedges said the new policy was intended primarily to prohibit consumption of liquor at center events, but added the policy would apply to all containers regardless of what they contain.

The policy differs from one drawn up earlier this year by the student stadium board, which prohibited only bottles and cans from being brought into the center, according to John Hecht, stadium board member.

Hecht said the stadium board policy was overridden at the initiative of members of the University administration including President Ernest Hartung.

Hedges said he realized the new policy would not prohibit imaginative people from bringing liquor to football games and concerts.

One Senator, Maureen McProud, expressed doubts about the new policy while questioning Hedges after his presentation. McProud said she didn't think the new policy would work, and because of enforcement problems the new regulation is "useless."

Before Hedges' presentation ASUI Vice-President Gregg Lutman told the senate he thought the new container regulations were needed and added that he thought members of the senate would agree.

The stadium smoking policy, which prohibits all smoking in the stadium area but not in the outer corridors of the center, was also presented by Hedges.

The smoking policy would also be in effect at concerts, he said, and might be enforced by center employees who would uncover smokers with flashlights and leave the flashlights on the violators until

they stopped smoking.

Hedges said there were no real problems with the center roof which is "perfectly legal and safe." A state fire inspector had earlier said the roof might be a fire hazard. The same materials which were called into question by the fire inspector Hedges said were used in a dome stadium in New Orleans, La. and in a building at Notre Dame University, and were judged safe in both instances.

Warnick Blasts Regents

by David Morrissey and Randy Stapilus
of the Argonaut Staff

Current Board of Regents policy on alcohol consumption on campus is "totally unrealistic" David Warnick, ASUI president, said Thursday.

Warnick, speaking in the University Classroom Center to 30 journalism students and faculty, fielded questions ranging from the need for student collective bargaining to the high student-faculty ratio in several departments on the University of Idaho campus.

But it was the questions covering the alcohol problem that elicited the most interest.

Warnick, in a stinging attack on the State Board of Regents, labled the existing Regent policy on student consumption of alcohol - which prohibits such consumption on public school property as "totally unrealistic."

Charging the Board with an "unwillingness to demonstrate political courage" in facing this problem, Warnick suggested two methods through which a "more realistic" policy could be established.

"We must first seek to change the policy of the Board of Regents," Warnick said, indicating that this would involve extensive student lobbying with the Board. "Next we must

Law senators out

by Bill Lewis of the Argonaut Staff

Three members of the ASUI Senate resigned Wednesday, as part of an effort to establish a separate student government for students in the Universities College of Law.

The senators—Linda Copple, Gary DeMeyer and Lance Salladay, all law students, have been leaders in an effort to establish a student bar association that they could not effectively represent members of the ASUI while participating in that effort.

A bill that would create a bar association to represent law students was tabled by the ASUI senate Wednesday, shortly before the law students' resignations were announced. The bill had been introduced by De Meyer.

This brings the number of empty senate seats to four with another possible resignation on the way. Senator Ann Vogt married during the summer and resigned her seat and senator Britt Nichols is not expected to return to school, according to ASUI President David Warnick. Nichols is the senate president pro-tem.

Warnick, who will be appointing the new senators said he would have at least some senate replacements announced by September 10. He added he is presently taking applications for the seats. The presidential appointments are subject to senate approval and appointees seats will be up for election in December.

When the resignations were announced by ASUI Vice-President Gregg Lutman at Wednesday's senate meeting, they were greeted by a round of applause from senate members. The issue of creating a separate student bar association had caused some ill feelings between the law students and other senate members.

The resigning senators said in a resignation letter they were unable to effectively represent the ASUI while attempting to establish a separate student government for law students.

change the existing Moscow city ordinance," Warnick added, noting that it prohibits drinking in public buildings without a license.

Warnick indicated that a resolution would soon be introduced in the ASUI Senate urging the Board of Regents to reconsider their current alcohol policy. Referring to the city council, the ASUI president noted that a city council election would be held in November.

"We can change the membership of that council if we want," Warnick said. "If we do that, they'll listen to us."

Warnick also stressed the need for collective bargaining in order to improve the University of Idaho status. "We need not just a faculty that is organized," Warnick said, "but students organized as well. Collective bargaining is going to be the number one issue on campuses around the country in the next few years."

Insisting that students needed "an equal third party role" in any collective bargaining, Warnick stated that this bargaining could be used to help obtain additional funding for faculty positions.

Mentioning his recent presentation to the Joint Budget Hearings in Boise, Warnick stated that a unified faculty and

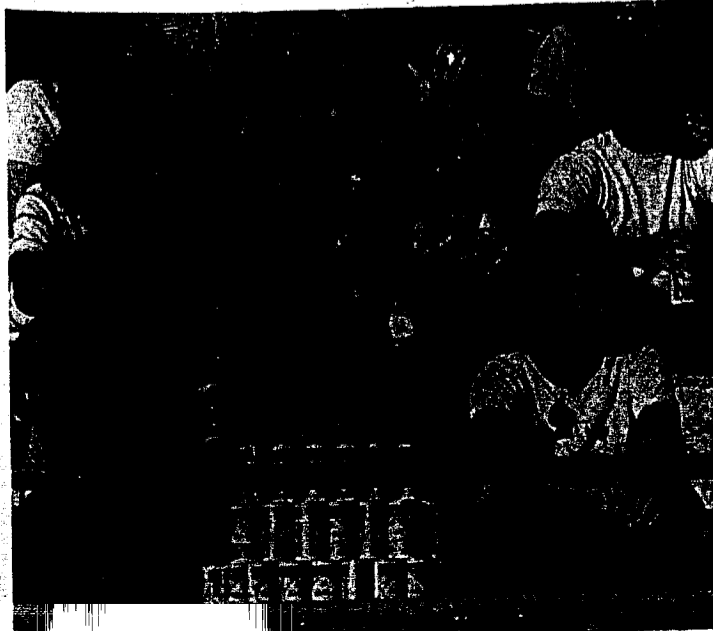
student body might have been able to obtain more funding for the University.

Warnick was also asked about a letter concerning the report submitted last July to the regents on the faculty ratio problem - a letter from Board of Regents President Janet Hay to U of I English Professor Barbara Meldrum.

Meldrum, despite some criticisms, backed the report submitted by student John Orwick to the regents, a report saying that there were far too few faculty positions at the U of I, and asking for 56.5 new positions.

Hay wrote a letter in reply recently, saying the plan was not feasible and denying reports that the board was predisposed to favor Boise State University over the U of I in budget matters.

Warnick also answered questions concerning the recent resignation of the three law students from the ASUI Senate ("They obstructed student interests.") and the use of Kibbie Dome for a future "Blue Mountain" festival. Warnick stated that festival musicians and listeners should be subject to "the same regulations" as any other group that uses Kibbie Dome. "No additional restrictions are needed."



Glenn Crickshank

Senate OK's liquor

The ASUI Senate took the first step in an attempt to allow the consumption of liquor on the University of Idaho campus Wednesday.

The Senate passed a resolution asking the Moscow City Council to change its regulations prohibiting the consumption of liquor in any public school. The city regulation has been interpreted to prohibit drinking on the University campus.

Earlier this year the regents rejected a motion to allow drinking on the campus partly because of the city regulation, according to ASUI President David Warnick. If city approval were given to allow drinking on campus, regents approval would still be needed before the liquor policy could be changed.

Asking the council to change its liquor regulation is the "only way to change the liquor policy," according to Senator

Bill Butts. The ASUI will have to try to put political pressure on the city council, Butts added.

Warnick said the city council regulation was not the only reason the regents decided against changing the liquor policy, but said the regulation "complicated the situation."

In other business at the Wednesday meeting, the senate passed a resolution asking that the ASUI receive a portion of fees paid by part time and summer students and approved the appointments of new Department heads for ASUI Communications and Promotions Departments.

The senate tabled a proposed endorsement of a plan by Warnick to incorporate the ASUI. The senate had endorsed the proposal last spring, and according to Warnick some senators thought it wasn't necessary to endorse it again.

The senate also indicated it

Intramurals begins new season

Another season of mens intramurals kicked off September 3, with touch football, and will follow with a schedule of sports activities ranging from pool to tennis to swimming.

Teams made up of off campus students, called the Town Men's Association, will combine with teams from the dormitories to compete in independent leagues in each sport. Fraternities form their own teams and will compete against one another. In the more popular sports, such as softball and football, the fraternity and in-

dependent champions vie for the campus championship.

Points are tallied for each team according to achievement in each sport. The team having the most total points becoming the overall campus champion. Last year the Delta Tau Delta fraternity won the title.

According to Robert Whitehead, new director of U of I intramurals, each dorm and fraternity has an intramural manager who organizes the teams. Off campus students interested in joining a team may contact the Intramural Office,

room 201, in the Memorial Gym.

Last year, 82.2% of the on campus males enrolled at the U of I participated in the program.

Approximately \$2 from the registration fee of each male student is used to fund intramural activities.

Cougars will use Dome

Tomorrow morning, the Washington State University football squad will conduct a private football practice in Idaho's Kibbie Activity Center.

According to Dennis Hedges, manager of the newly covered activity center, the practice will be closed to the public for two reasons. First, the ceiling at the facility is not yet completed and is not totally safe and secondly, the WSU Cougars want to keep the practice secret.

The Vandals will play WSU on November 15. Idaho's Head Football Coach, Ed Troxel, said he doesn't object to WSU using the facility in fact, he is all for it.

Washington State has, on numerous occasions, allowed the Vandals to practice at their field in Pullman. Last spring, when the weather was so foul in Moscow, WSU allowed Idaho to hold a scrimmage at Pullman.

All practices and tours of the Kibbie Dome have to be arranged in advance with the contractor, according to Director Hedges. He said the Vandals have practiced in the facility on several occasions and many organized groups have toured it, but they have had to sign special liability waivers.

Hedges said students will be able to visit the center when work on the roof is completed in one and a half to two weeks. "It is only the safety factor preventing students from touring it now," he said.

Besides four Idaho home games in the Kibbie Dome this season there will probably be some Moscow High School grid action and maybe even a Shrine game. The Shrine game would be a double header high school football event. All high school games are only tentatively scheduled though, according to Hedges.

What's Happening

Charles Reitr

The major event taking place this weekend will be the showing of the Academy Award winning movie "The Sting" which will be shown tonight and Saturday at 7 and 9 p.m. in the SUB Ballroom. The film stars Paul Newman and Robert Redford and admission will be 75 cents. For science fiction enthusiasts, the movie "Zardoz" starring Sean Connery and Charlotte Rampling is currently being shown through till Saturday night at the Micro Moviehouse. Starting Sunday and through Tuesday is the movie "Julie and Jim" which deals with menage-a-trois. The movie features Jeanne Moreau and Henri Serre in the major acting roles. Movies at the Micro Moviehouse are shown at 5, 7:30 and 9:45 p.m. daily and an extra midnight showing on Friday and Saturday. Admission is \$1.50 daily and one dollar at the midnight showings.

For more livelier entertainment you can dance to White Cloud from 9 to 1 Saturday at Dirty Ernie's. There is a one dollar cover charge. Hal Olson and his uptown country sound can be heard this weekend at the Eagles Capricorn. Playing at the Mark IV Inn and Lounge is Tim Mansinger from the Tri-Cities. He plays five different string instruments and his repertoire consists of contemporary folk and humorous ballads.

Playing at the Kenworthy is the action western "Bite the Bullet" starring Gene Hackman and James Coburn. Action gets underway daily at 7 and 9:15 p.m. For those who like zany comedy Woody Allen and Diane Keaton star in "Love and Death" which is currently being shown at the Nu-Art nightly at 7 and 9 p.m. Those who are into romance can take in Jacqueline Susann's "Once Is Not Enough" which is currently at the Cordova in Pullman. The movie stars Kirk Douglas and David Janssen and is shown nightly at 7 and 9:10. The Audian Theatre in Pullman is presently closed for summer vacation.

Idaho
Argonaut

Published Tuesdays and Fridays by the Student Communications Board of the University of Idaho; Kenton Bird, chairperson.

Student subscriptions: .91 per semester (student fee allocation); mail subscriptions: \$5 per semester; \$8 per year.

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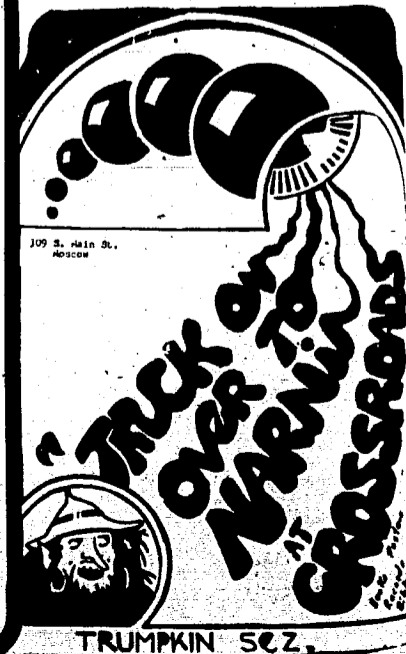
Sept. 20, Survival Training at Fairchild AFB Survival School Oct. 24, and a Practice Search Dec. 5 and 6.

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You can participate in these and other adventure activities without incurring any military obligation. For further details contact Carl Key in Room 101 of the Memorial Gym, 885-6528.

Army OEP, we're not for everybody, but we're certainly worth a look.



An era has passed

It was an occasion. The mood was quiet and somber in the Chief's room (alias the senate chambers), as the nine attending senators delivered their final communications for the evening.

Eighteen cold eyes sat in judgement while surveying the three empty chairs which stood as barren symbols of negativism and legislative footdragging.

On the verge of adjournment, the Vice-President was reminded of a slip of paper—a simple message written and signed from the occupants of the three chairs which now were as a void in the chambers.

Before uttering the words which fulfilled the deed, the atmosphere became one of anticipation. Relief was approaching and it wasn't spelled ROLAIDS, but rather RESIGN.

What had been said came to pass, and the famine had become a memory. The legions rejoiced, frivolity became common for at least one minute, and the world was happy once again.

Yes indeed, the firm of Salladay, Copple, and DeMeyer had relocated. Unable to represent their constituency, they followed in Nixon's footsteps, leaving behind their elected offices and going forth to battle with the elements of law.

An era has passed for the ASUI. Student legislation may become droll and routine. Dissention and buck passing within the ranks is now in the hands of amateurs, for the masters are gone.

And yet, there remains a nagging thought in the back of the mind. What if the replacements learn from their successors?

Give us the statistics

To the Editor:

Your article, "Study Tells All: Attractiveness Depends on Buttock Proportions," in the August 24 issue of the Argonaut has prompted this letter to you and the gentlemen responsible for the survey.

The presentation of data from the survey in the article was very poor and almost not decipherable. Plugging what I believe are the data for sum and sum of squares of the ratings for WSU (232.95 and 618.834) and U of I (236.06 and 624.53) girls into my HP-45 yields average ratings of 2.33 (instead of 2.32) and 2.36 for WSU girls respectively. These numbers are only mean ratings and not "mean buttocks width" as the article seems to indicate.

Cranking these numbers through the proper formulas yields 0.874 (instead of 0.90) and 0.824 for standard

deviations for WSU and U of I ratings respectively. The t-value calculated from this data is 0.25 and indeed is less than the 1.98 table value necessary for significance at the 5 per cent level. This leads to the conclusion of no difference.

Please pardon this critical evaluation of these data you have presented. However, if we desire to rate a lady's attractiveness in terms of a number, it behooves us to be sure we have our "figures" straight, so to speak. The gentlemen responsible for the survey are to be commended for their diligent efforts in the pursuit of research. I agree wholeheartedly with their call for more data in order to better evaluate the female populations of WSU and U of I.

Sincerely,
Dave Harsch
Washington State University

Resignation is the answer

At Wednesday's senate meeting, one could hear cheers of emotional excitement from ASUI President David Warnick. The reason: three allegedly troublesome law student senators, frequent centers of contention between the ASUI President and the ASUI Senate, officially resigned their senate positions—making five vacancies on a thirteen-member senate.

Warnick is lucky. Few presidents have been able to appoint their own legislative branches. How Warnick handles this situation will determine the future of the Associated Students of the University of Idaho.

If the appointments are sound, then Warnick will be regarded as a president whose philosophical purposes included the dynamic development of student interests on all levels of student concern. Conversely, if Warnick's appointments are ill-conceived, political manipulations generated to further Warnick's personal political ends, then the local ASUI historians will have little admiration of Warnick's many administrative talents.

We hear few cries of concern from those student voters who elected the law students—those who believed the ASUI to be a lethargic vulture from which little positive innovations accrue.

The election of the law students represented widespread disillusionment and existential apathy from which only a radical hysterectomy in the structure of student government could save. Students hoped that the election of the law students would end the petty politics and parlor-game atmosphere of student government in its present form. But...the law students could not change the nature of the ASUI, and they prevented others from similarly making positive gains.

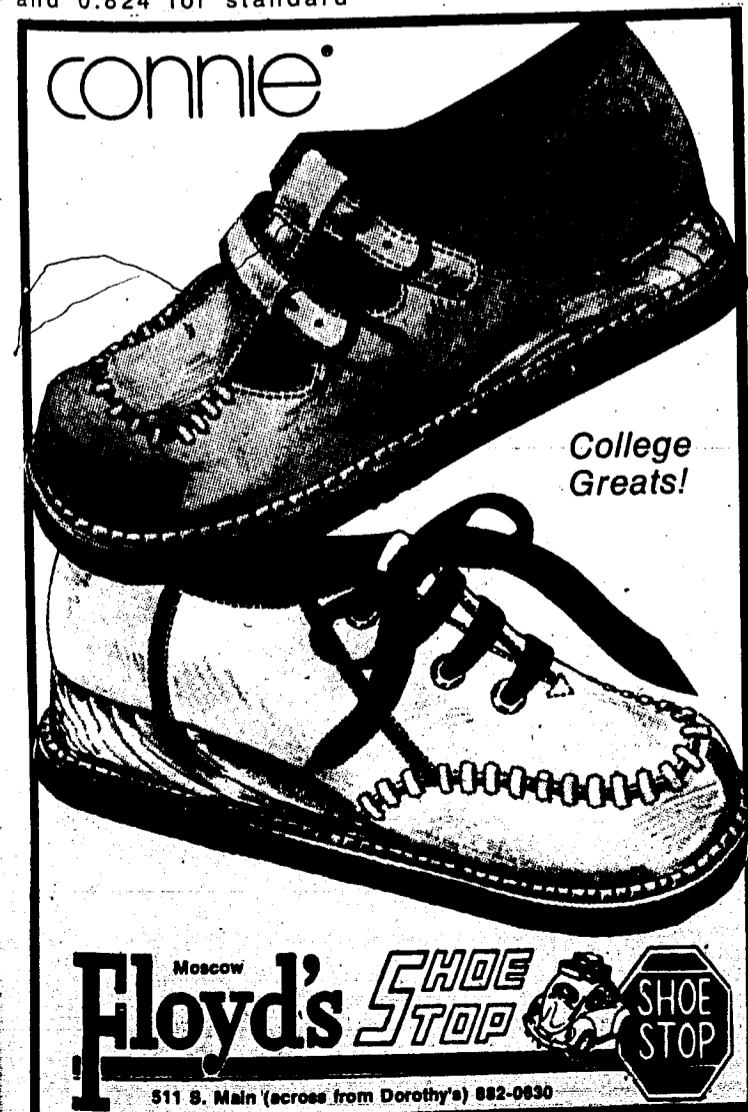
One logical inconsistency in Warnickian philosophy may develop as he provides replacements for the five former senators. Warnick promised to replace Ann Vogt, a resigned senator from the Greek side of campus, with another sorority girl of similar interests. The logical idea was to continue representation of their constituency.

However, it would also seem consistent that Warnick would choose similar philosophical types to replace the law students, and Britt Nichols, a former member of Shoup Hall.

Will Warnick be consistent? Will Warnick appoint senators who represent the opinions and emotional tonality of the no-more-bullshit law students? The answers will be found in the nature of the future appointments, to be announced next Wednesday.

Hopefully, Warnick's appointments will show that Warnick has concern for the health and welfare of the Associated Students—and not primary concern for his own political future. Warnick sits at the helm of his own metaphorical ship—a senate answerable to him alone.

The Argonaut would like all Senate candidates to drop by the office and talk to Marshall Hall or Randy Stapilus.



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The University of Idaho Dairy Center



This young calf looks on in envy at her older counterparts and thinks of the day when she too can become a part of the project.

by Blaine Baertch of
of the Argonaut Staff

The University of Idaho is home to a dairy herd of 80 registered purebred Holstein cows.

Housed at the University's dairy center behind the proposed Palouse Empire Mall site, the herd is used for instruction and research, as well as milk production, said herdsman Dennis Woodruff.

Current research includes the areas of nutrition, reproductive physiology, feeding, bedding and hormones.

The herd is also being used in conjunction with agriculture science laboratories in feeding and management. In the spring, it will be an integral part of a class in artificial insemination and pregnancy, said Woodruff.

Experiments in the bedding of the cows indicates that individual bed stalls may be better than one large open pen, said Woodruff. The individual stalls take less room, are easier to clean and need less bedding material.

In the past, woodchips have been the traditional bedding material. However, said Woodruff, they are getting expensive. Therefore, the dairy center has been experimenting with other bedding materials including rubber mats, Astro-turf, and indoor-outdoor carpet.

It appears, though that the most successful of the new bedding materials may well be recycled fibres reclaimed from the cows own manure, according to Woodruff.

The remainder of the manure is made into liquid fertilizer to be used on the University's pasture land and farms.

Also being considered, is a plan to recycle the water used to wash the stalls so that the same water will be used over and over.

Every year 200 tons of baled hay, 1,200 tons of alfalfa silage (grown on the University's farms) and concentrated grains are needed to keep the herd in food, said David Thacker, assistant research professor for dairy science.

Each cow will eat 62 pounds of feed mix per day and consume ten gallons of water.

From this the University not only gets its fertilizer, but also 140,000 gallons of milk as a byproduct of keeping the herd for teaching and research.

According to Thacker, an average mature Holstein weighing around 1,500 pounds will give about six gallons of milk a day or 1,750 gallons in a ten month lactation cycle.

After ten months, the cow is rested for two months, calved and put back into production.

All of the milk is sold to the Darigold Creamery of Spokane. In fiscal year 1974-75, the sale of the milk generated \$68,587, said Dr. Jack E. McCroskey, department head of Animal Industries.

The money is put back into two income funds, said McCroskey. One is a general University fund that is used by all departments of the school. The other is an agriculture experiment station fund for use by

the College of Agriculture.

However, McCroskey said, the income is figured as part of our revenues when the legislature sets our budget.

This spring, 65 calves were born at the dairy center, said Woodruff. The calves spend their first day with their mother and then are kept in individual pens.

All heifers are kept and eventually added to the dairy herd, said Woodruff. The bulls are either sold to the Department of Veterinary Science or sold at auction in Lewiston.

For the first two months, the calves are fed on whole milk with one daily feeding of clostrum, or mother's milk. Clostrum is a different composition from non-maternal milk bought in stores and is not sold commercially, said Woodruff.

When the cows are two years old they have their first calf and are put into milk production. Woodruff said the average cow will produce for four to five years.



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When a cow is no longer good for milk production, it is either sold to the meats lab on campus for instruction and eventual hamburger or sold at auction in Lewiston, said McCroskey.

The cows are milked every 12 hours, generally at 2:30 a.m. and 2:30 p.m. under the direction of milker Frank Martin. He is assisted by seven hired students who rotate the pleasant task of getting up at 2:30 a.m.

To keep the herd healthy, said Thacker, an active vaccination program is utilized. Between the ages of 3 and 5 months, the calves are given a once-in-a-lifetime seven-way vaccine. Every year the cows receive three separate vaccines to control viruses, respiratory and reproductive diseases.

"All well managed dairy herds have a strong vaccination program," said Woodruff. "But, sound management and sound nutrition will solve a lot of problems."

The dairy herd was started in 1907, according to Dr. Richard R. Ross, a 28 year faculty veteran in dairy science. That was the year the Department of Dairy Science, of which Ross was chairman from 1960 to 1970, was formed.

The dairy barns were originally located on the land now occupied by the Performing Arts Center and the Law Building. The area of Theophilus Tower and Wallace Complex was the pasture land.

In 1965, Ross was instrumental, said Woodruff, in getting the new dairy facilities built at their present location behind the proposed Palouse Empire Mall site.

"We're much more modern than before," said Ross. "In fact the dairy facilities are more modern than any of the other livestock barns. The cattle, which were added to the University in 1909, are still pretty much in their original facilities."

The Department of Dairy Science was incorporated into

the Department of Animal Industries in 1970.

Before 1973, milk produced by the dairy herd was processed by a University operated creamery. Ross said they never did bottle the milk, but sold it in dispenser containers to the dorms and other areas on campus.

However, cheese, ice cream and other dairy products were marketed. "It was good quality and enjoyed a good reputation," said Ross. "At Christmas the Dairy Science Club would put together gift packages that would be sent all over the country."

This past summer the Board of Regents had the creamery equipment sold to the Idaho State Penitentiary in Boise, said Ross.

The herd is presently being computerized to allow for improved management of breeding, production, and health.

All breeding is done through artificial insemination. Bulls from all over the country can be selected on the basis of their production potential, repeatability or physical characteristics, said Woodruff.

An ampule of ten to fifteen million viable sperm cells is then shipped to the University, packed in liquid nitrogen. Although ampules may sell from \$2 to \$1,000 depending on the bull, the average price for that used on the University's herd is around \$15, said Ross.

All of the animal industries feed, including 2000 tons of silage, are stored at the dairy center, said Woodruff. Presently under construction is a new hay shed that will store 600 tons of baled hay.

Currently the dairy industry is the fourth largest industry economically in the State of Idaho. Only beef, potatoes and wheat bring more money into the state than dairy, said Woodruff. "and it is going to get more important as food gets scarce," he said.

Having been a part of the dairy sciences at the University for 28 years, Ross predicts a good future. "We could use more support help in the form of graduate students and technicians, and more feed processing equipment like a pellet mill," he said. "But, overall everything looks pretty good."



A star is born! Who would ever believe this spotted four-legged mammal would ever get her picture in the Argonaut.



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Troxel anticipates good season

With a little over a week before the season's football opener at Arkansas, Head Coach Ed Troxel is optimistic and says his grid squad is really shaping up.

"Although we still aren't as big and strong as I'd like, we'll be a quicker and more physical ball club this year," Troxel said.

The Vandals should have a more solid defense this season, especially the secondary and linebacking corps. Three of four defensive backs from last year will be back sporting plenty of experience. Although Craig Coleman was lost to graduation, defensive backs Chuck Love, Bill Clark and Bill Kielty are back.

Strong side linebacker will be J.

C, transfer Ken Petticolas and there is a battle for the weak side linebacker between Kjell Killsguard and Mike Siva, who is coming back after an injury.

Anchoring the front five on the Vandal's: "Oklahoma defense" will be ends Doug Fisher and either Rick Sullivan or Jeff Phister, depending on who gets the nod from the coaching staff. Another fight for position is for the nose guard slot between Dave Gallick and Tom Ellertson.

Highlighting the offense are two all-Big Sky stars, fullback J.C. Chadband and tight end Steve Duncanson. Chadband will be gunning hard for the Vandals in his last year with the team. Last year he gained 758

yards in nine games and this year, behind a stronger offensive line he could come near the 1,000 yard mark.

Duncanson has been hailed as the "greatest tight end in Vandal history" and should have another exceptional season. Troxel said Duncanson has great hands and is an outstanding blocker.

At quarterback will be Dave Comstock, who underwent surgery in the off-season to have a separated shoulder repaired. Challenging Comstock is a redshirt from last year, Ken

Schrom. According to Troxel, Schrom has been looking good and should get lots of playing time.

The backfield should be one of the offense's strongest points with Chadband and Comstock. At running back it will be Monty Nash or Robert Brooks, but both will be playing a lot. At flanker will be the only freshman on the squad, Bob Cheek.

Returning at split end is stand out Tim Coles and Chuck Fillipini will probably get the nod for placekicker.

The offensive line will be slightly small, but most of last

year's will be back. Will Overguard and Clarence Hough will be the cornerstones of the left side playing tackle and guard respectively. John Yarno will handle the chore of snapping the pigskin at center.

At right guard it is a battle between Joe Dahlin and Mike Kramer, a starter last year, who sustained a thigh injury two weeks ago.

Troxel is pleased with the effort and determination shown by his squad. "With a week to go before the season there are battles going on for five positions," he said.

WRA offers range of sports

"Ready, set, 28, 42, 10, hike hike" is a football phrase that sounds sweet to many university men this time of year. But football can also become a reality to U of I women, if they grab the opportunity to participate in WRA (Women's Recreation Association) intramurals.

Flag football, the first program, will begin September 8, and continue through October. A booklet, containing the dates of the activities will be

offered in two weeks at the WHEB.

All women who are students of U of I are automatically members of the WRA and are able to become involved with each sports program. The activities include: flag football, golf, track, volleyball, swimming, basketball, table tennis, coed volleyball, badminton, square and social dance, softball, and tennis.

Each sorority and living group on campus has a WRA

representative who informs her group of each sport and dance program. The individual living groups may then organize their own teams for each sport.

Points are kept on the achievements of each team for each sport; the one with the highest total number becoming the Tournament Champion. Other trophies for sportsmanship, winner of individual sports tournament, and Woman Athlete of the Year are awarded.

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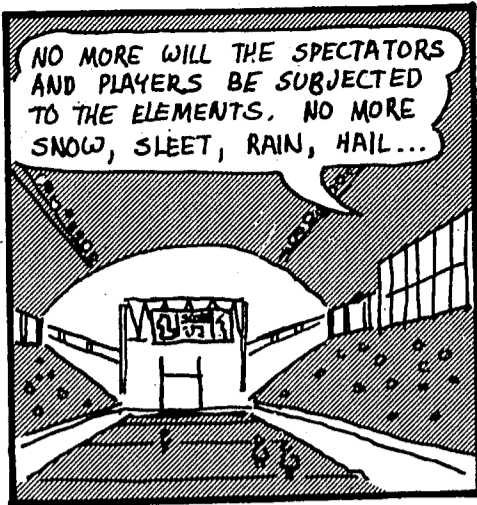
Earn while you learn:

Work on poverty related projects in locations throughout the state. One year time requirement, **\$200** per month allowance, **full year academic credit** available in: Political Science, Geography, Sociology-Anthropology, Psychology, Forestry, Home Economics, Architecture, Art, or General Studies. Junior level or above academic standing required.

Call the Community Development Center at 885-6147 between 7:30 a.m. and 4:30 p.m. for personal interviews and information.

Pick up applications at the Community Development Center, Room 110 in Old Forney Hall before Sept. 12.

PROJECT BEGINS SEPT. 22



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Argonaut Classifieds

Help Wanted, Male or Female. Address envelopes at home. \$800 per month possible. Offer details. Send 50 cents to: Triple "S", 699-A34, Highway 138. Pinion Hills, CA. 92372

WOMEN is seeking articles to be sold on consignment at a public auction to be held on Sept. 7. Call NOW 882-7351.

WANTED: Used Kayak at reasonable price. Inquire 602 S. Adams anytime. Kevin.

NATIONAL ORGANIZATION FOR



United Way fund drive set

University Relations will be promoting a United Fund Drive on Sept. 13.

Organizers of the drive, Jim Barnes from University Relations and Greek Advisor Bruce Pittman, say volunteers should meet in the SUB at 8:30 a.m. Group leaders will get groups together and each section will cover a certain part of town, going from door to door collecting donations for United Way.

Events

Argonaut

There will be an opening social at the LDS Institute tonight at 7. A free hayride, dancing and refreshments are planned.

A physics colloquium will be held Monday night in room 112 of the Physical Science Building at 4 p.m. John Gladwell, Director of the Idaho Water Resources Research Institute will speak on "Some Thoughts on Technology Assessment."

Soup and sandwiches will be served at the Campus Christian Center Sunday night at 7 p.m. Everyone is welcome.

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if you've got it

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Our exotic woven leather huarache has a lot more goin' for it than just its great upper and high wood-look wedge. The bendable, easy-goin' bottom is the kind that makes walkin' fun!

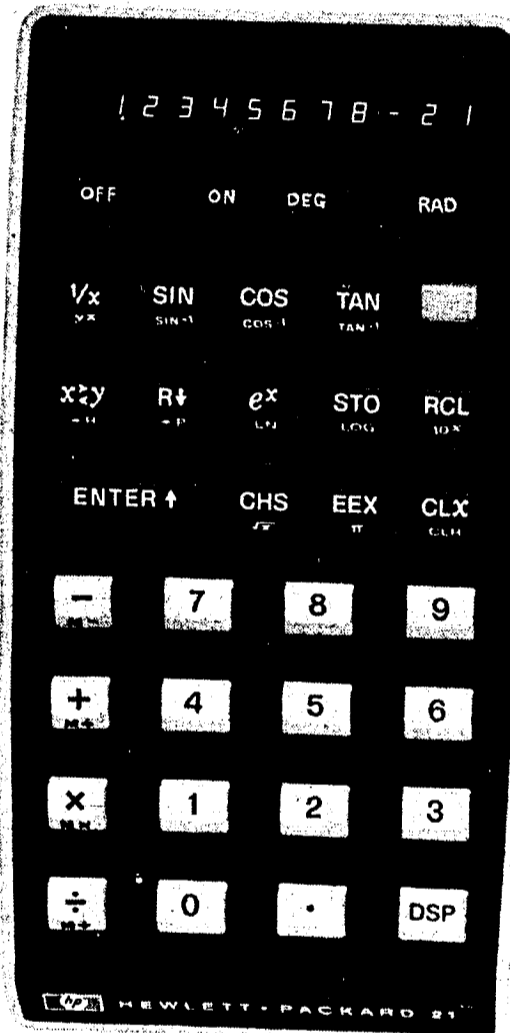
Get yours in brown leather uppers, \$18.

FANFARES.

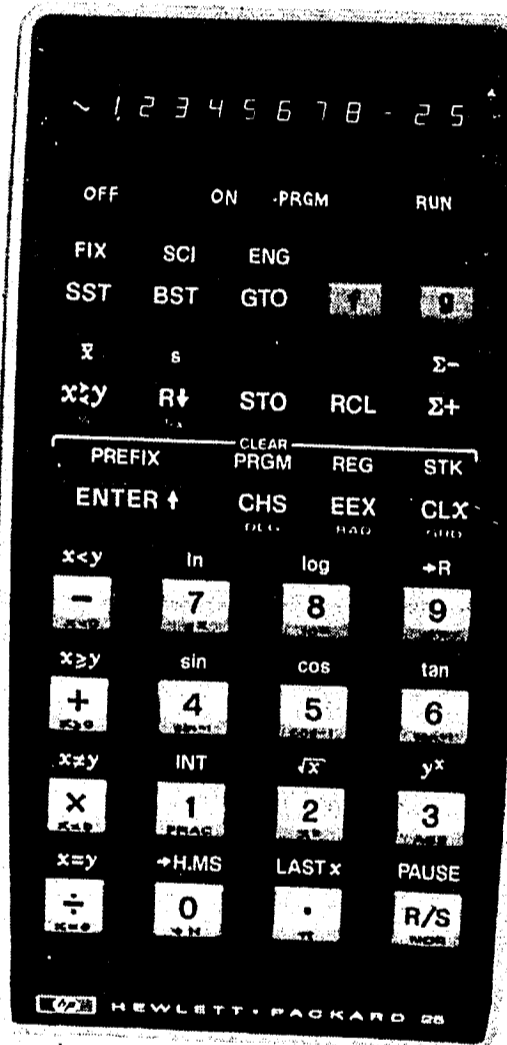
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The uncompromising ones.



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The calculations you face require no less.

Today, even so-called "non-technical" courses (psych, soc, bus ad, to name 3) require a variety of technical calculations—complicated calculations that become a whole lot easier when you have a powerful pocket calculator.

Not surprisingly, there are quite a few such calculators around, but ours stand apart, and ahead. We started it all when we introduced the world's first scientific pocket calculator back in 1972, and we've shown the way ever since.

The calculators you see here are our newest, the first of our second generation. Both offer you technology you probably won't find in competitive calculators for some time to come, if ever.

Our HP-21 performs all arithmetic, log and trig calculations, including rectangular/polar conversions and common antilog evaluations.

Its display is fully formatted, so you can choose between fixed decimal and scientific notation.

Our HP-25 does all that—and much, much more. It's programmable, which means it can solve automatically the countless repetitive problems every science and engineering student faces.

With an HP-25, you enter the keystrokes necessary to solve the problem only once. Thereafter, you just enter the variables and press the Run/Stop key for an almost instant answer accurate to 10 digits.

Before you invest in a lesser machine, by all means do two things: ask your instructors about the calculations their courses require; and see for yourself how effortlessly our calculators handle them.

See both the HP-21 and HP-25 on display today at your bookstore. And ask the Hewlett-Packard representative to show you just how valuable an HP calculator can be.

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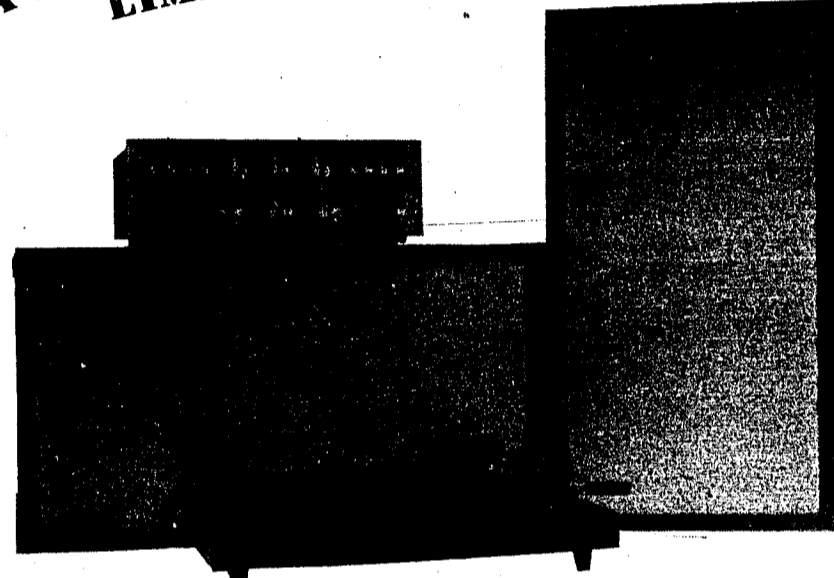


STEREOCRAFT Presents....

"HOW TO COMPARE LOUDSPEAKERS" (page 2)
... and a dazzling lineup of the newest and best components, singly and in systems ... by:

CROWN **ES** **DAHLQUIST** *Phase Linear* **marantz.**
TEAC. **PIONEER** **SONY** **ADVENT** **YAMAHA** **AND 20 OTHER MANUFACTURERS!**

A TYPICAL STEREOCRAFT SYSTEM VALUE! HURRY ON THIS ONE, THOUGH... LIMITED TO PRESENT STOCK



ADVENT
BIG

marantz.
We sound better.
EMPIRE

A special buy on the Marantz 1060 amplifier is instrumental in our being able to offer this excellent system value. The 1060, with 30 watts RMS per channel (20-20,000 hz, with not more than 0.5% total harmonic distortion), has sold more copies than any other amplifier in the history of high fidelity!
The speakers are everybody's favorites, the Larger Advents. (See Page 5 for a complete writeup on this industry phenomenon.) To put it briefly, the Advents bring you all the music, from nearly subaudible bass to sparkling highs. They're known everywhere as the finest loudspeaker value ever offered.
The turntable is the brand new belt-driven B.I.C. 940: it's programmable for up to 5 plays of one disc, automatic play of a stack of records, and is also a fine manual table.
The durable, light-tracking Empire 2000D-III cartridge completes the system.

Total Value \$672
Our Price,
While They Last

\$499

A GOOD, OLD FASHIONED SUCCESS STORY

In autumn, 1970, two Ellensburg audiophiles were bemoaning the necessity of traveling to the coast in order to see what was new, or even good, in high fidelity components. They were not 'nuts' of some sort, but just a couple of guys who liked to listen to music the way it's supposed to sound. Their conversation evolved from "Someone ought to open a shop on this side of the mountains" to "Why don't we ... ?"

Result: In January, 1971, the first STEREOCRAFT shop opened in Ellensburg, in a 14 foot by 14 foot store. In July the store moved to its present 3000 square foot location at 408 North Pearl St. For many reasons (some are listed on the back cover), business flourished; and plans began to take shape for another opening.

In July, 1972, STEREOCRAFT opened in Pullman, and soon encountered a familiar problem: the business outgrew the location. Result: in June, 1973, the Pullman store moved to its present spacious location at South 306 Grand Avenue, above the Oriental Restaurant.

In March, 1975, STEREOCRAFT opened in Yakima, at 711 West Yakima Avenue, in a location large enough to accommodate the business without a move in the near future. (Of course, we'd be pleased to outgrow it!)

There you have the story so far. We like our business; we've pleased a lot of people who already knew what they wanted in a music system, and we've surprised and delighted a lot of people who didn't know how much enjoyment they could buy for relatively few dollars. If you're an old friend, forgive this reminiscing. If you're new to us, come on in; we could be very good for each other!

We enjoy our business! Here are some solid reasons for you to enjoy doing business with us:

1. STEREOCRAFT has the best prices — always competitive, and we've got THE BRANDS YOU WANT.
2. SATISFACTION GUARANTEED! Money back within 7 days of purchase (for unblemished gear, complete with cartons, manuals, blank warranty cards).
3. PRICE PROTECTION POLICY: If you buy a system from us and see it advertised for less within 45 days (a most unlikely event!), bring us the ad; we'll refund the difference.
4. GUARANTEED TRADE-IN VALUE: You may "trade up" any item (speaker, turntable, etc.) (undamaged, in carton, with warranty card) any time within 30 days and receive FULL PURCHASE PRICE as trade-in allowance. (Trade must be toward item of equal or greater value.)
5. SPEAKER TRADE-UP POLICY: You may trade back your undamaged speakers for FULL PURCHASE PRICE, ANY TIME WITHIN A YEAR OF PURCHASE, toward speakers costing at least twice as much.
6. EXTENDED WARRANTIES on all STEREOCRAFT pre-selected systems.
7. FREE local delivery and set-up, if you desire.
8. LOANER EQUIPMENT: If your STEREOCRAFT purchase ever requires warranty service, we'll lend you a replacement.
9. CONVENIENT FINANCING: We'll help you arrange financing on your purchase if you wish.
10. STEREOCRAFT SYSTEMS FEATURE ONLY NAME-BRAND, HIGHLY RESPECTED SPEAKERS like Advent, JBL, Audioanalyst, Dahlquist and Braun — no phony "private label" speakers with names like "Shazaam," "Atlantic" or "Mirage." We care enough to give you the very best!

Our recommendations are based upon experience and tests, not intuition and profit margins.

All of us at STEREOCRAFT are into music, and we know what music systems should sound like. Our staff includes several professional musicians. We have tested literally hundreds of components from over fifty manufacturers, and have acquired the knowledge and experience that enable us to put together well-matched, high performing, soul-satisfying music systems at moderate prices.

STEREOCRAFT

PULLMAN
SOUTH 306 GRAND AVENUE — 567-5922
"ABOVE THE ORIENTAL"

ELLENSBURG
408 NORTH PEARL — 963-2830
"1/2 BLOCK NORTH OF GOOFY'S"

YAKIMA
711 WEST YAKIMA AVENUE — 457-3383
"2 DOORS WEST TO TACO TIME"

WARNING!

Buy speakers without
"Listening Comparisons"
At Your Own Risk!

There are several very slick, well-run mail order hi fi outfits, apparently staffed only by scrubbed, earnest-appearing young men, women and a few dogs, which are in reality the college-directed efforts of larger "straight" hi fi stores. Their big job is to show you a huge discount from a fictitious list price to convince you you'd be getting a real bargain by buying their system with speakers of an unknown brand or unknown models of some familiar brand. You never need fear that STEREOCRAFT will employ this tactic.

For example, we could use the Altec 3841 or Altec 876B instead of Advents in our systems and make the retail prices of our systems increase by \$130, thus making our discount price even more impressive — and at the same time our actual cost would be \$16 lower! However, the Altecs don't hold a candle to the Advents, which go a full octave lower in the bass and are much better balanced.

As another example, consider the Electro Voice ETR series (models 14, 16, 18). The "top of the line" ETR 18 lists for \$149.95; the Larger Advent lists for \$122; yet the Advent cost us

80% more than the ETR 18! It's clear that we could show you a much more impressive "savings" using the ETR 18. Just as clear, however, is the superior sound quality of the Advents.

A final example is provided by speakers such as the KLH 30. This is not a regular KLH speaker — as a matter of fact, it comes as part of the KLH "compact system!" Yet a certain warehouse will in one breath claim that they are a "favorite among critics," and in another will tell you to avoid being ripped off by your local retailer! Now who's the ripoff artist? We are here and have to face you; we can't afford to rip you off!

STEREOCRAFT GIVES YOU BETTER SOUND AT WAREHOUSE PRICES!

Do you begin to see our reasoning? You don't listen to inflated markups and phony discounts — you listen to speakers! More than any other single factor, the speakers determine the sound of your system. We genuinely believe that our systems offer the best sound for the money — anywhere! Read on!

Some things you should know before shopping...

Among most of today's comparably powered amplifiers and receivers there is little, if any, audible difference when they are auditioned with the same turntable, cartridge and speakers. (There are exceptions. The lower-powered Yamaha and Sony receivers have more punch than the competition in the deep bass region. This is especially important with speakers such as Advents which have extended low frequency capability.)

There are, however, real and dramatic disparities among speakers which can spell the difference between a mediocre system and one that will bring you lasting enjoyment. To make sure you don't make a mediocre choice, here are some simple and interrelated facts which can be enormously helpful in comparing speakers.

Suppose for the moment that you are comparing the sounds of two sets of speakers by switching back and forth between them. If both sets are identical models from the same manufacturer, then you should not hear any difference. If however, one set is louder (even if the difference is only slight), then you would pick the louder of the two as sounding 'best' — even though there is no difference!

FACT ONE: ALMOST REGARDLESS OF 'QUALITY,' THE NORMAL LISTENER PREFERS THE LOUDER OF TWO OTHERWISE SIMILAR-SOUNDING SPEAKERS.

To understand why this is important, you need to understand speaker efficiency. There is no particular virtue in one speaker being more efficient than another; they are simply the results of different design strategies. The efficiency of a speaker refers only to how loudly it will play for a given setting of the volume control. Stated simply, one speaker may need more power than another to produce the same volume level.

When you compare two different speakers, then, if you use the same volume setting on the amplifier, the more efficient speaker will play louder and this louder speaker will sound 'better,' whether or not it really is. The truly important differences, such as frequency range, distortion, and tonal balance will be obscured. Hence:

FACT TWO: IN COMPARING SPEAKERS, BOTH (ALL) MUST BE PLAYED AT THE SAME VOLUME.

Fact two also concerns speaker efficiency and, in particular, its relation to bass response. This relationship is summarized in

FACT THREE: FOR A GIVEN CABINET SIZE, THE GREATER THE EFFICIENCY OF THE SPEAKER, THE LESS THE DEEP BASS RESPONSE.

In practical terms, this means that a highly efficient bookshelf speaker is not capable of moving enough air at low frequencies to produce the lowest (30 to 50 Hz) notes at their proper volumes. If you opt for a high efficiency speaker, you do so at the expense of genuine low-bass performance. Since the performance of a speaker in the deep bass has much to do with the enjoyment you get, this can be an expensive trade-off; deep bass in a high-efficiency speaker requires massive drivers and a cabinet of generous dimensions.

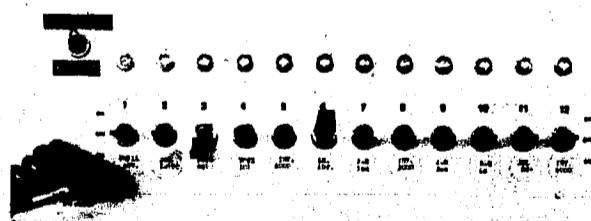
CAVEAT AUDITOR: It is common to think that one speaker has 'more bass' than another when, in fact, the greater 'bass' you're hearing is an exaggerated mid-bass boom we affectionately refer to as "juke-box bass." Not only is this phony bass fatiguing, but is also obscures the genuine deep bass which may exist (you'll never know!). If you seem to be taken in by this misleading phenomenon, we won't hesitate to tell you, and will demonstrate the effect by appropriate choice of program material.

High efficiency is not all bad. In fact, it can be very useful to you if you already have an amplifier or receiver with extremely limited power (10 or fewer watts RMS per channel). If you like your music very loud and don't wish to get a better amplifier, then you will need a more efficient speaker. Indeed, some listeners simply prefer the characteristic "high efficiency sound;" and should you find yourself among them, you'll find a broad selection of speakers from which to choose at STEREOCRAFT.

What to demand in any speaker comparison

Contrary to what is commonly believed, choosing speakers does not have to be difficult or confusing. But like all myths those which surround speaker selection, has some basis in the real world. If you don't have access to adequate demonstration facilities you will end up choosing speakers with as much information as you would get by comparing amplifier specifications written in Swahili.

The differences between speakers could be understood by everyone if it weren't for the afore-mentioned variations in speaker efficiency. To permanently lay to rest the misleading myths about speakers, we



"The Lie Detector"
(not for sale)

have recently installed a new speaker comparison device in each of our audio showrooms. This unit in no way alters the sound quality of the speakers connected to it. What it does is enable you to compare speakers of varying efficiencies at the same

volume level. Our comparisons are instantaneous because even a one or two second delay in switching would be sufficient to cause you to forget what the first pair sounded like before you heard the second pair.

Only with this kind of comparison can you hear and evaluate all the performance characteristics of the speakers you are considering and on the basis of concrete information make a rational choice.

Our speaker comparator replaces magic with reason, and gives you the tools you need to be a participant rather than an observer in the selection process.

NOTE: Since this page pushes no particular product, no manufacturer will help us pay for it. The cost (about \$350) comes right out of our pockets. But we think it's important for you to know!

PUTTING IT ALL TOGETHER!

Why one of our Special System Combinations is probably your best buy...

As you probably know by now, there's an awful lot of stereo equipment in the world. We believe it's our business — and the best kind of business for you and for us — to pick and choose on behalf of our customers. We not only pick the components we feel are the best of their kind, but we combine them carefully to make complete stereo systems in various price ranges.

You could put on a blindfold and drag practically any combination of components out of our stockroom with pretty good assurance that they would work at least passably together. But it simply makes sense for us to do the combining on your behalf. We know which receivers and amplifiers will drive which speakers without either straining themselves or overdoing it. We also know what people really value in equipment when they get it home, and how to reflect their real needs in systems that they can afford.

As a practical matter, we generally pick the speakers in a system first (if you've read the preceding page, you'll

know why), and then the receiver and record player (including the cartridge in its tone arm). Our choice of a receiver is based on the right amount of power to drive the speakers, which is the amount that will provide comfortable listening without costly excess. We can and do listen to people's particular needs on the spot and sometimes decide on a different receiver (more expensive or less expensive than our original choice), but it works out almost all the time that our initial choice does exactly the right job with given speakers.

Our choice of a record player is easy: we always fill out a system by picking the best one we can possibly find to fit a given price category. Again, we listen to you, and are ready to recommend something more or less elaborate than our original choice if it makes sense for your needs. But most people find our choice right on the mark for what they need and what they can afford.

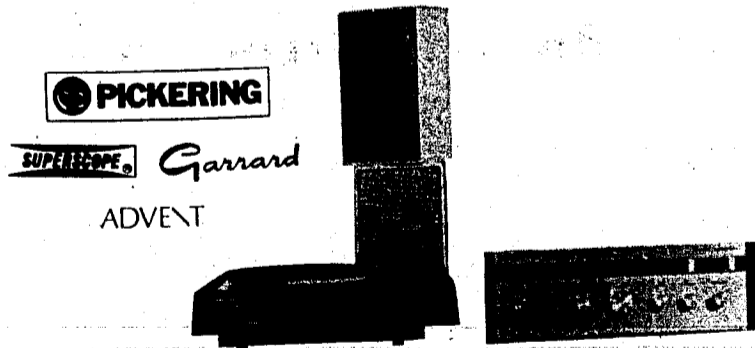
You will have to talk very hard, however, to get us to sell you any component in any system that seems

marginal for your needs and therefore likely to disappoint you. If you buy a \$250 stereo system and your life then changes to the point that you want to fill your house with thousands of dollars of assorted gear, that's fine with us. But we won't sell you something we know to be lacking in some respect, with the idea of your having to come back sometime for something more expensive.

We didn't go into business to open a showroom in which people would walk around in "supermarket shock" and eventually hand us some money. We think that a merchant, especially of goods like ours that can provide so much pleasure if they're chosen correctly, ought to do the best he or she can for his customers. We happen to know that's the best way to do business in the long run.

That's why our specialty is selected systems at various prices. We guarantee all of them explicitly and unmistakably. And we're confident they represent the best we can do for you.

NOW, FOR NOT VERY MUCH MONEY, A SYSTEM THAT SOUNDS REALLY GOOD



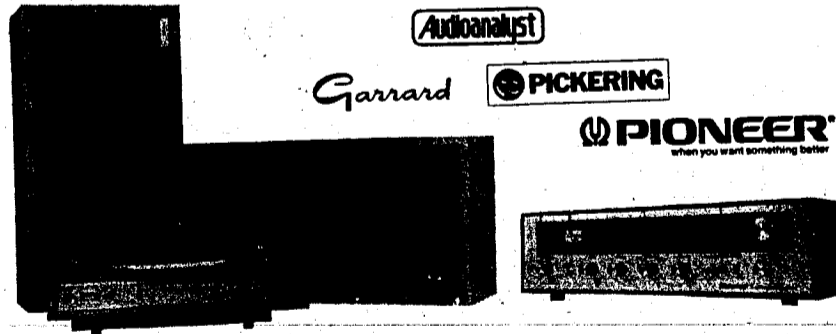
If you think excellent sound is prohibitive in cost, just give this system a listen! It's small and moderately priced, but, unlike appliance and department store "compact systems," this is not a frail, disappointing toy. The ADVENT 400 speakers have the characteristic octave-to-octave balance and tight, clean bass you'd expect in a member of the Advent family. In fact, the bass response is so good, you'll think there's a larger speaker hidden somewhere! The careful design and an elaborate equalization network make this performance possible.

The system is powered adequately by the Superscope A-235 amplifier, which has provisions for addition of tuner and tape deck when you're ready. The reliable Garrard 42M automatic turntable, base, and Pickering V15/ATE4 elliptical cartridge, are ideally suited to this system.

Total Retail Value \$261,
STEREOCRAFT PRICE

\$199

TODAY \$299 BUYS MORE AND BETTER SOUND THAN EVER!



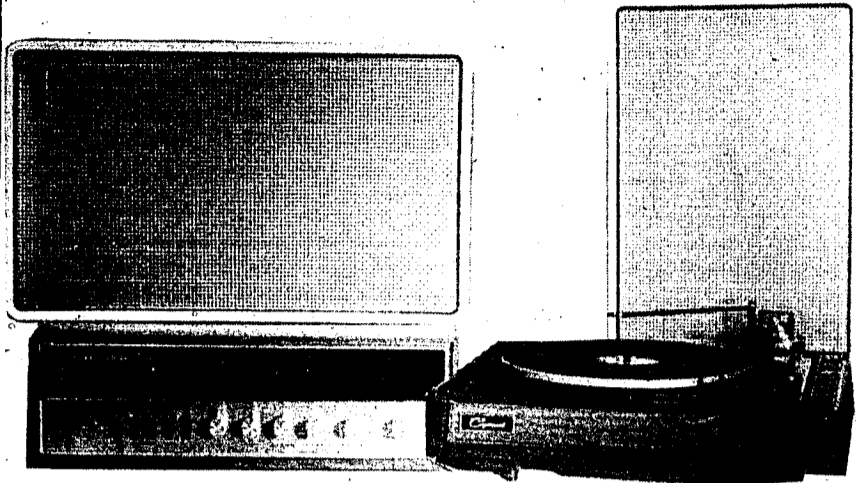
For just under \$300 (an amount which, alas, many spend on a piece of glittery mediocrity that sounds terrible), you can own a music system that will please you, not just on the day of purchase, but for a long, long time. This one features Audioanalyst AS280 speakers (not some fake private-label brand), the Pioneer Sound Project 300 am/fm receiver, the new Garrard 440M turntable with base and dust cover and a Pickering V15/ATE4 cartridge. Naturally, this system sounds bigger, has more power and more flexibility than the preceding one. For example, the Pioneer Sound Project 300 has switching for two sets of speakers and includes a tape monitor circuit, in addition to am/fm capabilities. This is a good beginning for those with a new but possibly expanding interest in stereo.

Total Retail Value \$445,
STEREOCRAFT PRICE

\$299

STEREOCRAFT

More Well-Chosen Systems...



Long ago dubbed the "Prime Rib at Dogfood Prices" by one of our people who shall remain nameless (for his own protection), this Advent, Harman/Kardon, Garrard, Pickering system is just what the name implies — a connoisseur's delight at an unexpectedly low price. The Advent/2 warm-white enclosure achieves better acoustical properties than wood and at lower cost; the resulting saving has been put where it counts — into the drivers, which surpass anything else at anywhere near the price. There are two tweeters for wide dispersion and generous power-handling capabilities, and a long-throw Advent woofer that delivers better bass response than most speakers at any price. (In fact, the woofer comes within a half-octave of going as deep as the best woofer in any bookshelf speaker, that of the larger Advent Loudspeaker.)

The Harman/Kardon 330B am/fm receiver is the perfect companion for the Advent/2's. Measured according to the most rigorous standards, the 330B provides 18 watts a channel and includes a sensitive am/fm tuner and a complete array of control facilities including multiple speaker switching and tape monitoring.

To complete this system we've added the Garrard 440M with base, dust cover and the Pickering V15/ATE4 deluxe elliptical cartridge. This system is one of the better buys in our entire offering.



Garrard
ADVENT

Total Retail Value: \$471

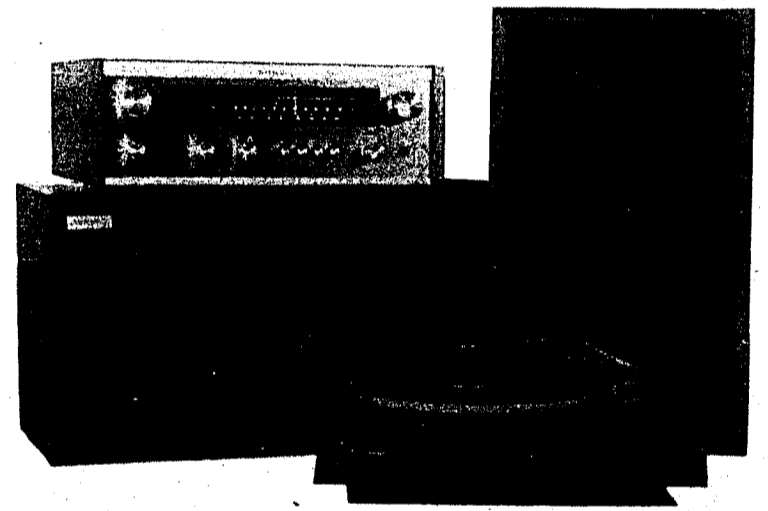
STEREOCRAFT Price...

\$379

(Those who prefer wood-appearance speakers may substitute the excellent RTR EXP8 speakers for the Advents at no additional cost.)

Just three or four years ago a \$450 music system would have been severely limited in performance. Not anymore. Three good products enable us to offer you an outstanding system for only \$449. One is the Sony 7015, the first in a new generation of high performance Sony receivers. With phase-lock-loop tuning and a conservatively rated 15 watts RMS per channel from 40 to 20,000 Hz, at less than 0.8% harmonic distortion, the Sony is a fine match for one of our favorite speakers, the Audioanalyst A-76X. A two-way system, the A76X uses a phenolic ring tweeter to produce clean and widely-dispersed highs. Characteristic of all Audioanalyst speakers, the A-76X features a clean, tight bass.

Garrard's new 440M completes the system. Equipped with base, cover, and Pickering's V15/ATE4 cartridge and elliptical stylus, the 440M also has viscous damped cueing, anti-skating, and a highly refined tone arm. The result of this happy marriage is a high quality system which will do justice to all but the last half octave of bass.



Total Retail Price: \$554

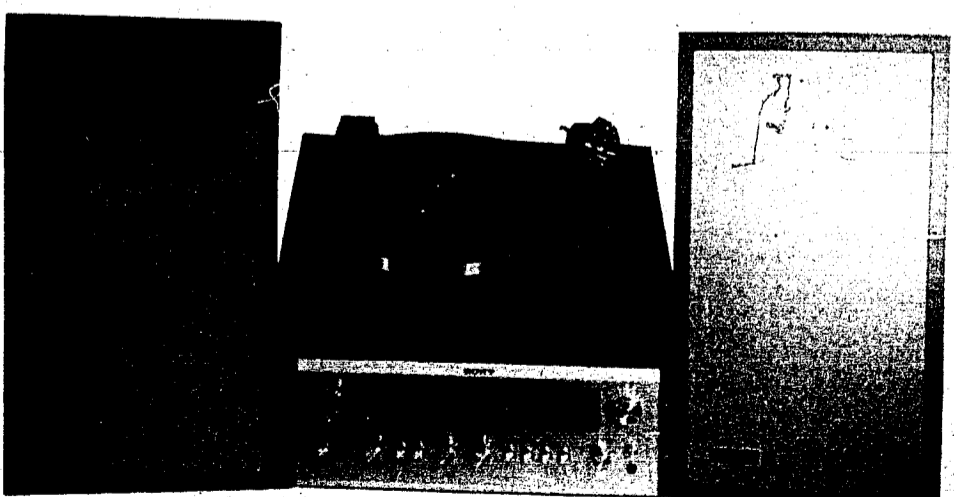
STEREOCRAFT Price...

\$449



SONY

Garrard



ADVENT PIONEER SONY

Total Retail Value: \$601

STEREOCRAFT Price...

\$499

"Hear Every Note"

The preceding systems constitute a sequence of steadily better sound, approaching the ideal of perfect musical reproduction. With this, the "Hear Every Note" system, we finally reach that point at which all of the music, from that soul-satisfying last octave of bass to highs at the edge of audibility, is accurately and faithfully reproduced.

The high performance of this system is directly attributable to the Smaller Advent Loudspeaker, which actually sounds identical (not close, but identical) to the larger Advent (see page 5). It is the only speaker under \$100 which will actually reproduce those deep, shuddering organ notes and the lowest notes of a string bass. Advent achieved this remarkable performance in a smaller enclosure by sacrificing a small amount of efficiency and ultimate loudness. (Unless you live in a Baronial hall and wish to entertain the surrounding serfs, this is of no concern to you. If you fit this category, please see our systems on page 5).

The Sony STR7025 is yet another in Sony's new generation of high-performance moderate cost receivers. It supplies well over 20 watts RMS per channel from 20 to 20,000 Hz into the Smaller Advents with less than 0.8% distortion.

The outstanding bass of the Sony-Advent combination demands a silent and high-performance turntable which introduces no annoying low frequency sounds. The belt-driven Pioneer PL 12D is a model of dependability, performance, and reliability. Equipped with the Grado F3E+ elliptical cartridge (which we think dramatically outperforms some famous \$80 cartridges), the PL12D is the perfect mate for the Advent/Sony combination. All in all, this is a beautifully balanced system, with not a single performance-limiting ingredient.

"The Giant Killer"

Many of our customers have told us repeatedly and with unbridled enthusiasm (that's the best kind!) that the Advent Loudspeaker is the most satisfying purchase of any kind that they've made in a long, long time. Many of you are already familiar with Advent and their products and will understand this. For the rest of you (and for anyone who enjoys David and Goliath stories), here are some pertinent facts:

- Advent has chosen only about 180 dealers nationally, as compared to more than 8,000 for Marantz, for example, and more than 3,000 for Pioneer. (Everyone in high fidelity retailing wants to be an Advent dealer, but only a select few meet the company's rigid standards for local reputation, demonstration facilities, and customer service.)
- Advent spends less on national advertising in a year than some high fidelity manufacturers spend in one week!
- Despite a) and b), the Advent Loudspeaker is the best-selling loudspeaker in the United States!

When a product achieves such a pre-eminent position with so little advertising and only limited distribution, it can only be due to massive recognition that the product is an unquestionably fine value. The extraordinary word-of-mouth reputation spawned by happy Advent owners who are totally and uniquely satisfied with their Advent purchases stands alone in our experience.

A simple reason is at the heart of this nearly fanatic pride of ownership: the Advent Loudspeaker achieves a level of performance which is comparable in every audible respect to the most heralded and expensive speakers available, and it is clearly and dramatically better than many far more expensive speaker systems. Even at \$300 this performance would be a noteworthy achievement; at \$122 to \$141 (depending upon cabinet finish), the Advent Loudspeaker is an engineering marvel which should be particularly welcome to anyone looking for a genuine bargain. We know of no better buy in all of high fidelity! The most respected audio professionals agree:

"The low-frequency performance of the speaker system is even more impressive than its high end. The flat, extended response to below the lowest audible frequencies is genuine, not the result of added distortion products which can make an inferior speaker system seem better than it really is."

"It has a silky smooth, balanced sound with well-dispersed highs, and lows which can really be felt, rather than merely heard. We can't recall having heard another speaker in its price class that can match it." — ELECTRONICS WORLD (Julian Hirsch)

"The frequency response was flat, with only ± 3 dB variations over the major portion of its range. What is more important is that the 45-degree off-axis response follows the on-axis response to a remarkable degree, denoting excellent high-frequency power response . . ."

"One could say that at twice the price the Advent speaker would be a good value, but at \$122 it is a bargain." — AUDIO

"After several weeks of listening (to the Advents) we still haven't found anything to complain about. We

couldn't even find any sonic characteristics to hang adjectives on, in order to try to describe their sound. They were, in fact, the least-colored loudspeakers we have ever heard, and this includes the highest-priced systems currently available. By all the accepted standards of evaluation . . . the Advents are as accurate reproducers of sound as any top-line system we have heard." — THE STEREOPHILE

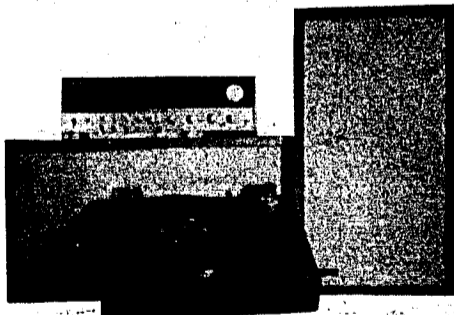
"The lows . . . remained strong and clean all the way down to 20 Hz with very low distortion . . . Without a doubt, the Advent is one of the smoothest and widest-range speaker systems we have had the pleasure of testing . . ."

"The tone-buret response was excellent throughout, ranking with the best we have seen from any speaker . . ."

"The extreme low-bass reproduction, which is one of the most expensive characteristics to build into a speaker system, sets the Advent speaker apart from anything else in its price class. In this respect, it can only be compared to the best acoustic-suspension speakers selling for twice its price — or more." — STEREO REVIEW

Two excellent systems utilizing the ADVENT loudspeaker

"THE NEAR SUPREME"



EMPIRE harman kardon PIONEER

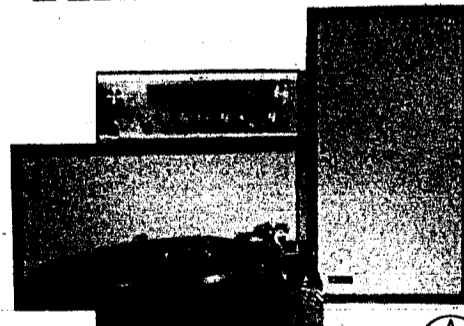
- HARMAN/KARDON Model 430 twin-powered am/fm receiver
- Two Larger Advent Loudspeakers
- PIONEER PL12-D-II manual turntable
- EMPIRE 2000D-III high-output elliptical cartridge

Total Retail Value: \$737

STEREOCRAFT PRICE

\$599

"THE SUPREME"



SONY PIONEER audio-technica

- SONY STR 7045 am/fm receiver
- Two Larger Advent Loudspeakers
- PIONEER PL-15D-II single-play turntable with automatic shutoff and arm return at end of play
- AUDIO TECHNICIAN AT-13E dual magnet cartridge

Total Retail Value: \$817

STEREOCRAFT PRICE

\$689

We recommend two superb music systems (described above) which make Advent Loudspeaker performance accessible to a wide array of budgets and tastes. To fully appreciate what these systems can do for you, visit any of our showrooms. (Incidentally, a small room or modest budget need not stand between you and Advent performance; the Smaller Advent Loudspeaker, featured on page 4, performs with the same musical accuracy as the larger — just with a bit less ultimate volume capability.)

STEREOCRAFT

Why we believe the Advent 201 is the best cassette you can buy...

The Advent 201 — one of the most highly and explicitly-praised products in the history of audio — has been on the market for three years now. It has literally dozens of competitors claiming equivalent or better performance.

But we believe it to be not only as good in every way as more recent and far more expensive cassette machines, but to be as satisfying for the most critical home-recording purposes as any tape machine of any kind. Here are some frequently-asked questions about the Advent 201:

Why is the Advent 201 such a simple machine?

Because Advent wanted it not just to be capable of making excellent recordings, but to make it easy for the listener to obtain its full performance time after time, recording after recording. Many tape recorders are made needlessly complex, because of too many marginal 'features' that were assumed necessary to make them attractive (or competitive) with other machines in an audio showroom.

It's important to point out that Advent products are designed with far more thought to satisfying people after they buy, than to what might tempt them to buy in the first place. The 201 has no knob or slider or gauge or indicator that isn't necessary, but everything necessary for highest quality recordings and long-term enjoyment are there!

Why does the machine look so different from most others?

Because it is different: it is far more rugged and reliable than most. The 201 has evolved from a transport that has been in heavy and hard use of years in schools, libraries, and other audio-visual applications. It is likely to last and maintain its mechanical performance far longer than most cassette machines on the market. Features found on the 201 include automatic shut-off, automatic disengagement in case of jamming, and about the fastest rewind/fast forward of any machine.

The 201 is unique in its price range in that you can switch from 'play' to 'fast-forward' or 'rewind' without going through 'stop.'

Why does the Advent 201 have a single VU meter instead of two?

Because a single meter proved — after consideration of all possible approaches — to be best, combining precision and simplicity.

One of the problems using two VU meters in home recordings is that they tend to lead the user to adjust them to read the same on both channels. Actually, though, the material on the two channels is usually different, and the meters shouldn't read equally. Two meters also produce a tendency to correct for overload or under-recording by adjusting only the channel whose meter shows too high or too low. But, if the channels were properly balanced in the first place, this correction puts them out of balance!

The Advent 201's single VU meter — unique in cassette equipment — scans both stereo channels and instantaneously registers the louder peak on either at a given moment! The listener first uses the meter (which can be switched to read either channel individually) to set channel balance with a pair of input level controls. Once balance is set, the meter is set to scan both channels. Final recording level is set or changed with a master level control that operates on both channels, leaving channel balance unchanged. This has proven to be the easiest, and most accurate method yet devised for setting tape recorder levels!

The Advent 201's meter reads instantaneous peaks (by far the most accurate indicator of possible overload) and its action is compensated to indicate the exact point of tape saturation at all frequencies. On rock music in particular, overload is most likely to occur at high frequencies, and many recorders are deficient in that their meters aren't compensated to reflect this.

Has the 201 been changed?

Yes and no. Advent has made Volkswagen-style changes as they've gone along, including changing the original meter for better indication at high frequencies, but the changes have mainly been in the direction of making the machine easier to use and more precise.

Why is the 201 fairly small?

Because its design consciously avoids needless gadgetry, and also avoids what might be called 'packaging air' in order to make a



The Advent Model 201

\$339⁹⁵

Half Price Offer!

Buy a Dolbyized cassette recorder from STEREOCRAFT, and — at time of purchase — we'll sell you a case of 12 Advent C-90 Chromium-Dioxide cassettes for half-price!

Your Cost: Just **\$29⁹⁵**

product look like there's more in it. Advent doesn't think they have to make something larger than necessary (or whose chrome shines in the dark) to make you buy it.

Why does it cost less than machines claiming equivalent performance?

Again, because needless gadgetry is not there. And because Advent made the lucky decision to manufacture it in this country, avoiding the price rises that have resulted on imported products because of the fluctuation of the dollar vs. foreign currencies.

Not content to rest on their well-deserved laurels for speaker design, Advent engineers changed cassette recording from a fun way of recording obscure phone calls, bird whistles and baby chatter to a genuine high fidelity medium, fully comparable to the better open reel machines. Two Advent innovations were responsible for this. The first and most important was the creation of the Dolby® Noise Reduction System. The second was the use of DuPont's chromium dioxide (CrO₂) as a tape formulation. The end result of Advent's research was the highly successful (and even more highly acclaimed) Model 201 cassette tape deck illustrated on this page.

*DOLBY® is a trademark of Dolby Laboratories.

Some exceptionally clear quotes from reviewers on the Advent 201

"The Advent 201 easily met its specifications and established itself — at least for now — as the best cassette recorder we know of. Having used it to evaluate the forty types of cassette tapes in a survey report, we have familiarity with, and respect for, its capabilities." — Julian Hirsch, STEREO REVIEW

"Well, I have tested it and used it. And I can state categorically that it represents the finest cassette deck available — one that is not likely to be surpassed in the future." — Larry Zide, STEREO & HI-FI TIMES

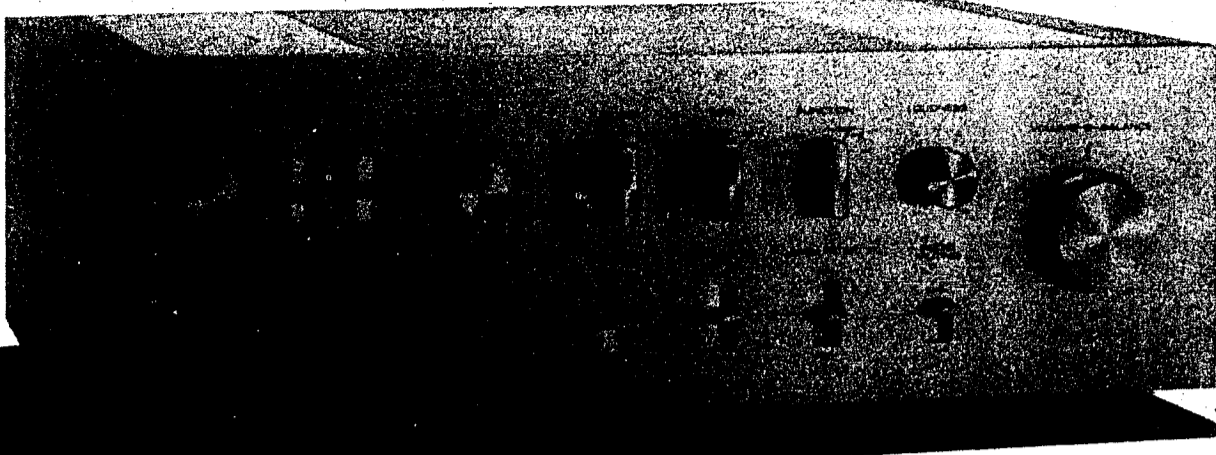
"The deck was the first we had come across in which a properly recorded cassette could be made literally indistinguishable from the sound source." — HIGH FIDELITY

"It is difficult to restrain our enthusiasm for the Advent 201. The sound quality, especially with the finest playback amplifiers and speakers, was literally awesome, as was the total absence of hiss or other background noise." — Julian Hirsch, STEREO REVIEW

"The 201 is a superlative tape deck. That it is a cassette unit with these qualities is something that would not have been believed just one year ago." — Larry Zide, STEREO & HI-FI TIMES

"In making recordings from disc and FM — both at the time of preparing the original report and in intervening months — we find that the 201 documents the premise that the sound of state-of-the-art cassette equipment need make no apologies whatever to the better open-reel decks." — HIGH FIDELITY

is

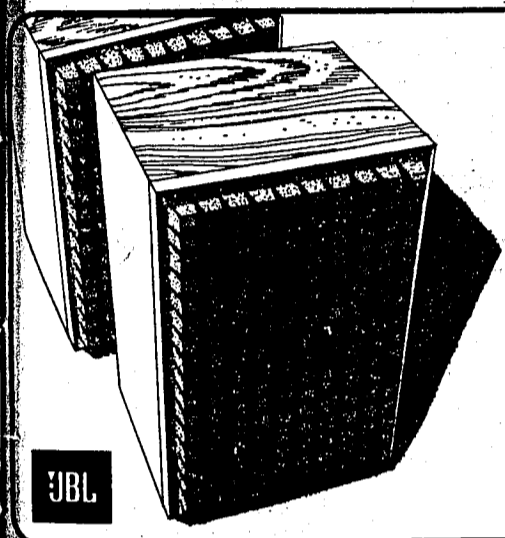


YAMAHA Model CA-1000

If you've never fondled a Yamaha receiver, you've missed something! The simple, sleek and elegant satin faceplates and the silky smooth control action almost warrant an X-rating! The performance and reliability are equally satisfying. Yamaha's distortion is a vanishingly low 0.08% — even in their lowest-priced and -powered models. This is actually 1000% less distortion than many competing models! Yamaha's 5-year warranty further attests to the quality through and through.
Yamaha tuners, integrated amplifiers and receivers — 11 models

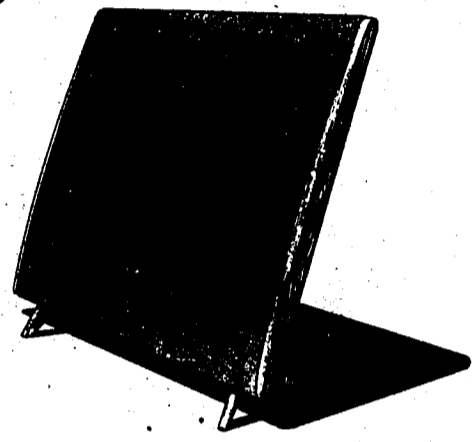
\$270 to \$1200

Exclusively at STEREOCRAFT!



Long used as a recording studio monitor, JBL's Century 100 is an audio classic and certainly one of the best bookshelf speakers ever made, regardless of price. The L-100 has deservedly earned the name "Supershef."

JBL



The DQ-10 by DAHLQUIST

THE WORLD'S BEST BUY IN A HIGH-PERFORMANCE LOUDSPEAKER! \$410

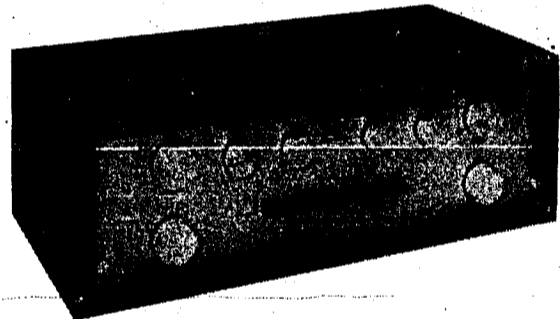
The Dahlquist DQ-10 is, by popular consensus, one of the planet's three or four best speakers, regardless of price. At only \$410 it is about one-fourth the cost of the other speakers with which it is usually compared. A truly enjoyable listening experience!



SONY

The Sony TA4650 is the first popularly-priced amplifier to incorporate true complementary vertical FET (VFET) power amplifier stages for natural high definition triode sound. Our tests show this to be one of the most conservatively rated and cleanest sounding amplifiers available at any price.

Due to very limited production, only a few will become available in this area; so get your name on the waiting list!



Phase Linear 2000

It offers a degree of flexibility, control and performance that far surpass its modest price of

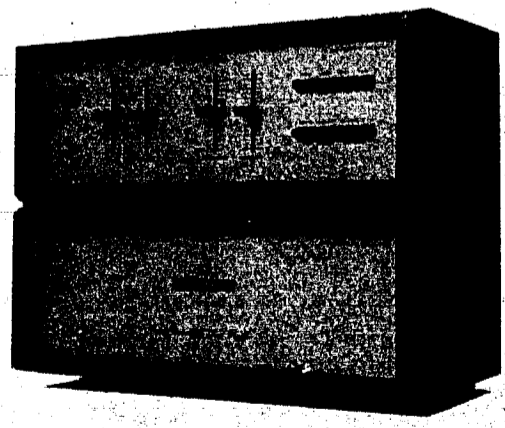
\$299

We like to think of Phase Linear as being the Advent of high performance electronics companies. Simply stated, their products offer ultimate performance at less than half the going price. The new Phase Linear 2000 preamp is no exception!

This is the least expensive way to obtain high quality sound from separate amplifier and preamplifier. At our special sale prices these are priced about the same as the mass merchandisers' integrated amps. There is no question in our mind as to which is better.

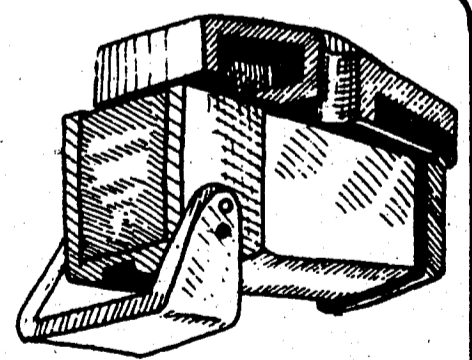
The SAE Mk XXX Pre-amplifier was \$250, is now \$200; the Mk XXXIB power amplifier, formerly \$300, is now

\$250



SAE

The best way to improve the sound of a high performance system is with a really good cartridge (not one of those \$54.95 list, \$19.95 specials). The ORTOFON VMS 20 is a new cartridge that has basically the same performance as the famed M15E Super, but is designed for a wider range of tone arms, including better quality automatics. At \$65 the VMS20 represents real value, and according to High Fidelity Magazine, "strong competition for \$100 super cartridges."



ortofon **\$65**
VMS 20

Braun loudspeakers are the most highly acclaimed speakers in Europe, where they are the standard against which all other speakers are judged. They are now available in the United States without the usual price premium that goes with an import.

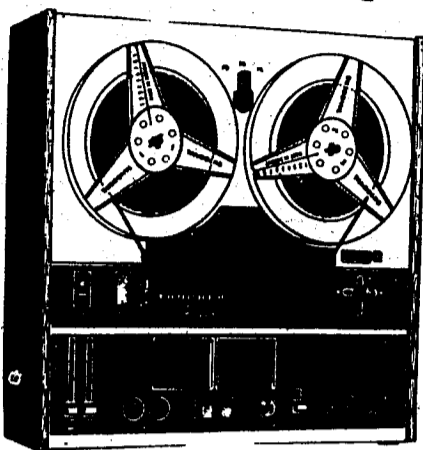
ADS, headed by Dr. Godehard Guenther, noted physicist of NASA fame, assembles Braun drivers into finely crafted American cabinets, thus saving tremendously on over-the-water freight costs. The result is an ADS speaker with superb German engineering and wide open sound at a modest price.

ADS



BACK TO SCHOOL SPECIALS!

GET A (PRACTICALLY) FREE TAPE DECK!



TANDBERG

Because of the Crossfield Head recording technique, Tandberg reel to reel decks make better copies at 3³/₄ i.p.s. than most other high priced machines do at 7¹/₂ i.p.s. This means you can reduce tape costs by 50% with a Tandberg! At our special sale price of only \$399, you will have recovered the cost of your Tandberg 3300X with tape savings after only 60 reels of tape.

SAVE
\$100⁰⁰

Regularly \$499
SALE PRICED AT
STEREOCRAFT.....

\$399

More Super Buys! Many one-of-a-kind! Good only while stock lasts!

TURNTABLES:

(All include base, dust cover and indicated cartridge.)

	List	SALE
DUAL 701, Audio Technica AT13EA	\$465	\$349
DUAL 1228, Empire 2000D-III	280	189
DUAL 1226, Audio Technica AT11E	250	165
GARRARD 86SB, Grado F1+	235	159
GARRARD 70M, Shure M93E	140	89
THORENS TD165C, Empire 2000D-III	270	169
SONY PS1100 with SONY magnetic cartridge	100	79
TECHNICS SL1300, Grado F1+	370	319
PIONEER PL55X, Empire 2000D-III	320	239

SPEAKERS:

	List	SALE
EPI 90	95	75
EPI 110	126	99
ALTEC EQ5 (pair)	500	369
ESS AMT5	190	149
ESS AMT4	274	199
ESS AMT1	349	269
ESS Satellite IV (4-channel speaker system)	590	399

AMPS, RECEIVERS, TUNERS:

	List	SALE
HARMAN/KARDON 800+ (4 Channel)	600	399
HARMAN/KARDON 900+ (4 Channel)	750	499
KENWOOD KR5400	360	279
KENWOOD KR7400	520	429
KENWOOD KA 8006	440	349
KENWOOD KA 6006	360	279
KENWOOD KT 6007	320	239
MARANTZ 4070 (4 Channel)	300	219
MARANTZ 112	230	199
MARANTZ 1030	180	139
MARANTZ 1060	240	189
PIONEER QX747 (4 Channel)	650	499
PIONEER SA9100	450	349
PIONEER TX9100	350	269
PIONEER SX1010 (100x2 watts RMS)	700	599

AMPS, RECEIVERS, TUNERS:

	List	SALE
SHERWOOD S9400 (100 watts RMS)	\$300	\$200
SHERWOOD S2400	230	160
SCOTT 490 integrated amp (140 watts RMS)	300	139
CROWN D150 power amp	460	399

TAPE DECKS:

	List	SALE
SUPERSCOPE CD302A (cassette)	190	159
PIONEER CTF6161 (cassette)	300	269
TANDBERG 3300 (reel)	500	399
TEAC 210 (cassette)	190	95
TEAC 220 (cassette)	240	129
TEAC 360S (cassette)	380	319
TEAC 450 (cassette)	450	359
TEAC 4300 (reel)	680	559
TEAC 3300 (reel)	700	569
TEAC 3340 (reel)	1150	999
TEAC 2340 (reel)	780	659
TEAC 1500 (used; auto reverse, new heads)		299
TEAC 1230 (used; reel; excellent)		349
TEAC 6010 (used; reel; auto reverse; new heads) ...		460

HEADPHONES:

	List	SALE
KOSS Pro 4AA	65	42
SUPEREX ProB VI	65	39
SENNHEISER HD414	50	35
SENNHEISER HD424	80	54

CARTRIDGES:

	List	SALE
SHURE M91ED	55	24
AUDIO TECHNICA AT11E	45	12
AUDIO TECHNICA AT13EA	65	35
EMPIRE 2000D-III	70	35
GRADO F1+	75	49
GRADO F2+	60	39
GRADO F3E+	50	24
GRADO FCR	25	10

THIS CLOSELY-PACKED LIST OF SALE ITEMS MAY BE DIFFICULT READING BUT THERE'S GOLD TO BE FOUND IF YOU'LL DIG FOR IT!

STEREOCRAFT