Film tastes follow society's cue, says prof



CASH For JEWELRY

Cash paid for your diamonds, gold, or fine jewelry! All sales in strict confidence

Fredrick 869 West Long Lake Road

Jewelers at Telegraph

AND APPRILLED

Thanksgiving Day Service



Thursday, November 22 10 AM

Cross of Christ Lutheran Church Telegraph & Lone Pine

Holiday INSULATION Special

ulation Available for Do-It-Yourselfe 478-6046 • 227-4839 Jones Insulation Supplies



NOW \$245 10-60% OFF

Coats & Jackets OTHERS NOW \$125 to \$300 orig. \$350 to \$550

> MEN's coat orig. \$375 нож^{*\$} 189

HOURS: MON-SAT 10-5 THURS-FRI: til 9

Comedy movies and occult-horror films, such as "Dracula" and "The Am; thyllle Horror," are in vogue today. Film tastes are more than just a passing fancy. They offer a measure of the tenor of the times and provide insight into our nation's collective experiences and fears, says a University of Michigan authority.

Michigan authority.
"Motion pictures have a way of running in cycles side by side with historical events," said Frank E. Beaver, U-M professor of communication.

professor of communication.

Today, for example, the popularity of comedy film rivals the period around the 1930s, when the Marx brothers, domestic comedies, satires of manners and self-ridicule began to emerge, he said.

"SOCIAL CRITICS tell us that the comic films of the decade — and other type of each the relation ent, such as the comic films of the decade — and the relation of the comic films of the comic films — saw a nation through a bleak period. It was a time of economic depression and increasing intern ational tension, for which movies became an antidote of escape, "said Beaver.

"One can't help but wonder if the predominance and popularity of screen comedies aren't once again linked to

the uncertainties of our present economic situation and to a general antity about the future." Iterad in the film
wall is the popularity of occul-horror
movies most noticeable after major
military con flicts, said Beaver, who
also serves as film reviewer for U-M
radio station WUOM-FM in Ann Arbor.
"The first cycle of these movies
showed up in Germany right after
World War I. In 1922, F.W. Murnau
made the first screen version of 'Dracula' — tilled 'Nosferatu' — and shortly thereafter Germany produced a varied collection of monster films. In our
ty the control of the control of the conpapeared about the same time with
John Barrymore's 'Dr. Jekyll and Mr.
Hydye' (1920)."
Now, in the post-Victnam era, the cocull-horror film is back in full force,

watching someone alse's horror on the screen is often offered as part of the reason for the popularity of the genre. In these movies, good always triumphas over evil — usually through religious intervention — and in this respect horro-cocult flims also offer hope through forces greater than human kind."

FOLLOWING wartime, there have also been outcroppings of films depicting mental aberrations — such as insanity, nervous disorders, shell shock victims — and ones in which authority figures are brought into question, said Beaver.

"The mental aberration films in the. United States in the late 1940s can be, viewed as a hangover from the atroci-ties of the second world war.

John barrymore's Dr. Jesaya and many Hyde (1820).

Now, in the post-Victnam era, the co-cult-horror film is back in full force, said Beaver.

"The Exorcist' forcefully reintroduced the genre just as the war was winding down, and since then there have been dozens of similar films about demonic forces at york in the world."

It is arguable, said Beaver, that hor-movies, like comedies, provide relief from tensions.

"The channeling off of anxiety by

Listento Christmas

What makes Tech Hifi the best place to buy stereo?

It's our unique combination of knowledgeable sales people, soundrooms you can play in, a great selection of qualify brands, and important extra guarantees, like our 90-Day Full-Gredit Trade, 60-Day Defective Exchange, and 7-Day Moneyback Guarantee. This is a combination you won't find in any appliance or department store.

Best of all, thanks to the buying power of the 72 Tech

Hiff stores, we can also guarantee you the lowest price. You'll get our 30-Day Price Protection Guarantee in writing, right on your sales slip.

Below, you'll find a few examples of our Christmas "packages", all specially-selected for performance and

This week, come play any of the Christmas packages in our soundroom. And listen to what your money can buy at Tech Hifi.



\$199

TDC Philips

Tech Hill's \$199 package is your best introduction to component stereo. You'll get better sound than the similarly-priced 'compact' systems you find in department stores, plus you'll get all of Tech Hill's great gruanatees. The system has a TDC 1500 am/fm stereo receiver Kenwordl \$100 usingteneakers and a Collaro receiver Kenwordl \$100 usingteneakers and a Collaro



\$249

Technics PIONEER Philips

Our \$249 system has some of the audio industry's best names. And Tech Hill's buying power brings it to you at a budget price! The system features a popular Technics \$A80 stere or receiver, wide-range Pioneer XD-6 loud-speakers, and a Collaro 1251 single/multiple play turn-table.



\$329

Our \$329 system has what we think is the best overall sound and FM performance you'll find at this price. It has a Pioneer SX-450 receiver (with 15 watts per channel FTC, famous Philips 420 loudspeakers, and a Collaro 1251 automatic turntable. And a hand-



 $^{\$579}$ •Kenwood **KLH** $^{@09}$ PCKERING

Fine sound, good looks, and extra operaling convenience are what you'll get with our value-priced \$579 package. It has a Kenwood KR-3090 stero receiver (with 27 watts per channel FTC), elegant KLH Classic Educations and bell-driven, programmable 81°C 402 single/multiple play turnlable (complete with a quality Fickering 440E carridge).



\$699 === @HITACHI EM



\$799 KENWOOD Cerwin-Ve



Financing Available



35555 Plymouth Rd. (World Camera Bldg.), Livonia 535-7360 / 4562 N. Woodward Ave., Royal Oak 576-4436 / 1245 Main St., Rochester 652-HIFI

In Michigan: Dearborn, Mt. Clemens, Detroit "Bargain Center", East Detroit, Southgate, Ann Arbor Lansing and East Lansing. Stores also in New England, New York, New Jersey, Pennsylvania, and Ohio.