

The Car With A Sense Of Humor

CADET SLOUCH

by Jim Earle

It appears that the finer things of life have always been discriminated against. Time after time history has repeated itself as man continues to laugh at the world's greatest discoveries.

It's unfortunate that laughter was invented before the wheel for as B.C. came rolling down the hill on his shiny new 100,000 B.C. wheel . . . they laughed at him. But where would we be without that wheel now.

And every fool knows that they are sure to have laughed at Archimedes after his famous bath in which he went running down the street, sans apparel, yelling about whatever it was he discovered. But where would we be without that bathtub . . . Aggies, forget that last remark.

Yes, man has always laughed at the great men and their discoveries. They laughed at Seward's Icebox, Fulton's Folly, and Santa Fe's Iron Horse, but they all proved themselves. They are still laughing at T. U.'s Super Conference, but after two years with Stallings A&M might need one and then the world will realize it's importance.

But man has never learned. Even today they are laughing. Two years ago they attacked the greatest beast of the jungle and a frequent visitor of the East Gate Lounge, the elephant. Before that it was cruelty jokes. And now, the Aggie jokes. The fools do not recognize greatness when they are face to face with it.

Yes, throughout history man has laughed at new discoveries. But the discoveries have been beneficial to modern man and have led up to the greatest discovery of mankind, that fabulous, one and only . . . Volkswagen.

Yet man continues to show his true character and dares to laugh

at the Volkswagen. It has become a household word comparable to termites, parasite and even tiny.

The Volkswagen, thanks to word-of-mouth and tremendous advertising is now more popular than ever. Personalities that can afford Rolls Royces drive VW's for their convenience.

Paul Newman and his wife Joanne Woodward emerged from a Beverly Hills party for Britain's Princess Margaret and asked an attendant to bring their Volkswagen. The stars drove off in the tiny car amid the cheers of the crowd who saw some 15 Rolls Royces, three Bentleys and scores of Jaguars and Cadillacs . . .

Princess Margaret herself reported that the car she drives is a Volkswagen. Unless she is chauffeured to a fancy function or opening, such as the premiere

of the first Beatle movie, "A Hard Day's Night," which she attended. . . .

Surely that should be proof of the VW's importance to the world. I mean ROYALTY. . . . Comedienne Phyllis Diller claims that her automobile "has a Diesel horn that scares the heck out of Volkswagens. Last week I treed four of them. . . ."

In Los Angeles, HERALD-EXAMINER Columnist Bill Kennedy told his readers: "Martin Ragaway wonders whether you know why they don't allow Volkswagens in Africa? Because an elephant will make love

to anything that has a trunk in front. . . ."

And everybody has heard about the Aggie millionaire who bought a Volkswagen to drive from his house to the garage. Everyone wants into the Volkswagen game. Larry Van Gelder reporting from Cape Kennedy made the remark, "The first stage of the Titan engine generates 430,000 pounds of thrust at maximum or the equivalent of the thrust that could be generated by 219,000 Volkswagens. . . ."

Now that was no ad-lib. That gets into higher mathematics and involves an IBM's superior knowledge.

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acceptance, there's no point in changing the trim every year."

But does the Volkswagen industry mind the insults? No, they even send out pages of Volkswagen jokes such as those previously mentioned in an effort to put a "true" image before the public.

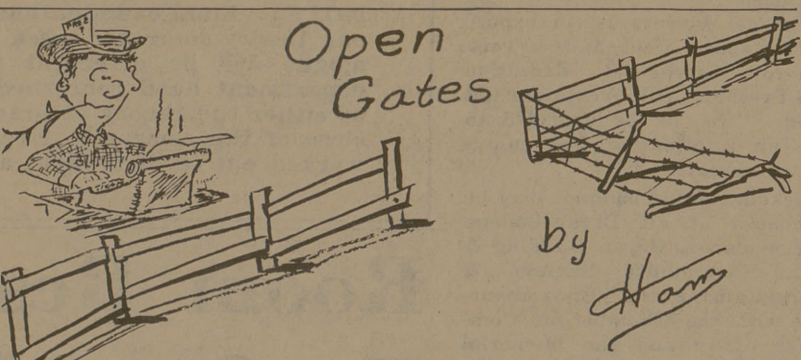
But that's not all they have going for them. Their advertisements are honest and fitting to the American way-of-life. They admit that Wilt Chamberlain cannot ride in a Volkswagen, but Randy Matson can.

And the roads of America are kept clean because the snowmen of America (not the Aggie kind) can get to their snowplows because of the VW.

Yes, the Volkswagen and the Aggies are laughed at, but then look at the millions of Americans just green with jealousy who wished they'd been born an Aggie or a Volkswagen.

Dick Hitt told readers of his Dallas TIMES-HERALD column that a new "Volkswagen commercial says the company has been working on the same car for 18 years. . . ."

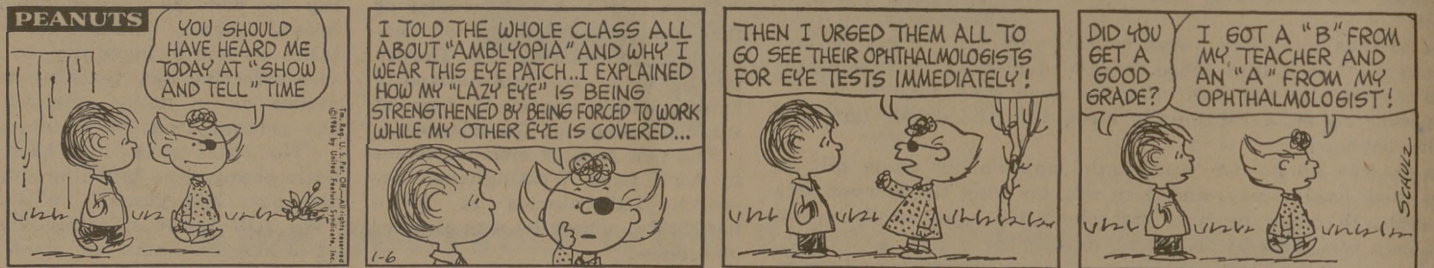
Hitt added: "I'd sure like to see it, whenever they get it finished." I bet that then it won't be laughed at.



"I had this big quiz, see, and I was going to study all night. But I thought I'd lie down and rest a few minutes before I started and guess what happened!"

By Charles M. Schulz

PEANUTS



Past Corps Commander Wins 4th Army Honor

Second Lt. Neil L. Keltner, Corps commander last year, has been named the outstanding ROTC graduate in the 4th Army Area for 1964.

Lt. Keltner, of Lansing, Mich., will compete with other outstanding ROTC graduates for the Department of the Army's Hughes Trophy, given annually to the most outstanding commissioned graduate of ROTC.

An industrial distribution major while at A&M, Keltner is attending basic officers' course at Fort Knox, Ky. He is scheduled for assignment with an armor unit in Korea in August.

The time is coming when the successful farmer will spend more time behind a desk than on a tractor. His office will display a college degree or degrees, showing he has had training in a large number of fields.

Rapidly advancing technology and automation will require the producer to put more emphasis on brain power than muscle power. This picture of the producer of 1975 is painted by the U. S. Department of Agriculture in a study of training which will be necessary for those who will make a go of farming.

Because of increased efficiency in production, a farmer will need to know and keep abreast of the latest scientific, economic, marketing and conservation developments if he is to meet competition.

Tomorrow's farmer will need these things: Basic training in economics, mathematics, accounting, financial management, business law and principles of farmer cooperatives.

He will also need special training in record keeping, use of capital for farming, business analysis, long range planning of

farm operations, organization of the farm, efficient use of labor, building requirements, use of automation, up to date production techniques, agricultural policies and taxation.

Basic training in general geology, soil science, elementary surveying, principles and practice of land use, soil analysis and land economics are a few more of the must-knows for tomorrow's farmer.

More are conservation, soil engineering, drainage, irrigation and flood control.

But a broad education in production will not be enough to assure success. The farmer must also be a specialist in marketing, grades and grading, farm processing, packaging, storing, understanding of market demands and using market information.

No matter which way farm youth might look, tomorrow's farm will be a long row to hoe, but then again he will be doing it from the desk, rather than at the end of a hoe handle.

Along with the hoe passes the Poland China cow. Yes, I said Poland China cow; you know, the ones you prop up with a pole and milk a china cup full.

Tessie Tales

Cologne Producers Leave Women At Men's Mercy

I had already decided it would be a long flight, so when the stewardess came by with magazines, I demurely asked for Esquire. Ignoring her smile, I reasoned that every young woman likes to know what the men in her life are thinking and buying.

As I think back upon it, I don't remember anything about the magazine except its ads. I counted no less than 28 different brands of after-shave lotion and cologne advertised. The more pages I turned, the more virile and handsome became the men who used a certain product and the more beautiful became the women falling at their feet—probably felled by the smell.

The more I read the more intrigued I became. Each pitch got better than the last, until, by the final ad, I was simply swooning at the thought of all those virile-smelling men who would cross my path. I hoped.

There is, I decided, no end to

the means a manufacturer will employ in selling his product. But I think I did detect some continuity among all products and the audiences to which they were aiming their sweet smells of success.

Perhaps I can codify the tactics of after-shave-lotion-and-cologne manufacturers:

1. Make the man feel the exotic, the oriental. Send him Russian Leather, Jade East, Seven Seas and Canoe.

2. Convince him that if he wears the product he will have a dignified, austere, English-country-gentleman odor about him. Bestow upon him English Leather, Kent of London, St. John's and Sir.

3. Give him more than just cologne or after shave; give him entrance to the world of wine, etc. Set him up with Pub, Piping Rock and Moonshine.

4. Bring out the adventurous,

brave spy in him. Shoot him 007, Jaguar and Ambush.

5. Tell him he is a hero, a real sport. Pitch him Sportsman, Match Play, Tournament and Stampede.

6. Take him to the Caribbean for sun, surf, sex. Tan him with Old Spice Lime, British Caribbean, Royal Oak and Royall Lyme.

7. Let him gamble. Deal him Las Vegas.

8. Call him a man. Call him Dante, By George and Mr. Sid ("Go ahead! Just put me on! And you've got it made.")

This is fine for the dashing young gentleman, but what about those shy young ladies in his life? Frankly speaking, they don't have a chance. With at least 28 manufacturers helping her guy to seduce her, the only chance she has is to seduce him first. Which is not according to Hoyle, but nevertheless . . .

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The Battalion, a student newspaper at Texas A&M is published in College Station, Texas daily except Saturday, Sunday, and Monday, and holiday periods, September through May, and once a week during summer school.

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Second-Class postage paid at College Station, Texas.

Represented nationally by National Advertising Service, Inc., New York City, Chicago, Los Angeles and San Francisco.

News contributions may be made by telephoning 846-6618 or 846-4910 or at the editorial office, Room 4, YMCA Building. For advertising or delivery call 846-6415.

Mail subscriptions are \$3.50 per semester; \$6 per school year; \$6.50 per full year. All subscriptions subject to 2% sales tax. Advertising rate furnished on request. Address: The Battalion, Room 4, YMCA Building, College Station, Texas.

EDITOR: GLENN DROMGOOLE
Managing Editor: Gerald Garcia
Sports Editor: Larry Jerden
News Editor: Tommy DeFrank
Photographer: Herky Killingsworth

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