

Of Mice and Men

By Herky Killingsworth

I can now truthfully say that Easter has finally come, and gone. As usual I had great plans of catching up on my lessons during the holidays. As usual, I blew those plans.

I did catch up on my back Tee-Vee viewing and can proudly say that after four days of uninterrupted commercials, I have only a few conclusions to make:

1. The tiger is the most over-worked beast in the jungle.
2. The soapsuds industry is sick!
3. Marlboro has to be the best of the leading cigarettes because its advertisements were filmed in my home town (where the last of the real, genuine drug store cowboys live).
4. And I think I'm in love with the Dodge Charger—girl. Let me clarify myself. TV has been around for some time now. In fact I can remember when Rick Nelson wore diapers.

The people of the world are beginning to tire of the same old plot and better programs are resulting, as evidenced in Batman, Beverly Hillbillies, I Love Lucy, etc.

Commercials are also having to make the big switch. Some have, and some haven't. At the head of the most successful advertisements now is a ferocious pussycat known as the tiger. This poor critter is no longer that feared beast in the jungle, that dirty cattle killer, or that man-eating cat.

Today it is known as the most helpful animal alive. He puts pep in your gas, taste in your cereal, performance in your car, and grip in your tires. Couldn't he just take a bite out of someone sometime?

Of course everyone knows the Humble tiger campaign. Grrrrrr. Everytime you pull into a Humble station there's this tiger character ready to fill up your gas

tank with his tail, give his paw print to a little girl, or shock the heck out of some non-believer.

If your car is a Pontiac, then its tiger meet tiger and the makings of a fight develop. If you've Royal tires then it's tiger meet tiger meet tiger and fur flies furiously and if the driver has helped himself to Tony the tiger cereal then its tiger, tiger, etc. and Little Black Sambo has Butter tonight.

I know it sounds bad to over-use the tiger but in the year of 1966 it is hard to find an animal not in use. Why there is not even a stray fish or two left to name a new product. The snakes are badly being used up and I've just had an offer to name some bug "Herky." Seems they want to start a new line named after Aggies.

All in all the animals make for good commercials. Not so for soapsuds. I feel sick every time I see an advertisement with that stupid Knight going around stabbing everyone or that washing machine growing 10 feet tall. I also hate to see kids floating around in bubbles, neighbors flying in air as if by magic but ac-

tually because their kitchen wares get them out of the kitchen so fast, white tornados, and the housewife getting the right wash everytime from way up there.

Couldn't the housewife guess wrong or couldn't the roach knock off Raid just once,

There are a few commercials I like and even some I look forward to. My favorite would have to be the Dodge Charger ad, or more specifically the Dodge Charger girl. Why she has fan clubs all over America. I usually prefer brunettes, but her careless ways have won a special part of my heart and I will always love a bumbling girl.

Now you may disagree with my favorite ads and my favorite peevish. Please don't write in and tell me about it. I'm only human. I have six people on the Batt staff that have already told me that the White Knight is great. Ha!!

Now that I'm back at college and have given my blood-shot-eyes a chance to rest I believe I will just stick to fall-out plays and drive-in movies. Last night when I went to the fall-out theater to see Bob Spivey's production, he didn't make me suffer through one commercial. That's the life.

Campus Briefs

Hierth To Attend Linguistics Meet

Dr. Harrison E. Hierth, English professor, will participate in a linguistics conference April 29-30 in Washington, D. C.

Seminar sessions are sponsored by the Center for Applied Linguistics for language specialists from U. S. universities and colleges, the Office of Education and the Ford Foundation.

Hierth teaches in National Defense Education Act summer institutes at A&M.

Conference topic is "The Language Component in the Training of English and Reading Teachers: Views and Problems."

Northwestern Prof To Speak Monday

Dr. L. Carroll King, professor of chemistry at Northwestern University, will speak Monday to the Texas A&M-Baylor Chapter of the American Chemical Society.

King's talk, "Molecular Architecture," is set for 7:45 p.m. in room 231 of the Chemistry Building, announced J. B. Beckham, chapter secretary.

The speaker earned his Ph.D. at Michigan State University, plus a B.S. at Utah State University. He is a member of the American Chemical Society, the Chemical Society (London), and American Oil Chemists Society, and has published 50 technical papers.

King will be honoree at a dinner in the Memorial Student Center preceding his address.

Walther League Meet Slated June 17-19

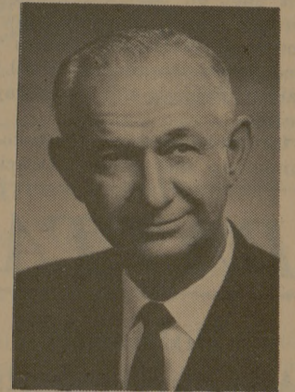
Texas A&M will be the site for a state meeting of the Walther League June 17-19.

Approximately 500 persons are expected to follow a Bible study theme and participate in social activities, revealed Fred Karle, league president. Karle is a junior animal science major from Mercedes.

Karle said the Walther League is affiliated with the Lutheran Missouri Synod. E. George Becker, pastor of the College Station church, is coordinating meeting activities.

Sessions will be in the Academic Building and Sbsisa Dining Hall.

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(P. Pol. Adv.)

1965 Impala Sport Coupe Completely Loaded 5 To Choose From \$2495.00

1964 Impala 4 Door Completely Loaded 2 To Choose From \$1795.00

1964 Ford Galaxie Hardtop Coupe VS, Radio, Heater, Fordomatic Like New! \$1595.00

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Call 823-6558 For Easy Terms On Any Car On The Lot **CORBUSER CHEVROLET CO.** 500 S. College Double Dividend Sale

PALACE Bryan 2-8874

NOW SHOWING Features 1 p. m. - 3:40 - 6:20 - 9 p. m.

Tony Curtis Jack Lemmon Blake Edwards Natalie Wood **The Great Race**

CAMPUS

DOUBLE FEATURE "FASTER PUSSYCAT KILL - KILL"

& "BAMBOLE"

QUEEN

DOUBLE FEATURE "7 DAYS IN MAY"

& "GIRLS ON THE BEACH"

SKYWAY DRIVE-IN THEATRE CHILDREN UNDER 12 YEARS FREE

TONIGHT 1st Show 7:10 p.m. 2 Late Shows

Rickie Nelson In "LOVE AND KISSES"

2nd Show 9:15 p.m. Maureen O'Hara In "BATTLE OF VILLA FORITCH"

3rd Show 11:00 p.m. "EARTH DIES SCREAMING"

4th Show 12:20 p.m. "NIGHT TRAIN TO PARIS"

SATURDAY NITE SPECIAL

"LOVE AND KISSES" & "BATTLE OF VILLA FORITCH"

& "3 VIOLENT PEOPLE"

STARTS SUNDAY

"SHENANDOAH"

CIRCLE

LAST NITE 1st Show 7:00 p.m. Kirk Douglas In "HEROES OF TELEMAR"

& Jack Lemmon In "GOOD NEIGHBOR SAM"

OUR SAT. NITE BIG 3 1st Show 7:00 p.m. Delores Hart In "WHERE THE BOYS ARE"

2nd Show 9:20 p.m. Kirk Douglas In "INDIAN FIGHTER"

3rd Show 11:00 p.m. "YOUNG & WILLING"

Mink Art Supply Picture Frames 923 So. College Ave - Bryan, Texas

Mother's Day Special



10 x 16 portrait

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LIVING COLOR \$1950

AGGIELAND STUDIO

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A&M Student-Staff Directories

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CALENDAR OF CHURCH SERVICES

ST. THOMAS EPISCOPAL
906 Jersey Street, So. Side of Campus
Rector: William B. Oxley
Asst.—Rev. Wesley Seeliger
8:00 9:15 & 11:00 A.M.—Sun. Service
6:45 A.M. & 10:00 A.M.—Wednesday Holy Communion
7:15 P.M.—Wed. Evening Prayer

FIRST BAPTIST
9:30 A.M.—Sunday School
10:45 A.M.—Morning Worship
6:10 P.M.—Training Union
7:20 P.M.—Evening Worship
6:30 P.M.—Choir Practice & Teachers' meetings (Wednesday)
7:30 P.M.—Midweek Services (Wed.)

A&M CHURCH OF CHRIST
8:00 & 10:00 A.M.—Worship
9:00 A.M.—Bible Study
5:15 P.M.—Young People's Class
6:00 P.M.—Worship
7:15 P.M.—Aggie Class
9:30 A.M.—Tues. - Ladies Bible Class
7:15 P.M.—Wednesday - Bible Study

A&M PRESBYTERIAN
7-9 A.M.—Sun. Breakfast - Stu. Ctr.
9:45 A.M.—Church School
11:00 A.M.—Morning Worship
6:00 P.M.—Sun. Single Stu. Fellowship
7:15 P.M.—Wed. Student Fellowship
6:45 A.M.—Fri. Communion Service Wesley Foundation

CHURCH OF THE NAZARENE
9:45 A.M.—Sunday School
10:45 A.M.—Morning Worship
6:30 P.M.—Young People's Service
7:00 P.M.—Praying Service

CHRISTIAN SCIENCE SOCIETY
9:30 A.M.—Sunday School
11:00 A.M.—Sunday Service
11:00 A.M.—2 P.M.—Tues. Reading Rm.
7:00-8:00 P.M.—Wed., Reading Rm.
8:00 P.M.—Wed. Evening Worship

UNIVERSITY LUTHERAN
(Missouri Synod)
10:00 A.M.—Bible Class
11:00 A.M.—Morning Worship
7:30 P.M.—Wednesday Vesper

UNITARIAN FELLOWSHIP
305 Old Hwy. 6 S.
10:00 A.M.—Sunday School
8:00 P.M.—First four Sundays of each month—Fellowship Meeting.

SECOND BAPTIST
710 Eisenhower
9:45 A.M.—Sunday School
11:00 A.M.—Church Service
6:30 P.M.—Training Union
7:30 P.M.—Church Service

OUR SAVIOUR'S LUTHERAN
8:15 & 10:45 A.M.—The Church at Worship
9:30 A.M.—Bible Classes For All Holy Communion—1st Sun. Ea. Mo.

ST. MARY'S CATHOLIC
Sunday Masses—7:30, 9:00 and 11:00

FAITH CHURCH
UNITED CHURCH OF CHRIST
9:15 A.M.—Sunday School
10:30 A.M.—Morning Worship
7:30 P.M.—Evening Service

COLLEGE HEIGHTS
ASSEMBLY OF GOD
9:45 A.M.—Sunday School
11:00 A.M.—Morning Worship
6:30 P.M.—Young People's Service
7:30 P.M.—Evening Worship

A&M METHODIST
8:30 A.M.—Morning Worship
9:45 A.M.—Sunday School
10:55 A.M.—Morning Worship
5:30 P.M.—Campus & Career Class
5:30 & 6:00 P.M.—MYF Meetings

CHURCH OF JESUS CHRIST
OF LATTER DAY SAINTS
28th East and Coulter, Bryan
8:30 A.M.—Priesthood meeting
10:00 A.M.—Sunday School
6:30 P.M.—Sacrament Meeting

FIRST CHRISTIAN CHURCH
Homestead & Ennis
9:45 A.M.—Sunday School
10:50 A.M.—Morning Worship
6:30 P.M.—Young People



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- GIFTS

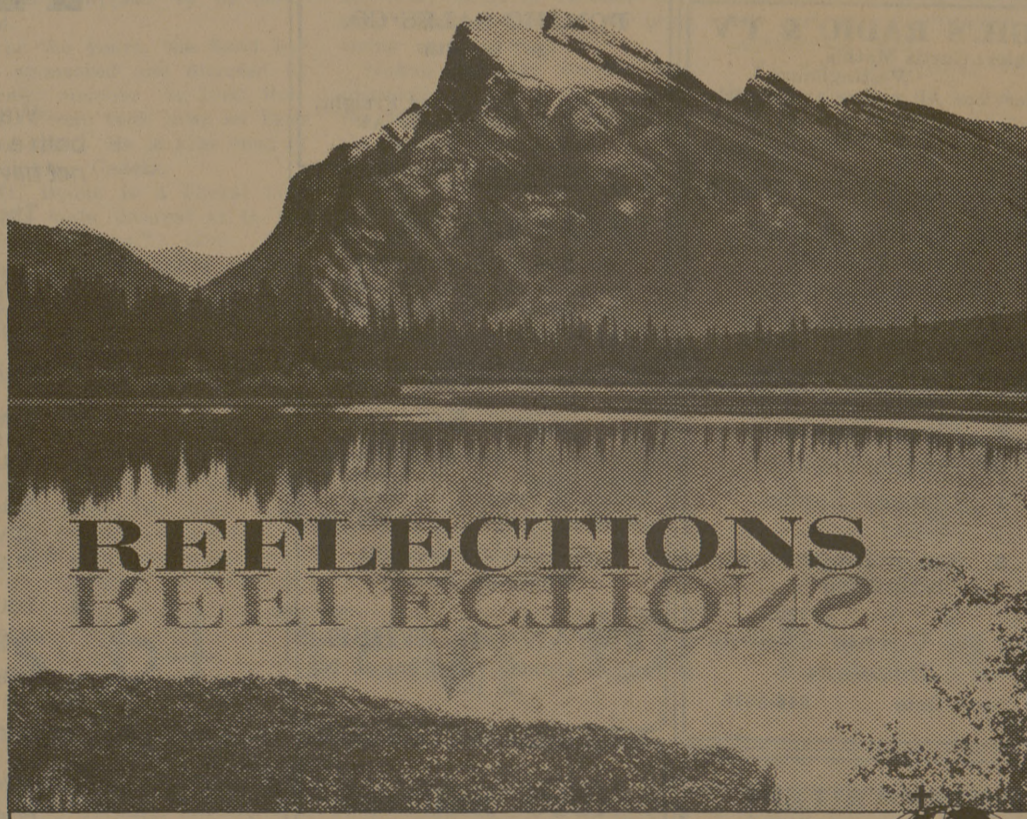
Strange how a landscape sets the imagination to work. Right now, looking at this scene, I can imagine all sorts of things.

Winged steeds riding to heavy music . . . pioneers in the wilderness . . . castles on the cliffs . . . boating at high speeds.

Look at the magic that enables the lake to mirror the rocky mountain peak and the heavens! The vastness and stillness of the scene sets my mind to wondering about time and space and things I will never understand.

But in standing here and wondering so, I feel like I've been near God.

There is a place where I can find Him always—in Church. Will you come with me?



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Psalms 8:1-9	Psalms 65:1-13	Psalms 89:8-18	Proverbs 15:13-23	Isaiah 40:9-17	Matthew 5:1-9	II Corinthians 4:7-18

The Exchange Store

"Serving Texas Aggies"

Bryan Building & Loan Association

BRYAN

Lilly

ICE CREAM AND MILK