

The Battalion

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Merchants Show Friendship

Dinner Honors Students

Bargain Toiletries Supply Samples

"Campus Pacs," boxes containing an estimated \$3 worth of brand name toilet articles, are now on sale at the Texas A&M

Exchange Store for 29 cents. The package available at the Exchange Store, slanted toward male consumers, contains toothpaste, shaving cream, deodorant, hair cream, pre-shave lotion, after-shave lotion, stainless steel razor blades, alkalizing tablets, antiseptic ointment, and keep alert tablets.

"More than 95 out of every 100 Aggies passing through the counter line have purchased the Pac," Exchange Store manager Chuck Cargill said. "They are really getting the items for almost nothing. The 29 cent price is based on cost of the container and shipping and packaging expenses."

"There were two stipulations that came with the Campus Pacs. One, that we could only order half of our projected population for the school year. Since our student figure was about 11,000, we order 5,500 Campus Pacs.

"The second condition was that we have each customer sign a statement saying that they had only bought one.

"In one week at the Exchange Store we have sold half our order," he continued.

Items in the Campus Pac were furnished at little or no cost to representatives of the National Association of College Stores, who provided for the packaging and the marketing through college stores throughout the nation.

"Before the invention of the Campus Pac, each company would send representatives to college campuses showing a potential market. But rising costs of salaries and taxes made the direct representative method far too expensive for the manufacturers. So they hit upon the idea of using college stores."

"We wanted to generate more traffic in the store," Cargill said.

"This turned out much to our advantage as we ran a final clearance sale on spring and summer goods in the clothing department and had very good results with it."



Town Hall 'Doc' Ace Trumpeter

A man who refused to play the fiddle as a child will be in the spotlight Friday night at Texas A&M University.

He's "Doc" Severinsen, a trumpet player with an impressive set of credentials.

"Doc" is the Town Hall Series attraction billed for an 8 p.m. performance in G. Rollie White Coliseum.

When Carl was seven years old, his dentist father banished him to a chair for the hour he

should have been playing the violin. "Little Doc," as he was then known, mulishly refused to strike up the fiddle.

After a week of moping out "sittings," the amateur violinist agreed to buy a horn for his son. Luckily for the trumpet fans, the music store was fresh out of trombones.

After three weeks' practice, Carl was invited to join the high school band. Two years later he captured first in the Oregon state contest. He has been collecting honors ever since.

"Doc" later played with Tommy Dorsey, Charlie Barnett and Benny Goodman. He joined NBC in 1949 and played on the Kate Smith, Eddie Fisher, Steve Allen and Dinah Shore shows, "NBC Bandstand," and dozens of others.

In the recording field, "Doc" is famed for "Tempestuous Trumpet," "The Big Band's Back in Town," "Torch Songs for Trumpet," "High-Wide-and-Wonderful," and "Fever."

Since joining the Skitch Henderson Band in 1962, Severinsen has risen to prominence as a jazz and pop soloist, as part-time comedian and often as deputy leader.

Tickets are on sale at the Student Program Office in the A&M Memorial Student Center.

More than 200 A&M students and member of the Northgate Merchants Association attended a barbecue honoring Aggie student leaders Wednesday evening.

The dinner, sponsored by 40 Northgate merchants, "showed that we as business men, are here to serve Aggies," said member Herb Shaffer. "We wanted to show that we do not think of them in a monetary value, but in a value of friendship."

"We are behind the Aggies all the way," Shaffer stated.

Approximately 85 civilian and 80 Corps leaders attended the buffet-styled dinner held at Briarcrest Country Club.

The evening's high point was entertainment furnished by Stage Center Inc., a local non-profit organization.

"Our entertainment included a skit and several songs by members of Stage Center Inc.," Shaffer said.

The last time merchants sponsored such an event was in 1962, according to Shaffer, but it was for Corps leaders only.

"This year's event was such a success that we hope to make it an annual project," Shaffer added.

"We may even sponsor some type program for graduating student leaders and incoming leaders in the spring. We would like to sponsor something for all students, but would not have accommodations for such."

Emcee of the program was Mike Mistovitch of radio station KORA.

What's Inside

- A&M Senior Pete Garza spends part of his summer getting a taste of international politics, hoping for a future in the U. S. State Department. Page 6.
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RICHARD C. HOTTELET

Hottelet Opens Great Issues

CBS news commentator Richard C. Hottelet opens the Texas A&M Great Issues Series with an Oct. 19 address at the Memorial Student Center.

Hottelet, a top-ranked correspondent and political observer of radio and TV, will speak at 8 p.m. in the MSC Ballroom. His topic is "Behind International Headlines."

The speaker spent the summer in Viet Nam getting to know the people, their problems and approaches to solving them. He talked with military and political leaders and spent time in side-by-side, day-by-day living with combat GI's.

Great Issues Chairman Steve Kovich said tickets are on sale

at the MSC Student Program Office. A&M students with activity cards will be admitted free.

Since his assignment to cover the United Nations for CBS News in 1960, Hottelet has covered various crises at the world organization headquarters, among them former Soviet Premier Khrushchev's tumult-stirring appearance and the diplomatic struggles over Cuba, the Congo, Kashmir and Viet Nam.

Before his U.N. assignment, Hottelet was the Bonn, Germany, correspondent from 1951 to 1956. He joined CBS News in London in January, 1944, and made the first report of the sea-borne invasion of Normandy.

Later in the war Hottelet cov-

ered the Battle of the Bulge with the U. S. First Army, then made the Rhine crossing. The New York native parachuted to safety when his plane was struck by enemy flak.

Hottelet is a graduate of Brooklyn College and studied as a graduate student at the University of Berlin.

A second Great Issues Program is set for 8 p.m. Oct. 20. Kenneth S. Armstrong, an authority on Southeast Asia, will present a documentary color film and lecture on South Viet Nam.

Geologist Dr. Fred Bullard will discuss "The Birth of a Volcano" Oct. 27 at the MSC as the initial program of the "World Around Us" series.



A&M SINGING CADETS OFFICERS

Proudly displaying an album by the Texas A&M Singing Cadets are the 1966-67 officers. From left, they are President Kurt Sember of College Station, Vice President Jim Cain of Brownsville, Business Manager

Lee Millikin of Floresville; Publicity Manager Frank Ray of Conroe, and Librarian Jerry Holbert of College Station. A major date for the Cadets is the Miss Teenage America Pageant Nov. 5 in Dallas.

Texas Highway Department Publishes Travel Handbook

AUSTIN, Texas — Two years of detailed research were culminated today with the release of a comprehensive, 176-page "Texas Travel Handbook," published by the Travel and Information Division of the Texas Highway Department.

The glove-compartment-sized book contains more than 1,500 items of interest ranging from Alibates Flint Quarries to General Zaragoza's birthplace. In the family of materials now published by the Highway Department, the new Handbook fills a need by providing specific information on points of interest and where they are located.

As State Highway Engineer D. C. Greer pointed out, "We have in the past attracted visitors with a colorful array of brochures, maps, motion pictures and posters—all broad in scope. But once within our borders, there was no single volume to introduce specific sites of interest.

"This new publication," Greer said, "will lead our visitors to attractions in every corner of the state."

In addition to guiding the individual visitor, the new "Texas Travel Handbook" will serve as

a reference tool for national travel writers, whose interest is increasingly focused upon Texas.

"Through Highway Department distribution channels," Greer said, "the new travel handbook will be placed in the hands of travel writers, editors and publishers throughout the United States—and in fact, in many countries over the world. However," Greer said, "the Handbook will not be available in bulk quantities for redistribution. Rather, it will be provided on a select and individual basis to the actual traveler."

The publication represents the first attempt by a state agency to compile a comprehensive visitor's guide to Texas.

"We realize," Greer said, "in a volume of this depth and detail, some omissions are inevitable at the first printing. As new sites and attractions develop, and our information is updated, subsequent printings will include those new items."

Handbook subjects are as varied as the state itself, ranging from the melancholy Empty Saddle monument in Dalhart to the humorous Popeye statue in Crystal City. With the Handbook as a guide, travelers will discover dinosaur tracks and Indian pictographs; learn the location of little-known ghost towns, and follow specific directions to the most

popular attractions of modern Texas cities.

Special sections provide information on recreational facilities in Big Bend National Park, four National Forests, and more than 50 Texas State Parks. Summaries of Texas hunting and fishing regulations are provided, as well as information on visiting Mexico.

In producing the book, the Highway Department was assisted by several groups including the Regional Chambers of Commerce of Texas, the Texas State Historical Survey Committee, Parks and Wildlife Department, Texas Water Development Board, and many other state and private groups. Significant contributions were also realized from city officials, civic and fraternal organizations, and numerous individuals interested in the Texas travel program.

The new "Texas Travel Handbook" will be available to more than 750,000 visitors who annually call at Highway Tourist Bureaus, and by mail in response to travel inquiries now totaling some 224,000 each year.

Like all Highway Department travel literature, the new book will be free. It will become a major item in more than three and-a-half million pieces of travel material annually distributed by the Texas Highway Department.

Jose Valdez, 52, Attends A&M To Fulfill His Lifelong Dream To Teach Spanish

Life is just beginning for Jose Valdez. At 52.

He enrolled at Texas A&M last month to study language. Valdez wants to teach Spanish when he completes degree work.

The Brownsville brokerage firm clerk finished his first two college years through night courses at Texas Southmost Junior College and realized he had reached a turning point.

"It dawned on me what I really wanted was to teach," the 52-year-old A&M junior and father

of four said.

"One way was by going to classes nights and Saturdays at Pan American College in Edinburg, 60 miles away. Or I could go fulltime. It would be starting another career, but one I knew I wanted all along," he recalled.

The greying, Mexico-born Texan wishes he had made the decision earlier.

Three reasons he waited are Enrique, an electronics technician working in Houston; Ruben, attending a Houston technical

school, and Felipa, wife of meteorology graduate student Richard Jessup. She acquired an education degree at Texas A&I and teaches at Bowie Elementary first grade class in Bryan—in English and Spanish.

"There was no reason I couldn't go to college with my children taken care of," the friendly, engaging Valdez said.

Sixteen-year-old Nola is a junior at A&M Consolidated High and wants to go to college at A&M. Nola and her father will graduate at the same time.

"My wife, Aurora, likes it here," Valdez remarked, pointing out more time together and a three-month summer vacation as big factors. They celebrated their 30th anniversary Friday.

The Army medic said summers will be devoted to reading, listening to his collection of old records and playing golf, which he shoots in the 90s.

At 14 and speaking only Spanish, he entered the first grade. Young Jose's desire to master English triumphed and he skipped to the third, fifth, eighth, tenth and twelfth grades to graduate from Brownsville High in 1934. Valdez took secretarial courses at night, picking up typing and shorthand. He worked at the travel agency, sold insurance then enlisted in the Army.

"I felt I had a moral obligation," he explained.

Three years later, at Camp Wolters, he was offered U. S. citizenship and accepted. From pre-medical courses he took in

Mexico, Valdez was placed in the medical corps. He received surgical training, assisting in actual operations.

After five years in the Army, he returned to Brownsville and took a job with Philen Co. for a 20-year stay. Valdez began night courses at Texas Southmost in 1948.

A 32-year lapse since his last formal classroom education causes the remarkable student some misgivings about being able to do his work.

"I have to develop a new philosophy about it," he says.

The two-language speaking Aggie who studied Italian hasn't let doubts get in his way though. Valdez is taking 18 hours this fall, studying linguistics, two courses in Spanish, French, history and vertebrate zoology.

He credits college enrollment to friends and the desire to improve himself.

"Lee Garcia, an A&I graduate, urged me to go to college," Jose mentioned. "It was also my desire to emulate Mr. B. Struck, the company manager and a wonderful friend. He is a learned man and can talk on diverse subjects. And he's very unassuming."

Valdez's choices narrowed to A&M and A&I, then he was assisted by Felipa and Richard, who he helped through college. They told him of lower housing costs at Aggiland. The families live across the street from each other in College View.

Felipa doesn't view her father's enrollment at 52 as unusual. "It's been his dream as long as I can remember," she said.

A LIFELONG DREAM
Fifty-two year old Jose Valdez enrolled at Texas A&M University this fall, to fulfill a desire to teach. The one-time custom brokerage firm clerk started ignoring the calendar in 1948, when he began taking night courses at Texas Southmost Junior College. His four children, wife and friends heartily support his career change and goals.

