



The Battalion

Weather
 Wednesday—Cloudy, rain in the afternoon. Winds southerly 10 to 15 m.p.h. High 58. Low 41.
 Thursday—Cloudy to partly cloudy late afternoon. Winds northerly 15 to 20 m.p.h. High 53. Low 46.

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Wednesday Is 'A&M Day' At Houston Stock Show



MARY FRANCES RUBLE CHOSEN
 Mary Frances Ruble of Bertram gets a helping hand from 1967 Aggie Sweetheart Kathi Austin shortly after Miss Ruble was announced as the Sophomore Class Sweetheart. The ceremonies took place during intermission of Saturday's Sophomore Ball.



SOPHOMORE BALL PARTICIPANTS
 Part of the crowd at Saturday's Sophomore Ball is shown during one of the dances' slow moments. At left are three members of Neal Ford and the Fanatics, the Houston group which provided the music. Class President Larry Henry called the dance "a big financial success."

Ag Band Named Lead Parade Unit

By BOB BORDERS
 The Texas Aggie Band will lead the Houston Livestock Show parade as they step off at 1 p.m. Wednesday.
 The 255-member Aggie Band will be the first of 109 units in the 40-minute parade, and will be led only by a police escort and color guard.
 Band Director Lt. Col. E. V. Adams was pleased over the organization's assignment as lead unit in the procession.
 "The best thing is that all the horses will be behind us," the bandmaster noted dryly.
 The livestock show opening day has been designated "A&M Day." This is the first time that the show has honored a particular school.
RIDING IN the parade with Governor John Connally will be A&M Vice President Wayne C. Hall, Board of Directors Chairman L. F. Peterson, and member Clyde Thompson.
 Others will be Senator John Tower, Congressman Bob Casey, and Attorney General Crawford Martin.
 Following the parade, the band will be transported to the Astro-dome for a tour and the evening meal.
 Entertainers at this year's Livestock Show will be Jimmy Dean, Feb. 22-24; Jim Nabors, Feb. 25-27; "Tennessee" Ernie Ford, Feb. 28-March 3; and Eddy Arnold, March 4-5. These will be accompanied at every performance by "The Kids Next Door," a singing group composed of 11 boys and seven girls.
THE MAIN activity of the Houston Livestock Show will revolve around the rodeo and livestock judging and sales.
 The livestock show will feature a national Brahman cattle show and sale, an international Brangus show, a Register of Merit Hereford show, and what is billed as one of the world's top horse shows.
 There will also be an FFA Children's Barnyard, a first for Houston. All these livestock exhibits will be in the new 12-acre Livestock Show Building adjacent to the Astrodome.
 Added attractions will be a large midway with rides and various booths, and the world's largest calf scramble, which will take place in the Astrodome.
 This is the second year that the Houston Livestock Show has been in the Astrodome.

Violinist Presents Music Program For Town Hall

Famed concert violinist Sergiu Luca entertained a small but appreciative audience Sunday afternoon at the Bryan Civic Auditorium. The program was another in the series of Town Hall's Music for a Sunday Afternoon performances.
 Luca has been performing in the United States for almost five years, and is one of the most sought after soloists among major American symphonies. In addition to giving numerous recitals around the nation, Mr. Luca won the Philadelphia Orchestra Youth Auditions in 1964, and performed the Sibelius Concerto with the Philadelphia Orchestra. He also appeared on Leonard Bernstein's Young People's Concert of "A Tribute to Sibelius," in 1965.
 The twenty-three-year-old musician was born in Bucharest, Romania. He took up the violin at age four, taking up four years of study in London and Switzerland at age 13. He came to this country after winning an audition with Isaac Stern in Switzerland in 1960. He continued his studies graduating from the Curtis Institute of Music in 1966.

Dallas Consultant Explains Use Of Specialty Advertising

DONALD R. JANACEK
 Battalion Special Writer
 Steven F. Sellers, a specialty advertising consultant of the J. Hugh Campbell Co. in Dallas, lectured Monday to combined classes of journalism and marketing advertising students on the primary role of specialty advertising in an organization's advertising campaign.
 Sellers stressed that a program of advertising is not complete without the use of specialty items as a supporting element in large scale advertising programs. To emphasize this, he used the example of Kaiser Aluminum Co. of California and its advertising program for a newly developed type of siding.
 Sellers said that specialty advertising is the only form of advertising which is personal in its approach. That is, it puts the consumer in personal contact with the company's product by means of such a useful item as a cigarette lighter.

Fish Announce Seven Finalists For Sweetheart

Seven finalists for Freshman Class Sweetheart were announced Monday.
 The 1967 sweetheart will be crowned Saturday night, Feb. 25, at the Fish Ball, Social Chairman James St. John of Dallas said.
 Finalists will be honored at a 2 p.m. Saturday reception in Texas A&M's Memorial Student Center. They will be presented to the Freshman Class during the 8 to 12 p.m. dance in Sbis Hall.
 Sweetheart candidates include Glenda Jean Phillips, a senior at Willsboro High School; Deborah Ann Spurlock of San Antonio, a Trinity University freshman; Betsy Stark of San Antonio, an SMU freshman; Janet Kaye Feldman, a Marlin High School junior; Cheryl Ann Schneider of San Antonio, a senior at Robert E. Lee High School; Kathy Frances Crews, a Temple High School junior; and Karen Cox, a senior at Fort Worth Eastern Hills High School.

Oceanographer Attends Meeting Of Marine Group

Dr. Richard A. Geyer, Oceanography Department head, will participate in the first full meeting of the recently appointed Commission on Marine Science, Engineering and Resources Friday and Saturday in Washington, D. C.
 Dr. Geyer is commission vice-chairman and will arrive Thursday to arrange the 15-member meeting with Chairman Julius A. Stratton, Ford Foundation board chairman.
 The meeting will be the first of 18 monthly sessions of the commission appointed by President Johnson.
 Members will be sworn in and welcomed by Vice President Hubert Humphrey.

Sophs Choose Sweetheart; Ball Termed 'Big Success'

Mary Frances Ruble, a 17-year-old senior at Bertram High School, was named Sophomore Class Sweetheart Saturday at the annual Sophomore Ball in Sbis Dining Hall.
 Miss Ruble, daughter of Mr. and Mrs. Milton Ruble of Bertram, was escorted by Walter Dabney. She was chosen by a committee of judges after five finalists were announced last week.
 The 5'6" tall, blue-eyed blonde plans to major in education at Texas Tech.
SOPHOMORE President Larry Henry termed the dance "a big financial success," announcing that the class will probably realize a profit of at least \$400. He said Secretary-Treasurer Bob Fe-

ley reported an income of \$1,500, of which \$900 to \$1,100 will be used to pay expenses.
 "We're planning either to bank the profits or sponsor a sophomore class dance at Texas Woman's University," he continued.
 "We'll have a meeting of class representatives within the next three weeks, when we'll have a full report on finances and on our correspondence with TWU leaders about the dance."
 Henry said the proposed dance would be held sometime in April or May.

HE ATTRIBUTED the success of the project to "class unity and enthusiasm."
 "We had about 20 volunteers to help decorate for the Ball, and another 20 to serve as waiters and ushers," he explained. "Of course, Neal Ford and the Fanatics did a tremendous job providing the music. They really helped draw a good crowd."
 Among the special guests introduced at the dance were Kathi Austin, 1967 Aggie Sweetheart, and last year's Freshman Class Sweetheart, Diane Holditch of Richardson. The other four finalists were Gay Scherz of San Antonio, Susan Nathan of Austin, Diane Nunnally of San Antonio, and Linda Robbins of Fort Worth.

Teacher Burned In Freak Blaze

A freak fire Sunday night sent two College Station fire trucks to the home of Robert Ray Bean at 1302 Timm, College Station.
 Bean was cleaning an old typewriter in the kitchen sink when the solvent he was using suddenly ignited. Firemen theorize that the pilot light on the kitchen stove ignited the fumes as they drifted from the sink.
 Bean received minor burns on his arms while trying to extinguish the blaze, but no one else was hurt. The family was in bed at the time of the fire.
 Bean is a mathematics teacher at A&M Consolidated Junior High and his wife teaches girls' physical education at the same school.

Texas Law Prof Will Speak Here

A faculty representative of the University of Texas School of Law will visit with Texas A&M students Wednesday at Nagle Hall.
 Dr. J. M. Nance, A&M History and Government Department head, said the representative will discuss the law school program, admission requirements and procedures at Texas at 3 p.m. in Room 313, Nagle Hall.

University National Bank
 "On the side of Texas A&M"
 —Adv.

Tessies Invite Ags Up For Frolic Dance

Aggies are invited to attend Texas Woman's University's "February Frolic." The dance will be from 8 to 12 p.m., Saturday, in the Sub Ballroom of the Student Union Building, announced Miss Jill Anderson, publicity chairman on the Student Council of Social Activities.
 Admission is 50 cents and student identification card. The "Ceiling Lights" will provide the music. Dress will be suit and tie or sports coat.
 Miss Anderson called the "February Frolic" a prelude to a big Texas A&M-TWU weekend to be held later in the spring.
 "No specific plans or date has been set for the gigantic weekend," Miss Anderson said, "but it will include entertainment on Friday night and a picnic and dance Saturday night."
 "The dance next Saturday night would be an excellent opportunity for some of the boys and girls to become acquainted and to make plans for the big spring weekend," Miss Anderson concluded.

Girl Watcher's Corner



MARY BETH MULLEN
 Mary Beth is an advertising design and photography major from Lexa, Ark. She is 21, and a senior at Texas Woman's University.



ADVERTISING AGENT
 Steven F. Sellers, a specialty advertising agent from Dallas explains the purpose of his many different products to combined advertising and marketing classes Monday.