

A&M, Trinity Host Meet For Administrators In June

It's An Ad World

Some folks feel like the John Birchers are right when they preach that America is being secretly invaded by communist forces.

What they fail to see is that a much larger and more blatantly open force already has the county stupefied, brainwashed or living in abject fear, whichever you prefer.

That force comes from the brains of Madison Avenue ad men and is openly flaunted on millions of TV sets.

They brought in some nut on a white horse a while back who races around suburban neighborhoods invading private property and doing his devilish work putting laundries out of business. This is a direct stab at the small businessman, the frontiersman of America's economic childhood.

These ad men have filled our used car lots with animals, birds and fish. It is no longer necessary to visit a zoo to get next to nature. A man takes his life in his hands when he steps in amidst uncaged cougars stalking frantic impalas, and mustangs running around loose leaving piles of work for street cleaners. Can you imagine a Mustang with a tiger in his tank? There are slashing baracudas, and almost everywhere one looks he sees tiger paws. If you'd like to leave the animals alone and get involved in a demonstration (which seems currently popular) you can join the Dodge Rebellion.

Coming out of the car lot, we get run down by another nut on a horse rushing a jar of instant coffee to a helicopter that will deliver it to a boat that will deliver it to a genuine Iroquois long-distance runner who ought to run up and throw it in the face of that rich pampered white man who drinks only his own product.

From the other direction we get hit by an old fellow named Olson who is running around with an empty coffee cup and swearing he'll kill "that damn woman who is so busy making coffee for other people" that she hasn't the time to stay home and make him a cup.

Did you know that Madison Avenue has it fixed up so you can be socially ostracized for using the wrong soap and that your teen-agers likely will grow up with bad-breath traumas unless you stock six different kinds of mouthwash? You can easily get around this problem. Give the kid a Fresca and he'll freeze up so fast he won't smell. Even if he does, people won't be able to recognize who it is because of the blizzard raging around him.

The ad boys have turned a monster loose on us. They have liberated a pied piper in Levi Sta-Prest slacks wearing Brylcreem on his hair, guzzling Micrin and chewing Certs who is leading all our young women out of town for glory only knows what purpose.

We have been assaulted with plastic shields flying over waxed floors, doves diving through kitchen windows and firemen chasing white tornadoes while climbing over ceiling-high washing machines, which is a good trick in itself in a one-story house.

To top it off, the ad men have spread a true-to-life pestilence among our population. It's a new disease called "the blahs." They didn't just invent it. It arose spontaneously when the first commercial TV program hit the air.

The cure isn't aspirin, a buffered product, a powdered product or any facsimile. The cure is a swift motion of the hand (either hand will do) that turns the OFF-ON switch on the Madison Avenue midwife to the OFF position and a following swift motion of the feet that carries a victim out into his back yard to water the lawn for a few minutes or just look at his flowers. If it's nighttime, install outside lighting.

—Richard Cook



"It'll be a waste of experience for us to be sophomores next week with no freshman in need of our guidance!"

House Brings End To Rent Subsidies

WASHINGTON (AP) — President Johnson's "Great Society" program broke even in two fights Wednesday as the House voted to end rent subsidies and almost, but not quite, halted the model cities program.

And an administration program to hold down the national deficit by selling government-owned mortgages and other securities was curtailed to the tune of \$2.35 billion.

All these administration projects were included in a \$10 billion omnibus appropriation bill sent to the Senate after being chopped up by a coalition of Republicans and conservative Democrats strengthened by last year's congressional elections.

The roll-call vote on passage was 347 to 56.

Cut from the bill financing 20 federal agencies, including the Department of Housing and Urban Development, was the entire

\$40 million requested for future commitments for the rent subsidy program.

The House Appropriations Committee previously had approved only \$10 million. Left in the bill was \$5 million to finance subsidy commitments already made.

The rent program, born two years ago and financed previously with \$32 million, was designed to encourage construction of private housing by supplementing rental payments for eligible low-income families.

Texas A&M and Trinity Universities will host a two-week training session for academic administrators, with three years of experience or less, this summer.

The official name of the seminar, which is sponsored by the Association of Texas Colleges and Universities and the Coordinating Board of the Texas College and University System, is Summer Seminar for New and Prospective Academic Administrators.

The seminar will be hosted by A&M June 25 - July 1 and will then have sessions on the Trinity campus July 2-8.

Jack W. Humphries, associate director of the seminar, said that all of the sessions at A&M will be in either the Memorial Student Center or the Richard Coke Building.

The forty participants at the seminar will be selected by a Selection Committee on Applications from nominations of the presidents of the respective institutions.

"There will be all types of participants at the seminar," Humphries said.

"Among our first nine nominations were six college deans, one college president and two administrative officers."

Bulletin Board TODAY

El Paso Hometown Club will meet in room 3-C of the MSC at 7:30 p.m.

Amarillo-Panhandle Hometown Club will meet at 6:30 p.m. at the Chicken Shack in Bryan.

Fort Bend County Hometown Club will meet in room 3-A of the MSC at 7:30 p.m.

Lavaca-Dewitt Hometown Club will meet in room 301 of the MSC at 7:30 p.m.

Waco Hometown Club will meet in the YMCA at 7:30 p.m.

Humphries said that probably half of the participants will have their doctorate degrees.

"The participants will receive no college credit for attending the seminar but it will look good on their record," Humphries said.

Presentation of papers, case studies, field trips, group discussions and individual research and study will be included in the seminar's program.

"The seminar will feature presentations and discussions led by nationally recognized authorities and practitioners in academic administration," Humphries said.

Dr. Vern Alden, president of Ohio University, will speak on "The Responsibilities of the President of a Developing Institution," while Dr. James R. Connor, associate provost of Northern Illinois University, will speak on "The Academic Administrator and the Budgeting Process."

"The Academic Administrator: Distinctive Characteristics" will be discussed by Dr. John Corson, consultant to the secretary of the Department of Health, Education and Welfare, and "Internal Power Structures on the Campus" will be discussed by Dr. David C. Knapp, director of the Institute for College and University Affairs of the American Council on Education.

"A Rationale for Academic De-

cision Making" will be the topic of Dr. John A. Peoples, president of Jackson State College at Jackson, Mississippi, while Dr. Steve Umbeck, president of Illinois College in Galesburg, Illinois, will speak on "Budgeting and Planning."

"The Texas Coordinating Board — What It Is and What It Is To Be" will be the topic of Jack K. Williams, chairman of the Coordinating Board of Texas College and University System.

Dr. Frank W. R. Hubert, of Texas A&M's College of Liberal Arts, will serve as Chairman of the Advisory Committee, as Coordinator for the seminar.

I. E. Department Honors Freshman

Larry A. Bowles of LaGrange was named Outstanding Freshman in the Department of Industrial Engineering at last year's Alpha Pi Mu banquet here.

Bowles, who posed a 2.4 point ratio last semester, chosen on the basis of scholastic achievement and cooperation by the A&M chapter of the national honorary society for industrial engineering.

CASA CHAPULTEPEC

BIG 4 DAY SALE—THURS., FRI., SAT., & SUN.

Fiesta Dinner Guacamole Salad, Beef Taco, Two Enchiladas, Tamale and Chili Beans, Rice, Tortillas and Hot Sauce, Dessert. Regular \$1.50 \$1.09	TACO DINNER Two Beef Tacos, One Chili Con Queso, Guacamole Salad, Tortillas and Hot Sauce, Dessert. Regular \$1.25 99c
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1315 COLLEGE AVENUE OPEN 11:00 A. M. CLOSE 10:00 P. M. PHONE 824-4444

THE BATTALION

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