

New BA College Plans For Future

In seeking to excel in training those who will translate the space age technology into the economy of the future, Texas A&M is establishing a College of Business Administration this fall.

The dean of the college will be Dr. John E. Pearson, present head of A&M's School of Business Administration, who is an enthusiastic proponent of the concept that creativity and innovation—not staid business formalism—are the keys of future enterprise.

"Most people think of business education as following practices already successful," he said. "This is a pretty limited view. The real purpose of business education is to translate technological development and change in terms of a market economy."

EVEN ON CAMPUS, Pearson added, professors and students constantly come by with inventions or products and ask how they can be marketed.

"And this is the most exciting thing these students can do—get together with people in the sciences and say, 'How can we enterprise?'" he said.

"The types of things they'll be dealing with 20 to 30 years from now are from Buck Rogers. Someone has to put these into the economy. Things like the laser, for instance. Only 20 years ago they were first playing around with semiconductors," Pearson noted.

Today, A&M's School of Business has 1,400 undergraduate students and 80 working on master's degrees. In addition, the school conducts executive development programs the year round on campus.

PLANS FOR the future College of Business include increases in research and graduate work. There will be new programs at the master's level, Dr. Pearson said.

"Within the next two or three years, we will have to be relocated because of growth and size," he predicted.

A&M has a long history of business education.

"One of the things that I think is unusual about Texas A&M is that that its 'Commercial Department' is one of the oldest. A&M's first president, Thomas Gathright, was head of it in 1877—a year after the college was founded," Pearson recalled.

The first commercial department taught three subjects, single and double-entry bookkeeping, laws governing commercial transactions and philosophy and morals of business.

AS TO FACULTY, the business school today has a broad spectrum of disciplines. Dr. Pearson's education makes him competent in the field of behavioral sciences. Other faculty includes lawyers, mathematicians, physicists and psychologists.

"Industry problems are of such a wide range, you do have to have a wide range of disciplines in faculty," Pearson emphasized.

This concept represents an important trend in business schools, he noted.

What about the future business man? Will he be only an automated cog in the corporate machine?

"I'm optimistic although there are writings on the other side today," Pearson said. "I'm optimistic on the place and dignity of man to function not only as a sophisticated machine but as a human being."

"I THINK that as firms move to optimum efficiency only to see that efficiency become stagnant, clearly they back off and rediscover their personnel. Some are frankly in for rough sledding. The government is in for rough sledding in this respect," he declared.

There are big flaps on campuses across the country today—the bright students are rejecting business, Pearson claims, and they feel they cannot fully utilize their resources.

"I think this serves as a warning light for enlightened management," he pointed out. "If you put people more in charge of their destiny, you'll have them upgrade any company."



AGGIE-EX SWORN
Cynthia Smith of College Station set a first with her enlistment into the Air Force February 16. She graduated from A&M in January and is the first "Maggie" to receive an Air Force commission.

Storm Hits Ark.

LITTLE ROCK, Ark. (AP) — A degree of calm settled over Arkansas late Tuesday after two days of turbulent weather that left northwest Arkansas reeling under the worst snowstorm in recent memory.

The snowstorm which dumped up to 14 inches of snow in Benton, Washington, Baxter and Stone counties, was accompanied by severe thunderstorms and 55 miles per hour wind gusts, disrupting electrical service and paralyzing traffic, industry and commerce.

The community of Prairie Creek Benton County was virtually blocked off from communication Tuesday. Some 2,000 families in the area have been without electrical service since 11 p.m. Monday and power company officials said it would be Wednesday before power could be restored.

Temperatures in the area were expected to drop into the teens overnight. A spokesman said all available crews are working to restore service, but he said they were hampered by four to five-foot snow drifts.

Thousands of students from the University of Arkansas, John Brown University and public schools enjoyed a holiday as classes were canceled. This was the first time in this century, that the UA had shut down classes.

Living deep in the ocean, the giant squid is almost never seen alive. An occasional dead specimen is cast up on a beach or remains are found in stomachs of deep-diving sperm whale.

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Political Announcements

Subject to action of the Democratic Primary May 4, 1968.

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FOR SALE

LAND IN CITY OF BRYAN

Sealed proposals, in duplicate, addressed to 2200 County A&M Club, Box 4, College Station, Texas, will be received at College Station, Texas, on the 15th day of March, 1968, for the following described three tracts of land:

1. Lot Number One (1) in Block "D" in the Country Club Estate No. 2, and addition to City of Bryan, Brazos County, Texas according to plat of said addition recorded in Vol. 150 page 121, DRBCT, and being the same land conveyed by Joe Soslik by deed dated March 15, 1963, and recorded in Vol. 225 page 468 of the Deed Records of Brazos County, Texas.

2. One Acre, more or less, in the Zeno Phillips Lease, Aist. 45, City of Bryan, Texas, adjacent to Munnerlyn Village, being described in deed dated 6-30-48 and recorded in Vol. 136 page 35 of the Deed Records of Brazos County, Texas.

3. 187 x 100', containing 0.41 acres of land in Zeno Phillips Lease, in City of Bryan, Brazos County, Texas dated 7-26-48 and recorded in Vol. 136 page 35 of the Deed Records of Brazos County, Texas.

This property is South of Bryan Municipal Golf Course, facing Link Street, Tee Street and Ehringer Street. A building on this property, known as the clubhouse of the Brazos County A&M Club. The seller reserves the right to select the bid which best suits its needs, whether the price is the highest or not, and also reserves the right to reject all bids or waive informalities.

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Official notices must arrive in the Office of Student Publications before deadline of 1 p. m. of the day preceding publication.

All International Persons Representatives of the United States Internal Revenue Service will be on the campus on the following dates to assist you in the preparation of your 1967 Income Tax Return. If you have any questions or problems in connection with your return, please see these gentlemen on either of these dates:
Dates: Monday, 18 March, from 1:30 p. m. to 3:30 p. m. — Tuesday 19 March, from 9:00 to 11:00 a. m. — Place: South Solarium YMC&A. Bring with you a copy of your W-2 form, your passport, and a copy of your year's Income Tax statement. 5491f

English Proficiency Examination
The English Proficiency Examination required to be taken before the end of the junior year by persons majoring in History and in Political Science (Government) will be given on March 19 and 20 from 3:00-5:00 p. m. in Room 204, Naege Hall. Students are to register for this examination at the departmental offices in History and in Political Science (Government) prior to 5:00 p. m., Monday, March 18. 5494f

Those undergraduate students who have 95 semester hours of credit may purchase the A&M ring. The hours passed at the time of the Preliminary Grade Report, April 1, 1968 may be used in satisfying the 95 hour requirement. The students qualifying under this regulation may leave their name with the Ring Clerk in the Registrar's Office in order that she may check the records to determine their eligibility to order the rings. Orders for the rings will be taken between April 16, and May 31, 1968. All rings will be returned to this office on or about July 10 for further delivery. The Ring Clerk is on duty from 8:00 to 12:00 noon, Monday through Friday. 5495f

Students wishing to place a 1967 AGGIE-LAND in their high school may pick them up in the office of Student Publications, Services Building. 5487fn

"SPRING AWARD SCHOLARSHIPS"
Application forms for Spring Award Scholarships may be obtained from the Student Financial Aid Office, Room 303, YMCA Building during the period February 12th - March 31, 1968. All applications must be filed with the Student Financial Aid Office by not later than 5:00 p. m., April 1, 1968. Late applications will not be accepted. 53130

Pre-veterinary Medicine Students
All students who expect to register in pre-veterinary medicine for the Spring Semester 1968 must have their courses approved by their Academic Advisor. A form signed by the Academic Advisor and listing approved courses must be presented at registration. 521fn

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Senior Engineers Hear Bovay Speech

H. E. Bovay, Jr., president of the Texas Society of Professional Engineers, will speak to engineering seniors at 4 p.m. Thursday, in the Architecture Library on the pros and cons of taking the EIT exam.

All senior will be dismissed from engineering classes at 4 p.m. on Thursday to hear Bovay. The talk is sponsored by the A&M student Engineers' Council. Bob Stiles, senior aerospace engineer from San Antonio who is vice-president of the council, was responsible for making arrangements.

Powell Advises Day Students Of Available Parking Places

Texas A&M day students arriving on campus after 9 a.m. are advised by Campus Security Chief Ed Powell to park in west-side lots along Highway 2154.

Chief Powell also issued a warning for both students and faculty-staff personnel who are delinquent with parking and traffic tickets.

The chief said the parking lot behind the new Services Building is now filled by 8 a.m. daily and the lot near the Cyclotron Institute by shortly after 9.

Students waste a considerable time driving through these two lots after they are full, Powell observed, while approximately 700 spaces are available on the two west lots.

HE SAID there are never over 300 cars in Lot 49 at the end of Main Drive and usually fewer than 100 cars on Lot 48 near Kyle Field.

"These parking areas are within easy walking distance of the majority of the academic areas of the campus," Powell noted.

Turning on the subject of tickets, the chief said his office is sending out one letter to each person who has failed to pay the required fine at the fiscal office. He emphasized that if the fine

is not paid within a specified period of time after receipt of the letter, the case will be filed in Justice of the Peace Court, where the minimum fine is \$15.

PERSONS SETTLING fines within 72 hours after being ticketed are required to pay \$2 for parking violations and \$3 for traffic citations.

A \$5 surcharge is added to the fine when the case becomes delinquent and notice must be made through a letter, Chief Powell pointed out.

Even then, the chief said it is far better to pay the original ticket and surcharge than face a minimum \$15 JP fine.

Arts Group Seeks Student Leaders

The Contemporary Arts Committee of the MSC is looking for student leaders interested in bringing a diversity of art to Texas A&M.

Students may contact Tom Ellis, Box 5191 or submit an application describing their interests, address and scholastic standing to the Contemporary Arts Box in the Student Programs Office of the MSC.

Staffer Elected Society President

Dr. W. C. Banks of the College of Veterinary Medicine has been named president-elect of the Southwest Chapter of the Society of Nuclear Medicine.

The professor of veterinary veterinary medicine and surgery will become president during the organization's annual meeting in the spring of 1969 in San Antonio. He is a charter member and the only veterinarian on the society's board of trustees.

Dr. Banks is a radiologist in veterinary medicine. He uses radioactive isotopes, such as Cobalt-60, in animal therapy.

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