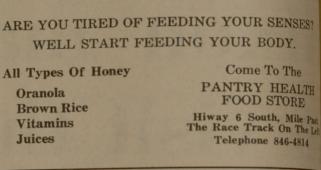


edge of the ins and outs of football and coaching by coming out athletic department, but the rethis spring. With all of that Allcent ID check controversy has America material and all of those stirred my blood. Student serv-Vince Lombardis, we should be ices fees provide a substantial in the NFL. amount of income to the athletic department. However, these fees

Steven H. Olsen Varsity Football Team Mgr.



BUSIEK - JONES AGENO

FARM & HOME SAVINGS ASSOCIATION

Home Office: Nevada, Mo.

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Vitamins

Juices

REAL ESTATE . INSURANCE

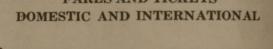
F.H.A.-Veterans and Conventional Loans

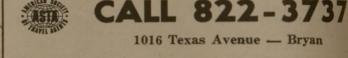
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846-3708

**ROBERT HALSELL** TRAVEL SERVICE AIRLINE SCHEDULE INFORMATION FARES AND TICKETS





## a new pair of jeans for the contemporary look! Here, one trip to th' laundry does it!" the floor, and these must be paid Steve Hayes

"On other campuses they go to great effort to 'Age'

E. B. Weiss is not an environmentalist, ecologist, or even a conservationist in any sense of the word. He is one of the advertising world's most perceptive and articulate persons who addresses himself to other advertising companies. He is a keen forecaster of trends, due largely to his ability to feel, accurately, the pulse of the consumer.

Most recently, he has addressed his findings and viewpoints to the flux of corporation advertising found in nearly every magazine "that corporations are publicizing their contributions to lifting the quality of life (whose degradation they helped to fashion.)"

Simply said, as one of the world's leading marketing specialists, Weiss states that corporations' "righteous ads show a credibility gap. He goes on to say, "Needless to say, the gap between corporate claim and performance is at least as sizeable as the generation gap—and that's a whopper. And the total disregard for the role the corporation played in bringing about some of our major ecological disasters has

genuine Alice - in-Wonderland

that corporation. And dodged the project recently developed by horrible odor . . . that will remain when the . . . program is completed."

Misleading 'ecology' ads

Weiss goes on to point out what should have been evident long ago, "that business must accept the social cost of doing business as an integral part of the total cost of doing business." It is futile "for business to pat itself on the back for cleaning up the mess it created, even if the corrective measures were of the scale required, to restore our previous quality of life . . . we had achieved before the present decade of environmental despoilation.'

"The current 'ain't we noble' school of corporate advertising is precisely the sort of business gambit that makes campus students uptight about business" .... It is incredible to think "that an intelligent society can be fooled so easily."

Corporation advertising is even more incredible in its approach of 'we are concerned like you,' when anyone who has attempted to communicate with corporations realizes that corporations are not

your organization that represents a new step in implementing a broader policy of social responsibility?,' not one, I repeat, not one, had a program that related in scope to the "fearful problem of the deteriorating physical environment." Only 50 of the 500 had any type of program relating to any social problem, and

David John Hastie '74

The ticket office said that by

Monday morning all the 8,300 stu-

dent tickets had been given out.

The only seats remaining are

those in the reserved section on

none of these were new. E. B. Weiss of Madison Avenue, speaking to Madison Avenue, calls this "a depressingly tragic record."

It is time for corporations to stop ecology talk, and false ads, and begin, if I may be so blunt, to put their money where their mouth is.

## **Bulletin Board**

Tonight Sophomore Council will meet in the Memorial Student Center, room 2A-B at 7:30.

YMCA will hold its comparative doctrine program in the All-Faiths Chapel at 7:30. Thursday

Panhandle Hometown Club s in th ODDY OI less. Weiss concurs with this al Student Center at 7:30. Dues will be collected.



"A typical example: A recent advertising program by a giant paper mill that seeks public credit for a \$100,000,000 program to clean up lakes and streams that had been polluted for decades by

ust like us, and could really care opinion as well, and notes that of the 500 largest corporations which he polled with the following: 'Would you be willing to furnish

San Angelo-West Texas Hometown Club meets in room 3C of the Memorial Student Center at me with an outline of just one 7:30.



Opinions expressed in The Battalion are those o the student writers only. The Battalion is a non-tax-supported, non-profit, self-supporting educational enterprise edited and operated by students as a university and community newspaper.

## LETTERS POLICY

Letters to the editor must be typed, double-spaced, and no more than 300 words in length. They must be signed, although the writer's name will be withheld by arrangement with the editor. Address correspondence to Listen Up, The Battalion, Room 217, Services Building, College Station, Texas 77843.

Members of the Student Publications Board are: Jim Lindsey, chairman; H. F. Eilers, College of Liberal Arts; F. S. White, College of Engineering; Dr. Asa B. Childers, Jr., College of Veterinary Medicine; Dr. W. E. Tedrick, College of Agriculture; and Layne Kruse, student.

resented nationally by National Educational Advertising Inc., New York City, Chicago, Los Angeles and San

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## HAVE I GOT **GIRL FOR YOU!**

Wow! Have you been by the "Y" office to see over 140 sweet young things in the Gig 'Em Club Dating Service file. If you haven't you don't know what you're missing, and more girls are joining all the time. These girls want to date Ag's and that means YOU!

Fill out your application in Room 102, YMCA AND bring a recent photo to attach. If you filled out an application last year renew it NOW - old applications will be discarded after Friday, 22 October.

