

CADET SLOUCH

by Jim Earle



"On other campuses they go to great effort to 'Age' a new pair of jeans for the contemporary look! Here, one trip to th' laundry does it!"

Steve Hayes

Listen up

More arguing over tickets

Editor:  
I went to pick up my ticket to the Carpenters on Friday the 8th. As I understood it, all students who had bought required activity cards had the option of getting a general admission ticket, paid for in your activity card, by picking them up on the week of October 4th. And the office was closed for inventory. Monday I couldn't make it so I went on Tuesday the 12th and could not have a ticket except by purchasing another one.

My gripe is that they sold more tickets than they had room for at the first of the year through activity cards. I don't like paying for tickets I don't use and dislike even more paying for tickets and wanting to use them but not getting them.

I can understand a limit to date of pick up, in a way, but I went Friday and was turned away. And that week was not well advertised. There are also students who pick up their tickets who won't use them. I know of many students turned away, what can we do, besides "suck it up"? If we now go and buy a ticket they have a pretty good racket going. Thank you for your time.

David John Hastie '74  
The ticket office said that by Monday morning all the 8,300 student tickets had been given out. The only seats remaining are those in the reserved section on the floor, and these must be paid

for. If you had shown up before Friday there would have been a ticket for you.—Ed.

Editor:  
Mr. Groff gave his reasons for the policy change, but they really sound like excuses to get our money.

First, Mr. Groff says we pay \$1.27 for those \$6.00 tickets. Better check your records, Mr. Groff. As students, we also pay for Kyle Field with a building use fee. If this is added, it comes to about \$2.00 a ticket, for a grand total of \$3.27.

Mr. Groff says he is following SWC rules. Why has he suddenly decided to enforce this rule when he neglected it for years? Did he find it would be more profitable to enforce it now when football isn't attracting as many paying customers?

It looks as if Mr. Groff already has the approval of our rubber-stamp Student Senate, so the only course of action is up to the students. Right on, Randy Allen!  
Ronald Koehn

Editor:  
I am no expert with regard to the financial matters of our athletic department, but the recent ID check controversy has stirred my blood. Student services fees provide a substantial amount of income to the athletic department. However, these fees are adjusted periodically to fit

changing needs. When a student cheats the department by using a student ticket for his date, he is also cheating himself. Athletes are drawn to schools with good facilities among other things, and facilities require money. When that extra student ticket is used it costs the department some money, some facilities, and maybe a good team. But also, the loss of revenue is compensated for by hiking student services fees to match the loss. You and future Aggies will pay the price . . . no one else.

I am further irritated by "experts" who on the basis of hearsay and unadulterated rumor unleash attacks on the team and the coach. I'm disappointed that we haven't won more games, but snide, caustic, and unpointed attacks only make things worse. Why should anyone put out for someone who has shaken them off with nasty cracks? How many of us would be here if a professor had taken a similar attitude somewhere down the line?

I challenge you experts to demonstrate your superior knowledge of the ins and outs of football and coaching by coming out this spring. With all of that All-America material and all of those Vince Lombardis, we should be in the NFL.

Steven H. Olsen  
Varsity Football Team Mgr.

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Misleading 'ecology' ads

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 characteristics."

"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

that corporation. And dodged the horrible odor . . . that will remain when the . . . program is completed."

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 despoliation."

"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 just like us, and could really care less. Weiss concurs with this opinion as well, and notes that of the 500 largest corporations which he polled with the following: 'Would you be willing to furnish me with an outline of just one

project recently developed by 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 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 Home town Club meets in the lobby of the Memorial Student Center at 7:30. Dues will be collected.

San Angelo-West Texas Home-town Club meets in room 3C of the Memorial Student Center at 7:30.

The Battalion

Opinions expressed in The Battalion are those of 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; P. 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.

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HAVE I GOT A 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.

Student Y Association

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PEANUTS

By Charles M. Schulz

PEANUTS

PSST, SIR! MAY I COME IN?

PSST, SIR? WHAT KIND OF AN EXPRESSION IS THAT? STOP CALLING ME SIR!

I'VE JUST BEEN OVER TO SEE CHUCK. HE'S PRETTY HURT... HE'S TAKEN TO HIS BED...

SO HAVE I... WHEN I THINK OF HOW I HURT HIS FEELINGS, I WANT TO DIE... I FEEL AWFUL... I REALLY OFFENDED HIM...

IN FIRST-AID CLASS I LEARNED THAT IF YOU HAVE OFFENDED SOMEONE, THE BEST TREATMENT IS TO APOLOGIZE IMMEDIATELY...