

Ms. Is New Magazine For Women

Ms. is a new title for some American women, a new magazine, and according to the women who work there, a new state of mind.

Using the title that implies a woman's marital status is nobody's business, Ms. magazine promotes political, social and economic equality for women on its glossy pages. Just five issues old, it already has a circulation of more than half a million.

"It's a whole new way of reaching women. We aim to help women realize their full potential, and to become a forum for discussion of progress and problems," said Pat Carbine, the magazine's publisher and a former editor of Look and McCall's.

Ms., the largest slick above-ground feminist magazine, has featured articles by Kate Millet writing about Angela Davis, welfare mothers writing about themselves, and Germaine Greer writing that women should do without underwear. Regular columns fea-

ture tributes to obscure heroines in history, do-it-yourself mechanics, and comments from liberated men.

Ms. editors express confidence about the magazine's future success and others in the magazine business say their record so far is good.

The original print order for the first issue was for 400,000 and that has climbed to 510,000 for October. About 65 per cent of the sales are from the newsstands. More than 40 per cent of the subscription orders come in with money already enclosed. The industry figure for cash subscriptions is about 5 per cent, according to the publisher.

"The returns have been larger than all our projections," she said.

The magazine's circulation is still behind that of other women's magazines such as Cosmopolitan, which now has more than a million and a half readers, or Good Housekeeping with close to six million.

Though it will be two or three years before the real success of the magazine is measured, Pat Carbine says they are already not far from the break-even point financially. "And we're doing well enough on income from subscriptions and newsstand sales so we don't have to depend on advertisers."

The magazine, averaging about 118 pages, now has only about 12 pages of ads. It would like three times as many.

Though returns from a subscriber's survey have not been tabulated, Margaret Cleary of the circulation department thinks Ms. is read mostly in college towns and in areas where there are many women in business. It is not as popular in blue collar areas, she said.

Ms. has been criticized for its lack of humor. "I agree," says Gloria Steinem, one of the magazine's founders. "But for so long ridicule has been used as a weapon against women. It's more difficult for us to use. But then, we

find things funny that men don't at all. Men will continue to say we need more humor while we are falling down laughing."

Coeds Boast Many Majors

Coed at A&M are majoring in a variety of disciplines ranging from Pre-Veterinary Medicine to English.

Women are enrolled in 89 of the 130 courses of study offered by TAMU, according to Registrar Robert A. Lacey.

Educational curriculum and instruction heads the list of preferred courses with 606 coeds enrolled. Pre-veterinary medicine is second with 164 women and 155 coeds list educational psychology as their major.

Enrollment in curricula preferred by the majority of TAMU coeds are: liberal arts, 137; pre-medicine and sociology, 96 each; accounting, 92; mathematics, 91; biology, 90; English, 89; and psychology, 83.

Also physical education, 65; zoology, 57; wildlife science, biomedical science and history, 47 each; animal science, 46; journalism 45; and chemistry and modern languages, 42 each.

The Colleges of Education, Liberal Arts, Science and Veterinary Medicine lead with the largest percentage of undergraduate and graduate women enrolled. The College of Education heads the list with women comprising 49.5 percent of its enrollment followed by Liberal Arts with 32.3 percent women, Science with 21.7 percent and Veterinary Medicine, 19.2 percent.

Percentage of women enrolled in other colleges are: Business Administration, 13 percent; Geosciences, 9.5 percent; Agriculture, 7.9 percent; Architecture and Environmental Design, 5.4 percent; and Engineering, 1.8 percent.

Coed enrollment increased 53 percent from 1,767 a year ago to 2,713 this fall. Enrollment of women now approaches 16.8 percent of the total registration.

Fashion Trend To Leather In Today's Clothes

Going natural is the big thing these days, and fashion-conscious Texans are doing just that with leather.

"The current appeal for layered separates couldn't be better for leather apparel as the classics blend well with the leather jackets, vests, skirts and pants," according to Roxanne Schnorr, Texas Agricultural Extension Service clothing specialist.

Jackets in the fashion forefront include the short battle jacket, shirt jackets, smocks, blazers, wrap-around, and safari jackets. Short-fashion leather vests top skirts, while vests in longer lengths pair with pants.

Leather for pants and jeans—in suede or grained styles—is supple and projects a lean line. With the re-entry of skirts into fashion, leather appears in wrap-arounds, gored and A-line silhouettes.

"The spectrum of leather variations provides additional excitement to its fashion appeal," the A&M specialist said as she detailed its different types.

Leather types are divided into two categories—suede and split leather, grain and smooth leather.

"With these categories options offered by animal hides and skins become more apparent," the specialist noted. "Categories also indicate the care required for these leathers, as permanent-care labels are not required for garments made with them."

Suede leathers have a velvety nap. The leather has been turned inside out and buffed to achieve its soft surface. Split leather is cowhide with a rough, brushed nap.

Heavily soiled suede and split leather should be professionally dry cleaned. In-between care simply involves brushing with a terry towel or suede brush to remove loose soil. Spots and light stains can be removed with a soft gum eraser, emery board or chalk cleaner.

If suede leather gets wet, dry the garment away from heat. After it's dry, restore it to the original appearance by brushing with a terry towel.

Janet Landers

Miss - Information

Where has Old Army gone — long time passing? What has happened to fish haircuts, cusp races in the mess hall, animal night, the groad hole. And babbo bombs. And now where is TWU? Things have really changed on the campus . . . Women's Liberation will have a meeting tonight at 7:30 in Library Room 302 . . . Thursday Oct 12 at 7:30 p.m. there will be a steak fry for residents of Krueger and Davis Gary Halls. . . Patricia Self, counselor for women, announced plans for a picnic to be held Sunday Oct. 22 at 4 p.m. for honorary members of Alpha Lambda. Dean of Women, Toby Schreiber, Patricia Self and Grace Keefer of the Math Department will be honored at

the Williams Park affair. The date for formal initiation will be announced at this time . . . Omega Phi Alpha pledge class has elected the officers for '72-'73. The following members were elected: Kathleen Adams, president; Allelia Worrall, vice president; Susan Gray, secretary and Debbie Van Sickle, treasurer. Advisors for the society are Dr. Ethel Tsutsui, chairman; Fern Hammon of the Town Talk show, and Patricia Self, counselor for Women. Last weekend there was a 'camp-out' at the Barcelona Apartments. At that time the pledges were introduced to their big sisters. Tentative fund raising projects include a slave sale of pledges, bake sale and making senior boot covers.

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Tamale Dinner 99c 2 Tamales Spanish Rice Fried Beans Chile Conquezo Tostaditas Hot Sauce	Combination 99c Dinner Enchilada Tamale Spanish Rice Fried Beans Taco Guacamole Tostaditas Hot Sauce

Try Chicken And Oranges

By CECILY BROWNSTONE
Associated Press Food Editor

Because chicken fits into budgets these days, it appears often on home dining tables. But families sometimes get tired of eating chicken "the same old way." When this happens at your house, you might like to try this recipe; it is adapted from Mexican cuisine.

CHICKEN WITH ORANGES

- 1 broiler-fryer chicken (about 3 pounds), quartered
- ¼ cup flour
- 1 teaspoon salt
- ¼ teaspoon pepper
- 2 tablespoons salad oil
- ½ small onion, finely chopped
- ¾ cup chicken broth (from a 10½-ounce can), undiluted
- ½ cup orange juice
- ¼ cup raisins
- 1 teaspoon aromatic bitters
- 1½ teaspoons cornstarch
- 2 tablespoons cold water
- orange slices

Wash and dry chicken. Mix together flour, salt and pepper; coat chicken with mixture.

In a large skillet heat oil; add chicken and brown on both sides. Place chicken in one layer in a shallow baking pan.

To drippings in skillet add the onion, chicken broth, orange juice, raisins and aromatic bitters; with a wooden spoon stir over low heat to get up drippings. Pour over chicken.

Bake in preheated 350-degree oven until chicken is tender — about one hour. Remove chicken and raisins to a platter and keep warm.

Pour drippings from baking pan into a cup; let stand until fat rises to top; skim off fat. Pour skimmed drippings into a small saucepan; mix cornstarch with water until smooth; add to saucepan. Cook over moderate heat, stirring constantly, until sauce thickens; spoon sauce over chicken. Garnish with orange slices. Serve with yellow rice. Makes four servings.

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FRESHMEN
Aggieland Picture Schedule
Deadline for Make-Ups for the Aggieland Has Been Extended Through October 20

Pictures will be taken from 8 a. m. to 5 p. m.

At
UNIVERSITY STUDIO
115 N. Main North Gate 846-8019
(Bring fee slips)

SENIORS AND GRADUATES
Picture Schedule for 1973 Aggieland

Oct. 9-13	A-G
Oct. 16-20	H-M
Oct. 23-27	N-S
Oct. 30-Nov. 3	T-Z


Pictures Will Be Taken from 8 A.M. to 5 P.M.

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