

LAKEVIEW CLUB
 3 Miles N. On Tabor Road
Saturday Night: Moe Bandy & The Mavericks
 From 9 - 1 p. m.
STAMPEDE Every Thursday Nite
 (ALL BRANDS BEER 35¢)

Barcelona
 RESERVE A GREAT APARTMENT FOR FALL
 RENTAL OFFICE NOW OPEN FOR SELECTION
 700 Dominik - Call 846-1709 for Information



Student Section, Tennis Courts, Basketball and Volleyball Courts, T.V. Lounge, Pool Table, Club Rooms.
 Student Rates. Efficient, Discreet Professional Management. Security Guard.
 The Newest in Apartments in College Station/Bryan Area. Student Plan \$62.50 per month. We have separate Girls' Dorm.

Janet Landers
Miss - Information

Freshmen coeds in the Krueger-Dunn complex opened their mailboxes Monday to find, not the usual spider's web, but a candy cane with a note attached. The message read, "Lick those exams." Cwens, a campus service organization, planted the sugar coated inspiration in hopes of lifting the spirits of freshmen experiencing their first college exams. Members of Cwens lend a helping hand in various ways, from assembling printer programs, licking envelopes, to acting as hostesses for campus affairs. Wives of A&M international students will spread a Christmas feast today at the First Baptist Church of College Station. About 90 wives are expected to attend. They will prepare and serve native dishes wearing clothes from their home country. About 34 different countries will be represented and many of the world's cultures. This is a part of the Discovery Program conducted by the Baptist women which works on a one-to-one basis for non-English speaking student wives. In addition to helping the visitors gain confidence in English, the program provides training in cooking, sewing, art and choral singing. Pre-school children attend with the mothers. This program helps create greater understanding and easier acceptance of the American culture for the wives and participating Baptist women gain insight into the different cultures of the world.

Taylor Gets Admissions Position

Loyd Taylor has been named associate director of admissions, announced TAMU Dean of Admissions and Records Edwin H. Cooper.

Taylor resigned as head football coach and athletic director at Tarleton State College after formally accepting the TAMU position. He was an assistant football coach at TAMU from 1965 until 1970, when he moved to Tarleton.

Dean Cooper said Taylor will coordinate foreign student applications, as well as review freshman applications and make counseling visits to high schools and junior colleges.

Football Rough!

The flying wedge was outlawed in football when President Theodore Roosevelt threatened to ban the game by executive edict unless players quit being so rough.

A&M Student Seeks To Aid East Texas Indian Economy

Recommendations to help the Alabama-Coushatta Indians become economically self-sufficient have come from an A&M student's research.

Environmental design senior David H. Russell's ideas incorporate current efforts and plans of the Indians and far-reaching proposals such as a motel-hotel-convention center.

The Alabama-Coushatta reside on a 4,351-acre reservation in East Texas, between Livingston and Woodville. The tract encompasses part of the Big Thicket and the only remaining virgin hardwood forest in Texas.

The reservation is one of few in the U. S. exclusively under state and Indian control.

The Texas Legislature in 1965 created the Texas Indian Affairs Commission. The Commission and the Alabama-Coushatta Tribal Council manage and administer reservation affairs.

Development of tourist attractions has given the Indians a glimmer of hope of sustaining themselves.

To attract tourists, they built the Living Indian Village and Dance Square. Vehicles were purchased for Big Thicket and historical-nature tours. Various sources were used to obtain capital, which also led to creation of 28-acre Lake Tombigbee and camp sites.

New facilities for tour departure, the Living Indian Village and indoor dance square have since been constructed, along with a Reptile Garden and Inn of the Twelve Clan Restaurant and other improvements.

Tourism jumped from 50,000 visitors in 1966 to 130,000 in 1970.

Russell, a Corpus Christi Ray High School graduate, believes the Alabama-Coushatta can function independent of state support. His study, which considered social, financial and planning aspects, in cooperation with reservation officials Emmett Battise and Carson Watt, is based on the Indians remaining on the reservation "where social and racial groupings help develop identity concepts within the individuals which adds to the stability and security of the individual and community."

Russell also noted that ethnic neighborhoods "can add much to America's heritage and cultural character. Maintaining the reservation system can also provide a living museum" on America's cultural past and insight into her cultural future.

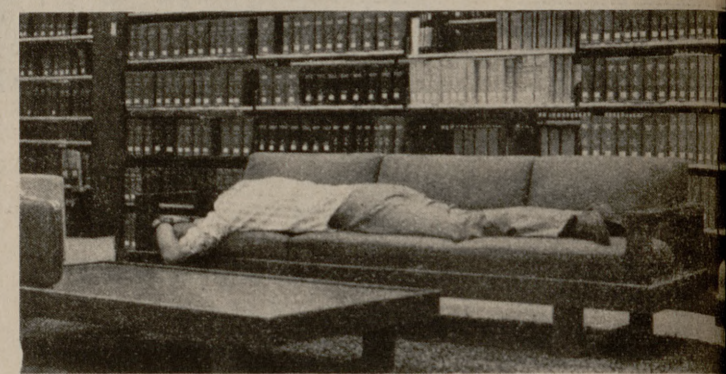
Russell divided development recommendations into three phases, with the third a long-range proposal depending on creation of the Big Thicket National Park. Among Russell's ideas are land acquisition along U. S. 190 and location of the park entrance in relation to the reservation.

General suggestions include incorporation of the reservation as a city and research of federal acts for financial support in construction of new housing, fresh water sources and a sewage disposal plant.

Russell's more specific ideas involve steps for immediate and future economic growth and residential development, which he envisages in the western half of the reservation, separate from tourist facilities.

Residential requirements include upgrading sub-standard homes and development of a residential community and service complex including a meeting and administrative offices, a health clinic, athletic facilities, a school with day care-nursery area.

The A&M student believes various efforts can be coordinated to make the reservation self-sufficient, contribute to economic security of the Polk County area and preserve the physical beauty of the region.



AN AG FINDS TIME to take a little snooze in a deserted hollow of the library during the last day before exams. The library will be open around-the-clock through Friday.

GIFT CERTIFICATES
 for parts, accessories and machine shop work from

Ansen Sprint
 polished aluminum wheels (all sizes)
 Reg. \$190/set of 4
Now \$125 while they last



1230 S. College - 822-7436

\$25.00 CHRISTMAS GIFT CERTIFICATE
 towards purchase of a set of Pirelli Steel Belted Radials.

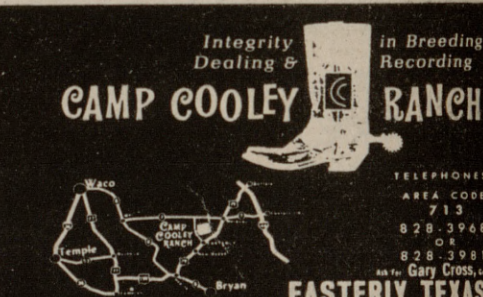
\$20.00 CHRISTMAS GIFT CERTIFICATE
 towards purchase of a set of Pirelli for foreign cars.

HOUSE OF TIRES
 3722 S. College
 Wishes you a safe and Merry Christmas

CHAROLAIS BULLS
 RANGE BRED AND RAISED
 Sired by famous imported FRENCH BULLS

CAMP COOLEY RANCH IS FAMED AS A PRODUCER OF OUTSTANDING BULLS
 Ask Your Neighbor

Select Yours NOW Call Write Wire



Integrity Dealing & Recording in Breeding
CAMP COOLEY RANCH
 TELEPHONE AREA CODE 713 828-3948 04 828-3981
 East, City Crossway
EASTERLY, TEXAS

An ad is what you do when you can't call in person.

It's as simple as that. When your potential customers are numbered in millions, you can't send a salesman to tell each one about your product. So you send an ad.

And, like the salesman it's filling in for, an ad has to understand the person it's talking to - as an intelligent, sensitive human being. It has to show how the product fits into that individual's life and provides something he or she wants. Clearly, quickly, interestingly.

If it doesn't, the page gets turned just as emphatically as the door was once slammed on the salesman.

And millions of women have responded by buying the product. Again and again.

Maybe it was because the people at Kimberly-Clark Corporation and their agency, Foote, Cone & Belding, spent a lot of time talking to consumers - listening to what they were saying about the changes in their life-styles - understanding them.

Maybe it was because they interpreted that understanding into vibrant new product colors, innovative packages and designs that women were ready for.

Maybe it was the human, personal kind of messages they created to tell women about this new form of a well-known old product.



Ads like this one have been delivering personal messages to women about all the new forms of Kleenex® tissues. They've been telling them about the Jewel Boxes, the colorful Boutique® and handsome Kleenex Americana® tissue boxes.

More likely it was all of these things, working together to produce a marketing success. Kimberly-Clark profited. The facial tissue industry grew. More new products developed. Additional jobs were created. American bathrooms and kitchens and bedrooms became a little more colorful.

And instead of taking years, as it would with personal calls, it all happened in a matter of months.

So, while advertising is just a substitute for a personal sales call, you could hardly call it a poor substitute.

MSC Cafeteria

NOW BETTER THAN EVER BEFORE. YOU WILL BE PLEASED WITH THESE CAREFULLY PREPARED AND TASTE TEMPTING FOODS. EACH DAILY SPECIAL ONLY \$1.09 PLUS TAX.

MONDAY EVENING SPECIAL BROILED BACON WRAPPED MOCK FILET STEAK GERMAN STYLE POTATOES Choice of one vegetable Rolls & Butter Tea or Coffee	TUESDAY EVENING SPECIAL FRESH CORN FED CATFISH FILET w/TARTAR SAUCE Cole Slaw Grandma's Cornbread Choice of one vegetable Rolls & Butter Tea or Coffee	WEDNESDAY EVENING SPECIAL CHICKEN FRIED BEEF STEAK w/CREAM GRAVY Choice of two vegetables Rolls & Butter Tea or Coffee
THURSDAY EVENING SPECIAL ITALIAN CANDLELIGHT DINNER - ITALIAN SPAGHETTI SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing - Hot Garlic Bread Tea or Coffee		
FRIDAY EVENING SPECIAL MEXICAN FIESTA DINNER TWO CHEESE AND ONION ENCHILADAS w/CHILI Spanish Rice Patio Style Beans Rolls & Butter Tea or Coffee	SATURDAY SPECIAL NOON AND EVENING OLD FASHIONED YANKEE POT ROAST Potato Pancake Choice of one vegetable Rolls & Butter Tea or Coffee	SUNDAY SPECIAL NOON AND EVENING ROAST TURKEY DINNER Served with Cranberry Sauce & Crapapple Cornbread Dressing Rolls - Butter - Coffee or Tea Giblet Gravy And your choice of any One vegetable.

FREE RINGS FOR CHILDREN

You cannot believe you get, "The Whole Thing," for \$1.09

20 OUNCE BIG GLASS OF TEA

"QUALITY FIRST"

Advertising about Advertising.
 One of a series sponsored by Time, Life, Fortune. Sports Illustrated.
 This ad prepared by Foote, Cone & Belding Advertising.