

TV Show Examines Commercials

By JAY SHARBUTT
AP Television Writer

NEW YORK (AP)—Few of us ever have seen a miracle. We'll get the chance tonight when the CBS Television network takes a big corporate gamble and broadcasts "You and the Commercial."

It's about the billion-dollar world of television advertising. But it's no puff job. It's wry, tough, occasionally funny and consistently interesting.

It names advertisers the Federal Trade Commission has taken to task for playing loose with the truth. It adds injury to exposure by rerunning and examining the

offending commercials in sharp detail.

It notes that officials of six of the nation's biggest advertisers—Procter & Gamble, General Foods, Warner-Lambert, Bristol-Myers, Colgate-Palmolive and American Home Products—declined to be interviewed for the show.

And it shows a "counter-commercial"—never seen before on network television—in which actor Burt Lancaster sharply criticizes in dire terms the engine mounts on certain Chevrolet models.

The 57-minute documentary, narrated by Charles Kuralt, isn't

a one-sided assault on the advertising game.

The industry's defenders are amply represented, the most prominent defender Archibald Foster, chairman of the Ted Bates advertising agency, the fifth largest in the world.

But the show does take a very close, hard look at the way television commercials are produced, their effect on the viewer and how the new, improved FTC is working to protect the consumer.

It will make you shake your head at times, particularly the segment covering the painstaking way viewer response to commercials and viewer recall of them is measured.

The show was produced and written over a 10-month period by Irv Drasin, who also shares on-camera interview chores with

Kuralt. For some reason, "You and the Commercial" has no sponsor.

"I think it proper that it isn't being sponsored," Drasin said. "It would tend to give any sponsor an aura of being above the battle, when in fact all of advertising is involved."

"Also, it might be ludicrous if we halted a show about commercials for a commercial."

This is the miracle of the show, because until now the primary rule of television has been "don't anger the sponsor."

By letting viewers inspect the ways of the TV sponsor, Drasin and CBS officials have put their heads in the lion's mouth. But they deserve a loud cheer from consumers, who ultimately pay for all those commercials they hate, ignore or enjoy.



No. AJ048M — \$125.00
17 jewel, self-wind, Bell alarm,
98.2 ft. water tested, day-date
calendar instant date change,
yellow top/stainless steel back.

SEIKO

Douglas Jewelry

212 N. Main
Bryan
822-3119

They're Here!!
ALL THE
UNIQUE
Mother's Day
GIFTS AT
Happy Cottage
809 E. 29th — Bryan

ALLEN
Oldsmobile
Cadillac
SALES - SERVICE
"Where satisfaction is
standard equipment"
2401 Texas Ave.
823-8002

OAKRIDGE SMOKEHOUSE
807 Texas Ave.

DAILY
PLATE
LUNCHES
Choices
of 3 Meats
Three Vegetables
Dessert & Drink

ONLY \$1.59

SFA President To Address Phi Kappa Phi Chapter

Ralph W. Steen, Stephen F. Austin State University President, will deliver the initiation address at the annual Phi Kappa Phi banquet May 1.

The banquet is planned for 6:30 p.m. at the Ramada Inn.



Ralph W. Steen

Phi Kappa Phi is a national honor society, with more than 100 chapters at leading American universities. Its primary objective is to recognize and encourage superior scholarship in all fields of study. It initiates students from all colleges of the university, elected from the top five per cent of the junior class, and from seniors in the top 10 per cent. This year's initiates include 44 graduate students, 164 undergraduate students and eight faculty members.

Prior to becoming Stephen F. Austin president in 1953, Dr. Steen was head of A&M's History Department. He had served as a faculty member here since 1935.

Dr. Steen, a noted author of many books on Texas history and government, is a former president of the Texas State Historical Association, holds membership in American Historical Association, the Southern Historical Association, and has presented scholarly papers at numerous national and regional historical meetings.

Williams Appoints Committee For 100th A&M Anniversary

Dr. Haskell Monroe, professor of history and assistant vice president for academic affairs, heads the 17-member Centennial Committee appointed by President Dr. Jack K. Williams.

The committee held its organizational meeting this month and began plans for observance of A&M's 100th anniversary in 1976.

Other committee members are Dr. Tom Adair, associate professor of physics and assistant to the president; Dean Fred J. Benson, College of Engineering; Tom D. Cherry, vice president for business affairs; Dean E. H. Cooper, admissions and records; Dr. Samuel Gillespie, associate professor of marketing; Dean H. O. Kunkel, College of Agriculture; Dr. Robert E. Shutes, associate professor of educational curriculum and instruction.

Also Lane Stephenson, associate director, information and publications; Robert L. Walker, director of development; Dr. John Paul Abbott, distinguished professor emeritus of English; Tom Kennerly Jr. of Houston, regional vice president of the Association of Former Students; Mayo Thompson of Houston, vice president for public relations for the Association of Former Students; Richard E. Weirus, executive director, Association of Former Students, and students Steven Eberhard, Chris Lawson and Barb Sears.

An earlier committee, chaired by Dean Emeritus H. L. Heaton and including Dean E. L. Romie-niec and Dr. J. M. Nance, gathered background data and offered suggestions for the centennial observance.

'Engineering And Society' Offered In Fall

A detailed look at the interface between technology and society will be the subject of a new engineering course being offered this fall.

The course, Engineering 301, was deleted from the Fall Schedule of Classes issued this week prior to pre-registration, but course directors Dr. Richard E. Thomas and Dr. T. J. Kozik of the College of Engineering stressed that the course would indeed be offered.

Titled "Engineering and Society," the course will be a non-technical study of the serious problems arising from technological advancement and scientists' responsibilities to society.

"Students taking the course will not be required to work a single math problem," Kozik said, "and they won't be required to understand a slide rule."

"What we will try to do with the course is show non-technological students what science and technology is doing today to work with society and serve its needs rather than against the people and the environment."

Single is for both of you
and so is jeans 'n things.

jeans 'n things
325 University Dr. 846-0223

Sign Up for Your 1974 Aggieland

during preregistration April 23-27

The Aggieland is now offered on an optional basis, rather than being included in student services fees. This means you should request that a copy be ordered for you when you preregister. All you have to do is check the "yes" box beside the appropriate entry on your Housing Authorization card, and payment will be included in your total statement for room and board, tuition and related fees.

PLAN FOR THE FUTURE—ORDER NOW

(Don't find yourself wishing years from now that you had purchased a copy of the yearbook. Do it now and be glad for years to come.)

STUDENT PUBLICATIONS DEPARTMENT

The Housing Authorization Card also includes provisions for the standard \$2 fee for students desiring to have their individual picture published in the yearbook.

Town Hall Wants Your Opinion

Listed below is a list of groups and individual entertainers under consideration by the Town Hall Selection Committee for the 1973-74 school year.

Due to the differences in price of the various groups and entertainers the list has been divided into two groups. Realize that those listed under SPECIAL ATTRACTIONS would require a general admission charge of \$2.75 per ticket, ranging up to \$5.50 per ticket for reserved seats. Those listed under Town Hall Series would be free to \$1.00 for general admission.

Please check five names in both categories that you would like to see and mail this form to Box 5718, College Station, Texas 77840 or return it to the Student Program Office.

SPECIAL ATTRACTIONS		TOWN HALL	
Helen Reddy-Mac Davis	America	Tammy Wynette	Doobie Brothers
Humble Pie	James Taylor	Jim Croce	Shawn Phillips
Charlie Pride	Seals & Crofts	Taj Mahal	Z. Z. Top
Gilbert O'Sullivan	Carly Simon	Bill Withers	Ann Murray
Doc Severinson	John Denver	Chi Coltraine	Wishbone Ash
Merle Haggard	Fifth Dimension	Mel Tillis	B. W. Stephenson
Lynn Anderson	Henry Mancini	Doby Grey	Roy Clark
Curtis Mayfield	Yes	Blood, Sweat and Tears	Paul Marlat
Bette Midler	Loggins and Messina		Others:
Emerson, Lake and Palmer	Others:	Lobo	
		J. Geils	