

# Shredded Money Poses Problem

of money?

That's the problem confronting a select group of graduate students enrolled in a new entrepreneurial science program offered by the College of Business Administration.

Their problem would be reduced considerably if the currency were in the form of crisp dollar bills. This particular supply, however, has been run through the highly efficient shredder of the Federal Reserve Bank.

The feds are willing to part with these devalued dollars for \$10 a ton, provided the purchaser doesn't appear to be a "quick buck" artist.

Dr. John E. Pearson, A&M's business dean, passed the test and was allocated a half bale which he promptly placed in a special room called the "storm barn." No one is allowed in the storm barn

What can you do with a barrel students. They go there "to brain storm ideas."

If they can't get inspired by the barrel of money, there are other items around to challenge their ingenuity. For example, hanging from the ceiling is a set of 'Clackers," serving as a constant reminder that 47 tons of the oncepopular toy are available almost for the asking.

The idea is to find a profitable use for what is normally regarded as useless. In the case of the shredded money, Dean Pearson became interested after learning the predominate utilization to date has been adding it to drilling mud in oil explorations.

Creativity is the key word in describing the business program, believed to be the only one of its kind in the nation.

"The best we can hope for is to bring creativity out in our students," Dean Pearson observed. "You can't teach it."

"We are not simply teaching students how to make a quick buck," he added. "Through this program we hope to develop a new type of business leader who can work in a creative but deliberate way to bring new resources and technologies together for business enterprising while protecting and rehabilitating the total business environment.'

He said this new thrust in grad-

uate business education requires breaking from traditional descriptive courses of business operations and moving toward courses emphasizing the ability to engage in multi-faceted, analytical planning. Students selected for the program are just as likely to have had basic formal education in science or engineering as in business administration. In addition to finding new uses

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for seemingly useless materials, the students also are challenged to create new products or services.

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College Station, Texas

Thus confronted, an earlier group of graduate students explored the design and marketing possibilities for a more effective maternity girdle — an endeavor dubbed the "Prenatal Cradle Company." The project has advanced to the toddler stage.

## **Auto Insurance Rates Predicted To Drop Again**

AUSTIN-Annual public hearritories. ings to determine auto insurance rates were held here this week

This year's hearing was conducted against a backdrop of new amid predictions that premiums legislation and a price freeze which applies to insurance as well Insurance Board Chairman Joe as the usual review of accident frequency, claim cost and infla-Christie expressed hope that evidence will bring a reduction for

tionary factors. Laws which must be considered are comparative negligence, repeal of the guest statute, personal injury protection and the new

auto insurance rates for those certified as having taken the course

Meanwhile, House Insurance Committee Chairman Rep. Ben Bynum of Amarillo predicted the average premium will drop 10 to 15 per cent when the new rates are set this fall.

Competitive rates may mean drops of as much as 20 to 30 per cent for drivers with good

the statistics and the impact of new insurance laws are weighed in detail after the hearing," said Christie.

**Male or Female** 

FACULTY

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DEVALUED DOLLARS-Graduate student Bob Sharey ponders shredded money as Business Dean John Pearon and Program Coordinator Mrs. Della Marshall look on.

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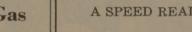
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except the entrepreneurial science

insurance buyers in most of Texas' 40 statistical rating ter-**Joggers** Run

will drop again this year.



TRADING IS MORE FUN\_CHEAPER TOO, WHEN THEY'RE USED BOOKS... SEE LOU OUPOT Across From The Post Office