

This man is special.



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Jerry Birdwell is a specialist in Optional Retirement Plans and Tax Sheltered Annuity Programs to provide future financial security for faculty and staff. He understands the problems and opportunities peculiar to your profession and would like the opportunity to be of service to you.

Jefferson Standard

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Football inks 3; Simonini returns to work

Texas A&M has added three more running backs to its list of football recruits which now totals 27.

The latest to join the Aggies are David Craig, 5-11, 190, from Hampton, Va.; Danny Arleth, 5-11, 190, from Houston St. Thomas and David Perry, 6-1, 200, from Houston Lee.

Linebacker Ed Simonini saw his first contact work of spring football drills at Texas A&M Tuesday and drew a note of approval from his coaches.

"He's a bit rusty but he did a good job," linebacker coach John Paul Young said. "We didn't let him hit with his left arm but he was moving well." Simonini has been sidelined with a dislocated elbow.

The Aggies are due to put in a lot of passing drills when they resume spring training Wednesday. Another scrimmage is scheduled for Saturday afternoon.

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"Care to buy th' original, genuine ball that broke Babe Ruth's record?"

Under My Hat

By TED BORISKIE
Assistant Sports Editor

My fondest baseball memory came in Washington, D.C., summer of 1969. The all-star baseball game was finally being played after being called the two previous days because of a belligerent rainstorm. The finest players from both leagues were there but it was one participant whose presence was a bit questionable in that he had not had what anyone could call an exceptional year. His ticket the nation's capital was not paid by his accomplishments of that year but rather by his stature gained from previous performances.

The aging home run hitter's once amazing fielding ability being rapidly diminished by the years and he got into the game on a pinch hitter. When he walked to the on-deck circle, before his name was announced, an audible murmur of recognition spread through the stadium. One of the living legends of the game was coming to bat. As he stepped into the box and his name was announced, the crowd leaped to their feet and gave him a standing ovation. He shouted, mostly saying much the same thing. "Say hey, Willie," he cried. "Say hey."

Willie Mays was more than just another ballplayer. He was a player around which the fans could identify with the game.

It was painful to watch the "Say Hey Kid" play. He no longer possessed the talents that blessed him in his early years and was the ghost of his younger playing state. It was painful not only because he was a great star growing old but also because he was one of baseball's last hopes of breaking Babe Ruth's career home run record of 714.

Mays hung up his gloves last year, having totaled a still amazing 660 career homers.

In the middle fifties there was a saying, "Records are made to be broken, but not Ruth's." There had never been truer words. His single season record of 60 homers always seemed within reach for anyone having a good year but his career mark represented the most unattainable plateau known to the followers of the sport. Only one player had ever hit over 500 round-trippers, with Jimmy Fox's mark of 534 falling short of the Babe's by 180.

At the beginning of the next decade, Ted Williams joined the select group. The splendid splinter went out in style, collecting No. 521 in his last time at bat as a major leaguer.

The '50s and middle '60s would come to be known as the "Mantle era" of professional baseball as the long ball hitter became the darling of the fans and fences starting edging towards home plate to provide a greater incidence of balls hit out of the park. Out of this period came several possible successors to Ruth's crown. The leader of this group were Mays and a boy-faced kid playing for the Yankees named Mickey Mantle.

Mantle was an interesting case. Perhaps the greatest hitter ever to pick up a bat, he was hindered throughout his career with a recurring knee injury. One may still chance upon a die-hard Mantle freak, and upon the mention of his hero's name, will suddenly be overcome with wild-eyed abandon and say, panting and glassy-eyed, "Just think of Mantle could have done if he had had a good knee." Good knee or not, Mantle called it quits with 536, then No. 4 on the all-time list.

The Braves' Eddie Matthews and the Cubs' Ernie Banks both attracted plenty of attention and speculation of breaking the record, but sort of dark horses but neither was really in the race and both hung up after 512.

There were oddities that attracted brief reputes, such as Ray Maris and Frank Howard. Maris broke Ruth's single season home run record but it took him more games to do it, as is duly noted by an asterisk in the record book. He had three or four good years and then settled back into the obscurity from whence he sprang. Howard could hit the ball farther than any man alive but would fall into slumps that would justify using a pitcher to pinch hit for the 6-7, 270 pound giant.

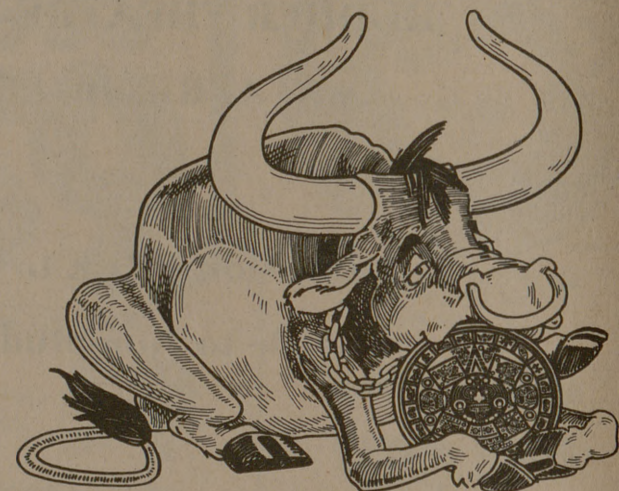
So who hits 715 career homers? Some guy named Hank Aaron who, until recent years, was notable chiefly for having his name appear at the top of all alphabetical listings of baseball players. Never turned in a year as outstanding as any of the aforementioned players' good year he eclipses the mark by using a tactic foreign to the other superstars: consistency. Ol' Hank will never have a candy bar named after him; his name will be around for quite a while. With the home run playing a less important role than in recent years, he may never see a challenger to his record.

Records are made to be broken, but not Aaron's.

bulletin board

- TONIGHT CEPHEID VARIABLE will present "King Kong" in the Theatre Arts Auditorium at 7 p.m. This film has been rescheduled. Room M.
- MEXICAN-AMERICAN STUDENT ORGANIZATION will meet to elect next year's officers at 7:30 p.m. in Room 401 of the Rudder Tower.
- FILM APPRECIATION COURSE will present "Schonzeit Fur Fuchse" in Room 301 of the MSC Tower at 7:30 p.m.
- TAMU SKI AND TRAP CLUB will meet in Room 302 of the MSC Tower at 7:30 p.m.
- SAILING CLUB will meet in Room 504 of the Rudder Tower at 7:30 p.m.
- RIO GRANDE VALLEY HOMETOWN will meet to take pictures at 7:30 p.m. in front of the Rudder Tower at the fountain.
- TEXAS ASSOCIATION OF COLLEGE TEACHERS will hold a noon luncheon meeting in the Peniston Cafeteria in the basement of Sbisla Hall.
- FOOD SCIENCE CLUB will meet in Room 501 of the Rudder Tower at 7:30 p.m. until 9:30 p.m. Dr. Jim Hurrell, Director of Research for Egan's Food Inc., in Houston, will be the guest speaker.
- THURSDAY SOUTH LOUISIANA HOMETOWN CLUB will elect next year's officers at 7:30 p.m. in Room 501 of the Rudder Tower.
- RECREATION AND PARKS WIFE CLUB will meet in the home of Bill Lou Garrison, 1005 Madiera Circle, College Station at 7:30 p.m.
- UNIVERSITY LECTURE SERIES will present Dr. T. Carlyle Jones, DVM, in Room 601 of the Rudder Center at 8 p.m.
- SEMINAR IN PLANT SCIENCES will present Dr. Dawson in Room 317 of the Animal Industries Building at 4 p.m.

HORNY BULLS AREN'T NATURALLY LAZY. IT TAKES YEARS OF PRACTICE.

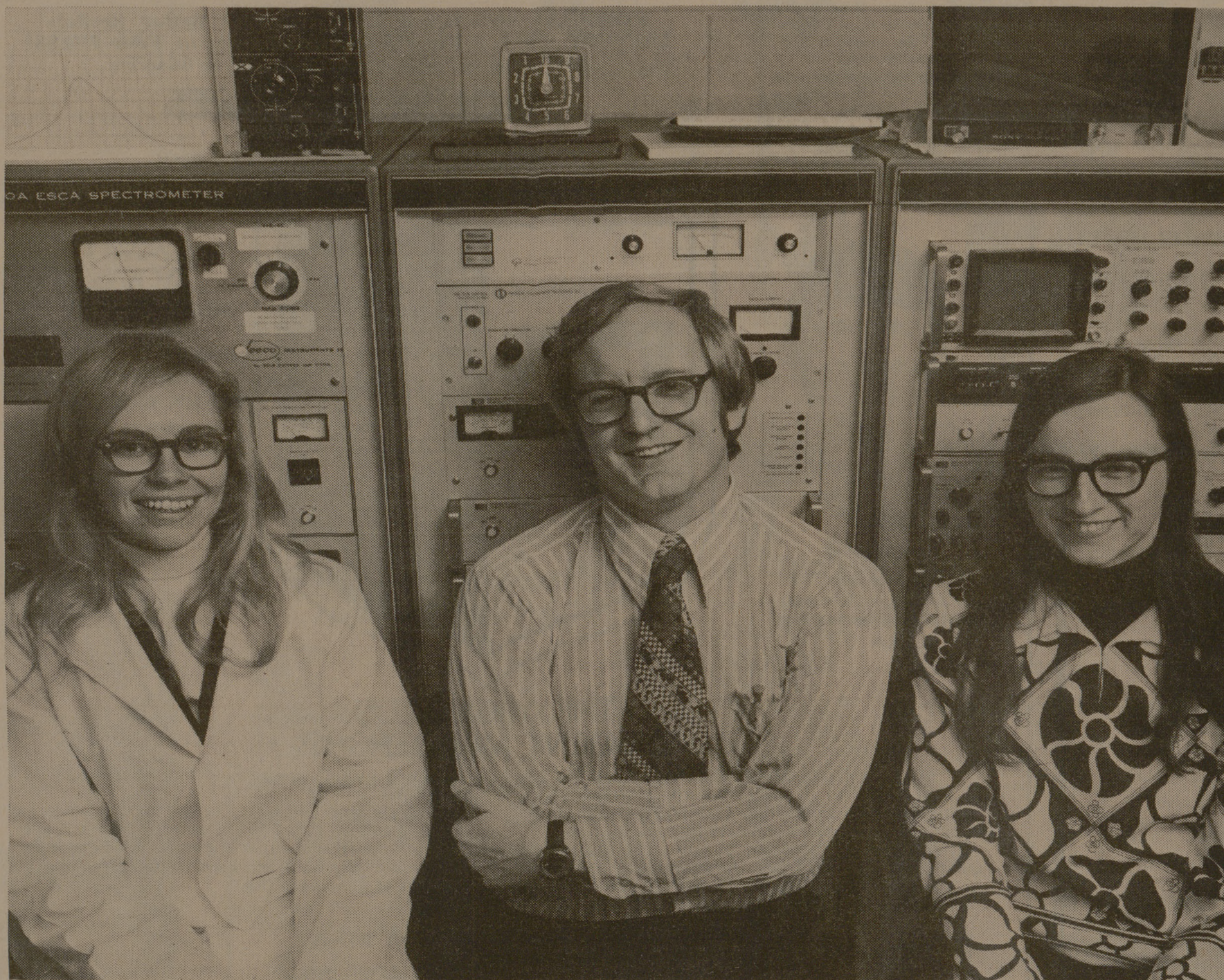


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When we hired these researchers, we invited them to raise more questions than they answered.



Making your mark in business used to mean carving a comfortable niche for yourself and staying there. Promotion was simply a matter of time, provided you could spend 20 years in the process. But, today, business depends on technology. Technology that can't wait a moment if it's going to keep pace with what's happening.

That's why, at Kodak, our basic reliance on scientific research makes the need for creative young minds more demanding than ever. We must have people with drive and ambition, impatient to put what they've learned into practice. People who get all the freedom and responsibility they can handle, and tackle our problems with their ideas.

Which, we're happy to say, has helped many of our scientists yield important discoveries. For example:

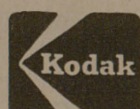
The woman on the left has devised new and improved photographic materials for specialized scientific applications in fields such as astronomy and holography. The young man is an expert on surface analysis. His work in photoelectron spectroscopy helps to identify unknown substances. The woman on the right has a

dual background in gas chromatography and trace metal analysis, which she's applied to analyzing pollution in rivers and streams.

They came up with new problems while solving some of our old ones. But they've uncovered some promising answers, too. As they continue their research, you may read about them again. The oldest is just over 30.

Why do we give young men and women so much room to test their ideas? Because good ideas often lead to better products. Which are good for business. And we're in business to make a profit. But in furthering our own business interests, we also further society's interests. Which makes good sense.

After all, our business depends on society. So we care what happens to it.



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