

The Aggie forum

MSC programs explained

By BILL DAVIS
MSC President

The Memorial Student Center is charged with providing the student body with activities of a cultural, social, educational and recreational nature. With the new building approaching completion, this task will certainly become easier and easier.

The MSC is one building of three making up the University Center complex. Last semester a good deal of criticism was directed at the building, some from me and the other members of the MSC organization.

But now, every effort will be made to make students feel at home in the building and to help them make use of it. It is a good building, with services too numerous to go into in this article. Furthermore, anything other than constructive criticism directed to the MSC Council in its attempts to help students make the most effective use of the building is not only wasted breath, but holds off the date when students will feel as comfortable as possible in the building.

In such a mammoth building, with a student body quickly approaching 30,000, it will be difficult to maintain the homey atmosphere that prevailed in the old MSC when the student body numbered 10,000. But it will not be impossible, if those who insist on criticizing will reevaluate their attitude.

like to see a student referendum on the issue so that the MSC Council and the Student Government can have some guideline for further action. I personally feel that making liquor available would add substantially to the MSC program.

A&M in the near future may have an open air FM radio station, or at least a station which broadcasts over both cable networks in the area. If the MSC Council decides the project is a worthwhile one for the MSC to pursue, it will be the decision of Student Government and the Administration as to whether or not the program should be funded by Student Service Fees. I believe the benefits of an open-air station definitely merit the initial outlay from student service fees. Hopefully, Public Service Grants would be substantial enough to provide each year's operating budget and perhaps even some additional funds. The initial outlay for an open-air station may be as high as \$50,000. That sounds high, but we are talking about service to a student body of 21,000 at present, and expected to soon be 25,000.

Another relatively expensive project the MSC would like to pursue, pending approval at this time, is a video tape program in the MSC. We would like to put four monitors around the building. But more than that, we would like to buy production equipment to allow students to produce their own programs and show them through an MSC Video-Tape Committee. The big problem is an initial outlay of \$16,000.

Two programs now getting started are the Arts & Crafts program and the Basement Coffeehouse. The Basement Coffeehouse area is one I am particularly fond of because some members of the committee have just finished

putting a great deal of work into the area, getting materials from whatever source they could. The final product is an impressive one and I'm sure that those who attend the Basement performances will enjoy the intimacy of the area as well as the music.

The Arts & Crafts shop will certainly be an addition to the campus, particularly for those who have had their creative energies pent up for so long. Woodwork, leatherwork, and pottery are only a few of the skills being taught in the shop.

The committees of the MSC are too numerous to report on at this time. The larger ones have a fine semester of programming mapped out. Great Issues will be presenting, among others, Milton Friedman and Louis Rukeyser. Town Hall will bring Olivia Newton-John.

SCONA will include such speakers as Friedman in their discussion of the next 100 years in America. Political Forum will present environmentalist Tom McCall, the Oregon governor who once announced to Americans that they could visit Oregon, but he didn't want them setting there.

Aggie Cinema will continue this semester with their objective of giving students as many fine movies as possible at the lowest possible price. The Arts Committee is beginning to attract attention on campus from the Aggies who have been so long without organized art presentations.

In conclusion, the MSC is here for the students. I hope the students will view the MSC with that in mind.

WHATABURGER RESTAURANT

That's your nearby Whataburger restaurant. Stop in any time and fill up on a juicy quarter pound of pure ground beef. Top it off with an order of crisp golden french fries and a super shake and discover that Whataburger is Whataburger should be.

College Station 105 Dominik Dr. Bryan 1101 Texas Ave.

For Her...

Original Bluebonnet Jewelry
Hand Painted and Signed by Paula

Featuring hand painted bluebonnets fired on fine china.

Available only at **The Blue Bonnet Patch**
816 Villa Maria Rd., Bryan, Texas 77801
(713) 823-5211 open 10:00 - 5:30 Mon. - Sat.

Listen Up

History of bad tastes seen in TAMU students

Editor:

It seems that Texas Aggies are not content unless they are complaining about something. The air of negativity in this student body is overwhelming. In particular, the emotions recently displayed by students regarding the new student lounge are typical of Texas A&M. As each new section is opened, the newspaper is filled with abusive comments about the style of the Rudder Complex.

Unfortunately, Aggies are known for their poor taste. Indeed, we are notorious for being unconscious of fashion, ignorant to "culture", and indifferent to anything of aesthetic value. If the reactions to the new lounge are typical of the student body as a whole, things haven't changed.

Taste is something that has to be developed. In general, in the past the atmosphere of this university has not been conducive to the development of good taste. Though many here will disagree, the stigma this university carries regarding taste is, in many ways, realistic. Many people not associated with the university think of it exactly as this recent reaction typifies. Unfortunately, we have among our lead-

Employment down locally

Active job-seekers registering with the TEC totaled 1,285 during December, up 47 percent from December of 1973. The commission attributed the decline to layoffs in manufacturing and construction work.

ers some who are trying to change that image. Notice any of the recent advertisements (newspapers, television) promoting the future of Texas A&M; change is emphasized. The "change" may indirectly refer to our image.

Mr. Pahlmann's creative contribution is a successful attempt in that direction. Architecturally and decoratively the Rudder Complex is an excellent example of "taste." (Webster defines it as the power of discerning and appreciating beauty, order, or whatever constitutes excellence, especially in the fine arts and belles-lettres.) A "southwestern" motif lends itself well to expression via design.

If left to the students, the lobby probably would be decorated with bean bag chairs, bas-relief sword and shield (Gibson's, circa 1972), and bullfight scenes on crushed velvet (ala Nuevo Laredo). Instead we have a smart, handsome, comfortable student lobby. Thank God.

Ben E. Dial

Expensive taste

Editor:

The Aggie Spirit can overcome the storm created by W-1 and football ticket woes and a million other things, but we are beginning to look like a bunch of show-offs. The expensive Northgate wall reeks of snobishness, for true pride is not reflected in separation from the community we have always cherished.

And when a young woman is forced to quit school because she can't afford to pay for the MSC's antiques, we'd better reconsider our goals. I sympathize with those

who must cope with A&M's tremendous growth and economic inflation, but must we become excessive and destroy our basic pride in education?

Ann Landwermeyer

The "young woman" told Landwermeyer she thought she would have to leave school for lack of funds this semester due to increased fees. She is, however, still in school with some aid from her father — Ed.

Appalling taste

Editor:

The Rudder Center and also the rebuilt MSC are magnificent buildings, however the decoration in the latter is of appallingly low taste, as exemplified in the furniture of the coffee shop.

This waste of money is only one

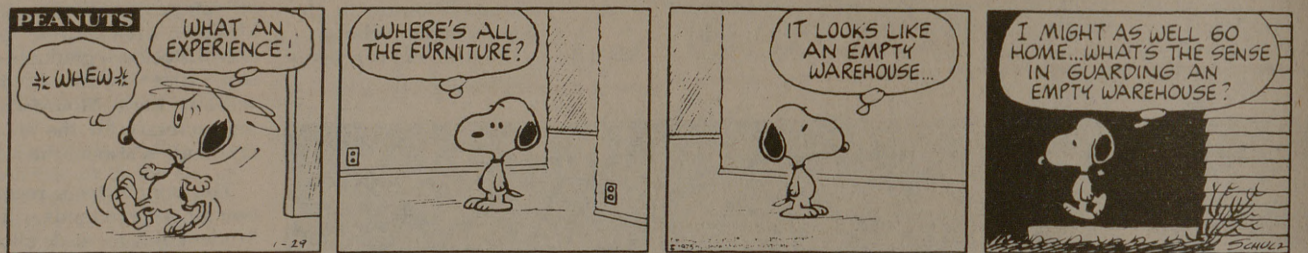
example out of many others.

Another example which has not received the attention it deserved was the use of profits from on-campus vending machines to rebuild the Presidents viewing box in the football stadium. Here we have the university making money because students are eating the trash food dispensed by such machines, just adding to their acne or weight problems. And what is done with that profit? It is used to build an air-conditioned viewing box, complete with kitchen and lavatory in

order that so-called VIPs — in other words rich or influential people — can be spared the inconvenience of viewing a game in the same open air as ordinary people do.

The picture of these prominent people lounging in swivel chairs behind glass, surrounded by an artificial atmosphere, served by (voluntary) hostesses, while the gladiators down there are sweating and fighting, is by itself an interesting footnote to the legend about the Aggie spirit.

Dr. Manfred Trumper



Aggie Cinema presents

All Quiet on the Western Front

"Still packs a momentous wallop, and its battle scenes are with the best ever made." — THE NEW YORKER

Law Ayres, Louis Walheim
Universal; Directed by Lewis Milestone
Probably Rated PG, 100 minutes

An early Academy Award Winner for best picture and best director this all time classic taken from the book by Eric Marie Ramarque is a grim saga of war. It traces the adventures of seven young boys who enter the German Imperial Army in 1914 and learn of fear, filth, horror and destruction. Voted one of the ten best by FILM DAILY and NATIONAL BOARD OF REVIEW, this film was one of the first features to be entirely sound.



Wed, Jan. 29
8:00 PM
Rudder Theater
Admission 50c

plus

"Bosko in Bagdad" and 1941 newsreel

an MSC activity

The Battalion

Opinions expressed in The Battalion are those of the editor or of the writer of the article and are not necessarily those of the university administration or the Board of Directors. The Battalion is a non-profit, self-supporting enterprise operated by students as a university and community newspaper. Editorial policy is determined by the editor.

LETTERS POLICY

Letters to the editor should not exceed 300 words and are subject to being cut to that length or less if longer. The editorial staff reserves the right to edit such letters and does not guarantee to publish any letter. Each letter must be signed, show the address of the writer and list a telephone number for verification.

Address correspondence to Listen Up, The Battalion, Room 217, Services Building, College Station, Texas 77843.

Members of the Student Publications Board are: Jim Lindsey, chairman, Dr. Tom Adair, Dr. R. A. Albanese, Dr. H. E. Hierth, W. C. Harrison, Steve Eberhard, Don Hegi, and John Nash, Jr.

Represented nationally by National Educational Advertising Services, Inc., New York City, Chicago and Los Angeles.

MEMBER
The Associated Press, Texas Press Association

The Battalion, a student newspaper at Texas A&M, is published in College Station, Texas, daily except Saturday, Sunday, Monday, and holiday periods, September through May, and once a week during summer school.

Mail subscriptions are \$5.00 per semester; \$9.50 per school year; \$10.50 per full year. All subscriptions subject to 5% sales tax. Advertising rate furnished on request. Address: The Battalion, Room 217, Services Building, College Station, Texas 77843.

The Associated Press is entitled exclusively to the use for reproduction of all news dispatches credited to it or not otherwise credited in the paper and local news of spontaneous origin published herein. Right of reproduction of all other matter herein are also reserved.

Second-Class postage paid at College Station, Texas.

Editor: Greg Moses
Assistant Editor: Will Anderson
Managing Editor: LaTonya Perrin
Sports Editor: Mike Bruton
Photo Editor: Glen Johnson
City Editor: Rod Speer
Reporters: Teresa Coslett, T. C. Gallucci, Tony Gallucci, Paul McGrath, Robert Cessna, Gerald Olivier, Rose Mary Traverso, Steve Gray, Judy Baggett, Rosie Hearn, Alan Killingsworth, Sayefah Islam
Photographers: Douglas Winship, David Kimmel, Chris Svatek, Jack Holm, Gary Bakalari, Steve Krauss.