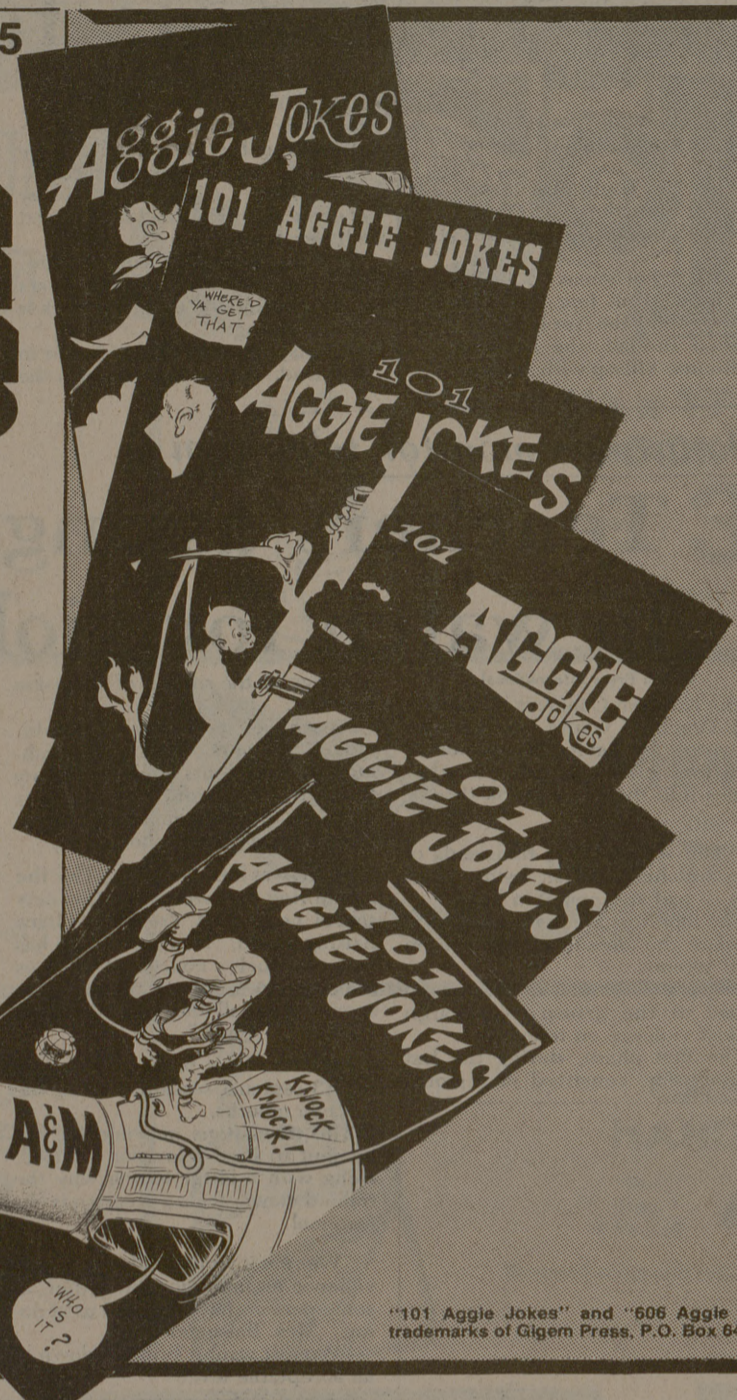


Dallas firm first to print Aggie jokes

\$4.95

The Best of 606 AGGIE JOKES



... did you hear

The "typical Aggie," according to the Gigem Press, just seems to be getting worse. He is so obnoxious that his plants turn away when he talks to them. He is so ugly that it takes a Polaroid camera an hour to develop his picture. He has fingerprints in his nose, a square head with a crew-cut, and he doesn't use toothpaste because he doesn't have any loose teeth.

His church preference is "Red Brick." He thinks LSD was the greatest U.S. president, that vice versa means dirty poems, and that a "don't walk" sign on the street is a bus company advertisement. He even lost \$50 on the instant replay of the Superbowl game.

—Mary Alice Woodhams

By MARY ALICE WOODHAMS
Battalion Staff

They had to close the library at A&M, because somebody stole the book. They opened the library at A&M, but had to close it again, because the guy who returned the book had colored it.

—The Best of 606 Aggie Jokes

Aggies are really somebody," said a Gigem partner in a press conference earlier this year. He had attended A&M, but for only one semester.

The three joke book editors have attempted to keep their identities secret — perhaps to avoid feedback from hostile A&M alumni. Some of the off-color jokes may also harm the reputations of the partners' ad agencies. One partner edits the jokes, another prints the books, and a third promotes the product. The illustrations are done by a newspaper editorial cartoonist who said he frequently uses a "goofy-looking cadet-type character."

"When the books first came out, there were some bad reactions," he said. "A lot of Aggies got angry." The artist's boss, a former A&M student, was not amused by the joke books.

"We try not to spread our names around, because a lot of us are in the (communications) business," said a partner. The trio decided to wear

You've seen them: those maroon-and-white anthologies of humor known as Aggie joke books. They portray a silly cadet trying to cope with teasippers, women, Texas A&M, and life in general... all the while bearing the "curse" of being an Aggie.

The books are produced by a trio of Dallas advertising executives who call their operation the "Gigem Press." And although they have made more than \$100,000 off the books' seven volumes, they claim a genuine fondness for Texas A&M University.

"You've got to be somebody to have jokes told about you, and

(See Advertising, page 4E)

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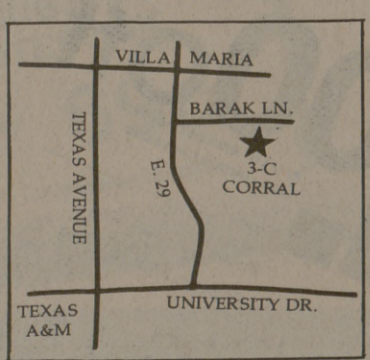
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