

CS utility rates: water up, power down

By DANNA RICHEY
Battalion Reporter

College Station residents may receive a small decrease in electric rates and an increase in water rates when the current utility rate study is completed.

Members of the citizen's advisory committee on utility rate study met Tuesday afternoon and City Manager North Bardell summarized present electric, water, and sewer rates operation in College Station. His summary also included electric, water, and sewer operations in several nearby cities for comparison.

Charts were given to committee members for detailed study on utility rates and revenue from these operations.

Bardell said the city will soon pay two cents more for each 1,000 gallons of water it buys. The cost of water to residents will have to go up to reflect this increase, he said.

Since the city has switched to Gulf States, which sells electricity that runs the pumps, production costs for waters have decreased. However, Bardell said that overhead and operating costs in water operations have risen 25 percent.

Bardell said that disconnection and reconnection rates for water should also be reviewed. Present charges are \$2, but he said the cost to the city is much more.

The city will receive a small price decrease in electric rates when it completes its switch to Gulf States in January 1979. Bardell said the customers have already been given a price cut to reflect some of the

lower costs. Bryan Utilities formerly supplied power to College Station.

In sewer rates, Bardell said the present sewer charge is \$3 per dwelling unit. However, the price of treating sewage has increased since this rate was determined, causing the city to consider a rate increase to

offset operating costs. Bardell said that Bryan is presently charging College Station \$3.75 per dwelling unit for service in Northgate and this factor should also be considered.

A study to determine revenue from sewer charges was presented

to the committee. Bardell said that a 17 percent increase would generate about \$63,000 more annually in gross revenues.

More detailed study will be done by the committee before any action is taken. The committee decided to meet again Tuesday.



Standing in a sea of pumpkins

With Halloween coming next week, the time is ripe to pick a pumpkin. Chris Griffin, a junior secondary education major, seems to be having a hard time deciding which one she wants.

Battalion photo by Ana Quintana

Slogans for everything

Soviets issue 66 more

United Press International MOSCOW — The Soviet Union's Madison Avenue of ideology has spoken.

The Central Committee of the Communist party has issued 66 new slogans to run the country by. Slogans are as much a part of life in the Soviet Union as highway billboards and magazine advertising in the West.

And there are slogans for just about everything: local, national and international slogans.

A look at a few examples: Standard but functional: "Long live the 61st anniversary of the Great October socialist revolution." Pointed and inspiring: "Honor and glory to a womanmother giving the warmth of her heart to upbringing of children, deserved citizens of the socialist motherland."

Practical: "Honor and glory to rural workers, selflessly providing successful fulfillment and overfulfillment of the socialist pledges on production and selling to the state of grain, meat and other products of agriculture."

Topical: "Peoples of the world. Demand for the banning of development and production of new types and systems of the weapons of mass destruction. Resolutely come against the plans of production of the neutron bomb." International Greeting: "Warmest greetings to peoples of Latin America, conducting courageous struggles against oppression of imperialist monopolies, against reaction and fascism, for free, independent and democratic development of their countries."

These slogans may sound ludicrous to a Westerner, but they are an integral part of propaganda in the Soviet Union. Slogans can be found almost anywhere.

The most prominent location for slogans appears to be across the tops of buildings, where topical slogans are matched to the particular industry housed inside.

Thus it is that at the central power plant in Moscow, there is a slogan marching about 500 feet along the top floor proclaiming the fact that Communism means electrification for all the country.

Slogans also march across the fronts of bridges, where a driver can learn that the party gives as the party receives.

Some slogans are long and quite specific: "Peoples of the world. Multiply the efforts in the struggle for the complete liquidation of the consequences of the Israeli aggression, for settlement of the fair and lasting peace for all the countries and peoples of the Middle East, against imperialist interference in the internal affairs of the Arab countries."

And some are general: "May the friendship and cooperation between

the peoples of the Soviet Union and Arab countries get stronger and develop."

Some are party tub-thumpers in the most traditional political sense, much the same as slogans in western politics: "Long live the unity and cohesion of the Communist Parties and peoples of the countries of the socialist concord."

There are also old standard slogans that don't change each year: "Glory to work," for example, or "Workers of the World, Unite."

The one thing that unites all of the slogans is that they are official: A careful reading of the 66 indicates that the art of slogan-writing in the Soviet Union entails digesting the complexity of positions and politics and editing the thought down to a phrase that hopefully will catch everyone's eye, and mind.

And if you think the task is futile and will never work, compare it to advertising in the West. The product may be different, but the sales objective is the same.

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