



"I will sure be glad when all this Halloween stuff is over and you settle down and become a person again."

OPINION

Let Greeks in book

Ten years from now, some former students will pull the '80 "Aggieland" off a shelf and look for a photo of the group that meant a lot to them. And they won't find it.

Last night the Student Publications Board decided to keep a policy that excludes fraternities and sororities from the organizations section of the yearbook.

All student groups recognized by the University have the option of buying a page in that section of the book.

See related story on page 3.

Student groups not recognized may not buy a page for their picture, according to a Pub Board policy adopted in 1976. Greek letter organizations are not officially recognized.

The Pub Board is refusing to face reality. Greek organizations have about 1,400 members, or about 4 percent of the students. Few other student organizations can claim that size.

The issue is not — as the Pub Board argued — whether the University has formally recognized the organizations. The issue is whether the organizations are significant to Aggies and deserve the opportunity to buy space in the book.

They are and they do.

Holy bat wings: a Halloween hater

We know at least one student who won't celebrate this week's holiday.

"I hate Halloween," she said, hanging up Christmas decorations in her apartment the other day. "I have not liked it since I was little."

Once on All Hallows' Eve, dressed as a very small witch, she was walking from her bedroom to the den — excited about a night of trick-or-treating.

Then her mother walked up behind her. And she softly said "Boo." She did not intend to scare the child half to death, but she did. "And ever since then," the college student relayed, "I've hated Halloween."

the small society

by Brickman



THE BATTALION

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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 Letters to the Editor, The Battalion, Room 216, Reed McDonald Building, College Station, Texas 77843.

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ANALYSIS Sweden's experiment in cheap travel pays off for airlines and railways

By CHRISTINA JONSSON

STOCKHOLM — Within recent months, Swedish airline terminals and railway stations have been clogged with record numbers of travelers, and for a simple reason. Airline tickets and train fares are being sold at bargain rates.

This is a peculiar phenomenon, since inflation here as elsewhere has been driving up the prices of everything else. But Sweden, which always introduces novel ideas, is experimenting with extremely low-cost air and rail transportation. And the innovation appears to be working dramatically well.

Two men are responsible for the effort. One is Jan Carlzon, a tourist expert who now runs Linjeflyg, the government-controlled domestic airline. The other is Bengt Furbach, who recently took over as head of the State Railway.

Both have been operating on the theory that long-distance travel must be put within the reach of more people. In addition, they believe, inexpensive fares and high volume yield higher revenues.

Carlzon went into action a year ago, first by slashing airline prices 30 percent. Then, last spring, he initiated a system under which passengers under the age of 25 can fly anywhere in the country, on a standby basis, for the equivalent of about

\$20. The only days excepted are Friday and Sunday, when weekend traffic is heavy.

This is a drastic cut from the old tariffs. A round-trip flight between Stockholm and Gothenburg of some 220 miles, for example, formerly cost \$200.

The gamble is paying off. Air travel last summer was almost double that of the year before, and passenger traffic overall has risen 40 percent. Linjeflyg, which had been functioning at a loss, is currently in the black.

Skeptics warn that Carlzon, who has broken every rule in the book on how to run an airline, may break his neck as well. They point out, among other things, that he may not be able to resist making huge investments if the demand for air travel keeps expanding. Given the sums required to buy more aircraft, they say, he could overextend himself.

So far, though, Carlzon is looking good, and he keeps coming up with fresh bargains. In an effort to persuade Swedes to spend their vacations in Sweden, for instance, he is offering half-price hotel rooms and half-price car rentals along with reduced air fares.

His only setback to date, in fact, has been his failure to persuade the government to allow him to serve liquor on domestic flights.

Originally, the loudest protests against Carlzon when he inaugurated his cut-rate fares came from officials of the State Railway, who charged "unfair competition." But then, last July, they counter-attacked.

Furbach, who has just taken over as boss, announced that the government-owned railroad would match the airline with across-the-board discounts of 30 percent.

He also introduced a special cheap tariff card, costing \$27 for first class and \$16 for second, with which passengers could get a further 40 percent discount any day except Friday and Sunday, the peak periods.

That move triggered chaos in the nation's railway stations. Some 80,000 Swedes rushed to buy these cards during the first 10 days they were on sale, and ticket clerks simulated nervous breakdowns. Close to 150,000 cards have been sold so far.

Passenger traffic on the railroads soared 30 percent during the summer, and the demand was such that Furbach had to borrow trains from West Germany and Denmark. But he will have to generate a steady 20 percent increase in revenues from fare reductions.

That may not be possible over the long run. But the Swedes, like other Euro-

peans, are prepared to have their

operate with government subsidies.

In this instance, the government proved fare cuts largely beneficial. It related that train passengers were relatively more to maintain the roads than motorists were for the roads.

Thus, it was thought that the railway traffic would be socially profitable.

Furbach had a more practical aim. He wanted to fill the State Railway's capacity on the five days of the week when traffic was slow.

To a large extent, both the government's aim and Furbach's aim were made possible by the middle-class government coalition that came to power here after the defeat of the Democrats in 1976.

The government told Linjeflyg to do their best to keep the red — or least operate without increasing public subsidies.

and Furbach are trying to generate a

Besides the sharp increase in airplane as well as train, one result of the experiment was a reduction in automobile accidents during the summer vacation. And that cannot be figured in money.

Jonsson writes for the Dagbladet, the Stockholm daily.

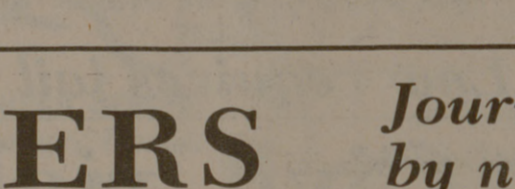
I wanted a good costume for Halloween



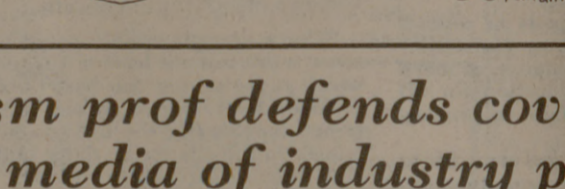
Something Awful



Something Ugly



PLANNED for the Future.



LETTERS

Journalism prof defends coverage by news media of industry profits

Editor: I am always disturbed when someone doesn't like what the news media reports and instantly claims bias.

For example, an A&M professor has charged the news with distortion and bias in reporting record third quarter profits in the oil industry. The reports I read in newspapers, news magazines and on television merely stated what these earnings were and how they compared with those of a year ago. I heard no editorial comment; the reader or listener could decide for himself whether they were excessive.

The professor then claimed that the news media had excessive profits and were covering it up. I admit that investment in newspapers and broadcasting is a good investment. He is probably right in figuring profit in several ways. But return to the investor? The news release from A&M said the New York Times had a 51 percent return to the investor. A check of the Wall Street Journal at the close of business Friday showed New York Times stock selling for \$22.50, down from \$26.75 for the same date a year ago. Dividends paid during the year were \$82.50. Thus an investor in 100 shares had a net loss of \$344.50 or down 12.9 percent.

Harte-Hanks, a Texas-based group and owner of the Eagle, showed a profit of combined dividends and appreciation for the same period of 14.7 percent. Capital Cities Communications, primarily in broadcasting but also owner of the Fort Worth Star Telegram, had a profit of combined dividends and appreciation of one-half percent. These facts are available to anyone who cares to read the Wall Street Journal or his daily newspaper.

Probably the professor, whom Channel 3 reported as being a consultant at one time to two petroleum companies, is probably right in his other two analyses. But frankly, I want the media to have profits so it can remain strong and not be subjected to the whims of government or pressure groups.

What would psychologists call this tactic — drawing a "red herring" across the trail? — David R. Bowers
Professor, Journalism

Blitzkrieg bikers

Editor: I would like to bring out the story of the life-and-death confrontations occurring daily in the areas of the Academic and Harrington Complex buildings. I am speaking of the invasion of two-wheel armored vehicles and their roving conquerors known respectively as bicycles and bicyclist.

Last week I decided I should write this letter after my third "close call" for the semester. This time our "engagement" did not occur in front of the Academic Building, but near Sbsia Dining Hall while walking to class. Within the brink of a brow I suddenly noticed a bicyclist coming at me head on at full speed ahead. After my life experiences flashed through my mind, I was able to dodge the fellow and thus save both of us a lot of unnecessary trouble.

That afternoon on returning from class I became much more attentive of these pedestrian and nomadic encounters. What I witnessed was Kami-Kazi fighters utilizing the blitzkrieg method on innocent pedestrians.

These people seemed to make good sport out of the most frustrating events for walkers; somewhat similar to the feeding of Christians to the lions in ancient Rome.

Well chances are pedestrians can relate to what I have said, but it is them that I haven't written this letter to. If you do ride a bicycle and would like to experience the same feelings of a member of the Walldeno family I suggest the following:

- (1) Pick a weekday morning or afternoon and begin to walk from HECC to the Academic Building. If you have made it this far and still feeling unusually bold you may want to try for the MSC.
- (2) If things seem to be just to easy to be true wait until about three or four minutes before the hour and that will begin the last minutes flight for those who are late and can't afford to be late at any cost to others.

Nevertheless, I do hope this letter will help bring to mind that bicycling has seemingly become more of an offensive strategy than a pleasurable means of recreation and traveling.

— Gary Bennett, '80

Saw safety first

Editor: I was awakened early Saturday morning by the whine of a revving chainsaw outside of my dorm. I didn't mind the noise; it was the safety factor involved.

It happens that someone has been misinformed as to a chainsaw's capabilities. My chainsaw-wielding friends, your

machine is not a toy. It can be a destructive tool but also a very dangerous weapon.

I know how a chainsaw works — the hell out of a tree, but it will cut the hell out of a person. Tell me what happens if in all the excitement, you have a chainsaw in hand, you trip in the hallway at 4:30 a.m.? I can see the blood now — "student battles saw, blood stitches." This doesn't sound good to me, not a bit.

So please remember, safety first before spirit, so no one gets hurt.

— Noel

Writing the editor

The Battalion welcomes letters from the editor on any subject. Letters to be acceptable for publication should be typed, double-spaced, and include a return address. They should:

- ✓ Not exceed 300 words or 100 characters in length.
- ✓ Be neatly typed and legible. Hand-written letters are not acceptable.
- ✓ Include the author's name, address and telephone number for verification.

by Doug Graham

