

campus & city

Light turnout expected in voting on proposals

By FLOYD WILTZ
Battalion Reporter

There are nearly 30,000 registered voters in Brazos County, but County Clerk Frank Boriskie expects only about 3,000 of them to vote Tuesday. Boriskie said he expects the low voter turnout because there are no general elections this year. The ballot on Nov. 6 contains only three state propositions.

The first is a constitutional amendment which would require any public building to be licensed by the state. They are currently licensed by county clerks' offices.

Proposition 2 would provide for legislative review of the process of making bylaws in the executive department.

The third proposition would allow

the Legislature to authorize \$10 million in bonds to guarantee loans for purchase of farm and ranch lands by individuals.

Boriskie said only 16 people have voted with absentee ballots in the past two weeks. Absentee voting ended Friday.

Thirty-one polling places will be open Nov. 6 from 7 a.m. to 7 p.m. They are the Millican Community Center, Wellborn Water Supply Building, S.P.J.S.T. Hall at Smetna, Carver High School, and Fellowship Hall East Bldg.

Also, the Edge Community Center, Steep Hollow Community Center, South Knoll Elementary School, A&M Consolidated's Special Services building, and the College Station Fire Station.

Others are Crockett Elementary School, Sul Ross Elementary School, Henderson Elementary School, Ben Milam Elementary School, and Fannin Elementary School.

Also, Bowie Elementary School, Travis Elementary School, the Bryan Central Fire Station, Bonham Elementary School, and the Texas A&M University Center.

Other polling places are College Station Municipal Building, the Army Reserve Center, LBJ Elementary School, College Hills Elementary School, the American Legion Hall, Bryan High School, Bethel Baptist Church, Peach Creek Community Center, VFW Hall, the west building of Fellowship Hall, and A&M Consolidated High School.

Age of Me' ending, prof says

Egotism in ads on way out?

A rugged face springs out of an advertisement saying, "I do it my way cause that's the way I like it," telling consumers that looking out for number one is paramount.

Sociologists say the "Age of Me" is on us, but a business professor says that attitude may backfire on the business world, creating fewer product sales.

"We quite likely will discover a few years from now that 'me' advertising didn't sell more products — it more social unrest," says Dr. James McNeal of Texas A&M University's Department of Marketing. McNeal says the age is characterized by self-interest rather than self-sacrifice. It is often exemplified in the advertising world in statements such as "I want to be me," "I'll do it my way," "I'm looking out for number one," and "I love me and my not."

In the "age of me," people care more about satisfying themselves as a society, says the professor.

"The 'me' need is not new; people have always craved individual expression," says McNeal. "But in the past, social norms discouraged blatant expressions of individualism and encouraged togetherness."

Apparently, the values of our society have changed and now permit, even encourage, self-gratification and egocentrism," he says.

In the "age of me" advertising, the press is on "I" in ads. For example, "do it because I want it that way," "at the 'I' in advertising can easily be viewed by the public as arrogant," says the marketing professor.

In fact, there is no particular reason to believe an audience will be attentive to an advertisement with an arrogant posture, even if these types of ads with negative tones are attention getting, he says.

Regents accept bid to raze PVU buildings

In a special meeting Saturday the Texas A&M University Board of Regents gave a \$69,924 contract to demolish five buildings at Prairie View A&M University.


The contract was awarded to Whitlow Brick Demolition Co. of Tyler. The company will also construct a tunnel beneath the site of one of the buildings to house utility lines.

Texas A&M Facilities and Construction Director Wesley Peel said the bid was much lower than the estimated cost of \$193,000 for the demolition.

The Regents also voted to pay an Austin law firm \$40,000 to represent the University in \$1.2 million lawsuit filed by Rucker Construction Co. against Texas A&M.

The firm is seeking damages against the University for damages due to construction delays when the company was building the Soil and Crops Sciences building.

Later in the day Board of Regents Chairman Clyde H. Wells and Texas A&M President Jarvis E. Miller spoke at the dedication of the new Haas and McFadden dormitories.



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Saturday, Nov. 10, 9 a.m. - Basic Beginners (Includes teens) - Six 2-hour lessons \$25
Tuesday, Nov. 13, 9 a.m. - "Sewing with Ultrasuede" - Three 2-hour lessons \$25
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