

campus

National Geographic honors archeologist

A nautical archeologist from Texas A&M University has been presented one of the National Geographic Society's most prestigious prizes.

Dr. George Bass is the recipient of the John Oliver LaGorce Award which recognizes outstanding achievement for expeditions, inventions, discoveries or notable contributions to any pioneering accomplishment.

Announcement of the presentation was made at the annual meeting of the Institute of Nautical Archeology in Washington, D.C. Bass, who shared the prize with two biologists, is on a one-year sabbatical leave from Texas A&M where he is working on the excavation of a medieval cargo ship that sank off the coast of Turkey about 1025 A.D.

"Nautical archeology is a very new science that only began about 1955 and has recently come into its own since Dr. Bass' research," explained Dr. John R. Steffy, an anthropologist and colleague of Bass. "He pioneered underwater archeology and developed many of the techniques that are used today."

The institute is six years old and currently sponsors six research projects in the Mediterranean, the coast of Africa and Maine.

FTC pushes comparison ads

A&M study refutes policy

Comparative advertisements that refer by name to the competition are not all they're cracked up to be, report Texas A&M's department of marketing.

After four years of research on comparative advertising, Dr. William Pride and co-researcher Dr. Charles Lamb say they don't think the ads are more informative or believable than noncomparative ads, even though they are currently favored by the Federal Trade Commission.

In 1972 the FTC sent letters to the broadcasting networks, suggesting they allow comparative advertising on their stations, as they were not

stations. Lamb said the FTC is in favor of comparative advertising because they think it provides more complete information to consumers in comparing different brands while shopping. However, Pride and Lamb's research does not show this to be true.

Lamb and Pride said their research was focused on newspapers and magazines, because the equipment needed for researching television advertising was too expensive.

However, they said people who are doing research in that area have reported results similar to theirs.

To determine if comparative advertising is more or less effective than traditional advertising, the professors conducted three experiments using 900 business students as subjects and two familiar products — tennis shoes and calculators.

"In our experiments we used simulated ads comparing imaginary products to recognized brands," Lamb said. "All three levels of intensity were tested."

Pride and Lamb add that despite their findings, comparative advertising is still a possible option for advertisers to consider.

What's up at T

Monday

ALPHA PHI OMEGA: Will be collecting canned goods, clothes and money through Wednesday from 9 a.m. to 4 p.m. at the MSC. Goods will be given to the underprivileged for Thanksgiving.

THE COMMUNITY SINGERS: Members and non-members are urged to attend the second of five rehearsals for the Dec. 9 performance of Handel's "The Messiah" at 7:30 in the Brazos Center. Interested singers are welcome.

MSC TOWN HALL: Will have a full committee meeting at 7:30 p.m. in the Basement Coffeehouse.

POLITICAL FORUM: Toby Moffett, U.S. Representative from Connecticut, will discuss "American's Energy Policy: A Liberal's Viewpoint" at 8 p.m. in Room 701, Rudder. Admission - Free.

LAMBDA SIGMA: A reception and dinner will be held for Tom Smith, Lambda Sigma's national recorder secretary, at 6 p.m. in Room 402, Rudder.

MUM SALES: Orders will be taken for mums for the Arkansas game today through Friday on the first floor of the MSC from 9 a.m. to 4 p.m. Sponsored by Student Floral Concessions.

BIBLE STUDY: Don Hartman will lead the study at the All Faiths Chapel Meditation Room at 9 p.m. Sponsored by the Student Association.

AQUATIANS: Will meet at Downs Natatorium at 7 p.m. to plan the Spring Show. Anyone interested in participating is welcome.

BIBLE STUDY: An open study and fellowship for all will be held in Room 139 MSC at 7 p.m.

Tuesday

SOCIOLOGY CLUB: James Williams from the Texas Employment Commission will speak on available government jobs. Everyone is welcome.

FLYING CLUB: Will meet in Room 103 of the Soil & Crop Science Building at 7:30 p.m. A Delta Airlines pilot will be the guest speaker.

ASSOCIATION OF BIOENGINEERS: Will meet in Room 302 at 7:30 p.m. Speakers will be Louis Van Pelt and Ron Wynn from the TAMU Placement Center.

HEALTH RESOURCES ASSOCIATION: Will meet for a business meeting and to hear Dr. Clarissa Kimber speak on Folk Medicine in Room 139 MSC at 7 p.m.

MUM SALES: APO will sponsor mum sales through Thursday at the MSC, SBISA and the Commons from 9 a.m. to 4 p.m., 11 a.m. to 4 p.m. and 4-6 p.m., respectively. Mums will be delivered on campus and at off-campus distribution points.

RANGE CLUB: Will meet in Room 112 of the O&M Building at 7 p.m. for Aggeland pictures and a slide show on the history of Texas ranches.

AGRICULTURAL ECONOMICS CLUB: Will meet to hear a talk on giving a speech in Room 108 Harrington at 7:30 p.m.

HISPANIC CLUB: Dr. Chester Christian will speak on the modern novel at 7 p.m. in Room 200 Harrington. A short business meeting will follow.

MSC Cafeteria

Now Better Than Ever. You Will Be Pleased With These Carefully Prepared and Taste Tempting Foods. Each Daily Special Only \$1.99 Plus Tax. "Open Daily"

Dining: 11 A.M. to 1:30 P.M. — 4:00 P.M. to 7:00 P.M.

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| <p>MONDAY EVENING SPECIAL Salisbury Steak with Mushroom Gravy Whipped Potatoes Your Choice of One Vegetable Roll or Corn Bread and Butter Coffee or Tea</p> | <p>TUESDAY EVENING SPECIAL Mexican Fiesta Dinner Two Cheese and Onion Enchiladas w/chili Mexican Rice Patio Style Pinto Beans Tostadas Coffee or Tea One Corn Bread and Butter</p> | <p>WEDNESDAY EVENING SPECIAL Chicken Fried Steak w/cream Gravy Whipped Potatoes and Choice of one other Vegetable Roll or Corn Bread and Butter Coffee or Tea</p> |
| <p>THURSDAY EVENING SPECIAL Italian Candle Light Spaghetti Dinner SERVED WITH SPICED MEAT BALLS AND SAUCE Parmesan Cheese - Tossed Green Salad Choice of Salad Dressing - Hot Garlic Bread Tea or Coffee</p> | | |
| <p>FRIDAY EVENING SPECIAL BREADED FISH FILET w/TARTAR SAUCE Cole Slaw Hush Puppies Choice of one vegetable Roll or Corn Bread & Butter Tea or Coffee</p> | <p>SATURDAY NOON and EVENING SPECIAL Yankee Pot Roast (Texas Style) Tossed Salad Mashed Potato w/ gravy Roll or Corn Bread & Butter Tea or Coffee "Quality First"</p> | <p>SUNDAY SPECIAL NOON and EVENING ROAST TURKEY DINNER Served with Cranberry Sauce Cornbread Dressing Roll or Corn Bread - Butter Coffee or Tea Giblet Gravy And your choice of any One vegetable</p> |

NOW OPEN IN WOODSTONE CENTER ALBERTS HAIR DESIGN

Operated by Albert Martinez (formerly of Newby's in San Antonio) and has been joined by Annette Branecky (also of Newby's in San Antonio.)

9-6 Mon.-Friday Woodstone Center
9-1 Saturdays 696-3003

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Celebrate **Wendy's** 10th birthday with great savings

CLIP COUPON

To celebrate Wendy's 10th birthday we'd like to give you:

TWO SINGLE QUARTER POUND* HAMBURGERS FOR ONLY \$1

Expires: Good at all participating Wendy's. Limit one coupon per order. CHEESE AND TOMATO EXTRA *NET WEIGHT BEFORE COOKING

CLIP COUPON

MSC TOWN HALL
Presents:

The Oak Ridge Boys

FRIDAY, NOVEMBER 16 — 8:00 PM
G. ROLLIE WHITE COLISEUM

TICKETS: \$4⁵⁰, \$5²⁵, \$5⁷⁵

Tickets & Information —
MSC Box Office 845-2916