

# freshmen and sophomores --

# SPECIAL MAKE-UP WEEK

this week

and

# seniors --

time to get it on!!

Today to Friday  
Oct. 20-24  
Oct. 27-31  
Nov. 3-7

A-E  
F-L  
M-R  
S-Z

# GET SHOT!

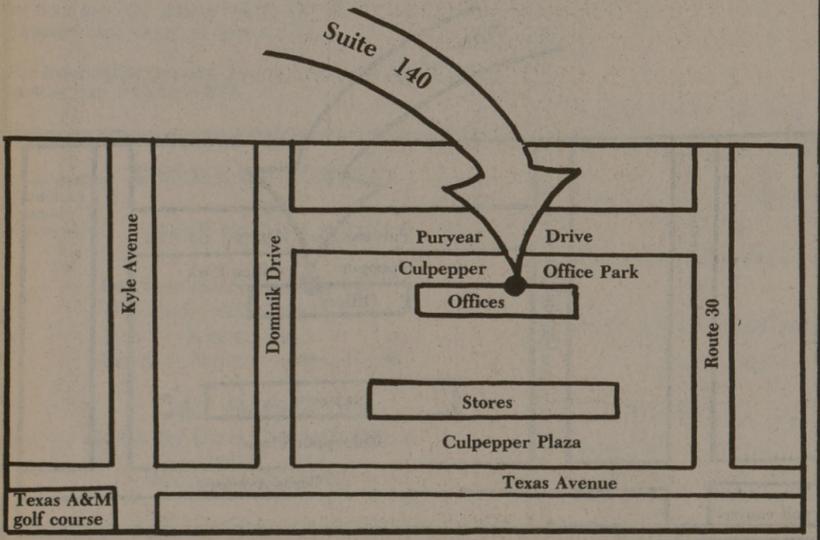
for

# Aggieland '81

**SPECIAL -- any freshman or sophomore who missed the regular shooting schedule can come in anytime this week. This is your FINAL chance. Don't miss it.**

**SPECIAL -- long hours and extra photographers on duty during this week, 8:30 a.m. to 8 p.m. daily.**

YEARBOOK ASSOCIATES, OFFICIAL 1981 Aggieland photographers, have a studio at Suite 140, Culpepper Office Park, off Puryear Street. Phone 693-6756.



## State

### Tech grads to get awards

United Press International  
LUBBOCK — Three Texas Tech graduates have been named recipients of the first Distinguished Agricultural Alumni Award of the university's College of Agricultural Sciences.

Presentations will be made during a luncheon Thursday to Stephen J. Kleberg of Kingsville, Ray Joe Riley of Sunnyside and Charles L. Weddle of Grand Junction, Colo.

Kleberg, a 1969 animal science graduate, has been a director on the board of King Ranch Inc. since 1971, and is on the board of Guaranty National Bank of Corpus Christi.

Riley, a 1956 agronomy graduate, has been on the Plains Cotton Growers Board for 15 years and was president from 1971 to 1973. He was a delegate to the Universal Cotton Standards Conference for 20 years and was chairman in 1973.

Weddle, a 1936 horticulture graduate, is the founder of the Pan American Seed Co.

Weddle also founded the technique of double-breeding petunias from seed, a secret known at the time only by the Japanese. He developed all of the double petunias with musical and American Indian names.

### Suits emerge over name

## TV Ewing vs. Oil Ewing

United Press International  
DALLAS — If they weren't suing him for \$1.5 million, Bobby Ewing — the real Bobby Ewing — might be willing to laugh the whole thing off. But Lorimar Productions, the creator of the hit primetime soap opera "Dallas," is suing him for \$1.5 million, and he's counter-suing for \$50 million.

For the past few years the real Ewing, who owns a real oil company called Ewing Oil Co., has taken a lot of ribbing about the show from friends and strangers alike. But all that came to an end two weeks ago when Lorimar announced it was suing Ewing for \$1.5 million because he has authorized a promotional firm to market T-shirts, hats, belt buckles and blue jeans under the Ewing Oil Co. label.

Lorimar sued, claiming it had exclusive rights to the commercial use of the Ewing name. Ewing is blunt in his disagreement.

"Those people are crazier'n hell. They want to make this whole thing ridiculous; I'll make it three times

more ridiculous. I'm going to make a circus out of the whole damn deal. There isn't a court in the land that will tell me I'm not entitled to my own name," he says.

"If they're going to sue me for \$1.5 million, I'll sue for \$50 million. Oh hell yes, I can be 50 times more ridiculous than they are."

Although Ewing has been in the oil business since 1974, he fully acknowledges that he did not incorporate Ewing Oil Co. with the Texas secretary of state's office until he saw the second pilot show of "Dallas," which ran first as a mini-series in the spring of 1978.

Ewing said seeing the pilot show prompted him to act, "so I could protect the name for my kids. I was in the oil business, and I always wanted to have a company with my name to pass on to my kids."

Earlier this year, however, Ewing said the Dallas promotions firm Banditz of Dallas contacted him about marketing various products to capitalize on the name, and that's when

Lorimar came back with its suit. "The first time I knew about it when I heard they were going to sue me," Ewing said. "I couldn't believe it. I called them and said, 'Let's see, we can get together on their on gas lease we can all make some money out of it.'"

"My lawyers got together with their lawyers and when we met for a meeting I thought it was all over. The next thing I hear is that they went ahead and filed the suit."

Ewing said he's only made \$6,000 from the merchandise and that Banditz has probably cleared about \$8,000.

"I'm not making a lot of money out of it, but I did it mostly for the help to help promote my company."

He also said he was willing to sue his case as far as necessary to prove his right to his name.

"I'll go all the way to the Supreme Court if I have to," he said. "I'll even go to the Johnny Carson Show."

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If you are a sociology student, or have ever taken a sociology class, you are probably somewhat interested in discovering how individual behavior influences society and vice versa. But as you sort through the various theories and studies, you may become more confused. The seemingly infinite array of ideas only complicate the search for solutions. Our tremendous advancements in the fields of technology, science, and knowledge have not produced the long awaited answers.

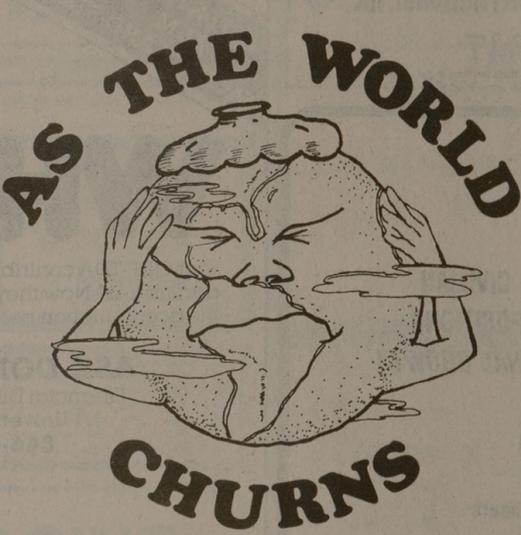
Is it possible that in the mad scramble to untangle the twisted threads of our society some simple solutions have been overlooked? Such a suggestion may send some professor and theorists into hysteria, but let's take a further look at a few of the facts.

**Marriage and Family**  
This fundamental social unit has perhaps the greatest effect on the individual and society. Individuals are made in families; marriages and divorces influence individuals; their families, and people outside their families. Arnold Toynbee (famous historian and social commentator), Dr. Paul Papadol (head of the American Institution for Family and Society), and Dr. J. Unwin (anthropologist who studied 88 civilizations and their degeneration) among others, agree that no society has ever survived once the family deteriorated.

Rutgers University recently published research showing that the probability of divorced men dying prematurely is 8 times greater than those who remain married. The rate among women is four times greater. Mental and physical illness also increase markedly. According to the University of Michigan Institute of Social Research, those recently divorced or separated are the least happy people in the nation.

The divorce rate has jumped from one out of 23 in the early 1900's to today's almost one out of two. Many people opt for living together outside of marriage, a situation which cannot provide the lasting security a family needs to be healthy.

Principles for successful marriages and families have been given to us. In the Bible, in the book of Malachi, God says, "I hate divorce". This is because He wants the family and society to stay intact, to have a



life and a future. Dr. Sorsen of Princeton University discovered that the divorce rate of couples who read the bible daily is only one out of 1,052! The Bible is loaded with the ways to experience maximum love, sex, and personal fulfillment — if we follow the principles God laid out.

**Crime**  
Crime is increasing at an epidemic rate in the U.S. Today, there is a violent crime every 32 seconds. In the last 10 years, robbery has risen over 90% and murder is up 52%. In New York City alone, more cars are stolen than bought each year. We lock our bikes and are constantly guarding our books, cameras, and stereos from being ripped off. The Criminal Justice Department at Sam Houston State University reports that 57% of Texans fear they will become victims of crime this year.

There are examples of the effect of Christian principles on the crime rate. There was a massive effort to spread the good news of Jesus Christ throughout Atlanta, Georgia, a few years ago. The chief of police reported that during this period, the crime rate dropped 20 to 30%.

Again, it was Jesus Christ who said, "Do unto others as you would have them do unto you." He gave the basic principles necessary for the effective eradication of crime, which is man sinning against man.

**Food**  
In India, a country which largely has rejected Jesus Christ, millions are starving because of their religion. Hinduism transgresses a major principle of Christianity; they worship the creation, not the Creator. They won't kill the rats who eat over 15% of their foreign aid grain. They won't eat cattle, given by God for the good of man, who consume 20% of the nations available food resource.

There is one Indian state, Kerala, which doesn't have a food problem. Kerala has one distinctive characteristic: 50% are professing Christians. Obviously, the food problem affects every area of sociological behavior. A starving man is far more concerned for his stomach than for the good of society. Christ taught that it is the basic nature of man to be greedy — for some to have and many to starve. He also gave the only solution for man's greed and selfishness.

**Freedom**  
Many have claimed to have the program for a free society. All are hungry for new paths to freedom. In its early years, Nazism was widely believed to be the answer. Obviously, it failed. Now Communism is attributed with the same potential to save society. You've heard it before: utopias sound great on paper but once men get hold of them, they're destroyed.

No political or economic system is the answer. Freedom is not an external attachment. Christ commented on true freedom when He said, "Truly, truly, I say to you, everyone who commits sin is the slave of sin... If the Son of God shall make you free, you shall be free indeed." (John 8:34, 36)

Critics of sociological approaches point to two basic faults with the field: a) scientists go to the wrong source: human experience is inconsistent and unreliable as a source of fact, and b) they prescribe the wrong solutions: external (environmental) change. You will never change society until you change the individual. Today men want the effects of Christianity — happy marriages and families, no crime, plenty of food, and freedom — but they reject the One who enables this change to take place. Jesus Christ is the only One who can transform an individual from the inside out. He is not just a good moral teacher with mere sociological theories.

It is because of man's sinful nature that he alone cannot bring about real social or individual change ("everyone who commits sin is the slave of sin"). God, who is righteous and just, demands that our sin (our transgressions against His standards) be dealt with, not just hidden as many social scientists attempt. God says that sin earns death (Romans 3:23). But when man believes in and trusts that Jesus Christ died for his sins, as his substitute, God places His Spirit inside him. Then and only then can the individual have the desire and power to change: to love other people even his enemy, more than himself. Not a bad society, wouldn't you agree?

For more information, call 846-8593 and ask for your free copy of the booklet, "Hope for a Troubled World." There are only a limited number of copies available, so call now.