

State brochure draws tourists

United Press International
SANTA FE, N.M. — If one-third of the Texans responding to a new brochure lauding New Mexico actually visit the state, the \$50,000 campaign will more than pay for itself, Commerce and Industry Secretary Russell Autrey said.

Autrey said Tuesday thousands of Texans have responded to the eight-page color tabloid about vacationing in New Mexico, which was distributed with two Dallas newspapers last month.

As a rule of thumb, Autrey said, about one-third of the people requesting travel-related information actually visits the state.

He said the average family visiting the state consists of 2.3 people who stay two to three days and spend at least \$100 a day.

Autrey also said the response has been so overwhelming that the Travel and Tourism Division is thinking of expanding the campaign by distributing the color tabloid with other newspapers, primarily in Texas and Oklahoma. It is also considering a Spanish-language version for insertion into Mexican newspapers, he said.

The brochure, which features color photographs of New Mexico and a September-through-December calendar of events, was inserted into the Sunday editions of the Dallas Morning News and the Dallas Times Herald on Aug. 22.

The two newspapers have a Sunday circulation of 470,000, Autrey said.

On Aug. 24, the Tourism and Travel Division received 1,678 of the prepaid information cards that were included in the tabloid, he said. By Sept. 3, the

division had received 5,686 of the cards.

It is still receiving from 100 to 150 of the request cards a day, he said.

And it is no secret why the division chose Texas for its new advertising brochure, a project devised by Epstein Enterprises, the Albuquerque firm that has the state's advertising contract.

"Texas is our biggest market," Autrey said. "Our biggest responses to national ads always come from there."

The front page of the tabloid featured six photographs of the state depicting mountain, snow or skiing scenes with the words, "Switzerland? No, New Mexico."

Other pages continue the theme, comparing New Mexico to the moon, California, a world's fair and Europe. The back page shows a bright scene of sun and clouds with the words, "Yes, New Mexico, Yes."

The purpose of the advertising campaign is to show the state's diversified landscape and recreational opportunities, Autrey said.

A survey is currently being conducted to determine how well the tabloid achieved its goal of informing Dallas-area residents about the state, he said. The post-tabloid survey results will be compared with one conducted prior to the tabloid's distribution in the two newspapers, he said.

If the advertising campaign is successful, Autrey said, it will be used to help persuade the Legislature to expand the Travel Division's promotional budget next year. The current fiscal year budget stands at \$277,000, he said.



staff photo by John Ryan

Do Re Mi ...

Kevin Sok, a senior industrial engineering major from Dallas goes over a musical composition with

Sunny Wilcox, a sophomore electrical engineering major from Galveston on the steps of the Agriculture Building.

Former Klan leader cleared of illegal assembly charge

United Press International
NEW ORLEANS — The conviction of a former Texas Ku Klux Klan leader who conducted paramilitary maneuvers on public lands was reversed Tuesday in a 2-1 decision by the Fifth U.S. Circuit Court of Appeals.

Former Grand Dragon Louis Beam was convicted by a district court in Dallas of conducting an assembly on public property without a permit. Beam and 24 other Klansmen camped out, and conducted military-type maneuvers on the LBJ National Grasslands in northern Texas Jan. 31 through Feb. 1, 1981.

Beam appealed the conviction saying the regulation about public assembly was "unconstitutionally vague."

Texas Attorney General Mark White intervened in the lawsuit, saying camps such as Beam set up are illegal.

White quoted a Texas law which states: "No body of men, other than the regularly organized state military forces of this state and the United States, shall associate themselves together as a military company or organization or parade in public with firearms in any city or town of

this state."

The Klan argued that it operated survival training camps under the guise of its "Texas Emergency Reserve."

A ranger in charge of the grasslands at the time of the incident testified that several other groups, including a troop of Boy Scouts, using the grasslands at the same time as Beam and his men, were not required to have permits.

The appeals court ruled evidence in the case did not sufficiently prove Beam conducted a public assembly. Circuit Judge Jerre S. Williams dissented, saying Beam's actions did constitute a public assembly.

"This was not a camping trip," Williams wrote in his dissenting opinion. "This was an organized specific activity by a militant group which obviously constituted an assembly."

Williams said Beam's men set up camp, posted sentries and carried weapons with blank ammunition. At one point, he said, the sentries were ordered to turn away strangers by telling them the Klan members were a local guard unit.

Williams said the actions of

Beam's group were those of a militant organization and conflicted with use of the National Grasslands by others.

A deposition filed in Beam's case revealed that the KKK has previously operated at least five camps in Texas. Beam is also part owner of land used for the Klan's Camp Puller, near Anahuac on the Texas Gulf Coast.

Beam was also a defendant in a Houston lawsuit filed by Vietnamese fishermen. In that suit a federal judge barred the Klan from threatening, intimidating or harassing Vietnamese fishermen.

Cenare

693-7311

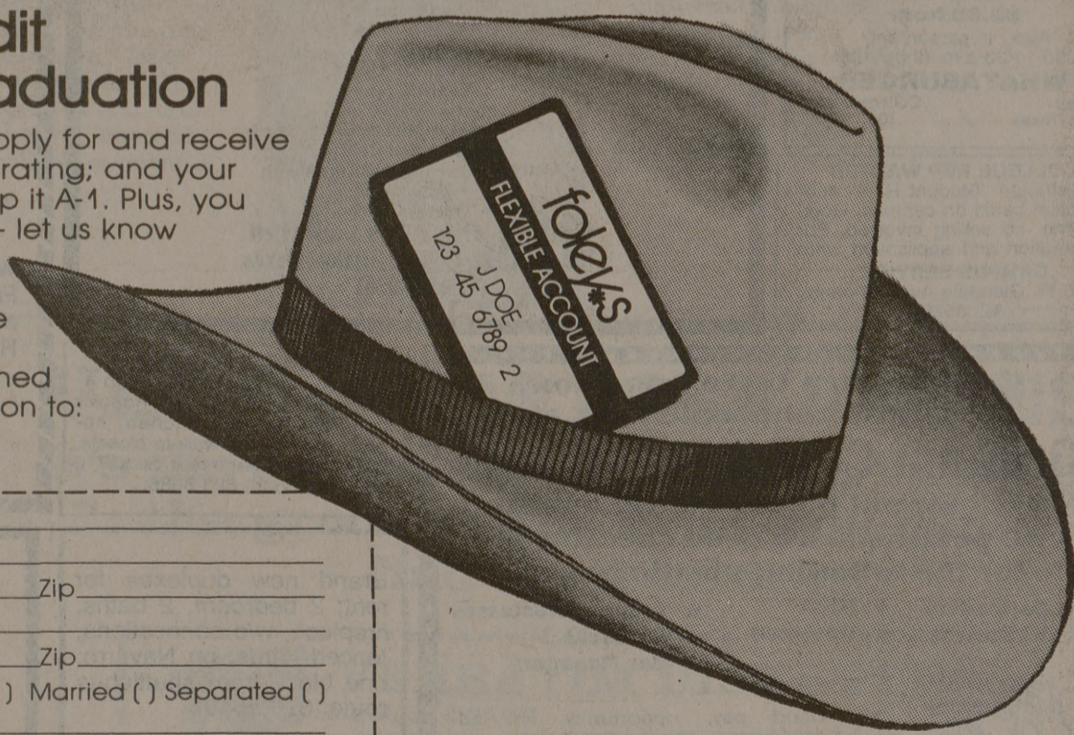
Thursday: Wine Sampling
Sample a glass of your favorite wine from our wine list either with dinner or while relaxing in our comfortable new lounge.

(You don't have to buy the whole bottle.)

Lunch 11-2 Dinner 5-10
404 Shopping Center
East University

here's one college credit you'll use long after graduation

Really, it's simple economics. When you apply for and receive a foley's charge card, you'll gain a credit rating; and your prompt payment and good judgment keep it A-1. Plus, you don't have to wait for graduation to get it—let us know whether you're a junior, senior or graduate student. If we cannot verify your class status in the Student Directory, please attach verification of class status; for example, a paid fee slip. Fill out the attached form and return it to us. Send this application to: Foley's Credit Promotion Dept., P.O. Box 1971, Houston, Texas 77251



Name _____
Local address _____
City _____ State _____ Zip _____
Permanent address _____
City _____ State _____ Zip _____
Age _____ Unmarried () Married () Separated ()
Spouse's name _____
Major subject _____
Class Status: Jr. () Sr. () Grad. ()
University/college _____
Bank at _____
Checking () Savings () Loan ()
Parent, guardian or nearest relative _____
Phone number _____
Address _____
City _____ State _____ Zip _____
Have you or your spouse ever had a Foley's account? _____
If yes, account number or name _____
Date _____ Signature _____

foley's

Police officers told: quit moonlighting

United Press International
HOUSTON — More than 300 Houston police officers have been ordered to quit off-duty security jobs until they pass a mandatory firearms proficiency test, which they either failed or did not take.

Police Chief Lee Brown ordered the punitive action Tuesday, a week after the Sept. 1 deadline to take the test had passed.

Starting this year, state law requires all peace officers to pass an annual firearms test. Houston police were told last year they must take the test or face the loss of extra employment privileges, or dismissal from the department.

But many police officers said the deadline caught them by surprise since they thought they had until December to take the test.



K&M SEBRING SCHOOL OF HAIR DESIGN



All work done by Senior Students at reduced salon rates!
693-7878

"K&M Sebring School of Hair Design"

693-7878

1406 Texas Ave. Down from Gibsons

Dallas

THURSDAY NIGHT

Professional Male Dancer Night! From LaBares in San Antonio and Houston.

Male Dancer Night!

4 For 1 Highballs!

Doors open to the men at 10 p.m.

\$2 Cover from 7-8 p.m. \$3 8 p.m. On

DALLAS NIGHT CLUB IN THE DEUX CHENE COMPLEX BEHIND K-MART, COLLEGE STATION

693-2818

Win a Vic 20

Personal Computer

from the Computer Store

Receive any \$10.00 or more service from

2nd - 3rd Prizes too!



Drawing Nov. 1

Need not be present to win.

and Register to win!

A full service salon:

Cuts, styles, sculptured nails, pierced ears, perms, makeup.

Come in today!