

Man behind the voice of Aggieland

by Kelly Krauskopf

Battalion Reporter

Most people don't recognize him at first glance. They know they've heard that voice, but it takes some thought to place it. Then they remember that he can be heard above thousands of screaming fans at Texas A&M University football, basketball and track events.

His name is Roger Feldman, the Texas A&M public address announcer and he is probably known more by his voice than his name or face. Feldman, an associate professor of veterinary

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pathology at Texas A&M, has been the public address announcer for Aggie sports events and commencement since 1969.

Feldman started working with Texas A&M athletics in 1968 as a press box statistician at football games. The following year, he began interior press box announcing, which is announcing action to the sportswriters. That same year, Feldman worked Aggie basketball games and, in 1977, he took over the outside press box announcements at Aggie football games.

Feldman's first experience with this type of announcing was as a sophomore in high school.

"I was in the band and I did the announcing for the football

games," Feldman said. "Since the band only played during halftime, I could announce during the halves."

Since Feldman has been announcing at Texas A&M, his voice has been heard by as many as 60,000 spectators at once and, despite the noise contributed by fans and yell leaders, Feldman says he tries not to let the excitement influence his job.

"I think a public address announcer is one that relates the facts as they are accumulated without adding your own enthusiasm, criticism or emphasis," he said. "The only time I try to add any bit of excitement or enthusiasm in my voice is when announcing the starting lineup."

Feldman said that when he announces, he tries to maintain an air of equality and fairness between the teams. That may be one reason he has been chosen for the past three years to announce the men's Southwest Conference basketball tournament.

"All the coaches recognize the fairness I display when announcing," he said. "I have a very good standing with them."

As well as announcing men's sports, Feldman also works the women's basketball and volleyball games.

"I have tried to make myself available within the Athletic Department for anything else that would be beneficial to the program," he said.

Feldman is in his first year of announcing women's volleyball, which he says, is the most difficult sport to announce.

"It's hard to anticipate what's going to happen in volleyball," he said. "The ball goes back and forth so fast sometimes that it is hard to pick up on who scored the point or who blocked the ball. I hope to improve on it."

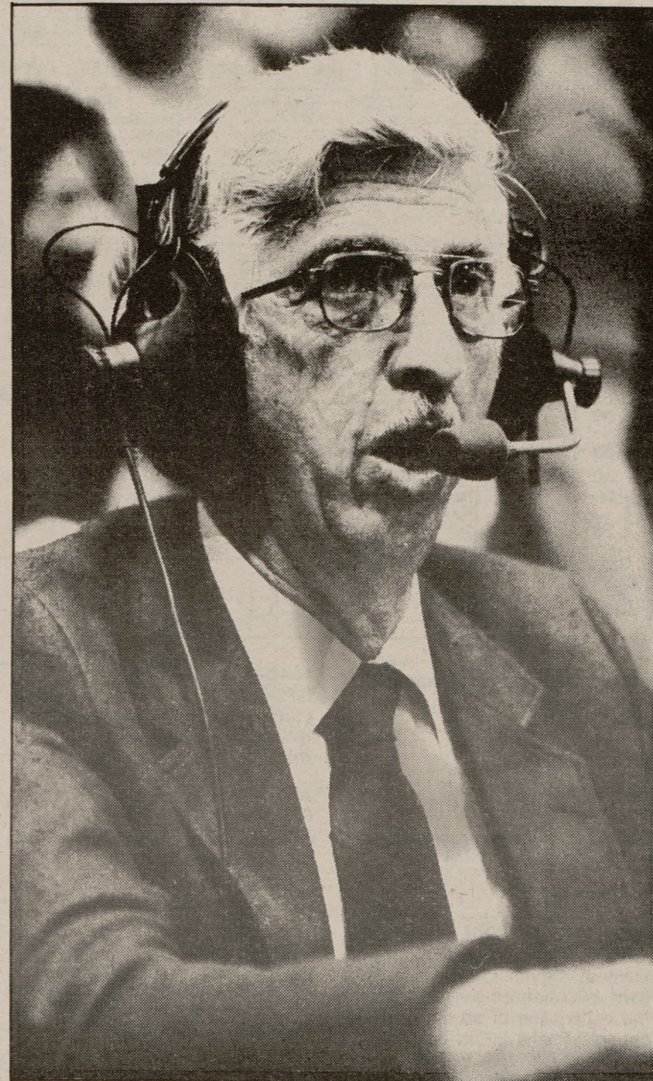
"I feel that what I do makes the games more enjoyable for people and because of this, I find it very worthwhile for me to do it." — Roger Feldman.

Working as a public address announcer means having to deal with a variety of names and pronounce them correctly. Feldman has been reading graduate's names at Texas A&M commencement exercises for the last 12 years. This has helped him learn how to pronounce different names, he said.

"I read roughly half of all the graduates names that go through here every year," Feldman said. "As a result, it is really very rare that someone's name will give me a problem."

Feldman says that public address announcing brings him great personal satisfaction.

"I feel that what I do makes the games more enjoyable for people and because of this, I find it very worthwhile for me to do it," he said. "If I didn't feel that what I was doing was being received well and was tasteful to people, then I don't think I could continue doing it."



Roger Feldman — the voice of Aggieland in action.

Local store provides Christmas year-round

by Dana Smelser

Battalion Staff

As the end of semester pressures build, it may be hard to get into the Christmas spirit. Visions of dancing sugar plums may be in competition with the formulas you are learning for final exams.

But if you want to shake the finals blues and dream of Santa and his reindeer again, escape to The Christmas Store and experience a Christmas fairyland.

The Christmas Store is more than just a place to buy Christmas ornaments and tinsel for your tree. The homey atmosphere encourages shoppers to browse at their leisure and enjoy the Christmas spirit.

Almost everything needed to make a Christmas complete is in the specialty store on Harvey Road.

"You can decorate your house, buy Christmas presents

and have them wrapped — all in one stop," Manager Cecile Roberts said.

Christmas items range from the traditional tree skirts and wreaths to hand-painted china which pictures St. Nick smoking a pipe. Special ornaments can capture Christmas 1982 with a personal flavor such as a Merry Christmas from Aggieland. Or, commercial designer Bicker Cain III can arrange a personalized wreath to fit your ideal Christmas.

But the store carries more than the traditional popcorn strings and holly wreaths. Those who feel all creatures should be treated equally can buy a Christmas tree for the four-legged members of their family. No pet could help but get the spirit when it has a tree decorated with dog and cat food, chew sticks and play toys. Greedy animals might also want the pet wreath, adorned with dog biscuits and special treats.

The Christmas Store has trees for people, too.

For those who love carnival



life, a white artificial spruce decorated with circus lions, clowns, colorful confetti and

balloons might be the appropriate tree. More conservative tastes might enjoy the Victorian tree graced with real porcelain dolls.

Other trees include the western tree — decorated with miniature saddles, cowboy hats and bandanas — and the music tree — adorned with drums, violins and brass horns.

The store, which opened Nov. 15, also sells reindeer statues, nativity scenes, cards, stockings, candles and wrapping paper.

Tentative plans are to make The Christmas Store a seasonal shop open from September through December, but Roberts said the owner is considering keeping the store open all year.

Don't let the name fool you, however. The Christmas Store stocks many other items, particularly antiques.

"Besides being a Christmas store, it's a gift shop," Roberts said.

Roberts displays and sells many antique items that she has collected. These include antique jewelry, crystal, silver and furniture. A fifty-year-old toy train and an antique dollhouse are among the more precious items.

The dollhouse comes complete with a working chandelier, a tiny toy train circling a miniature Christmas tree and a bathroom with a porcelain pull-chain toilet.

If you are looking for a present for a roommate or a relative, the store also carries stuffed animals, dolls, curios and specialty items.

These include a ceramic village of a barn with a silo, a country house with a chimney, and a church and hand-made soap attractively wrapped in calico.

If that special Christmas feeling hasn't quite hit you, browse through The Christmas Store and let the cheerful, holiday atmosphere help you through your finals.