

opinion

Magazine salesmen worst

Solicitors disturb peace

As I guided my ailing Chevy into the parking lot by my apartment the other day, I noticed that the ugly row of mailboxes by the swimming pool had been rendered even uglier by a small drift of bright yellow pizza coupons.

There they will lie until they decompose, which could take years. Or until someone picks them up, which could take even longer.

Obviously, a pack of crazed pizza addicts had mugged some poor soul who had been hired to distribute the coupons, stuffed their pockets with as many as they would hold, and left the rest on the ground in their haste to get away.

Well, maybe not. It is more likely that the coupon distributor was being paid according to the number of coupons he inflicted on the neighborhood, and threw them on the ground in his haste to knock off for the day and crack open a few beers.

Usually, pizza coupons have no trouble finding their way into the apartments to be stuck into our doors, which is only slightly less annoying than finding them in a pile on the ground. If I had thought to save all the coupons that have appeared in my door, along with the ones I receive regularly through the mail and in the newspaper, I could probably have a pizza for supper every night for the rest of the year and save a dollar or get a free drink with each one.



brian boyer

Unfortunately, pizza businesses are not the only merchants who bring their advertising pitches to my front door. There is a small army of people in College Station who visit or phone apartments and dormitories offering "bargains" on newspapers, food and a variety of other things no sensible person could stand to live without.

And then there is a special breed of solicitor — the magazine salesmen. These guys are, beyond any shadow of a doubt, the most obnoxious creatures that our civilization has ever produced.

Fortunately, groups of these animals are shipped into town for only limited periods of time (we are relatively safe in the summer, when there are fewer students for them to feed on). No one seems

to know where they come from, but my theory is that they are recruited from used car lots and amateur comedy workshops and given abrasiveness training at a secret facility hidden in the Rockies.

The magazine salesman's pitch has nothing at all to do with the virtues of his product. After shaking your hand thoroughly and asking sincerely to be accepted as a friend, he insists that you help him out. He tells you how he will win a cruise or some fantastic prize if he accumulates a certain number of points, and if you will only help him, he can reach that magic total. It is only at this point (about five minutes have elapsed, but it seems like fifteen at least) that he reveals he is selling magazines, and you are asked to subscribe to one or more of them if you don't want to hurt his feelings.

Life in this town would be a lot easier if something could be done to limit the activities of the door-to-door advertisers and salesmen. Of course, such action would have a negative side effect — the army of people currently employed to hassle us from time to time would be out of their jobs.

I suggest that a program be started to help these people. After all, there is a chance that they can be rehabilitated and sent back into society to lead normal, productive lives.

Maybe they could get jobs delivering pizzas.

Slouch By Jim Earle



"A class that doesn't meet on Friday? That's the only limitation you have?"

Ice cream honored as American dessert

by Dick West

United Press International

WASHINGTON — Old saying: "Everything I like is either illegal, immoral or fattening."

Although most ice cream comes under the heading of the third taboo in the above lament (in some varieties, butterfat content is as high as 20 percent), the confection appears to have escaped the more rigorous prohibitions of the dieters' code.

To date, no "light" ice cream has caught on with calorie-conscious consumers in the pattern of light beer and certain other products associated with waistline bulge.

Apparently, it takes more than the specter of excess poundage to discourage ice cream eating.

If statistics compiled by the International Association of Ice Cream Manufacturers mean anything, the stuff is consumed by 98.8 percent of the people in this country.

"What a pity this isn't a sin," the French novelist Stendahl is said to have remarked upon first tasting ice cream.

That attitude may in part account for the fact that U.S. residents last year downed 4.1 billion pounds, which figures out to 93 scoops for every man, woman and child in the country.

This, then, was the situation facing the industry as it designated July as "National Ice Cream Month."

On one hand, "overwhelming positive consumer attitudes" that have put ice cream on a plateau with baseball, apple pie and motherhood as enduring American virtues;

On the other hand, a guilt feeling of the type that caused one magazine writer to use the word "confessions" in the title of an article on ice cream consumption. Whatever the national frame of mind, there is little doubt the United States is in the grips of what has been called an "ice cream renaissance."

This year has seen a 5 percent production increase over a comparable period in 1982.

The publication Progressive Grocer lists ice cream and ice milk products as No. 1 in the frozen food department, and 33rd among the 200 best-selling supermarket items, edible or not.

Nevertheless, the industry obviously feels that some consumers aren't doing their part.

"There is a major merchandising-marketing opportunity for ice cream," says the manufacturers association, explaining that increased sales is a matter of creating "top of mind" consumer awareness.

One of the first steps in that direction involved persuading Sen. Bob Dole, R-

Kan., and Rep. Thomas Foley, D., to sponsor a poll to determine cream preferences of members of Congress.

In the survey, more than 400 were identified as favorites, with late, vanilla and butter pecan heads of the list.

The choices were announced in a ceremony billed as an "old-fashioned tea party" on Capitol Hill. That functioned the official beginning of the July Cream for America observance.

Not a bad beginning for a dessert whose origins are lost in the mists of antiquity.

Although people have been eating frozen treats since the time of Alexander the Great, trade sources could point

Whatever the national frame of mind, there is little doubt the United States is in the grips of what has been called an "ice cream renaissance."

magic moment when ice cream was invented. There was no inventor of the hand-cranked freezer shouting "shouting ka," or anything like that.

Ice cream just sort of evolved. It has been documented that someone was served in America as early as 1620.

Also well-documented in the early appearances of various accessories: ice cream cone, for example, was made and sold at the St. Louis World Fair in 1904.

Congressional tastes to the contrary, the latest trend in the business sector is in the field of designer ice cream.

All kinds of new and non-traditional flavors have been developed in the decade. Among the novelties are dill pickle, jalapeno and African vanilla cream.

One modern concoction is Meatballs and Spaghetti Ice Cream, although that is something of a misnomer, the name having more to do with appearance than ingredients.

Even some of the lawgivers broke tradition. Besides the big three, catching the fancy of senators and representatives included "Oreo Cookie," "White House Cherry" and "Southwest Pecan Pie."

As for toppings, such as employment of the creation of sundaes, the only real boundary is imagination.

Suffice it to say that one of the sponsors of "Celebrate with Ice Cream Month" is a company best known for jams and jellies.

THE VEIKOTT FREE PRESS © 1983 BY THE TRIBUNE COMPANY



Sorry, still no Mexican weather data

by Kelley Smith

Battalion Staff

I'm sorry to report this, but once again we will not be able to publish Mexico's weather report.

I know you're wondering, just like me, "Why doesn't The Battalion have Mexico's weather report?"

The reason is that United Press International — our faithful news reporter — has not been supplying us with this information for the past couple of months. Instead, they just tell us that it's not available.

Why? I don't know. One can only guess.

Could it be a conspiracy by UPI to cripple our newsroom by withholding vital information causing us to feel the horri-

ble helplessness when we realize once again that we don't have Mexico's weather?

Or could it be a conspiracy by the Mexican citizens and business associations?

Possibly the missing data is part of an effort to discourage Bryan-College Station residents from visiting Mexico. Without Mexico's weather report, it would be hard to plan a trip there. How would you know if it was raining, snowing, super sunny or just normal?

Or more possibly, is this incident a direct affront to Aggies? Have too many Aggies already ruined the reputation of the many quiet peaceful border towns? Have too many Aggies taken trips there only to buy cheap food and clothing and spend wild nights there with the tequila?

I don't know, your guess is as good as mine.

Or maybe it's just the opposite. Maybe Mexico wants to garner more business for the country. Maybe officials feel that if people want to know Mexico's weather badly enough, they will go to Mexico.

Of course, while the people were there looking at the weather for themselves, they would have to eat, and this means buying food. They would also have to sleep somewhere — it's a long drive to look at the weather for only one day. This would mean income for the hotel owners.

Whatever it is we, The Battalion, still do not have Mexico's weather report.

But I guess it really doesn't matter since we don't usually run Mexico's weather report even when we get it.

Letter: 'Minority' feeling not shared

Editor:

This letter is in response to the fellow who wrote the letter last week pleading his case as a "white minority."

Equal Opportunity Employment and Housing were initially started to give people, such as women and blacks, the chance to have jobs and houses. The problem with these programs is that while they were well received by most people, there were and still are plenty of prejudiced people in this country who absolutely refuse to give minorities and women a chance to do anything.

While I can understand your argument, as it is a very very old one, I can not share it with you. It is not the job or the house that people want, it's the chance to get the job or house that people want. If you, or anyone else, do not think

that people are denied things in this country because of color of skin, gender, or even a different accent, I've got some news for you. Prejudice is deep-rooted and cuts across a very thick line in this country.

As long as people continue to join and be a part of various groups, organizations and churches that preach good vs. bad, right vs. wrong, and outright blatant hate for other groups, organizations and churches, then this country will continue to ferment prejudice. Furthermore, as long as there is prejudice, certain groups of people will not be given the chance to start jobs or own houses.

A secular government that preaches freedom and equality for all, as ours does, has to insure in some way that all

minorities are treated properly. It is unfortunate that in the process of guaranteeing fair treatment to all that others wind up feeling discriminated upon. Although I suspect that those who cry like yourself are just making noise because it almost sounds good, I can't see how a white male attending Texas A&M can feel like a minority.

Furthermore, if you are so confident in yourself, then I personally see no reason why you should feel like a "white minority." As a strong person, you should be able to go out and find another job if you are turned down the first time. Unless, of course, you are not as strong as you boast.

Stephen Weiss '84

The Battalion

USPS 045 360

Member of Texas Press Association Southwest Journalism Conference

Editor: Hope E. Paasch
City Editor: Kelley Smith
Sports Editor: John Wagner
News Editors: Daran Bishop, Brian Boyer, Beverly Hamilton, Tammy Jones
Staff Writers: Jennifer Carr, Scott Griffin, Robert McClohon, Angel Stokes, Joe Tindel
Copy editors: Kathleen Hart, Beverly Hamilton
Cartoonist: Scott McCullar
Photographers: Brenda Davidson, Eric Evan Lee, Barry Papke

Editorial Policy

The Battalion is a non-profit, self-supporting newspaper operated as a community service to Texas A&M University and Bryan-College Station. Opinions expressed in The Battalion are those of the editor or the author, and do not necessarily represent the opinions of Texas A&M University administrators or faculty members, or of the Board of Regents. The Battalion also serves as a laboratory newspaper for students in reporting, editing and photography classes within the Department of Communications.

Letters Policy

Letters to the Editor should not exceed 300 words in length, and are subject to being cut if they are too long. The editorial staff reserves the right to edit letters for style and length, but will make every effort to preserve the author's intent. Each letter must also be signed and show the address and telephone number of the writer.

Columns and guest editorials also are welcome, but are not subject to the same length constraints as letters. Address all inquiries and correspondence to: The Battalion, 216 Reed McDonald, Texas A&M University, College Station, TX 77843, or phone (409) 261-2611.

The Battalion is published Tuesday, Wednesday, Thursday during both Texas A&M regular sessions, except for holiday and examination periods. Mail subscriptions are \$16.75 per semester, \$33.50 per school year and \$35 per full year. Advertising rates furnished on request.

Our address: The Battalion, 216 Reed McDonald Building, Texas A&M University, College Station, TX 77843.

United Press International is entitled exclusively to the use for reproduction of all news dispatches created by it. Rights of reproduction of all other matter are reserved. Second class postage paid at College Station, TX 77843.