

OPINION

The New Thing not the Real thing

The new formula of Coca-Cola no sooner hit the market than people began criticizing it.

Coke's primary competitor, Pepsi, even managed to put their combatant commercials on the air before Coke's new product was distributed. The majority opinion seems to be that Coke should have stuck to its old recipe. Pepsi claims Coke is running scared. Paul Harvey says Coke has betrayed America's trust.

Coca-Cola faces a no-win situation — either it must admit the new Coke is a mistake or sacrifice a chunk of the soft drink market.

Pepsi's accusations that Coke was trying to cash in on a more Pepsi-like taste seem absurd. The two companies probably split the market more evenly than they care to admit. In fact, Paul Harvey also said recent "taste tests" show most people don't have a single brand they stick to consistently.

Coke can't be blamed for wanting to change its formula. After all, most companies frequently introduce "new and improved" versions of their products. Coke's formula may be new, but most people don't think it's improved.

If Coca-Cola had made a quiet formula transition, even the most loyal Coke drinkers probably wouldn't have noticed the shift. Then, if sales began to drop, Coke could have returned to its old recipe and regained its prominent position in the world of soft drinks.

But Coke made a big deal out of its switch and now it must face the criticism.

Apparently, Coke misjudged the appeal of its original product. Now, it must either admit that the New Thing isn't as good as the Real Thing and revert to its old formula, or it must face the consequences of tampering with American tradition.

The Battalion Editorial Board

Battalion forum for all opinions

Card packets, long lines and humidity can only mean one thing in Aggieland — summer school has started once again. The Battalion Editorial Board would like to welcome everyone back to school for a productive, albeit hot, summer session.

The Battalion will be printed every Tuesday through Friday during the summer months.

Page 2, the Opinion Page, is just that — a page for opinions. Our opinions, columnists' opinions, and your opinions through letters to the editor. We encourage all Aggies who have something to say to drop us a line. Obviously, we can't print every letter, but we'll do our best to present all sides of an issue. Please keep our letters policy in mind when writing to the editor.

Good luck Ags.

The Battalion Editorial Board

June registration not a fairy tale

Once upon a time there lived a young man named Fred J. Alpheratz.

Karl Pallmeyer

Fred was a senior business major at Texas A&M. He had an outstanding academic record, had served on Student Government and had a lovely girlfriend whom he was about to marry. Most importantly Fred had landed a position with the Very Big Corporation of America and was to start earning an embarrassingly huge salary the first week in September, just as soon as he finished college.

Yes, the future looked very bright for Fred. All he had to do was take Business 418, the course on what to do when the 60 Minutes news team shows up at your office, and he would graduate in August.

But there was a problem. Fred's last name began with an A and those with names A through C, regardless of classification, couldn't register for classes until 1 p.m. on Monday. By the time Fred could register Business 418 was filled and he couldn't get into the class. The class would not be offered again until the fall semester. Fred could not graduate on time. Fred lost his job. Fred's cat died. Fred's girlfriend left him for a rock musician she met in California.

Yes, the future looked very dim for Fred. So one morning he picked up some guns, an UZI 9mm, an M-16 with a telescopic sight and a Texas A&M University Commemorative Colt Mark IV Series 80 Government Model Automatic, and climbed the Albritton bell tower. In a seige that lasted four hours Fred gunned down 25 students, 17 faculty, 21 campus cops, nine administra-

tors, two regents and one school mascot. The killing stopped at high noon. Fred quit shooting while the bells chimed twelve. Fred jumped to his death when the bells began to play "The Spirit of Aggieland."

The preceding is a fairy tale. Fred J. Alpheratz is just a figment of my twisted imagination. Like all good fairy tales it begins with "Once upon a time." Like all good fairy tales it contains a moral.

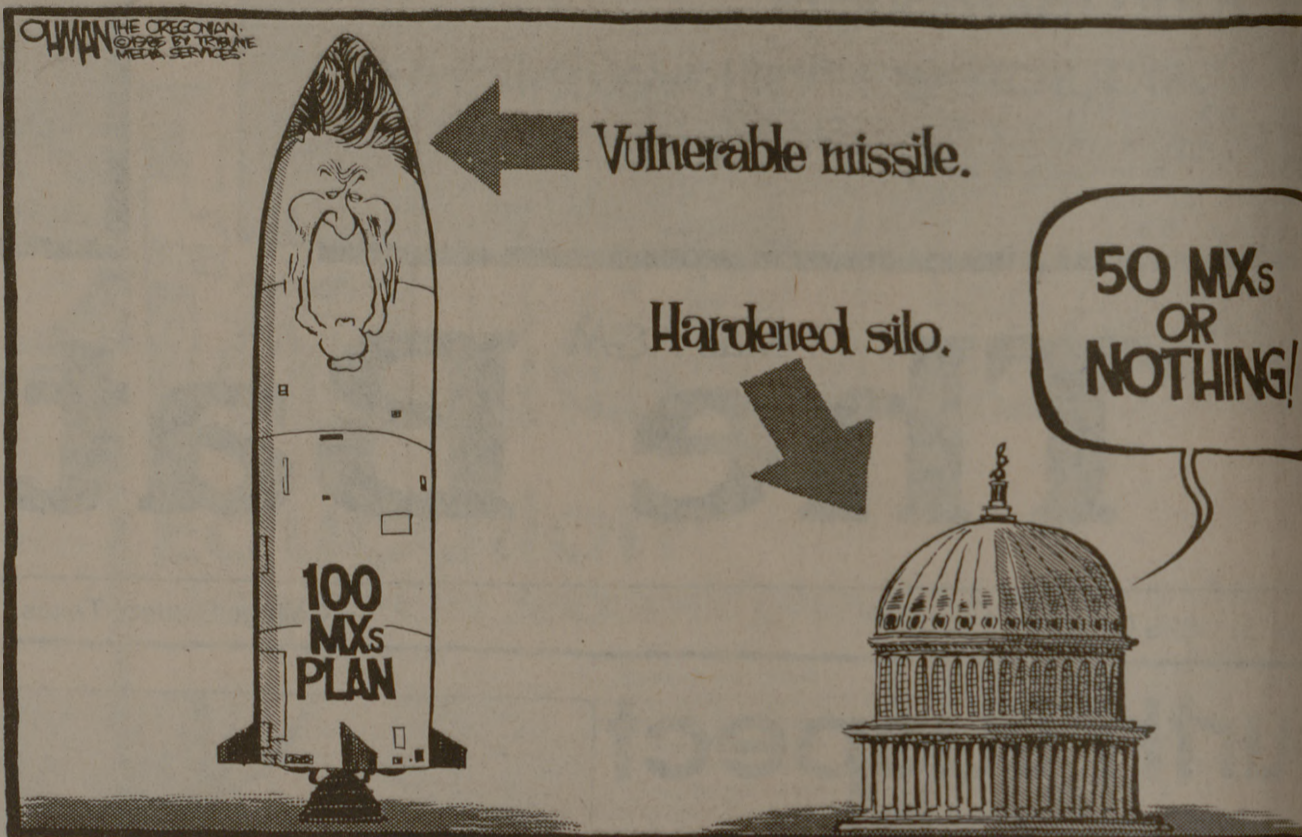
Fred could have found away around this red tape. He could have had himself forced into the class he needed, most departments will make room in their classes for graduating seniors. Fred could have been devious and made up an excuse to register early. But he shouldn't have had to.

As a person becomes an upperclassman his class schedule becomes very rigid. A person must have certain classes to graduate. Upperclassmen should have a better chance to take the classes they need to get out. In the regular semesters upperclassmen do have first pick of classes. But they don't in the summer.

Summer school is very different from the fall and spring semesters. Although only about a third of the student body attends, nearly all of them are here for a specific reason. Many people attend summer school because they need a class that they can't fit into their schedules during the regular semesters. Many people attend summer school because they need that one last class to graduate.

So the moral of the story is this: You should respect your elders and let them go first.

Karl Pallmeyer is a senior journalism major and a columnist for The Battalion.



LETTERS:

Letters Policy
Letters to the Editor should not exceed 300 words in length. Each letter must be signed and must include the author's name and telephone number of the writer. The editorial staff reserves the right to edit letters for style and length but will make every effort to maintain the author's intent.

Elimination decision unfounded, hasty

EDITOR:
Unfortunately, the MSC Outdoor Recreation Committee has been eliminated from the MSC Students Programs. We believe that this decision was taken hastily and was based on unfounded reasons.

A deficit was recorded for ORC in the 1983-84 fiscal year. This deficit is not a true representation of last year's finances. Profit generated through our equipment rental cash account was not included in overall budget. If one takes this into consideration, ORC was in the black last fiscal year. This incorrect financial information was a significant factor in the decision to exclude ORC from next year's budget.

The other deciding factor was our "weak leadership." Our leadership in the past has always accomplished its goals and has included some of the finest leaders we could have hoped to have. Through the student leaders, the committee has successfully sponsored trips to Colorado, New Mexico, Mexico, Wyoming, Georgia, Arizona and a number of trips to the Texas hill country. Common adventure trips have included trips to Alaska and Africa. We have also organized a number of Outdoor Horizons Conferences which have brought valuable information to this community. Our equipment rental has provided outdoor gear to students and faculty at very reasonable rates.

We urge the MSC Council and directors to help students who are interested in maintaining a student outdoor recreation program at Texas A&M University by reconsidering the committee and hopefully including it in next year's budget.

Nicholas Antonio
accompanied by 14 signatures

Use of rooms wasteful

EDITOR:
Last week, meeting rooms 137 and 140 of the Memorial Student Center were taken away from the scheduling service and are earmarked for conversion to offices. This acquisition did not come through proper channels and no one seems to be able to identify who is responsible for this. What this means is that students carrying out legitimate

programming through the Student Programs Office will no longer have access to these rooms, and have been denied any input to the decision to convert these rooms to offices.

The location of these rooms made them very useful for certain types of programming that no other meeting rooms on campus are suited for. These rooms have been used heavily in the past by many student groups, including almost every weekend by MSC NOVA for legitimate programming. Now, with the conversion to offices, these rooms are going to become unavailable and due to the present shortage of meeting rooms will be very hard, if not impossible to replace.

In short, we feel that this use of rooms 137 and 140 is very wasteful, is improper, and the person(s) responsible should keep rooms 137 and 140 as meeting rooms and should acquire their offices elsewhere and through proper channels.

Peter Christian
accompanied by 21 signatures

Cubans infiltrate Editorial Board

EDITOR:
Your article on Radio Marti shows that the Cuban Government has gained something by taking political prisoners and sending criminals to the United States. Specifically, they have gained enough leverage to convince the Battalion Editorial Board that Radio Marti is a bad idea.

Your article says that the administration is "aggravating" the Cubans by operating Radio Marti and that this will "result in a negative Cuban reaction." Clearly, however, the real situation is that the Cuban government has been taking the aggressive actions and, clearly they have gained something...at least on this campus.

Leo J. Kachnik
Senior Nuclear Engineering

Comments on chem

EDITOR:
I would like to thank you for the excellent articles exploring the numerous faults of the Freshman Chemistry Program. In short, it's about time.

The only comments I would like to offer are these:

● I found no mention of the upcoming circus that "Hollywood" Pedagogical company refer to as Chem. lab 111. Chem. 112.

● My fellow students should bear in mind that there are some good teachers in Heldenfels, for example Dr. William Moore. The faults of the Freshman Chemistry program lie squarely on the shoulders of the alleged leadership that department.

John Sewell

The Battalion
USPS 045 360
Member of
Texas Press Association
Southwest Journalism Conference

The Battalion Editorial Board

Kellie Dworaczky, Editor
Kay Mallett, John Hallett, News Editors
Loren Steffy, Editorial Page Editor
Sarah Oates, City Editor
Travis Tingle, Sports Editor

The Battalion Staff

Assistant City Editor.....Katherine Hart
Assistant News Editor.....Cathie Anderson
Entertainment Editors.....Cathy Riely, Walter Smith
Staff Writers.....Karen Black, Ed Cassavoy, Jerry Olin, Brian Pearson
Copy Editor.....Trent Leupold
Make-up Editors.....Ed Cassavoy, Karla Marti
Columnists.....Cheryl Clark, Karl Pallmeyer
Photographers.....Greg Bailes, Anthony Casper

Editorial Policy
The Battalion is a non-profit, self-supporting newspaper operated as a community service to Texas A&M and Bryan-College Station.

Opinions expressed in The Battalion are those of the Editorial Board or the author, and do not necessarily represent the opinions of Texas A&M administrators, faculty or 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.

The Battalion is published Tuesday through Friday during Texas A&M regular semesters, except for holiday and examination periods. Mail subscriptions are \$16.75 per semester, \$33.25 per school year and \$35 per full year. Advertising rates furnished on request.

Our address: The Battalion, 216 Reed McNeal Building, Texas A&M University, College Station, TX 77843. Editorial staff phone number: (409) 845-2600, advertising: (409) 845-2611.

Second class postage paid at College Station, TX 77843.

POSTMASTER: Send address changes to The Battalion, Texas A&M University, College Station, Texas 77843.