

Opinion

A shot in the arm

The Maryland Supreme Court struck a fatal blow to the makers of Saturday Night Specials last week. It ruled that anyone injured by such a handgun can hold the manufacturer and marketer liable. It's good to see action being taken against this type of short-barrelled handgun.

The Saturday Night Special, or Rohm Revolver Handgun Model RG-38S, has only one purpose — criminal activity. It's inexpensive and easily concealed, making it a dream come true for criminals.

One of the reasons such a ruling has never passed before is because the National Rifle Association has led a staunch defense against the control of handguns. The NRA points out that handguns also are used for sport, law enforcement and protection.

But the snub-nosed revolver in question can't be used for these purposes. It is inaccurate, unreliable and poorly made.

The ruling is still in its infancy. The extent to which the law protects the victims of a Saturday Night Special attack is unclear. Leaving these handguns to be regulated by lawsuits is not the answer, but it is a step in the right direction.

Obviously if the Maryland Supreme Court can rule that "the manufacturer or marketer of a Saturday Night Special knows or ought to know that he is making or selling a product principally to be used in criminal activity," the state legislature can pass a law based on the same principle.

The NRA can't argue guns don't kill people, people kill people, but they can't deny that a Saturday Night Special is a real shot in the arm to aspiring criminals.

The Maryland Supreme Court has set a precedent other states need to follow. If we're going to effectively fight crime, we can start by not helping criminals in their career.

The Battalion Editorial Board

Ads, ads everywhere, and plenty to spare

People are exposed to hundreds of advertisements each day.

We are constantly being bombarded. As more ads vie for our attention, consumers are learning to dodge them more effectively.

There are few escapes from the ad world, although ignoring ads can be a powerful weapon. And advertisers rise to this challenge. To fight the battle, advertisers are coming up with newer, more creative ways to advertise in hopes of grabbing consumers' attention.

If you think advertisements have been obnoxious in the past, you ain't seen nothing yet.

Recently a company called American Discount Stamps announced its plan to sell 22 cent stamps for 17 cents — and still make a profit. Their secret?

Advertisements.

The company is selling advertising space on 2-by-3-inch stamps. They may even put coupons on the sticky side. So far, the government hasn't found any regulations which would make the plan illegal. Stamp-ads may be in convenience stores as early as December.

Even the skies are getting crowded. The Goodyear blimp, after a 60-year monopoly on blimp advertising, now has to make room for the McBlimp, by McDonald's and the Fuji blimp.

Esquire Magazine's Health and Fitness Clinics are selling their walls at a premium. A panel on a club's wall offers health tips and advertisements and has succeeded in targeting the young professional market. Now there is a list of advertisers waiting to have their turn on the health clubs' walls.

A candy factory in Port Chester, New York is supported by giant rolls of Life Savers, used as columns on the front of the building.

Even the entertaining scribbles on public restroom walls soon may be challenged. Indoor Advertising proposed a network of "johnny boards" which would display a company's advertisements on toilet stall walls across the nation.

Bald heads, Beetleboards, parking meters, blimps and balloons have all been the sketch boards of advertisers.

In this new advertising game, no place is safe.



Camille Brown

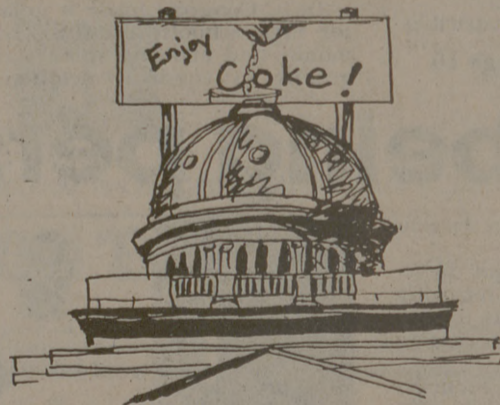
Not even Texas A&M.

Advertisers will soon discover our campus, and when they do, the campaign signs brought on by A&M's election week will be a relief compared to the eyesores advertising invasions could create.

Advertisers would go to the lowest depths to grab students' attention. Their first target would be the dome of the Academic Building. The revenue brought in by a huge "Enjoy Coke" sign slapped on the dome could buy famous educators and football stars for A&M.

The bell tower could be programmed to sing the Pepsi-Cola jingle and we'd have Cola Wars on campus.

Then advertisers will hear about bonfire. Exclusive rights to the center pole would be bought by Exxon, who would come in promising Aggie jobs and a tal-



ler, stronger center pole. They would move a nearby station's sign pole in to be the new center pole, guaranteed to stay standing weeks after the University of Texas vs. A&M football game.

For the game, Reveille would be taught to bark the Bud Light jingle, and she would sport an embroidered Marlboro Man on her blanket.

During halftime, when fans make a dash for the restrooms, they'll find toilet stalls by Maybelline and papertowels imprinted with Nike and Old Spice ads.

Soon the professors could be commissioned to wear ads in front of their classes and write on chalkboards bordered with promotions.

Where will advertisers strike next?

Wherever one or two are gathered, so goeth the advertiser.

Camille Brown is a senior journalism major and a columnist for The Battalion.



Mail Call

Letters to the Editor should not exceed 300 words in length. The editorial staff reserves the right to edit letters for style and length but will make every effort to maintain the author's intent.

Each letter must be signed and must include the address and telephone number of the writer.

Letter should be addressed to: Mail Call, The Battalion, 216 Reed McDonald Building, Texas A&M University, College Station, TX 77843.

MSC too formal

EDITOR:

With all of the great activities offered the student body here at Texas A&M, "enough to make the MSC the largest college union in the world in terms of programs produced and programming budget" (quoting from the 1984-5 Undergraduate Catalog), I'd say there is definitely something lacking — to make the place a bit more homey and comfortable, that is.

The catalog also calls the MSC "one of the busiest and most exciting buildings on campus" . . . more like a showcase for the Corps of Cadets, if you ask me. The building is altogether too formal and stuffy, not at all like the student living room it's supposed to be. As an example of the effect it has on people, take the great rancor raised this past summer when the firefighters were on campus for several weeks.

They kept wearing their hats into the building — a most severe infringement of Aggie tradition — and many letters were written to The Battalion about how negligent the firefighters were of lauded tradition. Well, if the MSC had the kind of environment it's supposed to have, then the firefighters would have taken off their hats automatically and relaxed in the comfortable, homey environment.

I think there is one major attraction missing, which would make the MSC a student union par excellence — like the union at U. We need a nice area where people can congregate for a few beers and such, to listen to some good music or to come in on the weekends to dance and maybe listen to a live band.

William H. Clark II

On doctors' rights

EDITOR:

I am responding to Karl Pallmeyer's Oct. 8 column concerning the A.P. Beutel Health Center. The lack of thought and obviously irresponsible attitude displayed while he pretended to plead the students' view was ridiculous.

I agree that discontinuing gynecological examinations for the female Ags is discrimination, but there his logic ended.

His second point, concerning birth control, was that doctors should be forced to give birth control prescriptions despite possible moral convictions. What a doctor chooses to do is his right, not Pallmeyer's. If a physician must shatter his basic beliefs for his job's sake, why not again for some other reason? What the heck! We could soon have available under-the-counter drugs and the administering of illegal treatments.

The health center's job is to prevent and care for the illnesses and injuries of Aggies. Pregnancy is not an illness, it's a condition. Prevention is the job of the sexually active student. I didn't pay my \$15 to help provide others with a solution to their social

irresponsibility.

The idea that available birth control devices promote premarital sex is not as silly as he claim. If someone invented an instant cure for hangovers, wouldn't people get plastered more often?

The situation is obviously much more serious than Pallmeyer recognized.

Bennie Matusek '88

In awe of Aggies

EDITOR:

I am a student at the University of Missouri at Rolla and I recently visited the Texas A&M campus. My short visit was enough to inspire me to write this letter.

I wish to compliment the students of Texas A&M on selecting such an outstanding school. I have never seen such school spirit before. Aggie bumper stickers were everywhere! I also was impressed by the bonfire tradition and the intensity of the football rivalries.

A&M is a beautiful campus. I was unable to "sit in" on any classes, but I did walk through the middle of campus as well as the recreation building and the University Center. One thing I didn't like, though, was the extent of militarization on campus. I don't like guns or short hair.

While I was there I picked up a copy of The Battalion. That's one professional-looking paper! The student activity officers of A&M must be pretty darn good, too. Cheap Trick and Night Ranger is truly a class act. But your school's best asset has to be the women. They are absolutely beautiful!

I guess what I like so much about A&M is the atmosphere. It's incredible. Y'all (Texas talk) have something to be proud of. If I had to pick a different school, I'd become an Aggie in a second.

Jeffrey Bollini
University of Missouri-Rolla

Equal rights needed for women's sports

EDITOR:

First of all, I would like to congratulate the Texas A&M Volleyball Team for a great start on their 1985 season. Keep up the good work!

Next, I would like to call your attention to something that has caught my ear this past weekend and should be changed. Following the Texas A&M versus University of Houston football game, the Albritton Bell Tower sounded after the victory by the Aggies. However, after the volleyball match, in which our #16 ranked A&M ladies defeated #16 ranked Purdue University, I walked outside to hear absolutely nothing from the bell tower.

I should think that after such a prominent, world-class University as A&M finally has allowed women in positions previously open only to men that they should give equal billing to the recognition of women's athletics as is given to men's sports. But the support only begins with those in the positions to do so. The real support must come from the students.

The Women's Athletic Department is giving us every opportunity to support them.

So come on out and cheer the Texas A&M Volleyball Team on to more victories and a shot at the NCAA Tournament. Let's show some of our famous spirit in support of Women's Athletics. And as we do our part, let's hear the Albritton carillon ring after Lady Aggies' victories as well as for the men.

Wally Simpson '87

The Battalion

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The Battalion also serves, as a laboratory newspaper for students in reporting, editing and photography classes within the Department of Communications.

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