

# Opinion

## Introducing the gridiron gourmet

Watch out fast food emporiums, here comes Jackie — McSherrill's, that is.



John Hallett

McSherrill's is the Aggie Club's latest business venture exploiting Jackie Sherrill's rising popularity.

Early this week letters will be sent out to former students around the world:

Dear former student,  
Be the ENVE of your Aggie Club, be the first to own a McSherrill's franchise in your hometown. McSherrill's will be wholly owned and operated by Aggies.

By purchasing a franchise, you can show your support for the maroon and white. Not only will profits benefit the Aggie football team, each McSherrill's will provide jobs for needy Aggies. Each counter person will be made an official A&M athletic hostess and cooks will become part of the 12th Man Cookoff Team.

McSherrill's will be carpeted with Astro turf complete with yardlines and hash marks. Each seat will be dedicated to 12th Man contributors just like on the second deck of the East stands at Kyle Field. Ags can watch A&M football highlights and videos of the Fightin' Texas Aggie Band on McSherrill's big screen TV. And no McSherrill's will be complete without a statue of E. King Gill, the original 12th Man.

The menu is still tentative, but here are a few of the items McSherrill's expects to serve:

Stumpburger — the basic no frills

burger. Comes with cheese option.

The McMurray — (the franchise) two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.

AgDLT — McSherrill's new look hamburger with all the options including lettuce and tomatoes.

The Lynn Amedeeburger — no doubt about it this burger is totally offensive, topped with Linburger cheese, jalapenos and onions.

The Triple Option — three quarter-pound patties of pure beef on a sesame seed bun guaranteed to beef up any armchair quarterback.

Grilled Franklin — for those Aggies who are vegetarians, this one's for you — all cheese, no beef.

The Blitz — an awesome sandwich guaranteed to sideline even Marshall Land.

Fickle Fries — the names for all the other items may change with the passing of the guard at A&M but the fries never will.

Kamikaze shakes — named in honor of the 12th Man Kickoff Team. Flavors include chocolate, vanilla and maroon.

Extra point — single dip ice cream cone.

Two point conversion — two dips, your choice of flavors.

Cotton Candy — Win or lose, Aggies can pick cotton anytime at McSherrill's.

In addition, McSherrill's will offer daily Quick Kick Specials, costly but delicious apple turnovers, Pigskin pie, Soup Bowl of the Day and John David Crow-sant sandwiches — an All-American favorite.

And to advertise the grand opening of the first McSherrill's (the location is a closely guarded secret) an extensive ad campaign is slated for the Texas A&M-Texas game on ESPN Thanksgiving night. An anonymous source revealed the content of some of the ads.

Rush on over to McSherrill's for a meal that's sure to score with your family and friends.

Walk on over to the McSherrill's nearest you.

Butcher Bevo! Eat more beef at McSherrill's.

Have a cotton pickin' good meal at McSherrill's.

Finally, as part of the grand opening promotions, McSherrill's will have a contest giving away free tickets to next year's A&M football games, home and away, an expense-paid trip, including tickets to whatever bowl the Aggies play in this year, and an all-expense-paid four-year education (five years for cadets) at that's right — Texas A&M — as prizes.

So Ags, keep your eyes peeled for McSherrill's, coming soon to your hometown under the Maroon and White goalposts.

My advice to the competition? Move over clown, here comes Jackie.

Attention, sports fans: Rumor has it Karl Pallmeyer has promised to write a positive column praising the Aggie football team if they "Beat the Hell Outta Texas." Watch this spot for further details.

John Hallett is a senior political science major, a columnist and News Editor 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 intent. Each letter must be signed and must include the address and telephone number of the writer.

### No way to build a reputation

EDITOR:

I was embarrassed by the behavior of some Texas A&M fans after women's volleyball game Wednesday night. A street gang-like group of oddly dressed Aggies apparently felt it a matter of pride to confront University of Texas cheerleaders. The UT mascot was attacked.

These kinds of students will certainly contribute to a bad reputation for A&M. If we want to cultivate a reputation as a serious university which produces thoughtful and civilized graduates, we need to discourage this type of impulsive, immature behavior. There are too many Aggies by their actions, seem to regard their experience here at A&M as a tension of high school. Let's grow up a little, guys.

Joe Wilkinson

### Puberty is a rough time

EDITOR:

This letter is in response to the bold statement being made on campus by some libertarian(s). The vehicle for this statement has been campus fountains. Let me say that I personally am really taken back by the bubbles overflowing from the fountains. It actually brings a tear to my eye. I can't even imagine what campus visitors must think. But I have a few suggestions for you.

Puberty is a difficult time, and I know you're feeling a lot of anxiety with all the changes going on in your little bodies. But there may be ways to manifest your insecurities. How about throwing eggs at ringing doorbells and running? You might even try throwing toilet paper all over someone's front yard. Or maybe you could even grow up?

Mike Sullivan

### A little decency, please

EDITOR:

I would like to use The Battalion to write to the fellow Aggie who took my red backpack. It was taken Monday at 10:10 p.m. in Delta Field House outside handball court 17. Seven tickets (and seven tickets) for the UT game were in there. Lucky for us, I remember the location, row and seat number of the tickets so if you are there, I WILL FIND YOU.

Other items in this backpack which will be worthless to you are my English and history books (yes, finals are only 3 weeks away) and my dorm, house, car, post office, etc.). Without these keys I will not be able to move my car, which is in football parking. My roommate's calculator is in there which would be helpful to her in her Physics test.

The last item is very important to me: my senior ring. Well, on Thursday me and my six big friends will be looking for anyone attempting to scalp OUR tickets or anyone sitting in OUR seats. Considering none of these items will bring you any joy or money why not show some decency and return my backpack.

Ana de Cardenas

### Policy change needed

EDITOR:

This letter is a request for a policy change in The Battalion.

Recently a watch was found in the motorcycle parking lot across from the Bus Stop Cafe. Even with the Lost and Found in the MSC, finding items is next to impossible on this campus. With this in mind, we decided to locate the owner ourselves. Along with putting signs up around campus, an ad in The Battalion seemed like a good way to return the watch.

When we called the number listed in the classified section, we were surprised to hear that we would have to go down to The Battalion office and pay to have the ad printed. Pay? I realize that if I wanted to sell something, buy something or even locate something I had lost, I should have gone over and pay for the advertising.

I do not understand, however, how helping someone get back their lost property falls into this category. Now 30 cents a word and a week in The Battalion office is not a great burden, but it's probably enough to throw the good intention of taking that extra step out of the window. The Found section of the Lost and Found were free, returning lost property would be as easy as a phone call. How about it?

Oh, by the way, if anyone thinks the watch is theirs, give us a call 764-8518 or 693-4839.

Robert Honley '86  
Phil Stuart '86

### Deceptive disseminations from deans

EDITOR:

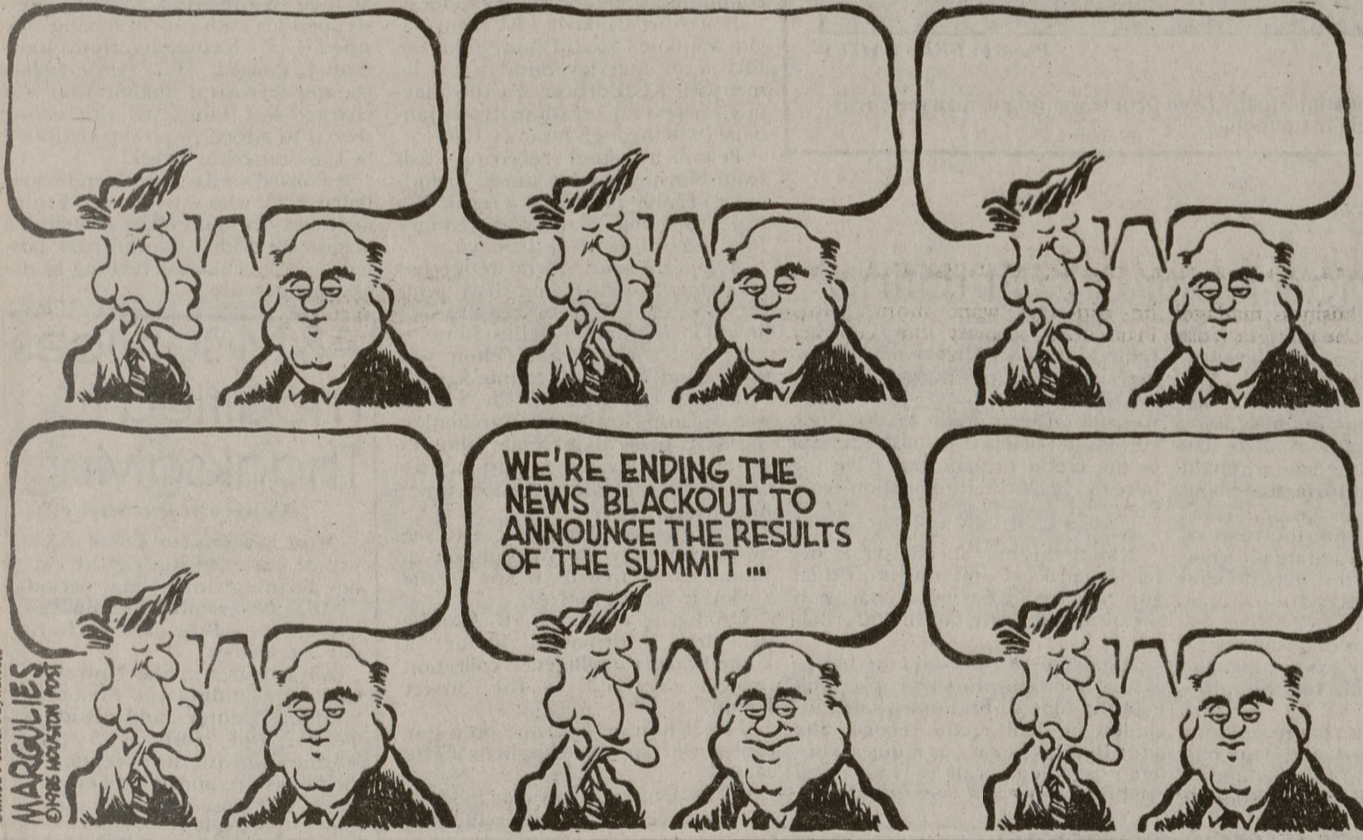
Is Dean Lutes insinuating that a liberal arts degree is ALL that is needed to achieve immense corporate success?

In a recent article, she mentioned three prominent corporations that have chairmen holding liberal arts degrees. The companies that she mentioned are Xerox, IBM and AT&T. According to the 1985-86 edition of Who's Who in Finance and Industry, the chairmen in question are respectively: C. Peter McColough, John Opel and C. L. Brown.

According to the same source, Brown holds only a BS in electrical engineering from the University of Virginia. Few people here consider that to be a liberal arts degree. While Opel does hold an AB from Westminster, he obtained an MBA before entering industry. Similarly, McColough, who holds an LLB from Dalhousie, received an MBA from Harvard before entering industry.

Liberal arts may have all of the advantages that Dean Lutes mentioned. However, we feel that her statements were extremely deceptive and outright inaccurate. Shouldn't a college dean be either better informed or more honest with her students? We guess liberal arts is designed for people.

Mark Barbieri, Engineering '87  
Matthew Sullivan, Liberal Arts '87



## Letter to readers

### Texas A&M should be proud of The Batt

From time to time in my college career I have had the pleasure of basking in the glory of some project or paper that proved to be outstanding. I have that feeling again, but this time I owe it to The Battalion.

Rhonda Snider  
Editor

Several weeks ago, seven Battalion editors attended an Associated Collegiate Press conference in Dallas. I left the convention with a sense of pride and accomplishment in what we are doing at The Battalion.

We occasionally are criticized for the perceived "liberal slant" of our opinion page. Yet we receive few criticisms of our layout or coverage in general.

Another convention for members of the Associated Press was attended by our two news editors a couple of weeks ago. During one of the seminars, the editors received praise for their layout and news selection in the paper.

From my discussions with other students and advisers at the Dallas conference, I discovered we have a better system than about 90 percent of other college newspapers.

Many college papers are produced by using the facilities of their local city papers. Those colleges that do have their own setup often have only one or two computer terminals to put out the papers.

We have 20 terminals hooked to a mainline computer that The Batt staff uses. Another 20 terminals are available on which the beginning reporting class can work.

We have our own typesetting facilities, and the printing center in the adjacent building prints our newspapers. We are even fortunate enough to have some equipment that many city and metro papers don't have.

In addition, our organization and quality staff help keep us from running out of story ideas, a problem other schools often are plagued with.

While many college papers are produced by a staff of 10 or 12, and have the format of a company newsletter, The Battalion operates on a much larger scale. On the news side of the operation, we have 50 students on staff, and another 65 in the second level reporting class who write regularly for us.

There are eight people in the advertising department, 15 in the composing room and two who operate the printing presses.

The Battalion has a circulation of about 23,000, making us larger than 96 percent of Texas newspapers and in the top one-third of daily Texas papers. We are one of the 10 largest college newspapers in the nation.

While I realize that bigger does not necessarily equal better, a large operation does require quality personnel to keep it going. And if advertisers did not think The Batt was a valuable source of news to the campus, they would not continue to buy ad space.

The Battalion gets enough revenue from advertising to pay its staff salaries. This is one of the things I am most appreciative of, because I realize that higher quality individuals can be attracted to work when pay is an incentive.

The large staff also allows us a broader coverage of campus activities and events than a staff of 10 or 12 would. Although our reporters aren't able to be everywhere at once, we do set priorities, and I feel we do a more than adequate job of covering all the major events.

The Battalion is by no means devoid of faults; I'll be the first to admit that. However, I also confess that I'm proud of my staff and what we produce each day. For a bunch of students who still are learning about journalism and the newspaper business, we do a darn good job. Texas A&M should be proud of its newspaper.

Rhonda Snider is a senior journalism major and editor for The Battalion.

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USPS 045 360  
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**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 Monday 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 McDonald Building, Texas A&M University, College Station, TX 77843.  
Second class postage paid at College Station, TX 77843.