

Homely, little car still 'bugging' America

PORTAGE, Pa. (AP) — It's been 50 years since the first Volkswagen Beetle putt-putted out of a German factory, but the "homely little critter" with the bug-eyed headlights and anemic heater still warms the hearts of collectors.

"Other cars are interesting, but the Beetle is beautiful," says Terry Shuler, 39, of Portage, president of the Vintage Volkswagen Club of America and author of a book on the car's history.

"It's so different looking," he says. "The Beetle was never copied. Nobody would dare copy the ugly Beetle."

Lester Goldsmith, 34, of Memphis, Tenn., who owns six Beetles, says, "When I think of ugly I think

of a '59 Cadillac and '57 Plymouth. Now it may be homely to some, but it's come to be cute to me. And once you get used to it, no other car looks right."

It began as Adolf Hitler's "People's Car," which branded it an unobtainable in this country for many years. But eventually 20 million VW Beetles were produced, more than any other car in history, and the design changed little over the years.

VW spokesman Bob Stockton asks, "Can you conceive of anything coming out of Detroit today lasting 50 years? It just doesn't happen."

Even the company has trouble explaining the car's mystique and its enduring popularity.

"There was something about the

Beetle," Stockton says. "It was a homely little critter, sort of like the Cabbage Patch Doll of the automotive world."

Nearly 5 million Beetles, affectionately called "Bugs," were imported into the United States from Germany until 1979. They were replaced by the radically different and more expensive Volkswagen Rabbit.

Beetles still are manufactured in Mexico and Brazil, although the lat-

ter is phasing out production at the end of this year. So it seems the little car is just about done for — except among collectors, who just can't seem to let it go.

Jon Peters, 36, of Mountain View, Calif., who owns six old VWs, says, "People are not going to let it go. If anything, people want VW to bring back the Beetle. The one thing VW didn't count on is that it would have such a cult following."

Stockton says, "Crude as it may seem from our perspective, the Beetle was the most aerodynamic vehicle of its day by light years, with its sloped nose, slanted windshield and sloped back and air-cooled rear engine."

Despite its dependability, low cost and excellent gas mileage, it took about a decade following World War II for the Beetle to finally be accepted by the American public.

Drugs

(Continued from page 1)

to pin it all down," he said. "But the fastest growing problem is inhalant abuse — liquid paper, aerosols, glue, etc."

While experts agree on the problem's scope, the question of how to fight it prompts a much more varied response. The anti-drug arsenal is as diverse as the substances that students are injecting, sniffing and swallowing.

At least five school districts — including those in Hawkins, Texarkana, Longview and Hallsville — have resorted to drug-sniffing dogs to root illegal substances out of students' lockers and cars. Some use peer counseling groups, others bring in police officers for lectures and still others call in undercover narcotics agents.

In the little Panhandle town of Hereford where a 9-year-old boy died in August from a reaction to co-

caine two weeks before school started, teachers have been given a program showing how to stop drug use among students.

And the school board is considering getting a drug-sniffing dog.

Voluntary drug testing is increasingly vogue in locker rooms across the state because of publicized drug deaths among the nation's professional and college athletes. But none of those interviewed favored drug testing on a school-wide basis.

"Drugs like crack are easy to get and are cheap — as little as \$5 a shot — but mandatory drug tests won't solve the problem," Cootes said. "They're simply unconstitutional."

Jim Harrington, legal director for the Texas Civil Liberties Union, agreed.

"The most effective tactics are education and counseling — they work much better than government tactics such as drug testing and sniffer dogs," he said. "No school system in

Texas has actually implemented drug testing, but I almost wish they would. We very much want to file a suit against one."

Beaumont and Lubbock came close to becoming a TCLU target, but officials pushing drug testing there backed down in both cases, he said.

Besides being unconstitutional the tests are statistically unreliable and are nothing but "political hype," Harrington said.

Drug-sniffing dogs are another approach to the problem. While philosophically troubling for people like Harrington and Cootes, this has not been deemed illegal.

"The dog has worked well for us," said Ann Walston, spokeswoman for the Hallsville school district in East Texas. "We're careful to avoid Gestapo-like tactics — we don't search students themselves, only their lockers and cars, and we encourage rapport with the dog."

Cotton

(Continued from page 1)

Saturday was a little more melancoly because of the rain.

Senior Sonia Melina said, "We've met so many people that's the best part."

Melina, a veteran camper since 1985, said the campout still was fun this year, even though the weren't as many people.

Sophomore Lorie Little said, "It's fun. That's the best part — the fun."

"You could come Monday afternoon and have just as good a chance of getting a decent night but it's the partying and making friends that's worth it."

No matter whose theory is right about why fans swarm like "cockroaches" to G. B. White, all Aggie honor was taken when it came time to announce the winners.

About 4:20 a.m. a group decided to start forming a "Chaos" followed as the "cockroaches" rushed the windows to get the best spot possible.

UT's John Hagy would have loved it.

While the fun and festivities were a major reason for the campout, come Monday morning, the assembly quickly had been transformed into "Cotton Cuthroat."

Bob Wiatt, director of security and University Police, said the campers were well-behaved and that no major problems were reported.

Zachry

(Continued from page 1)

Fort Worth International Airport, Zachry has been charged with making "a false entry in a governmental record . . . with the intent to defraud."

The company has denied the charge.

More than 30 visitors were from City Public Service, the utility owned and operated by the city of San Antonio.

CPS payments to Zachry for work since 1980 total \$7.98 million.

CPS Chief Executive Jack K. Spruce went to the ranch twice in 1983, once in 1984 and once last year.

"I don't think there was any improper behavior," Spruce said. "But the way in which the public might perceive it could be embarrassing. There is no guilt, but we are embarrassed."

Also listed in the Zachry register are 50 signatures of officials from the Lower Colorado River Authority, which is paying Zachry \$70.6 million to build a power plant in Fayette County.

BUSINESS EDGE

THINK

Bottom Line

TAKING THE EDGE IS the gamesmanship of business. It is taking everything you know about others and everything you have allowed them to know about yourself and using this information to load the deck—to tilt a business situation slightly to your advantage. It is winning through intuition.

In the beginning it is a matter of doing your homework, knowing the players and all knowable aspects of the game. And in the end it is knowing how to play the game itself—figuring out what people want or convincing them of what they want and finding a way to give it to them. The idea, of course, is to give slightly less than you get in return.

I strongly believe that in any business situation there is an edge out there for the taking. Don't be greedy, don't be pushy, don't be impatient, but keep looking for the edge. Eventually it will show itself, and when it does be ready to do whatever you have to do to take it.

Mark McCormack

What They Don't Teach You At Harvard Business School.

SPOTLIGHT: THE RETAIL SOCIETY

The Retail Society is relatively new, but it is also one of the fastest growing organizations within the College of Business. This semester, membership has almost doubled, and even more growth is planned for the Spring semester. The Retail Society is open to all Texas A&M students who are interested in retailing and who would like to interact with others who share that interest. Retailing is the marketing of goods and services to the public. A person in retailing might be a buyer or a regional manager for a department store, a manager of a supermarket, a personnel director for a discount chain, or even a research analyst for a drug store chain. Retailing is an exciting, challenging and ever-changing profession with entry-level salaries currently ranging from \$17,000 to \$23,000 per year. The career opportunities are numerous and varied.

The purpose of the Retail Society is to help inform and educate students about the field of retailing and the various opportunities available. Guest speakers, field trips, resume writing clinics, placement center tours, interview tips are just a few of the plans for the coming year. The Retail Society is closely associated with The Center for Retailing Studies, a privately funded organizational unit in the Department of Marketing, College of Business Administration, here at Texas A&M. The CRS is directed by a faculty committee of seven members

from Texas A&M's marketing faculty. The CRS brings guest lecturers to campus and provides opportunities for students to meet with retailing executives and recruiters on an informal basis. The CRS and the Retail Society work closely together to provide Texas A&M students with unique educational and career opportunities in the field of retailing. Through the Retail Society students are kept informed of the activities and opportunities available through the CRS, such as internships, recruiter receptions, the Library of Retailers, Career Fair, and much more.

Working together, the CRS and the Retail Society are planning a trip to New York this Christmas to view the retailing environment in the world's largest and most well known market. The Retail Society also is planning excursions to Dallas, Houston or San Antonio next semester to tour retail organizations in those markets. The Retail Society also has established good relations with local retailers who will be available for workshops, speakers or store tours. There is a whole lot being planned and there is a whole lot of room for planners. For more information see Judy G. Buchholz, assistant to the director, Center for Retailing Studies, room 612 Blocker Building or call 845-0325. Faculty advisor of the Retail Society is Dr. Larry Gresham.

By Alison Craig
President-Retail Society

What exactly does the word International mean to you? There are many different meanings depending on the context. It might bring to mind controversial politics overseas, the arms race, travelling abroad, or possibly fierce competition with our neighbors from the Orient. Whichever the meaning, the definition I would like to describe here is one involving the international business sector.

Obviously, our economy is inextricably involved in international commerce. The international arena is a complex environment and requires the close attention of our nation's business expertise. Whether it involves severe limitations on trade or not realizing opportunities to exploit new markets, the U.S. must continually update and educate itself to understand the ever-changing international marketplace.

In September of 1985 the Center for International Business Studies (CIBS) was organized by the College of Business. Its goal is to establish TAMU as the focal point for an important research and natural resource center for issues within the realm of

international business. The formation of this type of center exists for several reasons. First, we must better understand the nature of the global economy if we are to compete effectively in world markets. Secondly, the global economy requires a stronger international information network. Thirdly, and most important, is the preparation of students who will someday be working within organizations engaged in international trade. Other responsibilities of CIBS include sponsoring the business study abroad programs and hosting on campus lectures by recognized authorities on international business. Also, it plans to cultivate working relationships with select universities, institutes and firms abroad. This would serve the purpose of joint research, faculty and student exchange, and internships.

To assist TAMU in its endeavor as an international center for research and resource information, the International Business Association was formed in response to the increasing interest of students who plan to "go international" once they graduate.

The purpose of the IBA is to create a greater interest and awareness in the area of international business and stress the importance of it in our future. This fall has been the IBA's first semester of activities and the biggest plans for the Association are currently in progress. As part of the Career Fair next February, the IBA is developing a seminar program to host 5 or 6 speakers directly involved in international business. Topics might include trade and politics in such regions of the world as the Pacific Rim, Europe, Latin America, and the Middle East. The guest speakers will be talking directly to International classes; however, all students of the university are welcome to attend. By next semester, the Association should be better established and can offer a more developed schedule of activities. For further information contact Dr. Wolken (845-4877) the advisor for IBA and Director of CIBS or Darrell Bastian, president of IBA (268-3109).

By Darrell Bastian
President-IBA

Coming February 1-4 . . .



CAREER FAIR 1987

ORGANIZATIONAL NEWS

Data Processing Management Association

DPMA would like to announce its recent scholarship winners:
Chevron: \$500 Steve Williams Fall '86
\$1,000 Joanna Pittner Fall '86/Spring '87
\$500 Sarah Wilson Spring '87
Arco: \$500 Roy DeJote Fall '86
DPMA Student Chapter: \$100 Laura Collins Fall '86
\$100 Pamela Sanders Fall '86

Finance Association

The Finance Association has had an active semester thus far. Speakers have included financial consultants, venture capitalists & investment bankers. The club will visit Goldman Sachs, & Texas Commerce Bank in Houston on December 5th. There is also a group of students going to New York City in January. The group will visit Wall Street as well as several banks and investment firms.

Pi Sigma Epsilon

This semester, Pi Sigma Epsilon has been hard at work with several different activities. On November 18th a semi-annual banquet and initiation was held. This was the culmination of our six week pledgship program.

PSE is also involved in several marketing projects. The promotion for our annual ski trip is in full swing and this year's trip to Steamboat Springs, Colorado should be better than ever.

For details about spring rush come by Blocker 102 in January or be sure to look in upcoming issues of the Business Edge for details.

Delta Sigma Pi

The Lambda Nu Chapter would like to welcome and congratulate the Fall 1986 Pledge Class on their recent initiation November 15. We are excited about our nineteen new Brothers and are looking forward to their involvement next semester. If you are interested in Spring Rush, please contact Danny Oursbourn at 846-2725.

Management Honor Society

Will hold a banquet on Tuesday, December 9 for members and faculty alumni. The new members will be inducted and will be issued their pins. Watch for information about becoming a member the first weeks of next semester. A booth will be set up in Blocker.

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