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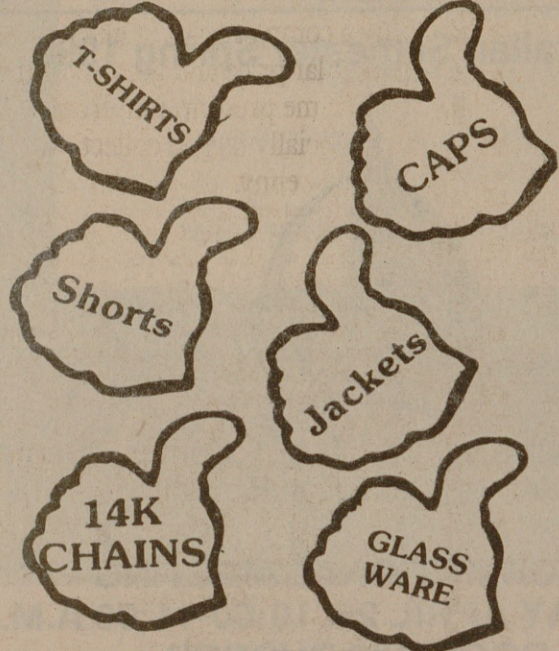
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INVENTORY

Clearance Sale

Save **25% to 50%**
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We will do anything to keep from counting merchandise, so we are marking it down to give you Big Savings on Texas A&M logo items and selected gifts such as glassware and 14K gold chains.

All mark downs are for quick sale. Come in and save. Don't make us count this merchandise!

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FREE BIGGER BURGERS

WITH EACH DRINK PURCHASED

Sunday, Monday and Tuesday - April 23, 24 & 25
Good at Both Archie's Restaurants

Quantities Unlimited

WATCH OUT

**BURGER KING, McDONALD'S &
JACK-IN-THE-BOX!**

With This Coupon

\$1.99 PLATTER DINNERS

WITH EACH DRINK PURCHASED

Wednesday, Thursday and Friday - April 26, 27 & 28

Good at Both Archie's Restaurants

Offer Good on Single Chicken Fried Steak,
Chicken Strip & Bar-B-Que Platters

Quantities Unlimited

IT'S ALL HAPPENING
AT

**Archie's
Hamburger Place**

100% Pure Beef

23rd Texas Ave. - Bryan
Woodstone Center - College Station

Students threaten boycott of beer over sexism in ad

By Fiona Soltes

STAFF WRITER

An advertisement about spring break "beer, beach and babes" was taken more seriously than intended when students at the University of Wisconsin at Madison found it "sexist" and threatened to boycott the beer company that distributed it.

The advertisement was a 16-page, full-color insert with photographs and cartoons concerning spring break at the beach with numerous references to drinking beer and "scamming babes."

The student senate of the university persuaded Miller Brewing Company to pull the insert and send letters of apology to the 55 college papers nationwide that ran the advertisement. Texas A&M ran the insert, "Beachin' Times," Feb. 15, but has not yet received a letter from Miller.

Larry Calhoun, Miller's assistant marketing public relations manager, said one should be on the way.

Don Johnson, faculty adviser and business manager for *The Battalion*, said the paper does not have any control over which advertisements are run because the advertising department is made up of state employees, not students. State-sponsored censorship has been found by the courts to be unconstitutional.

"We have no process at all (for reviewing advertisements)," Johnson said. "Any ad, unless libelous, goes in period. We can't just decide not to run something."

Calhoun said the complaint from the Wisconsin university was the beginning of a stream of protests.

"This has been an unusual situation," Calhoun said. "We pride ourselves in quality work in our advertising. We just goofed, and we apologize for it."

Calhoun said he thought the advertisement would be seen as a humorous takeoff on spring break because it was aimed at the college-age group that associates beer with good times.

Brian Finley, co-president of Wisconsin's student

senate, said he couldn't believe it when he saw the advertisement, which ran on Feb. 22 in the *Cardinal*, his school's newspaper.

"We thought about confronting the newspaper, but Miller was our first priority," Finley said. "Advertising like this is a poor reflection on society as a whole because it reinforces the idea that women are just sex objects."

Finley said he objected to phrases in the ad such as "Name something you can drink, bump and poke. Hint — it's not a babe," concerning a volleyball tournament.

Finley said the newspaper received many letters about the advertisement but did not take part in the protest.

"The paper has been adamant against the government action," he said. "In fact, they delayed a special women's issue for a day so that it wouldn't run on the same day as the ad. They had the choice not to run it, and they knew there would be an outcry."

Finley said the University of Wisconsin student body did cry out and has been supportive of the student senate's request for apology and cancellation of the ad.

"Our campus is somewhat known for our conscientiousness," Finley said. "(The advertisement) just brings up pain in too many women, like victims of date rape, incest, sexism or whatever. It's a thorn in the side of a lot of people."

Miller responded immediately to the protest and prevented distribution of 800,000 of the inserts.

"This should make any marketing company look at what is happening," Calhoun said. "We wanted to do something that was fun and would rise above the clutter, but we were perceived as having gone overboard. We hope others also would take a look at the message they are sending."

Finley said he agreed.

"We're hoping this will have a rippling effect," he said. "Maybe it will make other companies think twice (about their advertising)."

Dallas woman wants Landry to enter gubernatorial contest

DALLAS (AP) — Kim Jindra thinks Tom Landry has all the attributes to make a good governor for Texas.

"I think Landry's the type of person we need in office," she said. "He is definitely honest, and he is not a professional politician."

And he's always got a hat handy — to throw into the ring.

But don't think that Jindra and others are joking about trying to draft the recently deposed Dallas Cowboys coach as a candidate for political office.

"I've waited for him to leave football so I could work on his political campaign," Jindra said.

Jindra has worked in the past for Ronald Reagan and Bill Clements.

Three days after Landry's firing

by new Cowboys owner Jerry Jones, Jindra began working to make her dream a reality.

She issued press releases and placed classified advertisements for her "Landry For Governor" bumper stickers.

And on Tom Landry Appreciation Day Saturday in downtown Dallas, where the Landry was honored for his 29 years as Cowboys coach, more than \$300 in donations and 70 promises were received to lend a hand if a political campaign develops.

A sign near the booth said: "He's a free agent now. So let's draft Tom Landry for Governor."

One of those who promised to lend support was Bill Bennett, 39,

from Lubbock.

"I think he'd make a great governor," Bennett told the *Dallas Times Herald*. "He's got more character than anyone."

The big drawback in Jindra's game plan is the lack of any cooperation from Landry himself. But no matter.

"He knows we're here today," she said. "In order to get a booth, we had to write a letter to the Landry family."

Landry said on Saturday that he had no immediate plans except to relax and do a little traveling.

That will be fairly easy, because among the slew of gifts he received Saturday were a pair of lifetime passes on two different airlines.

'Blue' police happier with new uniforms

FARMERS BRANCH (AP) — Some Farmers Branch police officers were blue about being dressed in brown, so city officials dipped in the red so their police would no longer be green with envy.

Colors. Blue cops. Blue suits. Problem resolved.

Police in the Dallas suburb had complained to city officials that they often were mistaken for security guards because of their brown-colored uniforms — even by police in surrounding cities.

Forget the television program "Hill Street Blues," which didn't help recognition matters much.

A bigger problem was all the cars driving around in the area with bumper stickers reading, "Back the Blue," the result of a public campaign to support the blue-clad Dallas Police Department following a series of officers' deaths.

City Manager Ron Escalante's suggestion box brimmed with proposals that the police change their uniforms, and the City Council responded by voting to spend more than \$23,000 to buy blue uniforms.

It will spend nearly the same amount later to buy matching long-sleeved shirts.

City spokesman Donna Huerta said the money is being well spent.

"It's been the biggest morale boost we could ever have given them," Huerta said.

In Advance

GM Car Expo rescheduled for this week

The General Motors Car Expo canceled because of February's ice storm is rescheduled for **Tuesday and Wednesday from 9 a.m. - 3 p.m. at Rudder Fountain.**

Nine new GM cars and trucks will be on display and two \$500 cash awards will be given in a drawing.

Tom Reber, assistant director of intramural recreational sports,

said representatives from California marketing firms but no salesmen will be at the event.

He said the expo is a chance for students to look at the new cars without pressure to buy.

"Students can come and sit in the cars, listen to the radios and nobody will try to sell them anything," Reber said.

Lawyer to discuss Roe v. Wade decision

Sarah Weddington, defense attorney in the landmark Roe v. Wade Supreme Court decision, will discuss the historical and legal implications of abortion **tonight at 8:30 in 201 Memorial Student Center.**

Presented by MSC Political Forum, "Roe vs. Wade: Where it's Been, Where it's Going," will focus on the 1973 case that led to the Supreme Court decision legalizing abortion.

Weddington successfully defended the right to abortion on demand in the original case.

The legality of laws limiting abortion on demand is sched-

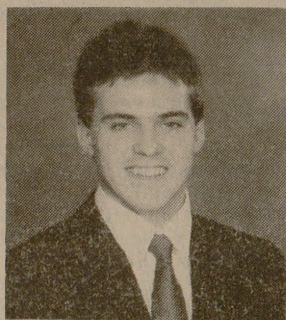
uled to be reconsidered by the Supreme Court April 26.

Weddington is a history and government lecturer at the University of Texas and Texas Women's University.

She served as general counsel for the U.S. Department of Agriculture, lobbyist for the state of Texas for two years.

Weddington also was a legislator in the Texas House of Representatives for three terms.

She is an advocate for women's rights such as the Equal Rights Amendment, maternity leave and equality for men and women in child custody cases.



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Announces

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\$15.95 764-0601

110 Dominik, College Station

Animals to give smooth

GRAPEVINE (AP) — Gorillas, who some place like, a their difficulties a But a Houston remedy that, with built Animal-Port

Thomas C. Schopen an airport V. mals starting, end over at Dallas-Fort onal Airport — ardarks to zebraas Right now, Sch for his first arriva rare black rhinos plane at DFW Airp

The hulking visit Lufthansa German shower and dine meal.

While waiting, t ed into large pens washed and spray that could be harm animals.

"It's like a big ca sold the Dallas M think only in Texa something like this.

For three years, erated a similar fa to assist animal tra has helped an enti worldwide tour shipped a circus.

Although const DFW facility won' month, Schooler business in North T "I bring truckload here to make conn Airlines or America

Mini-t of tow

DANBURY (A picks up speed in t tures surrounding frame house, whis trees and carrying lines.

Prihoda, 70, h more than 40 ye them alone except

"At first, the ta found it difficult to quiet house, but sleeping pills were

"I said, 'Old m have to wake up a for pastime,' " I Czech ancestry evi

He got to thin gone by, remembe the sound of a blowing its whistle.

He remembered to be the main stre businesses within w the railroad tracks cided to build his 1928 town.

When he could go out to his work memories with scr mental.

The result is a m hoda calls "Emilv grassy area in the ular, shell-paved

Signs advise the ville that the popul elevation is 6 inch

"I just starte because I cou The young ge they don't kno all about. I just old people ren

— E builder

limit is 1 mph.

Another sign sa ble for accident," urges guests to sig keeps in the Emilv

"I've got over here, from all over Canada," he says, turning the tablet's "Some people sign I'm not at home."

The tablet is a entertainment and w "A man from M up here, and he a dog sign his name hoda says. "I say, that before."

"Then the man has a sore foot, an day. So the man name, and it was 'l

A visiting couple the hood of their names, then drove still on the hood.

"It took me for book back," Pri know, it don't me body but me."

Emilville was a until Prihoda had