

What's Up

Monday

STUDENT GOVERNMENT EXTERNAL AFFAIRS: will have an open meeting for all interested students at 8:30 p.m. in 502 Rudder.

A&M CHAPTER OF HABITAT FOR HUMANITY: will have its first meeting at 7 p.m. in 510 Rudder. For more information, call Heather Hilton at 846-8932.

MSC AGGIE CINEMA: will have a general meeting with new members welcome at 7 p.m. in 502 Rudder. For more information, call Dedee Racicot at 845-1515.

BLACK GRADUATE STUDENT ASSOCIATION: will have a reception for new black graduate students at 6 p.m. in 206 MSC. For more information, call Alicia Goode at 764-9133.

AG COUNCIL: will have a meeting at 7 p.m. in 121 Kleberg. For more information, call 693-7503.

PHI THETA KAPPA: will have a meeting at 7 p.m. in 305 A&B Rudder.

PHI BETA LAMBDA: will have a professional speaker, Lee Grant, from Southwest Research, at 7 p.m. in 410 Rudder. Professional dress requested. For more information, call Travis Hurst at 696-1501.

TAMU HISTORY CLUB: will have a meeting at 7 p.m. in 228 MSC.

FELLOWSHIP OF CHRISTIAN ATHLETES: will have a Christian fellowship at 9 p.m. in the letterman's lounge of G. Rollie White. For more information, call Dusty Gotcher at 696-6687.

STUDENT Y: Will have a staff meeting at 7 p.m. in 205 MSC.

LE CERCLE FRANCAIS: will have its first meeting at 7 p.m. in 125 Academic.

POLITICAL SCIENCE SOCIETY: will have its first meeting at 7 p.m. in 212 MSC.

Tuesday

AMERICAN MARKETING ASSOCIATION: will have a general meeting at 7 p.m. in 102 Blocker.

AGGIES FOR CLAYTON WILLIAMS FOR GOVERNOR: will have its first meeting with new members welcome at 8:30 p.m. in 302 Rudder.

AGGIE ALLIANCE: will have its first general meeting at 7 p.m. in 303 Rudder.

TAU KAPPA: will have a meeting at 8:30 p.m. in Rudder. Check the screen for room number.

TAMU SYSTEM ASSOCIATION OF PROFESSIONAL SUPPORT STAFF: will have a meeting on '89 bonfire at noon in the Former Students Center.

BRAZOS COUNTY A&M CLUB: TAMU bonfire redpots to speak on bonfire, followed by lunch, at noon in the Clayton Williams Jr. Alumni Center.

TAMU ROADRUNNERS: will have a club meeting at 7 p.m. in Rudder Tower. For more information, call Tony at 846-2270.

CHRISTIAN SCIENCE ORGANIZATION: will have a prayer meeting in the Meditational Faiths Chapel at 7 p.m.

COLLEGIATE F.F.A.: will have a hot dog social with new members welcome at 7 p.m. at Hensel Park. For more information, call Elsa Gutierrez at 693-5690.

ECONOMICS SOCIETY: will have its first meeting at 6:30 p.m. in 158 Blocker.

TAMU COMPUTER USERS GROUP: will have computer presentations at 3:30 p.m. in 308 Rudder.

STUDY ABROAD OFFICE: will have informational meetings on Fulbright Grants and Marshall Scholarships from 10 to 11 a.m. in 251 Bizzell Hall West. For more information, call Cathy Schutt at 845-0544.

DATA PROCESSING MANAGEMENT ASSOCIATION: will present 'Information on Careers in Data Processing: Andersen Consulting' at 7 p.m. in the Former Students Center.

LE CERCLE FRANCAIS: will have its first meeting at 7 p.m. in 125 Academic. For more information, call Priscilla at 764-6766.

TAMU COLLEGIATE HORSEMAN'S ASSOCIATION: will have its first meeting at 7 p.m. in 115 Kleberg. For more information, call 845-2752.

ON CAMPUS CATHOLICS: Father Kitten will lead a discussion on interfaith relationships at 9 p.m. in the All Faiths Chapel. For more information, call St. Mary's Student Center at 846-5717.

P.A.I.D.: will have its first meeting at 7 p.m. in 102 Zachry. For more information, call Troy Baker at 823-5610.

AGGIE TOASTERS: will have its first meeting at 8:30 p.m. in 401 Rudder.

FELLOWSHIP OF CHRISTIAN ATHLETES: will have a Christian fellowship at 9 p.m. in the letterman's lounge in G. Rollie White. For more information, call 696-6687.

SUGARLAND, STAFFORD & MISSOURI CITY HOMETOWN CLUB: will have its first meeting at 7:30 p.m. in 231 MSC.

ALCOHOLICS ANONYMOUS: will have a general discussion at noon. For more information, call the C.D.P.E. at 845-0280.

Items for What's Up should be submitted to The Battalion, 216 Reed McDonald, no later than three business days before the desired run date. We only publish the name and phone number of the contact if you ask us to do so. What's Up is a Battalion service that lists non-profit events and activities. Submissions are run on a first-come, first-served basis. There is no guarantee an entry will run. If you have questions, call the newsroom at 845-3315.

In Advance

Brazos Writers to discuss 'writing for radio'

"Writing for Radio" will be the topic at the September meeting of Brazos Writers, to be held tonight at 7 p.m. in the ANCO Insurance building in Bryan.

The program will be presented by Kayonne Riley, program director for KAMU-FM radio, and will address the topic of writing for an audio medium. The program also will feature a presentation of an "audio art" project by Riley and an opportunity for the guests to write a contribution to a radio special.

Brazos Writers is a local organization that was formed to encourage writing of all kinds by anyone who shares the interest. The non-profit organization meets on the second Monday of every month, offering opportunities, programs, workshops and fellowship to its members.

For more information, contact Betty Foster at 693-7545 or Cece-elia Heinrich at 822-9238. The ANCO Insurance building is located at 1733 Villa Maria, next to the Bryan Eagle building.

Miller Co.'s party attracts customers, criticism of event

DALLAS (AP) — Miller Brewing Co. spent 16 months promoting a Labor Day weekend blast featuring The Who's last U.S. concert, a party that boosted beer sales but did little to soften the industry's "just say yes" stigma among critics.

Now that the party's over, the No. 2 U.S. beer maker behind Anheuser-Busch Cos. says its multimillion-dollar "Biggest Party in History" effort in Texas won more Miller customers in one of the most lucrative beer markets.

At the same time, Miller did not improve its reputation among anti-alcohol groups, which have accused the brewer of irresponsibly beckoning underage guzzlers with feel-good ads, a charge Miller denies.

Miller's Texas campaign reflected an image problem faced by many brewers scrapping over a stagnant beer-drinking population, caused partly by greater social awareness of alcohol's potential dangers. Even young people say some beer ads aimed at them are offensive and patronizing.

Miller, especially, drew heavy criticism this spring for a supplement mailed to college newspapers featuring bikini-clad coeds clutching beer bottles and offering tips for men on "sure fire ways to scam babes."

The Milwaukee-based brewer, a subsidiary of consumer products giant Philip Morris Cos., remains sensitive about the supplement, which it admitted was in poor taste when

some students objected. The supplement was hastily withdrawn and Miller officials still bristle when the subject is raised.

The "Biggest Party in History" campaign conspicuously stayed away from gorgeous babes and hunks extolling the brew, choosing instead Texas-born actor Randy Quaid as pitchman.

In addition, as part of the campaign Miller donated \$1 million in proceeds to the Texas Special Olympics, an athletic competition for the handicapped. One commercial featured Quaid and several Special Olympians.

It still didn't sit well with activists against substance abuse.

"I've got a real question as to how (brewers) gear their advertising toward young people," Milo Kirk, a national vice president of Mothers Against Drunk Driving and a founder of the Dallas chapter, said. "They gear their advertising around concerts and sporting events. One brewer is using a dog, . . . and studies will show children react to animals."

"What is the subliminal message that they're trying to get across here?" she said.

Anheuser-Busch, which uses the bull terrier Spuds McKenzie in some of its beer ads, evidently was so stung by this kind of criticism that it agreed to donate \$250,000 to the Texas chapter of Students Against Drunk Driving.

Contest offers N.Y. trip to finder of largest roach

DALLAS (AP) — Michael Bohdan, whose wife refuses to let him bring home his work, says the entry to his company's contest from Japan is somewhat reassuring.

"Yeah, they've got cockroaches, too," he said.

Bohdan is one of four regional coordinators of a contest to find the largest cockroach in the world. The American Cyanamid Company is paying \$1,000 to whoever brings in the largest cockroach.

The largest cockroach in Japan arrived earlier this week at Bohdan's office.

"The customs guys were joking, saying they didn't have to worry about it being any kind of endangered species," said Bohdan, who has appeared on Johnny Carson's "Tonight Show" and "Hour Magazine" to show off some of the many

varieties of cockroach he keeps at his office.

The Japanese entry, however, may not be a contender. Like some of the country's imports, it's compact.

"Well, it may be small, but you have to talk about quality," Ira Caplan of American Cyanamid of Japan, in a telephone interview from Tokyo, said. "It's a quality roach," he said.

The entry is 4.5 centimeters long, not including its antennae, or almost 2 inches. It won 100,000 yen, or about \$800, for Kazuko Miyagi of Okinawa. Caplan said Miyagi's daughter actually caught the roach in her bathroom, but just got engaged and was too shy about entering it herself.

Caplan said the Japanese consider it a great embarrassment to have cockroaches.

"We had a group of housewives in a focus-group study and asked them how they felt about roaches," he explained. "One woman said, 'I'm so embarrassed by them. When the exterminator van pulls up in front of my house, I hope my neighbors think I'm having an affair.' She really said that."

Some Japanese specimens arrived in tiny satin-lined caskets.

Bohdan said all entries in the contest must be of the American cockroach species, and the largest found to date has been about two inches.

"We're hoping to find a larger one now that the search has gone international," he said.

Bohdan said he anticipates receiving entries soon from Korea, Spain, Australia, and Egypt.

About 250 roaches have been entered so far, most of them from Florida. Other regional judging points are in Miami, New York and Hollywood, Calif.

The eventual winner will not only receive the \$1,000 prize, but something that will probably prevent them from repeating — a year's supply of Combat roach bait trays.

Each regional champion also gets a trip for two to New York for the Nov. 1 finals. But there's bad news about those two flight reservations: They're for the finder and the roach, not two people.

Fort Worth Zoo proudly displays baby rhinoceros

FORT WORTH (AP) — They're just mad about Harry.

But Harry, the baby rhinoceros at the Fort Worth Zoo, didn't seem too thrilled at all the gawkers staring at him as he ventured into public view for the first time.

The 3-week-old baby rhino, who seems to be mostly head and legs, stayed close to his mother as onlookers oohed and aahed Friday when he was put on public display for the first time.

His mother, Ngwete, was one of ten black rhinos flown from Zimbabwe to the United States in July as part of a program aimed at maintaining the worldwide population of the species. Harry's successful birth was immediately hailed as a milestone in the conservation effort.

"He's getting playful now, and he thinks he's a real tough guy," zoo keeper Jeanne Jacobsen said.

STUDY ABROAD



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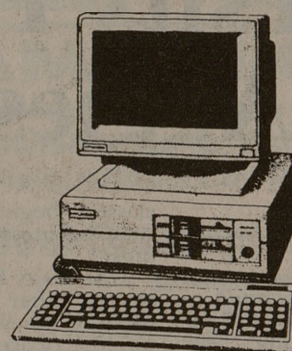
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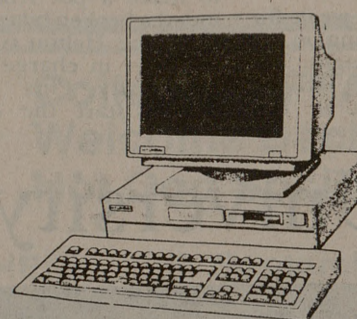


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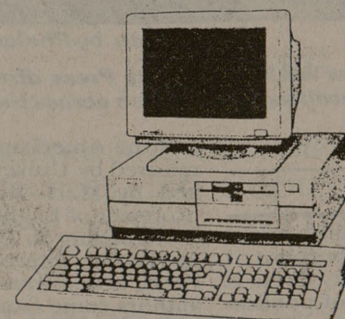
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