

A Fatburger by any other name ...

PCS businesses need to rethink names

Bryan-College Station is full of businesses that cater to college students, which is good since the station is a town full of college students. Unfortunately, there is a downside to having hundreds of businesses simultaneously trying to attract students' money. After all, there is one universal constant, it is that college students are exceptionally bad taste. As a result, Bryan-College Station is full of businesses with names that could never exist in the real world.

Obviously, this fact doesn't bother most Aggies, as these businesses seem to thrive, despite their questionable connotations. I, however, have difficulty patronizing businesses with distasteful names. Easily the oddest restaurant name in town is Fatburger. It is a name which reminds its customers of the plaque collecting in their arteries with each juicy bite of their hamburgers. Fortunately, College Station is blessed with a Fatburger.

I cannot understand how a restaurant with a name that is synonymous with greasy lard can survive in any market. Most people in America find the prospect of munching on gristle a bit unappealing.

At least Fatburger is honest. It makes no attempt whatsoever to convince its patrons that anything on its menu has nutritional value. Imagine if Fatburger attempted to market itself to people who choose to eat healthy. It could rename itself "Low-Fatburger." "Low-Fatburger" would easily dominate the hamburger industry.

College Station also has its share of strangely-named bars. Consider Barracuda Bar, an establishment that screams predator. Barracudas are not nice animals. They savagely eat their fish. Who wants to be prey for an angry barracuda when they go out? Speaking of going out, Club Stone is a place I just can't force myself to visit. It is too depressing. Not even the most die-hard environmentalist wants to spend their Thursday night in an establishment that constantly reminds them of impending

ecological disaster.

As if the growing hole in the ozone layer is not bad enough, ozone is a major pollutant in big cities. People can't breathe ozone. Asphyxiation is not funny. Would you go to a club named Club Sulfur Dioxide? If I named a club after a gas, it would be called Club Nitrous Oxide. Now that's a name everybody can laugh about.

Think for a moment, what type of business is over-represented in Bryan-College Station? No, not Mexican food restaurants — computer stores. There is an overabundance of computer stores in this community. In fact, two out of every three businesses in this community are or soon will be computer stores.

Since the computer market is crowded, one would think that computer stores would try to flatter their customers. That is, of course, unless you are talking about Byte Me Computers. Last time I went to buy something, the store didn't insult me.

When the owners of Byte Me Computers were thinking up names for their store, I wonder what names they threw out for being too harsh. I imagine "You Can Take This Computer and Shove It Up Your *** Computers" and "Shut Your Trap Computers" did not make the cut.

Although there may be a glut of computer stores in town, there is only one Cajun food restaurant in Bryan-College Station. Unfortunately, it is named Crazy Cruz's Cajun Po-boys. While alteration in a name is attractive, crazy people generally don't run restaurants.

Can crazy people be trusted with butcher knives? Crazy people should be receiving counseling. Then, once their condition has improved, maybe they can open a Cajun food restaurant. Crazy people, however, should be allowed to eat Cajun food, as I've always thought you have to be a little unstable to like the stuff anyway.

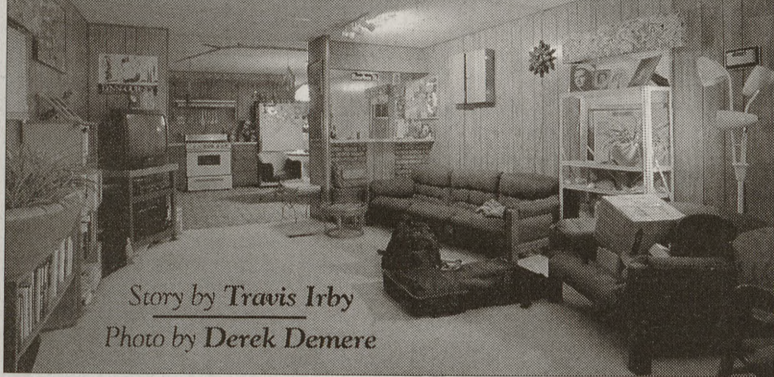
Despite their abhorrent names, these businesses must be doing something right. People happily patronize them year after year.

Potential Aggie entrepreneurs, however, should note that once they leave the Brazos Valley, consumers are less likely to be receptive to businesses with crass names than the local population.

In the meantime, though, I think I'm hungry for a Fatburger.

JOHN LEMONS
columnist

Home on wheels



Story by Travis Irby
Photo by Derek Demere

Students find mobile homes a unique alternative to 'traditional' housing

When most people think of mobile homes and trailer parks, images of pickup trucks on cinder blocks and "Hee-Haw" reruns come to mind, not college students.

However, many would be surprised to learn how Texas A&M students are using this affordable and under-utilized method of housing.

Student housing is broken down into two categories at A&M: Off-campus and on-campus. The majority of off-campus housing is concentrated in apartments and rental houses.

These arrangements offer students a chance at independence and privacy that is not associated with dormitory living. Rent and other expenses can affect students' budgets.

Students wanting an affordable abode and an escape from the mass of humanity called dorm living have another option.

Mobile homes and trailer parks, known to be targets for tornadoes, floods and other natural disasters, are now becoming a target for college students. They are cost effective, private and classier than most think.

Brad Angell, a senior agricultural development major, has lived in a trailer for four years. He owns his trailer and pays \$135 a month to rent the lot his trailer sits on.

"A trailer can be huge, offering a lot of space," Angell said. "But your electricity bill tends to be a little higher."

John Petty, a senior petroleum engineering major, owns a trailer and said it is a good investment.

"When you rent an apartment or duplex, you're really throwing money down a hole," Petty said. "With a trailer, you can sell it back, providing a return on your investment," Petty said. "The privacy is another big thing — when you need your quiet time, it is very easy to obtain it."

Privacy is a reason cited by many as an advantage of trailer living. Residents do not have to worry about Prodigy's "Firestarter" blaring in power bass mode at three in the morning.

The privacy allows residents to do the same, plus they can invite some friends over while they're at it.

But the isolation can be a bit bur-

densome. Manda Hays, a senior agricultural development major, rents a trailer about 20 miles out in the country.

"I lived in the dorm my first two years, and I grew used to the camaraderie," Hays said. "In comparison, you're a bit more isolated out in the country. But I'm hardly ever home, so I tend not to notice it as much."

Petty said he agrees.

"In my opinion, if there is one drawback, that is the lack of opportu-

"I really don't see any trailer trash around us, but after a party, our place might look like it."

BRAD ANGELL
MOBILE HOME DWELLER
AND SENIOR AGRICULTURAL
DEVELOPMENT MAJOR

nities for social interaction compared with dorms and even apartments."

A burning question on a lot of students' minds has to do with the stereotypes associated with trailers.

"I really don't see any trailer trash around us, but after a party, our place might look like it," Angell said.

Petty said there is a little truth to the stories. He once spotted a car on cinder blocks next to his trailer, and Angell said he has seen pink plastic flamingos around his park, but in all, trailer parks have a much higher standard of decor than popular culture usually thinks.

Many parks have strict guidelines on the age of inhabiting trailers and rules about beautification, such as regular lawn mowing.

Many of the parks in town cater specifically to students, forming college communities similar to any dorm or apartment.

Students who live the trailer lifestyle are involved in activities such as Web page design and student leadership.

So those looking to change their living quarters might want to sing "Oh, Mobile Home on the Range."

After all, they are not just for extras from *Deliverance* anymore.

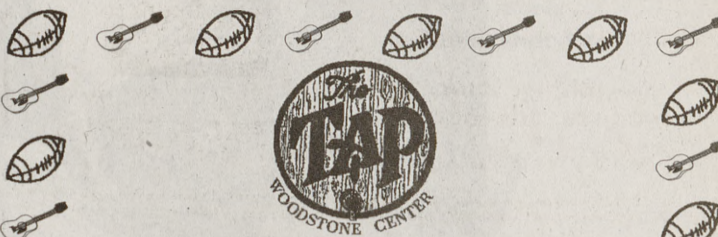
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Intermediate Pottery Wheel Throwing • Oct 13
United Built Pottery • Oct 28
Woodworking • Sept 15, Oct 20
Painting & Framing • Sept 18, Oct 23

Business/Personal

Living Smart Living Well • Nov 3
Basics of Investing • Oct 21
Windows95 • Sept 17
MS Word 7.0 • Oct 8
MS Excel 7.0 • Oct 29
Discover the Creativity Within • Sept 17
Intro Auto Repair • Sept 16
Inter Auto Repair • Oct 21
Creative Writing • Sept 16

Dance

Beginning Country & Western Dance • Sept 16, Oct 21
Jitterbug • Sept 16, Oct 21
Bellydance • Sept 17
West Coast Swing • Oct 22
One-Shots • Oct 4, Nov 7, Oct 8
Ballroom • Sept 17

Health & Sport

Community CPR & First Aid • Sept 22, Oct 21, Nov 17
Combat Hapkido • Sept 18, Oct 23
Billiards • Sept 17, Oct 16

Photography

Photography I • Oct 6
Photography II • Nov 3
Black & White Photography I • Sept 17
Black & White Photography II • Oct 22
Portrait Photography • Sept 17, Oct 14

Art

Figure Drawing for Adults • Sept 16, Oct 21
Painting • Sept 15, Oct 20
Watercolor • Sept 17, Oct 22
Free Hand Perspective Drawing • Sept 18, Oct 23

Flowers & Crafts

Fall Wreath • Oct 8
Christmas Wreath • Nov 5
Pot Pourri Angels • Oct 15
Beginning Quilting • Sept 14, Oct 26
Cake Decorating • Sept 17
Gingerbread House Construction • Nov 5
Memories • Sept 18, Oct 23

Guitar

Beginning Guitar • Sept 16
Intermediate Guitar • Oct 21

Worldly Things

Travel • Sept 22
Japanese • Sept 15
Italian • Oct 21
French • Sept 15
Russian • Sept 16
Spanish I • Sept 15
Spanish II • Oct 20
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