

Ad fads

Sexist advertising makes no parallel to the actual product being marketed

Boy protein, jasmine extract, citric acid, water ... do these ingredients exude an orgasmic experience? OK, so maybe some people get a nice tingling, warm feeling in their scalp but that's all.



ALISON LACKEY columnist

These advertisements for herbal shampoos, conditioners and body wash are sexist. The products are environmentally sound and cruelty-free is truly something to coo over — an orgasm over — well, maybe.

The bright bubbly shampoo ads are frowning down at these sexist attempts to cheapen women and their sexuality. OK, the company is going to advertise one gender extreme of sexual exploitation, then be irate about it. People deserve to see a guy in a tool shed, a belt in place, humming, aughhhing, and gasyesying with a drill in his hand.

And just what is he drilling? He is drilling his way through more soft and silky curls with lustrous shine; that could at least breathe an air of equality in the ad campaign. Undoubtedly, several men use these products but everyone knows a man hasn't been portrayed shampooing in an airplane lavatory broadcast through his very vocal, very enthused orgasm over the plane's intercom.

Or, how about the ad with the woman driving out to the west, pulling over to the side of the road to power wash with an herbal body wash? No man has been depicted pulling over for a spur-of-the-moment orgasmic desert shower.

Either way, this commercial is stupidity in its most striking form. One would almost wish the actress in the ad would scrape her leg on the rocks, slip on the orgasmic oh — I mean organic bubbles,

and bust her a-- on a crop of baby cacti, get in the car and drive to New Jersey. Women and men have repeatedly indulged themselves to give their hair various foofs and carefully untangled tresses. An abundant demand for these products exists. And it is understandable that ad campaigns need to be truly unique to catch the consumer. This, however, is not unique. Sexuality always has been an agent of advertising. Before and ever since beer commercials starred girls ornamenting the arms of beer-guzzling yahoos, have we seen this link to sexuality in advertisement.

Sex sells, however, herbal hygiene advertisements are a moronic approach to product appeal. Sex-and-beer, shampoo-and-sex? TV clickers all over the world should move their pinkies in unison to better TV commercials. Speaking for females, we are not a bunch of idiots who need some male marketing guru's sexist approach to buy shampoo. Women never have bought shampoo based on its guarantee of sexual gratification.

Truly, the commercials are dumber than a box of rocks. The product primarily targets women because women are perhaps more often concerned about the particulars of shampoo shopping.

However, why attach sexuality to the grocery store? May I have some cherry tomatoes with that orgasm? Pathetic. That is such an incredible insult. Women are in tune with their sexuality in their own ways. There is no need for the sound of soft porn to convince a woman to buy jasmine and mountain spring water conditioner. If it's good shampoo, then great, get happy and go buy a case. Get that good ol' organic experience.

But, remember advertisers, you're barking up the wrong shampoo bottle with these commercials.

Alison Lackey is a junior English major.



GRAPHIC BY CHAD MALLAM / THE BATTALION

Americans take responsibility for fires in Mexico

We have all heard and seen the constant barrage of warnings of the effects of smoking and second-hand smoke from our surgeon general, various medical professionals and even our parents. But now there is a new hazard to our health: second-country smoke.



RICHARD PADDACK columnist

Although there are those who view avoidable hazards we still choose to partake in and even enjoy, this is one most Texans will steer clear of and would like to see extinguished.

The fires of Mexico are still ablaze and are showing no signs of letting up soon.

So far there have been an estimated 12,000 fires, and 50 people have died as a result.

Experts have predicted an average of 300 new

fires a day. Once again, the United States has decided to lend a helping hand with over \$5 million to fund the fire-fighting efforts. Why our government feels it needs to clean up everyone else's mess is uncertain, especially in this instance.

For starters, the fires in Mexico are not a result of the infamous El Niño, nor were they started by the backfire of some old produce truck on a farm-to-market road. The fact of the matter is the Mexican government instigated a majority of the blazes that are polluting Texas skies.

With the dwindling economy in Mexico, the government felt the need to produce more. Therefore, the Mexican government is subsidizing its farmers to clear their unused lands to start production.

Apparently, the most efficient means of clearing land for farming is with a match and a gallon of diesel. The end result are the landscapes of fires Americans are helping to fight and fund with their tax dollars.

But, certainly the Mexican government was fully

aware of and had thoroughly thought out the consequences of their plan to bring in a few more dollars.

Why should Americans help a country that obviously cannot and will not learn from its mistakes. Americans live in a country with some of the world's most stringent pollution policies. Why? Because they value the air they breathe and the water they drink. They even enjoy camping once in while in one of our many heavily-wooded state or national parks.

Americans are told where to put our trash and how to properly dispose of their hazardous chemicals. They even pay hundreds of dollars more for their cars to ensure their emissions systems are up to par. These are just a few of the rules Americans choose to follow in order to further their existence and that of their planet. The reason why their fish have only one head and their cattle still have fields to graze upon is because Americans are all aware of the effects of pollution on our earth, and they care about the earth.

Mexico, on the other hand, whose ozone levels

are twice the amount they should be, has yet to see the bigger picture. While their government is worrying about how to increase the wealth of their economy, they are, be it inadvertently or not, diminishing the health of their economy. It was not until days after the smog began to blanket their horizon that they informed the citizens to halt all modes of motor transportation. Today, almost two weeks later, only about 40 percent of their automobiles have heeded this warning.

Despite all the United States has done and tried to do for Mexico, they still went behind our backs and attempted to take the upper hand. But, what happened? They got burned.

After all the fires are out, and the United States has signed their last check, American fire fighters can finally come home, the treasury department can tuck on another \$5 million to the debt, and Mexico will start planting.

Richard Paddock is a junior journalism major.



MIKE LOCKOVICH ATLANTA CONSTITUTION

Clinton scandals: fact or fiction?

Does anyone still believe in a "vast right-wing conspiracy"? Well, they should.



NATHAN BOUCHER columnist

Our much-maligned President Clinton is the target of an enormous effort on the part of Republicans to defame and smear his name.

He has done nothing wrong. All of the women who have reported scandals — Flowers, Jones, Wiley and God knows who else — are tramps.

Not only are they tramps, they are pawns of the Republican party to boot. They wanted to see what he really had to offer, so the president obliged. Is that so wrong?

And this Filegate crap, what is that? Some Republican operative left over from Watergate broke into the White House and put those files there.

How else can it be explained how hundreds of secret FBI files on key players in the Republican party, filled with personal information, could wind up in the White House?

And remember that guy who testified to the Senate that the whole thing was all his fault? You know, the one who got a job at the White House but didn't remember who hired him, and no one in the administration remem-

bered hiring him — he is probably the guy who the Republicans hired to do the job.

Then there is the campaign funding fiasco. Again, this is part of the vast right wing conspiracy that is eating away at the heart of a great president.

So what if a Chinese-American businessman with strong ties to communist China's government donates hundreds of thousands of dollars to the Democratic National Committee? Who cares if his business partner was the daughter of a general in the communist Chinese military?

Can't every one of us donate large sums of money to the party of our choice in an election year without coming under suspicion of "high crimes and misdemeanors?"

Maybe it was discovered that shortly after the money was donated the communist Chinese government got possession — again, no one seems to know how — of top secret satellite parts, but is that something to make such a big deal over?

White House lawyers did claim in documents filed in Federal District Court that "the possibility of congressional impeachment proceedings [were] a justification for his claim of executive privilege."

The lawyers argue "he needed candid, private advice from his aides about how to counter any effort to remove him from office," but that doesn't necessarily mean they think that will happen.

In fact, Judge Norma Hol-

loway Johnson at first ruled in favor of president Clinton's attempt at invoking executive privilege. She only changed her mind when independent counsel Kenneth Starr, showed her all the evidence he had against Clinton, as if he could have anything bad on Saint Bill. The guy is a national hero, even if he did dodge the draft.

I believe in Bill. I believe him when he says he never inhaled. I believe him when he says he didn't show himself to Paula Jones. I believe him when he says he didn't knowingly accept or solicit illegal campaign contributions from foreign governments.

I believe him when he says those FBI files got there by mistake.

I believed him when he said those subpoenaed papers of Hillary's were lost, even after they were found in the White House residential quarters.

I believe he is truly looking out for the constitution when invokes executive privilege.

I believe there is a national security interest in not making Sidney Blumenthal and Bruce Lindsey testify about what they know about the president's sex life.

I believe there was a conspiracy to kill John F. Kennedy, Elvis lives in a trailer park in North Carolina and jazz is the music of the future.

But that's just my opinion — I could be wrong.

Nathan Boucher is a senior political science major.



MAIL CALL

The following is a letter to Maj. Gen. L.L. (Ted) Hopgood Jr., Corps of Cadets Commandant.
Dear Mr. Hopgood:
Please explain why you establish policies to abolish the display of the flag of the Confederacy, part of our

Texas culture and heritage. I can claim a grandfather who was a combat veteran of the Texas Brigade of the Army of the Tennessee of the Confederate Army.

I am proud of my grandfather, and I am proud of the 60,000 to 93,000 black Confederate soldiers who fought for the Confederacy.

I do not understand why you attempt to eliminate one of the six flags over Texas. I do not understand why you discriminate against Texas heritage and culture, while you allow symbols of other heritages and culture, Cinco de Mayo, for instance. Diversity is not divisive.

What is happening to "old army"? I am a former student and Corps bugler.

I hope cooler heads and common sense will prevail in this conflict.

Seldon B. Graham Jr.
Class of '47

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