

The Battalion

STUDENT TRI-WEEKLY NEWSPAPER OF TEXAS A. & M. COLLEGE

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"PREXY"

Recently the Association of Former Students of A. & M. announced the opening of a drive to solicit voluntary contributions from friends and admirers of Dr. T. O. Walton to have an internationally-famed artist paint a life-sized portrait of the president of Texas A. & M. College.

Voluntary donations are being received for this purpose from ex-Aggies and friends of the college, members of the faculty and staff, and other citizens of the state.

The portrait fund will be used to commission Seymour Stone, internationally-famed portrait painter who has pictured such famous men as Theodore Roosevelt, Chauncey Depew, Calvin Coolidge, Admiral Byrd, John J. Pershing, John Nance Garner, and others, to do the portrait of our president.

At the time of presentation of the portrait, it is planned to present Dr. Walton with a scroll bearing the reproduced personal signatures of all contributors.

In selecting Mr. Stone, it was the thought of the committee that the portrait would be not only a great tribute to Dr. Walton but a gift of great value to the college.

Dr. Walton has served the college in his capacity longer than any other man.

Under his presidency nearly 85 per cent of all the graduates of this college have received their degrees.

Few men have done as much for this school as Dr. Walton, whom the students affectionately call "Prexy." All who know him like and admire and respect him for the great man he truly is.

With these facts considered, it is no wonder that graduates of this institution should have thought of rendering him such an honor. No tribute could be too great.

But why should such worthy move be carried on just by graduates and staff members of the college?

Aggies, ask yourselves—shouldn't the students, you yourselves, assist in such an undertaking?

There is no better way of showing our esteem for this man who has done so much for us—who has always seen our side, counseled and assisted us, become our friend, actually made himself one of us.

And with these facts in mind, The Battalion wishes to make the suggestion, for you, that the senior class, possibly, or better, the senior, junior, sophomore, and freshman classes, take this opportunity to do their share in rendering this tribute to a man who more than deserves it, and at the same time in doing a good turn for the college.

A student body drive, or a campaign by each of the classes, should, we feel, be undertaken for this purpose.

We've made the suggestion. Now will you act upon it?

Why Do Textbooks Cost So Much?

THE COLLEGE STORES' ANSWER TO A QUESTION THAT IS OFTEN ASKED.

The average college student often complains that the prices he pays for textbooks seem excessive. The first and natural reaction to any retail price which appears to be unduly high is to assume that this selling price is greatly in excess of cost price, and to hold the selling agent (the college store) directly responsible.

This store, your college store, realizes that because of student reaction to textbook prices, it is sometimes viewed in an unfavorable light. To substantiate its plea of "Not Guilty" to the charge of over-pricing, your college store asks you to consider the following facts:

The selling price of every textbook is established by the publisher of the book. A college store has nothing whatever to say when the price of a textbook is established.

This store has never knowingly sold a book above the list price established by the publisher. The price you pay for books at this store are publishers' list prices or less.

The discount a college store receives from the list price is usually small when compared with that offered in other lines of merchandise.

In spite of this small discount allowed, the store must pay express and delivery charges on every textbook sent from the publishers.

The \$3.00 which a student pays for a textbook in a college store is spent by the store as follows: \$2.40 goes to the publisher for the book, \$3.54 goes for store operating expense (average operating expense of college stores has been reduced

to 18.06% of net sales: Ind. U. Bur. of Bus. Research, 1939), and the remainder, less than six cents, is left for setting up necessary reserves against unexpected textbook revisions, etc., and for the store's profit on the sale of the book!

Thus it can be seen that your college store is not making any undue profit on the sale of textbooks. High textbook prices are not the result of profit-taking by the college store.

Why, then, do textbooks cost so much? The publishers of textbooks establish the price. Are they to blame?

The main reason for the high cost of textbooks is that the manufacturing cost is high. To produce a small quantity of any printed matter is expensive. The market for any one textbook is extremely limited, sometimes limited to one or two colleges, and the life of any textbook is too short to make quantity production possible. Usually within two or three years from the date of a textbook's publication the author will wish to revise his work in order to keep it abreast of the times both in factual content and methods of teaching. It is impossible, therefore, for textbook publishers to reduce book prices by taking advantage of the savings which would result from quantity production methods.

The compensation of the author influences textbook prices. Since the volume of sales is small compared to popular fiction, for example, royalties must be relatively higher if the ablest minds are to be attracted to the writing of textbooks.

In addition, the textbook publisher must use expensive methods to promote and advertise the book he publishes. Sample copies of each new textbook must be sent to hundreds of professors if the publisher wishes his book to be assigned to students for class use; trained salesmen must visit teachers to personally point out the values of new texts; expensive exhibits of textbooks must be displayed at the various conventions of educators.

Therefore, you must realize that the prices of textbooks are determined by factors over which neither your college store nor the publisher has control. The result is that the list price established by the publisher, which must cover production and selling costs and allow the publisher a margin of profit, is comparatively high.

We ask your indulgence in our problem. Do not condemn us for charging prices over which we have no control.

We want to enjoy your goodwill and we are doing all in our power to merit it.

May we have your cooperation and friendship?—Published under the auspices of the National Association of Colleges Stores.

New York University has a special course on city government in which the teachers are administrative officials of New York City.

Rollins College recently sponsored an economic conference for the leaders of the citrus industry.

What this school needs is a place to get rid of second-hand textbooks that will not be used this semester.

A University of Chicago scientist has invented a matrimony meter to measure the probability of a happy marriage for any couple.

As the World Turns...

By DR. R. W. STEEN

The capture of the prison ship, Altmark, by the British adds a bit of spice to a war that usually lacks headline material. England is quite happy about the whole thing, Germany is furious, and Norway is a bit puzzled. Norway had no active part in the affair, and now finds herself in receipt of strong diplomatic notes from both powers. England insists that Norway failed in her duty as a neutral when her examination of the Altmark failed to reveal the presence of more than three hundred Englishmen who were held as prisoners. She insists too that the Altmark was lightly armed, and should therefore be interned for the duration of the war. Germany threatens to redeem her pride by attacks upon ships in neutral waters (such a move would be something less than unique as she has been following such a policy since the beginning of the war.)

All observers seem to feel that spring will bring serious fighting to the Western Front. Some observers continue the possibility of American entanglement. It is difficult to see American intervention just at present, but it might be worthwhile to mention the fact that April is a dangerous month for America. The battles of Lexington and Concord which began the American Revolution were fought in April. The Mexican War began in April. The Confederate attack on Fort Sumter, which began the fighting in the Civil War, was made in April. The war with Spain was declared in April; and in 1917 the United States became a party to the World War in April.

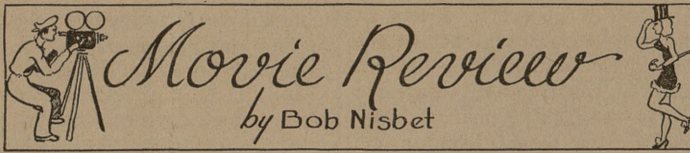
The War of 1912 is the only American war not to begin in April. It was declared in June. This conflict with England was crazy (even crazier than most wars) from start to finish. The chief cause of war was removed before war was declared. America's showing on land was unbelievably poor, while her showing at sea was better than expected. The peace treaty did not mention in any way the events which brought on the war, and the bloodiest battle of the conflict was fought after the peace treaty had been signed. Since all of these things are unusual, it is just as well that it did not begin in April.

The Republican national convention will meet in Philadelphia. The idea seems to be that the Democrats met in Philadelphia in 1936 and conducted a successful campaign, so possibly the Republicans can do something of the same thing in 1940. The Republican program committee has had much to say about the terrible economic condition to which the Democratic administration has brought the country. Before becoming too excited about the economic condition the Republicans might give some consideration to the rumors floating about to the effect that economic conditions were not so good in 1933.

LAMENT OVER A. & M.'s EXPANDING ROLL CALL

I picked up the Directory of A. & M men
On a desk of a friend—used and worn,
And opened the pages to see who was within,
And looked for first place to see who had won.
But, alas, it was not the one I expected it to be,
For Abbott, A. J. seems to rank no more
And has been replaced by Aaron E.
I passed down a few names and was hit to the core
For his name I did not find even out of place—
Could the Colledge forget his figure and face?
No, for his name used to stand at the top of this page
On each "ramlist" in the good old days.
Now I turn to the back and look at the last
I hoped to see Zuber, N. D. the very last on file;
But again I am disappointed and aghast,
For I find Zumwalt, Robert W.,
A mere infant of the '35 class.

Now all you old boys of '13 to '17
Will remember the "ramlist" which at supper was read,
Which was headed by Abbott, A. J.
And ended with good old Zuber, N. D.
—G. N. Stroman, '17.



Just as a matter of reference, let's look over the various ratings shows are given in this column, what they mean and why they are given. In the first place the grade-point ratings were established to form a basis of comparison and avoid the excessive use of "good" and "pretty good" in describing the shows. Now to what they mean—one, two, and three grade-points. To rate three grade-points a show has to be above the average in entertainment, but not necessarily one of the best ten. Any show that is outstanding in some particular phase may rate all three; that is a witty comedy if it is very witty, a musical show if it has good music, or a dramatic show if there is unusual acting, will generally rate three grade-points. The average show as far as entertainment goes will rate two grade-points; most shows will be of this type. A poor show, of course, gets one, and a "lousy" show usually is not reviewed in the first place. In any and all cases two factors enter into the grading, first the personal opinion of the writer must naturally be a governing factor, but the second factor serves more as the basis of grading; that is, whether or not Aggies in general will like a show. With these in mind it is not too breath-taking to note that of the three shows reviewed today all three rate three grade-points, and all for outstanding acting.

"THE HUNCHBACK OF NOTRE DAME" is perhaps the best bet of the lot, mostly because it is the most current. Charles Laughton plays the part of Quasimodo made famous in years gone by when Lon Chaney Sr. played the part. His characterization will leave the audience with a mixed feeling of horror, repulsive, and pity. The story is a familiar one about a deformed bell-ringer who falls in love with a pretty dancer, about his saving her from a mob, and later about his death. Laughton is still the same invincible actor he always was.

"DISPUTED PASSAGE" is one that accomplished a three-fold purpose. First it gave Dorothy Lamour a chance to do some dramatic acting. Second it provided John Howard a gateway to appearing in first-class pictures, and lastly it gave Akim Tamiroff a chance to prove his utter versatility. He has played roles from fighters and cowboys to lawyers, and now is a doctor. The show was taken from a novel by Lloyd C. Douglas, and you will recognize it as similar in mood to "The Green Light." It deals with a boy entering and graduating from medical school with the idea that science alone is his objective. Nothing else can matter. But he learns differently via Miss Lamour.

"DRUMS ALONG THE MO-HAWK" is a tale of frontier Indian fighting, starring the best Indian fighter in the lot, Claudette Colbert. She is really good when it comes to defending the fort. You should see her pour scalding water on a bunch of half-naked Indians. That stunt was really effective. Of course that girl wielding the bucket was quite a different one from the pretty little city girl who first entered the pioneer home and fainted at her first sight of a red-man. If you see those backwoods-men drilling, you won't feel so bad about the appearance of your own outfit. If you run out of something to do, the shows this week are "extra-special."

WHAT'S SHOWING
AT THE ASSEMBLY HALL
Tuesday 3:30 and 6:30—
"DISPUTED PASSAGE,"
with Dorothy Lamour, John Howard, and Akim Tamiroff.
Wednesday 3:30 and 6:30—
"DRUMS ALONG THE MO-HAWK," with Henry Fonda and Claudette Colbert.

AT THE PALACE
Beginning Wednesday —
"THE HUNCHBACK OF NOTRE DAME," starring Charles Laughton.

AT THE QUEEN
Tuesday, Wednesday, and Thursday —
"ALLEGHENY UPRISING," with John Wayne and Claire Trevor.

When an irked professor at Pennsylvania State College asked Thomas Smith why he missed an examination in a courtship and marriage course, Smith explained that he had taken the day off to get married.

BACKWASH

By George Fuermann

"Backwash: An agitation resulting from some action or occurrence."—Webster.

Quotable quotes . . . Bodie Pierce, just before the second Arkansas game: "Statistics show that there are only 3,000 people in the United States more than six feet, five inches tall—and Arkansas has half of them on their basketball team!"

Point of view: Colonel R. L. Christian, just before delivering his address to the Cosmopolitan Club Sunday, which was attended by his wife, "I'm a little fearful about delivering this address in front of my wife. It's the first time she has ever been in an audience which I have addressed."

Mrs. R. L. Christian, midway between Colonel Christian's lecture: "I wonder if he's as nervous as I am?" . . . On being introduced to Dr. and Mrs. Winkler recently, Bill Urban was unaware that the Dean was a faculty member. Replying to Mrs. Winkler's query, "Are you a professor here?" Bill came back with, "Gosh, do I look like one of THEM?" . . . Jack Bowman and Dorothy Thames, while attending the Architects' Ball as Mr. and Mrs. F. D. R.: "Just trying to decide whether or not we'll run for a third term."

The desperation which sometimes results from being cooped up here in the middle of nowhere broke through the surface the other day in a little incident which happened in the Post Office. An enthusiastic student was discovered with his forehead lost in a P. O. box, but with a rapturous look on his face. A passer-by asked the cadet why he didn't take his mail and go home, to which he fiercely replied, "I'm stuck, but I'll be damned if I'll let go of this letter—it's the first one I've received in twenty-three days!"

Sweet peas to the Eagle Pass Guide. In a recent news story relating to a local incident, the Guide says: "Col. Eduardo Montemayor, chief of police of Piedras Negras, knocked at the door of 783 Cuatremoc Street in his city Wednesday morning. Behind him were three policemen. When the knocks were not answered, the policemen lined up and went crashing through the door like three A. & M. backs on the loose.

Etiquette in the dining room: Coeds at Baylor U. are given a printed leaflet entitled "Etiquette of the Dining Room." A lengthy document which takes fully ten minutes to read and which—the Baylor girls say—no one reads, here's a few of the high spots which would be doomed to a vigorous downfall at Aggieland:

"Reaching for food across the table or across your neighbor's plate is very bad manners."
"Of course, no well-bred person would think of taking even an olive from a dish before the meal has begun, or show a selfish preference for some choice piece of serving of food."
"Showing a distaste for any food is extremely rude."
"Take small bites."
"Dip soup away from you and drink from the side of the spoon noiselessly."
"When the meal is finished, draw finger bowl toward you and dip the fingers lightly, one hand at a time, into the finger bowl. Touch the tips with the fingers on one hand, then dry the lips and finger tips with a napkin, daintily."

Jack Littlejohn has announced that an invitation has been received by the orchestra to play for the Sophomore-Freshman prom at Sophie-Newcomb on April 6. Evidently the hit that the orchestra made in New Orleans during the Sugar Bowl game is having its after effects.

Clothes Make The Man



WE MAKE THE CLOTHES!

See our new Spring fabrics . . . We have just the suit pattern you are looking for. Colors! . . . Tweeds!

\$21.50 to \$35.00

ROSS TAILORS

Bryan—Opposite Woolworth

THE EXCHANGE STORE

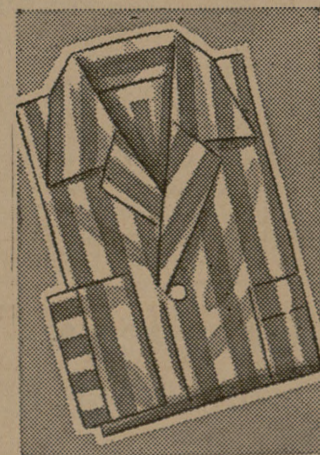
Your College Store



Boy! I'm planning on a big week-end . . . The A.S.C.E. Dance Friday and the Sophomore Ball Saturday night. I'm keeping my date at the AGGIE AUTO-TEL.

AGGIE AUTO-TEL

B-1264 Bryan, Texas



Our pajama assortments are of styles, colors and patterns which will wear through many a good night's sleep.

\$1.50 - \$5.00

As sure as it's almost spring, we're sure to have rain. Be ready to meet your classes with a feeling of security by knowing that your clothes are well protected by one of our trench coats.

\$3.75 - \$4.35

Good shoes are a "must" for correct appearance. Our Crosby Square shoes are the campus favorites. They are both comfortable and long wearing.

\$3.95 - \$4.95

