

THE BATTALION

Published every Wednesday night by the Students' Association of the Agricultural and Mechanical College of Texas.

Subscription Price \$1.75 per Year.

Member Texas Collegiate Press Association.
ALL ADS RUN UNTIL ORDERED OUT.

EDITORIAL STAFF.

JACK E. FINKS	Editor
C. T. SCHWAB	Associate Editor
R. W. COLGLAZIER.....	Associate Editor
D. G. BELL	Associate Editor
W. H. CALDWELL.....	Sports Editor
D. H. KEITH	Statistician
O. C. GENTRY.....	Associate Sports Editor
E. D. SHERIDAN.....	Assistant Sports Editor
W. F. GUION.....	Exchange Editor
JACK WILLIAMS	News Editor
E. H. CAPERS	Associate News Editor
B. BERNARDONI.....	Associate News Editor
L. T. FRANKE	Associate News Editor
L. DODSON	Social Editor
L. E. HAGAN	Humorous Editor

BUSINESS STAFF

STEVE A. NOBLE.....	Business Manager
M. E. DEALY	Assistant Business Manager
W. H. WENDLER	Circulation Manager

Accepted for mailing at special rate of postage provided for in section 1103, Act of October 3, 1917, authorized October 18, 1922.

WOULD YOU?

Would you invite yourself to have dinner with someone who was a total stranger to you, or one whom you knew only in a professional way? Would you appreciate having one who was unknown to you insist on sharing the comforts of an automobile ride with you and your family or best girl? Or, to put the question in a clearer light, would you enjoy riding on the Bryan-College road if you were being continually asked to give some thoughtless person a ride? Now be honest, would you?

About the only road over which Bryan and College people can ride with comfort and pleasure is the Bryan-College road. What happens if a family goes on that road for a pleasure trip? Just as soon as they get outside of the gate they are hailed by a group of students or others connected with the College. They go a little further and the same thing happens. Men think it over. What does that mean? Just this: it means good-bye to a little family visit together, for the disturbing influences of a stranger in the midst of home surroundings soon puts a damper on free speech and thoughts concerning the home. Give these people a chance to enjoy a little family life without any other personalities being injected into their party.. Give them that which is rightfully their, an afternoon or evening drive on the Bryan-College road unmolested.

Considerable complaint has been voiced by automobile owners on the campus against the practice of begging a ride. "It is getting to the point where there is no real pleasure in riding in a car now," said one car owner recently. "Just as soon as we get out of the gate at College or start out of Bryan, somebody runs out and yells for a ride. It is embarrassing to turn them down, but that is the only way we can maintain the integrity of our homes; so we must refuse."

Take the hint from this good man and discontinue the degrading practice of "begging a ride."

YOUR ANNUAL.


Every old student of A. and M. values his Longhorn as much as he does a pass in Fish Chemistry. But why does this book mean so much to him? It is because The Longhorn is representative of the College—not the cold physical part such as dormitories, class buildings, and other tangible features—but that part which has made Texas A. and M. known throughout the universe—The Student Body.

How can YOU make this year's Longhorn mean what it should? There is only one way, a simple one, too. Get your receipt from your first sergeant and have your picture made. In getting the receipt, you save the Longhorn a twenty-five percent discount. However, your work is not then done. See that your friends and the clubs to which you belong, are also represented. Then and only then will your Longhorn mean what it should to you.

The Longhorn staff has the entire publication planned, and all who have seen their work realize that this annual is to be The Annual of all years. The cost of such a publication has been figured so closely that every penny will be needed to prevent a financial disaster. By everyone having his picture made on time, the contracts will be fulfilled and approximately a \$1,000 cash discount gained.

Men, help The Longhorn not only by having your picture in it, BUT HAVE IT IN ON TIME!

The FLORSHEIM SHOE



THE RUGBY
\$10

FIND the Florsheim crest on the sole and you are sure of value for what you pay. Thousands of men who wear Florsheim Shoes depend on this guide.

T. K. LAWRENCE

THE LESSON OF FAILURE.

By EDGAR A. GUEST.

It wasn't the failure which hurt me,
And it wasn't the sting of the blow;
It wasn't the cheers of the throng in
my ears
For the smiling victorious foe;
But the knowledge that I hadn't ven-
tured to try
But had cravenly let the thing go.

They think that ill luck has betrayed
me,
They think by mischance I was
thrown;
They would soothe my defeat with en-
couragement sweet,
But I know what to them is unknown.
I failed to be true to the best I
could do
And the blame for my loss is my own.

Now, looking back over the battle,
And living the long struggle through,
I could take second place with a smile
on my face
Had I lost with the best I could do,
But what hurts me today is the half-
hearted way
That I fought with disaster in view.

And this is the lesson of failure,
It is this that we learn in the test:
Too often we lose by neglecting to use
The courage of which we're possessed.
And now that it's done, though I
might not have won,
I could have lived up to my best.

DR. LINDSEY BLANEY, PRESI-
DENT OF C. I. A., SPEAKS TO
STUDENT BODY IN CHAPEL

(By Fred W. Moore)

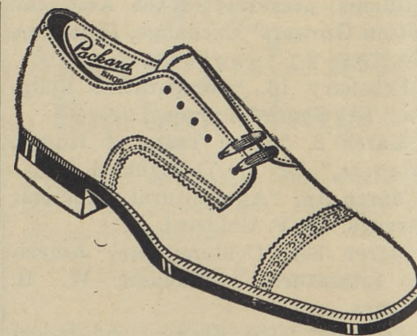
Dr. Lindsey Blaney formerly of Rice Institute, and newly elected president of The College of Industrial Arts, Denton, was the speaker at the regular religious services last Sunday morning.

We congratulate our sister institution in being so fortunate in having such a man at the head of their school. From his speech on "Religion and Patriotism," we know that he will fill his position conscientiously. Not only will he fill his position with all conscientiousness, but he will help lay the four great corner stones of Amer-

ican life: home, school, church, and law. The home will mean more than just a place where one can sleep and eat. The school will reach the great mass of people who never complete as much as the grammar grades. Efficiency will be the aim of both the school and the students. Churches will have an atmosphere which will not be similar to that of an afternoon reception. The law will be given due consideration. We shall hold up the four great corner stones instead of being held up by them.

Since Prexy promises his help, the help of his faculty, and the help of the student body to Dr. Blaney, we feel sure that relationship between the two schools will become stronger. It is our hope that we shall have the pleasure of hearing Dr. Blaney speak again next year.

PACKARD SHOES AND OXFORDS FOR MEN



Your Feet Will Thank You for a New Pair of

PACKARDS

Easy Fitting Oxfords or Shoes. Sturdy Comfort and Good Looks are built in—"They are Truly College Bred."

W. F. GIBBS & SON

"The best shoes made for the price"—very few as good at any price.

DON'T
LET YOUR HEELS RUN OVER OR YOUR SOLES
WEAR OUT—BRING THEM TO
The Campus Shoe Shop