



Telephone men are continually scouting along the frontier of better methods.

Who will scout this electrical frontier?

WHETHER in the Bell Telephone Laboratories, in the Western Electric workshop or in the various operating companies, telephone executives are scouts on the frontier of better methods to serve the public.

It is significant that your true telephone man, he with the feel of the calling in his blood, never speaks of having

"perfected the art of communication." And this in spite of the fact that America, by its solid achievements in telephony, shows the world.

Work in the Bell System demands the bold curiosity of pioneers and the infinite pains of pioneers who, like Columbus, Lincoln and Lindbergh, prepared "and when their chance came they were ready."

BELL SYSTEM

A nation-wide system of 18,000,000 inter-connecting telephones



"OUR PIONEERING WORK HAS JUST BEGUN"

LIBRARY FOR EXCHANGES STARTED

An exchange library, made up of collected copies of college and university publications from various parts of the United States and Canada, has been started in the Battalion Office, 40 Gathright. All of the issues of college papers received in exchange for the Battalion are to be saved and any students desiring to look over any of the publications on the list are invited to make use of the collection.

Among the forty or more papers on file at present are to be found The Round-Up, from New Mexico A. & M. College; The Wichitan, from Wichita Falls Junior College; The J. T. A. C.; The Tulane Hullabaloo; The Simmons Brand; The McGill Daily, from McGill University, Montreal, Canada;

The Thresher, Rice Institute; The Beacon, Rhode Island State College; The California Aggie; The Daily Lariat, Baylor University; The Semi-Weekly Campus, S. M. U.; The Conglomerate, Centenary College; The Reflector, Mississippi A. & M.; The Hustonian, Sam Houston State Teachers College; The Prairie, West Texas S. T. C.; The Skiff, T. C. U.; The Lasso, C. I. A.; The Shorthorn, N. T. A. C., Arlington; The Wesley Pilot; The Toreador, Texas Tech; The College Star, Southwest Texas S. T. C.; The Varsity, University of Toronto, Canada; The Coyote, Weatherford College; The Optimist, Abilene Christian College; The Sul Ross Skyline; The Yellow Jacket, Howard Payne; The Sewanee Purple, and the Arkansas Traveler.

A number of the daily papers of the state, and a few high school pub-

lications are also kept on file, and all who are interested in the papers are invited to make use of the collection.

"We are good furniture dealers. We stand behind every bed we sell."

* * *

Bach: "What would you say if I kissed you?"

Modern Necker: "Goodnite, dear, I've had enough of your lip."

* * *

Customer: "Give me change for a dime, please."

Druggist: "Sure. And I hope you enjoy the sermon."

* * *

Stude: "Why do sorority girls give dance bids to so many track men at school?"

Second Stude: "That's easy. Maybe, it's because they're fast."

CHANGES MADE IN STATION WTAW

Wave Length Changed and New Studio to Be Put in Use

A new wave length has been assigned to the A. and M. College Broadcasting Station by the Federal Radio Commission, and has been operating since last week on 483.6 meters, with a frequency of 620 kilocycles. The old wave was 309.1 meters, and with the change, WTAW shares its wave length with Station KFDM, Beaumont. The tall steel aerial towers on the E. E. building and Legett Hall will remain unchanged, and the broadcasting apparatus will still be in the Electrical Engineering Building.

The old studio on the fourth floor of the E. E. building has not been all that could be desired, and so a new one on the second floor of the Y is being equipped. This will be the station's first well-equipped broadcasting studio, and will be fitted out with modern equipment, including a new grand piano. Day programs are from 12:10 to 12:35, except on Saturdays and Sundays, and there are regular night programs from 7 to 8:30 on Wednesdays and Fridays. The noon program consists of agricultural and homemaking talks, followed by music by the A. and M. Band, and night programs feature lecture courses by members of the faculty. Special features are the Friday night band concert, with College Station and Bryan artists presented on the musical bills; the broadcasting of all conference games; and the Sunday morning convocation services.

Dean Bolton is the station director, and the following are announcers: W. H. Darrow, program director and chief announcer; A. B. Johnson, senior E. E. student, assistant announcer; and E. E. McQuillen, sports announcer. C. C. Yates is the chief engineer and W. C. Tinus, senior E. E. student, is the station operator.

MCQUILLEN GETS REAL TASTE OF A. & M. HOSPITALITY

E. E. McQuillen, Sec. of Ex-Stu. has had the pleasure recently of visiting A. & M. Clubs in Ft. Worth, Waco and Lubbock. At Ft. Worth they were entertaining the whole cadet corps and all visiting A. & M. men. At Waco they were carrying on the A. & M. Kountry Store at the Cotton Palace for the benefit of their student loan fund. At Lubbock a duck barbecue was spread for three hundred West Texas Aggies gathered there for the A. & M.-Tech football games. Reports come from Houston and Dallas of the attendance of over a hundred at their weekly luncheons. San Antonio is doing great things in their club and they are also active out in Amarillo and Wichita Falls. The Temple gang is as regular with their meetings as clockwork and with the fall the Beaumont Club has swung into action. Many more could be mentioned. These are enough to show the tremendous activities and interest of these A. & M. men. The Former Student who is not entering into this activity is missing something good. Anywhere you go there is a warm greeting waiting for you that swells and warms the old cockles of your heart. Its the realest and the deepest and most genuine A. & M. spirit.