

WE MUST WIN

It is not merely traditions and customs that spur us in the desire to win; it is the expression of the respective individuality of each member of the Cadet Corp.

The Battalion

Published Weekly by the Students of the Agricultural and Mechanical College of Texas

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ADVERTISING

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DEDICATION GAME DRAWS THOUSANDS

DEDICATION OF CONCRETE STADIUM WILL MARK REALIZATION OF NINE YEAR DREAM FOR JAMES SULLIVAN

Half-Million Dollar Athletic Plant Achieved by Aggie Business Manager.

Total Cost \$350,000

Governor to be Principal Speaker on Dedication Program at Kyle Field Thursday.

By Jack Barnes

Thanksgiving Day will mark the realization of an ambition which, nine years ago, was only a dream in the mind of James Sullivan, business manager of athletics at the A. and M. College of Texas, the dedication of the new \$365,000.00 concrete stadium. Hundreds of celebrities, and thousands of football fans gathered at Kyle Field to witness the football classic of the South will add to the occasion pomp and color never before seen in Aggieland.

President T. O. Walton of A. and M. will preside at the formal program of talks and F. M. Law, Houston, president of the board of directors of the college, and president H. Y. Benedict of the University of Texas, will speak briefly. Voice amplifiers will be used so that the words of the speakers will carry clearly to the fans seated

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JAMES SULLIVAN

5,000 EXES WILL GATHER FOR GAME

Silver Buckle and Belt Will be Awarded to Farthest Aggie Traveler.

More than 5,000 former students of A. and M. College are expected to be on hand for the Thanksgiving Day classic with the Texas Longhorns and visiting old haunts about the campus during odd hours of the Thanksgiving period, according to E. E. McQuillen, secretary of the Former Students.

In accordance with the annual custom, THE TEXAS AGGIE, official publication of the "exes," will this year award a prize to the A. and M. man who travels the greatest distance to see the game. This year's prize will be a sterling silver buckle and belt, the buckle to be adorned with the A. and M. seal.

The only rules for the contest are that the traveler must both come to the game and return to his place of abode and that his claim for the honor must be attested by one other A. and M. man. Last year's winner was "Lefty" Rogers, former Aggie baseball twirler, who trekked to the game from California.

Among the former students expected to be on hand will likely be a number of former yell leaders, back to take part in the traditional yell practice and bonfire. Among those expected are: E. G. (Cue Ball) Cook, Putnam; Allan Peoples, Dallas; J. D. (Jake) Langford, Greenville; O. E. (Beaumont) Buck, Beaumont; Hike McConnell, Crockett, who lost his voice as an A. and M. yell leader and has not yet fully recovered; and Benny Garrity, Cy Edwards, and Shorty Short, all of whose names are familiar to followers of football at A. and M. for a number of years past.

PROMINENT MEN OF TEXAS ON PROGRAM HERE.



Among the notables taking part in the colorful affairs of Aggieland this Thanksgiving will be President T. O. Walton of A. and M., upper left; President H. Y. Benedict of the University of Texas, upper right; F. M. Law, president of the board of directors at A. and M., lower left; L. Stark, president of the board of regents of the University of Texas, lower right. These men will be heard in the dedication ceremonies at Kyle Field Thursday.

AGGIELAND MECCA OF SOUTHWEST GRID FANS AS HOSTS SWARM TO MOST COLORFUL AFFAIR OF YEAR

Stage all set for Entertainment of Largest Football Crowd in History of College.

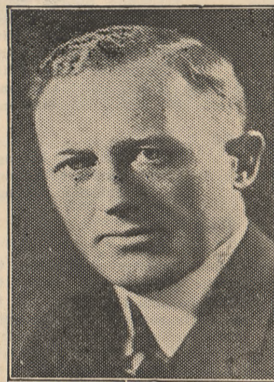
Many Noted Visitors

Moody, Benedict, Law and Stark Among Notables Taking Part in Events of Day.

By C. V. ELLIS

Where is that sting of Aggies spirit? If such ever existed it is being displayed tonight, for as we look down upon the land of the Texas Aggies we are attracted from here to there by some pronounced display of typical college enthusiasm and can see only the effect of justly inspired emotion predominating the student body. Only once in two years can an equal to such a situation be seen on the A. and M. College campus with the cadets assembling for that renowned last yell practice in front of the "Y" and with war hoops like those typically produced by the Cherokee penetrating the brisk clear atmosphere surrounding the college, for tomorrow the slashing battle between gridiron warriors of the Texas Longhorns

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DAN MOODY

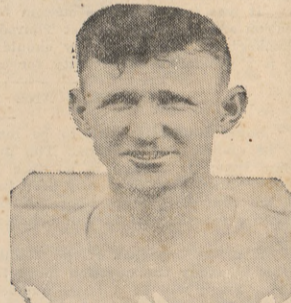
MOONY MUSIC MID MESS HALL MEALS

Loudspeaker Now Being Installed—Expected to Drown Strange Noises.

Shades of night clubs, road houses and cabarets! No longer will the little cadets of Aggieland eat their meals to the tune of inhaled soup and amid cries of "gunwaddin'," "baby," "bullneck," "spuds," "blood," "artillery," etc., for within the week strains of the softest music, the latest popular tunes and other varieties of banquet-hall harmony will be wafted through Sbis Hall by the electrically-operated loud-speakers units being installed under the direction of T. L. Hiner, electrical engineering student from Granbury. The source of the music will be either radio or electrically reproduced records, the music being distributed by eight large loudspeakers placed in strategic places in the annex and banquet-room as well as in the main hall. Official announcements will no longer be unintelligently shouted but will be read in the sound-proof booth which has been installed in Sbis hall for that purpose and amplified and distributed by loudspeakers throughout the hall.

The project was planned by Hiner, who contracted for the installation of the equipment, which the college purchased at an approximate cost of one thousand dollars. It is planned to have the new system inaugurated Thanksgiving Day for the entertainment of visitors on the campus for the Aggie-Longhorn game. It won't be long until the mess hall will have napkins on the table, and the old custom of using the table cloth will disappear, according to a number of wise-crackers on the campus.

RIVAL COACHES.



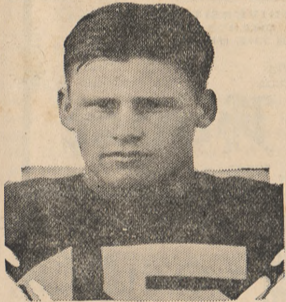
COACH MATTY BELL TEXAS AGGIES



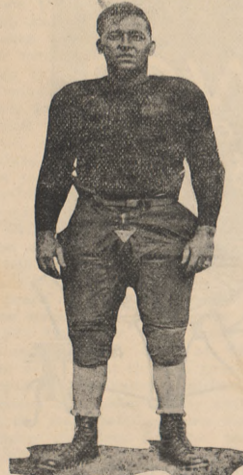
COACH CLYDE LITTLEFIELD

Pictured above are the coaches of the teams who clash on Kyle Field Thursday in the thirty-sixth episode of the Texas Aggie-Texas Longhorn gridiron feud. At the top is Matty Bell, Aggie mentor, who for the past few years has been head coach of the T. O. U. Horned Frogs. He has never led a team to victory over the Steers. In the bottom picture Clyde Littlefield, Longhorn coach, is shown. Littlefield last year coached a Southwest conference championship team and is credited with a victory and a loss against the Aggies in his two previous years at Texas.

RIVAL CAPTAINS



CAPT. TOM MILLS 1929 TEXAS AGGIES



GORDY BROWN

Both playing their last games as college gridsters and both making a final try for all-conference honors, Tommie Mills, top, captain of the Aggies, and Gordy Brown, bottom, captain of the Longhorns, will have something in common when they meet on the gridiron Thursday despite the keen rivalry between them. Each will be playing in his third Aggie-Texas grid classic and each has a win and a loss to his credit in previous meetings between the two teams. Mills will be the starting quarterback of the Aggies while Brown will start at tackle for the Steers.

TURKEY DANCES ARE ON PROGRAM

Aggieland and Serenaders to Play War Dances. Four Crystal Balls Will be Hung.

To the rhytmical jazzy tunes of the Aggieland and Campus Serenaders orchestras, the Aggies, whether winners or losers, will celebrate next Thursday and Friday nights. For the first time in the social history of the institution, the two campus orchestras have been engaged to furnish music in war dances lasting from nine p. m. to two p. m. both nights.

There will be nothing formal about these dances, with the possible exception of the admissions being two dollars for Thursday night and a dollar and a half for Friday night. The usual uniform number one will be regulation for cadets; one other regulation for cadets will be gentlemanly conduct.

The lack of ornamental decorations in the main mess hall will be in keeping with the characteristics common to all Aggies; simplicity and roughness. However, their love for romance and mystery will be exemplified by four large crystal balls which will transmit to the dancers a variety of colored lights.

WALTON RETURNS FROM CHICAGO

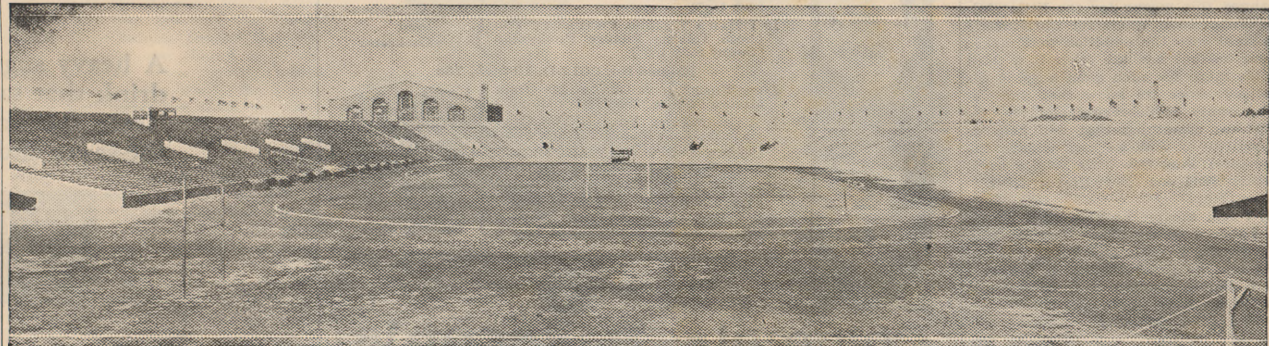
Elected a Member Executive Committee Association American Land Grant Colleges.

In the meeting last week of representatives of the land grant colleges in Chicago, President T. O. Walton of Texas A. and M. was elected, with four other prominent scholastic leaders, as members of the executive committee of the Association.

The other prominents chosen for the committee were Director Bliss of Iowa, Director Paul Maris of Oregon, Dean Mann of Cornell University, and Dean Duncan of Alabama. These additions to the committee were made because the former one had no representatives from the cotton states. Dr. Walton and Dean Duncan were the two appointed for this special reason and they are to meet with the federal farm board of land grant colleges in the near future to work out necessary detailed plans.

The committee was charged with the responsibility of assisting the federal farm board in developing plans through which the farm board can make the most effective contributions to agricultural welfare.

SCENE OF FOOTBALL CLASSIC OF THE SOUTHWEST THURSDAY



The new \$350,000.00 concrete stadium of the Texas Aggies at Kyle Field, which will be dedicated in the Aggie-Longhorn clash Thanksgiving Day. The stadium has a seating capacity of approximately 33,000 and, including the playing field, covers approximately 5 1/2 acres.