

THE BATTALION

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The Exchange Store

Contained elsewhere in this issue will be found a complete report of the committee investigating the Exchange Store prices as was made to the Student Welfare Committee last Thursday night. It might be well to supplement the report with additional information not contained therein.

The store, since its organization in 1909, has been operated absolutely as an independent part of the college, and has attained considerable recognition as an efficiently operated concern. It was first located in the old Main Building but was burned out with the fire that destroyed that building and from there was transferred to another structure.

Loss incurred in the fire set the store at a considerable disadvantage, as virtually no insurance was carried. Later business helped to place the store in a paying condition, and today the building which it now occupies is a part of the department and has been paid out of such profits as are derived from year to year.

It has not been the purpose of the management to operate with the idea of making it a money making investment. Most articles which are school necessities, and which have to be sold by the store as are required in the order by the board of directors which established the store, are sold below the retail price of the commercial market.

These prices are frequently equal to cost, or a fraction over. It is only through close buying, a fast turnover of this part of the stock, and cash sales that the store is able to operate in this manner.

As well as being a department of the college, and under the supervision of Comptroller of Accounts, the store is audited annually by a public auditor, so that a more definite value of the business of the store may be obtained.

In order for the store to continue being the success that it has been, in order for it to continue operating with prices under market value; its business must continue. For it to make a margin of profit at all with its retail prices so close to cost price, the store must have a continued volume of business.

On the articles which are not bought in large quantities there can be no appreciable reduction in price, if any, due to the expense of handling. It was found that the handling of books is a loss to the store due to the small profit and cost of handling and through the loss in new editions and changes in kinds of books used, rendering all old books a total loss. The investigating committee recommended that the store handle the second hand books to offset loss on new books.

Logical reasoning shows then that the Exchange Store operated under the conditions listed and with the co-operation of student body will be beneficial to the students. Consider this, for what would be the result if the store ceased to operate?

Take Care Of The Campus

Following an adopted plan of beautification that is paralleled with the future campus design, the Landscape Arts Department is in the midst of completing the task of setting out several thousand shrubs, plants, and evergreens, which will materially add to the beauty of the campus.

It is now our duty to keep them this way. The college is expanding in a large building program that will equip it for sufficient increased enrollment in future years. Time and money spent in a layout of shrubbery will do little to contribute to the permanency of the project if we do not take care of the plants while they are young.

A bit of pride and personal care in a place which is virtually a home for us for four years may develop a very pleasant atmosphere with only a small amount of care from each student.

A recent visitor on the campus, travelling to all colleges in the southern and western states, was very complimentary of this campus. He said that he was on the campus only a few minutes until he was aware of an atmosphere about the place that he did not find elsewhere. Few colleges, so he said, compared to this one in appearance and environment.

But of course he was touched with that Aggie Spirit that only time and effort have brought here. Still, this spirit can be given a very attractive appeal to the public and visitors by keeping a beautiful campus. Let us remember that we are strongly judged by our appearances and we should strive to see that we win favorable respect.

Just as clothes do not make the man; neither do flowers make a campus, but each is a helpful agent.

Reveille Back!

After a prolonged absence of two months, "Reveille," the little black dog, who endeared herself to the cadet corps by her disregard for the authorities, is again on the campus and has evidenced her joy at the sight of khaki uniforms by racing madly through the ranks at daily formations.

During the Christmas holidays the little dog was sent to the Veterinary Hospital, as she had no vaccination tag as required by State law and no owners could be found.

Upon appeal of the students the Veterinary Hospital released "Reveille" after vaccinating her free of charge and waiving her feed bill for over two months.

The Battalion staff takes this opportunity to express its gratitude to the Veterinary Hospital on behalf of the corps for their attitude in this incident.

Spring Fever;—Bur-r-r!

The chilly winds blowing over the campus today are the heralds announcing the entrance of the spring season. The corps will change its excuse for indolence from hibernation to spring fever and in honor

ODD THINGS AND NEW—By Lane Bode

What's in a name?
.....
LILLY BUSH
IS A FLORIST
IN CHICAGO
Suggested by
Mrs. H.W. Breck
.....
M. BALMER
IS AN
UNDERTAKER
IN FT. COLLINS, COI

ALBERT E. HERPIN—
of Trenton, N.J.
HAS NOT SLEPT A
WINK FOR 78 YEARS!
© McClure Newspaper Syndicate

JOHN HARR
of Jones Mills, Pa.
MADE A SAUSAGE
77 FEET LONG
FROM ONE HOG

QUACKLESS DUCKS
ARE OWNED BY
A.M.R. GRESHAM—
San Antonio, Tex.

of the "sulphur and molasses" season The Battalion announces its feature edition for the month of March. The magazine will be the "Spring Fever" number and will be out next Wednesday night, March sixteenth. The cover design, depicting a spring love scene, is drawn by W. O. Sanders.

History Of Social Seminar Shows Growth In 16 Years

Dr. Clark, Present President, Is One Of Organization's Oldest Members.

Everyone who has ever attended a meeting is considered a member." Only one officer, the secretary, is elected annually. The following year the secretary automatically becomes president of the organization and then vice-president the third year. The present president is Professor J. Wheeler Barger, of the Department of Economics; next year's president, now secretary, is Dr. C. H. Winkler, Dean of the School of Vocational Teaching; Dr. Luther G. Jones, professor of Agronomy is vice-president.

Four members of the original organization, still reside on the campus. They are Dr. and Mrs. Clark and Professor and Mrs. W. H. Thomas. Past presidents of the society who retain their connection with the College are Dr. F. B. Clark, Dr. V. P. Lee, Professors W. H. Thomas, V. K. Sugareff and S. Morgan.

On alternate Monday evenings at 8 o'clock the Seminar meets in the Physics Lecture room, where talks are given by authorities in various fields of learning.

Sunday School Class

The organization which has evolved into the Social Science Seminar had its inception in 1917 as the Campus Sunday School Class. Meetings were held in the old Chapel which was later turned into an armory and has since been removed to provide a site for Hart Hall. Subjects discussed had a somewhat broader scope than is customary in Sunday School classes and the suggestion was made that the group should form a Sociology Club.

Dr. Bizzell, then president of the College, was elected permanent president of the Club; meetings were held each Monday evening in the Y M C A and as the society was no longer interested primarily in Bible study, subjects discussed were of an exceedingly varied nature. Because Dr. Bizzell's duties as president of the College necessitated his being absent frequently, Dr. Clark, who had been chosen to serve as leader of the club during Dr. Bizzell's absence, was virtually president of the organization.

Became Economics Seminar

The World War disrupted the club, but its members under the leadership of Dr. Clark, formed the Economics Seminar and met regularly in the office of the Economics department. The scope of their discussions was limited to a careful study of the forces underlying and in operation during the war.

The original organization, however, was one of the hobbies of Dr. Bizzell, who is now president of the University of Oklahoma; he disliked limiting the discussion solely to economic problems and phenomena and succeeded in the fall of 1919 in changing the organization to the Social Science Seminar, which name it still retains.

Interest in the organization grew rapidly necessitating a meeting place that would accommodate greater numbers. The new Physics Building was completed about this time and the society moved into the lecture room on the second floor, where meetings have been held ever since.

Large Membership

The Seminar operates on a minimum of organization, having no membership list, no membership fees and no archives. Dr. Clark says, "every person who has ever

attended a meeting is considered a member." Only one officer, the secretary, is elected annually. The following year the secretary automatically becomes president of the organization and then vice-president the third year. The present president is Professor J. Wheeler Barger, of the Department of Economics; next year's president, now secretary, is Dr. C. H. Winkler, Dean of the School of Vocational Teaching; Dr. Luther G. Jones, professor of Agronomy is vice-president.

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Houston Magazine

Commends Cadets On Yelling Ability

At last one Houston sports scribe comes forth with editorial comment on the terrific thrashing the Aggie quintet handed the Rice Owls in Memorial Gymnasium a week or so past, for in The Houston Gargoyle dated February 21, we find the following remarks:

"The loudest thing in America today is the A and M Cadet Corps, in full cry and enclosed within the echoing confines of its own gym during a basketball game. There is noise what is noise! Thundering, deafening, it rises from thousands of rugged young throats, banked in a solid olive-drab mass on the other side of the court, and hits your ear-drums with the power to stun.

"There are seasoned veterans who say that the previous gym, with its tin roof, was even worse, but we doubt that any human clamor could surpass what we heard last week when the Aggie played Rice. The veterans also say that when the Aggies fall behind, that awful concatenation fades away into a pale-pink whisper. But we didn't get a chance to note this, since Rice managed to score but six points during the 40 minutes of play... a field goal and a free throw during the first half, and three more donations during the second. The crux of the contest was a lean, towering sophomore named Merka, who reached far above the heads of the short Rice five and took the ball at will. It was just, as one proud Czechoslovakian father proudly remarked, "Too much Smetana."

"Dr. Gaylord Johnson, the chemist, felt that the Owls were just plain dead on their feet, and were out-fought. We couldn't help harboring a suspicion, though, that they were numbed by din."

Troop B Tops List In Scholastic Merit For First Semester

Troop B Cavalry led the list in scholastic averages of the first term according to a compilation released by the Registrar's office recently. The Cavalrymen made an average of .548 for the first term's work and are well on their way to lead the other troops, batteries, and companies for the second term.

Individual averages were first determined by dividing the number of grade points by the number of hours for which the student was registered. Company averages were then found by adding the individual averages of the members of each company and dividing the total by the number of men in the company. In determining the individual averages the following grade point values were used: grade A, two grade points per term hour; grade B, one grade point per term hour; grade C, no grade points; grade D, one negative grade point per term hour; grade E, two negative grade points per term hour.

The normal average for a company would be .500 assuming each student made the normal requirement of half as many grade points as hours for which he has registered.

Einstein Enroute To Germany--May Return Next Year

(College News Service)

LOS ANGELES, Mar. 3.—Albert Einstein, who this week was en route to his homeland via the Hamburg-American liner San Francisco, hopes to return to Southern California for a third visit next year, he announced just before sailing last Friday.

Studies Universe

He has spent the past two months in Pasadena, studying problems of the universe with scientists at the California Institute of Technology and the Mount Wilson Observatory. His first visit was in 1930.

Replying to a multitude of questions fired at him by reporters, Einstein committed himself to some of the following opinions last week: with German youth, "has the good fortune not to have its outlook troubled by outlook tradition or by an imposed development which they American youth, as compared resist."

Answers Question
There are insufficient facts avail-

able to determine whether the cosmic ray signalizes the birth or destruction of matter.

"I believe the apparent motions of nebulae away from the earth (as indicated by the red shift in their spectra) are real."

"It is scarcely possible to think that life on other planets does not exist."

Asked if he had modified his unified field theory during the past year, he replied:

"Yes, I have changed the plan of attack, but the object is the same."

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Eye strain makes you uncomfortable and makes your work difficult. Our glasses correct eye strain and make your work a pleasure.
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The Uniform Tailor Shop
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Now is the time to order your uniform for next year and take advantage of the LOW PRICES on all Tailor-made Blouses, Slacks, Breeches, and Shirts.
Mendl & Hornak, Props.
(North Gate of Campus)

COLLEGE THEATER CLUB
Presents
THE ROYAL RUSSIAN CHORUS
"The Undisputed Peers of Choral Harmony"
Assembly Hall
Monday, March 14, 8 p. m.
—Admission—
Students 25¢ Adults 50¢
Reserved Seats 25¢ extra

COLLEGE THEATER CLUB
(with local cast)
Presents
"The White-Headed Boy"
That superb Irish Comedy by Lennox Robinson
At the ASSEMBLY HALL on Thursday
Evening, March 17, at 8 p. m.
—Admission—
Students 25¢ Adults 50¢