M E STUDENTS TO LEAVE MONDAY FOR Spring Social Season to New Heights **TRIP TO HOUSTON**

Three Days Will Be Spent In A Tour of Leading Indus-

Thirty senior students of Mech anical Engineering and three professors in the department of Mechanical Engineering will drive to Houston Monday morning, April 16, for the purpose of making an inspection of industries and come mercial houses in the vicinity of Port Houston.

The inspection trip is an annual affair for seniors in the department and is sponsored for the purpose of acquainting them, to at least a small degree, with the commercial aspects of the field they are about to enter.

Three days will be spent in the tour of the industrial establishments with a greater part of the time given ever to a study of those with the most direct bearing on courses taken in the M E Department. Although the schedule of the tour is not now complete, tentative plans include visits to the following: Houston Lighting and Power Co.; Hughes Tool Co., Reed Roller Bit Co., The Ford Motor Co., Texas Steel Warehouse, and the Municipal Elevator. Several boats in the harbor will also be visited, as well as the Port of Houston Fire Boat.

ITHACA, N. Y .- Sir Arthur Stanley Eddington, former British astronomer and author of popular Ball Talanhana Co. Graybar Flee scientific books, will give the annual Messenger lecture series at Cornell University this year, commencing April 9.



Films

The spring social season accelerated to new brilliance last week-end, when the annual Cotton Ball and Pageant, held Friday evening in the Memorial Gymnasium, threw out its magnetic impulses, and drew to the campus a bevy of Scholarship Honor Society in the beauties from all over the State. With a sparkling atmos- Asbury Room of the library Tuestrial and Commercial phere made regal by the presence of King and Queen Cot-ton, J. E. Loupot and Will Anne Staude, the affair was one of splendid beauty and pageantry.

Decorations for the pageant car-ried out the motif of an old South-**E E STUDENTS TO** ern garden in moonlight, with a GO TO DALLAS ON woodland scene in the background. Yaupon trees covered the entire **INSPECTION TRIP** south wall of the gymnasium, Lattice work, entwined with smilax

Approximately Fifty Seniors Will Make Trip; Plan To Leave For Dallas Sunday contrast to the dull steelwork which ordinarily meets the over-Afternoon.

Approximately fifty senior stuhead gaze. dents of Electrical Engineering, accompanied by N. F. Rhode, C.

Demanding the attention of the visitors immediately upon en-C. Palmer and R. P. Ward, profestrance, a huge opened cotton boll sors in the department of Elecclung to a semi-circular maroon trical Engineering, will leave for background, framed by a wide sil-Dallas Sunday afternoon, April 15, ver band the whole backed on the annual inspection trip, which up by the green of the yaupons is made each Spring by the class Immediately beneath the cotton to be graduated, for the purpose boll were thrones for the King of acquainting themselves with and Queen, and still further down the commercial aspects of courses stood the orchestra platform, studied in the class room. fronted by the maroon instrument

According to a tentative progstands of the Serenaders. ram announced by Mr. Rhode, the Lacing the bottom of the auinspection of industries will be devoted largely to those with the most direct bearing upon the field Electrical Engineering. Under this group are included; Dallas Power and Light, X-Ray equipment

of the Kincheloe Company, Has-Bell Telephone Co., Graybar Elecman, in noble tones, announced tric Warehouse, General Electric them, and the Serenaders, croon-Warehouse, and the Trinidad station of the D P & L. Several other industries which, although not di-rectly related to E E, will prove interesting to the students, are to

be visited. In this group the progbotton boll. ram lists Lone Star Cement Co., City Pumping Plant (Bachman Dam), Dallas Municipal Airport, We were far from being disappointed in the show of feminine

Plant, Dallas Gas Co., and Times duchess, and model, after model, Herald Newspaper. with their escorts a dreamy The group is to be entertained at breakfast and luncheon each lady with shining silver dress . . . day during their stay in Dallas darkest brunette in softest yelby one of the firms which they low a dinner jacket and a visit that day, according to Mr. red-head with flushed face . . . Rhode. Monday, they are to be shy Aggie . . . platinum blonde guests of the D P & L for break- with long red gloves . . . lovely fast and The Lone Star Cement lace calla-lilies!

with breakfast and the Dallas Gas Co. with lunch. Wednesday will be spent with the Dallas Power and That their roles were well liked Light at their Trinidad Plant.

CHEMICAL ENGINEERS TO

Seniors in chemical engineering, good time. Two o'clock came, accompanied by M. K. Thornton and all was ended ...

THE BATTALION

Cotton Ball And Pageant Accelerates Russell Addresses Scholarship Society

Daniel Russell, professor of rural sociology, delivered an address on "The Social Problems of Our Present-day Organization" before the

Dr. Russell pointed out the fact that great advances have been made in the physical sciences in

the past hundred years, while little has been accomplished in the field of social sciences. He stated however, that this is to be expect- placed on exhibition in the archied since the social sciences have tectural library on the fourth floor never kept pace with the physical sciences. Stress was placed on the tion of his own lithograph and penmarriage and divorce problem, as cil drawings, water color sketches, well as the unemployment and and measured drawing of La Bahia crime problems. One of the most Mission at Goliad. Texas. expedient means of eliminating these difficulties is to enact uni-

Week.

versal national laws to supplant varying and inadequate state legislation, according to Dr. Russell

Aggie Fencers Lose

Winning two, tying one, and los ing three of their bouts, the Texas Aggie fencing team lost the meet held Saturday night in Memorial gymnasium to the Dallas Y M C A Foilers. This was the first meet

held by the A and M team against outside competition since its organization last year.

M. G. Calvert, Eagle Lake, and K. H. Pier, Fort Worth were the two Aggie fencers who won their contests. Calvert won over O. Gru-

now, captain of the Y M C A team by a score of 2-1 and Pier won over Fuhroop by the same score. Other Aggies in the meet were: Captain Charles Van DePutte, lost ing "Sleepy Time Down South, ac- to Silberger; F. A. Hubbard lost companied their approach. The to Alcorn; E. S. Hunter tied with royal pair appeared gracefully be- Williams; and D. R. Parker lost to

> A return match will be held with the Dallas team in May and arrangements are being made for the team to fence with the Fort Worth 'Y" team on the same trip.

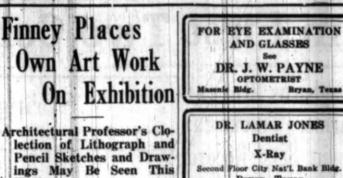
SUBSISTENCE PAYMENT

Commutation of subsistence will be paid the members of the first advanced course, ROTC, (Juniors) at Room 102, Academic Building, Thursday, April 12th, beginning at 3 p. m. Those students who have classes until 5:00 o'clock should report immediately after the dismissal of their classes.

The payroll for the second advanced course (Seniors) has not yet been returned by the Finance Officer, but is expected either Thursday or Friday, and payment will be made immediately after its receipt.

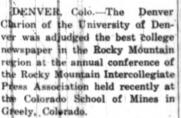
The government pay for ROTC students amounts to \$18.00 less . the little 15%, or \$15.30, for the preiod from

January 1 to March 31.



C. J. Finney, associate profesor of architectural design, has of the old Main Building a collec-

Included in the display are colorul interpretations of such well nown spots as the old Villa Maria Convent of Bryan, a roadside scene near Hearne, ruins of Baylor uni-versity at Old Independence, A and campus construction scenes, as well as scenes sketched in Mexico To Dallas "Y" Team and France Of particular interest the water color sketch of a scene from the artist's window at Fontainbleau where he received the diplome d'ecole des Beaux-Arts.



ASSEMBLY

with

JACK HOLT

FACE TO FACE WITH "NERVES"

April 18

DR. A. BENBOW Dentist Office over First State Bank Phone: 275 or 635 Bryan AT-III

HALL KING OF JAZZ PAUL WHITEMAN Saturday, 6:30 P.M. KISS BEFORE THE MIRROR with NANCY CARROLL AND PAUL LUCAS Saturday, 10:30 THE SPORT PARADE







Selling by telephone gets results. In many lines of business, salesmen are finding they can cover more customers more often -- and close more sales at lower cost-by telephone.

Bell System men have worked out a number of plans for systematic market coverage by Long Distance telephone. They have also devised telephone plans for more efficient handling of production, purchasing, administration, distribution, collections.

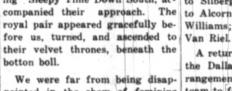
Because Bell System service is fast, economical, adaptable to specific needs, business more and more turns to the telephone.

BELL TELEPHONE SYSTEM



WHY NOT SAY "HELLO" TO MOTHER AND DAD?

-RATES ARE LOWEST AFTER 8:30 P. M.

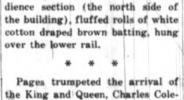


Ford Motor Company Assembling pulchritude, when duchess after paraded before our dazzled eyes

Co, for lunch. Tuesday, The Gen-, . From this dreamy mood we were eral Electric Co. will entertain startled into peppiness by the capable dancers, Miss Virginia Self and little Shirley and Bess Dent. was evidenced by enthusiastic applause from the audience.

The Pageant over, the public MAKE INSPECTION TOUR decended from stands to Ball, and

everyone went out for a downright



Lucchese Boot Co. Inc. CUSTOM BOOT MAKERS

Boots, Shoes, Sam Browne Belts and Accessories

101 W. Travis, Milam Bldg.

San Antonio, Tex (Established 1883)

REXA

STARTING WEDNESDAY, APRIL 11

"Save With Safety" at Your Rexall Store

AGGIELAND PHARMACY

WHAT SAVINGS! Two for the price of one plus or

and F. F. Bishop of the chemistry boys and girls went home? department, will start their inspection trip from the Ben Milam Hotel in Houston Monday morning, April 16. A bus has been chartered for the trip and various companies will be visited in Houston, Beaumont, Texas City and Port Arthur.

Included in the entertainment to be given for those making the trip will be a smoker at Beaumont Monday night given by the A and M ex-students club of Beaumont.

Matty Bell, retiring Aggle grid mentor, returned Thursday to the A and M campus after a leave of absence of one month during which time he aided in spring football training at Southern Methodist University.

Bell, who ended a five year period as head of the physical education department of A and M this year, will go to S M U next year as varsity line coach and chief assistant to Ray Morrison.

S-A-1,-E

I FINALLY FACED THE QUESTION OF "NERVES" -CHANGED TO CAMELS. I'M SMOKING MORE-

AND ENJOYING IT MORE. **MY NERVES AREN'T** JANGLED ANY MORE.

CAMEL'S COSTLIER TOBACCOS

YOU CAN SMOKE THEM STEADILY ... BECAUSE NEVER GET ON YOUR NERVES ... NEVER TIRE YOUR TASTE !