

We Owe Our Team Support

A. & M. is thrice blessed in the matter of school spirit. Freshmen may not realize that yet, but as soon as College Night is held to-night, the realization will come to them.

With the student body so much larger than it was a few years ago, there is grave danger that the "Aggie spirit" may suffer. School spirit is manifest better in smaller colleges than in large universities, and since A. & M. has come to be a university, and a large one at that, we must try our best to prevent its becoming like one of our neighboring institutions.

Upperclassmen should do their part in making yell practice just as they should require freshmen to make them. We should all cooperate to the fullest extent with Hub Astor and Charlie Trail in making the Aggie yelling this year even better than it was last year.

Addressing this primarily to the freshmen, we might point out that while it may seem unimportant now, the school spirit which has made A. & M. renowned throughout the Southwest is a matter of great importance. After witnessing a few games this year and noting the lack of school spirit in many students of other institutions, a better understanding of why the upperclassmen of A. & M. are proud of the "Aggie spirit" can be had.

The important point is that A. & M. is our school, football season is near, and we should do our best to furnish a great "twelfth man" for the eleven on the field.

On The Policy Of The Battalion

The primary hope of the editors of this year's Battalion is to publish a newspaper which will be enjoyed by all members of the student body. We hope we will be able to arrange for complete news coverage of the campus and that we can present the news in a pleasing fashion.

We will not be a "campaigning" newspaper this year, debunking everything we find and offering nothing constructive. At the same time, however, we are not going to stifle editorial expression. The Battalion will not use its editorial columns for destructive criticism, but we will, of course, offer constructive criticism from time to time, as is the right and duty of all newspapers, student and otherwise.

At the same time, while we may offer criticism, we will also give praise where it is due. Not once will The Battalion refuse opportunity for expression to members of the student body. The Student Soap-Box will be available for anything truthful and not malicious and not libelous which student team wish to submit.

We will welcome criticism of our news stories, our features, and our editorial page in order that we may present the best newspaper possible.

THE BATTALION

Student semi-weekly newspaper of Texas A. & M. College and official college publication.

Entered as second class matter at the Postoffice at College Station, Texas, under the Act of Congress of March 3, 1879.

Subscription rate, \$1.75 per year. Advertising rates upon request. Subscription included in Student Activity Fee.

Office in Room 122, Administration Building; Telephone College 8. Office open from 11 a. m. until 4 p. m. every day.

Represented for national advertising by National Advertising Service, Inc., 420 Madison Ave., New York City.

R. L. DOSS, EDITOR-IN-CHIEF
W. H. SMITH, ADVERTISING MANAGER

Bill Payne, James Critz, Managing Editors

George Fulton, B. C. Kneisar, Asst. Advertising Mgrs.

Bob Oliver, J. Wayne Stark, Associate Editors

E. C. (Jeep) Oates, Sports Editor

ED'S NOTE: A complete masthead, carrying the entire staff, will be run in the next issue, after students interested in working on the staff meet at 1 o'clock Monday afternoon in Room 122, Administration Building.

Battalion Will Organize Monday

The editors take this means of asking all students who are interested in working on the staff of The Battalion to meet at the office, Room 122, Administration Building, at 1 o'clock Monday afternoon.

We regret that our masthead this issue does not carry our entire staff, but after the Monday meeting, final organization will have been made.

A new course—English 329—is being offered this term for students of junior or senior rank who are interested in newspaper work. The course will have little theory and will be concerned with actual writing for a newspaper—The Battalion. While the class must necessarily be limited, there are still a few openings. E. L. Angell, manager of student publications will be in charge.

If you're interested in the course, we suggest that you see one of the editors, or Mr. Angell immediately.

"The Cattleman" Boosts A.&M.

"The Cattleman", a monthly magazine published for the cattle industry of the western half of the United States, recently published a Texas Aggie issue. As described in our feature on page one, this whole issue gave A. & M. a great deal of advertisement.

Tad Moses, a former Aggie and younger brother of Captain Martin Moses, edits the magazine. In the twenty-odd articles on A. & M. were many points of interest not only to Aggies and former Aggies but to anyone who was fortunate enough to secure a copy of the publication. Mr. Moses himself wrote on Aggie spirit and traditions as only a former student can do.

In its wide circulation which takes in every state in which cattle are raised, this issue of "The Cattleman" has given Aggie land a real boost. Mr. Moses should be commended for his thoughtfulness in remembering his school in this way. Aggies and former Aggies are also indebted to President T. O. Walton, Col. Ike Ashburn, Dean E. J. Kyle and the numerous professors who prepared articles for this interesting edition.

This magazine reached a public very important to the future of A. & M.'s agricultural school. On behalf of A. & M.'s students, The Battalion thanks Mr. Moses.

Dr. T. F. Mayo

ELEVEN PROPHETS OF MODERNITY

Most of you Aggies, I take it, burst upon a trembling world somewhere about Armistice time. 1919, therefore, seems as good a year as any for a jumping-off-place into "modernity". American books. Accordingly, the eleven names which I have with some difficulty selected out of the crowd, are all those people who have had their fling and made their mark since the Great War.

I intend, if you will stick by me, to devote this column for a few weeks to some sketchy and informal remarks about what these writers have had to say, and what sort of mark each of them has left on your mind and mine. For they have left their marks on the minds of most Americans, whether they ever heard the authors' names or not.

I. Sinclair Lewis and H. L. Mencken, the Debunkers. In 1921, Lewis in "Main Street" began his career of insulting the American people and making them like it. Showing us a hick town (like your home town and mine) through the eyes of a city girl who had married the village doctor, he first

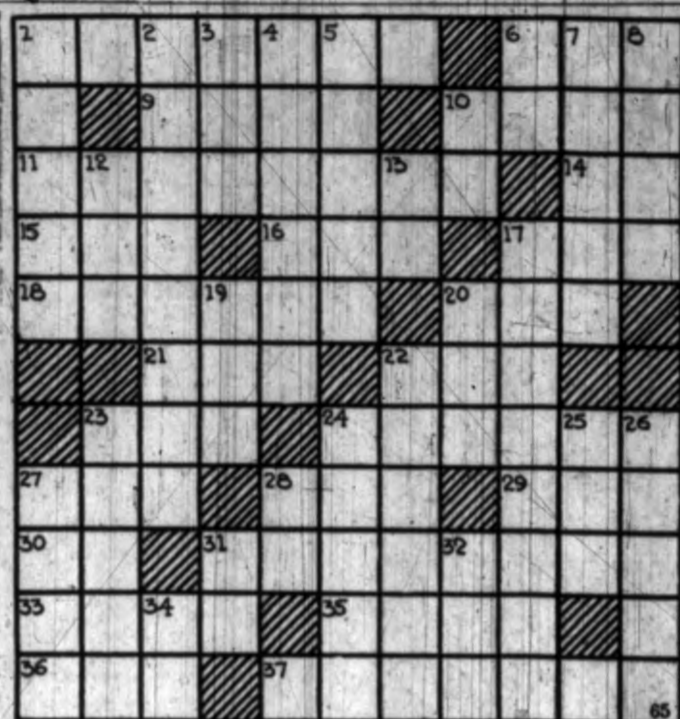
forces us to admit the essential truth of his unromantic picture of the American Small Town. Then he makes us blush for the narrowness, pettiness, and plain dumbness and stupid cruelty that lurk about the drugstore corner, the Ladies' Bridge Club, and even the Sunday Morning Service.

A year later (1922), when all the city slickers were still smiling superciliously at the way Sinclair Lewis had polished off the hicks and clodhoppers, that dangerous gentleman turned on them in his second, big book, and for all time branded a good half of them as "Babbitts".

The trouble with George M. Babbitt, Realtor, who (alas!) is even more genuinely American than Doc Kennicott, is that he is a helpless slave to "what the bunch will think". We are given enough glimpses of the inner Babbitt to convince us that he would really be a pretty good skate—if only he had the nerve to be himself and not a loud speaker for the opinions and sentiments of the crowd that he plays around with. But that much nerve is just what Mr. Babbitt hasn't got. And that much nerve, Lewis very strongly implies, is just what the average American lacks. This "average American" has faced cannon at certain moments of his not inglorious history. But he just can't face the fellers in an unpopular attitude.

(Of course, Mr. Lewis never visited College Station.)

H. L. Mencken, the sarcastic sage of Baltimore, also poked unmerciful fun at the American people and made the poor boobys pay him richly for it. I remember three or four years, from about 1924 to 1928, when all the Aggie intellectuals of that day (you know, people like the Editor of the Bat, etc.) read their Mencken like a Bible, and went about the Campus with wicked Menckonian sneers dis-



ACROSS
1—The city with the great fire of 1871
6—The animal that supposedly caused the fire
9—Entice
10—The heart of timber
11—Abuse
14—Exist
15—Man's name
16—Donkey
17—Middle
18—An occupant
20—A morsel
21—A crude reed instrument
22—Milk (pharm.)
23—Nothing
24—Garments worn by trapeze performers
27—Motor coach
28—To wit (abbreviated form)
29—Man's name
30—Lowest note of Guido's scale
31—Disentangle
32—Cease
35—Scope
36—The son of Odin
37—Stamps in
8—A useless, obnoxious plant
10—Cent (ab.)
12—Malt beverage
13—Like
17—State in the Union
19—A red dye obtained from an East Indian shrub
20—A sack
22—A kind of reptile
23—Abounding in nuts
24—One gigantic in size and power
25—Dancers' cymbals
26—Large knives (dial.)
27—A spree (slang)
28—Verb neuter (abbr.)
31—Aloft
32—Born
34—Conjunction

Answer to previous puzzle
BREWERS PAH
L MAMA PIPE
AH SINISTER
NODIT LAY
DRY SILL AS
LASS O MUCH
YE LANK SUE
FAR QIETA
POINCARE ET
RUNT WARM H
ORE ANNEALS

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OFFICIAL NOTICES

OFFICIAL
Formal opening exercises for old students will be held Saturday, Sept. 17.
Sophomores will assemble in Guion Hall at 10 a. m. and juniors and seniors at 11 a. m.
Classes for Saturday morning, Sept. 17, will be held on the following basis:
First period—8:00 to 8:20 a. m.
Second period—8:30 to 8:50 a. m.
Third period—9:00 to 9:20 a. m.
Fourth period—9:30 to 9:50 a. m.
Please be prompt in attendance.
F. C. Bolton, Dean

DORMITORY LAUNDRY SERVICE
1. All laundry will be turned in at the Laundry Station in the two west rooms of Austin Hall.
2. Laundry slips will be secured from 1st Sgt. The name, address, etc., will be placed in the place designated. It is very essential that the surname be written first on the laundry slip. The stub is then torn from the slip and presented to the agent at the time laundry is turned in. When stamped, the stub is your check for your laundry. The stub is stamped only when presented with laundry bundle.
3. Laundry will be turned in and delivered back according to following schedule:
All students whose surnames begin with the letters:
A; B; C; D; inc., bundle in Sat. morn. 7-8 a. m.; bundle back Tues. 3-6 p. m.
E; F; G; H; I; inc., bundle in Mon. morn. 7-8 a. m.; bundle back Wed. 3-6 p. m.
J; K; L; M; N; inc., bundle in Tues. morn. 7-8 a. m.; bundle back Thurs. 3-6 p. m.
O; P; Q; R; S; inc., bundle in Wed. morn. 7-8 a. m.; bundle back Friday 3-6 p. m.
T; U; V; W; Y; Z; inc., bundle in Thurs. morn. 7-8 a. m.; bundle back Saturday, 3-6 p. m.
4. Laundry must be turned in and called for as scheduled as other laundry will be coming back on the following days and unless cleared there will be congestion at the laundry rooms. Students please note your respective dates and cooperate with us to avoid any confusion and mix-ups. All late or out-of-place bundles will have 25¢ charge on it.
5. Old students will use last year's laundry marks. New students please leave space for laundry mark blank as the laundry will assign you one.

DAY STUDENT LAUNDRY SERVICE
1. Day Students who have their laundry picked up and delivered back must present their laundry fee receipt at office or pay the charge before bundle will be delivered back. Day students who turn bundles in at laundry must present fee receipt or pay charge before receiving bundle. They must also have stub stamped when bundle is turned in.
2. DO NOT CLUB your bundle. All excess above 25 pieces will be charged 10¢ @ shirt, 20¢ @ pants, 15¢ @ coveralls, 2¢ @ small piece. You are allowed 23 pieces for 55¢. Limit of 4 shirts, 2 pants, 1 coveralls. Shirts may be exchanged for pants.
3. Pick-up bundles picked up Wednesday 9 a. m. Delivered back Friday p. m. Drop-in bundles turned in at laundry not later than Thursday noon. Call for Saturday noon at laundry.
4. Group Project: House Students will turn bundles in Wednesday morn. 7-7:45 a. m. at G. P. H. Laundry Station. Delivered back Friday 3-6 p. m.
5. Items 4, 5, 6, 7, in Dormitory Schedule apply to all students.

ST. THOMAS EPISCOPAL CHURCH

"On the edge of College Park."
Rev. Roscoe Hauser, Jr., Rector.
8:15 a. m. Holy Communion.
11:00 a. m. Morning Prayer and sermon.
4:30 p. m.—6 p. m. Reception in the Chapel for all of the Episcopal students.
Students and residents of the College and the surrounding area are invited to attend the Services.

FIRST BAPTIST CHURCH

R. L. Brown, Pastor
College Station, Texas
The First Baptist Church of College Station invites you to attend all services Sunday.
9:45 A. M. Sunday School.
10:50 A. M. Morning Worship. Morning sermon subject: "An Anxious Father and a Disloyal Son."
6:45 P. M. Baptist Training Union.
7:30 P. M. Evening Worship. Evening sermon subject: "Consequences of Flirting With Sin." You will enjoy the good services and fine fellowship.
Good musical program at both hours.

FIRST BAPTIST CHURCH

College Station
R. L. Brown, M.A., B.D., Pastor
SUNDAY SERVICES
10:50 a. m. Preaching 7:30 p. m.
Sunday School 9:45 a. m.
B. T. U. 6:45 p. m.
WEDNESDAY SERVICES
Baptist Student Union
Council 6:45 p. m.
Prayer Meeting 7:30 p. m.
Church located on block North of post office.

THE A. & M. METHODIST CHURCH

James Carlin, Pastor
Sunday School—10:00 a. m.
Morning Worship—11:00 A. M.
Epworth League—7:00 p. m.
Evening Service—7:45 p. m.
Church 1/2 block East; 1/2 block North of Post Office.

HELLO, AGGIES!

Finer Haircuts At
LA SALLE BARBER SHOP
Bryan

COLLEGE STATION SHOE SHOP

Finest Material
Expert Workmanship
Satisfaction Guaranteed
Or Your Money Back
D. CANGELOSI, Proprietor

SPECIAL

Friday and Saturday
Libby's Whole Pickled Peaches, No. 2 1/2, two for 45¢
Monarch Corn on Cob, 2 for 35¢
Wheaties, 2 Boxes, 1 Dr. Pepper for 25¢
Monarch Grape Fruit Juice, 46 oz. can 22¢
Premier Peas, Petit Pois, No. 2 can, two for 25¢
Beets, No. 2 can, 25 to 30 in can, each 15¢
Premier Grape Juice, qt. size, each 29¢
Yacht Club Sour Pitted Cherries, No. 2 can 16¢
Monarch Salad Dressing, qt. size 38¢
Monarch Salad Dressing, pt. size 22¢
Maxwell Coffee, 3 lb. can 77¢
Maxwell Coffee, 1 lb. can 27¢
Monarch Peas, No. 1 can, each 10¢
Brooms, 5 string, each 25¢
Sunbrite Cleaner, 2 cans 9¢
Lettuce, large, each 5¢
Bananas, large, dozen 15¢
Monarch Peaches, large halves 19¢
Campbells Tomato Juice, 3 for 22¢
Swift White Naptha Soap, 10 bars 36¢
We Will Have a Full Line of Vegetables and Fruit, Any Kind

CALL LUKE'S AND BE CONVINCED

LUKE'S
WE DELIVER.
9 A. M. to 10:30 A. M.
3 P. M. to 5 P. M.
PHONE 44 & 242

BOOKS — DRAWING EQUIPMENT
and
UNIFORMS—
Complete Radio Shop
Parts and Repairs
THE STUDENT CO-OP
North Gate 2 Blocks East

BACK TO THE GRIND
looking grand!
We've timed your arrival on campus with everything that's new in shirts. Stripes and checks you've never seen before—colors that are quiet—new collar models—all tailored with the Arrow touch—all streamlined Mitoga fit and Sanforized Shrunken. Auction off your die-hard Arrows and get a load of new ones. \$2 to \$5.
Arrow ties to harmonize \$1. and \$1.50
ARROW SHIRTS

WELCOME AGGIES
GREETINGS AND BEST WISHES FOR A SUCCESSFUL YEAR
J. C. Penney Company Inc.,
"Aggie Economy Center"
STUDENTS WHO SEE BETTER
LEARN MORE
BE EYE-WISE
Have A Thorough Optometric Examination Now
CORRECTIVE GLASSES
Will Remove That Tired Feeling And Help You Make The Grade
See
DR. J. W. PAYNE, Optometrist
Masonic Building Bryan, Texas