

The Summer BATTALION

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Steady Advertising

Some business concerns like the idea of spending a lot of money all at once on advertising, and then they retire from public view, and make no effort to reach the public for a long time.

A big splurge in advertising once in a while helps out a lot. But the most effective kind of advertising is the regular kind that has something new to say to the public every few days. When a store reminds the public that it is doing business and is alert and awake, it has accomplished the first purpose of advertising.

If a concern does some advertising regularly, even if it is not very much, the public is constantly reminded of its service, and that concern is going to get business.

There is much talk about the power of the press; but there's no power equal to that of advertising in changing our habits. While there are those who pooh-pooh its effect, advertising goes right on performing its miracles.

If advertising can put over these tin-can-cup-and-saucer hats women wear and prevail upon them to paint their fingernails scarlet and wear shoes with holes in their toes, advertising ought to help anybody sell anything.

NORTH EAST WEST SOUTH

By DR. R. P. LUDLUM

I wonder whether it contributes much to the discussion of Mr. Garner's presidential availability to call him the greatest American of all time, as Representative West did recently? The American public is accustomed to extravagant terms in its advertising campaigns, whether the product advertised be toothpaste, gasoline, mouthwash, presidential prospect, or what not. But perhaps by now it rejects such obviously false claims as Mr. West's. So far as the deeper significance of Mr. Garner's mention for the presidency goes, it may be wise to ask whether he is not being put forward only to be withdrawn at the last moment in favor of someone else whom it is not convenient to put in the limelight just now—say, Senator Wheeler?

Did you know that . . . Great Britain is currently spending \$3,650,000,000 a year for national defense? This is comparable to an expenditure by the United States of about \$10,000,000,000 a year. (Actually, the United States is spending \$1,783,000,000.) The British outlay is at the rate of \$10,000,000 daily; it was only \$24,000,000 daily in the midst of the World War. . . . Thirteen million of the thirty-five million children under 15 years of age in the United States are in families with incomes of less than \$800 a year, or on relief? . . . Out of the twenty-seven million American families, twelve million, or 42%, had incomes less than \$1500 a year? Thirty-six thousand families, or 0.1%, each having incomes of over \$75,000, received the same total as the lowest 42%—ten billion dollars for each group. . . . The national average number of days during which children attend school is 173 days, but one school child out of four attends school during far fewer days than the average, some as few as 90 days? This is due to lack of money to keep the schools running.

Keep an eye upon what is happening in France. Premier Daladier, using his extraordinary decree powers, has extended the terms of the members of Parliament for two years, so that there will be no elections in that interval. This is done, ostensibly, so that the country may not be distracted by internal quarrels, during one of which the Fascist bloc might perpetrate further aggression. France seems to choose to fight Fascism with Fascist methods. It might be well to keep this in mind if we decide to aid the "democratic" nations in a European struggle.

The Hatch bill, prohibiting all Federal employees except those who hold policy-making positions from engaging in political activities, has gone to the President, and probably he will sign it. The original Civil Service legislation, passed more than fifty years ago, was intended to purify the executive branch by taking it out of politics. It contributed to one unexpected result, however: it tended to make the political parties more dependent upon corporate campaign contributions, in place of those formerly received from office-holders. I wonder whether the Hatch bill may have similar unanticipated effects?

College Editors Have Their Say About Hitler

Collegians continue their vigorous denunciation of Hitler and his continued drive against the weaker nations of eastern Europe. Many urge one plan or another for the formation of a stop-Hitler movement—a movement that most believe is paramount to the continued life of the democratic nations.

The Oberlin College newspaper editorial writers in this way. "We cannot censure too severely the weak-kneed bowing and scraping and the magnanimous sacrifices of other peoples which the French and English governments have made. So long as the desire for peace and our own security is uppermost in our minds, we can hardly hope that more will come out of the rumored four-power conference to stop Hitler than more guarantees."

Many collegians predict that the latest moves of Der Fuehrer are steps in the direction of his downfall. The University of Baltimore Baloo states this position in this way: "For the first time since the beginning of the Third Reich Germany has seized foreigners and not Germans. Germany now has a strong, exceedingly brave minority within its own borders. Any further advance will bring out more foreigners. The first step toward Germany's downfall has been taken, but watch the future."

Of the many plans proposed to stop Hitler, the Duke University Chronicle proposed one of the most comprehensive. Its main points are: 1. Replace Neville Chamberlain with Anthony Eden as Britain's minister; 2. promote British and French cooperation with Russia to give that country military leaders that would make Stalin's army valuable to himself and to a new three-power ring around Hitlerland; 3. immediate abandonment of all 'dilatory measures'; and 4. raise tariffs in all countries against import and export of German goods.

But, as most collegians believe, only time will tell the future of Europe—and of democracy throughout the world!

Summer Reading

By DR. T. F. MAYO, Librarian
TEN GREAT STORIES

1. "Tom Jones", by Fielding. (Tom is just a good old boy, with all the weaknesses and temptations of the type. He is opposed by a smooth rascal. The story follows them through 18th century highway life, from one wayside inn to another, all full of good things to eat and drink. Supposed to be one of the three perfect plots in English fiction.)
2. "Resurrection", by Tolstoi. (The story of a man who got very low indeed but who came alive and made a life.)
3. "Old Goriot", by Balzac. (The most scathing exhibition in any language of the cruelty that snobishness can inflict.)
4. "Moby Dick", by Melville. (Perhaps the greatest American novel. The story of a lifelong feud between an implacable old sea captain and a killer whale.)
5. "Pride and Prejudice", by Jane Austen. (The word for this author, I think, is "keen". She never misses a single shade of subtlety in depicting the innumerable ways that people have discovered of making themselves ridiculous. And yet she never raises her voice above a conversational tone. As a play, this story made a tremendous hit on Broadway two or three years ago.)
6. "Of Human Bondage", by Somerset Maugham. (Probably the very best analysis of the modern young man, his conflicts, his problems.)
7. "The Brothers Karamazov", by Dostoevsky. (The father, a subhuman beast; three sons; Dmitri, a good-hearted slave to his impulses; Ivan, an intellectual who tortures himself with his own doubts and worries; Alyosha, what men may rise to be some day. And yet all four are equally human. Perhaps, taken all together, they represent man as he has been, as he is today, and as he may some day become—if he's lucky!)
8. "Tollers of the Sea", by Victor Hugo. (The epic of man against nature, including the famous "fight with the octopus".)
9. "Point Counterpoint", by Aldous Huxley. (A ruthless picture of practically every kind of human weakness and baseness, with a strong undertone of love and hope for man.)
10. "Pickwick Papers", by Dickens. (It's about time for Dickens to come back into fashion. If and when he does, this rollicking masterpiece will probably come first.)

Oddities in the News

Lately scientists have gone into chaos and put it in order. To explain: the International Congress for Applied Mechanics recently announced that there is now a mathematical definition of chaos which will enable us to control the heretofore uncontrollable.

This definition is a new form of calculus. By some process clear only to mathematicians various forms of chaos are tabulated and card-indexed, and then you come along with your own favorite little chaos and compare it with the specimens already defined. For example, air turbulence which endangers airplane flights is a sort of confusion which can now be accurately predicted; or even better, the steps of a drunken person. As you may have heard, one step of a drunk has no relation to the next one; but these scientists, with their unholy calculus, can tell you how far the drunk will go in a given time. For the individualist there is no remnant of hope; he can no longer escape into chaos because that alluring nowhere has been surveyed and landscaped.

Benjamin Bucklin, Harvard University freshman, has a new way of dealing with his competitors in affairs of the heart. When one suitor after his girl-friend's heart became a bit too aggressive, Bucklin got aggressive himself, placed Samuel Worthen in handcuffs, threw the key that would open them under a subway train.

Not only did he throw away the key, he made the rounds and "fixed" all of the Cambridge locksmiths so they wouldn't help Worthen escape from bondage. When last heard from, Worthen promised to give Bucklin a different kind of cuffing—after he escaped from the prisoners' bracelets.



"It was an unusual accident—Steve bumped into a door and I sprained my wrist."

Movie Review

By Bob Nisbet

The three shows for the week—lawyer. Employing the type of dry wit in whose use Lincoln was a master, he stalls the case until he can find a flaw in the evidence against the boy. Nothing more than a simple almanac furnishes the needed facts for the boy's release.

The third show is "Artists and Models Abroad" starring Jack Benny. Buck Boswell takes his theatrical troupe abroad and gets stranded in Paris. He signs up a girl for the show, but he doesn't know that she is the daughter of a millionaire. He even takes her father into the show out of "pity". Finding jewels in the old man's rooms, Buck comes to the conclusion that the man is a thief. Then he sticks his nose into things and causes an important contract to fall through. His blunder works out for the best, however, and Boswell marries a million dollars. Really more than that, because the girl is Joan Bennett.

A really fine picture is "Young Mr. Lincoln". It is the story of his life at the beginning of his career in the field of law, and deals in particular with his first case: A murder is committed, and circumstantial evidence points its bony finger at the head of a young husband. Because the family is poor and because they remind him of his own family when he was a boy, he offers his services as a

What's Showing
AT THE ASSEMBLY HALL
Saturday—"Within the Law", with Ruth Hussey, Tom Neal, and Paul Kelly.

Tuesday—"Young Mr. Lincoln", with Henry Fonda, Alice Brady, Marjorie Weaver, and Arleen Whelan.

Thursday—"Artists and Models Abroad", with Jack Benny, Joan Bennett, and Mary Boland.

AROUND THE CAMPUS

WITH EDITH THOMAS

Mrs. J. J. Taubehaus and daughter Ruth left Sunday, July 30 for Colorado where they will spend the month of August. Ruth had been working on The Summer Battalion, and her departure was a loss to the staff.

H. J. Reinhard of the Division of Entomology, Texas Agricultural Experiment Station, returned Wednesday after spending his annual leave with relatives in Ohio.

Helen Thomas and Elizabeth McNew returned Sunday after a two weeks' vacation in Camp El Tesoro out of Fort Worth. Mrs. McNew, who took them there and back, returned from a visit in Mineral Wells with her family.

Major Raymond Orr and family left Sunday for Ft. Leavenworth, Kansas, his new post of duty. Major Orr had been a familiar figure on the A. & M. campus not only to the students but to the faculty as well, as Major of the Infantry for the past six years.

R. E. Karper and his two sons, Bob and Ed, left Monday to join Mrs. Karper in the Colorado mountains where they will spend the month of August.

Dale Martin, class of '39, Richard Eads, class of '39, and George Menzies, class of '40, have been employed during the summer months in cotton insect investigations work for the Division of Entomology of the Experiment Station.

Honoring her house guest, Mrs. Mear of Austin, Mrs. Gibb Gilchrist entertained informally Friday afternoon with a pool party to which several friends were invited.

George Wrenn left Monday to return to Graham, where he has a job teaching, after spending the summer at the home of his parents, Dr. and Mrs. F. L. Thomas.

Dr. Fred Smith of the Geology Department is spending the summer in Toas, New Mexico, working on a fellowship from Harvard.

BACKWASH

By George Fuermann

Backwashin' around . . . "Chili" Wagner will do the honors when the Battalion starts its new series of weekly broadcasts next Monday night . . . Lynn Atkins idea of a REAL

It happened almost a month ago but it's still worth mentioning. Lynn Landrum, Dallas Morning News columnist, recently devoted an entire column to Steve Sakach, Aggie, who graduated last month. Steve came to A. & M. four years ago with 20 cents in cash, a pocketknife, some shears for trimming hedges, and an ambition to become a landscape architect. Today he is a college graduate in the bank, and the respect of all who know him.

Backwash invites any opinions which you may have regarding this because your opinion may be a help to the committee.

The sign hanging beneath the new stop signal at North Gate has apparently caused considerable comment. Someone pointed out that the sign, which reads "Stop—Then Proceed," might flatter motorists even further by reading "Pray, come to a halt—thereafter you may continue."

The speed with which summer school courses are covered is well illustrated by Harry Springfield's remark that "I dropped my book and now I'm a chapter behind!"

And Harold Hausman, Frank Daugherty, and Mike O'Hara were heard agreeing that "A. & M. is a place where women are only a memory—even during summer school."

The student deputies, temporarily employed by College Station, are occasionally running into someone who wants to get a little tough about the enforcement of the city's new traffic ordinances. On the whole, however, they report that people are cooperating splendidly.

Publicity on a national scale is the record of Aggie Keyes Carlson, organizer of the National College Travel Club. Pictures and feature stories have appeared in metropolitan papers from New York to San Francisco, and his recent cross-country hitch-hiking jaunt was further highlighted by a radio interview in New York City.

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Mars Nearest in 15 Years; First Color Pictures Prove Life There

"What's that bright star in the southeastern sky in the early evenings?" Many persons telephone to ask that question of Miss Maude Bennet, who directs the Adler Planetarium in Chicago. Others put the inquiry to Dr. C. T. Elvery, astronomer in charge of McDonald Observatory on Mount Locke, in the Texas Big Bend. Scientists everywhere—and newspaper officials—have been besieged with like inquiries.

No, that is not the Star of Bethlehem returned, and its reddish color is not a portent of war, either. It is simply Mars in opposition—and that occurs every 780 days, when the earth and Mars are on the same side of the sun. Every 15 to 17 years the two planets are closer together than at any other times; and on July 27, Mars was just 36 million miles away.

That is Mars' nearest approach since August 23, 1924, when it was 34½ million miles distant. The planet is almost as bright as it was 15 years ago—a lovely sight in the evening sky. Its visit was a rare treat for the astronomers, who have better instruments—particularly for picture-making—and more refined methods of using them, than they had 15 years ago.

Dr. Earl C. Slipher, working at Bloemfontein (South Africa), has made the first color pictures of Mars, which appear to establish the presence of plant life there—spring-like growth, over an area as large as the United States. The new pictures show atmosphere 60 miles deep, though scarcer than on earth.

Thus, animal life may exist on Mars, too; even intelligent beings—and possibly, as the late Dr. Percival Lowell stoutly insisted, a race of canal-builders.

However that may be, doubtless there are no Martians like H. G. Wells imagined and Orson Welles depicted in his hair-raising radio drama last fall.

All new students registered in A. & M. for the first time and who expect to register here in September, should come to the Registrar's Office and secure a new entrance card.

All old students who were not in attendance at A. & M. at the end of the 1938-39 session, and who expect to re-register in September should report to the Registrar's Office and secure re-enrollment permits.—E. J. Howell, Registrar.

All applicants for Baccalaureate degrees as well as advanced degrees to be conferred August 26, 1939 must file their application in the Registrar's Office not later than Monday, August 7.—E. J. Howell, Registrar.

JUNIORS DESIRING TO TAKE advanced R.O.T.C. during the coming regular session will take their physical examination, which they must pass to be allowed to take the advanced course, during the second week after school starts again, according to plans being made by Captain Claude Burbaeh. It is possible but not probable that the Regular Army officers who will come here to give the examinations will secure a change in this date.

Dr. and Mrs. C. B. Campbell, Peggy and Sonny Campbell, left yesterday for a several weeks' tour of Mexico. Peggy has been a member of The Summer Battalion staff and was co-chairman of the dance committee which planned the first Summer Pasture Prom last semester.

D. B. Cofer of the English Department, and Brooks Cofer are leaving today for Elizabethtown, Kentucky, to spend the month of August.

J. W. Mitchell, Mrs. Mitchell, and Caroline are spending this month in Washington, D. C.

Of interest to friends on the campus is the approaching Marriage of Miss Jo Guiders, who has been quite popular here.

ECHO TEAROOM
Special Rates for August
Until Sept. 10th
Lunch and Supper 25¢
Breakfast 20¢
N. E. Corner College Campus
Highway 6

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For Your JUNIOR UNIFORM and BOOT PANTS
A Small Deposit is Sufficient
UNIFORM TAILOR SHOP
MENDL & HORNACK
North Gate