

The Battalion

STUDENT TRI-WEEKLY NEWSPAPER OF
TEXAS A. & M. COLLEGE

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Hitch-Hiking

When that portion of the cadet corps that will ride to Fort Worth this weekend via the "thumb" route leaves Friday or Saturday; whether they realize it or not, they will be exerting an important influence on rides for cadets in the future. Their actions will be reflected directly to A. & M. and as a result may be the cause of success or failure of some cadet's trip in the future. Because of the huge number of cadets that will be on the highways the misbehavior of a few can lose rides for many.

When a motorist stops to pick up an Aggie or Aggies he does it in the spirit of offering assistance to a person that he is able to aid, but at the same time, as is natural for any person, a motorist is interested in protecting his own rights and property as well. On top of that, his own mental attitude toward the Aggies often influences his decision of whether or not to pick up the cadet.

A prominent official of A. & M. recently told of an experience of his in offering rides to cadets. On a trip to Houston he picked up a cadet at the main entrance of the college in order to have a companion to talk to during the trip. During the 90 mile trip, in spite of numerous attempts, he was able to get only two answers out of the cadet, "hu huh" and "un huh." The professor stated, that frankly, he was relieved when Houston was reached and he could drop his passenger. Certainly it can be seen from this experience that he will not be as anxious to pick up students in the future. We do not advocate that Aggies prepare a life-history-in-detail speech to be used in hitch-hiking but we do think that they should at least be sociable.

With the increasing enrollment of the college it is becoming necessary that every means possible be taken to preserve this means of Aggie transportation to protect it from falling completely. The misconduct of a few students could be the start of a public opinion that would deal a death blow to the system.

If every cadet when he is hitch-hiking will try to look at things from the driver's stand-point as well as his own and will observe the rules of gentlemanly conduct there is no reason why this Aggie route cannot be preserved.

The Public Forgot

For business men who appear to think the public does not need to be constantly reminded of who they are, where they are, and what they have to sell, the story of what happened to a product called Pyle's Pearline will bear repeating.

In the early years of this century, Pearline, a cleansing material, was used by most of the housewives of the country. In 1904 the company spent \$500,000 in advertising. Then the advertising was greatly curtailed and about 1907 it was discontinued altogether, as the company thought the product was so well known that no further advertising was necessary.

Sales fell off rapidly, but the company's owners persisted in their non-advertising policy until 1915, when the whole concern was sold for \$12,000. Pearline was dead.

Many other products whose names were household words a few years ago are no longer sold, because the manufacturers failed to keep up their advertising, and consequently the public forgot them.

Business men should remember that new generations of potential customers are coming along all the time, and that these new buyers must be sold on a product or a store, as their fathers and mothers were before them.

The only time it is safe to stop advertising is when one is ready to go out of business.

Is It Worth Saving?

Words spoken in jest sometimes contain a grain of truth. Such, for instance, is the question asked by the Detroit (Mich.) Free Press, regarding modern civilization.

"After all," asks the Free Press, "why worry so much about the fate of modern civilization? What is modern civilization doing except make everybody worried, discontented and envious?"

The writer of this paragraph was probably speaking facetiously, but, after all, what he said is true. Modern civilization, with its stress and strain, its complexity and speed, is making neurotics of all of us. Mechanical inventions by accelerating the tempo of living, have succeeded in making robots of men, destroying individuality and forcing all of us to submit to a standardized pattern.

As a result of modern civilization, we are all trying to keep up with the Jones and ahead of the Browns, and, consequently, we have made the accumulation of money the chief end of living.

We have glorified "success" and have ridiculed the esthetic dreamer out of existence. Many is our standard and "progress" is our religion, thanks to modern civilization.

No one is happy or contented nowadays. We are driven forward by some unknown force which will permit us to see no peace. Our hospitals for the insane are full and overflowing. Our institutions for the treatment of nervous ailments are crowded. Our people are dying off like flies, chiefly from degenerative diseases, such as cancer and heart trouble.

And, all the while, the world rushes madly toward war.

Would we not be better off if we scrapped the whole thing and went back to a simpler way of living? Would the world be much worse off if the so-called "modern civilization" were destroyed? Considering what it is doing to the human race one can hardly be blamed for doubting that modern civilization is worth saving.—Denison Herald.

Parade Of Opinion

Associated Collegiate Press

While demanding that the U. S. stay out of any war that is not fought on our own soil, the college press nevertheless believes in preparedness so far as the air is concerned. It is thumping hard for the college and university flying courses sponsored by the federal government through the Civil Aeronautics Authority.

"Air travel is becoming increasingly important in many industries, including geology, oil scouting, and production. Many oil companies, both large and small, own their ships and use them constantly. The ability to operate a plane would be an asset to many workers in industry. The type of flying instructions to be given here is for light ships and is intended to make the student 'at home in the air.' With this as a basis, students, if interested, could continue study in that field, and have a good foundation." The University of Tulsa Collegian points out the local advantages of the flight training course, as did most college editorials on the subject.

The Campus Collegian of the University of Toledo had this to say in favor of the course: "Students who will take the university's flying instruction course this year will receive valuable training in theory and in actual flying that they could not get elsewhere for ten times the cost. So far as safety in the training program is concerned, it is significant that out of several hundred students who were trained last year when the program was in its experimental stages, not one serious accident occurred."

Said the University of West Virginia Athenaeum: "Some students shy from it because they think it will place them under military obligation. The course is not under false label. It is a civilian pilot training course and is under the Civil Aeronautics Authority. The ultimate purpose of this civilian pilot training, so the government says, is to give the light aircraft industry a 'shot in the arm.'"

As the World Turns...

By V. K. "COUNT" SUGAREFF

A great migration of Germans has started from the Baltic States. This is an execution of a policy which Hitler announced in his October 6th speech: the end of German expansion and the repatriation of German minorities not only from the Baltic States but also from Russia, Central and southeastern Europe. It is a large scale undertaking, involving some 3,500,000 Germans, and full of possible difficulties and hardships. Transportation of large number of people is a staggering problem in itself, especially while the war continues. The liquidation of business firms, factories, homes, furniture, and valuables can not be effected over night. Moreover, repatriating such a large group of people is bound to elicit discontent among the migrants that would be hard to appease. Historians waxed strong over the successful exchange of population between Greece and Turkey, and Bulgaria and Greece. A visit among these refugees (that is what they call themselves) leaves the impression that they are not satisfied with their new fatherland. As a theory, creating a purely nationalistic state in central Europe is ideal but as a practical international politics it seems a bit quixotic.

Russia has so far won many victories in this war but no country has recognized her as a belligerent. Barring secret commitments, Russia appears willing to trade with the allies and Germany on equal terms. In the meantime Russia's prestige has been rapidly advancing. Stalin has resurrected the old Russian imperialist policy of territorial expansion. The nations of the southeastern Europe look up to Russia for protection against Hitler. The Russians have already effected in Eastern Galicia communist agrarian reforms which may affect the social structure of central Europe. Then too, as long as the German army stays on the western front Russia will remain the mistress of the Baltic and Black sea regions as well as the southeastern Europe—an enviable position which Hitler would hardly tolerate if he were free in the west.

Our privately-endowed college and universities are being put to severe economic test. Large gifts and bequests to private institutions are on the decline and it seems that they will continue to decline. There is a rapid shrinkage in the yield from endowment, falling from 6.45 to 3.96 percent since the depression. To this decrease in income must be added the rise in expenses on such items as: high salaries to retain good teachers, physical repairs, new buildings, new equipment, labor and material costs. In the recent nine years state supported institutions have gained in enrollment 24.9 percent. Independent universities have gained in the same period only 3.6 percent and independent colleges have suffered a loss of 0.1 percent. This means that the privately-endowed institutions have also suffered a loss from income on tuition. This plight of the private institutions might explain partially the efforts of the Texas private institutions of higher learning to put the tuition of the state supported institutions as high as their own.



Movie Review

By Bob Nisbet

"THE RAINS CAME" is a picture that many have looked forward to for quite a long time. The book was a best-seller for a long time, and the show is nearly as good. Twentieth Century-Fox studios, who put out most of the so-called "classics," get the credit for this screening of Louis Bromfield's novel. The cast for the picture contains the following:

Lady Esketh Myrna Loy
Major Safti Tyrone Power
Tom Ransome George Brent
Fern Simon Brenda Joyce
Lord Esketh Nigel Bruce

Major Safti is the founder of the only modernized hospital in Ranchipur, a western state of India. Besides that he is also the adopted son of the Maharajah and heir to the throne. His good friend Tom Ransome has woman trouble by nature, and at present is being annoyed (?) by Fern Simon. Important guests arrive from a neighboring state and among them an English woman, Lady Esketh. She and Major Safti fall deeply in love. However, according to tradition, the heir to the throne must marry a native girl. Tom does his best to show Lady Esketh that she is wrong in her affection for Safti, but all attempts fail. There is the question — to marry or not to marry.

Personal taste enters into any consideration of the value of entertainment. I enjoyed "The Rains Came," but that alone doesn't make it a good show. Never have I said a show was bad because I didn't like it nor vice-versa. Certainly this show has an attractive case. It has a sad ending, and doesn't even border on being a shoot-em-up. Even so "The Rains Came" gets a three-grade-point rating.

"EACH DAWN I DIE" is a benefit for the Fish and Game Club. It shows only Thursday

Kurt Hesse Addresses Fish and Game Club

Kurt Hesse, curator of the museum at Texas A. & M., spoke to the Fish and Game Club Monday night. Mr. Hesse gave a history of the museum, its contents and its future.

The museum was started by the late Dr. Francis who worked with fossils, principally the extinct Mastodon, for about 35 years. In appreciation of the work done by Dr. Francis, the college authorities have appropriated money for the continuance of this work.

Much of the collections made by Dr. Francis and his successors have been the remains of Mastodons. Mr. Hesse feels this is the result of the conspicuous character of this mammals.

The future for the A. & M. museum appears to be very good. Mr. Hesse would like a collection of fossils from various regions of the state, but more important is the preservation of such forms as the Texas big horned cattle, habitat groups of the native livestock and wild animals; also additions should be made to the already large collection of native plants.

Later in the year Mr. Hesse will speak on the relationship of paleontology to present day problems.

Next Monday night Dr. H. L. Van Valkenberg of the school of veterinary medicine will address the club. He will speak on "The Parasites of Wild Animals."

During a recent extremely hot spell, Federal Judge Barnett of Savanna held court in his shirt sleeves, and permitted attorneys and others to likewise limit their apparel.

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GEO. STEPHAN, Pres.

BACKWASH

By George Fuermann

"Backwash: An agitation resulting from some action or occurrence."—Webster.

Over the Rainbow . . . All three of the class prexies elected thus far (Willard Clark, sophomore; Ele Baggett, junior; and Max



Fuermann

McCullar, senior) live in dormitory number nine . . . Sir Richard Steels said it back in the 17th century: ". . . to love her with a liberal education."

. . . A form of college cheer that all of us understand is a check from home at corps trip time . . . Ernie Stephens believes that a good mascot for a nudist camp would be a Mexican hairless dog . . . The Band's "Duke" Harrison is one of the best trick ropers on the campus and there is only a handful of Americans who can duplicate some of Duke's tricks.

Although the corps is rightfully optimistic about the team's chances against T.C.U. Saturday, the biggest trouble with our outlook is that we may be too confident. Remember—in 14 years we have won one lone game from the Frogs, tied only three, and lost ten. In several of those years we were almost as big favorites as we are now. All we want is a win—one point more than the Frog's total will be as good as fifty in the conference standing.

Not many Aggie juniors are signing up for pre-corps dance dates. Whatever the reason may be, only 65 Aggies have signed up as compared with T.S.C.W.'s more than 200.

Our sister school's President Hubbard, incidentally, has requested Dr. Walton to send a faculty representative with the cadets who stay in Stoddard Hall. Although no definite announcement has been made thus far, Dan Russell will probably be the man selected.

Notes on the Aggie-Villanova Game . . . The Aggie Band received more applause than any other participating in the Rose Festival . . . The Aggie Band Orchestra and many other cadets bunked in a vacant office building because of Tyler's crowded conditions . . . During the broadcast there were very few Aggies seen on the campus—the men were huddled around their radios . . . Those who saw the game are still talking about Bill Conatser's 62-yard run and Euel Wesson's 75-yard kick . . . Tyler people were really fine to the Aggies.

Still more on the Rose Festival . . . One of the junior yell leaders made the trip on 17c . . . Number one predicament of the unofficial corps trip was the one facing Joe "Slats" Slicker and ten. In several of those years we were almost as big favorites as we are now. All we want is a win—one point more than the Frog's total will be as good as fifty in the conference standing.

Tyler—the City of Roses: . . . Mike Florence and Jack Richmond claim that until an hour before leaving Tyler they only saw three roses.

ATTENTION!

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