

# The Battalion

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

The Battalion, official newspaper of the Agricultural and Mechanical College of Texas and the City of College Station, is published three times weekly from September to June, issued Tuesday, Thursday, and Saturday mornings; and is published weekly from June through August.

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

Subscription rate, \$3 a school year. Advertising rates upon request.

Represented nationally by National Advertising Service, Inc., at New York City, Chicago, Boston, Los Angeles, and San Francisco.

Office, Room 122, Administration Building. Telephone 4-5444.

1939 Member 1940 Associated Collegiate Press

**BILL MURRAY** ..... EDITOR-IN-CHIEF  
**LARRY WEHRLE** ..... ADVERTISING MANAGER  
James Critz ..... Associate Editor  
E. C. (Jeep) Oates ..... Sports Editor  
H. G. Howard ..... Circulation Manager  
"Hub" Johnson ..... Intramural Editor  
Philip Golman ..... Staff Photographer  
John J. Moseley ..... Staff Artist

### SATURDAY STAFF

James Critz ..... Acting Managing Editor  
Don Burk ..... Asst. Advertising Manager  
W. C. Carter ..... Editorial Assistant  
A. J. Robinson ..... Junior Editors  
Billy Clarkson ..... Cecil De Vilbiss  
J. M. Sedberry ..... Junior Advertising Solicitors  
G. M. Woodman ..... Reporterial Staff  
Lee Rogers, E. M. Rosenthal, W. A. Moore, Glenn Mattox, Leslie Newman, M. L. Howard

## Telephone Rate Hike

Perhaps the outstanding question that is being discussed in Bryan and College Station is that concerning the proposed increase in the rates to be charged by Southwest Telephone Company . . . A proposal that is not meeting with a great amount of favor, but one that is faced by practically every municipality at one time or another . . .

It should be interesting to note that the increase change in the rates cannot be charged entirely to the Southwest Telephone Company . . . The source of the entire proposal, we believe, can be found in the American Telegraph and Telephone Company, largest organization of its kind in existence . . . A vast business institution that owns or controls practically all of the telephone, telegraph and cable lines in the United States.

As we understand it, the Southwest Telephone Company is operating under the laws of Texas as an independent corporation . . . The statement submitted by officials of this company to the members of the Bryan City Commission reveal that this company in 1939 made a net earning of 3.2 per cent on an investment with a depreciated value of \$289,817.31, an amount less than the interest that would have been paid by many lending agencies . . . These figures were based on the local income of the Southwest Telephone Company . . . that is the local connection rate charges and collections, and we have been told about 19 per cent of the total toll charges from long-distance calls.

Perhaps an enlightening statement concerning the long-distance toll calls is in order . . . Some eighty cents of every dollar that is spent for calls of this nature goes to Bell Telephone Company, allied with A. T. & T. The remainder of that dollar stays with the local system to be used to defray operation expenses which include salaries, taxes and other expenditures.

We believe that the figures submitted to the City Commission are accurate in so far as they go . . . The thing about it is . . . they do not go quite far enough. Let's make a comparison. Suppose we owned three hundred newspapers and printing establishments, each doing a gross business we'll say of \$20,000 per year . . . to make the computations easy . . . Of this \$20,000 we will retain \$4,000 for operating expense (which incidentally will not cover the cost) . . . and the remaining \$16,000 we send to headquarters office for distribution. We could show a net loss, instead of a slight profit, on each establishment, providing of course we could do something about that other \$16,000 per year.

It's not as simple as that with the telephone system, however. There are as many branches and divisions through which the mentioned eighty per cent must travel before reaching its destination . . . Numerous companies such as the Southwest Telephone Company are operating throughout the United States on practically the same basis . . . The country is divided into divisions with each company serving its included territory . . . Each doing business with one another, each retaining a percentage of the toll calls and each showing a small profit, or small loss, as the case may be. Most state governments have laws regulating the amount of profit that a utilities group may make on a given investment. . . in Texas it's 8 per cent on depreciated valuation of properties.

Now enters the important topic of service . . . Which is one of the major factors in any company's success. No doubt the dial telephone system to be installed by the Southwest Telephone Company in Bryan and College Station will prove a great aid and calls will be speeded up. Good service is deserved by the public, whether it's at the same rate or at one which has been increased. Should a grocery dealer increase his selling prices in order to give better delivery service, we doubt if his customers would appreciate it . . . We know they wouldn't.

So it is with the Telephone Company . . . We are due good service without an increase in cost. Because every business must keep in step with progress or suffer losses in remuneration. We realize that the Southwest Telephone Company as a single communication system cannot show a huge profit, but the entire system with which it is allied does.—Bryan News.

As in most cases, there are bound to be circumstances and situations with which the Southwest Telephone Company is faced, that the general public understands little about. And doubtless when all the phones in College Station and Bryan are dial phones, the services will be greatly improved over that at present. But judging from widespread comment, the company's asking for a raise in rates at this time is particularly distressing, not only because of the facts given above, but also because of the extreme slowness and inefficiency of the service now being rendered.

As The Battalion has pointed out before, in response to numerous comments and queries, the

service is far poorer than it should be. It seems that the telephone operators, for one thing, are too few in number to give the efficient service the public expects. We urge that if at all possible the company should add to the number of its operators.

## It Doesn't Belong to You

Do you find that books from the library are frequently littered with markings by students? Underlining favorite passages or making personal comment is a habit which begins in classes, where the practice is required. It is a distinct aid to the student, but should be confined to personal property.

Aside from the fact that such markings are wrong in that they damage library property, no two people would wish to mark the same selections. Half of the joy of reading comes from discovering for one's self certain thoughts which seem to stimulate the thinking of the reader.

Not only does the habit detract from the contents of the conscientious reader, but it is a decided nuisance to the library employee, who has enough to annoy him in catering to the whims of students.

Writing in library books has been carried beyond mere single, inexpensive editions which may be replaced if necessary. Marking in encyclopedias and other valuable reference books, however, is another matter.

Let's think before we deface library property. —Baylor Lariat.

## Texas Game Problems

Fortunately, the Texas Game, Fish, and Oyster Commission does not engage in hit-or-miss conservation. While it already is taking steps, with federal aid, to enlarge the range and quality of deer, antelope, turkey and quail in Texas, one of its main projects is that of research to determine the needs, possibilities, and most effective methods for wild life restoration in Texas. This research is essential to the long-range planning required for successful restoration.

In this connection, Will J. Tucker, executive secretary of the commission, in a recent bulletin, states that studies are being made of the distribution of many kinds of game to show their population densities on one type of land and another. Deer counts on some ranches in the Edwards Plateau have shown that too many deer are being carried, with the result that the range is deteriorating. But other areas could support a much larger number of deer, which in Texas as a whole are sadly inadequate for the needs of hunters.

Other studies are intended to show the effects of drouth, hunting pressure, predatory animals, plant succession and stream pollution. In addition, experimental areas are being established to demonstrate the possibilities of wild life restoration. The game department is doing valuable educational work through clubs and schools and has been active in the formation of county wildlife planning boards consisting of landowners and sportsmen interested in wildlife restoration.

The present research in this field is expected to result in better understanding of Texas game problems and in more economical and more effective conservation. Ultimately, it will bring some game for sportsmen and thus give better results for their efforts and expenditures, as well as for those of the taxpayers.

## As the World Turns...

By "COUNT" V. K. SUGAREFF

The Smith Committee of the House of Representatives has found some faults with the administration of the Wagner Labor Relations Act. This act is administered by a board of three men from Washington, D. C., who have the power "to make, amend, and rescind such rules and regulations as may be necessary to carry out the provisions of the law." Regional boards were appointed to hear and decide cases throughout the country. From the beginning (1935) both the National Labor Relation Board and the regional boards met opposition from the employers and the employees. The Board, with neither background nor precedent, was confronted with many difficult



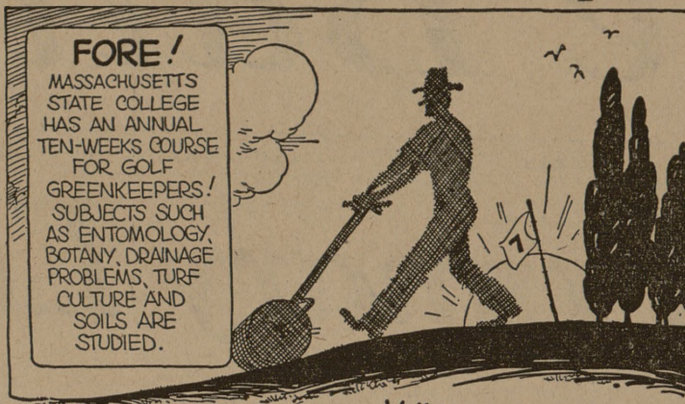
Sugareff

tasks and it seems only logical that it would develop some errors of commission and omission. The Board regulates the relations between 300,000 employers and 17,000,000 employees. It is impossible not to include in such a large organization some inexperienced theorists, impractical people, ignoramuses, bigots, and even pathological cases. It should be known, however, that the act was passed to establish rights for labor which were not guaranteed before, and that as yet no employer has found any legal "flaw in the Act."

It seems that we have learned a lesson from the last war (1914-1918). Loans are prohibited to the present belligerents. Besides, our government has informed Great Britain that we would accept some gold but we want more of Britain's American investments in exchange for war materials. These investments include the holdings of British subjects in the United States, Canada, and Latin America—amounting to about \$8,200,000,000. Last week England reukquisitioned the personal holdings of 60 selected gild-edged stocks. England will pay the holders of these stocks the market price (as of February 17) and sell them to build up a cash balance in the United States. The sale, however, would be gradual so as not to depress security prices. This is a toally different policy from loaning the belligerents billions of dollars, most of which have never been paid.

The usual seasonal decline in the January exports was reversed last month. Our exports during January, 1940, amounted to \$368,550,000—70 per cent over January, 1939. A good deal of these exports was made up of war materials. Texans, though, would be interested to know that last month was a record month both for cotton consumption at home—730,143 bales; plus 1,125,000 bales exported.

## Collegiate Kaleidoscope



### WORLD'S YOUNGEST FRATERNITY BROTHER

PETE BROWN, JR., YEAR OLD SON OF THE BASEBALL COACH AT COLORADO ST. COLLEGE OF EDUCATION, TOOK THE PLEDGE IN DELTA PSI AND SIGNED THE PETITION WITH HIS HANDPRINT!

## BACKWASH

By George Fuermann

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

Backwash's Ugly Boy championship is under way in high gear. With hillbilly bands, campaign managers, soap-box orations, and political dickerings of the professional kind, the contest saw over 700 votes cast in the first day's balloting. The candidates themselves are front-page news, but too little is said of the energetic, ambitious campaign managers.

There's Eddie Hall's Otis Hatka who is assisted by Mike Rodriguez, Alex Charles, Farris Ivie, Eber Peters, Bob Logan, Frank Duke, and Cecil Johnston. The Band's Roy Chappell has J. H. Focke and Bill Beck. Leggett Hall's candidate, S. D. "Red" Martin, has Clayton Bird, Bill Bohning, and Bill Cur-

ry. And there's several dozen "unofficial" managers for other candidates. The willingness is there, but a realization of his ungainly ugliness, the professional standing he has attained in that field, and the ineligibility of Battalion staff members have prevented your writer from being a candidate for the honor.

The way of things . . . "Sadie Hawkins' Day" at Sam Houston State Teachers College today has attracted more than a hundred Aggies to Huntsville . . . Gerry Mann: "I just barely will have a date for the Field Artillery Ball." . . . A. D. Thomas: "Something should be done about these 'bird-dogs' which abound so freely at A. & M. dances." . . . Several Leap Year banquets were held at College Station night before last. As usual at such affairs, the girls reversed the usual procedure and escorted cadets to the functions . . . Voting in the first primary of the column's Ugly Boy championship closes tomorrow night at mid-night. . . . The second primary, to be held next Friday, Saturday, and Sunday, will be a race between the five high men in the current election.

## RECENT RECORD RELEASES

Mitchell Ayres and his Fashions in Music have been packing the Bermuda Terrace Room of the St. George Hotel in Brooklyn for the past several weeks. In fact, the public' enthusiasm for this handsome young maestro and his talented group of entertainers has been so marked that the management has signed Ayres for the Terrace Room until at least April of 1940. While in this location, Mitchell Ayres has three coast-to-coast broadcasts a week, Tuesday, Friday, and Saturday. Such air time has already commenced a demand for his records. Two novelty tunes, favorites with this orchestra's audiences, comprise record B-10541. Vivacious Mary Ann Mercer is vocalist for both tunes and reveals personality, vocal talent, and showmanship of the highest calibre. Both ROW ROW ROW and MA (He's Making Eyes at Me) are oldies. These revivals are in the accepted style of the moment and will undoubtedly be doubly attractive on coin phonographs.

Bob Zurke's band has one of the most promising ditties for 1940 on the "A" side of his record of the week. HOLY SMOKE, with lyrics by Johnny Mercer and music by Royal Marsh, packs a double-barreled appeal through both words and music that cannot fail to ring the gong. A newcomer to the Zurke band, Gus Ehrman, handles the singing assignment in this medium swing interpretation. The companion-piece, SOMEBODY TOLD ME, was written by Mack Gordon and Henry Nemo. This is a love ballad equal in appeal to HOLY SMOKE but entirely different in its construction. Zurke's new girl singer, Evelyn Poe, reveals an engaging voice of the wide-eyed variety. In both of these recordings, the Storytone piano, a new electrical development made by RCA Victor and the Story and Clark Piano Company, is featured by The Ole Tom-Cat of the Keys.

## Movie Review

by Bob Nisbet

This column just received the announcement from Mrs. Schulman of the Bryan Amusement Company that "GONE WITH THE WIND" has been changed from the Palace and will play its Bryan engagement at the Queen Theater. The date of playing will remain the same as previously stated, March 13 through March 19. Warning in advance—G.W.T.W. is a top-notch show well worth any and all praise given in its behalf.

Swinging back to the campus, we find for Saturday one good show and one not so good. "ETERNALLY YOURS" stars Loretta Young and David Niven, the perfect combination. Niven is still just a bit new to screen fans to be classed as a heavy star, but his popularity is growing by leaps and bounds. Loretta Young, who for many years has been the heart-beat of many a swain, carries the dramatic end, and with her inimitable personality and charming looks does a good job.

The story is of a sleight-of-hand artist who robs a just-too-perfect young man of his fiancée by marrying her himself when she comes to have her character analyzed. The marriage proves successful except that the magician insists on jumping out of airplanes with his hands handcuffed behind him, and other such stunts; and also that he will not settle down with his wife in a little home in Vermont. So Loretta divorces David. How he contrives to win her back before the too-perfect young man completely dominates the scene—well, that would be giving it away. I'm tempted to rate it to three, but will be satisfied with two grade-points.

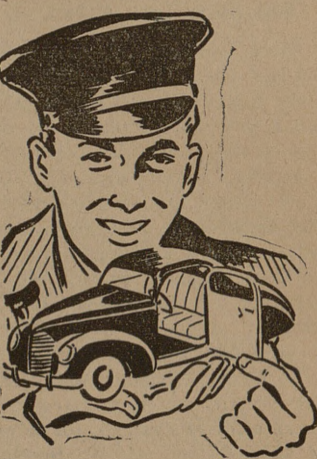
The not-so-good show is "ANGELS WASH THEIR FACES," a sequel more or less to "Angels With Dirty Faces." The only difference is that this show hasn't the benefit of the acting of James Cagney and Pat O'Brien. When "Dirty Faces" was made, Ann Sheridan was practically unknown. Now Warner Brothers shoves the whole sequence onto her shoulders to carry alone. Frankly the result is not so good. In the first place, Ann Sheridan is not particularly beautiful, regardless of the

### WHAT'S SHOWING

AT THE ASSEMBLY HALL  
Saturday, 12:45 — "ANGELS WASH THEIR FACES," with Ann Sheridan.  
Saturday, 6:30 and 8:30 — "ETERNALLY YOURS" — with Loretta Young and David Niven.

AT THE PALACE  
Beginning Sunday—"THE MAN FROM DAKOTA," with Wallace Beery.

AT THE QUEEN  
Sunday and Monday—"A CHILD IS BORN," with Jeffrey Lynn.



BRING YOUR CAR TO US for a SPRING CLEANING and LUBRICATION BRYAN MOTOR Company



## CORPS DANCE

SATURDAY NITE, MARCH 2

9 till 12

## DEL COURTNEY

"CANDID CAMERA MUSIC MAN"

—Featuring—

Three Male Vocalists

Sbisa Hall

Scrip \$1.00

100,000 USERS KNOW it keeps meat fresher

WESTINGHOUSE MEAT-KEEPER

50% larger

Westinghouse REFRIGERATOR

KRAFT'S RADIO SHOP Radios and Appliances