Page 2 .

The Battalion

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The Daily Press

I have long thought it ironic that newspapers, which are referred to universally as unrivaled mediums for advertisers and advertising, should be the dumbest self-advertisers in the world. If they did a tenth as efficient a job for themselves as they do for their clients, the American public would realize how fortunate it is in its daily press

. which it certainly doesn't now, and probably never will. The American daily press is conscientious to the last degree in informing and educating the public about everything under the sun-except the service which the American daily press itself performs for it.

Let us take Dec. 7 last, for an example. What I saw with my own eyes was little less than a miracle. Around 1:30 in the afternoon word came through that the Japanese were bombing Pearl Harbor: war had broken out. It was a Sunday, which meant that practically all the newspaper workers were at home. Yet by 4:50 that same afternoon there had been turned out of this plant a complete history book of the war up to date. To be sure, it wasn't called a history book. It was called an extra edition of a newspaper. Yet actually it was a history book —just that. It contained about as many words as the average small history text book. It gave a tremendously exhaustive coverage of the first several hours of perhaps the greatest war in the history of mankind.

Now I've had some experience with book publishing, having had two or three books published myself. You turn your manuscript in early in January, let us say, and you see the completed product in the book stores perhaps the following September. That gives an idea of the pace of normal book publication. But what are you to say of an institution which can pick up a war early on Sunday afternoon and whirr out a complete historical text-book on it before the afternoon is over? The further miracle of this history book was that it wasn't written by one historian, but by dozens and scores of them situated in every part of the globe. One historian was writing his part of the book in Honolulu another in Manila, another in Washington, another in San Francisco, and so forth and so on. Though thousands of miles apart, all these historians jumped to their typewriters simultaneously, each turning out his individual chapter with the utmost rapidity, and within three or four hours—hours, mind you, not weeks or months-the material was all incorporated in a history book being circulated for sale on the streets. Not only that but trained analysts found time to contribute their bits, too, so that the final product was sifted, weighed, and intelligently interpreted by mature minds. This last was a safeguard against panic and a boon for the morale of the people. It steadied and sobered them almost without their knowing it. It gave them perspective even in the midst of shock. Speaking as one who has lived a part of his life as a book writer, I must say that this was the most thrilling feat of publishing that I ever witnessed. The sheer flexibility of the daily newspaper is something I can never get over. You couldn't but think of this when around Dec. 10 you saw several of the weeklies coming limping in . . . sorry-looking issues prepared long in advance and ponderously discussing the possible outbreak of a war which had already been in existence for the better part of a week. It's the fashion among many persons of parts to speak lightly of daily newspapers, but that's a kind of flippancy to which I can never respond. However little the newspaper may awe other people, they certainly awe me.—By William J. McNally in the Minneapolis (Minn.) Tribune.

The World Turns On = By DR. C. C. DOAK =====

Connection-Last week it was pointed out that on the field of battle, little things often become matters of life and death. It was mentioned that if the dead could but speak to us and if we would but listen, the experiences of dead men could advise and counsel

From Pearl Harbor a roar of many voices comes hourly from beneath the waters. They cry. "Fat-headed smugness and ignorance of history murdered us. The history of the Russo-Japanese War told us how our only potential enemy in this area would behave. Port Arthur and Pearl Harbor and the negotiations leading up to each make parallel cases. Our advice to you, young man, is to learn and use the lesson of history. It is the story of how men have behaved and is, therefore, your best guide as to how men will behave. As you grow older keep your knowledge of history up to date and your guard

up. From Guam the voices say, "Politics and ignorance killed us. Sentimental parents with the vote but without knowledge of the value of outposts voted for those Congressmen who were loudest in the promises of never to send a dollar or a drop of blood to be spent on foreign soil. American parents thus set the stage, American Congressmen raised the curtain, and we American Sons acted out our bit in the farce of battle. Ignorance and politics has robbed us of the implements of our defense. Our advice to you, American Students, is to study-study materiel, study outposts, study tactics, study fortifications, and then put the defense of your outposts in the hands of men who are masters of these things rather than intrust them to politicians.

From Bataan the voices are confused. Some say, "Too late, and too little." Others say, "Lack of foresight, underestimation of the enemy, fifth column." Out of the confu-sion a voice says clearly, "Narrowness of the curriculum had a part in it. We were trained in technical fields. The curricula were so crowded with other things that there was no place for such studies as Health. We did well with the technique of arms, but when the question of survival came to hinge upon such things as nutrition, diseases, fatigue, medication, nervousness and other biological reactions to isolation and strain, we finally went down. It was malaria, dysentery, exhaustion. Even our leaders had not learned too much about these things as is shown by the fact that the bulk of the world's reserve of quinine was left in the East Indies."

From Singapore the voice says, "Race prejudice killed us. The white overlords of this area were anxious to keep the colored man in his place. They didn't even arm the valiant Chinese minority. At the first bomb, the frightened and defenseless natives took to the hills. They left crewless boats at the docks to be taken by the Japs. They left the fire engines unattended while the cities burned. They left bomb craters in the runways until the pilots, who should have been in the air, had to fill their own holes. They left the lord's kitchen vacant and his Scotchand-soda un-iced. The total result was defeat and death for us and the loss of a hundred million potential fighting men to our cause. Our advice to you and to white peoples everywhere is to give up the luxury of race prejudice. Practice real democracy. Behave toward all peoples as America did toward the Filipino. Treated justly, the colored peoples will fight for you. It is Hitler who preaches



Kollegiate Kaleidoscope

THE BATTALION -

Older students remember when ing of eating mess hall spinach, the "George Stidham Fund" was and waking up with a mouthful established a few years ago to of ceiling plaster . . . Everybody help an Aggie victim of an un- got sweaty wet waiting for Kadet avoidable accident. That fund, Kapers to begin in the Assembly

since changed to Hall and the boys were "hot" with The Student Aid wisecracks also. One of the best Fund, has done was somebody's foghorn rendition more than help of "B. O.!"

many boys finish

. . . of the Piano is Henry The purpose of Scott's billing . . . music critics will show as one of the features

in their leaving school . . . like One of Scott's down-to-earth bills for operations not covered by selections, "Little Boy Genius the medical fee, or fitting glasses Grows Up," pictures the progress on eyes that can hardly see a of a spoiled darling of the keybook . . . The applicant signs a note, due when he thinks he will be able to pay it. (All names and be able to pay it. (All names and transactions are confidential.) still spoiled).

purpose . . . it has proved some- _ thing that was always certain in many minds: The Aggies ARE trustworthy! Professor Dan Russel, a member of the committee, reports that payment of the notes are not only up-to-date; they are ahead! . . . Aggies who have been helped say "thanks" by paying their notes before the due date . . . And the committee can boast even



KEITH

TUESDAY MORNING, JUNE 16, 1942

It's TOWN HALL tonight in edy, "Moon Over Miami" is some-Guion Hall. Henry Scott, famed what better than most of them. pianist and humorist will appear Betty Grable and Carole Landis in a program designed to interest play the parts of Texas carhops Aggies and faculty members alike. who inherit enough money to get Among the interpretations he will them to Miami in search of a rich play tonight are: "Boogie Woogie husband for Betty.

a la mode 'Lux' Lewis," "Sewing In Miami they meet Ameche and on a Button," "Chopin in the Citrus Cummings, and which girl gets Belt" and "Mitten on the Keys." which man is something for you Scott does his own arranging in to find out for yourself. The movie was filmed in technicolor which

The success of the Corps Dance brings out all the beauty of the this Saturday night will determine scenery (and Grable). Jack Haley whether or not we have such en- ably fills the role of comedian.

tertainment the rest of the sum- The Lowdown:-Gentlemen premer. Let's make it a success by fer blondes-this picture has 'em. bringing that girl-back-home down "FRISCO LIL," the Campus's other attraction, stars Irene Her-

Abbot and Costello return to Col- vey in the role of a gambling lege Station this afternoon and young law student. Others in the tomorrow in the film "RIO RITA," cast are Kent Taylor, Minor Watshowing at Guion Hall. As usual, son and Jerome Cowan.

> they'll have you Irene goes to work in a gambin stitches from ling joint to help her Dad out of the start to the a tough place. In doing so, she gains the ill-will of her boy-friends

> The plot of the parents, a couple of reform organmovie leads Ab- ization leaders. By hook and by bot and Costello crook she manages to clear her in to a nest of father and get her man.

Nazi spies, who, The Lowdown:-Nothing to



4-1181 Box Office Opens 1 P. M.

TODAY - TOMORROW DOUBLE FEATURE



with DON AMECHE BETTY GRABLE ROBERT CUMMINGS

1:18 - 4:12 - 7:06 - 10:00

"FRISCO LIL"

with KENT TAYLOR IRENE HERVEY JEROME COWAN

2:49 - 5:43 - 8:37

Also Cartoon - - Wabbit Twacks (All This and Rabbit Stew)

We Want Your Second Semester **Engineering Books** have guessed football as the main student interest, a survey disclos-**COLLEGE BOOK STORE** Next to Waldrop's A total of 143 students this year

are Patricia Dane, Tom Conway, and Peter Whitey. The Lowdown:-Abbot and Cos-... tello are in it—'nuff said. erwise would The Will Rogers . . . "MOON OVER MIAMI" with Betty Grable, Carole Landis, Don

200

and Wednesday.

WHAT'S SHOWING

AT THE CAMPUS

euesday, Wednesday-

"Moon Over Miami," with

Betty Grable, Carole Landis,

Don Ameche and Robert Cummings. Also, "Frisco

Lil", starring Irene Hervey.

AT GUION HALL

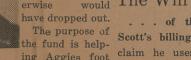
Tuesday, Wednesday-

"Rio Rita," with Abbot and

Costello, John Carroll and

Kathryn Grayson.

finish.



ing Aggies foot claim he uses the piano in the at the Campus Theater Tuesday Hood ing Aggies 1001 bills which would otherwise result same vein Will uses a rope.

This

Collegiate

World

= ACP =

athletic endeavors.

er musical organizations.

baseball and track teams.

newer rapier and dagger.

served as coach.

* * *

Lou's Still Got

What It Takes

To Fill All Your

School Supply Needs

But the fund has served another -

Music is the leading extra-curmore: R. C. Duren, a married stuicular activity on the campus and received aid from the fund, Texas Christian university. paid his \$106 note before it was Though, because of numerous due WITH an extra dividend to go conference championships and into the fund. bowl games, many persons might



If Prof. Karl Sax of Harvard's botany department has his way, all "fat, flabby, potbellied" university professors will take compulsory physical training.

Greek government-in-exile reports the University of Athens has been closed for an indefinite period because of serious student disturbances.

van Myth. Do not again play into his hands.



There's a job opportunity in Washington for college girls that is underrated-that of housewife. The state of affairs here is better than it may seem. There are nine men for every ten women, a figure authenticated by the Census Bureau. A more heart-warming prospect than the one-to-four ratio sometimes claimed. Most recent figures show the District of Columbia area has a low marriage rate, but no lower than a number of others, including the states of Delaware, Massachusetts, Pennsylvania — and California, strangely enough.

At any rate, Washington men are fair game. And not rationed-yet.

* * * *

The President's recent executive order to federal agencies has important implications for college students. Briefly, the purpose is to convert government to war workand that speedily—by loosening hiring re-quirements, and by facilitating transfers from agency to agency

This means greater efforts than ever will be made immediately to put college people into jobs for which they are trained. And if they find their jobs do not suit their talents, the order makes it unnecessary for them to get their superior's permission to transfer to another agency—so long as the agency to which they are going is considered more important to the war effort than the one they are leaving.

Previously an agency could hold the employee who wanted to transfer. Some bureaucrats clung to the prerogative despite the urgency of war work in other agencies.

The order also does away with almost all Civil Service Commission examinations. Hiring will be done on the basis of training and experience

One thing about the order, in case you are interested in long-term employment: new employes have no assurance their jobs will last once the war is at an end.

. . . It Must Be Good . . .

when an Aggie-Ex has had es more than twice as many stusome 54 years to think it over, dents participate in all intercollegiate and still thinks it's great.

Student Publications recently got a letter from Rufus C. Porter, San Pedro, California, which are members of the Horned Frog reads:

"Will you please send me a catalogue of your great institution? It is more than probable that I am one of the few students now left of the class of 1877-78."

. . .

Of Course

the girls had nothing to do indicate a knowledge both of old with it, but when a long, shiny broadsword and buckler and the car had a flat in front of the "Y" Sunday afternoon, Aggies swarmed to the rescue . . . the car was occupied by an elderly womanand two pretty girls. Nine Aggies tried to fix the flat all at once. the girls sparked them on with smooth talk . . . whatta mess.

Sweepings

"To the multifarious knowledge Quoth an English prof while reading his class some of their attributed to Shakespeare we must own papers: "The spelling in this add his understanding of dueling," declared Craig. "To his interesting paper is refreshingly original" The plastering job in some of the vocabulary of technical terms we must append those which have to

do with the sword. The terms em-The American Classical league, world's largest classical organiza-, ployed are used accurately, unless he chooses by misuse to effect tion, has transferred its headquarters from New York to the comedy." Joint University Library building in Nashville, Tenn.

Eighty strong, the first reserve officers training corps ski patrol in the United States formed ranks at the University of Wisconsin.

