

The Battalion

STUDENT TRI-WEEKLY NEWSPAPER
Office, Room 5, Administration Building, Telephone 4-54444
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, and circulated on Monday, Wednesday, and Friday afternoons.

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

Subscription rate \$3.00 per school year. Advertising rates upon request.

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

Member
Associated Collegiate Press

SAM NIXON Editor
MARION PUGH Sports Editor
Wendell McClure Advertising and Circulation
WENDELL McCLURE Advertising and Circulation Manager
W. RICE Reporter

On Your Marks . . .

Classes have started, and in earnest, so instead of saving our exhortations until the last two weeks of the semester, we'll start now.

One of the old Chinese sages once wrote something on the order of "A good start, then a consistently run race, is many times better than a spurt at the finish line."

Another one is an old prof's favorite—"The first six weeks of a course can make or break your grade." Still another is "If you don't cut my class, then I won't whittle at your grade."

All of which goes to show that there are several things beside cramming that make up one's grade—attendance, and consistent studying, for instance.

Yes, it's best to start off strong, then keep up with class and outside work, the first half-term and give a little sprint to keep up the last half-term.

DESK LAMPS!!

Make Studying a Pleasure With Our
FLUORESCENT DESK LAMP \$13.00

— OR —

Study in Your "Sack" With Our
FLUORESCENT BED LAMP \$7.50
An Exclusive New Electric Appliance—

— AND —

The "BROILMASTER"
It Broils, Boils, Toasts, Fries \$3.50

Just Call 4-8177 — We Deliver to Your Room!

SHORT & TAYLOR ENTERPRISES

Fluorescent Fixtures for Commercial Industry and Home
R. B. SHORT, '43 J. C. TAYLOR, '43

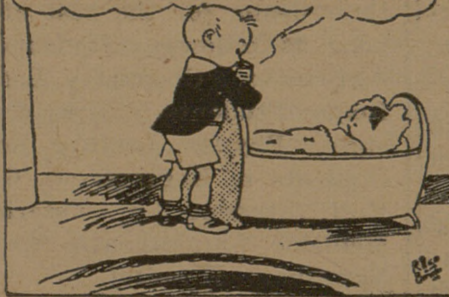
BEST WISHES

to Spring Term A. & M. Students

Let Us Make Your Picture In Your Uniform
to Send Home.

A. & M. PHOTO SHOP

SO YOU'RE AUNT MARY'S NEW BABY. TO
THINK I USED TO BE A LITTLE FEL-
LOW MYSELF BUT I COULDN'T HAVE BEEN
THAT UGLY CAUSE MA CALLED ME HER
PRECIOUS 'TITTLE APPLE DUMPLING



KODAK
FINISHING

North
Gate

Between the Book Ends . . .

Miracles Of Food-Freezing Explained In Four Books

By Paul S. Ballance

Acting Librarian

Yes, the time has come when you can ask the grocer for a "bag" of orange juice, or any other fruit juice for that matter. Many of us are not aware of the fact that fruit juices are being quick frozen the same as meats, vegetables and fruits.

There have been published within the past three or four years a few books dealing with the various phases of frozen foods and their methods of storage. Some of these books will not only appeal to the housewife or consumer, but they will have an appeal to the person who may be interested from a business point of view.

The most comprehensive and most authoritative book to-date is the volume by Donald K. Tressler and Clifford F. Evers, entitled *The Freezing Preservation of Foods*, published in 1943. The authors give much information that would be valuable and useful to the manager or operator of a frozen food locker plant. The retailer or distributor of frozen food products would gain much valuable information from this volume. In fact this volume is chiefly concerned with the mechanical processes of refrigeration, and the processes involved in the preparation and actual freezing of the various food products. The chapters of this book dealing with the nutritive values of frozen foods and the cooking and serving of frozen foods will have a greater appeal to the home economist or the consumer.

In 1941 The University of Tennessee published a survey of *The Frozen Food Industry* by Harry Carlton. This survey as the author explains is an attempt to present a general picture of the procedures and methods employed by the frozen-fruit and vegetable industry from the farm to the consumer with special emphasis on markets and distribution. This volume would have a definite appeal to the locker plant operator and distributor of frozen foods.

Boyden Sparks has written a very readable and informative book entitled *Zero Storage in the Home*. Much useful information is contained herein on the purchase and operation of a home freezing unit for the storage of vegetables, fruits, meats and fish. The first

part of the book is devoted to the history of the invention of refrigeration as applied to the quick freezing of foods up to 1944. The second or latter part of the book contains facts, figures and lists of equipment, types of food to be used, and other pertinent facts for owners of home freezing equipment.

Anne Pierce, a home economist, has written a book entitled *Quick Freezing*. The author in this brief volume discusses the general principles of quick freezing; the equipment used, as well as care of the unit and cost of operation. The preparation of various foods, such as vegetables, meats, fish, and

HILLEL CLUB

There will be a call meeting of the Hillel Club Wednesday evening, February 13th, at 7:00 P. M., at the Mother's Lounge of the Y. M. C. A. building for the purpose of discussing plans of Religious Emphasis Week.

Mark Hallick, President.

fruits, etc., receive considerable space. The author stresses the fact that the cookery of frozen foods is most important, by knowing the length of time to cook various foods and the best way to cook and serve these foods.

At the end of this book the author lists free bulletins that may be obtained from State Agricultural Experiment Stations and also from the Federal Government.

Campus

Opens 1:00 P.M. - 4-1181

MONDAY — LAST DAY

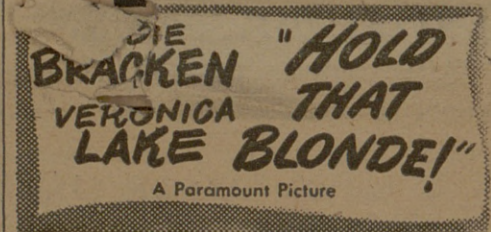
"Those Endearing Young Charms"

— with —

Lorraine Day
Robert Young

Also Bugs Bunny Cartoon

3 - WED. - THURS.



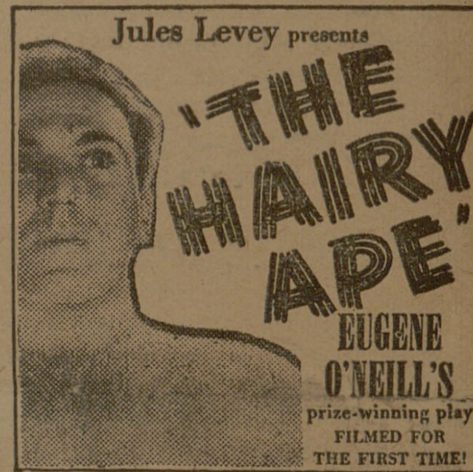
Cartoon — Short

GUION

LAST TIME TODAY

"THEY WERE EXPENDABLE"

TUESDAY & WEDNESDAY



also a Stream Lined Feature

"FALL IN" with

Wm. Tracy and Joe Sawyor

A NEW DELIVERY SERVICE

COLLEGE STATION and BRYAN

Furniture

Radios

Trunks

Packages

Crates

Bottles



CALL US FOR PICK-UP AND DELIVERY

J. E. Richardson

Class '41

GREETINGS: NEW AND OLD AGGIES

IF

Your car is giving trouble
You want the trouble properly diagnosed
You want the trouble satisfactorily corrected.
You want Genuine Factory Parts used in the repair work

T - H - E - N

Bring Your Car To

BRINT MORRIS MOTORS

DeSOTO - PLYMOUTH DEALER

223 South Main Street

WHERE YOU WILL GET

FINE SERVICE AND A SQUARE DEAL



Phone 2-1311