Minus Ten Percent!...

Following in the steps of the little Massachusetts seaport town, Newburyport, cities over the nation have joined in the efforts to "reduce prices by reducing them." All the way down to Texas, cities have reduced prices 10 percent and in some cases more—to ward off a "massive and crippling recession.'

New York was one of the latest major cities to cut prices, started by seven stores in the Queensborough residential district and followed by 150 Brooklyn firms.

Down Texas way, the Capitol City has listed 48 firms in support of the 10% price reduction, and reports from staunch supporters indicated that it was already paying off as far stricter enforcement of minas increased business was concerned.

In Corpus Christi one used car dealer announced a \$100-cut on all cars in his lot. Seven other Corpus firms followed suit. In Lubbock a paint company came across

How College Station and Bryan Can Help

College Station and Bryan merchants wishing to adopt Newburyport Plan can contact The Battalion office, Ventilation is the method by which the Newburyport Plan can contact The Battalion office, phone 4-5444. The Batt will print the names of all cooperating stores on its front page.

WILL YOU help keep down inflation?

Ten O'Clock Scholars...

Some of our readers may have gotten the notion that since we are optimistic about A. & M.'s future, we are complacent as well. But the future of scholarship at this college is a subject about which we can be neither complacent nor overly optimistic.

Everyone knows that the Aggie is not a scholar. A passionate follower of athletics, a regular fellow, a patriot, a good reserve officer, but not a scholar. At least, that is the general rule. Few Aggies belong to that intellectually curious group who seriously consider social, political, and economic problems, who study for the pure joy of learning.

Now the reasons or existence of this curious condition which has existed since A. & M's inception, are rather difficult to discern. But we may enumerate a few which seem to be the most important:

- 1. This is a military college, where the herd instinct where miners are working. It preis exceedingly strong in holding the students together as a group. "All for one and one for all." The individual is subordinate to the group, or corps. Adherence to the group modern practice is the use of a limestone dust that has been so actions are discouraged. But it is from individual thought treated that every tiny particle-of it is coated with a water-restimes
- 2. There is a gulf between the faculty and the students. Professors are unable to concentrate on individuals and encourage scholarship. Students view professors as outsiders effective in halting progress of the who are working here because they can't get a job in indus- explosion.
- 3. Men in the top administrative posts are not noted for code for bituminous coal mines, 3. Men in the top administrative posts are not noted for scholarly activity. Only five out of seventeen have doctor's degrees. They are not even moderately famous in the field of education. And they are naturally prone to the argument that the measure of a man's worth is his ability, and not the number of degrees he possesses. This argument is only partly valid, for any man is better off for the training of advanced degree work. How can we expect scholarship at A. & M. when many persons responsible for hiring professors are not scholars themselves? sors are not scholars themselves?
- 4. Faculty members are not encouraged toward scholip. Little recognition is given outstanding work or des from other colleges. Promotions come just the same. arship. Little recognition is given outstanding work or degrees from other colleges. Promotions come just the same.
- 5. The library is woefully inadequate for any graduate research. An advanced degree from A. & M. means little, especially if undergraduate work was done here.

If it is our intention to make A. & M. famous in educational circles, it cannot be done as long as these factors continue to exist in their present quantity and intensity. We will remain a mediocre technical college, for that is what we are, until these faults are corrected. Outstanding scholars can be brought here, but that will do scant good if they. can be brought here, but that will do scant good if they leave for colleges "with better academic atmospheres."

Men must be placed in administrative posts who are leaders in the field of education, who have a real, personal interest in scholarship and research. This does not mean marely paying lin service to scholarship in convention speech. merely paying lip service to scholarship in convention speeches off the campus. It means vigorous leadership.

THE NEW YORK DAILY MIRROR headlined story with "Too Much Scotch and Sofa.'

GREETINGS!

THE CENTRALIA EVENING SENTINEL has a standing head, FELICITATION, over birth notices. One day recently, the newly born were listed under: TODAY'S LIVESTOCK MARKET.

The Battalion

Member Associated Collegiate Press

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Mines Safer

By Science Service

WASHINGTON .- The nation's coal mines can be made safer, but it is a job which will need men, money, and ing safety codes.

Safety in coal mining means primarily good ventilation, the prevention of mine roofs from falling, dust-laying, and the use

Plan.

The Newburyport Plan has merit—but it cannot succeed with half-hearted support. If enough College Station

and Bryan—business houses will join in the fight for lower per prices, wholesalers will be forced to cooperate and manufacturers can continue to sell at reduced prices.

What Sponsors Hope to Accomplish

According to the Essex County Development Council sponsors of the Newburyport Plan, a 10 percent decrease will be proceed cavities are raided. The semantic process of errors are all expressional adviser to the sent as professional adviser to the sent as professional adviser to the sent as professional adviser to the containing to the search of the field of mathematics, work in the field of mathematics, and the county of the county in the cost of twelve new tenns, the cost of the first stage next of the work my reduced to the precision from the same malader. New Safety Devices and the cost of the work in the field of mathematics, work in the field of mathematics, the cost of twelve new tenns, the cost of the work of the cost of twelve new tenns, the cos

Explosions rank second as causes the explosive gases are removed, and ventilation also removes much and ventilation also removes much of the coal dust that is suspended in the air. Powerful forced ventilation is required. Under the govour mount minimum and the support of about 99.9% of the student body. ernment mining safety code, giant blowers are stationed outside the mines to force fresh air down conduits into the mine and to each group of miners. Separate conduits remove the foul air, together with gases that have collected and

with the suspended coal dust.

Settled dust, on the walls and roofs of coal mines, is often worse in an explosion than the minor amount of suspended dust in a properly ventilated mine. The shock waves that result from what might be a minor explosion drives this settled dust into the air where it in turn adds

to the explosion.

Rock dusting is the best known preventive. Rock dust is a non-combustible, specially treated pulverized limestone that is applied to the walls and roofs close behind where miners are working. It prevents the accumulation of dust on the surfaces. While limestone dust alone is sometimes used, a more naterial. Such dust is sometimes scattered by automatic devices in the air ahead of an approaching

authorities.

While the coal mines are under compliance with the code, but does not have the necessary staff. The functions of the Bureau of Mines covers inspection and the reporting of code violations only, and it needs

Bay Psalm Book . .

Paid for Book Was \$151,000

The highest auction price ever paid for any book on record, \$151,000, was recently paid by the Rosenbach Company. The book was "The Bay Psalm Book", published in Cambridge, Massachusetts in 1640.

\$151,000 topped the highest bid offered by Cornelius Van-derbit Whitney by \$1,000. Whitney had hoped to purchase the book for presentation to a public institution for further circulation approach libraries.

circulation among libraries.
"The Bay Psalm Book", ac-"The Bay Psalm Book", acquired for \$1,200 by Cornelius Vanderbilt in 1879 at the famous Brindley sale, remained in the Vanderbilt-Whitney family until its sale last January.

David Kirschenbaum of Carnegie Book Shop opened the bidding at \$30,000. After some of the most dramatic hidding

of the most dramatic bidding in American annals, the book was knocked down to the Ros-

enbach Company.
Until this sale the highest price paid for any American book was \$15,000 for the Frank J. Hogan copy of Poe's "Tamerlane" in 1945.

Is Opportunity for Architects

An architectural competition of nation-wide artistic and historic significance was announced in St. Louis with the offering of \$125,000 in prizes to secure a design for a \$30,000,000 Federal memorial to Thomas Jefferson and the pioneers of the western expansion of the United States. Site of the memorial is 80 acres now cleared in the downtow ncenter of the St. Louis riverfront, an area historic as the funnel of early migration to the west.

All architectus including students, who are citizens of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States are invited to enter the company of the United States.

Letters

2 PLUS 2 EQUALS 3

"NEWBURYPORT"

Dear Editor:

This is merely a suggestion and

With various price reduction drives being launched to knock inflation in the head, why can't the Exchange Store be the leader in this area? Not only would this reduce prices but raise most of our opinions of the store. Of course, the profits (which I have been talk) the profits (which, I have been told by a member of the Exchange Store oy a member of the Exchange Store
Committee, will be about what they
were last year—\$54,000) will be
cut, but JUST THINK OF THE
SATISFACTION THE MANAGERS WOULD GET FROM BEING PATRIOTIC?

Men, Money, Designing Jefferson Memorial English Accepted As

+States are invited to enter the competition, sponsored by the Jefferson National Expansion Memorial Association, a notional group of interested citizens, who raised the necessary funds by private subscription. George Howe, Philiadelphia, internationally know Fellow of the American Institute of Architects, is directing the con-

tes took formal possession of western territory transferred by the Louisiana Purchase. The area is dispersal equipment are generally directly associated with the expedition of Lewis and Clark as well as those of Pike and Fremont, and from the site the Santa Fe, Oregon, and California trails had their start.

"The purpose of the memorial," Howe has written, "is not only to commemorate the past, but also to keep alive in the present and in the future the daring and untram-

It is intended that the memorial area be developed as a place of resort, inspiration, relaxation, and instruction for visitors from all the world.

Application to enter the competition may be made to George Howe, Old Courthouse, 415 Market Street, Saint Louis 2. A detailed program will be mailed to contest-



Caldwell's Jewelry

For Graduation Gifts of Distinction

design.

Official Airways Language

English is designated as a secondary language for use with approaching pilots who can not talk the local tongue. In English-speaking countries, French or Spanish is the secondary language, depending upon in what part of the world the

country is located.

Voice instructions by radio from path to indicate distances from the and fan markers on the approach language means nothing to pilots from other parts of the world presented a serious problem in traffic cast weather is a necessity for the

ILS Gets Approval

The instrument landing system developed in the United States prior to the war, and improved later, has met with international agreement. This is the so-called three-element system installed at various American airports by the Civil Aeronautics Administration. guide planes to the runway, a glide path for proper rate of descent,







BILLFOLD

A billfold as truly Western Lovers of the open spaces and of fine leather will treasure this masterpiece by the skilled craftsmen of TexTan in Yoakum, Texas, where the ancient craft has been kept alive through the centuries. Embossed

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Would Jealousy cause you to kill?

See Ingrid BERGMAN Rob't. MONTGOMERY in M-G-M's "RAGE IN HEAVEN"

WED., and THURS.



HOLEPROOF'S Properly Proportioned Stockings in New COLORS Mother's Day May 11 What could be more welcomed by MOTHER than a pair of Holeproof Nylons — Sheer beauty of superb

Two Convenient Stores

College