

# Battalion EDITORIALS

Page 2 TUESDAY, OCTOBER 21, 1947

## Let's Show Southern Hospitality . . .

"Southern hospitality" has been the keynote of inter-college relations this year so far as A. & M. and its opponents are concerned. We hope it can be kept on this campus as well as it has been wherever we have been "visiting" with our football team the past month.

Fort Worth proved a splendid host last week-end, although one unfortunate "incident" did occur as a result of over-liquidity, the effect of it was wiped out by sincere apologies. For the rest, Aggies and Tossies were house-guests in many homes, cars roamed the streets offering Aggie rides to the Horned Frog stadium, and the A. & M. uniform was an "open sesame" everywhere.

This week will be the first Southwest Conference game here, and we hope we can prove ourselves good hosts. A reception committee has been set up by the student assembly. We would like to treat visitors much as the LSU Tigers treated us at Baton Rouge. A royal welcome was given visiting Aggies. A dance to which all Aggies were invited was held. In fact, you could say that the welcome was out all the way at LSU.

We would like to see an information booth set up in the center of the campus—possibly in front of the YMCA—where visitors may go for questions and answers. We would like to see a place where visitors can go for rest and relaxation both before and after the game. The YMCA would probably serve the purpose until the student Memorial Center is erected. We would like to see coffee and doughnuts available for out-of-town visitors. New Mexico A. & M. put such a practice into effect, and it is proving quite worthwhile.

We would also like to see the welcoming committee send invitations to visiting student bodies, extending them a hearty welcome to the A. & M. campus, and lastly, we would like to see a welcoming ceremony, perhaps conducted on the steps of the YMCA, where the president of the Student Assembly or Cadet Colonel presents the opposing Student Body president with a "key to the campus."

Well, there you have our suggestions. Let's have yours!

Let's make "Aggie hospitality" synonymous with "Southern hospitality!"

## Teaching or Propagandizing? . . .

What's wrong with Texas education? The answer seems to depend on who you are and who you listen to.

School administrators in Austin were told this week they have failed to "sell" public schools to the public and cannot expect full support until they go out and ask for it.

Paul Bolton, member of the Austin Public Schools Board of Trustees and news editor of radio station KTEC, suggested to the Texas Association of school administrators in convention that it should hire the most promising young journalist in Texas to tell the people, "so they will understand", what schools have done, are doing, and can do with the support of every citizen.

He said that the Texas State Teachers Association had made a wise move in hiring Charles Tennyson as executive secretary "who organized as effective a lobby I guess as there has ever been in the history of the legislature" (for the support of teacher pay raises).

With the help of a journalist, Bolton suggested three initial steps in "a selling program" for public schools:

1. Hire fine, sympathetic, responsive teachers and weed out all without those qualifications.
2. Pay good salaries and be sure the teacher drawing the salaries are worth every cent of it.
3. Cooperate with local papers and radio stations.

Quite a different story was told in Houston, when the Texas Manufacturer's Association last week spent much of its time discussing how to conduct a propaganda campaign in the Texas public schools, aiming for a return of the doctrine of "state's rights," and hoping to "teach 'em young", according to newspaper reports.

## Credit Plan for Check-less Vets . . .

Many A. & M. veterans have been going to school now for over five weeks without receiving subsistence checks. Some veterans have managed to get by on savings from bygone military days. Others have borrowed the necessary money to keep them in school. But then there are those who are not quite so fortunate as to have an account to fall back on.

The embarrassing point of the situation is that checks will not arrive until November 1, at the very earliest. According to Taylor Wilkins, checks should arrive November 1, covering 18 days of September and the whole month of October.

There will be the usual slip-ups, some veterans will not receive their checks on that date. Instead, they will have to go without until later in November or possibly till the first of December.

Every semester such is the case. New-

comers to A. & M. are faced with six to eight weeks without checks. The going gets tough. If you don't believe us, just ask any veteran who is entering college for the first time, or one who did not go to school during the summer and had his schooling interrupted.

To combat that situation, The Battalion proposes that a credit system be initiated at the mess hall, whereby veterans could sign for meal books upon presentation of proper identification. In this way vets could forestall poverty and famine until their checks arrive.

Also, we suggest that veterans whose checks have not arrived be issued waiver slips from the fiscal office.

If such a system could not be devised, perhaps a similar credit plan could be installed.

"A friend in need is a friend indeed".

## The Battalion

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# Corpus Christi Station Adds 'Texas Farm and Home Hour'

By CARL M. CATER. Radio Station KRIS of Corpus Christi has been added to the list of stations carrying the Texas Farm and Home Program.

The Farm and Home Program, which is aired each weekday morning at 6 a. m., is prepared by D. A. "Andy" Adam and Clarie Banister, Extension Service radio editors.

In addition to KRIS, the program is carried by four other stations of the Texas Quality Network including WOAI, San Antonio, KPBC, Houston, WBAF, Dallas, and WTAW, College Station.

A. & M.'s Farm & Home Program will celebrate its nineteenth anniversary next month and of those nineteen years the past fifteen have been on TQN. It is the oldest farm program in the nation and has run the longest time continuously over one network.

Actually, the Texas Farm and Home Program could claim 1922 as its starting point. In that year A. & M. offered the program over a little station which served Bryan and College Station.

Goes on Network. Other commercial stations wanted to air the program, but no network facilities were available until 1928, when the Magnolia Pipeline Company offered the college use of its pipeline telephone lines. The first programs were broadcast by WFAA, Dallas, and KFDM, Beaumont. In 1930, arrangements were made to add WOAI, San Antonio, and KPBC, Houston, to the chain.

Although this system wasn't too satisfactory, the pipeline companies assured continuation of the program until 1932, when TQN was established and the College leased a line to Hearne to tie in with the network.

In the program's early days, it had the voluntary attention of Dr. F. Humbert, head of A. & M.'s department of genetics. By fall of 1939, the program needed its full-time guardian, and the late John O. Rosser, who had worked with both Texas and New York stations, was brought in.

Bowling Balls and Bugles. In those days the studios of the college owned and operated station WTAW were located in the YMCA, and Rosser used to say that WTAW was the only radio station in the world with studios over a bowling alley. Then TQN changed the broadcast time of the program from noon to six o'clock in the morning and Rosser, though depressed at the early hour, was happy at the chance to go on the air without the accompaniment of crashing balls and cheers and groans.

His elation was short-lived, for the Aggie bugler took post outside the YMCA each morning, and Rosser wasn't able to keep the bugle calls out of the program. He solved that one by hanging a mike outside the window and making the bugle a part of the program. Until WTAW moved to the new studios in the Administration Building, the Texas Farm and Home Program opened each broad-



"Texas Farm and Home Hour" ANDY ADAM and SYBIL CLAIR BANISTER

cast with "revells" and closed fifteen minutes later with "fall-in".

Jackson Takes Over. After Rosser's death in early 1943, the program ran into the manpower shortage and survived several makeshift arrangements. G. Byron Winstead, director of information at A. & M., filled the gap with WTAW announcers and English professors.

To head its radio activities C. W. Jackson, Harris County Agent and formerly teacher of vocational agriculture at Oakwood, Columbus and Bryan, was transferred to headquarters.

Then Jackson brought in a radio partner—Sybil Banister, a young Texas University graduate. As "Jack and Claire," the team was so successful that on January 1, 1945, the extension service assumed full responsibility for the program, junking the practice of rotation of time among departments and agencies and going on a straight information basis.

"If you've got something farm and ranch people need, you can go on every day," he told department heads. "If you haven't, let's wait until you do. I figure farm people want to hear things that will save them time and make them money, not a build-up about how some department or government agency is 'saving agriculture'."

Third in Nation. He and Claire borrowed a leaf from the experience of successful radio farm directors, spent the daily fifteen minutes on chatty, meaty news, worked in occasional interviews and hit the state to pick up transcriptions from farm and ranch people.

By 1946 the Texas Farm and Home Program ranked third among the network shows put on by the nation's land-grant colleges.

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**Y to Show Movies**  
Each Sunday at 3

A program of educational and entertaining movies has been announced for Sunday afternoons, and will be shown in the YMCA chapel. Arrangements have been made by the "Y" cabinet to present a movie at 3 p. m. each Sunday, consisting of an educational film, a sports or travelogue feature and a comedy. Each program will run from an hour to an hour and a half.

Plans are in progress for movies on Wednesdays, in addition to the Sunday programs, if attendance is sufficiently large to justify the extra dates. These movies are to be chosen by popular request, and may include any of a large choice of outstanding features of recent years.

In addition to these programs, football films are being shown at Bryan Annex on Thursdays or Fridays, with the dates depending on Corps trips and other student activities. These films are also available for the main campus, and students are urged to request their favorite films, which will be shown if available and upon demand of the student body.

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# Harvard Graduate Seeks Advice From Successful Business Men

By JAMES MARLOW. A bright character, a student in the Harvard Business School, decided the top is the best place to go for advice when you pick a career.

He'll graduate in February, trained to go into business, but what business? He wanted the best information on all kinds of businesses so he could choose one as a starting place for himself.

He wrote letters to 16 of the most prominent men in the country, including Bernard Baruch and Henry Morgenthau, Jr., former secretary of the treasury. He told them he'd like to talk to them and get their advice. Thirteen of the 16 said "sure, come on" and promised to talk to him. He met Baruch, talked with him 15 minutes on banking, and Baruch invited him to lunch. Morgenthau is next on his list.

But that isn't the way all, or even any others, of the 1,400 students in the business school will go about looking for jobs when they get out.

Some have job promises. Some have spots picked out. Some will be offered jobs by business firms. Some will get jobs the best way they can.

Almost all the students in the school—it's a two-year course—are college graduates. Some few are not. Some have never gone to college. The non-college men there are handicapped from those wanting to get in.

But in the class that graduated last June the No. 1 man was a former Air Corps major who had never been to college. The No. 5 graduate was a non-college man, too.

In the first year all the students must take drilling in these things: Production problems—how you get work done in a factory; marketing—which means getting goods sold; finance—how to raise money, such as by floating stocks or bonds or going to a bank for it; controls

—a combination of business statistical work and accounting; and administrative practices—which means how to get along with workers.

In the second year the students can specialize in what they want. One may concentrate on air transportation, another in accounting, another in sales management.

This doesn't mean that the 1,400 students trot around to factories, banks and accountants for information or teaching. Illustrated lectures are used in big part for the teaching.

And case histories of business problems—actual problems that have come up in a certain business—are important in the training.

The students are given these problems to try to solve and, through the trying, to train themselves in handling situations which will confront them when they go into business themselves.

Senator Coleman Du Pont conceived and built at his own expense a 96-mile highway from Wilmington, Del., to the Maryland-Delaware state line and then presented it as a gift to his state.

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