



The A&M Board of Directors groups around Chancellor Gibb Gilchrist as he explains the A&M System exhibit being shown at the State Fair of Texas in Dallas. The exhibit contains

an air conditioned theatre where films of the system are shown, in addition to other products from the various schools arranged throughout the exhibit.

## State Fair Features A&M System Model and Exhibits

BY "FIG" NEWTON

Texasans will have their first opportunity to see the operation of the A&M System's four colleges and five statewide services in one piece at the System Exhibit at the State Fair now in progress in Dallas.

A&M College System day at the Fair is October 16. Herman Sargent, president of the Physical Education Department, is general chairman and David Haines of the student body will be master of ceremonies for the events planned in conjunction with the observance.

High-light of the day will be the A&M System show to be staged on the square in front of the Hall of State. The show will last from 2 p. m. until 4 p. m. It will include a concert by the A&M Band, Singing Cadets, the Wainwright Rifles from Tarleton, the band and choir from Arlington State College, and a chorus and soloist from Prairie View.

### Broadcasts Planned

Numerous broadcasts will be made over TQN with Murray Cox of WFAA as Master of Ceremonies. The Dallas A&M Club is inviting former students from all over the country in for the day.

Purpose of the display is to show the operations of 5,000 teachers, researchers, and extension workers in the System's nine divisions, and to describe the adult education courses conducted annually for 25,000 Texans. How the System operates on an annual budget of \$25,000,000, controls 45,000 acres of land and enrolls more than 13,000 students in its four colleges annually, will be explained.

Photographs, models, and automatic slide projectors will show the system and its growth, and activities. Educational films on agriculture and engineering will be shown in an air-conditioned theatre.

P. L. Downs Jr., assistant to the director of information and pub-

lications of the A&M College System, will be in charge of the information booth just to the right of the main entrance.

### A&M Exhibit

A&M College will have its exhibit, pictures of student life, charts used by the Landscape Art Department, together with some of its ornamental flowers on two sides of the theatre.

On a panel, the five schools, 48 departments of the college and the degree colors will be shown. After this section, there will be pictures showing the life of a cadet and non-cadet from registration until graduation at A&M. The different undergraduate and graduate degrees are listed.

In front of the panel on a stand will be a model of the A&M College campus.

### Other Exhibits

The Extension Service will have a 20-foot exhibit which will take one minute to see in its entirety, located next to the Forest Service. Pictures and drawings will show the number of home demonstration and county agents employed.

On one side of its booth, the Texas Forest Service will show pictures symbolizing the major work phases of the Service, and on the other side will be a series of pictures on panels depicting the stage of tree growth, and two color transparencies dealing with wild fires.

A table with miniature objects depicting typical college work and a series of pictures and charts to show the work of the departments and campus life will comprise the Prairie View exhibit.

Photographs showing fireman training, Rural Electric line construction, police training, and outlines and manuals will compose the exhibit of the Industrial Division

## Pollard to Give Graduate Talk Tonight at 8:15

Dr. William G. Pollard, executive director of the Oak Ridge Institute of Nuclear Studies, will give a lecture in the Physics Lecture Room at 8:15 tonight, Dr. Ide P. Trotter, dean of the Graduate School, announced.

"Origin of the Chemical Elements" will be the subject of Dr. Pollard's talk, which is the first in the 1949-50 series of scientific and technical lectures sponsored by the Graduate School, Dr. Trotter said.

The faculty, graduate students, and all other interested persons are invited. The Volunteer Reserve Research Unit, No. 3 of the 8th Naval District and the 4004 Research and Development Training Sub-Group of the Army Reserve Program will both be on hand to hear the lecture.

Dr. Pollard, a theoretical physicist did his undergraduate work at the University of Tennessee and earned both his master's and doctor's degrees at Rice.

He took leave of absence in 1944 from the University of Tennessee, where he was professor of physics, to join the S&M Laboratories at Columbia University where research on the gas diffusion method of separating uranium isotopes was carried out. In 1945 he returned to Tennessee where his time was divided between the University of Tennessee and the atomic energy plants of Oak Ridge.

Shortly thereafter he was given a leave of absence from the University to devote full time to the promotion of the Oak Ridge Institute of Nuclear Studies. In 1947, he resigned from the University to accept his present position with the Institute.

Dr. Pollard has conducted research in the fields of cosmic rays, radioactivity, gas absorption, gas diffusion and separation, and neutron diffraction.

He is a member of the Phi Beta Kappa and Phi Kappa Phi fraternities, the Society of Sigma Xi, the Mathematical Association of America, and a Fellow of the American Physical Society.

## Committee Selects Sweetheart, Identity Secret Until Tuesday

The 1949 Aggie Sweetheart, heart was chosen over the weekend by a selection committee of fifteen Aggies, and her name will be announced Tuesday in the state papers on Wednesday morning.

A&M's number one girl friend for this scholastic year was selected by the student judges after

a weekend of dances and entertainment.

Members of the Aggie selection committee were Cadet Colonel of the Corps Doyle Avant; Co-editor of The Battalion Bill Billingsley; Bobby Byington, president of the senior class; Student Life committee member Bob Page; Student Senator L. E. Carroll; Carroll Cogan, captain on the first battalion staff; Bill Couch, captain on the coast

artillery battalion staff; and J. T. Dotson, artillery regimental commander.

### Other Judges

Also in the group were Allan Eubanks, commander of the engineer cavalry regiment; Joe Fuller, president of the Discussion and Debate Society; Ken Landrum, commander of "E" flight air force; Doggy McClure, company commander of A

infantry; Tim McPherson; student senator Chester Stroud; and Tim Word, social secretary of the senior class.

The fifteen girls, one of which is the Aggie sweetheart, were chosen from each of the three top classes by their fellow students.

From the senior class came Joy Bess Avery, a costume design major from Jacksonville; Evelyn Balcar, a speech major from Beaumont; Norma Beth Cook, a costume design major from Watahachie; Alice Dye, also a costume design major from Dallas; and Mimi Hicks, a journalism major from Fort Worth.

### Junior Nominees

The junior class nominated Helen Beys, a business major from El Paso; Gretchen Giltch, a sociology major from Dallas; Jeanine Holland, a speech major from Houston; Jane Quinby, a general science major from Chittoothey; and Marianne Souders, and art major from Fort Worth.

Nominees from the sophomore class were Thelma Balcar, a journalism major from Beaumont; Mary Lee Brunson, a fire-nurse major from Hobbs, New Mexico; Elinor Hoopman, an art major from Kansas City, Missouri; Jo Ann Ruth, an advertising major from Garland; and Charlotte Williams, a voice major from Munday.

The fifteen Aggies of the selection committee arrived on the TSCW campus Friday afternoon in time to be introduced to and have dinner with the nominees in the dining room of Brackenridge Hall.

After dinner the group moved across to the recreation room of Stoddard Hall and had an informal, get-acquainted record dance.

### Early Breakfast

Saturday morning the Aggies who got up early had breakfast with the nominees who were also early risers, and several of the A&M delegation attended various classes.

At noon the entire group was back in Brackenridge for lunch. After the noon meal, they moved into Virginia Carroll lodge for a variety of entertainment. In one corner of the large main room a radio carried the Texas-OU game, in another corner the record player furnished dance music, and in a third corner the group's hot duopiano team of Page and McPherson held forth.

The group mixed football, dancing and discussion until 4:30 in the afternoon and then broke up to rest and dress before the night schedule began.

At seven they were back in Stoddard where they danced until the Aggie-LSU game began. At ten they crossed the street to the Tessie student union building where they were introduced to the Tessies and their dates dancing there.

Sunday morning the group attended the various churches of their choice and the official weekend was ended.

Part of the selection committee left immediately to return to A&M and the rest stayed over in Denton until later in the afternoon.

## Outfit Funds To Gain in Contest

A \$5 addition to the company fund of the company with the best football will be awarded by The Battalion beginning this week and extending through football season. Bill Billingsley and C. C. Munroe, said today.

All signs will be judged by the co-editors of The Battalion, and the winner will be announced in each Friday's paper.

A picture of the "Sign of the Week" will be published in The Battalion, but any sign which, for obvious reasons, cannot be printed will be eliminated from the contest for that week.

## Mrs. Melloh Heads Campus Study Club

Mrs. Arthur W. Melloh was installed as president of the Campus Study Club at a meeting in the St. Thomas Episcopal Parish House last Tuesday. Mrs. H. L. Heaton, retired president, said today.

Mrs. R. D. Lewis was installed as vice-president; Mrs. R. M. Curran, recording secretary; Mrs. C. A. Orr, corresponding secretary; Mrs. W. D. Seaton Jr., treasurer; Mrs. James E. Poore, reporter; Mrs. S. W. Crawford, auditor; and Mrs. F. D. Clark, historian.

The general chairman for the committee was Mrs. Norman F. Rode.

## Top Men in Journalism World Gather for Newspaper Clinic

Top men in the Texas newspaper world will gather at College Station on Saturday, October 29, when the journalism department sponsors its first annual Newspaper world will gather at College Station on Saturday, October 29, when the journalism department sponsors its first annual newspaper Clinic.

Endorsed by the Gulf Coast Press Association, the clinic is designed to help non-metropolitan newspaper men of the state through an exchange of ideas and experiences.

First half of the one-day meeting will be devoted to advertising and business office problems. In the afternoon publishers and their back shop men will attend a mechanical conference, with demonstrations scheduled for the A&M College press.

Speakers highlighting the program will be: Joe Cook, of Mission, president of the National Editorial Association; Van W. Stewart of Perryton, president of the Texas Press Association; Arthur Kowert of the Fredericksburg Standard; Jake Smyth of the Liberty Vindicator; Walter Doney of

## Newcomers Planning Future Entertainment

Newcomers club of A&M College met Wednesday afternoon at the YMCA to plan entertainment for future meetings.

Mrs. Marvin Butler, Mrs. Jack Keys, Mrs. William Lumb, Mrs. Ernest Bulow, and Mrs. Ralph Rodgers were hostesses.

## Retailing Reviewed By Foley Executive

"To make money in the retailing business you have got to have highly paid salespeople. The old idea of getting your clerks for the lowest possible wage has gone out the window."

Those were the words of Charles Luft, vice president of Foley's Department Store in Houston. Luft spoke to Professor Ralph C. Hook's senior retailing classes, Wednesday morning and to an open meeting in the YMCA Chapel in the afternoon.

Luft, who advanced in four years from department manager to vice president of Foley's, discussed careers in retailing for college graduates.

In recounting the problems which face every department manager, Luft emphasized the need for well trained, well paid, and well informed employees.

"After all," he said, "the success of your department depends on the happiness and productive ability of your clerks."

"Your sales people must know as much as possible about your business because it is from them that the customer forms his opinion of your store."

"You should get their reactions and ideas on all merchandise you plan to buy for they are ones who will have to sell it."

Luft told the students some of the many duties that a department manager must perform.

"Actually, every department is a store in itself. It has separate expenses and problems, and the manager must meet these problems just as the owner of a store must meet his problems."

"This is especially true in figuring the expenses, Luft said. He pointed out, as an example, the expenses entailed in delivery of merchandise. "We have calculated that it costs us an average of 18 cents to deliver a package."

If that purchase is charged, he said, an additional 18 cents charge must be figured because every credit item passes through more than 8 hands before payment is collected.

He listed as some of the controllable expenses of every department as receiving, marking, advertising and warehousing.

"Rent, which each department must pay to the parent store, depends on the type of merchandise," he said. And this, along with all the other expenses must be considered when a manager is buying goods to sell.

"Another secret of successful department operation," Luft said, "was establishing proper relations with salesman. You are never too busy to talk with a salesman, even if you don't want to buy anything. They can make or break you if they want."

## Dayton Thief Takes Money, Leaves Note

DAYTON, O.—(P)—Somewhere in Dayton there is a reluctant thief who knew just how much money he needed and took it.

When Julian Tangeman returned to his home yesterday, he found \$128 missing from a small metal box in which he keeps valuables. A note left in the box read:

"Will pay you back as soon as possible."

## Senior Picture Schedule Cut Down A Week

A new schedule becomes effective today for non-corps seniors pictures that will appear in Aggieland 1950. Failure of persons to have their pictures made at the times assigned is delaying the whole schedule for the yearbook picture making, according to non-corps editor Chuck Cabanis.

Formerly three weeks had been allotted for those persons whose names started with I through Z to have their pictures made, but the time has been shortened to two weeks Cabanis said. He explained that the facilities of the Aggieland Studio are not being utilized to their capacity and for this reason the decision has been made to shorten the overall schedule time.

"Pictures will be made of all non-corps students before the corps members have their pictures made," Cabanis stated, "but when the last day scheduled for non-corps pictures ends, no more make-up pictures will be accepted." The editor said that this is necessary in order to insure that next fall the books will be ready for distribution on time.

### Complete Seniors Schedule

The complete schedule for non-corps seniors is as follows:

October 10 & 11: I, J, K, L, M, N, and O

October 12 & 13: P, Q, R, S, T, and U

October 14 & 15: Make-up day for all seniors, A through Z

October 17: V, W, X, Y, and Z

October 18, 19, 20, & 21: Make-up day for all seniors, A through Z

All non-corps seniors whose names begin with F are to have their pictures made from October 10 through 13 since their alphabetical listing was overlooked last week, Cabanis added. He said that he believed all non-corps picture schedules would be completed by either November 5 or 12.

The non-corps editor said that the cost for having pictures made is \$2.00, the same as last year, and everyone has to wear a necktie and coat. He emphasized that the Aggieland Studio can handle everyone who comes to the studio on schedule, but if too many persons wait to have their pictures made on a make-up day, facilities may not be sufficient to handle everyone.

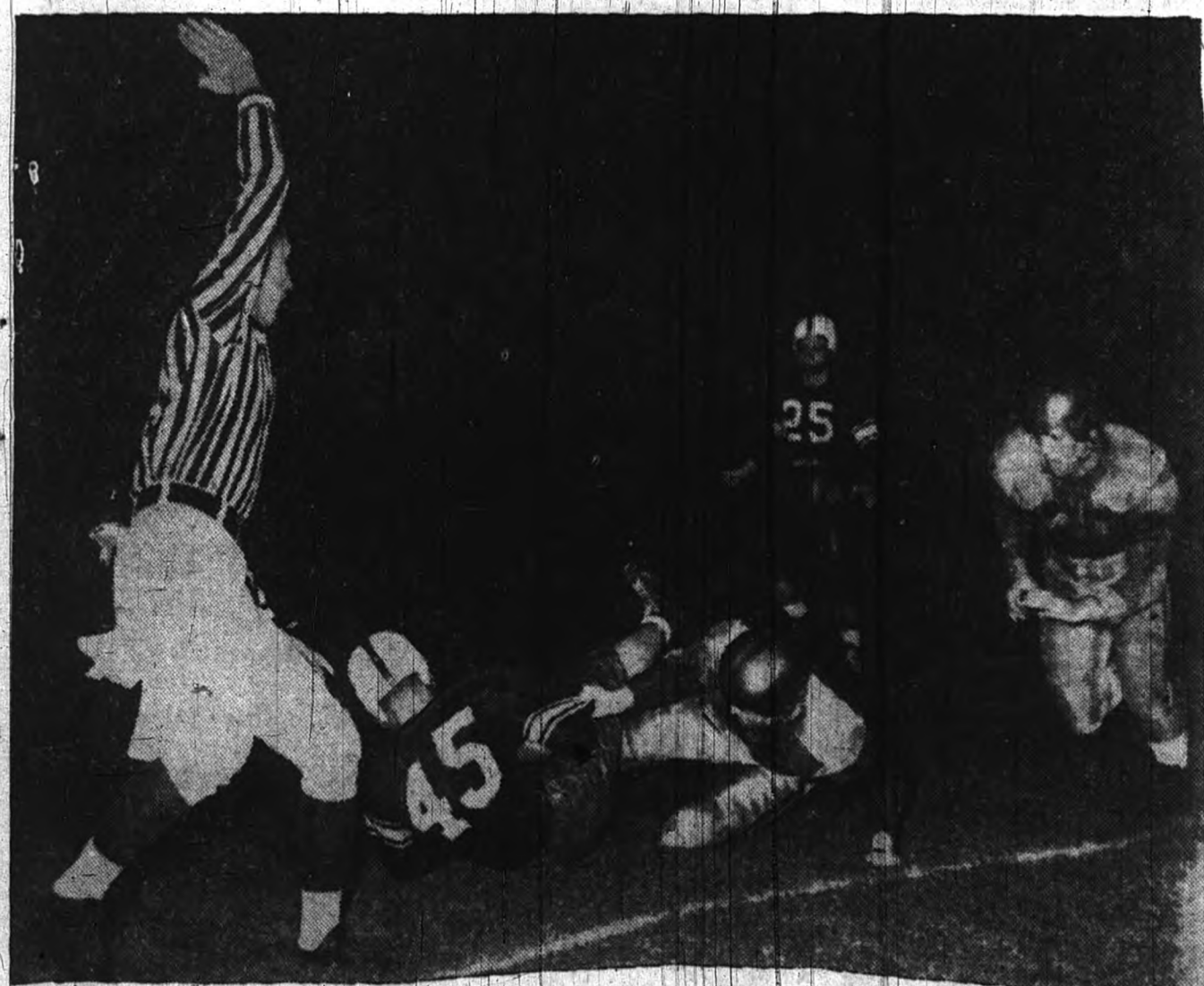


Dr. Kenneth Kuiken of the Biochemistry and Nutrition Department will assist Dr. Raymond Reiser on studies with radioactive isotopes being conducted under an AEC grant here.

## Aggie Pistol Team To Hold First Meeting

Students interested in the Aggie Pistol Team should report to the Pistol Range Monday evening, October 10, at 7:30, according to Colonel Frank B. Swager, senior Ordnance instructor in the Military Science Department.

Organization and planning for the 1949-50 pistol team will be the purpose of the meeting, Col. Swager said.



Buddy Shaeffer (45), Cadet halfback, is downed on his own 23-yard line after returning the opening kickoff in the LSU tilt Saturday night. Bengal defensive half Jim Roshto (48) grasps Shaeffer's jersey as teammate Billy West (85) drives in to secure the tackle. Aggie Glenn Lippman (25) can be seen approaching from the rear. The score of the 34-0 loss by the Farmers can be found on page 3.