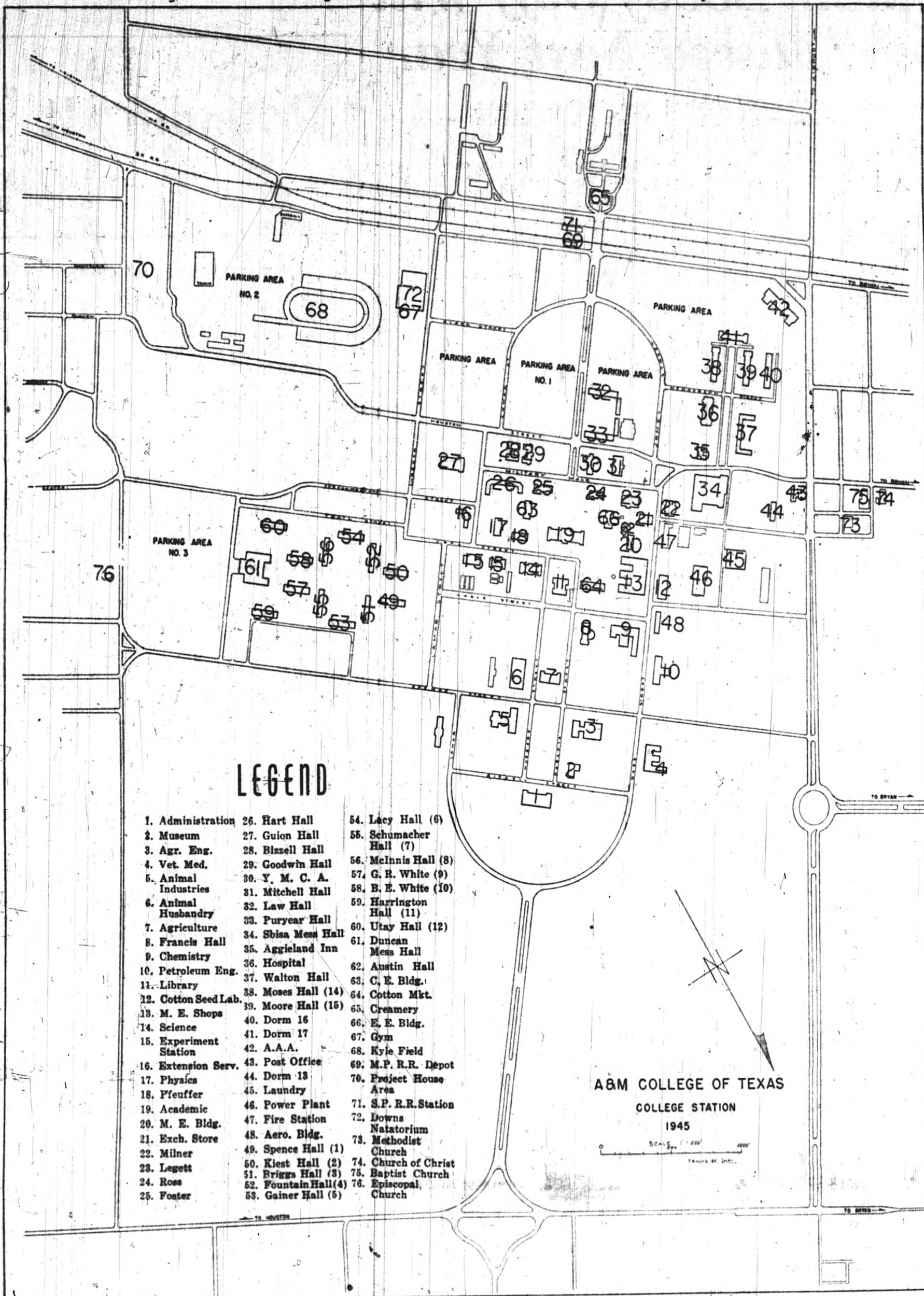


WELCOME TO



AGGIE LAND

# Brazil Still Has 'Awful Lot of Coffee,' No Rain

BY RADER WINGET

New York (AP)—Can a man get rich selling a cup of coffee for a nickel?

That argument right now is steaming up hotter than a cup of Java in January.

Restaurant men, coffee dealers and customers don't need a cup of coffee to keep them awake while they debate the cost of serving it.

Continued increases in the price of coffee beans are causing the pinch on the nickel cup.

What started the whole thing originally was not enough rain in

Brazil. Brazil supplies us with 55 per cent of our coffee. The drought in South and Central America have their own production troubles that reduced output. On top of that, we drink three cups of coffee today for every two cups we drank before the war. That boosted demand.

**Tug Of War**

This kind of tug of war between supply and demand resulted in one thing—a price increase all along the line for coffee.

The time-honored nickel cup of coffee is slowly fading into the

limbo of forgotten things. The jump in price usually is from a nickel to a dime despite the fact that higher roasted coffee had added only a fraction of a cent per cup to costs.

But there are some staunch coffee servers in New York and elsewhere who figure they can make money at a nickel a cup despite the rise in the cost of coffee beans.

First off they get 60 cups to the pound.

That's one cent a cup for the coffee itself. Add to that one-quarter to one-half cent a cup for sugar. Then there is cream. You can get by with less than 1 cent a cup for cream—or cream mixed with milk. That brings the total to 2½ cents a cup.

# Nov. Agriculturist Soon On Stands

The November edition of the Texas A&M Agriculturist will be available next week according to Jim Park, editor of the magazine. Park enumerated some of the interesting and timely articles that will appear in this issue.

A feature by C. O. McLeod is entitled "Deer in Texas and Our Problem". This article is directed to the deer hunters in Texas and is well worth the reading time required, Park said.

another concerns overstocking fish ponds. The fish pond management and will be accompanied by an article on bees and bee keeping.

Another feature of the magazine, beginning with this issue, will be two page length stories contributed by students from John Tarleton College and Arlington State College, announced Park.

Park also reports that other articles will appear that will be interesting to everyone interested in agriculture.

—Beat TU—

# Orange Lands Mill Set for Houston

HOUSTON, Tex., Nov. 23 (AP)—A \$5 million pipe mill planned for construction here by Consolidated Western Steel Corporation will be built in Orange instead.

Alden G. Roach, Los Angeles, Consolidated president, announced the change Tuesday following the company's purchase of the government-built shipyard operated at Orange during the war by Consolidated.

Announcement of the sale was made Monday in Washington. Purchase price was \$1,001,000. The plant cost the government \$8 million.

**Overheads Adds Up**

Then there is restaurant overhead to be added. That's the most fertile area for arguments.

The side arm joint down main street can add a fraction of a cent to their cup and not be cheated. The Waldorf-Astoria hotel charges 40 cents for a pot that holds two cups. They frown on half-pot orders. The difference between the main street nickel cup and the 40 cent Waldorf pot is principally overhead.

A great number of restaurants also only get 40 cups to the pound and are paying up to 75 cents a pound for coffee. Forty cups is about what the average housewife gets from her coffee. The costs, consequently, is nearly 2 cents a cup.

**Cream Expensive**

A typical drug store-restaurant pays around 49 cents a quart for light cream. At 32 ounces to the quart and one ounce per cup, that is about 1½ cents a cup for cream.

Sugar is harder to figure. One restaurant estimates sugar at not more than ½ cent a customer. From that you can deduct a saving for overweight customers who shun sugar.

That amounts to a cost of 4 cents a cup.

With quality like that, and with overhead being what it is, the charge for such a cup is 10- to 15 cents. The big boost in the cost of roasted coffee takes only a small slice out of profits.

—Beat TU—

# Horse Association Votes for Merger

Today's announcement said the same plant now will be built at the Orange site, with an output of 100,000 net tons of 24 inch or larger electric welded and expanded steel pipe. The capacity was said to be sufficient to turn out about 50 miles of such pipe monthly.

Omaha, (AP)—Fanciers of the quarter-horse, the "all purpose western saddle-horse," have voted to merge three rival associations into a single big association.

In Omaha yesterday officers of the National Quarter Horse Breeders Association canvassed votes from its membership and announced the group would join with the American Quarter Horse Association and the American Quarter Horse Racing Association in forming one big unit of 15,000 members, known as the American Quarter Horse Association.

Hereafter one registry or "stud book" will include all the 25,000 horses previously covered in the books of the three groups. National offices will be maintained at Amarillo, Tex.

The quarter horse is defined by ranchers of the west and south as an "all purpose western saddle horse that can be used as a cutting horse, calf-roping horse, cow pony or a short distance race horse."

The final action in the consolidation will be taken next March when the American Quarter Horse Association meets at Amarillo to vote to absorb the two retiring associations.



CARL HILL Aggie End

**Acid Tests Required Of Baylor U. Cook**

WACO, Tex.—(AP)—Baylor University posted two requirements in the final examination in a course in cooking.

1. The student has to cook a meal.
2. She has to eat it.

Traffic control plans for Thursday have been completed, Fred Hickman of the Campus Security Office announced today.

All parking areas are shown on the accompanying map with parking areas number two and area to the left of parking area number one closed. Space directly above the area to the left of area number one will be open for parking. Barricades will be placed at the

corner of Houston Street and Lubbock Street on Houston Street going west, at the corner of Houston Street and Lamar Street on Houston Street going west, and east of the corner of Houston Street

and the West Gate entrance on Houston Street. Purpose of these barricades is to speed traffic going out East Gate and to prevent people not familiar with the campus from circling and causing traf-

fic jams, Hickman said.

Directional and parking area signs will be set up and extra police and state patrolmen will be on hand to direct traffic.

—Beat TU—

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**Exhibit Displayed At Exchange Store**

An art exhibit will be on display in the show windows of the Exchange Store November 28, 29, and 30. The exhibit consists of work by members of the Gallery Committee, a group of students, faculty and staff members.

Paintings in the exhibit include some oils by Dr. C. B. Campbell, water colors and pastels by two students and several pencil and charcoal drawings. All work has been done by members of the club who had no previous instruction prior to October 1, 1949.

For the most part, the scenes are still-life subjects and scenes around the campus. All are completely original.

The Gallery Committee is an art club sponsored by the Memorial Student Center. Instructor is Mrs. Ralph L. Terry, who extends a cordial invitation to anyone interested to join the group.

—Beat TU—

**ECA Okays Purchases**

Washington, Nov. 23. (AP)—The Economic Cooperation Administration today approved the purchase by France and Turkey of \$17,760,000 worth of corn and wheat from American suppliers.

France was given \$11,600,000 Marshall plan funds. Turkey's grant totaled \$6,160,000.

**National Guard Gains 1,162 Men in Drive**

Austin, Tex., Nov. 23. (AP)—The Texas National Guard has gained 1,162 new men since its recruiting campaign began Sept. 19. State Adjutant General K. L. Berry announced today.

The gain brings the guard's total strength to 15,909.

**Shannon Is Prexy Of Ex-Tarletonites**

William R. Shannon was elected president of the Former Tarleton Students Club Friday night.

Thomas L. Peacock was elected vice-president, Jim Tom House, secretary-treasurer, Joe Lenamon, reporter, Herman Thompson, social chairman.

A constitution for the club was adopted at the meeting and committee appointments were made, said Peacock.

The election of a club sponsor was delayed until the candidates can attend a meeting. These meetings will be held on the first and third Thursdays of each month, said Peacock.

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