

Battalion Editorials

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THURSDAY, APRIL 6, 1950

For the U. S. Every Decade . . .

The month of April, 1950 has been set aside for a nationwide nose counting. To accomplish this monstrous task 140,000 census-takers have been employed. This is a ratio of one taker for every 1,000 people.

Not only will the census-taker count you, but he will have a list of 23 to 41 questions to ask. Your answers are expected to be truthful. Range of these questions covers from your age to your income. Little personal facts also will be sought from you—all promised to be kept strictly confidential.

This will be Uncle Sam's 17th census. Not only will it be the largest this nation has ever experienced, it will be our costliest—\$80 million.

Workers in Philadelphia and Washington will transfer data obtained about you written on the census-takers' form to a card by punching holes in the card. These cards then will be run through 32 different tabulating machines at the rate of 400 per minute. After all facts and figures have been compiled about the American people, they will be published. No official population figures will be released before next December.

Consequences of the census are many. Manufacturers will learn of shifts in population with an eye to more emphasis of their products in increasingly populous areas. Several states will gain additional

And We Feel 'Jeeped' . . .

If the Jeep weren't an American Institution, we'd have no personal attachment to it.

During the war years our highways were clogged with Jeeps and six-by-six's hustling servicemen here and there in preparation for the great encounters overseas. On the battle line, the Jeep was indeed a friend in need. It carried chow and ammunition to the front; it carried wounded men to the rear. It pulled light artillery pieces and drug around a trailer full of machine guns and mortars.

In rest camps Jeeps were officers' personal auto's. Occasionally an EM got the use of one for a personal trip.

The olive drab, boxy shaped little machine that six men could lift out of the mud or could carry six men over roads impassable to motor cars is associated

In Passing . . .

Shortly before shipping overseas, I stopped into a high-class barber shop for a haircut and shave. While waiting my turn, a big, burly master sergeant climbed into one of the chairs and whipped out a wicked looking knife.

"The name's O'Halloran," he announced to the surprised barber. "I'm tough, but I can't stand the sight of blood. So whatever you do, don't cut me. At the first sight of blood I'll shove this knife in your ribs. Understand?"

seats in Congress as a result of population gains, while other states suffering population decreases will lose a Congressman or two.

Census-takers are paid on the basis of how many people they interview. Rural census takers will be paid mileage on their automobiles and a higher per head rate than city census takers.

A 140 page reference manual for census-takers lists the do's and don't's of census taking: Count them, don't entertain them. Be friendly, but not too friendly. Don't talk politics, and don't collect money for charity. These are a few of the helpful hints prepared to guide census takers.

Political campaigning—though admittedly most of the census takers are Democrats—is taboo. And controversial subjects are to be avoided, too.

Anticipating women who will misrepresent their ages, the manual suggests that the census takers should "probe tactfully for the correct answer." If he still doesn't believe her, he is at liberty to register his guess.

All in all the 1950 census will give Americans the most complete look at themselves that has ever been possible.

Too bad the census takers can't help out Dr. Kinsey on his survey while making their rounds.

with many memories of servicemen. The Jeep, like C-rations, spam, 3 day passes, and GI soap won dear places in the hearts of American war-time fighters.

Now the Jeep has gone sissy; it has become a fancy pants civilian.

All dressed up with chrome grill and bumpers, white side wall tires, and a flashy instrument panel, the 1950 Jeep has retained few rugged characteristics associated with its rough riding predecessor. Rumor has it that late models even ride smoothly.

Our old GI hearts are torn with nostalgia for the "good old days" when Jeeps looked like Jeeps. They were rough, tough fightin' men's machines—but in this post war world, the Jeep has gone to the dogs.

The barber nodded and began to wield the razor. Finally the job, was finished, O'Halloran surveyed himself in the mirror and turned to the barber with a smile. "It's sure your lucky day, Mac. I'd have knifed you for sure if you had nicked me."

The barber shook his head. "It's not my lucky day, sergeant. It's yours. I made up my mind when you sat down that if I saw the last bit of blood, I'd slit your throat from ear to ear."

The Battalion

Soldier Statesman Knightly Gentleman
Lawrence Sullivan Ross, Founder of Aggie Traditions

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-Saving Students-

Texas A&M next fall will launch a program designed to save many students who would be forced to drop out because of failure in a course of study for which they were not prepared.

This is a startling reversal of procedure for colleges all over the country, and one which it is hoped more will follow.

Since the great college rush of the post-war years, students have come to feel that professors were instructed to weed them out as fast as possible.

Of course, this was not the case. Professors simply have had pupil-loads they could not handle. Students became mere numbers in the huge lecture halls. No individual attention was possible.

Veterans in colleges under the GI-benefits measure could take this kind of treatment or rather of mass indifference. Real freshmen, the pink-cheeked, peach-fuzzed kind, could not.

They dropped out, changed courses, became discouraged in droves.

Colleges have not been equipped in any way to meet the demand for education.

Now A&M is preparing to give closer supervision to all first-year students, and don't believe that the first-year junior from another college is any better able than a rank freshman to cope with adjustments to a college the size of A&M and the toughness of A&M.

Aggieland is no green pasture for the indolent or immature. It is a training ground of real discipline, and corps spirit is something to tingle the spine. This is why, as Beaumont's Aggie Charles Babcock says, there is no such thing as an Ex-Aggie.

—The Beaumont Journal

Lookin' Back

From the Battalion Files of 15 Years Ago

The May, 1936 Battalion editorialized on the need for a Union Building on the campus. Feeling that construction of a complete building was not possible because of financial difficulties, the 1936 editor proposed an addition to Aggie Inn. The addition would contain "newly furnished, large reception rooms . . . better equipped dining hall . . . spacious soda fountain . . . large veranda . . . billiard tables . . . and a small floor suitable for dancing to music of a nickerle viotrola . . ."

The junior class in 1936 obtained for their prom the orchestra and personality of Phil Harris. The price for two night's of Harris' music was only \$1,800.

The October, 1935 Battalion reported the Athletic Department had failed to pay the Mercantile National Bank of Dallas \$211,000 principal and interest due on stadium bonds for Kyle Field. Interest alone on the debt was in excess of \$12,000.

Dahlberg on Swift-Sponsored Tour

F. I. Dahlberg, professor of animal husbandry, is making a two-weeks livestock and meats marketing tour of eastern consumer centers as the guest of Swift & Co. The tour, which began April 2, will take him to Chicago, New Boston, Washington, Atlantic City and Baltimore. Dahlberg is one of 20 representatives of colleges and livestock industry in the Midwest and South making the tour. The group is studying wholesale and retail meat distribution as well as livestock marketing.

Bible Verse

In this was manifested the love of God toward us, because that God sent his only begotten Son into the world, that we might live through him.
—I John 4: 9.

Official Notice

Thursday, April 20, is the deadline for payment of the final installment of fees for the Spring semester. The final installment including room rent, board and laundry is \$72.50.
W. N. Holmann,
Comptroller

Architects Plan California Trip

Sixteen members of the fifth year architectural design class will leave April 13 for a trip to California. O. A. Frischmuth, reporter of the Architecture Society, said this morning.

The group will be gone about two weeks, during which time they will tour the San Francisco and Los Angeles areas. They will visit well-known architects along the west coast and inspect some of the better buildings of the area, Frischmuth said.

Highlights of the trip will be a days visit with Frank Lloyd Wright, at his summer quarters near Phoenix, Arizona and a seminar session with Richard Neutra in Los Angeles, according to Frischmuth.

H. S. Ransom, professor of Architecture is the accompanying faculty member. The students making the trip are Jacob D. Boggs, Arthur L. Burch, E. T. Burch, E. T. Crook, Charles E. Estes, O. A. Frischmuth, Emmitt A. Ingram, Donald E. Jarvis, Harold W. Jones, Samuel T. Lanford, John J. Luther, Fred Minton, Victor Prassel, Billie B. Wales, Oscar E. Wells, and Frank D. Welch.

Engineering Ed Meeting Scheduled

The 14th annual meeting of the southwestern section of the American Society for Engineering Education will be held Friday and Saturday, April 7 and 8.

Following registration Friday morning, a luncheon will be held for members and their wives. Dr. F. C. Bolton, president of A&M, will welcome the visitors and Dean W. H. Carson, dean of engineering at the University of Oklahoma and chairman of the southwestern section, will respond to the welcome.

The annual dinner for members and their wives will be held Friday evening, with Dr. Harold Vagtborg, president of the Southwestern Research Institute, San Antonio, as the speaker.

A business meeting Saturday morning will be followed by divisional meetings.

'For the First Time . . .'

Business Efficiency Gets Try in State Institutions

By DAVE CHEAVENS
Associated Press Staff

Austin, Tex., April 6 — (AP)—A new approach to the problem of getting the most out of a tax dollar is being tried in Texas.

The State Board for hospitals and special schools has hired a firm of experts to put big business efficiency methods into a political institution.

The interesting thing will be to see how this experiment works out.

Many times in the past government agencies have employed outside help to make specific studies of some operation. Usually the reports are read and filed to catch dust in the nearest convenient pigeonhole.

First Time

But never before in the memory of anyone in Austin has a state agency employed experts to make recommendations, then followed through by hiring those experts to set up the system they recommended. That's what the hospital board did.

The auditing and management consulting firm of Ernst and Ernst is known over the nation. It has offices in 47 North American cities. It conducts audits, surveys management procedures and takes on almost any kind of job related

to industrial methods. The hospital board, impressed with the magnitude of the task it faced in analyzing business management of the mental institutions and other hospitals and schools, paid Ernst and Ernst \$5,000 for a quick preliminary study of what was wrong. The industrial engineer, after a three-month look, found plenty and reported back to the board.

Detract From Work

Among other things it found the hospitals were not doing as good a job as they might in curing people of their mental ills because the medical superintendents had to spend too much time on business management details. These superintendents are doctors, not business men. In some cases they might be both, but they are not hired primarily to check reports on egg and hog production on hospital farms.

So the hospital board gave Ernst and Ernst another assignment.

They will recommend a man to direct the business affairs of all the institutions in the 20 million-dollar-a-year enterprise. The board's executive committee will do the actual employing of this man, who will be paid around \$9,000 a year.

He in turn, with the advice of the efficiency experts, will put business managers in each institution. The Ernst and Ernst firm will also continue to use its own men to supervise installation of their recommendations. The pay will be \$7 per hour for each top flight man, and less for others—the exact total amount not yet known.

Worth the Cost

Chairman Claud Glimmer of the board said that whatever the figure might be, it should be worthwhile. The board expects the new system will result in ultimate savings that will greatly overbalance the money paid Ernst and Ernst.

The firm will continue to supervise until the board considers that its services are no longer needed—in other words, until they get their plan of handling the business affairs of each institution and the entire eleemosynary system going.

Remove Politics

Board member H. B. Zachary of San Antonio, who in private life is a big time contractor, said he thought the new plan ought to help take some of the politics out of running the institutions.

Just what the reaction of the Legislature will be to this unique method of running a tax-supported agency remains to be seen. Thus far lawmakers have taken it pretty calmly, but the action was taken after the special session ended and they haven't had much opportunity to pop off.

Apparently the board hopes the thing will be so obviously economical that the legislators won't be in a position to say much the next time they meet.

Zachary told the board that when business institutions run into problems they hire experts to solve them. He didn't see any reason why it wouldn't work in government.

Commentator Has Shady Lady Story

By GEORGE CHARLTON

Her name is Melanie Dooboy. Clad in a black, tight fitting dress, carrying a pink taffeta parasol, and smoking a long, thin cheroot, she adorns the Fuchsia colored March cover of The Commentator, soon to appear in College Station mailboxes.

Melanie is quite a woman and the main character for the best parody to find its way into the publication for a long time. Her story, in play form, is entitled "A Streetcar Named North Gate," and as you guessed it, this elongated piece of dialogue is a take-off on that contrastingly tragic play, "A Streetcar Named Desire."

All the characters of "Streetcar" are there and even a few new ones. For instance, there's Aunt Mammy Shufflefoot Montezuma who, after being belted mercilessly by her mistress, shuffles to a corner of the room and methodically begins sticking pins into a small wax likeness. There's the Brahma Simplestern, a strong, virile AH major. Brahma "lifts barbells and dime store trinkets to relax from the mental strains of his B. S. course."

Oh, No! Feldspar is a friend of Brahma's. Oh, No's mother appropriately named him the first thing her husband said when he walked into the maternity ward. Numerous legalisms appear throughout the play, and after it's all over, everyone from the KK's to the Spot have managed to get into the act.

Two short stories, "El Tigre" and "Um-Pum-Pum," set a high standard pace for the magazine to follow in future issues. Although the story of "El Tigre" is not the most original ever read, the manner in which it is told and the numerous south-of-the-border references seem authentic. The latter story concerns what we believe to be a new field of conflict in the den of creative writers' imaginations—the competitive open war between two talent lacking music teachers in a small town. One's a man, and the other's a woman. Leave the rest to your imagination.

"Cinematics," the monthly movie column, is devoted to reviews of "Souse Specific," "Pastrami," "Five O'Clock Shadow," "Young Man With A Corn," and "Morning Becomes Afternoon." The "Pastrami" epic "stars" Ingrid Bergman under the inspired direction of Rock Graziano. Another movie, "Five O'Clock Shadow," stars Gregory Peck and, according to the review, pulls no punches in its frank expose of Barbershop Quartets. Peck is being outstanding as an intense, highly emotional young barber who is being boy-

cotted by the Barbershop Quartet Association of his city for refusal to join.

A straight feature article on the baseball team is entitled "That Horachide Hysteria." It is well written, but it's subject is slightly dated in places when referring to prospects for team slots this year.

The pretty people page is again a pleasure to behold. And this time, there are three of them. Included in the luscious bevy are Zanna Landers, of TCU, and Shirley Feldman, of Hockaday Junior College "Bleu" Williams, junior hominy grit major from Sophie Newcomb, is also shown while attending the memorable ASABAB Ball.

One page is devoted to "Roommate, Roommate," an illustrated poem on "ole lady." It ends with (See COMMENTATOR, Page 6)

PALACE

Bryan 2-8879

TODAY thru SATURDAY

Marilyn Maxwell
Special Prevue

"Outside the Wall"

FRIDAY 11 P.M.

A MOST DARING STORY.

ROBERT CUMMINGS
LIZABETH SCOTT
DIANA LYNN
"Had Weeds"

Paid in Full

EVE ARDEN
RAY COLLINS - FRANK McHUGH

PREVUE SAT. — 11 P.M.

IT'S MORE FUN THAN

Dear Ruth

WILLIAM HOLDEN
JOAN COLLIER
ONLY DE WOLFE
MONA FREEMAN
EDWARD ARNOLD

Dear Wife

PREVUE SAT. — 11 P.M.

QUEEN

LAST DAY

"The Fallen Idol"

RALPH RICHARDSON MICHELLE MORGAN BOBBY SIMS

SUN. — MON. — TUES.

HUNTED... HUNTED... HUNTED... HUNTED!

IDA LUPINO
HOWARD DUFF
STEPHEN MCNALLY

Woman in Hiding

PREVUE SAT. — 11 P.M.

Campus

TODAY thru SAT.
First Showing
in Texas
—Features Star—
1:20 - 3:05 - 4:50 - 6:50 - 8:15
10:00

The West's Mighty Drama of GOLDEN HORSES!!

PAIOMINO

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Armando COUTLAND - Beverly TYLER
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THURSDAY & FRIDAY

J. ARTHUR BARK presents
JOHN MILLS
JOAN
GREENWOOD
THE OCTOBER MAN
AN EAGLE LION FILMS RELEASE HIS FATE IS IN THE STARS

Queen

LAST DAY

Woman in Hiding

PREVUE SAT. — 11 P.M.

SKYWAY SHOWS — 7:00 - 9:00
DRIVE-IN
TONITE—DON'T MISS IT!
S. Tracy - J. Stewart
"MALAYA"