

Summertime Can Be Cleanup Time

By JOEL AUSTIN
Battalion City Editor

Have you ever passed through a small town while traveling and noticed the clean, well-paved streets, the nicely-kept yards, and the pleasant-looking store buildings that meet a casual glance of the eye?

It is amazing how you immediately evaluate that town and the residents living there only by its everyday appearance. Maybe this outward look would cause you to stop for a bite to eat at one of the local restaurants, or maybe for gas at a service station.

But whatever your purpose is, the atmosphere created by the cleanliness of the town causes you to want to come back and stop again if just passing through.

Sure, that happens everyday to traveling people and only too often do these people find towns along the way that look far from decent. Vacant lots overgrown with weeds and traces of papers and rubbish from nearby garbage cans create a far from pleasant atmosphere in other towns of comparable size.

What kind of impression is this type of city bound to give to the casual visitor or passer-by? I'm afraid he isn't going to think much of it as a place to spend much idle time. If he has business there, he may want to go on to the next town to spend the night.

How do you think College Station would rate in the eyes of an occasional visitor if none of the buildings adorning the A&M campus were around to distract the newcomer's view? It wouldn't look so pleasing I'm afraid, if all he could see was the North Gate area—supposedly the heart of the College Station business district.

More improvements are being made periodically by several concerns around the North Gate area, but as the improvements are made, more eyesores appear, thus leaving very little done to alleviate the far from pleasant looking condition.

Contrast a nice neat home surrounded by an attractive yard with shrubs and trees adding to its appearance. The home stands directly across from the back end of an eating establishment that leaves garbage in uncovered cans.

I saw it. I saw flies and mosquitoes around this garbage can where potato peelings had recently been dumped on other scraps from the kitchen.

Scenes Around the City

Not only does this situation present an undesirable view from the front part of this house, but it also endangers its occupants with the many diseases spread by flies and mosquitoes. Of course this sight doesn't meet the eye of the occasional passer-by, but the contrast can better be illustrated by pointing out the rundown appearance of a building and its immediate surroundings next to this eating establishment.

Grass and weeds six feet tall meet the eye without any effort whatsoever. Candy wrappers, paper cups, newspapers, and other bits of trash catch away by passing pedestrians clutter this store's sidewalk and gutter.

Apparently very little effort has been expended by the owner of this establishment in quite some time for a clean-up campaign or general policing of his area.

Main Street or Allen's Alley?

A stranger to College Station could look down Main Street and wonder if he is looking at the heart of the College Station business district or "Allen's Alley."

But within one block of the Sulphur Springs Road-Main Street intersection, a newly built, neat looking row of churches and houses of business are visible. What a contrast! A narrow street with hundreds of cars passing daily—giving almost gone at the traffic-light crossing.

But after passing the shops and stores which are crowded together along the small area, suddenly on your right is the new and modern brick structure of the Baptist Church.

On your left is the Baptist Student Center, and as you move on down the street you can actually see the makings of a beautiful, progressive city. Here we have large churches which are indicative

of large congregations and a religious-minded people.

These scenes are hidden from view by the mirage of confusion which begins at the entrance to the North Gate district and extends along its entirety to the railroad tracks.

At this time the Methodist Church is constructing a beautiful new house of worship. The College Station State Bank was recently built, adding much to the look of this area, but there are still spots here and there that do much from helping this business district to give an outward look of the friendly city which this is.

College Station has the makings of a fine city and a nice looking trade center, but the eyesores that remain are too numerous to insure future improvements unless each individual takes it upon himself to tidy up his surroundings.

But What Needs Improving?

So you think your place doesn't need any improving? Maybe you had better look twice before you dismiss this thought from your mind. How about that garbage can? Does it have a cover? If so, is the cover always on the can whether or not there is any trash in it?

What about that paint job you were going to have done to the front of your building? It's about time you did it, don't you think?

It does no good for churches and

business establishments to spend a considerable amount of money by constructing fine buildings while other nearby building owners and store occupants continue to let their places look rundown and dirty.

Some cities have thorough city clean-up campaigns once each year to rid themselves of dirt and filth. Other places have "paint-up" campaigns, etc. The list could go much further and longer about how people in other towns handle this situation.

Needed—Clean-up Campaign Sponsor

We would do well if some civic organization—maybe the City Council or the Kiwanis Club—would take it upon themselves to sponsor such a clean-up campaign throughout the city of College Station. The North Gate area is only an example of how a place can look if improperly cared for.

College Station has a residential area to be proud of. Pretty homes with well-kept lawns can be found in almost every part of the various residential sections of the city.

With the beautiful residential areas, the spacious campus of A&M, and a clean, neat business area, we could have a city that any stranger would enjoy visiting.

We would find more and more business trade remaining within the limits of our city if these places were made more attractive and better kept, rather than have our citizens go elsewhere to do their daily shopping chores.

Think it over. If you belong to an organization that is capable of sponsoring such a drive, suggest it to your fellow members and see if they are in favor of such a move. With the adoption by an organization of a clean-up campaign, we can assure adequate publicity in this paper for any action to noticeably improve the looks of College Station.

'Idea-Man' Shaffer Utilizes Books, Brains for Business

By DALE WALSTON



The sales staff of Shaffer's Book Store includes (left to right) Mrs. Herbert Shaffer, Mrs. Harold Strickland, and Herb Shaffer. Shaffer started out to study law, but ended up selling college diplomas and rings before settling in College Station two years ago.

Shaffer's Book Store gained the nationwide attention of college bookstores last spring when their "Golden Egg" contest was awarded first place in the National Association of College Stores promotional idea contest.

Two years ago this fall, what is now Shaffer's was slightly "run down" and not too prosperous college store. A few years earlier, Mr. Shaffer, who has been selling diplomas, rings, stationary to universities and colleges for 10 years, brought Mrs. Shaffer along on one of his trips to A&M. After looking around the campus, Mrs. Shaffer decided that she liked A&M, and also liked the Aggies.

Building At A&M

During the summer of 1948, the Shaffers were trying to get a building on the SMU campus. They finally realized that their store could not be ready for the fall opening, and began to look around. Remembering the slightly rundown bookstore they had seen, the Shaffers dropped by A&M, saw the store again, and bought it.

Business went well the first year. Counting on heavy veteran trade the next year, the Shaffers ordered very heavily for the 1949 term. All private G. I. subfranchises were canceled. This meant the loss of all veteran business, which had constituted nearly one-half of the previous year's business.

Tripped Advertising

Deciding against canceling orders and being content with a smaller volume of business, the Shaffers felt that they should try advertising. This was the beginning of the now-famous "Golden Egg" contest.

One amazing thing about their store, according to Mrs. Shaffer, is that, although the name of the establishment is Shaffer's Book Store, most students believe they are only a novelty store, and do not sell books. Nothing could be further from the truth, because Shaffer's carries a complete line of text and reference books.

Mr. Shaffer, or Herb as he is called, studied law at both Kansas University and Washburn University. He is a member of the local Rotary Club.

Mrs. Shaffer is a director of the College Station Girl Scouts, and belongs to the Campus Study Club. The Shaffers have two children, Gretchen who is four and one-half years old, and Herby Jr., who is one and one-half.

Fort Belvoir Summer Camp Training Nears Completion

By MARVIN A. MATUSEK
Batt. Camp Correspondent
Engineers

Training here at Fort Belvoir is two-thirds complete. All fundamentals have been covered, leaving only a few details yet to be considered.

On the evening of July 10, 625 cadets and their dates cruised down the Potomac River on the S. S. Bear Mountain. The Aggies, always on the spot for social occasions, were there in full force to accept the invitation.

Rustic Manor on the banks of the Potomac River was the center of a "C" Company party on Friday night. The Texas flag hung from the ceiling and the party ended at midnight with a yell.

A hike with full field pack and an overnight bivouac started this week's training. At their destination, the battalion set up tents and held field inspection. Machine gun posts were established in various sections and a constant guard was positioned around the camp area.

At dusk, a raiding party of 21 men attempted to infiltrate the camp positions and the camp itself.

On the intramural field, two softball games have been played, the Aggies and Teckers winning both by scores of 8-7 and 1-0.

In the only other company sport, volleyball, "C" Company won the contest by a decisive victory. A. W. Rollins is the Aggie representative on the undefeated regimental ROTC baseball team.

The Henry A. Miller Co. is located on Main Street at the North Gate in College Station.

Six-Day Art Club Exhibit Now Open

Members of the College Station Bryan Art Club will have an exhibit at Chapman's Paint and Wallpaper Co. beginning Wednesday, July 26, and lasting through Tuesday, August 1.

Life studies, landscapes and portraits are being displayed. A new medium, casein, has been used along with other conventional mediums in the pictures. Casein produces an effect between oil and watercolor.

Gabbard to Attend Cotton Congress

L. P. Gabbard, Head of the Agriculture Economics and Sociology Department, plans to attend the 11th Annual meeting of the Cotton Research Congress to be held July 27th and 28th in Dallas, Texas. Burriss C. Jackson of Hillsboro, Texas is general chairman and Chancellor Gibb Gilchrist is the chairman of the program committee.

Headquarters for all sessions will be the Crystal Ball Room, Baker Hotel.

Chicago—The women who share the family budget worries of Chicago cops formed a new organization, the Police Wives Association. One of the first moves of the members was to vote to send a delegation to the state capital to see about a pay raise for their husbands.

Practice

One of the comical events of summer camp occurred at the river crossing site last Monday. In the morning the company constructed an infantry foot raft and infantry foot bridge. In addition, "C" Company cadets were given short rides in Army assault storm boats.

During the construction of the foot bridge Jas McIver and R. E. Dowden, steel pin connecting men, accidentally fell into the water and went down. When McIver and Dowden came up minus the hammer and pins, they discovered that the bridge was moving away. With some assistance, the boys were able to recover the hammer and pins from the bottom. Some of the men that went in to help them were Bill Pearson, Bob Wacker, and Ruse Wright.

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The American Dehydrators Association, Chicago, has approved an allotment of \$4,500 for support of experiments by the Texas Agricultural Experiment Station.

The experiments, dealing with the nutritional value of dehydrated alfalfa leaf meal, will be conducted under supervision of Dr. J. R. Couch, of the poultry husbandry and biochemistry and nutrition departments, Texas A&M College.

Couch and his assistants will use the funds during the next fiscal year to determine the value of dehydrated leaf meal as a source of vitamin B12, folic acid and biotin for matured chickens and turkeys.

\$4,500 Aid Received For Experimenting

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A&M Men Return From 3 M Roundup

E. E. McQuillen, director of the Development Fund, and Dr. Daniel Russell, professor of Rural Sociology, have recently returned from attending a meeting of the 3M County A&M Club.

The meeting was a summer roundup of the former students of Mason, McCulloch, and Menard Counties and was held Friday, July 21st at the Broad Ranch Club at Brady, Texas.

Others at the meeting were Ed Caraway, president of the Former Student's Association, Charlie Babcock, an active member in the association, G. R. White, president of the Board of Directors of A&M College.

Rebold Child Born

A daughter was born to Mr. and Mrs. J. H. Rebold at 9:25 Monday morning, St. Joseph Hospital announced. The little girl weighed seven pounds, three and three-quarters ounces.

Battalion CLASSIFIED ADS

Page 4

WEDNESDAY, JULY 26, 1950

SELL WITH A BATTALION CLASSIFIED AD. Rates: In a word per insertion with a 25c minimum space rate in Classified Section. See per column inch. Send all classifieds with remittance to the Student Activities Office. All ads should be turned in by 10:00 a.m. of the day before publication.

• FOR RENT •

FURNISHED APARTMENT with garage in Bryan. Ideal for couple. Also rooms at my home in College Station. Apply 200 Lee Avenue, So. Oakwood. Or phone 6-6864.

ROOM FOR RENT, private entrance, 1 block off campus, South Oaks, phone 4-4774.

• WANTED TO RENT •

TRAILER HOUSE for local use. Steve Anderson, A & M Press, College.

• FOR SALE •

6 CU FT FRIGIDAIRE Refrigerator, 2 years old, \$125.00. See Knight, 3-1-B, College View.

ONE 1948 4-DOOR CHEVROLET Sedan. Dealer bills will be received in the office of the Comptroller until 10 a.m., Friday, August 4, 1950. The right is reserved to reject any and all bids and to purchase any and all technologies. Address Comptroller, A & M College of Texas, College Station, Texas, for further information.

• PERSONAL •

Frank: When I find myself dealing with a reasonable person I shall try to be reasonable. Margaret

Dr. Carlton R. Lee
OPTOMETRIST
208 S. Main Street
Call 2-1602 for Appointment

Early Cooking Avoids Late Hours Spent in Hot Kitchen

By BETTY ANN POTTER

Early to cook and late to eat keeps a housewife healthy, happy, and cool. That is the schedule that we recommend for the homemaker for these hot, middle-of-the-summer days.

Do your serious cooking, which involves that "hot cook stove," early in the morning. Cook something which can wait to be served until the evening when appetites appreciate your efforts.

In between the serious cooking, early in the morning, and the serious eating, late in the evening, the family usually demands a third meal. This can be a lunch which

is cool to prepare, cool to see, and cool to eat. This cool meal in the middle of a typically hot July day will be like an oasis in the middle of the desert for you and your family.

Tuna Paprika

Tuna Paprika fits the prescription of coolness to the proverbial "T". This is different from the conventional tuna fish salad. Maybe you will want to try it to break the monotony in meal planning and meal eating.

Probably your family shares the responsibility of the meals. You plan and cook the meals; they eat and comment on them. In this way

each member of the family democratically does his or her part, whether it be cook or connoisseur of good foods.

Here is the recipe for the Tuna Paprika:

- 1 clove garlic
- 1/2 medium onion
- 2 medium green pepper
- 2 tablespoons butter or margarine
- 2 T. oil
- 2 T. cans tuna fish
- 2 tablespoons paprika
- 1 cup sweet or sour cream
- 2 tablespoons sherry

Chop up garlic, slice onion and silver green pepper. Melt the butter or margarine in a heavy skillet. Add vegetables and cook over low heat about three minutes or until onions are straw-colored.

Break up tuna-fish with a fork into bite-size pieces. Next, mix paprika and cream together and stir into onion mixture. Add tuna fish and heat thoroughly. Then stir in the sherry. Serve with green noodles to four tuna loaves.

Avocado Mousse

Green is always a cool color and especially is it cool-looking when it is used in decoration of an avocado. Avocado salad always seems "just right" for hot summer days when appetites dwindle. Avocado Mousse has real appetite appeal.

Here is the secret formula: 1 package lime gelatin

- 1 cup hot water
- 2 cups ripe avocado, mashed (take 2 1/2 average avocados)
- 1 small onion
- 1/2 cup mayonnaise
- 1/2 cup small lemon
- 5 to 6 sprigs parsley
- 1/2 teaspoon salt
- 3/4 cup heavy cream

Dissolve the gelatin in water. Cool in the refrigerator until the gelatin is syrupy. Meanwhile peel and crush the avocados with a fork and grate the onion up finely. Add onion, mayonnaise, lemon juice, finely chopped parsley and salt.

Beat cream stiff and stir it into the avocado mixture gently. Add the syrupy gelatin and mix it through carefully. Pour into a medium ring-mold and set it in the refrigerator to chill until solid. Unmold it at the very moment you are going to eat it because the avocado turns brown if it stands exposed. Fill the center with cut-up chicken or seafood that has been mixed with a little French dressing. This will make six generous servings.

These are two real life savers when family appetites and your ambition dwindle, and the heat becomes intense.

Boy Scout Swim Meet In Natatorium Tonight

The annual Boy Scout swimming and aquatic meet for the Brazos district will be held today in P. L. Downes natatorium on the A&M campus, according to H. W. Barlow, district chairman.

Considerable interest has been reported by Scoutmasters and there are indications that Troop 411, winner the last two years, may have real competition this time.

The meet will start promptly at 7:30 p.m., and absolutely no entries may be made after 6:30, the chairman emphasized. This holds true for entries from Robertson county, which is holding its meet at the same time, but not in competition with Bryan and College Station boys.

First place winners in each event will compete for council-wide honors in the meet at Camp Strake on August 5.

Events in the Brazos district meet include: Junior division—medley relay, free style, breast stroke, back stroke, diving, and free style relay; Senior division, the same events except greater distances, and with an individual med-

ley added. The junior division will be made up of boys 14 and under, and seniors of boys 15 and over. Ages will be counted as of July 1.

In addition to the swimming events, an aquatic division has been added this year, according to Barlow. This division includes: cross chest carry-enter water by jumping and swimming to victim and carrying him to shore; shirt tail rescue, tired swimmer carry; ring buoy throw; long distance swim, and side and back stroke swim.

At Camp Strake a row boat division and canoe division will be added, and boys from this district may enter these direct, without competing in the district meet.

Officials in charge of the meet include: General Chairman Barlow; E. Mamaliga, head starter and referee; head finish judge, W. L. Penberthy; head timer, C. C. White.

Baptist Students to Entertain Saturday

The Second Semester Baptist Student Union party will be held at 7:30 p. m. Saturday, July 29th.

Activities for the occasion will consist of a devotional talk by David Alexander, the Baptist Student Secretary and special music furnished by Bryan girls. The new music and educational director will lead the music and games.

Refreshments will be served during the evening. All Aggies are invited to attend.

Southern Writes Article

John H. Southern, agricultural economist, Bureau of Agricultural Economics, working afield with his base at College Station has received recognition for his article, "Noise is Not Enough."

The article, condensed from Southern's article "The Land" was printed in the Farm Policy Forum, Volume three Number six, June 1950.



KEYS OPEN DOORS

And By Doors We Enter

Most people generally carry a great many keys with them. When they want to open a door they usually have only one key that will do the job.

There is no sight more pathetic than that of a person groping around for the right key.

Mr. Advertiser, why stumble around in the dark searching for a key?

Let The Battalion be your key to opening the door to the College Station Market.

It is read by more people than any other three newspapers combined.

"In College Station, Everybody Reads . . . THE BATTALION"

DYERS-FUR STORAGE MATTERS
American
LAUNDRY-DRYCLEANERS
21365
—College Station Representative—
LOUPOT'S TRADING POST

We pay the highest prices for Used Books.
We maintain wholesale and retail lists the year round.
GET OUR PRICES BEFORE SELLING
THE EXCHANGE STORE
Serving Texas Aggies