

Like Topsy, 'They Just Grew' . . .

Student Publications Had Early Start Here

By JERRY ZUBER

"But there was no organized student publications department at first! It was like Topsy, it just grew!" E. L. Angell, assistant to the Chancellor and former manager of student publications exclaimed.

This in reference to A&M's large student publications department now under the direction of Roland Bing. Created officially in 1932 as the Student Publications Board to be composed of nine members and to head two magazines, the annual and The Battalion, the present department of student publications directs the publishing of four magazines, the annual, The Battalion, and handles in addition several minor matters such as printing of the student directory,

football programs, and other such miscellany as may arise from time to time.

First student publication at A&M was the Collegian, a weekly newspaper. It was later named the College Journal and still later The Battalion.

There were no magazines at first, nor was there an annual. Rather the Batt came once a month in magazine form and in June of every Commencement, issues were printed to represent an annual.

First manager of student publications on a full time basis was E. J. E. Angell in 1932. Prior to that time editors of student publications reported to a committee of faculty for guidance and assistance. When E. L. Angell was killed in an auto accident in 1936

his brother returned to A&M to take over the job of student publications manager.

The department of Student Publications preceded its superior department of Student Activities and as more and more matters began to take on a form of "student activity" they gravitated to the Publications department rather than to the rather limited Student Activities Department which existed prior to 1939.

In 1939, stabilization of Student Activity program as a part of the Student Life Committee under the dean of men was effected. Prior to that time there hadn't been any qualifications for a man to be an editor of a student publication.

The Callopecan and Austin Literary Societies were the driving force behind A&M's first paper, the Collegian, and at that time (1878) four out of every five men on the campus belonged to one of these societies.

The first annual came out in 1895 as The Olio. It came about largely through the efforts of F. M. Law Jr., editor of the Battalion in '95 and president of the Olio Committee. He is now president of the board of the First National Bank in Houston.

Only one issue of the Olio was ever published, but in 1903, the Long Horn (two words) made its appearance and only in 1945 when the 1945 annual came out as Vol. 1, 1946, has there been any interruption of its publication. In 1948 the name was changed from The Longhorn to The AggieLand.

Magazines of one form or another have come and gone at A&M through the years. The publications section of the 1913 Longhorn lists The Battalion, the Longhorn, The Architect Annual, and The Student Farmer.

At the time of formation of the Student Publications Board, there were four major publications, The Battalion, The Longhorn, The Technoscope, and The Countryman.

The Technoscope and the Countryman were bi-monthly magazines published by engineering and ag-

ricultural students respectively. About a year after formation of the student publications board these two magazines were printed under the name Scientific Review, maintaining the policy of publication under the two separate schools.

In 1941 the two separate magazines re-emerged under the names The Engineer and The Agriculturist. The Battalion humor magazine which had formerly been a monthly issue of the Batt had finally come into its own as a monthly humor magazine, but in 1943 it disappeared with the disappearance

of talent to the war zones. War put all student publications on a shelf with the exception of the Batt and the Longhorn. In 1947 the Agriculturist and the Engineer were revived. The Battalion magazine was renamed the Commentator which now comes out eight times a year.

In the spring of 1948 The South (See PUBLICATIONS, Page 6)



This was "Hollywood" the famous wooden shack area erected to house an overload enrollment following World War I. The shacks were situated in the area now occupied by Law and Puryear Halls.

Big Buy of A Bygone Day

Brandon & Lawrence

Out-fitters for Young Men and Men who stay young

THE HOME OF
Manhattan and Emery
Shirts, Arrow Collars,
Johnston & Murphy
and Howard & Foster
Shoes, Stetson and
Croft & Knapp Hats,
Kuppenheimer and
Society Brand Clothing

We show the Latest Novelties in Ties, Handkerchiefs, Belts, Hosiery, Etc.

A Cordial Welcome Awaits You



Brandon & Lawrence

This Brandon and Lawrence ad shows both the styles of the early part of this century and the type advertising carried in early-day Battalions. The firm is no longer in existence.

For Those Who Like The Finest

Lounging Pajamas
a wonderful gift

Nylon Wear & Hosiery

all sizes and shades



Beautiful . . .
House Robes
styles to please any lady

The Collegiate Shoppe

113 N. Main Bryan

GIFTS BEAUTIFULLY WRAPPED

GIFTS FOR ALL AT SHAFER'S BOOK STORE

FOR MOM —

MADE EXPRESSLY TO OUR ORDER—PLAQUES to be used as wall plaques or hot plates. GLASSES, ten oz. Aggie T glasses by Libby, and many other really lovely things.

POP —

He will really enjoy one of our swell KEY CHAINS or LIGHTERS. Or how about a very 'usable' DESK SET. Another fine gift is a PEN AND PENCIL SET.

JUNIOR —

Will go wild when he gets a MODEL of his own to build. And we have just the thing. Or maybe he likes music—we have RECORDS for tots and teens. And any AGGIE CLOTHING (sweaters, belts, shirts, etc.) will thrill him.

OR THAT SPECIAL GAL —

Man, will she thrill to our AGGIE JEWELRY. It's out of this world. And those AGGIE SLIPPERS will remind her of you every night. If you want to please her . . . come in and see us.

— Let's Make It A TEXAS Christmas —

Historical

Highlights

THURS., DEC. 7, 1950 Page 1

Are there any bargains left in the family budget?



YES!

You can call
983
more places in
College Station
than in
1940!

One item that actually takes a smaller part of the family budget than it did ten years ago is your telephone. That's because the average family income has increased much more than the cost of telephone service.

Few things give you so much for so little . . .

1940 Population 2,184 1950 Population 7,268
1940 Telephones 951 1950 Telephones 1,934
Population Increase 232.2% Telephone Increase 103.5%

The Southwestern States Telephone Co.

Specials For Friday and Saturday, December 8th—9th

CHRISTMAS TREES HAVE ARRIVED!

- Vacuum Pack MAXWELL HOUSE
Coffee 1 lb. 81c
Popular Brands
Cigarettes Carton \$1.86
Large Tubes—Regular Pkg.
Quaker Oats 33c
Kimbell's—In Pretty Tumbler—12 Oz.—Pure
Peach Preserves 21c
Guaranteed—Mixed Colors—In Paper Bags—Medium
Eggs doz. 53c
In Quarter Lb. Sticks—Dixie
Colored Oleo lb. 29c
Crisco 3 lbs. 39c
No. 300 Cans Gebhardt's
Tamales can 15c
No. 2 1/2 Cans Airmail Unpeeled
Halves Apricots 2 cans 45c
37c Value—Libby's Regular 7 Oz. Tin
Veal Loaf 2 cans 49c
No. 2 Cans Diamond
Tomatoes can 10c
No. 303 Tins Libby's—29c Value
Spaghetti & Meat 2 cans 39c
4 Oz. Pkg. Baker's Premium
Coconut pkg. 15c
7 1/2 Oz. Dromedary
Dates pkg. 23c

SALE OF JUICES

- 46 Oz. Can Libby's
Pineapple Juice 3 cans \$1.00
46 Oz. Can Grade A Fancy Rotel
Grapefruit Juice 3 cans \$1.00
46 Oz. Apple Keg
Apple Juice 3 cans \$1.00
46 Oz. Cans Libby's
Tomato Juice 4 cans \$1.00

AN ACCOMPLISHMENT

Several visitors returning from the Holidays have volunteered the remarks that our grocery prices are lower than those they observed in cities visited, particularly Houston and Austin. Inasmuch as this community, like most college towns, a few years ago was rated a "high" grocery town, we take a moderate pride in the fact that our prices now compare well with those cities long rated "cheap" grocery towns. The best grocery buys are found right at home.

PRODUCE SPECIALS

- Fancy Red Delicious
APPLES 2 pounds 25c
(Special Price by the Box)
Golden Ripe
BANANAS 2 pounds 25c
Large Iceberg
LETTUCE 2 firm heads 25c
5 Pound Mesh Bag
TEXAS ORANGES 5 lb. 29c
California
CARROTS 2 bunches 19c
No. 1 Russet—Mesh Bag
POTATOES 10 lbs. 39c

FROZEN FOODS

- Pictsweet—16 Oz. Pkg.
GREEN PEAS 25c
6 Oz. Cans Old South
ORANGE JUICE 2 cans 39c
Regular Pkg. Honor Brand
BROCCOLI pkg. 29c

Full Line of Fancy FRUIT CAKE INGREDIENTS

MARKET SPECIALS

- ### BACON
- Armour's Star lb. 53c
Decker's Tall Korn lb. 43c
Heavy Veal Grade A —
LOIN STEAK lb. 85c
Grade AA lb. 95c
Square Shoulder
ROAST lb. 65c
RIB STEW BEEF lb. 35c
Heart of Texas—
FRYERS lb. 53c
Small—3 to 4 lb. Pieces
HAMS lb. 55c
Larger Size lb. 59c
Mild Wisconsin—Hoop
CHEESE lb. 47c
Valveeta
CHEESE 2 lb. box 79c
End of Loin
PORK ROAST lb. 53c
WE RECOMMEND ARMOUR'S AA GRADE HEAVY BEEF FOR EXTRA FLAVOR AND ENJOYMENT—MOST CUTS ARE ONLY ABOUT 4c PER POUND OVER VEAL.

We reserve the right to limit quantities

SOUTHSIDE FOOD MARKET

Save all our Cash Register Receipts.

They May Be Exchanged for Valuable Premiums