

Chairman Outlines Campaign Plans

Collections for the March of Dimes began to roll in as the yearly campaign got into the early stages this week, according to H. T. Blackhurst, chairman for Brazos County.

Locally, Blackhurst said, the campaign is to rely on the following means of money:

- Mile of Dimes stands operated by members of the Lion's Club or organization of Bryan and College Station.
- School cards to be circulated at schools in the county.
- March of Dimes mail-out cards which are being distributed.
- Iron Lung coin collection boxes.
- Pin-up boxes being worn by filling station attendants in Bryan and College Station.

• Theater collections in the final week of the campaign in both cities.

Recent surveys show that more than 80 per cent of persons over the age of 15 have specific polio antibodies in their blood, indicating infection with polio virus, said Blackhurst.

It is still a mystery why only a fraction of those infected are disabled, he commented. March of Dimes supported scientists in leading institutions throughout America are trying to find ways to protect the susceptible. The National Foundation for Infantile Paralysis has spent \$13,100,000 for polio research into treatment and prevention, the chairman pointed out.

Scientists Are Confident

Scientists feel confident that March of Dimes financed research will end in control of infantile paralysis within our lifetime, Blackhurst said. The people of Brazos County can help by increasing their contributions to meet the 1951 need for \$50,000,000 throughout the nation, the chairman emphasized.

For the third successive year, polio has hammered Texas with epidemic force. In 1950, Texas out-ranked every other state in overall March of Dimes aid received. Blackhurst said that into Texas went the most respirators, most hot pack machines, most cribs and beds, most nurses and physical therapists, most resident physicians and most orthopedic nursing advisers during 1950.

What's Cookin'

- AG COUNCIL, Wednesday, 7:45 p. m., in MSC Lounge, Aggiefield '51 picture.
- BRUSH COUNTRY CLUB, Thursday, 7:15 p. m., Room 304, Academic Bldg.
- CALDWELL COUNTY CLUB, Wednesday, 7:30 p. m., Academic Bldg.
- COLLIN COUNTY CLUB, Thursday, 7:30 p. m., Room 2B, MSC.
- CORPUS CHRISTI CLUB, Thursday, 7:15 p. m., Room 3B-3C MSC. Important meeting to discuss Aggiefield '51 picture and mid-term party plans.
- EAST TEXAS CLUB, Wednesday, 7:30 p. m., MSC Lounge, Aggiefield '51 picture.
- EL PASO CLUB, Wednesday, 8:00 p. m., MSC Lounge.
- FOUR STATES (TEXARKANA) CLUB, Thursday, 7 p. m., room 106, Academic Building.
- HILLEL CLUB, Friday, 7:15 p. m., YMCA Chapel. Club picture for Aggiefield '51 will be taken.
- NEWMAN CLUB, Wednesday, 7:30 p. m., St. Mary's Chapel, Business meeting.
- PERMIAN BASIN CLUB, Thursday, 7:30 p. m., in Lounge of YMCA. Emergency meeting to make plans for picture in Aggiefield.
- SAN ANTONIO CLUB, Wednesday, 5:20 p. m., steps of Agriculture Building, for picture for Aggiefield '51. Wear No. 1 Uniform, blouse and overseas cap.
- SOUTHWEST TEXAS CLUB, Wednesday, 7:30 p. m., Room 3C, MSC.
- WACO-MENNAN COUNTY CLUB, Wednesday, 5:05 p. m., steps of Agriculture Building, Aggiefield '51 picture.

Kiwanis Hears Music Program

Members of the College Station Kiwanis Club were entertained yesterday with several vocal selections by Mrs. Marvin Butler. Accompanied on the piano by Mrs. J. B. Baty, Mrs. Butler offered renditions of "My Creed" by Miriam L. Fisher, "Carmena" by H. Lane Wilson, and "The Kerry Dance" by J. L. Molloy.

Frederic D. Meyers, instructor in the Engineering Drawing Department, was announced to have accepted membership in the local club. Orlis Miller, residing in the absence of President A. C. Magee, announced that several new members will be introduced at the meeting next Tuesday.

New Fashions for Milady's Hose



Something new has been added for sports or casual wear. Picturesque stockings are featured with whip stitching. White threads are hand sewn to follow the distinctive navy, brown or black outlined.

The stickpin fashion is translated into a hosiery decoration for spring '51. The new design features a small colored jewel outlined with tiny rhinestones. This subtle sparkle is sewn in by hand.

Aggies should be interested to note this new Spring hosiery decoration for the misses. Gracefully angled across the front of one stocking is a delicate daisy design sparked with rhinestones.

"It's Expensive" Says Hubby . . .

Spring Fashions Promote Leg-Gazing

By VIVIAN CASTLEBERRY
Battalion Women's Editor

If Texas Aggies ever needed an excuse to look at women's legs, the hosiery industry is providing it. At a recent showing of hosiery styles for Spring, designers went all out to add oomph to milady's lower extremities. As if a neatly turned ankle were not enough, the well-dressed lady now wears flowers on her heels, satin appliques on her heels or diamonds on her toes.

If the girl of your dreams is a sports woman, you might "light" her with a pair of mesh stockings featuring the whiplash stitch heel. These are done in white floss, hand sewed around the frame of the heel to provide a bright contrast to what would otherwise be just another pair of gossamer-robed (ahem) legs.

For her gay-as-a-feather moments the dream girl can now come out in a pair of Swiss dot stockings. These, (not that you guys would possibly be interested in how they came to be after you once cast your peepers on a gal in 'em) are done by an electronic process which shoots 100,000 volts through sheer nylon.

The woman who likes pleats now can go gleated all the way, for there is available a new pleated

stocking. Nobody would ever know this, of course, after the lady has stretched the pleats over her legs. "Sparkle" featuring diamond-shaped satin appliques on a picture-frame heel, is another entry in the things to come for the well-dressed woman's hosiery wardrobe.

For the really daring girl of your dreams there is a new 24-karat gold pattern stocking that she can wear out dancing—just anywhere.

The idea that motivated them to buy the apparatus was principally an effort to cut down on cases of polio. But flies, mosquitoes and other insects were cut to a minimum.

Maybe the idea could be discussed in other local circles. One never knows how much a project of that kind can do, and College Station's large number of polio cases for 1950 could use something toward prevention of this disease—if DDT can do the job.

Dimes Drive Needs Your Support

Mention of the large number of polio cases brings to mind the current March of Dimes campaign. H. T. Blackhurst, chairman of the committee from the College Station Lion's Club are "shoving a lot of work to put Brazos County over the top in contributions to the 1951 fund.

Certainly your determined effort could be used in this stocking drive to support research to fight infantile paralysis. Give aid to those who have been stricken with the disease.

Send your check today.

Senior Companies Remain in Spring

There will be no change in the status of the Senior Companies during the Spring Semester. Lt. Col. M. P. Bowen, assistant Commandant, said this morning.

Men eligible for promotions will be moved into the regular units as openings occur.

Stark Explains Raise—

(Continued from Page 1)

seemed less serious. W. M. Snow of the Business Department termed the hike "in line with everything else." He was referring to the over-all price-of-living jump.

I. D. Steele of that department just hoped that "nickel coffee does not go the way of the five cent hamburger." Though he admitted that the two-cents pinched the budget allotment he received from his wife, he added that with the advantages and services of the MSC "My morale is boosted two-cents worth."

Both suggested that students did not fully appreciate the building and what it offered. They cited unions or student centers.

But what's on the other side of the ledger? MSC Director J. Wayne Stark did the talking, from this side.

He termed the increase a long-delayed but necessary move. And he had support for his contention. Stark recalled a previous move toward higher-priced coffee that had been suggested as a cooperative move by all local establishments.

Such a move, said Stark, would have fallen under the scope of price-fixing, a definitely illegal procedure. He went on to explain why the MSC did finally raise the price.

Coffee trade, he points out, constitutes more than one-sixth of the food business done by the MSC. You can't afford to take a loss on that much of your operation, he contends, adding that the MSC has been taking a loss.

But the thing goes deeper than that, the director stressed. He blames much of the apparent furor on lack of education on the part of MSC users as to just how the Center operates financially.

Operations at the MSC are sharply divided into two groups—the service activities that offer club activities, the browsing library, the dark-room facilities, the lounge provisions and the other.

It is the building that goes to make the money to pay service offerings.

He urged users to remember business end has to run fit to pay for the other. The plan was directed at the notion that the building operates on a non-profit basis. Profoundly turned back into

on the coffee question, and to other unions or students that have made jumps in last two months. The year of Illinois reports all seven-cents while the

University of Chicago is now operating on a seven and five-cent basis.

He said that no one that has paid a grocery bill lately could fail to notice recent and severe jumps in price. And he added that no price hike for other foods or drinks is contemplated.

In a more concrete respect, the MSC serves from 85,000 to 100,000 cups of coffee monthly. It figures consumers are split about 50-50 as to preference for cream. That cream costs, according to MSC estimates, about 1.4 cents per serving.

Stark was backed up in his arguments by Roy Bertrand, president of the Texas Restaurant Association and manager of the B. K. Coffee Shop in Waco. Speaking from Waco, Bertrand said:

"The average operator is losing three-cents on every nickel cup of coffee he sells. A higher price for coffee can be backed up with a million reasons."

The well-known restaurant operator explained that several places in Waco already charged 10 cents per cup. Others have gone up to seven and eight cents. "All drug stores," he reports, "charge seven cents."

From Houston came a like statement from Roy P. Etchison, executive vice-president of the Texas Restaurant Association. He termed coffee-price increase as "definitely justified." He has charged tenants for a year at his Etchison Coffee Shop in downtown Houston.

Stark concluded his arguments by pointing to the peculiarities of restaurant operation. Cost, he says, must always be kept to from 40 to 45% of sales price. Various factors reduce this apparently high profit to a bare five to ten percent.

The first day of seven-cent coffee found a slight decrease, about five percent, in total coffee sales. Black coffee drinkers took several converts into their fold.

But who took the severest beating from the jump? I say, with prejudice, the Batt staff. We do not drink the stuff—we inhale it.

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