

Battalion Editorials

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THE BATTALION THURSDAY, DECEMBER 4, 1952

Adequate Salaries a Must For Top Teaching Staffs

MOST COLLEGE COACHES will agree money available for scholarships has much to do with determining the success of an athletic team. Money is always a big factor in securing players and athletes to produce a winning squad.

But money doesn't speak only for half-backs or pitchers when it comes to colleges getting men of high caliber to bring name and fame to their institution.

Sometimes we forget a college is supposed to gain its reputation for high academic standards instead of victorious athletic teams.

To maintain or even gain such standards, men who are outstanding in their particular fields must be employed by colleges to produce students whose ability has been fully developed in that field.

What speaks more when you bring a man to teach at an institution than money. No matter what his love of a school may be and how devoted he may be to his work, many top professors are willing to give up their jobs for better offers from industry or rich-

er schools. These men still have families to clothe and feed and with the high cost of living these days it is sometimes foolish for them to scorn an offer of higher wages.

It was Hare who said, "There is a glare about worldly success which is very apt to dazzle men's eyes."

There have been many reports of professors leaving A&M during recent years to accept positions in industry and at other colleges. In a few cases departments have been drained of their top authorities in certain fields because a salary could not be paid to keep them here.

To keep pace with other educational institutions A&M must pay their professors adequate salaries. The college must also be able to pay enough to bring in others to fill the vacancies which have come about from time to time.

The University of Texas' new president, Dr. Logan Wilson said recently you can not keep a good faculty without paying them sufficient salaries.

What is the answer for A&M? The president promised early this year a cost of living pay increase was due employees in the near future. Will this raise be enough to keep a professional staff which is capable of giving adequate training to students of this college? If not, what then?

"Each year the graduating class should be allowed to name the faculty."—Knut Rookne.

Sportsmanship Committee Grows

BALLOTING is now underway for the 1952 Southwest Conference Sportsmanship Trophy. The votes are gradually coming in and it may turn out to be a very close race to see who gets the big trophy now held by the University of Arkansas.

Several conference schools have emphasized sportsmanship this year and as a result their efforts have paid off to a large degree. Only the executive secretary of the sportsmanship committee is allowed to open the ballots, but it is our guess the schools who went all out to build sportsmanship will reap a certain amount of results in final voting for the trophy.

TCU had a very thorough campaign and through their student body president, Ren Kent, their relations with other southwest schools have been bettered considerably.

At Baylor, a special Sportsmanship Week was observed before the Bears' game with A&M. Other schools also devoted editorial page space and time of student leaders to sportsmanship programs on their campuses.

Perhaps this little-known-about committee of the Southwest Conference is gradually beginning to grow in strength through the results obtained by its members.

The Battalion

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

The Battalion, official newspaper of the Agricultural and Mechanical College of Texas, is published by students four times a week, during the regular school year. During the summer terms, and examination and vacation periods, The Battalion is published twice a week. Days of publication are Tuesday through Friday for the regular school year, and Tuesday and Thursday during examination and vacation periods and the summer terms. Subscription rates \$6.00 per year or \$5.00 per month. Advertising rates furnished on request.

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FRANKLY SPEAKING

What Can A&M Offer to Gain More Students?

By FRANK N. MANITZAS
Battalion Co-Editor

The Korean War helped, but many colleges are still losing enrollment as compared to the postwar boom they enjoyed during 1948. But an answer to "what can be done to increase enrollment" has been under educators' noses every day. But they have failed to see it.

Like cigarettes, shirts, various drinks, colleges need advertising to attract more customers, or students. And like these everyday commodities, colleges will have to begin making claims unheralded by other institutions.

The University of Houston can boast: "We have five women for every man."

The University of Texas: "We have the tower of orange lights and the only steer in the state to gain more than 200 pounds during the drought."

Southern Methodist University: "The Doaker slept here."

Baylor: "That good old Baylor Line, and Bridge Burners Inc."

And what can A&M say? "The largest military school in the world." A modest claim. "Producers of more officers than any other institution." Also true.

But what can A&M or any other college add to attract more students? Make an education worthwhile? Instructive? Profitable?

Here's How Colleges Can Improve

Instead of saying, "we have the best football players in the state," or "our spirit is the greatest in the world," or "extracurricular activities here are unlimited," or "come here and party, party, party," colleges should boast "the best qualified, trained, equipped instructors available with unlimited facilities for the student's education."

Many times, however, this is impractical because of the money paid to educators and the methods used in training new ones. Lack of

encouragement to students considering the teaching profession also has proved harmful.

Directors of educational institutions appropriate thousands of dollars for building additional seats to football stadiums, re-equipping athletic teams, advancing coaches' salaries for jobs well-done, but who ever saw raises to instructors, regular hiring of technical experts or consulting educators to check the ability of an institution's present situation?

Room for Other Activities

This does not mean that athletics or extracurricular activities should be omitted from the student's education. The advertised importance placed on items other than the educational facilities of a college tend to draw both the student's attention and that of instructor's from the ideas of learning and teaching.

So often, classroom education has progressed into a recital of facts, strict objectivity and fails to project a light of equal candlepower as emitted from the other college activities.

Students enter institutions of

higher learning for many reasons: an education, recreational activity—both social and athletic, boredom, love, hate, tradition, all adding up to a means of getting ahead with the degree. But the colleges were established mainly for advancement of knowledge.

Now is the time for a return to education. Promote it. Let students know what each school can offer, and in this way make it easier for him to pick the institution which will give him the best instruction in his chosen field. Enrollment will increase accordingly to the quality of the college.

LETTERS TO THE EDITOR

Sixth Grade Adopts 'Aggies'

Editors, The Battalion:
I thought you might be interested in this as it shows how far and wide "Aggie Spirit" is known and admired. I have sent him the material requested.
Lt. Col. E. V. Adams
Band Director

Bandmaster, Texas A&M:
My name is Mike Buonassi and I am a teacher in Washington Jr. Hi School (6th grade) in Bethlehem, Pa.

We have a club in our school and the boys would like to pattern their cheers for our basketball team after Texas A&M.

We have heard of the Texas A&M band and cheering section as being the greatest in the country; therefore we would like to use some of your cheers which you use for football and basketball.

Our colors are maroon and white and we have adopted the name of "Aggies". We sure would appreciate copies of your "great" cheers.

Kindly send a list of songs that the Big Aggie band (football) has made on records which you sell to

the public. We love the "Aggie War Hymn" and would like to use the record as an inspiration for the club members. We are willing to pay for the records.
Mike Buonassi
Bethlehem, Pa.

CAMPUS

4-1181
TODAY thru SATURDAY
—Feature Starts—
1:36 - 3:16 - 4:59 - 6:38
8:19 - 10:00



NEWS - CARTOON

CIRCLE

4-1250
TONIGHT and FRIDAY
Children Under 12 Free When Accompanied by Adult.

"CAESAR and CLEOPATRA"
Starring CLAUDE RAINS and VIVIAN LEIGH
— Also WALT DISNEY'S —
"In Beaver Valley"

PALACE
Bryan 2-8879
NOW SHOWING
Just what the doctor ordered... LOVE, LAUGHS AND JUST PLAIN HAPPY ENTERTAINMENT!

QUEEN

COMING SOON - Watch for Date
The greatest love story you have ever seen, filmed against the most adventurous backgrounds in the world today
PETER LAWFORD
You FOR ME
JANE GREER
CIG YOUNG

FRIDAY NIGHT PREVIEW
JENNIFER JONES
The Wild Heart

QUEEN
NOW SHOWING
DEAD-END KIDS
—In—
"Keep 'Em Sluggin'"

Dear Sir...
You're invited to CHRISTMAS SHOP for your lady where she shops herself. We'll help you... YOU'LL ENJOY IT!
LESTER'S Smart Shop

POGO
WHY'S YOU CARRY SUCH A LIL' BITTY UMBRELLER, SIR?
THE WAY YOU IS LEADIN' THIS SEARCH, THAT UMBRELLER AIN'T KEEPIN' NO BODY DRIED.
I NEVER SEE SUCH A CRANKY CREW.
I BRING IT ALONG TO KEEP MY SEEGAR FROM GITTIN' WET AN' GOIN' OUT.
AFTER ALL, IT'S THE ONLY FOOD WE GOT WITH US.
PSSST!
L'L ABNER Damaged Goods For Sale
HURRY GALS!! WE GOT A FEW LEFT OVER!!
HAIN'T THIS A ROMANTIC WAY TO MEET, HONEY P?
HERE'S NICE PLUN, ONE ALL WRAPPED UP 50 CENTS, PLEASE!!