

Larry on Temple 'B' Team

Winkler Becomes Top Player

By JOHN PETRI
Battalion News Staff

Lawrence Edward Winkler, A&M's starting left tackle, never won a high school football letter. But the boy who spent most of his high school football days on the Temple B squad is now a top Aggie lineman.

Winkler already holds one varsity letter. He played 146 minutes last year as a sophomore. Larry came to A&M from Temple as an unheralded freshman. By the end of the season, his spirit and determination had won him a starting berth on the Fish team.

This year, Winkler has been an outstanding lineman for the Aggies. His precision blocking has opened large holes in opponents' forward walls. His hard tackling has been one of the main reasons for the fine defensive showing of the Aggies this year.

Although Winkler has done yeoman service in every game his great play in the Kentucky game helped put the Aggies off to a winning start.

"Wink" has two older brothers who played football. Jim was an all-southwest conference tackle for

A&M, and in 1952 was an all-pro tackle for the Los Angeles Rams. Bernie Winkler was an all-border conference tackle for Texas Tech.

Lawrence is the youngest of four sons of Mr. & Mrs. O. A. Winkler of The Grove, a small community 16 miles from Temple.

At A&M he is intelligence sergeant for the third battalion, first regiment and is a member of the "T" association.



Larry Winkler

Battalion Classifieds

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1939 STUDEBAKER, 2-Door, Cheap transportation. \$59.50. Phone 6-3840.
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SPECIAL NOTICE
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UL ROSS LODGE NO. 1360 A.F. & A.M.
Stated meeting Thursday, Nov. 12, 7 p.m.
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INSURANCE of all kinds. Homer Adams, North Gate. Call 4-1217.

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Weightlifting Club Will Travel in '53

A&M's Weightlifting club will go to Dallas, San Antonio and Houston this year for meets with Boy's Clubs, YMCAs and other weightlifting clubs.

Emil Mamaliga coaches and sponsors the club, whose primary purpose is to provide activity for those interested in weightlifting.

Anyone can join the club. Bobby Fletcher is the president. Competing members include Charles Cantu, Johnny Luckens, Alan Soeffe, Marty Phillips and Phil Cardenas. All are returning members of last year's club.

Meeting is held from 4 to 6 p. m. every Tuesday in the little gym. Members will help anyone interested in the club.

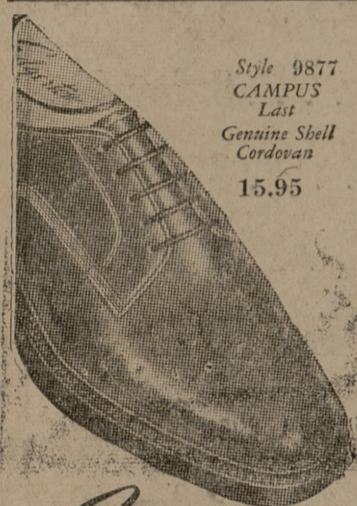
Kittens End Season Tonight in Hearne

The Consolidated junior high kittens meet the Hearne Eaglets tonight at 7:30 in Hearne for the second time this season.

Boasting a season record of four wins, two losses and a tie, the Kittens close out their season play in tonight's encounter.

They opened the season with a 13-6 loss to Madisonville, but later won a return game, 14-12. They won two from Navasota, 12-0 and 27-6, but split with Huntsville, winning the first 13-6 and losing the second game, 20-13.

The previous game with the Hearne Eaglets ended in a 6-6 tie.



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The Purpose of Our Talk on Trading Stamps

TRADING STAMP "FADS" RUN IN CYCLES. THESE CYCLES USUALLY LAST APPROXIMATELY FOUR YEARS.

The first year (or less) is usually marked by the greatest enthusiasm by both the customer and the merchant. While the merchant must show a minimum gain of 9% in sales with no added expenses to offset the

cost of the "stamps," this usually can be done TEMPORARILY during the first several months. And the customer still does not realize how little value the stamps actually have in exchange for the premiums.

For instance, the floor polisher mentioned last week cost the stamp company probably less than it would a wholesale grocer, or somewhat less than \$30.00. Yet the customer must buy \$2,220 worth of goods on which the stamps are all redeemed; and the merchant must buy from the stamp company an additional number of stamps to cover probably another \$2,220 in sales that are NEVER REDEEMED. If our guess that only half the stamps obtained are ever redeemed, these figures would be correct. Thus the merchant pays the stamp company \$88.00 cash in advance for the minimum the customer eventually gets "Free."

Usually during the second year so many of the customers lose interest in the deal that the volume of business done by the merchant falls. His "break-even" figure insofar as the "Stamps" are concerned, is a volume 109% of his starting volume. Assuming his initial net profits were 2% (a recent Dun and Bradstreet survey of 81 stores doing an annual volume between \$200,000 and \$500,000 showed an average net profit of 2.1%) and considering the fact the merchant pays the stamp companies 2% of his sales volume for all stamps given out, then if the volume of the store falls to 100%, then PRACTICALLY ALL OF THE PROFITS OF THE STORE DISAPPEARS. Thus the merchant must raise his prices or discontinue the stamps.

It is usually during the second year that the merchant puts the stamps under the counter and gives them out only when the customer directly asks for them. Sometimes, at first, stamps will no longer be given on short-profit items like cigarettes. Other stores have discontinued giving stamp while their special prices are in effect.

Other stores have increased the number of stamps given with each 10¢ purchase to two, three, and in Denver recently, to as high as 4¢, in an effort to maintain their sales volume. (While stores owning their own stamp companies and getting their profits indirectly can afford such generosity, this would be virtual suicide for a store having to buy the stamps from a separate company.)

Still, in the end, most stores taper off markedly in the stamp operations during this year, mostly quitting them.

The third year is marked by a further decreasing of interest all around, with usually only a few stores continuing to give out stamps when demanded and only a few customers interested in them.

The fourth year is the year of forgetfulness all around, setting the stage for another surge about a year later.

OUR PURPOSE in talking about stamps is a hope that in doing so, WE CAN SHORTEN THIS CYCLE.

TRADING STAMPS HAVE NO PLACE in food distribution. They are too costly and inefficient. We believe them good for neither the store giving them out or the customer receiving them.

We believe we have made our point.

★ MARKET SPECIALS ★

It's time to talk Heart of Texas Turkeys with us. Some of the finest ever sold in this area. Our prices will be low on select birds.

- FRESH, LEAN AND TASTY**
Ground Beef lb. 29c
5 LBS. OR MORE lb. 28c
CHOICE BABY BEEF
Pot Roast lb. 37c
CHOICE BABY BEEF
Brisket Stew 5lbs. \$1.00
- BREAKFAST BACON**
DECKER'S KORN KIST lb. 49c
HORMEL—DAIRY OR MIDWEST lb. 69c
NO. 1 LOIN END
Pork Chops or Pork Roast . lb. 55c
- KRAFT VELVEETA**
Cheese Spread . . . 2-lb. box 69c

- CHOICE BABY BEEF
Seven Steaks lb. 45c
CHOICE BABY BEEF
Round Steak lb. 59c
CHOICE BABY BEEF
Club Steak lb. 55c
SWIFT PREMIUM OR HORMEL
All Meat Weiners . . . lb. 49c
HORMEL PRE-COOKED
Ham Shank End . . . lb. 55c
HORMEL ALL MEAT
Big Bologna lb. 39c

GROCERY SPECIALS

- Limit One Please. Folger's
COFFEE lb. 85c
10-Oz. Pkg.—Curtis
MARSHMALLOWS . pkg. 18c
Sunshine Krispy
CRACKERS . 1-lb. box 25c
One Of The Better Brands
KEYKO OLEO . . . lb. 22c
(Limit One Please.) 10-lb. Bag
SUGAR, Imperial . each 89c
Fresh Jumbo Size Brazos Bottoms
PECANS in Shell . 2-lb. bag 49c
Limit Total of 4 Assorted, Please
Pillsbury's Buttermilk or
BALLARD BISCUITS . can 10c
Grade A Sanitary in Bottles, 1/2 Gallon
Pasteurized MILK . 2 for 75c
(Plus Bottle Deposits)
Popular Brands
CIGARETTES . carton \$2.09
Special Deal on Crisco if Arrives
As Promised. Otherwise, Mrs.
Tucker's New Creamier
SHORTENING . 3-lb. can 69c
2 1/2 Cans—Halves or Slices Hunt's
PEACHES . . . 2 cans 49c
A College Pennant Free With Each Can
1 1/2 Oz. Can—Hormel Plain
CHILI without beans . can 39c

ATTENTION DUCK HUNTERS
We are selling 12 Ga. High Velocity shells at \$2.35; 16 Ga. at \$2.15 (Wholesale prices) and other loads proportionately.

- 3 Minute Brand
1-lb. Cello Bag—White or Yellow
POPCORN pkg. 23c
Limit 4 Please. Campbell's
TOMATO SOUP . . . can 10c
5-lb. Bag
ACORN CORN MEAL . ea. 43c
Pumpkin Pie Hungry? Del Monte
PUMPKIN . . . 2 2 1/2 cans 47c
Raisins and Oats Combined, 3 Minute Brand
RAISIN OATS . 18-oz. pkg. 18c
8-Oz. Pkg.—Baker's Premium
CHOCOLATE pkg. 39c
8-Oz. Cello Bag—Baker's Premium
Shredded COCONUT . pkg. 29c
1-lb. Bag—Genuine Hallowei Persian
DATES pkg. 23c

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BLEACHED RAISINS, WALNUTS, ALMONDS, DRIED FIGS, CANDIED FRUITS, ETC.

FROZEN FOODS

- Morton's Individual
CHICKEN POT PIES . each 27c
US Grade A Fancy Florida Pasco
ORANGE JUICE . 2 cans 35c
1/2 Gallon—Lilly or Holiday
MELLORINE each 59c
1-lb. Pkgs.—Birdseye
PERCH FILLETS pkg. 39c

FRESH FRUITS AND VEGETABLES

- Large Size Cuban or Florida
AVOCADOS 2 for 25c
Clean, California Medium (No. 5)
LETTUCE 2 heads 15c
Medium-Large Size—Florida (176)
TANGERINES doz. 39c
Fresh Crop Cello Bag
CRANBERRIES . . . 1 lb. 29c
Fresh Green
CABBAGE 3 lbs. 10c
Generous Bunches of Locally Grown
GREENS 2 bunches 25c

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