

Battalion Editorials

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THURSDAY, AUGUST 4, 1955

Advertising A&M

Gee whiz, lookit all the money!
Twenty-one thousand dollars for the band trip, and, as we said before, probably worth every nickel of it in publicity for the school. But let's carry this publicity angle out to its logical end.

The greatest market for students for our college lies within the widespread boundaries of our own state. The UCLA trip is a good thing, for it will spread our name in other parts of the country.

Now while the former students of our college are in a giving mood, an even better way to put everyone in the know about A&M exists—at a much cheaper price.

The AggieLand, formerly known by many of the exes as the Longhorn, probably comes as close to telling the tale of "We Are The Aggies" as anyone or anything could.

But how many high school students get a chance to look at our yearbook?

Probably not too many.
The AggieLand could be a strong selling point in a high school student's decision about where to go to school. The book should be in every high school, or at least in a majority of them.

The college can't or won't provide the funds needed to do itself this service.

So the job will have to fall to those who love A&M the best—the exes, the ones who have left it.

If the former students have enough Aggie Spirit to start the band on its way to California, surely they have enough Spirit to possibly start some high school student on his way to College Station and Texas A&M College.

Publications Board

(Continued from Page 1)

Expected share in the net profits from the Football Programs would have been about \$7,000 this coming year, Strader said.

The student publications program is a non-profit operation and profits from one publication are used to cover losses which may occur on other publications, it was pointed out in the discussion by the board Tuesday.

Charges for the AggieLand are now consistent with other colleges

and universities which publish yearbooks the size and quality of A&M's AggieLand, Strader said.

Members of the board taking the unanimous action Tuesday included Karl E. Elmquist, chairman; Benjie Zinn, head of Student Affairs; Donald D. Burchard, Journalism Department head; T. W. Leland, head of the Business Administration Department; Wayne Moore, graduate student; and Phil Dunn, senior student.

Kurt Nauck Jr., editor for the 1956 AggieLand, is automatically charged by the board with carrying out general policy measures and complying with over-all space and advertising rates set by the board.

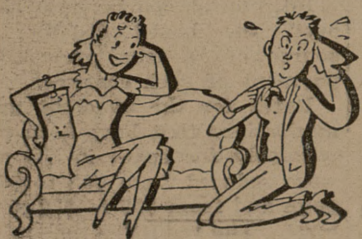
Nauck has outlined plans to include a 17-page index in next year's AggieLand, use more color, and if possible produce an AggieLand which will be even more useful and attractive than the 1955 yearbook which is due from the printers late in September.

Bridge Club Has Meeting Tonight

Mary Dannenburg and Maudene Chambers will be hostesses for the meeting of the Aggie Wives Bridge Club at 7:30 tonight in the Memorial Student Center.

At the meeting last week Kathy Neinst won first place, and Mrs. Dannenburg second. Gloria Davis had low score, and Kathy Rowin took the traveling slam prize.

Doris Harris and Mrs. Rowin were hostesses at the meeting.



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The Battalion

The Editorial Policy of The Battalion Represents the Views of the Student Editors

The Battalion, newspaper of the Agricultural and Mechanical College of Texas and the City of College Station, is published by students four times a week during the regular school year. During the summer terms The Battalion is published once a week, and during examination and vacation periods, once a week. Days of publication are Tuesday through Friday for the regular school year, Thursday during the summer terms, and Thursday during examination and vacation periods. The Battalion is not published on the Wednesday immediately preceding Easter or Thanksgiving. Subscription rates are semester, \$6.00 per school year, \$6.50 per full year, or \$1.00 per month per month. Advertising rates furnished on request.

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Bill Fullerton Editor
Kerstin Ekfelt Woman's Editor
Stanley Holcomb Advertising Salesman
Russell Reed Circulation Manager
F. W. Young Circulation Staff

Family Favorites

By Mrs. John S. McCannon

This week's guest editor is Vivian McCannon, originally from Big Rock, Ill. The wife of Major John S. McCannon of the Department of Air Science, she has been in College Station three years and is a member of the Newcomers Club and the Foods Group of the College Women's Social Club. She also teaches Sunday School at the A&M Methodist Church. She and her husband have four children, all boys—Dick, Dall, Dennis and David.

TALLERINAS

I got the following recipe from a doctor's wife while we were stationed in California. She had enlarged the recipe and was using her electric roaster to cook it in for a large group of people. This recipe will serve twelve.

- | | |
|-------------------------------------|----------------------------------|
| 1 pkg. (6 oz.) fine noodles | One 2½ can tomatoes |
| 2 lbs. hamburger | Salt and pepper |
| 2 onions and green peppers, chopped | One 12-oz. can whole kernel corn |
| 2 cloves garlic | 1 cup ripe olives, cut |
| 3 T. oil | One 4-oz. can mushrooms |
| | ½ lb. cheese |

Cook noodles. Saute meat, onions, garlic and green peppers in oil until meat is nicely brown. Add tomatoes, salt and pepper and simmer for ten minutes. Combine noodles and meat mixture and remaining ingredients, saving a little grated cheese for top. Turn into a greased casserole. Sprinkle top with grated cheese. Bake in a moderate oven, 350 degrees, for one hour.

CRANBERRY SALAD

This can be made a day or two ahead of time. It was given to me by an old friend in Illinois, who originally got it out of the Prairie Farmer magazine years ago.

To one pound of red cranberries and one small orange add two cups sugar and let stand a while. Add one package lemon Jell-O, one pint warm water, and let stand until cool. Add one cup chopped nuts, one cup cut marshmallows, one cup cut celery, and one cup chopped apples. Pineapple may also be added. Pour into molds and let set.

BLACK BOTTOM PIE

To make the crust, roll fine 14 graham crackers and mix well with five tablespoons melted butter. Put in bottom of a nine-inch square tin. Bake ten minutes in a very slow oven, about 275-300 degrees.

For the filling, soak one envelope (one tablespoon) Knox gelatine in four tablespoons cold water. Cook together two cups milk, ½ cup sugar, four egg yolks and 1½ tablespoons corn-starch until thick. To one cup of this custard, add 1½ squares chocolate (melted) and one teaspoon vanilla. Pour this chocolate custard over baked crust and spread evenly. Add gelatine to the rest of the custard while mixture is still hot. Cool. Add a meringue made of four egg whites, ½ cup sugar, ¼ teaspoon cream of tartar and one teaspoon vanilla. Fold this into cooled custard and spread over the chocolate mixture. Set in a cool place until ready to serve. Serve with whipped cream. This may be made a day ahead of time. When the recipe is doubled, cook the custard longer.

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Four at Conference For Vocational Ag

Four members of the A&M faculty are appearing on the program of the Summer Training Conference for vocational agriculture teachers this week in Dallas.

Henry Ross, professor of agricultural education, will discuss standards for a vocational agriculture program. E. V. Walton, head of the Agricultural Education Department, will speak on developing a public relations program.

O. M. Holt, also of the Agricultural Education Department, will speak on sources of teaching material for teachers of vocational agriculture, and Dr. Tyrus R. Timm, head of the Department of Agricultural Economics and Sociology, will speak on the relationship of agricultural economics to vocational agriculture.

The first thing Sam Jones of the Chicago Cubs did after pitching his no-hitter against the Pirates was to telephone his wife at their home in Monongah, W. Va.

Harvey Kuem, Detroit Tiger shortstop, was a 10-letter man at Milwaukee's Lutheran High School. He was a star in baseball, football and basketball.

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