

A&M Directors Approve Fifteen Promotions

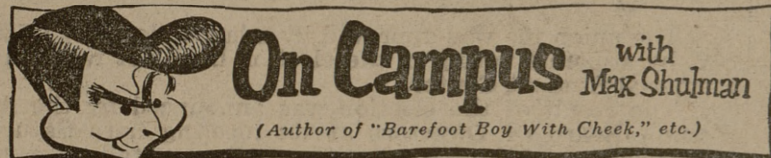
The Board of Directors of the Texas A&M College System Saturday approved promotions at A&M, Texas Agricultural Experiment Station and the Texas Agricultural Extension Service.

Promoted at A&M were John B. Page to professor and head of department in the school of Agriculture and D. L. Huss of the Range and Forestry department to instructor.

Texas Agricultural Experiment Station: Agricultural Economics and Sociology, Freddie A. Wolters

to assistant professor; Dairy Husbandry, Murray A. Brown to instructor; and Aurelius A. Melton at substation No. 9 to associate animal husbandryman.

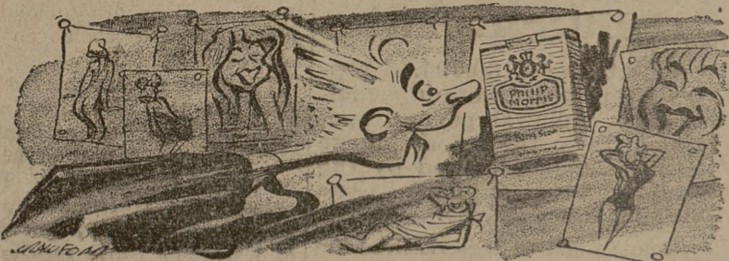
Texas Agricultural Extension Service: Sonja Alexander, Mrs. Jo Etta York and Patricia Hector to County Home Demonstration agents; Robert W. Berry, Paul D. Herschler, Harvey G. Hoerman, W. G. Johnson, Joe R. Singleton, William F. Thomas to county agricultural agents and Reagan V. Brown to rural sociologist.



HURRAY FOR THE RED, WHITE AND GOLD!

There's a new package on Philip Morris Cigarettes. It's red and white and gold and pretty as a picture. You'd never guess that behind anything so bright and cheerful is a saga packed with action and passion, with love and romance and not a few tears.

It started quietly enough. The makers of gentle Philip Morris, as hale a bunch of fellows as you ever clapped your eyes upon, got to talking last summer during their annual outing on Attu, a secluded and unspoiled island, often called "The Capri of Alaska." Capri, on the other hand, is often called "The Attu of Italy."



But I digress. I was saying that the makers of Philip Morris, jim-dandy fellows every man-jack of them, got to talking on their last outing. "Don't you think," said one maker to the other makers, "that our brown Philip Morris package, though in many ways terribly fetching, doesn't quite reflect the basic quality of today's Philip Morris—its happy gentleness, its jolly lightness?"

"Why, yes," replied the other makers to the first maker, "we do think that our brown Philip Morris package, though in many ways terribly fetching, doesn't quite reflect the basic quality of today's Philip Morris—its happy gentleness, its jolly lightness."

"Let us have the pack re-designed!" suggested the first maker, whose name is Laughing Ned.

"Yes, let us!" cried the other makers, whose name is Fun-Loving Tom. "Let us! Let us! Let us!"

The makers forthwith engaged the prominent firm of package re-designers, Sigafoos and Associates. It was with full confidence that the makers entrusted the task to Sigafoos and Associates, for Sterling Sigafoos, the senior member, is known the length and breadth of the world as "The Grand Old Man of Package Re-designing," and his partner, Fred Associates, though a younger man, is everywhere regarded as a comer.

Sigafoos and Associates began their job by conducting interviews from coast to coast to determine what kind of pack people wanted for Philip Morris. The partners could not do the interviewing themselves—Sigafoos because of his advanced years; Associates because he is subject to motion sickness—so they sent our two trusted employees: Mr. Walker Nylet (Yale '51) and Miss Felicia Sigafoos (Radcliffe '52), daughter of the senior partner. After canvassing the entire nation and tabulating more than 90 million interviews, Mr. Nylet sent the following communique to the home office:

"Dear Dad and Associates,

I call you Dad because Miss Sigafoos and I discovered during our long and exhaustive survey that never were two people so admirably suited. We have accordingly been married and have accepted a position with the United States Government keeping the lighthouse off Gay Head, Martha's Vineyard.

I hope you are not too upset by this news. May I suggest you look at it this way: you haven't lost a daughter; you've gained a beacon.

Sincerely,
Walker Nylet"

Well sir, old Sigafoos fumed for a while, but at last he calmed down and went to visit the newlyweds in their lighthouse, bringing them a suitcase full of twenties as a wedding gift. It was there he learned that people want Philip Morris in the red, white, and gold package which you are now, I trust, holding in your very own hand.

The makers of PHILIP MORRIS who bring you this column beg to remind you that for a while you'll still be seeing Philip Morris both ways—in the bright new red, white and gold package, and in the friendly familiar brown.

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 \$3.50 per semester, \$6.00 per school year, \$6.50 per full year, or \$1.00 per month. Advertising rates furnished on request.

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Battalion Editorials

Page 2 TUESDAY, OCTOBER 4, 1955

Their Finest Gift

The former students have done it again. And because they have done it, students at A&M will have another beautiful building in the near future.

But this building encompasses more than just brick, steel and glass; in this structure lies the opportunity for meditation and prayer that can prove helpful to students seeking quietness and guidance.

This is the chapel, the culmination of another effort on the part of the Former Students Association to expand the facilities and services for students at the college.

The money needed for this inter-faith chapel has been donated by former students; the System Board of Directors also has appropriated funds for its construction if more are needed.

As one Board member said, "The former students have done many wonderful things for A&M, but this is undoubtedly the most wonderful and finest."
And we agree.

Enrollment Increases Said Boon For Texas' Economy

The enrollment increases in our schools today "are likely to be the most profitable investment we ever made," the 12th annual Junior College Conference which ends here today was told at its opening session Monday.

The speaker, Dr. John K. Folger of the Southern Regional Educa-

tion Board, Atlanta, Ga, declared that "a male college graduate on the average will earn about \$100,000 more in his lifetime than a male high school graduate. The 9,600 Texas college graduates of 1954 will add about 9.6 billion dollars more to the economy of the State of Texas than they would if they had stopped at high school graduation."

Dr. Folger told the more than 75 attending the conference that "we get a tremendous economic return for our investment in higher education. In addition, we also get a tremendous economic return in citizenship, higher levels of culture and the other values we like to think of as being imparted by higher education."

The speaker said that in 1939 there were about 480,000 youth of college age in Texas. "In the next 15 years the rising birth rates of the postwar period will push the number up about 70 per cent to about 835,000."

Dr. C. W. Williams, vice-president for academic affairs, University of Houston, told fellow educators Monday evening "we must

see to it that the college student learns facts, tens of thousands of facts."

"The student should be given all shades of opinion and interpretation of these facts," he said, "since factual information and the judicious weighing of various interpretations are vital if the college student thinks clearly and logically as he prepares himself to wield a powerful influence in the moulding of public opinion."

Pointing to the responsibility of the political scientist and the historian in presenting facts, including certain "constants" in the affairs of men, he warned that such information is essential to an understanding of the "charting of our national course as we make our moves in a chess game to the death in the all-pervading struggle between Democracy and Marxism-Leninism-Stalinism."

Dr. Williams is a historian and is widely known in America and Europe as a lecturer in international affairs.

C. H. Ransdell, acting dean of the Basic Division, is general chairman for the conference.

What's Cooking

The schedule for tonight is:

7:30

The Camera Committee will meet in room 2C of the MSC.

American Society of Mechanical Engineers will meet in room 2B of the MSC for a very important meeting to elect a junior representative to the Engineer's Council and committee appointments.

A.I.E.E. will meet in room 205 in the new Engineering Building for an organizational meeting. All freshmen and sophomores are urged to attend.

Industrial Education Club will meet in room 108 of the M.E. Shop Building to elect officers for the fall semester.

Davy Crockett Club Organized at A&M

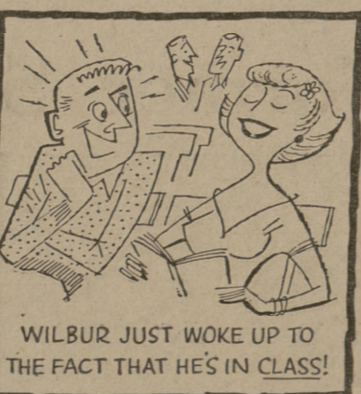
Davy Crockett will be well represented this year at A&M.

About 40 Aggies from Trinity, Houston and Anderson counties met last night in room 2B of the MSC in an organizational meeting.

The name "Davy Crockett" seemed to strike a humorous note so the name was voted for the joint hometown club.

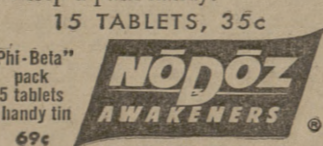
L. E. Shepard, junior Agricultural Engineering major from Crockett was elected president. Other officers elected were Mitchell (Bubba) Woodard, vice-president; W. J. (Bill) Smith, secretary-treasurer; David McReynolds, reporter; Bob King, Howell Crittenden and James Cook were selected as Social Chairmen.

A four-pound, ready-to-cook weight, duckling will make three or four servings. Count on buying two of the ducklings if you are having six to eight persons for dinner.



KEEP ALERT FOR A BETTER POINT AVERAGE!

Don't let that "drowsy feeling" cramp your style in class... or when you're "hitting the books". Take a NoDoz Awakener! In a few minutes, you'll be your normal best... wide awake... alert! Your doctor will tell you—NoDoz Awakeners are safe as coffee. Keep a pack handy!



BA, Architecture To Become Divisions

Two of the older and larger departments of A&M were named divisions and three other departments were given title changes by action of the Board of Directors.

The Board approved changing the designation of the department of Business Administration to the Division of Business Administration and the Department of Architecture to the Division of Architecture. The B.A. change will be effective Sept. 1, 1956 and the Architecture change will become effective Jan. 1, 1956.

Actually organized as a separate entity in the School of Arts and Sciences in 1946, the B. A. Department was the outgrowth of early courses offered through the economics department as far back as 1919. The department had a 1954

enrollment of 839 students from a student body of slightly over 6,200. It employs twenty full-time and ten part-time faculty members.

The Architecture Department is an outgrowth of the first formal program in architectural education offered in Texas beginning at A&M in 1905.

At present, the department has approximately 300 students and a staff of eleven full-time members, two part-time and two student assistant members.



CIRCL

TUESDAY & WEDNESDAY

"Drum Beat"

Alan Ladd

— ALSO —

"Dr. Jekyll and Mr. Hyde"



TODAY thru THUR.

JANE RUSSELL · JEFF CHANDLER



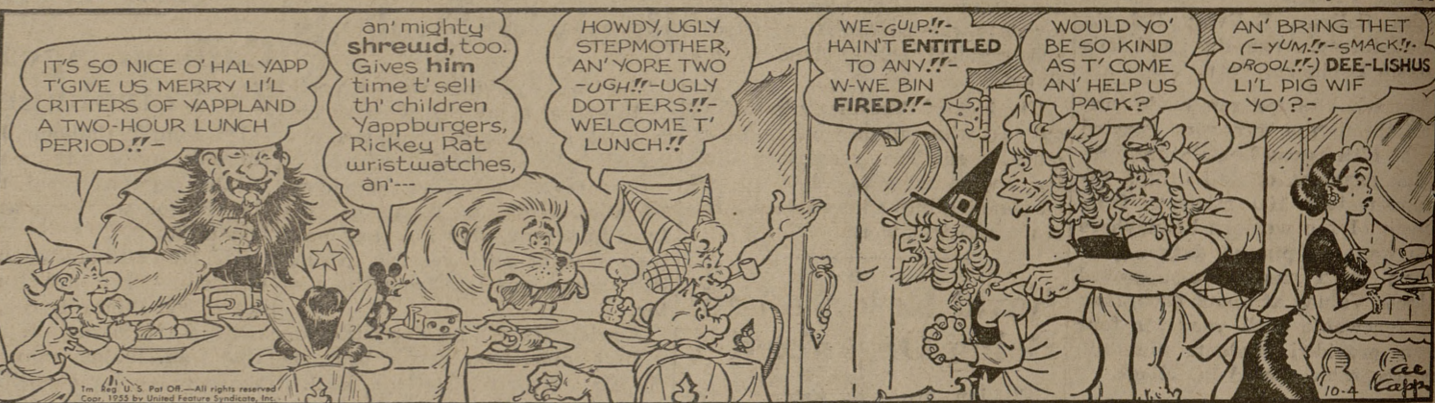
Want The Most For Your Money?

At age 22 you can purchase a \$10,000 life insurance policy for \$11.40 per month. (\$3.30 per month will handle the premiums for the first 9 months if you are hard up for cash — and there will be no make up on premiums later.) You pay the \$11.40 rate for 15 years, and if you want to stop paying premiums then, we issue you a paid-up policy for \$4,090. (Or, you could take \$184 in cash at that time.) If you let this \$4,090 of paid-up insurance ride until you reach retirement age 65, we will give you \$3,000 in cash for it. . . . You paid in a total of only \$2,052 in premiums during the 15 years, and for that you got: \$10,000 of life insurance for 15 years; \$4,090 of life insurance for 28 more years; and then got back \$3,000 in cash. Not a bad deal, is it? See if you can beat it! Texas' largest life insurance company guarantees every dollar in this policy, and the company has over \$560 million in assets that say they will do what they guarantee to do. . . . See or call Eugene Rush, at the North Gate above Agrieland Pharmacy, if you are interested. A College regulation forbids insurance agents or their student representatives from coming to a dormitory to talk with a student about insurance. You wouldn't want to buy a smuggled life insurance policy, would you!

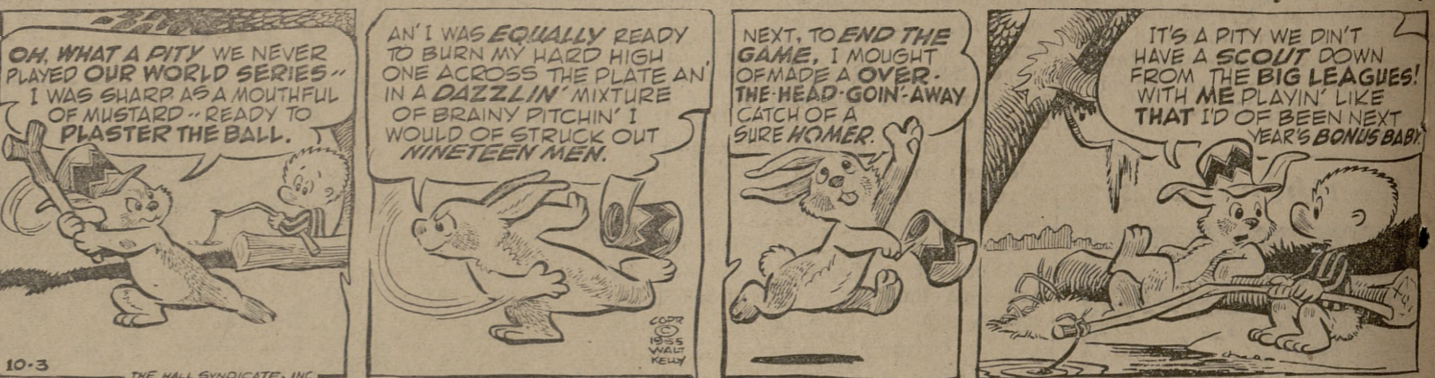
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