

# Battalion Editorials

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TUESDAY, OCTOBER 25, 1955

## A Chance To Prove Itself

Many students have begun to realize that personal conduct at a midnight yell practice contributes a great deal to the success of the ceremony.

The Student Senate and the Senior Class have both gone on record as being opposed to the throwing of "Aggie confetti" at yell practices, but some students have not taken the actions as sincere.

Now, the Senate has charged the Senior Class with the responsibility of disciplining future midnight yell practices. This will be a great task for the class, since it will be showing the school just how much power does still exist with the number-one class on the campus. At the same time, a great thing could be done for the school as a whole. How strong the Senior Class at A&M is remains to be seen.



**On Campus** with Max Shulman  
(Author of "Barefoot Boy With Cheek," etc.)

### ADVENTURES IN SOCIAL SCIENCE: NO. 1

"The proper study of mankind is man," said Geoffrey Chaucer in his immortal *Casey at the Bat*, and I couldn't agree more. In these tangled times it is particularly proper to study man—how he lives, how he functions, how he works. Accordingly, this column, normally devoted to splashdash waggery, will from time to time turn a serious eye on the social sciences.

In making these occasional departures, I have the hearty approval of the makers of Philip Morris Cigarettes, whose interest is not only in promoting the pleasure of young Americans by providing them with a gentle cigarette, matchlessly blended of vintage tobaccos, grown with loving care and harvested with tender mercy, then cured with compassionate patience and rolled into firm, tasty cylinders and brought to you in king size or regular, wrapped in fetching packages of lively crimson and pristine white, at prices that break no havoc on the most stringent of budgets; but who are equally concerned with broadening the minds and extending the intellectual vistas of every college man and every college woman.

I, for one, am not unmoved by this great-heartedness in the makers of Philip Morris, and though I know it is considered chic these days to disparage one's employer, I shall not. Indeed, I shall cry "Huzzah!" for the makers of Philip Morris. I shall cry "Huzzah!" and "Bon appetit!" and "Stout Fellows!"

But I digress. For our first lesson in social science, let us turn to the study of economics, often called the queen of the social sciences. (Sociology is the king of the social sciences. Advertising is the jack.) Economics breaks down into two broad general classifications: 1) coins; 2) folding money. But before taking up these technical aspects, let us survey briefly the history of economics.

Economics was discovered by the Englishman, Adam Smith. He published his theories in 1778, but everybody giggled so hard that Smith, blushing hotly, gave up the whole thing and went into the cough drop business with his brother.

For long years after that, economics lay neglected while the world busied itself with other things, like the birth of Victor Hugo, the last days of Pompeii, and the Bunny Hug.

Then one day while flying a kite during a thunderstorm, the American Henry George (also called Thorstein Veblen) discovered the law of diminishing returns, and then, boy, the fat was in the fire! Before you could say "knife," the Industrial Revolution was on! Mechanization and steam power resulted in prodigies of production. For example, a Welsh artisan named Dylan Sigafoos before the Industrial Revolution used to make horseshoes by hand at the rate of four a day. After the Industrial Revolution, with the aid of a steam engine, Sigafoos was able to make entire horses.



And so it went—factories rising from the plains, cities burgeoning around the factories, transport and commerce keeping pace—until today, thanks to economics, we have smog, depressions, and economics textbooks at \$5.50.

The makers of Philip Morris, who bring you this column, are no economists, but they do understand supply and demand. You demand gentle smoking pleasure; we supply the cigarette that has it—Philip Morris, of course!

## 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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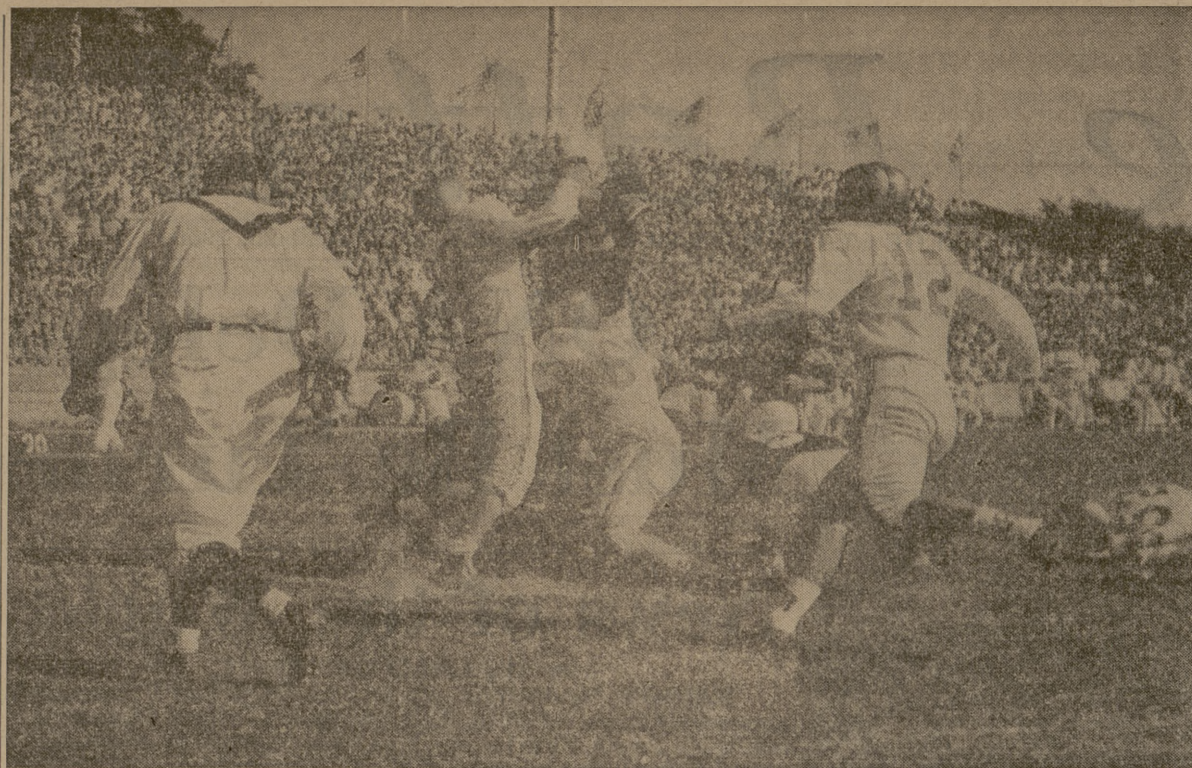
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News contributions may be made by telephone (4-5444 or 4-7604) or at the editorial office room, 202 Goodwin Hall. Classified ads may be placed by telephone (4-5324) or at the Student Publication Office, Room 207 Goodwin Hall.

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ALMOST—Jack Pardee is stopped right on the Bruin goal line in the first quarter of play by Del Shofner (No. 27) and Dugan Pearce (No. 61). Coming up to assist is No. 12, Bobby Jones.

### A&M Poets Invited To Enter Contest

Poets here at A&M are invited to submit original verse to be considered for possible publication in the Annual Anthology of College Poetry.

Closing date for submission is Nov. 5, and students may submit as many manuscripts as they want. Theme and form may be in accordance with the wish of the student. In order to give as many students as possible an opportunity for recognition, and because of space limitations in the Anthology, shorter poems are preferred for this thirtieth annual college competition. Manuscripts must be typed or written in ink on one side of a sheet. The student's home address, name of college and college address must appear on each manuscript.

More than a hundred thousand poems have been submitted to the National Poetry Association in the past 10 years. Of these, about 4,500 have been accepted for publication.

Manuscripts should be sent to the following address: National Poetry Association, 3210 Selby Avenue, Los Angeles 34, California.

### Journalism Club Names Officers

Dave McReynolds was re-elected president of the Journalism Club at their first meeting of the school year last week.

Other officers elected were Jim Neighbors, vice-president; John Sullivan, secretary-treasurer; and Edward Rivers, reporter.

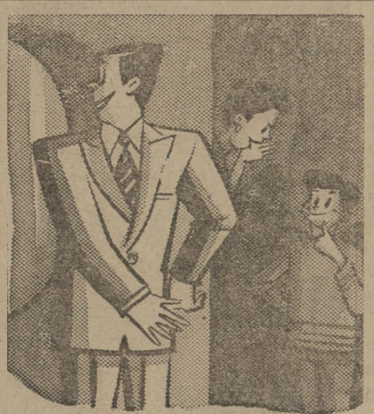
B. H. Dewey, Jr., state representative for the Brazos County district, spoke to the club on the state legislature and its relationships with the press.

The regular meeting time was set for the second and fourth Tuesday night in each month.

### SCONA

(Continued from Page 1)

Two sessions, the nights of Dec. 14 and 15, will be open to the public as a part of the Great Issues series. A Corps Review will be held the afternoon of Dec. 15, and a banquet the next night. There will be four keynote addresses, the speakers for which will be announced later, according to John Jenkins, A&M senior who is heading the SCONA Committee.



That "new suit" I "bought" for Dad is really an old one I had rejuvenated at . . .

### CAMPUS CLEANERS

### Job Calls

Job interviews this week are as follows:

**Wednesday**  
**CHANCE VOUGHT AIRCRAFT**—January graduates in mechanical, aeronautical, architectural, civil, electrical engineering and advanced engineering math. (Also interview Thursday)

**ARKANSAS FUEL OIL CO.**—(Cities Service Operating Co. in this area) Interviews for vacancies in field and office operations. No refinery work. Majors: EE, CE, ME, Pet., Arch. construction, geology and geological engineering.

**ATLANTIC REFINING CO.**—Geophysical section: (primarily in-

terested in master's degrees) geology, ME, math; Research & Development, chemical engineering, EE, ME, petroleum engineering, physics, math; Engineering Group; Pet. E., ME, Ch.E. (Also interview Thursday)

**BOEING AIRPLANE COMPANY**—Group meeting, 5 p.m., room 3D, Memorial Student Center.

**Thursday**  
**CHANCE VOUGHT AIRCRAFT**—See above.

**ATLANTIC REFINING CO.**—See above.

### CIRCLE

TUES. & WED.

"Knight of the Round Table"

Robert Taylor

— ALSO —

"The Glass Slipper"

Leslie Caron



WHEN THE LIGHT PICTURES PLAY  
**SKYWAY DRIVE-IN THEATRE**  
CHILDREN UNDER 12 YEARS—FREE

Tuesday & Wednesday

**THE YELLOW MOUNTAIN**

—Technicolor—  
Lex BARKER Mala POWERS  
Howard DUFF

— Plus Second Feature —  
**BEAU BRUMMELL**

Stewart Granger Elizabeth Taylor  
Peter Ustinov with Robt. Morley



TODAY & WEDNESDAY

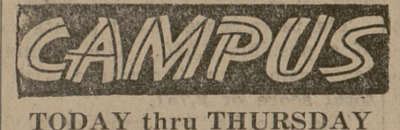
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L'L ABNER



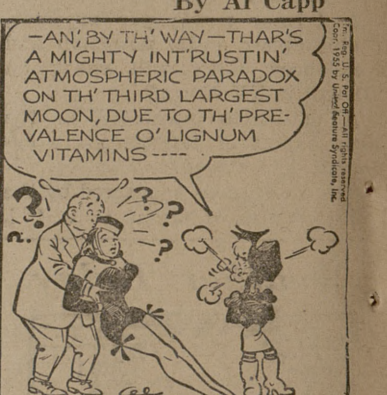
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