

Measure of America

WASHINGTON—The Library of Congress Wednesday was given almost a mile of microfilm: The complete record of all the Sears, Roebuck mail order catalogues since 1888. And to those who could remember when the catalogue's chief literary value was as a source material for outhouse jokes the whole thing was a mite confusing. For here was the librarian, L. Quincy Mumford, pleased as anything, saying of the catalogues: "They are highly important Americana. Many researchers, historians and other writers use these catalogues as source material. Why? Because, Mumford said, they make one of the 'most useful, accurate and, at the same time, fascinating records available of the living standards of the American people from the Gay nineties to the present.'"

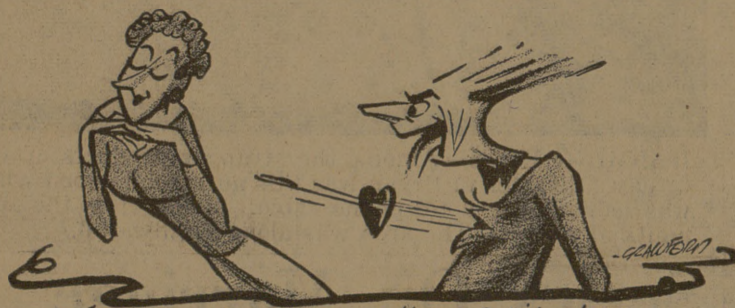


MONEY ISN'T EVERYTHING

I have asked the makers of Philip Morris — an enterprising and aggressive group of men; yet at the same time warm and lovable; though not without acumen, perspicacity, and drive; which does not, however, mask their essential greatheartedness; a quality evident to all who have ever enjoyed the beneficence and gentleness of their wares; I refer, of course, to Philip Morris Cigarettes, a smoke fashioned with such loving care and tendered with such kind regard that these old eyes grow misty when I think upon it — I have asked, I say, the makers of Philip Morris — that aggregate of shrewd but kindly tobaccoists, that covey of enlightened Merry Andrews, that cluster of good souls bound together by the profit motive and an unflagging determination to provide all America with a cigarette forever gentle and eternally pleasing — I have asked, I say, the makers of Philip Morris whether I might use today's column to take up the controversial question: Should a coed share expenses on a date? "Yes," said the makers simply. We all embraced then and squeezed each other and exchanged brave smiles, and if our eyes were a trifle moist, who can blame us?

To the topic then: Should a coed share expenses on a date? I think I can best answer the question by citing the following typical case:

Poseidon Nebenzal, a student at Oklahoma A and M, majoring in hides and tallow, fell wildly in love with Mary Ellen Flange, a flax weevil major at the same school. His love, he had reason to believe from Mary Ellen's sidelong glances and maidenly blushes, was not entirely unrequited, and by and by he mustered



up enough courage to ask her the all-important question: "Will you wear my 4-H pin?"

"Yes," she said simply. They embraced then and squeezed each other and exchanged brave smiles, and if their eyes were a trifle moist, who can blame them?

For a time things went swimmingly. Then a cloud appeared. Mary Ellen, it seems, was a rich girl and accustomed to costly pleasures. Poseidon was bone-poor and he quickly ran out of money. Unable to take Mary Ellen to the posh places she fancied and too proud to tell her the reason, he turned surly and full of melancholy. Senseless, violent quarrels developed. Soon it appeared that the romance, so promising at the beginning, was headed for a breakup, but at the last moment, Poseidon managed to blurt out the truth.

"Oh, beloved agrarian!" cried Mary Ellen, grappling him close. "Oh, proud husbandman! Oh, foolish reaper! Why have you not told me before? I have plenty of money, and I will contribute according to my ability."

Poseidon, of course, protested, but she finally persuaded him of the wisdom of her course. From then on they split all expenses according to their incomes. Rather than embarrass Poseidon by handing him money in public, a joint bank account was set up to allow him to write checks. Into this account each week they faithfully deposited their respective allowances — 35 cents from Poseidon; \$2300 from Mary Ellen.

And it worked fine! Gone was all the arguing and bickering. They were happy — truly happy! And what's more, when they graduated they had a nice little nest egg — eight million dollars — with which to furnish a lovely apartment in Lubbock, Texas, where today they operate the local laundromat.

So you see? You too can salvage your failing romance if you will only adopt a healthy, sensible attitude toward money.

Lucie is no obstacle when it comes to Philip Morris. Popular prices still prevail for this, America's gentle cigarette, whose makers bring you this column every week.

The Battalion

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

The Battalion, daily newspaper of the Agricultural and Mechanical College of Texas and the City of College Station, is published by students in the Office of Student Publications as a non-profit educational service. The Director of Student Publications is Ross Strader. The governing body of all student publications of the A.M. College of Texas is the Student Publications Board. Faculty members are Karl E. Elmquist, Chairman; Donald D. Burchard, Tom Leland and Bennie Zinn. Student members are Derrell H. Guite, Paul Holladay, and Wayne Moore. Ex-officio members are Charles Roebler, and Ross Strader, Secretary. The Battalion is published four times a week during the regular school year and once a week during the summer and vacation and examination periods. Days of publication are Tuesday through Friday for the regular school year and on Thursday during the summer terms and 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, \$8.50 per full year, or \$1.00 per month. Advertising rates furnished on request.

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BILL FULLERTON Editor
Ralph Cole Managing Editor
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F. C. Bolton Student Fund To Be Set Up

The F. C. Bolton Student Aid Fund is being set up by electrical engineering graduates of Texas A&M. The endowed fund for establishing a scholarship or some other form of student aid, will pay tribute to Dr. F. C. Bolton, president emeritus of the college.

"Former electrical engineering students of A&M desire to express their lasting esteem for Dr. Bolton since his retirement from a long and distinguished term of service as an educator and administrator with the college," Edgar C. Raek of 1800 Columbus Ave., Waco, class of '15, in charge of the project announces. Dr. Bolton retired August 31, 1955.

Dr. Bolton came to A&M in 1909 to head the Electrical Engineering Department. He has served as dean of Engineering, dean of the College and President. He is affectionately known as the "grand old man of A&M."

J. Dept. Head To Make Speech

Donald D. Burchard, head of the A&M Journalism Department, will speak on "What's Ahead for Small Town Newspapers" April 13 at a meeting of the Pan Handle Press Association in Amarillo. Burchard will be at the conference April 13 and 14.

Another member of the Journalism Department, Wesley Calvert, will speak April 13 on bookkeeping and accounting methods for weekly newspapers at a Texas Press Association meeting in Lufkin.

Burchard will move on to San Antonio the following week to attend a meeting of the South Texas Press Association April 19 through 21. He will serve as judge for a non-metropolitan newspaper contest.

Following the meeting April 21, he will fly that night to New York City to attend a meeting April 22-23 of the American Council for Education on Journalism.

Bibles To Attend Circle K Meeting

Doyle Dean Bibles, junior range and forestry student from Burnet, will attend the first annual District Circle K Convention in Ada, Okla., April 14 and 15. Bibles is Lt. Governor of Division 9 for Circle K. He will be accompanied by officers of the A&M club.

The Circle K Clubs represent Kiwanis International at a college level. There are 13 divisions in the Texas and Oklahoma District.

The program will start with a banquet meeting of all incoming presidents and district officers. The general convention will start Saturday morning at 8:30 a.m. and will close Sunday, April 15, at 10 a.m.



FRIDAY



SATURDAY



PREVUE SAT—10:30 P.M. Also Sunday & Monday

M-G-M's ROMANTIC COMEDY!



A&M Professor To Publish Book

Clark Lee Allen, head of the Department of Economics at Texas A&M College, has now completed arrangements with the Macmillan Company for the publication of a new book which is to be called "The Fundamentals of Foreign Trade and Finance: Essays in International Economic Equilibrium and Adjustment." Professor Allen will be joined in this project by

his younger brother, William R. Allen, of the Department of Economics at the University of California at Los Angeles. The younger Allen was a graduate student in international economics of his brother at Duke University.

In addition to the book on international economics, Dr. Allen is the author, together with J. M. Buchanan of the University of Virginia and M. R. Colberg of Florida State University, of "Prices, Income, and Public Policy," published by McGraw-Hill and used as the basic text in the elementary economics courses at Texas A&M.

He also joined with Aurelius Morgner of Texas A&M and R. H. Strotz of Northwestern University in writing "Problems in Price Theory," published by Prentice-Hall and used in Economics 203 at Texas A&M.

What's Cooking

The Permian Basin Club will meet at 5:15 p.m. Monday on the front steps of the Administration Building to have the Aggie Land picture made. All members are urged to be present. Dress will be class "A" uniform or coat and tie.

Saddle and Sirloin Club will meet at 5:30 p.m. Monday on front steps of MSC to have Aggie Land picture taken. Dress will be class "A" uniform or coat and tie.

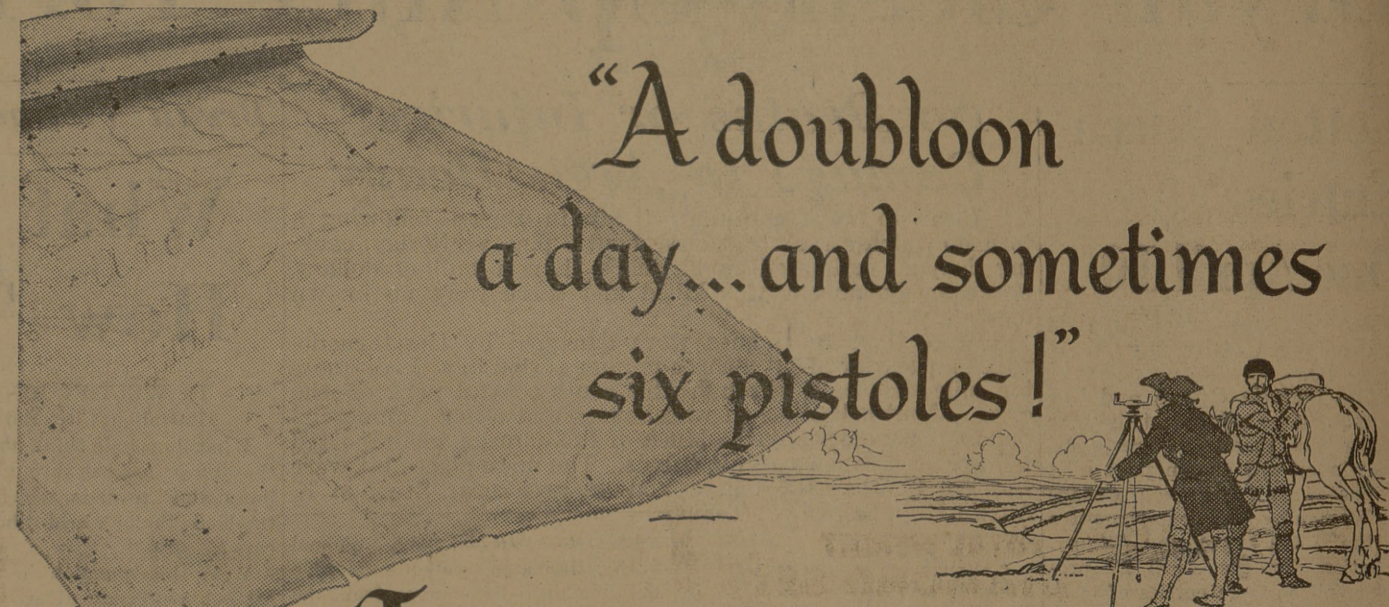
OPEN FOR ALL BANQUETS, DINNERS RECEPTIONS, WEDDINGS AND LUNCHEONS

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BRYAN



JUST THREE weeks after his 16th birthday, George Washington took his first job as a surveyor in the vast wilderness beyond the Blue Ridge mountains in Virginia. The work was hard and dangerous. But the pay good. And like any boy on his first job, young Washington considered his pay to be very important. In a letter to a friend he wrote, "A doubloon is my constant gain every day that the weather will permit my going out, and sometimes six pistoles."

When you consider that a doubloon was the equivalent of about \$15, and four pistoles made a doubloon—this seems a remarkable amount of money for any teen-ager to have earned in such an early day.

TODAY, OF COURSE, many young men and women are earning a "doubloon" or more on their first jobs. But when money comes easy, we have a tendency to let it go just as easily.

If we're wise, we'll be sure and save part of every pay check and invest it for our own future benefit.

The earliest time to save is now—when you're earning more than ever before. The easiest way to save is by investing in U. S. Series E Savings Bonds on the Payroll Savings Plan. Then your saving is done for you automatically! What an advantage that is! Once you tell your pay office how much you want to save each payday, you can relax and know that everything is being taken care of.

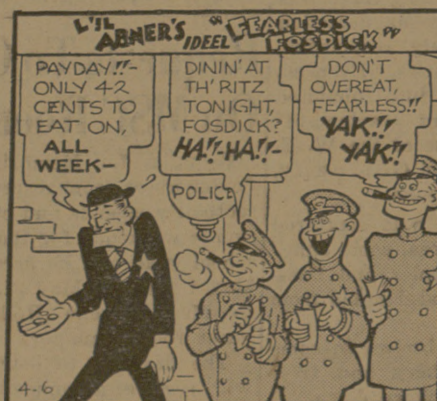
And how your money will grow. Say you save two "pistoles" (\$7.50) a week. In 5 years you'll have \$2,035. In 9 years and 8 months—\$4,277. And in less than 20 years—\$10,515—enough to bring long-range, distant goals into the foreground. So sign up for Payroll Savings where you work—or invest in Bonds regularly where you bank.

For the big things in your life, be ready with U.S. Savings Bonds

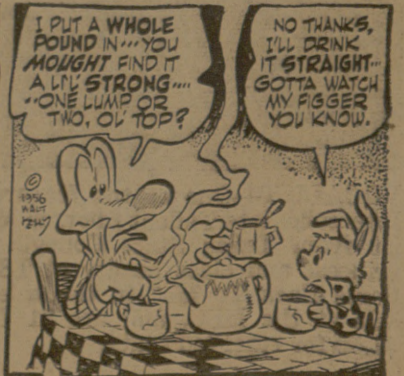
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