

Thanks From Each Of Us

The 1955-56 year for A&M student publications comes to a climax tonight with the annual student publications banquet.

Approximately 200 people are expected to attend the celebration which begins at 6 with a smorgasbord. The program also is on an informal basis. In addition to the awards given by each publication, the program contains a comedian, singers and a combo.

To stay in the tradition of affairs of this type, the program should have some well known speaker talk to us on the intangible qualities of freedom, responsibility and integrity.

But why should we listen to such a speech when these things have already been given to us in a more solid form? The Student Publications Board, organized two years ago under a storm of criticism and student resignations, has shown us how these intangibles can be put into practice.

No other school in the Southwest can boast of this. We at A&M enjoy complete freedom in each of the student publications. Each editor is responsible and he alone determines what is and what is not to be printed. There are never any iron-clad answers to our questions and problems. No one dictates to us.

Rather than censor us, as presumed two years ago, our Student Publications Board has made us famous with their freedom.

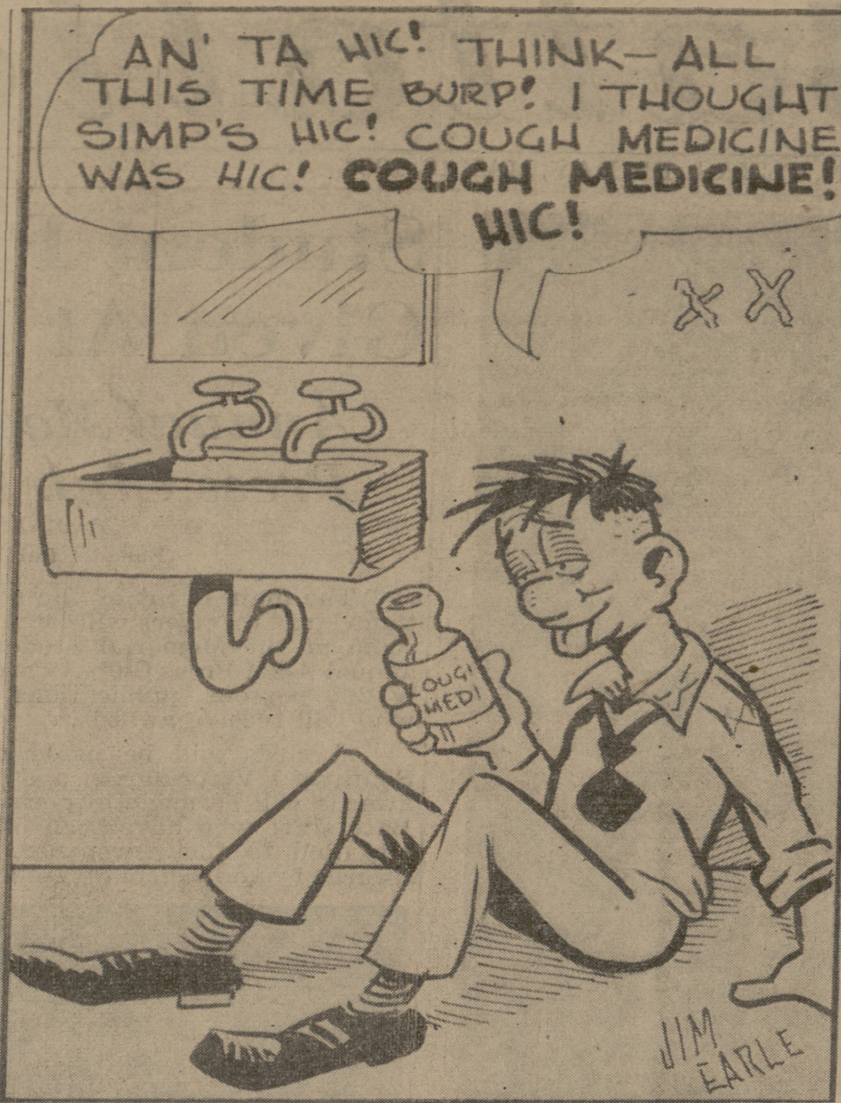
Such action places a heavy responsibility on us. We have this freedom—we can't abuse it or we justifiably lose it. Our only rule and guide is that we practice good journalism. We can't ask for more consideration.

Those on the campus not familiar with journalism perhaps don't realize the full impact of this. In reality, the responsibility and freedom given to us by the Student Publications Board and our Student Publications Director, Ross Strader, means that each of these men fully believe and trust in us.

Such faith is the highest compliment that could ever be given. There are no words that come close to expressing our appreciation.

We can hope these men realize how we feel and there is one definite way we can show it.

It is impossible to obtain perfection in practice, but each of us can strive for the perfection shown by the administration of our student publications program here at A&M.



Seven Students Get Language Awards

Seven students have been named recipients of the Modern Language Department's annual awards to first and second year students of French.

The students are David C. Bonnen of College Station; William H. Little, College Station; Robert H. Kidd, Menard; Rodolfo E. Margo, Rio Grande City; Ruede M. Wheeler, Houston; and Lee H. Seith, Dallas.

The awards were books donated by the French Consul at Houston and were presented to the seven selected for outstanding work.

About 105,000 Americans were born on Feb. 29.

Allie Clark, who manages lightweight boxer Ludwig Lightburn, is a former New York City policeman.

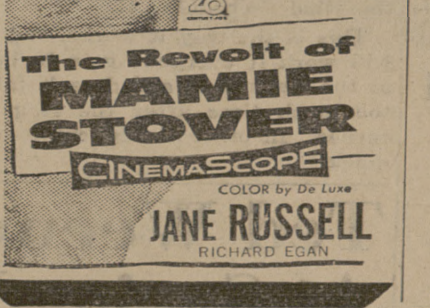
CIRCLE

FRIDAY
"Ten Wanted Men"
Randolph Scott
—Also—
"It Should Happen To You"
Judy Holiday

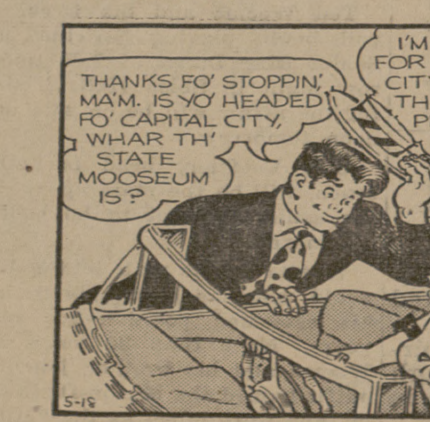
SATURDAY ONLY
"Sitting Bull"
Dale Robertson
—Also—
"Sabaka"
Boris Karloff

CAMPUS

THRU WEDNESDAY
MAMIE HAD EVERYTHING— BUT RESPECTABILITY!
The Revolt of MAMIE STOVER
CINEMASCOPE
COLOR by De Luxe
JANE RUSSELL
RICHARD EGAN



LPL ABNER



POGO



Agronomy Society

Fred Lehmann has been elected President of the Agronomy Society for the Fall semester of 1956.

Other officers elected are Jules Viterbo, vice-president; Wayne Allen, secretary; Bert Hoff, treasurer; Richard Posey, Parliamentarian; and Fausto Yturria, reporter.

The group set its annual barbecue next Tuesday at Hensel Park in Bryan.

About 200 different kinds of mosquitoes can transmit malaria.

Gutson Hall Theatre

FRIDAY



20th Century-Fox presents
The Virgin Queen
COLOR BY DE LUXE
CINEMASCOPE PICTURE
BETTY RICHARD JOAN DAVIS-TODD-COLLINS
In the wonder of STEREOPHONIC SOUND

SATURDAY



—Also—

The Laugh-Queen Everybody Loves!



PREVUE SAT. 10:30 P.M.
Also Sunday & Monday
Hunter...
Frontiersman...
Adventurer!

BURT LANCASTER



The Kentuckian
CINEMASCOPE
print by Technicolor
Released thru United Artists
THEATRE

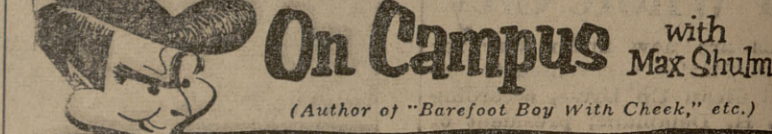
Curtis Is Prexy Of Hometown Club

Leon Curtis of Floresville was elected president of the South Central Texas Hometown Club for the 1956-57 school year at a recent meeting.

Kerwin Kolinek, of Kenedy, was elected vice-president; Stanley Coughran, Pleasanton, secretary; Eloy Villa, Floresville, treasurer; John Walker, Pleasanton, program chairman; John West, Pettus, re-

porter; Russ Goodale, Kenedy, social secretary, and James McClane, Karnes City, off campus representative.

Plans and activities for the summer and the 1956-57 school year were also discussed.



WILL WE MEET AGAIN

I always find myself yawning hugely when a comedian, having finished his act, steps out in front of the curtain, takes off his putty nose, assumes a sincere stance, and delivers an oration full of tender and lofty sentiments.

So how come I'm doing precisely the same thing right now?

Two reasons. First, because I couldn't possibly make you laugh at this time of the year; cramming for finals has left you wan, woebegone, and in no mood for innocent merriment.

Second, because this is the last column of the current series, and I'd be a liar if I didn't admit I was just a tiny bit choked up.

It was two years ago that the makers of Philip Morris asked me to write this column. My first impulse, frankly, was to say no. Though I am a man who likes a dollar as well as the next fellow, my talents just do not seem to lead me in the direction of writing advertising copy. When called upon to rhapsodize about soap or sex or cigarettes, I get to giggling uncontrollably and have to be helped home.

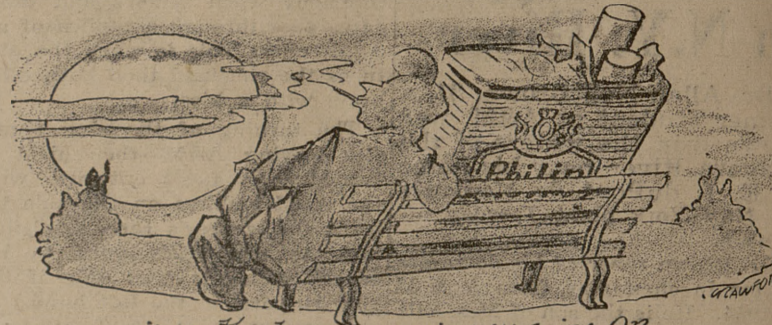
"Buddies," said I to the makers of Philip Morris, "I smoke Philip Morris myself, and I think it's a jim-dandy cigarette. But that's all I think it is—a cigarette. Not a graven image. Not a love object. Just a smoke. I'm afraid I can't get reverent enough to write ad copy for you."

To my astonishment, they seemed delighted. "Reverence is not required," said the people at Philip Morris. They assured me that I would not be required to write fulsome commercials—that I could rib the cigarette and the company all I liked—that my columns would be mine alone, with no editing, no suggestions, and no supervision.

"Hah!" I said by way of reply.

But they kept insisting and finally, my thin breast full of misgivings, I went to work.

For the first few weeks they were scrupulously true to their words. Not one syllable, not one comma, was ever changed; not one quarter-ounce of pressure was ever exerted. But my doubts were not laid to rest. "When will the honeymoon be over?" I kept asking myself.



The answer, gentle readers, is that the honeymoon is still going on. This finishes my second year for Philip Morris. During that time, though I'm sure my copy caused an occasional conniption fit in the boardroom, my *carte blanche* has remained as *blanche* as the day it was issued. Whatever I've perpetrated in this column has been, as they guaranteed, mine alone.

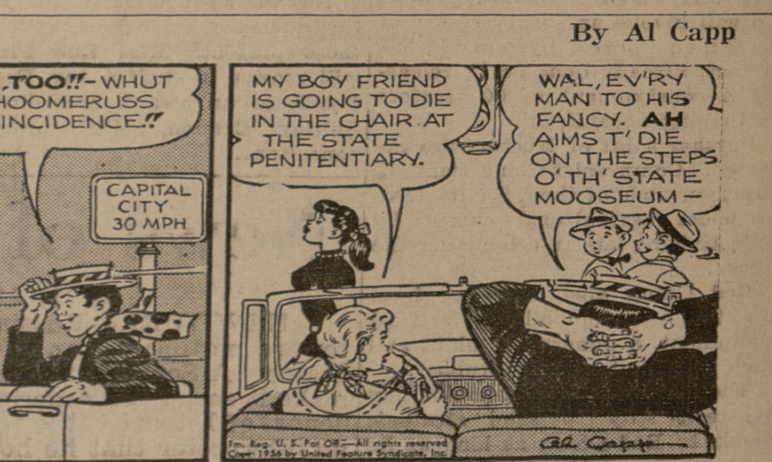
They've been living dolls, the makers of Philip Morris, and I think I may be forgiven for getting a trifle misty. And as long as the stops are out, let me say that it's also been a big charge writing for you, the college population of America. Your response has warmed my old heart, and on the occasions when I've visited your campuses, it's been deeply gratifying to see that you're still as pleasantly disorganized as ever. I figure that as long as the likes of you exist, I'm in business.

So, for now, goodbye. Stay well. Stay happy. Stay loose.

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Old Max has said it all. We, the makers of Philip Morris, can only add a heartfelt second chorus: Stay well. Stay happy. Stay loose.

By Al Capp



By Walt Kelly



SENIORS NOTICE

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Come In Now...

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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. Elmqvist, Chairman; Donald D. Burchard, Tom Leland and Bennie Zinn. Student members are Derrell H. Guiles, Paul Holladay, and Wayne Moore. Ex-officio members are Charles Koeber, 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, \$6.50 per full year, or \$1.00 per month. Advertising rates furnished on request.

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