



STUDYING CAN BE BEAUTIFUL

Is studying bugging you? Do you have trouble remembering names, dates, facts, figures, and the location of the library? Dear friends, it need not be so. All you have to do is master the simple art of mnemonics.

Mnemonics, as we all know, was invented by the great Greek philosopher Mnemon in 526 B.C. Mnemonics, incidentally, was only one of the many inventions of this fertile Athenian. He is perhaps best known for his invention of the staircase, which, as you may imagine, was of inestimable value to mankind. Before the staircase, people who wished to go from floor to floor had to leap from springboards. This meant, of course, that aged and infirm persons were forced to live out their lives, willy-nilly, on the ground floor, and many of them grew cross as bears. Especially Demosthenes, who was elected consul of Athens three times but never served because he was unable to get up to the office of the commissioner of oaths on the third floor to be sworn in.

But after Mnemon's staircase was invented, Demosthenes got up to the third floor easy as pie and took the oath—to Athens' sorrow, as it turned out. Demosthenes, his temper shortened by years of confinement to the ground floor, soon embroiled his countrymen in a series of senseless and costly wars with the Persians, the Visigoths, and the Ogallala Sioux. He was voted out of office in 517 B.C., and Mnemon, who had made his accession possible, was pelted to death with fruit salad in the Duomo.



... Mnemon was pelted to death with fruit salad...

But I digress. We were discussing mnemonics, which are nothing more than aids to memory—catchwords or jingles that help you to remember names, dates, and places. For example, any student of American history surely knows the little jingle:

*Columbus sailed the ocean blue
 In fourteen hundred ninety two.*

You see how simple a mnemonic is? There is no reason why you can't make up your own. Say, for instance, that you are proceeding with American history.

*The Pilgrims landed on Plymouth Rock
 In sixteen hundred twenty, doc.*

(This jingle is especially useful to medical students.) The next important event is the Boston Tea Party. Let us compose a rough-and-ready couplet about that:

*Samuel Adams flung the tea
 Into the briny Zuyder Zee.*

You can see how simple and useful they are—not only for history, but also for current events. For instance,

*In nineteen hundred fifty six
 It's the cigarette that clicks!*

What, you ask, is the cigarette that clicks? Why, Philip Morris, of course! And why shouldn't it click? Could any cigarette be more pleasing to the palate? No! Could any cigarette be more tempting to the taste buds? No! A thundering, thumping, resounding no! Get some today, hey. You'll see.

© Max Shulman, 1956

You won't need mnemonics to remember the wonderful natural flavor of Philip Morris Cigarettes, whose makers are delighted to 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 Dr. Carroll D. Laverty, Chairman; Prof. Donald D. Burchard, Prof. Tom Leland and Mr. Bennie Zinn. Student members are John W. Gossett, Murray Milner, Jr., and Leighton E. Sheppard, Jr. Ex-officio members are Mr. 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, \$6.50 per full year, or \$1.00 per month. Advertising rates furnished on request.

Entered as second-class matter at Post Office at College Station, Texas, under the Act of Congress of March 3, 1879.

Member of: The Associated Press Texas Press Association

Represented nationally by National Advertising Services, Inc., at New York City, Chicago, Los Angeles, and San Francisco.

The Associated Press is entitled exclusively to the use for republication of all news dispatches credited to it or not otherwise credited in the paper and local news of spontaneous origin published herein. Rights of republication of all other matter herein are also reserved.

News contributions may be made by telephone (VI 6-6618 or VI-6-4910) or at the editorial office room, on the ground floor of the YMCA. Classified ads may be placed by telephone (VI 6-6415) or at the Student Publications Office, ground floor of the YMCA.

- JIM BOWER Editor
- Dave McReynolds Managing Editor
- Barry Hart Sports Editor
- Welton Jones City Editor
- Leland Boyd, Jim Neighbors, Joe Tindel News Editors
- Bernice Schnerr Society Editor
- Don Bisett, J. B. McLeroy Staff Photographers
- Connie Eckard Reporter
- Kenneth George Circulation Manager
- Maurice Olian CHS Sports Correspondent

M. M. Engle Collection On Exhibition in MSC

A private collection of paintings, belonging to Michael M. Engle, well-known columnist and art critic, is now being shown in the Memorial Student Center by the Creative Arts Group.

Included in this unusual collection of art are paintings of 62 noted artists. "These paintings differ from the usual," said Dave Morris,

What's Cooking

The following organizations will meet tonight:

7:30 Anderson County Hometown Club will meet in room 126 of the Academic Building.

Northeast Texas Hometown Club will meet in room 203 of the Academic Building.

Waco-McLennan County Club will meet in the YMCA. A football film will be shown.

Houston Hometown Club will meet in room 3D of the MSC. A steak fry will be held Friday night and transportation will be discussed.

Bell County Hometown Club will meet in room 125 of the Academic Building to make plans for Thanksgiving Party.

East Texas Aggie Club will meet in room 207 of the Academic Building.

Amarillo Hometown Club will meet in 3D of the MSC.

Williamson County A&M Club will meet in the YMCA.

Texarkana Hometown Club will meet in room 226 of the Academic Building for election of officers.

Beaumont Hometown Club will meet in 3B of the MSC to discuss Christmas Dance, Club Sweetheart. Refreshments will be served. (See WHAT'S COOKING, Page 6)

COL. JOHN F. GUILLETT
 Field Representative
 United Services Life Insurance Co.
 1625 Eye Street, N.W.
 Washington, D.C.
 2518 Great Oaks Parkway
 Austin 5, Texas — Phone: GL 3-6420

SKYWAY DRIVE-IN THEATRE
 CHILDREN UNDER 17 YEARS FREE
 THURSDAY & FRIDAY
 "Come Next Spring"
 with ANN SHERIDAN
 — Plus —
 "Our Miss Brooks"
 with EVE ARDEN

CIRCLE
 THURS. & FRIDAY
 "JOHNNY CONCHO"
 Frank Sinatra
 — ALSO —
 "LONG GRAY LINE"
 Tyrone Power

CAMPUS
 LAST DAY

TOY TIGER
 JEFF CHANDLER
 LARAIN DAY
 TIM HOVEY
 TECHNICOLOR

GUSTON HALL THEATRE
 THURS. & FRIDAY

THE MAN WHO NEVER WAS
 STORY OF NAVAL ESPIONAGE!
 RICHARD QUINN & ROBERT MITCHUM
 — In —
 "FIGHTING COMMAND"
 (Story of Aggieland)
 — ALSO —
 Lex Baxter
 — In —
 "THE PRICE OF FEAR"

group chairman. "Not only for their creative work, but the paintings are executed on the artists' palette with the artists' personal selection of colors."

Engle has developed a personal idea in contacting noted artists and arranging to have these works become a part of his collection. "His idea perhaps sprang from his interest in the field of Public Relations," said Morris.

An Art Advisor to the Florida Instructional Art Exhibition at Lakeland, Fla., Engle was founder of the Audubon Artists, Inc. and is presently a director of Art Research for M. Grumbacher, a supplier of artist's materials.

Engle lectures on art subjects relating to contemporary American art and is at work on a book relating to this subject.

When arrangements were made to display this collection in the MSC, Engle asked Mrs. Emalita Terry, Advisor to Creative Arts Group of the MSC, personally to contribute a similar work to his collection. She consented to do so and her painting joined the collection "with the paint still wet."

Other activities of the group include the attendance of nine members and associate members at the 12th annual River Arts Show in San Antonio. Two winners in this show were Emalita Terry, second place with a free composition, and Ruth Mozford with a still life.

the TONY MARTIN show
 Featuring an All-Star Variety Cast
 music by **TEX BENEKE** and his renowned orchestra
 SWEET—"The Petticoats"—Girls Trio
 SWING—Tex Beneke
 ROCK & ROLL—"The Jodimare"
 Formerly with Bill Haley's Comets
 DANCE—Conn & Mann
 HARMONICA & HUMOR—Johnny O'Brien
 THURSDAY, OCT. 25
 WHITE COLISEUM—8:00
 \$2.50 \$2.00 \$1.50
 (NOT TOWN HALL)
 Tickets Student Activities

PALACE
 Bryan 2-8879
 TODAY thru SAT.
 The Best Things In Life Are Free
 CINEMASCOPE
 starring GORDON MACRAE, DAN BAILEY, ERNEST BORGHINE, SHEREE NORTH
 COLOR by DE LUXE FROM 20th CENTURY-FOX

QUEEN
 — Double Feature —
 TODAY thru SAT.

Richard Quinn & Robert Mitchum
 — In —
 "FIGHTING COMMAND"
 (Story of Aggieland)
 — ALSO —
 Lex Baxter
 — In —
 "THE PRICE OF FEAR"

Center News Senate

"Up Front", starring David Wayne and Tom Ewell will be presented by the MSC Film Society tomorrow night in the Ball Room. The show is set on the famous cartoons by World War II cartoonist Bill Mauldin and will start at 7:30 p.m. Admission is 25 cents per person and tickets will be sold at the door.

(Continued from Page 1)
 Davis Ford-123.
 DAY STUDENTS Jim R. Porter-11; Leroy Fletcher-8.
 COLLEGE VIEW Joe D. Womack-3; Thomas E. Reyman-13; Ken C. Morgan-15.
 PURYEAR Robert A. Lee-16.
 MITCHELL Bert Phillips-5.

French Club Elects Jagers President

Frank Jagers was elected president of the French Club in their meeting Tuesday in the Academic Building.
 Other officers elected were Fred Rodewald, vice president; Charles Seaberg, secretary; and John Delaney, treasurer.

Weingarten's
 Cool...Cool... AIR CONDITIONED
 BETTER FOOD FOR LESS!!!
 We Reserve The Right To Limit Quantities.

Top of The NEW Crop FOOD CLUB SALE

Weingarten's Own Top Quality, Flavorful Top of The New Crop Food Club Products. Make Your Shopping Economical As Well As a Pleasure! Stock Up Now!

PEACHES
 FOOD CLUB **19c**
 Sliced or Halves — In Sugar Syrup
 No. 2 1/2 Can

Food Club Fine FLOUR **5 Lb. Bag 29c**

FOOD CLUB Creamy SALAD DRESSING **16 Oz. Jar 19c**

MOHAWK TENDER
HAMS
 Finest Flavor, Lean and Tender, Serve Hot or Cold!
 SHANK PORTION PER LB. **39c**
 CENTER, Per Lb. . . . 89c WHOLE, Per Lb. . . . 45c

Fresh Pork Picnics Table-Trimmed Per Lb. **29c**

PICNICS
MOHAWK **4 1/2 lb. Can 2 49**
 Finest Flavor, Very Tender! Ready-to-Eat!

Food Club Fine Ched-R-Treat **2 LB. LOAF 69c**

APPLES
 DELICIOUS **2 lbs. 29c**
 U. S. No. 1 — Firm Red-Ripe

PASCAL CELERY **2 stalks 25c**
 U. S. No. 1—Green