

## TV Chief Says Sales Success Depends on Ads

Advertising is an integral factor in the success or failure of any business, Harry Gillam, station manager of Bryan's television station KB-TX, told the Advertising Club last night in Nagle Hall.

Gillam is a seven-year veteran of the broadcasting field, the last three years of which have been in television. He has been associated with KB-TX since its opening in 1957.

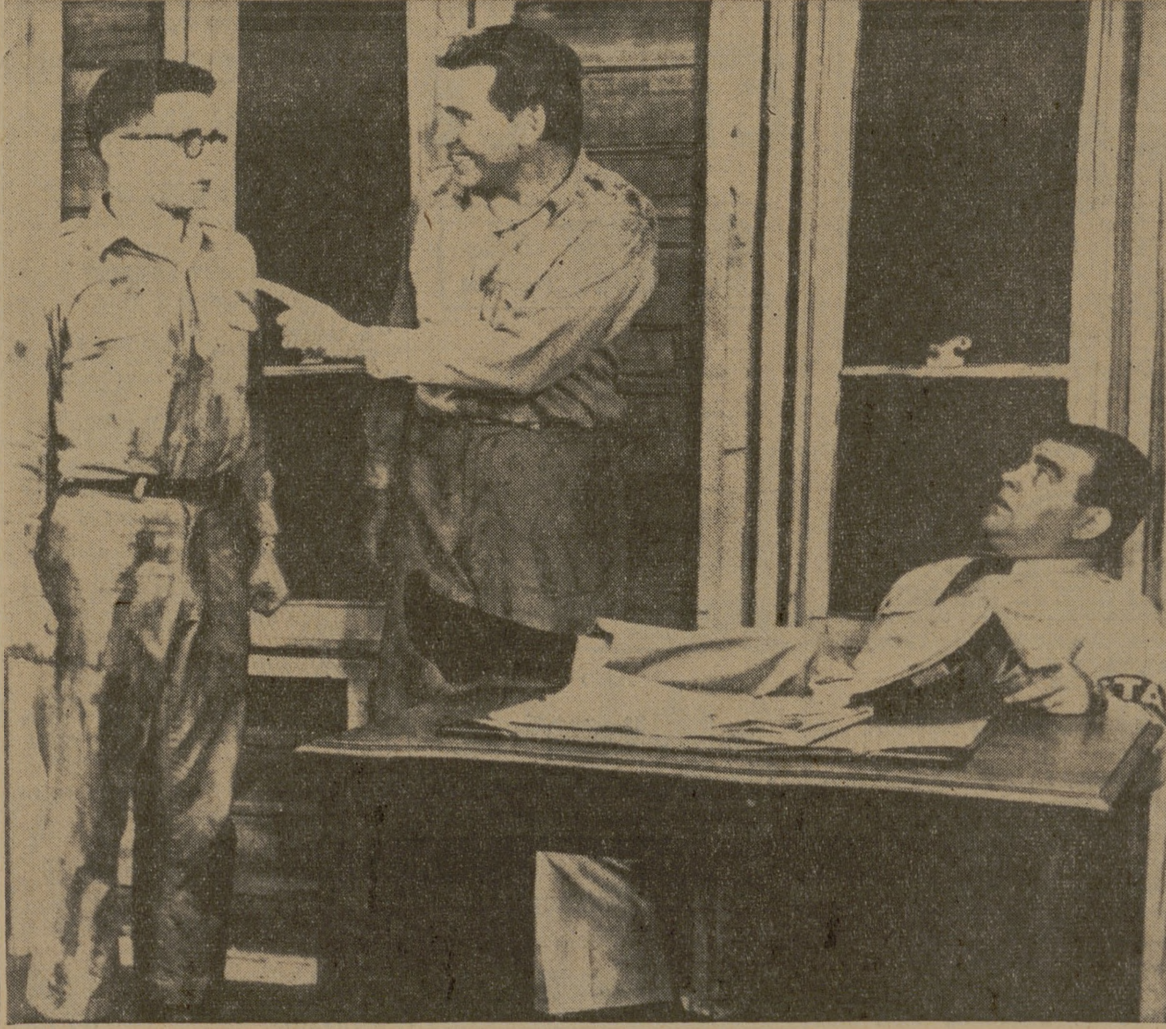
"A business will suffer if its owner overlooks sound advertising," Gillam said.

Gillam outlined the three basic fundamentals of successful advertising. An advertiser must first have a product to sell. He has to sell it the right way. Finally the advertiser must have an audience to advertise to.

Television's advantages over other media were named by Gillam. He pointed out that radio is not dead but that action and sight added to sound make TV much better.

A newspaper has the responsibility to its advertisers to see that attention is drawn to advertisements, warned Gillam.

Following his talk Gillam answered questions from the audience concerning advertising as a career and the particular problems in television.



"You're Funny..."

And funny is the theme expected for "No Time For Sergeants", a Town Hall production appearing in Guion Hall Monday night at 8. Above is a typical scene from the play, which features the humorous antics of a Georgia farm boy in the Air Force. The production enjoyed a two-years stay on Broadway.

## Rudder to Talk At Independence Fete

A&M Vice President Earl Rudder will be principal speaker at a Texas Independence Day Celebration at Washington-on-the-Brazos Park Sunday afternoon at 2.

Sponsored by the statewide Texas Independence Day Organization, the program will include music by the First Baptist Church Choir of Brenham, Boy Scouts and Girl Scouts will later perform Indian dances at a replica of an Indian village being erected on the park grounds.

A silver in the reconstructed Anson Jones Home will follow the program.

## From Civilian Contentions

# Harrington Asked 49-1 Vote Struck

Billy McKown, president of the Civilian Student Council, said last night he was asked by President M. T. Harrington not to use the Academic Council's 49-1 vote against compulsory Corps in arguments to the Board of Directors last Friday.

McKown revealed Harrington's request in a report to the Council last night. He said that Harrington made the request because "it is college policy—and none of the students' business."

He said he used the vote in his arguments against compulsory military training despite the president's request. He also said he told Harrington he and Roddy Osborne, who accompanied him, would withdraw their request for audience if they couldn't present the points they wished.

The CSC president expressed optimism on action on their requests but he told the Council "we'll just have to wait and see."

"I was told that every point we

## Tessies Preparing For Soph Invasion

Members of the Class of '60 have a chance to show their dancing abilities in Denton tomorrow by way of a dance invitation from students at Texas Woman's University.

A special reception, beginning at 5:30 p.m., is planned for the sophomores. The dance begins at 8:30 and lasts until 11:30.

## Inspection Release Given Fish, Sophs

By GAYLE McNUTT

Despite protests from Corps leaders and attempted negotiations with Military Department officials, the scheduled inspection of units involved in the water fight Tuesday night in the new Corps area will be held at 1:30 p. m. Saturday.

Military heads relented in part, agreeing to excuse all freshmen and sophomore cadets who had previous plans for the weekend. This compromise came after Corps unit commanders protested the required stand-by for all unit members, because of the Fish Ball Sat-

urday night and the dance being held for sophomore cadets at Texas Woman's University in Denton.

Col. Joe E. Davis, commandant, made the provision yesterday afternoon at a meeting of Corps seniors in Guion Hall. During the meeting A&M Vice President Earl Rudder spoke to the cadets on the responsibilities entrusted in a Cadet officer and his duty in carrying out the school policy.

In a Corps commanding officers' meeting last night, Davis also agreed to excuse any junior or senior cadet from the stand-by in the case that they present a valid reason for their absence through their unit commander.

Any member of the Corps excused from the inspection will be required to leave his room ready for the inspection. All cadets not excused will stand a federal-type inspection in accord with Articles of the Cadet corps.

Staff members from the School of Military sciences will conduct the inspection, Davis said.

The only units not involved in the water-throwing were those in Dorm 8, Squadron 3 and Squadron 1, Corps commander Jon Hagler said. These units will be excused from the inspection.

## BSU Invited To Party in Houston

A "Sadie Hawkins" party is slated Saturday night in the Memorial Hospital School of Nursing in Houston for the A&M Baptist Student Union.

A free supper will be given for the Aggies at 7:30, before the party. Everyone is asked to come to the party dressed "Dogpatch" style.

Anyone interested in going can make arrangements for transportation to Houston at the BSU.

## Donkey Hoop Game On Tap Tomorrow

A donkey basketball game matching male faculty members of A&M Consolidated High School and FFA members will be played tomorrow night at 7:30 in Consolidated gymnasium.

The game is being sponsored by the high school's FFA Chapter and Ralph Godfrey of Crescent, Okla. There will also be specialty acts consisting of a hobby donkey derby and a trained donkey act.

## Parents Invited To Open House In CS Schools

Public School Week begins Monday, giving local citizens the best opportunity of the year to see their children's example of "democracy in action" as College Station schools hold open house next week.

"Parents are invited to visit and inspect the schools anytime during the year," Taylor Riedel, superintendent of the Consolidated School System, said yesterday, "but we want to extend a special invitation for them to drop in during Public School Week."

Besides the open house which will last Monday through Friday, two special events are planned for parents and the public at large next week, Riedel said.

The first is a Mothers and Dads Club meeting Tuesday night at 7:30 in the CHS auditorium. The chief topic of the meeting will be the Hale-Aikin Committee's study of Consolidated schools. The four main topics of this study are school program, finance, teacher supply and school construction.

Thursday evening a "community supper" will be held in the Consolidated gymnasium. The supper, with chicken as the main course, will be served buffet style and begins at 5:30. Tickets for the supper are 85 cents for adults and 70 cents for children.

Following the supper, grades 6-12 will give an open house "school day" for the visitors, beginning at 7 p.m. During the open house, junior and senior high school students will enact a typical morning of classes in an abbreviated form. During the program, both high school groups will present an assembly for the guests.

The junior high assembly will be highlighted by the junior chorus, directed by Frank Coulter. The senior high assembly will be led by the senior chorus, under the direction of Robert Boone.

## Geology Professor Due to Get Award

Paul Weaver, geology professor, has been named to receive the Sidney Powers Memorial Medal of the American Assn. of Petroleum Geologists.

Weaver will be presented the award, given in recognition of contributions to and achievements in petroleum geology, at the association's 43rd annual meeting March 11, at Los Angeles.

# U.S. Appoints Parley Leader On Disarming

## Photo School, Printing Shows Here March 7

Photographers and news-men interested in improving their knowledge of camera work will be on the campus Friday and Saturday, March 7-8, for a two-day clinic and workshop on photography.

Part of the 9th Annual Texas Newspaper Clinic and Mechanical Conference, co-sponsored by the A&M Department of Journalism and the Texas Press Association, the meeting will also feature a "Do It Yourself Theme" for non-metropolitan newspaper print shops.

"All photographers interested in learning how to improve their work are welcome," Wesley Calvert of the Journalism Department said. Darkrooms, chemicals, photo supplies and live models will be furnished Friday afternoon, he said.

A \$5 fee to cover costs will be charged for the photography session.

Included in the clinic will be talks by various publishers on improvement of shop methods and equipment, and demonstrations on the operation of machines.

An added attraction will be an exhibition of the 14th Annual Newspaper Pictures of the Year, sponsored by the National Press Photographers Association and the Encyclopedia Britannica.

Vice President Earl Rudder will welcome the guests Saturday. TPA President Jimmie Gillentine will acknowledge the welcome.



Ken Collins, disc jockey

## Houston DJ Takes MC Job for ITS

Ken Collins, disc jockey for Houston's Radio Station KXYZ, has been named master of ceremonies for the 7th Annual Intercollegiate Talent Show by Joe Lowe, director of the 1958 ITS.

ITS will be held March 14 in G. Rollie White Coliseum. The show will feature the Kilgore College Rangerettes in addition to 10 acts selected from colleges and universities in Texas, Louisiana, Oklahoma and Arkansas.

A graduate of the University of Houston, Collins, 25, majored in radio and television and has eight years experience in the field.

In addition to spinning records for KXYZ, he also serves as promotion manager for the station. Prior to entering the radio field Collins was art director for an advertising agency.

A cartoonist, Collins' cartoons have been syndicated by a concern catering to college publications.

## Stassen Replaced In Negotiator Role

WASHINGTON, (AP)—The United States yesterday named a new disarmament negotiator, backed up by four citizen-advisers, and called on Russia to meet with him in "urgent" new talks.

In a grim coincidence, the U. S. move came as Russia exploded two potent hydrogen test weapons in a single day.

James J. Wadsworth, deputy United Nations ambassador, was designated for the post of successor to Harold Stassen who quit two weeks ago as disarmament specialist.

President Eisenhower approved his appointment and also named a four-man panel of distinguished citizens to "advise and consult" on disarmament policy.

Members will be Gen. Alfred M. Gruenther, former Allied commander in Europe who is now American Red Cross president; investment banker Robert A. Lovett, former undersecretary of state; banker John J. McCloy, former high commissioner to Germany, and Gen. Walter Bedell Smith, ex-undersecretary of state.

The State Department announced these moves within minutes of an announcement that Russia had set off its second big nuclear explosion of the day north of the Arctic Circle.

The twin shots, presumably of hydrogen bombs, were disclosed by the Atomic Energy Commission. They raised to three the number of Soviet firings of nuclear weapons this week.

A State Department announcement made no mention of Russia's continued test firings at a time when the Kremlin is also actively pushing its "ban on the bomb" campaign.

But, the announcement in effect accused the Soviets of stalling an urgently needed disarmament agreement by refusing to resume arms talks at the United Nations.

## High School Day Set for April 26

High School Day will be held this year once again in connection with All-Sports Day on April 26, C. G. (Spike) White, director of recreation and entertainment, said yesterday.

## Sweetheart Pick on Tap

# Ball to Make Fish 'Kings for a Day'

Freshmen, with hair brushed best as possible, literally rule the campus tomorrow as they prepare for the annual Fish Ball and the crowning of Freshman Sweetheart in Guion Hall from 9-12.

The sweetheart will be chosen from five finalists previously selected from pictures of girls entered in the contest. Actual selection of the sweetheart will be made by one of the honored guests attending the ball.

The sweetheart will be crowned by Class of '61 Vice President Paul Martin. Martin was also in charge of selecting finalists.

Finalists and their escorts are Susie Seidel, escorted by Donald H. Jones; Susanne Neal, by William T. White; Linda Ann Daugherty, by Charles C. Murphy; Kathleen Peabody, by Don Easterwood; and Michaelae Carlisle, by James W. Willis.

Traditionally boasting the loveliest girls in Texas, fish will pa-

## Candidate Filing Deadline for City

Tomorrow midnight is the deadline to file for four city official positions to be filled in the April 1, College Station city election.

A mayor and three councilmen will be elected.

Council posts open are Ward 1, the area south of the campus between Wellborn Road and Highway 6; Ward 2, taking in the section of College Hills south of Lincoln Ave. and east of Highway 6; and Ward 3, the North Gate area and the section north of Lincoln Ave. east of Highway 6.

Applications for filing may be obtained at the City Hall.

## TWU, SFA Girls Act at Rue Pinalle

Charlotte Tomberlain, junior music major from Texas Woman's University, will be featured vocalist at Cafe Rue Pinalle tonight in the Memorial Student Center table tennis room from 8:30 to 12 midnight.

Juke box music will be provided during the cafe, which is an extra attraction of Fish Ball weekend.

A pantomime by Pamela Durre and Judy Oliver, with Linda Brady as accompanist, will also be included in the show. The girls are students from Stephen F. Austin High School in Bryan.

## Other college officials to attend the dance include academic schools deans, military department heads, tactical officers and Civilian counselors.

Tickets are on sale at Student Activities or may be purchased from freshman class officers for \$2, stag or drag. Seniors with dates and tickets will be admitted.

The Aggieland Orchestra will provide music for the event, the highlight of the fish social year.

Preferred uniform for Corps fish is Class "A" with white shirt and black bow tie.

Fish officers are Charles C. Murphy, president; Paul Martin, vice president; Robert Bower, secretary-treasurer; and Tilmon Reaves, social chairman.