

One Major Function

Battalion Offers Help To Local Advertisers.

By BILL REED
 Battalion News Editor

One of the important functions of The Battalion is the services the newspaper gives its advertisers, both local and national.

With an extensive circulation, The Battalion reaches every home in the College Station area four days a week (Tuesday through Friday) bringing results-producing advertising into the homes and student dormitories.

Merchants Use Paper

For many years merchants in the Bryan-College Station area have used the pages of The Battalion to sell their merchandise. Battalion records show that more and more advertisers are placing ads in the newspaper.

The Battalion advertising staff, managed by Mrs. Cecilia Prihoda, is a friendly, courteous and loyal group with its primary concern based on giving advertisers the

best possible results from their linage space.

Advertising Staff

In addition to the business manager, three advertising salesmen and a layout lady round out the staff which is helping local merchants with ad campaigns. The salesmen, all students at A&M, are Glen Estes, senior marketing major from Grand Prairie, Don Groves, junior business administration major from Alamo, and John Manthei, industrial technology major from College Station.

The well-trained and experienced staff is always ready to help the advertiser plan a sound, hard-hitting, profitable advertising program to fit his particular need.

It's one purpose is to help the advertiser sell more merchandise. The important thing the ad staff keeps in mind when helping the merchants plan their advertising programs is the efficiency the advertiser gets from his advertising dollar.

Observant Staffers

To do this, staff members must be very observant as to timing, potential customers and competition in the area.

Newspaper advertising is the most effective and economical means of mass communication available to industry, business and the public. It plays an indispensable part in selling and educating the American people about the values of goods and services... to keep merchandise moving in volume at lowest possible prices.

Advertising's Function

Newspaper advertising's function in the nation's economy is to help create and distribute better values which are offered in competition for the buyer's selection.

If it were not for newspaper advertising the volume of the advertiser's business would drop a considerable amount, thus decreasing his profit.



"... HOLD IT!!"

I'm a Press Camera

By JOSEPH COSTA
 Nat'l Press Photographers Assn.

I am the Public Eye, I see for millions of people. I see for everyone who wants to look. I keep watch for the smallest child, weariest oldest, greatest leader and the most discouraged derelict.

Everest, I have peered into the ocean depths to bring back a I have been to wars so that history may see the sufferings and the glories of those who wrote in the Book of Time.

I have seen a sunset flicker in the last moments of day, painting the clouds over a Pacific island. I have stared unblinkingly into the man-made sun that burst above that same island, devouring it with the hellish appetite of the H-Bomb.

The need for my vision was created when a man drew the first picture on a cave wall. Perhaps he drew a buffalo. And when he was done, he saw the buffalo, although there really wasn't a buffalo there—just scratch marks in the stone. Right then, man's scope was extended beyond the limited horizon of his own presence. By means of pictures, the sights and dimensions of a scene far away or long ago could be transmitted to the every-hungry mind of man.

Fulfillment

I, the camera, am the fulfillment of that need. I see everywhere—all the time. What The Public wants to see, I watch.

I have seen the world at its moments of beauty, and at its times of terror. I have watched the awesome loneliness of two men on the stormy, air-thin peak of Mount

With Marines

I watched man in his first at-tempts to conquer the limitless space. I fled with thousands out of a land of bondage known as Hungary, and then told my story to the world.

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Sights of New York

In one day, I can bring to anyone the sights from a hospital in New York, an airport in London, a riot-torn street in Cyprus, a frontier in Israel or a meeting with the Emperor of Japan.

Through me, the great bawling, squawling ever-busy giant called The Public can see beyond the mountains or around the corner. Without me, The Public is blind.

Science has sharpened my vision to a clarity far beyond the scope of human eyes. The scientists have given me speed, perception to the most minute detail, and an un-failing memory.

Public Eye

Other men have given me them-selves—for the Public Eye is but a tool for those whose destinies are wrapped in mine. I, the Press Camera, would be as blind as The Public I serve without a man to serve me.

In reality, I am slave to the photographer. But lacking me, he is an ordinary man. We are one, and what I have seen, what I will see, is caught only because we are there together.

SCUBA School Holds Meeting In Goodwin Hall

By JAY COLLINS
 Battalion Staff Writer

The SCUBA diving short course had its first meeting last night in Room 305 of Goodwin Hall with approximately 50 attending.

A brief discussion on the type and use of equipment was given by John Jones, administrator of the course.

The weekly lectures will include introduction and dangers of marine life; physics and physiology of diving; the use of equipment; pool tests and familiarization of the face mask; introduction to the aqua-lung; sharing lung and artificial respiration; ditching and retrieving equipment; review and a final check out and quiz.

There will be ten lectures and five two-hour sessions in the swimming pool.

Equipment will be furnished from fees paid by students taking the course. The equipment consists of an aqua-lung, weights, depth gage, squeeze pack life preserver, snorkel, exposure suits and a diving flag.

Requirements for taking the course are a medical examination by College Hospital personnel, a waiver of responsibility from the parents of minors and an age requirement of 16 or over.

Fees for college personnel and students is \$10. All outsiders pay \$20.

London Doctor Tours Vet School

Dr. R. F. Montgomerie, Wellcome Laboratories, London, recently toured the facilities of the School of Veterinary Medicine at A&M.

The veterinary parasitologist also conferred with Dr. R. D. Turk, head of the Department of Veterinary Parasitology and coordinator of veterinary research, Texas Agricultural Experiment Station and other staff veterinarians on animal health problems.

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Voc Ag Grad Work Shows Increase

Nearly five times as many vocational agriculture teachers are studying for advanced degrees at A&M now as in 1953, E. V. Walton, head of the Department of Agricultural Education, said yesterday.

"As a result of the in-field courses, many teachers are developing an interest in further education and return to college for a full course of graduate study," Walton said.

Another reason for the trend, too, is the higher pay which goes to a teacher with a higher degree, he said.

*** National ***
NEWSPAPER WEEK
 YOUR NEWSPAPER GUARDS YOUR FREEDOMS!
 OCTOBER 1-8 1958

A&M MENS SHOP
 103 MAIN - NORTH GATE
AGGIE OWNED

beverley braley
 tours • travel service

Reservations and Travel
 Business or Vacation
 Travel

AIRLINES • STEAMSHIPS
 HOTELS • TRAVEL
 TOURS • TRAVEL

A FREE SERVICE

27th and Bryan TA 2-6379

For Professional Visual Care SEE
DR. G. A. SMITH
 Optometrist

Specializing in Eye Examination and Contact Lenses

BRYAN OPTICAL CLINIC
 105 N. Main TA 2-3557
 Evenings by Appointment

FREE MUFFLER INSTALLATION

Guaranteed Factory Duplicate Mufflers at Regular Price - All makes and models - This is a limited offer

SAM LABOID
 AUTO SERVICE

27th and Bryan TA 2-6379

Something **NEW** at the **MSC Fountain Room**

AG-BURGER

- 1/4 lb. ground beef
- Sliced tomatoes
- Lettuce
- Pickle relish
- Onions

ALL ON A TOASTED BUN

35c

FRESHMAN PINK SLACKS

\$23⁰⁰

Tailor made to your individual measurements here at College Station - No sending way of orders - No delay

—ONE WEEK DELIVERY—

You try them on before you pay so you have no chances to take - Guaranteed To Fit.

ZUBIK'S
 Uniform Tailors
 North Gate

PEANUTS

"IN OUR MODERN WORLD DOGS HAVE MANY INTERESTING AND VARIED USES."

"THE FARMER USES HIM FOR HERDING LIVESTOCK. THE SPORTSMAN USES HIM FOR HUNTING."

"THE ESKIMO USES THE DOG AS A BEAST OF BURDEN AND FOR FOOD."

"AND THE MAN ON THE STREET USES HIM FOR A FRIEND AND A COMPANION."

Battalion Classifieds

WANT AD RATES

per word each additional day per word

Minimum charge—40¢

DEADLINE 48 hours before publication

Classified Display 4¢ per column inch each insertion PHONE VI 6-6815

FOR RENT

Large three room furnished apartment 402 Bower VI 6-5444

Furnished apartments 1000 sq ft 445 W. College Main Apt 10 Bryan VI 6-7331

Bedroom adjoining bath for Missouri I 101 Montclair 30th Street TA 2-7912 after 5:30 p.m.

Downstairs furnished duplex. Very close 150 VI 6-7331

Nice small furnished house. Couple only. Four blocks from College. \$40 VI 6-7331

Unfurnished garage apartment. Between Bryan and College. Attic fan. \$50 VI 6-7331

One bedroom furnished garage apartment. Clean. Bills paid. 101 Lake Street 914

FOR SALE

Bertha semi-automatic washing machine. VI 6-6007

1963 Volkswagen. Perfect interior. New paint. battery, undercoating. Radio, heater. \$1365 VI 6-4143

1949 Mercury. Two door. Martine. Walton 1-1

Triumph motor cycle. Clean. \$200 cash. White's Auto Store 814

1963 four door Packard. Four good tires. Radio heater. VI 6-9951, VI 6-7030 after 5:00.

HELP WANTED

Two car hops wanted. Experience not necessary. Apply Triangle Drive-in. 3606 South College 1231fn

Two waitresses wanted. Experience not necessary. Apply Triangle Drive-in. 3606 South College. 1231fn

WANTED

WANTED: Responsible students to call on fraternity, sorority, and residence halls to demonstrate and sell daily used products. Earn \$100-\$200 extra a month. Write for details for immediate start. P. O. Box 497, Indianapolis, Ind. 314

SPECIAL NOTICE

ATTENTION: PIANO STUDENTS any age see or call Mrs. Hubert Duce D-C-C. Call VI 6-7987 for piano lessons. Studio in A&M Music Hall 1-1

SUL ROSS 1800 A.P. & R.M. College Station, Texas
 Oct 2 at 7:00 p.m. The Fellowship Degree will be conferred. Also P.C. Examinations.
 C. H. Ramsdell, WM
 J. J. Woollett, Sec'y

\$400.00 MONTHLY SPARE TIME

Refilling and collecting money from our five-cent high grade candy machines in this area. No selling. To qualify for work you must have car, references, \$90.00 cash, secured by inventory. Working 7 hours a week to business, your end on percentage of collection will net up to \$400.00 monthly with very good possibilities of taking over full time. Income increasing accordingly. For interview, include phone number in application to Box 100 c The Battalion. 913

Edgetroux Sales and Service G. C. Williams TA 3-6600

OFFICIAL NOTICES

Official notices must be brought, mailed or telephoned on as to arrive in the Office of Student Publications (Ground Floor) YMC(A), VI 6-6415, hours 8-12, 1-5, daily Monday through Friday, at or before the deadline of 1 p.m. of the day preceding publication - Director of Student Publications.

Any student who normally expects to complete all of the requirements for a degree at the end of the current semester should call by the Registrar's Office NOW and make formal application for a degree.

October 31 is the deadline for filing an application for a degree to be conferred at the end of the current semester. This deadline applies to both graduate and undergraduate students.
 H. J. Heaton
 Registrar

WORK WANTED

Will refinish furniture. 502 Thompson or call for Sauer Placement Office, VI 6-4756 1431fn

Your term papers, etc. will be better if you think now, write them now, and bring them to B. C. G. Secretarial Service to be typed now. VI 6-5756 249KA Texas 1157fn

Babies wanted. Day care for infants and toddlers. Hot meals. Fed and bathed. College degree and experience as child welfare worker. VI 6-7350 1140fn

Apartment. Nice quiet place for one who really wants to study. One room, kitchenette, bath and garage. (Complete) furnished. New wall to wall covering. Two blocks from North Gate. \$50.00 monthly. VI 6-7245 91fn

Extra nice and cheap priced. Ag-Corn shared. One bedroom apartment. Stove and refrigerator only. Close to Campus. Ideal for two students. VI 6-4638 81fn

Four room furnished apartment with garage in Bryan. Call VI 6-5435 81fn

Furnished two bedroom brick in White-oak apartments. First Street. College. \$49.50. TA 2-4122 21fn

Block duplex. North Gate. One bed room. tile bath. central heat. Carpeted. \$40.00. Call VI 6-4638 21fn

Five room house. Two bedrooms. 2105 Effels Bryan VI 6-7095

C. Q. Completely furnished three room and two room apartments. Private bath and entrance. Adults. TA 2-1244 21fn

Apartment. Hill Trailer Park. Thirty utility spaces for house trailer parking. Duplex furnished apartment. Business place for sale with living quarters. 2301B North Highway 4 Bryan 210

Large comfortable bedroom. Call VI 6-1233 401 Twister College Station 1491fn

Sewing machines. Fruit Fabric Shop 981fn

House in reach of students. 1 and 2 bedroom apartments available for immediate occupancy. Desire to contact students in search of pleasant living quarters. TA 1-2872 or TA 2-3465 1410fn

EARLY BIRD SHOPPE

TOGS - GIFTS AND TOYS for Girls and Boys

FABRICS - SHOES

Ridgeway Village 3801 Texas Ave

OLYMPIA TYPEWRITER

Rental Typewriters, Adding Machines, Calculators, and Electric Typewriters at

M & M STORE
 North Gate

PROMPT RADIO SERVICE

Call -

SOSOLIK'S RADIO AND TV SERVICE

713 S. Main St.
 Tubes Tested Free By Experts
 PHONE TA 3-1941 BRYAN

Hotard's Cafeteria Where the Art of Cooking is Not Lost

By Charles M. Schulz