The Battalion - College Station (Brazos County), Texas PAGE 4 Wednesday, October 1, 1958

One Major Function

Battalion Offers Help To Local Advertisers. best possible results from Newspaper advertising is the

Battalion News Editor One of the important functions

× 1 14

of The Battalion is the services the newspaper gives its advertis- ager, three advertising salesmen the public. It plays an indispensers, both local and national. With an extensive circulation, staff which is helping local mer-The Battalion reaches every home chants with ad campaigns. The in the College Station area four salesmen, all students at A&M, to keep merchandise moving in days a week (Tuesday through are Glen Estes, schior marketing Friday) bringing result-producting major from Grand Prairie, Don 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 Bat- ed staff is always ready to help talion to sell their merchandise, the advertiser plan a sound, hard-Battalion records show that more hitting, profitable advertising proand more advertisers are placing gram to fit his particular need. ads in the newspaper

The Battalion advertising staff, advertiser sell more merchandise. managed by Mrs. Cecilia Prihoda, The important thing the ad staff is a friendly, courteous and loyal keeps in mind when helping the group with its primary concern based on giving advertisers the



linage space.

tration major from Alamo, and

John Manthei, industrial technol-

The well-trained and experience

It's one purpose is to help the

merchants plan their advertising

programs is the efficiency the ad-

SEE

TA 2-3557

TA 2-6379

ogy major from College Station.

most effective and economical **Advertising Staff** means of mass communication In addition to the business manavailable to industry, business and

and a layout lady round out the ible part in selling and educating the American people about the values of goods and services . volume at lowest possible prices. Advertising's Function Groves, junior business adminis-

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.

SCUBA School programs is the efficiency the ad-vertiser gets from his advertising Holds Meeting Observant Staffers To do this, staff members must InGoodwinHall

By JAY COLLINS **Battalion Staff Writer** The SCUBA diving short course

approximately 50 attending. A brief discussion on the type and use of equipment was given by John Jones, administrator of the course.

life; physics and physiology of the every-hungry mind of man. 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 wimming pool.

Equipment will be furnished stormy, air-thin peak of Mount from fees paid by students taking the course. The equipment consists of an aqua-lung, weights, depth gage, squeeze pack life pre-

server, snorkel, exposure suits and a diving flag. Requirements for taking the

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 ousiders pay inary Parasitology and coordinator

... HOLD IT !!"

I'm a Press Camera By JOSEPH COSTA

With Marines

Sights of New York

Public Eve

In one day, I can bring to any

is never forgotten.

Everest, I have peered into the Nat'l Press Photographers Assn. ocean depths to bring back a I am the Public Eye, I see for I have been to wars so that history millions of people. I see for every- may see the sufferings and the glories of those who wrote in the one who wants to look. I keep Book of Time. watch for the smallest child, weariest oldster, greatest leader and the I have seen a sunset flicker in the last moments of day, painting

most discouraged derelict. The need for my vision was the clouds over a Pac fic island. I

created when a man drew the first have stared unblinking into the picture on a cave wall. Perhaps man-made sun that burst above he drew a buffalo. And when he that same island, devouring it with had its first meeting last night in was done, he saw the buffalo, al. the hellish appetite of the H-Bomb Room 305 of Goodwin Hall with though 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 The weekly lectures will include diminsions of a scene far away or ntroduction and dangers of marine long ago could be transmitted to

Fulfillment

I, the camera; am the fulfillment of that need. I see everywhere- Hungary, and then told my story all the time. What The Public to the world. wants to see, I watch.

I have seen the world at its moments of beauty, and at its times five two-hour sessions in the of terror. I have watched the awesome loneliness of two men on the

London Doctor

Tours Vet School

Dr. R. F. Montgomerie, Wellcome ourse are a medical examination Laboratories, London, recently by College Hospital personnel, a toured the facilities of the School of Veterinary Medicine at A&M.

The veterinary parasitologist al- given me speed, perception to the so conferred with Dr. R. D. Turk, most minute detail, and an unfail. Fibels Bryan VI 6 7098 2105 head of the Department of Veter- ing memory.

of veterinary research. Texas Agricultural Experiment Station and Other men have given me themother staff veterinarians on animal selves-for the Public Eye is but health problems.

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 'o a teacher with a higher degree, he said.

NEWSPAPER WEEK NEWSPAPER. **비율**등립분분원원 **GUARDS YOUR** FREEDOMS! OCTOBER 1-8, 1958

☆☆☆ National ☆☆☆



HELP WANTED

Two car hops wanted Experience no necessary Apply Triangle DriverIn. 360 South College. 123tfr

WANTED

FOR SALE

Bendix semi-automatic washing machine

1953 Volkswagen. Perfect interior. New aint battery, undercoating. Radio, heat s \$1365 VI 6-4163. 1013

1949 Mercury, Two door, Martinez, alton 1-1

Triumph motor cycle. Clean, \$200 cash, hite's Auto Store. Stin

1953 four door Packard Four good tires. adio, heater. VI 6-9951. VI 6-7039 after 645

Two bedroom house, Hardwood floers, entral heat, carport and separate grage arge iot Frenched backyard, \$2000 equit; or only \$550, No dosing costs, Phone VI 6-5301 1319 Posteg. 147trs

SPECIAL NOTICE

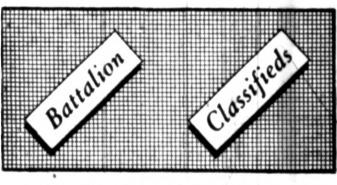
ATTENTION: PIANO STUDENTS any e see or call Mrs Hubert Duce, D-6-C, V Call VI 6-7087 for plano lessons, udio in AddM Music Hall.

Station, Texas

C H Riansdell, WM J.J. Woolket, Sec.y

Called meeting Thursday, Oct 2 ist 7 00 p m The Fellowcraft Degree will be conferred Also F C Ex-

Responsible students to cal sorority; and residence half



WANT AD RATES

PADLINE ALTEA Prover and additional day Minimum charge-44g PEADLINEN P.D day before publications Constitied Display May per column Inch each insertion PHONE VI 5-6515

Two waitresses wanted Experience necessary Apply Triangle Drive-In. South College, - trees FOR RENT WANTED: fraternity demonstra Large tillee room furnished apartmen 402 Boyett \$35 VI 6 5414 111 fraternity sorority, and residence halfs demonstrate and sell daily used pre-ts Earn \$100 \$200 extra a month. Ite for details for immediate start. P. Box 497, Indianapolis, Ind.

aparimen's lege Main room adjoining bath for Missouri I 910 k 30th Street TA 2 7913 afte 100

I watched man in his first at Downstairs furnished duplex. Very close in 101 Montclair Couple only No pets \$50 VI 6.7331 10tf

Unformished garage apartment 1 Bryan and College Attic fan \$50 7331

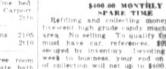
one the sights from a hospital in New York, an airport in London, a riot-torn street in Cyprus, a frontier in Israel or a meeting with the Emperor of Japan.

Through me, the great bawling, ideal for two students VI 6-6638 4tfn squawling ever-busy giant called

mountains or around the corner Without me, The Public is blind.

Science has sharpened my vision Brick Duplex North Gate orm tile bath central heat tereroom Call VI 6 4526 to a clarity far beyond the scope of human eyes. The scientists have

Acorn Hill Trailer Parks Thirty utility pares for house trailer parkway Duplex furnished apartment Business place for



¢

NPARE TIME Refilling and collecting money from our live-cent high grade candy machines in this area. No selling To qualify for work you must have car, references, \$990.00 cash, secured by inventory levoting 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 ap-lication to Box 100 c.o The Battalion. 953

conferred aminations

ines raised the flag amid heavy fire on Iwo Jima. Most of that band are dead now, but they will Nice small furnished house C only Four blocks from College CL 6 7331 be remembered because what I see I watched Man in his first attempts to conquer the limitless space. I fled with thousands out One bedroom furnished garage apart ent Clean Bills paid 101 Lake Street of a land of bondage known as ment

Available Oct 1 New one bedroom spartment Stove and refrigerator One block from Campus Rent reasonable J B Hervey VI 6.5622 VI 6.5445 9th

Apartment Nice quiet place for one buy who really wants to study. One room kitchenetic both and sarage Completely furnished. New wall to wall cevering Two blocks from North Gate \$35.06 monthly VI 6.7248. bits Extra nice and clean paneled Air Con Uoned One betrooth apartment Stov

The Public can see beyond the garage in Bryan Call VI 6 5635 417 Unfurnished two bedroom brick in White creat apartments First Street College \$40.50 TA 2-4127 3tfr

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

