

History Proves It Naughty Words Depend on Use

"Strong advertising!" said some.
"Rude!" cried others.
Object of the controversy, a shaving company's advertising slogan, "Can Your Can Compare With My Big Can?"
The ad, and its controversial can and girl, revived an even older controversy: what makes a naughty word naughty? Fashions in language change so fast that today's perfectly good word is tomorrow's abomination — and vice versa.

It wasn't so long ago — a mere 125 years or so — that the innocent word "chair" was taboo, and the equally inoffensive and useful "shirt" a dire insult to the fair sex! The reason: both reminded people too strongly of the bodily parts with which chairs and shirts come into contact. So "chair" became "seat" and "shirt" was reincarnated as "smock," as then "shift." Finally all these words became not-quite-nice — and people had to rest and dress themselves in glum but well-bred silence!

Conversation Hard

Conversation of almost any kind was difficult in those days. "Woman" — the word as well as the worrier — gave our ancestors a good deal of trouble. They decided that the word was too suggestive, and referred to that hard-to-name half of the population as "females." Vassar College, one of the oldest and most famous women's colleges in the country, was opened in 1865 as Vassar Female College.

Before you allow yourself that superior smile, consider your own verbal habits. You may not follow Grandpa's lead in speaking of legs as limbs, but you use the word "lingerie" because "undies," "unmentionables" and "step-ins" have successfully become disreputable. It's more than likely that you prefer "passed on" to "died," "let out" to "was fired." The "disposal truck" has replaced the garbage wagon of old, and the young criminal is now a "juvenile delinquent."

Still Bad Taste

In some sections of the coun-

try, it's still bad taste for a farmer to refer to his livestock as "bulls." Instead, he must speak of "gentleman cows" or "cow critters" or "that old man." One Ozark minister refused to locate Moses in the bullrushes, putting him "in the flags" instead!

But we Americans are by no means unique in this respect — "bad word" is world-wide. Just as many of us refuse to "speak" of the Devil, "calling him Old Nick" instead, Scots refer to "Clottie" and Germans to "Meister Peter."

Animal Names Taboo

In many parts of the world, according to the research department of the Barbasol Co., to mention a predatory or sacred animal's name is to call down his wrath upon you. Thus Algerian Arabs mention the lion only as "Mr. John Johnson," and the Bechuana tribe of South Africa refer to him as "the boy with the beard." In various localities, "grandfather" is the bear, the tiger, the elephant or the alligator. In Lapland, where bears are many and fierce, they're called "the old man with fur coats." Sioux call the sacred beaver "the water-person."

Tragedy is universally glossed over: Chinese coffins are "the boards of old age," and in African Mombasa smallpox is "grains of corn."

Superstitions

Because of the widespread superstition that the strength of a man or god resides in his name, many primitives literally "travel incognito" through life using substitute names to prevent enemies from gaining power over them by learning their real titles. For the same reason, it was once high treason in Thailand, Burma, China and Korea to call the king by his name. Complimentary titles had to be used instead.

Will all the human race one day break its dependence on euphemisms? As daring copywriter proved, it "can" be done!

CADET SLOUCH by Jim Earle



"It's not hurt—I always use this crutch when I want to go non-reg!"

Job Interviews

The following companies will conduct interviews Monday and Tuesday in the Placement Office on the second floor of the YMCA:

Monday

Texaco, Inc. will interview chemical and mechanical engineering degree candidates for positions in their production department.

West Texas Utilities Co. will interview electrical and mechanical engineering degree candidates for jobs in electrical power distribution, transmission and production.

U. S. Navy Department Administrative Office will interview degree candidates, all levels, in aeronautical, architectural, civil, electrical and mechanical engineering.

Monday and Tuesday

National Supply Co. will interview degree candidates in the fields of civil, electrical, industrial and mechanical engineering and business administration, ac-

counting, finance and economics.

Tuesday

Kendavis Industries, Inc. of Fort Worth will interview mid-term degree candidates in business administration, industrial and mechanical engineering.

Sunray Mid-Continent Oil Co. will interview chemical, geological, mechanical and petroleum engineering degree candidates for positions in the petroleum production and manufacturing training programs.

Standard Oil Co. of California will interview degree candidates in chemical, electrical, mechanical and petroleum engineering and chemistry. For positions in research, development, technical service, operations, design, maintenance and construction.

What's Cooking

The Pre Med - Pre Dent Society will meet in the Biological Sciences Lecture Room at 7:30 p.m. Tuesday night.

MSC Film Society

Presents



FRIDAY

7:30 MSC Ballroom

SOCIAL WHIRL

Business Administration Wives Club will have a bake sale Saturday morning at the Townshire Shopping Center.
The club will also have a meeting at 7:30 Monday night in the Gay Room of the YMCA for a panel discussion on the different departments in the Division of Business Administration.

Downs Plan Anniversary Celebration

Mr. and Mrs. P. L. (Pinkie) Downs Jr. will observe their 43rd wedding anniversary Monday at their home at 301 E. Dexter in College Station.

Downs, '06, has been connected with the college for many years and is presently the official greeter of the college and assistant informational representative in the Department of College Information and Publications.

The Downs' home is located just off the campus and the doors are always open to Texas Aggies, according to Downs.

Mr. and Mrs. Downs were married 43 years ago in Temple, Tex. Several of the attendants and relatives at the wedding will be guests in the Downs home during the celebration. A wedding cake will be supplied.

The Downs have one daughter, Grey Downs of College Station, and one grandson, Gary Marion Baugh of Seattle, Wash.

8c Black And White Prints

A&M PHOTO SHOP

CAMPUS

TODAY THRU SATURDAY
"BATTLE OF THE CORAL SEA"
Cliff Robertson
Gia Scala

CIRCLE TEMPEST

FRIDAY THRU SUNDAY
Also
Walt Disney's "TONKA"
Sal Mineo

Little Sprouts will have their Christmas Workshop at 9:30 a.m. in the YMCA.
Monday
Mechanical Engineering Wives Club will have their annual Christmas Party at 7 p.m. in the South Solarium of the YMCA.
Industrial Engineering Wives Club will meet in the reading room of the YMCA.
Industrial Education Wives Club will have their Christmas Party at the home of Mrs. L. B. Hardeman at 7:30 p.m.
Range and Forestry Wives Club will meet in the home of

Mrs. Mona Bowmer at 408 South Hutchins St. at 7:30 p.m.

Thursday
Wildlife Wives Club will hold their annual Christmas Party at 7:00 p.m. at the Hensel Park Cashion Cabin.

LEGAL NOTICE

ORDINANCE NO. 288
AN ORDINANCE OF THE BOARD OF LITERARY REVIEW TO BE KNOWN AS THE BOARD OF REVIEW FOR LEADERS PROVIDING THE NUMBER OF MEMBERS, THEIR QUALIFICATIONS AND METHOD OF APPOINTMENT; PROVIDING THE DUTIES AND AREAS IN WHICH SERVICE SHALL NOT BE DUE; PROVIDING A SAVING CLAUSE; PROVIDING AN EMERGENCY CLAUSE AND AN EFFECTIVE DATE.
BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF COLLEGE STATION:

SECTION 1. There is hereby created a Board of Literary Review for the City of College Station which shall be known and designated as the "Board of Review for Readers."
SECTION 2. The board of review shall consist of seven (7) members; one to be appointed by the Mayor; one a member of the Parents-Teachers Association; one a member of the A. & M. Consolidated Independent District after the superintendent or a person appointed by the superintendent; one a representative of student publications; one a member of the City of College Station; one a member of the County Youth Counseling Service; and the seventh member shall be the City Attorney of the City of College Station. Each member shall be a citizen of the City of College Station. The members shall be appointed by the Mayor with the approval of the city council. One of the members shall be designated as Chairman and one as Secretary, each appointed by the Mayor with the approval of the city council as hereinafter provided.
SECTION 3. Promptly after the passage of this ordinance and the appointment of a board of review, the chairman and secretary, the chairman shall call a meeting of the board. Rules and resolutions shall be formulated. Discreet and orderly conduct of the affairs of the board consistent with the provisions of this ordinance.
SECTION 4. It shall be the duty of the board of review to keep informed of the contents of literary and pictorial publications found in the City of College Station in violation of Ordinance No. 287 and to call to the attention of the proper legal prosecuting authorities and bring the same to the attention of the Mayor with the approval of the city council as hereinafter provided.
SECTION 5. If any section, subsection or any part of this ordinance shall be held to be unconstitutional or inoperative, such invalidity shall not affect any of the remaining portions thereof, it being the express intention of the city council to enact constitutional and operative provisions and they would not have included any unconstitutional or inoperative provisions if they had known of such invalidity at the time the ordinance was adopted.
SECTION 6. The fact that the City of College Station does not presently have an ordinance providing for the creation of a board of review for readers, together with the fact that such obscene, immoral and indecent literature is being distributed to both minors and adults creates an emergency and an imperative public necessity that this ordinance shall take effect and be in force at and from the time of its passage.
PASSED AND APPROVED THIS 23rd day of November, 1959.
S/Ernest Langford
Mayor

Gutten hall THEATRE
Show Opens Weekdays 6 P. M.
Saturdays & Sundays At 1 P. M.
FRIDAY
the wonderful musical adventure
M-G-M presents
A George Pol Production
"tom thumb"
...it's colorful!
he's tiny but terrific!
Russ Tamblin
Alan Young
Terry-Thomas
Peter Sellers
THEATRE

SATURDAY
"STAKEOUT ON DOPE STREET"
With Yale Wexler
Plus
WARNER BROS.
PRESENTS
DOROTHY MALONE
as Diana Barrymore
ERROL FLYNN
as John Barrymore
"TOO MUCH, TOO SOON"
CO-STARRING
EFREM ZIMBALIST, JR. RAY DANTON
NEW PATTERSON
MARTIN MILLER. Screenplay by ART and JO KAPULEN
Produced by HENRY BLANKE. Directed by ART NAPOLSON

Present Saturday 10:30 p. m.
Also Sunday & Monday
COLUMBIA PICTURES presents A CLOUTIER Picture
WILLIAM HOLDEN SOPHIA LOREN
TREVOR HOWARD
in Carol Reed's Production
"The Key"
CINEMASCOPE
A HIGH DEFINITION PRESENTATION

SECTION 1.
It shall be unlawful for any person, unless he has registered and become licensed for that purpose to engage in temporary or transient business in the City of College Station by soliciting or taking an order or subscription within the city for any merchandise, photographs, newspapers, magazines, or other items.
SECTION 2.
Licensing for the above purpose shall consist of the following:
(a) Filing out appropriate form provided by the Assessor and Collector of taxes, giving the following information:
1. Name, home address and local address of registrant.
2. Name and address of the person, firm, or corporation, if any, that he or she represents, or for whom or through whom orders are to be solicited or cleared.
3. Nature of the articles or things which are to be sold or for which orders are to be solicited.
4. Whether registrant, upon any sale or order shall demand or receive or accept, payment or deposit of money in advance of final delivery.
5. Period of time which registrant expects to solicit or sell in said city of College Station.
6. A credit report from a bona fide credit agency of the city manager deems it necessary.
7. A certified copy of its permit to do business in Texas if the vendor be a foreign corporation.
(b) Furnishing satisfactory written or documentary evidence of the registrant's identity.
(c) Payment of two (\$2.00) dollars licensing fee to partially defray the expense of enforcing the provisions of this ordinance.
SECTION 3.
The license permit shall be good for one year from date of issue, subject to renewal under the same conditions cited in Section 2. Under no condition is license permit transferable, nor does it give authority to more than one person.
SECTION 4.
This ordinance is not and shall not be applicable to:
a. Vendors of farm produce.
b. Sales of goods or merchandise donated by the owner thereof, proceeds of which are applied to any charitable or philanthropic purpose.
SECTION 5.
The city of College Station reserves the right to cancel any license permit at any time for just cause.
SECTION 6.
Any person violating this ordinance shall be guilty of a misdemeanor and upon conviction shall be punished by a fine of not less than ten (\$10.00) dollars nor more than one hundred (\$100.00) dollars and each sale or exhibition for the purpose of sale, or for taking orders for the sale thereof, shall be a separate offense.
SECTION 7.
REPEAL OF INCONSISTENT ORDINANCES. All ordinances and parts of all other ordinances inconsistent or in conflict with the provisions of this ordinance shall be and the same are hereby repealed.
PASSED AND APPROVED THIS 23rd day of November, 1959.
S/Ernest Langford
Mayor
ATTEST:
S/N. M. McGinnis
City Secretary

Basketball Broadcasts

Follow the **AGGIES** at home and away... over **KORA** 1240 kc.

You're miles ahead with **Mobil**

THE BATTALION

Opinions expressed in The Battalion are those of the student writers only. The Battalion is a non-tax-supported, non-profit, self-supporting educational enterprise edited and operated by students as a community newspaper and is under the supervision of the director of Student Publications at Texas A&M College.

The Battalion, a student newspaper at Texas A&M, is published in College Station, Texas, daily except Saturday, Sunday, and holiday periods, September through May, and once a week during summer school.

Members of the Student Publications Board are L. A. Duesell, director of Student Publications, chairman; Dr. A. L. Bennett, School of Arts and Sciences; Dr. K. J. Koenig, School of Engineering; Otto R. Kunze, School of Agriculture; and Dr. E. D. McMurry, School of Veterinary Medicine.

Entered as second-class matter at the Post Office in College Station, Texas, under the Act of Congress of March 8, 1879.

MEMBER: The Associated Press Texas Press Ass'n. Represented nationally by National Advertising Services, Inc., New York City, Chicago, Los Angeles and San Francisco.

Mail subscriptions are \$3.50 per semester, \$6 per school year, \$6.50 per full year. Advertising rate furnished on request. Address: The Battalion Room 4, YMCA, College Station, Texas.

The Associated Press is entitled exclusively to the use for republication of all news dispatches credited to it or not otherwise credited in this 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 telephoning VI 6-6618 or VI 6-4910 or at the editorial office, Room 4, YMCA. For advertising or delivery call VI 6-6415.

JOHNNY JOHNSON EDITOR
David Stoker Managing Editor
Bob Weekley Sports Editor
Bill Hicklin, Robbie Godwin News Editors
Joe Callicotte Assistant Sports Editor
Jack Hartsfield, Ken Coppage, Tommy Holbein, Bob Sloan, Bob Saille, Al Vela and Alan Payne Staff Writers
Joe Jackson Photographer
Russell Brown CHS Correspondent

PEANUTS



By Charles M. Schulz

