THE BATTALION

History Proves It

PAGE 2

Naughty Words **Depend on Use**

"Strong advertising!" said try, it's still bad taste for a 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 in- ter Peter." nocent 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," 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

Sasketbo

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" in-

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 "Clootie" and Germans to "Meis-

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 alliare many and fierce, they're called "the old men with fur Sioux call the sacred coats."

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, Burman, China and Korea to call the king by his name. Complimentary titles had to be used

Will all the human race one Tishler Names phemisms? As daring copywriter In some sections of the coun- proved, it "can" be done!



by Jim Earle

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

Job Interviews

counting, finance and economics.

Tuesday

Fort Worth will interview mid-

term degree candidates in busi-

ness administration, industrial

Sunray Mid-Continent Oil Co.

will interview chemical, geologi-

cal, mechanical and petroleum en-

gineering degree candidates for

positions in the petroleum pro-

duction and manufacturing train-

Standard Oil Co. of California

will interview degree candidates

in chemical, electrical, mechanical

and petroleum engineering and

chemistry. For positions in re-

Bearch, development, technical

service, operations, design, main-

Presents

IT BEGINS WHERE "T-Robe" LEFT OFF!

CINEMASCOPE

Demetrius and

tenance and construction.

ing programs.

and mechanical engineering.

Kendavis Industries, Inc. of

The following companies will conduct interviews Monday and gator. In Lappland, where bears 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 produc-

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 inter-

Grad Speakers

cations Committee.

ment of Health and Physical Education.

SOCIAL WHIRL

in the YMCA.

Saturday **Business Administration Wives** Club will have a bake sale Saturday morning at the Townshire

Shopping Center. The club will also have a meet- Club will have their annual ing at 7:30 Monday night in the Gay Room of the YMCA for the South Solarium of the 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.



TODAY THRU SATURDAY

BATTLE OF THE CORAL SEA" **Cliff** Robertson Gia Scala

FRIDAY THRU SUNDAY

Mechanical Engineering Wives

Christmas Party at 7 p.m. in| YMCA.

Monday

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





P. M. Saturdays & Sundays At 1 P. M.

FRIDAY the wonderful musical adventure



... it's colorsome!





"STAKEOUT ON DOPE STREET" With Yale Wexler





EFREM ZIMBALIST, JR. RAY DA

Produced by HENRY BLANKE Directed by ART NAPOL

Preview Saturday 10:30 p.m.

Also Sunday & Monday

WILLIAM SOPHIA

HOLDEN UOREN

too soon

Christmas Workshop at 9:30 a.m. Hutchins St. at 7:30 p.m. Thursday Wildlife Wives Club will hold

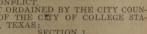
their annual Christmas Party a 7:00 p.m. at the Hensel Park Cashion Cabin.

LEGAL NOTICE

ORDINANCE NO. 28



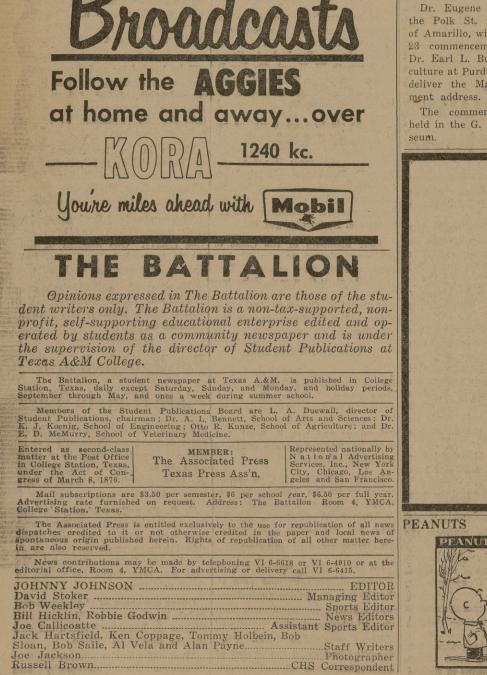
APPROVED THIS THE



What's Cooking view degree candidates in the fields of civil, electrical, industri-The Pre Med - Pre Dent Soal and mechanical engineering ciety will meet in the Biological and business administration, ac-Sciences Lecture Room at 7:30 p.m. Tuesday night. **MSC Film Society**

Commencement speakers for the Jan. 23 and the May 28 graduation ceremonies at A&M have been announced by Carl Tishler, chairman of the Convo-

Tishler is head of the Depart-



Dr. Eugene Slater, pastor of Trevor Howard the Polk St. Methodist Church of Amarillo, will deliver the Jan. "The Key" 23 commencement address and Dr. Earl L. Butz, dean of agriculture at Purdue University, will Also deliver the May 28 commence-Walt Disney's **"TONKA"** FRIDAY The commencements will be Sal Mineo held in the G. Rollie White Coli-**MSC** Ballroom 7:30 AGGIES! **Have Sunday Dinner** In The MSC Dining Room \$1.00 Special **Country Style Veal Steak French Fried Potatoes Combination Fresh Vegetable Salad** Hot Rolls and Butter Tea or Coffee Served from 12 - 2 p.m. By Charles M. Schulz GO ON HOME! WE DON'T WANT YOU KNOW, IT'S A STRANGE THING ABOUT CHARLIE BROWN ARE YOU You Around Here! Who Asked DOING HERE? 100 ALMOST NEVER SEE YOU TO COME BY IN THE FIRS





giving the following in-

home address and local

money in advance of

f time which registrant f time which registrant to solicit or sell in said College Station. t report from a bona dit agency of the city

of two (\$2.00) dollars fee to partially defray the of enforcing the provisions rdinance

one person. SECTION IV. ce is not and shall not be

Sales of farm produce. Sales of goods or merchandise do-nated by the owner thereof, proceeds of which are applied to any charita-ble or philanthropic purpose. SECTION V. City of College Station reserves the to cancel any license permit at any or just cause.

cause. SECTION VI. violating this o ion shall be punished by a fine of not than ten (\$10.00) dollars nor more than hundred (\$100.00) dollars and each sale exhibition for the purpose of sale, or taking orders for the sale thereof, shall separate offense. SECTION VII. EPFAL OF INCONSISTENT ORDI-VCES. All ordinances and parts of all r ordinances inconsistent or in con-with the provisions of this ordinance be and the same are hereby recealed.

the same are hereby repealed. AND APPROVED this the ember, 1959. S/Ernest Langford Mayor

ATTEST: S/N. M. McGinnis

