

BATTALION EDITORIALS

More Controversy Than Simplicity

College or University? What a flame of controversy this question has ignited! And such a simple question, too, only three words. Yet here, as in the case of most things allegedly simple, there is more complexity than simplicity. This seemingly simple question has been expanded until there are both major and minor points.

Proponents argue that a university receives more economic aid in the form of grants. And opponents find it difficult to believe grants are based on a school's name. It is true that more grants would be available if Texas A&M were called a university. Not because of the name, but because university status would bring much broader academic and research programs. Such broader horizons enable a university to better utilize grants, eliciting even more and better grants in the future.

Many people feel that valuable traditions will be lost in the changes a university will bring. True, some traditions will be lost, but could anything primarily constructive, such as the name change, destroy a worthwhile tradition? It is difficult to conceive how anything could destroy something as moving as the muted notes of Silver Taps, filling the darkness with tribute to a departed comrade. It is equally hard to believe how anything could destroy the pride one feels each

April, on Muster Day, when the deeds and names of men are recalled who lived and died for a way of life. And what could replace the sight of a student kissing his best girl after the grid-ders have made a touchdown?

It has been reported that some of the faculty are interested in a name change so they might enjoy more prestige for seeking positions elsewhere. It would seem more plausible that they are interested in the facilities a university can provide them here. An educator works with these facilities to gain prestige for himself through achievement in his field of endeavor. Professors do obtain prestige from the school. But it is the professors who build the reputation of the school initially by producing competent graduates and successful research.

If and when the name of Texas A&M is changed to incorporate the word "university" it will be only one in a series of changes. These changes began long before the question of a name change arose, and will continue long after it is settled. What is important is that the changes are being made to make this institution better. What is more important, they are accomplishing their purpose. It is the purpose of these changes to make this school not a good college, but an excellent university.

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Why Colorado A&M Became Colorado State

The proposed name-change for Texas A&M has been a center of discussion for over a month now. And this week the discussion may well increase with the meeting of the Name-Change Study Committee scheduled Friday.

At the meeting, the Committee could submit a new name for consideration by the Texas A&M College System or the Committee could close the matter with no recommendation.

In an effort to further study the name-change, The Battalion has corresponded with several Land-Grant colleges across America that have faced a similar problem. Since time was so brief, there have been few responses from these institutions, but we expected one from Colorado State University.

Yesterday we got it. The president of Colorado State University, W. E. Morgan, is a 1930 graduate of Texas A&M. Although President Morgan suggested no solution to the thorny issue of changing the name of Texas A&M, he did include with his letter a brochure containing the reasons why Colorado A&M became Colorado State University.

We are not saying that Texas A&M should instigate action similar to that of Colorado State, but since their 1956 problem contains a definite oneness with the current issue on this campus, it is at least worth considering.

In his letter, President Morgan felt that "off-hand observations given by an outsider who has limited knowledge of the current situation are more likely to confuse the situation than to suggest a solution." President Morgan also declined to offer suggestions for a "personal reason." Explaining, he said, "As a Texas Aggie myself—and, I feel, a very devoted one—I am convinced that some of the well-intentioned efforts of former students have not served the best interests of the institution." President Morgan then introduced the brochure included with the letter.

According to the pamphlet, here are the two reasons why Colorado A&M was changed to Colorado State University: "First, because Colorado A&M is a university in fact although not in name." The brochure defined the difference between a "university" and a "college" and reasoned that the Schools of Colorado A&M would become Colleges.

"Second, because there is something in a name. "The prestige of the institu-

tion where our graduates earned their degrees is well known in Colorado and the immediate region. Thus it makes little difference locally whether their alma mater is referred to as A&M, Aggies or CSU.

"But our graduates scatter literally over most of the globe. When they leave the inter-mountain region, they are invariably called upon to explain that their alma mater is not a single-purpose "college" but in reality is a full-fledged university. They also find that the expression 'A&M' is difficult to explain."

The brochure also cited other Land-Grant colleges in America that had made name-changes.

But, more important, the brochure asked and answered these two questions that have been discussed on this campus almost incessantly:

"Will the result be confusing?"

"Are there objections?"

To the first query, the brochure offered this answer: "Temporarily—just as changes always are. But in the long run the change will simplify matters by naming an institution what it is instead of holding on to the name of what it once WAS. Locally we would still be referred to as Colorado Aggies, a name no one wants to forsake. Changing that would be like asking Michigan State University to give up the name "Spartans" just because the old name of Michigan State College has been changed."

To the second question, the brochure presented this answer: "Yes. The plan has been discussed with a great many people. While sentiment has been overwhelmingly favorable, there are some individual friends of Colorado A&M who are known to object. It is earnestly hoped they will change their minds upon further study—that they will agree the name change is necessary if the College is to pass on to its graduates the full value of its educational reputation.

"No organization known as one likely to have interest in such a proposal has indicated opposition. That includes the other state educational institutions in Colorado."

Sounds painfully similar to the problem on the Texas A&M campus, doesn't it? The approach of Colorado State should not necessarily be followed by Texas A&M. Nonetheless the Colorado State solution is worth consideration.

Which shall it be? College or university?



"... it was a Christmas gift—th' stripes make me look taller."

Sound Off

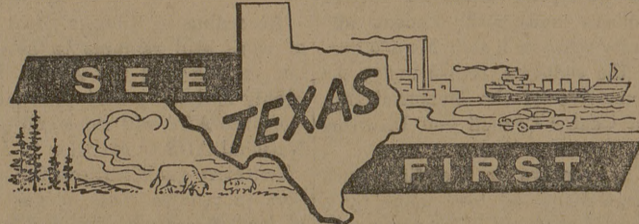
Editor, The Battalion:

It's about time that the rather childish discussion of the possible A&M name change be dropped. With the large number of Aggies in the administration and faculty of the college, it seems most unlikely that any change which could damage or nullify the traditions of reputation of A&M

could occur.

A name is a rather small thing, for it is the quality of the teaching and the quality of the graduate who represents the name that is important. In other words, if you want the best interests of A&M served and a name change is toward that end, then it should be accepted.

Daniel E. Armstrong, '63



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THE BATTALION

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BILL HICKLIN, Editor; Joe Callicotte, Sports Editor; Bob Sloan, Alan Payne, Tommy Holbein, News Editors; Jim Gibson, Bob Roberts, Editorial Writers; Larry Smith, Assistant Sports Editor.

Social Calendar

Tonight
The Mechanical Engineering Wives Club will meet in the Brooks Room of the YMCA at 7:30. Mrs. A. B. Alter will speak at the meeting on marriage. The Club will also elect officers during the meeting.

Room 105 of the Academic Building at 7:30.
The History Society will meet in Room 113 of Nagle at 7:30. Pictures will be taken.

Officers will be elected.
Thursday
The Bell County Hometown Club will meet in Room 204 in the Academic Building at 7:30.

Wednesday
The Aggies Wives Bridge Club will meet in the Ballroom in the MSC at 7:30.

The Architecture Wives Society will meet in the South Solarium of the YMCA at 7:30. Spring of-

Job Interviews

The following firms will interview graduating seniors on campus:

trainee jobs, buying or credit work.

Today
The Stark Brothers Nurseries will hold interviews for students in agricultural economics, agronomy, business administration, floriculture and landscape architecture and horticulture for work upon graduation.

Tuesday
The Charles Pfizer and Co., Inc. will interview students with majors in agricultural economics, agronomy, biology, business administration, chemistry and entomology. The jobs will be as technical salesmen or pharmaceutical salesmen.

Thursday
The Ralston Purina Co. will have interviews for majors in agricultural economics, agricultural engineering, mechanical engineering and business administration for work in production



TUESDAY
"THE CROWDED SKY" with Dana Andrews Plus "TALL STORY" with Anthony Perkins

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PALACE

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QUEEN

LAST DAY "10 WHO DARED"

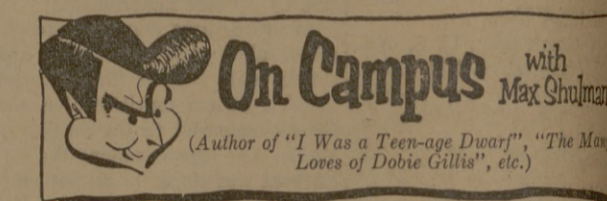
PEANUTS



Read Classified

CIVILIAN YEARBOOK PORTRAIT SCHEDULE
ALL civilian students, including Graduate Students, 5th and 6th year technical and Veterinary students, will have portraits made for the Aggie Yearbook '61 according to the following schedule.

Portraits will be made	COAT & TIE at the Aggie Studio between the hours of A. M. and 5:00 P. M. on days scheduled
(surnames beginning with)	January 10-11 "
	January 12-13 "
	January 17-18 "
	January 19-20 "



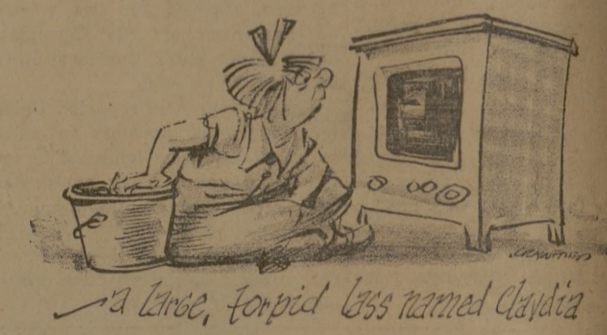
THE ENGINEERS HAVE HAIRY EARS

Today in this age of technology when engineering graduates are wooed and courted by all of America's great industries, do you account for the fact that Rimbaud Sigafos, who finished at the very top of his class at M.I.T., turned down hundreds of attractive job offers to accept employment as a machinery wiper at the Acme Ice Company at a salary of \$20 a week with a twelve-hour day, a seven-day week, and only fifteen minutes for lunch?

I know what you are thinking: "Cherchez la femme!" You're thinking that Mr. Acme, head of the Acme Ice Company, has a beautiful daughter with whom Rimbaud is madly in love and he took the job only to be near her.

Friends, you are wrong. It is true that Mr. Acme does have a daughter, a large, torpid lass named Clavdia who spends all her waking hours scooping marzipan out of a bucket and staring at a television set which has not worked in some years. Rimbaud has not the slightest interest in Clavdia; nor, indeed, does any other man, excepting possibly John Ringling North.

So how come Rimbaud keeps working for the Acme Ice Company? Can it be that they provide him with free Marlboro Cigarettes, and all day long he is able to settle back, make himself comfortable and enjoy the filter cigarette with the unfiltered taste?



No, friends, no. Rimbaud is not allowed to smoke on the job and when he finishes his long, miserable day he has to buy his own Marlboros, even as you and I, in order to settle back and enjoy that choice tobacco, that smooth, mellow flavor, that incomparable filter, that pack or box.

Well, friends, you might as well give up because you'll never in a million years guess why Rimbaud works for the Acme Ice Company. The reason is simply this: Rimbaud is a seal!

He started as a performing seal in vaudeville. One night on the way to the Ed Sullivan show, he took the wrong subway. All night the poor mammal rode the B.M.T., seeking a helping hand. Finally a kindly brakeman named Ernest Thompson Sigafos rescued the hapless Rimbaud.

He took Rimbaud home and raised him as his own, and Rimbaud, to show his appreciation, studied hard and got excellent marks and finished a distinguished academic career as valedictorian of M.I.T.

Rimbaud never complained to his kindly foster father, but through all those years of grammar school and high school and college, he darn near died of the heat! A seal, you must remember, is by nature a denizen of the Arctic, so you can imagine how poor Rimbaud must have suffered in subtropical New York and Boston, especially in those tight Ivy League suits.

But today at the Acme Ice Company, Rimbaud has finally found a temperature to his liking. He is very happy and sends greetings to his many friends.

Any time, any clime, you get a lot to like with a Marlboro—and with Marlboro's newest partner in pleasure, the unfiltered, king-size, brand-new Philip Morris Commander. Get aboard!

By Charles M. Schulz