

# Alpha Delta Sigma Chapter Initiated

Twenty-one members of the A&M Advertising Club were initiated Saturday morning at the University of Houston into the national professional advertising fraternity of Alpha Delta Sigma. Their final acceptance into the fraternity was the result of an

elaborate 64-page petition for membership submitted in February. The petition was a detailed presentation of the club's organization, history and activities, biographical sketches of its members and the advertising curriculum at A&M.

The club was initiated by representatives of ADS chapters from the University of Houston and the University of Texas. The official club charter was presented by Jerry E. Drake, southwestern vice-president of ADS and professor of journalism at Southern Methodist University.

The new chapter has been designated the Wesley D. Calvert Chapter of Alpha Delta Sigma in honor of W. D. Calvert, assistant professor of journalism and sponsor of the chapter.

Officers of the chapter are Jim Riley of Houston, president; John Schier of Sealy, vice-president; Colyar McIlheran of Abilene, secretary; Robert Burnside of Galena Park, treasurer; Bobby Dodson of Amarillo, publicity manager, and Ronnie Treat of Galena Park, membership manager.

Other newly initiated members of the chapter include Jim Denison of Pleasanton, William Schroeder of Houston, Ernesto Uribe of Laredo, Marvin Girouard of Port Arthur, James Gibson of San Antonio and Voris Riley of Odessa.

Also, John Herrin of Houston, Donley Brothers of Weatherford, Jerry Nelson of Houston, Larry Smith of Brady, Benjamin Lester of Palestine, Wesley Burnett of Brownsville, Tom Nelson and Charles Mauldin, both of Bryan.



A&M A.D.S. Chapter ... initiated into national organization

## Approximately 300 Enjoy Annual Easter Egg Hunt

Children of all ages participated in the annual Easter Egg Hunt sponsored by the Apartment Council last Sunday afternoon at Hensel Park.

Approximately 300 children competed in the hunt to find both candy eggs and several prize eggs which were good for gift certificates or for other prizes. Among the varied prizes were toy dogs,

large inflatable balls and silver dollars.

"We feel that we would have had many more people at the hunt, but the weather was threatening," said James W. Snelgrove, head of the hunt.

"There were many families who did not come to the hunt because there was the possibility of rain, although during the time of the hunt and before it there was no

rain." Over an area of the park covering about an acre and a half, there were several thousand eggs, with the largest portion put in the area set off for the children under the age of three years.

The hunt is an annual affair which is held by the Apartment Council and is furnished by the purchase of the Student Government Activity cards.

Besides providing enjoyment for the children entered in the hunt, it proved a good time for the parents of the children to get together.

# Transportation Industry Warned Of Complacency

Four of the nation's top transportation experts agreed here yesterday that U. S. freight and passenger carriers had better quit roosting on past performance records, and get ready for hot, heavy, and expensive competition in the near future.

The occasion was the Third Transportation Conference held at A&M, where more than 100 experts in all phases of the transportation industry gathered for a day-long discussion of problems, and the future, of this segment of the nation's economy.

Air-cushion cars, nuclear-powered cargo submarines, supersonic speed air transports, push-button railway yards and lightweight auto engines all figured in the day's conference. But the underlying theme was that the U. S. transport industry had better get into intensive research—to find new and better ways of hauling freight and passengers.

Leland D. Smith, industrial traffic expert for the Stauffer Chemical Company, who led the day's discussion, declared that within the next ten years the nation's railroads were going to have to provide a million new freight cars—at a cost of some 10 billion dollars—if they're to maintain their position in transportation. He emphasized, too, that all forms of the transport industry are going to have to devise new and better ways of satisfying customer requirements in transportation.

Not Static "Transportation research is not static," Smith said. "It must be constantly making improvements in research techniques if it is to serve adequately the transportation needs of a dynamic world."

"No form of transportation can say, or would even dare to say, we were here first and need not worry."

Smith pointed out that the British expect to put into commercial use this summer the first of their air-cushion cars. These vehicles, which ride on a cushion of air, can navigate over water or land at speeds presently in excess of 40 miles per hour. Present models, now under development, are expected to hit more than twice that speed. He said the first commercial air car will go into use this summer, hauling bananas downriver from a plantation in Nigeria to the port of Tiko.

These air-cushion cars, he added, are not scientific curiosities now, but a serious competitive threat for the future. They range from one to 25 tons in weight and are as much as 63 feet in length.

"This revolutionary form of transportation is no longer a scientist's dream, but a practical reality, according to Commander Laurence Sweny, Director of Hovercraft Development, Ltd., an organization supported by the British government to speed development of the new devices," Smith declared.

Maj. Gen. John P. Doyle, who headed the recent study on national transportation policy for the U. S. Senate, declared that renewed interest in transportation as a vital part of our growing economy must be maintained. He called for more careful attention to national policy that would be aimed at protecting the national rather than "parochial" interests, and for a more suitable organization in government to concern itself with national transport problems.

"Our present organization," he declared, "does not provide a focal point where the executive function can be coordinated."

Paul C. Hoffman, former president and chairman of the board of Studebaker-Packard Corporation, and now managing director, Special Fund, United Nations, declared that transportation and communication were primary factors in the international situation that has awakened the underdeveloped nations of the world within the past two decades.

"It is only since the end of World War II," Hoffman declared, "that we have faced the seething unrest presently assailing us from all sides. Up until then, most of the people in these poorer countries accepted lives of misery because they could imagine nothing better. Part of the responsibility for their awakening rests upon World War II itself, because millions of young men left their villages and went into distant lands to fight. They learned that people like themselves in the more advanced countries were well nourished, well educated and enjoyed good health. When they returned home, they told their neighbors."

## Meet To Hear Bryan High Choir

The Stephen F. Austin High School A Capella Choir of Bryan, will give a program at the banquet session of the Conference for Protective Relay Engineers here April 17-19.

The A Capella Choir is under the direction of Jim Austin. The program will be given at the 7 p.m. dinner April 18 in the Memorial Student Center.

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