

BATTALION EDITORIALS

GUEST EDITORIALS

Language Lack

If the United States Travel Service still finds the going a bit rough in promoting foreign travel in this country, it is undeniably making some progress. This is still largely a low gear operation, but enough tangible success has been reported to warrant optimism of better future results.

All-out encouragement of foreign travel in the United States is a new government venture. It is a business operation with a number of built-in handicaps. They can be summed up in two words: Cost and convenience. Europeans like to travel. They do travel. But they tend to think more than once before investing in a trip to the United States. The cost of ship or air transportation is the large consideration. Once in this country they are faced with the additional cost of hotel, meals and bus, air or train travel. Many Europeans can afford this. Those in this class spent \$1 Billion in this country in 1960.

One objective of the government's travel program is to increase the number of foreign tourists to close the gap between the \$1 Billion spent here last year and the more than \$2 Billion spent by American citizens traveling abroad. The prospective foreign traveler must be offered a travel package within his means. This is not easy. Nevertheless, something is being accomplished.

Two American bus lines have offered foreigners 99 days of unlimited travel in the United States for the equivalent of \$99. No one can quarrel with the cheapness of this package at \$1 a day. The snag is that the foreigner must add to this the cost of an airline flight. This produces another obstacle. The 17-day airline excursion rate is \$350. The time limitation obviously cancels the advantage of the 99-day bus transportation package. However, travel interests, both private and government, believe a solution to the problem can be found. Certainly, it will have to be, if there is to be any worthwhile stimulation of tourism in this country.

On the score of convenience some recent experiences of foreign tourists emphasize the importance of languages. A group of 400 Swiss reported a bang-up time in various areas of the country. Their sole complaint concerned the nuisance of having everything translated for them on sightseeing buses. The problem is not so acute in metropolitan centers where foreign language speakers can be found. But when foreigners move into the interior of the country, unless they are accompanied by a guide who speaks one or two European languages, the handicap is a very real one.

—Houston Post

Automation

Grocery check-out clerks may declare Nov. 3 an annual holiday. On that date it was announced that an engineer has invented a device that automatically counts trading stamps and hands them to customers with each supermarket purchase. The machines are connected to cash registers by electric cable, and the first units are expected to appear soon. What next, as technology continues its headlong plunge? One dreams of a machine that would automate the sticky chore of pasting trading stamps into books for redemption. Such stamps as can be sorted out after a search through kitchen drawers and cabinets, that is.

—Dallas Morning News



"Gettin' about time to start on th' bonfire!"

—Sound Off—

Editor, The Battalion:

Your article in the Tuesday, Nov. 7, Battalion describes work on the outdoor pool and states that the pool "will probably become one of A&M's most popular facilities."

This may or may not be true, but your article does not fully describe the loss of what was, in fact, one of A&M's most popular facilities. To provide room for the outdoor pool, the handball courts were torn down. Thus all the sections of physical training in handball had to be canceled for lack of facilities, the entire intramural handball program was canceled for lack of facilities, there is no means of training a handball team to compete in extramural activities (including the National Collegiate Handball Tournament held annually), and all individuals interested in playing handball for exercise or sport are deprived of the opportunity unless they wish to drive 100 or so miles to the nearest handball courts available.

Anyone using the old courts would readily admit they were not of the best quality, but they were considerably better than what is available now. To attest the popularity of the courts, one has only to compare the records of the use of the handball courts and the use of the gymnasium swimming pool for the past several years.

The new pool will probably be all your article states, but in attaining this duplication of facilities the athletic program at A&M has been seriously deterred.

Lloyd Hampton
Apt. 1-B, Project House

SALE 1/2 CARAT OF DIAMONDS \$11950 Total Diamond Weight.

McCarty Jewelers
North Gate

GENUINE by STAR OF AFRICA Diamonds
RING ENLARGED TO SHOW DETAIL

WHERE THE BEST PICTURES PLAY
SKYWAY DRIVE-IN THEATRE
CHILDREN UNDER 12 YEARS - FREE

TUESDAY and WEDNESDAY
"COME SEPTEMBER"
with Rock Hudson
Plus
"MIDNIGHT LACE"
with Doris Day

CAMPUS
NOW SHOWING
"SPLENDOR IN THE GRASS"

CIRCLE
TONIGHT (LAST NITE)
"THE RACERS"
&
"JAILHOUSE ROCK"

PALACE
Bryan 2-8879

LAST DAY
"BRIDGE TO THE SUN"

STARTS TOMORROW
"DAVID & GOLIATH"

QUEEN
LAST DAY
Walt Disney's
"GREYFRIARS BOBBY"

The following firms will interview seniors in the Placement Office in the YMCA Building:

Wednesday
Arthur Anderson and Co.—Accounting (all degree levels).
American Cyanamid Co.—Chemical engineering (all degree levels) and chemistry (M.S., Ph.D.).

California Oil Co., Western Division—Chemical, civil, mechanical and petroleum engineering (B.S., M.S.), geology and geological engineering (M.S., Ph.D.).
Schlumberger Well Surveying Corp.—Electrical engineering (B.S., M.S., Ph.D.), geology, geophysics, physics, and geological, mechanical and petroleum engineering (B.S.).

Schlumberger Well Surveying Corp., Overseas—Electrical engineering (B.S., M.S.).

U. S. Army Engineering District—Civil, electrical and mechanical engineering (B.S., M.S.).

Internal Revenue Service, U. S. Treasury Department—Accounting.

The California Co.—Chemical, civil, electrical, mechanical and petroleum engineering (B.S., M.S.).

Wee Aggies

Four future Aggies and nine Aggie dates were born at St. Joseph hospital last week.

Twin girls to Mr. and Mrs. James L. Struthwolf, C-5-Z College View.

Boy to Mr. and Mrs. W. Read, V-2-F Hensel.

Girl to Mr. and Mrs. Ronald Delivan, C-15-Z College View.

Girl to Mr. and Mrs. Kenneth Briggs, 100 Carl Street.

Girl to Mr. and Mrs. Robert Rudsill, 803 Oak Drive, Bryan.

Boy to Mr. and Mrs. Neal Hitchcock, B-11-C College View.

Boy to Mr. and Mrs. Jerrel Jones, 805 W. 27th, Bryan.

Girl to Captain and Mrs. J. C. Dimski, 400 Olive Street, Bryan.

Girl to Mr. and Mrs. Joseph Morris, D-8-C College View.

Boy to Mr. and Mrs. John Edwards, A-10-B College View.

Girl to Mr. and Mrs. Donald Thomas, D-5-Y College View.

Girl to Mr. and Mrs. Haskell Monroe, 503 Bulletin Avenue.

BONFIRE SPECIALS

- OLD ARMY BEAVER SHORT COATS Reg. 39.95 ONLY \$3.95
- INSUL-KNIT ARTIC UNDERWEAR
- SWEAT SHIRTS
- OLD FATIGUES
- BOOT SOCKS

LOUPOT'S

the **Limelitters**
AMERICA'S MOST EXCITING FOLK TRIO

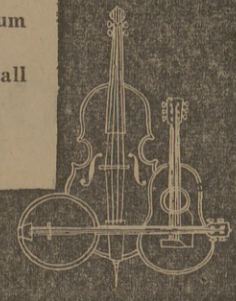
Wherever you may be on the Thanksgiving Holidays be sure to see the exciting Limelitters.

Here's where you can see The Limelitters in person:

Austin Municipal Auditorium
Wed., Nov. 22nd

Dallas State Fair Music Hall
Fri., Nov. 24th

Houston Music Hall
Sat., Nov. 25th



PEANUTS

By Charles M. Schulz

THE BATTALION

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BOB SLOAN Editor
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On Campus with Max Shulman
(Author of "I Was a Teen-age Dwarf", "The Many Loves of Dobie Gillis", etc.)

SAIL ON, SAIL ON!

I suppose October 12 is just another day to you. You get up in the ordinary way and do all the ordinary things you ordinarily do. You have your breakfast, you walk your ocelot, you go to classes, you write home for money, you burn the dean in effigy, you watch Howdy-Doody, and you go to bed. And so you give one little thought to the fact that October 12 is Columbus Day? No, you do not.

Nobody thinks about Columbus these days. Let us, therefore, pause for a moment and retell his ever-glorious, endlessly stirring saga.



Columbus never wanted to clap eyes on a horse again...

Christopher Columbus was born in Genoa on August 25, 1451. His father, Ralph T. Columbus, was in the three-minute auto wash game. His mother, Eleanor (Swiftly) Columbus, was a sprinter. Christopher was an only child, except for his four brothers and eight sisters. With his father busy all day at the auto wash and his mother constantly away at track meets, young Columbus was left pretty much to his own devices. However, the lad did not sulk or brood. He was an avid reader and spent all his waking hours immersed in a book. Unfortunately, there was only one book in Genoa at the time—*Care of the Horse* by Aristotle—and after several years of reading *Care of the Horse*, Columbus grew restless. So when rumor reached him that there was another book in Barcelona, off he ran as fast as his fat little legs would carry him.

The rumor, alas, proved false. The only book in Barcelona was *Cuidar un Caballo* by Aristotle, which proved to be nothing more than a Spanish translation of *Care of the Horse*.

Bitterly disappointed, Columbus began to dream of going to India where, according to legend, there were thousands of books. But the only way to go to India was on horseback, and after so many years of reading *Care of the Horse*, Columbus never wanted to clap eyes on a horse again. Then a new thought struck him: perhaps it was possible to get to India by sea!

Fired with his revolutionary new idea, Columbus raced to the court of Ferdinand and Isabella on his little fat legs (Columbus, though six feet tall, was plagued with little fat legs all his life) and pleaded his case with such fervor that the rulers were persuaded.

On October 12, 1492, Columbus set foot on the New World. The following year he returned to Spain with a cargo of wonders never before seen in Europe—spices and metals and plants and flowers and—most wondrous of all—tobacco! Oh, what a sensation tobacco caused in Europe! The filter had long since been invented (by Aristotle, curiously enough) but nobody knew what to do with it. Now Columbus, the Great Discoverer, made still another great discovery: he took a filter, put tobacco in front of it, and invented the world's first filter cigarette!

Through the centuries filters have been steadily improved and so has tobacco, until today we have achieved the ultimate in the filter cigarette—Marlboro, of course! Oh, what a piece of work is Marlboro! Great tobacco, great filter, great smoke! And so, good friends, when next you enjoy a fine Marlboro Cigarette, give a thought to the plucky Genoese, Christopher Columbus, whose vision and perseverance made the whole lovely thing possible.

And thank Columbus too for the king-size Philip Morris Commander. If unfiltered cigarettes are your choice, you'll find Commander the choice of the unfiltered. Welcome aboard.