

BATTALION EDITORIALS

Action Is Needed Now To Stop Auto Carnage

A tragedy left over from the 1961-62 school year has already made its presence felt during the infant '62-63 session—death on the highways.

Already one Aggie has lost his life on the highways and a former student in the Class of '63 has been killed in another crash.

Wesley Paul Hudson, '64 from Houston, was killed Sept. 9 when his car went out of control and overturned near Marshall, Ark. An Aggie fellow-traveler was injured.

Robert Strange, '63 from Lubbock, has died in a crash last week just reported to The Battalion over the past weekend. Strange did not attend both sessions last year but was registered here during the '59-60 and '60-61 school terms.

These two deaths come on the heels of a tragic year just past in which seven A&M students were killed in auto mishaps. Also Gov. Price Daniel has issued a special appeal for school traffic safety after noting that deaths among high school and college students have had "a dangerous upward trend."

Daniel asked all connected with schools and colleges, "and above all the students themselves," to emphasize traffic safety during "Texas School Traffic Safety Week," which will be observed next week.

The annual safety effort is aimed at stopping an upward trend in the deaths of drivers ages 15-24, Daniel said.

"From 1957-60," the governor cited, "traffic deaths in this group had dropped from the record high of 615 in 1956 to 510 in 1960. Then they increased sharply to 567 in 1961."

Student Body President Sheldon Best said here Monday plans are being formulated to emphasize traffic safety through action of the Student Senate.

The Senate will meet for the first time Thursday night and will probably announce its plan at that time.

Efforts of this kind should indeed be made now and not later after a string of football weekends that will see Aggies by the hundreds flocking to the highways.

A look at this fall's schedule shows road games in Houston (2), Dallas, Waco and Austin—all of which will be heavily attended by students and others connected with the college.

These football weekends, of course, will be followed by Thanksgiving, Christmas and semester recess—at which time the campus will look practically deserted.

The time indeed is now. If student traffic deaths are to be brought to a minimum, action at the present time can be the only answer.

The Battalion heartily endorses the Student Senate's planned effort and hopes a real solution can be forthcoming.

Laundry Shows Its Critics

Something always has to be the scapegoat—just ask the college laundry.

For years on end students have constantly wailed about the supposed inefficiency of the laundry. Now, however, they will have some facts and figures pulling against their every argument.

It came really as no surprise that recent testing has proved the laundry one of the best in the nation.

The real surprise will still have to be the end of complaints—only who will be the scapegoat then?

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THE BATTALION

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CADET SLOUCH by Jim Earle



... "I can't get over how nice the upperclassmen have been to me!"

Laundry Places High In Testing

Tests results from the American Institute of Laundering show consistently high marks for the college laundry, Tom Cherry, director of business affairs, reported Monday.

The laboratory division of the American Institute of Laundering conducted a battery of tests recently and listed results in four classifications.

These were white family work, white family flats, white commercial flats and white shirts. The two tests made for each category were tensile strength loss and whiteness retention.

The white family work showed a tensile strength loss of five per cent and a whiteness retention of 96 per cent. In the categories, not over 5 per cent tensile strength loss and 96 per cent whiteness retention are considered excellent.

White family flats showed a tensile strength loss of four per

cent and a whiteness retention of 99 per cent, both also in the excellent classification. The same followed for white shirts, which had a tensile strength loss of four per cent and a whiteness retention of 97 per cent.

White commercial flats tested with a tensile strength loss of eight per cent and a whiteness retention of 99 per cent. The 99 per cent retention is considered excellent, with the eight per cent tensile strength loss in the good category.

James H. Kingcaid Sr. is manager of the college laundry.

Oh, My Achin' Headache

Special to The Battalion
 NEW YORK—Completely exploding that rosy, nostalgic and time-honored myth that "college day are carefree days," a recent survey discloses that young adults of college age—19 through 24—suffer not only the most frequent headaches, but the most severe ones of any other comparable age group.

Even the harassed businessman takes second place to students, with a total of 77 per cent suffering frequent headaches as a

gainst 80 per cent in the college group.

It might be said that headaches linked to higher education compose a literal "four-point program" that forms the king size headaches. Roughly, the four points fall under the categories of finances, friends, finals and the future.

It is certainly no secret that the cost of education has zoomed, making the financing of a college career a serious problem. And many a young co-ed and college boy worries about being popular, gaining admittance to the "right" fraternity or sorority—in short making friends.

Final exams are equally as headache instigators. Study the midnight oil that has been a simple headache a four-star splitter because anxiety and lack of sleep pyramid on top of all these big blockbuster headaches.

Even though earning a education brings on a crop of headaches, it has long-term advantages. The most obvious is that graduates average \$200,000 in income during their years, than those who have completed high school—a statistic well worth thinking about.

Future Dates

- TODAY
 Southwest Power Pool Computer Conference
 Dallas Power & Light Co. Management Seminar
 WEDNESDAY
 Texas Plant Food Education Society
 THURSDAY
 Home Ventilating Institute Student Senate
 Steak fry for football team
 FRIDAY
 Favorite food show
 SATURDAY
 Football at LSU
 SUNDAY
 Landscape design seminar
 MONDAY
 MSC Council

Constitution Week Set By CS Mayor

This week, the 175th anniversary of the adoption of the U. S. Constitution, has been designated Constitution Week in the city of College Station in a proclamation signed by Mayor Ernest Langford.

In the proclamation, Langford urged all citizens to pay special attention to the constitution and the advantages of American citizenship.

"Sports Car Center" Dealers for Renault-Peugeot & British Motor Cars Sales-Parts-Service "We Service All Foreign Cars" 1416 Texas Ave. TA 2-4517

PALACE Bryan 2-8879

NOW SHOWING Rock Hudson In "SPIRAL ROAD"

QUEEN

DOUBLE FEATURE "TAMMY TELL ME TRUE" & "THEY CAME TO CORDURA" (Both In Color)

STARTS THURSDAY "THE MUSIC MAN"

PARDNER You'll Always Win The Showdown When You Get Your Duds Done At CAMPUS CLEANERS

WELCOME AGGIES Visit COWBOY'S For Steaks and Barbecue

Free Barbecue Thursday—Sept. 20, 5 to 9 P. M.

4 1/2 Miles South Hwy. 6 VI 6-8546

CAMPUS

LAST DAY Jeff Chandler In "MERRILL'S MARAUDERS"

STARTS TOMORROW



BOYS' NIGHT OUT An MGM Release CINEMASCOPE & METROCOLOR

CIRCLE

LAST NITE "MAN WHO SHOT LIBERTY VALANCE"

& "GIDGET GOES HAWAIIAN"

STARTS WEDNESDAY "THAT TOUCH OF MINK"

PEANUTS By Charles M. Schulz

A series of comic panels from the Peanuts strip. The first panel shows Charlie Brown saying, "IT'S GOING TO BE OUR LAST CHANCE THIS YEAR TO HAVE A PICNIC...". The second panel shows Snoopy saying, "THAT'S RIGHT...IT WILL BE VERY INFORMAL...WE'RE NOT EVEN GOING TO TELL ANYBODY WHAT THEY SHOULD BRING...". The third panel shows Charlie Brown saying, "EACH PERSON WILL BRING WHAT HE FEELS IS NECESSARY...". The fourth panel shows Snoopy saying, "BOY, TALK ABOUT A WEIRD GUY!".

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

ANOTHER YEAR, ANOTHER DOLLAR

With today's entry I begin my ninth year of writing columns in your school newspaper for the makers of Marlboro Cigarettes. Nine years, I believe you will agree, is a long time. In fact, it took only a little longer than nine years to dig the Suez Canal, and you know what a gigantic undertaking that was! To be sure, the work would have gone more rapidly had the shovel been invented at that time, but, as we all know, the shovel was not invented until 1946 by Walter R. Shovel of Cleveland, Ohio. Before Mr. Shovel's discovery in 1946, all digging was done with sugar tongs—a method unquestionably dainty but hardly what one would call rapid. There were, naturally, many efforts made to speed up digging before Mr. Shovel's breakthrough—notably an attempt in 1912 by the immortal Thomas Alva Edison to dig with the phonograph, but the only thing that happened was that he got his horn full of sand. This so depressed Mr. Edison that he fell into a fit of melancholy from which he did not emerge until two years later when his friend William Wordsworth, the eminent nature poet, cheered him up by imitating a duck for four and a half hours.

But I digress. For nine years, I say, I have been writing this column for the makers of Marlboro Cigarettes, and for nine years they have been paying me money. You are shocked. You think that anyone who has tasted Marlboro's unparalleled flavor, who has enjoyed Marlboro's filter, who has reveled in Marlboro's jolly red and white pack or box should be more than willing to write about Marlboro without a penny's compensation. You are wrong.

Compensation is the very foundation stone of the American Way of Life. Whether you love your work or hate it, our system absolutely requires that you be paid for it. For example, I have a friend named Rex Glebe, a veterinarian by profession, who simply adores to worm dogs. I mean you can call him up and say, "Hey, Rex, let's go bowl a few lines," or "Hey, Rex, let's go flatten some pennies on the railroad tracks," and he will always reply, "No, thanks. I better stay here in case somebody wants a dog wormed." I mean there is not one thing in the whole world you can name that Rex likes better than worming a dog. But even so, Rex always sends a bill for worming your dog because in his wisdom he knows that to do otherwise would be to read, possibly irreparably, the fabric of democracy.



It's the same with me and Marlboro Cigarettes. I think Marlboro's flavor represents the pinnacle of the tobaccoist's art. I think Marlboro's filter represents the pinnacle of the filter-maker's art. I think Marlboro's pack and box represent the pinnacle of the packager's art. I think Marlboro is a pleasure and a treasure, and I fairly burst with pride that I have been chosen to speak for Marlboro on your campus. All the same, I want my money every week. And the makers of Marlboro understand this full well. They don't like it, but they understand it.

In the columns which follow this opening installment, I will turn the hot white light of truth on the pressing problems of campus life—the many and varied dilemmas which beset the undergraduate—burning questions like "Should Chaucer classrooms be converted to parking garages?" and "Should protestors be given a saliva test?" and "Should foreign exchange students be held for ransom?"

And in these columns, while grappling with the crises that vex campus America, I will make occasional brief mention of Marlboro Cigarettes. If I do not, the makers will not give me any money.

* * *

The makers of Marlboro will bring you this uncensored, free-style column 26 times throughout the school year. During this period it is not unlikely that Old Max will step on some toes—principally ours—but we think it's all in fun and we hope you will too.