

# Mayor Proclaims 'Buddy Poppy Day'

Mayor D. A. Anderson has proclaimed Saturday as "Buddy Poppy Day" in College Station in conjunction with the annual sale of Buddy Poppies by the Veterans of Foreign Wars.

VFW Buddy Poppies are assembled by disabled veterans and then sold, with the proceeds used exclusively for the benefit of disabled and needy veterans and the widows and orphans of deceased veterans.

The sale of the poppies has been officially recognized and endorsed by the President of the United States and the Veterans Administration. The basic pur-

pose of the annual event is eloquently reflected in the desire to "Honor the Dead by Helping the Living."

Mayor Anderson and The Battalion urge the citizens of this community to recognize the merits of this cause by contributing generously to its support through the purchase of Buddy Poppies.

The Mayor requests all patriotic citizens to wear a Buddy Poppy as mute evidence of our gratitude to the men of this country who have risked their lives in defense of these freedoms which we continue to enjoy as American citizens.



"This is real living — I'm wearing a sophomore belt buckle today!"

## The Sweatshirt Craze

More than 500 miles away from the nearest surf, a land-bound college student casually strolls across his campus proudly wearing a brightly colored sweatshirt on which is advertised "Hobie Surfboards."

Another student can be seen wearing a similar shirt on which "Alcatraz Trustee" is printed neatly across the back.

Still another's sleeveless topping reads "Draft Beer — Not Students."

These are only a few sweatshirt slogans that have become a craze among the college crowd that enable them to conform to the nonconformists.

Once a sweatshirt was something shotputters warmed up in and you could get them in any color — as long as they were locker room gray.

Now book stores, fashion stores and mail order catalogs are full of red, blue, yellow, pink and green numbers saying "Curse You Red Baron," "Legalize Pot," and "I'm Cute." The last one comes with winking eyes.

"They're terrific," says Leonard Schwartz, president of Brentano's, the New York book store chain that has been going to great lengths to promote Charlie Brown and his friends from the comic strip.

"This month it will add a sleeveless, stretched-out sweatshirt — miniskirt length — saying "Surf's up" or "To live is to Dance, to Dance is to Live."

This summer you may be too busy reading sweatshirts to keep an eye on the bikinis.

Just in case there is any doubt, Pepsi-Cola has labeled its light blue sweatshirts "Girl" and "Girl Watcher." A Kansas City-based retail store chain is offering "Official Boy Watcher" shirts for \$1.99.

As part of the promotion for the movie "Casino Royale," Columbia Pictures painted a sweatshirt with a lissome lass surrounded by such readings as "Indians are Good Guys," "Miss Money Penny is a Bondmaid," "LeChiffre cheats at Baccarat," and "Ursula Andress Reads in Bed."

Even the Jolly Green Giant will send you the shirt off his back — for \$1.95 and two vegetable labels. It's a short-sleeved green sweatshirt covered with Ho-Ho-Ho's.

In New York, radio station WMCA has given away almost 200,000 of its grinning "Good Guy" shirts.

Allison Manufacturing Co., Inc., of New York is turning out sweatshirts for breweries and soft drink firms, along with fashion department stores such as Lord & Taylor and chain giants like Sears, Roebuck and Co., and J. C. Penny Co.

Allison's newest design is printed with buttons, bearing such slogans as "Make Love — Not War."

# Read Classifieds Daily

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Opinions expressed in The Battalion are those of the student writers only. The Battalion is a non tax-supported non-profit, self-supporting educational enterprise edited and operated by students at a university and community newspaper.

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**A HAPPENING ON CAMPUS**

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I've Got My Eye On The Man...  
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**On Campus** with Max Shrimpton

(By the author of "Rally Round the Flag, Boys" "Dobie Gillis," etc.)

### HOW TO GET A'S IN ALL YOUR FINAL EXAMS

In today's column, the last of the school year, I do intend to be funny. (I have achieved this objective many times throughout the year, but this time it's on purpose. The hour is wrong for levity. Final exams are looming.)

Have you got a chance? I say yes! I say America! not become the world's foremost producer of stove top and cotter pins by running away from a fight!

You will pass your finals! How? By studying. How? learning mnemonics.

Mnemonics, the science of memory aids, was, as we know, invented by the great Greek philosopher Mnemos in 526 B.C. (This, incidentally, was only one of the limitations of this fertile Athenian. He also invented the cat, the opposing thumb, and, most important, the staircase. Before the staircase people were forced to climb to live out their lives on the ground floor, and many crossed as bears. Especially Demosthenes who was elected Consul of Athens six times but never served because he was unable to get up to the office of the Commissioner Oaths on the third floor to be sworn in. But after Mnemos staircase, Demosthenes got to the third floor easy as — to Athens' sorrow, as it turned out. Demosthenes, temper shortened by years of confinement to the ground floor, soon embroiled his countrymen in a series of senseless wars with the Medes, the Persians, and the Angeles Rams. This later became known as the Missus Compromise.)



But I digress. We were discussing mnemonics, which are nothing more than aids to memory — little jingles help you remember names, dates, and places. For example: Columbus sailed the ocean blue

In fourteen hundred ninety two.  
 See how simple? Make up your own jingles. What, instance, came after Columbus's discovery of America? The Boston Tea Party, of course. Try this:  
 Samuel Adams flung the tea  
 Into the briny Zuyder Zee.

(NOTE: The Zuyder Zee was located in Boston Harbor until 1801 when Salmon P. Chase traded it to Holland, Alaska and two line backers.)

But I digress. Let's get back to mnemonics. Like this: In nineteen hundred sixty seven Personna Blades make shaving heaven.

I mention Personna because the makers of Personna Super Stainless Steel Blades are the sponsors of this column. If I may get a little misty in this, the final column of the school year, may I say it's been a pleasure working for Personna? May I say further that it's been an even greater pleasure working for you, the undergraders of America? You've been a most satisfactory audience. I'm going to miss you this summer. In fact, I'd ask all to come visit me except there is no access to my room. The makers of Personna, after I missed several deadlines, walled me in. I have no doors or windows — only a mail slot. I slip the columns out; they slip in Personnas and the food as can go through a mail slot. (For the past months I've been living on after dinner mints.)

I am only having my little joke. The makers of Personna have not walled me in, for they are good and true and gleaming and constant — as good and true and gleaming and constant as the blades they make — and I wish to publicly thank them for that. I will always hold them in the highest esteem no matter how my suit for back wages comes out.

And so, to close the year, I give you one last mnemonic. Study hard and pass with honors, And always shave with good Personnas!

Personna and Personna's partner in luxury shaving, Burma-Shave, regular or menthol, have enjoyed being in your another year of Max's uncensored and unimpaired column. We thank you for supporting our production. We wish you luck in your exams and in all your enterprises.

## Alaminos Cruises Southward For Trip To Mexican Coast

The only stopping point was Vera Cruz.

Here the scientists and technical people of the Alaminos were surprised to discover it was carnival time. The streets were filled with people and festivities that "could only be matched by New Orleans' Mardi Gras", according to Darryl G. Lloyd, a crew member.

"It was too short of an overnight stop to many of the crew members," Groot said.

From Vera Cruz, the ship went northeast to Sacramento Reef, picked up plankton samples, and headed back to Galveston.



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