

John McCarroll

"tell you what I'd do"

"We've Never Been Licked," filmed during the Second World War on the Texas A&M campus (not the war, but the filming), is once again showing here.

For some 25 years, the film has proved popular with Aggies and general viewers alike. So popular that it has been shown an average of five times per year just at A&M.

Although charging admission for the movie is not strictly adhered to today, viewers were charged, on the average, 25¢ each to watch the film. Some quick figuring shows that over a period of 25 years, the movie has grossed an average of \$9,355, with approximately 300 people seeing the flick each time it is unreeled on campus.

Recently a ploy was devised to get as many people in to see the picture as possible—a rumor was circulated that the showing last fall was the final run anywhere in the world and everyone should rush into Guion Hall to see it.

Such random shots in the dark will not work anymore. What I would like to propose is that the two-hour film be cut into individual frames and sold as souvenirs for 25¢ each. The movie runs about 36 feet of film through the projector per second, and there are 40 frames per foot—making a total of 172,800 frames. Using this figure, it would gross about \$43,000 in a short period of time, whereas the movie would have to be shown for the next 115 years and three months to make this much. This 115-year period would take into consideration 300 people attending and 25¢ charged each.

Now as any fish eco major knows, this would really not be profitable. With inflation taking its daily toll, in 115 years a quarter might be worth considerably less than a penny.

Once again my proposal: Cut the film up as quickly as possible and initiate an intensive advertising campaign to sell all 172,800 frames immediately to buyers (wholesalers welcome). The revenue from these quick sales should be invested in stocks of a reputable company to insure the capital from the sale.

I would like to suggest investing the money in a company like Universal Pictures.

★ ★ ★
The first log for the 1968 Aggie Bonfire faces possible delay in reaching A&M.

A group of Aggie cadets aboard the "Texas Clipper" recently toured Norway and picked up a pine stump 40 feet long and two feet in diameter.

The ship is scheduled to arrive in Galveston on Aug. 18, at which time the Department of Agriculture may also be there to stick a quarantine on it.

The log destined for the worlds largest bonfire may not reach College Station, but even if it didn't, it would not decay A&M's chance at Texas University. Last year the bonfire burned fairly bright without it.

PR Master's Plan To Aid Schools

Texas A&M has initiated a nationally unique master of education degree in public relations that draws on instruction in the university's education, psychology, journalism, English, business and sociology departments.

The interdisciplinary program — while not a new degree — will supply trained personnel for educational public relations needs of schools.

"The program involves a redistribution of courses on an interdisciplinary basis," noted Dr. Paul R. Hensarling, Education Department head. "It follows the pattern of the science education program and Ph.D. in education, which is also interdisciplinary."

DESIGNED primarily for the master of education, the program can be adapted to the doctor of philosophy degree.

Hensarling said the concept was conceived through consultation and group discussion of heads of departments involved. "They identified courses related to disseminating information and teaching within a community setting," he said. "It ties into undergraduate education training, which prepare prospective teachers for relating themselves to community publics, essentially parents and children they teach."

Business and industry public relations programs provide clear and concise communications with respective publics. Expansion of services, increasing population and multi-systems of communications make similar efforts mandatory for school systems, Hensarling declared.

MANY WORTHY schools programs have failed and financial support has been denied because a planned system of two-way communication was not instigated and administered," the department head added. "Someone in the school system must be responsible for this important work. Specialized knowledges

and techniques are needed."

A&M's program was described at a recent annual meeting of the National School Public Relations Association in San Francisco.

Roy K. Wilson, NSPRA executive director, said the A&M program follows association guidelines and is unique in the nation in its interdisciplinary approach to school public relations.

"TEXAS A&M is to be congratulated for leading the way in higher education training in the field of educational communication," credited Albert E. Holliday, associate director of Project Public Information of Madison, Wis. PPI is a national project to strengthen state departments of education public information programs.

Out-of-state inquiries on the A&M program have been made. An inquiry from Oregon was received through departmental information distribution has not been started.

At The Grove

TONIGHT—

"The Chase," starring Marlon Brando.

FRIDAY—

"Moment to Moment," starring Jean Seberg, and special attraction, "We've Never Been Licked," starring Robert Mitchum.

SATURDAY—

"The Devil at 4 o'Clock," starring Spencer Tracy and Frank Sinatra. Also Chapter 8 of "The Phantom Creeps."

SUNDAY—

"The Pumpkin Eater," starring James Mason and Anne Bancroft.

MONDAY—

"Arabesque," starring Gregory Peck and Sophia Loren.

TUESDAY—

"Suddenly Last Summer," starring Elizabeth Taylor and Montgomery Clift.

WEDNESDAY—

"To Hell and Back," starring Audie Murphy.

Sound Off

Editor, The Battalion:

Only one candidate on the American political scene has had enough "gumption" to stand up for America and express his views on what is wrong with the "establishment" in office, and then say what he would do about it if elected. The youth of Texas can help tremendously in getting this man, George Corley Wallace, elected as the next President of the United States of America.

"Young Texans for Wallace" is the American Party approved youth movement in Texas, with offices in the state headquarters in Austin. It is an effort by the youth of Texas to help secure a victory for George Wallace in November.

Texas is possibly the most crucial state in the 1968 election, and only an effort by young and old can achieve a Wallace victory. "Young Texans" can actively campaign, serve their county organization, and most important, raise campaign funds for the state-wide effort. Needed are active young adults who wish to make a valuable contribution to their state and their country.

Young Texans for Wallace Club will organize Tuesday, July 30 at 7:30 p.m. at United Campus Christian Fellowship location of the Coffee Loft at North Gate.

The Texas A&M University chapter is open to A&M students, student wives, and other interested young adults. Members will elect officers, including a chairman vice-chairman for programs and publicity, and correspondence and recording secretaries.

Campaign material, including hats, buttons, brochures, and bumper stickers, will be available at the meeting.

Future activities will include a Young Texans for Wallace Youth Congress which has tentatively been scheduled for Austin in the latter part of the summer or early fall.

"Young Texans" is the youth arm of the Brazos County American Party which has Wallace for President Campaign Headquarters located at 3832 Texas Avenue. The office can be reached by dialing 846-6517 and is open from 9 a.m. to 7 p.m.

The first official function scheduled by the Brazos County group is a political rally for Wallace for President which will meet in Bryan Civic Auditorium Wednesday, July 31, at 8 p.m.

Preceding the rally will be a Fund Raising Dinner at 6 p.m. at Ramada Inn. Tickets will be on sale through Wednesday noon at \$5 per person at Ramada Inn, Saber Inn, and Wallace Campaign Headquarters.

Featured speaker at the rally and dinner will be Dr. Henry Bucklew, national campaign director for Wallace for President. Master of ceremonies will be Bard Logan, Texas campaign director.

For an insight into the "Stand Up For America" campaign of the next president of the United States, the rally is highly recommendable.

Dale Foster
Brazos Co.
Student Chairman
Wallace for President

Sports Car Club Holds Autocross

Nine classes will compete Sunday in the Airport Autocross sponsored by the A&M Sports Car Club, according to Allan Weckerling, president.

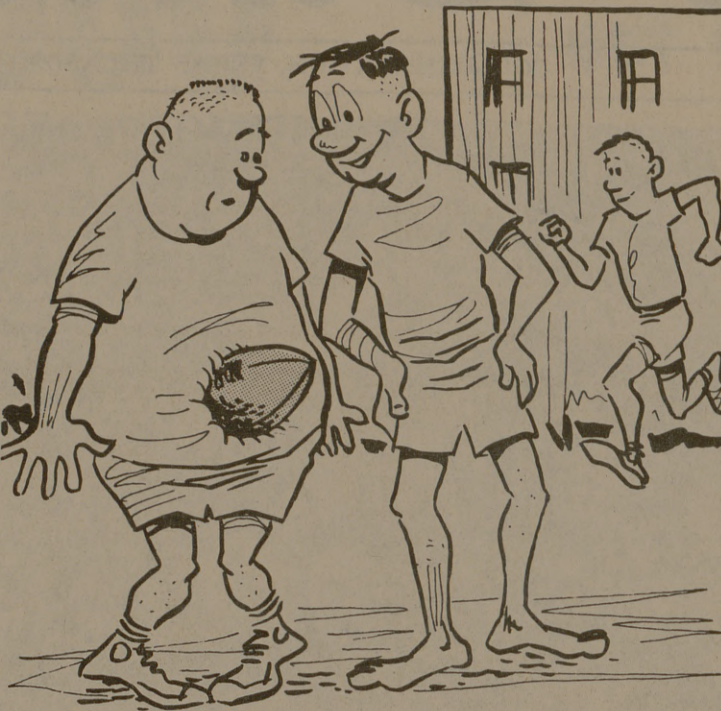
Registration will begin at 8 a.m. and run until 11 a.m. Minors must have a notarized parent's release. Timed runs will start at 12:30 p.m., he said.

The autocross is set for the Old Bryan Air Force Base and will cover a distance of 3.1 miles. Entry fees for contestants will be \$3.50 for any sports car club member and \$4.50 for non-members. Spectators will be admitted free.

There will be from one to three trophies for each class and door prizes will also be given to contestants entered, Weckerling said.

CADET SLOUCH

by Jim Earle



"... NOW THAT'S WHAT I CALL A BULLET PASS!"

101 Vet Students Graduate

A record of 101 veterinary medicine students are scheduled to graduate from Texas A&M Aug. 2, announced Dr. Alvin A. Price, veterinary medicine dean.

Graduation ceremonies are set for 8 p.m. in Bryan Civic Auditorium.

The College of Veterinary

Medicine conducts graduation separately from other units of the university, Dean Price explained, because it operates on a trimester basis, rather than the standard semester.

He said the largest previous graduation class was last year's, which totaled 84 students.

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Members of the Student Publications Board are: Jim Lindsey, chairman; Dr. David Bowers, College of Liberal Arts; F. S. White, College of Engineering; Dr. Robert S. Titus, College of Veterinary Medicine; and Hal Taylor, College of Agriculture.

The Battalion, a student newspaper at Texas A&M is published in College Station, Texas daily except Saturday, Sunday, and Monday, and holiday periods, September through May, and once a week during summer school.

MEMBER
The Associated Press, Texas Press Association

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Second-class postage paid at College Station, Texas.

News contributions may be made by telephoning 846-6618 or 846-4910 or at the editorial office, Room 217, Services Building. For advertising or delivery call 846-6418.

Mail subscriptions are \$3.50 per semester; \$6 per school year; \$8.50 per full year. All subscriptions subject to 2% sales tax. Advertising rate furnished on request. Address: The Battalion, Room 217, Services Building, College Station, Texas 77843.

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