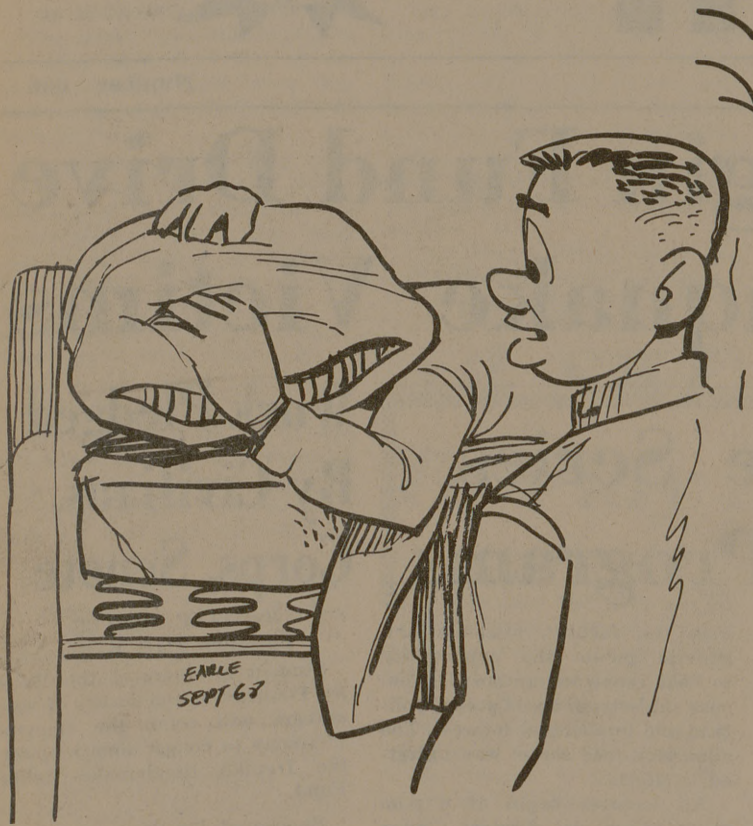


CADET SLOUCH by Jim Earle



"Now that you've had a few days to get over it, maybe it would do you good to talk about it! After all, it was only a football game!"

AWARD

Most of you can skip the first couple of paragraphs of this. The explanatory matter is directed toward freshmen, transfer students, and that handful of the rest of you who didn't eagerly peruse the Batt editorial page four times a week last September.

A relatively new but already hallowed tradition has made its way into our student culture. It is The Battalion's Sincerity, Humility, Intelligence and Tact Award, and it is presented monthly to a fellow journalist who has distinguished himself in the general field of public relations. The first award was made last April, and was originally reserved for public relations directors "for some individual in the public eye" who exhibit "those qualities of sincerity, humility, intelligence and tact which distinguish inspired PR work from mere shoddy drumbeating." Since then, the field has been broadened; the winner for May, for example, was Blackie Sherrod, sports editor of the Dallas Times Herald.

But enough of this shilly-shallying.

The September winner of the Sincerity, Humility, Intelligence and Tact Award is Merry Clark, editor of The Daily Texan at The University of Texas at Austin.

Miss (or perhaps Mrs.) Clark earned the honor by demonstrating a real flair for communication in the Sept. 17 editorial page of the Texan. In these days of namby-pamby college editors, it was refreshing to see someone who doesn't shrink from using big headlines such as "Editor Comments—While You Were Away—On Actions of Regents and Legislature," "Editor Proposal" and "Editor Explains," as the new Texan editor did in that edition. Miss or Mrs. Clark further demonstrated her refusal to be bullied by outmoded newspaper practices by using, just above the "Editor Explains" item, a two-column-width picture of herself, seated at the editor's desk, pencil in gesturing hand, in the apparent act of telling it like it is directly to the photographer. The sincerity, humility, intelligence and tact fairly shine from her eyes in the picture.

What really clinched the award, however, was Miss or Mrs. Clark's courageous usage of the term "editor" in six of the seven paragraphs under that photograph. The editorial closed with the following no-nonsense stand:

"The editorial columns of the Texan are solely the opinion of the editor, Merry Clark. All editorials unless otherwise indicated are written by the editor. Responsibility for editorials is that of the editor."

If that isn't full of sincerity, humility, intelligence and tact, we don't know what is.

THE BATTALION

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 as a university and community newspaper.

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

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"tell you what I'd do"

Once again that mysterious group of decision-makers has met and passed on additional savings to you. It's like this: It seems that a number of students at A&M are married and their wives are employed on campus. The salaries are, to say the least, marginal.

But this last pay-day there was a little more in the envelope.

One of my neighbors, Tom Sobey by name, has suggested that there is more to this than meets the eye. He claims there is a group of economics professors that meets frequently to figure how much it costs to "get by" in College Station.

The image projected is interesting to me at least. Here they are, four or five specialists in economics (the number varies with the law of supply and demand) at their called meeting late this summer:

"Well, tuna fish has gone up this week and there is talk of a strike by the International Brotherhood of Chicken Pluckers. In my opinion we must act quickly to counteract this unbalancing of cost vs. ability to pay," the first economist states.

"Under the circumstances of increased taxes, utility expenses and rent, it is imperative that we take steps immediately to curb the inequality evident on such a large scale as found on the community level of accelerated oligopolistic activities among the input-output proportional scale of frequently-appearing programmed monitored . . . er . . . ah . . . "What was I talking about?" says economist Number Two.

"Professor," interrupts the third decider of fate, "we'll thank you to remember that you are NOT in one of your classes and you don't need to impress us."

"Yes, Yes," the others chime in, "we must refrain from such outbursts."

"Anyway," Number Four presses forward, "we simply must raise the salaries for student wives so as not to upset the balance of . . ."

"Excuse me, Number Four," Number Three says irritably.

So after much haggling and arguing it is decided to give the girls a break. The raise? It was made more equal . . . now all working wives are making at least \$1.60 an hour—the minimum wage set by the Federal Government.

The Battalion photographer has been outdone by the cross-town rivals.

On the Monday front page of the other newspaper there is a remarkable photograph. The outlines read:

"A member of the Danish Gym Team rehearses for the demonstration of gymnastic exercises and routines to be performed at 8 p.m. in G. Rollie White Colliseum (sic)."

The picture shows a beautiful young thing tossing a ball of some sort into the air. She is framed between two weathered pillars, evidently of ancient Grecian origin. G. Rollie White never looked like that to me.

(This week's column is dedicated to all the dogs on campus. After all, this is National Dog Week.)

Eckard, Walker Receive Posts In Former Students Group

R.C. (Connie) Eckard and Robert L. (Bob) Walker have been named to Former Students Association posts here.

Eckard, of the A&M class of 1955, will direct publications and edit the "Texas Aggie." As associate executive director to Richard Weirus, Walker will have responsibility for association fund raising programs.

A 1958 A&M graduate, Walker was with Pepperdine College nine years, serving the last four as alumni relations director.

The Victoria native completed high school in Spur and studied business administration at A&M. His master's degree in education is from Pepperdine. Walker was in Squadron 4 in the Cadet Corps and on the Interfaith Council. He and his wife, the former Jo-Ann Nolen, were married in the All Faith's Chapel and have three children.

Mobil Grant Made For Engineering

Mobil Oil Corp. has awarded two Texas A&M engineering departments \$1,500 for program development.

Three representatives for Mobil's Corpus Christi Division, Pete Dickinson, Bill Belcher and Larry Denton, formally presented the awards in campus ceremonies last week.

The Petroleum Engineering Department received a \$1,000 grant and the Civil Engineering Department, \$500. The Mobil officials said both grants can be used in any appropriate manner by the university.

Listen Up

Editor, The Battalion: The following copy of a news item was sent to me by a friend from California, which goes to show that the "Spirit of Aggie-land" is truly from coast to coast:

BRYAN, Tex. (UPI)—When a radio station opened on the Texas Agricultural and Mechanical College Campus in 1918, the Federal Communications Commission approved call letters that combined a name with some school spirit. Station WTAT says its letters came from the phrase, "Watch the Aggies Win."—The Times. Well . . . "Watch the Aggies Try," anyway. (New Yorker Magazine, Sept. 14, 1968.)

As you have probably surmised, the first paragraph appeared in The New York Times. Discovering the typographical error, the staff of The New Yorker Magazine added their comment. Why not . . . "Watch the Aggies Triumph?"

Mrs. Calvin Boykin, Jr. Department of Oceanography

Army Grads Get New Assignments

Texas A&M graduates serving in the U. S. Army are qualifying for new assignments.

Army Doctor (Capt.) John B. Woodall of Beaumont is serving his one-year medical internship at Brooke General Hospital, Fort Sam Houston. The 1964 graduate in zoology will qualify for assignment to an Army hospital or medical unit.

First Lt. Robert L. Acklen Jr. of Dallas completed the rotary wing course at the Army Aviation School, Fort Rucker, Ala.

The 1967 graduate in history learned cargo and utility tactics helicopter flying.

Grant Will Aid Students Of Czech

Scholarship awards to A&M students of Czech have been made possible by a \$1,000 Slavonic Benevolent Order of the State of Texas (SPJST) grant.

The award to the Modern Languages Department was announced by Raymond A. Urbanovsky of Temple, state secretary.

Twenty students will benefit from scholarship awards according to Dr. Jack A. Dabbs, department head.

"This is the largest single award to the department," he added. It will continue annually until the next SPJST convention, in 1972.

Dabbs noted 31 students enrolled in Czech courses fall, an increase of four over tember, 1967.

Hallmark Items

- Stationery, books, cards
- baby albums
- shower invitations
- baby announcements
- shower centerpieces
- napkins, cups, plates etc.

AGGIELAND FLOWER AND GIFT SHOPPE
 209 University Drive

Attention Aggies!

CAMPUS SALESMEN WANTED!

All persons interested in becoming Dormitory Salesmen for the Student Floral Concession must meet with the manager of the concession on Thursday, September 25 at 5:00 p. m. at the Floriculture Building — Corner of Lamar and Nagle.

This Will Be A SHORT Organizational Meeting Only!

Sheaffer's big deal gets you through 29 term papers, 3 book reports, 17 exams 52 quizzes and 6 months of homework.

Sorry about that.

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 (12 sessions — each Monday, 7 to 8:30 p.m.)

WHERE — The Baptist Student Center
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WHO — Bible Teacher — Rev. Bob Burch

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PEANUTS

By Charles M. Schulz