

100 Years at Texas A&M



The Battalion's 1930-31 executive staff discuss the outcome of a week's work. During this time *The Battalion* was a weekly newspaper and devoted much of its content to announcements and stories concerned with the activities of students.



Battalion staff group picture, Longhorn in 1930. Before *The Battalion* was known as the campus paper, it was called "The Bat."



This caricature in the 1933 Longhorn was labeled "The Batty Staff." The caption went on to read that "THE BLATTALION, a weakly bulletin whose saffron tint and affirmative tone are unsurpassed in the annals of yellow journalism." It appears that even other student publications have always been willing to give *The Battalion* a hard time.



This Texas A&M College printing press was used to print *The Battalion* and other student publications in the 1930s and '40s.

accordance with the... seldom entirely... many incidents... of 1908.

By 1910, the acquired... its nickname "with one... at the time.

The Battalion women as... society reports... 1910. It is... not known... of professors... Bryan or... College Station.

By 1916, the firmly es-... tablished it... and boasted... the largest... in the... South," according... Seventy Years... of students at... &M College... Lindley.

As the 1920s con-... tinued to pub-... lish. In 1928, the paper was... sion of a... student Activities, which... functioned as...

The Faculty Committee... was formed in the func-

tioning of the staffs. However, all work on the paper was done by the students with no censorship. The editor and business manager of *The Battalion* were elected by popular vote of the student body at the end of each school year.

A typographical error

Sometime in the 1920s, a typographical error caused a mix-up in volume numbers. From Volume 30, *The Battalion* jumped back to Volume 21. Attempts to correct the mistake were not successful, and the paper that should be Volume 101 this year is actually numbered Volume 93.

In 1930, *The Battalion* staff began publishing a monthly humor magazine. Filled with jokes, poems and humorous stories, the magazine originally was substituted once a month for one of *The Battalion*'s weekly issues. It was widely circulated outside the College.

The Battalion magazine was suspended "for the duration" because of paper shortage and a small Corps of Cadets as a result

of World War II. The last magazine was published in 1943.

In 1931, the A&M Student Publications Board was created to handle the administrative details of all student publications. The board was composed of the four editors of student publications, two students and three faculty members.

The A&M Press began to print *The Battalion* on campus in 1931. Before this time, the paper had been printed in Bryan. Also for the first time, *The Battalion* was provided with its own campus office.

The newspaper's influence continued to grow as it expanded into a three-times-a-week publication during the 1939-40 school year.

The Battalion became the official publication for the College and for the city of College Station at this time, according to Lindley's book.

In 1941, the Student Publications Board and the Student Activities Committee combined to form the Student Life Committee. Supervision and control of student publications was assigned to the Student Activities Office.

World War II

While World War II was being fought overseas during the 1941-42 school year, the Student Activities Office voted to continue the regular publication schedule of *The Battalion* throughout the summer months while the College was on its wartime, streamlined plan of operation.

As World War II called many of the cadets into service, *Battalion* space often was turned over to these armed-service groups who conducted their own columns.

"We had stories on A&M men in action," said Tom Journeay, spring 1943 managing editor of *The Battalion*. "We were all cognizant of it. Nearly everyone was in the Corps. They realized they were going into the military."

The Battalion offered the first taste of real day-to-day journalism, Journeay said.

"I enjoyed every minute of it," he said. "The students were responsible for it. It was our paper, and we had to get it out."

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Aggies Are Ready!, Student Poll Shows

The above headline ran following the 1941 bombing of Pearl Harbor. The story read that the A&M cadets were ready to go to war if needed. Many cadets expressed the desire to "beat the hell out of Japan."



John Holman (right), was the editor of the 1944-45 *Battalion*, which was a monthly magazine during WWII and provided students, staff and faculty with a variety of jokes, cartoons and stories.

The Bats first editor in chief

has been dominated as the... first and greatest... paper... should be to... activate the... literary tastes... consider it... our initial... enthusiasm in this line.

With this... A&M... could have... among... the best literary... college... in the Union... idea just... how far his... Battalion... would go.

After serving... graduated... from A&M... with a... bachelor's degree... in Texas Law... school in Austin.

After working... cashier in... the bank in... Mineola... practiced law in... Mineola... from 1899 to 1902 to begin... the joined

the law firm of Bruce, Bruce and Dancy and served as the president of the A&M Orange Club.

Active in politics, Bruce served several terms as a district judge, two terms as a county attorney and one term as a state legislator.

He worked on the local draft board during World War I and World War II. He also was an agent for the 1948 Selective Service Board.

Even with his busy life, Bruce still found time to participate in religious and civic organizations. He was an elder in the First Presbyterian Church, a Mason and a Shriner with a 32nd degree rank.

Bruce married Evelyn Graham from Mineola. They had three children, Katherine Rogers, Eleanor McReynolds and Graham Bruce.

The couple had nine grandchildren. Bruce died of a heart attack on Jan. 5, 1949.

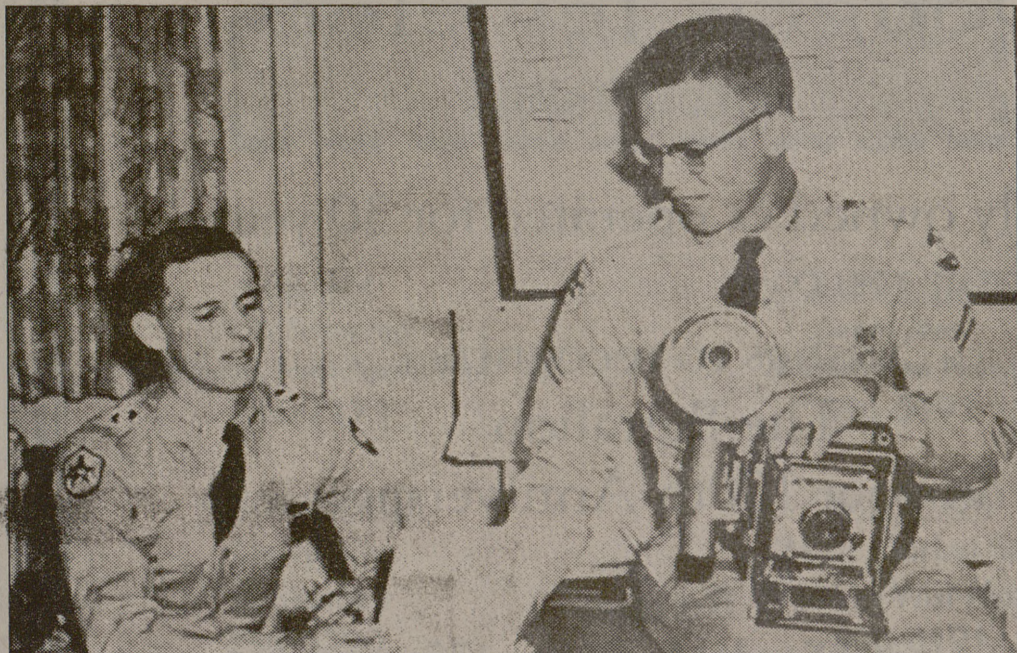
Line fighting

Aggieland photos courtesy of Texas A&M Student Publications
Layout and design by Dave Thomas

Older Dead at 59; Services Wednesday

This marked a period of great change for Aggieland. *The Battalion* kept a concerned Corps of Cadets with the latest news from Vietnam, covered the admission of non-regs to Texas A&M and devoted space to Earl Rudder after his death on March 24, 1970.

Editor-in-chief, Ronald Fann (at left), shows his ability to control the chaotic newsroom during these



Members of the 1959-60 staff, Tommy Holbein and Ken Coppage, discuss a photo assignment for an upcoming story. At this time, *The Battalion* was published four days a week.