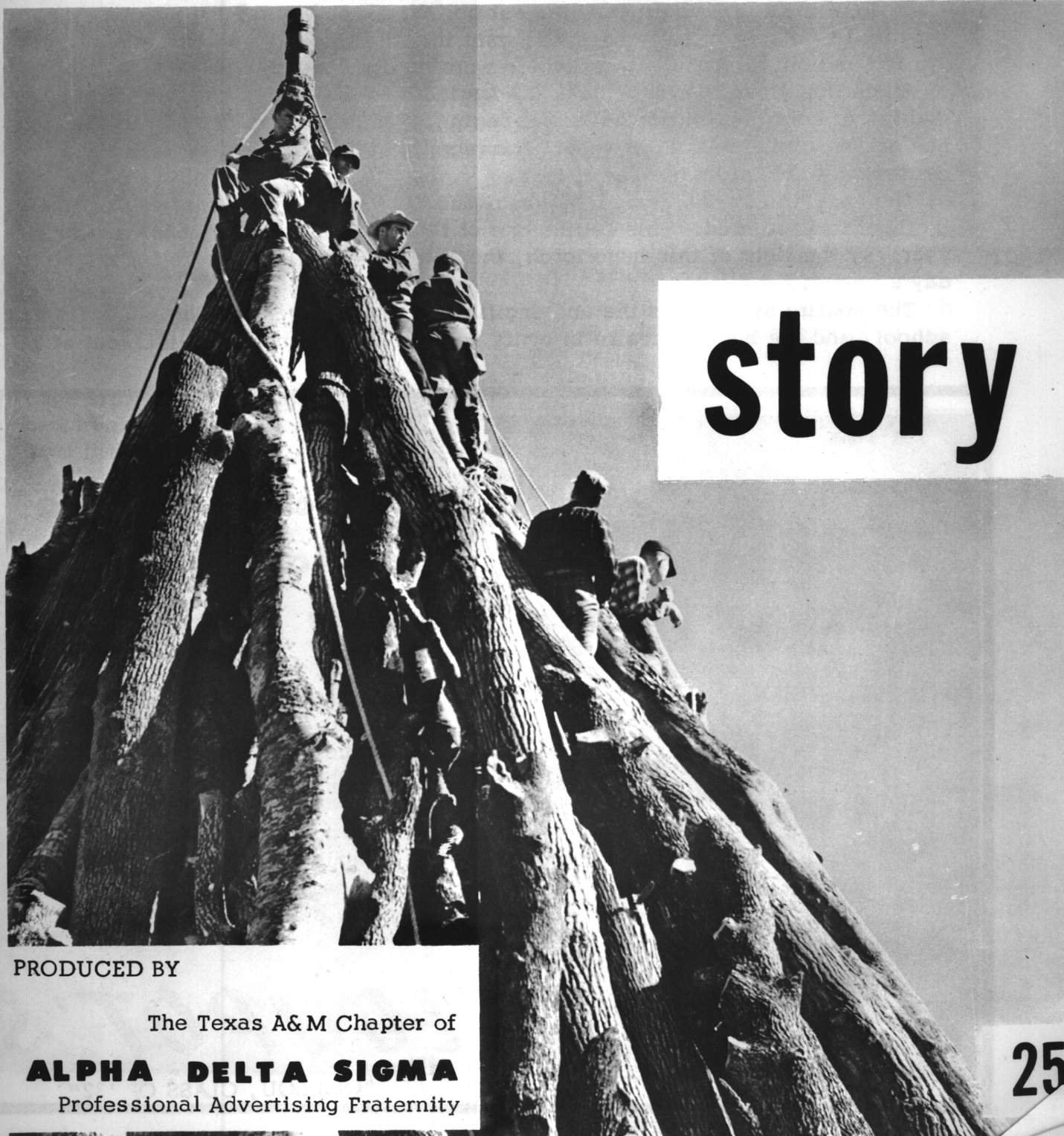


# bonfire



story

PRODUCED BY

The Texas A&M Chapter of

**ALPHA DELTA SIGMA**

Professional Advertising Fraternity

# World's Largest Bonfire

This years bonfire will be number 49 in a long list of annual Turkey Day blazes. There is no exact record of when the first bonfire was built, but it is known that as far back as 1909 the A & M student body has observed this special ritual.

Before 1912 the student body gathered boxes, crates and other burnable debris and burned them in the area which is now occupied by the MSC. The stacks were usually no more than 10 feet high.

In 1912 the Aggies built the "largest bonfire in the world." It was at this time that they took axes in hand and went into the wooded area around College Station and cut down huge trees which were stacked for the bonfire.

Since that November 23, 1912, the Aggies have continued building larger and larger bonfires. From that small beginning of boxes and crates the bonfire has grown in size year after year. The record height is well over 80 feet and contained an unknown number of logs.

The night before the annual Thanksgiving Day game with University of Texas, the bonfire is lighted. This begins one of the most colorful ceremonies of the year. By the light of this huge torch, the Aggies hold yell practice for the next day's battle.

The bonfire symbolizes the undying flame of love that every Aggie has for his school, and the burning desire in every Aggie's heart to beat the HELL out of TU.



**As much a part of  
Aggieland as the  
Bonfire itself!**

Whether buying supplies for bonfire work, or selecting clothes that make you look your best, drop in and talk with "ole army Lou." He is known throughout the A&M campus for his friendliness and desire to help every Aggie, past, present and future.

## LOUPOT'S

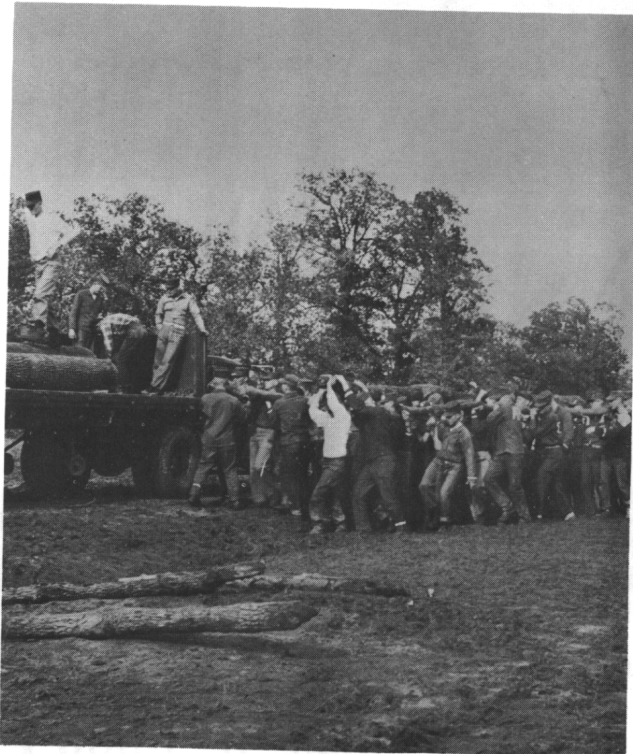
"OLE LOU, CLASS OF '32"

1 Traditionally, Junior and Senior Aggies handle the axes and saws in the bonfire cutting area.



2 Various outfits carry the bonfire logs on large limbs which each man holds in the crooks of his arms.

3 Logs are loaded on large, flat-bed trucks which transport them from the cutting to the stacking area.



4 Sometimes the trucks have trouble with typical bonfire problems---- RAIN and MUD!

# the Man

- \* discriminating
- \* clean-cut
- \* knows where he's going

# the Suit

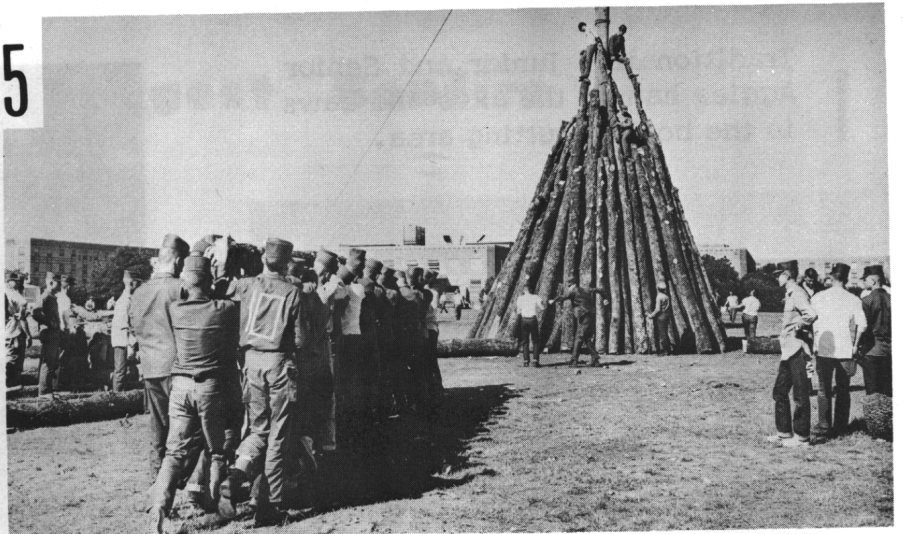
- \* distinctive
- \* well-made
- \* modern
- \* comfortable

He's collegiate with an air of maturity, a natural leader in clothes that fit his personality from A&M Men's Shop.

Shop at...

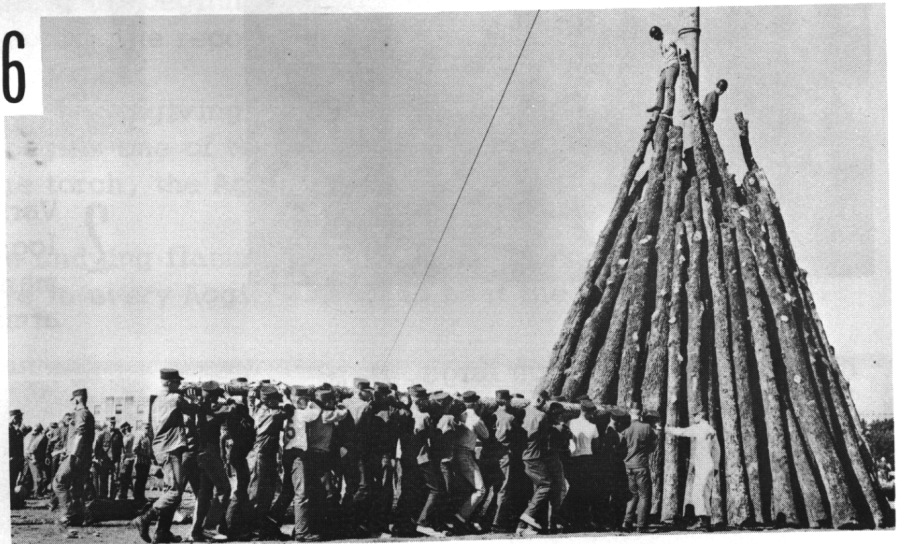


5



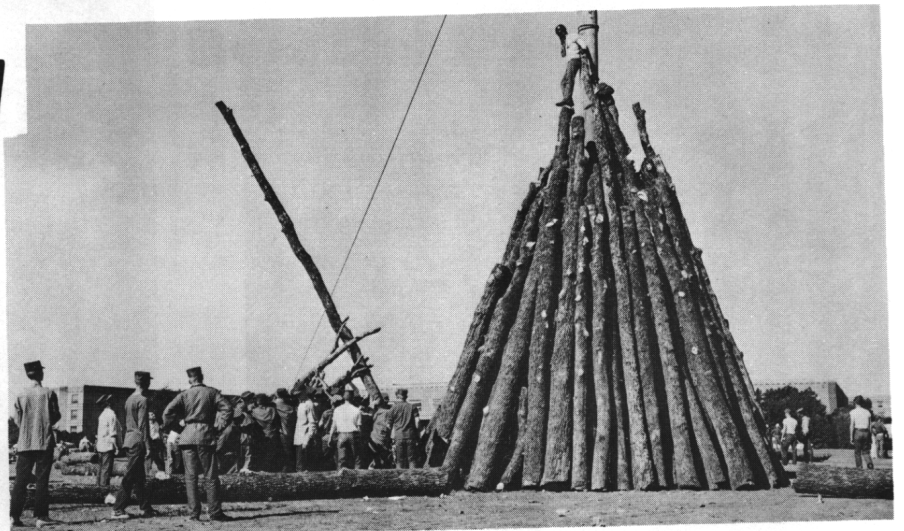
After reaching the stacking area, the logs are carried to the base of the growing structure....

6



The end of the log is placed in its proper place.....

7



Then with cable, forked sticks and manpower, the individual log takes its place among the hundreds of others.

# "Neither rain nor sleet..."

Throughout the building of the bonfire, Aggies work continuously in rain and mud stopping only for short rest breaks. Black, hot coffee brewed in 55 gallon garbage cans is served during the break.



Hot Coffee  
and  
SMILES



The logs continue to move from the cutting to the stacking area as the bonfire nears the halfway mark.

Ferreri's

# TRIANGLE

Restaurant

"Food that's cooked with tender, loving care"

Charcoal-broiled steaks our specialty,  
prepared with choice, heavy beef.

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TA2-1352

# ANOTHER

the



195-1328

# TRADITION

## Texas Aggie Ring

Symbolic of the tradition of unity among Aggies everywhere,  
the senior ring is the creation of the skilled  
craftsmen at Balfour's, the nation's  
leading maker of fine  
jewelry.

by

Martin E. Hamilton  
2470 Times Boulevard  
Houston, Texas

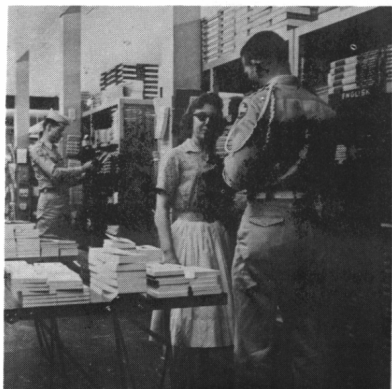
REPRESENTING

*L. G. Balfour Company*

Attleboro

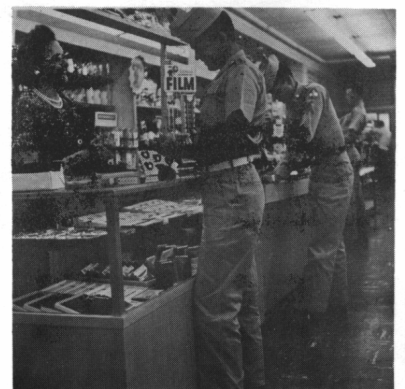
Massachusetts

**and the work continues . . .**



**BOOKS**

**The  
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Store  
Serving Texas  
Aggies**



**GIFTS**



**SCHOOL SUPPLIES**

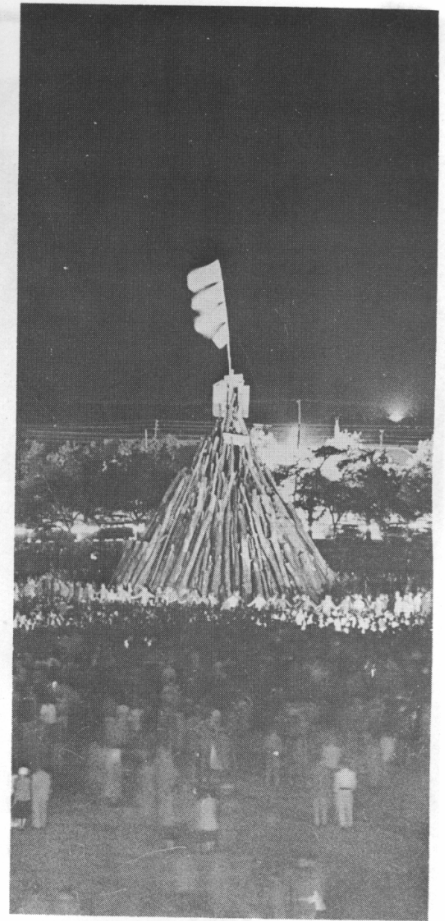


**SPEEDY CHECK-OUT**



**CLOTHING**





At sunset, tired Aggies prepare for three-hour shifts guarding the bonfire. The night is filled with singing, bull sessions and memories of loved ones. In the mind of every man the bonfire is built a thousand times over, and out of the stillness you may hear even the smallest Aggie "fish" telling his "fish old lady," "I don't care how many come--no damn teasip is going to burn this bonfire while I'm here."

Turkey eve brings to an end the tireless effort of every Aggie and as the many visitors gather around the bonfire, the Fightin' Texas Aggie Band approaches playing the War Hymn.

# You're a hit...

when the game is over,

if you take your friends to....

## Triangle Bowl

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TA 2-0836


Barry Risinger, Mgr.





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That  
Only  
You  
Can  
Give

Many of the pictures  
in this booklet were  
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## The Last Corps Trip

It was judgment day in AggieLand  
 And tenseness filled the air;  
 All knew there was a trip at hand,  
 But not a soul knew where.

Assembled on the drill field  
 Was the world-renowned Twelfth Man.  
 The entire fightin' Aggie Team  
 And the famous Aggie band.

And out in front with Royal Guard  
 The reviewing party stood;  
 St. Peter and his angel staff  
 Were choosing bad from good.

First he surveyed the Aggie team  
 And in terms of an angel swore.  
 By Jove. I do believe I've seen  
 This gallant group before.

I've seen them play since way back when.  
 And they've always had the grit:  
 I've seen'em lose and I've seen'em win.  
 But I've never seen'em quit.

No need for us to tarry here  
 Deciding on their fates:  
 'Tis plain as the halo on my head  
 That they've opened Heaven's gates.

And when the Twelfth Man heard this,  
 They let out a mighty yell  
 That echoed clear to Heaven  
 And shook the gates of Hell.

And what group is this upon this side,  
 St. Peter asked his aide,  
 That swelled as if to burst with pride  
 When we our judgment made?

"Why, sir, that's the Cadet Corps  
 That's known both far and wide  
 For backing up their fighting team  
 Whether they won or lost or tied."

"Well, then," said St. Peter,  
 "It's very plain to me  
 That within the realms of Heaven  
 They should spend eternity."

And have the Texas Aggie Band  
 At once commence to play  
 For their fates too we must decide  
 Upon this crucial day.

And the drum major so hearing  
 Slowly raised his hand  
 And said, "Boy's, let's play The Spirit  
 For the last time in AggieLand."

And the band poured forth the anthem  
 In notes both bright and clear  
 And ten thousand Aggie voices  
 Sang the song they hold so dear.

And when the band had finished,  
 St. Peter wiped his eyes  
 And said, "It's hard to see  
 They're meant for Paradise."

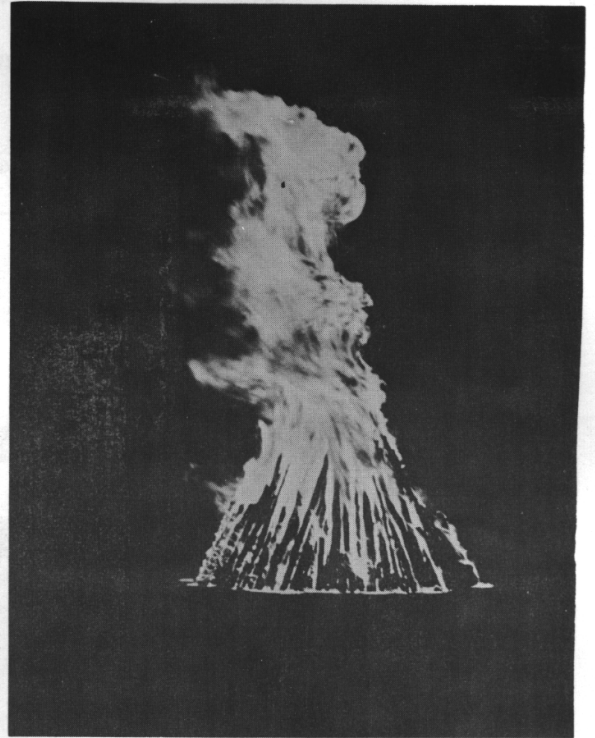
And the colonel of the Cadet Corps said,  
 As he stiffly took his stand,  
 "It's just another Corps Trip boys,  
 We'll march in behind the band."



## The Spirit of Aggieland

Some may boast of prowess bold,  
Of the School they think so grand  
But there's a spirit can ne'er be told  
It's the spirit of Aggieland

We are the Aggies—the Aggies are we,  
True to each other as Aggies can be  
We've got to FIGHT boys,  
We've got to fight!  
We've got to fight for Maroon and White.  
After they've boosted all the rest,  
They will come and join the best,  
For we are the Aggies—the Aggies are we  
We're from Texas A. M. C.

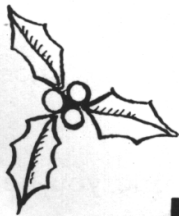


# this Christmas give YOU



- \* Aggie jewelry and souvenirs
- \* Books and records at discount prices in the Annex; for children, too.

A gift with a part of you in it means so much more to everyone; sweethearts, parents, brothers and sisters. A personal gift from Shaffer's Book Store and Annex will mean many warm thoughts about you when you're here at school. So give a personal gift from Shaffer's



## Shaffer's book store and annex

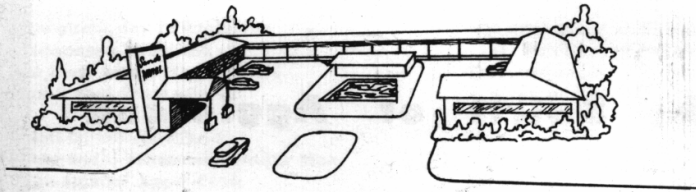


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We will buy your books at the end of the semester for 1/2 price.  
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FREE Aggie Poop Books
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Tennis shoes-indoor track shoes  
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Anything and everything you need in the sporting goods line.

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