

Shelve: Texas Techson

Texas Tech Magazine

Volume IV

NOVEMBER, 1940

Number 3



Homecoming Number



• Actual color photograph—a fine lot of ripe, golden tobacco leaf.

Luckies' finer tobaccos mean less nicotine!

FINER TOBACCOS—for you who smoke, those two words have a world of meaning.

First, they tell you why most independent tobacco experts smoke Luckies.

Second, finer tobaccos are the big reason why Luckies have a lower nicotine content.

Yes... authoritative tests reveal that for more than two years, the nicotine content of Luckies has been 12% less than the average of the four other leading brands... less than any one of them.★

You see, Luckies analyze tobacco before purchase. Thus our buyers can select the leaf that is not only rich and mellow, but milder—naturally low in nicotine.

The more you smoke, the more you want a cigarette of genuine mildness. So try Luckies for a week. Remember—with independent tobacco experts—buyers, auctioneers and warehousemen—with men who know tobacco best, it's Luckies 2 to 1.

★ NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through June 1940, Lucky Strike has averaged
9.46% less nicotine than Brand A 15.55% less nicotine than Brand C
20.55% less nicotine than Brand B 4.74% less nicotine than Brand D
Lucky Strike's nicotine content averaged 2.01 parts per hundred.

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Luckies—the smoke tobacco experts smoke

THE TEXAS TECH MAGAZINE

Vol. IV, No. 3 November, 1940

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Billy Joe Sams Circulation

Rollin T. Herald Photography

Official Publication Sponsored By Alumni
and Ex-Students Association of Texas
Technological College

Published Monthly at Lubbock, Texas.
Editorial and Business Offices,
109 Administration Building,
Texas Technological College

Entered as Second-Class Matter February
17, 1938, at the Post Office in Lubbock,
Texas, Under the Act of
March 3, 1879

SUBSCRIPTION PRICE:

\$1.50 PER SCHOLASTIC YEAR.

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Lubbock

On The Cover

Texas Tech's Red Raiders are in the spot light all over the nation this fall and especially in the Southwest. On the cover is pictured the Red Raider team of 1940, which to date remains undefeated. These boys will meet Wake Forest of North Carolina on Homecoming Day, November 16.

Take Stock

Texas Technological College is comparatively an infant in age compared to other leading colleges and universities. Tech has reached the teeth-cutting age, however, and right now is the time for the alumni and ex-students to put their collective shoulders behind the wheel and aid this "infant" to relieve its "growing pains".

Benefits from an active and steadily growing alumni organization are too numerous to list here, but we are all conscious of them. Moreover, we all realize that "united we stand, divided we fall" and that only through a strong organization can the graduates and ex-students hope to obtain financial and political support for Texas Tech.

Of the very large number of persons who have attended Tech, only a very small percentage are members of the Alumni and Ex-Students association. In fact, it is such a small percentage that it is appalling. Please let us urge, therefore, that all of you who are not members at this time send in your memberships as soon as possible. There is necessarily some expense in operating the association, and this is taken care of by the payment of membership fees. A part of the membership fee is also put into a permanent fund to be used for some worthwhile project when the fund has reached a substantial figure.

Ask yourself this: are the training and the principles I received from Tech benefitting me today? When you answer this you will be convinced that Tech deserves your support through the Alumni and Ex-Students association. Send in your membership now!

Have You Given A Brick?

In cooperation with the West Texas Museum association, the Texas Technological College Alumni and Ex-Students association has accepted a quota of 15,000 bricks in the "Give-A-Brick" campaign to complete the museum building on the campus.

The records show that Tech has 4,555 alumni and approximately 30,000 ex-students. Our quota, then, amounts to less than one-half brick per person who has at one time or another attended Texas Tech. The cost of the bricks is only two and one-half cents each, or about a cent and a quarter per ex-student.

Now this amount is exceedingly small when considered in that light, but considering the fact that only a small number of the alumni and ex-students can be contacted, the amount per person becomes larger.

Therefore, those of you whom we can contact are the ones who will have the responsibility of raising our quota of 15,000 bricks.

So will you please consider yourself appointed a committee of one to see that the quota is reached. Then no one can point an accusing finger at the Alumni and Ex-Students association, and say that the association has not done its part!

The campaign closes Homecoming Day, November 16, at which time you may make your donation or donations will be received at the alumni office at any time.

The coupon below is for your convenience in letting the brick campaign committee know how many bricks they can count on from you.

Clip Off and Mail

J. DOYLE SETTLE, Secretary
West Texas Museum
Lubbock, Texas

Dear Doyle:

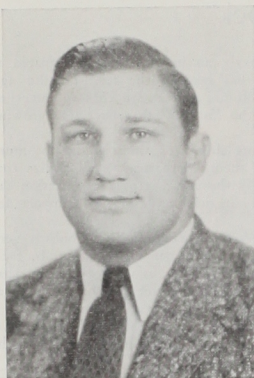
You can count on me in the Give-A-Brick Campaign to complete the West Texas Museum Building.

I will give bricks, or \$ which will buy Bricks.

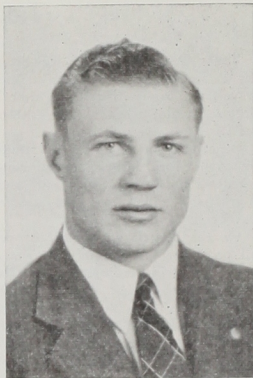
Please apply these to the alumni and ex-students association's quota of 15,000 bricks.

Name

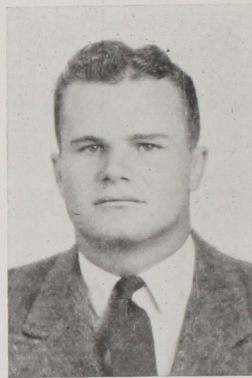
Address



LONNIE MCCURRY, GUARD



CHARLIE DVORACEK, FB



WILL ALBRIGHT, GUARD

By Bill Wood

TEXAS Tech has waited 16 years for Homecoming Day, 1940.

Thousands of graduates and students have lived and longed for a campus veined with traditions, a student body bound by democracy and school spirit, a dream team that could match the names of Fordham, Alabama and North Carolina.

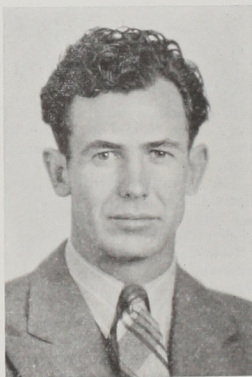
Then, one September day in 1940 someone draped over a College Avenue drug store rail snapped alert. He whispered to the person next to him. Like a scandalous rumor, word swept the campus. In the short interval of a week it engulfed the students and the faculty and the townspeople.

Texas Tech awoke from a 16-year lethargy that at best had been broken only by spasms of mass hysteria—like the night of the Raider victory over Kansas State in 1933, like the pre-dance dates in early evenings at Tech Drug and Dave Martin's.

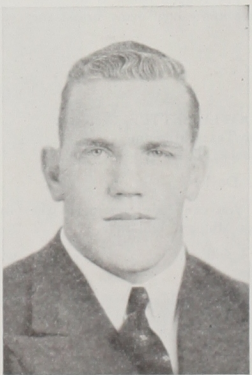
That someone at the drugstore rail had said to his neighbor, "Texas Tech HAS traditions. They lie in the thousands that have come before us. In the hopes and the ambitions and the deeds of those men and women who have scattered to the four corners of the earth rest the traditions of Texas Tech today!"

Almost overnight Texas Tech ceased to be a West Texas college where you went to get off preliminary study before attending Columbia, Missouri, Texas or Southern Methodist.

It became the second largest coeducational school in Texas, one of the nation's few remaining institutions governed by students themselves. Its football team was no longer a little outlaw club that hoped to play big-time teams some day.



E. J. MCKNIGHT, END



JACK SHANKS, TACKLE

Tradition

THE Red Raiders are big and fast and powerful. They're too dangerous for a famous team to fool with, because those teams remember what little Texas Tech has done to other name-teams. Baylor in 1932-33-34; Southern Methodist in '32; Kansas State in '33; Texas Christian and Centenary in '36; Duquesne in '37 and 10 major foes in the undefeated season of '38.

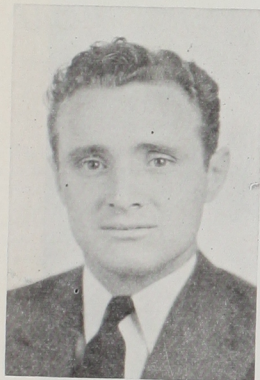
All those teams have felt the crunch of Texas Tech's victory boot. They've trotted onto the turtleback turf of Double T stadium as much as 10-1 favorites—and dragged away, conquered by a hell-roaring band of Scarlet and Black gridmen, who fought like cougars trapped in a cave, * * *

THAT is what the Deacons of Wake Forest from the timbered hills of North Carolina must contend with here Homecoming Day.

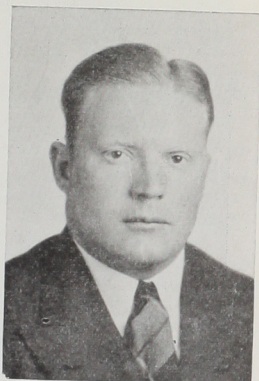
Not only must they beat the most dangerous team Texas Tech ever has produced; they must quell a new-found spirit of 3,000 students, the memory of Red Raider immortals and a Homecoming crowd that will reach into the thousands for its roll call.

True, the Woodsmen from Wake Forest are well-equipped to cope with any pigskin situation. In Big John Polonski, a 208-pound halfback, Wake Forest boasts the Southwestern conference's greatest line-plunger—a back that the lines of Clemson, Tulane and North Carolina were unable to hold, a powerhouse who has Kimbroughed his way to a record of 6.5 yards per carry.

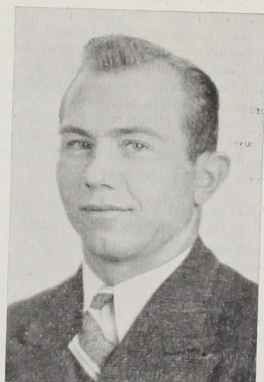
Tony Gallovich is the gnome-nosed speciality runner—a veritable combina-



MILTON HILL, HB



NEWMAN LEDBETTER, TACKLE



TY BAIN, QUARTERBACK

Pays Off

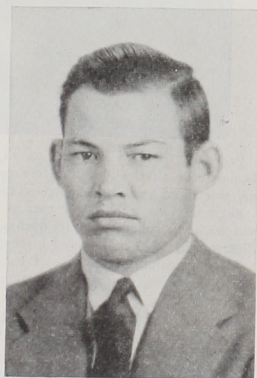
tion of North Dakota State's Fritz Hansen in 1934 and SMU's Bobby Wilson in '35. Teamed with Polanski, Gallovich rounds out a pay-off pair which must cope with the gamiest galaxy of backs ever listed on a single Scarlet roster.

The thousands who jam Double T stadium Homecoming Day will see a dozen of the greatest Red Raider graduates in action again. They'll be reincarnated in the persons of a 1940 team which has combined all the spirit of the past 16 clubs.

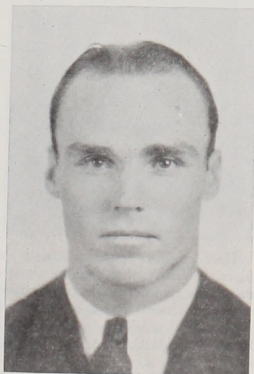
Milton Hill, a mite of a man with feet like Fred Astaire's, is the nearest thing Tech has had to Lefty Sollis. Charles Dvoracek's line-plunging is tearfully reminiscent of the old Bear Curfman and Yancy Price. Not since Ross Ayers and Juicy Owens has Dutchy Smith had a guard like Captain Primo McCurry. In E. J. McKnight and Prince Scott, Smith has affected a startling replica of that invincible end-play combination of 1935—Red Ramsey and J. W. West.

When elongated C. L. Storrs wraps his right paw around a ball and churns his high knees off tackle, it might well be Mule Dowell on one of his famous bootleg plays. The passing of Storrs and little Roger Smith vividly resembles whippet-winged Jim Neil and "Bubbles" Barnett.

For an hour you could name them and never miss a reincarnation. To say that the 1940 Raiders were superior to the teams of 1932 or 1938 might be true, but definitely impossible to prove. But, I have seen the Mule Dowells and the Elva Bakers and the Harold Crites as they paraded across Tech's pigskin his-



PRINCE SCOTT, END



BING BINGHAM, END

tory in lights that will never burn low. And I have seen Storrs and McKnight, Dvoracek, Ty Bain, Hill, Tom Douglas and Red Ledbetter.

You can draw no fair comparison in names. But, when I watch the Raiders storm through their foes this year, I remember as though it were yesterday those days of 1932 and 1933, when Yancy Price, Harold Crites, Shorty France and Lefty Sollis shattered forever "That Good Old Baylor Line."

THOUGH you can't measure football teams by individuals alone it is logical to presume that the 1940 Scarlet Scourge could defeat theoretically both the 1932 and '38 clubs. Football is a progressive sport. The Raiders today play a flashier, more open offensive game than their predecessors.

Pre-season rough spots in the Raider mechanism have been ironed almost into oblivion. The backs click best by sets, and there are three ground-gaining combinations that possess startling qualifications. Dutchy Smith's line is the staunchest in five years. Touchdowns against the Scarlets this season were scored via aerial routes, breaks and quick-opening trick plays. And even the ether lanes are becoming fogged with fast-moving defense in the secondary.

A team's scoring potentiality is reduced generally by two touchdowns when they run into Tech on the Raider field. On the other hand, Texas Tech's aerial circus has not been stopped, either at home or abroad. The almost-awkward way in which C. L. Storrs carries himself adds to the deceptive worth of Cawthon's principle scoring trick—a fake end run with Storrs passing deep across field to a lone receiver.

That combination, sometimes to McKnight, sometimes to Duncan or Bingham, has failed not once. Often it works

two or three times in a single game.

On the theory that backs like Pollanski and Gallovich will do well to slip by Smith's invincible line once during the game, and that Tech will pass for one touchdown while Dvoracek and Storrs are capable of driving downfield for a second, Homecoming should wind up with a 13-6 victory for the Rollicking Red Raiders of Texas Tech over Wake Forest's Deacons.

NOT since the egg-splattered days of 1935 has a Texas Tech football team suited out on the same field with a Hardin-Simmons aggregation.

But, a two-way change of presidents in both schools has served well in elimination of fighting feelings between the institutions.

And it falls the ironic lot of Berl Huffman's once-beaten Picadors to bear again a casualty cross left smoldering by the 1935 varsity against an Abilene football team.

Perhaps the feeling of traditional rivalry between these two schools has laxed, along with public morals and political ethics, over the past five years, but no freshman footballer has supped at a La Fonda table since Walker Nickols captained the Tech varsity, without hearing the tale of Tech-H-SU rivalry.

On the other hand, despite administrative efforts to reduce the athletic and campus strife between the two schools, Hardin-Simmons frosh have been schooled by their upper-classmen to await with impatience the day of resumption of relations.

HUFFMAN'S Huskies have stormed to three victories over highly-rated first-year clubs this season, sustaining their only loss to Cameron's Aggies in Lawton, Okla., 13-14.

Berl's band opened with a 24-6 trouncing of New Mexico Military Institute, the second Tech freshman victory over an NMMI outfit in the history of the two schools. They came back after Cameron with a 21-7 victory over New Mexico University fish and in their first home game of the year, slaughtered West Texas State Teachers frosh, 34-7.

In all probability, J. R. Callahan, willo'-the-wisp wonder from Wink, who was injured in the season's opening game, will be back in playing condition. Callahan scored twice against the Roswell cadets before taking a bench post the remainder of the schedule.

Pacing the Picador backfield since Callahan began sitting out conflicts, has been Marvin McKown, who countered twice against WTSTC the line-play and placement kicking of Avon Sewalt, box-car tackle from Lubbock high, has been freshman work since Gaines Davis enrolled in Tech.



President Clifford B. Jones of Texas Technological college is one of the most enthusiastic of all the Red Raider supporters. You can see him in his box at every game, as excited and full of pep as any student.

Beginning his second full year as president, Dr. Jones has been officially connected with the college since its opening in 1925. He became a member of the board of directors in 1923 and served in that capacity until his appointment as president.

All homecoming alumni and exes will want to see and visit with this outstanding executive, educator, and statesman—and our president.

Ramrods of the Raiders



Here are the "powers behind the throne" who teach Tech's undefeated Red Raiders the flashy plays you see them run off. Coaches Pete Cawthon and "Dutchy" Smith form an inseparable combination that's known wherever football men gather as the "team turns out those Texas Tech eleven!"

Cawthon produces such backs as "Red" Amonett and C. L. Storrs, while "Dutchy" molds the famous Matador forward walls, lines that may be down, but are never out.

Alumni And Exes . . .

. . . The Campus Is Yours!

The Tech-Hardin Simmons university freshman football game in the afternoon of November 15 marks the beginning of the homecoming festivities for 1940. The game will be played in the Double T stadium beginning at 2:30 o'clock.

Following the freshman game, a bonfire and pep rally will be held. This affair is in charge of the student body of the college and will be broadcast over radio station K.F.Y.O. from 7:15 to 8:00 o'clock. James Snyder, president of the student body, has invited many of the prominent former students of Texas Tech to participate in the pep rally. The coaches and captains of the Red Raider squad and President Clifford B. Jones will also be there. Head Cheer Leader, Sandy Sanderson, will act as master of ceremonies.

Registration of visiting exes and alumni will be held in the east rotunda of the administration building rather than in the men's dorm as previously announced. There will be a welcoming committee in each of the dorms, however, and all visitors are invited to make themselves at home there.

Sponsored by the Council of Women Graduates will be a booth in the east rotunda of the administration building where information as to visitors and activities of the day may be obtained. This booth will be maintained from 9 o'clock to 2 o'clock Saturday.

Tickets for the football game in the afternoon may be purchased at the registration table in the administration building. Price of the tickets will be \$1.70 to members of the Alumni and Ex-Students association. This is a reduction of fifty cents from the regular price, but members must be paid-up and in good standing in order to get the reduced price. The regular price is \$2.20. At the registration table will also be tickets for the homecoming dance and the noon luncheon. Tickets for the dance will sell for \$1.10, couple or stag, and will be good for both dances. Price of the box lunches to be sold in the aggie grove will be fifty cents each.

Practically every campus organization is to be represented in the parade beginning down-town at 10:30 o'clock Saturday morning. Proceeding westward on Broadway, the parade will end after circling the Tech campus.

It is urged that all who plan to attend the luncheon, football game, or dance make their reservations as soon as possible in order to avoid the last minute

Tickets for the Homecoming dance which is to be Saturday Nov. 16 at Hotel Lubbock from 9 to 12 o'clock are on sale in the alumni office at the college for \$1.10, couple or stag.

Any ex-student, whether member of the association or not, is invited to attend. Couples will be admitted if either the man or the woman is an ex-student. Both do not have to be. This year the students in school will attend a dance at the gymnasium with Sandy Sanderson and his orchestra playing. Tickets to the Hotel Lubbock dance will admit holders to the dance on the campus also. However, the college students will not be allowed to attend the downtown dance. Ned Bradley is to play for the Hotel Lubbock dance.

rush. Reservations for these affairs may be made at any time during the week by writing or calling Wendell Watson in the alumni office, 109 administration building.

If you were ever a member of any social or campus club when you attended Tech then you will want to be sure to attend one of the many breakfasts, luncheons and dinners that these organizations are planning for Homecoming. All alumni are welcome and all you have to do is to get in touch with some of the members or ask at the information booth in the rotunda of the administration building.

Returning Ko Shari members are to be welcomed back Friday night at a dinner-dance at Hilton hotel. The active club and the pledges are to be hostesses.

Saturday morning the Dairy club is giving a breakfast at 7 o'clock. The Future Teachers association will meet early that morning for a breakfast at the home of Mrs. F. R. Friend, 2005 Broadway.

Las Chaparritas club members are to entertain with a breakfast at 7:30 o'clock at Hilton hotel, and a dance will be held in the morning from 8:30 to 12 o'clock. Alumnae are to be guests.

Alpha Phi Omega is to have a coffee at 11 o'clock, and Las Vivarachas club is to give a coffee at 11 o'clock at the Friend residence, 2005 Broadway.

There is to be a Sans Souci luncheon and the Kappa Kappa Psi will attend a luncheon at 12 at Mexican Inn. The homecoming luncheon will be at 12:30

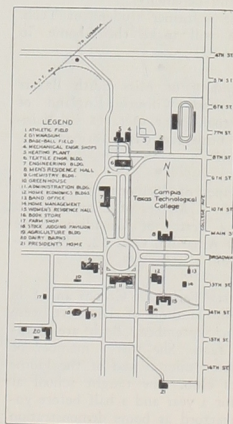
o'clock in the Aggie Grove. Boxes of food will be sold.

Kemas club will entertain with a dinner at 6:30 o'clock at Hotel Lubbock. Silver Key club will give a dinner at 7:30 o'clock at Hotel Lubbock and the College Club dinner will be at 7:30 o'clock at Hilton hotel. Socii club has planned a dinner also.

Engineering alumni and ex-students have scheduled a dinner to be held in the Chimayo Room of the Hilton hotel at 7 o'clock Saturday night. In a letter sent engineering alumni and ex-students, J. C. Moore, president of the Engineering Society, said, "The purpose of this meeting is two-fold: to get together and talk over old times; to release some information (too confidential to be incorporated in this letter) that is of vital interest to Tech, and which should be to you." Engineers planning to attend the affair are asked to notify Fenton Harding, Chairman of publications committee, in care of the Civil Engineering department, in advance.

George Langford, president of the Double T association, has announced that all homecoming Double T members are to gather for the noon luncheon on November 16 with the Red Raider team at La Fonda, football dormitory.

*In Case You've Forgotten
Your Way Around, Here's
A Map Of The Campus—*



Births

Mr. and Mrs. E. L. Blankenship of Wilson are parents of a son born in Lubbock, Oct. 20. Mrs. Blankenship was the former Natalie Crosby.

Mr. and Mrs. Aston Cole of Sinton are parents of a boy born Sept. 27.

Mr. and Mrs. S. O. Hutchinson of Amherst are parents of a son, born Nov. 1 in Lubbock. The father is superintendent of schools at Amherst.

Mr. and Mrs. Tom Easley of Falfurios are parents of a boy born the latter part of October.

Weddings

Miss Winifred Piner of Big Spring and Morris Patterson, also of that city, were united in marriage Oct. 26 at the First Presbyterian church in that city. Dr. D. F. McConnell, pastor, officiated with a single ring ceremony.

The bride is a former student of Tech and was a member of D.F.D. club. She was selected one of the most beautiful girls on the campus and was pictured in La Ventana. She was chosen Miss West Texas at the last West Texas Chamber of Commerce convention.

The couple will live in Big Spring.

Oct. 18 in Seminole, Miss Dannie Ruth Malone became the bride of Kenneth L. Nelson at the First Methodist church. The bride's father, Rev. Sam Malone assisted by Rev. O. C. Curtis read the ring ceremony.

Nelson is a former student of Tech. The couple will make their home in Seminole.

The wedding of Miss Edith Baxter of Afton and Wilburn England of Plainview took place Oct. 18 in Plainview. The bridegroom is a former student of Tech.

Fred Mapes of Plemons, son of Mr. and Mrs. C. J. Mapes of Dimmitt, and Miss Verna Prater of Canadian were married in Amarillo, Oct. 12. He attended Tech.

Miss Betty Farley of Groom and Leldon Arthur Hudson of Dimmitt were married in September. Both are graduates of Tech. She was a member of Phi Upsilon Omicron and of the Home Economics club. She taught school at McLean for a year and a half before going to Stratford as home demonstration agent of Sherman county. Hudson was

A Bit Personal

Elizabeth Sterrett, June graduate of Tech, is teaching home economics in the high school of Tucumcari, N. M.

Mr. and Mrs. J. E. Blackwell, former students of Tech, are making their home in Sacramento, Calif., where he is associated with the Wahlworth hardware company as an accountant.

Clayton Hickerson, jr., recent graduate, has assumed duties as advertising manager of the Commerce Journal.

Elsie Pulley, June graduate, is teaching home economics in Putnam.

R. E. Martin is directing the high school business is Paducah this year.

E. Y. Freeland, Tech's first coach, is now head of the education department of Daniel Baker college in Brownwood.

Walter Thompson, 1940 agricultural graduate, is teaching vocational agriculture in Childress High school.

Nellie Faye Bradley is teaching English in McAdoo High school.

Greta Marie Elmore, Tech graduate, is teaching in Paducah High school.

Dorothy Willet, head of commercial department in Paducah High school, and Zane G. Brewer, vocational agriculture teacher in Paducah High school, are both graduates of Texas Tech.

Norman Health, '38, is teaching band in Memphis High school. Since leaving Tech Norman has taught in Merkel and Ozona.

Fabian Lemley, June graduate, has accepted a position with Montgomery Ward and company in Lubbock.

✓ Dan A. Davis, 1935 graduate, is enrolled in the University of Iowa where he is working toward a doctor's degree in geology. He is also employed as geologist on the Iowa geological survey.

✓ Miss Mary Etta Bean, Tech graduate, is teaching in the Horace Mann school in Amarillo.

Kathryn Atwell, Tech graduate, is teaching third grade in Whitedeer.

Leon Crutcher is with the Social Security Board in Baton Rouge, La.

George T. Thomas, geology graduate, is in Mount Pleasant, Mich., with the Ohio Oil company.

✓ D. M. Ferebee is in the production department of the Gulf Oil company in Fort Worth.

David Chung Wo Au writes from Honolulu that the insurance business there is good. He has recently built two residences, and he "hopes that some day some Tech students will come and visit" him. David is with the B. F. Dillingham company.

W. H. (Billy) Crenshaw, Tech grad-

a member of Block and Bridle and Aggie clubs. He is rural supervisor of the Farm Security Administration at Dimmitt.

uate of Dallas, recently underwent surgery in Lubbock sanitarium.

Babe Curfman, former Tech footballer, is coaching at Santa Rosa, N. M. A. C. Woodburn, jr., Tech ex, is principal of the high school there.

Tommy Zorns is principal and coach of the junior high school in Monahans.

Bert Williams, former Red Raider star, is coaching in Hot Springs, N. M.

Mary Elizabeth Standefer is teaching home economics at Friona.

John Moody, who was a straight-A student while in Tech and who received a B. S. degree in agriculture, has received an M. S. degree from Iowa State college.

Hugh McFarland, formerly of Texas Tech, has been appointed an army air corps flying cadet and assigned to training at Oxnard, Calif.

Paul T. Marion, Tech graduate in animal nutrition, has been appointed to succeed J. K. Riggs in charge of cattle feeding at the Spur Texas State Experiment sub-station.

"Stumpy" Lee is employed by the Aspalidi-Mayer Furniture company of Houston.

Lloyd Croslin Resigns Post With Mahon

Lloyd Croslin, Tech graduate and former secretary to Congressman George Mahon, resigned his secretaryship last week to enter the private practice of law and has opened an office in Lubbock. Lloyd's resignation terminates almost six years of service with Congressman Mahon. He went to Washington at the beginning of Mr. Mahon's first term. January 1, 1935, and has served as secretary continuously since that time.

Prior to going to Washington, he taught in the Post High school for two years and in the Colorado City High school for two years. He has been a resident of Lubbock county for 13 years.

Croslin received his B. A. degree from Tech in 1930, and his M.A. in 1933, both in government. He is also a graduate of the law school of Georgetown university in Washington, D.C., having attended night classes during his service with Mr. Mahon. He received the LL.B. degree from Georgetown this past June.

While on the campus of Texas Tech, Croslin served as literary editor of the La Ventana in 1930 and was a member of the Pre-law, Spanish, and International Relations clubs.

Croslin is serving as part time instructor in the government department at present.

December 23, 1938, Croslin married Miss Frances Jones of Colorado City. They are now the parents of a son, William Lloyd, jr., who was born September 22, 1940.

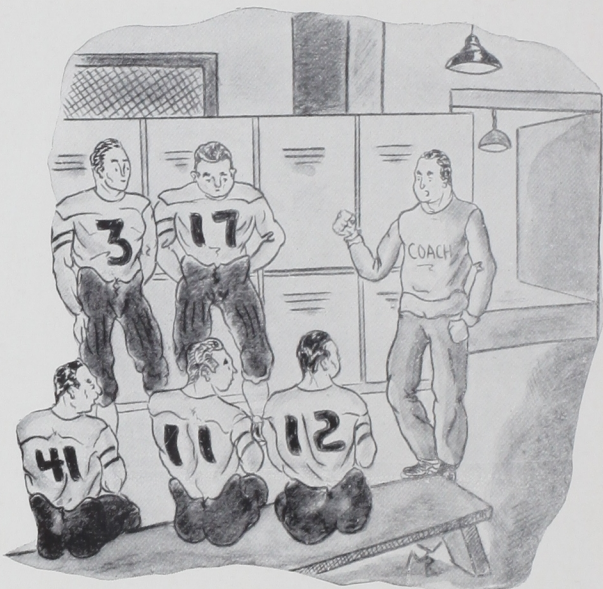
THE PROPER WAY TO RUN YOUR HOME



Just another added service to our readers. A stupendous, colossal, gigantic rules card for your study room. (Frame and hang on the wall — see if we care).

RULES OF THIS ROOM

1. Nobody, student or professor, will be allowed to spit on the floor, write on the walls with a pencil, scratch matches on desk tops, or stamp butts on the floor.
2. Singing "Sweet Adaline" or cracking "Little Audrey" jokes is strictly forbidden. Punsters and kibitzers must maintain full silence under pain of immediate expulsion.
3. Anybody setting fire to room or furniture will be reported to the steward.
4. Profanity, pugilism, pugnacity, peevishness, putridity, punning, pestering, plagiarizing, pilfering, playing, plagueing, praising, possessing, poetizing, plunging, plundering, plumbing, pleading, pedantizing, pedagoguing, preaching, pausing, patronizing, patenting, pasturing, parleying, parting, paraphrasing, parading, panting, pondering, painting, patching, pacing, placating, padding, possumming, preceeding, padling, paging, praying, prancing, pounding, pasting, powdering, plastering, papering, publishing, printing, paneling, pouting, ponying, popping, pommeling, prinking, poking, pokering, paring, peering, pecking, polluting, proposing, proceeding, prodding, promising,



"Remember, football develops individuality, initiative, and leadership—now go out and do exactly what I told you."

prowling, patrolling, paroling, promoting, protecting, protesting, protruding, projecting, procrastinating, protracting, pretending, proving, providing, pumping, puffing, pulling, pushing, puckering, progressing, proguing, pulsing, planning, plating, purchasing, purging, and the like are strictly prohibite^d. (Such privile^{ges}

are possessed by the proprietors personally.)

... Signed at Providence Plantation and publicly promulgated on this third day of October, Nineteen hundred and forty.

(Signed)
Chairman Rules Committee

A FISHY STORY

The would-be fisherman looking for a spot to start his casting, noted a small boy fishing from the dock.

"Can you catch fish from the dock," he asked.

"You can—if they bite," the boy replied.

"Do they?" asked the man.

"They do if they're hungry."

"Are they?"

"They are if they don't get enough to eat."

"Do they?"

"They do of the bait."

"Have you got enough?"

"I've got plenty for what I want to catch."

"What kind of fish are there?"

"All kinds."

"What kind are you fishing for?"

"Suckers."

"Are they hard to catch?"

"Not if you know how."

"How do you do it?"

"If you want that information, it's going to cost you a quarter."

The man tossed the boy twenty-five cents and asked again, "How do you catch suckers?"

"By leading them on."

"And how do you do that?" asked the man.

"By answering questions!" replied the boy as he got up and dashed away.



"Well, what am I?"



*Double and redouble your
pleasure with the
Smoker's Cigarette*



Chesterfield
COOLER Milder BETTER-TASTING

*Do you smoke the
cigarette that
Satisfies*





① *The team takes the field—*



② *Passing behind the line*



③ *Interference*



④ *Signals on*



⑤ *Signals off*



⑥ *Kick formation*



⑦ *One yard to go*



⑧ *No goal; gaol!*

Two Well-Known Characters



Above are pictured two of Texas Tech's outstanding women.

At top is Miss Margaret W. Weeks, dean of the division of home economics. Miss Weeks was a member of Tech's first faculty, coming to the college in 1925 when it opened. She is very active in all affairs of the campus, and she likes to keep an up-to-date record of her graduates, of whom she is justly proud.

Below is Mrs. Mary W. Doak, known by all who have ever been a part of the college. She is dean of women and professor of English. Mrs. Doak also was a member of Tech's first faculty. All social activities of the campus are ruled on by Mrs. Doak, and at one time or another, with few exceptions, every girl who has been a student in Texas Tech has had a "visit" with her.

Aggies Roast Pig

Taylor White, representative - elect from Odessa, was principal speaker at the thirteenth annual pig roast of the Texas Tech agricultural club, Tuesday night, November 5.

Beginning at 6:30 o'clock in the livestock judging pavilion, the meeting served as a get-together for the agricultural division and as a means of publicly honoring senior judging teams of

that division.

Invitations were sent to various people closely connected with agriculture or the work here.

Members of the agricultural faculty were called upon for short speeches, and others present were called upon for impromptu speeches. Music was furnished by Hypockets Overton, agriculture student.



Let Us Join You

Alumni and Students and other young Americans in devoting our Respects, not only on November 11th, but throughout the years, to all ex-service men and to the sacred memories of those who died for America in the World War.

Humphill-Webb Co.

Store Closed all day Monday
Nov. 11th.

Council of Women Graduates

MRS. LEONARD EARNEST, Editor

Vocational Teachers Meet

Misses Mildred Billingsley, Marjorie Fleming and Graham Hard were hostesses to the Lubbock County Vocational Teachers' association Nov. 4 when "Problems of Cooperating in the Present Situation" was presented.

Organized in 1938, the group is composed of members who are vocational homemaking teachers in high schools in Lubbock county; associate members who are area supervisors of homemaking; the itinerant teacher trainer, Texas Tech staff of home economics education and others who are invited to become members by vote of the group. Six meetings are held during the year with three hostesses at each meeting. At the last business meeting in the spring, general plans, objectives and guiding policies were formulated, committees appointed and officers elected for the coming year.

Objectives for 1940-41 are as follows: enrichment of lives by improving oneself professionally, discussing the individual's problems that are common to the group, cooperating with members of the group; having a well-planned project which this year is circulating library; having a closer cooperation with the agriculture teachers and other agencies.

The circulating library contains 15 books which each member is allowed to keep only from one meeting until the next.

Members are Mesdames J. C. Bateman, R. A. Burford, L. M. Hargrave, Flora Lena Lovelace, Amental Payne and Misses Billingsley, Geraldine Clewell, Phyllis Drake, Mabel D. Erwin, Fleming, Hard, Vivian Johnson, Juanita Meyers, Elma Miller, Esther Sorenson, Gertrude Watson, Margaret W. Weeks and Isle Wolf.

Standing committees are: program; Mesdames Bateman and Payne and Miss Miller; yearbook; Mrs. Bateman and Misses Johnson and Fleming; project: Mesdames Payne and Burford and Miss Johnson.

Miss Drake is president; Miss Hard, secretary; Mrs. Hargrave, reporter and Miss Johnson, sponsor.

The next meeting will be a Christmas party Dec. 16 with Mrs. Lovelace, Misses Sorenson and Wolf as hostesses. Other meetings will be Feb. 3, March 24 and May 6.

Las Leales Alumnae

Elect Officers

Mrs. A. G. Stalnaker was elected president of Las Leales alumnae recently to replace Mrs. Howard Smith, when the

group met at Mexican Inn. Mrs. Leonard Earnest was reelected representative to the Paul Whitfield Horn Memorial Fund governing board. Members voted to cooperate in every possible way with the Lubbock branch of alumni and ex-students.

Attending were Mesdames Dan Etheridge, Yancey Price, William Crutcher, Hollis Ford, Clarence Whiteside, Arch King, Earnest, Smith, and Stalnaker; Misses Emma Jean Douglas, Grace Lee Mahoney, Ferrelline Tucker, Frances Wilson, and Betty Jo Watson.

Graduates Visit Campus

Mrs. Lawrence H. Sides, the former Floy Glenn, visited on the campus re-

women's physical education, and Mrs. Berl Huffman, assistant professor of physical education for women.

Jackson Addresses Women Graduates

"Who is the Educated Woman?" was discussed by Dr. D. D. Jackson, associate professor of education, at the second meeting of the Council of Women Graduates, Nov. 5.

Next meeting will be a musical program by pupils of Miss Margaret Huff, Dec. 3.

Miss Lometa Faye Rogers, 1940 graduate in home economics, is teaching in the Highland Rural school in Nolan county.

Mrs. W. H. Farris (Yone Stone) sailed from Mobile, Ala., recently for Puerto Rico, where she is teaching English in the San Juan schools. Mrs. Farris graduated from Vernon High school, attended Corpus Christi Junior college and received a B. A. degree in history from Texas Technological college in 1939.

Effie Nell Smith, Tech graduate, has recently been appointed home management supervisor of the Farm Security Administration in Childress.

Officers Elected By Home Economics Association

The Texas Home Economics association of College Clubs met on Tech campus Oct. 25 and 26 in an annual session. Miss Ernestine Story of Tahoka, is retiring president, and Mrs. Raybon Lam of Lubbock is retiring secretary. Both are Tech students.

Officers for the 1940-41 year were elected and installed as follows: president, Miss Margaret Hale, junior at East Texas State Teachers college, Commerce; vice-president, Miss Alice Devine, junior student at Incarnate Word college, San Antonio; recording secretary, Miss Elizabeth Dean, junior at Sam Houston State Teachers college, Huntsville; corresponding secretary, Miss Kathleen McWhirter, sophomore at East Texas State Teachers college, Commerce; treasurer, Miss Patricia Mackey, junior at the University of Texas; historian, Miss Lottie Netterville, junior at Abilene Christian college; reporter, Miss Geraldine Pagell, sophomore at Our Lady of the Lake college, San Antonio.

Two outstanding speakers here for
Continued on Page Sixteen

NOTICE

Council of Women Graduates will again sponsor an information booth from 9 a. m. until 2 p. m. HOMECOMING DAY, Nov. 16. A table will be in the east rotunda of the administration building and primary purpose is to facilitate location of alumni and ex-students during the day. Information concerning permanent addresses will also be received at that time.

cently when her husband attended the annual dairy day meeting here.

They are living at 2107 Van Buren, Amarillo, where Sides is with the Plains Cooperative creamery. Both are Tech graduates.

Council Honors Hockey Team

Approximately 80 guests and members of the Council of Women Graduates attended a coffee at the home of Mrs. Clifford B. Jones, Nov. 3, when the council honored members of the Women's All-American touring field hockey team. Plate favors were hand blocked napkins with a Double T-Cowboy motif to carry out the western theme which predominated in decorations and service. Napkins were designed by Miss Edna Houghton, instructor in architecture and allied arts and blocked by Mrs. Allen Hamilton, members of the decorations committee. Mrs. Reginald Jordan and Mrs. R. A. Burford were other members of the committee.

Mrs. Mary W. Doak, dean of women, and Miss Margaret W. Weeks, dean of home economics, presided at the refreshment table. Guests were greeted by Mrs. Jones, Mrs. George Langford, head of

Treblers Treble

Always doing its part to add color and enthusiasm to football games, pep rallies and other festivities is the Texas Tech band under the direction of Professor D. O. Wiley.



By Lois Marie Daniel

The Matador band has more than tripled in the six years since Director Wiley assumed leadership. Beginning with a total of 60 musicians in a single unit in 1934, he now directs a 100-member concert band, a 65-member college band, and a R.O.T.C. unit of 34.

A part of the rehearsing project this year will be the recording of approximately 100 numbers played by the band.

Professor Wiley and his band helped make the broadcast of the Texas Tech and Loyola game a tremendous success in California. The game was put on the air by station K.F.W.B., and two weeks before the game Professor Wiley and his band recorded the Matador song plus numerous Tech yells and mailed the records to the station in Hollywood. The play-by-play report of the game was sent by telegraph wires to the broadcasting station and re-broadcast, and at times when the teams were not playing, the records were played. This gave the broadcast a touch of realism, since it made it sound as if the game was really being broadcast from Texas Tech.

"The concert band will make at least one football trip this year," Wiley said, "and will play a Christmas concert."

"Emphasis is placed on team work in Texas Technological college's band," said Director Wiley. "We respect ability of the superior musician, but do not stress individual merit," he said.

NOVEMBER, 1940

At The Tech Dinner

President Jones Speaks

The annual Tech dinner in connection with the Texas State Teachers convention in Fort Worth, November 22, will give Tech Alumni and exes another excellent opportunity to come together for renewing old acquaintances as well as forming new ones.

A record attendance is expected at this affair. The committee on arrangements has prepared letters to be sent several hundred alumni and ex-students over the entire state. The dinner in San Antonio last year was attended by about 100 persons, and it is expected that at least twice that number will attend this year.

The dinner will be in the Longhorn room of the Texas Hotel at six o'clock in the evening of November 22. The

price of the dinner will be \$1.10 per person.

President Clifford B. Jones of Texas Technological College will be the principal speaker, and other numbers on the program are being arranged by a local committee in Fort Worth. Mr. Bruce Shulkey of the Fort Worth schools, and a Tech ex, is in charge of local arrangements.

It is urged that all who plan to attend the dinner write to Dr. R. E. Garlin of Texas Tech as soon as possible in order that reservations may be made. A booth where tickets may be purchased will be maintained in the convention headquarters, but it is requested that they be bought before ten o'clock, Friday morning, November 22.

Future Farmers Plan Activities

The Future Farmers of America Collegiate chapter of Texas Technological college met Oct. 21 and planned meetings for the rest of the year to be on the third Mondays of each month.

The program for the year was outlined. A party and dance will be held

on George Washington's birthday and the nation-wide banquet will be held in the spring. The President of the United States will give a radio address at that time. Chapters will attend a dinner that night in all the states.

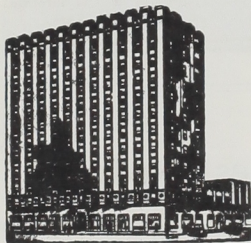
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Moderate Rates

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Finest

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TECH'S FIRST FACULTY

Of the original staff of Texas Technological college in 1925, 23 have remained until now. Several others joined the faculty in 1926, soon after the college was established.

President Clifford B. Jones holds the longest record of service for the college. He became a member of the board of directors in 1923 and served in that capacity until he became president of the college.

Faculty members who made their way through debris and building material to reach classes when school opened in the fall of 1925 and who are still on the college staff are A. H. Leidigh, dean of agriculture; W. L. Stangel, head of animal husbandry department; Dr. Leroy T. Patton, head professor of geology and petroleum engineering; Miss Margaret W. Weeks, dean of home economics; Miss Jonnie McCreary, head professor of foods and nutrition; Dr. James M. Gordon, dean of arts and sciences; Dr. R. A. Studhalter, head professor of biology; Mrs. Hulda W. Marshall, assistant professor of chemistry; Dr. A. W. Evans, head professor of education; Dr. W. B. Gates, professor of English; George Smallwood, professor of English; Mrs. Mary W. Doak, dean of women; Dr. Charles B. Qualia, head professor of foreign language; Mrs. W. B. Gates, associates professor of Spanish; C. D. Eaves, professor of history; J. N. Michie, head professor of mathematics; Mrs. George Langford, head of the department of physical education for women; Dr. E. F. George, head professor of physics; Miss Ruth Pirtle, head professor of speech; Miss Elizabeth H. West, librarian; Miss Ruth Horn, now assistant professor of English served as secretary to her father, the late President P. W. Horn; J. H. Murdough, head professor of civil engineering.

ANNUAL GIVEN HIGH RATING

Tech's 1940 student yearbook, La Ventana, placed in the first class division of the National Scholastic Press association competition. Publication officials of the 1940 La Ventana were Freddy Boswell, editor, (Mrs. Felix Ankele of Ft. Worth), Wayne W. Smith business manager, and A. J. Kemp, associate editor. Judging was by a board of professional newspaper and magazine writers and editors.

HONOR LIST

Texas Technological college owns the only Holstein cow in Texas on the honor list just announced by the Holstein-Friesian association of America. This cow, junior 4-year-old Tech Matchless Alcarta, produced 564.8 pounds of butterfat in 305 days on four milkings daily.

Home Economics Association

Continued from Page Fourteen

the occasion were Miss Edna Wilkin, head of the home economics department at Stephen F. Austin college, Nacogdoches, and state advisor of college clubs, and Miss Ruth Huey of Austin, state director of homemaking education.

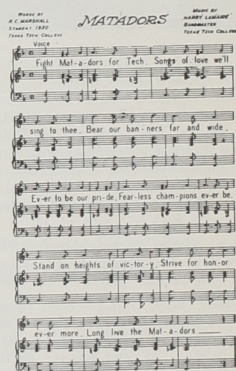
Approximately 80 representatives from 15 colleges attended the sessions.

Entertainment features were a dinner, a Hallowe'en party, a tea sponsored by Omega chapter of Phi Upsilon Omicron, a luncheon and a tour of the campus.

At the luncheon meeting pin cushions were presented to the club sponsors and the delegates. These were courtesy of the clothing and textile department.

North Texas State Teachers college, Denton, was chosen as the scene for the 1941 meeting.

Remember It?



To those who were students in Texas Tech a few years ago, the song above will recall many pleasant memories.

Words to the Matador Song were written by a Tech student, R. C. (Bob) Marshall. Bob was a member of the pre-law club and was active in college publications. Music was written by Harry Lemaire, bandmaster of the Matador band at that time. It was first used in 1930.

Marshall was elected county judge of Cochran County during the past summer's political campaign. He received his law degree from Texas University.

John Finnell, 1940 graduate, has been transferred from Fort Worth to Wichita Falls. He is employed by a credit company.

TEXAS TECH MAGAZINE

Local Chapter News

LUBBOCK

Bill Collins, acting chairman, was elected president of the Lubbock chapter of the Alumni and Ex-Students association at a meeting Thursday evening, October 10. Other officers elected were Leonard Earnest, vice-president; Mrs. Edwin Neill, secretary-treasurer; Opal McMahon, publicity director. The committees appointed by President Collins were: program committee, Mrs. J. C. Bateman, Royal Ferguson, and Lloyd Croslin; arrangements committee, J. V. Beauchamp, R. L. Hooten, and Mrs. David Smith.

The Lubbock club is to meet each Thursday evening at 7:30 in Hotel Lubbock until after homecoming. The group is assisting the executive committee of the Alumni and Ex-Students Association with plans and arrangements for homecoming, November 16. All local chapters of the association are being asked to help in selling tickets for the annual homecoming dance.

MIDLAND

New officers for the Midland chapter were elected at a meeting, Monday evening, October 14.

Claude Brown was elected president, succeeding Elton Settle. Besides Brown the officers include Fred A. Stout, jr., vice-president; Bettie Krauss, secretary-treasurer; and Mrs. Raymond Lamb, reporter.

The Midland club is making plans for the establishment of an endowment or some other fund such as a scholarship or student loan fund. The club also promises to do its share toward raising the Alumni and Ex-Students Association's quota in the "give-a-brick" campaign for the West Texas Museum.

DALLAS

The following report comes from Ann Hammons, secretary-treasurer of the Dallas chapter. Other officers of the chapter are Manuel De Busk, president, H. R. Ramp, first vice-president, and F. M. Coker, second vice-president.

Sam Neathery and wife (the former Ruby Fay Meredith) now live in Dallas. He is employed with the Dallas Power and Light Company.

Joe Elder and wife live here. He is employed with Binswanger and company.

We have Charlie Woolridge back with us—still Texas Power and Light company. Incidentally, Charlie went to the Rotarian's convention in Havana last spring.

We are going to lose Frank Maddox from the club. He has been transferred to Waco.

Joe Alford, class president of '39, is back in the Dallas office of Texas Power and Light company.

Neil Flemister and wife (the former Genelle Hutto) have a new daughter, born August 2. Neil is with Swift and company here.

Henry Long and wife have a new son, born October 2. Henry is manager of the Melrose Theatre here.

CORPUS CHRISTI

The Corpus Christi exes held their first meeting of the year at a dinner at the Chicken Shack, Oct. 25. There were 13 members present. They were Mr. and Mrs. Walter N. Hicks, Mr. and Mrs. Joe Batcheller, Mr. and Mrs. Calvin Hazlewood, Mr. and Mrs. Fleming Austin, Mr. and Mrs. Duane Orr, Ross Saper, Travis Hicks and Miss Joyce Jones. Nov. 16 the club is to attend a dinner-dance.

AMARILLO

President Clifford B. Jones of the college, was guest speaker at a meeting of the Amarillo Tech club, Oct. 24. David Rutledge, club president writes as follows: "Our organization here is making some progress in the way of new and larger membership, meeting regularly each third Thursday of the month, and providing problems and angles to work on that should occupy the time of an active alumni association. But we still have a long way to go to represent the organization that Amarillo should have, considering the number of Tech exes that are here."

AUSTIN

Wayne Sellers writes that the Austin chapter has met twice this fall. Austin has many Tech exes and alumni, and Wayne promises to keep us informed on the activities of the exes there.

That *Extra Hour*
of Sleep in the Morning
is worth a lot.

That is what automatic Gas Heat
offers—Care-Free Convenience.

There is automatic heating equip-
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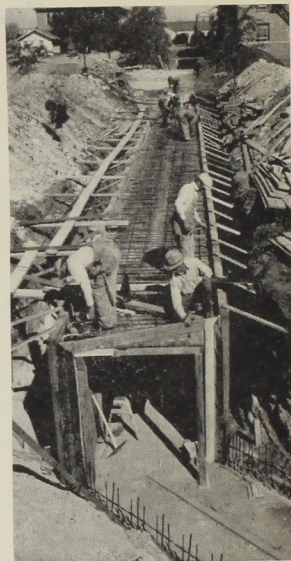
Central Furnaces—Floor Furnaces
and Vented Circulating Heaters are
recommended.

West Texas Gas Company

Texas Tech Builds

At the right is a view of the tunnel being constructed from the old dormitory to the new one. Similar to others over the campus, this tunnel will carry water, steam, and electric lines.

Below you see work under way on the new girl's dormitory being built on the campus. The dormitory will be situated just south of the old one and will face east toward College Avenue.



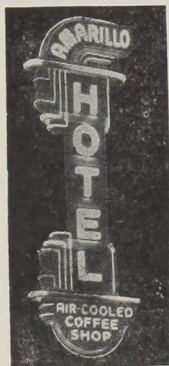
HOST

To the Alumni and Ex-Students of Texas Tech

HEADQUARTERS

For the Texas Tech Club of Amarillo, and Everything Else Worth While

*Be Sure To See Our "Blue Mirror"
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"The Best Stop Sign in West Texas"



*We Dare You To Eat And Sleep With Us—Just Once—You Are
Sure To Repeat. That's The Way We Build Our Business.*

CHARLIE PRYOR, Manager

HOTEL AMARILLO

Amarillo, Texas

STUDENT EXCHANGES GIVEN RATIFICATION

Thirteen countries ratified the plans for exchanges of teachers and students by colleges of the American republics, according to information received in the office of President Clifford B. Jones. Data regarding exchanges has been received from the United States office of education. Under the plans made at a convention for promotion of inter-American cultural relations two graduate students or teachers will be exchanged by the United States and each of the other countries ratifying the plan. The other countries are Brazil, Chile, Costa Rica, Canada, Guatemala, Haiti, Honduras, Nicaragua, Panama, Peru, and Venezuela.

EXTENSION DEPARTMENT SHOWS GROWTH

Beginning with a dry goods box as a filing cabinet and a borrowed typewriter as office equipment in the corner of a crowded office in 1927, the extension division of Texas Tech has grown into a coordinate division with the other major divisions of the college.

It employs the spare time of 70 faculty members to instruct an average of 1200 non-resident students each year. The division now has three full-time employees and three student assistants. J. F. McDonald is director of the division.

TECH GETS STALLION

A Tennessee walking stallion has been added to the Texas Tech animal husbandry stables, which will be available for public service along with American saddle, palamino and Percheron stallions. Secured from Mid Seal of San Antonio, the four-year-old sorrel, blaze-faced, stocking-legged horse is "easily the most popular riding horse in the animal husbandry stables," W. L. Stangel said.

GRADUATES ARE PLACED

One hundred and thirty graduates and former students of Texas Tech registered with the college teacher placement service have been employed in teaching positions since May. Dr. Doyle D. Jackson is director of the service.

FUTURE TEACHERS ORGANIZE

About 30 students met the first of this month and organized the Future Teachers of America club, the purpose of which is to aid the members in preparing for their work. Lolie Glynn Smith of Groesbeck is president and Dr. Lewis B. Cooper, associate professor of education, is sponsor of the group which has set the last Tuesday of each month for meetings.

TECH STUDENTS GET REFUND

Men students who are enrolled in Texas Tech will be refunded their fees if called into the military service of the United States before January 1, 1941, according to announcement by President Clifford B. Jones.

"W5JBR" IS NYA PROJECT

NYA students in the resident center on the campus are now operating a short-wave radio station, W5JBR. They're doing more than just tinkering with the transmitter for fun—they're studying to be operators, and that's another place where the youth training will enter into Uncle Sam's preparedness program. In

case of war, these young men will become vital cogs in a communications system that is so necessary in war maneuvers. Frank Lee, a senior engineering student, is supervisor of the project.

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I'D WALK A MILE FOR THE
EXTRAS IN A SLOW-BURNING
CAMEL. CAMELS ARE EXTRA
MILD, BUT THE FLAVOR'S ALL THERE
— **EXTRA FLAVOR**



THE ARMCHAIR above is his cockpit—but Bill Miller flies as many as 100 planes a day. North, south, east, and west from New York's LaGuardia Field (*air view upper right*) his radio control-room directs the course of *American's* giant flagships.

Flier, navigator, engineer, traffic executive all in one—yes, flight superintendent Bill Miller is a man with the extras—a man who gets the extras, too...the extra pleasure and extra smoking in slower-burning Camels.

For Camel's costlier tobaccos and slower way of burning give you extra mildness and coolness with a flavor that holds its appeal through the last extra puff. Camels also give you extra smoking per pack (*see right*).

**EXTRA
MILDNESS**

**EXTRA
COOLNESS**

**EXTRA
FLAVOR**

● In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA SMOKES
PER PACK!**



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THE CIGARETTE OF COSTLIER TOBACCOS