Texas Tech Magazine

Volume IV

MAY, 1941

Number 9



NEW MEMBERS

G. L. Farrar, Wolfforth, Tex.
Mrs. Mary W. Doak, Texas Tech
Mr. and Mrs. Yancy Price, Texas Tech
H. M. Chernosky, Dalhart, Tex.
Paul Coe, Lubbock, Texas
J. E. Darr, Melrose, N. M.
Arthur Foster, McKinney, Tex.
Fred Fairley, Santa Monica, Calif.
William S. Galloway, Memphis, Tenn.
Martin Z. Glimp, Joplin, Mo.
H. M. Hancock, Altamont, N. C.

Hood G. Wills, Miami, Tex.
Mary Watson Jones, Plainview, Tex.
Julia Lingle, San Diego, Calif.
Hugo E. Richter, Roscoe, Calif.
Leo C. Trimm, Sea Ford, Del.
S. H. J. Womack, Washington, D. C.
S. D. Wiginton, Houma, La.
Vernon Brewer, Brownfield, Tex.
Juanita Chance, Dallas, Tex.
Lottic Croslin, Lubbock, Tex.
Herbert Fields, Tularosa, N. M.
R. Kendrick, Muleshoe, Tex.
Millard Hall, Fort Bragg, N. C.
K. W. Street, Dickens, Tex.

Mrs. K. W. Street, Dickens, Tex.
James Harrell, Ware Schools, N. C.
A. J. Hewett, Greenshoro, N. C.
Leon Ince, Kilgore, Tex.
Mrs. J. W. Jackson, Lubbock, Tex.
Elmer Moore, Olton, Tex,
R. S. Moseley, Brady, Tex.
H. B. Murphy, Greer, Tex.
Bruce Reed, Fort Worth, Tex.
William E. Richards, Houston, Tex.
Holmes Webb, Abliene, Tex.
T. H. Williams, San Angelo, Tex.
Mark E. Wood, Hyattsville, Md.
T. C. Worley, Baltimore, Md.

ELLEN DREW Chesterfield's Girl of the Month currently starring in Paramount's "Reaching for the Sun." CHESTERFIELD for Milder, Better Taste and Cooler Smoking FIRST is the word for everything about Chesterfields...from the right combination of the world's best cigarette tobaccos to the most modern manufacturing methods. You will find in Chesterfield everything you want in a cigarette. More and more ... Chesterfield is called the smoker's cigarette. MILLIONS

THE TEXAS TECH

Vol. IV, No. 8

April, 1841

J. Doyle S James Sny	ettleder	Managing Business M	Editor
Lois Marie Bill Wood	Daniel	News	Editor

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. SINGLE COPY 20c

Executive Committee

Texas Tech Alumni and Ex-Students
Association

Raymond Lee Johns President Lamesa
Rob O'Hair First Vice-President Coleman
Jimmie Ellis Second Vice-President Levelland
W. E. Street Athletic Representative Lubbock
Arch L. King Three Year Director Lubbock
Joe E. Webb Three Year Director Slaton
J. E. Speer Three Years Director
Marshall Formby Retiring President Dickens
J. Doyle Settle Acting Secretary Lubbock

Division Is Approved

Arts and sciences division of Texas Technological college has been placed on the approved list of American Colleges and Universities by the educational department of the State of New York, according to notice received this month by President Clifford B. Jones.

Approval, granted by the accrediting agency of the University of the State of New York at Albany, provides that law students and graduates in other professional divisions may now practice in that state without the usual five years of probationary practice in Texas.

Tech Exes And Alumni Plan Reunion And Homecoming In The Form Of A Banquet To Be May 31

Another "Homecoming" is being planned by the Texas Technological college Alumni and Ex-Students association in the form of a banquet at the men's dormitory on the campus, May 31 beginning at 7 o'clock.

Outstanding among the plans of the arrangements committee will be the election of officers for 1941-42. Nominees are as follows: President, Lloyd Croslin, assistant Lubbock county attorney, and George Langford, employed by the West Texas Gas company in Lubbock.

For first vice-president, Vernon Brewer, school principal at Brownfield, and secretary of the Brownfield Junior Chamber of Commerce, and E. E. Jordan, Amarillo attorney.

For second vice-president, Mrs. Jim Harris of Tulia, the former Miss Marie Zimmerman, and Mrs. J. C. Bateman, teacher in Lubbock Junior High school.

For three-year director, Jennings T. Lewis, district supervisor of the National Youth Administration at Lubbock, and Manuel DeBusk of Dallas.

Tickets for the banquet which is to be sport are 75 cents.

The ticket sales committee met recently and made plans for sending tickets to some Tech graduate or ex-student in towns where alumni is represented. Letters of explanation are also being sent. However, tickets may be obtained at the door the night of the banquet at the same price.

Members of the committee are Miss Opal McMahon, chairman, Holt Waldrep, J. Doyle Settle, Mrs. Leonard Earnest and Ralph Brock. Anyone wishing to obtain several tickets in advance may write Miss McMahon at the Lubbock Avalanche Journal or Waldrep at the Southwestern Life Insurance company in the Lubbock National Bank building.

The arrangements committee is composed of Arch L. King of Lubbock, C. W. Ratliff of Lubbock, J. E. Speer of Amarillo and Raymond Lee Johns of Lamesa, current association president.

The menu and decorations committee is composed of Mrs. King, Mrs. Mart G. Pederson and the president of the Council of Women Graduates, Mrs. J. G. Keyes.

Congratultions Are Offered To 1941 Seniors And Grads; The Association Wants Your Future Cooperation

Seniors, the Texas Tech Magazine and the Alumni and Ex-Students assiciation want to add one more wish for success to the many congratulations and wellwishes you have had and will have before you complete your graduation.

Somehow this class seems to be different because we know that you are not going away just to find your place in the industrial world, the business world or the homemaking world but facing a problem that every generation has—WAR. The men among the graduates, many of them, will join the air forces, the intelligence service, or "the walking army." The women among you will join the forces of nurses who are training in the emergency and many of you will do other defense work. Still more of you will remain at home, do your jobs, and wait for something to

Whatever your call, whereever you are we feel that this class of graduating men and women will do well because in the four years we have watched you you have done what we expected and more too.

Distance and time do not mean much among friends. We want to

keep in touch with you, so let us know from time to time where you are and what you are doing. That is the purpose of this magazine—to keep the ex-students and graduates together.

Again let us wish you all the luck in the world and the most happiness ever.

The Texas Technological college Alumni and Ex-Students association is supported solely through the efforts and cooperation of those who have gone from the school. There are 420 graduating seniors among you and each one should help to support your association. There are many ways to do this. The first step is to join the association through the office of the alumni secretary and receive the magazine. The secthe get-togethers held on the campus each year for the returning alumni and ex-students. Form Tech clubs in the be situated. Keep up with what the college is doing and the progress they are making. If you want to see Tech one of the finest schools in the state or in the nation then do your part to make it

Summer School Page

Dean James M. Gordon of Texas Tech

With thirty-two years continuous service in an executive capacity, either as dean or president, in colleges and universities, Dr. J. M. Gordon, dean of arts and sciences at Texas Technological College, is probably dean of deans in Texas. Beginning as dean of Trinity University in 1908, he held that post until 1916

Dean J. M. Gordon with thirty-two years of service as a college executive qualifies as a candidate for Texas' dean of deans.

when he became president of East Central State Normal College, Ada, Oklahoma. In 1920 he gave up that position to become president of the University of Tulsa. In 1924-25 he took a leave of abscence to take work in Columbia University.

He came to Texas Technological College in 1925 where he has served continuously until the present time. One of his many duties in Tech has been chairman of the summer school committee, work which he thoroughly enjoys and is enthusiastic about. He has seen the college summer term develop to its present rank with regular term work, from the old summer normal which had for its purpose the training of teachers to take state examinations for certificates. No college credit was given for such study.

Dean Gordon attended his first summer normal at Polytechnic in Fort Worth in 1895. Board and room cost \$10.00 per month and he rode the old mule-drawn street car out to the school. Sometimes, he said, in going up hill it was necessary to get out and push. Neither he nor his roommate had ever talked over the telephone and called the other up "Just to see how it worked." In defense of the dean's years it should be said that in 1895 when attending Polytechnic he was rather a youthful prodigy. He is still vigorous and looking on the bright side of things.

After securing a second-grade certificate he got a school at Mesquite, Hill County, at \$50.00 per month. House rent, including wood and pasture for horse and cow, cost him \$4.00 per month. He was raised to \$55.00 the second year. His next school was at Bunyan in the same county. He lost this job at the end of the year because he whipped the son of the president of the board of trustees.

Dean Gordon has seen the summer school at Tech grow from 336 students in 1926 to an attendance of 2,000 and 206 graduates in 1940. From the first he expected Tech to be a great school, but he says its growth has surpassed his greatest dreams. In addition to his strenuous school duties Dean Gordon finds time to be an active Rotarian, Mason, and member of the Presbyterian Church. He is moderator of the Synod of Texas of the U. S.

Varied Recreation Program Can Be Enjoyed Here

Picture shows, musical concerts, dramatic productions, and entertainers on the "Green", and dances, new and oldfashioned, will make up the recreation program four nights each week at Texas Tech this summer.

A fine selection of films and the purchase of a newer projector promise even better motion picture shows than ever. The old-fashioned dances, to be held on the cement tennis courts, are a new feature of the program this summer.

Summer school students purchasing the recreation ticket will be admitted at reduced prices at the City swimming pool, Buffalo Springs, local motion picture shows, Broadview Golf Course, and Wicker Roller rink.

Awards will be made to the winners in the tennis and golf tournaments.

The Texas Tech Summer Session

Serves The Following Groups

Regular students, who, because of seleutive service, wish to complete theis college work before leaving to go to the army.

Regular students who wish to reduce the customary four years of college work to three years. Teachers who wish to complete requirements for certificates or degrees.

Regular students who, because of necessary delays or failures, find their courses to be irregular and need to do summer work for this reason.

FULL PROGRAM OF WORK IN

Arts and Sciences Engineering Home Economics Agriculture Graduate

RECREATION

Picture shows, musical concerts, dramatic productions, and entertainers on the "Green", and dances, new and old-fashioned, will make up the recreation program four nights each week at Texas Tech this summer.

First Term: June 4 to July 14

Second Term:

July 15 to August 22

BOARD AND ROOM ONLY \$36.00 PER TERM

SUMMER SESSION BULLETINS AVAILABLE NOW AT REGISTRAR'S OFFICE

Council of Women Graduates

MRS. LEONARD EARNEST, Editor

Grads Honored In Annual Service

Graduate women students honored at the tenth annual Recognition Service, May 13, were Miss Charlotte Ballow, Phi Upsilon Omicron; Miss Enna Alberta Barnett, A- average; Miss Wilma Dickerson, A average, Phi Sigma Alpha; Miss Anna Lee Fisher, Alpha Epsilon Delta, Kappa Mu Epsilon; Miss Elizabeth Fox, Alpha Chi, Joint winner of Roscoe Wilson Memorial Scholarship for 1940-41; Miss Doris Hopping, A average; Mrs. Grace Leuschner, A average: Miss Lucille Lovd, A- average; Miss Hardy Masters, Kappa Mu Epsilon; Mrs. Annie N Rowland, Kappa Mu Epsilon; Miss Nell Marie Wilev, A- average; Miss Ina Frances Wilson, A- average: and Miss Planche Zeeman, Kanna Mu Ensilon.

Of these, Misses Barnett, Fisher, Fox, and Wiley, have been recognized for four or more years.

Louie Wright To Be Bride

Announcing the engagement and approaching marriage of her daughter, Miss Louie Wright, to Kenneth Pharr of Phillips, Mrs. L. B. Wright entertained with a coffee Sunday, May 18, at the home of Mrs. F. R. Friend, 2005 Broadway. Favors were tiny silver wedding bells tied to green sprays to which was attached cards bearing the words, "Kenneth and Louie, June 5."

The wedding will be read in Lubbock at the home of Miss Wright's parents.

Miss Wright received a degree in home economics from Tech in 1938 and is teaching in the Phillins schools. Mr. Pharr is a graduate of North Texas State Teachers college and teaches science at Phillips High school.

Tech Professor Announces Engagement

Mr. and Mrs. Karl Wolf of Stamford have announced the approaching marriage of their daughter, Mina Marie, to Arch G. Lamb of Fort Worth. The ceremony will take place June 3 at the Wolf home. Miss Wolf holds B.A. and M.A. degrees from Tech and is assistant professor of foods and nutrition. Mr. Lamb is also a graduate of Tech, holding a degree in agriculture.

Graduates Teach At Summer Camp

Miss Eron Gafford, teacher at Tulia, will be one of the camp directors at Camp Carrizo, near Ruidoso, New Mexico, this summer. Miss Lois Nance will be horseback riding instructor the entire term, and Miss Merle Sellers will be dietitian the second six weeks of the camp. Miss Gafford received a degree in speech in 1939, Miss Nance is registered as a senior student, and Miss Sellers will receive a degree in home economics in June.

Johnnie Birdwell To Marry June 15

Mrs. J. L. Birdwell entertained with a tea from 3:30 to 5:30 o'clock Saturday afternoon, May 17, at her new home southeast of Lubbock, to announce the engagement and approaching marriage of her daughter, Johnnie, to W. Ray Brown.

The announcement was made by flowers in letters forming the words "Johnnie and Ray—June 15" on a huge mirror over the mantel. Flowers were honevsuckle and blue sweetpeas. The wedding will take place in the Birdwell home.

Miss Birdwell received a B.A. degree in Speech in 1938 and is reaching in Lubbock Junior High school.

Council Honors Graduating Women

Approximately 80 June and August graduating seniors, graduate women and special guests attended a tea in the home of Mrs. W. C. Holden Sunday, May 18, as quests of the Council of Women Graduates.

Mrs. Holden greeted guests and presented them to Mrs. John Harding, retriring president, Mrs. J. G. Keyes, incoming president and Miss Vivian Johnson, head professor of home economics education. Orhers in the house party were Misses Rose Mary Duff, Genelle Wilhite. Ruth Keeter, Gladys Butler, Maude Dee Skeen, and Gladys Honey, Mesdames J. C. Bateman, J. T. Hutchinson, Harmon Jenkins, and Leonard Earnest.

Mrs. Mary W. Doak, dean of women, and Miss Margaret W. Weeks, dean of home economics, presided at the serving table.

Officers Appoint Council Committees

Committees for 1941-42, appointed at a recent meeting of officers of the Council of Women Graduates are as follows:

Nomination: Mrs. J. Neuel Bryan, chairman, Mesdames Harmon Jenkins, J. B. Prewitt, J. T. Shaver, and Miss Maude Dee Skeen.

Files and Mailing List: Mrs. Ralph Caldwell and Miss Murvel Rankin.

Social: Miss Rose Mary Duff, chairman, Mesdames M. G. Pederson, Willam F. Pearce, and Roe Bayeousett.

Membership: Mrs. Clayton Harris, chairman, Mrs. H. C. Lewis, and Miss Verna Crump.

Program: Mrs. Kimsey Miller, chairman, Mrs. Arch King, and Miss Lalla D'Spain.

Telephone: Mesdames Wright Kerr, Truman Hutson, Haskell Taylor, T. A. Rogers and A. C. Sanders, jr, and Miss Myra Perkins.

Invitation: Mesdames James Huffman and Reginald Jordan and Miss Pauline Hawthorne.

Officers for 1941-42 are Mrs. J. G. Keyes, chairman, Miss Rose Mary Duff, vice-chairman, Miss Gladys Butler, recording secretary, Mrs. Walker Nichols, corresponding secretary, Miss Ruth Keeter, treasurer, Mrs. W. C. Holden, reporter and Mrs. Leonard Earnest, editor.

Here 'n There

Miss Mary Bynum Cobb, 1938 graduate in journalism, is in charge of clerical work in the Hale County Farm Security Administration office in Plainview. She was transferred from the Lubbock Office May 1.

Miss Ora Mae Harvey of Shamrock has accepted a position as reporter on the Dalhart Texan. Miss Harvey received a B.A. degree in journalism in 1939.

Miss Hilma Joyce is teaching English in the Westbrook high school.

Mr. and Mrs. Melvin C. Schumpert of Portales, N. M. are parents of a son weighing 7 pounds 2 ounces born May 20 in Lubbock Sanitarium at 1:30 p.m. Mrs. Schumpert is the former Miss Elinor Crenshaw, daughter of Mr. and Mrs. C. C. Crenshaw of 1901 Twenty-ninth street, Lubbock. Mr. Schumpert is a graduate of Texas Tech.

About People You Know

(Editor's Note: The following letter from Mrs. Mary Dale Buckner, who sends us news of the Tech exes and Alumni in Washington, D. C.)

"The patter at the Washington Tech dinner held at Wesley hall, May 3, was like an oldtime chat. Trent Campbell and his charming wife, Anne, from San Antonio have been touring the East and they arrived in Washington in time to attend the dinner. Dr. Mahoney, who was one of the three Aggie teachers in 1925 when Tech opened, and his wife were also present. He is professor of horticulture at the University of Maryland.

The business meeting included a report by Sam Womack of the Tech Arlantic Seaboard group of Engineers which was held in this city, March 1. The following officers were elected for the coming year:

President, Ernest Griffith; vice-president, Lewis Earl; secretary-treasurer, Frances Witten and reporting secretary, Mary Dale Buckner.

Those attending were A. Clinton Cook, Lewis Earl, Ernest Griffith, Carl H. Harper, Finis L. Heidel, Worren Huff, Hal Lary, Buck McNeil, Mrs. Betty Jo Watson McNeil, Charles F. O'Neall, Kent Presson. Rose Jean Rodgers, Robert Taylor, Charles Bates Thornton, Mrs. Flora Laney Thornton, Burnice Walker, Mrs. Frances Witten, Sam Womack, Mark Wood and Mrs. Buckner.

Several wives and non-members were

Other news included the word that Mark Wood is being sent to New Ortelans as technolosist for the textile division of the Agricultural Laboratories which are being set up there. Charles O'Neall has steemed up to a job of attorneying for the War Department. Carl Harner has been transferred to an attorneyship on the Appeals Council of the same organization to which he has previously been with, the Federal Security Board.

Mrs. Hal Larv was introduced for the first time at the meeting and Mrs. Mc-Neil. a bride since May 1, was also introduced."

R. S. Brannin, ir., a graduate of the college with a major in electrical engineering, has returned from Maracai-bo, Venezuela, where he has worked two years for the Lago Petroleum corporation and is visiting his brother here in Lubbock. Later he will go to New York city where he has received employment.

Eight Graduates Will Get Doctors Degrees

Eight Texas Tech engineering graduates are 1941 candidates for Ph. D. degrees in three schools and 16 are doing graduate work in colleges and universities all over the United States, Dean O. V. Adams announces.

Applicants for doctor's degrees at the University total six; at University of Iowa, 1; at University of Michigan. 1.

Candidates for master's degrees, who did their undergraduate work in Tech engineering division, are enrolled at Carnegie Institute of Technology, Illinois Institute of Technology, Massachusetts, Institute of Technology, Texas A. and M. college, University of Michigan, University of Texas, and Texas Tech.

Service Is Held

At the tenth annual recognition sertice Tuesday afternoon. May 13, 211 outstanding women on Texas Tech campus were honored. Parents of those recognized, faculty members, students and friends attended the service on the green south of the Administration building.

Awards were made for high scholastic average and for participation in worthwhile campus organizations while maintaining satisfactory grades. Dean Mary W. Doak was in charge of plans.

The first recognition service in 1932 honored 52 women students. Approximately 75 women were recognized in 1933, 1934, 1935, and 100 in 1936. In 1937, 120 women students were honored, and in 1938, 140. One hundred and forty-nine women were judged outstanding in 1939, and last year 166 girls were recognized. This year's 211 outstanding women students represent approximately 14 per cent of those enrolled.

Commencement Dates Are Announced By President

Bishop Ivan Lee Holt of Dallas will deliver the commencement address at Texas Technological College Monday evening, June 2, at Tech Stadium. The baccalaureate service Sunday evening, June 1, will be conducted by Dr. C. E. Hereford, pastor of the First Baptist Church in Lubbock.

Approximately 420 seniors are candidates for June graduation, according to President Clifford B. Jones.

Eight Most Beautiful Girls Are Selected

Orchestra Leader Phil Harris has selected eight Texas Tech coeds for the 1941 La Ventana beauty section, from a list of 16 candidates named by the student body last fall.

First choice among Tech's beauties is Ollie Sue Armstrong, daughter of Mrs. Eula Armstrong, 1901 S. Alston, Fort Worth. She has also been named Matador Band queen, R. O. T. C. honorary cadet sponsor, and duches at Tech's annual cotton carnival.

Other selections are: Kathleen Webb charmond and president of the women's dormitory association; Dorothy Neeley, daughter of Mr. and Mrs. E. D. Neeley of Waco; Julia Jones and Mary Ann Stephenson of Lubbock; Dorothy Lou Emmitt of Tulia, junior queen and R. O. T. C. honorary codet sponsor; Martha Price of Pampa; and Louise Jones of Tulia, sophomore class secretary.

Lois Mangum To Wed Soon

Mrs. J. M. Farmer of Andrews entertained recently to announce the engagement of her sister, Miss Lois Mangum, to O. H. Palmquist of Trinidad, Colorado. The wedding will take place in June.

Miss Mangum received a degree in public school music from Tech in 1935, and teaches music in George M. Hunt school, Lubbock.

Ensign Robert Earl Sparks, son of Mr. and Mrs. W. R. Sparks, 625 Reech, reported Thursday at the naval air station. Corpus Christi, for duty as assistant civil engineer. He has been a member of the naval reserve since March 15. He attended Hardin-Simmons university two years and transferred to Texas Technological college, where he earned his degree in civil engineering.

Miss Fern Newton and J. C. Mommsen, both of Lubock, were united in marriage May 12 in Clovis, N. M. Mrs Mommsen is a former student of Tech.

The wedding of Miss Mary Elizabeth to take place June 11 at the First Methodist church in Clovis, N. M., the home of the bride-elect. Both are former students of Tech.

Texas Tech Offers Solutions For Preserving Flowers

Thirteen solutions for preserving cut flowers, tested on 10 different plants in the Texas Tech greenhouse, indicate that ordinary tap water preserves the life of cut flowers longer with one exception. "Floralife," a compound used by florists, preserves fall cosmos and petunias two weeks longer than does plain water, according to O. B. Howell, professor of horticulture, who supervised the experiment.

Asters, golden rod, chrysanthemums, zinnias, scabiosa, candy-tuft, feverfew, and daisies were also tested in this solution and in salt, sugar tircalcium, phosphate, vinegar, acetic acid (glacial), junket, nigrosene, carbon black, seared stems in tap water, aspirins, nutrient solution and tap water.

"While aspirin, sugar and minute quantities of salt were fairly good, they did not keep the flowers as long as did plain water," Howell said. "Acetic acid was the poorest, causing cut flowers to

wither immediately.'

Other experiments conducted at the college greenhouse have shown that plants having milky juices or woody stems keep longer if the stems have been seared over an open flame before placing in tap water. This is true of poinsettias, poppies, Illacs, petunias, and many flowering shrubs, Howell said.

Miss Frankie Mae Case, arts and sciences junior of Petersburg and assistant in the plant industry department

conducted the experiments.

Sears, Roebuck And Co. Contest Is Announced

The annual Sears, Roebuck & Co. contest, in which 20 outstanding high school students are given \$100 schollarships for their freshman year in the aggricultural department of Texas Tech college, has been announced in this county by Ray L. Chappelle of the college.

Cards are sent to the various agriculture instructors in the county, with the men being asked to name a candidate for the honors, it was learned from County Agent Jason O. Gordon.

Winners are selected on the merits of good citizenship, deserving of award, and necessity for assistance to attend college, he added.

Four former students of Tech received their wings and commissions as second lieutenants in the army air corps reserve April 25 at Stockton, Calif. They were John P. McCrory, Lee Michie, Woodrow Ramsey and John W. Fields.

Band School To Be June 4 To July 14

Young band players, both in and out of college, and band teachers in the state will attend the eighth summer band school at Texas Technological college June 4 to July 14.

Heading the list of visiting instructors again this year is Dr. A. A. Harding, director of the University of Illinois bands, who will be guest director of the senior band from July 7 to July 12. Dr. Harding will play many selections from the Illinois band library besides holding clinic sessions on 1942 contest numbers.

Other visiting instructors include R. A. Dhossche of San Antonio who will direct the intermediate band; Col. Earl D. Irons, director of the N. T. A. C. band in Arlington, who will offer a short course in practical arranging for band and cornet the week of June 23; and Milburn E. Carey, director of the Phillips university band of Enid, Okla., at present warrant officer of the 189th field artillery band at Camp Barkley.

Last summer 200 students and band teachers were enrolled in the three divisions of th band school. The college division offers credit work to college students of undergraduate and graduate standing. The graduate division is for students who have completed work for the bachelor's degree, and the preparatory division includes junior and intermediate bands. For boys and girls of elementary and high school standing, this division offers and ensemble instruction in keeping with the student's musical advancement, according to Director D. O. Wiley.

Band students will be permitted to purchase summer recreation tickets for the entertainment features offered on the campus four evenings each week.

In Memoriam

William Francis Fry, 73, professor of Biblical literature at Texas Technological College under auspices of the Baptist General Convention of Texas, died of a heart disease at his residence here Thursday, May 1.

Dr. Fry was born near Carthage, N. C., March 3, 1868, and was ordained to the Baptist Ministry in Bayboro, N. C., in 1899. He graduated from Wake Forest college, Wake Forest, N. C., in 1899 and two years later received a master of arts degree from that college. In 1907 he began a 20-year tenure as head of the Bible department of Simmons College at Abilene, Tex., now Hardin-Simpose Living 1907.

Survivors include the widow, four daughters and a son.

Graduates ...



May we add to the many many others, our own congratulations and best wishes for your happiness and success in the years to come

Hemphill-Well Co:



Graduating Seniors

Editors Note: Below are listed the graduates of the Division of Arts and Sciences. The graduates of the other divisions of the College will be carried in the June edition which will be the last issue of the Tech Magazine this school year.

Bachelor of Arts

Name Present Address Harold Edward Beckmeyer, M. Dorm. No. 1,

Campus Lorna May Bennett, 2112 Broadway, Lubbook Willis Harison Bledsoe, 1812 Broadway, I

Dock Marison Diesdor, 2812 Broadway, Lubbock Dock Programs of the Charles Foster Browne, Phi Chi Fraternity House, Galveston Jane Wilson Bucy, 2409 Broadway, Lubbock Dock Mine Surson, M. Dorni No. 2, Campus Jumme Harold Cheek, 2319, Main, Lubbock James Ross Clanahan, Rt. 2, Box 639, Amerallo Mary Jo Coc. 2302 14th, Lubbock Mary and Charles Charles

Campus John Richard Dillingham, M. Dorm No. 1, Cam-

pus Dorothy Mae Dines, 1000 Virginia Place, Ft.

Dorothy Mae Dines, 1000 Virginia Place, Fr. Worth Worth Lutetta Irene Dorenfield, 1414 Newfield Lane, Austin Gerald Gilbert Edler, Crosbyton, Texase Ferm Irene Evins, 2317 16th, Lubbock Genevieve Charlsie Fergeson, 2421 Broadway,

Lemuel | Madison Flanary, Jr. 2415 15th, Lubbook Dorothy Margaret Forbis, Women's Dorm, Cam-

Dorothy Margaret Forbis, Women's Dorm, Cam-pus Mary Elizabeth Gaither, Women's Dorm, Cainpus J. W. Gamble, 2402 20th, Lubbock Joseph Jerome George, 1920 16th, Lubbock Clovis, New Mexico Maurice Carroll Goodpasture, 2319 13th, Lub-bock

bock
Mary Lou Gordon, Slaton
Geral Glibert Greene, 2416 8th, Lubbock
Fanibeth Harris, Women's Dorm, Campus
Leon Elwood Harris, M. Dorm No. 1, Cam;
kollin Thomas Herald, 3115 Hemphill Park,

Virginia Hudson, Women's Dorm, Campus Winnie Jo Hooser, Women's Dorm, Campus Dapheen Helen Hutchings, 2313 14th, Lubbock Frantom Eaton Jones, 2418B Broadway, Lubbock Evelyn Keiler, 401 32nd, Lubbock Dora Deli Keiley, 1608 Ave Y, Lubbock Bertha Key, 1004 Ave X, Lubbock Doris Charlotte Kolb, 2206 19th; Dubbock Doris Charlotte Kolb, 2206 19th; Dubbock Arcine Scott McDonald, Women's Dorm, Campus Jeanne Jefferies McDonald, Women's Dorm, Campus pus William Paisley McDonald, M. Dorm No. 2, Cam-

William Paisiey McDoniad, M. Dorm No. 2, CamLeval McLain, 2408 22nd, Lubbock
Etonie Lykes McLeod, -1901 33rd, Lubbock
Emily Ann Mack, Women's Dorm, Campus
Sara Laura Malone, 2413 14th, Lubbock
Ray Millard Morgan, Jr., 1814 Ave. X, Lubbock
Doris Elizabeth Peavy, Women's Dorm, Campus
Giadys Roosenson, 2333 10th, Lubbock
Agnes Edwina Rowley, Women's Dorm, Campus
Rowert Kender, Women's Dorm, Campus
Rowert Kender, Women's Dorm, Campus
Dempsey Ballow Sharbutt, Rt. 3, Levellaud, Texas

Dempsey Sallow Sharbutt, Rt. 3, Levelland, Texas

Susie Eleanor Shipp, Rt. 6, Lubbock
Pleas O. Smith, Whiteface, Texas

James Layton Snyder, M. Dorm No. 1, Campus
Paul Louis Spiton, G. Women's Dorm, Campus
Fra K. Sturgeon, 2341 19th, Lubbock
Robert R. Surratt, M. Dorm No. 1, Campus
Mary Louise Tinkler, Women's Dorm, Campus
Mary Louise Tinkler, Women's Dorm, Campus
Mary Louise Tinkler, Women's Dorm, Campus
Markett, Webb, Women's Dorm, Campus
Sachikett, Webb, Women's Dorm, Campus
Jack Milton Wells, 2216 18th, Lubbock
Vivian Dorls Wharton, Women's Dorm, Campus
Dixe B. White, 2406 Main, Lubbock
Lois Maxine Wheatley, Women's Dorm, Campus
Dixe B. White, 2406 Main, Lubbock
Mary White Whitt 2405 Broadway, Lubbock
Mary White Whitt 2405 Broadway, Lubbock
Lubbock
Jimmie Lyan Wilson, 611 Ave. N. Lubbock

Jimmie Lynn Wilson, 611 Ave. N. Lubbock Jess Wrigat, Jr., 2206 9th, Lubbock

Charles Lewis Bucy, 2409 Broadway, Lubbo L. Dean Butler, M. Dorm No. 2, Campus Violet Irone Byrne, 2312 14th, Lubbock Norvell Caldwell, 1911 Broadway, Lubbock James Richard Cantrell, 867 W. 10th, Plai Voorhees Griffin Cheatham, Jr., 2417 15th,

borker offilin theatham, Jr., 2417 15th, Lubbock bork, 2421 15th, Lubbock Graen Douthit Collings, 1510 Amert, Lubbock Graen Douthit Collings, 1510 Amert, Lubbock Alfred Pierson Couch, M. Dorm No. 2, Campus Frank Hays Crowell, M. Dorm No. 1, Campus Hartha Jane Donelson, 2410 10th, Lubbock Mary Ste Donison, 2010 10th, Lubbock Mary Ste Donison, 2010 10th, Lubbock James Boyce Dunigan, M. Dorm No. 1, Campus Frank Drake Graydon, 2205 20th, Lubbock James Reces Hamilton, 1917 27th, Lubbock Mary Virginia Hutchison, 2413-A Broadway Lubbock Marjoire Mareta Jackson, Women's Dorm, Campus Margoire Mareta Jackson, Women's Dorm, Campus Margoire Mareta Jackson, Women's Dorm, Campus Margoire Mareta Jackson, Women's Dorm, Campus Mareta M

Marjone Mareta Jackson, women is Bolin, Campos Gostpe Oliver Jackson, Abernathy, Rt. 1
Robert Arden Jefferies, Jr., 2402 13th, Lubbock Lewis Glenn Jones, M. Dorm No. 2, Campus Jack Jordan, M. Dorm N. 2, Campus Gordon, M. Dorm N. 2, Campus Campus Gordon, Campus

winston Marion Robertson, at. Dolin No.2, Campus Ray Rogers, 2423 14th, Lubbock Thomas Edwin Rogers, 2318 20th, Lubbock Rex Raiph Rose, M. Dorm No. 2, Campus Verdo Clark Sanderson, Hotel Lubbock, Lubbock Lois Vincentt Sell, Des Molnes, N. Mex. Hart Creighton Shoemaker, M. Dorm No. 2, Cam-

pus Wayne William Smith, Jr., 2218 Broadway, Lub-

Wayne William Smith, Jr., 2218 Broadway, Lubbokok
Robert Lynn Snyder, 2701 19th, Lubbock
Frank Russell Spitler, M. Dorm No. 2, Campus
Candell States of the Control of the

B. S. in Education

B. S. in Education
Carolyn Young Black, Women's Dorm, Campus
Nora Reed Bridges, 2210 8th, Lubbock
Wesley Council Bright, Big Spring
Omic Brock, Rt. 1, Seagraves, Texas
Chis Anita Clark, 1008 Ave, Y, Lubbock
Faye Pauline Coltharp, Slaton
Junnita Corley, Stinnett
Cleo Cowan, Rt. 3, Post
Alva fine Cravy, Spur, Box 481.
Ruth Louise Dempster, Women's Dorm, Campus
Raymon Paul, Flusche, M. Dorm No. 2, Campus
Gaymon Paul, Flusche, M. Dorm No. 2, Campus
Opal Maxine Goodwin, 1509 College Ave, Lubbock
Bachelor of Business Administration Bachelor of Business Administration

J. Clifton Armstrong, 1913 Dixle Drive, Lubbock James Sewell Atkinson, M. Dorm No. 2, Campus Jane Axtell, 2312 Broadway, Lubbock William Edwin Baskin, Jr., 1508 Ave. O, Lub-

Ruth Griffis, Swenson
Phillip Stevens Harmon, Rt. 1, Lubbock
Connie Belle Hatcher, Morton
Addie Jane Hays, Rt. 6, Lubbock
Dot Ernestine Henderson, 2314 14th, Lubbock
Dot Ernestine Henderson, 2314 14th, Lubbock
Die Ernestine Henderson, 2314 14th, Lubbock
Milton David Hill, M. Dorm No. 2, Campus
Milton David Hill, M. Dorm No. 2, Campus
Mirgaret Virginia Hughes, 2023 15th, Lubbock
Elbert Wesley Jackson, Amherst
Morris Hopkins Jones, 1620 Ave. Y, Lubbock
Morris Hopkins Jones, 1620 Ave. Y, Lubbock
Leiter Laubhan, Women's Dorm, Campus
Jeane B. Lawa, 2418 15th, Lubbock
Lauraine Leavitt, 1911 Broadway, Lubbock
Lauraine Leavitt, 1911 Broadway, Lubbock
Lauraine Leavitt, 1911 Broadway, Lubbock
Louraine Locke, 212 Main, Lubbock
Louraine Locke, 212 Main, Lubbock
Bassle Hausen Moore, 711 29th (P.O. Box 105),
Lubbock Lubbock
Thelma Baker Orr, 2023 17th, Lubbock
Mary Grace Ellison Parkinson, 1104 Main, Lubbock

Mary Grace Ellison Parkinson, 103 Maill, Luvi Virginia Pearson, Women's Dorm, Campus Christene Arden Ila Peek, 2107 23rd, Lubock Noma Christene Pendeton, 2019 Broadway, Lub Campus Campus Campus Campus Campus Campus Laura Carolyn Sealt, 1922 28th, Lubbock Lolle Glynn Smith, 2617 22nd, Lubbock Wilford Davis Smith, 2012 16th, Lubbock Wilford Davis Smith, 2012 16th, Lubbock Ruth Mazle Wade, Momen's Dorm, Campus Eddyth Mac Waker, 2102 Broadway, Lubbock Nancy Vyola, Wood, Women's Dorm, Campus Nancy Vyola, Wood, Women's Dorm, Campus

Electric Chimes Gift Of 1941 Senior Class

Electric chimes, presented to Texas Technological college by the 1941 graduating class, will be placed in the west tower of the Administration building. The chimes, electrically controlled amplified, will be installed at a cost of \$930 and will sound the hour day and night. Outgoing seniors leave a gift to the college each year.

President of the 1941 senior class is Hart Shoemaker of Abilene, and chairman of the gift committee is Duffer Brooks Crawford of Haskell.

Science Meet Is In Session Here

Delegates from 26 colleges, universities and research institutions in five southwestern states attended the 21st annaul meeting of the southwestern division of the American Association for the Advancement of Science at Texas Tech April 28 to May 1. Staff members from 10 colleges in four states made up the administrative officers, headed by Dr. C. V. Newsom of University of New Mexico as president.

Besides Texas Tech, the larger delegations came from the universities of Oklahoma, Texas, New Mexico, Colorado, and New Mexico State college, according to Dr. W. M. Craig, chemistry professor at Tech and vice-president of the organization.

A total of 132 papers were read in

Weddings

Miss Frances Louise Taylor and Lieut. Alfred Edwin Coffey, both of Fort Worth were united in marriage May 11 at St. Andrews Episcopal church. She is a former student of Tech college where she was a member of Ko Shari club. The couple will be at home temporarily at San Antonio, Fort Sam Houston before going to Georgia where Lieut. Coffey will be stationed.

Miss Ina Mae Cobb and Errest Hedrick, both former students of the college and residents of Lubbock, were married March 26 in Tahoka. They will make their home in Galveston.

The wedding of Miss Dorothy Rae Levinson and Henry Replin took place May 14 in Houston. He is a former Tech student where he majored in journalism. He is connected with an advertising agency in Houston.

The wedding of Miss Maurine Jons and Joe Bachman, both of Lubbock, took place May 3. Both are former students of the college.

Announcement has been made of the engagement of Miss Edythe Cale Thornton of Fort Wayne, Ind., to L. Moffitt Cecil, instructor in the English department at the college. The wedding is to be held in Indiana this summer.

Miss Jo Killian of Fort Worth and Frank Gosden of Lubbock were married in Clovis, N. M., May 9. The couple is at home here and each is continuing studies at Texas Tech.

Mrs. Edna A. Lyles and E. Richard Richard Heineman were married April 11 in El Paso. Mrs. Heineman is assistant professor of clothing and textiles at the college and Mr. Heineman is associate professor of mathematics.

The wedding of Miss Madge Malone and Rex Webster is to take place June 1 at the First Baptist church in Lubbock. Miss Malone is a music major at the college. Webster, also a former student, is employed at KFYO radio station.

Miss Mary Katherine Underwood and Wayne Prather were married at the First Presbyterian church in Lubbock, May 9. After a trip to New Orleans they are at home in Lubbock. Prather is a former student where he was a member of Silver Key Club.

Miss Patsy Wharton and W. E. Lyle, jr., are to be married in Lubbock June 1. The couple will live at Altus, Okla., for a short time, where Lyle is associated with Klaus Exploration company. She is a member of Ko Shari club and he was a member of Kemas club before graduating from Tech

The wedding of Miss Betty Jo Cramer and Jack Porterfield took place May 17. The couple is at home in Carlsbad, N. M. She attended Tech last fall and he is a former student.

Miss Annie Lou Guidry and Gordon Hanna, both of Port Arthur, were married April 22 in that city. Hanna is police reporter of the Port Arthur News and studied journalism at Tech. He was

The wedding of Miss Betty Lee Graves and A. J. Roy took place January 25 in Brownwood, according to an announcement made by her parents recently. Both are residents of Sweetwater. She is a former student of Tech. The couple will live in Sweetwater. associate editor of the Toreador.

The Alumni Needs Your Help; So Pay Your Association Dues Now!



Speed - Convenience - Cleanliness or Economy?

It makes no difference.

You get them all with a Modern Gas Range.

That is why more women are cooking with Gas today than ever before.

West Texas Gas Company

Miscellaneous Items

La Ventanas Are Distributed to Students During Dead Week This Year; Snap Shot Section Is Biggest Feature Of Book

For the first time in the history of the college, La Ventanas were distributed during dead week instead of at the last day of school. Students were able to secure their books for \$5 and proper identification and the deposit was removed from the business office record of their breakage denosit.

The annual is bound in an ivory cover, featuring a popular campus view. Snapshors of campus life are the main idea of the book. Foremost among new features in the 1941 yearbook is the addition of campus snarshots to the advertising section. A Who's Who section is included and dedications are made

A total of 2160 La Ventanas have been received, more than any other total purchased

New Denfense Course Is On Sanitation

Community and camp sanitation, a new engineering defense training course, will be offered at Texas Technological college Jun 5 to July 14 and July 15 to August 22. Supervised by J. H. Murdough, head professor of civil engineering, the course is given in cooperation with the Texas State Health department and the Federal security agency of the U. S. Office of Education.

Designed for persons interested in the solution of practical sanitation problems in camp and community, it will give intensive and practical training to those who have not had formal schooling in the subject. City sanitarians, county health unit inspectors and others will attend lectures, laboratory exercises and demonstrations, and will do field inspection work. Instructors are staff members at Texas Technological college, visiting lecturers from the State Health department and others.

Public health administration, communicable diseases, sanitary bacteriology and medical zoology, milk sanitation, and special subjects related to health will be treated during the first summer term. In the second half of the course, waterworks, sewerage and sewage disposal, surveying, drawing, concrete making, and placing, public speaking, community sanitation, and miscellaneous saitation problems will be studied.

No fee will be charged for the course, Murdough states, but a \$3 breakage deposit will be made by registrants.

Camp Springs Senior Named Aggie President

The Tech Agriculture club will be headed by Roy Moffett, senior from Camp Springs, next year.

Glenn Sanderson of Lubbock, was written in for vice-president. Harold Eastland, junior from Corsicana, was written in as treasurer. Edwin Dawson, Tulia sophomore, will be secretary and Delbert Devin, another Tulia sophomore, will be reporter. Vernon Lovelace who is a junior from Friona was elected Marshall.

Visiting on the campus recently were several former students who are in the United States Army. They were John S. Hatchett, whose home address is Harlengen; Joe Alford, whose home address is Dallas and Earl Trimble of Lubbock. The three boys are stationed in Texas at one of the army camps.

Leaving the last of the month for Dallas to begin training with the United States Naval Air Corp are V. C. (Sandy) Sanderson, Joe Horne, Stanley Young, George Musick and Tommy Rogers. Sanderson and Rogers are graduates and the other three are former students. Following preliminary training they will be sent to Florida or to Corpus Christi.

Mr. and Mrs. Edd Crawford are residing in El Paso. Crawford travels with a wholesale drug company. Mrs. Crawford is the former Miss Glenna Face Sadler. Both are Tech graduates.

Mr. and Mrs. "Red" Ramsey are living in San Angelo now, Ramsey, star football player for the Tech Red Raiders, is to be assistant coach there next year. Mrs. Ramsey, who is also a former student, is the former Mrs. Suzanne Dyer.

Roy E. Hamilton, a former student of Tech and employee of the Tech Press, is associated with the Childress Daily Index.

Mr. and Mrs. Cecil Johnson, both former students of the college, have moved to Amarillo from Plainview. He is associated with a credit company. Mrs. Johnson is the former Miss Mickey Kennedy.

Five-Year Survey To Be Reported

Freshman "mortality" in the Texas Tech home economics division for a five-year period is about 40 per cent, data collected by Miss Lila Allred, instructor in clothing and textiles, shows. Results of the survey were presented before the social science division of the American Association for the Advancement of Science on Tech campus.

Checking on approximately 500 students who entered the home economical division from 1933 to 1938, the figure includes those who left college as freshmen, those transferred to another division of the college, and those who transferred to another school.

Immediate causes of mortality were illness, financial difficulties, marriage, leaving college to take jobs, and failure to remove scholarship probation. Social and academic maladjustment were factors of considerable importance.

Scholarship and age at entrance were shown as possible factors, while previous training in home economics, engagement in part-time work, and parental occupations were not found to be factors.

Roy Wilkes of Floydada, senior animal husbanry student at Texas Tech has received a \$1200 fellowship for two years' study at Colorado State college in Fort Collins, Colo. He will conduct research in animal nutrition while working toward a master's degree.

Acting head of the animal husbandry department in the Colorado school is R. C. Tom, 1940 graduate of Texas Tech.

Word has been received in Lubbock that Kenneth L. Clinton, a former Tech student, is in Ivorydale, Ohio, associated with Procter and Gamble company. He is to be sent to New Jersey to study defense work for three months then will be stationed at one of the company's defense plants.

Sweepstake winners in the 16th annual vocational agriculture judging contests at Texas Technological collegerecently were the Spur high school teams. Second among the 68 schools entered was Lubbock.

Other sweepstake winners were Clarendon, third; Frenship, and Tulia tied for fourth; Panhandle, sixth; and Friona, seventh.

Weddings

Miss Mary Leta Stone, daughter of T. B. Stone and J. C. Andrewartha of near Austin were united in marriage recently. She is a former student of Tech and has been a secretary at the House of Representatives in Austin.

The engagement of Miss Selma Lider to J. Rex Johnston, both of Floydada, has been announced. The wedding is to take place June 1. She attended Baylor university and has been secretary at the First National bank in Floydada. Mr. Johnston is a graduate of Tech. The couple will be at home in Elwood, Ill., where Mr. Johnston will be employed as party chief of the Soil Conservation Service of that district. He is to receive his doctor's degree at lowa State college, June 9.

Miss June Clements and Johnny Boren, both of Snyder were married January 25 in Roby. Mrs. Boren is a former student of Tech where she was a pledge to Las Chaparritas social club. Boren is a student at Hardin-Simmons university in Abilene.

Announcement has been made of the wedding of Miss Florence Stone of Muleshoe to H. R. Pierce, jr., of Tulsa, Okla., which took place May 3 in Hobbs, N. M. Mrs. Pierce is a former student of Tech. He is attending Tech during the current session. They will reside in Dallas as soon as school is out.

The wedding of Miss Elaine Simmons, a former Tech student, and William Hammon took place May 18 in Waco at the First Presbyterian church. She is a former student of Tech where she was a member of Las Chaparritas social club. He is a graduate of Baylor university and is in the United States Army.

The wedding of Miss Dorothy Walker, who has been teaching in Spur, and C. H. McNeese, of Fort Worth, is to take place June 22 in the latter city. Both are graduates of the college. Miss Walker is a member of Ko Shari club and McNeese was affiliated with Kemas. He is with the F. H. A. in Fort Worth.

The wedding of Miss Joyce Wheelock and Lindsey Telford is to take place May 31 at the First Methodist church in Lubbock. Both are former students of the College. The couple will be at home in Tulsa, Okla.

The wedding of Miss Lagina Selmon of Roby and W. Varnell (Bulldog) Hale of Lubbock is to take place June 1. He is a graduate of Tech where he was a member of the varsity basketball team. He is now assistant coach at Floydada High school.

Miss Louise Pritchett and Glenn Churchill were married recently in Big Spring. She is a graduate of Colorado City high school and attended Tech college. The couple is at home in Colorado City.

The wedding of Miss Burton Tolbert and Jeff D. Bearden took place in Pampa recently at the First Methodist church. She attended Tech college. Bearden is a representative of Franklin Life Insurance.



"The Best Stop Sign in West Texas"

HOST . . .

HEADQUARTERS

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

Be Sure To See Our "Blue Mirror"

Convention Dance Hall

To the Alumni and Ex-Students of Texas Tech



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

HOTEL AMARILLO

Amarillo, Texas

CHARLIE PRYOR, Manager

"YOU SAVVY

QUICK,

SOLDIER!"



DAD ought to know. Look at the wall behind him. Photo of Dad, straight and proud in old-style choker-collar blouse, Sam Browne belt, and second "looie's" gold bars. And his decorations—the Order of the Purple Heart, Victory Medal, Croix de Guerre with palm.

"You savvy quick, soldier," he says to his son as that chip off the old block in the new uniform proffers Camels.
"These were practically 'regulation' cigarettes with the army men I knew. Lots of other things seem to have changed, but not a soldier's 'smokin's."

Right! Today, and for more than 20 years, reports from Army Post Exchanges show that Camels are the favorite. And in Navy canteens, too, Camel is the leader.

Just seems that Camels click with more people than any other cigarette—whether they're wearing O.D., blues, or civvies. You'll savvy, too—and quick—with your first puff of a slower-burning Camel with its extra mildness, extra coolness, and extra flavor, why it's the "front-line" cigarette—past, present, and future!

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR AND

92%LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself

• What cigarette are you smoking now? The odds are that it's one of those included in the famous "nicotine-in-the-smoke" laboratory test. Camels, and four other largest-selling brands, were analyzed and compared . . . over and over again . . . for nicotine content in the smoke itself! And when all is said and done, the thing that interests you in a cigarette is the smoke.

YES, SIR, THE SMOKE'S THE THING! SMOKE CAMELS!

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS



BUY CAMELS BY THE CARTON

-FOR CONVENIENCE,
FOR ECONOMY

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested – slower than any of them – Camels also give you a smoking plus equal, on the average, to

5 EXTRA SMOKES PER PACK!

R. J. Reynolds Tobacco Compan