

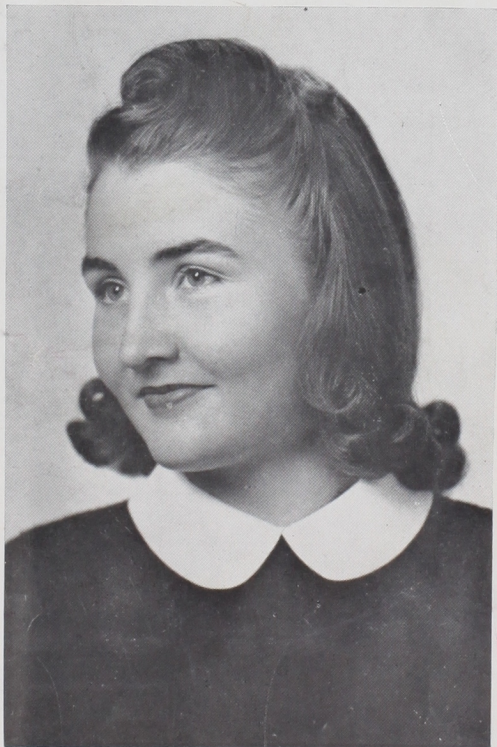
helve - 7462 TechSAN

TECHSAN

★ ★ ★

TECHSAS
OF THE
MONTH

★ ★ ★



Texas Tech Magazine

December, 1942

More than
ever

It's Chesterfield

...the milder, better-tasting,
cooler-smoking cigarette

Again Chesterfields are out front with their bright and unusually attractive *Special Christmas Cartons*. Send them to the ones you're thinking of... their cheerful appearance says *I wish you A Merry Christmas*, and says it well... and inside, each friendly white pack says *light up and enjoy more smoking pleasure*.

They Satisfy



THE TEXAS TECH MAGAZINE

Vol. 7, No. 4 December, 1942

L. E. Settle Managing Editor

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

Published Monthly (except July and
August) at Lubbock, Texas
Editorial and Business Offices
109 Administration Building
Texas Technological College

Entered as Second Class Matter February
17, 1938, at 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

Royal Furgeson, '37 President
Lubbock

L. M. Hargraves, '35, '42 1st V.-President
Wolfforth

Anne Hammons, '29, '33 2nd V.-President
Dallas

George Langford, '32 Athletic Rep.
Lubbock

Ward H. Garrison, '34 Three Year Director
Dallas

Jennings T. Lewis, '35 Three Year Director
In Service

Joe E. Webb, '35, '40 Three Year Director
Mason

Lloyd Groslin, '30, '33 Retiring President
Lubbock

Dorothy Rylander, '31 Executive Secretary
Texas Tech

L. E. Settle, '42 Administrative Secretary
Texas Tech

Spencer Wells Enters U. S. Service

The honor roll of Techsians in service was boosted to over 1300 ex-students, ex-teachers and one director when Spencer A. Wells was commissioned in the Army as Captain and reported for duty to the Eighth Service Command at Dallas.

Captain Wells has been a member of the board of directors of Texas Technological College since 1936 and is present chairman of the board. He was a member of the Memorial Gymnasium Committee, which had for its purpose the directing of securing funds for a gymnasium to be built after the duration in commemoration of the services rendered by Techsians in the war and in memory of those that gave their lives that the American way of life should continue to survive, and that freedom should be restored.

In the first World War, Wells was promoted to Captain shortly after Armistice. He went to officers training camp in 1917 and was granted a second lieutenant's commission, going overseas in October, 1917. He served in all the major battles of the war for which he received two promotions. The last being to captaincy. He returned to the United States in the spring of 1919 after six months with the Army of Occupation in Germany.

He is former president of the Lubbock Chamber of Commerce, and has been a director in the West Texas Chamber of Commerce 11 years. He now serves as president of Hemphill Wells company of Lubbock.

Captain Wells entrance into the service shows further the desire of Techsians to do their part in the war effort and the willingness of the leaders of this fast growing institution to give of their time and service that the pioneering spirit of American free men shall be handed down to the future generations.

Campus Editor Joe Preston
Coordination Director ... Howard Phillips
Photographer Lewis Terrell
Cartoonist Mike
Contributors—Various students of
Journalism and English departments

THE TECHSIAN is a college-approved, campus-circulated, alumni-sponsored magazine
—The Texas Tech Magazine.

Tech Coed Commissioned

Miss Elizabeth Ann Coleman of Lamesa will complete V-9 Officer Candidate training at the Naval Reserve Midshipmen's School located at Smith College, Northhampton, Mass., early in January, according to information received by the Alumni office from Louise K. Wilde, Lieutenant (JG) USNR, public relation officer of the school.

Miss Coleman will become a Lieutenant, junior grade upon graduation. She entered Tech from Lamesa in 1936 and received her BBA degree in August 1940, with high honors. She attended the University of Chicago during 1941 and entered the service and the Officer Candidate School in summer of 1942.

THE SPORT IN CHURCHILL

One time Winston Churchill almost missed a train and Mrs. Churchill was alarmed. Sir Edward Marsh, Churchill's private secretary, tried to calm her by saying, "Winston is such a sportsman, he always gives the train a chance to get away."

FISHING

During the course of the Sunday School session, the teacher called upon one of the pupils to recite some parables, "Do you know any parables, Johnnie?" she asked.

"Yes, ma'am."

"Well, I want you to tell us about the one that you like best."

"That's easy, ma'am, I like the one where somebody loafs and fishes."

HOMELINESS

Said the brush traveling salesman to the farmer, "My goodness, man, that's certainly a homely woman!"

"That's my wife, young man," said the farmer, "and you might remember that beauty is only skin deep."

"Then," said the salesman, "for goodness sake, skin her!"

CRAZY CORNER

Guys who trust their gals implicitly
Are just examples of male simplicity.

—N.Y.U. Varieties

Techsan of the Month

Willouise Humphries

COVER GIRL

Senior from Lubbock

TEXAS TECH MAGAZINE

With The Boys In The Service

Rose Is Injured In Action

Second Lieut. Robert G. Rose of Roaring Springs recently visited his parents before leaving again for active duty in unknown parts.

Rose has been cited for the Order of the Purple Heart, a special award given to men wounded in action. Among his souvenirs of contacts with "rising sun" fighters is a nose altered due to crash of his plane in a river near Port Moresby, New Guinea where he has been stationed. He spent three months in hospitals at Port Moresby and on the Australian continent. He returned to active duty at Port Moresby about three months ago. He was forced to bail out of another plane when it went into an inverted spin and had many other interesting experiences.

He was in the first group of fliers sent home from New Guinea base after the arrival of relief pilots. The trip was made in a United States bomber and required only five days.

He stated the men at Port Moresby lived in grass huts, hot water was unknown and mutton was one of the principal foods. Their sports were swimming in a place that had been fenced off as protection from sharks, and shooting kangaroo and wild hogs. The main highlight of their experiences was the mail from home. He states that letters from the "folks back home" can help the moral of the men in the armed forces, and appeals to all Americans to write to the boys at the front.

Lieutenant Rose entered Tech in 1932. He received his air corps training at San Diego and at Randolph and Brooks fields in San Antonio, receiving his commission September 26, 1941. He was stationed at Mitchel field, N. Y., three months before being sent overseas.

Chapman Is Awarded Silver Star For Distinguished Service

Captain Wilson Chapman of Quitaque, who received his degree in petroleum engineering with a geo-physics option in 1940, has been awarded the Silver Star for distinguished service. He received this reward with thirteen other United States Army fliers at Gen. McArthur's Headquarters in Australia, October 12.

Chapman is the leader of a group of fliers known as "Chip Chapman's Charging Chumps". They made their name famous late in August when they

Tibbets Is Serving With Intelligence Division

Master Sergeant Cullen Tibbets is now stationed in the Western desert of Egypt, where he is serving with the intelligence division, and also doing photography work. He is a 1939 graduate of Tech, receiving his degree in foreign languages. It was because of his outstanding record in school and his knowledge of foreign languages that he was placed in the Intelligence division.

In a recent letter to Mrs. William Dings, assistant professor of foreign languages he made the statement that "By the time you get this letter, news of a second front will be old."

Frank Eddleman is employed as welder in one of the shipyards in California. After completing his work at Tech he was shipping clerk for the Western Windmill company of Lubbock for several years.

Mrs. Eddleman is the former Miss Edna Armstrong of Idalou and an ex-student of Tech.

Robert Edward Moore of Alamogordo, N. M., and a freshman chemical engineering student at Tech has been selected for training as Naval Aviation Cadet at the U. S. Navy Pre-Flight School at Athens, Georgia. He will undergo three months of physical conditioning, instruction in naval essentials, military drill, and ground subjects. After completing this course, he will be sent to one of the Navy's numerous reserve bases for primary flight training.

Hubert C. Settle of Abernathy is attending tank destroyers officers' training at Camp Hood, Texas. He was inducted into the service in August and received primary training at Camp Robinson in Arkansas. He expects to be commissioned as a second lieutenant at the completion of the training and will probably visit on the campus before receiving another assignment.

charged into a group of Japanese bombers and fighters over the Timor sea in the Darwin theater of war.

Captain Chapman had previously been awarded the Purple Heart, a decoration in recognition of wounds received in action in the same theater of war on March 1.

Kight Receives Second Award

Major Richard T. Kight has been awarded the Oak Leaf Cluster. This is given instead of a second award of the Distinguished Flying Cross, which he already holds.

Kight was cited for "outstanding initiative, resourcefulness and a high degree of courage" under trying conditions encountered on the flight from August 26 to October 14.

Decorations were awarded by the Army to the seven crew members of the Army transport plane which carried Wendell Willkie on his round-the-world trip.

Major Kight entered Tech in the fall of 1932 as a transfer from The Amarillo College. He graduated from the Claude High School in 1931. He entered the Air Corps in 1938 and received the major part of his training at Langley Field, Virginia.

Homer Alan Nelson has been accepted for training as Naval Aviation Cadet and will be ordered to active duty soon. He will report to the U. S. Navy Pre-Flight School, University of Georgia at Athens.

Do Your Christmas Shopping

Where Your Money

Buys the Most



Captain Fulghum Is War Prisoner

Mrs. Harold Fulghum received a message during the early part of December saying that her husband, Captain Fulghum, formerly reported as missing in action in the western European area, was a prisoner of war.

The letter from the war department gave no further details except the address to which Mrs. Fulghum could send letters to her husband to be forwarded to him at a later date.

Captain Fulghum, a Tech graduate, was navigator on a U. S. Flying Fortress lost in a bombing raid over the western part of Europe on November 23. His wife believes he was taken prisoner in Occupied France.

Mrs. Fulghum, the former Miss Inez Davis, is making her home in Lubbock.

We reported Captain Fulghum as missing in the last issue of the Magazine. The staff shares with Mrs. Fulghum the joyful news that her husband is still alive.

Six former Tech students have entered advanced Naval Flight training at the Naval Air Training Center, Corpus Christi during November. Upon completion of their training they will be awarded Navy wings and commissions as ensigns in the U. S. Naval Reserve, or as second lieutenants in the U. S. Marine Corps Reserve.

The six former students are:

Lester L. Henry of Roby; Richard G. Whitworth, Athens, Georgia; Woodson Smith, Jr., of Mineral Wells; John W. Blocker of Stanton; Edwin B. Locker of Sayer, Oklahoma; and Ben Thomas Phillips, Jr., of Levelland.

George Langford, another member of the Alumni and Ex-Students Association, Executive Committee is in the armed forces of the United States. He is stationed at the Lubbock Army Flying School. George is permanent Alumni representative on the Memorial Gymnasium committee, Alumni representative on the College Athletic Council, and president of the Alumni Double T Association. In civilian life he was employed by the West Texas Gas company.

Fred K. Reynolds has entered the U. S. Army as a private, and is stationed at Fort Douglas, Utah. Reynolds entered Tech in 1940 from Roundup, Montana.

Herbert W. Foster is a private in the Air Forces at Keeler Field, Mississippi. Pvt. Foster's home is Amarillo and after attending Tech for two years he completed his work for a degree at the University of Missouri.

Fields Relates Pacific Experience

Firt Lt. John Wallace Fields of Shamrock and a pilot under General MacArthur in Australia, was among the 14 American airmen who recently received Distinguished Flying Crosses for "daring expeditions in the southwest Pacific."

The awards were made October 24, by Lt. Gen. George C. Kinney, commander of Allied air forces in the Southwest Pacific.

The Distinguished Flying Cross was won by Lieutenant Fields for his part in the evacuation movement from the Philippines of President M. Quezon and his family and a part of his staff, and some of General MacArthur's personnel. Lt. Fields piloted a plane which evacuated MacArthur's staff members.

Lieutenant Fields received his degree from Tech in the summer of 1940. He was a science major and completed pre-medical work.

Immediately after graduation he volunteered for aviation training and received his wings at Stockton Field, Calif. April 25, 1941. He left for the Philippines December 5, but was caught in California at the outbreak of the war. He did coastal patrol duty until December 17, then went to Hawaii. He landed in Australia in March. His first letter home brought the news of "an interesting mission," which turned out to be the one resulting in the awarding of the Distinguished Flying Cross.

"I didn't expect any such award at all, but was happy to get it even though the mission was easy as it was. There were several things that could have gone wrong but fortunately nothing did."

Leland Harold Burgess of Hale Center has been selected for training as a Naval Aviation Cadet and will be ordered to active duty shortly. He will report to the U. S. Navy Pre-Flight school, University of Georgia, Athens, Georgia.

Three more Techsians have recently completed training at the Naval Reserve Midshipmen's school at Northwestern University, Chicago, and received ensign's commissions, according to information from the Naval Public Relations office at Dallas. They are Frank Sale of Farwell, Charles Dvoracek, and Wayne Finnell.

Corporal Monte Ray Keltner of Tahoka is a radio Technician somewhere in the Hawaiian Islands. Corporal Keltner, who enlisted in the Marines in April, 1941, was a Pearl Harbor December 7, 1941.

Techsan Is Killed In Plane Crash On Foreign Soil

Staff Sergeant Horace Page Singleton was killed in an airplane crash near an unnamed foreign air base on September 28. His parents, Mr. and Mrs. J. T. Singleton of route 1, McAdoo, Texas were not notified of the details of the crash or of its location. The father expressed the belief that it was in Central America. He has reason to believe that Horace had been in service in that zone for the past four or five months.

Sgt. Singleton has been in service nearly six years. He was on duty at Fort Bliss, later transferring to the air corps. He was assigned to Langley Field, Va., then to Chanute Field, Ill. He was a radio operator at the time of his death.

Sgt. Singleton has a brother, J. T., jr., also a former Tech student who is serving in the Marine corps and is at present stationed at San Diego, Calif.

Ralph Penney is a lieutenant (jg) in the Navy at Quonset Point, R. I. In a recent letter to friends he revealed that he was stationed about 50 miles from Boston and 18 miles from Providence, R. I., and that in the near future he would be leaving for parts unknown even to him. He was former sales manager of Kuykendall Chevrolet company of Lubbock, and more recently division merchandising manager in Texas for the Ralston-Purina company.

Patronize Our Advertisers—It Pays.

It's Smart to Trade
at

Lester's
CREDIT JEWELERS

FEATURING...

Hamilton

Elgin

Bulova

Gruen

Waltham

WATCHES

Buy With CONFIDENCE
PAY WITH EASE

Lester's
CREDIT JEWELERS

1010 Broadway Lubbock, Texas

SPORTS REVIEW

Texas Tech Is To Be Physical Training Center

Texas Tech is to be a key center in the Victory Physical education program, as headquarters for the widespread high school set-up. The program is expected to begin on the campus about the middle of January when an institute for West Texas high school physical education teachers will be held.

Tech Students Represent Over Three Hundred Towns

Three hundred and ninety-five Texas towns are represented in the enrollment at Tech this semester with twenty-three states and two foreign countries also contributing to the 2861 students on the campus.

Lubbock leads the towns with 594 students in Tech, Fort Worth supplies 64 students, Dallas has 56, Amarillo has 49 and Floydada, Lamesa, and Plainview have 43 each.

New Mexico stays in the lead in out of state students with 51 of the 118 Techsians who have come to Tech from neighboring states.

Mexico is represented by four students and Panama by one.

In 1941-42, Tech had 3676 Texas students in comparison with 2738 during 1942-43. Out of state students numbered 143 as compared with 118 now. The foreign countries held their representation at the same level of five.

TEMPUS FUGIT

The first year I was a Freshman

My love I gave to you,
The second was my Sophomore year

My heart I gave it too,

The third year I was a Junior

My soul pitched in as well,

And now I'm in my Senior year

I wish you were in Hell.

—Neal Prince.

GUESS WHO?

'Twas just a kiss I asked for
And you gave your consent.
And then I asked if e'er before
Your kisses you had lent.
When you said "No" in tones so meek,
My chest swelled out in pride.
But then you showed me your technique,
I knew darn well you had lied.

Athletic Program Will Not Be Curtailed At Tech

Some schools may be talking of curtailing—or even abandoning—football until the victory is won, but not so at Texas Tech.

In fact, the 1943 Red Raider football schedule, recently announced by Athletic Director Morley Jennings on his return from the annual meeting of the Southwest conference, shows that Tech will be going in for a bigger than ever grid season next year. Ten games have been definitely scheduled and plans for another, probably with a Southwest conference representative and certain to be a home affair are underway.

Four of the ten contests announced are with Southwest conference members, the same schools that played Tech last season; namely, Baylor, Rice, Texas A. and M. and T. C. U.

The home games scheduled are with Baylor, New Mexico, West Texas State Teachers, and Arizona. The October 2 date on the program is open and will be filled with a home game, giving five home tilts and six on the road for the 1943 season.

Added to the Red Raiders' schedule is the powerful Hurricanes of Tulsa, the nation's only major undefeated team for the season just ended. The Hurricanes are coached by Henry Frnka and will play host to Tech October 9. This will be the Red Raiders' third game of the season.

Other games scheduled away from home are with the Oklahoma Aggies, Rice, TCU, Hardin-Simmons, and Texas A. and M. The Texas A. and M. and Oklahoma Aggie contests will be played on neutral grounds. Tech meets Texas A. and M. at San Antonio and Oklahoma A. and M. at Oklahoma City.

The complete 1943 Red Raider schedule follows:

Sept. 25—Oklahoma Aggies at Oklahoma City.

Oct. 2—Open, but will be filled with a home game.

Oct. 9—Tulsa at Tulsa.

Oct. 16—Baylor at Lubbock.

*Oct. 23—New Mexico at Lubbock.

Nov. 6—Texas Christian at Fort Worth.

*Nov. 13—West Texas State Teachers at Lubbock.

*Nov. 20—Arizona at Lubbock.

*Nov. 27—Hardin-Simmons at Abilene.

Dec. 4—Texas Aggies at San Antonio.

*—Border Conference games.

Coach Robison Is Leading Techsians To Victory

Coach Polk Robison has a potential Border Conference championship basketball team which has been working out consistently since the middle of November. Robison is starting his first year as a cage director of the Raiders with four returning lettermen and one lone squadman.

Leading Tech's offense this year will be Garland Head, the six-foot, two inch Clovis youth who earned a starting berth on the 1941-42 team while a sophomore. With Head at forward will be Roy Williams, the red-thatched Abernathy ace and also a high-scorer when he gets the shooting "bug."

At center will be Norman (Frosty) Cox, another returning letterman. Cox a senior, stands six feet, three inches tall, and along with Head and Williams will give Tech valuable poser off the boards.

George Allen, the fourth letterman, and Lawrence McColloch the squadman on the starting five, are paired at the guard slots.

Robison's reserves are Churchill, Banks, Rogers, Wallace Martin, Carroll Martin, Nabors, Richards, Callahan, and Crow. Some of these reserves have been displaying surprising smoothness in workouts and may see plenty of service during the season, that spells many a tough battle for Tech's opponents.

Chester R. Hemsell, a student at Tech from 1936 to 1939 from Greenville, is in the bombardier air corps at Big Spring.

Pvt. James R. Hudson of the Army Air Corps is stationed at Sheppard Field. He was an agricultural student at Tech before his enlistment.

Luby's Cafeteria

"The Home of Home-cooked Food"

11-12 Morning, 5-8 Evenings

1016 Broadway



● Lieutenant Colonel George B. Dany, Director of Training of the Army Air Forces Navigation School of Hondo, Texas, has a message of importance to college students throughout the country.

COLLEGE EDUCATION AIDS TRAINING OF ARMY AIR FORCE NAVIGATORS

★ "Our records show that college education of two years or more is decidedly helpful in aiding navigation cadets to successfully complete the 15 weeks of intensive training here," Lt. Col. George B. Dany, Director of Training at the world's largest navigation school of the Army Air Forces at Hondo, Texas, has announced.

A survey of the records of cadets who became AAF navigators and second lieutenants revealed that out of the 43 percent of the "eliminations," 24 percent were non-college men, and 19 percent were college men. Advanced education gave a man a five percent better chance of completing the Army Air Forces aerial navigation course.

"A college man generally handles figures with much greater rapidity and accuracy than a non-college man. People in college are placed on their own resources, more or less, and thereby develop desirable traits of initiative . . . and ingenuity and initiative are characteristics that must be fully developed in the successful navigator," Col. Dany explained.

In considering the more realistic aspects of how university training aids the aerial navigator, Col. Dany said, "In combat duty the navigator must cope with problems of fuel supply, weather, different types of aircraft, variances in instruments by outside installations, and time changes . . . all cannot be taught entirely in school, but must be developed in step with his

initiative . . . which is the real factor in determining a man's value to the combat crew (pilot, navigator, bombardier, and gunners.)"

"Courses and study in college do help to foster this all-important 'initiative' trait. While courses that a student pursued in college have no apparent relation to his success at Navigation School . . . the study of mathematics is helpful."

Students at the Army Air Forces Navigation School take a thorough fifteen weeks' course covering all phases of aerial navigation, flying some fifteen thousand miles in practice flights before receiving their silver navigator's wings and second lieutenant's commissions. Keep 'em flying!



O. W. I. photo

● Above: Aerial navigation cadets check their charts very carefully. They will be in wrong with their instructor if they miss their objective by more than 10 mi. and their ETA by more than 3 min.

● Left: With kit in hand, Navigation Cadet Thomas B. Columbus, of Buffalo, N. Y., boards his twin-engine AT-7 plane at Kelly Field, Texas, to chart his course on a thousand-mile training mission.

● Below: Getting ready to "shoot" the sun with his sextant at the world's largest navigation school of the Army Air Forces at Hondo, Texas, is Navigation Cadet Felix R. Jacob of Philadelphia.





**Lieutenant
Richard T. Starks**

*Air Corps
University of Kentucky*

Starks has been awarded the Distinguished Service Cross for bravery in action. He was the pilot of the "Johnny Reb" American B-17 bomber which participated in one of the first American attacks on occupied France.



**Ensign
Stanley Caplan**

*U. S. N. R.
University of Michigan '39*



Caplan has been cited for distinguished service by Secretary of the Navy Knox. During the Jap attack on Pearl Harbor, Caplan, the senior surviving officer, assumed command of a destroyer and gave chase to the enemy.



**Lt. Colonel
Le Grande A. Diller**

Syracuse University '24

Diller is playing an important role in the defensive and offensive strategy of the allied command in the Southwest Pacific area of war operations. Diller is an aide to General Douglas McArthur in Australia.



**Flight Leader
Noel R. Bacon**

Iowa Teachers College



Bacon has distinguished himself as a member of the American Volunteer Group, the famous "Flying Tigers" that blasted the Jap air force in Burma. Bacon originally became a Navy flier at Pensacola, Florida.



**Lieutenant
Richard A. Knoblock**

*Air Corps
University of Wisconsin*

Knoblock was one of the 79 fliers who took part in the daring air raids on Tokyo and other Japanese cities under the leadership of Brigadier General James Doolittle. He was awarded the Distinguished Service Cross.



**Lieutenant
Philip Rasmussen**

*Air Corps
Gettysburg College '40*



Rasmussen was one of the six Army Air Corps fliers cited personally by the War Department in Washington for special heroism shown in the Japanese surprise attack on Pearl Harbor. He shot down an enemy attack plane.

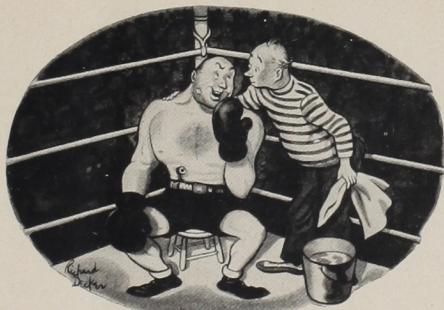
HONOR

ROLL

Everybody's Scrap

● America's junk pile has become a vital war resource. Copper, tin, rubber, aluminum, iron—critical materials lie unused in cellars and attics while they are needed in the factories. The scrap drive now under way aims at cleaning out the junk, putting it to work. There are millions of tons of it, and this article shows some of the hundreds of uses to which it is put.

- 1 copper kettle provides enough scrap copper for 84 rounds of automatic rifle ammunition
- 1 radio-phonograph provides enough scrap copper for 1 Signal Corps radio
- 1 lawn mower provides enough scrap metal for six 3-inch shells
- 1 auto provides enough scrap metal for 1 light cannon
- 1 old tire provides enough scrap rubber for 20 pairs of paratroopers' boots
- 1 vacuum cleaner provides enough scrap zinc for 1 37-mm. shell
- 1 iron provides enough scrap metal for 2 helmets
- 1 old radiator provides enough scrap metal for 6 3-inch shells
- 1 ash can provides enough scrap metal for 2 30-cal. rifles
- 1 sink provides enough scrap metal for 17 30-cal. rifles
- 1 wash pail provides enough scrap metal for 3 bayonets
- 1 bass drum provides enough scrap metal for 2 bayonets



"Why should I hit him? He promised me some Sir Walter Raleigh after the fight"

Blended from choice Kentucky burleys, Sir Walter Raleigh is extra mild—burns cool—with a delightful aroma all its own.

**SIR WALTER
RALEIGH**

PIPE TOBACCO

Smokes as sweet as it smells



Drawn for the O. W. I.

O. SOGLOW

"He owns the only eraser in the class."

A Message from Major General J. Ullo, the Adjutant General, U. S. Army

● It is a privilege for me to speak directly to the young men and women now in our schools. You have an important role to play in the future of this war and the peace following. Our country must prepare to take advantage of your talent, skill, energy and even your genius to help us win this war.

We also look with favor upon any young American who can serve his or her community in civilian defense work or in any other of the many essential duties of the home front. As more and more men are called up for military service, as our production manpower situation becomes more critical, our country will depend increasingly upon the volunteer efforts of the youths who are still in school.

In this war, we must mobilize our entire strength to insure ourselves of Victory. We must never forget that our enemies have regimented their entire nations to defeat us, to enslave us.

Therefore, my order of the day to the Youths of America is this: Do everything you can to help hit the enemy harder. Do everything you can to help destroy the enemy sooner. Do everything you can to assure Americans and the United Nations of complete Victory!



A Kaywoodie Pipe is a fine thing to have, now:—it's made of true Mediterranean briar (Erica Arborea) used in the world's best smoking Pipes for over 100 years. Kaywoodie Pipes will never be made of pine or maple, with artificial graining put on them. This, alone, makes them unusual these days. You can depend on these well-seasoned briars to yield a most satisfying, pleasant smoke—relaxing, meditative and helpful. "In time of war, there's peace in a pipe!" Kaywoodie Briar, being the oldest and best, will last longer, too. \$3.50 to \$100, at all dealers.

The pipe in this picture is a "Curved" shape Super Grain Kaywoodie, \$5

KAYWOODIE COMPANY
NEW YORK AND LONDON

In New York . . . 630 Fifth Avenue

Army Organizes Special Units for the Training of Illiterates

★ A program for the training of illiterate enlisted men in special training units is now in successful operation.

No more than 10 per cent of those inducted on any one day at any particular station may be illiterate. Placing all of these men in special training units is precluded by the demands of military training and by the need for the services of the men in the tasks for which they are already qualified by civilian experience. The special training is therefore reserved for those men who, in the opinion of their commanding officers, cannot perform their duties adequately without it. However, modern equipment for adult elementary education, based on the use of visual educational techniques, has been made available for the use of all illiterates in the Army battalions and ranks.

The education of illiterates in the Army is a function of the Development and Special Training Section, Training Branch, Adjutant General's Department, which had the task of setting up a unique type of adult education, geared to the Army's practical needs and, of recruiting and training a staff of teachers to carry out the program. There are now over 600 teachers on this staff. These are enlisted men working under the supervision of officers. Over 70 per cent of the men assigned to this teaching duty had experience as teachers in civilian life.

For the further training of teachers as the program expands, 50 additional experts in adult elementary education are to be drawn from the Army Specialists Corps in the near future.

The average soldier in a special training unit is found fit for service after ten weeks. The minimum time in these units is six weeks and the maximum, fifteen weeks. About 61 per cent of the men completing this training are found fit to continue with regular training, about 33 per cent are reported fit for limited service, and the remaining six per cent are discharged as unfit for service.

Men who are literate in foreign languages but not in English are included

in the special training being given.

Because of varying degrees of literacy, individual tests are made by Army personnel consultants, who are trained psychologists. The text book employed is divided into four units, some pupils beginning their studies in advanced units on the strength of their showing in the preliminary test.

A film strip, made up of a series of still pictures, is used to teach basic military terms. The same pictures are contained in a notebook in which the pupil writes the identifying word for each picture. Simple arithmetic is taught along with reading and writing.

A new series of pocket-sized readers, to be issued under the War Department's imprint, is now being prepared for the special training units.

These will follow the recognized principles of adult elementary education, adapting them to the specialized needs of the soldier. Each pupil will receive the particular book which the personnel consultant finds best suited to his particular case. The

books will be liberally illustrated, with pictures by enlisted men who were well-known artists in civilian life. (The books contain many suggestions for activity on the part of the student, giving him the feeling that he is learning by his own effort.)

A specially prepared newspaper, "Our War," is distributed to men in the special training units, and has been found to stimulate their interest in reading. This paper is to be enlarged from four to eight pages and issued bi-weekly instead of on a monthly basis. In it, a comic-strip character, "Private Pete," is put through some of the problems familiar to the soldier-reader. In "Our War," as in every phase of the training program, emphasis is placed on the use of military terms in an easy context.

There is no single unit in the Army that is specially designated for the employment of illiterates. It has been found that there is a wide range of duties that illiterates can be taught in the course of the normal training program, or for which they are already fitted by civilian experience.



So You Think You Are Clever...

Here is a quiz that's practically guaranteed to have you tied in mental knots for an hour or so. You'll probably hate us when you get through. If so, you can repair your shattered ego by trying these teasers on your friends.

If you can answer every question of Dr. Cutler, quiz specialist, you are obviously a genius. Anyone who makes only five mistakes or less is a walking brain storm, and if you miss only ten or less you're still fit company for Kieran. Any mortal with the normal compliment of brains should get 10 or 15 right out of the 30.

We suggest that you get a pencil and plenty of paper for doodling, find a soft chair, and make yourself comfortable. You'll need your wits about you, every one of them. There are plenty of catch questions, with no holds barred, so read every word carefully.

1. If 3 cats kill 3 rats in 3 minutes, how long will it take 100 cats to kill 100 rats.

2. I have 2 current United States coins in my hand. Together they total 55 cents. One is not a nickel. What are the coins?

3. A whiskey and soda costs 55 cents. The whiskey costs 50 cents more than the soda. How much does the soda cost?

4. A little Indian and a big Indian are walking down a path. The little Indian is the big Indian's son. The big Indian is not the little Indian's father. Who is he?

5. Which is correct: 8 and 8 are 15, or 8 and 8 is 15?

6. Is it legal for a man to marry his widow's sister?

7. A monkey is at the bottom of a 30-foot well. Each day he jumps up 3

feet and slips back 2. At that rate, when will the monkey reach the top of the well?

8. There are 10 black stockings and 10 white stockings in a drawer. If you reach into the drawer in the minimum number of stockings you must take out before you are sure of having a pair of stockings that match?

9. Take 2 apples from 3 apples and what have you got?

10. The number of eggs in a basket doubles every minute. The basket is full of eggs in an hour. When was the basket half full?

11. I have 2 minutes in which to catch a train, and 2 miles to go. If I go the first mile at the rate of 30 miles per hour, at what rate must I go the second mile in order to catch the train?

12. A train is going due north at the rate of 60 miles per hour. If I stand on the rear platform and throw a stone in the opposite direction, that is, due south, at the rate of 60 miles an hour, what will happen to the stone?

13. A blind beggar had a young sister who died. On her deathbed this sister said she never had a brother. If she was truthful, who was the beggar?

14. A shepherd had 17 sheep. All but 9 died. How many did he have left?

15. A rope ladder 10 feet long is hanging over the side of a ship. The rungs are a foot apart, and the bottom rung is resting on the surface of the ocean. The tide rises at the rate of 6 inches an hour. When will the first 3 rungs be covered with water?

16. Two fathers and 2 sons each shot a duck, and none of them shot the same duck. Only 3 ducks were shot. Why?

17. Tom says Henry VIII's daughter, Queen Elizabeth, wore a silk dress at her wedding. Joe says her wedding dress was made of satin. Who was correct?

18. A customer hands a cigar clerk a five-dollar bill for two dollars' worth of cigars. The latter has no change, but gets some next door from a drug clerk, who gives him five one-dollar bills for the five-dollar bill. The customer leaves with the cigars and three dollars in change. An hour later the drug clerk rushes in, saying the five-dollar bill was counterfeit. The cigar clerk gives him a good five-dollar bill. How much did the cigar clerk lose in money and cigars?

19. Find all the errors in this sentence: When the West Point plebe asked the sailor to return the wax for his (the West Pointer's) mustache, the sailor reached into his watch pocket and pulled out a hen's tooth instead.

20. What is the smallest number of ducks that could swim in this formation: 2 ducks in front of a duck, 2 ducks behind a duck, and a duck between 2 ducks.

21. If a person kept studying more and more about less and less, what would he finally know?

22. We all know there are 12 one-cent stamps in a dozen, but how many two-cent stamps are there in a dozen?

23. A boat will carry only 200 pounds. How may a man weighing 200 pounds and his 2 sons, each of whom weighs 100 pounds use it to cross a river?

24. Ten books are arranged in orderly fashion on a shelf. Each book has 100 pages, making 1,000 pages in all. A worm starting on the first page of the first book eats through the last page

Continued On Page 12

Quality Merchandise

Reasonable Prices

Sixth Street
Grocery

V. A. Cross 1812 6th



Merry Christmas
and
A Happy New Year
From

WEST TEXAS GAS CO.

So You Think You're Clever—
Continued From Page 11

of the last book. Haw many pages has he eaten?

25. The archaeologist who said he found a silver coin marked 649 B. C. was either lying or kidding. Why?

26. Two trains, 100 miles apart, approach each other on the same track, the first at the rate of 60 miles an hour, the other at the rate of 40. A bee is going 25 miles an hour. What distance does it cover by the time the trains meet, if it started at the same time as the trains?

27. A king, wishing to get rid of his prime minister, puts 2 pieces of paper in a hat. He tells a judge present that if the prime minister draws out the scrap marked "Stay" he may remain in the kingdom, but if he draws the scrap marked "Go" he must scam. The hitch is, the king wrote "Go" on both scraps of paper. But when the crafty prime minister showed the judge one piece of paper, the judge decided in his favor. How did the prime minister outwit the king?

28. Which would you prefer, a truckload of nickels, or half a truckload of dimes?

29. In which book of the Bible does it tell about Abel's slaying Cain?

30. If a grasshopper halves the distance to a wall on every jump how many jumps will he need to reach the wall if he is 10 feet away?

Answers On Page 13

Patronize Our Advertisers—It Pays.

REEVES

Photographing

Photo-Engraving

Developing

With

Quality and Beauty

Dear Settle,

It comes to my attention that during my furlough from the Marines while I was in the old college for homecoming that I might not have given you a very definite address so that it would be possible for me to receive ex-students magazine as I should. After all you know I like to hear the latest happenings of my old friends.

Well old boy just one year ago today as I remember there was a stab in the back of our dear old uncle and that probably accounts more than anything else for the absence of some of we fellows. Sure will be glad when we can say that we have avenged the wrong done us and return to the old campus.

Settle I will thank you if you will see that my address is properly taken care of.

Sincerely yours,
Merl E. Holley

I have just moved to Houston, and would like to know about the Houston Ex-Students Association. Can you send me information about the next meeting?
Ed. D. Parsons

Ag. Names Added To Honor Roll

The list of Aggies in service continues to increase. Ruth Craig, secretary to the Dean of Agriculture, has reported several additional names to the Honor Roll Committee.

A. C. Sears is a Lieutenant in the Marines and is stationed at Pearl Harbor.

Clyde Sears is stationed at the Lubbock Army Flying School.

Joe Tom Weddle is in the Lubbock Army Flying School.

Douthit Grinstead is in the Radio Branch at Goodfellow Field.

Maurice Malone is a Lieutenant in the Air Corps.

Jack Harris is a Lieutenant on Pursuit Duty in the Air Corps.

Carl Connell and Merle Holley are in the armed forces but rank and place stationed unknown at this time.

Eugene E. Jordan of Amarillo has been promoted to Lieutenant, junior grade, in the Navy.

U. S. Naval Chemical Laboratory
919 Federal Office Building
Houston, Texas

FOR VICTORY



BUY UNITED STATES DEFENSE BONDS STAMPS



Why manpower should wield the "big stick" in this mechanized age. We are planning on army of 7½ Million in 1943. The drain from industries' 65 Million and the farms' 10 Million workers makes manpower the nation's number one problem. The more workers are needed the fewer there are to be had, presenting a problem so vitally important that some means of fortifying this weakening giant is soon due.

It is said that it takes 18 men in the rear to keep one man at the front. This means that like the cog in a wheel every man must fit in his proper place and "stay put." But that's a job for the manpower commission. That it will be solved no one doubts.

It's everybody's job, though, to keep the wheels of war industries rolling so the cogs can fit for the long pull ahead.

Join the "Ten Percenters"
Buy More and More Bonds
Buy Till It Hurts, Then
Buy Some More



ALABAMA	
Hotel Admiral Semmes	Mobile
Hotel Thomas Jefferson	Birmingham
DISTRICT OF COLUMBIA	
Hotel Washington	Washington
ILLINOIS	
Hotel Faust	Rockford
LOUISIANA	
Jung Hotel	New Orleans
Hotel DeSoto	New Orleans
MISSISSIPPI	
Hotel Lamar	Meridian
NEBRASKA	
Hotel Paxton	Omaha
NEW MEXICO	
Hotel Cloriv	Cloriv
OKLAHOMA	
Oklahoma Biltmore	Oklahoma City
Hotel Alridge	Wewaka
SOUTH CAROLINA	
Hotel Wade Hampton	Columbia
TEXAS	
Hotel Alice	Alice
Hotel Stephen F. Austin	Austin
Hotel Edison	Beaumont
Hotel Settles	Big Spring
Hotel Brownwood	Brownwood
Hotel Southern	Brownwood
Hotel Laguna	Cleco
Hotel Corvies	El Paso
Hotel Texas	Fort Worth
Hotel Burceaus	Galveston
Hotel Jean Lafitte	Galveston
Corpus Courts	Galveston
Jack Far Court	Galveston
Miramar Court	Galveston
Hotel Cavalier	Galveston
Hotel Lubbuck	Laredo
Hotel Plaza	Lubbock
Hotel Cactus	Marlin
Angles Courts	San Antonio
VIRGINIA	
Mountain Lake Hotel	Mountain Lake

We've joined up!
HOTEL GALVEZ, Galveston, Texas
Now used exclusively by U. S. Coast Guard.
No guests taken 'til Victory has been won.



ANSWERS

- Three minutes. It takes each cat 3 minutes to kill each rat.
- A 50-cent piece and a nickel. The other is a nickel.
- Two and a half cents.
- Mother.
- Neither; 8 and 8 still are 16.
- Only dead men have widows, what?
- On the 28th day. At the end of the 27th day the monkey had ascended 27 feet. On the 28th day, then he reaches the top in his 3-foot jump.
- Three. You might have a pair after taking 2 stockings. If not, the third one you take must match either the black or white stocking already removed.
- Two apples, of course.
- In 59 minutes. If the basket is full in 60 minutes, and the number of eggs it contains doubles every minute, it must have been half full a minute earlier, or at the end of 59 minutes.
- Too bad you missed it. You used up all your time going the first mile.
- The stone will fall vertically, since its initial velocity before it was thrown was 60 miles per hour in one direction, and it is propelled 60 miles per hour in the opposite direction.

- Her sister.
- Nine.
- Never. The ladder and ship will rise with the tide.

16. There was a grandfather, father, and son. The father was both son and father.

- Good Queen Bess never got hitched.

18. Five dollars, two in merchandise and three in cash.

19. West Point students don't sport mustaches. Sailors don't have watch pockets; and you are right in saying hens don't have teeth.

20. Three ducks in a row, one after the other.

21. Everything about nothing.

22. Twelve.

23. The 2 sons go first. One brings back the boat and Pappv rows over.

24. He ate 802. Look at a row of blocks on a shelf. You can see why the worm didn't touch 99 pages of the first, and 99 pages of the last.

25. How did anyone know Christ was coming in 649 years?

26. Twenty-five miles. The trains met in an hour, giving the bee one hour to travel.

27. The prime minister destroyed the scrap he drew, and since the other said "Go" the one he disposed of must have said "Stay," the judge said.

28. Since the dimes are smaller and worth twice as much, you'd be smart to take the half truckload.

Mock Military Trial Held On Campus

Conforming its "mock trials" to wartime, the Pre-Law club of Texas Technological college with cooperation of the Reserve Officers Training corps cadets held an imitation military trial in December.

Norman Igo, senior engineering student from Ralls and Business Manager of the Student Council, played the role of the defendant. Setting for the trial was in North Africa, where the general issued orders that soldiers should not speak to Moslem women. The defendant was accused of speaking to two Moslem women while directing traffic. The chief witness at the trial was H. C. Pender, acting head professor of government, who played the part of a Moslem.

Cadet officers of the R.O.T.C. served as members of the trial board, with Erick Shaw, student from Olton, as president of the trial board. Trial Judge advocate was Paul Bell, student from Vernon, and defense council was Mack Kennedy from Gorman.

P. B. Shannon of Levelland and President of the Student Body is president of the club. Billy Sims of Fluvanna was "production manager" for the mock trial. The trial was open to the public.

Johns Enlists In Air Corps

Raymond Lee Johns, who for the past year has been secretary of the Plainview Board of City Development and Chamber of Commerce, recently enlisted in the air corps. He was given a leave of absence for the duration upon his entry into the military service.

Johns was graduated from Tech in 1938 and served as President of the Alumni and Ex-Students Association from June 1940 to June 1941.

R. B. Ezell of Farwell is stationed with the Army recruiting service in Lubbock.

Mrs. Bill Williams, the former Dorothy Nell Leonard, a graduate of Tech, is employed at the First National Bank in Tulia.

Ira J. Schantz is acting as clerk in the Detached Medical Department at the Amarillo Field, Amarillo, Texas.

John W. Martin who entered Tech from Cleburne, Texas, is in the Naval Training school at Great Lakes.

29. None. Cain slew Abel.

30. Theoretically he will never reach the wall, since he is always half of some distance away.

Harrison, Class of 1937 Receives Commission

Glenn Harrison, son of Mr. and Mrs. S. M. Harrison of Abernathy is to receive his Commission as Second Lieutenant in the Anti-Aircraft Division of the Coastal Artillery in graduation exercises held at Camp Davis, North Carolina during the first week in December.

Lieutenant Harrison received a B. A. degree from Texas Tech in 1937 and an M. A. in 1939 from the University of Texas. He taught for three years in the Plainview High School before entering the armed services in June of this year. He has been assigned to Ft. Bliss and visited with his parents and on the campus of his Alma Mater while enroute there.

Captain Aycock Is Wounded

Captain Haley Aycock of the Army Air Forces was wounded seriously Nov. 8 in action over Western Europe. A message from the War Department to his grandmother, Mrs. J. A. Haley of Midland, told of his injury. He was piloting a Flying Fortress.

Captain Aycock attended Tech from 1935 until he entered training at Randolph Field in March 1939.

Nelson Aldrich McLain is now stationed at Fort Bliss as a technician, fourth grade. He attended Tech for two years and was a member of the Tech band. He was also a member of the National Guard band unit and was transferred to officer candidate school, Camp Davis, N. C.

Ensign Winston M. Robertson of Lozenzo, recently visited with his parents after receiving his wings at the Corpus Christi Naval Air station. He received his BBA degree from Tech in 1941. He was a member of Los Camaradas club. Ensign Robertson is on duty at Norfolk, Virginia.

Miss Bettye Babb of Lubbock and Pat Wiman of Tulsa were married August 23 at Lubbock. He is a third class petty officer in the U. S. Navy at Chicago, Illinois. His wife joined him there recently.

Mrs. Wiman was a student at Tech at the time of her marriage and was a member of the Las Vivarachas social club. Mr. Wiman attended Tech from the fall of 1940 until December 1941 when he entered military service. He was a member of the College Club.

Patronize Our Advertisers—It Pays.

Let's Be Merry

THE WOLF SONG

If he parks his little flivver
Down beside the moonlit river
And you feel him all a quiver
Baby, he's a wolf.
If he says you're gorgeous lookin'
And your blue eyes set him cookin'
But your eyes ain't where he's lookin'
Baby, he's a wolf.
If by chance when you are kissin'
And you talk and he won't listen
Baby, he's a wolf.
If his arms are strong as senews
And he stirs the gypsy in you
And you want him close again' your
Baby, you're the wolf!

Headaches, arthritis, hay fever;
Are dreadful afflictions, alas;
But they hardly compare—
To the pain one must bear
With insomnia during a class.

—G. L. Pitt

Although this strapless gown is new,
I ask no heavy boon of you...
I ask you no flowers to wear
At my waist—or in my hair...
And though 'twill touch the pavement
slab

I ask of you no taxicab...
ONE thing I ask... It's not appalling...
Just tell me if you see it FALLING!

The kiss is a peculiar proposition. Of
no use to one, it is absolute bliss for
two. The small boy gets it for nothing,
the young man has to steal it, and the
old man has to buy it.

It is the baby's right, the lover's privilege,
and the hypocrite's mask.

To the young girl it is the symbol of
faith, to the married woman, hope, and
to the old maid, charity.

A cultured woman is one who can
pull up a shoulderstrap without going
through the motions of a small boy
scooping his new hat out of the mud.

An insurance reporter tells about a
valuable wardrobe which his firm in-
sured for a client during a European trip.
Upon reaching London she wired: "Gown
lifted in London." After due delibera-
tion he sent this reply. "Our policy
governs only the theft of clothes!"

Lovesick: What would you call a
man who had been lucky in love?

Woman Hater: A bachelor.

She was only the coal man's daughter,
but oh, where she had bin.

Judging women by their clothes
(And after all, that's all that shows),
Their outward garb of elegance
Reveals a low intelligence.
The things they wear as shoes, for in-

stance
(Explains a woman's inconsistency);
There are no heels, there are no toes.
It's fashion, sure, but why? Who knows?
The less there is, the more they pay;
Just how does that make sense, I say!
A woman's chapeau is a mystery
(The thing all women try to be).
In theory, hats are for the head;
A prosaic idea—so women instead
Wear a basket, a turnip, or flower pot—
Just so it looks like something it's not!
A dress or a frock is a matter of taste
(Reflecting itself on the figure it's
placed),

But the mirror of vanity never divulges
Where a size sixteen on a forty-eight
bulges

And a gown that designed for a tall,
dark, and slim

Is a model that every size tries to fit in.
Judging women by their clothes
(A common measure, goodness knows!)
Their intellect seems low—but then
Don't women dress to please the men?

—Gordon Steedman Chapparral

He: Where can I get in touch with
you again?

She: I don't know; I'm rather ticklish.

—Spartan.

Student in car (to sweet young
thing): "Pardon me—er—but—"

Sweet Young Thing: No, we've never
met at Palm Beach, Newport, or Sar-
anac Lake. I wasn't in the Pullman car
on the New York Express last Tuesday
afternoon. I know I'm good looking and
I'm not bashful. I'm not going your
way and I wouldn't ride with you on a
bet. I didn't ever go to school with
you; I'm not waiting for a street car; I
don't want a lift and I knew plenty of
college boys. Furthermore, I have a 220-
pound fiancée waiting for me. Now,
were you going to say something?"

Student in car: Yes, darn it, you're
losing your underwear!"

We quarrel about the slightest things,

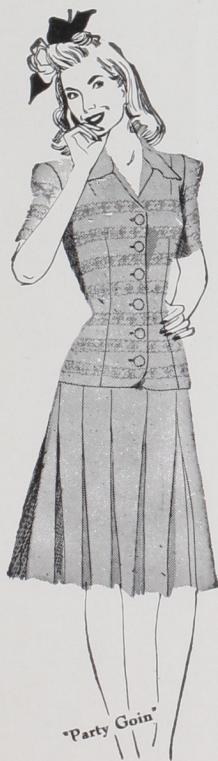
I'm all upset and harried;

We're getting on each other's nerves

It's time that we got married.

—Shawme

Making love is like making pie. All
you need is a little crust and a lot of
applause.



"Party Goin"

"Party Goin"
Furlough Foil this streamlined beauty of Furlough Rayon Crepe—a two-piecer with dainty lace bands on torso jacket and sleeves. In Biscuit, Surf Aqua, Bermuda Blue. Sizes 11 to 17.

\$12.95



If you're the busy one
... you must see these

Carole King
ORIGINALS FOR JUNIORS



"Snooty Cutie"

"Snooty Cutie"

Off for a bit of shenanigans ... A perfect campus blouse and skirt—for your jauntings. The blouse of Reveille Rayon Crepe has bracelet sleeves. Dirndl skirt of floral printed Rayon Crepe with fitted-tiny waistband. Royal Blue on Natural, Bandana Green on Natural, Concarne on Natural. Sizes 9 to 15.

\$10.95

Stephens'
"YOUR DEPARTMENT STORE"

HERE'S ANOTHER WAY to give hours—days—of Camel's milder, tastier smoking pleasure—the Camel Holiday House containing four boxes of the popular flat fifties (200 cigarettes). This gay gift package (below), with space for your Christmas message, makes any other wrapping unnecessary.



Yours for a
good Christmas—
and the very best
in smoking pleasure



TO MILLIONS of smokers, to many of your friends, Christmas isn't quite complete without a gift of Camels. Make it complete with a carton (left)—the famous Camel Christmas Carton of 10 packs of 20's that says "Merry Christmas" in every flavorful puff. It's ready to give, handsomely packaged, with space for your holiday greeting.

HE'LL BE PROUD to receive, you'll be proud to present this Christmas-packaged pound canister of mild, tasty, cooler-burning Prince Albert Smoking Tobacco (below). The National Joy Smoke always gets a joyous welcome—so rich-looking in its Christmas jacket—richer-tasting in his pipe!



CAMELS. It's fun to give Camels for Christmas because you know your gift will be so genuinely welcome—doubly welcome to those lads of yours in the service...over here—or over there. For cigarettes are their favorite gift—Camel, their favorite cigarette. Remember all your friends this Christmas with Camels.

PRINCE ALBERT. Give him Prince Albert if he smokes a pipe. Give him the big pound of P. A. that spells smoking joy far into the New Year. Whether he's at camp, at sea, or at home, he'll welcome the National Joy Smoke. For mild, cool, tasty smoking, there's no other tobacco quite like Prince Albert.