

Press Award Is Announced

Engraved Shield Will
Go To High School Paper
For Best Service Shown

A new award will be given some member school of the Panhandle High School Press Association when this large group meets in annual convention here February 15.

It is an engraved shield offered for the best exhibit illustrating service of a school paper to its "community."

Entries in this contest are coming in to the association headquarters at the College. Groups of five to thirty students will come from nearly thirty high schools for the big convention. If weather permits, the registration is expected to reach four hundred. Prof. J. Willard Riddings of Texas Christian University will be the keynote speaker this year.

Officers of the association are Virginia Biggs of Panhandle, president; Nova Gene Furr of Plainview, vice-president; and E. W. Woods of Canyon, secretary-treasurer. In the Panhandle area are some of the best high school papers in Texas. Recently the Lubbock senior high school printed paper and the Canyon senior high printed page in a local newspaper were given first places for the entire state.

Commencement Speaker Named

President Hill Announces
Selection of Dr. Henry
Neumann of New York

Dr. Henry Neumann of New York City will be the commencement speaker this year.

His selection was announced by President J. A. Hill.

Dr. Neumann is a prominent leader in the Brooklyn Society for Ethical Culture. He is the author of such books as "Education for Moral Growth" and "Lives in the Making." His books and his lectures have been highly praised by New York critics.

He has taught in summer sessions of Ohio State, California, Utah, Wisconsin, and Hawaii universities. His lectures are said to be unusually stimulating.

He will teach in a California university next summer.

Drake Debaters Coming Here February 14

The first debate to be held on the campus in thirteen years will be held February 14 at 7:30 p. m., with Drake University.

The question is, "Resolved, that the nations of the western hemisphere should form a permanent union." The question will be debated by both men's and women's teams. The W. T. male team will take the affirmative while the women's team will debate the negative. The debates will be held in the Education Building; the women will be in the demonstration room, and at the same time the men will present their arguments in the auditorium.

The debaters are: Helen Conrad, Luzelle Brian, Ruth Lutrick, Bonnie Faye Goodrich, Glen Davis, Jim McCray, and Ray Brack. Dr. Conrad Freed is coach of the team.

Curtice Makes The Banquets

Coach Jack Curtice continued his speaking tour last week with an address at a football banquet in Lamesa and informal appearances at a number of other cities.

He will speak at the annual football banquet in Pampa Wednesday night.

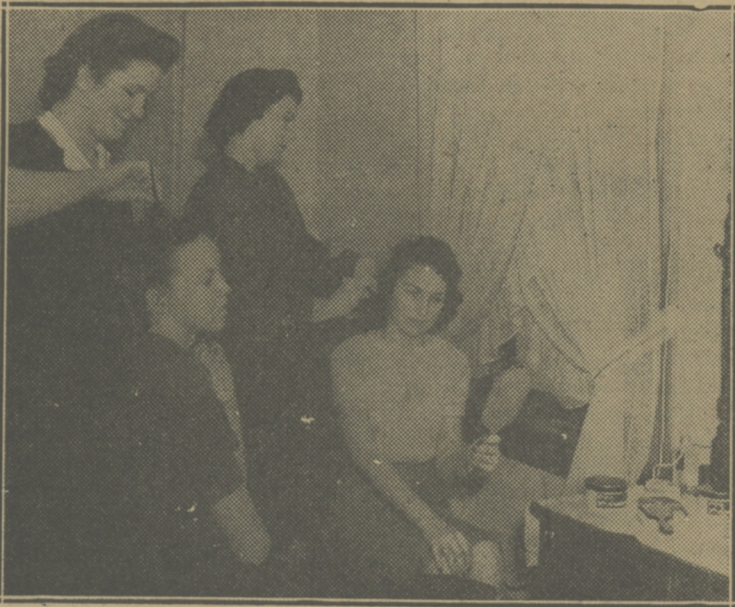
Sports writers have labeled Curtice the "hottest" and wittiest gridiron speaker on the plains. The Lubbock newspapers featured the following Curtice pronouncement:

"Coaches of today are looking for bright young gentlemen rather than dumb heavyweights. And the coaches are progressing, too, and getting more education along with the boys."

Freshman Club May Continue

"Following the plans of other years, we have not scheduled a Freshman fellowship program for the second semester; however, if enough students desire to have Freshman Fellowship continued through second semester, we will be glad to work out a program," said Dr. A. K. Knott, sponsor of the club.

Personalities Altered in W. T. Class



Personalities made to order—that's merely routine in a Home Economics class at W. T. In the picture are: Marie Brooks and Anna Pearl Cassey, standing, and Dorothy Montague and Juanita Colgrove, seated.

W. T. Girl Spends 2 Hours Before Mirror

College co-eds may be vain creatures, but such an accusation could hardly be drawn from the fact that West Texas State College girls spend an average of two hours a day before their mirrors.

For certainly a lily could be gilded in less time. The attitude of the co-ed is that although Nature may have been kind she was not, in most instances, the perfect artisan. The finishing touches are applied with more or less skill with the aid of sundry beauty preparations.

Beauty-Plus for Co-eds

Not, of course, that all co-eds wish merely to be beautiful. Most of them prefer to be interesting, to achieve a personality which they think best befits them. And there are minor defects to be disguised or modified in accentuating the better points.

More than one college course helps students to discover their possibilities. One of these is a home economics class in personality development. Discussions and laboratory experiments show how to gain poise, how to walk, how to select and wear proper clothing, and stress skilled use of manners, cosmetics, speech, and hair styling.

Cause, Effect and Correction

The girl with the "swan-neck" learns that it appears shorter covered with curls or a roll of hair combed low. Soft waves about the ears make a chin less prominent. The hair is arranged high on a low forehead. A center part is changed to a side part to make a round face appear oval. Rouge placement comes in for much study.

Voices are recorded to study defects and to note progress. And above all, correction of mental attitudes opens the way to startling personality improvement. Co-eds are their own harsh critics, ably assisted by their ever-present mirrors.

W. T. Student's Baby Is Dead

Roger Neal Goddard, one-year-old son of Mr. and Mrs. Arvo Goddard, died at 1 o'clock Friday morning.

Funeral services for the baby were held at the First Methodist Church here Friday afternoon.

Arvo is a junior student. Mrs. Goddard attended W. T. in 1938-39.

"When is the only time a woman is justified in spitting in a man's face?"

"When his mustache is on fire."
—The Texas Ranger.

Faculty Committees Work On Plan For Revision and Reorganization

If West Texas State does not undergo reorganization and develop a much greater promotion program in the next few years it will not be for want of planning.

Nearly a score of committees appointed by President J. A. Hill are drawing up their recommendations. A general committee on promotion headed by Prof. S. H. Condon has made 23 recommendations, many of which affect other committees.

"This program is not a substitute for anything that is now being done by either the individual members of the faculty or the college as a whole," Dr. Hill emphasized. "Things we have been doing will go right ahead with even more vigor than usual."

Subjects being studied include college organization, curriculum re-

Teachers To Hear Expert Saturday

Shorthand Authority Is
One of Lecturers for
Business Group Meeting

Teachers of business subjects in schools of many plains counties will come here Saturday to hear an outstanding authority on the teaching of shorthand.

The speaker will be Louis Leslie of Chicago, originator of the functional method of teaching which has come into wide use in this area. The visitor will be heard at a banquet session beginning at 6:30 p. m. at Cousins hall. Reservations for this dinner will be accepted at the office of Dr. J. A. Hill by his secretary, Tom Langston, through Friday morning. Plates will be 75 cents.

The Panhandle unit of the Business Education Association, headed by Dr. J. O. Ellsworth of Texas Technological College, will open its meeting Saturday at 3:30 o'clock. Among the speakers at the afternoon session will be Prof. S. H. Condon, head of the department of government at West Texas State.

Prof. Lee Johnson head of the department of business administration here, will be toastmaster at the banquet.

Haley Appointed To State Job

J. Evetts Haley, former W. T. student, was appointed by Governor O'Daniel recently to complete an unexpired term on the State Livestock Sanitary Commission.

While attending college here, he was editor of Le Mirage, College yearbook, president of the sophomore class, and prominent in various student activities. He was later field secretary of the Panhandle-Plains Historical Society.

Mr. Haley wrote several books while he was employed as collector at the University of Texas, and while doing research here. Two outstanding books were "The Life of Colonel Charles Goodnight," and "The History of XIT Ranch."

CAMPUS VISITOR

Gerald Roberts, agriculture major of the Summer Class of 1937 was on the campus Tuesday. He is representing the Century-Educators Mutual Life Insurance Company.

vision, keeping in touch with graduates through efforts of departments, permanent organization of classes, a series of bulletins on college dormitories and departments, recreation, chapel programs for high schools, more student programs and departmental programs in assembly, wider use of faculty members as speakers in this area, campus beautification, vocational training, installation of a directory of offices in the main hall, scholarships, and many others.

A more general faculty participation in college promotion and a more effective cooperation with community groups will be sought. One proposal being studied is a suggestion to establish a faculty fund which would be independent of legal restrictions as to its use.

Senior Killed In Amarillo

Eugene Clark of Darrouzett
Struck By Automobile
Thursday Night

Eugene Clark, a senior, died Friday morning in an Amarillo hospital after a car struck the youth late Thursday night.

Funeral services were conducted yesterday afternoon in Amarillo.

He was struck by a car driven by Ray Harland Redmon and Buddy Wilson, both of Pampa. The driver of the vehicle was blinded by the



lights of an approaching car. According to a report of Highway C. O. Layne and Bill Abbott, who investigated the accident, the car swerved sharply but the driver was unable to miss the West Texas Student.

A student companion, Miss Jane Patching of Goodnight crossed the highway ahead of Clark and was not injured.

Eugene was the son of Mr. and Mrs. K. E. Clark of Darrouzett. He was 21 years old. His major work here was in industrial arts.

Methodist Camp Open for All College Parties

The Methodist encampment grounds may be used by any organization of the College if the group is accompanied by a sponsor. Students must have paid their registration fees.

The organization must present a list of the names of the students who are going to the College business office when applying for admission to the playground.

"Any group may use the camp," said Virgil Henson, "and have access to all the recreational facilities free of charge if they get a letter from the business office stating that they have met the full requirements."

Count Praises Local Museum On Folsom Points

"It is a monumental achievement and all Texas should be proud of the Panhandle-Plains museum."

This is the conclusion of Count Byron de Prorok, vice-President of the International Anthropological Institution, who lectured at West Texas State recently. He spent six hours at the museum and did not see all of it.

He saw in the museum the Folsom points which scientists of Europe had asked him to investigate. He had looked for them all over the South and was delighted to find them here.

Count de Prorok suggested to Floyd V. Studer of Amarillo, curator of the Panhandle-Plains Historical Society, that some of the geological formations be reconstructed, with stratification charts and the fossils in place.

De Prorok, who also is director of the Franco-American Archaeological Museum and Expedition in North of North Africa, wrote Mr. Studer that he would return to the Panhandle later for an extended period for study of excavations in this section.

Teacher Scolds Former Student During Final Exams

Miss Ruby Foster, '38, a teacher at Pampa high school, recently had the unique experience of being ordered out of her own building by another teacher who thought she was a student. She has not been at Pampa long.

It was during final examinations, when loitering in the halls was forbidden. Prof. J. L. Lester, also a former student, was doing hall duty. After explanations and apologies all around, the incident was closed and laughs enjoyed, according to the Little Harvester, the senior high school paper.

STUDENTS IN HOSPITAL

Students of W. T. who have been in the hospital since January 23 are: Winnie Faye Baer, Janelle Bowe, Orville Bratton, Mary Bridges, Adron Field, Bill Lofland, Frances Morris, and Norman Whisnand. One case was a minor surgical and the rest were medical.

Individual Counsel By Popenoe Will Be Given Students

Marriage Conference
Opens February 12;
Daily Lectures Planned

Dr. Paul Popenoe, who lives at Los Angeles and heads several associations on heredity and an Institute of Family Relations, comes as featured lecturer to the second annual conference on marriage and family life at West Texas State College February 12-17.

Daily he will speak to students and will hold conferences and personal interviews with them. His public lectures will be held in the main auditorium of the Administration Building.

The complete program of the conference follows:

Wednesday, February 12, 1941

11:00 to 12:00—College Assembly. Subject: "Looking Forward to Marriage." Open to everyone. Main Auditorium.

1:30, 2:20, and 3:30—Group Conferences. Subject: "Is There a New Morality?" Room 312, Administration Building.

Thursday, February 13, 1941

11:00 to 12:00—College Assembly. Subject: "How Do You Know It's Love?" Open to everyone. Main Auditorium.

12:10—Lions Club. Subject: "Eugenics and National Defense." 2:00—Talk and Discussion Period. Special guests, representatives of Parent-Teacher Associations, women's clubs, Home Demonstration Clubs, church workers, etc. Subject: "Can the Family Have Two Heads?" Open to everyone. Main Auditorium.

4:30-5:30—Talk to College Seniors Who Expect to Teach. Subject: "The Family-Centered School." Room 211, Administration Building.

Friday, February 14, 1941

8:00-11:30—Personal conferences. Room 123, Administration Building. 2:30—Talk to Boy Scouts, Girl Scouts, Hi-Y, Girl Reserves, 4-H Members, F. F. A., and Seniors of Canyon High School. Subject: "Youth Faces a New World." Open to everyone. Main Auditorium.

3:30—Discussion Period. Special guests, sponsors of organizations listed above: high school advisors of girls and of boys, high school Home Economics teachers, etc. Subject: "Some Problems of Adolescence." Open to everyone. Main Auditorium.

Saturday, February 15, 1941

9:00-10:45—Personal Conferences. Room 123, Administration Building. 11:00 to 12:00—College Assembly. Subject: "Growing Up Emotionally." Members of the Panhandle High School Press Association as special guests. Open to everyone. Main Auditorium.

1:30, 2:30, and 3:30—Group Conferences. Subject: "Marriage Is What You Make It." Room 312, Administration Building.

Sunday, February 16, 1941

Church Engagements.

Monday, February 17, 1941

9:30-11:30—Personal Conferences. 1:30, 2:30, and 3:30—Group Conferences. Subject: "Heredity and Education." Room 312, Administration Building.

ATTENDS TEACHERS' MEETING

Dr. B. F. Fronabarger attended a meeting of the local unit of the Texas State Teachers Association Thursday in Lockney. Supt. W. B. Irvin of Lubbock, president of the state association, was the main speaker. Attendance was 107.

Fees for the first nine-weeks of the second semester must be paid by Tuesday, February 11.

Stage Is Set—Small For Real Action But Important As Model

The stage is set—nine of them to the minutest detail.

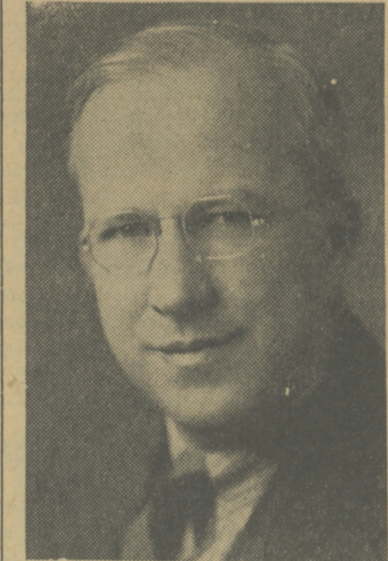
Even though Katherine Cornell would be delighted with them, she couldn't act on them—because they are only about twelve inches high.

The on-looker might swear it was the work of Hollywood experts, but it was all planned and worked out in the campus-famous green room.

"The model stages are all built to scale and give the experience necessary for the student to build the set for any play on the real stage," Mr. James Butler, professor of speech, pointed out in commenting on the exhibit.

Just like professionals doing stage work for Broadway, the stage craft class has planned each detail for an opening night. Programs, furniture plots, lighting plots, property plots, floor plans, costume plots, and even the posters for advertising purposes have been planned. The class planned and made the set for the recent production, "You Can't Take It With You." They built a set for Canyon High School, and

Speaker



Among the featured speakers at the Northwest Texas Conference for Education meeting here March 14 and 15 will be Dr. Paul Popenoe, director of the College of Education and head of the department of psychology at the University of Colorado. He has spoken at scores of teachers' conferences in all parts of the country. His writings appear frequently in education journals.

Two Instructors Present Musical Program Tuesday

Guest artists who presented a musical program at the meeting of the Phillips Parent-Teacher Association meeting January 28, where Miss Frances Usery, pianist, and Mr. Houston Bright, baritone.

Miss Usery is instructor in piano and Mr. Bright is instructor in voice and music theory.

Miss Usery played two groups of three selections each and accompanied Mr. Bright at the piano for two groups of three numbers, including three of his own compositions.

Miss Esther Rudolph, program chairman, arranged for the appearance of the two artists. The largest crowd ever to attend a Phillips P-T. A. meeting was present for the program and the open-house in the new \$120,000 Frank Phillips Elementary School building.

Interclub Group To Meet Today

A meeting of the interclub council has been scheduled for 5 o'clock this afternoon in Room 106.

Ed Line, chairman of the group, reported that the president and a second representative from each social club would be eligible to attend.

Complete plans for the second semester rush week schedule will be made. This will include an agreement on rules to be followed, and dates for the week as well as activity dates for each club.

Alma Miller, '40, recently was elected to teach in the McLean Public Schools.

are working on plans to remodel the stage of the high school.

The furniture, rugs, pictures, chandeliers, scarfs, vases, and all the equipment that makes the complete stage were made by the students on their own sets. Sets were made for the plays including "Idiot's Delight" by Charmian Runyan and Virginia Lee Hussey; "Fly Away Home" by Lannie Line; "End of Summer" by Christine Jarrett and Irene Hunt; "Cradle Song" by Bob Miller; "Alice in Wonderland" by Mavis Hill and Ernestine Starnes; "Three Corners Moon" by Avert Lair; two stages were set for "You Can't Take It With You," one by Lucille West and Norma Gayle Holderman, and another by Elaine Murphy and La Verne Pollard. "The Late Christopher Bean" was done by Doris Kirksey and Austin Wiggins.

The stages will be on display in the museum for two weeks starting today. Next semester the class will consider puppetry and more stage craft.

Semester Classes To Start Today

Registration Was To Be
Monday — Number
Enrolled Not Reported

Classes were scheduled to start this morning for the second semester of the current school term.

Registration at all groups was to be completed yesterday, but there were no enrollment figures released. Registration will probably continue all week with the final deadline coming February 11. The office of the business manager of the College indicated that a three dollar fine would be imposed if fees were paid after that time.

It is early for a prediction for the number likely to enroll. Other schools in this section of the country have had great decreases in enrollment for the second half. Texas Technological College, Lubbock, was more than 300 short of the first semester's total enrolled.

The spring semester will open amid international circumstances prophetic of possible war. Voluntary enlistment and conscription already have taken a dozen or more young men from the campus. What a continuation of army service may mean in terms of enrollment and college athletics cannot be predicted now, but the effect is likely to be more than merely noticeable.

One of the first events of the spring semester will be the Panhandle High School Press Association convention February 15. About 400 high school students and teachers will attend. The Northwest Texas Conference for Education will bring most of the Panhandle school folk here March 14 and 15. Interscholastic League events will be held here for both district and region. On May 9, the Panhandle-Plains Historical Society will hold its annual sessions.

Of the events largely confined to the campus, the nearest is the short course on marriage and family relations to be conducted by Dr. Paul Popenoe February 12-17. But even this will have an off-campus significance, with Scouts, high school students, Parent-Teacher Association workers, and church groups invited to attend.

Meanwhile, the plans for the summer session opening June 4 are rapidly taking form. This session has been shortened to ten weeks, but the amount of work will be the same. Classes will be held on six days a week instead of five. Courses will include those on Latin-American relations and democracy, which will reflect the problems of this period.

Entry Blanks Requested for March Salon

Requests for entry blanks in the third annual Panhandle-Plains Salon of Photography here March 2-16 are coming in from several states in the great plains area.

Prints will be received by Olin E. Hinkle, director of the salon, thru February 23. There is no entry fee for the exhibit. Miss Isabel Robinson, head of the department of art, is co-director of the salon.

Competition for top ratings and the honor of having prints hung in the art room of the Panhandle-Plains museum is expected to be especially keen this year. Exhibits at Amarillo and Lubbock have shown much improved techniques and a growing list of advanced amateurs on the plains. Competition within clubs in half a dozen cities has produced very apparent improvement in camera work.

Entra blanks and details of the local salon are available from the director. No prints will be accepted which do not conform to rules of the exhibit.

Seventy In High School Operetta

An operetta, "In Grand Old Switzerland," will be given by seventy W. T. High School girls and boys on Thursday, February 6, in the Education building auditorium. The curtain will rise at 8 o'clock. There will be no charge for admission.

The co-directors are Mrs. Tommie Montfort and Miss Ada V. Clark, who are assisted by Dorothy McNeill, accompanist, and Lela Louder and Doris Kirksey.

The cast of characters includes: Herr Bollinger, Sam Johnson; Trud, his daughter, Marilyn Leggett; Herr Nops, James Sharman; Jul, his son, Dick Louder; Mrs. Miller, an American tourist, Jean Marie Klein-schmidt; Donna her daughter, Jean Talley; John, her son, H. R. Fulton; Hedwig, Jill Cooper; and Fritz, Tom Knighton.

Rachel Terry, '37, is teaching this year at Kirland.

Hart
Palpitations
By Fred Hart

Just stitting around Saturday doing nothing as usual when a type-writer repair man comes round and by a superb line of salesmanship convinced me that my typewriter needs fixing. After he left, I began to try it out on this, and actually find that the man did something to the bag of junk to make it run smoother . . . but it still doesn't spell right.

Personally, I'm waiting to see who the new semester has laid forth before us. I like new faces, and new ideas, and new semesters.

Truthfully, it is interesting to note that more new resolutions are made in College at the beginning of a semester, than at the beginning of the year.

But balmy breezes that follow the dust storms have a way of removing good intentions from our quickened blood and like unwatered flowers, our education flutters away and spring finals find us in the same old pew.

And in spring a young man's thoughts do lightly turn . . . but I never saw a team of mules turn unless both were willing.

Spring is the season between the equinox on March 21 and the next one on June 21.

Spring is an interesting season. Tall poles projecting from the earth receive a magic stimull and become spreading chestnut trees with village smithys standing under.

After a winter of cold and unpleasantries, it is good to feel the sluggish insides vibrate and have a yearning for sulphur and molasses.

The good old boys wrote more on the season of Spring than on the other three lumped together. Until the dawn of cynical moderns, romance was in bloom, and spring was the season of all saps to rise.

Maybe by spring The Prairie will have a good columnist.

Many man-made historic events have occurred in the spring.

At the movies, we see previews of new styles for the ladies' spring. Five years ago critics were saying that it was impossible to really change the style, but spring minds do create wonders.

Also now making a reshoving at prices more nearly like my pocket-book is the story of the south, "Gone With the Wind," which is nearly the story of the Panhandle after a good spring wind.

And the stores are already advising "Avoid the spring rush, do your Christmas shopping early."

"Oh, the flowers that bloom in the spring, tra la."

5th
Column

"Words are things . . ."—Byron.

"Here's to the fellow who smiles today
And who smiles tomorrow, too,
No matter whether he's feeling gay
Or whether he's feeling blue.
The smiles we see in the sunshine
Don't always last as long
As the smile that smiles upon us
When ev'rything seems to go wrong."

And here's to the fellow that smiles after he looked at his grade-book, especially when it looks like the lower half of the alphabet.

IN MEMORIAM
To Eugene Clark. He was a friend. He was a "Good Guy."

Here's to the semester that just ended. We think back to September and recall the good resolutions that we made. We recall the many new faces. The new faces became more familiar as we gradually forgot the good resolutions. The new faces became our friends and we forgot the good resolutions. The last semester ended the college career of many of our friends. Many of the familiar faces are gone but new ones appeared to take their place. To those that are gone, we bid a fond farewell and a hearty WELCOME to the new ones. Here's to the new semester. May it be better than the last one.

HE WENT AND DONE IT!
Earl "Torchy" Walker had a longing for Army life, so he signed up with Uncle Sam's Air Corps. He is to be stationed at Mather Field in Sacramento, Calif.
You'll probably agree that a professor who comes three minutes early to class is extremely unusual—in fact he's in a class by himself.

The PRAIRIE

A weekly newspaper published every Tuesday by the Students' Association of West Texas State College, Canyon, Texas.
Entered on November 21, 1919, as second-class matter at the post office in Canyon, Texas, under the act of March 8, 1879.

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ROBERT MCKENZIE	BUSINESS MANAGER
OLIN E. HINKLE	SPONSOR

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Assistants: Dorothy Jane Day, Hud Prichard, Carl Criswell, Jackie Wofford, Ruth Barnes, Anna Belle Lard, Peggy Williamson, Earl Wilbur Betty Whitlock, Christine Jarrett, Marjorie Warren, Marie Brooks, Sally Cowart, Daisy Lee Dotson, Fern Stephenson, Cecil Davidson, Billie Jean Biggers, Lillian Chambers, Tiny Dycus, Carol Ely and Dorothea Harter.

Youth Hasn't Caught On

Americans are idealists. It is about time to become realists and stop living in a dream world. Children are reared in a world of fantasy and come to college still trying to eat the icing and leave the cake. They often depart in the same condition although intelligent guidance is the medicine prescribed to cure them.

Today we are living in a world which seems to have stepped out of the past of twenty-two years ago. It is again the most terrible and dramatic time in history. So far it has not reached us in a physical sense. We don't read casualty lists and war reports with an intense feeling based retreats and advances of troops and the names of dead and wounded soldiers. But this we may be doing in the near future.

Already the youth of today is marching and wearing uniforms. Why? Many haven't the slightest idea. Everywhere today young people are assuming the role of spectators and disinterested spectators at that. The war to them is distant and unreal. When the new broadcasts come over the radio, they turn the dial to a popular swing band. When they read the newspapers they ignore the news and look at the comics and sports. They just haven't caught on. Youth hasn't caught on.

Happenings in Europe, Africa, and Asia, don't seem important; for sorority dances and other personal problems are first in their minds. This is not unnatural in ordinary times, but these are not ordinary times.

Things that are going on today will completely change the future for youth. Why aren't they interested? The answer is that no one has tried to make them interested.

Very few high schools offer a full course in current history. Extemporaneous discussions in various classrooms of the world situation only confuse the students. No intelligent study is made to help them understand what is going on in Europe. Therefore it is not impossible that violent upheavals in our lives could strike us before we expect it. Youth would be surprised and bewildered. Something should be done about it and not all of it can be left to the parents. Debates, discussions, lectures, plays, and radio programs are ways to enlighten college students about their future. They will have to deal with it; so why not prepare them for it? They're smart, quick-witted, and eager to learn when aroused. The schools must endeavor to change disinterest and ignorance of international affairs to knowledge and realization in youth that it simply hasn't yet caught on.—M. R.

College Oomph!

Personality—what is it? The dictionary says it is "that which constitutes a person." To most persons a personality has to be good before they recognize it as such. But whether a person is attractive or unattractive, he has a personality.

At no time during a person's life will he meet more people, make more friends, and live intimately with people than he will in college. The room-mate who stays too long in the bath tub, the fellow across the hall who plays his radio too loudly; one does not realize that these little incidents aid in the development of personality. A person will develop tolerance, tact, and the ability to cope with similar situations each day. On the other hand, he may sulk, be intolerant, and derive nothing from his experiences.

In keeping with their literary past, professors say, "Study hard and forget most of this social life." Studying is vitally important, but don't be a book-worm. The most useful personal traits are not accomplishments from books, but from social contacts and experiences. The friends you make in college may some day rule the world; so be a friend to everybody, and then you will know the successful men of tomorrow.

Making friends by action and speech is not all that constitutes a personality. A neat appearance, good posture, and the ability to look people in the face, and smile, are important factors. Natural beauty is an asset, but if you will look around, you will see that the most beautiful girls and the most handsome men are not the most charming. If you are handsome, don't let other people know that you think so. You need charm and grace as much as anyone does and, above all, sincerity.

Are you attempting to develop a good personality? Are you putting your best foot forward? Are you making new friends each day? Try it. Always look, and act, your best. Today!—O. D.

The Value of Acquaintances

Every college student is confronted with a problem as to which is the more important—the friendships of fellow students or the acquaintance of professional men.

It is only natural that students become friends in college. These friends will be friends most of their lives and will be greatly enjoyed. Some of the friends in college are influential when one is contacting personages for later positions. Numerous freshmen make the mistake of forming friendships among a small group in their class. Beginners in any system need to seek the acquaintances of as many superiors as possible. College leaders are important contacts to be made because these persons become leaders in their respective communities.

The faculty and local professional men form a group most helpful to students during the first few years after graduation. Students who snub or fail to become acquainted with campus leaders, are cheating themselves. These are persons who may have the ability to hire W. T. exes in later years. Graduates cannot expect good recommendations from men whom they have treated disrespectfully. No contacts with individuals mean poor placements. Each student needs to bear in mind that prominent citizens of his community must indorse his job applications.

College men and women often fail to recognize that they are living in real life. They seem to feel that college is their last hiding place before facing the world. They study a little but play more. Opportunities are found in college to become acquainted with a majority of the faculty

members. Through visits to business institutions students may know the business men also.

Acquaintances often make a person. They can take him or leave him, as he deserves. They can make the student or destroy him. Some graduates require much time to make friendships they neglected in college and to erase impressions not of their real selves but of their college selves. Now is the time to LIVE, and wisely.—D. W.

W. T. Must Be Seen More

Does West Texas State wish to grow, to get appropriations for new buildings from the State Legislature, and to become a school of greater prestige? It seems that these things have been foremost in the minds of the officials and students of this college for some time.

Are these things impossible? No, they are not; West Texas State can be one of the largest colleges in the state if we can get more high school students of West Texas interested in the affairs and activities of the College. It will grow with the interest which we create in the future college students of the Panhandle and West Texas. How may this interest be created in the high school students of West Texas? This is not an easy question, nor will it be an easy problem to solve.

Much interest can be created by bringing more high school programs to assembly and by taking college students to the high schools for short assembly programs. Many students could be attracted by sending free tickets to football and basketball games. Occasionally tickets could be sent on college plays or lyceum numbers. In fact, the main idea is to bring the high school students to W. T. for College activities. Some sort of a contest might be offered high school students, giving a week of college experience.

West Texas State is a fine institution. But it must be seen and known to be appreciated.

Delirious Youth

"Youth is a kind of delirium, which can only be cured, if it is cured at all, by years of painful treatment." This is the challenging statement of Logan Pearsall Smith. This compact attitude of age toward youth is singing a funeral dirge for youth. Those who have passed masterfully over it see it as a snake agonizing in its feverish efforts to split and shed an old skin.

Youth itself is aware of its disordered condition, as evidenced in its restlessness, confused speech and action, wild excitement, and dusty view of "the why and wherefore." But this delirium is not a static affair. Youth is not idly waiting for answers. The college student is not merely preparing for future activity. He, contrary to a general belief, is doing some healthy living, thinking, and working in his practice of student democracy and self-government.

This student democracy is neither a necessary evil nor the entertaining and interesting antics of experimental animals. Youth is rightly clamorous for the realities of a grown-up life. Movements and clubs and individuals are cultivating problems of war, socialism, economy, education, religion. In accepting problems and privileges of governing, youth is, of course, gathering an armful of responsibilities tangled with its privileges.

Conversely, responsibility is what youth desires inwardly. Outwardly, a student may be boastful of having picked up something for nothing, of fooling the teachers and elders, of "getting by." Inwardly, he is belying this dishonesty of the mind and is bored with playing with rocks. He is seeking not to cure his delirium by years of painful treatment, but by immediate assumption of a part of this solemn load of responsibility.

Yes, youth should be allowed to bring some of its delirium into the *status quo*, "the mess we is in" Loud and bold, delirious youth shouts its conception of being a logical and rightful counterpart of leavening age.

Pomotto: How did you get so banged up?
Pancake: Learning to fly.
Pomotto: What happened?
Pancake: Oh, I couldn't decide which side of a tree to land on.

"I am proud to say that I was one of the men behind the guns," the candidate for office said to his audience of voters.
"How far behind?" a dubious veteran yelled from the balcony.

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A. & I. Opponent
In New Schedule

St. Mary's Rattlers
Exchange Priority
To Avoid Conflict

Coach Al Baggett welcomed a change in the basketball schedule this week for the "World's Tallest Team" which pitted the Buffaloes against Texas A. & I last night and again tonight instead of the regularly scheduled series with the St. Mary's Rattlers of San Antonio.

The Baggettmens will play coach Sam Harshany's Rattlers Thursday and Friday nights.

To avoid a conflict with the Golden Gloves tournament in San Antonio, the schedule was reversed. The conference race will be continued here February 21 and 22 when the Buffs' opponents will be the Javellinas from Kingsville. St. Mary's will meet the tall boys from the plains again on February 24 and 25.

From all indications the Rattlers will be the much tougher of the two opponents. Led by a veteran squad and some fine transfers and other recruits, including 6 feet, 9 inch Don Warnke, the San Antonio crew will likely make it hot for West Texas.

Ranked in eighth place in the South and Southwest last week and in 5th place in the entire South this week, the Buffaloes will have to play consistently to keep their fine standing. Starters for the Buffs will likely be: Brookfield and Maddox, forwards, Halbert, center; and Captain Borden Price and Frank Stockman at the guard positions.

Freshmen Take
First Defeat of
Two Seasons

After a winning streak that lasted for forty-five consecutive games over a period of two seasons, the freshman basketball team was defeated by the Coca Cola team of Amarillo Wednesday night in the Jaycee tournament.

The final score was 42-44. During the last few minutes of play, the W. T. cagers were six points behind. They staged a desperate rally and gained on the opponent—but failed by the short margin of two points.

Although their record has been spoiled, the junior star-dusters still lead in the tournament.

Borrowed
Bits (stolen)

This type of material is sometimes called filler, sometimes "exchange." Whatever it is termed, credit is given for all of it.

Pointers on techniques in getting jobs (taken from The Daily Texan:)

1. Go see the guy. If he isn't home, start smoking one of his best cigars. When he comes in, the aroma of his own stogie will make him feel at home.

2. Don't wear anything loud. He'll see you.

3. Smile frequently. Maybe he'll laugh. Then you can laugh. With both of you laughing, anything can happen. It probably will.

4. Show lots of teeth. People always look normal with teeth. Of course, everyone has his false ones nowadays.

5. Show your co-operative spirit. If he dusts the furniture while you're there, dust the furniture with him.

6. Radiate friendliness. Look him in the eyes. If you're a red-head, he'll pick it up from there.

omigosh
will i be a
bigamist if
i marry her
she has a
split
personality

ah
woe
nite
after nite
it takes more
than a clip board
to hold me
tight

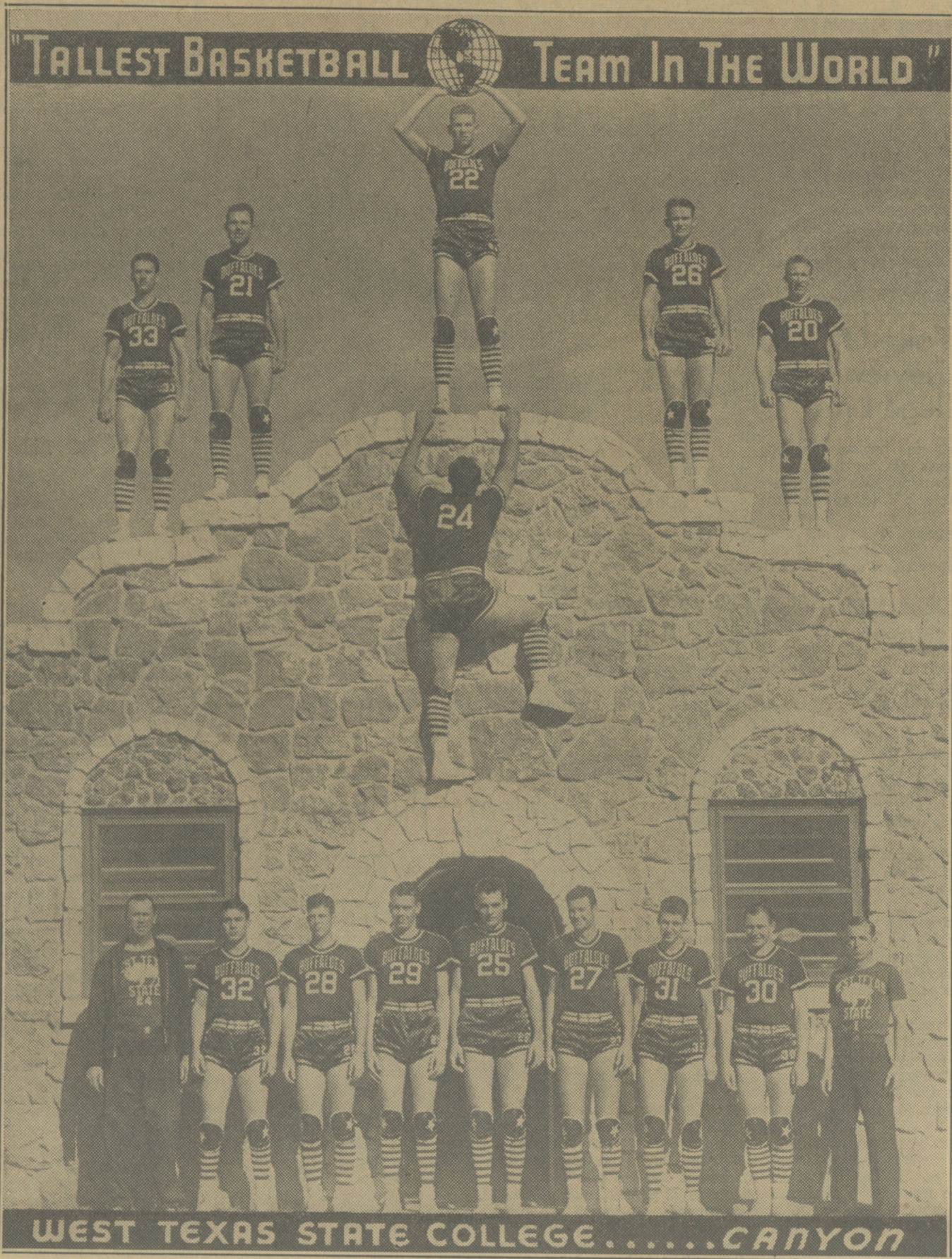
Finals come, finals go,
So the upperclassmen say;
I doubt that at all,
But I also know that
Finals come, freshmen go.
—The Daily Texan.

He kissed her on the cheek;
It seemed a harmless frolic
Now he's been sick a week,
They say it's painter's colic.
—Yellow Jacket.

Mrs. Dinocan—I wonder if you would be so kind as to weigh this package for me?
Butcher — Why, certainly; it weighs exactly three and a quarter pounds.

Mrs. Dinocan — Thank you; it contains the bones you sent me in that four-pound roast yesterday.

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Forward Go the Buffs
In Sport Statistics

It's another step for the Buffaloes toward nation-wide fame, according to the Dunkel News Service report issued this week.

Ranked in 8th place last week in the entire South and Southwest by the Mountain Lakes, New Jersey Service Bureau, a new report shows that West Texas State now holds 5th place. The Buffs have nosed out such teams as Bowling Green Kentucky State, University of Kentucky, and Delta, Mississippi State in these statistics.

The list is as follows:
Arkansas.
Oklahoma Aggies.
North Carolina.
Rice.
WEST TEXAS STATE.

Today, the little boy who hides behind his mother's skirt has to get in a high-chair to do it.

Help Keep Canyon Clean!

U. S. Collegians Select "Gone With The Wind"
Best Show of 1940, "Rebecca" Second

Choice of more than one-fourth of the nation's college students, "Gone With The Wind" was easily ranked the collegian's No. 1 motion picture shown in 1940, a poll conducted by Student Opinion Surveys of America, reveals.

Based on a scientifically representative cross section of the U. S. college enrollment, the survey showed "G. W. T. W." the choice of 27 per cent. Only one other picture was the preference of even half that many—"Rebecca" was selected by 14 per cent.

Other national surveys of critics and editors in the motion picture field have not included "Gone With the Wind" because it has not yet been released for general distribution over the entire country. Among college students, however, David O. Selznick's production was such an overwhelming favorite, that it could not be ignored until the 1941 poll comes around. The top

ten pictures of the year, according to collegiate opinion, were:

1. Gone With the Wind
2. Rebecca
3. Grapes of Wrath
4. All This and Heaven Too
5. Foreign Correspondent
6. Knute Rockne, All-America
7. Northwest Passage
8. Northwest Mounted Police
9. The Mortal Storm
10. Boom Town.

Interviewers asked students to name the best picture "they had seen" during 1940; so many of the favorites mentioned were not necessarily released during the last year. Often a respondent named one of the classics Hollywood has filmed in years before 1940.

Both men and women were fairly well agreed upon the No. 1 rank for "Gone With the Wind" men giving the picture 28 per cent and women 26 per cent. "Rebecca," though sec-

ond choice of both sexes, was preferred by only 11 per cent of the men as compared to 17 per cent of the women. Men selected "The Grapes of Wrath" and Knute Rockne" third and fourth, while women picked "All This and Heaven Too" and "The Grapes of Wrath" for the same positions.

Men alone brought "Waterloo Bridge" into their top ten. Women gave a place among their first ten to "Long Voyage Home," and "The Letter."

The Film Daily, which conducts a poll of outstanding national critics placed "Rebecca" and "The Grapes of Wrath" as first and second, not including "Gone With the Wind" in the tabulations. Pictures named by the critics among the best but that failed to get a place with students were "Ninotchka," "Abe Lincoln in Illinois," and "Our Town."

CO-ED'S DILEMMA:

If she has too many dates, she's frivolous—if she has a steady, she has no stag line.

If she obeys all the rules, she's a drip—if she doesn't she gets caught.

If she doesn't study, she gets kicked out—if she studies, she's a grind.

If she talks a lot, she's got a line—if she doesn't she's a social flop.

If she carries her own cigarettes, her friends bum them—if she doesn't, she's a sponge.

If she comes on time to dances, she hasn't been around—if she comes late, she misses all the fun.

I like exams
I think they're fun
I never flunk a
Single one.
I'm the teacher.

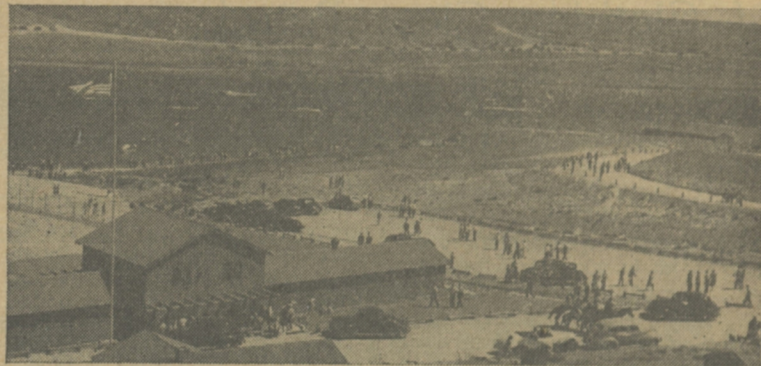
Back the Buffs to another Alamo Conference championship.

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Summer Playground for W. T.



Spring rains are expected to raise the water level in nearby Buffalo Lake and make it again a major playground for summer session students. Swimming, boating, fishing, and racing are among the water sports now available. There is no gate fee. The picture above shows a crowd at the lake last summer.

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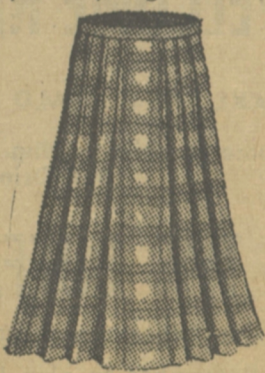
Curlee sport coats for men in new spring styles \$15.00

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Boxy for Spring
\$7.95 up

Wear it over everything from formals to slacks. Boxy swagger, fingertip length, tweeds, shetlands, navy. Lined. 12-20.

PEOPLES STORE

Ranked 5th in the South and defending conference champions are the West Texas State Buffaloes. Top row, left to right are: Dewey Johnson, Bob Nippert, O. T. "Teeter" Schupback, Coach Al Baggett, Charles Halbert, Wilburn Patten, and Jack Maddox. Bottom row left to right: Earl Stagner, Norman Trimble, Frank Stockman, Price Brookfield, Bill Stockman, Douglas Green, and Captain Borden Price. Ralph Davis, student manager, sits in front.

Coat and Suit Style Trends Shown in Original Designs Of Clothing Class Parade

By MABEL BACK

Are you planning to add a new coat or a suit to your wardrobe? Well, here are some original styles the W. T. co-eds in the junior clothing class have chosen.

Style trends are characterized by no belts, no buckles, large pockets, if any, and odd number of buttons.

Hip-length coats with large pockets of either tweed or plain wool are good this season. Bernice Birdwell wears a tailored tan-gray tweed jacket with patch pockets adorned with neutral colored buttons. The suit is completed with a tweed flared skirt.

Eleanor blue puts the spot light on Tress Allen's light wool dress and princess styled jacket and Madge Sirman's flared skirt fitted with a high band. Mary Collins modeled a simple cut royal blue suit with rust colored buttons.

For sports wear, Coystal Tabor has chosen a loosely fitted natural wool coat with patch pockets and leather buttons. Grace Margaret White wears a brown light wool coat with patch pockets, a full back, and large brown buttons.

Dress suits were modeled by Wandena Evans, who wore a dark brown with a pleated coat-tail flare, by Marcella Fryor in a moss green suit with earth-brown buttons, and Florence Shiplet in a black and white pin-stripe suit.

Frog fasteners decorate the soldier and dark blue coats of Kate Donnell and Margaret Lill.

Wide lapels and a flared skirt are features of the teal blue semi-dress suit made by Euba Fay Hillis. The new straight-cut sleeves are seen in Freda Crawford's light blue two-piece suit, and in the navy full length coat made by Berdine Brunson.

Characteristic of the western winds are the swing skirts shown in a black semi-dress suit made by Joyce Thomas, a green tailored coat worn by Viola Adams, and a three-piece tweed suit worn by Gwendolyn Couts.

Tailored coats of dark wool were worn by Mattie Lee Seago and Edwina Kight.

Barbara and Juanita Lowe modeled light weight wool collarless jackets over brightly colored tailored dresses.

How they repaired the baby born with 20 broken bones. He came into the world a cripple with one chance in 1,000 of surviving, but a remarkable new treatment made him healthy, happy and sound by his first birthday. Read of his astonishing recovery and of this revolutionary method of treating bone fractures and maladies, as told in The American Weekly, the magazine distributed with next week's Chicago Herald-American.

On the campus Saturday were Opal and Lena Snitker, who are teaching at Sundown and Plainview, respectively; Stephen Milner and John Willoughby of the Hereford staff; and Mr. and Mrs. Roy Farnsworth of Dumas.

It Can . . . Coming Events . . . Happen Here

- Feb. 14, Kappa Tau Phi, All-College Dance.
- Feb. 28, Gamma Phi, All-College Dance.
- Mar. 7, Kappa Tau Phi All-College Dance.
- Mar. 21, Sophomore Spring Dance.
- Mar. 22, Tau Tau Tau Dance
- Mar. 28, Pi Omega Dance.
- Apr. 4, Kappa Tau Phi Dance.
- Apr. 18, Delta Zeta Chi Dance.
- Apr. 18, Hansford County Club social.
- May 2, Gamma Phi Dance.

Song Take-Off Gives Review of College Life

Dead week was not an inactive week for girls at the halls and lodges. With minds alert and pencils at hand, new ideas sprang into new verse. With all the apologies to the composer of "Thanks For the Memory," here is the W. T. version of the popular song:

Thanks for the memory,
Of suppers at the Buff,
Chicken in the rough,
Of midnight snacks
And pointless cracks
And all that silly stuff,
Oh, thank you so much.

Thanks for the memory,
Of slightly shady jokes,
Money from the folks,
We always spent like millionaires
For candy and for cokes,
Thank you so much.

Studies we gladly neglected
In spite of the finals and dead week
And oh, how we dreaded the pay week,
But that's o. k. who wants an "A?"

Thanks for the memory,
Of shows on Friday nights,
Card games after lights
And skipping out of Bob's
To eat on formal dinner nights,
I thank you so much.

W. T. has a correspondence student who is the author of a book which will be ready for distribution about April 1. It is "From Candles to Footlights" by Melvin Schoberlin of Pollette. The book is described as "a story of the Colorado stage from 1859 to 1876." It is published by the Old West Publishing Company and priced at \$3.50. The book represents eight years of work collecting materials.

Congratulations go to W. T.'s industrial arts department and specifically to Sam Cleland. Mr. Cleland, '31, has just been elected to a position on the engineering staff of Texas A. & M. College. He will teach engineering drawing. He has been located at Lefors ever since his graduation. He now holds a Master's degree from Texas A. & M.

Alford—I certainly have been pinched for money lately.
Tubby—What a strange way of getting it. My wife kisses me when she wants money.

Model Not An Eskimo—But Parka Is Real: Exit Winter

By FERN STEPHENSON

Just when Spring is about to make her debut, Ole Man Winter breezes in with his chilly winds and whirling flakes of dazzling white snow.

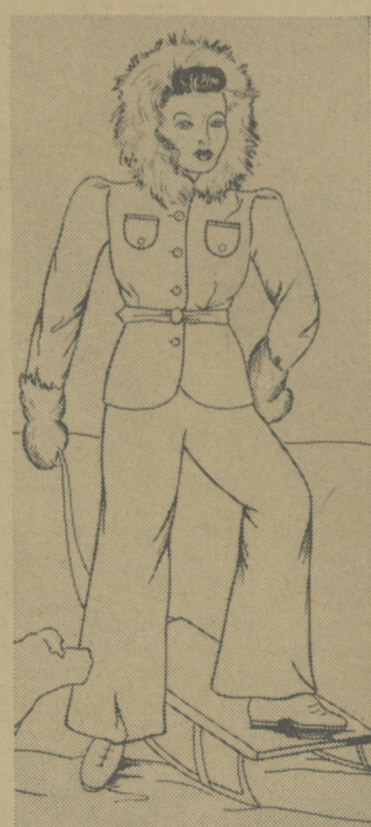
You won't want to miss the thrills and spills of the season's sledding parties so why not do as Miss Bettye Hales has done. Bundle yourself up snugly and smartly in a gay little snow suit and be in for a bundle of fun. You can accomplish a triple fete. You can look smart, keep warm, and have fun.

The smart little creation worn by Miss Hales is of sky blue wool, with attached hood bordered with soft fluffy white fur to prevent the cold from nipping her ears.

The Eskimos may have originated the Parka, but they never could have dreamed up such a perfect one as this. The two-piece suit is made of sky blue wool, the coat is trimmed in huge snow-ball buttons of downy white fur. The trousers of the same material are slim and easy with plenty of freedom for fast downhill swoops. This little creation is beguiling enough to melt the heart of a snow-man.

This bit of fashion artistry was captured by the artistic strokes from the pen of a talented young artist, Miss Mary Stringfellow.

Miss Hales, pictured as the model, is a freshman from Amarillo. The artist, Miss Stringfellow, is a graduating senior from Nara Visa, New Mexico.



Fashion Forecast for '41 Suggests Perplexing Problem — But Exciting

By FERN STEPHENSON

This is really a perplexing season for the fashion-conscious, which of course makes it a very exciting one. You can be just as original as you like this season because in the world of fashions, America is on her own.

Let's start right from the top—turning the spotlight on what we think will make fashion history in 1941.

And literally starting from the top, we find America's Top Notch Top-Knotter, Monsieur Louis of New York, busy creating the new coiffure of 1941. This artistic creator of new coiffures takes the credit for the "Upsweep," the "Pompador," the "Page Boy," and now he calls his newest creation the "Plastique." It consists of a pile of highly heaped curls directly on top of the head. The side hair is swirled into a reversed up-sweep curl, and the back falls softly into two rows of loose curls. It's very becoming to Movie Star Lucille Ball, and a coiffure you'll want at least to try.

Hair-Do Trends

Now turning from hair-do's to hat news, we find again a wide variety from which to select. You may be gay, exotic, demure, or bewitching in your individual choice and still be leading fashions hat parade. Tall turbans are good with loads of flowers and sweeping veils. Off-the-face hats are good, but if they aren't becoming to you, by all means stick to your type.

Basic Suit Styles

Of course we simply couldn't go

far toward our basic wardrobe and not include a suit. Again you may choose the suit that suits you. There's the mannish tailored suit, the longer three-quarter fitted suit, or the suit with the short bolero, all of which are good. All you need do is select your type, dress it up with contrasting blouse and accessories and you're ready to make your Spring debut. And by the way, this is a two color season. If you start with navy and white, stick to it throughout.

The fashionable footnote seems focused on colorful, comfortable play shoes for sports and a note of color too in those dress up shoes. Red is making a very successful play for the lead in colorful shoes.

Tales of the Old Clipper Ships. Cap'n. Dave Landers, one of the last of the sailing ships skippers tells of the part the clippers played in the California Gold Rush, and of the traps and pitfalls set for sailors in the roaring ports of the west, in The American Weewly, the magazine distributed with next week's Chicago Herald-American.

Mrs. Green, Dean of Women, issued a special late permit for Thursday night instead of the regular Friday night late permissions. This is to allow the college students to go to the Nat where Russ Morgan is going to play.

The change in the late permission will result in Friday night being restricted to 10:30.

Missionaries In Peru Jungles Are Remembered Here

Deep in the jungle wilds of Peru are the Rev. and Mrs. A. F. Reifsnnyder, whose often grave problems are made lighter because of their faith in a West Texas State College professor and other friends.

Mrs. Reifsnnyder, the former Viola Williams of Plainview, is supported in her work by funds raised each year by Miss Mary Moss Richardson, a member of the English faculty. Last year 63 persons gave their contributions to Miss Richardson for dispatch to Mrs. Reifsnnyder, who is mailed a check each month.

As independent missionaries, the Reifsnydners work among Indians who seldom see other white folk. He has moved freely into interior wilds where white men previously have been barred. Armed only with a small phonograph, he has charmed the natives with music until he could win their friendship with service. He has mapped areas seen by no other white man. He has pleaded for whole tribes about to be ousted from their lands—often with success. In the dense, damp, dark forests he has endured dangers and hardships with a quiet determination and a courage which has carried him through many crises. His work, too, is supported by friends in the United States, including a number at Plainview.

The missionaries have two children. One is Bobby, their own 6-year old son. The other is an adopted Indian boy, Billy, now 11 years old. Billy was adopted when about to be buried alive with his dead mother in a jungle ceremony.

Miss Richardson gently but often reminds her friends that they must not forget the missionaries in distant Peru, and they do not.

It Brings To Mind: "Gone With the Wind"

We discovered in our process of reading the newspapers the other day that "Gone With the Wind," the wind that took the nation by storm, is on its way back to American screens, to be witnessed this time at popular prices.

It all brings to mind the time we went to see if its true what Margaret Mitchell says about Dixie. After saving money for weeks, we purchased a ticket. We braved time and saw the entire picture and left the theater, only to be overwhelmed to find that it was still winter and our friends still remembered us.

Our seat was so close to the screen that we could not tell whether we were or whether Clark Gable was making love to Vivien Leigh. However, after finding out how much people enjoyed the picture, we finally decided that it must have been Mr. Gable.

The picture was great. Shortly after two hours of build-up drama, Miss Leigh, dressed in a light-blue frock, picked up two handfuls of dirt, threw her arms sky-ward, and shouted that she was not going to

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FRIDAY & SAT. MATINEE

MARJORIE WEAVER

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JON HALL in

"KIT CARSON"

SAT. MIDNITE — SUN. — MON.

ERROL FLYNN

OLIVIA DE HAVILLAND

in

"SANTA FE TRAIL"

COMING SOON

"CHAD HANNA"

Edith Mae Woodard, '37, who teaches home economics in the Junior High School at Hobbs, N. M., will do graduate study at Fort Collins, Colo., this summer. Since her graduation from W. T. she has done some summer work in New Mexico.

The florists' Telegraph Delivery association has a new expression for an extra large order of flowers which worried husbands send wives. They call it: "The dog-house corsage." ha, ha.—Walter Winchell.

Help Keep Canyon Clean!

be hungry any more—that she was going to get money, along with a subtle implication that she was planning on doing so and remain a nice girl at the same time.

No sooner had she screamed these profound words than a notice flashed on the screen that a fifteen-minute intermission was to be observed, which should have made the King Sisters happy after singing a plea for one over various nickle-odeons. Well, the thousands of people in the audience flooded the small lobby puffing at their cigarettes, while I sat there wondering: Will Scarlett put the dirt down? Will she get the money? Will she get Rhett? Will she?

All of the questions were finally answered. Scarlett got the money, David O. Selznick got still more money, Miss Leigh got the Academy Award, and we got the satisfaction of having seen the picture whose march through Georgia made General Sherman look sick.

"Gone With the Wind" was replete in every way with the exception of the lack of Don Ameche, the character who has appeared in every epic of history and has invented everything except, in our humble opinion, an ability to act.—Les Carpenter, The Daily Texan.



Errol Flynn and Olivia de Havilland are having a screen romance again—this time against the thrilling, action-packed background of "Santa Fe Trail," the film coming to the Olympic Theatre, Saturday midnight, Sunday and Monday.

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Chesterfield has so many things a smoker likes so well that it's just naturally called the smoker's cigarette. You always enjoy Chesterfield's COOLER, BETTER TASTE . . . and they're really MILD—strong or harsh. Get yourself a pack of Chesterfields.

You can't buy a Better Cigarette

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