

TWO BUFFALOES PLACE ON ALL- T. I. A. A. FIVE

COMER AND FORTENBERRY
RATE AS LEADING FOR-
WARD AND CENTER

That mythical five, the heroes who never meet at a unit but who have won the plaudits of the crowd and the coveted title of the best in his league—the all T. I. A. A. team has been selected by five of the major sports writers of the state and two Buffalo men, Comer, forward, and Fortenberry, center won their places by unanimous vote of the judges. Two other Buffs, Brown and Clark, guards were placed on the second team selected by the sports writers. The votes received by the first five players were as follows:

Comer, W. T. forward, ten points.
H. Stringer, Commerce, guard, ten points.

Fortenberry, W. T. center, ten points.
O. Stringer, Commerce, ten points.

Derryman, Denton, guard, six points.
The second team:

Donnell, S. F. Austin, forward, 3 points.
Nicholson, Sam Houston, forward, 2 points.

Brandt, San Marcos, center, 3 points.
Brown, W. T. guard, 4 points.

Clark, W. T. guard, 2 points.
These men were picked by the following sports writers of Texas:

Robert T. Burns, Jr., Huntsville; J. E. Angell, Denton Record-Chronicle; Bob Obets, San Marcos Record; Jerry Malin, Amarillo News-Globe; and Prexy Anderson, Abilene Morning News.

This year's Buffalo quintet was the outstanding team of the entire conference from many standpoints. The reader will notice first of all that it is the only team in the western half of the conference even placing on either team. A second glance at the records will show the Burtonites placed four men on the two teams, two on the first and two on the second. Furthermore, in conference play, Comer, forward, placed second in scoring, only being exceeded in the number of points by O. Stringer, former Buffalo, and now a member of the Commerce five, by three points.

This mythical five is hypothetically the champions of the conference insofar as points amassed is concerned, individual members of the team having run up a total of 397 points against the sum of 118 points by the rest of the entire field. Practically, the five picked are all high scoring individuals, O. Stringer, with 101, Comer, 98, Fortenberry, 83, H. Stringer, 83, and Perryman 35 points each, topping the conference with few exceptions. However these men were picked more for their value to the team and for their ability to function as a team rather than from the standpoint of their scoring ability.

The outstanding thing about the 1931 crop of Buffaloes is, that however sensational from the spectators viewpoint the season's play may have been, this team of Burton is not the best that has been produced by W. T. by any means. In the first place, being largely made up of green material, the 1931 quintet lacked smoothness in a big way. Team play was always a matter of hazard and came second to scoring. Never-the-less, (Continued on last page.)

Travels of a Letter are Interesting as Shown by Many Postmarks on Envelope

"All Aboard," called the conductor of the 7:10 train preparing to go to Amarillo on November 13, 1930. The people boarded the train, and a bag of mail was deposited in the mail car. In that bag lay a letter, addressed to Mr. Chang I. Shang, Columbia University, New York City, and it is this letter which is the occasion for this story. The letter was written by Mr. F. E. Savage, a member of the Peabody Club of W. T. S. T. C.

Along with thousands and thousands of others, it traveled to New York, arriving there at 12:30 p. m. on November 18, 1930, and of course being sent to the Columbia University postoffice in search of Mr. Shang. There it found that the said Mr. Shang had evidently been seized with wanderlust and had left a forwarding address to Loshen, China.

So the letter resumed its journey, and finally arrived in Losden, sometime in December. But Mr. Shang did not appear to claim his mail and after being stamped with various unreadable Chinese postal instructions, it proceeded to Shanghai. Why it did not go to the dead letter office at Shanghai will always remain a mystery, but there it did not go. Instead, several more Chinese post marks were applied to its already decorated face

"The Crucifixion" To Be Presented On Easter Sunday

Easter Sunday, coming this year on the fifth of April, is to be marked this year with a presentation of "The Crucifixion" by the Methodist Student Choir, under the direction of Miss Mattie Mae Swisher, and with all-student soloists.

"The Crucifixion, the text of which is written by the Rev. J. Sparrow-Simpson and the music by John Stainer, is a meditation on the sacred passion of the Holy Redeemer. The music and text present very vividly the life of Jesus from the Garden to the Tomb. An illuminated cross is to be used in the crucifixion scene when given by the Choir.

This cantata was given by the Methodist Student Choir in 1929, and parts of it in connection with the pageant in 1930.

Soloists for the program are Emmett Smith, tenor; Alfred Jameson, bass; Charlie Kiker, tenor; Estelline Harris, soprano; and Maurine Denny, alto. Thelma McMinn will act as organist.

A large number of students, according to those in charge, attended the last rehearsal, held in the Methodist Church Wednesday evening. All students who enjoy singing are invited to take part, and are asked to watch the bulletin board for further announcements concerning practice hours.

All-Female Cast Gives Comedy In One-Act Thursday

The lure of the Princeton collegiate male for the fairer sex was the theme of the clever one-act farce comedy presented by members of the College Dramatics Club Thursday afternoon at 3:30 in the Education Building auditorium. "Seven to One," with a cast of seven girls, was directed by Wilmet Gamble, and was last of the Dramatic Club productions for this quarter.

The story of the play is built around the incident of seven college girls inviting the same young Princeton fellow to the same party, and his failing to appear to fill any of the dates. Good characterization and humor were the key-notes of the presentation.

Those who took part in the play were Dannie Mac Stewart, as "Jo"; Bess Kirven, "Dulcia"; Eulalia Burrus, "Gloria"; Mattie Thomas, "Barbara"; Eulah Elliot, "Elizabeth"; Juliette Aran, "Madge"; Evelyn Beeson, "Ginger," and Estelline Harris, "Vivian."

CARD OF THANKS

We wish to extend our sincere thanks and heart-felt appreciation to the many teachers and friends who so willingly offered their kind and sympathetic words, many services, and beautiful floral offerings in our hour of deep sorrow and bereavement over the sudden death of our beloved husband and father. May the Lord bless and keep you.

MRS. J. W. HASTINGS
ILA MAE HASTINGS
BIRDA MAE HASTINGS
WALLACE HASTINGS
VESTLEY HASTINGS
WESLEY HASTINGS.

Cousins Hall is offering an all-around course in bridge—the girls play all day and at all hours of the night.

STYLE SHOW IS CLOSING EVENT BY FAVORITES

SIX GIRLS ARE SELECTED IN
VOTING FOLLOWING BEAU-
TIFUL AFFAIR

Closing the annual contest for Le Mirage College favorites, the candidates in the running presented one of the most entertaining feature events of the season in the form of a style show in the Education Building auditorium last night at 8 o'clock.

After the close of the show the audience was given an hour to vote on the six favorites. The result of the voting is to be announced this morning at the chapel period, and will also be posted on all the bulletins available in the college. From these six elected last night will be chosen the College Queen, the voting for this second choice beginning the first week of next quarter. The other five girls, after the queen is chosen from among them, will hold the places of maids-of-honor. More definite announcements will be made later in regard to this.

The program last night was a most colorful and interesting affair. Given as though taking place in a very modern, Frenchy Fashion Shop, of which Monsieur La Birage was proprietor, the fourteen beautiful W. T. girls who are in the contest modeled forty-four different costumes for imaginary prospective buyers. The costumes modeled by the girls were furnished as a business proposition by Canyon firms.

The stage for the presentation was most suitably and artistically arranged to represent the modeling hall of the fashion shop. Durwood Brown acted as stage door keeper. Other people on the stage during the show were Bill Dawes, Mildred Dodds, Noel Gollehon, Dorothy Cash, L. T. Devault, and Mrs. Hammock, and Wallace O'Keefe as monsieur. Following the show ballot boxes for the voting were maintained in the auditorium by Margaret Sheers, Durwood Brown, Martha Nell Lang, and Boone McClure.

Among the costumes modeled were evening gowns, afternoon gowns, lounging pajamas, Sunday morning dresses, formal dance frocks, morning dresses, coats and tams, street clothes, sport clothes, hats, and shoes. All of these articles were furnished by the firms handling them in Canyon. The girls in the modeling were given free hair dressings by the various beauty establishments in town.

Dates Are Set For Herd Improvement School at Canyon

Announcement has been made of the tentative program of the second annual Panhandle Herd Improvement School which will be held in Canyon April 2, 3 and 4.

The school held as an extension project of the West Texas State Teachers' College with members of the agricultural department planning the program.

Among the specialists whose names appear on the tentative program are: E. M. Ragenbrecht, A. & M. College of Texas, College Station; C. C. French, Fort Worth Stock Yard Company; R. V. Miller, State Department of Agriculture, Austin; J. H. McClain, Washington, D. C.; E. N. Holmgren, A. & M. College; R. B. Galloway, Amarillo, Texas; D. L. Jones, Lubbock, Texas; Dr. Verne Scott, John Tarleton Agricultural College, Arlington, Texas; J. R. Edmonds, A. & M. College, and A. L. Darnell, College Station, Texas.

Tierra Blanca Farm Presents Scholarship

The latest scholarship to be added to the list of the West Texas State Teachers College has been given by the Tierra Blanca Dairy Farm and carries a value of \$100. The announcement of this scholarship was made by Prof. Frank R. Phillips, head of the agriculture department, this week.

The basis on which the scholarship will be awarded was decided by the agricultural council made up of students in the department. Worthiness will be given 35 points, grade in agriculture 15, financial needs 25, and seniority 10. The person chosen by the members of the council and approved by the agriculture department will have his name submitted to the faculty committee on scholarships and if approved, he will receive \$100 on his year's work.

Patronize The Prairie advertisers.

Mrs. Strain Is Buried Here On Wednesday P. M.

Funeral services for Mrs. Mary Lee Strain, wife of H. S. Strain, who died at the family home, 1206 Seventh Avenue, at 8:40 p. m. Tuesday, were conducted by Rev. W. C. Kinze, pastor of the First Presbyterian Church, at the home Wednesday afternoon at 4 o'clock. Mrs. Strain, a native Texan, was born in Dallas county, January 4, 1881. She had been a resident of Canyon for the past four years and was a member of the Presbyterian Church.

Surviving are her husband, five daughters, Miss Addaline Strain, Amarillo, Margaret, Nancy, Mary and Dorothy, and one son, William Strain, all of Canyon.

Interment under the direction of the Griggs - Thompson Funeral Home was at Dreamland Cemetery.

HILL WILL BE NOMINATED AS ASSOC. HEAD

NAME TO BE PRESENTED AT
MEETING TO BE IN AMA-
RILLO IN NOVEMBER.

A large number of teachers in Northwest Texas have become interested in placing before the membership of the Texas State Teachers Association, which is to hold its annual meeting for 1931 at Amarillo during the Thanksgiving holidays of next November, the name of President J. A. Hill for the presidency of the association for next year, the election to be held at this convention.

It is believed that his fine personal qualities, his deep sympathy for teachers, and for the cause of education in general, his excellent training, and his rich experience make President Hill an unusually qualified person for a position of this kind. It is the belief of these teachers that the qualities of his leadership in this capacity will mean much to the cause of education in Texas.

A state-wide organization is being formed for the purpose of presenting his name to the membership of the association for this honor in the election at the November meeting.

Graham Has Math Article Published

In the March issue of The Mathematics Teacher, there is a very interesting article by Miss Edna E. Graham, of the Department of Mathematics, entitled "Debates versus Examinations in the History of Mathematics." In this article Miss Graham has set up the advantages which she has derived from the debate system of examination over that of the old method of written finals. The method which she uses and has used for the past six years is that of having each member of the class submit at mid-term and at the close of the term, three debatable subjects on the history studied. Since the class never has over six members, each member has about ten minutes for presenting his side of the question after the class as a whole has selected the subject for debate.

This method of examination is rapidly becoming practical in classes where the size permits of its use. Miss Graham listed in her article the advantages and disadvantages as found by her students of this method of examination. According to the consensus of opinion of these members of her classes in the History of Mathematics, there are ten advantages to only four major disadvantages in the debate method of examination.

March 27 has been chosen for an ex-student banquet at Tulia. Mr. and Mrs. Hill, the quartet, and L. N. George have been invited. There are a large number of W. T. exes in Swisher county, and they turn out well to the ex-student banquets. Hence we anticipate a large crowd and high time. James Hale is president of the Ex-student Association in Swisher county.

Patronize Prairie Advertisers.

EDITOR'S NOTE: Due to an unusually large number of ads, a great amount of available material, and many other complications known to editors and printers, several news articles and features which should have gone in this issue of The Prairie do not appear here. We wish to extend our apologies to all those who may feel that they have not been done justice by us in this week's paper. It won't be long until next quarter.

NEGRO MINSTREL PRODUCES FUN FOR EVERYONE

BUFFALO BAND PRESENTS
RISOTOUS PROGRAM OF
JOKES AND SONGS.

W. T. students and other Canyon people enjoyed an unusual program in the form of a negro minstrel given by the Buffalo Band Thursday night in the Education Building auditorium at 8:15.

The program began with a medley of songs by the entire group of "niggers" with solos by Emmett Smith, and accompanied by the orchestra organized for the occasion by Mr. C. E. Strain, director of the Buffalo Band. Ernest Cabe, as interlocuter, led the performers into a variety of jokes and "wise-cracks" which kept the audience laughing throughout.

Special numbers presented were: "What's the Use of Crying," a bass solo, and "You're Driving Me Crazy," its encore, by Alfred Jameson; "Stay in Your Own Backyard," and "Tomorrow Is Another Day," tenor solos by Emmett Smith; "Sweet Miss Mary," tenor solo by C. W. Batchelder; "Negro Baptism," and "Not Me," dramatic reading by C. W. Batchelder; "Listen to the Mocking Bird," and "When the Organ Played at Twilight," bird-whistling solos by Joe Hill, Jr.; "Boola Boola," comic vocal solo, and "I Miss a Little Miss," saxophone solo by Robert Jarrett; "Lasus Trombonus," and an encore, trombone stunt solos by Charlie Kiker; "Give Yourself a Pat on the Back," and "Yours and Mine," tenor solos by Alvis Yarbrough; a mouth organ solo dedicated to Miss Virginia Murray of the demonstration school, and played most effectively by Dr. Harri M. Cook, alias Mister Jones; "My Old Southern Home," and "Sweetheart of My Student Days," sung by the college quartet consisting of Alvis Yarbrough, Alfred Jameson, Noel Gollehon, and Emmett Smith; and a "nigger jig" by Judge Landers.

Others who participated in making the minstrel the good show that it was were Malcolm Hunt, Winston Savage, Ray Robbins, and Reece Hough, all members of the band who played the parts of negroes. The orchestra was composed of Charles Strain, clarinet; Martha Strain, piano; C. E. Strain, clarinet and director of the entire show; George Heard, trombone; Margaret Justine, violin; Meredith Ashby, violin, and Virginia King, flute.

Other members of the band acted as ushers, and had as true a job as the rest due to the fact that the house was full.

Cousins Team Wins Intramural Finals Played Thursday

Intramural basketball was brought to a close at W. T. last Thursday morning at 11 o'clock, when the Cousins' first team defeated the Cousins' second team 26 to 9 in the finals played in the Buffalo Gym.

Seven teams competed in intramural basketball this year. The four teams competing in the semi-finals were the Cousins' first and second teams, the Polecats, and the Ramblers. Both the Cousins teams won easily from their opponents in the semi-final games, and were easily the two outstanding teams in the intramural tourney.

Overtones Given By Y.W.C.A. Girls

"Overtones," a one-act play by Alice Gertenberg, was presented at the chapel hour last Tuesday by the Y. W. C. A. girls.

The play is a unique and very interesting bit of drama, representing the dual personality which is in everyone, manifesting the cultured and primitive sides of human nature.

The characters were Harriet, a cultured and refined woman, played by Frances Lester; Hettie, her primitive self, played by Janet Holmes; Margaret, a refined and beautiful woman, Madeline Cox, Maggie, her primitive self, played by Mildred Dodds. "Overtones," was directed by Dorris Lynn Linder, and as presented Tuesday is one of the to-be-remembered dramatic productions given at the chapel period this year.

J. T. Glass is president of the Ex-Student Association in Carson county. He wants the address of every W. T. ex-student in that county as soon as possible. Mr. Reader, if you know of one, send his name and address to Mr. Glass at Panhandle.

\$150,000 APPROPRIATION FOR LIBRARY AND MUSEUM AT W. T. RECOMMENDED TO STATE SENATE

Word Is Received Yesterday Afternoon of
First Legislative Step Taken Toward Ob-
taining Much-Needed Addition Here.

ELLENOR COOK PROGRAM TAKES W. T. FANCY

"Vivacious" is the only one word adequately describing the Slavic folk song recital, the last lyceum number of the quarter, given by Ellenor Cook, young American singer and dancer who has lived among the Slavic peoples of Europe, in the Administration Building auditorium Friday night. The recital was presented to a large and delighted audience, and was pronounced excellent by those who are in a position to give both a professional's and an artist's criticism.

Miss Ellenor Cook is one of the most charming and distinctive entertainers on the concert stage, as her performance Friday night well shows. Few artists in recent years have won such immediate popular success as Miss Cook, as is shown by press appreciations of her programs coming from cities and towns all over the world.

Miss Cook was assisted in her program by Mamilla Edwards, also in costume, whose enthusiasm completed an entertainment which was flawless in quality and perfect in rhythm. All the poetry color, and beauty of age-old songs and the pageantry of life in almost forgotten places was made to pass in swift sketches which stood out like the masterpieces of a famous painter.

The colorful costumes worn by Miss Cook and Miss Edwards were all authentic. They were formerly the property of peasants of the countries represented in the songs and dances given, among which were Czechoslovakia, Yugoslavia, Slovenia, Poland, Russia, and Serbia. The folk songs of the last named were especially interesting in that they showed the influence of Eastern fatalism.

The repertoire was pleasantly varied, containing such selections as a farm scene in Czechoslovakia, a market day in Yugoslavia, a Polish animal story which was a childhood favorite of the famous pianist Paderewski, a marching song of the Czechoslovakian soldiers, a Russian lullaby, and some gypsy songs. One of the songs, dealing with the performances in love of a young girl brought laughter from the collegiate audience because the sprightly young lady of the song refused the suit of a professor because he was "so dull." The Russian lullaby was perhaps the most appreciated of the numbers. The substance of each song was given in English so that the audience might more readily interpret the music and foreign language.

The recital was concluded with some American folk songs, including "Captain Jenks of the Horse Marine," rendered by the young ladies in dresses formerly belonging to their grandmothers.

Then there was the Scot who made his kids take their books to the night football game.

Amarillo Sports Editor Hands Buffaloes Well-Deserved Laurels in Recent Column

By JERRY MALIN

Well, well. Simmons Cowboys have won their third Texas conference championship in basketball.

This season they went right through a tough schedule to win the title with 10 straight victories.

About the only thorn of the winter of roses for the Cowboys was the nifty 38 to 17 trimming Sad Sam Burton's T. I. A. A. champions handed them at Canyon in January.

Now Geb Sandefer, business manager of athletics at the Simmons school with an eye for business, has challenged the Buffaloes of Burton to a post-season game or series of games.

The official challenge was printed in The Abilene News and stated in part it was Sandefer's desire to play a series. Sure. He wants to win at least one game.

We do not know as yet what Burton has done about it. We suspect he will let the matter drop. Personally we should like to see the Buffaloes schedule a set of three games with the winner of the Southwest Conference, which will be either T. C. U. or S. M. U. However, that is practically impossible, for, if memory still functions in this old head,

The first legislative step toward the realization of hopes for a new library and museum building here was taken yesterday afternoon, when the senate committee recommended to that body an appropriation of \$150,000 for the erection of a library and museum building for the West Texas State Teachers College, according to word received from Clyde W. Warwick, representative of this district.

This news, although it is only a recommendation to the senate, has increased hopes for aid from the state for the erection of a museum and a library for the college.

The Panhandle-Plains Historical Society has been working toward a museum building for several years and during last summer, Prof. L. F. Sheffy worked as field secretary for the society in an effort to procure funds from individuals interested in the history of the Panhandle, for the erection of the building. A large sum of money was pledged for building, but not enough, officials of the society felt to launch into a building program as large as the demands were. Several weeks ago it was announced by Mr. Sheffy that a request would be submitted to the legislature seeking an appropriation of \$25,000 for the museum.

The college has needed a library building for several years and the necessity of such a building has greatly increased during the past two years. Because of depressed business conditions it was feared that no consideration would be given the library situation at West Texas.

When informed of the recommendation of the senate committee, Mr. Sheffy was highly pleased. "That's great news, and perhaps with that sum recommended there is a possibility of it going through or at least enough to justify the erection of the museum and library," he declared.

NACOGDOCHES TO HAVE T.I.P.A. '31 CONVENTION

RADICAL CHANGES IN PLANS
PRESENTS DIFFICULTIES
TO LOCAL CLUB

Much to the disappointment of the Type-High Press Club, and members of the Le Mirage staff, it has been recently announced by the authorities at Texas Woman's College, Fort Worth, that the Annual Convention of the Texas Intercollegiate Press Association, which had been planned for T. W. C. at Fort Worth the latter part of April, has been transferred to Stephen F. Austin State Teachers College at Nacogdoches, due to unstable conditions existing at the former college.

President Hill, the college quartet, and L. N. George plan to spend Thursday, March 26, in Carson county, finishing the day with an ex-student banquet at Panhandle at 8 p. m.

There is a conference rule prohibiting post season games in any sport by conference members.

That may be a dern good rule, too. The Buffs, we believe could give the big boys plenty of trouble.

What a break for the town of Abilene. We are forced to mention that city once again in this column. Prex Anderson, sports ed of the Abilene News, picks Comer, Burk, Fortenberry and Brown of the Buffs on his all-Western T. I. A. A. conference team. He says to pick the best players in the Western sector is to only recall the starting line-up of the Buffaloes. We'll help you out, Prexy, the other guard for the Buffs is Clark, and a good one, too.

For our part we pick our all-T. I. A. A. team from the Buffs and the Lions of Commerce in like manner:

Forwards: H. Stringer, Commerce, and Comer, Canyon.
Center: Fortenberry, Canyon.
Guards: O. Stringer, Commerce, and Clark, Canyon.

Furthermore the subs on our all-conference team would be the rest of the Buffs and Lions.

Whatta team that would be. No foolin! Tsk! Tsk!

THE PRAIRIE

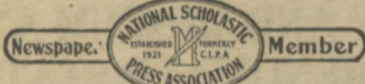
THE STUDENT NEWSPAPER

A weekly college newspaper published every Tuesday by the students of The West Texas State Teachers 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.

Printed by The Warwick Printing Company.

Member Texas Intercollegiate Press Association.



SUBSCRIPTION RATES

Year	\$1.50
Nine Months	\$1.25
Quarter	.50

L. A. OSGOOD Faculty Adviser
LONIE BETH WEAVER Editor
JOHN GILLHAM Business Manager

C. B. SHEPARD Associate Editor
SALLY MARY CAMPBELL Society Editor
HATCHER BROWN Columnist
CLAUDE B. TUCKER Assistant Business Manager
WINSTON WOFFORD Assistant Business Manager

STAFF

Reporters: Martha Nell Lang, Mary Alice Weaver, Esther Mae Smith, Ellen Jameson, Janet Holmes, Winston Wofford, Dorothy Harris, Elva Lee Bagley, Charlie Kiker, Kathleen Cronin, Frances Lewis Reeves, Farris Sears, Hettie Lou Bagley, Wayne Griffiths, Esther Stewart, Dee Blythe.

TWO OR THREE MINUTES

Getting from one class to another is a vital problem in the life of W. T. students today. There is a continual murmur of dissatisfaction among the students because they are late to classes, and it is very irritating to the teacher for some member to enter the room after the class discussion has begun. We believe that this difficulty can easily be eliminated by allowing a longer period between class bells.

The members of the manual training classes are seldom able to leave the shop-room and get to another class on time. A student working there must do a number of preliminary tasks which require a maximum amount of time before leaving the room. By the time he has completed these tasks four minutes and forty-five seconds of the five minutes have passed. How is he to reach the other classroom in fifteen seconds? He seldom does.

The students who have a class on the third floor of the Administration Building and one immediately following on the second or third floor of the Education Building find it difficult to reach their class room within five minutes. By the time one has traversed the distance between the two buildings the allotted five minutes, with most probably a sixth one, have flown into the past never to be recalled. One might be able to reach his class were he to run, but we have been taught not to run up stairs or through hallways. Are we to disregard custom and our early teaching in order to reach the classroom on time? Or shall we observe these rules and be late? With two or three more minutes between bells we could both observe the rules of etiquette and be on time.

Those extra two or three minutes not needed by some students might be profitably employed in review. It is always better to glance over the lesson before recitation in order that important points may be firmly established in the mind. Should the college make this change in its system, we believe that there would be a general improvement in that there would be an elimination of dissatisfaction, fewer late students, and, as a general rule, a better recitation from the whole class.—C. T.

W. T. Faculty
Answer Many
Service Calls

Members of the College faculty are finding themselves unusually busy, with many calls for services off the campus at this time. Prof. T. M. Moore and a senior student conducted a stock judging contest at White Deer this week-end. Professor Phillips addressed the Father-Son banquet at Pampa Thursday night.

Mr. D. A. Shirley and Mr. L. F. Sheffy were speakers at an ex-student banquet at Plainview Monday night. Mrs. T. V. Reeves was speaker at the guest-day program at the Friona Woman's club on Wednesday. Mr. Shirley was the main speaker at the Lloyd Green Allen Scholarship society

banquet at Amarillo Saturday night.

President J. A. Hill was in Austin last week in the interest of summer school and other appropriations for the college.

With the advance of spring the calls for special services increase each week. Members of the faculty judge at local and county inter-scholastic meets, address clubs and make many commencement trips during the last week of the long session.

We can't help envying the fellow who is morally and financially independent enough to keep away from people and places that bore him stiff.

H. A. BROWN, S. M.
SCIENTIFIC MASSEUR

Dietetics, Health, Efficiency and Scientific Physical Culture

Office Phone 99
Res. Phone 110

Office: First National Bank
Building.
Canyon Texas

M.L. Saddoris, M.D.

Physician and Surgeon
First National Bank Bldg.
Office Phs. 364; Res. Phs. 422

'Service - Co-Operation - Helpfulness'

—as you'll find us

—day after day.

FIRST STATE BANK
CANYON, TEXAS

Have You Tried Jarrett's?

If not, give us a trial when you need school supplies. We have everything that the college student needs, in the form of pencils, pens, stationery, and good candies for their sweet-hearts and mothers.

Jarrett's Drug

KAMPUS KNICK
KNACKS

BY COL. GOWDY

Dad gum, this weather up here in the Panhandle is as uncertain as a co-ed, all warm and cozy one day and cold as a dead Eskimo the next. But there's no place like the Panhandle, no sir.

Guess most of the wealthy people saw the high school play, "Clarence," last week. If you didn't you missed a laugh or two and saved four bits—but the youngsters did a good job, and we're proud of 'em.

About all I know is what I read, and I see by the papers that some sports writers are dumb and some are dumber. One even had Bob Clark on the bench at Commerce the other night, when all the time Bob was out there battling away for that second T. I. A. A. team. Of course Bob Clark is just a second-rate guard, but ask some of the lads who played against him how much they scored—yeah, go ahead.

Then there's all this bunk about Oliver (Jim) Stringer being such a hot man. All I saw Jim do was to stand around and wait for some of the team to throw him the ball so he could throw it back to the other side—he is an all-Conference man; Jerry Malin says so, and Jerry certainly knows his men; but he couldn't hand Burk anything when Burk is the lad who wore out the nets at Commerce while East Texas' all-T. I. A. A. Stringer boys collected a field goal apiece off of Burton's "second selection" guards.

If you want to know the all-T. I. A. A. selections of the Col., here she is: Comer and Burk forwards; Fortenberry, center; Brown and Clark, guards. Honorable mention: Richards, Perryman and H. Stringer.

If you don't think the Buffs displayed some class at Commerce, read the following letter written to Prexy by Otello Herm, a former Buff cage star. Herm is teaching at Denison this year:

"Saw the Buffs play both games at Commerce, and there is no doubt but what the right team won the championship; and they are more capable performers than the Southwestern Conference champs. The fight and ability displayed by the boys on those two nights is seldom seen on the courts of Texas."

The little journey to Commerce had its good and bad points as most trips do. The good points were whipping East Texas and the trip back home; the bad points were the howling, rabid Commerce fans, and the detour Coach "Sad" Sam made into a snow-bank just

X RAY Cameron Lamp

DR. S. L. INGHAM
DENTAL SURGEON

ASK FOR

Steffen's
ICE CREAM

TRY OUR SPECIALS

Cones — Dishes — Malts — Etc.
Are Rich in Food Value.



HIGH
PRESSURE

That's the most efficient way to lubricate your car. Oiling by experts who use modern equipment and modern lubricants will add miles and added safety.

Let us put your car in shape for the trip home after exams, or the trips during vacation.

CANYON
Service Station
Phone 281



St. Patrick's Day Candy

IN FANCY SHAMROCK BOXES

Of course you will see her on St. Patrick's Day, so come by and take her a box of King's St. Patrick's Day Candy. All size boxes.

J. J. Walker Drug Store

out of Amarillo.

The Negro Minstrel was purty funny all right, I guess. Anyway, several people got a laugh out of it, and that's all that matters.

Gosh, but who ever saw so many busy studes around the campus—especially Leo Cooper and Slim Comer. Gosh, oh gosh.

The little chapel program the other day showing the outer and inner self was sure nuff true to life, especially of women. They always say just opposite what they think—we are afraid. Now be careful, girls.

Then there was the Scotchman who, when asked what he would like to have on his sandwich said that he would like to have a discount.

We wonder who the "hot" guy with the taped lek who played guard for the East Texans was?

The "favorites" have at last found something to do. See them tomorrow night in the style show of the year. Girls, from now on you will have nothing to worry about in the matter of what to wear.

Then there was the girl who was so honest that she wouldn't look at hand dummy in bridge — she thought that was cheating.

I don't know much about the dance—just what I hear, but I guess it was O. K. with the darkie band.

Then there was the Scot who

C. E. DONNELL, M. D.

1711 5th Avenue
Phone 101

fried his bacon in lux to keep it from shrinking.

Well, people, it looks like a stormy week-end what with exams gathering on the horizon and hovering around the big brick school house.

The profs are racking their brains for good flunking material. Every stude is eligible for the F team but here's hoping the Col. just makes a Sub.

If Coach Sad Sam's green sharpshooters won the T. I. A. A., what would he have done with an experienced crew? Think it over folks!

Mr. Starnes in "The Skyline" made a cute remark about somebody pushing Mr. Burk into the wall. Really the Sul Ross boys would have done better pushing wheelbarrows than they did on the hardwood.

Flowers for all occasions, corsages bouquets, funeral work, at Canyon Flower Shop, Phone 163, 806 4th Avenue. 524

SMART
SPRING BAGS

\$1.95

A few at \$2.95

Junkins
613 Taylor St.
Amarillo

ED MICKLE'S BARBER SHOP
North of "M" System
GUARANTEED DANDRUFF CURE
"Service is our Motto"

When in need of books and school supplies,
send orders direct to the

College Book Store

CANYON, TEXAS

Special prices made on large mail orders

COME TO
SEE US

For
EASTER



GOODS

OR DECORATIONS OF ANY KIND.

We also carry a complete line—

Men's Hose

Ladies' Hose

Underwear

Towels

School Supplies

Stationery

Notions

House Shoes

Jewelry

M. E. Moses Co.

5c, 10c, 25c, and \$1.00 Store

TENNIS PLAYERS

Now is the time to have your Racket Restored and Repaired. Old strings don't have the tarsion that is required to execute the stroke with maximum results.

Have a set of new strings put in your Racket now and start the season right. They make it as good as new. For prices and sample or other information, take your Racket to The Buffalo. They will take care of it for you, or send it direct to us.

"Equipped to give you better service"

Williams Hdwe. Co.

Sporting Goods Dept.

615 Taylor Street

Amarillo, Texas

READY TO PACK

for the trip home between quarters? You will want to look your best when you get home. Let us help you with our expert

CLEANING AND PRESSING

THE TOGGERY

Canyon's Foremost Dry Cleaners

PHONE 331

We Call for and Deliver

Olympic Theatre

TWO DAYS—Wednesday and Thursday

The Story That Will Never Die!
Greatest War Drama Ever
Screened.



ALL
QUIET
ON THE
WESTERN
FRONT

THERE WILL NOT BE A ONE CENT SALE
THIS WEEK
Admission 15c-35c.

FRIDAY - SATURDAY
DOUBLE PROGRAM

BOB STEELE
in
"THE LAND OF MISSING
MEN"
Outdoor Western

"FREE LOVE"
with
Conrad Nagel
and big cast.

Admission 15c-35c.

Sunday - Monday - Tuesday

Bert Wheeler and Robert Woolsey's
Greatest Picture

"HOOK, LINE AND SINKER"
With Dorothy Lee

ONE CENT SALE March 18-19 Joan Crawford in "DANCE, FOOLS DANCE"	March 20-21 Edmund Lowe in "MEN ON CALL"	March 22-23-24 John Boles in "Resurrection"
--	---	--

COMING SOON — "CIMARRON"

Society and Clubs

SALLY MARY CAMPBELL Editor

TEXAS EXES NOW IN W. T. ENJOY FETE IN AMARILLO

A large number of ex-students of Texas University attended a banquet March 2, in the Herring hotel, Amarillo. Among those who planned to attend were: President and Mrs. J. A. Hill, Mr. and Mrs. L. P. Sheffy, Miss Mary Moss Richardson, Miss Agnes Charlton, Miss Edna Graham, C. A. Murray, Miss Ima Barlow, Mrs. Tommie Montfort, Mr. and Mrs. Travis Shaw, L. T. Devault, Gordon McCarty, S. H. Condon, and W. L. Vaughn.

L. P. Sheffy is present president of the Canyon Exes, and S. H. Condon is president-elect.

WRITERS AND SCRIBBLERS MEET JOINTLY MARCH 4

Members of the Writers and Scribblers clubs held a joint meeting at the home of Mrs. Travis Shaw, sponsor of the Scribblers Club, Wednesday night, March 4. Bruce Cleland, a Scribbler, acted as chairman. Two new Scribblers, Margaret Benge and Edith Punk, took the oath of membership and were formally accepted.

Contributions included: "Land of the Golden Blood"; a story, Charles Ferguson; "Solitude," an essay, Guilford Miller; "Dark Insurance," a story, Lois Baber; "Contentment," a word study, Bess Kirven; "Life's Aquarium," a poem, John Gillham; "Black Eye," a short story, Kathleen Cronin; "Our Leaders," an essay, Jeff Boone; "Alias Yoakum," a short story, Bob Rowan; "Mountain Climbing," a poem, Bernice Bessire; and a poem, Daisy, Windsor.

Refreshments of brick ice cream and white cake were served during the social hour.

Special guests of the evening were Mrs. Elizabeth Fry Page, and W. C. Kunze.

MRS. PAGE CELEBRATES ANNIVERSARY WITH TEA

Mrs. Elizabeth Fry Page held open house at the Little House of Fellowship, Tuesday afternoon, March 3, between the hours of 4 and 6 in honor of the second anniversary of her arrival in Canyon.

Dainty refreshments of tea, cookies, salted nuts, and mints were served to a large number of callers.

Y. W. ENJOYS SINGSONG AT MEETING WEDNESDAY

Y. W. C. A. enjoyed a "sing-song" at their regular meeting Wednesday, March 4. The members joined in singing rounds, folksongs, negro spirituals, and camp songs. The next meeting of the organization will be held March 18.

CANYON STEAM LAUNDRY

Send it to the Laundry!

12 Commercial Prints

for \$1 at

Mrs. Britain's Studio

SOPHOMORE DANCE IS BIG SUCCESS SATURDAY NIGHT

Featuring their class colors, blue and gold, in the decorations, and adding a brilliant spring touch by the use of many colorful balloons, the Sophomore class sponsored a most successful college dance held in the Women's Gym Saturday night. The Sugar Stompers orchestra furnished music for the occasion.

Many people from out of town, including a number of W. T. ex-students, attended. Punch was served to the dancers at the expense of the class, Miss Martha Nell Lang and Miss Maurine Creed being in charge of the table, which was attractively decorated.

Mr. and Mrs. Stuart Condon, Mrs. J. L. Dufflot, and Mrs. Henrietta Scott were members of the faculty who were present. Miss Jessie Louder, chairman of the class dance committee, and social chairman of the class, acted in the capacity of class hostess at the affair.

The gym was decorated for the occasion under the direction of Miss Louder and the president of the class, Winston Savage.

ELAPHEIANS ELECT PITTS SPRING TERM PRESIDENT

At their regular meeting March 5, Elapheians chose Beth Pitts as their president for the spring term. Other officers elected were Mary Lockwood Sternburg, vice president; Janet Holmes, Prairie reporter; Dorothy Fay Rusk, parliamentarian, and Mary Jo Gates, sergeant-at-arms.

The program theme for the spring quarter will be travel etiquette. At the next meeting, to be held March 19, the Elapheians and Antlers will meet jointly.

ART CLUB PLANS TO SEND DELEGATES TO KANSAS CITY

At a meeting Monday afternoon, the Phidas Art Club extensively plans for sending a delegate to Kansas City to a meeting of the American Federation of Art to be held on the 19th, 20th and 21st of this month.

As yet no definite arrangements have been perfected. The club only recently became a member of the Federation.

You have got to tell 'em if you want to sell 'em! ADVERTISE!!

Here's The Place to Visit!

Lots of interesting things are waiting for you here now upstairs and downstairs in this unusual store and plant.

Have you bought your Royal portable typewriter yet?

RUSSELL STATIONERY CO.
Printing-Office Supplies
Books-Office Furniture-Typewriters
Across from the Post-Office
Amarillo, Texas

Home Economics Departments Held Exhibit of Work

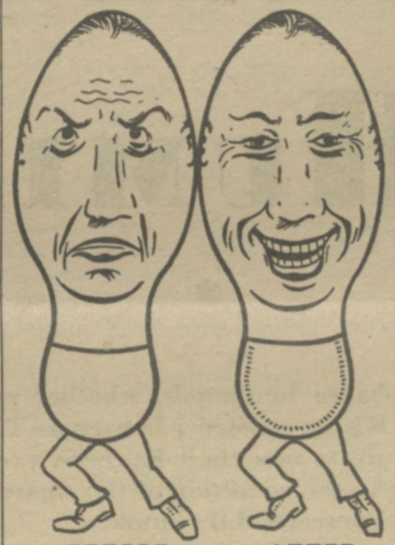
A very interesting co-operative project is being carried on by the Canyon high school home economics department and the Vocational Home Economics department of the college. Mrs. Edgar Brady is in charge of the Canyon high school department and Miss Corolla Nuzum directs the work in the training school of the college.

Miss Florence Woodruff, a senior, who is majoring in home economics has had charge of the clothing unit under Mrs. Brady's supervision. There are 20 high school girls in the class and most of them have been working on undergarments for their own use. The work outside the class has consisted of home projects. Each high school girl choosing the work in which she was particular interested. Under garments, buffet and luncheon sets have been popular for the girls. Another unit of work has been carried on by Mrs. Willie Younger, also a senior student majoring in home economics. Mrs. Younger's group of 20 girls are studying foods.

On Tuesday, February 24, from 4 to 5 o'clock, the girls of the two groups gave an exhibit of their work with their leaders, Mrs. Brady and Miss Nuzum and other teachers as their special guests. The girls in the foods class served tea and those in the sewing classes exhibited the prize garments which they had made as a part of their home projects. This work has been so satisfactory that it will be continued. Miss Florence Woodruff lives at Raton, N. M., and Mrs. Willie Younger's home address is Canyon.

New Orleans, March 4—Spot cotton closed steady, 11 points up. Sales 1,029; low middling 8.62; middling 10.97; good middling 11.47. Receipts 10,874. Stock 803,780.

LOOK FOR THE SIGN!



Visit us at our new location.

SHOE HOSPITAL

"The Place for Sick Shoes"

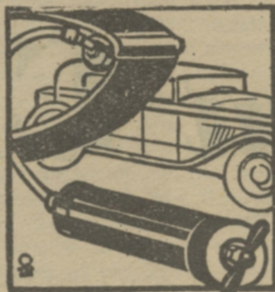
Just across from the Buffalo

Epworth League To Sponsor Institute Here March 23-27

The college Epworth League, composed of 120 students, will sponsor its third annual Efficiency Institute March 23 to 27. This offers an unusual opportunity for students to take special training for leadership in the young people's department of the churches where they will be called upon to serve when they go out from the college to teach in the public schools. The school boards and superintendents of school systems are asking for teachers who have had training in Christian education. Students may take their choice of any of the four courses listed above. There will be no enrollment fees. Supper will be served gratis every evening to all who enroll. The last class will be dismissed at 8:15 each evening.

In 1929 seventy-five young people received credit. Last year one hundred received credit. The league has set its goal for one hundred and twenty-five credits this year. There will be no examinations on the courses offered. The dean of the institute will be Mr. Virgil M. Gore, field secretary for the Epworth League and graduate from W. T. S. T. C. Students from all denominations are invited to enroll for a course. One unit of credit on the Christian Culture diploma will be given to all who take the work.

DR. M. A. BIGGERS
PHYSICIAN & SURGEON
I FIT GLASSES
Office at
GAMBLE DRUG STORE



EXPERT GREASING

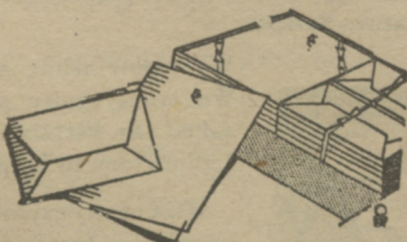
You will want your car to be in tip-top shape for the trip between quarters. Let us wash and grease it for you.

Scott's Service Station
Phone 333

The First National Bank of Canyon

Positively there can be no success without sacrifice and no saving without self-denial. We are always glad to serve you.

Practical Gifts for Birthdays



STATIONERY—

Beautiful quality, all white Stationery, correct in every detail. Boxed numbers. 80c, \$1.00 and \$1.25

BOOK-ENDS that are real adornments to a desk or table. These are heavy enough to hold books in place. Many colorful numbers. Average price \$5.00.

LOCK DIARIES that will hold the secrets of five years' daily happenings. These have the lock and key that make one feel ever so much safer. Every girl wants one. Average price \$3.00.

ATTRACTIVE BIRTHDAY GREETING CARDS also for members of your family, friend, and sweetheart. They like them.

Warwick Printing Co.
"The Gift Shop"

SOCCER AND DANCING ARE FEATURES OF W. A. A. MEET
Giant soccer and dancing games were played at the last meeting of the W. A. A. Wednesday, which was the final meeting of this quarter.

Business of the meeting consisted in reading the minutes and taking the necessary steps to postpone the carnival and play-hour until next quarter. These will be held immediately after the spring quarter opens.

You have got to tell 'em if you want to sell 'em! ADVERTISE!!

DR. H. G. GRAINGER
PHYSICIAN AND SURGEON
OSTEOPATH

First State Bank Bldg.
Office Ph. 496 Res. 468W

DR. E. J. CUNDIFF
DENTIST

Office Phone 318
First National Bank Bldg.
X-Ray Canyon, Texas



EXPERT Tire Repairing

Be sure that your tires are in good shape before you start on the homeward trip between quarters.

Try our greasing service.

Hiway Service Station

Phone 276



IN THE NEW SEA SAND SHADE

GENUINE WATER SNAKE
PERFECT SKINS



BEAUTIFULLY MARKED

\$5.95

and \$6.85



WIDTHS
AAA
TO
C

NOT THE SMOOTH KIND, BUT THE GENUINE PRICKLEY SKINS

Water Snake shoes are the forerunner of the Spring Mode - and here are perfect Water Snake Shoes - full vamps, and quarters that would ordinarily sell at \$10.50 featured at a new low price of \$6.85.

Watner's INC.

714 Polk St.

Amarillo

Get ready for Spring driving by letting us check your car.

SCHMITZ GARAGE

Come and see our new dangerlites.

PHONE 343

Reflection

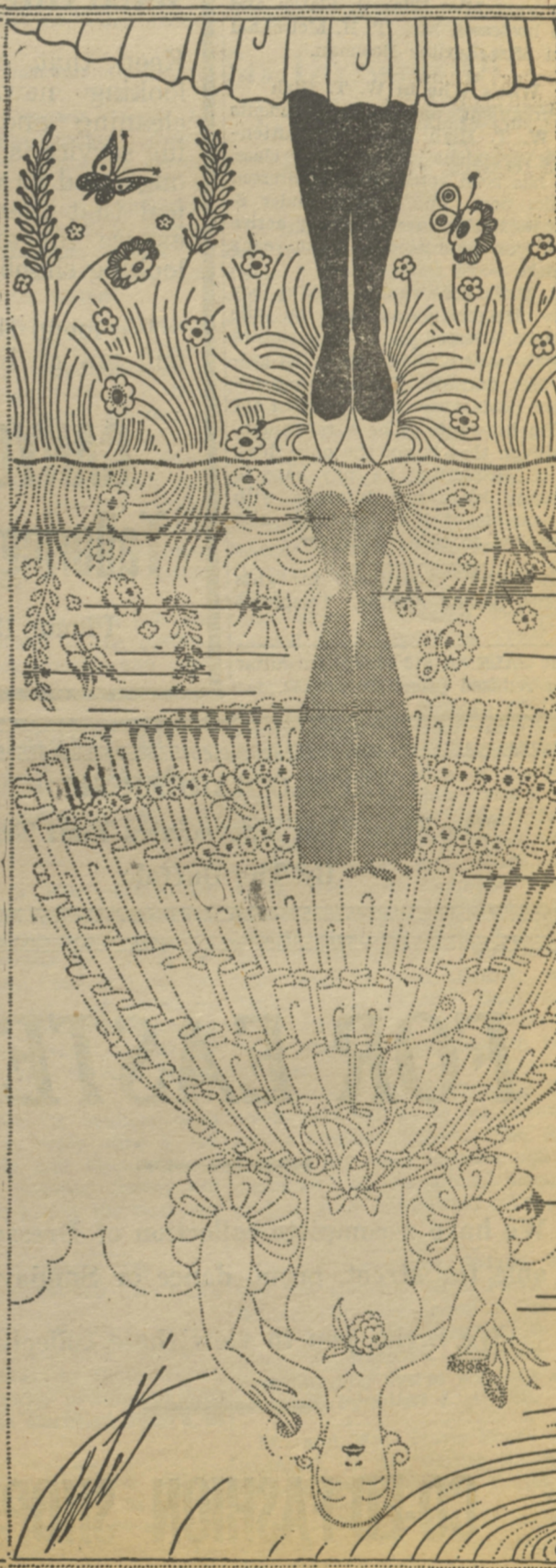
The hosiery she wears is an unmistakable reflection of a woman's taste. And if it is Holeproof Hosiery, her taste is beyond reproach. Of sheer loveliness and astounding durability

HOLEPROOF HOSIERY

is considered one of the chief assets of a smart woman's accessories.

No. 2233—A popular stocking—medium weight, silk to the narrow mercerized hem; features the new curved French heel; right in color and right in price . . . \$1.25

No. 2263—A sheer and dull stocking made of genuine Grenadine twist. It has a French heel, plated foot and self-color picot top. In newest colors . . . \$1.65



"K" Service Station
QUAKER STATE — CONOCO MOBILOIL
AND GULF QUALITY OILS
LET US GREASE YOUR CAR
PHONE 120

Tennis Racket Stringing

BY EXPERT WORKMEN

We have connections with a sporting goods dealer who can give quick service on this work. Get our prices on restringing.

Thompson Hardware Co.

Peoples Store



TAKE HER A BOX

of Adolphus Chocolates when you go home between quarters.

GAMBLE'S DRUG

"You Don't Wait On Us!"

FINAL EXAMINATION SCHEDULE

WINTER QUARTER, 1931
WEDNESDAY, MARCH 11

All 8:00 o'clock T. T. S. classes from 8:00 to 10:00.
All 9:00 o'clock T. T. S. classes from 10:00 to 12:00.
All 10:00 o'clock T. T. S. classes from 1:30 to 3:30.
All 1:30 o'clock T. T. S. classes from 3:30 to 5:30.

THURSDAY, MARCH 12

All 8:00 o'clock M. W. F. classes from 8:00 to 10:00.
All 9:00 o'clock M. W. F. classes from 10:00 to 12:00.
All 10:00 o'clock M. W. F. classes from 1:30 to 3:30.
All 1:30 o'clock M. W. F. classes from 3:30 to 5:30.

FRIDAY, MARCH 13

All 2:30 o'clock T. T. S. classes from 8:00 to 10:00.
All 1:30 o'clock M. W. F. classes from 10:00 to 12:00.
All 2:30 o'clock W. M. F. classes from 1:30 to 3:30.
All 3:30 o'clock classes from 3:30 to 5:30.

Special This Week

1 POUND
CHOCOLATE
COVERED
CHERRIES

49c

THE BUFFALO



PHONE 1 OR 6

The Tumbleweed

Sponsor: Mrs. T. S. Montfort.
Editor: Maurice Warren.

G. A. A. Meeting

The G. A. A. met Thursday night. The president urged those who wanted to retain membership in the G. A. A. to pay their dues, stating that dues must be paid before the end of the quarter, if the points for student activities are to count toward a sweater.

A hike to the Six-Mile-Crossing was planned for the spring quarter. After the business meeting, a basketball game was played between the seniors and sophomores.

Saturday, March 6, a group of High School Home Ec girls, sponsored by Miss Correla Nuzum, presented an excellent chapel program of table manners. Two groups of young ladies were presented; one group ate correctly, and the other incorrectly, to contrast the two. The first group consisted of Leona Meyer, Thirza Bourland, Edna Irene Bandy, and Opal Smith. The latter included Wilma Harris, Roberta Montgomery, Fernie Love, and Edith Pierce.

A one-act play followed this performance, entitled "The Bride and Groom." The characters were Margaret Meyer, taking the part of the groom; Pansy Meyers, the bride; and Dora Miller, the part of a grocer.

Spanish Notes

The contest between the Matadors and the Toreros of the second-year Spanish class, closed Wednesday with the Matadors as winners. At 6 o'clock both groups were served a delightful buffet supper by Miss Lurline Bowman and Mrs. T. H. McDonald, at the home of Miss Bowman. Later the Matadors were guests of the Toreros at the Olympic theater. The Matadors present were Misses Elizabeth Wright, Bertha Gardner, Juanita Palmer and Maurine Wilder. The Toreros present were Misses Mildred and Hildred Cook, Rachel Burks, Ruth Palmer, Elveta Turner and Maurice Warren. Others present were Miss Elizabeth Slaton and the hostesses, Mrs. T. H. McDonald and Miss Lurline Bowman.

Who's Who in W. T. High

Prominent among the students of W. T. High is S. B. Whittenburg, president of the junior class. He has been voted the best dressed junior boy. The juniors, under S. B.'s leadership, are unusually active and look promising as next year's seniors.

S. B. is that ranchy-looking boy who frequently appears on the campus, dressed in cowboy clothes—high-heeled boots, spurs, ten-gallon hat, and all. The great out-of-doors holds a special attraction for S. B.; he wants to be a ranchman. However, that is not the only thing he is considering; he may have to combine his ranch interests with the pursuit of law, for he is also interested in being a lawyer.

FOR RENT: Apartment for girls at 2300 Second Avenue. Telephone 390-J.

FOR SALE: A \$16 Hawaiian guitar at a reduced price. Phone 152.

All-T. I. A. A.

(Continued from page one.)

there were times that the machine clicked with precision but these times were not too numerous. Another thing that made the team somewhat inferior to those of other years—still due to their newness—was their susceptibility to razzing and their inability to forget the sidelines. In fact, if all things were taken into consideration, it may be said that this year's Buffalo squad was "different" from any other team ever turned out because of two men, Comer and Fortenberry who topped anything in Texas basketball by several inches, making the team almost invulnerable to anything less than superlative basketball. This is not at all depreciative of Coach Burton's ability as a mentor, in fact it is another laurel for having turned out a set of champions with the material on hand. Too, not all critics will agree with the sports writers as to the most valuable player in the T. I. A. A. because it is physically impossible for everybody to see every game in the conference enough times to judge the best material. Naturally, it is logical that some fans in the Panhandle would pick Burk in place of H. Stringer for the forward position because in the only contest in which this Commerce man played in the Panhandle he did not show championship material, due perhaps to the long trip, an "off" night, or the "razzing" of the audience, or a combination of the three, but it was the unanimous vote of the judges that he was

first choice with Comer for the forward position. O. Stringer, a guard, was the high point man of the conference choice, a unique occurrence on any man's team.

Be it as it may, the Buffaloes came through with flying colors, won the flag for the fifth time,

place four men men on the mythical five, beat everything loose and came out a real piece of machinery in the making. Next year's crew ought to be everything that this year, too deep for the sidelines to see.

WHO SAID

Friday the 13th was unlucky? It's the ending of the quarter and the starting of a nice week-end. Give her a box of Candy! to commemorate such an event on Friday, the 13th.

THE COLLEGE OASIS

Why we spend \$2,000,000
to put CAMEL cigarettes
in the new HUMIDOR PACK



KEEP TRIM with Old Togs

Keep that old suit looking new. Our cleaning and pressing service is so thorough and so economical that there is no excuse for any man looking shabby.

We mend the tears and sew on buttons.

CANYON
Tailoring Co.

Phone 133

BUFFALO BARBER SHOP

"The Shop That Appreciates Your Trade"

By The Buffalo.

FOR EASTER

We have a complete collection of Dresses suitable for street, prom, dance or Sunday night.

We invite you to view these collections.

CO-ED FASHION SHOP

We have been in the tobacco business a long time down here at Winston-Salem and we take a lot of pride in the quality of the cigarettes we make.

While we have spent a good many million dollars advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our cigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, ripest domestic leaves that money can buy.

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

As he inhaled the smoke from a Camel we gave him in our offices one morning, he sighed with very evident enjoyment and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him. "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would give the rest of the world the kind of Camels you sell here in Winston-Salem, you ought to have all the cigarette business there is."

THAT statement simply emphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that somehow, something must be done.

Denver wasn't getting a fair break. Neither in fact was any other town. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem.

That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no difference whatever in the quality

of the tobacco in Camels, whether you buy them in Winston-Salem, Denver or Timbuctoo. But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural, not added, moisture content which is prime at about ten per cent.

In spite of our great pains always to make sure Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out.

THERE are three things about a cigarette that can sting the tongue and unkindly burn the throat.

- (1) Cheap tobaccos.
- (2) Particles of peppery dust left in the tobacco because of inefficient cleaning methods.
- (3) A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.

Always certain of the quality of our tobaccos we had already made Camel a "dustless" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perfect a package that would actually act as a humidifier and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

We knew what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

After many experiments and humidity tests covering all methods of packing cigarettes came the detailed report of which this is the net:

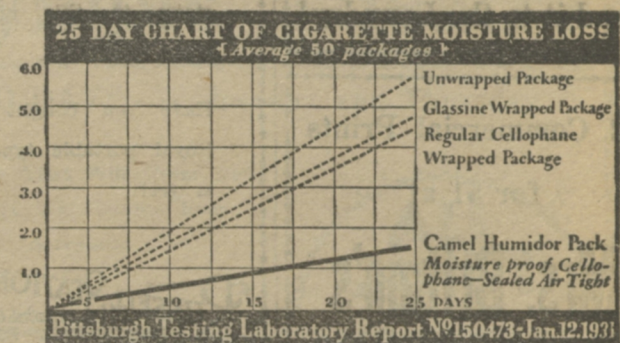
(A) No existing cigarette package, including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.

(B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.

(C) Only a waterproof material with a specially devised

air-tight seal could give the desired protection. (D) This measure, while costly, could be relied on to keep Camels in prime condition for at least three months in any climate.

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.



Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition

YOU may be sure we gave this report a lot of careful study. We checked it and re-checked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

That costs a lot of money, more than \$2,000,000 the first year, but after you have tried Camels packed this modern new way we are sure you will agree it is a fine investment.

For some time now every Camel that has left our factory has gone out in this new Humidor Pack.

We have said nothing about it until now, to make sure your dealer would be able to supply you when the good news came out.

Camel smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

You can feel the difference, you can hear the difference and you certainly can taste the difference.

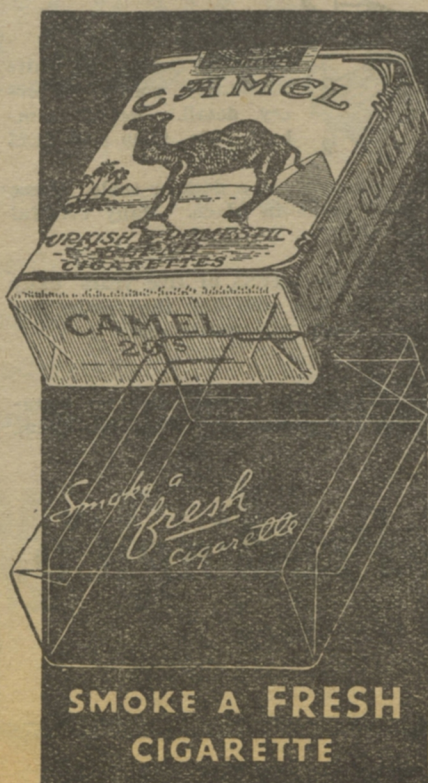
Of course we're prejudiced.

We always have believed that Camel is the world's best cigarette.

Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, N. C.



SMOKE A FRESH
CIGARETTE