



A mountain of telephone subscribers is not the goal — but how to give better service.

What lies beyond the mountains?

MOUNTAINS blocked the trail of the pioneers who opened up the far west. But that impelling urge of the true pioneer — to explore and know the country beyond — spurred them to surmount these barriers.

In office and laboratory, mountainous problems in management, in methods and in scientific research confront the men of the Bell Telephone System. Yet that same

pioneering instinct—the urge to better the known and attain the unknown — will carry them through.

Just as it has brought them through the difficulties in achieving nation-wide uniform service, efficiently engineered and wisely administered. To the modern frontiersmen who carry on this work to still greater developments will be given the thrill of adventure that lies in discovery.

BELL SYSTEM

A nation-wide system of 18,000,000 inter-connecting telephones



“OUR PIONEERING WORK HAS JUST BEGUN”

WEEK'S NEWS

Those cadets who are contemplating the purchase of a “car” for their personal convenience next summer, especially Juniors going to summer camp, will be interested in the National Automobile Show which opened last Saturday in New York. The ones on display there, however, are of slightly better quality than the wrecks which will be wending their way toward San Antonio, Galveston, etc., next June. The 1928 automobile is described as a fast low-hung, small-wheeled brightly colored machine, with narrow radiator, sleek lines and interior fittings of greater luxury than ever before.

The cars on display differ greatly from the average cadet's proud pos-

session in that they are equipped with hidden side pockets, ingeniously placed memo pads, chauffons, diamond-shaped side lamps, vases, smoking equipment, receptacles for smelling salts and assorted accessories. But even the more violent colors which clothe the sport models cannot compete with the variety of color in the external decoration of the row of lizzies at a summer camp.

The Juniors and Seniors will remember the captain of the Aggie football team of 1925 as a great football player in spite of the handicap of his face. Mule Wilson led the Aggies to the championship in his last college year and has since been playing professional football with the New York Giants, who were professional champions this last season.

On the same team is Kendrick, another former A. and M. star, who is on a visit to his home in Waco and who declares that Mule Wilson is the greatest football player in the world today.

Kendrick said that Wilson's speed and power is the talk of the football fraternity of New York. He declared that Wilson was a great player at A. and M. but that he has improved so much since 1925 that he would not be recognized as the same player; that it was nothing for him to punt the ball 70 yards, and that he can run 100 yards in ten seconds in football togs. He believes that “Mule” starts faster and runs faster than any back in professional football, where there are many All-American stars.

Another version of the huddle system—three couples in a Ford Coupe.

HOLMES BROS.

Bryan's Popular
CONFECTIONERY
STORE

Where the Boys Get the
Best Malted Milks on Earth

Come to See Us
Agency for King's and
Whitman's Candies

Don't Forget

THE UNITED CIGAR AGENCY

All of the popular
smoking supplies—
and many that you
will not find at any
other store.

PIPES

Uh-hunh! Oodles
of 'em!

SMITH DRUG CO.

“On the Busiest Corner”

BAYLOR UNIVERSITY TO CELEBRATE EIGHTY-THIRD ANNIVERSARY

The eighty-third anniversary of Baylor University will be celebrated by the annual Founder's Day program, and alumni and ex-students will be able to listen in over Radio Station WJAD, it has been announced. The program will be from 9:30 to 10:30 on the night of February 1st.

The Baylor Band, playing “That Good Old Baylor Line,” and the “long yell” from the cheering section will open the broadcast. Morley Jennings, head football coach, will make his annual football talk, and Dr. Brooks will deliver his annual address at 9:50 p. m. The rest of the program will be devoted to specialties and acknowledgments of the telegrams and telephone calls from listeners.

Bonny Anxiety Tenth, Hereford steer bred by the college, took the grand championship over all breeds at the American Royal Livestock Show, and Charles Watson, who had charge of its care and feeding, has been awarded purple ribbon as grand champion herdsman. Mr. Watson was a student at A. and M. for three years but transferred to Iowa State College, where he completed his college work in 1926. He has been here as

* EAT A BURGER AT *
* DAD COLE'S *
* When You Are Hungry *
* Between Leggett and Bat- *
* Roost Halls *
