

The Southwest Conference football season this year has furnished excellent material for conversation and editorials as well as being the accustomed target for galleys of comment by sports writers throughout this section. However, one very definite thing it brings to mind is that course in highballs and cocktails fantry, was made a first lieuten- came back after having a hilarious we as teams, student bodies, alumni, and just fans have been unable to bear thought of losing a contest. Our one aim and hope has been to emerge victorious from every engagement. It is impossible for both teams to win a game and those who supported the losing team have not been hesitant in vindicating any person or thing that happens to be within reach. As for searching out the real cause of failure, little thought has been applied in that direction.

said, No.

Those who play the game with their mouths have succeeded in blaming coaches and players alike without stopping long enough to analyze the situation as it really exists. After all, is a victory the only thing that counts? It is great, all right enuogh, but is it the only thing that is really worth while? If that were the case, the first tendencies would be towards poor sportsmanship since winning, at any cost, would be the goal. However, we must stop to realize that, in the case of football and other athletic teams, the team that has the best material, the least number of injuries, and the best coach is favored to Win for these reasons. Not any one of these things would be enough in itself defeat. Like a mach built of good parts and then carefully cared for if the maximum efficiency is expected. A team may meet these requirements and still fail to turn in victories. Why? Because of breaks, perhaps, but more often than not because the opposing team operates more smoothly and capably. An outstanding illustration of the wishy-washiness of speculators and supporters came to light as a result of the Baylor-S M U tilt in Dallas this year. Rumors, from fairly reliable sources, have it that Baylor backers were determined to oust Morley Jennings as the Bear coach if Baylor lost the game. Fortunately, for Coach Jennings, Baylor won the game in the last few seconds of play. That night the Bear mentor was royally-entertained and praised at a banquet in his honor; all thoughts of criticism were forgotten with the sweet tastes of victory. Is it sportsmanlike to always demand a winner? Aren't we big enough and open-minded enough to appreciate a well fought and fairly played game? Shouldn't we recognize real prowess where it exists and give the opposing team, when victorious, credit for playing hard and fast? When beaten, let's admit to ourselves and those around us that there was a better team than our own. Believe it or not most contests are not lost because of the inefficiency of one team but because of the super-efficiency of the winning team.

We Are Offering BETTER VALUES EVERY DAY Supply your wants at a big saving at Wards MONTGOMERY WARD Å COMPANY Bryan St. Phone 269 Bryan, Texas SUEDE LEATHER JACKETS Just what most fellows have been waiting for. They're here in a rich dark brown color-Leather collar and cuffs. A leather jacket that will blend with your uniform. See them today. \$4.95 OTHER FINE JACKETS, CALF OR SUEDE SKINS \$5.95 to \$8.95 A. M. WALDROP & COMPANY

Not so long ago practically all cigarettes were made by hand

When H. C. Boyd, negro in- Order of the Blue Goose lost a gos- ended it all by swiping a large

structor in a vocational school in ling this week when JACK SLOAN, photo of the same sed male? ... St. Louis announced a special gosline of the First Battalion In- and WILKIE ADSIT RAMBO

for negro butlers, the Board of ant on the Infantry Regimental time during the holidays to find a Education put its foot down and Staff Who was the damsel letter from his best girl addressed

that Kicked CLARENCE HUS- to his roommate.

Now, Chesterfields are made by high-speed machines that turn out 750 cigarettes a minute, and the cigarettes are practically not touched by hand.

DY the use of long steel ovens -drying machines of the most modern type and by ageing the leaf tobacco for 30 months-like wine is aged-Chesterfield tobacco is milder and tastes better.

Only pure cigarette paperthe best made-is used for Chesterfield.

And to make sure that everything that goes into Chesterfield is just right, expert chemists

in any way in the manufacture. Chesterfields are made and packed in clean, up-to-date factories, where the air is changed every 41/2 minutes. The moisture-proof package, wrapped in Du Pont's No. 300 Cellophane -the best made-reaches you just as if you went by the factory door.

WHY NOT SAY "HELLO" TO MOTHER AND DAD?

- RATES ARE LOWEST AFTER 8:30 P.M.

about Cigarettes

LIGGETT'S MYERS TOBACCO CO.

In a letter to us, an eminent scientist says:

"Chesterfield Cigarettes

Chesterfield cigarettes are just as pure as the water you drink