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1934-09-21

# The East Texan, 1935-09-21

East Texas State Teachers College

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VOLUME XVI

COMMERCE, TEXAS, FRIDAY, SEPTEMBER 21, 1934

. NUMBER L

# Have Chance To Repeat EARLY REPORTS INDICATE LARGE FALL ENROLLMENT

## FIFTEEN PERCENT GAIN SHOWN OVER LIKE PERIOD IN '33

THIS WEEK.

O; course in regard to the proverbial book satchel and hapel ticket, they are absol-gely essential and notes-yed one cannot successfully bumplete his frey-man work affiltont, purchasing said arti-cles. Buy early and avoid the rask.

CUPID WIS

# NOTICE

### S tudent Head



### Student Council President Greets Winter Students

ENTER STATE MED. SCHOOL ON SEPT. 26

Dean Of Men Gives **Hearty Welcome To** Incoming Students RETURN HOME FROM STATE CONVENTION IN GALVESTON

TOM WHITLEY WILL

# President's Message To Fall Term Students

#### 233829

# Lions Football Schedule '34

CHAMPIONS LONE STAR CONFERENCE

Friday, Sept. 28 Louisiana Normal ... Natellitoches Friday, Oct. 5 Stephen F. Anatin flere Friday Oct. 12 McMurray College U-Friday, Oct. 19 Sam Houston S. T. C. He Friday, Oct. 26 Trinity University Waxahachie Friday, Nov. 2 Durant Teachers College Durant Friday, Nov. 9 Deaton Teacher Her-

Our Prexy

### Work On New Gym Begins Soon, States President Whitley

Mr. and Mrs. S. P. Hart

# To those who for the first time are define were in this institution. SCHOOL OPENING INSPIRES WRITER TO PEN CARICATURE ON "THREE Pictures and an excess desire, but the pictures of the pictures and an excess desire." It is those who for the first time and the pictures of TO PEN CARICATURE ON "THREE D'S"

STRONG LINEMEN, FAST BACKFIELD PLACE ETEX IN '34 LONE STAR RACE

### Jack Hickerson Is Selected To Write Sports For Texan

RICHARD DEONIER TO ENTER SCHOOL

Clarksville School

**Board Employs Two** 

**NEXT WEDNESDAY** 

Former Etex Studes

College Newspaper East Texas State Teachers College

EDITORIIAL STAFF

Editor-in-chief Eugene A. Taylor Jack Hickerson ... Edward Mangum Sports Editor Columnis H. L. Shirey

TelePhones 39, 19, 713 BUSINESS STAFF

Ellis Lockhart CHOOSE CAREFULLY

Telephones 39, 19, 294

As you enter these halls of learning for the first time, you enter upon an era that in all likelihood will be one of the most important and formative one that you will be called upon to face in your life. During it you will form friendships, acquire habits and accept tenets which will shape the entire future that now lies like an open ok, obvious and yet secret, before your very eyes.

hold of your imagination; it will seem like the highest prize of college life if you can but follow in their foot steps and accomplish the things that they are accomplishsteps and accomplish the things that they are accomplish; lead it is littlition. One for all and ing. As the years of college life, onl by and you and your loody for East Texas State, class begin to take the level, if you will find persons whom you will be proud to know as friends and whom in your heart you desire to be like.

The influence of these persons upon you, for good or The influence of these persons upon you, for good of for ceil will have more influence in shaping your future than will all yel learn from books or lectures, from col-lege sports or college politics. You will believe ju-your friends—become like them, whether you mean 46 or not. III whether you was the pright shamp your college course will in a large measure be a success, no insigter what disappoint. a large measure be a success, no majer wan disappoint. Muliements it may bring. On the other-final, it they are not defended the right caliber your consecutification in the main purposes which is equipping you to fight the battles of life in the set manner possible.

And what is true here will be true in the world after. ward. As you enter upon professional life you will form your deals of success, not from what books say, but from what you see exemplified in the lives of your fellow citizens, past and present. In law or in medicine, in busines or in politics, you will find heroes that you wish to be like. In the world as in college, a strong man of any kind will find friends and followers. Be he prize fighter or fan-atic, politician or millionaire, there will be persons—who will chose him for a hero and stand or fall by the choice.

The moment we chose as our example of professional ess the man who has made a fortune or secured an office or achieved a reputation with the world, we tend to put fortune and office and reputation in the foreground, and regard the question of how we use the fortune or reputation as merely an unimportant incident. When things once get into this shape in our minds, every posion of honor or power becomes a position of peril to o persons or things that are to be our heroes or ideals, and stick by the choice, be the cost what it may.—D. D. H.

#### TAKE IN THE WHOLE SHOW

Like the three-ringed circus, school life offers three attractions and we are missing something if we don't take in all three of them. All of us sit through the circus take in all three of them. All of its sit through the circus performance with eyes open and month agape. We're afraid we'll miss something we've paid to see, Yel-some of us have our eyes glued on only one of the three big phases of school life and are oblivious to the other two.

The main attraction is, or should be, the opportunity to overcome our mate ignorance. Also, through athletics to develop and display special skills and talents. Then, there is the opportunity for friendships and social contacts.

There have been cases of individuals who have placed s much importance on the learning process—and making ad other extra curricular activities, we have a chance rades that they study too much and their health, emotion grades that the yatudy too much and their health, emotion, all well being and chances for a mormal, langly life, are actually endangered, if not definitely affected. This rare species of the funna animal may have affected. This rare species of the funna animal may have affected by the cutting extinct, but if there is anyone here who is guidy become entirely extinct, but if there is anyone here who is guidy become the species of the single problem. It is not because of the single problems and the single problems are such as a superior and the single problems. It is not because the single problems are superior and the single problems are superior and the single problems.

There is still mother from of over-emphasis which may become ulbrily footlot if carried to the utmost extensity. The ablies who is satisfied with being a star in abletice and a total lesson, in the class room does not properly estimate the weylf of area of closation. The journal ist, the debater, the dramatist, or the musician who allots on much time to the development and display of his spicial takent does not properly evaluate the all around development of the regular curriculus.

But the biggest fool of them all is the student who sees only the social opportunities of school life—even though social contents may be very or desirable and essential for a sormal, hoppy life—and the students may be very so large a social scroes—and friendships made while over so large a social scroes—and friendships made while in school may be ever so hading and valuable—and love may be ever so practice.

#### BOOSTERS VS CHOOSERS

more to this school than any other one piece of ing in many years and this fact with other achievements will add greatly to the success and future of the school. Achievements of this type will lead to an extended athletic interest and where is there a student

body that does not vlory in following a winning team! body that does not glovy in following a winning team!
These things make impressions on the yast army of high school students who are graduated each year and who will be directed by such impressions into choosing their respective schools. Every student should and does, have a desire to send others to his or her Alma Mattg said. The careers of some of the upper classmen will take the best and only way to do this is by boosting the school of your imagination; it will seem like the highest which you attend and showing your friends the reasons, athletic, socieal, and academic why they should attend said institution. One for all and all for one with every-

#### YELL LEADERS

One of the most important elections of the year will be held in chapel Tuesday morning. At this time the assis-tant yell leaders will be elected. According to the system adopted last year, assistant yell leaders are to be elected each year and after serving a year as such will become head yell leaders. In accordance with this plan Attelia Muller and Ellis Lockhart are automatically Head Yell Leaders for 1934-35.

When the time come for the election of this years' as sistants the East Texan wishes to suggest these things, first that the student body think the matter over carefully before making a decision; picking two students who specials, an opportunity to buy good quality merchandise are popular, who have pep, who are willing to work, who lat the lowest prices. Advertisements in the East Texan

The best advertisement hint East Texas. State Texab.

The best advertisement of the control of the re loyal to the nth degree, and who will be back next will make your stay here both profitable and pleasant, if

Realizing the responsibilities that fell to those who abilish a college newspaper, the galffor, business manager and other members of the Texni staff, look forward with crious and likewise pleasant anticipations to a successful car for the 1934-35-25st Texna. It will be at all times the rpose of the staff to publish a paper that will conform to ideas and wishes of the student body and this can only done through the cooperation of all concerned. The he done through the cooperation of all concerned. The staffl projoces a paper that cuters to no special groups or organization but one that is a fair and importial repre-sentative to the entire student body. A paper that shows all side-gamd angles of college life both social and intel-

tectual.

The East Texan will be just the type newspaper the students want it to be. The staff is looking forward to the students want it to be. The staff is looking forward to the field and co-opration of the students and teachers in making it such.

### THE EAST TEXAN

The East Texan is published for East Texan is published for you, the students Texas State Teachers College. It is for your infor-East Texas State Teachers College. It is for your information for your aid and benefit, and for your convenience that Mis paper is put out every week.

information and benefits brought to you students is not only in the news and facts published in the East Fexan; but the advertisements carried in our student pubcation offer an opportunity to kow the dependable merchants of Commerce, an opportunity to patronize those who support E. T., an opportunity to attend sales and

Read the news stories to see what has happened to ers—read the ads to see what can happen most profits able to you. Presbyterians Extend School Class is held at School-Class is held at 5:45 I mine room of the Annex with Gallaher conducting the law Practical discussions of intereculere students constitute the grams of the class Bill Quits the class president. Invitation To All College Students

ead each week.

Lamid walling, president of the friedystein Young Despite A see to the friedystein Young Despite A see to the total assistants in all the contents; as well as he did, a correct and the total assistant in the proper assistant which are that the proper assistant which are that Charch each Fanday evening at 15% of clerk. We got the content of the property of the prop

# WELCOME STUDENTS

tile that lackson's Matthews' and Glat's Efficient and Courcous Service

When our quarterback, R. D. Hitt, is in doubt what to do he PUNTS. When you are in doubt where to buy your Denne and Sodas Call OLIVER BROS. PHARM ACY.

Ask about our Specials on . Stationery this week.

# OLIVER BROS. Pharmacy

### Journalism Class Is Scheduled For Present Semester

or of the collège weekly newspa-er at 8 m Heisten State Teach 75 College English 214 will con-ingue over a four and one-half onth period and three houts crack will be alter. The class is heduled for the sixth period and ill meet on days selected by the adents.

# Ragsdale Shoe

All Work Guaranteed RAGSDALE SHOE

WELCOME TO E. T. STUDENTS SOMETHING DIFFERENT Meet Your Friends At Th LIONS' DEN

Complete Line Of

BUTLER BROS.



From the choicest Turkish and Domestic tobaccos-only the clean center leaves are used in Luckies-these are the mildest leaves-they gost more-they taste better.

They Taste Bette

"It's toasted"

## WHAT YOU'LL SEE AT THE MOVIES

ay, Monday, Sept. 23-21

Althorn here of the per large of the large of the per lar

After a heetic chase 622 are recovered and every-turns out well. While not a recovered and every-one of the firminod connect the formation of the formation o Will Meet Tuesday To Organize ABC

To Organize ABC

Gene, New Apper, 24-28

streng professional client
or tillness when an earth
or divisional control of the con

erganization was headed by Steve Hendricks, Al' students who are and his receivery is coninterested are invited to this meet

RETURN TO PORT AUTHUR

mint to have been taken be the home he 'Dabbid's active's tone back's Re London to the homer he yellow been to homer he yellow. Events however, we would left he horspread to home the yellows. Events however, we have he will be the home the yellow the home he was plant and thome the home he will be the he would work. For he would wow. For het the he would wow. For het the he would wow. For he was he w man have returned to Port Arthur where they are employed in the school system.

Welcome Students

Our Store W H, MAYES, Grocery

EARGAIN DAY North of Square-Phone 83

IT IS CANDY OR COLD DRINKS

a fight and he miss.
A fever epidemic is

and queek in the first of a sile malice. Mode near 1 is and te'ls him of her low its ill with the fever there are nurses her lake to only to have her takes when her backmat arrive-

'IT IS A MAGAZINE

IT IS A NEWSPAPER

Ralph's News Stand

Has It Or Can Get It VISIT RALPH-THE STUDENT'S FRIEND

Welcome Students OUR CAR NEEDS OUR TEXACO GAS & OILS

Certified Lubrication VASHING - GREASING - TIRE SERVICE We are handling a complete line of GOODRICH TIRES AND TUBES

**Texaco Service Station** 

South of Post Office
JOEL PRICE, Operator
unes Galloway Phone 400

es Galloway Joe Bradshay

### Pen Squad To Be Organized Tuesday At 7:30 In Old Auditorium: Leaders Will Distribute New 1934-35 Yell Books

According to plane developed by the contract of loyal firms and owns [10] in Lechart, head yet louder, a lunings. The book was citied by meeting of all colors association. Thousby sides at 7:10 in the cold Administration. The colors are considered by the colors of the Thursday, Sept. 27 Only laud Rains as the genius on innal law shows that stupid-is the only crime punishble law and proves it when he





Welcome Students

WE ARE 100 PER CENT FOR THE LIONS and
IN BUSSINESS FOR THE STUDENTS

COLLEGE GROCERY

Monroe at Lee

PALACE PERSONALITY

PERSONNEL

PRACTICAL PERSEVERING PRESENTATION

FRIDAY AND SATURDAY SEPTEMBER 21 and 22

His Roaring Guns Blazed Vengcance . . . in a Town that Knew no law.

GUARDIAN OF THE LAW .. AND WOMEN'S HEARTS



Oswald the Rabbit in "Gingerbread Boy"



SUNDAY - MONDAY

September 23-24



HIS WEDDING DAY!

He hadn't planned to get married, but he met a bride who'd been deserted at the station . . . and he was always willing oblige a lady

BOLAND HAMILTON E GROOM

> WISE LITTLE HEN (In Natural Color)

And
PALACE SELECTED NEWS

COMING ATTRACTIONS

"SHE LOVES ME NOT"

HANDY ANDY OPERATOR 13" "YOU BELONG TO ME" BELLE OF THE 90'S" "NOW AND FOREVER"

"CAT'S PAW"

TUESDAY Wednesday-September 25-26



FOX

The World Called Him "Murderer"

This doctor who tried to save hu-man life! . . . But one woman had faith and love and his honor denied him even her

WARNER BAXTER GRAND

MADGE EVANS

MARJORIE RAMBEAU ZITA JOHANN ROGER IMHOF H. B. WARNER

From the novel by A. J. Cronin Directed by Irving Cummings

PLUS

"PARAMOUNT ON PARADE"

BETTY BOOP in "RED HOT MAMA" And "PALACE SELECTED NEWS"

Plans For Adult

**Education Topic** 

Greenville Meet

Welcome Students UNDER NEW MANAGEMENT CONOCO GAS AND OILS Complete Washing, Greasing and Tire Service "WE ARE FOR THE LIONS" Cox Service Station Formerly Stevens Service Station PHONESS

# Extends Welcome To New Students

The First Baptist church extends the winter student body a most critial welcome to all of its ser-

the for wavenum and the first of the first o

are unless.

or workly services are held Gay visited the Indays here Sunday, sometime at 10-20, disdeep sometime at 11-25, and day.



creed expected to be in that of waters of the Fig. 7. The Tierrs have been which resident the part of the Fig. 7. The Tierrs have been which resident the part was greatly as the part of the part of

# Magnolia Service Station

Mugnolia Gas Tires Repaired

Mobiloil In Sealed Can Washing - Greasing Live Oak at Maloney

James Wright, Claude Wright

# Locust Officials



THIS WEIE - Miss Marie Mariu (CONTINUED FROM PAGE 1) Grove Is here to attend cottege. She leaving with her nucle, Jim Marsaid instructor is still preceded by Miss.

...

worth while underfishing numbers of stidents, will attend sensol where other would not have been the Our Idea of a Unpian, situation would be a where everyhold could a position if he or she sired.

#### We Are Your Official Photographers Por The 1935 LOCUST We do high class Kodak finishing and keep a com-

Miss Marie Martin of Honey Mrs.

plete stock of films. Come in and let us have the pleasure of meet-

Let's Get Acquainted!

A. M. Howse Melvin T. Howse



### WELCOME To Commerce

And To The

WOOL, SUITS Cleaned and Pressed

PR WOOL PAN'S Cleaned and Pressed
DRESSES (plain) Cleaned and Pressed

PHONE 43-WE DELIVER Commerce Dry Cleaning Plant

By Hopeful Students

And Hose the sequence in the planties of the control of the FAGGED OUT?

lor of enjoyment" in Camels, and says t when his energy is used up "Camels p me a delightful lift."

more smoking enjoyment ..., to offset fatigue and irritability? Thousands of



HAVE YOU TRIED

this way of regaining energy?

# Welcome Students

NEW AND OLD

Our Grocery Line Is More Complete Than Ever OUR PROPS ARE ALWAYS RIGHT

FANCY AND STAPLE GROCERIES-ABSOLUTELY FRESH MEATS

> Live Oak Grocery AND MARKET

"The strain of pursuing a law course puts a tremendous tax upon my energy,", says E. R. O'Neil, '57, "but I try to avoid says r. C.O.Nett, 57, But Lety to avoid overdoing, and part of my program is smoking Camels. There's a lot of enjoy-ment in Camels, and they give me a de-lightful 'Jift.' I smoke them constantly

experienced smokers have found for themselves that Camels give a delighter full "life." And science, as you may be noticed in your reading, definitely con-from what they report. Camels are mellow and distinctive in favor—miller—mule from four, more expensive sobscops than any other popu-lar brand of eigeness. Smoke all you wass—Camels niver got to your neverrightful 'lift.' I smoke them constantly and they never upset my nerves." Every situation in life has its strain— every day its many moments of uncer-tainty...selfadistruit..."low" spirits. So why not turn to Camels yourself...for

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES!

EXPERTS AGREE

# E. T. Pigskin Fans

Bode Nerves should again driver conserved and the property of the part of the

VISITING SISTER MERE

1183/TION ADDRESS outputs

For I. B. Fighing In see a ber

Are and Mrs. Graham William

Are and Area of Dallam were in

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### Library Regulations cies Given To | Explained To Studes By Head Librarian

GRAHAM WILLIAMS HERE

# Head Yell Leaders For 1934-35



# to dist Pastor To Fall Students To Fall Studen Open Monday With Large Attendance

Aston Cannon Will Serve In Position Of Dormitory Head

JOHN DITZLAR FLEETWOOD

HEsq., tells this one on the Dallas News. The Lone Stars leading new-parer run alread unto this BONI DURA CATCHEN FLY AN PANTS

### Water Fountains Placed In Halls Of Main Building

Note that the content of the first particular of the content of th

**Teaching School In** 

Students

Besides good. Barber

kind of hair tonic and WEST SIDE BARBER SHOP

t body.

ble for either team to really open
marge amount of
plunges and end rune constituted
the majority of the plays for both

the library. There the majority of the plays for both that material to the library to multiers of multiers of multiers of multiers of the plays the daily by the got this part of the part Former Student Is

Naples High School

# Tigers Lose First Grid Game Of 1934

Table Train of the Train of T

quatter when a series of adoces-ical forward passes had brought the ball from Commerces thirty-five yard line, where, they had re-civited it as the result of a poor point, to the twelve. A series of line phinger-brought the passin up to the four yard line, from where it was taken over on a time brick. Another line plunge con-versed the acts route.

covered with red, sticky mud a few minutes after they got into action and the wet ball made it impossi

ing period opened for the team Cameron Kelley, although he mad-

Season To Carlisle ported as getthe along nicely

FRED. Jr.

Welcome Students Our SANDWICHES have been tried and FOUND GUILTY of being AS GOOD-IF NOT BETTER

MITCHELL'S SANDWICH SHOP

#### Franklin Shoe Shop WELCOMES YOU BACK AGAIN

We Still Give That Pine Satisfactory Shoe Service "You Can Wear Them If We Repair Them" FRANKLIN SHOE SHOP

# Announcing!

A NEW, FULLY STOCKED GROCERY!

Where the Prices Are Low Because The Overhead Has Been Reduced to the Minimum

"Make This Your Food Hendquarters"

R. J. Turrentine

LIVE OAK STREET

Next Door to Humble Service Station

# Welcome To All E. T.



Our Feature Service for all students is here for Home—120G SYCAMORE STREET, DE COMFORTABLE

DEAUTY SHOP

# MILADY BEAUTY SHOP

# WELCOME ..

Make The J. C. Penney Company, Your Headquarters for the Season of 34-35 . . .

Glothing...Ready-to-Wear...Millinery ... Shoes...Accessories...

Working Hand In Hand for a Greater Commerce And E. T. S. T. C.

...On To Another Championhip Lions...

COMMERCE? TEXAS

### Changes In Football Rules 1934-35 Season **Explained By Dovovan**

By Dovovan

When John Pas had river to the form of the rest of the half of the

Affice removed as continued in ter-foregoing paragraphs, there not-mently will be more passes harried main force that ever the standard will if the to their feet for that breathless inerant, "Will it be University Challent

Welcome To E. T .-To Commerce, and-To Our Store

Autumn Brings:

### **Golden Rule Values**

In Seasonable Mercheandise

At PERKINS BROS.

Visit our store and see the wonderful values we have to offer you.



### Honorable Mention...

weardly will be next. (Fig. 1) to exceed the control of the contro

Training School

Training School

Training School

Refolowing activities

Rindercardon - Primary Inter-

stony will have only a short sees that the state of the s

Yowell Woman Is Guest

Registered U.S. Patent Office



WHEN a trade-mark is registered, it means that no one else can use the same name and the same package for the same kind of product.

To us the Chesterfield trade-mark means that every Chesterfield is manufactured by the same formula, and in every way absolutely the same in each and every package you buy.

That means that every Chesterfield is like every other Chesterfield-not like any other cigarette . .

the cigarette that's milder the cigarette that tastes better -the cigarette that satisfies

### Articles On Gov. To Be Written Rv **College Students**

# Faces Graduation

Problem This Year

Grades § and 7 will regime and with 1 street with 1 street

Golden Hour Club Meets With Mrs. Pommerening

Chesterfields are like Chesterfields

Thomas Walters Has Been Given Position
In Hopkins County

Fishers of 100 college with the rest 1

ship-The Best Service

Martin & Sparks BARBER SHOP

# Have You Heard?

WE ARE OFFERING 3-PIECE SUITS MADE TO MEASURE FOR THE RIDICULOUSLY LOW PRICE OF \$21.50.

J. L. Taylor and S. H. Churchill Co's.

YOUR CLOTHES PAY DIVIDENDS—SO WHY NOT INVEST WHILE YOU CAN TAKE ADVANTAGE OF PRICES SUCH AS THESE

SPARKS

"The College Tailor"

# **Buy Your School** Supplies From Us.

WE CARRY THE LARGEST STOCK OF SCHOOL

Arthur's Drug Store NORTH-O-CAMPUS

EAST TEXAS STATE TEACHERS COLLEGE Football Schedule 1934 Champions Lone Star Conference

All Home Games To Be Played At Night At 7:45 p. m. THIS SCHEDULE COMPLINENTS OF ARTHUR'S DRUG STORE