





# EDITORIAL - COMMENT



## SANTA BARBARA State College Roadrunner

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### Sets High Mark in Publication Work

Winning the highest honors in its range of competition for two consecutive years, Santa Barbara State college has set a fine record in the field of journalism by being rated All-American for 1932-33 for its yearbook and newspaper by the National Scholastic Press Association. In obtaining this distinction, the local college has competed with schools much larger in enrollment, and with institutions offering more extensive courses in the journalistic field. State college can not only boast of having won the highest honors for two consecutive years, but it can also say that it has won these honors for each year that it has completed, having entered the National Scholastic Press Association in the fall of 1931.

This has proven two things: that State college has been fortunate in attracting to its campus for the past two years outstanding young men and women in the field of writing, and that it has a system of selection in operation on the campus that allows this ability to be recognized and put to use. Through the medium of a publication board, which consists of both student and faculty representatives, it has been possible to select capable men and women to handle La Cumbre and the Roadrunner. Through this means the abilities of the individuals can be evaluated by the members of the board and the most desirable person chosen for the work. This system eliminates the fallacy that is so often apparent in schools where the heads of campus publications are selected through the electoral method, which allows popularity too often to determine the qualities of the students elected to publication posts.

Santa Barbara State college has the names of Dick Cooper, 1932 editor of the Roadrunner, and Kay Bishop, 1932 editor of La Cumbre, to thank for the high standards which they set for the two school publications. Nor must the names be forgotten of Dick MacQuiddy, editor of last year's Roadrunner, and Dorothy Hodgins, La Cumbre editor in 1933, who so diligently upheld or improved the standards set for the publications.

### Cooperating With Townspeople

Another gesture of good feeling and cooperation between the people of Santa Barbara and State college was exemplified last week at the dinner held at the University club which was attended by club members, business men and representatives from State college. The purpose of the meeting was two fold: to welcome Coach Ted Beckett to Santa Barbara and to create a better understanding between the college and the townspeople. This is the second meeting of this kind held in the last month. The previous one taking place at the Plantation between the Lions club and college representatives.

For too long a time there has been an imaginary wall between the city of Santa Barbara and State college. It is time that we tear down this barrier and look over our grounds to find out how the problems of one affects the other. We have been slow in realizing, that because of our locations, both the city and the college has profited by the presence of the other. We have been slow in combining our efforts to expand and improve. During this depression, which is like a war in destroying everything not well fortified, Santa Barbara State college needs the fortification of the townspeople to guard off the onslaught of unwarranted attacks being made by those trying to curb all possible activities during these difficult times. The people of the city needs the college for its cultural as well as the financial value it has to the community.

Often it takes a crisis for human beings to realize the value of the things they control in order to appreciate them. We have inaugurated a progressive movement. Let us continue with the work.

### Sophomore Soliloquies . . . By Chris Martin

Many men smoke but Fu Manchu. . . .  
From all evidence, as registered in the assembly Tuesday morning, "Good Morning, Bill" will be a dandy production. Let's all be there. . . .  
Charley Hoffar is certainly that way about some young lady. Well, she's a nice girl—more power to him. . . .  
Whoa, this Don Follett seems to be taking them by the dozens—the latest is one of the leads in the "Good Morning, Bill" cast. Don still goes on true to his blonde, though. . . .  
Shultz won a pass to the Granada theatre the other day, good for two people for three months. Yeah, that's it. He tried to get it changed to one person for six months. . . .  
It is said that Melville Homfeld will be senior manager of bas-

ketball. Harry Killian present? What no Sig Alphas. . . .  
Who caused the furor among the faculty relative to this year's coming Roadrunner Revue? And over what? . . .  
We are glad to hear that the music moguls have seen fit to feed this year's Southern California Intercollegiate Symphonizers in our cafeteria. We have a fine serving unit here something worth showing off. Let's show them a big time. . . .  
Last week we recommended helping our hard working coach on his contacting the townspeople. Well, how about it, Marcus. Get that coach and give him a committee to start carrying out some of his ideas. ideas. . . .  
What well known, dark eyed campus queen gives gentlemen her telephone number in Los Angeles previous to a trip there and then takes along her Santa Barbara boy friend?

### Former Student Here Is New Scoutmaster

Zola Du Bois, local graduate, accepted the scoutmastership of troop 3 in La Verne recently.

Mr. Du Bois is an alumnus of La Verne college and took two years work in the industrial education department at State. While here he also took several scout leadership courses. He was also active in local troops as assistant scoutmaster and is a past scribe of Alpha Phi Omega, national scouting fraternity.

Mr. Du Bois accompanied by his father spent last Saturday and Sunday in Santa Barbara visiting friends. For the past four months he has been engaged in the garage business in La Verne.

### Memorial Plaque to Be Made by Student

In memory of Mrs. Genevieve Schmidt, a graduate of the home economics department and a member of Kappa Omicron Phi, national home economics sorority, who died in January of this year, the Delta Sigma Epsilon alumnae club of Santa Barbara plans to present a plaque to be awarded at every convocation meeting to the chapter maintaining the highest scholastic average for the preceding two years.

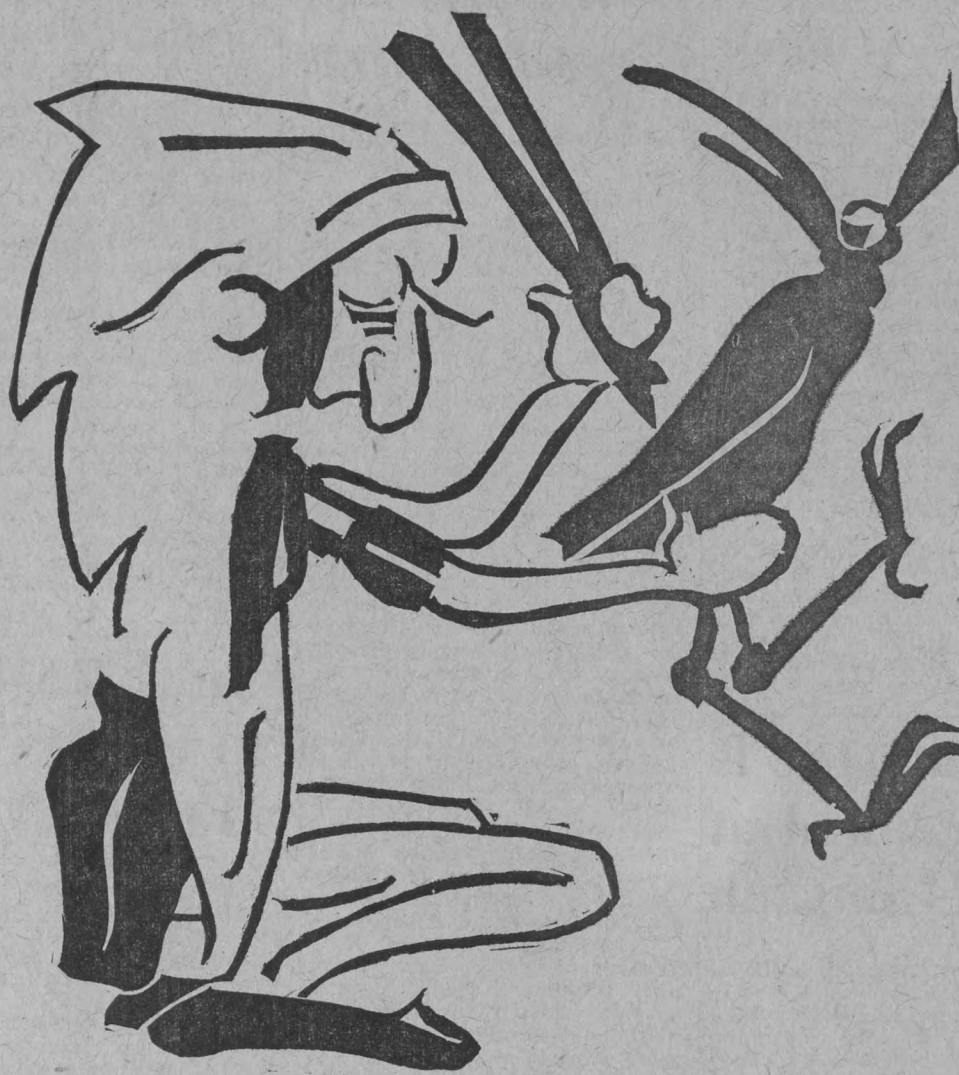
The plaque is to be designed by a Santa Barbara person, preferably a Santa Barbara State college student, if a suitable design is submitted.

### Book Show Is Staged by Child Study Class

(Continued from Page One)  
ten for adult readers but appropriated by the children. Two particular books shown on the elementary grades table are "Heidi" by Spyro and "Peter Pan and Wendy" by J. M. Barrie. Clever illustrations from the books are being used as wall decorations in the office. This exhibit is an annual occurrence of this class.

PATRONIZE ROADRUNNER ADVERTISERS

### Another Feather For His Bonnet!!!



By BOB FOOR

### Flunk Notices to Be Given Out Next Week

Cinch notices are due to be placed in the mail boxes the early part of next week. Faculty members have been asked to turn in their reports at the end of this week, according to Wilhelmina Menken, secretary to Mrs. Jane Miller Abraham, registrar.

Mrs. Abraham returned from the registrar's convention on Wednesday in order to get the notices distributed as soon as possible.

TRY . . .  
**Koo Koo Bakery**  
"Tasty Baked Foods"  
**BAKED FRESH DAILY**  
1207 State Street

**Miss Hines Beauty Shop**  
Shampoo and Finger Wave . . . \$1  
Special on Permanents **\$3.00**  
for College Girls . . . . .  
1502 De la Vina Ph. 21849

### Blind Speaker Talks to Group of Students

(Continued from Page One)  
tion," stated Mrs. Michael, "has established schools for the blind in Los Angeles and Berkeley. There is an average attendance of 33 to 38 and classes are composed of six students. University work is done in Berkeley. The department of rehabilitation has graduated 190 blind people into the business world. There are 500 blind in California who by the department of Institutions are privileged to enter homes for the blind in Oakland where only 140 are now living. Some have resided there for 30 years or more, she said.

"The Department of Social Welfare furnishes money each month to sightless persons. 25,000 books, printed in the Braille system, are sent free through the mail to institutions for the blind," said Mrs. Michael.

The speaker went on to say that Calvin Hendricks, KNX broadcaster plays the organ, sings, and laughs all the time although he is blind. Judge C. L. Poulsen has made a success at law in spite of his great handicap.



See me for **REALLY GOOD** used tires and tubes at **CHARLESWORTH'S** 2000 Hollister Ave. Used Tubes . . . . .50c and up 7 Brands of Gasoline **TOMMIE BUTERA** S. B. High '34



# 2 about Cigarettes

### There are 6 types of home-grown tobaccos that are best for cigarettes

- BRIGHT TOBACCOS**  
U. S. Types 11, 12, 13, 14.
- BURLEY TOBACCO**  
U. S. Type 31.
- SOUTHERN MARYLAND TOBACCO**  
U. S. Type 32.

U. S. Type 11 is produced in the Piedmont Belt of Virginia and part of North Carolina.

U. S. Type 12 is produced in eastern North Carolina.

U. S. Type 13 grows in South Carolina.

U. S. Type 14 is produced mostly in southern Georgia—a few million pounds in northern Florida and Alabama.

U. S. Type 31 includes what is called White Burley tobacco. It was first produced by George Webb in 1864. It

is light in color and body, and is milder than the Burley used for pipes.

U. S. Type 32, Maryland tobacco, is noted for its "burn". In this respect Maryland excels most other tobaccos.

These are the kinds of home-grown tobaccos used for making Chesterfield Cigarettes.

Then Chesterfield adds aromatic Turkish tobacco to give just the right seasoning or spice.

*Chesterfield ages these tobaccos for 30 months — 2½ years — to make sure that they are milder and taste better.*



Tobacco being sold at auction on a Southern market.



# Chesterfield

the cigarette that's **MILDER**  
the cigarette that **TASTES BETTER**



