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## TEXAS TECH

### AND THE BIG 12 CHAMPIONSHIP IN DFW by Mike Haynes

Raider fans will long remember the Red Raiders' dominant 34-7 victory over BYU at AT&T Stadium. But beyond the final score, the championship weekend delivered an unforgettable atmosphere—packed with school spirit, fan traditions, and the unmistakable energy of Big 12 football.

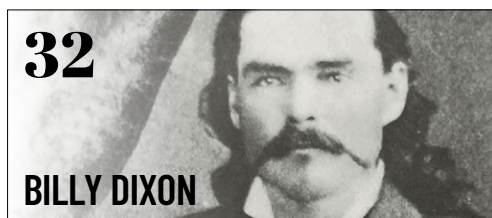


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## JIM JENNINGS

### A LIFE DEVOTED TO THE WESTERN WAY by Carolina Cantrell

For more than 50 years, Jim Jennings has documented the people, horses, ranches, and traditions that define the American West. As the longtime voice behind the Quarter Horse Journal and a celebrated historian, photographer, and storyteller, Jennings' life's work is now being honored with induction into both the Western Heritage Hall of Fame and the Texas Cowboy Hall of Fame.



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## BILLY DIXON

### BEYOND ADOBE WALLS by Callie Holton

Though Billy Dixon became famous for his legendary mile-long shot at the Second Battle of Adobe Walls, his story did not end there. This feature explores the lesser-known chapter of Dixon's life—when survival, isolation, and overwhelming odds tested him and his men in ways far more terrifying than legend alone conveys.

## DEPARTMENTS

- 6 Buzzwords:** Business news, people on the move, promotions, milestones, and notable achievements across the Panhandle.
- 8 Calendar:** From the Amarillo Symphony Ball to concerts, theatre, hockey, indoor soccer, Day of the Woman, and Three Dog Night—what's happening around town this month.
- 12 RUNNIN' THE ROUTE**  
*McLean: Murals, barbed wire, and wide-open Texas miles*  
In the second installment of his Route 66 running series, Mike Flores heads west from Shamrock to McLean, discovering colorful murals, roadside curiosities, and the quiet charm found when you slow down and take the historic route.
- 20 ONE SQUARE INCH**  
*What If... for 40 Days*  
Ash Wednesday ushers in the season of Lent—a time of reflection, repentance, and renewal. This month's column invites readers to consider what intentional sacrifice, stillness, and self-examination might look like over the forty days leading to Easter.
- 38 ENTERTAINING IDEAS**  
*The Art of Cheesecake*  
Simple ingredients meet careful technique in this classic dessert. From mixing to baking, cheesecake rewards patience—and reminds us why restraint is often the secret to indulgence done right.
- 50 Chomp:** February is the perfect time to plan a special occasion—or simply enjoy a favorite local restaurant.



### On the cover:

Jim Jennings  
Photo by Mavis Jennings

**SUBSCRIPTIONS:** 12 months \$30; 16 months \$36; 25 months \$49, Back issues available at \$5 each. All subscription correspondence should be addressed to: ACCENT WEST, P.O. Box 1504, Amarillo, Texas 79105. Phone: (806) 371-8411.

**ACCENT WEST** is published each month by Accent West, Inc. (USPS 931-780), Lizabeth Cantrell, President, 1233 S. Rusk Street, Amarillo, Texas 79102. Accent West is printed at 1500 S Polk St, Amarillo, Texas 79101. All rights reserved.

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Periodical Postage paid at Amarillo, Texas.