

THE TOREADOR

LUBBOCK, TEXAS, WEDNESDAY, MAY 10, 1939

NUMBER 57

Today's Editorial
There Is Little Hope

VOLUME XIII 2742

Not Long Shall The Circle Remain Dark

Senior Class Larger, More Cussed Than Last Year's

Ain't it remarkable? This year's graduating class will have 15 more members than last year's.

The number of candidates this year is 340 but that figure is subject to revision, W. P. Clement, registrar, said Saturday. Some of those on the present list might fail to complete their work, and a few completing their work by correspondence might file applications for degrees, he said.

At the spring commencement last year there were 325 degrees conferred.

The final class meeting will be conducted May 16, said Joe Alford, president of the senior class. Announcements concerning senior and arrangements for graduation will be made. Plans for a class reception for parents of graduating students will be discussed.

The senior graduation gift to the college will be presented and dedicated during commencement week. Eight electric lights, on tan granite stands 11 feet high, will be placed in the circle in front of the Administration building as the class's parting gift. The contract has been awarded to Westinghouse Electric company of Indianapolis. Total cost will be between \$725 and \$750. A bronze plaque will be placed by each one to show by what class the light were presented.

The baccalaureate sermon will be delivered May 28 and the commencement address will be delivered and degrees conferred May 29.

Last Try Made For Aggie Home

But Solons Add Their Own Riders

Senator G. H. Nelson of Lubbock last week made a final attempt to obtain an aggie building for Tech by amending the college appropriations bill for the next biennium to include \$250,000 for such a structure.

His amendment was quickly approved by the Senate, but was immediately followed by a flood of other amendments submitted by legislators from other sections who added all sorts of appropriations for institutions in their respective districts.

Before the upper house adjourned for the day the bill was loaded with an increase of more than nine million dollars over the amount approved by the House of Representatives.

Authorities in Austin predict that few or none of the amendments will pass the conference committee to which it was referred after leaving the Senate.

Double-B Boys Terminate Bouts With Doak Hall Feed

The annual sophomore-junior and freshman livestock judging contests were terminated Saturday by the presentation of prizes to high individuals at the Block and Bridle banquet in Doak hall.

Jack Hancock, high individual of the soph-junior contest, received a medal from the National Block and Bridle club. Elmot Honea won second place.

Hancock received a book on dairy cattle feeding from Sherrod Bros. for winning first place in dairy cattle judging. H. J. Willis won second place.

Lucien Thomas won first place in beef cattle and a book on beef production presented by Snyder Livestock Market, Lubbock.

Lubbock Hog and Cattle company presented Tom Ingram with a book on pork production for first prize in judging hogs. A. C. Sears won first place and a book on horse production presented by L. E. Davis insurance. Bill Craddock won second place.

Arthur Mills was high man in sheep judging and received a book from S. E. Cone Grain and Seed company.

High ranking sophomores received subscriptions to appropriate livestock publications. They were: Elmot Honea, the American Hereford Journal for beef cattle; Bill Craddock, for the Holstein-Friesian World for dairy cattle and Perchon News for horses; Claude Hoffman and Honea tied in sheep. Thomas, a junior, was high in hogs and will receive the American Hampshire Herdsman.

Martin Limer, high individual in the freshman contest, received a gold medal; Quinton Hamerick, second, a silver medal; Ried McLaughlin, third, a bronze medal.

The high individual in each class of livestock received a silver medal. They were: R. H. Farris, first in sheep; Frank Rapstine, first in hogs; E. Johnson, first in dairy cattle; Byron Range, first in hogs; J. T. Rogers, first in beef cattle.

Block and Bridle officers for the coming year were installed by Vestel Askew, outgoing president.

Number Has Tripled As— Recognition Service Enters Seventh Year

Seven years have passed since the elite among Tech coeds were first honored with formal recognition. And during that time the upper strata has tripled in number. What was once the college 50 has become the 149.

On May 16, 1932, the committee appointed to make arrangements for the first service offered several tentative suggestions: "That we feel that a Woman's Recognition service which would give an opportunity for honoring the outstanding women of the college and of integrating the activities of the various organizations would be most desirable; "That this service might be held in connection with play day as sponsored by the WAA and given as a concluding part of the day's program; "That the recognition service be opened by a talk by the dean of women explaining the purpose and the hope of establishing it as a tradition; "That awards be presented by representatives of the different organizations and that the new members of honor societies be presented; "That details such as appropriate music might be worked out by a committee; "That it be emphasized that arrangements should be made for all women students to be present and that it should all be arranged in a simple and informal manner; "Approximately 50 women were honored in 1932, 75 in '33, '34 and '35. In '36 the number was almost 100, '37, 120, and in '38, 140. This year 149 women have received invitations to be recognized.

Program for the services has varied little. The College Hymn has been sung each year, service has been held in cloisters of the Administration building. Awards have been made on much the same basis with needed changes made each year.

Play day and Women's Recognition service each proved of sufficient importance to require separate dates. All other suggestions made in the resolutions of the first committee have been followed.

Invitations have been mailed to 500 special guests to attend the services May 16. A majority of students to be recognized have selected freshman students to act as pages.

Textile Plant Receives New Stop Warp

The textile department has received an electric warp stop-motion for one of the automatic looms.

The device, donated by the Rhode Island Wary Cotton-Motion company, will replace the present mechanical warp stop-motion. It is used to stop automatically the loom when the thread breaks, and operates on the principle of a ring sensor.

The department has also received from the Universal Winding company sufficient material to change over of the winders to the "Franklin process" winding.

Go This Way

A lecture by Harry J. Ustace, state market director of California, on the subject, "The Road to Market," Friday night at 7:30 o'clock in room 101 in the Chemistry building will be sponsored by the business administration department.

"The Road to Market" is to be a practical discussion of the distribution of the products of Texas and the other Western states. Ustace is connected with the U. S. department of agriculture.

The public is invited to attend the lecture.

Hard Playing Wins Gonfalon For Graduate

Freshman Is Runner-Up In Play Day Honors; 210 Coeds Take Part

Pennant for scoring the highest number of points in ninth annual play day, sponsored by Women's Athletic association and women's physical education department, was won by Doris Hopping of Lubbock, Tech graduate and former president of association.

Katherine Pruitt, freshman physical education major and WAA member of Lamesa, placed second in some of the contests. Two physical education majors and a home economics student tied for third honors: Joni Lu Jones of Stanton, Ouida Davis of South Bend community and Lora Mae Joy of Roby.

Approximately 210 girls, including several former WAA members, attended the program. Motion pictures were taken and pictures of 1938 play day shown by W. G. McMillan.

Figure roller skating by a high school boy and girl, group singing and a Spanish folk dance by Lucille Cox and Emil Embry were included in the program.

First, second and third winners were: Tennis, Dorothy Day, Katherine Pruitt, Ouida Davis; Jacks, Stanley and Mosely, Fulford and Hale, Springer and Hale; basketball, Mary Springer, Tony Kelly, Helen Wainwright, Edna Clark, Wilma Tinney, Joni Lu Jones; basketball, second, Jean Wellman, Mary Moore, Mattie L. Turner, Nell Green, Ruby Lou Alexander, Jerline Wharton.

Golf, Doris Hopping and Gwendolyn Tosh; Dodge, Stanley Picketts and Ruby Kidwell; ping pong, singles, Doris Hopping, Jean Clapp and Lola Jean Smith; ping-pong, doubles, Marguerite Newby, Almarene Atkinson and Verne Franks, Jane Godfrey; Chinese checkers, Jean Wainwright, Doris Hopping and Mary Springer; skating, Marie Taylor, Eugenia Harper and Ozora Young; field hockey, first, Lucille Cox, Barbara Binford, Opal Goodwin, Joni Lu Jones, Mary Springer, Cloriad Bowen, Eula Cole, Paula Howard, Stanley, Irene Hawthorne, Bernice Roy, Edna Francie Alexander; horsehoes, Jean Willman, Alma Jones and Ouida Davis; volley ball, first, Hazel Day, Lora Mae Jay, Neil Green, Dorothy Ammons, Golda Cole, Paula Howard, Mary Nabors, Francie Alexander and Edna Springer; volley ball, second, Ruth Hale, Johnnie Fulford, Marcellie Burleson, Sibyl Pirtle, Marie McCrummen, Lucille Cox and Reba Hill.

Tactless Texan



GENE HOWE

Quit Pencils For Platters

Old Tack Will Give Postprandial Talk

Gene Howe, president and publisher of the Amarillo Daily News and Amarillo Globe and nationally known newspaperman, will be principal speaker at a banquet to be attended by journalism students and faculty members of Texas Tech at 7 o'clock Thursday night in the Hilton hotel.

Listed in "Who's Who," Howe has been a printer and newspaper reporter in Kansas, Idaho and Oregon. From reporter of Atchison (Kan.) Globe, he became editor of Amarillo Daily News and Amarillo Globe. Later he became publisher and secretary-treasurer of Globe Publishing company, resigned as editor, 1936, but continues as writer of a column, "The Tactless Texan," under the name of "Old Tack." He is director of Dalhart Publishing, a valanche-Journal Publishing company and Shamrock Texan.

The Amarillo publisher has not previously spoken to journalism students at Tech. Cecil Horne, head professor of journalism, said the department had looked forward to an occasion when Howe, widely known newspaperman and publisher of newspapers giving an annual journalism scholarship at Tech, could come here. The News-Globe gave a \$50 scholarship last spring will give another this year.

Chas. A. Guy, editor of Avallanche-Journal publications, will be toastmaster.

Mrs. James G. Allen and Joseph B. Cowan of the journalism faculty are working with Horne on arrangements. Lubbock newspapermen will be eligible to attend. Limited reservations will be available to others wishing to attend.

Hot Dog! Hub City At Last Has Symphony

The Lubbock Symphony Orchestra, directed by Julien Paul Blitz, Tech student in band conducting, will present the first program under that name Sunday afternoon at 4 o'clock in the Lubbock high school auditorium.

Persons appearing on the program include R. E. Martin, jr., Tech student in band conducting, who will play "Eino Concerto Op. 70 (1st Movement)," (Rubinstein); Douglas Hardy, concert master Lubbock high school orchestra, who will play "Meditation from Thais, Violin Solo, (Massenet); Elton Plowman, senior music student of Tech, who will sing "Every Valley"—Tenor Air, (Handel); and Edouard Marquis Blitz, son of Julien Blitz, who will render "Cello Concerto Op. 14"—four movements, Allegro, Cantilene, Allegro Moderato, (Gottschalk).

There is no admission price, and the public is invited to attend.

Gals Of The Stove Select Leaders

Officers of the Home Economics club for next year were elected at a meeting of the organization last week.

They are: Bennet Benson, president; Ernestine Story, vice-president; Margetta Holloway, secretary; and Mary Catherine Gunter, treasurer. These officers were elected for the fall and spring semesters, '39 and '40.

Shades Of Savannah! Fiery Cross Burns, Klan Rumors Rise

Are the Knights of the Triple-K riding again in this section?

Do the Ku Kluxers seek to regain their lost political power by enlisting the nation's youth in their own mighty order? Have they started a program which will involve college students?

These questions are among those which confronted many Techans and Lubbock citizens late Saturday night when a gigantic cross which had been hoisted to the top of the campus flag pole burst into red flame. The fiery cross burned again in West Texas, this time for a full quarter hour.

Dark secrecy enveloped the whole of Saturday night's activity. Night-watchman Jack Hightower discovered several persons busily engaged at the foot of the pole about 10:30 o'clock Saturday night. They broke and ran on his first spoken word so that he was unable to recognize them. But there must have been four or five, Hightower said.

Tied atop the pole was what looked like a "bunch of old sacks." The nightwatchman shook the chain in an attempt to loosen the object. A few minutes later it burst into flame, and the fiery cross burned long on Tech campus.

Each time Hightower attempted to shake the lighted torch to the ground a shower of sparks would rain down so that he would have to jump back to safety. Several scores of cars rounded the circle, so that occupants could view the thrilling spectacle.

But what was the motive of the incident? Many feel it was a prank played by some practical joker; the same explanation that was offered when a Nazi flag was found flying from the pole one morning several weeks ago.

Its delayed incineration, said students of chemistry, could have been caused by putting phosphorus covered with water on the ob-

Cotton May Be King But Guida Will Rule

Maybe It Will Be Safe To Cross The Avenue Now; Signal Starts Soon

The heavy traffic usual at the intersection of College avenue and Broadway will be regulated the latter part of this week when the traffic light constructed at the intersection goes into operation. Officials said the light would begin operation with the arrival of a few necessary parts.

After a long fight on the part of The TOREADOR and Representative Alvin R. Allison a contract was let to the McClure company of Dallas for construction of the light. Because of the college and highway traffic, the intersection is one of the busiest in the city.

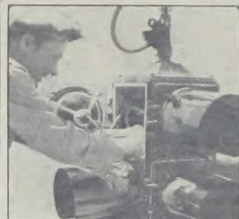
The TOREADOR early last fall made the installation of a stop and go light at that intersection one of the main purposes of its crusade to improve traffic conditions at Tech. Representative Allison almost immediately recognized the need of the signal and began making efforts in Austin to obtain it.

In November Harry Hines, chairman of the state highway commission visited Lubbock. When the dangerous intersection was pointed out to him, he said that he would start action immediately upon his return to Austin and that a light would be placed there.

Although the light has been installed by the Highway department, the city of Lubbock will be in charge of maintenance.

It might interest the ladies to know that the color of the lights are to be a beautiful duobonnet, a light amber and a striking aquamarine.

The light is of a superior quality to those in other parts of the city, students concur, and that it is better shaded and provides a caution signal between light changes.



He's installing the red bulb. That means stop. You'll see the new signal light at College avenue and Broadway in action Friday. This is the 1940 model light—streamlined, in three colors, complete with eye shades and wipers.

50 Per Cent Earn Expenses

Mostly Supplements Money From Home

By Student Opinion Surveys Of America

AUSTIN, Texas, May 9—"Working his way through college" has become a much-applied phrase in describing the typical American youth attending one of the nation's fifteen hundred institutions of higher learning. And it is a well-founded description, for nearly half of them are doing just that.

A nation-wide study of economic conditions of college and university students has been conducted by the Student Opinion Surveys of America, the results showing that 47.2 per cent "work to pay part or all of their college expenses."

The student that goes through four years of classroom and laboratory routine and as a sideline earns all his living expenses is not as common as the one who has a part-time job that merely supplements his allowance from home or a scholarship fund. Nevertheless, the Surveys clearly point out that almost five out every ten students in this country care enough to earn an education beyond high school to be willing to work for it.

Although not as many women as men hold jobs, over a third report that they perform some sort of work to aid their pocketbooks. Slightly less than 34 per cent of the co-eds included in the representative sample used answered "yes" to the question, "Do you see THEY WORK, page 6

PI Profs Put Heads Together

Students Vie Over Vegetables

Plant industry professors put their heads together today as they prepare various tests that will be given to aggie students who will enter the annual plant industry judging contest to be held May 15.

All regulars of the department except student team members, are eligible for the contest which will be divided into two groups. Freshmen will compete against sophomores while juniors will vie with seniors.

Judging samples will be selected from various classes of grains and students will be required to identify 50 specimens. Another phase of the contest will include commercial grading of grain and hay samples.

Awards will be given to the three high men in each group. Members of the staff of the plant industry department will act as judges. The Texas Tech International Crop Judging team, which consists of Orval Spence, Billy Wade, Russell Cook and John Moody, will also officiate.

Sigma Xi's Look Us Over

Application of the Tech Sigma Xi club for membership in Sigma Xi national honorary scientific fraternity has been received and given serious consideration by the executive committee at a recent meeting in Washington, according to Dr. L. T. Patton, head of the department of geology and petroleum engineering.

Before further action can be taken one of the officers of the organization will visit the campus for conference with the administrative and scientific staff. Edward Ellery, secretary of the national organization, has informed Dr. Patton that Dr. E. J. Lund, professor of physiology at the University of Texas, will come to Lubbock for the conference and will make a report at the December meeting of the fraternity.

Stewart Crowns Queen Tomorrow

Free Busses Will Take Couples To Ball At Gym

Cotton may be king, but tomorrow night he moves over just a little to make room for additional royalty on his throne.

For it will be carnival night, and the coronet will rest upon the head of Her Royal Highness, Guida of the House of Wilson, placed there by His Majesty Neil Stewart, president of the Phi Psi and king of Tech's seventh annual Cotton carnival.

Immediately following the carnival, which begins at 7:45 o'clock in the Lubbock high school auditorium, holders of dance tickets will find buses waiting to carry them free of charge to the college gymnasium for the Cotton ball. Ned Bradley and his orchestra will play for the ball, ruled over by their royal majesties, Stewart and Wilson.

The ball will last from 9 until 12 o'clock.

Admission to the carnival and ball will be \$1 for either couple or stag. Tickets to the carnival alone will be priced 25 cents for students and 40 cents for adults.

Upon the stage of the high school auditorium will be a miniature white, blue-roofed house, featuring the typical American youth attending one of the nation's fifteen hundred institutions of higher learning. And it is a well-founded description, for nearly half of them are doing just that.

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Prof's Course May Result In Better High School Bands

Summer band school for band teachers, college students and graduate students will open for a six weeks' session June 5 and continue to July 14, announced D. O. Wiley, director of the Matador band.

Four bands will receive training; the intermediate, junior, beginner, and band for teachers and college students will be conducted.

From courses offered a student may select six hours. As many as eight hours may be taken during the six weeks of band school. Because of an increasing demand for orchestra teachers, a short course in playing of the orchestral stringed instruments will be carried on during the six weeks.

Col. Earl D. Irons, director of the N.T.A.C. band at Arlington will be both the band school from June 26 to July 1, offering a short course in practical arranging for band, and in cornet.

Dr. A. A. Harding, director of the University of Illinois bands, will be guest conductor of the senior band the week of July 10 through 14.

Harold I. Woolridge, formerly a solo clarinetist for eight years with Sousa's band, will teach in the summer band school at Texas Tech for the first time this summer.

R. A. Dhosche, a graduate of the Royal Belgian Conservatory at Ghent will instruct flute and have charge of the intermediate band.

D. O. Wiley, director of the Tech band, is general director of the summer band school, which each year is enlarged and has many talented instructors and conductors.

Weekly concerts will be played by bands during the first six weeks session.

Faculty members, students of the home economics division and their guests will dine Saturday at the seventh annual home economics banquet in Doak hall.

The H. E. club council is sponsoring the banquet and has had tickets on sale this week and will continue the sale until Saturday. The price of a ticket is 50 cents for a member and 80 cents for guests.

Chairmen in charge are: Lavonne McWhirter, Frances Weddle, and Margetta Holloway. Chairman of the committee are: general arrangements, Desale K. Lewis; decoration, Dorothy McCulstun; ushers, Dorothy Casey; invitations, Helenore Reynolds; publicity, Betty Savage; ticket sales, Ruth Griffin and Oleta Claiborn; program, Frances Weddle.

Newly elected officers will be installed at the banquet. They are: Bennet C. Benson, president; Ernestine Story, vice-president; Margetta Holloway, secretary; and Mary Catherine Gunter, treasurer.

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Viva Vivas! Bradley Jams 'Til Cockcrow For Spring Shindig

Club Crest, Balloons Form Backdrop

Las Vivarachas members and their guests will dance to the music of Ned Bradley's orchestra Friday night from 9 until 12 o'clock at Hilton hotel when the club entertains with its annual spring dance.

The club crest will be featured in decorations. Balloons and confetti also will be used.

Members and their dates for the annual affair are:

- Merle Houston
- Virginia Stovall
- Annie Rooney
- Esta Fay Dean
- Wynneford Warren
- Walden Bounell
- Marjorie Burrow
- Han Long
- Joyce Craven
- Ollie Sue Armstrong
- Mary Dalann
- Evelyn Wallace
- Beryl Duff
- Dorothy Lou Emmett
- Eloise Jackson
- Jean McDavid
- Beth Brown
- Betsy Ann Hill
- Catherine Collier
- Eloise Wilson
- Dorothy Ponds
- Opal McElathery
- Dana Sue Kerbow

- Charles Lockhart
- Jack Meyers
- Jack Sharpe
- Kenneth Koger
- Debie Sudthill
- George Markham
- Berry Braile
- Dick McWhitt
- Bill Caldwell
- Elwood Scott
- George Mustek
- Jimmie Brown
- Gene Barnett
- George Weiss
- Bill Bradley
- Jeff Ray
- Franklin Mast
- Buddy Wilson
- Ed Coleman
- Roy Baird
- Bill Johnson
- Cecil Ayres
- Scott Casey

Pledges and their guests to attend are:

- Martha Lee McClesky
- Alby Crouch
- Gerry Conner
- Misses Ruth Plytle and Annah Jo Pendleton
- Bill Pearce and Miss Frances Campbell

will be special guests.

No WPA For Home Ec Grads

Taking No Chances, They Have Jobs Lined Up

Several graduates of the home economics division, that is, those who will receive their degrees in June, won't be numbered among the unemployed intelligentsia. These farsighted individuals have already secured positions which they will occupy next year.

Geraldine Lansford, Lubbock, will teach home economics at Petersburg, Leota Rampy will occupy a similar position at Lella Lake. Home economics at Claude will be taught by Bonita Williamson of Lubbock.

Several who finished work in February, but will not receive degrees until June are already occupied.

In Midland Helen L. Weatherford holds a position with the Farm Security administration, and Margarette Ann Benn is doing the same work at Anson.

New Mexico Dorm Named For Kent

A new dormitory will soon be dedicated to Dr. H. L. Kent, now Tech director of research, at New Mexico A and M college, State College, N. M. Dr. Kent served for 14 years as president of the school.

The dormitory will be named Kent hall, and Dr. Kent will make dedicatory addresses for both that building and the new library, which will be dedicated to the late Judge R. L. Young, former president of the board of regents.

Forum Grabs Off Upper crust Of Campus Coed Society

In a service conducted Sunday morning new members of Forum were initiated and officers for the coming year were installed.

Forum consists of 15 representative girls of the college chosen for leadership, scholarship, character and morals. The aim of the group is to work for the college as a whole and to affiliate with Mortarboard, national organization of similar purposes. Eron Gafford served as president of the organization this year. The new officers are Marilyn Fry, president; Mary Beth Tomlinson, vice-president, and Lois Marie Daniel, secretary.

New members are Bennet Benson, Ferveline Tucker, Berl Duff, Betty Alice Gordon, Ruby Nell Smith, Dorothy Margaret Forbis, Jane Hill, Maxine Wheatley, Grace Lee Mahoney, Margetta Holloway and Jimmie Faye Compton.

Other members of Forum are Mary Beth Whiteman, vice-president; Olga Ann Elliot, secretary; Queenelle Sawyer, Elsie Feigenspen, Mary Florence Van Horne, Floy Glenn, Margaret Hemby, Marie Shook, Gloriadel Bowen and Merle Haynes Jones.

The newly elected officers and Marie Shook are the only members for this year who are returning. Other members are to graduate.

Dean Mary W. Doak is sponsor of the honorary organization. The group has scheduled a dinner at 6:30 o'clock Sunday at Hotel Lubbock.

College Calendar

TODAY

- Fort Worth Club, 5 p.m., 207
- Pomer County Club, 7:15 p.m., 208
- Double "T" Club, 7 p.m., La Fonda
- Social Clubs
- Alpha Phi Omega, 10 p.m., Horn Hall

THURSDAY

- YMCA & YWCA
- Mataador Band, 7:30 p.m., T105
- Dallas Club, 5 p.m., 216
- Cotton Carnival, 7:45 p.m., High School
- "Cotton Ball," 9-12 p.m., Gym.
- College Club Dinner Dance, 5:30 p.m., Country Club
- Journalism Dinner, 7 p.m., Hilton
- Torch & Castle, 7:30 p.m., Military Building

FRIDAY

- Las Vivarachas Dance, 9-12 p.m., Hilton Hotel
- WAA Banquet
- Alpha Chi Banquet, 7:15 p.m., Women's Dorm.

Non-Manhattan Latins Roast Weiners At Park

The annual wiener roast and picnic of the Latin club was held at the MacKenzie park as the final meeting Tuesday night.

The picnic was in honor of the graduating members of the club who are Maurice Wright, Smith Edwards, Cullen Tibbits, May Slover and Greta Marie Elmore.

Leon Blair, the club president for next year, was also installed at the meeting.

College Clubbers Frolic In Rural Picnic, Dance

Pollute Country Club With Fraternity Lads At 5:30 P. M. Tomorrow

Members, pledges and guests of College club will attend a picnic dance from 5:30 until 12 o'clock Thursday at the Country Club.

Members, pledges and their guests to attend are:

- Bill Parks
- L. Dean Butler
- Claude Bateman
- Harold Evans
- Hart Shoemaker
- Bob Robertson
- Henry Holmes
- Fred Byrd
- Homer Simpson
- Bill McGowan
- Lloyd Hahn
- Marshall Spoons
- Otis Day
- Lee Kent
- W. Frank Fisher
- Earl Mcintosh
- Edwood Scott
- Bill Potts
- Jeff Ray
- Tom Green
- Ferry Horton
- Jack Williams
- Bill Stevenson
- Randall Jones
- Dr. F. W. Rolf, club sponsor, will be a special guest.

Bits Of News

On The Campus

Newly elected officers of Phi Upsilon Omicron, honorary home economics fraternity, were installed at a meeting of the organization Monday.

Officers are: Berl Duff, president; Agnes Hicks, vice-president; Bennet Benson, recording secretary, and Helenore Reynolds, corresponding secretary. Fern Smith was re-elected treasurer.

Members of the Alpha Chi will attend the annual banquet which will be held in the Women's dorm Friday night at 7:15 o'clock. All paid members for this year are entitled to the banquet without charge, and only members of Alpha Chi are to attend. Presentation shingles and installation of officers will form the business program. President Clifford B. Jones will be the main speaker of the evening.

D. O. Wiley, director of the Mataador band, will leave tonight to judge the national contest of region seven in Little Rock, Ark. This region includes Louisiana, Mississippi, Kentucky, Missouri, Arkansas, Tennessee, and parts of Oklahoma.

Plant Industry club elected officers for next year in a meeting Monday night. Those taking office next fall will be: John E. Engner, president; Sylvan Pederson; Lucien Thomas, secretary; J. D. McCracken, treasurer; Harold Lynn, corresponding secretary, and John Cogdell, sergeant-at-arms. Orvel Spence is retiring president.

Wayne Sellers of Rising Star, a graduate of Tech, has taken the position as advertising manager of the Goldthwaite Eagle, the weekly newspaper of Goldthwaite, Texas. Sellers formerly worked on the Avalanche and TOREADOR.

Spanish Students Meet; No Civil War Declared

Fifty-two Spanish language students attended the annual Spanish club banquet Friday night at Mexican Inn. Mexican food was served and all talks were given in Spanish.

Dr. C. B. Qualla, head professor of foreign languages, and Miss Frances Whitley, associate professor were main speakers. Miss Whitley discussed the significance of Cinco de Mayo in celebration of which the banquet was held. Dr. Qualla talked about Madrid, supplementing his talk with pictures.

Club officers for next year were presented as follows: Sherrell Caviness, president; Nell Marie Wiley, vice-president; Louise Payne, secretary; Lorene Garrison, treasurer; and Roy Hamilton, reporter. The club also presented four books to the library.

Las Chaps Alumni Throw Annual Feed For Members

Las Chaparritas members and pledges will be honored when club alumni entertain tonight with an annual picnic at MacKenzie park. Mrs. Frank Hudgens is president of the alumni association.

Attending members will be Marilyn Fry, Jacquelyn Lauderdale, Mary Beth Whiteman, Mary Florence Van Horne, Jean Conrad, Betty Alice Gordon, Frances Turner, Frances Allison, Rose Jean Rodgers, Judy Stiles, Eleanor Doss, Elizabeth Doss, Gloriadel Bowen.

Erma Nichols, Mary Alice Brent, Carolyn Thomas, Barbara Hagan, Barbara Thayer, Jean Fagala, Gulda Wilson, Gerry Gambill, Betty Lee Lindsey, Jo Marie Comack, Ruth Janke, Betsy Reeves, Joyce Jones, Betty Stanford, Jane Hill, Mary Burke Yeager, Mary Beth Stanley, Dorothy Leonard, Dorothy McCune, Janelle Halsey, Imogene Reynolds and Marion Lee Mason.

Pledges to attend are Mary Frances Mackey, Kathleen Webb, Helen

Now You Know When It Happens

Officials Release College Calendar

Since the college catalogue for 1939-40 will not be off the press until after school is out, administration officials have released the main features of the calendar for next year, so that students may make their plans for the coming year during the summer.

Registration for upper classmen will be September 18, and for freshmen Sept. 19, according to Dr. H. L. Kent, director of administrative research. Faculty will report Sept. 11, and upperclassmen who wish to return early and confer with instructors about courses may do so between Sept. 11-16.

First semester will end Jan. 27, and second semester will begin Jan. 31, the same time as Texas university. Final examinations for the second semester next year will end May 30. Commencement day will be June 3.

The marriage of Juanita Sanders to Wilson Campbell on April 27 was announced recently. Campbell is a former student of Tech.

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The STARS OF SPORT

The stars are out—in full array
We mean the stars that shine by day
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There's Sammy Sneed and Runyan (Paul)
We can't begin to name them all
(our time is short)

The stars are out—and every day
It's Palm Beach Slacks that help their play
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We're showing them in Nassau Blue
In Wicker Shade—some smart whites, too
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They're cut for comfort—cut for style
They'll outwear others by a mile
(no idle boast)

Now note the price—then come and see
We promise you that you'll agree
(they're money's most)

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YOU'RE TELLING ME? SAY, PRINCE ALBERT'S EXTRA MILDNESS GIVES MY TONGUE A BREAK. AND P.A. HAS RICH BODY TOO

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PRINCE ALBERT
THE NATIONAL JOY SMOKE

50 pipefuls of fragrant tobacco in every handy tin of Prince Albert

Under The Double T

By HERBERT FOSTER
Toreador Sports Editor

WE sat up the other morning, brushed away the pink elephants and discovered that it was spring, and late spring at that, nearly time for school to be out. Late spring it seems, is when everyone in the sports world at Tech finishes up their activities with a rush and turns to that strictly indoor sport, cramming. Even the woo-pitching falls off, though not so much as other diversions.

But the end of school is coming, and consequently such things spring as boring football training, tennis, golf, track and the like will soon be things of the past. The Border conference meet this weekend will spell their end as varsity sports. And at that, the athletes have it tough. By going to Tucson, they miss all the first part of dead week, which is no time to be out of school.

That makes you realize that there is more to this business of being an athlete than juggling a few Saturday afternoons to competition. The minor sports athletes in particular put out a lot. They practice for long hours. We personally know some on the tennis team who practice longer than any football player, and a major portion of any student's life is spent on Tech field.

Often they buy all or part of their equipment, for the long distances they must travel to meet competition from towns other than Canyon or Abilene eat up most of the budget. And, as we see, they miss class time, some of it at important periods of the year. For all this they receive no reward, and all too little recognition. They try to play the game for the love of the sport. Our hat is off to them.

FRIDAY and Saturday the bigwigs of the Southwest conference will gather for a confab and one of the subjects that will be brought up will be admission of Tech to that company. This time we're not kidding ourselves. Tech doesn't have a chance of an absent character at a bridge party. If the Southwest conference was going to let Tech in, it would have done so when it met last winter. But Tech was in the limelight then, with an undefeated and untied record, and a bid to play in the Cotton Bowl. Dallas tried to annex the campus, and Fort Worth, seeing an invasion of West Texas by its hated neighbor, fought back by giving Tech all the support and encouragement it could, almost forgetting TCU and its Sugar Bowl game in the process. Tech was on top, and all Texas was saying that it deserved admission to the conference.

For the conference to have refused to admit Tech at that time would have stirred up a hornets' nest. So the conference did the obvious thing—put off its decision until the spring meeting.

Now everything is lovely. The fickle limelight has shifted elsewhere, football, for the moment, is passe, and Texas Tech's gridiron glory is forgotten. We can have out throats slit and nobody gives a hoot. And, by this time, neither do we.

It would be nice, we admit, to be in the Southwest conference and play all the big-shot teams regularly, to play schools which are relatively near to us and not have to go wandering all over the nation looking for trouble. It would be nice to play the same teams year after year, so we could develop some healthy rivals. But on the whole, we think Tech is going to get along all right. As time goes on and our football continues to improve, we can get better and better schedules. We imagine that last year's performance is regarded as somewhat a phenomenon, just an accident that we had an undefeated and untied season.

We predict that the Raiders will show them that it wasn't anything of the kind. They may lose a game or two, for even Napoleon couldn't win all the time, but they will come out on the long end of the results. And they'll be a team to watch.

The day is coming, however, when the Southwest conference will be able to overlook us no longer. Sooner or later, and

Border Meet Draws 16 Tech Athletes

Arizona Expected To Cop First Place In Track

Sixteen Tech athletes' last fling at intercollegiate competition for this year will come Saturday when participants in three sports enter the annual Border conference meet at Tucson, Ariz. Ten track men, four golfers and two tennis players will carry the Red and Black of the Raiders into the skirmish. Though none of the three teams have their hopes too high, they might at least place in the meet.

Last week's bad weather put a definite crimp in the Raider's track prospects by making the oval at Tech field too muddy to practice on. Since Tech has no cinder track, the squad had little chance to limber up, and was thrown off form just when many members were beginning to show improvement, according to Coach Berl Huffman.

"I expect Arizona to win the meet," said Huffman. "Those boys have had lots of competition, including two meets with California schools. I know they won at least one of these. New Mexico and Tempe will fight it out for second and third place, while Tech and the others will be in the also-rans."

"I hope that Tarbox will place in the low and perhaps the high hurdles," he continued. "He came in second, behind Marsh Farmer, last year, and he has been running the lows in 24.8 on our dirt track. He should be a good deal faster on cinders. Williams of Arizona made the same time in California on a cinder track."

James Foster is expected to place in the 400, which he has been skittering off in 59.0; and Lewis Locke might get points in both hurdle events. Bauman Roper, high jumper who has been hitting over six feet, might get a place.

The ten men composing the squad will be chosen from the following: Elmer Tarbox, Lewis Locke, Bauman Roper, James Foster, J. R. Caldwell, Robert Keys, Penrod Pearson, Russell Cook, Robert Percival, Marshall Brown, Leo Patterson and A. J. Geron. They will leave tomorrow morning.

Tomorrow the golf squad takes off for the contest with its usual four men, Captain Lindsay Telford, Manson Allen, J. D. Webster and Donald Doherty. The team will not play New Mexico A and M en route, as previously planned, but will journey on to Tucson. Friday the team will merely practice, preparing for the 36 hole medal play Saturday.

Last year's singles champion, Schreiber of New Mexico, will not be there to defend his title, because he is not attending school in the Border Conference this year. The defending team is the University of Arizona, which walked away with almost everything last year. Tech placed second to them last year and won the golf contest in 1937. Landsey Telford also won the singles championship that year.

The tennis team left last night for the meet. This morning they play New Mexico Military institute in Roswell. Tennis coach James G. Allen made final arrangements for the match Monday morning by telephone. He stated that, though he expected no trouble from the NMMI men, Sidney Moore and Wilson Chapman needed to play some new foes and polish their strokes before the crucial Border series.

Moore and Chapman are the only players Tech will have in the Border tennis division. Harold Beckmeyer and Buster Houston will return to Lubbock tonight.

Coach Allen expects the sledding to be much tougher this year than last, when the Raiders reached the semi-finals in doubles. Cy Ganem, Arizona's defending champion, will be there. Barnett of New Mexico

probably sooner, one of two things will happen: either Tech will get so good that the conference will invite the Raiders to come in and play, or being that good, we won't care to fool around with the Southwesterners.

We would look funny, now, if the conference admitted Tech. But we'll stake the fragments of our reputation that such will not happen. So when news of the denial some through, we'll just whistle merrily on our way. We expected nothing, and we can get along without them very well, from the song of the same name.

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Net Tourney Enters Finals

Play hampered by rain, the student tennis tourney was not completed Monday. Several divisions have reached the final rounds, however.

In boys' singles Jack Kennedy defeated Robert Starkey, 8-6, 4-6, 6-3, to reach the finals. In the final match Kennedy meets one of the following: Orba Miller, Trevor Wolfe, or Bing Wolfinger, who have not yet completed their matches.

In girls' singles Ouida Davis plays the winner of a Dorothy Day-Katherine Pruitt semi-finals match in the finals.

Boys' doubles is in the final round. In the closing match Kennedy and Bill Fuller play Van Elkins and J. C. Angel for the title. Ouida Davis and Katherine Pruitt defeated Barbara Binford and Carmen Dobbins 6-2, 6-2, 6-2, in the final girls' doubles match to win the crown.

Mixed doubles have also reached final play with Katherine Pruitt and Buster Houston facing the winner of a Binford-Wallace Risinger, Davis-Cecil Biggs match for the championship.

Tennis Coach James G. Allen, in charge of the present tournament, has announced another tourney, open to freshman boys desiring to try out for the team next year.

This contest, opening a week from today, will eliminate inferior players from the ranks of contestants for positions on the Raider tennis squad. Boys interested should enter at the Dean of Men's office before next Wednesday.

Thump-Thump Lads Work Out In Spring Training

Every night from 6 to 7:30 o'clock in the gym you can hear the thud of a ball on the goal and then on the floor with the accompaniment of the pitter-patter of feet, while last year's lettermen, last year's reserves, likely looking freshmen and other candidates work out for spring training basketball.

The sharpshooters have been working out since May 1 and will continue until Friday. Although the basketball workouts were unusually short the purpose of the workouts have been accomplished, in keeping the players in practice handling the casaba.

According to Coach Berl Huffman, the hoopshoters still have their eye on the basket, and can still work without too many noticeable errors in ball handling, despite their three-month lay off.

ADDITIONAL SPORTS
ON PAGE 6

Wicket Ball Marches On

Soccer, croquet, or wicket ball, invented at Tech by the women's physical education department, has been taken before the national council for women's physical education.

The new game will be listed in the council's rule book.

For "Auld Lang Syne"

Make your "Congratulation" to the departing seniors more lasting than pretty phrases.

Electric gifts will last and we suggest a floor or table lamp, razor, travelling iron, clock or any of the many worth while "gadgets" available at all electrical dealers or the

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THE TOREADOR

The TOREADOR, student newspaper of Texas Technological college, is published every Wednesday and Saturday on the campus of Texas Technological college at Lubbock by students of the Journalism department.

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The Graduate's Future*

THE UNITED States office of education has interviewed some 46,000 college graduates, members of classes from 1928 to 1935, to compile a number of statistics on the economic status of college alumni which should be of great interest to today's students.

To make the figures accurate, graduates of such schools as Yale, Harvard, Princeton and Wellesley were not interviewed. But large and small institutions which might be considered more nearly average—University of Chicago, Southern California, Dequesne, Colorado State and Mercer—were used.

Results: It is unlikely that today's graduate will become rich, but his living promises to be comfortable. His job will be better than that of contemporaries without a higher education, and chances for success in matrimonial and other fields are equally greater.

Ninety-five per cent of those wishing it have obtained permanent employment. Three-fifths have never been idle. Only about two per cent have gone on relief.

In obtaining work these figures prove that family and fraternity influence and contacts have been over-emphasized. Approximately one-tenth got work through papa, and about two per cent were aided by a Greek letter.

The old standby process of going out and hunting for work brought rewards to over one-third. Self-support during college proved a boon to 25 per cent, while about one-fifth were placed by college bureaus.

By the eighth year out of school nearly a third of the men were their own bosses. Average salaries: for men—\$1314 the first year, \$2383 after eight; women—\$1092 the first year, \$1606 the eighth.

Men have received best pay in fields of dentistry, medicine, law, public office, architecture, insurance, research, forestry, business and telephone work. Nursing and teaching have been tops for women.

Journalism, the ministry and clerical work have brought the lowest salaries (under \$2000 annually). Teaching, into which went the largest single group or about 17 per cent, yielded about \$2000 annually after eight years.

Although only about three-fourths of the men and half the women were married in eight years, divorces among those who did choose to cast their lots together have been few. Only 19 of 1000 marriages failed. Of these more were college women than men. Three-fifths of those married as yet have no children.

So study carefully these figures. They should give the senior a fair idea of where he will be eight years hence. To some they may prove a source of optimism, to others disillusionment. But they are the facts.

Obey The Signal

NO LONGER need we say that a traffic signal light will be installed at the corner of Broadway and College avenue. That light is already there.

Ture, it has taken quite some time to obtain this asset to the safety of Tech students, but the fact that it is here at last minimizes anything else that might be said. And since the highway department and the city of Lubbock have done their share, all that needs to be asked is the full co-operation of college students.

Motorists are compelled by a well enforced law to heed the red and green signals. But students, like other pedestrians, may feel inclined to disregard the warnings and depend too much on auto drivers for their personal safety.

This should not be the case. When the red signal comes on it is a warning to the man on foot as well as him in the automobile. Though there is no strongly enforced law applied to pedestrians as compared to that governing motorists, the walking citizen should obey the law for his own protection.

We ask that the student remember this. Co-operate with those who would make it safe for you to cross the street at any hour of the day. Remember, that light has been put there in your interest.

Education's Progress

AUTHORITIES at the University of Rochester have devised a plan whereby incoming students will be given increased aid in mapping their educational plans and at the same time have greater freedom in planning their education.

The scheme works through a newly organized faculty body labeled the Committee on Advice. Its purposes are three-fold: To furnish the student by means of aptitude, reading, study, habit and personality tests with reliable information concerning professional and vocational trends, and to help him select courses which will contribute most in a cultural

and vocational sense to his own individual aptitudes and needs.

Committee members will be chosen from all parts of the university's faculty, and their advice will be offered the student throughout his college career. To work hand in hand with this program a completely new curriculum has been established. This does away with all but three required courses and sets up an honor division under which class attendance, examinations and grades are abolished.

Such a system is surely the latest in scientific education. And it should do a great deal in pointing out to a student the field for which he is best fitted and will go far toward amply preparing him for his work.

Thousands of young men and women enter American colleges and universities each year with few or no ideas concerning what their choice of a life's work will be. Many enter into this course of study or that merely because they have heard it is easy or because friends are studying similar topics.

After they once have embarked upon a certain course, little thought is given to a wise choice of electives. "Snap" courses are consumed in large gulps, while more beneficial but allegedly difficult courses are avoided. Thoughts of obtaining a degree springs into the foreground at the expense of education.

The Rochester system should help remedy these maladies. If it works, and all indications point toward its success, it will be a boon to modern education and should be adopted by other institutions as soon as possible.

There's Little Hope

OFFICIALS of the Southwest conference meet this weekend and will likely consider the much postponed issue of whether the Texas Tech Red Raiders are to be given a berth alongside this state's other major football teams.

If you remember, when that body met last December and decided to wait until spring to decide this question, so prevalent at that time, we predicted the reason for postponement was based on one of two things: i. e., either the bigwigs of Southwest football wanted to witness Tech's showing in the Cotton bowl before making their ruling, or they wished the fans to get over their football consciousness before shutting out the West Texas school.

Now with the all-important (or is it?) decision coming up Friday and Saturday we feel that it was decidedly the latter course they adopted. For we entertain little hope that the Red Raiders will vie for the conference title for a great many years to come. Not only will this school get a polite refusal for the present. Several seasons are due to pass before Coach Cawthon's proteges will get as close to the conference door as just before the Dallas game last January.

Last season the boys in Red and Black went through untied and undefeated. Chances are that this will not happen again soon. But even if it should, one more refusal probably would not cut a great deal of ice among followers of the gridiron sport.

However, we are not of the opinion that Tech should stop trying for that much relished Southwest conference berth. That would be playing directly into the hands of the school's enemies who doubtless hope that the Texas Tech episode will be forgotten.

Until Tech does crash the conference gates she can hope for little recognition in the world of old King Football. And we are of a different mind from those who would holler sour grapes and say we don't want in their old conference anyhow.

A Great Show

THE ANNUAL Cotton carnival, scheduled for tomorrow night, is rapidly becoming one of Tech's foremost traditions. And THE TOREADOR joins with the textile department in the hope that it will henceforth be an event to which students look forward each spring.

A great deal of importance is attached to similar shows at other Southwestern schools, and it is only fitting that cotton, which is the most important agricultural product of this section, should be so honored at Tech.

So this year's carnival should receive the utmost support of Tech students. However, the show offers them more than an opportunity to build a great tradition and honor old King Cotton.

Every coed will be interested in the latest fashions which models representing different Lubbock merchants will parade across the stage. And for the first time in Tech carnival history the latest styles in men's cotton suits will be shown. This type show will be merely an addition to the elaborate ceremonies in which Miss Guida Wilson will be crowned as Tech's seventh cotton queen.

The Phi Psi fraternity and Plant Industry club are to be commended for the part they have played in preparing this greatest of all cotton shows. We sincerely hope that the students will lend the carnival the support it deserves.

Thumbnail Opinions

The Aztec, student newspaper of San Diego State college, has adopted an "orphan" of the Spanish civil war. They must pay better salaries at San Diego than they do on The Toreador. We're looking for someone to adopt us.

Gonzaga university forensic students are broadcasting a weekly roundtable program of undergraduate opinion. That's nothing, we know lots of students who are always broadcasting their opinions.

Spring dance week-end at Wesleyan university cost students \$190 an hour for the 48 hours. What a liquor tax that state must have!

A patent recently has been given to an Italian on a radio set that won't operate until a coin has been deposited in a slot. If only our neighbors would buy one and then never would keep any spare change around the house!

That's The Hell Of It

Howdy. You may have heard of me. My name is Mars. Not the planet, but the god. Yes, I thought you knew. There's been quite a little bit of trade for the god of war recently, and it looks like there will be a lot more. I'm sure you remember me. Your father knew me, and your grandfather, and back down your line for generations, with only a few skips now and then.

Yes, I've been around this old earth for a long time. As long as man himself, in fact. I arise from the very nature of man, who has come to hate me but still sometimes fights.

Let me tell you something of my story. I didn't amount to much when I started. The first wars weren't very big things. A few naked warriors would rush out with clubs and spears and slings and batter each other around and even go so far as to bump one another off on rare occasions. When a village was captured, the men were summarily bumped off or sold into slavery, and the women taken for wives.

Then men got swords and shields, and instead of fighting naked, began to wear armor. The Romans developed this type of war to a high degree, and conquered most of the known world with it. War was becoming a bit bloodier, for men had learned that a sword through the skull of the body is a quicker way to kill a man than going to all the trouble to beat his brains out with a heavy club. And it was a lot less work, too. One clean thrust with a light sword rather than swinging a heavy bludgeon. Modern efficiency, and all that.

The knights in the days of chivalry sissified war to the greatest extent that I have ever seen. Oh, they bumped off people all right, and they were always running around looking for trouble, but they had foolish ideas of honor and what would be called sportsmanship today. Every man spent his life encased in hardware to the point where he was a walking battleship, and about as mobile as one. When you got bumped, you were likely to go out because a sword or a lance as big as your arm was letting the outside air into you, but aside from that it was a pretty sissy form of war. Women were respected and left alone. Anybody who harmed a woman was in the same class as a guy who would speak harshly to a dog.

Some of those chivalric ideas hung on as late as the Civil war. The idea, of course, was to run out the other fellow as fast and frequently as you could, but it was still closed season on women.

The World war came on about 25 years ago. Now there was a war! Never in the history of the world was there so much slaughter in so short a time. Boy, did I have fun! Millions of men were killed, and for the first time since people quit fighting with sticks it was orthodox to kill women and children—if you did it by bombing and shelling, and not by specific shooting of the individuals. It came under the head of terrorizing the civilian population and was just charged up to the general carnage.

The late revolution in Spain and the fracas going on now in China—they're just my practice grounds. I haven't had a chance to do any real mass slaughter for so long that I must get my hand in again. Even the World war was just a warmup. This next war, that I have brewing will be my masterpiece. It will so exhaust the population of the world that it will take a century to have another one to equal it, for that long will be required to raise another bunch of suckers, more cannon fodder.

This time I won't confine my attentions to men. Women and children, the lame and the aged are fair game now, and I'll get them, too. I'll devastate the land. It won't be a long war. I'm learning to work faster. It won't take long for mankind to fight itself to exhaustion, but what a merry time the short interval will be. Like nothing in this side of Hell, or maybe even including it.

Well, I'll be going now. I've got to lay some groundwork first—

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get hatreds stirred up, talk nationalism, sell armaments, get leaders to hollering for lost colonies and finally provoke an incident or two that will set off the whole mess. I'll be busy.

But in the meanwhile busy yourself by reading a little propaganda and get yourself all worked up over the injustices of mankind. Forget all that you ever heard about keeping out fights that don't concern you and doing a little reasoning before you start anything. Do that, and I'll see you again soon. You'll have an appointment to get your head blown off.

IN THE MORNING MAIL

Against Smoking

Dear Editor,
After reading "In the Morning Mail" this morning, I realize that we do have something valuable in the library. That valuable thing is plenty of fresh air that is not polluted with tobacco smoke.

There are only two buildings on the campus that I have come in contact with that do not allow smoking. They are the textile building and the new library. For that one reason both of them are attractive to me.

The freshman who wrote a letter last week failed to consider anyone's feelings except his own. It may be true that he can study better while he is smoking, but what about the others in the same room? Of course they will not complain and go on and make the best of it. The scent of tobacco is sickening to some people and I am one of them. Also if smoking were allowed in the li-

brary it wouldn't be very long until all of the tables would be burned along the edges.

I would like to go on record as being strongly in favor of placing every building on the campus on the restricted list. There is a lot more room on the outside where the smoke can blow away. One more thing, I wish that instructors would not allow smoking during finals. I was handicapped by it on my last finals and I don't want it to happen again.

A Senior.

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For we're opening the finest, most modern and complete store in the country. Featuring everything for college students from school supplies to drugs! From soft drinks to hardware!

Come in and visit our faculty dining room, with private dining rooms for parties and smokers, a whole basement filled with booths for your relaxation and comfort. You'll enjoy these cool comfortable surroundings!

Offering fast fountain service, luncheon service, and a modern complete kitchen to serve you Chicken Dinners, Steaks and reasonably priced meals. We also have new and used textbooks, all kinds of school supplies, drawing supplies, drugs, sundries, athletic goods featuring tennis and golf equipment, Parker and Sheaffer fountain pens.

OPENING THURSDAY, MAY 11

CLARENCE FOX—HANK MORGAN, Owners

College Co-Op Store

14th and College Avenue Phone 4343

Grand OPENING CELEBRATION



Beginning Thursday, May 11

A New And Complete Idea—Serving Texas Tech and Lubbock!

College Co-Op Store

14th and College Avenue
Phone 4542

Seating Capacity

Private Dining Rooms 40 Persons
Entire Basement 250 Persons
Entire Store 275 Persons



CONGRATULATIONS

to

Hank Morgan

Clarence Fox

On The Opening Of Their

- NEW
- MODERN
- COMPLETE

COLLEGE CO-OP

College Ave at 14th

Materials Furnished

by

CAPROCK LUMBER CO.

"Quality Lumber and Materials"

RAY GIVINS, CONTRACTOR



For evening dates bring her to the co-op where the excellence of the food and the congenial surroundings make for a pleasant evening.

Serving the best in soft drinks at our modernly equipped fountain. Slake your thirst and cool off at the co-op store fountain.



For that hurried sandwich between classes, breakfast or lunch—where you can get the best food in greater Lubbock just off the campus on the avenue.

WILLIAMS'

Extends a welcome hand to his new next-door neighbor—the

COLLEGE CO-OP

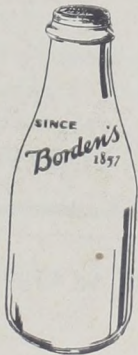
BRYANT'S TAXI

Have a sub-station in the College Co-Op Ready to give you the fastest and most courteous service in Lubbock.

Call **70** or **1800**

CONGRATULATIONS Hank Morgan and Clarence Fox on the opening of the COLLEGE CO-OP

Best Wishes for Future Success In Your New Business



We Are Proud of the Fact You Have Selected

BORDEN'S ICE CREAM and MILK

To Be Featured At the Co-Op

Remember

"If it's Borden's—It's got to be good"

Borden's

Fine Dairy Products

CONGRATULATIONS TO College Co-Op Store



Don't Buy The Cheapest . . . Buy The Best!

Heartiest Best Wishes

to

HANK MORGAN and CLARENCE FOX

on the opening of their new

College Co-Op Store

MARK HALSEY NO. 2

Hop Halsey Mgr.

Congratulations

to the

College Co-Op Store

from

Ray Givins
Contractor

1808-18th St.

Ph. 4332

CONGRATULATIONS TO The College Co-Op Store

Completely Equipped With

Frigidaire Refrigeration

Household Supply Company

1211 Broadway

Phone 4542

College Co-Op Store

Corner 14th and College Ave.



To Mother with Love

Next Sunday Is Mother's Day

A date you certainly mustn't forget... be sure to send some small gift home to her to express your love for the grandest woman of all...

Give Her...

- Perfume, Cologne, Hosiery, Gloves, Bags, Handkerchiefs, Jewelry, Corsages, House Shoes

- Stouffer China, Roseville Pottery, Gowns, Underwear, Linens, Dress Lengths, Bed Spreads, House Dress, Scarf

Use our free gift wrapping and mailing department

Hempill-Well Co.

THE AMUSEMENT WORLD

Not A Flagg In A Carload-- Artist Speaks His Mind

By GORDON HANNA

R. A. Mills, chairman of the Artist Course committee, tells us that the numbers signed for next year's program should be ready for release within a week...

Mischa Misses

But you've never heard Mischa Auer sing. Well, you will get the chance in "East Side Of Heaven" which opens at the Palace Thursday...

She Grows Up



And a swell job she does of it. Though there are a couple of other gals in the picture, "Three Smart Girls Grow Up," which opens at the Palace Sunday, Deanna Durbin is enough for us...

Beauty?

Long live Artist James Montgomery Flagg for having the intestinal fortitude to tell the simple truth about America's alleged college beauties...

"I didn't consent to pick 10 beauties; there wouldn't be that many in 10 colleges. I have marked three good looking young ladies--not beauties. Nobody could bring any 'high pressure' on me effectually in regard to standards of beauty..."

Carnival Time

Don't miss the Cotton carnival and ball tomorrow night. If you're not interested in the elaborate ceremony which will accompany the crowning of Miss Guida Wilson as queen...

Stinker Parade

From the Associated Collegiate press we learn that Haverford college has decided to make the world safe for radio listeners by organizing an Unpopularity Song contest...

More Stuff

As this is written, plans are being made to open Hank Morgan's new Co-op store tonight. Here's hoping it can be among the first nighters...

Additional Sports

Jaywalkers Take League Crown

Meet Social Champs For Intramural Title

Roy Wilkes' hustling Jaywalkers stepped into the championship of the independent baseball league Sunday when the Bojar crew forfeited a game to the Hedgers...

of three series this afternoon. The first contest was played Monday. The third game, if it is necessary, will come Saturday.

Softball Wars Continue; To Make Up Missed Tilts

Bad playing conditions caused by recent wet weather continued their shutdown on Horn hall softball activities over the week end.

Continuing as scheduled, first west met second east Monday; third east played second west yesterday. Third west plays first east today.

Cornell University scientists have discovered the special enzyme that makes race horses run fast.

Tech Theatre

Now Showing Thursday, Friday, Saturday

"The Cowboy and the Lady"

Gary Cooper Merle Oberon

Prevue Sat. Night Sunday, Monday

"That Certain Age"

Deanna Durbin Melvyn Douglas



Calling Cards

SENIORS--We have a large assortment of type faces from which we can print calling cards, for use in your invitations...

50 Cards 75c

100 Cards \$1.25

Tech Press

Basement Of Engineering Building

They Work

Continued from page 1

work to pay all or part of your college expenses?

Students in the central states--Ohio, Indiana, Illinois, Michigan, Kansas, Nebraska, Missouri, Iowa, Wisconsin, Minnesota, North Dakota, and South Dakota--appear to have the most ambition or the greatest need...

New Englanders seem to be better off when it comes to receiving monthly checks from home. Only three out of every ten men and two out of every ten women perform some work while in college.

These are collegians who sweep halls of learning for their spending money. Others wait on tables or act as clerks in stores for their meals. The smarter ones coach an even write papers for their classmates at handsome rates.

It's possible we will see the picture yet. And we close having just noticed that journalists are among the lowest paid of any college graduates.

Calling Cards

Tech Press 50 for 75c 100 for \$1.00

Having a Party?

Enjoy it at the Hollywood Dance Studio Director: Billy Nation 2601-19th Phone 3960 or 2532



Mother's Day Is Sunday, May 14

Gift Suggestions For Mother

- Stationery--Imprinted with her name Parker and Sheaffer pens--Mothers always write Books--the unique gift Magazine Subscription

Remember Mother!

Texas Tech College BOOKSTORE "On The Campus"

Crosby Croons



This time it's to a ten-month-old baby called Sandy. Bing sings four new hit songs in the picture, "East Side Of Heaven," beginning at the Palace Thursday...

The first graduates school of cinematography will be opened at the University of Southern California in 1940.

FLASH!

Walter Winchell in hundreds of newspapers

To The Nation Dynamite On The Screen

"WHILE AMERICA SLEEPS"

A two-reel factual spy expose! "An eye-opener for people who think the..."

RATZIS

are 3,000 miles away.

"While America Sleeps"

It Is Your American Privilege To See It!

Showing At The...

Palace Theatre

Thursday, Friday, Saturday May 11, 12, 13

"East Side of Heaven"

with Bing Crosby, Joan Blondell

You'll get a new bang out of Bing!

Plus--PARAMOUNT NEWS--Special

Our entire Paramount News is devoted to the opening of the New York WORLD'S FAIR!

PALACE

LAST TIMES TODAY

CECIL B. DE MILLE'S

"UNION PACIFIC"

THUR-FRI-SAT



Plus Special Crime Short "WHILE AMERICA SLEEPS"

Paramount News Special! Entirely of New York World's Fair

LINDSEY

WED-THUR

CHARLIE RUGGLES

"Sudden Money"

Call at Toreador Office for Your Student Tickets!

PREVIEW SAT. NIGHT 11:00

SUN-MON-TUE

"JESSE JAMES"

GREAT SPORT, SKATING



Sure skating's a great sport! However you don't skate everywhere you go, just like you don't walk everywhere you go. Remember in these days of trick weather that it's cheaper to ride the bus.

5c

Ride The Bus

5c

"It doesn't cost to ride the bus--It pays!"

CITY BUS CO.

IT'S HERE! WHAT EVERYONE ALWAYS WANTED! AT A STARTLING PRICE! Emerson Emersonette



World's Smallest Practical Radio Model CF-255

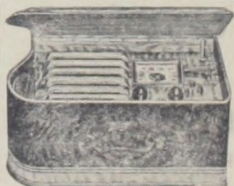
Your Choice of Walnut, Ivory, Green or Red

(Ivory, Green or Red Models 50c Extra)

TODAY -- see and HEAR this sensational set -- for the traveler, home, office, playroom -- the IDEAL GIFT.

Think of the features!

- AC-DC--Plays Anywhere 4-Tube Performance 4-inch Permamic Speaker Built-in Aerial Illuminated High Ratio Slide-Rule Dial Bakelite Cabinet choice of colors Size: 4 1/4" high, 6 1/4" wide, 3 1/4" deep.



Another Emerson Sensation MODEL 238 -- Chest Model in hand-rubbed figured walnut -- Staybent Construction.

- 5-Tube (7-Tube Performance) AC-DC Superheterodyne American Broadcasts and Police Calls Electro Dynamic Speaker Automatic Volume Control Built-in Antenna.

No Money Down

50c Weekly

Other New 1939 Emerson Models, \$9.95 to \$219.95

Lesters CREDIT JEWELERS Since 1910

BROADWAY NOW SHOWING

"The Shining Hour"

with Joan Crawford Melvyn Douglas Robert Young

FRI-SAT

"Room Service"

The Marx Brothers

LYRIC WEDNESDAY-THURSDAY

"Wells Fargo"

with Joel McCrea Frances Dee

FRI-SAT

"Law West of Tombstone" with Harey Carey