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Page Two露TOREADOR

Established in 1925
OFFICLAL STUDENTT PUBLICATION OF TH
TEXAS TECHNOLOGICL COLLEGE
LUBBOCK, TEXAS Jim Linisey
Otxie Anderso

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\hline Sole And Exciusive National Advertising Representatives NATIONAL ADVERTISING SERVICE, Inc 420 Madison Avenue, New Yors City \\
\hline "Buy British" Policy Can Be Applied To "Buy Texas Tech" \\
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| "BUY British!" is the slogan which can- <br> ny British businesses adopted as the war cry against old man Depression. <br> It is a wise policy and worthy of imitation. If British shopgirls use British lipstick and British lords drive British cars, industry must certainly be stimulated and everyone of the subjects of King George being benefitted by the policy. <br> In Lubbock there is a group of business men who are loyal and ardent supporters of the college. They, as leading property owners, pay the taxes which buy our buildings and equipment. They freely contribute their time and money to any project which is for the institution. Dheir season tickets, advertisements and contribations through the Matador club make our athletic program. Many students find employment in their firms. The Toreador would not be possible except for their advertisements. <br> On the other hand there is that independent group of business men who do not appreciate the college being in their city. They do not realize the benefit of the school. They do not see the large amount spent annually by students and faculty. They do not visualize the sums spent by visitors to football games. Yet these persons continue to profit, some in big amounts, from the presence of the school in Lubbock. <br> Following the British policy we would do well to adopt the slogan "Buy Texas Tech!" In return for the things that the foreseeing merchants have done for the college it is no more than right that we, as students of Tech, should show our appreciation by trading with them. Read The Toreador advertisements and support Texas Tech indirectly and the college's backers by "Buying Texas Tech." |
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## Today's Thought

| DR. L. M. JONES DENTIST |
| :---: |
| $\begin{aligned} & 25 \% \text { Discount To Tech } \\ & \text { Students } \end{aligned}$ |
| Located Over Oarnett's Electric |

Patronize Toreador Advertisers



From Other Campuses



Basketeers Hang Up Suits Until Finals End; Open Trip With Mines

THE columnist who writes for
the St Marys univiversty week-
ly has been filling up space with
 conference that has all the scars
and suggestons of Mose Simm's
wordertul train. (Mose Simms, if
 Huffman Asks Entry Blanks For Tourney Athletic Director Name
Final Deadine; Plans


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guard in the New Mexico cir-
cuit last year.


Captains Team Fencing Squad Prepares For League Meet
 Aspirants of New
Colleces Sport

The Toreador's All-Intramural Touch Football Elevens

Material For Three Good Teams Helps Solve Worries Of Coach Aubrey Butts; Fish Make Showing In Early Games Picadors Show Form In $\bar{〔}$ Early Wins; Plea

EVERYBODY'S TALKING... ABOUT CAMEL'S COSTLIER TOBACCOS!


CAMEL'S COSTLIER TOBACCOS mean so much to so many people that we invite you to try them too-confident that they'll win you.

## TRY IO CAMELS NOW!



Money-Gack Onvitation
READ OUR NNITATIO: to try Canels Sole 10 fraizant C Cmalec土 If you don't find Smoke 10 frag̀rant Cest-flavored cièarettes you them the mildest, best-liavoredechage with the evey smoited rigrettes in it to us at any time within a month from this date, and we will reefund your foll purchase price, plus postaėe. (digned) R. J. REYNoLns TOBACCO COMPANY Camela have given moro plean And to we now issoe thite new "try
 Camel's
swoking p
$\qquad$ We know smokers like Camels, once
they try the costlier tobaccos in Camels, Literally millions of people have
to changed to Camels and found new en-
joyment...new benefits. We want you joyment....new benefits. We want you
to share their enthosiasm. Turn to Ca share their enthosiasm. Turn to
Camels. Be one of the vast number
who share in the enjey whe share in the enjoyment and ap-
preciation of those finer, more expreciasion of those finer, more ex-
pensive tobaccos.

## COSTMIR TOBAGCOSI =6=?

Kemas Social Club Has Parties Honor Formal Dance Tonight Bride-Elect In In Downtown Ballroom Sunday Rites

pledtos ane mosts to to 250 guests.
Cuin-
Club colorrs, blue and sileve, wil
predominato in decorations featur-






The Bear Of Oakland Supply Ship

$\mathrm{H}^{E R}$


| Credit Group | Ever Wonder Why <br> Leap Year Comes? |
| :---: | :---: |
| Meets In Gym | Here Are Reasons |

dy, James She Shan, Chanct
son and Frank Morris.


## Double T Club

Gives Dance


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Biology, Evolution, And The Bible



