Col. Thompson Urges Farmer Flashes Steer With Past Conservation In Oil

Defends Texas Proration As Vital In Peace And War

"Today, guardians of America's greatest natural resource
face a decision. Stated simply,
shall America intelligently save
and use for defense and for
peace the world's finest energy
reservoir," a sked Col. Ernest
O. Thompson in an address to
Texas Tech students Thursday
evening.

Fish Is Winner Of
Sears Roebuck Gift

evening.
Speaking on the Administration building green, Thompson defended the proration program as carried on between the states by reciprocal agreement, and quoting statistics to support his contention, he declared that oil production can and must have the elements of waste and over-production eliminated by "careful and far-seeing conservation methods." vation methods.

vation methods."

Thompson's speech centered about the proration of oil production and concurrent problems attending the oil industry. He stated that the oil business was putting too much money into the ground by drilling too many oil wells. "An industry that is, theoretically speaking, in its infancy, has over-stepped its bounds."

"An earlier generation strug-

To World Record Pays Visit To In Track Tryout

Runs Low Hurdles In 23.2; Qualifies In

Tech This Week

Prize Winning Steer To Parade And Be Judged On Tuesday

Dental Health Clinic Begins Program Tuesday

Students Qualify

Dr. R. M. Davis Will Hold

Represent Tech
Represent Service And War

Leidigh And Fish
Represent Tech
Represent Tech
Fish Is Winner Of
Sear Robuck Giff
Dana A. It leidigh is lessDana A. It leading to lessDana A. It leads to lessDana A. Dana A The first the marks are compared as with a compared as with a compared as with a compared as the compared as t

A Chance To Grow

Senator G. H. Nelson and the Texas Legislature are to be congratulated upon the passage of SB 28 which allows Texas colleges to borrow private capital for construction of self-liquidating buildings. Under terms of the new bill no structure can be erected until there is sufficient evidence that its revenue will retire its bonds, and the institutions may never obligate the state in any manner for money thus spent.

ligate the state in any manner for money thus spent.

This bill opens new vistas of expansion for Tech. With two dormitories on the campus which are self-supporting, there is little doubt but that a new women's dormitory would pay its way as have the others. A new gymnasium or a new stadium might easily be brought under the terms of SB 28 by repaying the borrowed capital with proceeds from ticket sales at athletic events. A new home for Tech press, housing all publication and publicity departments, could be built. Last year Tech press did over \$20,000 worth of business, which would more than liquidate the project, disregarding the fact that additional space would increase profits by improved efficiency methods and increased capacity for new business.

College administrators will no doubt investigate the possibilities now open with a great

College administrators will no doubt investigate the possibilities now open with a great deal of care and with an eye to the future. The Legislature just adjourned failed to make any appropriations for badly needed buildings, and it is probable that no such program will be started for four or even six years. Meanwhile, Tech's rapid growth makes it necessary that some method of financing new buildings be found if the students of the fastest growing college in Texas are to be housed and cared for:

Screen Advertising Despised

Not long ago the moving picture industry felt the pangs of declining box office receipts eating into its vitals and in an effort to recover made a self-diagnosis of its ills. One of its plans was to make better pictures—a commendable procedure. Another was to launch an intensive advertising campaign using such slogans as "Motion pictures are your best entertainment".

But there are some evils of the cinema bus-

slogans as "Motion pictures are your best entertainment."

But there are some evils of the cinema business that advertising and slogans will not cure. One of these is the repeated and continued practice of forcing screen advertising upon a suffering public. Advertising is the life blood of all newspapers, and with it there is no quarrel, but in Lubbock, with its high percentage of theatre-goers due largely to Tech students, issue must be taken with the flashing on the screen of extraneous advertising when the patron has paid a price for entertainment only. Newspapers use advertising, but anyone who even mildly investigates will know that the selling price of a newspaper will pay only a fraction of the production cost, and yet the reader is free to turn past advertisements without a glance. Radios are sustained by advertising, but the listener may hear the best talent the world offers free of any charge save for listening—if he wishes—to a very short commercial announcement by the sponsor.

Theatre patrons are not free to skip the ads; they are unable to turn the page or tune out the program when advertising begins. They must sit and stare, usually at a most uninteresting exhibit designed to sell something to a man who is interested at the moment only in entertainment, as evidenced by his presence. Occasionally an attempt is made to dramatize an advertisements. Amateur actors and insipid plots turn such dramatizations into boresome attempts at comedy.

Other theatres have found it expedient to eliminate screen advertising. Like many, they have found that when an audience pays a price for entertainment it is entitled to get it. Only ill-will is created toward those who attempt to secure business by such methods and their purpose in advertising is defeated. Students of a New York university once took matters into their own hands and when advertising was paraded before them, they bombarded the screen with ripe fruit and vegetables. Lubbock audiences, time and time again, have indicated their dislike for such advert

Thumbnail Opinions

School houses a few generations ago were all painted red because that kind of paint was more economical than any other, which is more than can be said for the cost of the "red paint" spread around town by modern collegians.

Tech students had two major scares the past year—the men from Mars and thoughts of expulsion from the Southern association of colleges. It has been reliably reported that the Martians are back at the same old stand, and there is a decided feeling of guilt among students to find that about a hundred universities in the United States belong to no football conferences—and their credits are good. A mong them are Harvard, Columbia, Yale, Princeton and dozens of others.

THE TOREADOR

college, is published every Friday on the campus of Texas Technological college at Lunbock by students of the journalism department of the control of the control of the control of the college switchboard's light Kaltor. 1286.

Advertising and circulation departments, Engineering building 5. Phone 1259; Night 1500.

Cheaters Not Needed

ed by regimentation; and the tendency of our people to give up, quit trying, and just go on relief.

Granted that there may be too large a federal feather-bed for many who would work only if, as the Two Black Crows said, "They could find any pleasure in it," nevertheless we think not all the sap has gone from the tree of human endeavor, and that the point is proved by just such incidents as those reported in dispatches which tell of the first day's visit to the U. S. A of King George and Queen Elizabeth.

The entrepreneur still is in our midst—and lives and breathes and has his being. Commercialized imagination is not dead.

A budding Rockefellow, for example, may be the one who devised the scheme of selling fruit baskets to stand on while the royal procession went by. Fifty cents for a bushel basket; 35 cents for a peck.

Thus was nature foiled and stature added to the human race. And who will rise to say that he who first saw the possibilities in kerosene had more imagination?

And what about the one who conceived the cardboard periscope, with a couple of mirrors at the proper angle, by which many defied space and witnessed royalty and pomp and power, through the simple scheme of looking into a hole?

Or the promoter who thought of the stepladder and by such exercise of the money-making instinct made \$1,25 after haggling awhile with a 200-pound lady who refused to nay the \$2.50 asking price for sitting on top of the ladder, but who compromised on 50 per cent for a rung half way up?

Or the gentle grafters who sold tickets to the garden party despite the warning of the better business bureau?

To all ye who think enterprise is extinct, take hope.—Fort Worth Press.

of the country of such at the school teachers of the horizon. It is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the policy of the Chat to medial in national or even state politics. It is it is not the compuse despite the fact that it is of national magnitude.

In the first place the politics in the politics

The Girls Rebel

THE TOREADOR

The Girls Reel

Last week in an economics examination a school treader laboration upon depth for performing to heighble lover, the start dismonstrated and the week of the continue to the performing to heighble lover, the start dismonstrated and the welfare of peak and han, whole the continue to the laboration to the continue to the continue to the laboration to the laboration to the continue to the laboration to the continue to the laboration to the la

College Students Find Modern History

Authors Write With Fingers Crossed

First

Tech Graduates

Fred W. Standefer, M. D. Robert, T. Canon, M. D. Eye, Ear, Nose, Throat Allergy, Hayfever W. E. Cravens, M. D.

General Medicine

General Medicine

Denzil D. Cross, M. D., F.A.C.S.

Surgery, Gynecology, Urology

O. W. English, M. D., F.A.C.S.

Surgery, Diseases of Women

Ewell L. Hunt, M. D.

Obstetrics
C. C. Mansell, M. D.
Dernatology and General
Medicine
M. M. Ewing, M. D.
General Medicine
M. H. Benson, M. D.
Infants and Children
R. S. Knapp, M. D.
General Medicine-Surgery an
Obstetrics Obstetrics
Clyde F. Elkins, M. D.
gerv, Gynecology and General

gery, Gynecology and Gen Medicine L. T. Green, Jr., M. D. General Medicine C. J. Hollingsworth Superintendent Miss Edna Engle, R. N. Director of Nursing

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NO. 7 2420 19th STREET



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Halsey Rites A

Friday, Jul

In Big Sp E. Turren

Mrs. Ec

Miss (Brownfiel John Cha ahans Jun tist churc Rev. Avering cerer The coffor a trip other soul other sou will make

and Miss Marshall, May 29 in Cannon Mrs. L. W a 1937 g was a m T associa Mrs. (Mr. and tended

Miss E and form married student : in Lame: lett offic

Mr. Bick June 17

Cecil A student a man, and of Kilgor lene, Jun father, R ficiating. The co in Colem

Misses Halsey And Pollard Join Ranks Of Tech Brides

Halsey-Reynolds Rites Are Read

six miles from Lubbock on the Brownfield highway. For bis was granted his license to preach at the Lubbock Methodist district conference in Crosbyton, last April.

Mr. Bickley Marries

student and graduate of Cole-man, and Miss Peggy Patterson of Kilgore were married in Abi-lene, June 17, with the groom's father, Rev. C. A. Bickley, of-

ficiating.

The couple will be at home in Coleman where Bickley owns a grocery store.

Red Raiders Were Matadors In Early Days But Just As Tough, Files Show

Former Football Star
Marries In Kansas City

Demp Cannon, 1937 captain of the Red Raider football team, and Miss Marjorie Henley of Marshall, Mo, we're married May 29 in Kansas City, Mo.
Cannon is the son of Mr. and Mrs. L. W. Cannon of Slaton and a 1937 graduate of Tech. He was a member of the Double T association and College Club. Mrs. Cannon, daughter of Mr. and Mrs. Lee Henley, attended Warrensburg, Mo. She was president of her sorority for two years.

Marr-Forbis Rites

Are Read In Lamesa Miss Ethelyn Marr of Lamesa and former student at the college, June 1, in Lamesa with Rev. T. C. Willett officiating.

The couple will be at home six miles from Lubbock on the Brownfield highway was general baseball season comes around, the athletes are worrying about passing those finals so they will be eligible for football next year, and student fans don't have any time to waste on any silly little game. And we also might point out that professional baseball teams

PARKINSON'S MUSIC STORE

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Sale, Now In

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Honest Values

Paul Barrier

Huffman Attends School Work Is Coaching School

First With Farrs



Julia Pollard, Charles Lingle,



Red Raiders Were Matadors in Early Days But Just As Tough, Files Show Tends and Topics Tends and Tends an Lubbock Sanitarium & Clinic Visit Our

Dr. J. T. Krueger Dr. J. H. Stiles Dr. H. E. Mast Dr. J. T. Hutchinson Dr. Ben B. Hutchinson Dr. E. M. Blake

Dr. M. C. Overton Dr. Arthur Jenkins

General Medicine

Dr. J. P. Lattimore Dr. H. C. Maxwell Dr. W. S. Brumage Dr. G. S. Smith Dr. Robt. H. McCarty

Dr. O. R. Hand X-Ray and Laboratory

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"On The Campus"

Flash! Boothe Shot Abraham Lincoln

A copy of the New York World, on exhibit at the West World, on exhibit at the west Texas Museum, has a date line of April 15, 1865. The paper, loaned to the museum by W. E. Fergerson of Crowell, Texas, features a sketch of Lincoln on the front page and all columns are separated by wide black lines as the news of Lincoln's death had evidently just been received as the paper was about to be printed.

Headlines say "The President

received as the paper was above to be printed.
Headlines say "The President Shot At The Theatre Yesterday Evening." The dispatch from the war department addressed to Major General Dix in New York stated, "The President continues insensible and sinking. Secretary Seward remains without change. Fred Seward's skull fractured in two places beside a severe cut on his head. It is now ascertained with reasonable certainty that two assassins were engaged in the horrible crime, Wilkes Boothe sonable certainty that two as-sassins were engaged in the horrible crime, Wilkes Boothe being the one that shot the President and the other an ac-complice whose name was not known but his description is so clear that he can hardly es-

clear that he can hardly escape."

The paper went on to say that on examination of the contents of Boothe's trunk showed the crime had been planned for an earlier date but had been delayed because the other man failed had to show up.

Other columns of the paper contained a reprint of President Davis' last proclamation concerning the Confederacy. A report on conditions in the market stated that cotton had reached a new low of 42 cents per ed a new low of 42 cents per pound, and that flour was \$9 a



JOE WEBB lent, Graduate Club



DEAN GOODWIN

First Graduate Club Meets

First Graduate club meeting of the year will be held in the auditorium of the chemistry building Monday night at 8 o'- On The Campus

Joe Webb, superintendent of the Slaton schools, is president of the club; Dr. R. C. Goodwin is sponsor.

of the club, of th

Steer...

Don The Campus

John Gerald Thompson, spring graduate from the speech department, has been visiting then, associate professor of the history department, and Miss Elizabeth West, librarian, will be on the program. Dr. Kinchen will speak on methods of research with special regards to candidates for master of arts degrees. Miss West will speak on the use of the library by master of arts degree candidates.

Dr. Kinchen will explain the production of the thesis, types of theses and availability of material. Jimmy Gammill, program chairman will be in charge of the meeting. Gammill, principal of the Jal, New Mexico, schools, was president of the Slaton schools, is president of the club; Dr. R. C. Goodwin for the Club; Dr. R. C. Goodwin no close of the meeting. The convention of the Slaton schools, is president of the club; Dr. R. C. Goodwin no close of the meeting. The convention of the Slaton schools, is president of the club; Dr. R. C. Goodwin no close of the meeting. The convention of the Slaton schools, is president of the club; Dr. R. C. Goodwin no close of the meeting. The convention of the search with speak on the use of the library by master of arts degrees. Miss West will speak on Thompson had the opportunity to see the King and Queen during their visit to the White House. Thompson is making the trip with his mother and the production of the Lubbock junior high school.

Dean Mary W. Doak, who is rerolled at the University of Colorado at Boulder, is attending the National Convention of the Slaton schools, is president of the Colorado at Boulder, is attending the National Convention of the Slaton schools, is president of the Colorado at Boulder, is attending the National Convention of the Slaton schools. The convention of the Slaton schools are the production of the Slaton schools and the color of the Slaton schools are the convention of the Slaton schools and the color of the Slaton schools are the seas of 1900 the Slaton schools are the seas of 1900 the Slaton schools are the seas of 1900 the Slaton schools a

cents per student might be made for financing such a program. Twenty-seven schools, center-ed at Kilgore, now carry on a

be more than the Contederacy. A regroup of an ord that four was 19 a.

"Styl stelligence" the equilibrium of the content of WILL BRIAN AHERNE
CLAUDE RAINS - JOHN GARFIELD
DONALD CRISP
IOSEPH CALLED - GALLE SONDERGARD JOSEPH CALLEIA • GALE SONDERGAARD
GILBERT ROLAND • HENRY O'NEILI
Directed by WILLIAM DIETTERLE
A WARNER BROS. PICTURE

PLAYTHINGS ARE PLENTY GOOD PICKIN'S HERE!



PALACE

NOW & SAT

THETIS Disaster in Para. News—Also King and Queen's Arrival in New York!

SHOWING WITH

Shirley SUSANNAH TEMPLE MOUNTIES

Preview SAT. NIGHT 11:30 SUN.-MON.-TUE.-WED PAUL

19=....=C/

LINDSEY

PREVIEW SAT. NITE II:00 SUN.-MON.-TUE. Clark Gable Jeanette MacDonald

Spencer Tracy

"San Francisco"

TEMPLE

Slacks - Spun rayon, Linen, Hopsacking and

From \$1.95

Play Suits — Ever Fast Prints, Rayon Silks, Spun Rayons.

From \$6.75

Sport Dresses - Linens, Rayons, Silks and Bemberg in white, pastels

From \$6.75

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SUN.-MON. Nelson Eddy Jeanette MacDonald "SWEETHEARTS"

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