


| Growing College Needs First |
| :--- |
| Class Publicity Department |

THE lack of an adequate publicity and
public relations bureaur at the coliege
both bandicaps the institution and lessens
its potentiality of service to the people of
the state, especially those in the western
portion.
The school can only realize its educa-
tional purpose insofar as it keeps its name

## and achievements dents in order that they valuate it <br> The present publicity department is ac- complishing much for the school when its facilities and salary set aside for the work

lightening "hometown" papers as to the ac-
tivities of their favorite sons, is entirely ineffectual in presenting a complet
picture of a leading institution

## ed by a man who is thoroughly cognizant

 other duties. He must be eqof the needs of a newspaper
Better still, he would be the instrument
for fuifiling that function of an institution which has largely been neglected
distribution of latest technical and
dispelling the impression
many parts of the state

Quotable Quotes

## 

## Wilde. Well arranged time is the surest mark of a well arranged mind- - Pitman.

Poverty is no disgrace to
is confoundly inconvenient.

## Until there is proof to the contrary, I refuse to believe that the authentic people

 of Britain will want to spillEurope to its catastrophe for
barabarian country unworth

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| Broadway <br> Theater <br> Today \& Thursday <br> Finst Time in Lubbock NEIL HAMILTON MARION NDXON <br> "Once To Every |
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THE TOREADOR

Student Forum



| One-Minute | Homesick Grads <br> Send Greetings <br> By Dean Gordon |
| :--- | :--- |
| Interviews |  |

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gentlemen... PRIMce albert must please you, or...
Pringe Albert






Campus Socialites Cram Calendar As Final Examinations Draw Near WA Hooners cratatate Wat honors Paity At
Wresident's Home



## Annual Service Honors Leading Giri Students








