

THE TOREADOR

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Economy Of Plenty Program Formulated For Farms

SOMETHING interesting for Agricultural students, and for agriculture in general, exists in the new economy of "plenty," in contrast to the recent economy of "scarcity," proposed by the department of agriculture.

More production is the keynote of the government's new farm policy. At first the new plans will apply to only a limited number of food crops, but later practically all of agriculture will be under government control.

Features of the new policies are government price pegging of all or most agricultural products; and government accumulation of surpluses of many foods and farm products, not just accumulation of a few staples as in the past. Price pegging, of course, will insure the farmer against declining prices; and the main purpose of the great stock pile of agricultural products will be not only wider and better feeding of our own people but also for use in post-war distribution to needy nations. The stock piles will amount to so many blue chips in the post-war poker game.

This program has long-range implications, appears to be something more than a war-time expedient. It is national planning and subsidization of agriculture by government.

The five basic crops of tobacco, cotton, wheat, corn and rice will not entirely control future agricultural policies. More attention will be given to other products, such as butter, cheese, milk, poultry, eggs, meats, and both canned and fresh fruits and vegetables.

Cash will be paid for not growing the five basic crops, and payments also will be made for conserving the soil taken out of basic crop production. But the new 85 per cent-of-parity voted recently by Congress will be loaned in cash on basic crops, to peg prices, and if the price goes below 85 per cent-of-parity the government will buy the crops at the parity price and thus acquire great stocks of the staple products.

Parity is the price relationship of farm stuff to city goods, on the average of the years 1909-14, and it is possible that 100 per cent parity may be voted later, on all or most crops. At present the Secretary of Agriculture, Wickard, can decide that any particular crop is needed in greater quantity and he can extend the 85 per cent-of-parity price to include it. Some of the

One Moral Obligation

ONE OF THE MOST important needs of our nation today is a wider and more complete understanding of government, what it is, why it exists, the source of its power, its functions. The first bit of necessary knowledge is that of government—why we have it. Next we need to understand why we have our particular type of government.

Overlapping and unnecessary bureaus, departments, and boards, in city, county and state governments, eat up a large portion of the taxes we pay to govern ourselves. Reform in government can only be attained by unified action of a considerable number of citizens. The efficiency with which or state government of your community operates gauges to a large extent the public spirit that can be brought to bear toward reform.

Every college graduate in the land should take with him a determination to be one of the interested, dynamic group of citizens that gets action. He should feel that he is a vital unit in his community, charged with a moral obligation to work for and promote efficiency in government.

farm products in line for this official proclamation in the near future are hogs, poultry and eggs, dairy products, tomatoes and certain kinds of beans.

This new plan of the government amounts to a practical, quiet revolution in the effects it will have on agriculture. Every farmer and student of agriculture should acquaint himself with it. Immediate, short-range effect of the plan will probably be higher prices for farm products.

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Attitude Is Important

EDUCATION is the acquisition of knowledge that leads to control over oneself and over the world in relation to oneself. But to a great extent the attitude that a college student takes with him into the everyday world determines the measure of success he achieves.

Don't kid yourself when you step into the so-called cold cruel world, you'll find it's just as cold and cruel as you care to make it. In other words, if you sally forth with the be-knighted idea that its every

man for himself in a dog-eat-dog contest you're going to run into some rude surprises.

If you start out with the idea that you're going to make a lot of money, and you don't care how you do it, first thing you know, you'll find that you haven't a real friend in the world. You don't deserve one, for your friendship is worthless—you have no conscience, no scruples.

Engineering Grad Visits

Robert A. Smith Jr., 1940 industrial engineering graduate who visited on the campus last week, is now employed by Fairbanks-Morse Co. in Michigan.

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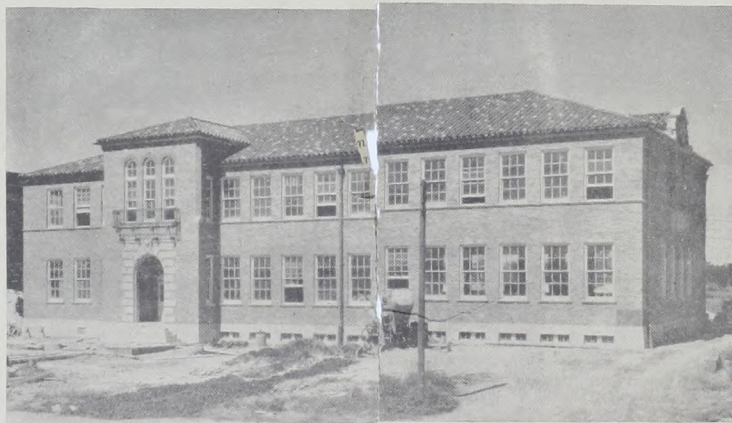
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Off The Rock Pile

By ARLEE GOWEN

NOW RECOGNITION comes to the campus jalopy jockeys. Hail to the honking little hell-drivers who clog the campus in slogan-splattered, traffic-beaten, no-spare, one-way, "two-gallons-please," three-in-front four-cylinder date-crates. And isn't that a mouthful? The same sweater-clad swains you have seen on American campuses, the same sure-footed halfbacks you've seen digging cleats in countless stadiums throughout the country—these are the guardian angels who hold the high ramparts for America.

The drone of powerful motors, the shriek of diving planes is the exciting obligato accompanying the story of romance and adventure to be unfolded in the aerial epic, "I Wanted Wings" which opens Sunday at the Tower. A very persuasive bit of propaganda, the fascinating aviation spectacle will leave a spine-tingling thrill in the aviation devotee.

Starring Ray Milland, William Holden, Wayne Morris and Brian Donlevy, the film features in its impressive cast the attractive newcomer, Veronica Lake and Lovely Constance Moore. The air drama is definitely an impressive film. Certainly not since "Wings" has any picture had better opportunity for packing authentic air thrills into celluloid.

"Pastor Hall," another expose of Nazi concentration camps and all their horrors, comes to the Tech Sunday. Starring Wilfred Lawson, Nova Pilbeam and Seymour Hicks, the picture drips with vitriolic revelations. A James Roosevelt production, the movie has attracted much attention from critics and public alike.

It's a laugh riot at the Lindsey Sunday. Living up to the promise of its title and exciting star combination, "The

Bride Came C.O.D." sparking, hilarious entertainment. Cagney who had some practice in his recent hit, "Strawberry Blonde" approaches the comedy role with an effortless savoir faire that is a sight to behold. As far as Bette Davis, playing her first light role in several years, she proves that comedy is as much her forte as drama.

"Waterloo Bridge," an impressive story of a soldier and the girl he loved, starring Robert Taylor and Vivien Leigh, academy award winners, comes to the Midway Sunday. Supported by a striking cast of Lucille Watson, Virginia Field, Marie Ouspenshaza and C. Aubrey Smith, Taylor and Leigh turn in a classical performance in the M-G-M masterpiece.

One of Missouri's lesser-known claims to fame at last receives widespread circulation in the new picture "Bad Men of Missouri," starring Wayne Morris, Dennis Morgan, Arthur Kennedy and Jane Wyman.

Before this, the state's fame as far as the outside world was concerned, depended solely upon the facts that it is inhabited by a slightly incredulous folk

Pays The C.O.D.



Cagney Cagney is caged again in "The Bride Came C.O.D.," which opens at the Lindsey Sunday. Co-starring with Cagney is Bette Davis.

who believe nothing unless they are "shown" and the place where the world's best and worst-tempered mules are bred. But when the projection machines unroll the story of Cass county's Younger brothers, the word goes out that Missouri gave birth to America's counterpart in triplets of England's famed Robin Hood.

Combining the reckless adventure of "Dodge City," the roaring action of "Virginia City," and the lusty thrills of "Santa Fe Trail," "Bad Men of Missouri" features the men who out-shot the James boys, out-rote the Daltons and out-fought Billy the Kid.

Scene of Cunnygham's

HAZARDS: The course would be raised to 154 if certain re-headed, blonde, brunettes—pardon, we meant g—stayed on the course instead of rushing off—

NIZE GAL: Frances Clark, a September 1941 NIZE GUY: "Rabbit" Pardue.

SCENE ON THE 18th HOLE: A newcomer reaching into the cup for the golf ball; (P.S.—Yehudi has it)

WHATZIT? Katherine Dillard has that we fish we had? We know—but we ain't talkin'— See!!

REALLY! Swet after reading our dog cart board—"I don't get it." S'plain it some body!

DEAR SANTI with the heart—uh huh!!

WORDS & MUSIC: We'll write words for a song entitled "Nasie - woogie" if

someone will write the music. Let's hear from some ivory invigorator with a right hand that can't stop and a left that won't quit.

CRYSTAL BALL-ing: We see a number of candid, glamour and sports pictures of the de-icer Katherine Dillard slated for appearance in fall issues of the Treador.

WORDS WE LIKE: "Let's play another round."

FOURSOME: Gene Stewart with Sherwynn Harris, and Rodney Spencer with Joyce Floyd. (We like 'em.)

BORESOME: Drunks, ultrasophisticates, smart alecks and inconsiderates.

Playgrounds for citizens and visitors to Fort Worth have been made more inviting by recently-completed WPA improvements at Sycamore, Cobb and Polytechnic parks and other city-owned recreation areas.

A new stadium, cinder track, football field, and tennis courts have been added to the Bon-

Wild And Wooly



Dennis Morgan, a Missourian who couldn't be "showed" stars in "Bad Men of Missouri" coming to the Palace Sunday.

ham high school athletic field facilities by WPA workers.

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Joan CRAWFORD, Melvyn DOUGLAS in **A Woman's Face**
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Of Education and a Free Press, Texas Tech; Keep It Burning Through the Dark Days That Lie Ahead — For in Enlightenment and Free Speech Rests The Salvation of Our Mode Of Living, the Essence of Our Civilization.

'Let There Be Light'

"And God Said 'Let There Be Light' And There Was Light"

It is the light which must never die—the torch of the free press, the guiding beacon of Democracy. For generations it has shown the way toward a greater civilization, ebbing at times, but never dying. We are proud to have had a part in prolonging that light through the construction of a Texas Tech Press building.

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THE BUS

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Tech Press

Continued From Page 1

ual adjustable drawing desks for students of advertising, and movable typewriters and stands for reporters. Journalism classes will occupy about one-third of classroom time, and remaining time will be open to other classes.

All rooms are well-lighted and ventilated and individual

refrigeration units supply drinking fountains in the halls. Storage space for files and individual dark rooms for newspaper photography students are located in the basement.

Cecil Horne, head of the department, Mrs. Louise C. Allen, and Joseph B. Cowan, journalism instructors, will have offices in the first floor of the building. In second-floor offices will Bill Parker, sports pu-

blicity, English professors R. A. Mills and Fred Griffin, and Professor T. C. Foot, of the economics and business administration department. Eaton, superintendent of Tech Press, will be located on the first floor. Building grounds will gradually be improved with grass trees and shrubbery.

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Pictorial Progress Of Tech Press

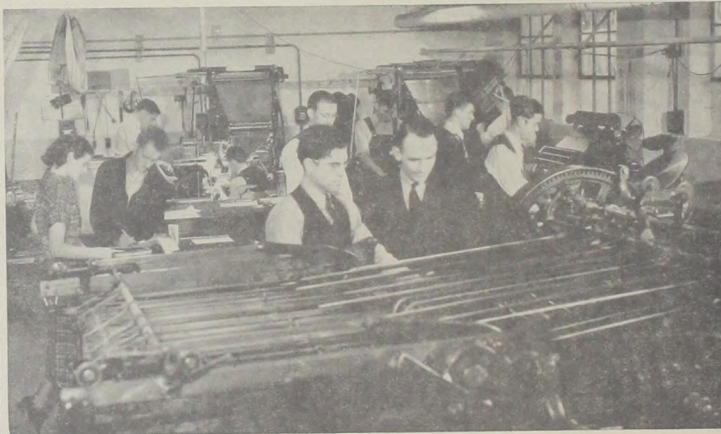
1934

Almost literally in the Dark Ages, Texas Tech Press came staggering groggily through the depression, visioning better days in the future.



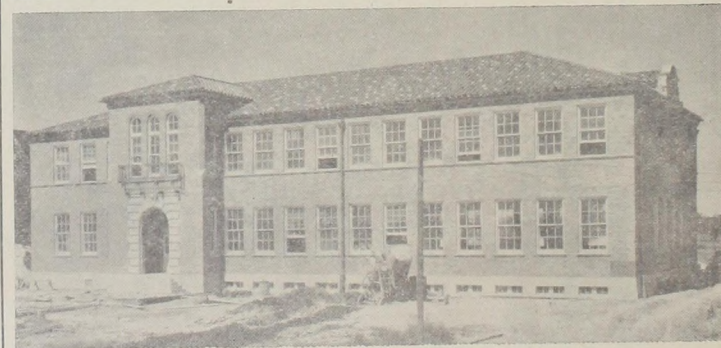
1937

With the addition of some \$11,000 worth of equipment, the forerunner of today's streamlined college printing plant was formulating.



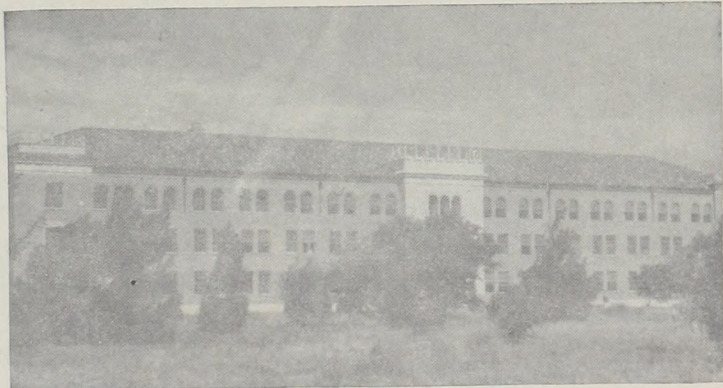
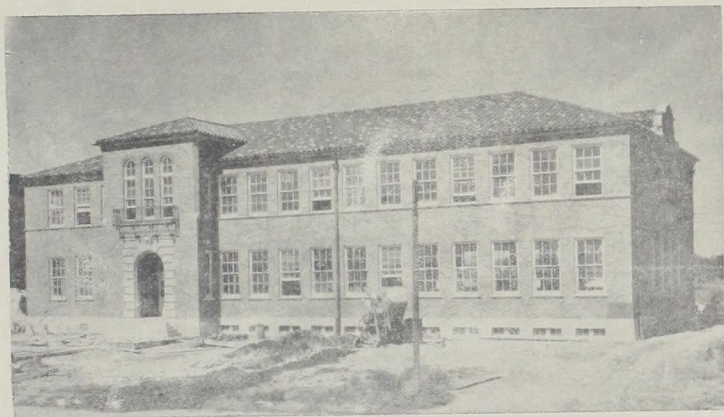
1941

And, as preparations are made for moving into their new \$75,000 building, another \$10,000 worth of modern equipment has paced Tech Press far in the van of most college printing plants today.



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