Ugliness Reigns Today;

NUMBER 44

Lockard Talks To Alpha Auditorium

**Honor Students** 

**Meet Tomorrow** 

VOLUME XI

# Dairy Cattle **Judgers Win Top Honors**



# Pirtle Enters Players In Tournament At El Paso Of Older Girls

Dramatic Students Seek Fourth Consecutive Victory In State One-Act Meet This Month; Present Play During Alpha Psi Omega Festival

# First Session Is Successful

# Students Choose 'Hyde' To Honors The many data believed the party of the company of the party of the part Odds Favor 'Sailboat-

Who's Ugliest?

plate, So BATTER 1DF.

BALL ONE. Too high, and Souther are greated from the HILTON MEZZANINE of the FFA Gold Key banquet.

Gray, parliamentarian for the FFA Gold Key banquet.

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OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

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# Other Schools Show Reason For Not Paying Tax-So Should Tech

FROM Virginia comes news of the latest furor created by a state-supported university's refusal to pay the ten per cent federal sports admission tax. William and Mary university, second oldest institution of higher learning in the United States, has denied the right of the national government to collect this tax and is seeking a rebate of all money paid the government under this law.

Texas Tech is faced by the same situa-

under this law.

Texas Tech is faced by the same situation that confronts the Virginia school. Over a period of years Tech sport fans have paid vast sums to the federal government in the form of sports tax. Not only does the tax necessitate a higher admission price to sporting events, but according to the Toreador's interpretation of the law, it is there?

is illegal.

In handing down a decision in the case of McCullough vs. Maryland, the inemitable Chief Justice John Marshall ruled that "the power to tax is the power to destroy" and that one governmental agency could not lawfully tax another governmental agency. Colleges that are supported by the states are certainly governmental agencies, and a tax bearing upon sports engaged in by those colleges is in strict violation of Justice Marshall's ruling.

FEDERAL Judge E. Marvin Underwood of Atlanta, Ga., recently enjoined the government from collecting this tax, stating: "Athletic programs and contests for which admission is charged, under the decision of the Court of Appeals in this case, are an essential governmental function of the state of Georgia."

the state of Georgia."

Not only does the federal tax create higher admission prices, but it takes money from Tech and like institutions which would otherwise go to the school's athletic funds. If there were no tax of this sort, Tech would gain either from an increased number of admissions or by receiving the ten per cent that now goes to the federal government.

government.

It is the belief of The Toreador that if It is the belief of The Toreador that if Tech were to seek to enjoin the collection of this tax, both students and school would gain. Of course, the refusal to pay would inevitably end in litigations similar to those which now involve the University of Jowa and the University of Minnesota. However, if judges in the federal courts today are inspired by the high motives that led John Marshall to hand down his memorable decision, the outcome would be favorable to this institution. After all the ends justify the means.

If, indeed, "the power to tax is the power to destroy," the federal government theoretically holds the power to totally abolish college sports. Although the abuse of the power to the extent of destruction is hardly probable, should Tech continue to pay an absolutely needless tax? Precedent favors Tech. Why should this school not stand up for its rights?

# Today's Thought

I feel that the more we can encourage the youth of our country to know the youth of other countries, the more we will be warding off future wars.—Mrs. Franklin D. Roosevelt.

A girl has two views of a secret. Either it's not worth keeping, or it's too good to keep.

One male student in a coed school re-cently said that coeds may make all the trouble in college, but it's the coeds who make college worth all the trouble.

# Is This A Pasture For Sheep Or A Free Thinking College?

MOST of the students enrolled at Texas Technological college make good sheep. Without questioning most actions, they follow implicitly wherever the shepherd leads them, never thinking for themselves.

selves.

On questions of social, economic and political significance, whether these concern national, state or local aspects, students rarely investigate for themselves, most of the time just enacting "follow the leader." Showing mental indolence, enrollees find it much easier to gobble up the opinion of a professor or a student officer without bothering to determine whether the idea is half-baked or founded on sound logic.

logic.

Along with a fellow editor of a Texas college student publication, we ask this question: "What percentage of students who profess to advocate progressive social, economic and political views have read even the basic, classic books in these fields?" The answer to this inquiry, if it were possible to get even a conservative estimate, would no doubt be alarming. If asked about reading a liberal magazine, an astonishing tabulation would result also.

NOT only on national and state problems

NOT only on national and state problems but on campus questions as well, students fly off half-cocked without doing some simple reasoning and investigating for themselves. Many allow personalities, that is dislike for promoters of different enterprises, sway them against a constructive piece of work. They nurse jealousy for respective individuals or organizations and are so small that sight of the good for the school is lost.

On the other hand, in many instances personal gain is the goal. One student conceives the inspiration that this particular phase of campus life needs rejuvenation. Another student agrees with him. Together the pair visualize an ultimate benefit for themselves. Others enthusiastically pick up the torch without consideration. The idea spreads like wildfire. Has any scientific investigation been conducted on the need for rejuvenation? Not a bit. Have the merits and defects of both sides of the issue been weighed against each other? Emphatically! Of course not.

Students in their teens and twenties, many older, should no longer be propelled hither and yon by herd opinions and the ideas of professors. Think for yourself!

# Digest Holds Another Poll; Collegians Get It-In Neck!

THIS week's Literary Digest carries the results of an investigation into the matter of student drinking which may well be more significant—and certainly more reliable—than that publication's famous two-to-one-for-Landon poll last fall. For the investigation, conducted by questionnaire among the nation's colleges, reveals an astonishing increase in the consumption of liquor by students. In all, 581 schools responded to the questionnaire, and practically all of them reported heavier student drinking. Many of them indicated that the movement set in after the repeal of prohibition. It has grown steadily.

What will surprise them is the surprise with which the article is met publicly. They thought everybody knew.

Knew and approved. Otherwise why should the situation have been changed? Why release the flood of liquor all over the country unless holding it back was a mistake?

To eliminate the bootlegger, perhaps?

take?

To eliminate the bootlegger, perhaps?
Very naive, for they've just learned that Uncle Sam now uses a larger force of agents to protect the legal producer from bootleggers and counterfeiters than he formerly used to protect the country from the naughty makers of bath-tub gin.

So the thing that surprises students is that the Digest article, which tells the story without blushing, should surprise the public.—Junior Collegian.

# STUDENT PULSE

STAND BEHIND MEDIUM THAT STANDS FOR US," URGES STUDENT READER

Jim, lon't believe we Tech students and citizenry, ibbock are aware of the great service that foreador has rendered us this year in cam-

ador has rendered us this year in coment.

first place I believe that in the colhe ten-page paper which came out durisit of the state legislators to the school
id the most convincing evidence of
l progress and its resulting needs,
re-example is the fine museum edition
ges. This extra edition made possible
hase of close to four hundred dollars
equipment for the new museum. Few
ie untiring efforts of the student newseff, which worked day and night to put
special.

and notice was served at every opportunity to solicit student cooperation.

By poll in The Toreador, two campus buildings have been 'named.' We have the paper to thank for the new names of Horn and Doak halls which have replaced mere terms of 'men's and girl's dormitories.'

Other services have been instigated by the student press. Chief among these are presentation of student opinions via the medium of One-Minute Interviews, enlightening editorials on what is current in the school's needs and reforms. One of the contributing factors which enabled a Parent's Day celebration on the campus to be successful was The Toreador's backing.

# CAMPUS CAMERA



# Phytosaur Head Placed In West Texas Museum

Clark Says Reptile Probably Lived 180 Million Years Ago; Explains That Such Specimens Are Rare

By ARTIE HICKS
VERY rare specimen of the head of a Phytosaur, crocodile-like reptile, which lived during the Upper Triassic age 180 million years,
is now in the West Texas Museum after being found near Camp
ings in Scurry county recently by W. Bryan, a farmer, who sent it
cabbock.

Dr. Marshall Harvey

Foot Specialist
Surgical Chiropodist
1109A Ave. K. Phone 84
Across Street and North of
Hotel Lubbock

ROYAL PORTABLE
TYPEWRITERS

with Touch Control and many other new features, a real buy for only \$49.50.

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SESTEMS OFFICE SUPPLY•CO.

Lubbock.

The head probably belongs to a weight in the probably belongs to a found the specimen.

Ludicates New Field this is the first paleontology and prator in that field for the muun, thinks.

If further investigation proves (See MUSEUM, page 4)

probable name would be Pro striosuchus bryani, the last par

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"Dangerous Intrigue"

Ralph Bellamy

Gloria Shea

Friday and Saturday







# Somewhat Literary

On The Avenue

(Editor's note: Thanks, Mr. Vahns. We shall look forward to receiving your contributions in the future.)

# A Cub Reporter Jots Down Some Bits Of Interest

What is the difference between thru with toil.

And its not yet time to burn midnite oil.

To town or show—to some it don't matter.

Via the thumb highway, they all seem to scatter.

There's haunts and haunts—ritzy places too.

But give me the haunts on the avenue.

There's Jean and Lil, and Sally, too,

Who censors better than the dean could do.

Who censors better than the dean could do.

Who the seconds and the seconds and the seconds are the second to the seconds and the seconds and the seconds are the second to the seconds and the seconds and the seconds are the second to the seconds and the seconds are the second to the second t

So when night descends and we're thru with toil,
And its not yet time to burn midnite oil.
There's darn few things I'd rather do.
Than stroll to the stores on the avenue.

— R. E. Vahns
(Editor's note: Thanks, Mr.
Vahns We shall look forward

Modern Olympics were revived in 1896 in Athens, Greece,



# As seen in "Esquire"

Grouped stripes in sateen or polychrome colors reflect one of the most significant style trends reported during the current London season. The gentleman seated is wearing Arrow's Duke Street model with white stripes on brown brodacloth. \$2.50. His companion wears the NEW TRUMP ... \$2

Mitoga-tailored to fit Sanforizea \_ raunk



Hemphill-Wells Co.













PRINGE ALBERT THE NATIONAL JOY SMOKE

Smoke 20 fragrant pipefuls of Prince Albert. If you don't find it the mellowest, tastiest pipe tobacco you ever smoked, return the pocket tin with the rest of the tobacco in it to us at any time within a month from this date, and we will refund full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina.

GUARANTEE



Dist Meet Even

Wednesday,

Rathe

Double T As Gloves Sta Terre

Tickets

ome

terest

Rather Young Applicant

Melancholy note for college football players phteen-year-old Armand Charron of Indian Or ard, Mass., a high school graduate, has applied the job of head coach at North Carolina Statissersity



# **Comfort Before Beauty**

# District AAU Scrappers Sling Leather At Gym Tomorrow

# Meet Continues Friday Key Gridders Evening; Champs Fight Take Title In

Double T Association Sponsors Tournament; Golden Gloves Standouts Enter Names For Competition; Terrell, Ritchie Top Lubbock Entrants

All-Conference

# Pass Football

Establish.. Supremacy In Trimming Main Street By 19-0 Count

# Sweetwater High Officials Choose Raiders Turn Priddy As Coach To Grid Game

SWEETWATER, Mar. 16—
(Special)—Lawrence Priddy, for two years assistant coach, last week was elected by the board of trustees of the Sweetwater schools as head football coach. He succeeds Ed Hennig, who recently resigned to accept a similar position at Tyler.

The former Texas Tech wrid star.



College-Owned Samples

Broadway Wed. and Thurs.

"Give Us This Night"

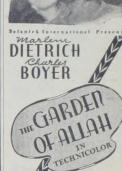
and Gladys Swarthout

Friday and Saturday "San Francisco"

with Clark Gable Jeannette McDonald Selected Shorts







# Ruby Keeler says:

"Luckies are a light smoke that treat a

Lightweights — Pete Nachlinger, (See DISTRICT, page 4)



Are Taking The Day

Fashion magazines say it's the foundation of your wardrobe. Illustrated, feminized version, single breasted with English drape and heightened, softened shoulders.

FLANNEL, SERGE, GABARDINE, AND FINE WORSTEDS

\$7.98--\$10.98

**New Spring Dresses** in linens, sheers, muslins, and many other smart new materials designed

for street, sport and campus wear. \$4.98--\$7.98

**Spring Hats** 

styled to fit your personality. Buy your Easter bonnet from our large stock.

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BLOUSES to match any skirt or

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LEVINE'S

Fashion Show and Stage Revue

Friday Night, March 19, 8:00 P. M. High School Auditorium



An independent survey was made recently among professional men and women-lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, more than 87% stated they personally prefer a light smoke.

Miss Keeler verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies-a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.

"In a way, it's easier to keep in condition as a dancer than as a singer. Exercise can keep the muscles in shape, but there are a lot of things that can go wrong with the voice and throat. It stands to reason, then, that any actress wants a cigarette that is gentle and strikes the right note with her throat. I started smoking Luckies 4 years ago. They're a light smoke that treat a tender throat right."

tender throat right"

Kuly Keller LOVELY WARNER BROS. STAR NOW APPEARING IN "READY, WILLING AND ABLE"



THE FINEST TOBACCOS "THE CREAM OF THE CROP"

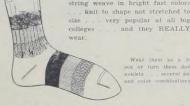
A Light Smoke "It's Toasted"-Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH



The Newest Sensation for Campus Wear . . .

"SLACK SOX"



3 Pair for \$1

Hemphill-Wells Car

# **Matador Cage** Captain Gets All-Star Slot

Larson Lists Snodgrass At Forward; Morris On Second Team

# Museum Receives West Texas Find roug

# His Team Wins



# Sallyport's Tales

(continued from page 1)
ed MARTIN for a date and later
BROKE IT. But MISS MIRROPHONIC and PRIS proceeded to
write the FLANCEE all about it.
CCOMMISSIONER SALLY SIASS
a HEAVY FINE on this kind of
PLAYING THE GAME.
SLUGGER TIGE' BUNCH goes
out SWINGING. HIS RUN HOME
last weekend LEFT MILDRED
MORRIS to die on BASE. He was
to PRESENT the LASSIE at the
LAS VIV GAME. A PINCH HIT
TER was necessarily called in.
"BULL ROACH circles the bases
es but fails to TOUCH THIRD.
But the ROTAN STRONG MAN
seemed to BE TOUCHED at the
LAS VIV DANCE. HE STACKED
LOGS; tore down FENCES; and
tried to start a CAMPFIRE.
BILLY YEATT'S average in the
CAMPUS LEAGUE goes down
few points. He is sentenced to the
DUGGUT for a game or two for
"SNAKING" on MARTHA VER.
NON SMITH. HE STOLE BASES
with SHORTSTOP GUIDA WILSON.
"I am WINBURN B MCALISTER,
DICTATOR of the ACCUR."

# 66 BAFFLES INSIDE FILTER-COOL SMOKE



# Silver Keys Take **School Grid Title**

# Spring Into Print

The swing of this spring's fashions is calling for 
\*More Sheers! \*Lovely Linens!
\*Dressmaker Details! \*Prints!
\*New Colors! \*Short Sleeves!
\*"Swing" Skirts! \*Pockets!

# Swisses, Piques, Muslins

These dresses are designed for girls who dress smartly. They are styled dramatically and are made to fit so well that they're nice enough to wear when you greet your afternoon guests.

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