

VOLUME XI

Faculty Acts As Judges At State Events Committee Asks

Four Home Economics Staff Members Go

FOUR members of the ho

 a binding and the section of the sectin of the section of the sectin Arrange Exhibit disconterior of the second annual Scotters of the

Fireside Forum Lists True For **Talk Tomorrow**

oresentatives from all wom-organizations on the campus d Fireside Forum by special tion tomorrow afternoon at 2 k in Doak hall, announces Lehmberg, Forum president. usion centers on "Eliquiette of al" by Miss Agnes True, asso-professor of education mis a report on the nation-vis convention in Los Angelse, ded by four Tech coeds. itations malled this week the office of Dean Mary W. and signed by Forum presi-urged that each organization and Lois Bradford. ELC ing considered.
 ances The committee personnel in-cludes: Dean A. R. Potter, Purdue university; Professors C. M. Young and R. W. Warner, University of Kansas; E. E. Howard, Kansas City, Mo., and Dur, Jules Belie, St. Louis, Mo.
 A luncheon is planned Monday for the visitors.

National Group

Y Associations **Choose Officers**

Dupree, jr., junior en of Lubbock, was elected of the college Y associa-the coming year at regu-ing of the organization He succeeds Lora Lee senior arts and sciences partment, has completed his j

senior arts and sciences from Bonham. officers elected at the see-tule Norman Davis, Wel-vice-president; Nellie Kath-seed, Athens, secretary, R. cal Solution of Algebraic Equa-tion, Memphis, recreational recommendation of the thesis is "Graeffe's Root-Squaring Process for the Numeri-tions." Earl Bray, Eastland, re-and Truman Neal, San i treasurer. I plans are being made by ganization to send newly plications to Finance Problems." v officers to the Southwest-erional Student Officers



Committee Okays Funds Next Weekend Finance Group In Senate Recommends \$300,000 Lists 45 Units

Faculty To Join For New Building

Home Economics aff Members Go To Fort Worth It members of the home nonmicis faculty leave the next week to act as judy leave the instructor in home and professor instructor in home are contacting staffs in instructor in home next. May 1. Mabel Erwin, head professor instructor in home act motions of the tothing and texting, Miss education, and Miss Viving n, associatic professor. education, and Miss Viving n, associatic professor. education, and Miss Viving n, associatic professor. education results (for memberships in the drive for memberships in the mater finance committee for the day and orchestra and professor the drive for memberships in the mater finance committee for the day and orchestra and sentor the drive for memberships in the drive for memberships in the mater finance committee for the day and orchestra contact, b. O. Wil-ty drive statted Monday with as son said. House Prepares Bill The drive for memberships in the drive for memberships i

annual western Texas school band annoverse and the second scheme scheme expected band director and local chairman of the association, es-timated yesterday. Contests will be held for bands and orchestras of A. B. C. and D class senior and junior high school audioriums.

Overton As Head For Ensuing Year

Courses Outlined Courses offered in the five-day university were minimum, troop programming, first aid, troop com-mitteemen, patrol leaders training, cubbing, den chiefs, element of sea scouting, and camping. Nannie Margaret Overton, Lub-ock freshman, heads the Book scouling, and camping. Dr. Bradford Knap is president chairman of the university. Exe-cuive committee members are: Dr. we K. E. Oberhoitzer, L. E. Waite, Lu Joseph R. Griggs, J. H. Murdough, M. Carroll Thompson, Dr. C. C. er Schmidt, Hurley Carpenter, and J. M. A. Raley.

Nannie Margaret Overton, Lub-bock freshman, heads the Book Reviewers' club next year. Other officers selected reemit were: vice-president, Lois Eddoor Labbock; secretary, Nell Walkr, Memphis; treasurer, Gretchen Lis-er, Fort Worth; reporter, Emily Martin, Mason; and parliamentar lan, Mary Anne Kimble and Maric George. Charlotte Ratliff, retiring presi-dent, appointed the following com-mittees for a tea May 5 at her-nome, 2413 Nineteenth street; re-freshment, Maxine Fry; music, Miss Bullock; invitation, Mary Thomas, Margaret Studhalter and Gwen Marr Davis. Reading committee members for next year are: Bride Faye Pat-tain, Rubye Jo Popejoy and Maric George. Reading committee members for hext year are: Bride Faye Pat-tain, Rubye Jo Popejoy and Maric George. To See Campus The Delegatory Committee of the Engineers' Council for Professional Development visits the campus to-morrow and Monday to consider Tech's application for accrediting engineering curricula by this or-ganization.

Retiring heads are: Misses Rat-liff, Davis, Katherine Johnston and Ruby Lee Leary.

Dr. Michie Reads Paper At Mathematics Parley Convening In Houston

Professor J. N. Michie, head of Professor J. K. Michie, head of he mathematics department, reads paper today entitled "Mathemat-cs as a Prescribed Subject for Graduation from College," at the Pexas Section of America convening t Rice Institute in Houston. Out-offorwa members attending. Written Degree Work

Horace E. Woodward, graduate assistant in the mathematics de-partment, has completed his thesis and takes oral examination for M. A degree on May 1 and 2. Subject of the thesis is "Graeffe's Root-Squaring Process for the Numeri-cal Solution of Algebraic Equa-tions." Out-of-town members attending he two-day meetings of the asso-iation are guests of Rice Institute t a luncheon in Cohen House fol-

Dr. Michie returns tomorrow. JENNINGS EMPLOYED

uce Jennings, Davilla, senior rical engineer, has accepted

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Reported As 'Improved'

Although gravely ill following an

"Las Ratas," independent team captained by Judy Bishop and "Floosie" Paulsel will threaten to rock the boat that cargoes five social club base-ball teams as the feminine in-tranural loop gets underway Monday afternoon on Sob Sis-ter field, located south of the Administration building. The Ko Shari nine will be managed by captain Sophie Al-ice Hardgrave and co-captain Bette Krauss who are limber-ing up the stiff arm of Mary Alice Carnes, diminutive slug-ger, who alms to "make the team or bust." The group of twenty aspirants practiced with

Baseball Invades The Feminine Ranks

As Coeds Warm Up For Hot Campaign

TEXAS TECH

Students Nominate Leaders

Built From Adobe, Name 'Miss Texanita' For Prof's Office Is

Unique Structure

situat professor of agricultural ensities insulating to his new office. The work, supervised and particultural ensities and building to his new office. The work, supervised and particultural ensities and orchestras error as inside walls for the construction. Only contract work for the office was stude. Council and the representariant willing to human waters are as a frame housed or ensities of the summary instruction. Contract or the student weak later, collegins an annual to a secondary retraction. Contract work walls, failed with adobe frieds, N. M.
 College Outlines Coleman, and the colerade. Coleman and water and air. A peculiar error outside disturbances from entering although the root is sheetmetal. The walls are equivalent to 1,000 million, on several and error provides air circulation. The twills walls, failed with adobe frieds, Coleman, and the root is sheetmetal. The walls are equivalent to 1,000 million, or several to the state of the construction conset on the faile colerade. Coleman and the root is sheetmetal. The walls are equivalent to 1,000 million, passed are solution the root is sheetmetal. The walls are equivalent to 1,000 million, passed are solution to the same as a frame house of the business administration department, includes work in the same as a frame house of the business discinces. Origin of the course began when the dominary and that and sciences. Origin of the course began when the family be hand done individual work in all four divisons, wrote from a cole.

FOR FAIL SESSION Something new in college rou-tine is the new cottom marketing owners to be offered at Tech be-ginning next fail. The course, listed by the business administra-tion department, includes work in four divisions of the college-home economics, agriculture, textile en-gineering, and arts and sciences. Trigin of the course began when foe McGown, former Tech student, who had done individual work in all four divisions, wrote from a cot-ougesting that Tech students be tradford Knapp stated yesterday. Tratical cotton grading, class-ment, factors concerning growth of rown will be included in the ag-rigement division; the consumer's femand and use of textiles comes Hear Playwright at the present time.
 Weiden Stone, Texas playwight admessed speech students yestre data selected until a due to more the Midwester Folk Drama tournament held and nully at Cape Gerardeau, MO.
 Stone, professor of English at Texas A and M. colege won first place in the tournament this year.
 Masise Ruth Pirtle, head professor star years of the or san asked to present somination presents nomination p

ation Monday night at West is hospital, Mrs. Willam Cur-Iolden, assistant librarian, re-di as slightly improved. s. Holden, wife of director of ecological research and acting of the history department, be-nil last Staurday with an in-al disturbance. Attendion Robert Woodruff, senior civil en-gineer from Santa Rosa, N. M., has accepted a position with Truscon Steel company. Your WOODRUFF GETS JOB Voodruff reports for raduation in June.

Travis Parker, 1933 civil engi-neering graduate, has been trans-ferred from Youngstown to Detroit by the Truscon Steel company.

At a meeting of the Doak hall Birdies last night, Crys-tal Kennedy organized a team that plans to waltz into the campaigns and "take away the topnotch position in the tour-nev." Leading Las Chaparritas Car-dinals is Captain Gloriadel Bowen who is expected to en-ter the box as a "southpaw" pitcher in competition with six

ter the box as pitcher in competition with sna teams out for the pennant. Marian Hurmence, president of Las Vivarachas club and cap-tain of her Vive Buccaneers will be on hand for drawing of will be on hand for drawing of will be on the form the sna changes. Linds Treadwel fray with a picked nine Bain's San "Sookies" an hits in the intra

At Convocation Wednesday

Greater Exposition At Dallas In June

Unique Structure After several months of work on unique adobe building as an ex-ension 'to the agricultural engi-ering shops, Henry P. Clay, as-stant professor of agricultural en-ineering, recently moved from the inbuilding to his new office.

Meeting To Form Club

Official creation of a club for business administration students is scheduled for Thursday night at 7:15 o'clock in room 320, Adminis tration building, when officers will be elected, T. J. McWilliams, chair-

Queen-But Who Is She? Answer Remains Secret Until Friday Night At Sports Event

Slimes, Purchase

Dance Tickets!

Loyal Freshmen Back Class Activities At Texas Tech

NUMBER 53

SOMEWHERE on the cam this morning walks the qu who reigns over the second ann Sports Fiesta Friday evening

Mines Play Raiders

(See THOUSANDS, pag

Two Professors Prepare Exhibit On Dyed Material

A group of exhibits for the Arts nd Crafts section of the museum s being arranged by Miss Martye bindexter, head professor of ap-lied arts, and Miss Elizabeth fenley, instructor in applied arts. The first two displays will be on

Vivian Watkins, student at Tech 1928-32, has accepted a position ith the Resettlement Administra-on in Washington.

College Calendar

TODAY

5

Page 2

TOREADOR

Established in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Editor-in-Chiel Business Manager Jim Lindsey ______ Burnice Walker

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Clain, Cecile Parsons, Pauline	
John Harvey Scoggin, Mary	Watson, Russell W
kinson, and Marie Zimmerma	ann.

Entered as a second-class matter, October 31, 1925 at the postoffice at Lubbock, Texas, under the act of March 3, 1879.

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Toreador Keeps Pace With Tech's Accomplishments In Other Fields

ALL-AMERICAN distinction in a n y phase of activity deserves praise. The nation annually reads of top football play-ers grouped under this label. This is only one of many selections based on superior-ity in a single field.

Last week The Toreador placed in the Last week The Toreador placed in the All-American ranks among four hundred college newspapers submitted from every section of the United States. Tech's semi-weekly publication surpassed all periodi-cals issued by Texas colleges and universi-ties under any date of publication. Critics, the top journalism professors in large eas-tern and midwestern schools, placed The Toreador with three others in its field as the best college-published broadsides.

THE best confege-published broadshees. THE staff is justly proud of this high ranking. Such reaction comes natur-ally. The college boasts of its livestock judging teams, athletic squads, debate rep-resentatives, dramatic accomplishments and achievements in other phases of work. Thus, the student newspaper keeps pace with Tech's standard of excellence in re-ceiving highest honors. Instrumental in the paper's success are many individuals whose names do not appear opposite the most important posi-tions listed in the editorial page mast-head. Yet, these beat reporters who, day several sources of news and copy chasing indeavors in order that Toreador readers may receive accurate and timely accounts endeavors in order that Toreador readers may receive accurate and timely accounts of local happenings, deserve as much credit as those supervising the All-Ameri-can sheet. Late hours find them beating "mills" in the hot box office in the En-gineering building basement long after most students succumb to Morpheus. Daily sacrifices are made so that full coverage of collegiate events may be placed in the subscriber's hands on Wednesdays and Saturdays.

THIS is as it should be. The Toreador swells its chest after the excellent rat-ing, not to be cocky and conceited, but because we feel that the newspaper is ac-complishing its purpose on the campus. Such additional comment as "news cover-age is excellent and the reader from Mars would get a good idea of the life and tone on the campus," "good work," "head schedules and typography show careful planning and good judgment," "all in all The Toreador is a bright and friendly pa-per," and "the editorial page is bright and full of interesting features" by the judges makes us realize that YOUR voice is as most thinking students desire it.

Today's Thought

THERE are two broad avenues to follow THERE are two broad avenues to follow —the avenue of escape and the ave-nue of fulfillment. The man who follows, the avenue of escape does not come to terms with life at all. He either loses himself in activities feverish but unsub-stantial, or falls into lethorgy. Those choosing this path are not real adults." Cocooned-adults take a spurring from President Harry M. Wriston of Brown uni-versity.

When lessons, meetings, plays and out-side activities pile up on the calendars of the girls at Stephens college, the president calls a "Stop day," 24 hours during which students can do what they please."

Thousands of poems are written each year by Dr. Arthur B. Crosier, professor of accountancy and secretarial work at the University of Mississippi. Since last Sep-tember, he has composed 1,500 pieces of rhyme—but not without reason, we hope!

Educating For Peace

SENTIMENT against war has been very strong since the close of the last struggle which showed the inadequacies of war as a means of settling international disputes. The subsequent economic and social depressions resulting from the world conflict of 1914-18 has added more to the case against war. This growing sentiment has been particularly strong among stu-dent groups who from time to time have resorted to various means in voicing their opposition to those forces and institutions that have promulgated international strife and war.

and war. In the past few years the opposition on the part of students who realize what war would mean to our educational institu-tions and democratic government has been expressed in forms of annual anti-war demonstrations held on April 22. For the past two years such demonstrations have been staged on The University of Texas campus. This year the Student Peace Com-mittee, composed of a number of campus organizations and church groups, has un-dertaken to conduct the demonstration here. . . .

A MY efforts to promote peace, especially among students who bear the brunt of war, should be encouraged. One may won-der what would have happened in 1914 if there had been intelligent, well-organized student groups opposing war in those countries that engaged in the conflict. Perhaps they could not have stopped the avalanche of war sentiment and prepara-tions that resulted from propaganda for storing nationalism and a belligerent for-sign policy, but they could have been a barrier to such a long drawn-out slaugh-ter and the destruction of many of our unce destrable cultural elements.

more desirable cultural elements. The student opposition may not pre-vent another war, but as long as students remain uninformed as to the cause of war, its implications and results, and as long as they remain ignorant of the pres-ent conditions of world diplomacy, they can hope to be a very potent force against those who have come to favor war as an instrument of national policy and as a re-quisite for securing world markets and protecting foreign investments. The student anti-war demonstration

The student anti-war demonstration has been designed, not merely to call to-gether a group of disinterested students and promulgate meaningless idealism—if is meant to bring together those desiring a peaceful society and to suggest methods whereby it may be attained. This educa-tional, active opposition to world conflict should receive the support of all those ear-nestly desiring peace.—Daily Texan.

THE TOREADOR

Graver Described

Book Reviews

MAGIC OF THE MISTLETOE

MAGIC OF THE MISTLETOE By Peggy Dem A lovely romance in which Chloe Sargent finds a brand new world where all her old values and stand-ards prove useless. Through the eyes of a man who has discovered happiness by serving she finds like, love, and liberty in helping those tess fortunate than hereef. On her way to spand Christmas in Bermuda, Chloe's speeding road-ster knocked down Dr. Scott Kei-vin, whose head was full of plans for a beautiful Christmas celebra-tion for "his people"-the humble, hard-working, poverty-harried den-izens of the village surrounding the Sargent Mills, owned by Chloe's fuller.

"Some day they'll belong to you, hose mills," said Dr. Kelvin grim-r, "Don't you think it's about time ou were learning something about hom?"

And through the "Magic of the Mistletoe," Chloe's heart awoke to new life and new beauty as she made his people her people.—The Shorthorn

Graduate Gets Position With Major Oil Company

Garland Smith, 1934 government raduate who recently received his aw degree from Texas university, as obtained a position in the legal lepartment of the Shell Oil com-any in Houston, H. C. Pender, as-ociate professor of government, tates.

tates. While attending the University mith became associated with the av enforcement department of the

Smith became associated with the law enforcement department of the Railroad Commission with which, he severed relations March 15. He was a student assistant in the gov-ernment department at Texas. Smith recently was admitted to the bar, Pender said.

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PERSMALITIES Former Student Gathers Valuable Relics From Texas Panhandle Soil

Bob Montgomery Finds Over 4,000 Pieces; Put In Museum **CAMPUS CAMERA** Between 4,000 and 5,000 pieces of aleontological and archaeological ignificance, some of them dating ack to the Pleistocene age 20,000 ears ago, have been gathered rom Dallam and Hartley counties y Porter Montgomery ir., Dal-art, freshman engineering student ist semester. PROF. ISAAC M. COCHRAN OF CARLETON COLLEGE last semester. Part of Montgomery's collection is now on display in the West Tex-as Museum. A portion appears in the Colorado Museum of Natural History located at Denver, About thirty of the pieces, which date back farthest, have been taken to a symposium in Philadelphia where paleontologists, geologists, and archaeologists from over the world have brought collections for exhibition and study. Findings Vary 1,000,000 words ! YALE UNIVERSITY (THE ONE-MAN CAST. HAS THE ADDRESSE OF ALL BUT 80 C ITS 31,003 GRADS 100 雪 AN ENTRY exhibition and study. Findings Vary The two counties from which Montgomery has gathered his col-lections are located in the extreme northwest portion of the Texas Panhandle. Along the shores of former lake basins, Montgomery found various pleces after wind had exposed them by removing the sand. PROF. COCHRAN USES NO MAKEUP AND BY INTON ATIONS AND ACTIONS LE HIS AUDIENCE RECOGNIZ ... THE CHARACTERS FOOTBALL HAS BEEN DISCARDED FOR RODED SPORTS AT THE CHEYENNE SCHOOL AT COLO-RADO SPRINGS sand. His findings vary from the re-latively crude implements made by what is thought to be the earlist man to inhabit America to metal arrowheads made by Indians and possibly by traders during pioneer days AT OHIO STATE U. A TREE IS PLANTED ON THE CAMPUS IN HONOR RADO SPRINGS BUCKING HORSES AND WILD STEERS ARE CONSIDERED LESS DANGEROUS BY THE SCHOOL OFFICIALS! days. Knives, spearheads, arrowheads, hammer stones from war clubs, scrapers used for cleaning hides, and pieces from skeletons of ele-phants, horses, deers, and other animals are included in the collec-tion. Most of the implements are made of flint bu some have bone and other materials as a basis. MAMED ON AN ALL-AMERICAN FOOTBALL TEAM! 10 132

Success? Faculty Gives **Routes To Acquiring It**

Selected Prose and Poetry of Rudyard Kipling

Come in Browse around

Texas Tech College

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"On the Campus

Complete Works of Shakespeare

by Mercer Beasley

w to Play Te

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Saturday, April 24, 1937

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Milt C Buck, sta ern AAU nights. T the pair

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(See PERSONALITY, page 4)

Prevue Saturday Nite Also Sun., Mon., Tues. AED. HOT AND-000H * 5 5* 5 It's e, top-speed, tip-tap, topsy-turvy hurricane fof gayety, hilarity and med med It's a girl whirl ... a laugh lark ...tune tingling jam jubileel * 1 OF THE



Tech Tattler

Sees all, hears all, tells all over KFYO every Monday, Wednesday, and Friday at 5:25 o' the clock. Keep yourself posted and listen to the initial broadcast next Monday.

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Student Pulse URGES FRATERNITIES, SORORITIES ON CAMPUS

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cealm or habitat? As for future development of our alma mater, I believe it unquestionable that a movement In this direction would draw many students to our campus. Do you not agree with me that enroll-ment would increase instead of decreasing? Yours for brotherbood,

CALIFORNIAN LAUDS THE TOREADOR San Francisco, California April 19, 1937

Toreador Editor

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my heartfelt gratitude and appreciation for your paper this year and hope you a prosperous one next year.

Sincerely, J. G. Kelly Cocoanut oil instead of gasoline may some day drive the trucks and tractors of the world if experiments being conducted by Antonio Buot, graduate mechanical engineering student at the University of Minnesota, prove successful. Because "Good-nights" come too quickly after "Good evenings," coeds at the University of Ala-bama are now fighting to have their 10.45 week-end night deadline changed to 12 o'clock.

Saturday, April 24, 1937

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5:25

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Buck, 'Killer' Go North Mill Coffey, the middleweight 'killer', and Johnny ck, state lightweight champ, take on Southwest-AAU titlists in Amarillo Monday and Tuesday this. The News-Globe, tourney sponsors, invited will be anticipate.



Matadors Enter Drake Relays; Golfers Face Texas Christian

Cowan, Case And Farmer Hoist Tech Kemas Keep Colors In Annual Des Moines Meet; Jackson Sees Hopes Dim Downstate

Trio Seeks Honors In 3,000 Meter Run, Two Mile, High Hurdles

UNDAUNTED by an entry list of the best tracksters in the mation, Oach Berl Huffman and three Matador cinder pounders are in for participation in the annual priversity division, the Reds en-and pole valt. Murice Cowan, who has been if rom blood puisoning most of this spring, takes part in his first part of attention in the pole valuing department at the South vesting department a

nd the Des Mölnes relays. Breaks Own Record Breaking his own record by six nches last year in Iowa, Cowan leared the bar at 13 feet, 6 inches o tie for third honors in the event. Its best leap so far during the hort practice period has been an yen 12 feet, but he belleves he'll ass 13 at the Drake meet. Cow-n's Border mark is four inches ses than that recorded in Des toines last April. John Case is due to be near the ont in the 3000 meter run. Start-g with such superior distance en as Don Lash of Indiana in his ly participation at Drake, the etersburg High standout of yester-tars, broke the tape fifth. Lash t a new mark in winning the two le with a 9:106, three seconds wer than the recognized record that time.

Scoring Ladder

By virtue of their win in the in-amural wrestling tourney, Los atos, independent athletic organ-tion, climbed into first place in e intra-school race, boasting a tal of 130 points. Capturing sec-d honors in the necktwisting stions, Kemas social club clings the runner-up notch with 125 unters.

unters. The Dark Horses ran true to eir name to annex third place, hile fourth was taken by the ain Street Independents. Silver reys, formerly tied for first place the year's race with Main Street, d not enter the meet and drop-sd from the leader's stand to urth slot. The Main Streeters ided 20 markers to their 100 for strong hold on the third position. On the scoring sheet of Director

See Page Four For **Additional Sports**

hat tourney with 18 points, one than Kemas entries could to-Thirteen markers won third for the Dark Horses, and Street earned five for fourth

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GLANCIN AROUND THE MATADOR

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P licked Tech the following two cam-plagnet:
In 1931, Saxon engineered his back the next spring to thump Tech, 9-7. And there's more to the '32 spring exhibition than the taily teils. Late in the fin-al quarter, Tech followers breathed easily. The Mats led 7-6 and a victory seemed posi-tive. Then suddenly, Shorty Keyes, the same fellow who caused such a ruckus in the mation's football circles last fall, stepped back to kick. He didn't punt. Instead, Keyes rammed his foot into the oval, sailing it 62 yards through the goal posts from placement. By virtue of this kick, which Coacher Cawthon labels as the longest in Texas football an-nals, School of Mines won its third game over the Reds in as many years.
That Tech turned the tables in this and 1934 is true. Still in tot-tage in victories. Concentrated truining explains that the Mats mean to knot the count. "We're even to knot the count. "We're even to knot the count. "We're have the cawthon-Smith combine."
These are words from Saxon and his assistant, Harry Phillips. What will happen? Our guess? Yours is just as good. Only the night of Annie."
These Coeds Become

X MARKS THE SPOT where once there was a thick juicy steak smothered in mushrooms-Lou's favorite dish. Gehrig is a big man – 6 ft 1 in. tall – weighs 210 pounds. And he has a big man's appetite. Lou eats what he wants and isn't bashful about coming back for "sec-onds." So for smoking Camels at mealtime and afterward, you have Lou's own words: "Twe found that smoking Camels and eating go together naturally." Choose Camels for your cigarette and see how they help to ease tension, paving the way to good digestion. Smoking Camels at mealtime and afterward speeds up the flow of digestive fluids. Alkalinity also is increased. Thus Camels give you a delightful sense of well-being... they set you right! Smokers find that they can enjoy Camels steadily—between meals as well as at meals —and that Camels never get on their nerves.

Hale, Douglas, Carlson, Telford Cross Irons With TCU Frogs

FORT WORTH, April 23.-FORT WORTH, April 23.-(Special)-Coach J. W. Jackson's Texas Tech golfer continued their standings. Ra Texas Tech golfer continued their standings. Ra texas today, campaigns mo ish line with

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Strategy For Raiders Grab Interest Saxon Announces Starters For Sports Fiesta Game Friday Night; Finds Material Abundant In Making Selection; Declares Club Ready

 Making Selection; Declares Club Ready

 EL PASO, April 23 (Special) – Head Coach Mack Saxon has about decided on his first lineup to use against the Texas Tech Matadors in Lubbock to the night of April 30. What appears to be the starting in practice during the last week in practice during the last week in practice during the last week of the night of April 30. What appears to be the starting in practice during the last week would likely be: Homer Armes and Outpercer, tracking the would likely be: Homer Armes and Outpercer, tracking the mains and Outpercer, tracking the last week (el, guards; Barry Pointington, certer; Rosson More, quarter; Kenneth Helmemin and O. P. May, half, being context of the starters in the context of the starter in the context of the starter in the main and O. P. May, half, being context of the starter in the context of the starter in the context of the starter in the social club, entering the second context of the starter in the social club, the second context of the starter in the social club, and the second context of the starter is to otock. The outpercent the second context of th

Texas Miners Sharpen Softball Wars As Play Opens

SCA



BASEBALL'S "IRON-MAN"! When Lou steps on the field, for his first game of the 1937 season – he'll be playing his 1,809th consecutive game. Injuries never stopped Gchrig. Once he chipped a bone in his foot-yet knocked out a homer, two doubles, and a single next day. Another time, he was knocked out by a "bean ball," yet next day walloped 3 triples in 5 innings. Gehrig: "ANOTHER BIG REASON why I prefer Camels," – core of is proof of his splendid physical condition. As Lou says: "Ive been careful about my physical condition. Smoke? I *mjoy* it. My cigarette is Camel."

1. 10

CAMEL

EVERY TUESDAY NIGHT! m

COSTLIER TOBACCOS Camels are made from finer MORE EXPENSIVE TOBACCOS ... Turkish and Domestic . . . than any other popular brand.

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H. F. Helwig wears the faculty golf crown thes ys after defeating Cecil Horne in the annua arney for Tech profs. Horne heat F. L. McRee rmer champion, to enter the finals with the ner

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Thousands Gather On Campus Friday For Second Sports Frolic

West Texas High Schools List Delegations For Spring Festival

Lair gives an original com-n on the piano. ial guest of the entertain-is Dean of Women Mary W, who gives an after dinner n "The Campus Recreation m"

Members Of Aggie Club Entertain With Picnic



White Felt Hats \$1.49 J. C. Penney, Inc.



-Extra Added Attraction-(New Edition) Texas Centennial New Scenes Exclusively America's Greatest Midway of Fun-Life in the -Night

Streets Of Paris MLLE. CORRINE in Her Famous **Apple Dance**

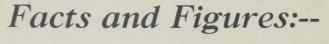
-Shown in All Its Entirety-







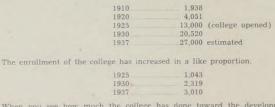
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Many merchants do not use the advertising columns of The Toreador because they are not aware of its value as an advertising medium. They are unaware of the value that Texas Tech has been to the city of Lubbock and to the growth of its merchants. The following facts are indicative of the school's value to the town and to its merchants:

The buying power of the student body alone in one nine-months school year exceeds a million dollars, making a conservative estimate. They buy every-thing necessary for life and more luxuries than any other class of people. At present over seven-hundred of Tech's student live in Lubbock with their par-ents. Seventy-five per cent of the entire student body lives within a hundred mile radius of the college of which Lubbock is the best trading center. Many of their parents come into Lubbock to do their shopping and students today are citizens of tomorrow.

From 1910 to 1920 the population of Lubbock increased only two thousand, but take a look at the figures since the inception of the college.



the college has done toward the development of Lubbock and the growth of its merchants you can see that The To only paper that reaches the entire student b tising medium for the Merchants of Lubbock. student body, is the best available adver-

The Toreador

