NUMBER 58

VOLUME XI

### **Leading Coeds Choose Pages** For Services

Annual Recognition Rites Occur Tuesday Behind Main Building

### Ogdon Urges That Young Lawyers Be "Public Servants"



### WAA Outlines Program Aggie Division Crowded With Activity For Play Day This Week

Coeds Register Friday Morning In Administration
Building, Doak Hall And Gymnasium; Send Out
Invitations To Ex-Members Of Association

Lower Classes Compete
In Events Saturday;

THLETICALLY-MINDED coeds drop scholastic worries Saturday,
finding diversion in sports. On that day the Women's Athletic Aslation offers a full program during annual Play Day.
Letters have been received by all girls' organizations on the camsinviting members to participate in the various activities. Special
proquests to attend Play Day are in

Queen's Crown

Clark Resigns

Faculty Post

Accepts Position With
Colorado University,
Patton Announces

Patton Announces

Interest Pay Day and buys
Int

# Dr. John Clark, instructor of vertebrate paleontology and curator of vertebrate fossils has tendered his resignation, effective September I, to accept a similar position with the University of Colorado, Dr. Leroy T. Patton, head of the geology department, announces.

## Names Judges For Contests

In Events Saturday; Schedule Banquet

W. WILLIAMS, head of the

Michie Lists Math
Work For Summer

In addition to usual elementary ourses, four advanced courses are supported department.

speciment for the control of the composition with the University of Colorado, Dr. Leroy T. Patton, head of the geology department, anounces.

Dr. Clark came here in February from Princeton university where associate and assistant curator of exclusive and assist

### Rules At Carnival



FRANCES E. PRICE

### Reeves, Staff Finish Annual

La Ventana Editor Mails Last Copy This Week To Iowa Company

## South American

### Phi Psi Stages Colorful Cotton Carnival Friday; Price Reigns As Queen

Queens Plentiful So Students Ask

Tor Campus King

"They are raising a heckuva lot fuss about crowning a king over jolly old England today—maybe ought to select a king on the mpus since so many queens are greatested," drolled one student terday in his slow southern lity, stages its givib.

### President Knapp Speaks At West **Texas Gathering**

West Texas Chamber of Commerce in Brownwood. The convention, with an attendance of approximately 10,000, ends today after a threeday session." Soil Erosion" was the subject of the address presented by the college president at a special conference on soil conservation yesterday afternoon. Knapp acted as chairman of the group conference also. List of speakers for the convention includes Governor James V. Allred, William E. McCraw, attorney-general, Col. E. O. Thompson, railroad commossioner, and other prominent Texans interested in soil conservation and topics vital to West Texans.

Other addresses scheduled by the college president and the property of the college president and the college president and the college president and the college president and the college president actions, carrying out this (See PHI PSL, page 4

South American
To Visit School

Dr. Juan B. Verges, who is in charge of research for the Argentine Corporation of Meat Productine Corporation of Meat Productine Corporation of Meat Productines, a large packing business owned by carthemen in Argentine, visits of the campus tomorrow as special guest of the animal husbandry department.

Dr. Verges, being particularly interested in the production and marketing of livestock, visits two ranches near here after viewing the college. On a tour of the south, he is studying methods that will help beef production in his country. W. L. Stangel, department shead, said.

Library Receives Book

By Noted Astronomer

"The Realm of the Nebulae" by Dr. Edwin Hubble, July, 1936 selection of the Scientific Book club, was placed in the college ibrary this week.

The book contains reports on the dwork done during twelve years exploration of space which has dar vanced to the realm of the nebulae, and the realm of the nebulae, and the realm of the nebulae, and the factor of chemical engineering students and two faculty members of the history partiment, Dr. O. A. Kinchen, nest wallace, C. D. Eaves, and it for college, May 24: and the result of the college may 21: commencement at Floy dada, May 21: See SALIYOUT, page 61

The great in the first make of the first the public part of the first work of importance to the first part of the f

King Branton Occupies Theater Throne Also At Annual Event

## Offices At West **Texas Gathering**



## OREADOR A

Established in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

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Burnice Walker	Business Manager
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### Student Cooperatives Offset Rapidly Increasing Living Cost

SINCE the Administration is considering the establishment of cooperatives here at the college, an editorial on this subject appearing in the Daily Texan quickly drew our eyes to the discussion. Perusing the paragraphs, a wealth of sound logic became evident.

came evident.

In his writing, the editorialist has pointed out many advantages and reasons why for students cooperatives. Believing this movement to be worthwhile, and finding the Texan scribe taking the issue right down our alley. The Toreador hoping you benefit from his arguements, passes the discussion on to our readers.

discussion on to our readers.

"THE costs of living for the American consumer are rising rapidly, far out of proportion with the rise of the wage level. The costs of living for students is no exception to this evident truism, and it has not been offset by any corresponding increase in wages for student workers. We may expect the student costs of living to continue to increase, while it is doubtful if there will be any deviation on the part of student employers from the tewnty-five and thirty-cents and hour rate now being paid.

"Furthermore, the student consumer is faced with the possibility of an increase in fees which along with the rising costs of living and the static position of wages would weed out a great many students of meager means. Students in other colleges and universities are not unaware of what is taking place, and realizing that financial conditions might become such as to prevent completion of their schooling they have taken steps to offset these disadvantages.

"Perhaps the outsanding aspect of the

vent completion of their schooling they have taken steps to offset these disadvantages.

"Perhaps the outsanding aspect of the cooperative movement in the United States has been the phenomenal growth of student cooperatives in American colleges, designed to meet this pressing student need.

"The past two years have seen the student cooperatives grow from a few small collective enterprizes to some 160 organizations doing a total business of almost three millions of dollars annually. Operating everything from a cleaning and pressing shop to a book store and boarding house, these student cooperative organizations have saved needy students thousands of dollars, and in turn have enabled them to continue in school. Not only that, but they have been able to carry on an educational program designed to acquaint the student consumer with the quality of the commodities that he purchases elsewhere, and to protect him against false advertising and the adulteration of the goods he consumes.

"THE subsequent consolidation of many of these cooperatives has made the student consumer a potent force whom the local merchant has had to consider in formulating his business policies. Furthermore, it has made the student conscious of his needs as a consumer, and it has supplied a medium through which he can act effectively.

effectively.
"In the face of increasing costs of livin the tace of increasing costs of IV-ing, the possibility of an increase in fees, and the failure of student wages to rise correspondingly, one alternative which thousands of full and part-time working students could study is the student consum-

### Today's Thought

THERE are five tests of the evidence of education — correctness and precision in the use of the mother tongue; refined and gentle manners, the result of fixed habits of thought and action; sound standards of thought and action; sound standards of appreciation of beauty and of worth, and a character based on those standards; power and habit of reflection; efficiency or the power to do.—Nicholas Murray Butler.

### One Plea That Officials Should Weigh Carefully

THE same questions that usually hit student conversations in the spring is resounding again this year. When will we get our yearbooks? Can't some provision be made so that La Ventanas may reach the purchaser earlier? These inquiries continually find places in campus sessions as the semester speeds rapidly to the concluding point.

as the semester speeds raphily to the concluding point.

Receiving these requests from student after student, one of the La Ventana heads recently visited the office of a college official who has the power within his grasp to remedy the situation. When the executive discovered the object of the student's call, he retorted, in effect, "If you're in such a hurry, you can sell the yearbooks for five dollars each when they arrive." The annual representative left the office disgusted after the uncalled for crack.

Too often lately, college officials have appeared too independent. They refuse to listen attentively to requests from collegians and do not discuss the matter under consideration fully. Instead the school heads assume the air that "Who do you think is running the institution. 'I'm always right and you're obviously wrong."

BUT arguing that is tangent to the editorial subject. There is no doubt but that some method could be devised to warrant early distribution of La Ventanas. The Toreador realizes full well that some inconvenience comes with the clearing up of deposits, the excuse so often given as prohibiting early delivery of yearbooks. Yet we are convinced tambien that no campus situation arises without a satisfactory solution coming with the difficulty. Perhaps a conference with all angles from both sides being completely discussed would bring results. The Toreador, admitting that some of the details are not available presently, offers this suggestion.

The college business office would clear every student two weeks before the semester closes. Should the enrolle destroy school property or allow library fines to pile up, the Administration would hold the whip over the negligent one by refusing to release or even acknowledge his grades until he or she had paid the incurred indebtedness. This is only one of several methods officials might employ to collect a debt made after passing out of the annual school publications.

### Peace Safety Needs Unified Movement

A THOUSAND students gather to damn war and at the top of their voices shout their damnation and haven finished their shout turn, walk away, and forget their oath. The strength of the nation, its youth takes a stand and forgets about it.

It is not a matter of loyalty or patriotism, not a matter of courage or strength, it is a matter of being smart and staying smart. Peace week is ended, and peace will end with it unless youth action consists of more than a yearly shout. A peace strike is more than a convocation program, it is the annual statement and declaration of a year's work for peace. Our strike was the same.

A follow-up must be planned, organiz-ed, and maintained; it is our duty to our-selves to bore to the very roots of conflict causes, pull up these roots, and not be content with a handful of leaves. Our task has been laid before us; propaganda must not fool us into believing it an impossible one.

one.

Human nature perhaps can not be changed, but clearly defined precepts can be formulated; and as society has outlawed personal murders, so it shall outlaw mass murders. We, the powerful youth of the world, must do the outlawing or die victims of men who would rather be our friends. If life has no value, and we have no fear of death, let us die killing our real enemies and not men we have never seen.

—The Collegian.

### The Reader Says

WANTS HIS LA VENTANA EARLY

Quoting from a news story in Saturday's Tor-eador, we find this sentence. The books will be distributed as soon as breakage and library cards are cleared."

erecerererererererere

### Worm Helps Federal Attorney Get Education; Sigma Chis Scatter As Skunks Pay Fraternity House Visit

Discover That Brother Socializes Animals And All's Well

A romantic frosh at a large eastern university met a girl at a spring prom, became so inspired by her beauty, that he wrote her a letter. But on its completion, realizing he had failed to get his "beloved's" name, he addressed it "To the Most Wonderful Girl in South Orange, N. J." A few days later it returned unopened market c/o Lost and Found, "To the Dumbest Boy at Princeton."

"The American Tragedy" was the subject of a contemporary lit-erary quiz at Lehigh university One bright junior scribbled down the numbers of the questions and wrote, "This is the tragedy," and signed his name.

### Lyric

Weds. and Thurs. Buddy Rogers Mary Brian

"Week-End Millionaire"

### Tech Theatre Weds. and Thurs.

"Walking On Air"

Gene Raymond Ann Sothern





SAMUEL GOLDWYN WOMAN CHASES MAN

MIRIAM HOPKINS

JOEL MC CREA Charles Winninger - Erik Rhodes

RELEASED THRU UNITED ARTISTS SPECIAL ADDED ATTRAC-TION-NEWS SPECIAL

> The Hindenburg Disaster

## Introducing Who's Who

THE lowly worm helped Ralph L Emmons, federal attorney at Albany, N. Y. work his way through college.

Picking worms off the University of Michigan golf course was one of the odd jobs that contributed to his getting an education. "The job paid me 20 cents an hour" said Emmons. "Attendants poured a chemical on the ground to bring the worms to the surface I picked them up."

When they saw two skunks strolling through their living room, members of the Sigma Chi fratern ity at Colgate university sprinted for open spaces.

Daring men who inched their way back into the room got a surprise when they saw Richard Dollison, a brother, stroking the pole cats.

Daring men who inched their way hack into the room got a surprise when they saw Richard Dollison, a brother, stroking the pole cats.

A romantic frosh at a large eastern university met a girl and the content of the con











CRAIG'S WIFE





NATION-WIDE RAIL-AIR SERVICE











BACK GUARANTEE

PRINCE ALBERT MONEY-

Smoke 20 fragrant pipefuls of Prince Albert, If you don't find it the mellowest, tastiest pipe



PRINGE ALBERT THE NATIONAL JOY SMOKE

Nar

### Coed Puzzles Moguls



### So They Tell Us

## Ace Hurlers Perform This Afternoon In Kemas-Rat Game



### Home Ec Students Get Teaching Jobs

Ruby Ethel Hayden, senior nome economics student from Pickton, and Mary Catherine Oouch, Pecos senior, have accept-ed home economics positions in Texas schools for the 1937-38 ses-sion, announces Dean Margaret W.

### Quarterly Club Members Name League President

## **Tox Wiginton Opposes** Trenary In Third Game Play Cowboys Of Championship Series This Weekend Lindsey Telford Thumps Teammate, Carlson,

Racqueteers

## Golf, Tennis Teams Annex Titles As Tracksters Win Fourth In Loop Meet

His Golfers Win

Soph Chapman Strokes To Easy Victory In

son predicts Matador supremacy two more years. Cowan Leads Vaulters Garnering 15 points, the Mata-dor thinly-clads finished in fourth notch. Arizona university rolled up 71 counters to take its fifth track and field crown, followed by Uni-versity of New Mexico with 44% points, and Arizona State with 17%.





### Chaparritas Entertain Phi Psi Plans Thursday With Dance; Annual Event Sans Souci To Picnic Textile Fraternity Holds

Books Annual Spring Affair Saturday

In A last-minute flurry before repring finals" and close of school, social and campus clubs picnic, dance, and banquet in every spare moment from scholastic duties. Besides scheduled campus organization activities and the Cotton Carnival Friday night, weekend affairs include Sans Soucipiedge picnic this afternoon, Las Chaparritas tea dance tomorrow evening, and Kemas club annual spring festival dance Saturday night from 9 until 12 o/clock at Hotel Lubbock.

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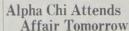


For Summer Comfort

J. C. Penney Co.

Wind thru the the (continued from page 1)
R. station for the TRIP, a QUEER.
CENSUS was taken. RESULTS:
Nineteen out of 20 FISHMEN had
SNAKE BITE LOTION.
IRATE CONDUCTOR on the
EXCURSION CARS apprehended
beverages from BILL SPIKES and
GORDON HANNA Lemonade, my
lads, is to be consumed at the picnic, not BEFORE.

JANE WILSON, the MOOCHER,
finally got enough to become spirited. KATIE HOWELL, an afflicted
woman herself, tried to be nursemaid.
FISH SCHMID took over SONJA



Textile Fraternity Holds Cotton Carnival At Theater Friday

(continued from page 1)

Theater Friday

(continued from page 3)

Theater Friday

Theater Friday

(continued from page 3)

Theater Friday

Theater Friday

(continued from page 3)

Theater Friday

Theater Friday

Theater Friday

Theater Friday

New officers are: president, hard 20 or of the other record-smashing performance.

The loop meet marked the final competition of the season for the track and golf squads.

Coach Jimmy Allen's netters hope to continue their winning in future meets this spring.

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Alpha Chi Attends
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# TELL The Lucky Girl

## When The Clock Runs Down

Senior Girls!

THE SWEETBRIAR SHOP has an eight day clock in the show window with the names of all the Senior girls on it. The clock will be wound and started running Thursday morning and will run until it is run down. The girls on whose names the clock hands stop will receive free any pair of shoes in the entire stock. If you are a Senior girl your name is there. Watch for the clock to stop. You might be the one to get the pair of shoes you've been wanting and absolutely free. It's a chance worthy of your at-



THE SWEETBRIAR SHOP has the seas on's loveliest styles in ladies shoes for every occasion. For sport and street wear, evening and every other need you can find just the smart pair of shoes that you have been looking for. Don't fail to see this excellent stock of shoes all at reas-



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