VOLUME XI

Doctors' Give Affair In Horn Hall, Beginning At Nine O'Clock

NUMBER 39

# Dixon, Stiff, Laine And George Win Student Offices

## Reeves Sends Films Showing Coeds To Rose

Yearbook Editor Expects Choices By Producer Early Next Month

THREE hundred feet of mov

bduction equipment belonged
G. "Bill" McMillan, contract, and amateur photographer, es, editor of the college year-was assisted by John L. King Cedric Gragg, engineering stu-

## **AWS Chooses** Heads Tuesday

Polls Open At 8 O'Clock; Coeds See Candidates

Salloting to select officers for the Association of Women Students, of which every Tech coed is a member, takes place Tuesday. Boxes are to be placed in the Asministration and Home Economics building. Voting continues from 8 a.m. until 5 p. m. Lois Spraggins. AWS, president said.

Candidates were introduced at an Marjorie Effect, and Doris Johe control and the processor of the Candidates for processor. All students interested in Journalism confirmed from 21st of the Asministration They include: Lila Marie Brannen, Marjorie Effect, and Doris Johe, Cents Brannes, Marjorie Effect, and Doris Johe, Candidates for present said.

Person College Shop Deliard and Frances Enlare price, Land and Frances Enlare price, Water, Granting committee Consequence of Mass and Shadows and Shadows

# They Direct Student Publications Next Year









Students this week placed four persons, shown above from left to right, in charge of their publications next year. Burgess Dixon of Big Spring, present Toreador news editor, sits in the chief's chair during the 1937-38 scholastic period. Morris Laine, journalism major from Spur, handles the newspaper's business affairs. He was unopposed for Toreador business manager. The first girl to edit a student publication at Tech, Marie George, Lubbock resident, heads La Ventana staff next year. Lawson (Buddy) Stiff assists Miss George, defeating two candidates for the yearbook managership. Stiff, business administration enrollee, comes from Beaumont.

# **Debate Teams** Go To Durant

the subject of an address by the subject of the output from a FOPFING STEW PAN of GOSSIP the HOT FRITTENS of College "CONKINGS" CONKINGS" CONKINGS and the subject of the subject of an address by the subject of the output from a FOPFING STEW PAN of GOSSIP the HOT FRITTENS of College and Columbia, Mo. or knowledge and we were processor of philosophy in a subject of an address by the subject of the sub

### Toreador Takes Challenge Of TCU Student Who Says He Is Ugliest; Newspaper Plans Campus Contest

# Who's Who Lists



# **WAA Initiates**

WAA Initiates

New Members

New Members

New Members

Twenty-Eight Coeds Take

Vows With Association

At Gym This Week

"A stiff and strenuous initiation", said Chairman Lois Paulsel, was given to 28 new members of the Women's Athletic as so ciation

Thursday night in the symnasium, Initiation by warfix took tests of skill and were recorded. New members of the week.

Plans for the initiation, explained Wake, Plans for the initiation, explained Wake President Elise Tucker, were made by a committee congress of the week.

Plans for the initiation, explained Wake President Elise Tucker, were made by a committee congress of the week.

New members include: Evelyn Catching, Juanita Corley, Dorothy Day, Ernestine Hudgens, Juanita Johnson, Lois Marie Killian, Margaret Looman, Mary Jo Luna, Elva Mee, Miss Paulsel, Juanita Corley, Dorothy Day, Ernestine Hudgens, Juanita Johnson, Lois Marie Killian, Margaret Looman, Mary Jo Luna, Elva Mee, Miss Paulsel, Hudgens, Gentler, Sand Lina Freadwell, Fay Hodge, and Lillian Education, Maris Shook, Betty Jo Watson, Marym Watson, Elia Embry, Catching, Juanita Corley, Dorothy Day, Ernestine Hudgens, Juanita Johnson, Lois Marie Killian, Margaret Looman, Mary Jo Luna, Elva Mee Mills, Lou Ella Embry, Catching, Juanita Corley, Dorothy Day, Ernestine Hudgens, Juanita Corley, Day, Ernestine Hudgens, Elia Engra, Elia Engra, Elia Engra, Elia Engra, Elia Engr

### White, Johns Lose To Big Spring Student In Toreador Head Race

Nearly 1,200 Cast Votes In Selection Of Publications Officers Thursday; J. George Trails Victor In La Ventana Business Manager Contest

STUDENTS promoted Burgess Dixon of Big Spring, present Toreador news editor, to the chief's chair and named Lawson (Buddy) Stiff, arts and sciences student from Beaumont, La Ventana business manager for next year in campus elections conducted Thursday.

Opposing Dixon were Paul White, Hamlin, managing editor of the semi-weekly newspaper, and Raymond Lee Johns, Slaton enrollee, also a member of the Toreador staff. A total of 1,161 students cast ballots after a quiet campaign.

George, Watson Lose

students cast bullots after a quiet campaign.

George, Watson Lose
Stiff gained victory over two opponents. Jerome George, pre-med student from Lubbock and Bobby Watson, Brownwood, arts and sciences student, sought the annual business managership.

The list of candidates for publications officers showed two unopposed nominees. Marie George of Lubbock, first coed to edit a student publication since the school was founded in 1925, takes charge of the yearbook next year. Miss George, who has been serving as assistant editor under Winston Reeves, is enrolled in the arts and sciences division with a journalism major.



OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Jim Lindsey	Editor-in-Ch	Editor-in-Chie		
Burnice Walker	Business Mana	g		

			Dusiness	Man
-		_		

EDITORIAL :	STAFF
Managing Editor	Paul Whi
Associate Editor	Morris Lair
News Editor	Burgess Dixo
Society Editor	Josephine Powe
Associate Society Editor	Lorena Owen
Feature Editor	Mary Howe
Copy Editor	Mary Cob
Religious News Editor	Ruby Lee Lear

REPORTERS: Betty Bizzell, Bertle Doty, Maxine Fry, Harold Hams, Fred Harrell, Artie Hicks, Wood-row Holt, Don Miller, Thomas Miller, Furlelle Mc-Clain, Cecile Parsons, Pauline Phillips, Helen Simms, John Harvey Scoggin, Mary Watson, Russell Wil-kinson, and Marie Zimmermann.

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

Dept. Desk — Sport, Society Editor's Desk — Eng. Bldg. Eng. Bldg. 1283\_\_\_ Night Editor Eng. Bldg

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### It's Time For Consideration! **Date For Spring Election Nears**

THIS week students named publications officers for next year. Although some weeks must elapse before the student government heads are to be chosen, now is the time to start thinking about prospec-

the time to start thinking about prospec-tive candidates.

Aside from carrying no small amount of honor and prestige, the several student offices also have responsibilities and du-ties that should be taken into considera-tion in the choice of enrollees who fill

Many leaders stand out from the crowd because of their obvious ability, but too frequently students are borne into places for which they are ill-fated on a wave of mushroom popularity or droit poker-game tactics that are realized only after the elec-

pear at a minimum.

The Toreador should like to see a continuation of sound judgment and careful thought given to the selection of those who direct student activities next year. Because we do, The Toreador offers this suggestion:

suggestion:

Do not wait until the ballyhoo starts to make your survey of election possibilities. It is too easy to make a mistake. Weigh them now—and weigh them well. Interview friends as to their qualifications. Be present for nominations and the election. Back up your own conviction on the merit of the candidates. Be sure you help choose capable and conscientious student leaders!

# Flood Crisis Proves Generosity Of Americans When Aid Is Needed

THE generosity of the American people has been proved boundless. They have responded to the call for help from the flooded area with unselfishness so that the destitution which usually follows in the wake of catastrophe will be to a large degree eliminated. gree eliminated.

gree eliminated.

With no knowledge other than that given by the press and radio, millions have given all they were able to give, and more. They have deprived themselves of pleasures so that others may have necessities. Those not actually touched by the flood waters might have thrown the burden to the Community Chests of the country, or left it entirely to the Red Cross and similar organizations. But instead they have donated over eleven and a half millions of dollars to alleviate the suffering.

Business and industry have proved

dollars to alleviate the suffering.

Business and industry have proved their humaneness by joining hands with individual and organized emergency relief. They have made available all their power, resources, and influence without asking or expecting recognition.

To those whose faith in man has wavered it is an inspiration to see this generosity. To everyone it is an opportunity to take part in a movement inspired by human kindness and unsulfied by graft and corruption.

### Today's Thought

The most delicate, the most sensible of all pleasures, consists in promoting the pleasure of others.—Bruyere

Wholesome thoughts within are the best protection of evil from without.

It is embarrassing to others when you give yourself too many encores.

### 'Tech Is Statewide Service Institute'

(Editor's note: An interesting discussion on services rendered to Texas Youth by Texas Technological college, written by Clarence Ousley, Fort Worth Star-Telegram columnist, is reprinted below. The article appeared in Wednesday's issue of the Fort Worth newspaper.)

ed below. The article appeared in Wednesday's issue of the Fort Worth newspaper.)

TECH IS STATEWIDE SERVICE INSTITUTION

The surprising growth of Texas Technological college at Lubbock, as reported in the February bulletin of the institution—an attendance of 1.043 students in its opening year of 1925-26 and 2,748 in the year of 1935-36, with an assurance of more than 3.000 in the year 1936-37—is evidence that the college is growing in public esteem much faster than the State's population is growing. This fact considered in connection with the further fact that in the last five years the ratio of attendance from distances of 50 or 100 miles is greater than that State's population 135 counties of the State is evidence the college is more and more becoming an institution of statewide service.

In the original popular concept of this institution it was a West Texas college, West Texas in the sense not only of location but of purpose and scope a grant by the sovereign State to a peculiar and militant section in satisfaction of its pride rather than in supplying a statewide need. The act of the Legislature expressed a purpose far more than that; the language of the statute is "a state college for white students;" it was a West Texas constitution inty in its location "west of the ninety-eighth meridian." Its development has vindicated the legislative concept as distinguished from the popular concept.

er Texas.

It is true that the Agricultural and Mechanical College serves the same purpose, with other purpose, but not only is there room for both institutions but the broad objective of industrial development is so desirable that its approach is hastened by the activities of two properly equipped institutions which happly are characterized by cordial rivalry without narrow jeal-ousy.

Texas Tech in this its eleventh year has an enviable record of achievement. Its graduates are not yet old enough to have attained great distinction in the world, but they are occupying positions of usefulness in teaching, in technical and industrial responsibilities and in various forms of workaday business for which their specialized training fits them. In addition to the attainments of graduates the college has made important contributions to the technique of texties manufactures and to other branches of mechanical industry. It is vindicating the particular responsibilities of its field.

Like others of our institutions of higher learning it is in need of more liberal support for both expansion and maintenance. I do not undertake to catalog its needs, nor do I pretend to advise the Legislature how far it is warranted in going in the way of enlarged budget of expenditures. In view of the increasing college attendance all over the Nation it begins to appear to me that a policy of selection of students fit for college education may become advisable if not absolutely necessary. The point I wish to make is that Texas Tech is a state institution in the broadest sense, and as such is fully entitled to the same consideration given to any other state institution. It is serving the State efficiently, economically, and in a way differentiated from the service of any other. It is a stature of its own height; it is cast in a distinctive mold, and while different in a degree it is inherently and conspicuously Texan in every purpose and activity.

Moreover, from personal knowledge and without disnavagement of any other restriction.

### THE EDITOR'S MAIL BAG

Mr. Jim Lindsey

Mr. Jim Lindsey
Dear Sir:

I am writing you briefly my impressions of
your country and people as I was one of the
members of the Legislature which came on the
trip to Lubbock recently. I had never been to
this country before.

The first thing that I was impressed with
was the country. I think you have a wonde-ful
country. The second thing that impressed my
two properties of the second that the second country. The second thing that impressed
was your beautiful towns and educational institutions. I say frankly that Texas Tech is my
ideal of an education institution as they are
teaching the youths not just theories but really

### CAMPUS CAMERA

### WHEN IS A JUNIOR SENIOR A FRESHMAN?



## A Cub 'Moseys' Around

Young Reporter Writes About Happenings On Tech's Campus

Enthusiasm is running high among journalism students now over the proposed college magazine. With over thirty new journalism majors and a great deal more minors, there is plenty of material to sponsor such a publication. Burnice Walker says that there are enough ads to pay for it, so we are looking for a magazine on the campus next year. Orchids to Walker for starting the project.

In our reading we find that the fearless Sinclair Lewis travelled over to England to shake hands with H. G. Wells and then got cold feet . . . George Santayana, au-thor of "The Last Puritan," once worked on the college paper at Harvard with William Randolph Hearst . Rudyard Kipling who was once turned away from Hearst's ffice, has received more pay for is work than any other writer.

THROWS "PLANT" SHOWER "I do" and "stork" showers are dinary compared with the one-rown for Texas A. and M. college members of the Kingsville, Tex-Music Club. It was a plant ower to beautify and "green "the grounds around the dormi-ries."

WE STRING TENNIS RACKETS Same Day Service

Varsity Bookstore

SKATES FOR RENT

1 Hr.—15c 2 Hr.—25c

Varsity Bookstore

The New ROYAL PORTABLE TYPEWRITERS

Touch Control and new features, a rea

**Used Typewriters** OFFICE SUPPLYACO.

### From Other CAMPUSES

THREATENING to use their parking-power if the student administrative assembly rules against wearing corages at formal affairs, coeds at the University of Western Colories are early to ploy

strike.
"Down With Flowers for Madamoiselle!" petitioned the men to the student administrative assembly. But the women are countering with an "I Won't Dance" attitude and declare that they'd ratter stay home than attend a formal without a corsage.

The Z-man at the University of Minnesota got more than he expected when he ran this ad in the Minnesota Daily:
"Wanted—Girl for fraternity party Saturday. Blonde, 5 feet 5 inches, good-looking, good-daneer. Gl 2133, "Z."

Reporters phoned Gladstone

Reporters phoned Gladstone 2133 time and again in an at-tempt to get the lowdown on the Z-man, but the line was

tempt to get the lowdown on the Z-man, but the line was busy.

"He was sort of nice looking," was all the girl who took the ad could supply.

And the Z-man got his girl. "They kept the telephone pretty hot," he admitted, and complimented The Daily for getting out and reaching the public.

"Tye found that girls in Minmesota are more skeptical than girls in Montana. I had a hard time convincing some of them it wasn't a gag. They just called up to shoot the bull a while. I'm always willing to do that, but I was really sincere about getting a date for the party. Everything's fixed up now, though," he said.

"Hope you have a nice time," put in the reporter.

"Yeah, I think I will—she's got a car."

### LYRIC 20c Sunday and Monday

"Two Fisted" Grace Bradley

Tues, and Wed.



SECRETARY

### **One-Minute** Interviews

S. Willene Wimberly: Realizing hat my term theme grades are etter than they used to be. Bee Mass: Finding that I didn't nake all D's in my gradebook. Ivan Little: Finding a professor who agrees heart and soul with

ny ideas.
Chandler Mathis: First and only
0 I made on a chemistry exam.
Edwin Libby: There aren't any.
Dorothy Daniels: When I met

that engineer.

Raymond Libby: Knowing that she's at least interested in me.

Quanita Johnson: The night Martin's on college avenue explod-

Palace
South Plains Pinest
Sun., Mon., Tues.





GREEN LIGHT MARGARET LINDSAY Sir CEDRIC HARDWICKE Walter Abel • Henry O'Neill A Frank Borzage Production A COSMOPOLITAN PRODUCTION

A First National Picture - Presented b Werner Bros. - Music by Max Stein BOB BURNS

SOUTHERN EXPOSURE

Question: What has been your biggest thrill while attending college?

Helen Lehmberg: Seeing the attendance mark at Tech jump above 3,000.

Mary Etta Bean: Being present ed.

Vera Beth McClellan: When found out I could be a peroxide blonde.

Lois Paulsel: Making a Baverage this semester so I may stay out until eleven o'clock for the wrestling matches.

Beth Houston: I ain't had no thrill.

Jean Fagala: Texas Tech beating TCU.

Frances Allison: Hearing the victory bells ring all night.

William Green: My biggest thrill is yet to come.

Debbie Crouch: It wouldn't thril you.

Gladys Poe: Fil get a thrill when I pass Dr. Goodwin's organic chemistry.

Mary Price: Getting an orchidone.

Emma Nell Thatcher: Recognition day.

Kay Donahue: I'd hate to tell.

Erma Nichols: Passing geography under Dr. Sidwell.

Quanita Sentell: I'll have to think it over.

Gleien Eldridge: Getting an orchidone.

Emma Nell Thatcher: Recognition day.

Kay Donahue: I'd hate to tell.

Erma Nichols: Passing geography under Dr. Sidwell.

Quanita Sentell: I'll have to think it over.

Gleien Eldridge: Getting girls addresses by request of upperclasse men.

William Green: Making an F in English 131.

Roger Watts: The trip to Los Angeles when we played Loyola.

My Gray: The biggest thrill I have gotten is when I found Tech to be the friendliest place in Texas and the well not marry is proposed to the well and the well not marry is proposed to the well and the well not marry is geography under Dr. Sidwell.

Quanita Sentell: I'll have to think it over.

Gleight My Gary: The biggest thrill I have gotten is when I found Tech to be the friendliest place in Texas and the well not marry is proposed and proposed

# **Broadway**

Sunday and Monday "Early To Bed"

Mary Boland Charles Ruggles

Tues. and Wed.

### HE CONQUERED ALL BUT LOVE!





**OPENING TODAY!** A New Avenue Hangout

**HOWARD'S** 

Coffee-Rolls

Hamburgers

Sandwiches

Fountain Drinks Cigars-Cigarettes

Candy

Across from Tech Theatre on the Corner

.G Ar Mata

Golfe

For

Seeks

### Coaches Wrestling

George Underwood of Jay, Okla., who played kethall with the varsity last semester, is coach-wrestling at an Indian reservation in Albuquer-t. The national government offered the position the former Tech student.



### Saenz Tops Scoring

ALBUQUERQUE, N. M., Feb. 25—(Special)-nuel Saenz, New Mexico university forward, pace orers in the Border conference basketball chas th 163 points. "We'll win the circuit crown," h

# Dates Set For Second Annual Toreador Golf Tournament

# Around The Matador Arena

Yes Sir, Baseball Is In The Campus Air; And Golfing, Too

BY JIM LINDSEY

A word of warning' Monday is positively the deadline for entries in the intramural volleybal tournament. If you or your campus club plans to compete, you had better contact Cy LaMaster and fill in an entrance blank.

Squad Boasts Talent In Events; Cowan Stays Home Next Week

Plans are being made for the second annual Toreador golf tournament on Meadowbrook course. Much interest was manifested in the meet last year, prompting the student semi-weekly newspaper to sponsor the matches again this year. Following a conference with Meadowbrook officials, The Toreador announces definite plans and awards early next month. Watch this column for slants on the golf tournament.

Golfers Gird

For Schedule

Coach Jackson Appounces

Coach Jackson Appounces

We are strong in the burdles.

mg that the locals may play Baylor university during the downstate jog.

Seek Opponents

"We plan to play schools in the surrounding territory also." Jackson explained in going over the proposed card. "We are dickering with West Texas, Ablene schools and Border conference members while pressing our claim in the Southwest loop."

Manson Allen, Tech's No. 1 playmet last year, is back with his irons glowing for tournament heat. Another letterman, Bob Hale, says his feet want to tramp on course tierra firms also. Additions to the squad include David Keithley, Lindsay Telford, and Tom Bucy. Squadsman Harold Crites joins the golfers again.

Jay Smith, who attended Texas Jay Smith, who attended Texas as meester, is second.

clock in the same from the golfers again.

Jay Smith, who attended Texas Tech for one semester, is second in points scored by individual members of the Texas Christian university baskethall team. He has made 29 points in the last five teams 29 points in the last five teams.

## -Glancin'-- Student Linksmen Begin Picadors Seek Matches April 4; Paper Wins In Anton Gives Gifts To Victors

Ranking Varsity Squad Members Are Ineligible To Enter; Championship Flight Winner Receives Silver Trophy; Sponsors List Other Awards

# Track Team Goes South

Coach Jackson Amounces
Tentative Card; Team
Seeks Loop Crown
Their fingers itching to grip the stick. Tech's golfers who made Southwestern conference as well as Border circuit teams respect them last year, took up the task this week of brushing up on their game for a "big time" card being arranged by Coach J. W. Jackson, A bit discouraged by the loss of Red Doberty, an asset for any college links representative, the Techs plan to fill in the missing gap and their share of honors. Grab Chompionship Of course Tech's goal is the Border champion and middle-distance runner. Pat Stout, high jumper, who also wears a letter: Herbert Fields, dashes, former Champion in high hurdles; Elmer Tarbox, hurdles; Marsh Farmer, hurdler from last year's team; Ralph Belfanz, former Abliene high quarter miler; Russell Cook, distance runs; Truitt McEachern, broad jump; and Bill Holcomb, weights.

The Horned Frogs and Texas Wesleyan active state of the tourney last year and they say "We intend to do it again."

The Horned Frogs and Texas Wesleyan active active the text of the tourney last year and they say "We intend to do it again."

The Horned Frogs and Texas Wesleyan active active the text of the tourney last year and they say "We intend to do it again."

The Horned Frogs and Texas Wesleyan pointed dates have not been set, Jackson pointed out, in stain git that the locals may play Baylor university during the downstate jogs.

Seeval freshmen are also working out and plan to enter preparatory school division of varsity meets this season.

Wen plan to play schools in the fourner of the first manual volleyball tourners. The first manual volleyball tourners the first manual volleyball tourners.

# Cage Tourney

Butts Takes Quintet To Independent Wars In

Directs Golfers | Matadors End Season



# Marked By Success In Contests On Hardwood

Arizona University Falls Before Scoring Scourge In Concluding Game Fourth In A Row



# Aggie Students Attend Annual Banquet At Doak Hall Tonight

# Raiders Beat Arizona Cats In Last Game

Blue Brigade Quint Falls Before Scoring Scourge In Concluding Game

### Committee Okays Bill That Gives Money To School

A bill for \$4.000 for street topng and \$15,000 for construction
cottages on the campus was apoved by the state senate finance
mittee, according to informan received from Senator G. Hotr Nelson at Austin.
If the bill passes of the state of the s



ECTORY).

The TEA KETTLE and the WAFFLE IRON both SIZZLE that BURGESS DIXON might have WON HIS RACE by a greater MARGIN if (DON'T SPILL the BEANS) EARL GLOVER had supported HIM.

WHO WILL WASH the DISH-ES? "I will said LOIS MARIE

### SUMMER EMPLOYMENT

Reader between 10;00 o'clock and 4:00 o'clock Monday, March 1, in the east rotunda of the Administration building.

## Chappelle Presides As Texans Show Toastmaster; Merrill Tops List Of Speakers

Talks At Banquet

Arrives This Morning; Lamb Praises Guest

# Interest In Art Exhibits

Regional Soil Concervator Submit Work For Display In Museum On Campus **During Contests** 

DIAMOND LOANS JENKINS JEWELRY

### Fifteen Sophomore Girls Join Junior Council; To Serve This Semester

Fifteen sophomore girls have been chosen to represent their class in the Junior council for the remainder of the year, Marjorie Elder, president of the women's organization, announced this week. Those chosen for work in the upperclassman organization are: Dorothy Mann, Vernon; Bernice Grundy, Quitaque; Mary Dee Miler, Greenville; Mary Jane Noah, Seymour; Queenelle Sawyer, Brownfield, Lorraine Watson, Friona; Grace Stengel, Menard; Floy Glenn and Margaret Hemby, Sweet-

Stags \$1.00

STUDENT RATES

# DANCE

Horn Hall

Sponsored by Pre-Med Club

## DICK DICKERSON'S ORCHESTRA

Saturday, February 27, 9 O'Clock

Semi-Formal

### Mister Tech Student!

Have You Tried Our Special

A Trial Will Convince.

MEAL TICKETS

at GA-WA CONFECTIONARY



"Allure"

Simple? Very! But how effectively this artful simplicity frames your vivid face! The indented crown and the smartly tied felt bow are points of interest. Felt, in a variety of your favorite colors. \*6.75



Gholšon Co. Lubbock

# Cary Grant says:

"a light smoke rates aces high with my throat"

"Luckies have been my cigarette for five years now. I rate them a 4 star cigarette. They're always good to the throat, and taste so much better than other cigarettes that it seems to me this 'Toasting' process is a swell idea. Yes, a light smoke like Luckies rates aces high with both my throat and taste."

APPEARING IN THE NEW COLUMBIA PICTURE, "WHEN YOU'RE IN LOVE"

Burgess Dixon

Toreador Editor

Morris Laine

Frank's Flower Shop "Flowers Sing a Love Song"

Toreador Business Manager

### Students--We Thank You!

ROSE

SPECIALS

real bargains

supply limited

come early

For your votes and support. To your next year's newspaper and annual, we pledge our best.

Marie George

La Ventana Editor

Lawson (Buddy) Stiff

La Ventana Business Manager

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.

Mr. Grant 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.



THE FINEST TOBACCOS—
"THE CREAM OF THE CROP"

A Light Smoke

"It's Toasted"-Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH