

**Johnson Talks** 

**To Collegians** 

### **College Honors Coeds** Hundreds Get **Bids To Rites At Graduation**

Knapp Mails Invitations To Officials; Class

SEVERAL HUNDRED invita-tions, listing program plans and speakers for Tech's eleventh graduation exercises, were mailed this week to local and state direc-tors and officials by President Breadtord Knapn.

For Outstanding Work One Hundred Nineteen Women Students Receive Awards For Scholarship, Outside Activity, And AWS Achievements During This Year

In Recognition Service

AWS Achievements During This Year
Standay, May 39, 8 p. m.-Bac

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In Gymnasium **Outstanding** Touring Fiesta Publicist Advises That Hearers Learn To Live With Abundance Attraction, Testify

"OUR living in an econ Jooss Ballet Critics derness can be ended by our rning to live with abundance," ank P. Johnson, sent here by the et Worth Frontier Fiesta, told ne 400 students and faculty European Company Appears On Artist Course This Fall; Mills Says College Is 'Very Fortunate' In Contracting World Famous Dancers

> The outstanding touring at-raction in the dance field this coming season, according to critics, is unquestionably the Joos European Ballet. Securing a contract with this company Joos European Ballet. Securing a contract with this company is the paramount accomplish-ment of the artist course com-mittee, said R. A. Mills, chair

man. The company that appears on the artist course in the 1937-38 semester consists of 22 danc-ers. There are 30 people in the company and the college will furnish ten stage hands, Mills stated.

stated. According to Mills, this one number including evening and matinee performances costs matinee performances costs more than the entire program of eight numbers in 1934-35. On

Seniors Alter Activity Plans Annex Honors

# Graduating Class Books Banquet May 29 At Campus Hall During Banquet

stated. Helping senior students in agron-omy with the contest will be Dean A. H. Leidigh and Dr. Young. Pla-ques go to three highest Individuals library this week. Plays of the Year," for 1933, '34, '35 and '36, were placed in the college library this week. Burns Mantle, author, has edited a volume similar to these each year since 1910. All copies are in

WAUES at SHADY SPOTS near SPEAKING OF HEAT, the COL-LEGIATE MIGRATERS must have done LOTS OF FISHING; at least tocal IGE COMPANIES report in CANNED DELIGHTS
WY A. Jackson, head professor IN CANNED DELIGHTS
WY A. Jackson, head professor in CANNED DELIGHTS
UP PALO DURO CANYON was went LA VENTANA STAFF for OVERNIGHT fun and FROLIGS
TALMED UP for the OCASION ware: WIM PF SICKSAIL PICTURE TAKERS, your SWIM MING ATTREE was SCANT and the SUN-TOASTED AREAS of YOUE BOLIED STORE it.
MANDE STATER WAS ALLES AND STAFF for OVERNIGHT fun and FROLIGS
PARTICIP TARE AND SCANT AND STAFF for OVERNIGHT fun and FROLIGS
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manualt tomorrow evening in Hil-tor hotel. The affair is scheduled at 7 o'clock.
New heads are: Maxine Fry-Floydad. president; Hugh McCult.
New heads are: Maxine Fry-Floydad. president; Hugh McCult.
May 28 he appears at Tabka High abchelor's degree in chemist at represident; Mary Meicher Howell, Knoc City, secter are: Claude Thompson, Lubbock, president; Wilnot Eaton, Rule.
Officers who served this year are: Claude Thompson, Lubbock, president; Wilnot Eaton, Rule.
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Officers Massing are were has tates.
Officers Massing are: Claude Thompson, Lubbock, president; Wilnot Eaton, Rule.
Officers Massing and instructor of physics at former states, are: Claude Thompson, Lubbock, president; Wilnot Eaton, Rule.
M. P. Clement, registrar, delive ing and instructor of physics at former states, and the clauge state conservert.
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M. P. Clement, registrar, delive ing and instructor of physics at form cass sta

CLIMAXING a season of activity and accompliahment, Director D. O. Wiley presents his 73-piece Matador band in the final concert of the year tonight at 5 o'clock in the Lubbock High school auditorthe program were Ruth Bryan Owen, Hjalmir Stefansson, and Tony Sarg's Marionettes. Win International Prize "The Green Table," creat Win International Prize "The Green Table," creation of Kurt Jooss and his musical collaborator, Fritz Cohen, which won first prize at the International Congress of the Dance, held in Paris in 1932, will be included in the ballets presented. "Ballade" featuring the world famous Noelle de Mosa, and the comedy, "A Ball in Old Vienne" are among the Joos European Ballet draws its presentalion and themes for dances from contemporary life, with its stage technique based on a mastery of recent prac-tices.

**Matador Band Gives Last** 

**Concert Of Year Tonight** 

Look To School **Dunlap**, Green

College Musicians Begin Concert At 8 O'Clock In High School

**Tech Cartoonists** 

May Receive Jobs With Disney Firm

sor of architecture and al has received application and requirements for study by graduate students are of Kleinschmidt sald Est Nancy Lou Jones, Lubbo other graduates planned application.

and newspaper and

Meivin Mitchell, club president, Weithow Mitchell, club president, Mitchell, club president, Mitchell, club president, Mitchell, Mitc By Popular Magazine In a contest conducted recently by the Saturday Evening Post, Nina Martin, junior arts and science student from Darrouzett, worn a cash prize, according to word received from the Advertis-ing Department at College of Busi-ness Administration. Boston uni-versity.

ity. iss Martin wrote a short com-ton Senator Arthur H. Van-berg's article. "The \$47,000,000, Blight," which appeared in the il 24 issue of the Post, in con-the Dusinger English 3311

BUARED over the set, Lodsworth by Sidney How-s MAMA NATURE gene O'Neill. Ito WEINERS and Each book lists best plays for HEATED the AIR wrights, and facts about the thea-WN.

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Page 2

### **FOREADOR** blished in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Jim Lindsey Editor-in-Chief

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### Paying To Be Told What To Pay For

PERHAPS the most susceptibile victim of present-day large-scale advertising is the college student. At every turn he is confronted with a radio announcement, a glaring hand bill, a slightly more subtle newspaper ad, or a squawky loud-speaker proclaiming the "just rightness" for the college student of everything from fairy face powder to ice cream slacks.

face powder to ice cream slacks. In no other group is the vogue in wear-ing apparel, superfluous indulgencies, cos-metics, and food more subtly determined than for the mass of college students by the advertisers—by the makers of "the na-tionally-advertised brands." Certain soaps are supposed to prevent body odors, and that will win you a charming husband or a wife. Certain creams are supposed to clear the skin and then you will become popular and receive numerous requests for dates.

CERTAIN brands of cigarettes are reput-CERTAIN brands of cigarettes are reput-ed to keep your figure at just the pro-per proportions, improve your breathing, and nothing illustrates this better than the picture ad of a sweet young thing. The pro-per tailored clothes are supposed to make one look taller, broader, thinner, wider, or thicker, depending on the original size and shapes. Various kinds of mouth disin-fectants will keep an engagement from being broken, if your best friends will be so audacious as to recommend the brand. So hourly by every possible means of

so audacious as to recommend the brand. So hourly, by every possible means of communication known to man, the college stadent is warned of the consequences of the failure to use the commodities that the advertiser has determined will have the mentioned effects. The student has not determined for himself whether or not the brands of goods he purchases are best for him. It has been determined by the unin-formed group who have been subtly mis-informed by striking ads, dramatic radio anouncements, and through the medium of handsome award contests.

of nandsome award contests. This is an unfortunate situation be-cause many of the brands most widely ad-vertised, and most generally used, will in no way measure up to the claims made for them by their manufacturers. It is un-fortunate again when consumers, especial-ly student consumers, have not used the instruments at their disposal for determin-ing the quality of the commodities they consume. ....

THE exact content of many soaps, drugs, cosmetics, and foods can be determined simply by an analysis in the chemistry and pharmacy laboratories. Then there are the numerous consumers' associations whose publications are designed to educate their members toward informed and intelligent consuming

consuming. There are also books published by au-thentic authorities who have made tests in their laboratories of most of the widely-known brands. Lastly, there are the con-sumer cooperatives which have had a phe-nomenal growth on college campuses dur-ing the past few years. Their purpose is more than merely to save on their purchas-es by collective purchases, for it is also to purchase wisely—securing the best quality of products, and at the same time avoiding the payment of perhaps 50 per cent of purthe payment of perhaps 50 per cent of pur that he may charge them for telling the about his commodity.—The Daily Texan

"Our higher education certainly fails "Our higher education certainly fails of its purpose if it does not produce indi-viduals who are at home in a modern world. That it cannot do this by escape from that world into a realm of abstrac-tions and fantasies has been abundantly demonstrated by the history of education itself." Dr. Harry W. Chase, chancellor of New York university, shows the futility of modern monasticism.

### Chicago's Hutchins Leads The Way In Education

EACH year 750 students matriculate at the University. They spend two years taking the college survey and sequence courses. Two years later some will receive bachelor of arts, bachelor of science, or ba-chelor of philosophy degrees from one of the divisions; the others will receive the same degrees from one of the professional schools

Most of the latter will continue on to Most of the latter wit continue on to become members of their chosen profes-sions. To these, this editorial is not direc-ted. The remaining graduates have a far greater problem. They will enter the bus-iness world with very little special train-ing, for they have taken degrees in cultur-tion of the special trainal fields

al, fields. During the past year volumes have been written about the purpose of an education. President Robert Maynard Hutchins, in his "The Higher Learning in America," set himself as the principal antagonist in the battle which is raging between leading American educators. Hutchins and his fol-lowers believe that an education should be general and cultural while his opponents, led by such men as Arthur Morgan of An-tioch college, endorse systems of vocational training. training Last

Last week in The Saturday Evening Post, a 1936 graduate wrote about his troubles in finding a business position up-on leaving college. He told how his friends who had specialized in such work as adverwho had specialized in such work as adver-tising, accounting, or chemistry had fallen into well-paying positions as soon as they left college. In the same issue of the Post, J. P. McEvoy answers the article with an essay on the dilemma of modern education and what is and should be done about it.

THE general impression given by both articles is that the holder of a bachelor of arts degree is no longer considered an exceptionally qualified individual, that ap-plicants for jobs requiring college degrees came at "a dime a dozen." In short, each year the universities of the United States are turning loose unto the business world thousands of graduates who have spent four relatively easy-going and fairly suc-cessful (they secured what they set out for, a college degree) years at the various schools. Since they have had no special training, they must start in at the bottom and learn everything about whatever type of business they may enter—if they are a

and learn everything about whatever type of business they may enter—if they are a member of the lucky few that do get jobs. University reactions to these articless should be varied. Some will say: "My God, Tve wasted my time." Others will say: "Tve had a good time and learned a few things that I never would have found out any other way." Still others will say: "But the University of Chicago is differ-ent."

"But the University of Chicago is differ-ent." Thue, the University is different, but may educators are wrong in saying that a may educators are time lag between what and the University in the words of Pres-order that the say of the saying that a may educators are time lag between what we are teaching in school and what is go-ato noting about. The new four-year college plan, al-though it stresses a general education in its urriculum, synthesizes both sides of the compromise between the warring factions. President Hutchins endorses the "6-4-4" plan of education, six years of grammar school, four years of secondary training, ad four years of secondary training, adove the college will be the graduate schools and divisions in which exclusive-ly graduate work will be carried on. ly graduate work will be carried on

ly graduate work will be carried on. ALONGSIDE of these will be a number of institutes of vocational training, some independent. Undoubtedly most of these students may get the very valuable general education during his stay in the college and the may spend two years specializing in a chosen vocation. This process of educa-tion will end at the same time as the pres-est university course of study but the students will be better equiped for life. The student will have the general edu-sition of the college behind him, during which time he has been subjecting to the broadening influence of world culture streams together with two years of special-ized training, during which time he has used he skills and techniques he will use when he gets out into the business. Thus we find that President Hutchins and his nontargenists are treally fairly close

Thus we find that President Hutchins Inus we find that President Hutchins and his protagonists are really fairly close together in their beliefs, but that they reach their end—the training of a student for life—by slightly different means. While the followers of President Hutchins are de-touring through the general curriculum of the college, the followers of the vocation-alists go directly toward specialization alists go directly toward specialization through the learning of skills and the practice of them—at least at Antioch—in practical business surroundings. Which is the better is a matter for the educators to decide, but it is evident that the longer way of the Hutchinites is the

the longer way of the Hutchinites is the fuller in all respects and permits the stu-dent to study varied subjects rather than limiting him directly upon graduation from a secondary school.—Daily Maroon.

A freshman at Los Angeles Junior col-lege asked his instructor recently if astronomy was a Bible course . . . it does with heavenly bodies but so does art, s it does deal

### THE TOREADOR

"A KNIFE-THRUST, a groan, a slithering sound as a body slipped to the floor, lifeless-and then the corpse got up,' begins a story in the University of Okla-homa paper. It refers to the meris dancing class, members of which are learning to die and silde to the floor without a bruise.

That "one-armed paper hang-er" we've been hearing about in proverbs for so many years is really alive and is working in Page hall on the campus of Ohio State university. "He's the last one I'd fire," says the foreman on the job.

I LOVE HIM BECAUSE: He's interested in hearing about me before he starts talking about himself.

He never thinks I mean things I say I mean when I don't. He dances well enough to be in-teresting and often enough to be worthwhile.

I love him 'cause, oh, gosh, it's rom season and a girl has to be a love with someone.

I LOVE HER BECAUSE: She doesn't ask me if I am stringing her along when she knows darn weil that I am. She doesn't agree with me too

She doesn't recognize my room-mate's clothes when I wear them. I love her, 'cause, oh nuts, no one else appreciates me anyway.— Flat Hat.

"Dear Father: Roses are red, violets are blue, Send me fifty; I love you." "Dear Son: Roses are red, some are pink, Enclosed find fifty—I don't think."

. . .

Says the Campus Chat: College men don't get drunk. Now and then they get a bit buzzed, tanked or "tight." They might hand one on, cash one, tie one on, or soak the victuals, get plastered, soused, saturated, corned and sometimes even pie-eyed, stiff, or bleary-eyed. But college men are always gentle-men; they never get drunk!

Dr. Marshall Harvey

Foot Specialist surgical Chiropodist 109A Ave. K. Phone 84 Across Street and North of Hotel Lubbock

**Tech Theatre** 

Today and Thurs.

"The Bowerv"

with

Wallace Beery Jackie Cooper George Raft Fay Ray

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Friday and Saturday

100

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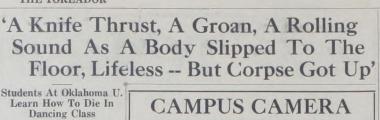
HELEN WESTLEY

METROPOLE

GREGORY RATOFF CHARLES WINNINGER CHARLES WINNINGER

was going love her!

much





ment exercises at Amarillo Junior college, May 24; Vernon High school, May 26; and Amarillo High school, May 27. Graduates At Floydada Hear Dr. Knapp Friday President Bradford Knapp cor

nues his series of commencement ddresses Friday evening when he peaks at Floydada to the graduat-ng class. He is guest speaker to totary club members at noon. Other addresses scheduled by the ollege head include: commence

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50 pipefuls of fragrant tobacco in every 2-oz. tin of Prince Albert.

Wednesday, May 19, 1937



Question: From what course have ou benefitted most this year!

Why? Robert Allan Hill: I have bene-fitted most by math because it has trained my mind to concentrate much better. Lee Michie: What Robert Allan says goes for me, too. James Kimmel: The end of school is too near. I'm afraid to say.

say. Dudley Brmmett: I'm not posi-tive but perhaps it's English. Doris Jobe: Anthropology, be-cause Dr. Holden is such a grand

cause Dr. Holden is such a grand prof. Lila Marie Brannen: Structure of the novel because Dr. Cunningham has taught me how to read. Frances Finch: I have benefitted more from zoology as it is the most practical course one can take. Lou Ella McMillen: Speech, I guess I couldn't talk. Doris Benge: I have learned a lot from my art appreciation course.

lot from my art appreciation course. Lois Paulsel: I have benefitted a great deal from English phonetics. Take it and you will find out. Elsis Feigenspan: From an edu-cation class, because of definite In-structions instead of theory. Kay Donahue: Government, be-cause i Learned there were rulers. Frma Nichols: Geography, be-cause of an ideal instructor. Dorothy Cook: I guess account-ing because I have really worked the problems. Mary Ann Sanberry: I suppose I have learned more things from English because it gives me more parate in the suppose it is a suppose of the suppose of the

I have learned more things from English because it gives me more personal pleasure. Maxine  $F \cdot y$ : My journalism course in advanced reporting has benefitted me more than any other this year. The practical experience I have gained in reporting for the Toreador and special assignments for the Avalanche-Journal have been invaluable to me.

"Well, Vi, another year has gone by.

I should say that one of the best

memories of this past year is the

wonderful service we students have

received at the College Bookstore,

THAT TRUE, PROFESSOR A MAN HAS RUN ONTO L SMOKING PLEASURE

NORI-PA.CERTA

GIVES A MILD BU

PRINCE ALBERT

PIPE-LOAD OF P.A.

don't you think so?"

**Texas Tech College** 

"On The Campus'

-AND IN ALL THAT TIME I'VE NEVER HAD A'TONGUE-BITE' FROM PRINCE ALBERT

PRINCE ALBERT TODAY, EH, JUDGE?

PRINCE ALBERT MONEY-

**BACK GUARANTEE** 

ke 20 fragrant pipefu

it the mellowest, tasticst pipe tobacco you ever smoked, re-turn 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. Tobacco, Company, Winston-Salem, North Carolina.

PRINGE ALBERT THE NATIONAL

it the mellowest, tasticst

stroud ss Duval 3b Ramsey 2b Wighton 1b McCullough Joots rf Neill If Canton C Chapman P Totals Score by innin Store of Allina Remas ...0 Rates ...0 Home run-R Mealey. Stolen ... Base on balls-E Strike outs-Bulls ary 1. Hit by Wighton. (By B -Bullock. Umplr Tune-2:16. FIT McCullough of . Duval 3b c Sasche 20 If Stroud as 3D Jones ff Chernosky ID Pool 2b, If, ss Williams c Gill 2b Chapman p, ss, 1 Wiginton p

FI

Wednesda,

Ra

Socia

Both Club

Overcom

LOS RATOS mural ba that thoughts

Fourth

Bring

Hittoria Stevenson 3b, Hicks rf Trenary 85, P Parker Ib Bullock P, 3b Mosley cf Sbeehan If Bostick 2b

Totals

As

Sc

Totals Hulion c Stevenson 2b, s Hicks ff Trienary ss, p Parker 1b Bollock 2b, 3b, Mosley cf Sbeehan If Bostick 2b Hardy p 

6

Horsesh

Intra



Initial roun de doubles to McCarty vs. Armstrong; ' Armstrong; ' Real and U Reavers and and Moore. First math doubles brin and McDavid and McDavid son; Monkers ey and Cart ey and Cart et rong vs. V and Bucy an day and H



**Socialites Scare Mice** As Clash Goes Extra Inning; Score Is 10-9

Both Clubs Parade Twirling Staffs; Trenary's Team Overcomes Seven Run Lead, Tying Count In Final Stanza; Jones' Bat Cracks Out Five Bingles

RATOS, Independent league winners,

e onlookers conceded the the footballers who turned tional pastime. Miles

RATOS, page 4)

Fourth, Fifth **Bring Thrills** 

FOURTH GAME Kemas

19, 1937

R

EWS



Horseshoes End **Intramural** Card

the year's extensive program directed by

Mixed, Men's Doubles Matches Begin Tuesday

First round play in the m yesterday l this we mmy Allen

until 12 o'clo

A 2 DUNCH

**Jordan Wins** As Punchers **Beat Raiders** 

Hardin-Simmons U. Ace Goes Down As Harry Masters Strokes

Harry Jordan's three over Hardin - Simm

Bozeman Wins For the other Matador singles victory of the meet, H. A. Bozeman playing in the number four hole eked out an 8-10, 6-4, 6-3, count ov-

defeated by Hardin-Simmons Har-ry Thornberry, 3-6, 6-3, 6-4, and Fancher Upshaw fell before the hard forehand of Joe Corbin, 6-1, JOHN FAN LIGHTS CIGAR; CONCEDES RAT WIN So Mr. John Fan lit up his five cent stogie and merely out of con-6-3. Abilene's top doubles brace of Wallace and Boyd decided the out-come of the meet in the last match with a closely-contested 7-5, 6-8, 8-6,



Steals Golf Show

EDGAR 'RED' DOHERTY (See story to right)

second ranking a win over Har-orbin and Thorn-

Off Threats By Warren Eighteen-Year-Old Falls Out On 28th Hole As Student Gets Hot

Red Doherty, engineering stu-ent, must have taken transit and ide rule with him Sunday to feadowbrook course. So success-illy did he cover the links that b-par golfing by Leonard War-

Meadowbrook Title Goes Kemas, Ratos

To Doherty Who Staves Tangle Again!

reached the finals. "It's A Jinx" "It's a jinx," Doherty grinned. Doherty's trophy, a \$16 golf bag, rests beside other awards taken as winner in a previous Meadowbrook championship, one Meadowbrook

wandowbrook course. So success fully did he cover the links that sub-par golfing by Leonard War-ren, 18-year-öld sharpshooter who recently quit the ranks of Country Club caddies, did not keep the car-rot-topped enrollee from acquiring the Meadowbrook championship. The collegian, holder of numer over the course record held by him-self and A Holton-in his morning round before Warren went out on the 28th hole, S and 8 Putts on 11 and 14 kept 'Big Red' from lower-ing the records. Both ran down and jumped out. One was less than the length of his putter and the other five feet. However, he bird cide half the holes he played. Puils Out Easily

Doherty's regular cannon shot riving game fell by the wayside iterally as the ball left the fair-vays for deep roughs. But time af-

halving the 18th. Hale had a and a par 35 on his scorecard. A small gallery watched Doherty ave off Warren's constant threats

Frequent Rivals Initiate Championship Series This Afternoon

**Play Softball** 

of Horn hall

Doherty knocked one stude from par on the first nine and was Ker one down in his match with Hale. He came back to record a 33 on the back side, taking the 17th to be one N

it must be Chesterfield ... that delicious aroma couldn't be anything else

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nt, Medieval, Hist. of U. S. to 1865 Hist. of U. S. since 186

**Texas Tech College** BOOKSTORE

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in A New 'Polar-

**Cool' White Suit** 

The new "Polar-Cool" suit for men offers the last word in comfort and style for hot weather. The material is a new creation in summer fab-rics—made of light weight angora wool and silk ... built in single and double breasted models. We invite you in to see this new line.

\$14.95

1 Pair Pants-Single or Double Breasted

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Varsity Bookstore 

# Another Year Passes--

and with it Texas Tech grants "sheep-skins" as evidences of work well done to some 275 Seniors. Just like completion of any assignment we know there exisit a lot of satisfaction to every Senior in knowing that the work required has been done.

Whatever ideas of the future held by each Senior we take peculiar pleasure in hoping that the preparation already done will stand as a bulwark against whatever obstacles that may be encountered later.

**Texas-New Mexico Utilittes Company** 



Wednesday, May 19, 1937

Sheer or Semi

\$1.00 \$1.25 \$1.65