Today's Editorial Tech Needs Union

VOLUME XIV

Z-742 EXAS TECHNOLOGICAL COLLEGE LUBBOCK WEDNESDAY FEBRUARY Political Convocation Scheduled Tonight In Gym

THE TOREADC

Engineers Set **Banquet** Date For Saturday

Plans Are Completed; Principal Speaker To Be R. S. Dewey

New Members **Conduct Meeting**

Films And Speech Make Up Society Program

members of the Tech As-g Society had charge of the club meeting Monday

Juniors To Discuss Prom, Plan Queen Poll Friday

for the 1940 junior pr ions for the election of

of the che



Tech's Tubas, Trumpets Treat Texans On Tour

Association Will Meet On Campus Another Percival

Speaker To Art Group

Bahm Approves Orientation Plan

Judging Meet To

Begin Today

He Blows Smoke Rings And Rates As One Of World's Most Outstanding Botanists

Geology Grads Make New Chart

Speech Class Audition

Room Being Equipped

Make Your Dates From:

The College CALENDAR

TODAY

Ar instructor at Tech since 1926. The neutrotor at Tech since 1926. The Reed is the short gray-haired man whom you never see without apipe in his mouth. And while rapidly walking down the hall ap-parently oblivious to all around him and smacking his lips over the pipe stem, close observation tereals alert and shining blue eyes hat miss very little, surrounded by tangher wrinkles. "He has the wit and humor di in secretary, Margaret Hughes, and friends as 'Miss Buggy'

Flower Team To Judge In Contest Will Work Out In Cow Town And Waco Enroute

Grad Gets Job With Shell Co.

folks will tell you it's HIGH in the E

Candidates To Give Platforms After Parade Around Campus

Arbor Day On Campus Is Set For March 28

All Classes Will Be Dismissed For Hour; Clubs To Take Part

60 Women A Year Is This Young Man's Quota

w I am a m

Sure, Mike, and This St. Patrick Must Have Been a Mighty Man in the 'Ould Country'

SURE, Mike, and it's a great seeds of Christianity about. day for the Irish, this March The Pagan Irishman took to

TODAYSocial clubs
Doubt T association, 8, La Fonda
Parmer County club, 7:30, 207
AWS All-Girls dance, 8 to 10,
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structure to the county club, 7:30, 207
AWS All-Girls dance, 8 to 10,
SPQR dance, 8 to 10:30, Gym
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Prints Are Added

To Art Library

Lending Project Is Proving Successful

This Issue Edited By Edward Kidd

NUMBER 39



Dr. Willard To Be Chief

Page Two

THE TOREADOR El Toro Politico....

ered as second class matter, October 31, 1925, at the ce in Lubbock, Texas, under the act of March 3, 1879 al offices, Engineering building, 3, 4, 5. tchboard; Night Editor, 1286.

REPRESENTED FOR HATTORAL ADVENTIBING OF National Advertising Service, Inc. College Publishers Representative 420 Madigon Ave. New York, N.Y. Chicalo + Borton + Los Argeles + San Francisco

Member 1940 1939 Associated Collegiate Press

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Tech Needs This Union ...

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Publicize The Show ...

TiME for Tech's annual Engineer's show is rapidly approaching, and within a few short weeks one of the greatest attractions on the campus will throw open its doors to visitors. On the basis of past figures, approximately 10,000 visitors is a most reasonable estimate of the crowd which will attend this affair. An in-rerease of 1500 visitors was shown last year ov-er the number of 1938, and advance work of the show's publicity staff and of all branches of the engineering division leaves little doubt that this year will be the best in the history of the school. of the

of the school. Importance of this show is easily realized when seen in the light of advertising brought to the entire college, drawing visitors from ov-er the area from which students come to enter Tech. There is no time like the present for all students, regardless of division or interest, to begin to publicize this attraction which annual-ly brings to our college a wealth of good, spec-tacular and constructive publicity. Every student in college will benefit indivi-dually, and the school as a whole will receive the best sort of advertisement if courteous at-

Tomorrow the problem of the second se

<text>

Boy, Page Mr. Goebbels ...

SINCE the beginning of journalism the news-paper has always found its greatest anta-gonist in authority. At very turn and in every way the powers that be have tried to control, choke, strangle and exterminate the influence and circulation of the press. Authority, being most powerful, has sought to use the press for its own ends. It has always attempted to use the grees as a mouthpiece to spout forth only the news considered desirable for a public to know-and be aware of.

know and be aware of. Censorship today is worse than ever, con-tinually striving to wind its long tenacles around everything standing for freedom and truth. In certain foreign countries the press is bottled to an unbelevable extent. Editors and publishers are imprisoned and fined if they write on bad administration of hospitals, on the small num-ber and unclean conditions of schools, or if they remark on the inferior education of district clerks. Under certain circumstances, even an attack on bribery of public officials is "out," and criticism of police or local army barracks is tried only when journalists are tired of life! Don't be fooled by the modern sound of the

is tried only when journalists are tired of life! Don't be fooled by the modern sound of the word censorship, or think that it is compara-tively new. It was in use on something or the other long before the time of the first news-paper, and censorship of the press today is no-thing but a continued desire of authority to have all minds run in harmony. Bismarck, the world's strongest advocate of an air-tight cen-sorship, went to the extent of carrying with him a bundle of printed slips containing formal charges and having blanks for names of offen-ders and papers. He would sometimes send two or three a day to the state attorney. It has to be admitted that censorship of col-

two or three a day to the state attorney. It has to be admitted that censorship of col-lege publications is still a hit-and-miss affair. It is not yet on a steady or secure basis, the "publications committee" being over-rigorous one edition and too easy the next. But, as all material things do, it will improve with age. It won't be long until censorship can proudly show that "umpteen" million college students have the same opinion on big and little mat-ters and that expressions of contrary views must not be allowed to come to the surface. Our college journalism setup is approaching that stage every day! Just be patient!

tention is given to wants of visitors, and if this show is given all available "plugging" and help.

show is given all available "plugging" and help. There is something in the nature of every scientific exhibition which tends to cause the general public to look with respect and admi-ration on the work of schools which sponsor such activities. Tech is indeed fortunate in the reputation of its engineering school for placing before the public shows which are a representation of work done in this school. Ev-ery student on the campus should feel that it is a matter of vital concern that this show is a complete success, and it is the duty of every man and woman in Tech to see that it is made so!



STUDENT RETIREMENT FUND

By MARY LATCH By MARY LATCH I M going to join the big parade Tonight that storms the gym; Im going to pick my candidate And cast my vote for him.

I'm just a trifle hard to please, But I think there should be one Who'll build a sturdy platform On a new retirement fund.

I think that in a half decade Of classes and few passes: Our institution should be made To set aside a fund.

Whereby: when we failed a course, Twice and maybe more, The college should remnuerate, Should lay away in store.

Just half the fees that we've paid in ~ For courses we have flunked; And with that precious sheepskin, Should pay it in a lump.

So that graduates could all retire; And live a life of ease When they have finished Texas Tech-Pick my aspirant, PLEASE!

Plantation Kids Laugh, Learn With Visual Aids

Muse Is Psychic

In Love Making

Our vote for best Valentine of the year was one sent to a young lady on this campus by a lad who is somewhat of an up-and-coming young psychologist. Neat-ity folded inside of a valentine, was this poem which we pass along to all of you: "If analyze our every kiss, And minimize your strange at-traction, To ascertain by tests if this Is love or merely reflex action."

Confucius Cracks

Ranking with The Music Goes Round and Round", "The Jump-ingly yee", and current hits of the Sayl"-only with this of the Sayl" only with the songs which is paying any dividends to onlige students, material for use In advecting, the Saturday Ev-ming Post is now conducting a "forderstip Sawl" conducting a

don't know exactly what the sage did say. Details of the contest will be available to students within a few days, and if early informa-tion is desired, phone the "Con-fucius Say" editor of the TOR-EADOR.

Overheard: "She says a man drove her to drink. Huh, it was probably her chauffer."

A cemetery care-taker is like a newspaper editor. He keeps the

ius Say" conducting students, for which prize from \$100 to prizes o for those students whe

Pay Dividends

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THE BUS

City Bus Co.

West Texas HOSPITAL

Lubbock, Texas STAFF Charles J. Wagner, M. D. Surgery and Consultation iam G. Dunn, M. D., F.A.C.S. Surgery and Genito-Urinary Diseases

Diseases Allen T. Stewart, M. D. stetrics, Gynecology, Surgery Wm. L. Baugh, M. D.

Wm. L. Baugh, M. D. Surgery and Diagnosis Fred W. Standefer, M. D. Robert T. Canon, M. D. Eye, Ear, Nose, Throat Allergy, Hayfever W. E. Cravens, M. D. General Medicine Denzil D. Cross, M. D., F.A.C.S. Surgery, Gynecology, Urology O. W. English, M. D., F.A.C.S. Surgery, Diseases of Women

W. English, M. D., F.A.C.
Surgery, Diseases of Wome Ewell L. Hunt, M. D.
Surgery, Gynecology and Obstetrics
C. C. Mansell, M. D.
Dermatology and General Medicine
M. M. Ewing, M. D.
General Medicine

M. H. Benson, M. D. Infants and Children R. S. Knapp, M. D. eral Medicine-Surgery

Obstetrics Clyde F. Elkins, M. D. rery, Gynecology and Ger

Cryde F. Enkins, M. D. Medicine R. C. Dougias, M. D. General Medicine M. D. Watkins, M. D. General Medicine S. J. Muirhead, M. D. General Medicine C. J. Holingsworth Superintendent

And ...



Mart G. Pederson, associate professor of dairy manufactures since his graduation from Texas Tech in 1932. Mr. Pederson was born in Clifton, attended one year of junior college in his home town, three years at Texas Tech and obtained his master's degree from Kansas State University in 1935. He is a member of the Ki-wanis club, Institute of Food Technologists, American Dairy Star Farmers and he is active in running the junior and senior

manner? f anything can be done con-ning this "be-good-or-get-pin-d" attitude of the guardians of public will, let's do it. And I n't even care if it hurts some a little policeman's feelings! Eveninghy representations. policeman s Burningly

Dear Editor: Perhaps it's some one's idea of a good prank, but there's a lot they need to learn before using the flagpole for banners, crosses or anything other than the flag of the United States In the past two years the flag pole chain has been broken four or five times, by students attempting to put up some banner, or maliciously try-

students some banner, or maliciously try ing to "pull something." Even though the pole has neve been harmed while the flag wa flying, it is nevertheless unp triotic because it prevents th flag from being flown. The fla pole is state property ander the care of the ROTC unit. There fore anyone damaging such pro-erty is subject to fine or pensi-ties assessed by the state. Everytime there is a celebr See MAIL, page for

dairy judging teams, the junior competing at Fort Worth and the senior at international con-tests. Teaching about 24 hours a semester leaves him • little time for a hobby, but baseball is his

Gordon "Campus" Gets Around A Lot! "I'm Arrow's famous oxford shirt with the button-down roll collar. My good looks and fine behavior have made me the most ubiquitous college shirt in the world.

I never get hot under my fine fitting collar, and never in my long life will I shrink out of fit because I'm Sanforized-Shrunk and can't shrink more than a wee 1%. My buttons are genuine ocean pearl and anchored fast. In return for my liberal college education I spend most of my time fishing for compliments . . . and boy, you should hear the girls rave!

\$2 ARROW SHIRTS Hemphill-Well Co:

Editor, THE TOREADOR

have slew resident to run roug special permission to run roug and everybody whose hair doesn't meet with their imm iate approval. And now Im really sore! does seem to me that a coss does seem to me that a coss

And now 1 in really sole-does seen to me that a coss should be required to at least h some consideration and mann or in the latter instance, to velop some. I am referring to little scene that took place past Saturday night at the p. entation dance of a certain gi club, when one of our brave ficers stalked through the crc of invited guests with a st

its not the tirst time this happened! Tve seen the scene, with minor vari-played twice this semester, don't get around too much While admitting that so the dancing done might worthy of arrest, we still co to believe that a formal da just as enjoyable with the ence of these officers or and we would like very mu-see their services dispense if possible.

hout my years in school, I have at some time or t a burning desire to put on some of these cops n to think that because

Dear Sir Throug and out.

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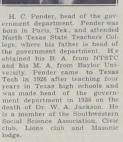
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in the n The program ball, bu to get in it would alone. If J uniform in footb golf and ticket

In The Morning Mail

We Introduce









THE TOREADOR

A New Plank

THE TOREADOR



That mean

5 EXTRA SMOKES

PER PACK!

aroma so surely as excess heat. There's little pleasure extra pleasure and extra smoking

MORE PLEASURE PER PUFF... MORE PUFFS PER PACK!

the cigarette of Costlier Tobaccos

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tht, 1940, R. J. Re

The sooner Texas Tech students take it upon themselves to build a minor sports program through cooperation with the coaching staff here and actual participation, the sooner Tech becomes a recognized member of a big-time athletic league, ranked with Rice, Texas Christian, Southern Methodist, Texas

940

A&M and Baylor. Arkansas probably will withdraw from the conference with-in the next three years for the same reason that Tech can't get in. The Razorbacks aren't keeping up with their minor sports program. They play a pretty fair brand of basketball and foot-ball, but they have no other notable sports. They're attempting to get in the Missouri Valley league, and should they withdraw it would mean a Southwest conference composed of Texas schools alone

If Texas Tech at that time can place nine brilliant scarlet If Texas Tech at that time can place nine brilliant scarlet uniforms on the green of a baseball diamond, hold their own in football and basketball and make a fair showing in tennis, golf and track. . . this corner will bet the price of two box seat tickets to the first official Tech conference game, that we'll be

age Four

COED'S CORNER SAYS Socii To Hold Annual Popular Lecturer Males Are Taboo To Visit Campus As Girls Dance Formal Dance Friday <section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text> At AWS Jamboree Doel Reed Will Talk On Aquatint Etchings By MARY BETH Ned Bradley's Orchestra Will Play At Hotel Lubbock Annual formal dance of Socii will be held from 9 until 12 oclock Friday night in the Hotel Lubbock ballroom. Ned Bradley's orchestra will play. Club crest will be fea-tured indecorations. Members, pledges and their dates will include: berg, piedges and their dates will a Greggy the Gregory ill Heier Honkas Bernamann Mrs. Brennemann Mrs. Brennemann Mrs. Brennemann Christine Patcent Louise Pritchett Iand Mary Paxton Wood Doris Lee Gore Glass Joanne Cox oyd Emma Ruth Cox and Sponsor Maurico will also altend. SPQR To Stage Leap Year Dance Leap rear value of the subscription of the sub Mail • Daytime

Old Cattle Trail Lies Near Campus

the elub. Old Cattle Trail Lies Near Campus Two miles northeast of Tech cam-bus lies Yellowhouse canyon where sarly cattle trails still visible criss-active the source of the source of the source of the trossed. Used by both Indians and attle theives before it became a egitimate trail or cattle traders, her route was the only path from torntral west Texas over the Cap Rock and across the Great Plains.



60c Box SPECIAL EDITION ILLUSTRATED IN COLOR Could you hit C the bulls eye

you are not a markshall of a sharpshole, your vision should be such that with the proper skill and training you could, if you desired, hit the "bulls-eye" every time. The right glasse prescribed by your oculist will enable you to attain this eyesight perfection. And we have exactly the kind you should wear for comfort and efficiency.

(Your Registration and Medical Fee entitles you to a complete eye

Tech IRC Attends DFD Celebrates 10th

Mexico Meeting Anniversary At Dinner Top-Ranking Member And Pledge Will Get Bracelets

ball is concluded. So we got our team hot and ready. Don't know whether we can wait two weeks or not, but we'll try to hold out. Our Society editor says it would tickle her very much indeed to see the faculty get a lick-ing on the volleyball court and she thought she would help do it if she had to murder all the male mem-bers of the staff to earn a place on the team.

NOTICE!

TO ALL OUR PATRONS WHO ARE GOING TO SEE ...

"Gone With The Wind" Due to the fact that choice matinee seats are no longer available we are holding . SPECIAL MORNING MATINEES PRICES: 75c (incl. tax) UNRESERVED

re are still seats availab regular nite performat

PALACE

NOW THRU SAT.

LINDSEY

William Henry · Judith Barrett Wm. Collier, Sr. · John Eldredge

FRIDAY-SATURDAY

INVISIBLE MAN

RETURNS''

ТЕХАЛ

NOW AND THURS

McCREA' MARSHALL

ESPIONAGE AGENT

FRIDAY-SATURDAY

TEX RITTER "Sundown On The Prairie"

САСТИЗ 🖫

NOW AND THURS

"SKY GIANT"

Richard Dix

FRIDAY-SATURDAY

BOB BAKER

'Honor Of The West'

LUBBOCK

TEXAS

1 5

NOW AND THURS. TELEVISION SPY

Mayo Boucher Elected

THE TOREADOR

ell, Eloise Smith, Elva Mae Hunt, M Opp, Nelline Opp, Molly Davis, J-Builer: Mesdames Harold Hump John H. Scognis, Grville Stewart, v Jones, Lloyd Zellner, Dale Vaunoy, Farmer, Martha Davis, Benton Teal Sill Ed Watson

weeks, soon as intramural basket ball is concluded.

So we'll be seein' ya on the leyball court in about two w Doctor McKay. Is it a date?

We're Challenged Continued from page three

Wednesday, February 28, 1940

