

Toreador Gets Excellent Rate Critical Service Awards First Class Standing Among Nation's Best



The TOREADOR



'30'

VOLUME XII (Z 742)

LUBBOCK, TEXAS, SATURDAY, MAY 28, 1938

TEXAS TECH

NUMBER 64

Graduating Class Surpasses Previous Records

Style Show Of Progress Ends Clothing Activity

Classes Model Garments Made During Year; Receive Prizes

By JUSTINE LIMROTH

A STYLE show of progress culminated activities in clothing Thursday afternoon when members of classes of the department modeled garments made this year in various classes. Prizes were awarded students in each class after ballot-voting by the audience.

Miss Mabel D. Ervin, head professor of clothing and textiles, was in charge of the show in which approximately all clothing students participated.

List Winners Geraldine Crow, freshman student from Albany, was selected winner in the contest of the cotton school dress in freshman clothing taught by Miss Josephine Looney.

Bloom Wins An afternoon dress draped on a form by Billie Bloom won first in clothing 332, and Rose Rooney placed second.

Engineers Win Letter Prizes

Dean Presents Prizes To Contestants In Four Competing Groups

Dean O. V. Adams Thursday presented awards to winners of the annual freshman engineering lettering contest, together with two national drawing competition prizes won in 1935 and one in 1936, but received here only this week.

Winners were: American brig group, first place, Wilbur Stewart; second place, C. N. Bellamy; third place, Byron Bennett and D. B. Crawford.

Seniors Plan For Annual Picnic Day

Seniors will leave from the Administration building at 8 o'clock Thursday for a day of baseball playing, croquet, swimming and boat riding at Buffalo Springs.

Seniors Plan For Annual Picnic Day (continued)

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Seniors Plan For Annual Picnic Day (continued)

Seniors Plan For Annual Picnic Day (continued)

play suit, and Hazel Ann Wilson was second. Wool garments made in clothing 232 last semester were modeled and Hazel Todd won first and Annetta May second in a section taught by (See STYLE SHOW, page 4)

Allison, Vickers, Brock To Try For Legislature Post

Three former Texas Tech enrollees—Alvin R. Allison, John Vickers, and Ralph Brock—have indicated their desire to succeed J. Doyle Settle as Representative of the 119th Legislative district, comprised of Lubbock and eight adjoining counties.

Settle, present Representative and also a former student, is not making the race for reelection. Allison and Vickers have made formal announcement of their candidacies for the post. Brock is expected to enter the race within the next week.

Speech Head Says Ten Persons Have Signed For Jaunt

Ten persons have registered for the eastern tour this summer sponsored by Miss Ruth Pirtle, local professor of speech, and others have made tentative plans for the trip.

Those having registered are Merle Haynes, Hobbs, N. M., and Vendelle Prudeaux, Lubbock, Tech students; Lucille Dorsett, Eula Lee Gilbert, Plainview; Wanda Watson, Mildred North, Ozona; Mary Manson, Post; Oliva Guderian, Lott; Ruth Moore, Rosebud; Beatrice Reed, Amarillo.

Cost of the trip will be \$160, which will include a round-trip ticket, board and room in the best hotels, theatre tickets and sight-seeing tours. Those interested in making the trip should register in room 303, Administration building, Miss Pirtle said.

Seniors Plan For Annual Picnic Day (continued)

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Seniors Plan For Annual Picnic Day (continued)

Seniors Plan For Annual Picnic Day (continued)

Seniors Plan For Annual Picnic Day (continued)

Seniors Plan For Annual Picnic Day (continued)

These Former Students In Race For Legislature



RALPH BROCK



ALVIN R. ALLISON



JOHN VICKERS

Faithful Cap And Gown Aid Student Number 33 In Graduation This Year

Every spring for 31 years the cap and gown owned by Lowell A. 'Jack' Dalton, Lubbock chemical engineering student, has gone through a graduating exercise. Every year they have helped some young man or young woman start out in the battle of life to become successful and even famous.

Dalton Is Owner Crate Dalton, author of "Out of the Ground", a story of the Breckenridge oil field, father of Dalton, bought the cap and gown in 1907 when he was graduated from Baylor university. His daughter, Lena

Fae, wore it at the graduating exercise at Baylor, 1933. Dalton will use it next year when he is graduated from Tech, then they will be used no more, he said. That will make a total of 34 graduates to use the cap and gown.

Lost And Found The got out of the family in 1910, Dalton said, but were retained in 1921, and the family will always keep them.

Among the well known men that wore the cap and gown were: J. D. Hill, president of State Teachers college in Wisconsin; Jake Wooters, baby specialist of Houston; W. J. Boswell, pastor of North Waco Baptist church, Waco; and George P. Isbell, jr., vice-president and in charge of sales in Southern Prison company.

Summer Trip Is Postponed

Current Chaos In Mexico Delays Holden In Plan To Further Research

Current disturbances in Mexico causes postponement of the proposed summer anthropology field trip into Central and Southern Mexico until the second semester of summer school, according to announcement from the office of Dr. W. C. Holden, dean and director of archaeological and sociological research.

The U. S. Department of State issued warning this week through the American Automobile Association that travel on the Pan-American highway through Mexico was unsafe for United States citizens until conditions are more settled.

Only the day before the Mexican government had announced that the highway would be open and safe throughout the summer, but according to latest press bulletins the revolting General Cadillo and rebel troops are occupying a section through which the Pan-American route passes.

The expedition was scheduled to leave June 8, returning July 14 after excursions into eight Mexican towns and villages from Mexico City which will be the base of activities. The new date is tentatively set at July 19, with the party returning August 23.

The course, field trip for anthropology 336-337, is recommended by the foreign language department as a minor for students majoring in Spanish, according to a publicity bulletin, and carries regular credit.

Commencement Week Calendar

June 2—Thursday, 8 a. m. to 5 p. m., Senior Day. Members of Senior Class, Buffalo Springs.

June 3—Friday, 8 p. m., Annual Reception to Graduating Class, their Parents, and Faculty by President and Mrs. Bradford Knapp, President's Home.

June 4—Saturday, 7 p. m., Annual Alumni Banquet. (Members of Graduating Class may attend.) Women's Residence Hall. (By ticket only.)

June 5—Sunday, 4 p. m. to 5:30 p. m., Council of Graduate Women Tea for Senior Women, Hilton Hotel.

8 p. m., Baccalaureate Sermon by Reverend Frank C. Brown. (See CALENDAR, page 4)

Home Economics Girls Assist In High Schools

Student Teachers Assist With Final Closing Plans This Week

By ANNA MAE PUETT Senior home economics student teachers assist Lubbock Junior high, Slaton and Frenship schools, this week, with final plans for the close of school.

File cabinets, children's toys, tables, chairs, wagons, and an assortment of footstools have been designed and made by student teachers at the three schools. In the kitchen one group repainted cabinet tops and others remodeled an unattractive cabinet, painted and made it into a more usable piece of furniture.

Similar projects were worked on in Slaton and Frenship homemaking departments. Spring semester student teachers working on these projects are: Helen Allen, Hazel Louise Bryant, Oleta Cole, Marjorie Elder, Lucille Fleniken, Mary Green, Mary Lock, Howell, Doris Loyd, Ima Dora Richards, Ruth Senter, Helen White, Elouise Wilke, Inez Holiman, Jean McGee, Virginia Milard, Gladys Poe, Neta Polk, Louie Wright, Mesdames Jessie Harvel, Flora Lena Lovelace, and Eula J. Newman.

Teaching material and files were reorganized. Old notebooks have been recovered with bright colors and are used as files for records. Wall hangings, pillows, portfolios for illustrative materials and linens have been designed and made. A silver chest lined with velvet was made and the apron cabinet repainted on the inside.

Two junk rooms have been converted into rooms for emergency illness and rest rooms for teachers.

Dressing table and stool were made from orange crates and a nail keg, neatly draped with bright colored print. Washable bedspreads were made and curtains hung. Part of the furniture was bought second hand and refinished by student teachers.

Each student teacher is supposed to make an article needed by the department during her six weeks teaching, according to Miss Vivian Johnson, head professor of home economics education. Purpose of these projects is to decide when it is best to buy an article and when it is best to make it. It also teaches pupils to make simple articles that may be used in their homes.

Regulations on ringing the victory bells and on the spring semester activity ticket were made by the student council Wednesday afternoon in its last meeting of the year. Surplus money of the student council was left to a student union building fund.

Ringings of the victory bells shall be exclusively for the purpose of proclaiming and celebrating student achievement. It was decided that they should be rung at graduating exercises in June and August, following the winning of a varsity football game, and when other team wins a first place in competitive contest with other colleges.

Petition for a student union building has been presented the administrative council. The student council also requested an office for next year.

AIEE Selects Burt As Chairman For Next Year

AIEE officers for next year, elected at a meeting Tuesday night, are: John Burt, chairman; Raymond Glass, vice-chairman; Earl Miller, secretary; and Mr. W. F. Gray, counselor.

Retiring officers are Lyle Donaldson, Philip Sterrett, John Pierce, and Prof. W. F. Helwig.

Three Hundred Twenty Don Caps And Gowns To Set All-Time High

Brown Preaches Baccalaureate Sermon Sunday Week; Atkinson Delivers Commencement In Gymnasium, Monday June 6

By TOM B. COKER THREE hundred twenty seniors don their caps and gowns and make that last long trek into the gymnasium at 10 a. m. Monday, June 6, to receive that much desired diploma for which they have worked so hard.

This is the largest number of students that ever received degrees from Tech. Final exams will be finished Wednesday, and then five days lapse before the final step is taken and they can count themselves members of the fraternity of college graduates.

Convocation Is 11 A. M. Tuesday

In a convocation Tuesday morning from 11 to 12 o'clock Dr. Bradford Knapp, who has just returned after several weeks illness to take up school duties, will make a short farewell talk to the students. Dr. James M. Gordon, dean of arts and sciences, and Dr. Harry L. Kent, director of administrative research, will also make farewell speeches, and awards in intramural sports, golf, tennis and track will be presented.

According to a statement from Dean Gordon's office addresses will be "In line with the editorial in Wednesday's Toreador, 'Let's Talk Tech'."

Public Health Is New Course Theme

Preliminary registrations for the public health course June 9 to Aug. 25 are coming in every day, according to J. H. Murdough, head professor of civil engineering. Plans are being made to bring J. A. McCloud, sanitation consultant of the U. S. public health service in New Orleans marine hospital, to Tech as guest speaker for the course.

The purpose of the course, states Murdough, is to give work that will be immediately effective to those who are engaged in public health work of any sort.

"We hope," he said, "to be able to disseminate practical information of definite value in the field of applied public health. We feel that in so doing we will be rendering a distinct service to the state of Texas and particularly to those communities having representatives at the course."

Tech Is Selected Host To Annual West Texas Teacher Meet March 10

Texas Tech will be host to the West Texas Teachers association at its 1939 annual meeting March 10-11. Site and date were selected at a meeting of the executive board of the association Wednesday night with Dr. Albert Barnett, education professor and vice-president of the association, Dr. R. E. Garlin, education professor and 1938 president of the association, and Dean J. M. Gordon attending.

The session here follows the annual meeting of the National Education association in Cleveland. Officers of the executive committee include: President Hayes Holman, superintendent of schools at Post; Vice-President Barnett; Secretary George H. Gentry, principal of Big Spring high school; and Treasurer O. J. Laas, superintendent of schools at Plainview.

If You Had Been A Tech Coed Twelve Years Ago--But Read This Little Tale

By DORIS JOBE If you had been a Tech coed twelve years ago, you wouldn't have worried about anklets and play suits, culottes and shirt-waist frocks. You would have worn high-heeled satin shoes to class, even though you did run the risk of turning your ankle in a prairie dog hole on your way across the campus.

To gym classes held in the Administration building, you would have worn white middle blouses, and white saten bloomers, reminiscent of kindergarten days.

Hair Was Bobbed The latest coiffure to Josephine Collich in 1926 was the bushy, bobbed-short style with winsome split curls framing the face. And your Easter bonnet would have had a crown as deep as the editor's waste basket, and a brim that flopped down on either side like a pair of dejected eagle's wings.

You would have lived in College Inn, and if you were lucky, you would probably have belonged to the girls' pep squad called "Las Arenaritas". This organization performed at all football games in black shirts, red jackets and huge black sombreros.

Maintained Quiet Hour The process of "signing out" was in force back in those days, too. And girls were permitted to attend only two social affairs a week. After 7:30 o'clock, quiet hour was strictly maintained. All calls from gentlemen, by telephone or otherwise, had to be made between 6:30 and 7:30 o'clock and not until after 4 o'clock on Sunday. On dance nights 12:30 was the dead line, and on date nights 11 o'clock.

Coeds could not have guests overnight, except on week ends. Rode In Fords Model Ts were the fashionable car of the day, gaily painted and decorated with signs like "Ten girls to the gallon." You would have giggled at Charlie Chaplin, shuddered at Charlie Chan in all the newest shows that came to the Palace theater, that if your b. f. had the price of admission.

Wendt Lectures Group On Economics Problem

The work of the Texas State Employment Service" was discussed by Fred C. Wendt, of Lubbock, district area director of the Texas State Employment service, in a joint meeting of students of Dr. Karl E. Ashburn and Prof. T. C. Root in economics and business administration, Wednesday.

By CLAUDE TUCKER Are you a "doodler"? Perhaps not, but you may write verse on the flyleaves of your texts similar to this one:

"If all the world was one big fiddle From the earth up to the sky, I'd climb upon my history book Because it is so dry."

leaves of students' texts, one might be able to determine those students' trend of thought during the course.

Old Jokes Are Found If one is looking for old jokes, a textbook is a good place to find them. Here is one that was found: "If you kiss me I'll scream."

Recognize Files Teaching material and files were reorganized. Old notebooks have been recovered with bright colors and are used as files for records.

Significant List of Words was after a sleight-of-hand performance. A significant list of words was after. (See TEXTBOOKS, page 4)

Tuition Is \$15 Tuition for the six weeks' session for band leaders and college students and for preparatory students is \$15. Additional fees and deposits amount to \$16.

Band Session Opens June 9 Tech's annual fifth summer school for band teachers and college students, and junior and intermediate bands for less advanced boys and girls will begin June 9 and close July 16.

Band Session Opens June 9 (continued)





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Our Swan Song

ALL material things sooner or later must come to an end and now we sit down at the mill to write our 'swan song', the hardest job we have had since our term of office began in September. The job of writing our farewell is difficult in the same respect as writing an obituary of a close friend would be, for the idea that we are leaving some of the truest and staunchest friends that we have ever had is foremost in our minds, as our last say rolls off the press and our TOREADOR days come to an end.

According to the policy statement printed in our first edition we have endeavored to represent the student body at all times free from duress or outside influence, and to treat all persons equal and fair in an unbiased manner while working for the best interests of Texas Tech as we saw them.

While trying to follow this policy we have stepped on the toes of the college administration, faculty members, city officials and some students alike. No malice was intended at any time and we trust that contentions and suggestions were accepted in the same spirit in which they were written.

We have commented on timely subjects free from restriction. We have never believed in 'sacred cows' and do not now. Where the press is concerned we believe that administration and students alike are on the same footing when their actions express contempt for democracy, ethics or the best interests of the college. We are convinced that when our forefathers made such a noble stand to establish freedom of the press to the extent of placing it in the constitution of the United States government after thorough consideration and long argumentative debate, that they had concluded democracy depended upon a press with a backbone, one that would figuratively think and speak for itself free from the pressure of obligations and 'sacred cows'. We sincerely believe that the check and balance of the press is a staunch factor in discouraging would-be dictators and corrupt politicians and that it is a vital necessity to the welfare of any community.

Our determined stand has made for us many friends and at the same time we regret to say has formed and stimulated enemies. Most of these enemies were incited mainly because of the necessity of voicing student rights regardless of whose toes were trodden upon by the issues.

There is no doubt in our minds but what the TOREADOR editor is the most misunderstood and criticized person on the campus. His every action is closely watched. His friends will fight for him and his undesired enemies often pounce upon his mistakes and stretch them to gigantic proportions, too often getting away from the truth.

We do not apologize for any of our editorial stands this year as we regret none of them. Every issue was carefully planned and in our opinion was for the betterment of the college. We are only sorry that we have to leave and cannot continue to work for the fastest growing and best college in the world; Texas Tech, our alma mater.

Our editorials have shown profitable results for the school this year but institutional needs are still many. We need a union building, a gymnasium, auditorium, dormitories, swimming pool, additional classroom space, completion of campus buildings according to original plans, and general repair as well as other things, such as planting of grass and trees on the campus.

We are grateful to our faithful staff and the many other friends who have stood by us and regret that our position was such as to form a few enemies. We hope that the hatchet will be buried with our departure from the horseshoe desk of the TOREADOR.

We have thoroughly enjoyed acting as

Are You Popular?

"IT COSTS nothing to be unknown and consequently non-popular, but it takes effort to be popular." That seems to be the general sentiment at the year's end when the question is put, asking for a summation of college life. The popularity angle invariably creeps in, because a great many students consider it "the thing" to be popular.

We would in no way detract from the positions built up by the campus figures who are pointed out, lionized and emphasized as the epitomization of the life collegiate. Probably half that number attained that level through no fault of their own. But the other portion which included those who had to resort to collegiate-ness, to being a joiner for no reason other than the wish to belong, to making individual spectacles on the dance floor, in the amusement places and elsewhere—they hurt the word "popular" and make it smack of implication instead of approbation.

The striving to be among the select group has harmed many a student, counting those who clambered up to the heights, alike, because they lost sight of the broader aims of college and centered on a vision of transient popularity. Consider that the next time the remark is heard anent elections, "We don't want to make this vote into a straight popularity contest." There's more than a dram of reason behind the statement.

To be popular is pleasant—it should be regarded thus and never made an end to strive toward during the college career. If it comes honestly and naturally, all right, go ahead and be popular. The attainment should be a natural one and a sidelight, never a highlight toward which many strive and back from which heights many tumble, gloriously.—The Tech Talk

British Suckers

ONE OF the healthier signs of the times is that there seems to be a dearth of suckers in Great Britain. They're having a deuce of a time trying to get the necessary children to man their expensive toys. Britain can be assured that the sucker-crop in Canada is also quite small. We're awfully proud of the brave, misguided fellows who dashed off to Europe a couple of decades ago, but it's doubtful if any cause whatsoever could drag off much of a representation from this generation to fertilize France.

Right now there is no danger of a "major" European conflict, but international tension is becoming acute in some cases and the old "war psychology" gags are being used all over again. If things drift on we'll hear them all—from the idealistic "for God and Democracy" to the unanswerable and ridiculous, "What would you do if a dirty—(the enemy) broke in your home, etc.?"

Let us be sane and tolerant, let us realize that any nation is made up of a number of people many of whom are probably as delightful as ourselves.

This is in no sense a defense of fascism. Of course we cannot sit back quietly and watch stifling political creeds smothering our civilization and the freedom of our fellows. We must fight these creeds with every weapon at our command—except war.—The Varsity, University of Toronto.

Student Pulse

Levelland, Texas May 28, 1938

Mr. Burgess Dixon, Editor The Toreador Texas Technological College Lubbock, Texas Dear Editor:

It is with much pleasure that I look back over the successful years that have been filled in the history of your paper on the campus of the Texas Technological college. As few years ago I was the business manager of The Toreador and I have watched the progress of same with much pride during your last years.

As you possibly have noticed, I am a candidate for the Legislature in this district and may I take this method of assuring you, the faculty, ex-students and the present students of our College, that should I go to Austin as your representative, I shall exert every effort to bring to Texas Tech, through appropriations of your Legislature, the buildings that are needed on our campus. Ours is one of the finest institutions in all of Texas and deserves every consideration that any Legislature should give us. Through the faculty and student body we have grown into recognition throughout the world and should have appropriations in keeping with our growth.

Again, may I take this method of commending you and your staff for the splendid work that you have done and assure you that at any time that I may be of service to any department of the Texas Technological college, those in command may feel free to call me into that service.

Assuring you of my best regards and personal esteem, I am Very truly yours, Alvin R. Allison

Dr. John A. Nietz of the University of Pittsburgh has a collection of some 1,500 old textbooks used in U. S. schools.

More than 45,000 students have entered the "cultural Olympics" sponsored by the University of Pennsylvania.

Haverford college leads all men's colleges in the amount of endowment per student.

spokesman for the student body and hope that our humble efforts will continue to harvest fruit for Tech. We leave the paper in the hands of a capable and dependable editor, Reeves Henly who will hold down the chair next year and we wish him lots of luck in his venture and know that his constituents will afford him the same excellent cooperation which they have rendered us this year.

—BURGESS DIXON

Books and Authors

By J. B. CEARLEY "Wind Over Wisconsin" by August Derleth is a well-written novel which takes the reader back into the years when the Western part of the United States was being settled. It has a strange power which makes one feel that he is still living in the time when men carried pistols and ran from the Indians.

The novel has for its setting the Sac Prairie Country during the early nineteenth century. This period was one of great danger and many thrills when the last of the Indians were roaming the plains. The author is somewhat a poet who loves his native Wisconsin as it must have been a century ago, heavy forests and rolling prairies present a heaven of paradise and the author's description of them is excellent.

Concerns Trappers Chalfonte Pirneau, main character of the story, is among a motley crew of trappers who pushed their way to the Mississippi river. He lived a benevolent, feudal life in an old rock house that had already stood for forty years by a bend in the Wisconsin river. He ran a fur trade on land his father, a refugee from France, had bought from the Indians. His great power, to be good to and make friends with, the Indians helped him remarkably in his trading. He was a very close friend of the chief, Black Hawk.

The story reaches its highest point of interest when the Indians and Pirneau object to the white men coming into their country and destroying their freedom. He hates to see the people ruin his fur trade which was providing a good living for him and the many Indians who worked with him.

Has Two Themes "Wind Over Wisconsin" has two major themes. One of action—the events of the Black Hawk War which relate the siege of his home and how his young wife was fatally injured. And another of contemplation—an inner conflict of Pirneau who is forced into political affairs, but who remains a stubborn idealist, unable to compromise with what he regards as fundamentally right.

These two themes are united and finally realize the romance between Pirneau and Madeline, sister of his dead wife. The story moves with an ever stately pace, and the research in the real life-like history of the country is well done.

Jibe "When charity is needed I'm always the first to put my hand in my pocket." "Yeah, and you keep it there."

—Utah Chronicle Time About Professor (to class): "There's a young man in this class making a jackass of himself. When he is finished, I'll start." —Detroit Technonian

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PERSONALITIES

Lettering in football and track and emerging as valedictorian of his class at Spur high school, Morris Tanner Laine, senior journalist who graduates in August is ending his term as business manager of the Toreador... editor of his high school paper and has been both news and associate editor of the Toreador at different times... presided at business managers' session of Southwestern Journalism Congress this year at Waco... is vice-president of the Press club... was active in promoting two trips to press conventions... makes B honor roll while working way through college... was a sprinter on the Tech track team in '35... attended Associated Collegiate Press Convention in Chicago in October... is an Eagle scout and life guards at a swimming pool in the summer. Has ambitions to be a reporter on a daily newspaper or teach journalism in a girls' school... likes smooth slow music and dancing... has "My Dear" as a favorite song... admires vivacious brunettes with cooking ability... is a member and reporter of Silver Key social club... has dogged determination to accomplish what he goes after and is a friend faithful and true to those whom he admires... and that's that for a swell pal and co-worker.

THE NEW Palace SOUTH PLAINS, TEXAS PREVIEW TONITE ALSO SUN.—MON. AND TUESDAY WARNING TO Laughters! He's coming... the dark and handsome stranger, Marco, the Magnificent Warrior... the Great Lover! Bringing new glory & romance in the most incredible conquest ever filmed!! GARY COOPER THE ADVENTURES OF Marco Polo Starring Basil Rathbone and SIGRID GURIE —ADDED— Color Cartoon and News

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Another Year Closes 1937-38 has been another banner year For Texas Tech; we have watched with Pride the many accomplishments of This fast growing college. Looking Ahead It is our hope that next year will Bring more honors to Tech—on the Gridiron, in the class room And on the campus. Now We congratulate the largest Senior class ever to graduate from Texas Tech. TEXAS-NEW MEXICO UTILITIES COMPANY

Saturday, M The last spread out This has been Next year will an integral THIS SUMM TODAY offic 1937-38 ath Texas Techno To the gradu last few days in med him-full memories of col those returning just completed birth as Red lives And to al T column exten a successful fut NOW that N mentalit pensed with portunity to several "cool" so we extend ciation to Co tion, Dutchy Huffman for with us the T They have nu the Toreador he truly repre ador football, track particip DEAN of men Jimmie Alle Jackson, and i Lewis Spears h than their shaz zella Retzel of sical education vote of thanks with up-to-date WAA doings. T those v have over in any way as heartfelt "that debt is to the the various sp and worked fo that new hono ed upon the ths departme ant, T. J. Ha of the recent tion, has a fe Though v the Toreador the last semest with it has be and profitable. fessors, coachs dials with whom contact during our sincere th cooperation an tions. If we h it was throug If the paper h through their rest of the staff bers we say t make the sport now. So as th ends let us leav of working fo Texas Tech in THE inters I in the chuse just cl Doe Spears a the athletic seriously cons tion of a Tea team next ye would be the ward a per more. If org would be cont boring semi-p sibly take a southwest The first year to found the financial les could operate er scale after son. We belie move in the INTRAMURAL I have create terst among t we were to ha the student fu support it to t an experiment and we say let ies expand with THE usual I editors is column as a log the highl year. This ye has been ch standing acci in competitive other fields. are well awar our opinion b be backward folks at hon college has a sible organ been and wi so LET'S T summer long. AS THE end daily dears of hope. Ideas those officia tistic activiti for next year and Smith and Huffman and trackteers; Sp for a new PE and Allen and the athlete a greater year



SO HERE'S '30

The last Toreador sport page of 1937-38 is spread out below. We hope you've liked it. This has been a great year for Tech athletes. Next year will be greater. Don't forget you're an integral part of it all. TALK TEXAS TECH THIS SUMMER.



Don't Forget 1938

Remember those Rambling Red Raiders throughout the summer. They'll be thinking of those tough football games beginning September 17. Remember you're a student of Texas Tech—let your friends at home know it!



Raider Thinly Clads To Run In 'National'

Collegiate Meet June 17 Calls Tech Team; Four May Make Long Trip

TODAY officially terminates the 1937-38 athletic cycle of the Texas Technological sports world. To the graduating athletes these last few days in Tech will be crammed brim-full of off-returning memories of competition afield. To those returning next year the term just completed represents their birth as Red Raider representatives. And to all concerned Double T column extends warm wishes for a successful future.

NOW that the opening sentimentalities have been dispensed with we take this opportunity to inject a personal note of thanks aimed toward several "cooperative deluxe". So we extend words of appreciation to Coaches Pete Gawthon, Dutchy Smith, and Earl Huffman for their cooperation with us the past few months. They have made it possible for the Toreador sports pages to be truly representative of Matador football, basketball, and track participation.

DEAN of men and tennis coach Jimmie Allen, golf coach J. W. Jackson, and intramural director Lewis Spears have all done more than their share in assisting the sports staff during the year. Then, Zella Reigel of the women's physical education department, gets a vote of thanks for supplying us with up-to-date information about WAA doings.

TO those whom we might have overlooked, who have in any way assisted, we issue a heartfelt "thank you." Our last debt is to those competitors in the various sports who trained and worked faithfully in order that new honors could be heaped upon the college. And now, this department's able assistant, T. J. Harris, sports editor of the recent sophomore edition, has a few words to say:

"Though we've only been with the Toreador Sports department the last semester our connection with it has been most enjoyable and profitable. To the various professors, coaches, and other officials with whom we have come in contact during our sports duties—our sincere thanks for the best of cooperation and helpful suggestions. If we have made mistakes it was through no fault of theirs. If the paper has improved it was through their cooperation. To the rest of the staff and faculty members we say thanks for helping make the sports page what it is now. So as this helioholic year ends let us leave with the thought of working for a bigger and better Texas Tech in 1938 and '39."

THE intense interest shown in the intramural baseball chase just closed still echoes. Doc Spears and the heads of the athletic department are seriously considering organization of a Texas Tech baseball team next year. Such a move would be the initial start toward a permanent club. No more. If organized the line would be content to play neighboring semi-pro clubs and possibly take a week's tour of Southwest conference clubs. The first year would be used to found the club on a sound financial basis in order it could operate on a much larger scale after the inaugural season. We believe it would be a move in the right direction.

INTRAMURAL baseball leagues have created quite a bit of interest among the students and if we were to have a regular club the student fans would probably support it to the last. It is surely an experiment well worth trying—and we say let Texas Tech athletics expand with the school.

THE usual custom of sports editors is to use their last column as a means of reviewing the highlight events of the year. This year at Texas Tech has been chock-full of outstanding accomplishments both in competitive athletics and in other fields. Students of Tech are well aware of this fact and our opinion is they should not be backward in selling the folks at home about it. The college has a "simply swell" athletic organization and it has been and will do a fine job, so LET'S TALK TECH all summer long.

AS THE end of this column gradually nears we begin thinking of hopes, ideas, and ambitions of those officials, in charge of athletic activities around the campus, for next year. Coaches Gawthon and Smith and their Red Raiders; Huffman and his basketballers and tracksters; Spears and his ideas for a new PE program; Jackson and Allen and their tennis squads; and the athletes—pointing toward a greater year at Tech in 1938-39.

Enters Meet



John Case and Red Raider track squad will compete in National Collegiate track meet in June. Case goes Buffalo, New York for National AAU in July.

JOHNNY CASE, who has been victoriously flaunting the Carlet and Black of Texas Tech in "big time" competition, enters the big league again this summer when he participates in the National Collegiate track meet in Minneapolis, Minnesota, June 17-18 with the collegetrack squad and again July 2-3 in the National A. A. U. meet in Buffalo, New York. Coach Earl Huffman announces that he will take Marsh Farmer and either Bobby Holmes or Elmer Tarbox, or both, with Case to the Minneapolis show for the first time.

Case is qualified to run in the National A. A. U. event after having won the mile race at the Southern A. A. U. track and field meet in Baton Rouge, Louisiana, recently. While at the southern affair Case was a distinct hit with the fans and sports writers and won their admiration by running the half, mile, and two mile events—all within the space of an hour. Coach Huffman's ace timber topper, Marsh Farmer, is definitely entered in the National Collegiate meet. The Fort Worth boy, who is rated as one of the best hurdlers in the Southwest today, recently broke the 120 yard low hurdles at the Border Conference meet.

Well-Represented Star performers form practically every college in the nation will send representatives to Minneapolis. As the show is held so late in the year there are not as many entered as in the other major track meets but the competition is much stiffer.

Tarbox, Holmes, and Farmer were named as the only track lettermen this season. Case was a 1937 letterman and was ineligible for intercollegiate competition this spring.

Many Awards Go To Champs

Fifty Boys To Get 'Mural Awards In Convocation Tuesday Morning

Tuesday at 11 o'clock in Double T gymnasium successful intramural contestants get their just rewards in the form of silver awards symbolic of the sports in which they proved themselves superior.

Fifty athletes who played throughout the year for the "love of it" are in line for the silver football, basketball, boxing, wrestling, and baseball trophies.

Silver Footballs Given Football wards go the Silver Key aggregation, including: Wayman Sowell, E. P. Driver Eugene Alderson, Robert Allan Hill, A. J. Carpenter, Wilburn Pierce, Richard Snyder, Troy Pickens, Tommie Jones, Morris Lane, Dudley Brummett, Lee Michie, Billy Schumpert, and Bob Sams.

Basketball trophies were won by the North Plains of the Independent league, including: James Pitts, Ramey Wilson, Ray Conley, Wayne Pharr, Joe McDade, George Schlinkman, N. J. C. Geary, and John Camp Adams.

Individual boxing gloves, silver plaques, go to the following: Tommie Coats, Frank Scott and Pete Nachlinger, Los Ratos; Tom Copeland, Soccer; Ed Morrison, Wranglers; Johnny Hatchett, Kemas; and Frank Green, Main Street.

Wrestling awards will be presented to the following grapplers: Chandler Mathis, Kemas; Owen Lattimore and Frank Scott, Los Ratos; J. P. Kilgore and James Haynes, Main Street; Billy Schumpert, Silver Keys; Roger Watts, Kemas; and Ox Wilson, Los Ratos.

Baseballers, the Silver Key squad, who receive awards include: Wayman Sowell, James Wigginton, A. A. Chamberlain, E. P. Driver, Eugene Alderson, Robert Allan Hill, A. J. Carpenter, Troy Pickens, Tommie Jones, Dudley Brummett, Lee Michie, and Bob Sams.

John Case goes to two national track meets this summer. Watch him in your home-town papers.

Attend convocation Tuesday and watch intramural camps parade for their awards.

SO we write that immortal symbol "30" to Double T for 1937-38. Of course regretfully, but with the knowledge that Texas Tech is rapidly drawing a curtain on another successful year. Year 14 in the history of Texas Tech gets underway in early September... we hope to see you all around—working for a Texas Tech that's going places. Don't you want to go also?

Keys Crowned Campus Kings Of Athletics

North Plains Takes Next Place; Rats Are Third; Kemas Club Fourth

KING of Intramural Sports—Silver Keys—that's the final results of one of the most successful intra-club programs ever conducted on the campus.

The Social league rulers amassed a total of 118 points to lead all clubs in both the Social and Independent circuits for the championship silver plaque given for the winner of the most intramural sports events this year.

Annexing first places in football, second place in basketball, and first position in baseball gave the Keys the majority of their tallies. Their closest rival was the North Plains aggregation with 86 points won with a blue ribbon in basketball and a second place on the gridiron. Los Ratos rests in third with 71 tallies.

Kemas Runs Fourth Kemas is listed in fourth position with 64 points. Last year the Kemas group paced the intramural ranks with high averages in the football and basketball campaigns and the baseball race which they won.

Standings of other clubs are: Main Street in fourth place with 44 tallies; Los Ratos, third place winners in the recent baseball campaign, in fifth position with 40 points; Wranglers, sixth, with 37 points; Soci, seventh, with 34 tallies; and then Torch and Castle, Fort Worth A. C. and Bojars all tied for eighth place honors with 30 tallies each; Centaurs, ninth, with 26 points.

Council Lists Athletes For Letter Recognition

Track, Tennis, Golf, Fish Cage Lettermen To Get Sweaters Tuesday

By T. J. HARRIS Toreador Sports Staff

PRESENTATION of awards to varsity lettermen in track, tennis, golf, and freshman basketball will be made Tuesday at a called convocation. Approximately 50 intramural winners receive awards at the same time.

Tech's athletic council of which W. L. Stangle is chairman met Thursday and after considering recommendations of track Coach Earl Huffman, tennis Coach Jimmy Allen, and golf Coach J. W. Jackson approved three trackmen, and eight tennis and golf men for awards. Previously 10 freshman basketball players had been named.

Spars Lists Winners Lewis Spears, intramural sports director, recently received silver medals and trophies for all intramural winners in various sports throughout the year and presents them Tuesday.

Recipients of the varsity letters must have seen active service in intercollegiate competition as well as passed the required number of scholastic hours.

Those receiving track letters are Marsh Farmer, Bobby Holmes, and Elmer Tarbox. Four Get Net Awards Approved for tennis awards were the following: Wilson M. Chapman, Sidney Moore, Harry Jordan-captain, and Aubrey McCarty.

The golf lettermen are Manson Allen-captain, Lindsey Telford, Donald Doherty, and Ford Sturdivant. (See COUNCIL, Page 4)

Golf Crown Play In Prof Tourney Underway Today

FIRST 18 holes of the 36 hole championship match in Tech's faculty golf tournament will be played today with Charles C. Galbraith meeting either Cecil Horne or Clarence Fox for the title.

Play continues in first flight competition with Ellis Foreman and E. H. Plank scheduled to finish their contest began Wednesday. The winner of this match plays the winner of the Culver Hill-C. M. Stanley tussel for first flight title honors.

Horne-Fox Semi-Finalists Horne and Fox were scheduled to finish their match late yesterday afternoon. All the tilts started Wednesday afternoon but were stopped because of darkness. Horne is medalist of the tourney with a 72. In the 1937 meet H. F. Holwig defeated Horne in the finals for the top prize.

Winner of the championship flight this year receives a gold trophy while the medalist, runner-up in each flight, and consolation winners will be awarded golf balls. T. C. Root has been declared the holder of consolation honors in the championship flight.

First West Cops Horn Hall Crown

First West emerged victorious by a scant half-game margin in Horn Hall softball play as the season closed Wednesday afternoon. Close on the heels of the new champions were Second East with a two-thirds percentage of games won and lost, and Third East, one full game behind the runner-up ten.

In the concluding games of the season, Second East defeated Third West, 9-2, Monday, and First East forfeited to First West, Third East won over Second East Tuesday, 8-5; and First East again forfeited to First West. In the final contest, Wednesday afternoon, Second East lost to First East, 4-5.

Final Standings are: Team W L Pct. 1W 10 4 1/2 .700 2E 10 5 .666 3E 9 6 .600 3W 7 7 1/2 .500 1E 4 11 .266 2W 2 13 .166

REAL HONEY makes it SMOKE BETTER. YELLO-BOLE. Made to convince smokers of 25-50¢ pipes that they will get more pleasure out of this honey-cured briar for \$1. World's biggest seller. REG. U. S. PAT. OFF.

Don't Forget '38

The 1938 football schedule as released. (Subject to approval of athletic council).

Sept. 17—Montana State at Lubbock.

Sept. 24—Wyoming University at Lubbock.

Sept. 30—Duquesne University at Pittsburg.

Oct. 7—Oklahoma City University at Lubbock.

Oct. 15—Montana University at Butte.

Oct. 22—Texas Mines (site to be decided).

Oct. 29—Open.

Nov. 5—Loyola of the South at Lubbock.

Nov. 11—Gonzaga University at Lubbock.

Nov. 19—New Mexico University at Lubbock.

Nov. 19—New Mexico University at Albuquerque, New Mexico.

Nov. 26—Marquette University at Lubbock.

Dec. 3—Intersectional game pending.

Save the copy of the 1938 football schedule. It'll help you advertise Tech this summer.

for the GRADUATE. FOR THE MODERN MISS OR A GENTLEMAN OF TASTE. Have you seen them... these new Gruen Watches? The man's watch is the 17-jewel Gruen Curvex at \$59.50. The lady's is the 15-jewel Gruen Curvex at \$49.75—both have 17-jewel Precision movements, and are available in yellow or white gold filled cases. AN EXCLUSIVE FEATURE. The two watches shown above have full size movements actually curved to fit the wristform case—a feature found only in Gruen Curvex Watches. KING'S JEWELRY 1020 BROADWAY Credit As Low As 50c Per Week

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Reduced Prices On Student Service THE BLUE BONNET LAUNDRY Still Gives You the Best Service At the Cheapest Prices Boys' Bundles 5c Lb. Shirts 5c Phone 1448

WE PAY CASH For your used books if in use here now—MORE for your old books at the Bookstore Book Buying Begins Wednesday, June 1st Texas Tech College BOOKSTORE "On the Campus"

CONGRATULATIONS To THE CLASS OF 1938 • You have prepared yourself for an active part in the business world. • You have made an investment in your college education which undoubtedly will pay dividends in the future. • You have made the first step up the ladder of success. • We wish you the best of luck in the upward climb. May each step be one toward success, prosperity, and happiness. West Texas Gas Co. GOOD GAS WITH DEPENDABLE SERVICE





No Matter Which...

Whether you are just leaving us for a few months vacation or one of the Seniors who will soon be riding the rough waves of life.

We Wish You Luck

Remphell-Wells Co.

Socii Banquet Given Sunday

Root Serves As Principal Speaker At Annual Founder's Day

Socii club members, pledges and their dates observed the club's first annual founders' day dinner Sunday evening in the Lubbock hotel...

Museum Officers Choose Engineer For Summer Job

A Tech student has been chosen for the first time as summer field representative of the West Texas Museum association...

Porter Montgomery, sophomore geological engineer, leaves early this summer on a trip into Big Bend country...

As many as possible of his findings will be shown in the limited exhibition space of the West Texas museum...

Montgomery will travel in a new official museum truck, purchased by the association this spring...

According to museum employees especially fertile fields are expected to be found on the north plains near Matador and Dalhart.

Style Show

(Continued from page 1) Mrs. Buster, Maretta Holloway was first in Miss Looney's section of the same course...

Negligee ensembles placed first and second in the advanced draping contest. A blue ensemble made by Debbie Crouch from 10 yards of chiffon placed first...

Graduation

(Continued from page 1) A. degrees, 42 will receive B. A. degrees in education, 21 will get B. S. degrees in sciences, 18 will get B. A. degrees in social sciences, and 49 will receive B. A. degrees in language and music...

In the division of Home Economics, 39 students will receive B. S. degrees. Three of the members have a major in clothing, five in foods and nutrition...

A total of 45 agricultural students receive B. S. degrees. Seven of the students are majoring in agricultural economics, 18 in animal husbandry...

Engineers surpass the graduates of other divisions with the exception of arts and sciences. Fifty-five engineers get degrees in eleven different fields...

B. S. degrees in architectural engineering, five receive B. A. degrees with a major in commercial art, and eight will get a B. S. degree in chemical engineering...

Los Camaradas members will have their summer convention in Lubbock, July 15 to 17.

Members of the council will be in the house party. Magdalene Deidrich, chairman of the council, is in charge of general arrangements for the annual affair.

The lace-covered table will be centered with pink snap-dragons and larkspur. Pastel colors will be carried out in refreshments and decorations.

Mrs. Mary W. Doak, Miss Margaret W. Weeks, Mrs. George Langford, and Miss Zella Riegel have been asked to pour.

Representatives of various campus organizations met Thursday in the office of Mary W. Doak, dean of women, and placed six all-college dances to be sponsored by their clubs...

Dates and sponsoring organizations follow: Oct. 1, 1938, Plant Industry; Oct. 29, Tennis club; Nov. 19, Aggie club; Jan. 14, 1939, Dairy club; Feb. 4, Double T; March 11, Debate and Dramatic club.

Campus Socialites Are Planning Reunions For Activities This Summer

Vivarachas Hold Formal Service For Officers As Season Closes

It's time once again to write a journalist's "30" to another college year. Campus social clubs schedule their final affairs for members and graduates as this year draws to a close...

Las Vivarachas club held annual formal installation services for new officers at the home of Marian Hurmence, retiring president, 3021 Twentieth street, Wednesday night...

Las Vives Install Officers Wynefred Warren, Lubbock, was installed as president, in ceremonies conducted by Miss Hurmence. The following major officers will take office next year: Beryl Duff, vice-president; Emily Teepele, treasurer; Eloise Jackson, recording secretary; and Helen Brown, corresponding secretary.

Las Vives plan to hold their reunion in Dallas between summer school sessions in July.

An annual farewell breakfast Sunday morning at 8:30 o'clock at the Hilton hotel will honor Silver Key graduating seniors. Invitations have been sent to members and alumni.

Centaurus will attend an annual stag supper Sunday night at 6 o'clock at the Hilton hotel. At this farewell affair plans are to be made for the club's reunion which will probably be held in Lubbock, July 4.

Ko Sharis Breakfast Ko Shari members, sponsors, and alumnae will breakfast Sunday morning, June 5, at the Hilton hotel. Plans will be made at the farewell occasion for the Olive Holden Loan Fund to be sponsored by the club next year.

On the last day of school, June 7, Las Chaparritas club will entertain with its annual farewell dance from 9 to 12 o'clock at the Lubbock hotel. Ned Bradley's orchestra will play for the informal affair.

Sans Souci Plan Dance Sans Souci patronesses also entertain Tuesday, June 7, with a tea dance for members and pledges of the organization, from 5 to 8 o'clock at the Hilton hotel.

Ned Bradley's orchestra is to play. The club reunion will be in Ruidosa, N. Mex., between semesters this summer.

D. F. D. plans for reunion have been completed. Wranglers will hold their reunion in Dallas July 16 to 19, according to Porter Parris, president.

Kemas, too, are making plans for an annual reunion in Dallas July 16, 17 and 18.

Los Camaradas members will have their summer convention in Lubbock, July 15 to 17.

Textbooks (Continued from page 1) discovered. "Data, danca, perchance, out lata, next daya, classa, quiza, flunka."

Nursery rhymes are slightly changed to give an entirely different meaning. "Jack and Helenora went up the hill Upon a moonlight ride. Jack came back, one eye was black. His friend, you see, had lied."

Personal messages are written on texts and left for anyone to read. "Wait until I get back, I've gone to see the doctor." "Be sure and bring my theme to class when you get through with it."

And bits of gossip are passed by the textbook method. "Dick said he was going to get married in June," wrote a student, "and he said he might want a job."

"Mother says I'll probably be just a fat type like Betty," another one explained. Others Are Philosophical Frequently quotations take a different trend. "Flattery makes friends, truth

The Coed's Corner

It's like writing the inscription for your own tombstone, this business of writing the last Coed's Corner. But it will be something new to wear a cap and gown instead of the typical college uniform—a sweater and skirt.

Because the halls of medieval castles were damp and drafty in the middle ages, monks and scholars required heavy warm cassocks and hoods. So today, the universal badge of the scholar, derived from middle ages, is the cap and gown. And the commencement exercise is replete with dignity, color and symbolism, as it was long ago.

Frances Cooper, former student at Tech, was elected president of the Cap and Gown society at Texas University for next year. Frances will also head the senior class and is vice-president-elect of Chi Omega sorority. While in Tech she was a member of Ko Shari.

It's estimated by health experts that the average student loses 2 pounds for finals. If the rule holds true here, approximately 6200 pounds will be lost by Tech eds and lassies in the next 10 days.

From Silhouette— Inside—class work Outside—spring Inside—they study Outside—they sing

It's fun remembering: going to Austin on the special... the Homecoming football game and seeing everybody... the first formal of the year, Silver Key... celebrating after first semester finals... fun at the Las Chap dance... snow in Santa Fe Easter... the Double T show... the Cotton Carnival and all the models... doing the Big Apple at the Los Cam's formal... watching Fletcher Henderson's brass section... dancing on the Avenue... just loafing... midnight session... seeing Merle Haynes crowned Queen of the Junior Prom... walking around in the rain... and it was fun writing this column for you!

Alpha Psi Omega Initiates Pledges Initiation of new members of Alpha Psi Omega, national dramatic fraternity, takes place Tuesday evening at 7:30 o'clock in the home of Miss Ruth Pirtle, 2413 Broadway. After the ceremony there will be an election of officers for next fall.

Initiates will include: Joe Burson, Silverton; Lucien Upshaw, Amarillo; Mary Beth Whiteman, Brady; Nell Hughes, Merkel. Richard Flowers, instructor of speech, will be initiated as an honorary member.

Members of the fraternity to be present are Dorothy Mann, cast director; Eron Gafford, cast business manager; Katherine Kersh, stage manager; Bud Thompson, Lee Byrd, John Harding, Hazel Pollard, Weldon George, Maxine Mullican. Miss Ruth Pirtle, head professor of speech, is sponsor.

Calendar (Continued from page 1) las, Texas, Gymnasium. 10 p. m., Presentation of Senior Gift. (Between the Chemistry Building and New Library Building.) June 6—Monday, Commencement Day, 10 a. m. Graduation Exercises. Address by Dr. Alfred E. Atkinson, President, University of Arizona, Tucson, Arizona. Gymnasium, 2 p. m. Meeting of the Board of Directors, President's Office. Administration Building.

The New Library Building which is under process of construction will be open for inspection by Seniors and visiting friends from 2 p. m. to 5 p. m., Sunday, June 5.

Council (Continued from page 3) Freshman basketballers who have been named as letter earners lists Paul Reynolds, R. L. Williams, Prince Scott, Raymond Flusche, Troy Hunt, Joe Reeves, Noel Burge, Lewis Locke, Leo Patterson, and Aubra Miller.

make enemies," and "Flattery is like perfume, it should be sniffed lightly, not swallowed," were both found in the same text. "A friend," defined one student, "is a person who knows all about you and still likes you."

Another one wrote, "The way to have a friend is to be one." Here is a clipping found pasted on a text: "Life is simply a matter of concentration; you are what you set out to be. The things you read today are the things you become tomorrow. You are a composite of the things you say, the books you read, the thoughts you think, the company you keep, and the things you desire to become."

"If you can't be happy without being idle, then by all means stay idle," a student wrote. Almost every text has notes, problems, outlines, formulas, test questions, or something written on the flyleaves that will help the student retain the knowledge gained in the course.

Going Home? Don't Forget To Take a Pennant Home With You... A Special 9x27 Texas Tech Pennant with the seal for 29c Other styles from 15c to \$3.50

If you hitchhike see the Giant Size Hitchhiker Stickers that will get you a ride

Texas Tech College BOOKSTORE "On the Campus"

Tech Student Obtains Right To Give Advice

Sasser May Criticize Any Person On Any Thing At Any Time

"THIS tells the world that... begins the colorful little certificate awarded this week to Mrs. Mary Rosalyn Sasser, commercial art student, by Saturday Evening Post.

... that Mary Sasser has won a grand award in the intellectual, intercollegiate sweepstakes run off at Boston, Massachusetts, by Criticism, Suggestion and Advice and is therefore privileged to criticize, suggest and advise all persons on all subjects at all times and to collect the usual fee for such service."

The certificate of award was for her excellent criticism of a mountain scene, Havoline Motor oil advertisement appearing in the S. E. P., April 30.

The folder, Criticism, Suggestion and Advice, is issued weekly with questions based on fiction, poetry, and advertising appearing in the Saturday Evening Post. Students of high schools and colleges of the nation are prompted to offer suggestions, criticism, and advice on specific problems, with special emphasis on art work.

Texas Tech courses in business psychology, business English and advertising study problems presented in Criticism, Suggestion and Advice.

Miss Sasser's criticism was in connection with study in a psychology course, under the direction of Miss Bonnie K. Dysart.

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Texas Tech College BOOKSTORE "On the Campus"

Save This Ad For Reference

YOUR NAME

Stamped in Gold or Silver on your

LA VENTANA at the

Texas Tech College BOOKSTORE "On the Campus"

TO THE COEDS

to those of you who are graduating we send our heartiest and most sincere congratulations with the hope that your future may be as bright and happy as your years in college have been

to the undergraduate we say "happy vacation—see you next year"

Craig-Gholson Co. The Woman's Store

Remember Graduation Forever



A Reeves made portrait will help your parents—your friends, and you to always remember your graduation.

REEVES

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McDAVIS CLOTHIERS take pleasure in inviting you to Lubbock's NEWEST and most COMPLETE store for men.

FEATURING a complete line of Society Brand clothes, Freeman Shoes, Interwoven

Socks and accessories for young men. Outfitting the man in the absolute latest is our specialty.

OFFERING

those of you who graduate our best wishes—pledging those of you who return our best wishes and support for a greater Texas Tech.

WATCH for our formal opening



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Gifts for the graduates who care