Howdy!

VOLUME IX

LUBBOCK, TEXAS, THURSDAY, APRIL 19, 1934

NUMBER 30

Wiley New Director of Tech Band

Lubbock Wins **District Meet**

Tech Faculty Members
In Charge Of League
Contests Run Off On Campus

Grandson Slated Spry and Young Jess Willard, One-Time Heavyweight To Wear"Hand Me Down'' Suit

Lions Club President Praises Tech Suit

Congress Convenes Here Friday

New Director



Ionians Appear April 26 In Last Artist Number

Quartet Substitutes For Cancelled Matzenauer Concert; Tickets Still

By JIM LINDSEY

Tech Coeds Are In Tucson For **AWS Meeting**

Davis, Leidigh, Jennings, and Michie Make Trip; One Hundred and Fifty Girls Will Attend

Tech Seeks Meet

Convention Program In-

FOUR Tech coeds left by bu
Tuesday morning to attend th
conference of the Western In
tercollegiate Association of Womes
Students at the University of Ari
zona, Tucson, April 18 to 21.
They are Found Pours, are students

Fish To Picnic At Silver Falls

Class Schedules Annual Spring Outing For May 12; Tickets Go On Sale Next Week

Here For Journalists' Convention



Includes Excursion Into Mexico; Delegates To Return Monday Delan is Return Monday Delan is

Lazy Man's Water Fountain Wins Approval

Annual Show Of Engineers Sets A Record

Departmental Exhibit Has Increased Attendance At Affair; Will Reopen In May

An increased attendance

country is not a disagreeable job to him after two weeks in this capacity.

They're Still Good Old Days "These wreatlers get tough some-

Texas Tech Mourns For Two Pneumonia Victims

Bodies of Hitchcock and Spalding Shipped To Homes For Final Interment After Services

For Final Interment After Services

Body of Matthew Hitchcock, 23car old Matador athlete, was sent to his home in Lexington, Texas, or burial last Thursday night. Final tribute was paid by Texas Tech tudents and Lubbock townspected at services held in the First butches and Lubbock townspected at services held in the First bresbyterian church at 7:30 p. m. hursday.

Hitchcock, active in Tech athletes, was a second victim of pneuronia to die within twelve hours a local sanitarium. Funeral for he star footbail player was held a Lexington Saturday morning, Accompanying the body to Lexington were Dorothy Dobbins, her other, Mrs. Dan C. Dobbins of Vaco. Truett Owen, Mrs. J. S. hilders, a sister, and E. C. Plemions, a national guardsman of the scal unit, of which Hitchcock was member.

Mr. and Mrs. John Dairymple, ousins, Elva Esker, 1933 football apath, Avin Baker, 1933 football apa

Textile Group Plans Second **Cotton Revue**

Will Be Held In High School Auditorium; Ar-rangements Are Being

Yaqui Trippers Speak Tuesday

W. C. Holden, Expedition Head, Is Presented In Assembly With Other Party Members

Champ, Favors Baer Among Boxer Crop; Referees Here

Scribes From Three States Gather Here

Twelve Colleges Will Be Represented In Seventh Annual Meet Of Group

Speakers Listed Visiting Delegates Will Be Entertained With Dance, Barbecue And Banquets

BEGINNING with registration tomorrow morning at 8:30, delegates, college professors, and newspapermen from over the Southwest will convene here for the two-day session of the seventh annual Southwestern Journalism Congress

Eubanks Fined In Mock Trial; To Pay Jury Fee

Buffalo Springs Scene Of Saturday Outing

Sock and Buskin

THURSDA

Styles I

The Toreador

OFFICIAL STUDENT PUBLICATION OF THE Texas Technological College

Lubbock, Texas	
Business	Edito
	Lubbock, Texas Business

EDITORIAL	STAFF
Associate Editor	Finis Mothershead
Associate Editor	Lomer Nelson
News Editor	Elizabeth Dryden
Ass't. News Editor	Lloyd Glover
Campus Editor	Clay Thompson
Sports Editor	Elmer Fortner
Ass't Sports Editor	Jim Lindsey
Society Editor	Lorene Childers
Feature Editor	Ruth Hurmence
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Young, Ray Moore, James	
Geraldine Wicker, Katherine	e Hill, Lorene Oliphant.
Doris Mullins, G. W. Durhan	a, Hunter Tolbert, Frank
Tolbert.	

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lian Parrish, Joe Love, Herbert	

Campus news covered by students in the departmen of journalism.

Advertising rates: 30c per column inch by contract; 35c per column inch by insertion.

Journalism Congress

WELCOME to West Texas and Tech, journaliste!

The sixth annual Southwestern Journalism Resignation of Mr. LeMaire is to be recongress, and Students' Press club will have a two-day program on the campus Friday and Saturday of this week. Twelve member schools will be represented at the congress, besides several nearby colleges which are not members that the signing of Mr. Wiley as the new bandmaster assures Tech of a competent, hardworking director, who will bring a new deal to the band and more prestige and publicity to the The sixth annual Southwestern Journalism eral nearby colleges which are not members but "baby school" of the state. are invited to attend.

Prominent journalists' who have received distinction in their particular fields will lecture during the meetings; among them are Dean Frank L. Martin of the University of Missouri school of journalism; Prof. R. L. Crosman, journalism department head of the University of Colorado; and Rufus Higgs, president of Texas Press association. The editors and publishers of the West Texas newspapers and the editors of the student publications from the member schools will be among others present.

One hundred and fifty representatives of the fourth estate, most of them editors or publishers,

One hundred and fifty representatives of the fourth estate, most of them editors or publishers, will be guests of the Tech journalism department. The convention is a great enterprise for the journalism division, and for journalism students. The city has cooperated with the college authorities in making the convention possible. Special mention must be made of the Chamber of Commerce.

And yet for all the good intentions of the

to show them around, to tell them about Tech, and at the same time, to learn about their schools. West Texas is noted for its hospitality. Let the visitors feel a closer friendliness, a warmer feeling, and a deeper sense of appreciation of the college and West Texas than of anywhere

A Semi-Weekly Toreador?

FOR the past two years there have been many inquiries from students and faculty members raise in the higher income taxes. concerning the feasibility of a semi-weekly paper for Texas Tech. Staff members have investigated the problems of a weekly paper to find that with little change of routine and with no find that with little change of routine and with no find.

allowing a shorter interval between dates of is-

In addition to lack of timely news, the r is hampered by overcrowding of pages with foreign and local advertising. On the present weekcustomary amount of news and editorial matter which the most ethical publications carry. True enough, The Toreador depends solely on advertising as a source of revenue; but with the doubling of publication dates, a semi-weekly can support its financial obligations just as successfully as can a weekly. An added advantage is the in-

crease in space for news and editorials.

A brief glance at figures prepared by the editor and business manager shows the present paper to be on a money-making basis. Allowance for all items of overhead, including all printing costs, salaries to the editor and business manager, and numerous incidentals, still leaves a profit for a paper which is supposed to merely "pay as it goes." These monthly profits would warrant payment of small salaries to an assistant editor and an assistant business manager. As the situation stands, assistants in each department receive no remuneration, a fact which might well

the situation stands, assistants in each department of the country and the situation of the services and the situation of the country and the services of the country and once to Europe, giving concerts nightly. Mr. Wiley has gained prominence as a musican and a maker of excellent bands from mediocre materials.

REVIEW WITH ALARM BY HERERT R SOUTHWORTH

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Must be made of the Chamber of Commerce which has helped defray expenses.

Many of these visitors to be here tomorrow and Saturday have never before heard of Texas Trech or Lubbock. It is the privilege of students here to extend to them the right hand of welcome, to show them around, to tell them about Tech stuck in ancient history, declaim our freedom while the inept son of some stock-plunger (a nonproductive social parasite) inherits his ten or twenty millions—resources with which he could destroy the lives of ten thousand people.

The fault of hereditary kingships was that The Toreador staff welcomes the visiting they offered no guarantee to the people against the misuse of power, and such a lack of guarantee to the people against the misuse of power, and such a lack of guarantee to the people against the misuse of power, and such a lack of guarantee to the people against the misuse of power. speakers and editors, and especially is the staff glad to have editors and staff members of the college publications as their guests.

A Somi-Wookly Torogador? of the American Senate, which provides for a governmental assessment of sixty per cent against all inheritances over \$10,000,000, and a vigorous

Roosevelt and his advisors that salvation lay in cutting down profits and in increasing wages; for wages are spent for the produce of factory and farm and so keep business going; while accumulated profits are apt to go into machine construction.

Review of faults in the present weekly publication show one serious handicap to be a lack of timeliness in news items. In short, a semi-weekly presents its news to readers twice weekly, allowing a shorter interval between dates of is-

There is a big stick that can yet redistribute sue, while a weekly presents its news to readers when it may be six days old and yet must be classed as timely.

Wealth and that is the taxing power of the Fedwealth and the taxing p ion of the uses of taxation.

Meditation

By LEE FIELDS Baptist Ministerial Studen

Prexy's Paragraphs BY BRADFORD KNAPP

Second, if a person who happens

by come out of the campus of
the right-hand street and concludes
wants to return to the

Around Mike Moses Around

MIKE and MOSES hav been very lonely this here week cause there EDITOR hev went down to AUSTIN, but he hev cum beek MIKE hev got the spring fever very bad. WOODIE HOLT, RUT-CLIFF, and DAHL CAMPBELL, went a visiting last week too. RUTCLIFF found that things were much more CANDY down that way.

ATING FANNY. THE SOUTH-WESTERN JOURNALISM CONGRESS this here week am going to be about MOSES and MIKES speed. Most of the state of th

COLLEGE and CAMPUS

By JIM LINDSEY
Following is some advice on how
succeed, given to us by the obcts in the office which we are
assing on to you:
"Be up to date," says the calen-

dar.
"Push," says the button.
"Take pains, says the window.
"Never be led," warns the pencil.
"Make light of everything," says
the fire.
"Be sharp in your dealings," says
the knife.

"When you find anything, stick to it," advises the glue.

gestive headline: "Open House Will Present Co-ed Exhibit."

I rolled the dice across the I've lost, by God, snake eyes!

At the Illinois state university, when half a dozen fellows visit the girl's dormitory without dates, the women candidates drop their names in a bowl. Whereupon the fellows draw and the evening is stated . . . evidently variety is still the spice of life.

Former President Of Association Visits Here



Boy, Oh Boy! We'll Bet You Seniors Can Now Almost See That Diploma! It Won't Be Long!

Order Your Senior Rings Now --- And Your Cap and Gown, Too

Members of the Senior Class and University Graduates only can wear this ring. Choice of three weights, three styles and two finishes—your initials engraved free.

Reservations for Caps and Gowns must be made by May 18th

BA OKT FORK

There's Bounce in a PALM BEACH SUIT

RESILIENCY! COME-BACK! RECOVERY!



Hang it up over-night, and the wrinkles bounce out. The suit comes back to its normal beauty and shape, almost as well as if pressed with a iron.
This is due not to any added finish

which might vanish in the laundry... but to new developments in the actual construction of the fabric.

The wrinkle-hating, crease-holding quality of the new 1934 Palm Beach and its smooth, unfuzzy yarns which repel dirt and dust, combine to keep down upkeep. Now you can stay cool and smart all summer at low cost. In white and many colors, Srylishly raiwhite and many colors. Stylishly tailored by GOODALL. Fully pre-shrunk.

\$18.50 At Your Clothier's



GOODALL COMPANY · CINCINNATI

Showing how Palm Beach Suits retain their smooth lines. Each of these summer suits made of four totally different summer fabrics, was subjected to precisely the same mussing treatment. Two sets of photographs were taken: (1) immediately after mussing; (2) after hanging the suits up over-night. The Palm Beach Suit not only wrinkled or mussed less than the others... but also showed









UIT NO. 3 SUMMER SUMME RESULTS OF WRINKLING TESTS ON PALM BEACH AND OTHER SUMMER SUITS

Picnic

Ranc

All Day (

Springs

GREI With every d

10 its Here

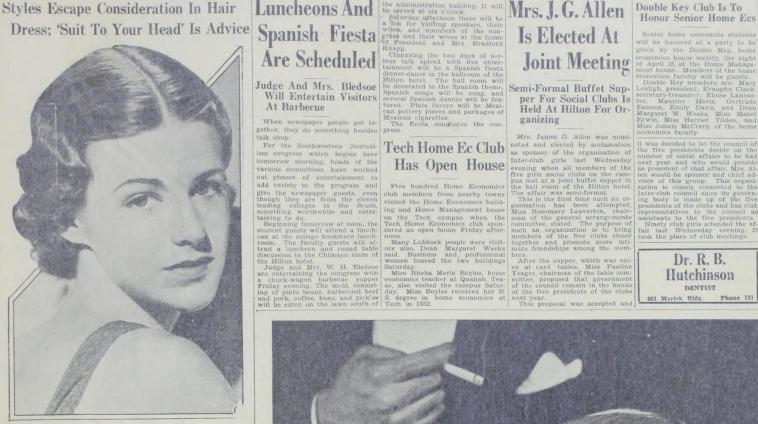
ABLE

T00

Social Variety For Journalists; Club Girls Choose Sponsors

Styles Escape Consideration In Hair Luncheons And the administration building. It will be served at six o'clock.

Saturday afternoon there will be Mrs. J. G. Allen Double Key Club Is To Honor Senior Home Ecs



flatter any girl who has hair that is straight on top

Wrangler Club Hosts At
All Day Outing On Matador Ranch At Roaring
Springs

Las Chaparritas Replace
Picnic With Informal
Sports Affair At Hilton
Hotel

Picnic Held At | Girls' Club Has Ranch Sunday Buffet Supper

Sports Affair At Hilton Hotel

Springs

Piedges and new members entertained old members of the Wrangler club Sunday with an annual all-day picnic and barbee under the work of the club members and the springs. David the ball room of the Hilton hotel springs. David the ball room of the Hilton hotel springs. David the ball room of the Hilton hotel springs. David the ball room of the Hilton hotel squared to the club members and the ponsors were special guests. The group left Lubbock early Sunday morning and returned Sunday afternoon. The group left Lubbock early Sunday morning and returned Sunday afternoon the Hilton hotel squared to the ball room of the Hilton hotel squared to clock. The affair was sports. The group left Lubbock early Sunday morning and returned Sunday afternoon. The first part of the collection of the Hilton hotel standay morning and returned Sunday afternoon. The supper was eaten from card fables which were caused by the spring flower centerpleces.

Special guests for the occasion were Misses Dorothy Lisenby, Jane Schneemann, and Dinaween Bridgman. Their dates were Austin. Davis, Byron Brown, and Charles Theutt. Club members attending were Misses Sunday Sunday Spring, Fred Fairly, and Earl Penny.

Their dates were Misses Pauline Yeager, Lorene Fryar, Mary Ross Edwards, Corinne Pigg, Ann Caldwell, Buth Rutledge, Julia Sagelline Both Jones, Christine Bundy, Zona Stiles, Gene Dubberly, Frances Knox, Jane Tinsley, Mary Ford of Borger, Child The Beleges Rutle Advanced Caldward Market Clark. The pleages Rutle Advanced Caldward Market Clark. The pleages Rutle Advanced Caldward Mary

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With French pastries made fresh every day in our own spotless kitchen. Just a perfect blend for our perfect

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CLARK'S Drug Store

BROADWAY AND Q



Dell Morgan Leaves To Take Auburn Post

Move Offers Advance For 'Coach Dell'

Will Be Head Baseball And Assistant Football Coach For Jack Meagher At Auburn

O. "Dell" Morgan left last Sun of for Auburn, Alabama, where will assume duties as head ach in baseball, basketball and

Alpine Loboes Working Hard

Have Squad of Forty Working Daily For Game With Tech On April 28

Goes To Auburn



DELL MORGAN See story to left

Kirk Knocks Spann Out In Fifth Round Morgan Goes To Auburn

sit make the Naci, but did come play with the nas until he acket high school Record tree event, and the naste the Naci, but did come play with the nas until he acket high school Record to the test of California, won by a knockout, and the naste t

Coaches Will Watch Matadors Scrimmage

Under The Double 'T'

By ELMER FORTNER TOREADOR SPORTS EDITOR

To Matt Hitchcock

Congratulations to Dell Morgan good pitcher, so he went to the St. Good Until He Lets Californian Land On The Button

Monday night's boxing program at the national guard armory was climaxed, and made interesting, by the feature event, which Jack Kirk, of California, won by a knockout

Congratulations to Dell Morgan good pitcher, so he went to the St. Louis Cardinals for a tryout and good polither, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and good pitcher, so he went to the St. Louis Cardinals for a tryout and goo

Footballers Bearing Down

Texas Longhorns Will Be Ready For Matadors Next September 22

LINDSEY FRI. and SAT



PREVIEW

SAT. NITE 11:30

Primitive Lovers in a Paradise of Peril!

JOHNNY WEISSMULLER

MAUREEN O'SULLIVAN In AND

"TARZAN

MATE"

New Texas Coach Is An Announcer /

Even Breaks On Week-End Jaunt

DR. C. M. BALLINGER DR. W. J. HOWARD Dentists

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HERE'S WHAT YOU GET

We call for your suit or dress. We dry clean and press it. And you get it all with perfect workmanship.

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Baseball

CORNELL SPORTS CURTAILED ITHACA, N. Y.—With a grim de-



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4 - Big Days - 4 April 18-19-20-21

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With First Fifty Pairs Of Airmaid Hosiery Sold We Will Give One Fifty-Cent Swim-Cap

FREE

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THURSDAY, AF Success Tells O

Of Tore

Dr. Knapp 7 Four S

BEAUTY for ski Acne Co

reduce red bl Blackhead and Pasteurized F Acne Cream

Refining Loti You'll adore cosmetics, an

Mark 1219 Broad



ISE

Dr. Knapp To Make Four Speeches

or. Bradford Knapp, president Texas Tech, will deliver four cial speeches in as many West as towns during the next 30

leations of the Church and the munity" will be the first subto be delivered before the Levdo District Methodist conferApril 17. The following day rech prexy will appear before the Panhandle Plantage of the Section 19.
Le the Panhandle Plantage of the Speaker's dule will be delivered at a ring of the West Texas Chamof Commerce in San Angelo 14.

Success Tale Days When Unusual Students Burned The Midnight

Annual Play

Darkness Halts

Visit the

Lubbock Sanitarium

On

National Hospital Day

May 12

Special nurses on duty to show you thru the building.

1:00 P. M. to 5:00 P. M.

CLEAN?

Clothes laundered at home may look clean—but it is impossible for them to be as clean as laundry done under 100 per-cent methods with tested, mild and thor-ough chemicals.

CASH AND CARRY 20 PERCENT DISCOUNT ON ALL

MODEL LAUNDRY

Success Tale Tells Origin Of Toreador The is a most series. The second temperature of the second series of the s NAIL JANGLED NERVES NEW GAME BOOK SENT...

Habits that come from jangled nerves are a warning

Perhaps you don't bite your nails
— but if you aren't the stolid,
phlegmatic type, you probably
have other nervous habits.

are a warning of jangled nerves.

Why not play safe? Protect
your nerves. Get enough sleep—
fresh air—recreation. And make have other nervous habits.

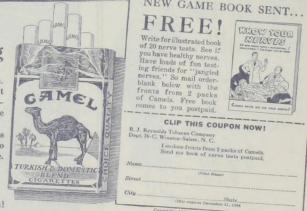
You may drum on your desk - Camels your cigarette. chew your pencils—

These and countless other seemThese and countless other seemThe angle seemThe angle

For Camel's costlier tobaccos ingly unimportant nervous habits matter how steadily you smoke.

COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE



TOBACCOS than any other popular brand of cigarettes?

SMOKE AS MANY AS YOU WANT... THEY NEVER GET ON YOUR NERVES!

TUNE IN! CAMEL CARAVAN with Casa Loma Orchestra, Stoopnagle and Budd, Connie Boswell, Every Tuesday and Thursday at 10 P. M., E.S.T.—9 P. M., C.S.T.—8 P. M., M.S.T.—7 P. M., P.S.T., over WABC-Columbia Network

BEAUTY LESSON for skin with Acne Condition /

Minor skin disturbances and eruptions will fade away

under this corrective treatment by Helena Rubinstein, world-renowned beauty scientist: First, wash with Black-head and Open Pore Paste Special, the unique wonderfully effective washing preparation. Follow with Pasteurized Face Cream, the only cream which normalizes an oily, disturbed skin. Then apply Helena Rubinstein's Acne Cream over affected parts. Leave on overnight.

In the morning cleanse with Pasteurized Face Cream. Then refine the texture of your skin, correct coarse pores, reduce red blotches with Refining Lotion, gentle stimulant.

Blackhead and Open Pore Paste Special . . . 1.00 Pasteurized Face Cream 1.00 Refining Lotion 2.00 You'll adore Helena Rubinstein's flattering, youthifying

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Gone the way of

Profs Here







H. H. HERBERT



Journalists Gather Here For Sessions

Speakers Here From Six States; Twelve Colleges Send Delegates To Convention

Artist Course Quartet



Jess Willard Referees Wrestlers Here; Says Baer Can Beat Carnera

Towers Over Visitors

"five feet, eighteen inches

Transgressing

We do cleaning, we do pressing, we'll take your suit and give our blessing.

MARTIN'S CLEANERS Call 1800

Fish To Picnic

ENGINEERS TO HAVE MOVIE

ernment, will be shown in the En-gineering auditorium Thursday at dents are invited to attend.

-NECK Sleeveless **Sweaters**

\$1.95, \$2.25, \$3.50

Terry Cloth

Jackets (Coat Style)

\$1.50

SPORTING GOODS

Lost!

GREEN SHEAFFER FOUNTAIN PEN 2400 BLOCK BROAD WAY RETURN TO CECIL HORNE'S OFFICE FOR REWARD.

THE GLORIETA

"Plate Lunches"

With An All-Star Cast Mon., Tues., Wed., Thurs., Fri., and Sat. ADMISSION 30c

(Sunday only: Clark Gobble In "TURKEY DINNER"

With Fruits and Nuts In "Glorieta Double Rich Ice Cream"

40 MEN IN THE ORCHESTRA 16 SINGERS IN THE CHORUS DRE KOSTELANETZ, CONDUCTOR

all bulging flesh . . .

GET next to this lovely little Vassarette improvement-on-nature. It helps you go in and out at all the right places. It smooths away bulges and slims down silhouettes. While it grants you perfect freedom, it never loses its shape. That's because it's perfectly fashioned . . . as only Vassarettes can be. You'll like the snug waistband that fits under the accentuated, adjustable bandeau.

VASSARETTE FOUNDATIONS

Craig-Gholson Co. Lubbock



April 18-19-20-21 City Drug Store



be hearing us

Monday Wednesday Saturday 8 o'clock in the evening Columbia Stations Coast to Coast

> We always try to make Chesterfields as good a cigarette as Science and money can make them - in the hope that people

> > _may we ask you to try Chesterfield

> > > Chesterfield

-we hope you'll enjoy it



"We're in the Navy Now!" If you want to be dressed smart

you should have one of our new Navy dresses. We are showing some extremely good values at



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