

Didya Know?

That Seniors must place their orders before April 12 if they plan to send graduation invitations to friends? The invitations will be on sale daily from 10 to 11 in the booth adjacent the post office. Charles O'Neill will take the orders.



The MATEADOR



Howdy! Why not "take in" the plays offered to-night and tomorrow night as contest plays in the Texas Intercollegiate Dramatic tournament? A nominal admission price is charged and journey officials promise some worthwhile presentations.

VOLUME IX

LUBBOCK, TEXAS, THURSDAY, APRIL 5, 1934

TEXAS TECH

NUMBER 28

Oklahoma Evangelist



Prexy's Paragraphs

As the new paving project begins to shape up, the matters of parking automobiles and of traffic on the campus are important matters of consideration. Personally, I hope we can develop this plan...

Quillian Talks To Students In Assembly

"Approach religion from an intellectual rather than an emotional viewpoint," Rev. Paul Quillian, Oklahoma City pastor, advised 2000 students Tuesday.

Tech Grads At Harvard High

Out of a class of four hundred in the graduate school of business administration of Harvard university, Canon Clements, Tech graduate, ranked seventh at mid-term...

Knapp, Gaston Buy Dorm Furnishings

President Bradford Knapp and W. T. Gaston, Tech business manager, left here yesterday by automobile for a week's business trip to Texas for dairy judging contest.

One-Act Play Tournney Opens

Twelve Texas Colleges Send Casts To Tech

With twelve schools presenting plays, the Texas Intercollegiate Dramatic Tournament begins today with the largest number of entrants in its five year history. Miss Ruth Pirtle is director and Billy Crenshaw is president of the tournament...

Post Judgers Win Five Cups At Tech Meet

Ninth Annual Vocational Judging Contest Has 75 Teams Representing 29 Schools

Second Largest Student Judgers Guests At Banquet Given By Chamber Of Commerce In Pavilion

Out of a total of 75 teams representing 29 schools, Post high school won five cups at a ninth annual vocational agricultural judging contest at Texas Tech Monday.

Coeds Despair Of Finger Waves, Complexions, And Soaking Grows In Popularity As Sandstorms Rage

from a forty-mile-an-hour sand fury. And what a relief finally to fall exhausted inside the heavy door of the Ad building after having been blown past it and completely through the archway twice!

Tech AWS Will Send Delegates To Tuscon Meet

"Types And Enforcement Of Rules" Subject Of Report By Girls Who Attend Conference

Exes Name Child "Teddy Tech" For Alma Mater

And now they're naming babies for this institution of higher learning. The latest victim is "Teddy Tech" Rash of Peacock, Texas.

Engineers Give Cloth Emblems In Annual Show

Twelve Hundred Tech Seals Are Being Made By Student Operators Of Textile Machines

Society Elects New Officers

Alpha Chi Names Glover President For Next Year; Group Selects Sponsors

College Demos Will Organize

Officers For Tech Young Democrats Club To Be Selected Wednesday Night

Dairy Club Elects Officers For Year

The Texas Tech Dairy club was recently organized at a meeting of Aggie students in the department of dairy manufacturing.

Pre-Med Club Will Stage Hotel Dance

Pre-Med club members and their guests will dance to the music of Ned Bradley's Band in the ballroom of the Lubbock hotel tomorrow night from 9 to 12.

Textile Studes Can Tell Color Of Underwear

Your underwear is pink! If textile students look at you through a small, round, black instrument and tell you the color of your underclothes, it is a fibrochrome, that is, the machine is.

Society Honors Five Engineers

Five new members were initiated into the Society for the Promotion of Engineering Scholarship last night.

Players Are To Be Tech's Guests

Tech students will play the abstract role of West Texas hospitality agent today and tomorrow in proving that the far-famed welcome of this section of the state for visitors is not over-drawn.

Tech Band Gives Annual Spring Concert Tuesday

The Tech Matador band presented their annual spring concert Tuesday evening at the high school auditorium.

Lois Watson Wins Army Queen Election Friday

Lois Watson was elected queen of the Cadet corps at a recent election. Other candidates were Dorothy Vandagriff, Mandeline Naves and Gene Dubberly.

Tech Shire Guild Sells John W. Carpenter Suit

John W. Carpenter, president of Texas Power and Light company, of Dallas, and a member of the Board of Regents of Texas Tech, bought a new spring suit from the Tech Shire guild last week.

Fords Have Son

Word has been received of the birth of a son to Mr. and Mrs. R. D. Ford, of Groom, Texas, March 31. Mrs. Ford was Lottie May Heath before her marriage.

The Toreador

OFFICIAL STUDENT PUBLICATION OF THE
Texas Technological College
Lubbock, Texas

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Joe Harter Business Manager

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Edited and printed in laboratory of Texas Techno-
logical College Journalism Department.

Campus news covered by students in the department
of journalism.

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

Phones: 1280—Day Tech Campus
1283—Night Engineering Bldg.

Colleges And The Madding World

Questions of broad public interest are break-
ing in on the consciousness of the college man and
woman. Their lives are no longer intra-mural.
Everything that happens in the world today
touches their thoughts, their daily behavior, and
their deepest concerns. Dickens and Huxley and
Matthew Arnold may have found our colleges
provincial; but they are no longer so. In a num-
ber of cases they surpass their European proto-
types. They are nuclei of ferment, of creative

preparation and creative action. They produce
our government leaders and advisers, our best
novelists, our critics and newspapermen; our art-
ists and philanthropists, our thinkers and men and
women of achievement. The world is a tide that
is running out. Can we, any one of us, remain
rock-rooted in this ever-changing flux? What is
more: Do we want to be immovably left behind?

A Manchu Emperor is restored to the an-
cient throne of his forefathers in Manchuria. Does
this far-off event affect us? It does. The out-
come may very well be—and not in the remote
future, either—a sanguinary scramble for mar-
kets in China. A cabinet topples in Europe.
That shock is felt by us all; for the successor may
undo demarches toward peace, and revise, dicta-
torially, national and international accords and
agreements. A new leader emerges out of the
boiling cauldron, and the nations feverishly pre-
pare for war.

Nowadays, a taxi strike in some nation's
capital may sound the tocsin of revolution. A
general strike may bring in its wake a new fascist
Caesar. For, in spite of our colleges and higher
schools, there are misinformed and ill-advised
people, some of them hungry and unemployed,
who are roused to violence and intolerance when a
windy demagogue sways them. He may per-
vert every ideal of American democracy; he may
peach hatred and persecution; he may gird
himself round with mobsters and hooligans. View-
ed as a harmless lunatic by sane men everywhere,
at first, he yet hoists himself into power. He
leaps into the breach when men go mad with
despair. His hooligans kill and shoot and opp-
ress. He pretends to follow American ideals.
Thousands, lacking true leadership, true coun-
sels, enlist in his crude, reactionary cause. Cyni-
cal war profiteers in high places back him. Then
democracy lies in deep peril. All the values we
honor, truth, liberty, common civic and religious
rights are openly flouted. The profiteers egg on
the ten times more cynical and vicious leaders of
the mobsters. In the end, if we do not guard our
heritage with keen vigilance, we may thus find
ourselves stripped of manhood and womanhood;
the standard of living lowered; and all that we
prize in civilization scorned and cast out.

The college newspaper does play an impor-
tant part in fighting the menace. It can keep its

readers well-informed, it can rouse the student to
thoughtful, preventive action. Thinking is use-
less, in 1934, unless it is wedded to the readiness
to act. The responsibility of the college news-
paper is therefore not to be underestimated. It
must keep world-events before its readers. It
must stimulate them. The day of the hermetical-
ly sealed student is long past. The world be-
longs to all of us, and no wall can shut us in.

I REVIEW WITH ALARM

BY HERBERT R. SOUTHWORTH

Following the Marxian precedent of ex-
pressing an economic wish in terms of inevitability,
Stuart Chase puts down eighteen imperatives for
his economy of abundance. One of these con-
cerns a shortening of the working day and the
application of the resultant leisure time. Already
pedagogical theorists begin to question the ad-
visability of confining a man's education to the
fine technique of bridge construction when by
royal edict tomorrow the practice of that art for
a time period longer than thirty hours a week may
be classified a treason to the state.

As the working day is shortened and the
planned society of abundance takes form the
acute problems becomes not what to do to gain
bread but how to kill the nineteen hours left each
day after one has sweated through his stint of
five. Obviously if education has taught the man
only how to fill the five and has neglected to
teach him how to play through the nineteen—we
have all the makings of a national tragedy in the
offing. We may see men, good christian, home-
loving souls, stood up before the firing squad,
because they, bored with an abundance of hours,
attempted to build bridges, milk cows, or audit
books for longer periods of time than was consis-
tent with the public welfare.

We may yet save the lives of these doxy
rebels merely by teaching them to live rather than
to work. In the course of time they will all again
know which wine to order. As the part of the
curriculum is finished they should be taught the
enjoyments of reading. It is not in the interests
of culture that I go forth to evangelize, but from
the patriotic belief that in this way alone may
America be saved from chaotic overproduction.
By books and by books alone can we save the

lives of those who would treacherously make their
time and efforts materially productive when the
national welfare demands that they be spent in
material use and in service consumption.

It will be difficult for the dweller in the
United States of abundance to secure an abun-
dant supply of books—nor is it for the American
today. Such convenient series as the Modern
Library offer to the reader, timorous lest he at
some future date yield to his overproductive in-
stincts, a form of firing squad insurance. The
Modern Library covers all the high points of
modern life. Some of the books are old but they
are modern. Dashiell Hammett's hardboiled de-
tective story *The Maltese Falcon* and Brom
Stocker's ghoulish *Dracula*. Gertrude Stein
and Evelyn Waugh are there as are Suetonius
and Homer. James Joyce has two volumes, the
Dublin sketches and the prelude to *Ulysses*, *The
Portrait of the Artist As a Young Man*. All the
streams of the modern novel meet in the Modern
Library. Proust has three volumes, Hemingway
two and D. H. Lawrence two. Faulkner's *Sanctuary*
and Erskin Caldwell's *God's Little Acre*
attest the modern literary renaissance of the
South. Even the old unmentionables, Rabelais
and Casanova and Boccaccio appear in this
modern assemblage. (The *Decameron* in the li-
brary is badly frayed.) An investment of ninety-
five cents in the Modern Library made by some
would-be-traitor today might so condition his
habits that by 1945 (Stuart Chase places us in
the Era of Abundance by that date) the diffi-
culty will be not to keep him from working but
to get him to work even his twenty or thirty hours
a week. Thus books will break down the bar-
ricades of the next Commune.

Meditation

But Saul and the people spared—all that
was good—: but everything that was vile and
refuse, that they destroyed utterly.—I Sam. 15:9.

God had commanded Saul to completely de-
stroy the enemy and all of its possessions, but sel-
fishness caused him to keep that which was good
for himself. This was the beginning of Saul's
downfall. How often men climb to the top ring
of the ladder of success, only to allow some petty
selfish desire to bar them from victory.

At Miami University a student
went home and partly undressed
before the sight of three girls re-
minded him that he had moved to
another house... this isn't an
April Fool story either.

The "Hobo" college in Chicago
is an organization of intellectual
hoboes, many of them having de-
grees from both American and
foreign universities. These "degen-
erates" hold open forum meetings
every night in an old barn.

BROADWAY
Preview 11:30 Sat. Nite

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You are face to
face with a future
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**Dorothea
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in her first
American Picture
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If he advises glasses you of course
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No. It's jangled nerves**

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"on-your-toes" person who hates then watch your nerves.
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Then you should be doubly recreation. And make Camels
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If you find yourself nervously For you can smoke as many
crackling your newspaper—drum- Camels as you want. Their costlier
ming your fingers on the table— tobaccos never jangle your nerves.

COSTLIER TOBACCOS
Camels are made from finer, MORE EXPENSIVE
TOBACCOS than any other popular brand of cigarettes!

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

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69c

Ko Shari Members Complete Initiation In Santa Fe, N. M.

Members of KoShari club returned Sunday night from an Easter vacation spent in Santa Fe, New Mexico. The party left Lubbock last Thursday morning by motor bus.

Initiation of new members was completed Saturday night in the kiva which was excavated and rebuilt by the Archeology field class last summer under the direction of Dr. W. C. Holden twenty-two miles east of Santa Fe at Glorietta Pass. Jack Hokenah, famous Kiowa Indian from the United States Indian school, and four comrades danced after the initiation. Other features of the trip were a drive to Taos, 75 miles north of Santa Fe, to visit the art colony and the Indian pueblo; a drive to San Ildefonso to visit the pueblo; attending Easter services at St. Francis Catholic cathedral; a visit to the museums in the ancient city and to the anthropology laboratory; and an audience with the governor of New Mexico, A. W. Hosenbuhl. The club ate Easter breakfast at La Fonda hotel where they stayed and on Saturday had luncheon together on Sana-Plaza. The club were the guests of Judge and Mrs. W. H. Bledsoe for breakfast Friday morn-

ing at the hotel. Mrs. Bledsoe is a club patroness.

The girls initiated in the kiva Saturday night were Misses Inez Earl, Wade Moore, Katherine Johnston, Frances Moore, Frances Mayhugh, Ruby Wedeking, Leila Mae Zorns, Cora Fox Yonge, Sophie Alice Hardgrave, Adeline Gilbert, Margaret McAllister, Carolyn Whitworth, Maxine Burrus, Lorana Owens, Rachel Lindsey, Pauline Phillips. Others in the party were Misses Lorene Childers, Mary Frances Johnston, Elizabeth Dryden, Theresa Lokey, Roubie Trippitt, Charles Cox, Aileen Brown of Ackerly, Katie Walker, Mrs. W. C. Holden and Miss Dorothy Rylander, sponsors, Mrs. C. C. Triplett, Mrs. D. A. Childers and Judge and Mrs. Bledsoe.

Lubbock Woman Speaks To Home Ec Members

Mrs. C. J. Wagner described various trips she has taken at a meeting of the Home Economic club Tuesday night at 7 o'clock in the tearoom of the Home Economics building. She showed pictures to illustrate her talk.

D. F. D. Club Has Easter Breakfast

Following an annual Easter breakfast in the Chimayo room of the Hilton hotel Sunday morning at 9:00 o'clock, members of the D. F. D. club and their special guests attended services at the First Christian church.

Spring flowers constituted individual flower favors. Decorations prevailed in the Easter motif. Places were designated on chocolate Easter eggs.

Special guests included Mesdames George Herd, M. H. Woodruff, C. B. Powell, Charles Smith, George Benson, W. D. Wilson, M. T. Hill, and Misses Jane Wilson of Spur, and Mary Cammack. Hostesses were Misses Betsy Wilson, Jane Woodruff, Edith Sanders, Eloise Smith, Marjorie St. John, Martha Alice Penney, Louise Wardlaw, Evelyn Hawkison, Madeline Alice SHRD, JIMJ, Hugh TH ARR Hughes, Josephine Powell, Janet Hambricht, Orelia Killian, Lillian Parrish, Lorena Carter, Evelyn Spaulding, Sara Tom Jones, and Mrs. Garland Davis.

Sans Soucis Have Easter Breakfast

Spring flowers and place cards in the Easter design were used when Sans Souci club attended an Easter breakfast at the Lubbock hotel last Sunday morning. The group attended church afterwards.

Those attending were Misses Mary Lee Bardwell, Wanda Butler, Frances Snyder, Rosemary and Nancy Ruth Leaverton, Mary Ge-nieve Hardberger, Lois and Melba Watson, Roberta Myrick, Alma Brown, Billie and Polly Shultz, Charlotte White, Lena Belle Brown, Coleta Baker, Helen Barstow, Christeele Scudder, Frances Burns, Billie Bob Jones, and Gray Kirk.

APRIL SHOWERS

We really mean these West Texas Showers. Showers of sand. That's what is really hard on clothes unless you have them cleaned and pressed frequently. And anyway it makes you look a lot better every day in the week.

Martin's Cleaners
PHONE 1800

COLLEGE CALENDAR

Thursday, April 5
Student Council, room 210, 7 o'clock.
Dramatic Tournament sponsored by Sock and Buskin.

Friday, April 6
Dramatic Tournament sponsored by Sock and Buskin.
Sock and Buskin Tea Dance, Hilton hotel, 3-5 o'clock.
Officers Club, 7 o'clock.
Pre-Med Dance, 9-12 o'clock.

Saturday, April 7
Southern Scholarship Banquet, 8 o'clock, Hilton hotel.
Plains Dancers, 8-11 o'clock, Seamon Hall.
Sans Souci Party.

Monday, April 9
Forum, room 313, 7 o'clock.
International Relations Club, room 302, 7 o'clock.
Engineering Society, 7 o'clock, room E208.
Press Club, room 314, 7 o'clock.
Freshman Commission, 7 o'clock.

Tuesday, April 10
Debate Society, room 202 7 o'clock.
Home Economics Club, 7-8 o'clock, room H107.
Aggie Club, 7-30.
A. I. E. E.
Chess Club, Seaman Hall, 7 o'clock.
Capa y Espada, room 310, 7 o'clock.

Wednesday, April 11
Chemistry Club, 7 o'clock.
Geology Society, 7 o'clock.
Social Clubs, 7-8 o'clock.
Las Leales, 7-8 o'clock.

When you eat soup at La Fonda it even sounds good to the fellow next to you. Three meals for \$17.50.

YOU CAN TELL

Here's to the gals we love so well. Tho they treat us all like hell. But if you want to ring the bell. Send the flowers that Ribble's sell.



Hilton Hotel Bldg.
Day or Nite Phone 2.
"Tech's Favorite Florist"

Why do the boys stay at La Fonda? Well, we would like to know too. Ninety meals for \$17.50.

LOST!
Pair of Ful-Vue glasses. Return to Lorene Childers in Mr. Horne's Office.

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Jumbo Malt
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Dr. M. C. Overton
Diseases of Children

Dr. J. P. Lattimore
General Medicine

Dr. F. B. Malone
Eye, Ear, Nose and Throat

Dr. J. H. Stiles
Surgery

Dr. H. C. Maxwell
General Medicine

Dr. Jerome H. Smith
X-Ray and Laboratory

Dr. Olan Key
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Dr. A. L. Borchardt
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NUMBER 543

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