

# Student Officers To Be Nominated Today

Index To Pictures An added feature of the bo

an index to class pictures k is printed on glossy fin

Offer Courses

Technique In Teaching

Offered First And Sec-

ond Terms of Summer

teaching. It will daily from June Miss Sybil Thomas visor of home eco

Parent Education

## **Scientists To Close Meeting** At 8 Tonight

Prexy Bradford Knapp And W. C. Rylander Greet Visitors Representing Southwest

**Engineers** Give

## Show Many Notables In Science

Fields Read Papers To Gathering In Four-Day Meeting Here

after three days of discu-latest developments of or discussion on clean Association for the hent of Science and the idemy Science, now meet-Chemistry building, with with field ter

Monday. is the fourteenth annual ag of the Southwestern di-of the A. A. A. S. Because was chosen as the meeting nembers of the Texas acad-e meeting jointly with the i organization.

rganization. dred and thirteen scien-New Mexico, Arizona, nd Texas are in attend-confab while two hun-seventy-three students for the same

wards. of lectures on Monday was were D. Otto Stuve, di-Were D. Otto Stuve, di-Were D. Otto Stuve, di-were D. Alto Stuve, di-Were D. Otto Stuve, di-were D. Alto Stuve, di-were D. Alto Stuve, di-were di net beservatory. Unit e di net Davis Mou-refort Davis, gave a semi-refort Davis, gave a semi-reto m "The Galaxy." were di a the First Med-reto m "The Galaxy." were di a the Stuve, di-refort Davis, gave a semi-refort Davis, gave a semi-refort Davis, gave a semi-refort B. divided into biological, physical, and e held Monday. matele were divided and the set of the second to be held staturday night in the set of the second set of the set of the second se

ides. Three held Monday.

## Show Is Staged For AAAS Meet

the inspection of A. A. A. is, Tech engineers reserving equipment and displaysish annual Engineers he first of the week. Visit red the Chemistry and Engipulation of the of o'clock. They are the textile building this between & and 10 o'clock

g. stration of A. A. A. S. totalec-tesday. The scientists' visi show raised the record at te of 6,320 established Apri 14 to 6,433 for the spring of 1934.

## **Commercial** Art **Students Show** Varied Exhibit

Frank H. Leavell Frank Leavell Will

Lead Revival For **College** Students

Frank H. Leavell, Southwild Baptist student secretary, is to ead a young people's revival begin sing at the First Baptist church Sunday morning and running through the following Sunday even ing. Services will be held at is clock each evening.

adent retreat in Ridge-th Carolina each sum-is editor of the Baptist gazine. The South during the neverty state and Baptist his territory. Ho is not miniater, and this is

**Pre-Laws Hear** Local Lawyer

## Politics Is Subject Of Speaker; Officers Are Elected In Business Meeting Monday

Tom Perkin, ounty, spoke to the Press, ounty, spoke to the Press, of the press, and the politics, "Every lawyer finds himself in-volved in politics, whether he in-control of the press, and politics are not the reason Texas politics are so the reason Texas politics are so not advected lawyers in the political field." After Perkin's speech a short president Garland Smith appointed for the president of the pressident o Tom Perkins, local attorn

mitn, president; Rob O'Hair, resident; Charles Fike, secre-id treasurer; Charles O'Neall, ustice; George Long, asso-justice; Clifton Crawford, Wallace Sanders, prosecut-orney.

mbers of the club and

Phi Psi Group Asks That Students Buy Bids Early All persons who are going to buy

## Leads Revival Yearbook Goes To Press; Many Features Included

Beauties, Organizations, Clubs and Razz Section Are Uniquely Arranged the beauty section will be a photo-graph of Stanlaws, who selected the beauties.

After eight months of planning d working, the 1934 La Ventana, ich yearbook, has gone to press. nal copy was sent to the print-s Tuesday. Proofs will begin ar-ing next week. ing next week. Zarrying out a theme of "Texns der Six Flags," in keeping with ins for the coming Texas Centen-al celebration, the ninth volume. La Ventaa contains 320 pages. Big Feature Section

ca win in 20 pages and sor ctures will take up approxi-10 ornore. Thirty-four pages 10 ornore. Thirty-four pages the the grind section will 32 pages. res of the beauty winners 1 a 13-page section of the The eight winners will each ngle-page pictures and the ngle-page will contain of coeds. Also appearing in

WAA Sponsors

Fourth Annual **Girls Play Day** 

Be Served At Noon On Tech Field; Winner To

With eighteen events offered ech's fourth annual Play Day, un-er the direction of W. A. , and the girls' department of education ill take place Saturday at the

parbecue lunch will be served sch field at noon. PROGRAM 8:00-Registration, gym. 8:30-General assembly, gym. 9:00-Tennis, jacks, basketball. 10:00-Archery, ping-pong, rid ing contest. 11:00-Volley ball, top spinning. 12:00-1:00-Barbecue lunch o to reach field.

awarded. The winners by pondence with her. are given awards by Deans W. Doak and Margaret Club To Hear Discussion

those interested in entering are asked to register to the prepared to play at 5 Thursday afternoon. res will be diss Johnnye Gil-res will be diss Johnnye Gil-

## Bench Marker Bids Give Illustrated Lecture

transportation are all put side by commercial at students in the hall outside the arching paramities rub shoulders with class made to built as a given to the parameters are to commute the part of the commercial to be decided at the parameters are to commute the parameters are the parameters are

West Texas Weather Fools Poet Tuesday JOHN REGAN

**Cowboy Artist** 

And Parent Education

**Tech Women Will** 

## Phi Psi Group Selects Delegates

Ford Benham, William Wilder, ad Ralph Douglas have been se-cted by the Kappa chapter of Indian Art Authority To

## **Ballot System Installed As** New Method Of Election For **General Voting Held May 11**

vever make fun of West Tex-weather. It's likely to come vn in righteous wrath and you on the head. Scientists e for the convention learned litter leave

General Convocation For **Purpose Of Nominating** Student Officers Will Begin At 11 o'Clock

Politics will substitute for schol astics today at 11 o'clock wher Texas Tech students will assem ble at the college gymnasium for the purpose of nominating studen' officers for 1934-35. Classes and

DANCE SATURDAY Plans for the student

**Cotton Growers** 

Meet On Campus

Approximately 1,000 farmers om 23 counties were in attend-ice at a meeting of the North-

in the Cotton Revu see Mr. Heard to

ow. The following clubs and organi tions have entered their repro-entatives and the type of dress iev will wear: Alpha Chi. Margar

**Hold AWS Meeting** 

ddresses by Sterling C dent of the bank for , and C. C. Moser, pub vice-president of the

Young Democrats To Hear Two Speakers

# "I'm A Chef" Says



Ond Terms of Two special courses for home conomics teachers and potential y leaders will be offered at the mach summer session, Dean

**AWS** Committees **Outline Plans** 

### PAGE TWO

## The Toreador

OFFICIAL STUDENT PUBLICATION OF THE Texas Technological College

Morgan has begun. Edito Business Manage Bob Tracy Joe Harter I REVIEW WITH ALARM EDITORIAL STAFF Finis Mothershe Associate Editor Associate Editor Lioyd Gloven Lloyd Gloven Clay Thompsor Elmer Fortnei Jim Lindsey Lorene Childeri Ruth Hurmence athleen Jennines News Editor \_\_\_\_\_\_ Ass't. News Editor Campus Editor \_\_\_\_\_ decries the current American kidnapping spree Sports Editor \_\_\_\_\_ and pleads for the good old-fashioned death penalty. I have no doubt that such action would Ruth Hurmence REFORTERS: Ed McKeever, Kathleen Jennings, Bruce Zorns, Josephine Powell, Naomi Moore, Edith Young, Ray Moore, James Etheridge, Jim Lindsey, Geraldine Wicker, Katherine Hill, Lorene Oliphant, Doris Mullins, G. W. Durham, Hunter Tolbert, Frank Tolbert be of some temporary help. If we would but hitch up our pants and proceed to kill the unemployed we could likewise solve the unemploy-

## BUSINESS STAFF Assistant Bus, Manager Circulation Managers BUSINESS STAFF Assistant Bus. Manager David Rutledge Circulation Managers Buster Moxley Floyd Williams Advertising Manager Max Waghorne STAFF MEMBERS: Sol Bunnell, Bob Lindsey, Lil-lian Parrish, Joe Love, Herbert Lindsey. Edited and printed in laboratory of Texas Techno logical College Journalism Department. Campus news covered by students in the departmen of journalism. Advertising rates: 30c per column inch by contract 35c per column inch by insertion. Phones: 1280—Day 1283—Night Tech Campus Engineering Bldg.

## A Photographic Studio

Pictures are stories told without words.

A story that would take paragraphs in and I wonder how the rich man made his money words is sometimes told in a few simple pictures, but that is not the point that we are trying to lead The kidnapper is good headline material but the sweat-shop mercenary is much more dangerous to society. I do not think the kidnapper more inimi-cal to society than Richard Whitney. The abolithe reader to at present.

For the past nine years, La Ventana has let photographic contracts to local studios. Well and good, we'll grant, but why not take a step furth-er and keep the business on our own campus? Figures of expenditures for photographic work could be quoted from local studios, but ethics of publishing prevent us from delving into private affairs of local merchants.

At any rate, after conferring with at least four students of experience in this business of tak-ing pictures, it has been revealed that Tech could operate a studio. The maintenance of this studio operate a studio. The maintenance of this studio would provide work for at least two Tech stu-dents as well as pay its financial ends. This last statement is affirmed by use of figures on past contracts and prices of equipment taken from nationally known jobbers' catalogues.

Here are three needs that Tech would gain through this enterprise: First, studio and outside photographic shots could be made for the annual. We might add to this, that campus snapshots taken for the annual could be used for the Tor eador and for mailing to college magazines, thus gaining national recognition by other colleges becardy in twist stence by a frightened, hireling press. The existence by a frightened, hireling press. The presse for the counter the pressessions of that pressessions of that prople, a goat, a day's provise the possessions of that prople, a goat, a day's provise much be existence by a frightened to the fruct at their loss meant death and to steal. Though we have much SOUTH am turning to thun AMM existence from that environment where the code was the fruct the form that existence by a frightened, hireling presses from that environment where the code was the fruct the

solves seventy-five cents per semester to traise money for buying a printing plant for the Torea-dor. Fortunately, they were not called on to pay that fee because college officials found another means of financing the plant.

means of financing the plant. Now, the Toreador offers this suggestion for consideration: Why not use the same means of securing initial finances for a studio that was used last year to get a printing plant? If we may, we last year to get a printing plant? If we may, we would like to pass this on to the student council to be discussed before the end of the semester.

### **Coach Ballard**

WHEN "Dell" Morgan, freshman coach and varsity basketball and track mentor went to Auburn, the coaching department was beseiged with over a hundred applications for the vacancy. However, a man was chosen who did not apply, and had the distinction of not applying for any of the three coaching positions he has filled in his six years of experience. Virgil Ballard, coach of Gainesville Junior college and high school, and former linesman un-der Cawthon at Austin college from 1924 to 1928, was given the difficult position of filling the departed mentor's shoes. Coach Ballard, prior to his position at Gainesville, had coached

the departed mentor's shoes. Coach Ballard, prior to his position at Gainesville, had coached at Sulphur Springs high school and Childress high school. He was regarded as one of the out standing high school mentors of the state. May I respectivily can to the attention the President of the United States an American precedent in confiscation? I refer to the abolition of the Southern planters' slave property after the Civil war; the complete destruction of four billion

Mr. Ballard expressed great enthusiasm for the future of Tech and stated it was a real op-portunity for a young man to coach in one of the praised Coach Cawthon highly, speaking of him

THE TOREADOR, TEXAS TECH

## as one of the leading mentors of the country, barr-**COLLEGE** and CAMPUS ing none. The Toreador is glad to welcome Coach Ballard to the campus and to the athletic depart-ment. He is capable of carrying on what Coach

By JIM LINDSEY What have you done," Saint Peter said, "that I should ad-mit you here?" (ran a paper," the editor replied, "for my college for one long

year," Int Peter pityingly shook his head, As he gently touched a bell. Some in, poor thing, select your harp." You have had your share of hell."

BY HERBERT R. SOUTHWORTH

Edmund Pearson, writing in Vanity Fair

ment problem. But that is a rather stupid method

for poverty breeds crime. We cry equally of op-

portunity when obviously the only equality shar-

ed alike by rich and poor is, as Anatole France said, the chance to beg for bread and to sleep in the streets. Our productive machine is the high-

est geared in the world, yet while the poor search

at a profit. Years from now, the pen of the his-

orian will etch forever this epoch as the crown-

tion of poverty would end kidnapping because it would remove the incentive for such acts, and Whitney and his breed are not interested in the

stamping out of poverty. They planted the field where Dillinger sprouted.

About a year and a half ago the technoc-racy craze hit America. Technocracy sprang from the writings of Thorstein Veblen, the only major economist America has produced since

Henry George. Technocracy was a daring at-tempt to point in vivid fashion the folly of an

economic order that stopped production while consumers went naked and hungry. It was buck-ed by reputable authorities and it still is. Last month the editor of *The Living Age* remarked

May I respectfully call to the attention of

ing summit of man's stupidity.

As a nation we are foolish to allow poverty

of approach to a scientific question.

A ten ton mirror for use in a telescope through which science hopes to neer at the ob-jects one billion light years away (light travels 188,000 miles per second) and thus see objects as they existed millions of years before any form of life appeared on this planet, is be-ing made for the California In-stitute of technology at Corn-ing, New York.

Code of Ethics For Young Ladies In Their Teens And Out of Them 1.—Never let another woman take your man. Throw him at her. 2.—Never take another woman's man, unless you are sure she man, unless you are sure she break a date until re sure you have something e attractive to do. -Never lie except to men. A nan sees through it. -Never love a man for his ney, but remember, a woman's t friend is his pocketbook.

People tell a lot of lies, Whether they are dumb or wise. You call a girl a little late-"She's sorry, but she's got a date." barefooted through the nation's garbage pails, we close our factories because they cannot be run uses, too, you know you ed. You told the prof "Grandmoth-er died."

So I do not grit my teeth and call for blood as do the major journalists when some wealthy lysterious man is abducted and held for ransom. I wonder Mike Moses what environment society allowed the kidnaper Around R. Tol.

y CONVERTS the SO and SO b have drug in. DE HARTER hev learned a COLLEGIATE yell sence the A gels hev been here. PENT, I, PINT. ESK him to demon-te. MIKE heard there were one hem OUT-OFTOWN gels that at late date. NINETY NINE of a HUNERD. ZORNS hev a very sudden and DESIDED to go to IOWY CITY sence KONGRISS.

e KONGRISS. MIKE wants to KONGRATU-ATE MIKE JR. at the HODGE DDGE. Ef he keeps up, he will a sgood as his PA. QUEENIE ALDWELL hev rekovered her own, and DOYLE HARRIS am tek in the fold. MARJORIE 20TT were initiated into a new LUB Sunday afternoon, and ed by reputable authornes and the chird of the Living Age remarked month the editor of The Living Age remarked that not one fundamental statement of technocratic book, The Economy of Abundance, s a national best-seller. He preaches the doce the transmission of the angle of the state of the

bip service. If a mail has a million bushels of wheat, is it wrong (let us forget our Sunday school lesson for a moment and think) is it wrong to take the surplus he cannot use and to give that to the starving? Perhaps I have ethical actioma-LOVE and KISSES MIKE, SR. ROYAL PORTABLE

Now \$45—Formerly \$60 RIBBONS & SERVICE FOR ALL TYPFWRITERS But that desert dogma "Thou shalt not but that desert dogma I how shall how that how shall but that rob it of all social significance. A man has a huge factory; he cannot sell his products; he closes it down. Now the people want to work, are at hand, the factory waits for the power to be Visit the Lubbock Sanitarium On National Hospital

> May 12 Special nurses on duty to show you thru the building. 1:00 P. M. to 5:00 P. M

Day

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GOODALL COMPANY. CINCINNATI

1934

### THE TOREADOR, TEXAS TECH

## Patronesses Entertain For Las Chaparritas Club Today Active, Alumnae Members To Sans Soucis Las Viv Club Has Breakfast Sunday Dramatists To Alpha Psi Omega Has Ceremony House Sunday <section-header><section-header><section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text> **Be Honored With Tea Dance** House Sunday Present Play The chapter of Alpha Pat Annual Affair To Be At COLLEGE CALENDAR Hotel From 5 Until 8: Thursday, May 3 Young Democrats, 8 o'clock. Las Chaparritas Tea Dance, Hilton Hotel, 5-8 o'clock Officers Club, 7 o'clock Dance, 5-12 Las Chaparrita, 7-12 Las Chaparrita, 7-12 Las Camarados Pienic and Dance, Saturday, May 5 W. A. Play Day, Gymna-sium. All-College Dance, Gymna-sium, 9-12 o'clock Plaina Dancers, 8-11 o'clock Home Economics Club Ban-Guet, War 6 To Be Semi-Formal; Guests Are In vited Active and alumnae members of as Chaparritas club will be com-limented this afternoon with an noual tea dance given at the Hil-on hotel from 5 until 8 o'clock, by he affair is semi-formai. Punch and sandwiches will be anine floor. The serving table anine floor. The serving table anine the centered with spring flow-re.

<text><text><text><text><text><text><text><text><text><text>

to intert inditialy ne May meeting of the Quarter-May 14, at 7 o clock in the ne Economics fea room. Iss Lucille Gill will address the on the subject "Some Contem-ry Women Poets." this meeting officers for the wing year will be elected.

**Jumbo** Malt

9c LUBBOCK'S ORIGINAL

CUT RATE DRUG STORE

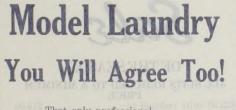
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TUNE IN: CAMEL CARAVAN with Casa Loma Orchestra, Stoopnagle and Budd, Connie Boswell, Every Tuesday and Thursday at 9 P. M., E.S.T.-8 P. M., C.S.T.-7 P. M., M.S.T.-6 P. M., P.S.T., over WABC-Columbia Network

PAGE FOUR

## Under The Double 'T' By ELMER FORTNER TOREADOR SPORTS EDITOR

Virgil Ballard, the successor to Dell Morgan has arrived and in assuming his formal duties here. He immediately started spring practice for the basketball men Tuesday night. Ballard brings with him a splendid record from some of the leading high schools of the state. He is quite noted for going some-where where the sports situation has been neglected and bringing them to the limelight. Here he will certainly not have such a task. His only job will be to keep the limelight. He wen to Sulpher Springs and put out one of the best football teams in Texas in 1929. He had men make the all-state honor roll there when he did not even win the district cham-pionship. Going to Gainesville in 1932,

The event will be desired characteristic terms Going to Gainesville in 1932, the new Tech coach found the athletic situation in a very bad way, having a football team that rarely won a conference game, and was considered a warm-up team for other district teams. In his two years there he brought them to the front so that his Leo-pard eleven were feared by all opponents.

opponents. Ballard was a stelar football player under Cawthon at Austin college, he should be very famil-iar with the Cawthon system of running things and should find it easy to fit in here. He will be the first unmarried man to coach here since Golightly left in 1930.

re. We think that with two of Jack Meagher's is tutoring there the ill be plenty tough.

## COACH BALLARD

know the boy by now. our threats until afte r 22. Maybe by then som n can come within les y pounds of the big boy

## Team Work To Ballard Takes Be Plentiful Over Coaching For Gridders Duties At Tech



**Toreador Club Calmes Wins** To Take Lead **Over** Chavez Loper And Watson Lead Team To First Place

THE TOREADOR, TEXAS TECH

Attraction Lively

Vernon, of Pampa, won on over Homer "Kid" R.

Tech English Profs Lead Dr. A. L. Strout, Tech English professor, continued to hold be any lead in class 4 In Chess Tournament

wenty victories and one detent. A Putnam cinched third position vith 21 games in the win column nd aeven losses. Championship of class A will be lecided Sunday afternoon in 4 needing between the two Tech pro-

WE OFFER OUR

Brim and Off-The-Face

Hats In Linens, Taffeta,

Pique, and Crepes.

New Spring Hats

Position In Independent League Eli Harris' Los Ratos nine m i nto first place in the Indepen i lengue standing Monday ating the Toreador entry, 9-6. Gene Loper, moundaman for t w langue leaders, held the

**Ratos Defeat** 

Harris pop-her. Payne center sect-Payne was poper fanned boxing schedu d as L Nelson fi dor Ties

Ratos Score In Fifth rer made the lone tally for sers in the fourth, after a fly to Dahnke to

Nelson Crosses Pan Nelson, leading off in the final stanza for Los Retos, dress wick et to the lirst, stole second and marked on Baird's single

## Box scor Toreador

33 6 6 6

"We Need Lot More Work Before Tackling This Fall's Schedule," Says Cawthon Large Squad

## quad men Matador Netmen Will Return Buff Matches



The Glorieta IT'S SUMMER TIME

And that means it's time to find more than one way to cool off.

Here's a few suggestions: Eat your meals in the cooling comfort of Glorieta, and avoid that excessive heat between meals with frequent servings of Glorieta Double Rich Ice Cream. IT'S TIME TO COOL OFF!

Clark And McElroy Are Scorers In Sluggish Game Played On Lobo Gridiron Silver Keys Wranglers Kemas Los Cams

Tech Blanks Alpine 12-0



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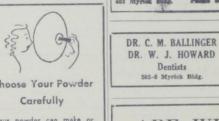
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Singles: Taylor, defeated Wooten, West 1000 Texas, 7-5, 8-6. Roberts, Texas, 6-3, 6-4. Hergert, Texas, 6-3, 6-4. Hergert, Texh, defeated Lock-Bablinson, Tech, defeated Wiley, Fet Vest Texas, 6-6, 6-3, 6-3. Doubles: Doubles: King and Lockhart, West Tex-as, defeated Taylor and Hergert, Tex King and Wiley, West Texas, de-feated Roberts and Robinson, Tech, 8-6, 10-3. Tech Dairy Professor Is Author Of One-Act Play



Your powder can make or

Be sure to see the thrilling Helena Rubinstein LIP-STICKS, ROUGES, PER-SIAN MASCARA, EYE-

Mark Halsey

A play entitled "Producing Qual Cream on the Farm." written b

thown as the agriculture, No. 2. a State Extension departmen-igh the county agents and 4-s, and the State department -itional agriculture, are co-o-ing in staging the play in eve al community in the state for th

The Techmen, although showing many weaknesses, and a lack of goal line drive, showed to hav strength on running plays and that with more work a strong cluo for 1964 could be developed.

DR. MARSHALL HARVEY

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THURSDAY, MAY 3, 1934

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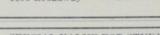
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### THURSDAY, MAY 3, 1934

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THE TOREADOR, TEXAS TECH



## you'll find Luckies do not dry out

Luckies use only the clean center leaves packed into every Lucky-so round, -and these are the mildest leaves. They so firm, free from loose ends. That's taste better. Then science plays its part why Luckies "keep in condition"in making these choice tobaccos truly why you'll find that Luckies do not kind to your throat. "It's toasted"-for dry out, an important point to every throat protection. These mellow, finetasting tobaccos are cut into long,

Luckies use the mildest tobaccos-for silky, full-bodied shreds and fully smoker. You see, always in all-ways -Luckies are kind to your throat.

**Texas Tech** 

Mother's Day

AS BUTTER FLIES

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are symbols

of sunshine,

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MOTHER. Remember .... Mother's Day is Sunday, May 13,

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They Taste Better



# **Scientists To**

ips to the Spur experi-ion, the local experiment



## **Geologists Select Redmon** President

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a. Mary Genice Hardberger tts; Sans Souci, Billie Bgi es, evening; Double Key Represented oun; AK, Ernie Havia, af John; Mc Ernie Havia, af John; Mc Ernie Havia, af John; Mc Key Souris, Las telentas, Eldora Hill, sports; erson Clayton company, Mary nas, afternoon; Montgomery d company, Ruth Bostick, ing; Singer Sawing Machine pany, Earlient Heath, erening; any, Earlient Heath, erening; any, Earlient Heath, erening; any, Earlient Heath, erening; nay, Earlient Heath, Sara Tom t, evening; Kiwanis, Sara Tom t, evening; Kiwanis, Sara Tom t, evening; Luthery Theater, e, evening; Afternoon club, y Butler; Lindsey Theater, e, Apperson, evening; Twen-contry; Club, Lutwenther, e, Sorois club, Frances Camp-evening; Lubbock Garden Pauline Garrigues, street; Federation of Women's club. ' May Haynes; Hilton hotel. Pitts, sports. y praynes, Finite note of the sports, owing have entered within g a representative: Tex se company, West Texaa Lubbock sanitarium, Ste ry Goods, Caprock Em company, Ross Edwards Wells, The Glorieta, Lub undry, Triple A, and rothers.

**Carnival Will** 

Show Stylists

## THE TOREADOR, TEXAS TECH Light Inventory Class Extended For One Week Il lighting equipment and the dia ribution system as well. No official help is given the stu ients although they are working inder C. B. Graham, city engineer Inventory of the city light plant hich has been made during the ast three weeks by students from 1,000,000 DEOPLE will freeze to ange death this summer if to they keep on drinking SINCLAIR Clark's ice cold drinks. Summer Weight an oil that makes fo th hot-weather work. Don' on winter oil in May . . CLARK'S **AAA Super Service** BROADWAY AND Q dwy and M Pho. 18 "Brigham" Young-Mgr. **Buy Tickets**

**Texas Tech's First ANNUAL COTTON BALL** May 11

Now!

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Dates 75c

# Stags \$1

## The way tobacco is cut has a lot to do with the way Chesterfield burns and tastes

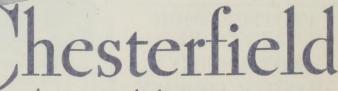
There are many different ways of cutting tobacco.

A long time ago, it used to be cut on what was known as a Pease Cutter, but this darkened the tobacco, and it was not uniform.

The cutters today are the most improved, modern, up-tothe-minute type. They cut uniformly, and cut in long shreds.

The tobacco in Chesterfield is cut right-you can judge for yourself how Chesterfields burn and how they taste.

Everything that science knows is used to make Chesterfield the cigarette that's milder ... the cigarette that tastes better.



the cigarette that's MILDER the cigarette that TASTES BETTER

THURSDAY, MAY 3, 1934

