NUMBER 30

# Publication Election Is Set For Monday And Tuesday

### Soph-Junior Judgers Will Vie Saturday

Any Agricultural Student Who Has Completed As Many As 70 Term Hours Is Eligible For Contest

### To Give Plaque

Various Prizes Offered In The Different Departments To The Winners In The Different Divisions

### Elder Is Fish **Judging Winner**

Other High Individuals Are Brumley, Murphy, Wilkes, Fuller, Labaj, Liles And Bratcher

### Co-ed Edition To Appear Thursday

### **Tech Teachers** Are Present At **Engineer Meet**

W. E. Street Presents Paper; Dean Adams Presides Over Session; Tribute Is Paid To Dr. Paul W. Horn

### Pupils Of Home Ec **Grads Win Honors**

### Maddox To Be **Tech Delegate** To Convention

Fifteen Hundred Members Of Phi Psi Textile Fraternity Will Send Delegates To Meet

### Leaves May 10

Kappa Chapter Installed In Texas Tech Last Year; Meet To Be Held At Mayview Manor, Blowing Rock, N. C.

### Dramatic Club To Give Dance

Sock And Buskin Gives Annual Dance At Lubbock Hotel; Is Informal; Tickets Are Being Sold At Speech Office

### Vote-And Vote For Efficiency!

ch students do this next week, the two college publications soured of competent officials for 1932-33. For after all, effi-what counts,

### Co-Ed Play Day Is Climax Of All Athletic Contests

Contestants Will Be Excused From Classes

### **Matador Dance Is** Saturday Night

### Capa Y Espada Has Banquet

Banquet Held By Tech Spanish Club At Hilton; Is Annual Affair; Spanish Program Is Given; Bumpass Presides

### Leonard Curfman Has Knee Operation; Is Improving

## Officers Will Be Elected At Meet Tonight

President, Vice President, And Secretary To Student Council Will Be Named In Gath-

### To Be At Gym

Election Was Formerly Set For Yesterday At 11 O'Clock; Publication Election Will Be Held Monday, Tuesday

### Debate Club To **Elect Officers**

PLANTS OFFERED FOR SALE

### Boys Lookout! Archery Team Hold Contest Here

### Tech Student Is Killed In **Auto Accident**

Crash Was Unavoidable; Death Resulted Within Two Hours; Burial Was Wednesday; Was Junior Liberal Arts Student

### Seniors Collect For Class Gift

# **Eleanor Simmons**

### Hot Political Fight Is On As 11 Enter Race

Nine Men Students And Two Co-Eds Enter Race For Pub-lication Posts In Election Monday And Tuesday

### To Vote By Ballot

Election Will Be Under The Direction Of Student Coun-cil; Petitions Are Approved Tuesday Night

FOR TOREADOR EDITOR FOR TOREADOR BUSINESS MANAGER

FOR LA VENTANA EDITOR Robert (Red) Huff FOR LA VENTANA BUSINESS MANAGER

### Senior Class Picks Design

Kaderli Wins Contest As De-signer Of Tablet To Be Placed In Sally Port; To Be Put Up By June

# **Tech Publication Candidates Present** Platforms For Approval Of Students

Band Concert Is

Tomorrow Night

Tomorrow nigh

### THE TOREADOR

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE

PUBLISHED EVERY THURSDAY

Reporters and other assistants: Walter Pendleton, Ruth Alexander, Har-per Perezu, David Pinkston, Marguerite Williams, Donald Peden, Upal Louise Creighton, Carrol Soape, Darwin Keeter, Rueben Smith, Billy Busb, Gus White, Ed Joseph, Voleta Roberts, Roberta Myrick, Opal MacMahon, Faye Bumpass.

Campus news covered by students in the department of journalism



Entered as second-class matter, October 21, 1925 at the postoffice at subbock, Texas, under the act of March 3, 1879.

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### A TEST FOR FRESHMEN

Just what is behind members of the 1935 class will be clearly brought to light Saturday week when Tech's "fish" reign supreme for one day. In the opinion of The Toreador, the freshman day event is one of the most worthy affairs sponsored each year in the college.

For one day, freshmen will get their shoes shined free, will have their bath drawn; that is, upperclassmen will be at the disposal of "fish" on May 14. A good freshman will not abuse his privileges that day, but rather will exercise his authority only in a sportmanslike manner. On the other hand, good upperclassmen will not play "yellow" on that eventful day, but instead will be sports.

It the wish of The Toreador that both freshmen and upperclassmen will act sensible when "Fish day" rolls around and that it can be remembered as one of the highlights of the college careers of the 1935 class members.

For ""Fish day" is necessary and of special benefit. It gives both freshmen and upperclassmen a chance to see the "other side."

### MAY IT BE A SUCCESSFUL DAY

All the athletes on the Texas Tech campus are not in the Matador camp; neither are they intramural stars.

For a great man athletes may be found among the co-sd ranks. Those who hold to the opinion that co-eds can do nothing but attend "tea sippings", go to dances, or perhaps pound a typewriter will have to change their ideas if they attend the annual "Play day" at the Tech athletic field Saturday. Practically every sporting contest from basketball to standing broadjump is to be sponsored by the Tech Women's Athletic association.

The contests Saturday will be exceedingly worth while. For co-eds in Texas Tech do not limit their activities to the tea room or dance floor.

### GET THE SIGNS STRAIGHT

It is no wonder that students get the meeting nights of the various organizations mixed up if they attempt to go by the notices on the blackboards. All of them are meaningless.

Such signs as "notice", or "meeting tonight, or "the so and so club will meet tonight" mean nothing to students when they see the same sign on the board or walk for ten days. For who knows when tonight is?

If an organization wants to advertise a meeting on the boards or on the walks, well and good. But if you want them to mean something write them legibly, include in them the night the organization is to meet, and when the meeting is over, erase them.

If this practice were carried out students would pay more attention to them. \_\_TT\_\_\_

### NO CLASS OR SCHOOL EDITIONS

Since The Toreador should be a representative newspaper, chronicling each week all campus happenings that's news, it has has been decided that there will be no special school or class editions this year.

Perhaps in smaller schools where news is scarce each week school or class editions are justified. But not in Texas Tech. When the attempt is made to issue aggie, engineering, home economics, liberal arts, freshman and senior papers, the student body is without a representative campus paper for six weeks. The desire to issue each week a representative campus newspaper prompted Toreador officials to discard the old plan of having these six special Toreador which, in reality, were of interest only to special sections of the campus.

The only special this year will be a co-ed Toreador, out next Thursday. As usual, however, all the campus news will be covered, but will be written up by Tech women. Aside from this, a little more of the co-ed angle of the campus will be presented; the sports column, "Under The Double T" will be written by a co-ed.

It is hoped that The Toreador will each year be an even more representative campus paper, and that no editions will be published that appeal to only a special lot. Texas Technological college is too big an institution for such publications.

### For Graduation

Ask for one of the New Royal Portables in the new Duo-Case, the world's finest portable typewriter. It is abilit for a lifetime of service, and may be pur-chased for \$10.00 down and \$5.50 per month.

Guaranteed service and supplies for all makes of typewriters, at new low prices.

Typewriter Sales Co. 'Next Door to Western Union."

### TIME AND TIDE

BY WILL BRISBARTON

Associate Editor
Sports Editor
News Editor
Assistant News Editor
Assistant News Editor
Assistant News Editor
Woman's Editor

(With apologies to Sir John Suckling.)

Why so pale and wan, dear femme? Prithee why so pale? Will, when all your fat can't budge him. Growing lean prevail? Prithee why so pale?

Why so peeved and mute, fair lady? Prithee why so mute? Will, when eating lots can't perk ye. Eating nothing do 't? Prithee why so mute?

Quite, quit, for shame; this will not thin, This cannot thin ye; If of yourself you are not thin, Nothing can thin ye! The deal's agin ye!

THESE SECRET AMBITIONS

Dr. Marshall Harvey Surgical Chiropodis 403 Myrick Bldg. PHONE 840



-Staff Cleaning -Jewels -Main Spring Shop

Crystals, Odd 75c 25c Unbreakable ..... \$1.00

### Jackson Drug

And Watch Repair She Nullmeyer Apt. Bldg.

Phone 1880

### **Embarrassing Moments**



Las Vivarachas Members Are

The ballroom was decorated with pain leaves, ferms and roses to represent a garden. The club crest burg back of the orchestra pit. Sumshed muste and his orchestra rurnished muste for the event.

Violeta, the club song was played during the grand march at 10 octock.

Hostess To San Souci

Miss Julia Davis, Dorothy Dobbins, and Evelyn Price were hestesses at a breakfast Sunday morning to members of the Sans Souci club and guests in the home of Mrs. F. R. Friend, 2005 Broadway.

Special guests were Misses Shirley Green, Cornelia McCanne, Virginia Bacon, Beth Spencer, Martha ginia, Mary Geniece Hardberger, Billie Bob Jones, Lofs Watson, and Pauline Yeager, and Mrs. C. A. Davis.

Club members present were: Misses Johnnie Jo Whitley, Meba Watson, Wanda Butler, Effie Smith, Catherine Mitchell, Hazel Cates, John Anna Boyd, Rosemary Leaverton, Prances Snyder, Maurine Cook, Mary Wilbanks, Lenore Brownfield, Catherine Jameson, Mary Lee Bardwell, Roberta Myrick, Ann Lou Bennett, and the hostesses.

For Matador Athletes
J. O. Morgan was toastmaster at
a dinner given last Priday evening
at Cheri Casa for nembers of the
Tech college football team by Mrs. Tech college football team by Mrs. Flora Moss. The tables were arranged to

> Dr. R. B. Hutchinson Dentist

Suite 403-4-5 Nivrick Bldz. Lubbock, Texas

### **Tech Students** and Faculties

We are prepared to serve you with lunches and dinners

### Lubbock Coffee Shop

We also have private dining rooms for clubs and sororities See us for your arrange-ments

Gus Kallas, Manager



You Tell the World You Love Your Mother - Tell Her on

> Mother's Day Sunday, May 8th

Greeting Cards - Stationery

# Bailey Carroll Is Honor

Edith Sanders, Fay , L.

Attend D. F. D. Dance
Edith Sanders of Anton, and Fay
Foote of Sudan, 1931 Tech graduate
F

vere visitors in Lubbock last week and to attend the D. F. D. dance which was given in the Country lub Friday evening.

Miss Scriders is Anton's gypsy epresentative to the West Texas bhamber of Commerce convention which is to be held in Sweetwater. D. F. D. Club Gives Informal

Dance Friday Evening

represent a denote "T"; and pol polanis were used as decoration. Approximately sixty guests attended.

D. F. D. Club Installs

Nisses Chrystelle Bock, Flora Laney, simple floral decorations. A sign with the word "Aggres" hung over tended.

Elizabeth Bickley, Lonise Davis, Virginia Simmons, Betty Irby, Wilma Henry, Edith Sanders of Anton, Fay Foote of Sudan, Midred Price, and Mrs Leland Mast.

The committee in charge of ar-The committee in charge of arrangements were composer of B. E Snyder, Mart Penderson, Harian Howell, and Dr. F. G. Harbaugh,

### Dean Weeks Entertains

Dean Weeks Entertains
Las Leales
Miss Margaret W. Wooks, dean of
the home economics achool, entertained members of the Las Leales
Las Leales And Guests
Las Leales
Las Leales And Guests
Las Leales

### Los Camarades Have

Smoker On Tuesday
Members of the Los Camaradas
club entertained with a smoker
Tuesday night of last week at the
Glorietta. Five special guests were
present

Aggies Hold Annual Dance

Friday Night
The annual Aggre Dance was given
last Friday night from 9 until 12
o'clock in the Matador ball room
at the Hilton hotel.
The affair was informal with



Matad

With.

Tech

A Full Line of Mother's Day CANDIES 98c A POUND

Mark Halsey Drug Co.

# WE'LL GIVE \$25,000

to settle this argument! Write a "blurb" - 464 prizes this month!

THANKS, MACIVE GRADUATED

-LCARNED ALL
THERE WAS TO
KNOW ABOUT
SHAVING CREAM
WHEN I PALMOLIVE ON YOUR WHISKERS DISCOVERED COLGATE'S

HOSE are "blurbs" men-those words com-I ing out of Phil's and Mac's mouths. Read 'em over. Who do you side with-Phil or Mac? What's your choice-Palmolive or Colgate's?

Write a "blurb" of your own-in your own words. Help Phil out-or help Mac out. Send in your boost for Colgates or Palmolive. We're putting up big money for the best "blurbs" sent to us. Get yours in!

All over the country you'll find men like Phil and Mac. Millions boosting for Palmolive. Millions pulling for Colgares. In fact-more men use these famous shaving creams than any other. They lead a field of 176 competing brands. Think of it!

Which side are you on? In one of the empty "blurb" spaces to the right (or on a separate sheet of paper) write your "blurb" in favor of Colgate's or in favor of Palmolive-not both. Write it now!

### \$25,000 ARGUMENT

Mac wants you Palmolive users to say your say. Phil says "Stick with me you Colgate users." If you don't use either, start now and take a shot at this real money.

Colgate Users Here are the prizes for each

"blurbs"

### CONTEST RULES

MAIL your "blurb" withname amount of the prize tied for. Detections, Dept. CN-18, P. O. Box 1133, Chicago, Ill.

All contributions shall become the property of the manufacturers, 286.

of monthly prizes (each set total-ing \$4200). At the end of each month prizes are awarded (see received during that month, as

Feb. 29, \$4200 Mar.31, \$4200 creams.
April 30, \$4200 May 31, \$4200
June 30, \$4200 July 31, \$4200 2. Spring (Contest closes July 31, 1932)

Contest is open only to residents of the United States and Canada. Employes of the manu-facturers and their families are nor

In count of a tie, each tying 2. Gives a tipos, skin-line shaws due a small bubble action.

Contestant will be awarded full 4. Gives a leasing, 44-hou shaws.

The prize money (totaling to be used in any way desired of monthly prizes (each are to be used in any way desired.

Some bints to belp you win

Here are some facts about the world stwo largestselling shaving creams—Colgate's and Palmolive.
Here are some of the reasons who men prefer these famouring creams.

- PALMOLIVE

  1. Multiplies traff in lather 250 times.
  2. Softens to beard in one minute.
  3. Muntains its creamy follows for 10 minutes.
  4. First after-effects due to alive oil collects.
- COLGATE'S

containing generous sample ubes of both Colgare's and as well as other useful toilet ask the business manager of this paper why.

FREE SAMPLES Men! A beautiful gift box

month-464 in all!

For Best Colgate | For Best Palmolive

Palmolive Shaving Creams products, is being distrib-uted. If you fail to get yours,

Mo WE CAR CARDS AND

1008 Bros

### Matadors Show Up Well In Game With Buffaloes And Win 13-6: Tech Scores In First Quarter

BY LEONARD HORWIN

Approximately 3,000 Specta-tors Witness Night Game In Canyon; Curfman, Butts And

(Special to The Toreador)

CANYON, April 30.—Texas Tech Matadors ran wild here against the Buffs to win 13 to 6. The game was

EAT AT La Casita

Across From Cheri Casa "Easy" Nettles, Prop.

Mother Always Likes Candy

WE CARRY A COMPLETE LINE OF GREETING CARDS—SOCIAL STATIONERY—PERFUMES
AND MANY OTHER ARTICLES THAT
MAKE BEAUTIFUL GIFTS

City Drug Store

1008 Broadway

Phone 601

### Under The Double ec.Lis

BY LYLE HOLMES Toreador Sports Editor

The Canyon Buffs were a acr bunch and put up the kind at that they were expected ore the game was played. " sting grudge that prevails but the chief cause for the M ora failing to pile up a lar





SHOE HEADQUARTERS



COME in and try on a pair of Bob Smart Shoes . . . then stand up and appreciate that feeling of perfect fit without new-shoe-stiffness. All Bob Smarts are "pre-shaped" for comfort before they leave the factory. Good looking...yes ... always style correct ... and made of the finest calf- SE skin. The price is only

Bolomart



Bangkoks

\$1.98

J. C. Penney Co.

Dean Gordon To Deliver Three Commencement Talks In May

Dean J. M. Gordon will speak

of He studies curves especially.

Red (ROBERT) Huff is also of got the S. A., has a PACKARD kes car and won't tell nobody who the to annual beauties is fer this year est. JAY TIMMONS has worked a clogy fraternity held its reg

Ruth Etting

Radio feature

of "Harvest Moon" fame.

Now a regular Chesterfield

Made At Geology Meeting

won't tell nobody who the beauties is fer this year. The Sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the sigma Gamma Epsilon german in the symbol of the s



Ice Cream Time

The Log Cabin 1301 College Ave.



### Closeted Savings

There's your Spring ward-robe if you're more wise than wealthy, Send those frocks, waists, hats, sweaters, slippers and send them to The Model Laundry and for less than the cost of a new pair of shoes you'll have a complete, nifty and thrifty wardrobe.

QUALITY CLEANING AND PRESSING

C. & P.
Dresses. C. And P. . . . 10c
Hats, C. And B. . . . . 25c



Wear A Carnation May 8th and Hones Mother



Mother Likes **FLOWERS** Better Than Anything Else

Flowers Wired Any Where On Short Notice

RIBBLE'S Flower Shop Hilton Hotel-Phone 221

Texas Floral Company

2107 21st St.

eniors!

May 10th Is The Last Day to Make Reservations For Caps and Gowns

Final Notice

Texas Tech College Bookstore

The Cigarette that's MILDER

-that TASTES BETTER

Every Wednesday and Saturday

night at 10 o'clock E.D.T. Columbia Coast-to-Coast Network

### Educators Say Character Is Not Stressed

Dr. Burma States That Modern Trends Of Education Do Not Develop The Student; Tech Officials Attend Meet

### Play Day

(Continued from Page One)

### Eleven Candidates For Publication Posts Present Platforms This Week Officers For '33

### JOE HARTER

### EVERETT FAIRCHILD

TEACHERS WANTED

Summer And Permanent Work A little Message About Vacation PROSPERITY and he Coupon that may bring it to YOU.

The keynote of this message is really the dollar sign. And way down deep at the bottom of this note to you is the COUPON that will bring you the most interesting information about one of the finest and surest money-making opportunities existent. In fact, so sure it is that we guarantee you in writing \$175. for 70 days' work or \$250. for 100 days' work. And you travel, see things, meet people. We even pay your railroad fare.

Mail The Coupon Below At Once

I'd like to have you tell me all about the pleasant,

guaranteed money-making opportunity you have

EDUCATION ASSOCIATION.

808 BURT BLDG.,

DALLAS, TEXAS.

awaiting me.

Age\_\_\_\_\_

Ruhmann To Lecture At Tech
still be elected at the meeting
the international Relations club
orrow might in room 218 at
5. Plans for the annual spring
the will be another feature of the
the will be another feature of the J. DOYLE SETTLE.

Maddox

Geology Society Plans Picnic, Says Macon Smith

W. L. Stangel Is Judge At
Fat Stock Show In Houston
Professor W. L. Stangel, head of
the animal husbandry department,

bable.

Ben Jenkins Is In Charge
or on a commission basere-requisite of salesmante-requisite of salesmanBen Jenkins was in charge of the

At M. E. Church Tomorrou Tickets are now on sale for ar old fashioned box supper which wil

### IRC Club To Elect | Packed House Sees Spanish Club Play, "A Night In Spain" Thursday

### **Committee Works** On Fish Day Plans

ments. The Crosbyton chamber of commerce will furnish transportation from the train to the piente grounds it Silve; Falls is the place selected by the class. The special train will leave here early the morning of May 14, and will return late that evening.

Practice House Girls Have

PRE-VIEW Sat. Nite 11:30 Sunday-Monday. T. Stirring the Deepest Emotions Meek yet majestic! Tearful yet joyous! "The Miracle Man" new talkie experience on your heartl

HOBART BOSWORTH a Garamount Picture

COMEDY "Absent Minded Abner"

Paramount News

# What a delightful Shoe! AND SO . REASONABLE



Black Kid, Black Patent, Sea Sand Kid and White Kid-in four grades ranging from \$2.95 to \$5.95. We have sizes from 3 to 9 and widths

Broadway at K-Across from Hotel Lubbock

# O YOU INHALE? Why is this vital question so much avoided by other cigarettes?

VER since Lucky Strike created That's why it's all-important to be that special process for purifying fine tobacco and told the full facts about cigarette smoking—the industry has been in an uproar.

For Lucky Strike has dared to mention things that were consequently the processing of the control sidered "taboo" in the cigarette

avoidance generally of the word "inhale" in cigarette advertising-"inhale" in eigarette auverustig.
Why? Goodness only knows!
For everybody inhales—knowingly
or unknowingly! Every smoker
breathes in some part of the smoke breathes in some part of the smoke he or she draws out of a cigarette.

-for it gives you the protection you want... because certain im-purities concealed in even the finest, mildest tobacco leaves are removed by Luckies' famous purifying process. Luckies created that process. Only Luckies have it!

"It's toasted"

TUNE IN ON LUCKY STRIKE -60 orders minute with the world's front dance embestions and familia.

Lacky Strike news features, every Teachag, Edwardog and Saturday evening over N. B. C networks.

We have this beautiful pump in

from AAAA to C.

(Howard Wheelock)

The Family Shoe Store

Address \_\_\_\_\_City \_\_\_\_State\_