SECTION

VOLUME XI

NUMBER 40

Deans Urge Support For Uniform

Official Museum Opening Holden Traces Friday Culminates Dream

Struggle For Building Likely Flared First In Plains Society

Students And Faculty Members Attend FFA

Officials Aid In Ground Breaking



Habitation In **Plains Section**

Cabeza De Vaca Visited This Area, Professor Says In Article

BY DR. W. C. HOLDEN

the completed building call for a three story structure involving an element unit that roost \$25,000. Plans for the completed building call for a three story structure involving an element of Centendral committee was a called the Hitch element of Centendral committee was called time to couract the Hitch element of the completed consisted and presented them to the element of centendral committee was called the Hitch element of the complete consisted for committee was called the Hitch element of the complete consisted and presented them to the element of committee was called the Hitch element of the complete consisted and presented them to the element of committee was called the Hitch element of the element of the complete consisted and presented them to the element of the elem

Hunts Museum Relics



Stangel Asks **Engineers To** Sheep Trade Show Furnace

Animal Husbandry Head
Gets Request From
Lisbon For Stock

Students In Chemistry
Construct Boiler Of
Glass For Display

Division Heads Ask Students To Help Band

Gordon Says Enrollees Save On Lab Fees— 'So Aid Musicians'

REALIZING that the Matado band uniform drive deadling set for March 10, nears, college d vision deans joined hands this week in urging students and fe culty alike to support the care

were ming liton.

Preparing for the Southwestern exposition and Fat Stock show in low. For Worth this month, 14 animal husbandry student majors held to n. has Adoo Saturday.

May Liton.

May Liton.

Preparing for the Southwestern exposition and Fat Stock show in low. For Worth this month, 14 animal husbandry student majors held to n. has Adoo Saturday.

May Liton.

May Liton.

Preparing for the Southwestern exposition and Fat Stock show in low. For Worth China majors, and the liton.

Preparing for the Southwestern exposition.

Preparing for t the FFA banquet in Littlefield to foods and cloth-monday night. W. B. McAlister accompanied the dean. The same accompanied the dean. The same accompanied the dean. The same accompanied the dean the south Plains are accompa

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Old Indian Chief, Mexican Veteran, Aged Cowboy And Buffalo Hunter--All Remember Yellow House Ranch



Heads Graduates



Railroad Agent Donates Volumes To Ag Division West Texas Cream Improvement Group Office In Organization

Holds Contest For High School Writers

HANNA-POPE CO.

For Your New Spring Wardrobe



Jayson Shirts

With Jaysonized Collars



STETSON HATS

New Models

Kensington Hats

For Collegians



mers ask for English lasts. five times in all before they

FORTUNES

JARRETT-WEST Drug Co., Inc.

Is Glad To See The Opening Of The

WEST TEXAS MUSEUM

Jarrett-West Drug Co., Inc. Phone 160

1314 Broadway

Lubbock, Texas

New Spring Suits

For College Men

All the new spring models in—Gabardines, Flannels, and all the new fabric.



Smart Hats

Stetson Play Boy Byer-Rolnick Mallory Nok-o-Bout \$3.98

SHIRTS

In the new vari-colored designs for spring wear. Price—







Wedne

His

History Of South Plains Area Reads Like Story Book Tale; Coronado Is Among First To Combat Indians

Humboldt Spoke First Of Plains As Desert: Vial Blazed Initial Trail

Contractor

Redskins In This Locality Had Keen Minds, Scribe Shows In Paragraphs



Touch Control . . . instant tion! And many other features visible adjustment to any touch exclusive with the latest Royal. or typing speed! Improved Shift
Freedom! Muted Action! Finger
Comfort Keys! Minimized Eyeimpressive letters! The price Strain! Increased Dust Protec- remains unchanged.

Try THE NEW AND GREATER EASY-WRITING ROYAL







HESTER'S OFFICE SUPPLY CO.

"Typewriter Store in Lubbock"

The Lubbock National Bank

working in harmony with West Texas and Lubbock, is very glad to see a new museum on the campus of Texas Technological College.

Directors

C. E. Maedgen L. C. Ellis Jno. D. Mitchell J. T. Krueger A. W. May

J. Milton Jones

Officers

C. E. Maedgen, President L. C. Ellis, Vice-President Jno. D. Mitchell, Vice-Pres. and Cashier R. H. Hester, Assistant Cashier V. L. Ellis, Assistant Cashier L. D. Payne, Assistant Cashier

History Of Oldest Club On Campus Shows Rapid Growth; Aggies Assist In Putting Over Activities At Tech

Group Chooses Mitchell President This Year; Stage Affairs

as faculty that time Slave It's All Bird

tent revelations show that a University of Alabama stubecame six sets of man and during the Christmas vacation that mine-strikers will cut off the fuel supply.

Sponsors Club

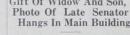
Dean Advocates Strict Schools

Columbia Law Division Head Says Students Need Discipline

Slang, It's All Right
By This English Prof
NORMAN, Okla., Mar. 2—(ACP)

If you want to sling the slang, ts "svey-doke" with Dr. B. A. Bottin, professor of English at the Iniversity of Oklahoma, just as ong as it has an original tang.

"Streamlined grammar, or slang, s as old as the proverbial hilk" in New York county are igneed to the proverbial hilk' in the New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county are igneed to the proverbial hilk' in New York county Lawyer at the proverbial hilk' in New York county Lawyer at the proverbial hilk' in New York county Lawyer at the proverbial hilk' in New York county Lawyer at the proverbial hilk' in New York county Lawyer at the proverbial hilk' in New York county and proverbial hilk' in New York county Lawyer at the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county and proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the proverbial hilk' in New York county are in the prove



Gift Of Widow And Son, Photo Of Late Senator Hangs In Main Building With Legion Of Honor,' Pleads Pr With Legion Of Honor,' Pleads Prof

RICHMOND, Va., Mar. 2.—(ACP) continued, outstanding writers, sci-It is about time that Americans entists, artists, philanthropists and

Texas Scientists Meet On Campus Next Month

A MUSEUM

is as essential to the preservation of the historical romances of the great Southwest as good food is to the welfare of the people who live in it. We take pride in serving the people in as many ways as we can. We, too, are proud of the new museum.

Piggly-Wiggly

"Five Conveniently Located Stores"

FURR Food Stores

Lubbock,

Texas

1712 Bdwy.

13th at Ave L

1945 19th

We Can't Give You A College Education, But We Can Teach You To Save Money.

We Can't Help It Cause We Sell So Cheap

поветского поветского

BOB AUSTIN

One Friend Tells Another Friend

JIM BARROW

Austin Food Stores

No. 2 at Broadway and Q

No. 3 at Texas Ave. and 16th

Patton Gives Formation Of **Plains Region**

Department Head Traces Marks Of Father Time In This Section

(Editor's Note: Dr. Leroy T. Patton, head of the geology department, offers an interesting discussion of South Plains origin in the following paragraphs.)

Outlines Course



Watch Words About 'Spoiled' Girl Friends

If You Are Planning To Change Your Style Of Hairdress This Spring, Miss

Tech Coed, Here Are Suggestions; Waves Play No Part In Modern Styles

coming popular is the inverted roll with the hair combed straight back from the face and falling rather low on the back of the neck with the ends curling under softly.

Wear Juliet Roll

During the winter, many girls have been wearing the Juliet roll. The hair is usually parted in the middle with the top and back straight. The

Shelter And Clothing

are two of the most essential things in life. We of West Texas are proud of the new musum which will shelter the relics of our glorious past. And as for the clothing problem, it will solve itself if you will come to see us.



March--The Month Of Hits At The Palace Theatre

Starts Wednesday March 3

MERLE OBERON BRIAN AHERNE

-in-

"Beloved Enemy"

Starts Friday March 5

WALTER HUSTON RUTH CHATTERTON

"Dodsworth"

Starts Wednesday, March 10

VIRGINIA BRUCE MELVYN DOUGLAS

"Women of Glamour"

Starts Friday, March 12

ROSS ALEXANDER RUBY KEELER

--in-

"Ready, Willing and Able"

SIMONE SIMON

SUNDAY

PREVUE SATURDAY NIGHT

TUESDAY

A KISS THAT SET THE WILDERNESS ABLAZE!





Starts Monday, March 14 **Preview Saturday March 13**

LORETTA YOUNG TYRONE POWER

"Love Is News"

Starts Wednesday, March 17

RICARDO CORTEZ GAIL PATRICK

"Her Husband Lies"

Starts Friday, March 19

MARLENE DIETRICH CHARLES BOYER

-in-

"Garden of Allah"

Starts Friday, March 26

FERNAND GRAVET

JOAN BLONDELL

—in— "King and Chorus Girl"

Sunday thru Tuesday

March 28, 29, 30 **Preview Saturday Night**

CONGRATIL

WEST TEXA

UPON COMPLETION 0

It Will Record The Industrial And Of This Region. We, Its Supporters Scientific And Cultural Value To Countless Generations To Come.

Grollman's 1015 Broadway	Bryant's Taxi Pho. 70 Pho. 1800 All New La Fayette Cars	Crook's 1205 Broadway Opposite Hotel Lubbock	Leftwich Finance	Tech Studio	Tech Barber Shop Campus leauty Shop
Plains Furniture Co. 909-13th Street	Beasley Motor Co.	MEINECKE BROS. *More Than Just a Hardware Store*	Lubbock Tailoring Co.	Editor, Toreador	Tortador Business Manager

IJLATIONS

MUSEUM N OF ITS FIRST UNIT

Industrial And Social Development Its Spporters, Are Aware Of Its al Vaue To The Present And To To Cone.

Tech Baper Shop Campus Lauty Shop

Magnolia Station 2424 Main

Freed's

Leads In Value Giving 913 Broadway

The Vogue

Ladies' Ready-to-Wear Millinery—Hose

College Tailors

2415 Main Phone 1696

Sherrod Bros. Hardware Co.

Lubbock's Sporting Goods Store

Toridor usiness Manager

College Cafe 1105-A College Ave. Lubbock Bus Co. See Our New Location

Wood Printing Co. 1012 Ave. J Phone 245

Shamburger Lumber Co., Inc. 719-13th Street

Kinney Shoe Store 1007 Broadway

Civil War Stops Westward Advance Of Texas Settlement; Slaughter Of **Buffalo Brings Attention To Plains**

Herds Of Cattle Appear In Eighties; Cowboys Begin Plains Reign

Allis-Chalme

Association Head

Goodnights Make Home At Palo Duro Ranch; Aid In Progress

'These Modern Times,'

Bahm Plans Course In Mexico City This Summer; Gives Proposed Itinerary For Student Trip After First Term

Kuykendall Chevrolet Company

tries to keep abreast of the times by co-operating in the progressive work of this community. Besides distributing an automobile that is the most compleley developed in motor transportation, we are glad to share the work and success of the

WEST TEXAS MUSEUM

We Extend Our Sincere

Congratulations

To Texas Tech

Upon the Opening of Their New

MUSEUM

Hodges Bro's

THE "WC" Windmills **ACE of 2-PLOW TRACTORS**

AIR-TIRED Tractors were introduced by Allis-Chalmers
—and the "WC" was especially designed for rubber

• Durable • Light Powerful • Economical

USED IMPLEMENTS Line LIVESTOCK THESE ARE WORK STO

13th St.

Hodges Bros 7the Friendly Store » Allis-Chalmers Tractors

BY

Millard F. Swart O.D.D.O.S. **Optometrist**

"SAVE YOUR VISION WEEK"

For the tenth time the American Optometric Association will perform its humanitarian effort to render all seeing people a service by bringing to their attention the great necessity of caring for their seeing afcilities and thus conserving their energy and effectiveness in a world daily adding greater burdens to the act

The common tendency of individuals to neglect this most important of all their possessions has a far-reaching effect upon us as a nation. It handicaps the student, interfering with the obtaining and retaining of knowledge. It develops criminals; it prevents working in comfort; it robs pay envelopes and it costs every industry and our government many millions of dollars each year. But the largest of all bills paid for neglect of the visual apparatus is the toll of human life. Accidents are fifty per cent bad seeing.

It is essentially optometry's work to make the public aware of this condition—to inform them of the need and how to properly care for the malfunctioning of the visual system. It is a debt we owe to humanity and although we attempt once a year to concentrate our efforts in this particular direction, we are remiss in that we do not continue it until this menace to life, comfort, and success, shall have been conquered.

Prof

Professor In California Uses 'Dirtless Farming'

Graduates Live Longer, Report **Figures Show**

Statistical Bulletin Gives

In Ohio Hits At ROTC

Gericke Explains System As Water-Labor; Calls Plan 'Hydroponics'

tatistical Bulletin Gives
Data; Honor Students
Pick Up Extra Time

American college graduates live
bout two years longer than the
verage American, honor graduates
ve about two years longer than

Lipon the suggestion of a facult

water and "ponies" is Greek labor. A combination of the means "water-labor". Years, the general group of uates 45.71 years, and the atheroup of graduates 45.56 years. Athletes Low Wisconsin Youth Asks No Fees A State-Aid School the greater life spans due to the greater life Asks No Fees At State-Aid Schools

Tech Cast Enters Play Tournament Engineering Graduates Near Houston Banquet Saturday; See Crowd

Aristocratic Goat Owned By Louisiana State Professor Considers Cigarettes A Prize Dish; Takes Daily Walk

West Texas Of Yesterday

-where roving bands of Indians stalked the thundering buffalo herds, where ranch life later effected their displacement. It was history in the making.

Commending Texas Tech and West Texas on the Initial Step Toward Preserving that History

West Texas Of Today

-where modern cities are linked by a network of paved highways, where fertile farm lands produce abundance. It is the fruits of civilization.

SANDER'S

WE SAY:-

Forward West Texas, Preserving The Historical Past

The West Texas Museum association is to be congratulated upon its efforts to preserve West Texas lore and history by tirelessly working for the construction of a museum in this area.

It is the first step toward making a permanent home for the preservation of relics of the colorful Southwest. The completion of the first unit on the campus of Texas Tech is definitely a forward step.

We, too, have gone forward with Lubbock and West Texas. And we are proud of our service to this section. We strive to be boosters of this great Texas country, the West.

Lubbock Cotton Oil Company

Dallas Newspaper Scribe Gives Right Meaning To City Life Makes Mature Student, Educator Says In Commencement Talk Notifying Only Campus Newspaper, New York Student Leaves For Spanish War; Says Conscience Hurt

Dallas Newspaper Scribe
Gives Right Meaning To
Words, 'Llano Estacado'
Popular Conceptions About Naming Staked Plain
Are Words, Assert Myster—And Tells Wy)
Are Words, Assert Myster—And Tells Wy)
Are Words, Assert Myster—And Tells Wy)
Are Words and Tells an

Judge Boycotts School After Alleged Beatings

Congratulations To Texas Tech

Men! They Are Here!

The New Curlee Spring Suit Line

Five hundred new spring Curlee suits for your selection. Twelve new models that are entirely different and six entirely new fabrics. Every size including longs, shorts, stouts, slims, and regulars. Sizes 33 to 50.



The Colors

- •Blues
- •Greys
- •Beige •Rich brown
- Navy Blue, invisible plaid
- •Tan mixtures
- Solid tones

The Materials

- •Fancy worsted gaberdine
- •Doeskin gaberdine
- •Twists
- ·Hockonum flannels
- ·Fairhaven worsteds
- •Worsted flannels



A Few of the Models

Double-breasted, fancy backs; Single-breasted, fancy backs; Ensembles, patch pockets, fancy backs.



The Prices--

Curlee's Best—\$25.00—1 pair pants

STEPHENS



FREE MOLDS are natural! That's the reason we know you'll be pleased. They're comfortable! And they're trim from the back and smart from the front. Think of getting all this in FREE MOLDS . . . they're the shoes for YOU!



Quak Cen

Quakers Develop Educational Center In West Texas; Found **Oldest Religious Settlement**

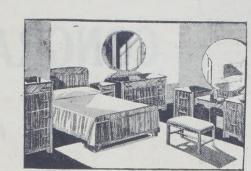
Large School Land Grants In Eighties And Nineties Brought Hundreds Of Homeseekers To Plains; Land Sells Cheap; Highways Help Progress

Bahm Plans Trip To Mexico City

College Senior At 17

Patton Discusses Origin
Of Plains; Explains The
Formation Along "Cap"

Dallas Newspaper
Prints Review Of **Prints Review Of** Professor's Book



Besides A Heap Of Living

It takes some furniture to make a home. If you want the best in quality, latest in style, most reasonably priced, be sure to see our large stock.

Congratulations To West Texas Museum Association On Its Newly Completed Home

Watson Furniture Company

WEST TEXAS

Memory of the past brought to life by preserving its history

Unified Presentation of art and lore

Safe Keeping of relics of a country's past

Enduring monument of race's history

Under glass protection of valuable manuscripts Messages of the frontier afreshed.

Congratulating West Texas Museum On Its Formal Opening March 5

ELWOOD FARMS

West Texas Citizens Who Crossed With Centennial Committee To See Efforts Rewarded At Opening Friday

Studhalter Heads Society That Started Campaign First For Museum

INSTANT CUBE-RELEASE

1213 BROADWAY

See it in Action!

'Help The Band'



Plains Section





McMillan Places Rare

Millan Places Rare Collection In Museum Graduate Division At College Attracts Many Students; Jackson Takes Charge Of Work Toward Higher Degrees

the plains has started many birds to nesting here.

Of the eggs from the plains area.

Of the eggs from the plains area.

Supervision of graduate work work of Directors organized a sparate division to handle this work. Dr. Jackson is graduate division chairman.

Eggs also come from: Maydalin Islands, and Ontario, Canada, Labrador, Bahama Islands, and Sonora, Old Mexico.

Holden Traces History Of Habitations On South

CONGRATULATIONS

From The

Good Eats Bakery

On The Formal Opening Of The

WEST TEXAS MUSEUM

Congratulations

To The

WEST TEXAS

MUSEUM

We are proud of the 67 contributing counties and the untiring ef-

To see this museum located on the Tech campus, causes us all

Tech has grown rapidly in the past few years--and we, too, have

Visit Our New Storage Vault!

The Finest Thing Of Its Kind In West Texas

Today's Big News! **Brings Sensational Advance in ALL 5 BASIC SERVICES** for Complete Home Refrigeration Come in See the Proof! 1. GREATER ICE-ABILITY 2. GREATER STORAGE-ABILITY 3. GREATER PROTECT-ABILITY 4. GREATER DEPEND-ABILITY 5. GREATER SAVE-ABILITY Only Frigidaire has the Meter-Miser

Household Supply Company

NO MONEY DOWN

THRILLING TO SEE AND USE! PAYS FOR ITSELF!

plest refrigerating banism ever built! by 3 moving parts, uding the motor.

Yes, the 1937 Frigidaire is today's big newsl For it brings you sensational new complete-ies in ALL 5 BASIC SERVICES for home refrigera-n — and gives you PROOF of all 5!...So don't

Corner 19th at College Ave. W. H (Bill) Bray

forts of Dr. W. C. Holden--

again turn our eyes to Tech--

tried to stay abreast of times in our field--

BRAY TAILORS

Florence Eugenia Bray