# Completion Of Printing Plant Climaxes Planning 

## Toreador Editor Sues Ray Moore


Large Family
Family of Eight Found
On Campus

## West Texa Democrats Organize

Young Demos Unite 130 Counties in Meet Satur－ day；Adopt Resolution

Hodge Podge！
Sophs Call Meeting Plan Dance

Printing Will Be For Tech College

| Two Instructors Join Faculty As Change Explained | Toreador Printed First  <br> Time In New Plant In  <br> Engineering Building <br> By Student Labor  |
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oreador Printed First
Time In New Plant In
Engineering Building




## Tech Will Be Hosts Press Group Here

 In April




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\begin{array}{|l|}
\hline \text { Reporter Inspects New Print Plant } \\
\text { Student, Journa*ists Busily Occupied In Their } \\
\text { Many Duties; Staff Members Dash Around } \\
\hline
\end{array}
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 Stepper：Daneing Also
Enjieyed

THE TOREADOR, TEXAS TECH
THURSDAY, FEBRUARY B, 1934

## The Toreador <br> Texas Technological College




Edited and printed in laboratory of Texas Techno-
logical College Journalism Department
Reporters Jim Lindsey, Josephine Powell, Helyn
son, Elmer Fortner, Rosamond Langdon, Edith
Young, Bruce Zorrs, Clasy Thompson.
Campus news covered by students in the department
of ioumalism
Entered is second-class matter, Octobor 31, , 1225 at
the postoftice at Lubbock, Texas, under the act of

March 3,1879 , | Phones $\left.\begin{array}{c}1220 \text {-Day } \\ 1282-\text { Nigh }\end{array}\right)$ |
| :--- |

## The Artist Course Again

Once again the Artist Course comes up fo past few years it has been the custom for the stulickets for the featured that the new method of selling the tickets doe his mind whether he wants to elevatc himself 4 the finer arts.
ances of a few of the student body, but at the the proper authorities are doing to work that lion's finest artists to our campus. Several stufor no other reason other than that they were long registration line during the registering proces Others state that they "donated" because they did persons selling the tickets.
dents shows that they are not taking the Artist Course with the "proper public spint," but the first grievance has some grounds for complaint. charged with the tickets whether they wanted wool pulled over his eyes, he was told to go sec the person seling the tickets. After prevailing was too bad he had lost place in the registration line and that he would have to go back to the end before he could have the
removed from his card.

Every person, no matter what his station life may be, tries to place himself in a higher in the better part of their lives to their work de serve the support and following of the masses these people's work, but if he wants to spend hi money for something that he is m
lement of the Artist Course controvanent set seems to present itself at every registration period The Toreador suggests that the student be al
lowed to make his own choice in what he buys

## Our New Plant Is Ready

After a long and diligent fight for a complete up-to-date printing plant by members of the announce that their efforts have been gratified. Your paper today is the product of strictly Tech
hands, a fact that we are proud to boast of In announcing the great improvement pro-
vided for in our journalism laboratory we ask the students in Texas Tech to aid their student publication in becoming one of the foremost college weeklies in the southwest. Without the support
of the student body, our efforts will practically be lost. The paper is printed for your entertainand personal benefit.
pages of the Toreador will be printed provide that the staff can get the proper response from the
various organizations of the college Club nouncements, notices, news features, and departbuilding office not later than Tuesday evening get the news of their particular organization into paper or some member of the staff in order to their deadlines.
ness office can have the use of the Toreador as a medium of contact with the students provided they
observe the deadlines set for them. Working under observe the deadlines set for them. Working under
same schedule as before when the paper was
ALUMNI
NEWS

## Paragraphs

## mo mañoum naner

printed by a local printer, the Toreador will
deavor to give the same service as it has in
pasd, and it will at every opportunity try to i
prove the service. Students will receive th
paper at the usual places, and in the near future
it is hoped that the Home Economics and Agge
students will receive their papers in their respec
tive buildings.
So bear with ue in the operation of t
new plant while we strive to give the studer
body, faculty, and the alumni a real live colle
weekly.
"My own experience of many years has I
me to believe the opinion that madness occurs pro
portionally most frequently among actors."
Schopenhauer.
"Come out of your infancy, my frien
awakel"- Jean Jacques Rousseau.
"It is the love, the worship of truth.
The journalist has but one ancester ....."
Diogenes.

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shly

## \section*{I REVIEW WITH ALARM} <br> $\longrightarrow$

 "The Sidewalks of New York." Whether it be yearning for my lost youth or a nostalgia for thepeculiar autumn of 1928 I know not. I hear language of the flowers "a throat". It is a sensation so consistent, so dependSmith been the Democratic candidate in 1932, 1

So I prove my fondness for once happy warnor. But Smith was not the candidate and aside my personal health, $I$ am rather glad that he was
not. In the current issue of Scribner's Dorothy Dunbar Bromley skillfully analyzes the develop-
ment of Smith since 1928 and she is forced to the conclusion that he has not grown in stature since

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Any lasting reform measures in so complex
a structure as our world must be brought abou
by scientific analysis of the cocial body if thiy New York" but the statistical da a of a bran

## ly clear that not governmental theory but eco nomic realities must determine our gove. amental

form. Behind the political personality of Roose-
velt, behind the shadowy forms of democracy,
not by sentiment but by the knowledge of our
economic needs. $\% ~ \% ~ * ~$ ciples of the liberal. One so tried and found
wanting in the current American Mercury is Glenn Frank, President of the University of Frank's reputation has shrunk so in the last fev Madison Capital Times thoroughly deflates "Clenn Frank, Journalist on Parole", and tells why the deflation-and the previous inflation.
But Frank is hardly an anomaly in modern life. He is the liberal with the slip-shod compromis-
ing attitude. He is ing atuidece. West. He is blood brother to the Ram-
Middle crats of pre-Hitler days. With their hearts they yearn, with their hands they fumble.

If you want something very critical to Roose litt in the same issue of the Mercury. He con-
tends very convincingly that we learn nothing from social experiments. If I were not hedged pbout by a thousand prejudices, I might believe
him. But for the present I refuse to think us altogether darnned beyond any economic redemphere may be something in the morning paper that will completely overturn all that we held yester-
day to be good and true in this life. day to be good and true in this life.

Engineer Points Out That

## Professions Are Crowded

| Opportunities in the field of Engineering are found to be limited, |  |
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| In a statistical analysis of five pro- fessions appearing in the current |  |
| issue of Civil Engineering, by Dav- |  |
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| the case of ensineering and law |  |
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| these groups from 1890 to 1930, together with a forecast of futurepopulation at the present educa- |  |
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| tional rate. <br> Figures Given |  |
| ( $25-45$ ), compared to older ones, ap. pears to be common. The case is |  |
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|  | most serere in Engineering, indi- |
| oating the younginto conditions le |  |
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| those enjoyed by tho ahead of them. The r cation is such as to forel |  |
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| anrollment (men age 25 to 64) of |  |
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| 285,412 in 1950 if those of four or more years of engineering educa |  |
| tion are counted. If those of one or more years of formni training are |  |
| included the number becomes 363, 500; this compares with 144987 em- |  |
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| ployed in 1930 and 34,174 in 1900 In relation to national population, the number of engineers more than |  |
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| the number of engineers more thantripled from 1900 to 1930 , whlle the |  |
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| number of doctors decreased by one quarter. Recent measures to |  |
| further limit the number of doc- |  |
| tors makes |  |
| According io Fiske "the number |  |
| socilal-economic status' rather thantheir "trailing, abilites, incomes, |  |
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| New Extension Courses Announced For Semester |  |
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| Lowering Of Requirements |  |
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| continue for some years to come, even in the event of prompt finan- clal recovery. |  |
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| certain prescribed entrance re- quirements which might keep out a greater or lesser number of stu- |  |
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## Month Of February Ushers In Many Campus Festiviiies

Queen Elections Held In Shortest Month; Social Club Has Annual Formal

Military Ball Is To Take
Place At Hilton On


## IF YOU ARE HARD TO FIT SEE US

Ros and in mex

south Plains.



and
Then again your patronage is ap-
preclited.

## Jarett's Cinderella Shop

"Next Door To Kress"
"Member Matador Club"


## Arizona State Basketeers Invade Local Court

Tech Plays Flagstaff Teachers; Two Games Will Decide Cage Title

Under The Double "T"

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If Tech can stow away both
games in the twin bag, 1 t will prac
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Utah who parade into the


 was played, you can appreciate
the feat strange fooms, diflerent officinals, and constunt
travelling are ouly a feo the handicaps when
each nigbt.


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night, the game starting at eight
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Truman Green, and J. C. Thomas
 tory with Co-captain Alvin Crews,
and Leroy Crews, forwards, Co-
captain Polk Robinson, center:
Larary captain Polk Robinson, center:
Larry Priddy and Will Gllore,
zuards and Lem Weaver, alternate
guard.
The
Lumberjacks, coached by
Aaron McCreary, and led by their

 | $\begin{array}{c}\text { Who Wants Him? } \\ \text { Big Brute Offers To } \\ \text { Take All Comers }\end{array}$ |
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McMurray Indians Are Scheduled For 1934

Ten Oppenents Are Listed Mat And Ring Men
On Matador Card For
 After some three months of ne
gotiating and planning. the 1934
Texas Tech Matadior tootball sche-
dule or at last complete with the
dnnouncement that the Cawthon-


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| Newman Is Signed For | Matador Cagers Meet <br> Lanky Boosters Here |  | Mats Split Two Tilts With Buffs | Sock And Buskin To See Wayland College Players Wayland College of Plainview, |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Four All-Americans Play On Utah Club; Stars And Fortenberry | Intramural Push Gets Underway With Four Clubs |  | $\begin{aligned} & \text { Wayland College of Plainview, } \\ & \text { will present a program before } \\ & \text { members of Socis and Buskin at } \\ & \text { the next regular meeting. February } \\ & \text { 20, according to an announcement } \end{aligned}$ |  |  |
| Texas Tech Coaching |  |  | $\begin{gathered} \text { Morganmen Come Back } \\ \text { Alter First L.oss } \\ \text { To } \\ \text { Take Second; Crews Is } \\ \text { Hight } \end{gathered}$ |  | Eat And Drink |  |
|  |  | $\begin{aligned} & \text { push got underway Monday as a } \\ & \text { disappointing number of candidates } \\ & \text { for the four teams limbered up } \end{aligned}$ | In aramo pacee with atrum |  |  |  |  |
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|  |  |  |  |  | SERVED DAILY |  |
|  | world-wide advertising for the Og -den community.Four All-Americans |  |  |  | $\begin{aligned} & 30 c \text { - Special Plate Lunch - } 30 \mathrm{c} \\ & 50 \mathrm{c} \text { - Sunday Turkey Dinner - } 50 \mathrm{c} \end{aligned}$ |  |
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|  | $\begin{aligned} & \text { "Tex" Gibbons, of Stratford, Texas, } \\ & \text { forwards, the problem resolved in- } \\ & \text { to one of finding another quartette } \end{aligned}$ |  |  |  | $50 c$ - Sunday Turkey Dinner - 50 c <br> Fried Chicken and T-Bone Steak Dinners |  |
|  |  |  | coll |  | Fried Chicken and T-Bone Steak Dinners |  |
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| with the |  |  |  |  | IS THE LAST |  |
|  |  |  |  | $\begin{aligned} & \text { There's no surer way to please } \\ & \text { sweetheart, mother, or sister } \\ & \text { than this delightful remem- } \end{aligned}$ |  |  |  |
|  |  | AWS Entertains Fifty Guests As Students Gather |  | $\begin{aligned} & \text { than this delightful remem- } \\ & \text { brance. It's the Artstyle Red } \\ & \text { Satin heart box that sells for } \\ & \text { only } \$ 1.50 \text {. Nowhere will you } \\ & \text { find a wiser cholce. You'll find } \\ & \text { other Artstyle boxes priced from } \\ & 250 \text { to } \$ 3 \text {. Have your Rexall } \end{aligned}$ | DAY |  |
| Has Height, Experience |  |  |  |  |  |  |  |
|  |  |  |  |  | PICTURE |  |
| Cormer Stars of Many |  |  |  | ARTSTYLE valentine Packages |  |  |  |
| $\begin{aligned} & \text { Under Coach "Ju } \\ & \text { Owen } \end{aligned}$ |  |  |  |  | MADE <br> FOR |  |
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## FOR YOUR <br> VALENTINE

WE SUGGEST
SWEETS INSTEAD
WHETHER SHE BE YOUR MOTHER,
WIFE, SWEETHEART, OR
SISTER . . . SHE WILL APPRECIATE A box of candy

## WYLIE-JARRETT

DRUG CO.



# CONGRATULATIONS - TOREADOR ON YOUR NEW PRINTING PLANT 

1926


1934


Preliminary Plans For Dormitories Are Pushed
Juniors Honor Nominees For Clories Are Pushed
Wo mo

Since the opening of Texas Tech's doors to the youth of West Texas in 1925 there have been visiors of a printing plant for the use of the students who wished to get the practical knowledge of the field of Journalism. Now this dream has become a get the practical knowledge of the fiekl of Journalism. Now this dream has become a
reality. What is only a college weekly at pesent may grow into one of the most powerful elements in molding free thinking tomorrow.

The staff of the Toreador is establishing a code of journalism ethics for the youth of tomorrow to follow when they become enrolled in Fexas Tech college. Houg the plant is only in its infancy now, it will be handled... according to our laws and ethics of journalism. The publishers are striving to raise the standards of American journalism to the highest degree of efficiency
THIS ADVERTISEMENT IS MADE POSSIBLE BY THE FOLLOWING MERCHANTS:

| King's Jewelry Shop | Ross Edwards Company | Tech Barber Shop | Sanders Funeral Home |
| :---: | :---: | :---: | :---: |
| Lubbock Tailoring Co. | Bowen-Ratliff Motor Co. | South Plains Farmer | E. K. Huffstedler and Sons |
| Brown's Studio | West Texas Gas Co. | The Waffle Shop | Tech Drug Store |
| Kuykendall Chevrolet Co. | Texas Utilities Co. | Broome Optical Co. | The Hub Clothiers |
| J. and J. Sporting Goods | Levine's | The Silver Grill | Bowen's Drug Store |
| South Plains Automobile <br> Association | Avalanche-Journal <br> Publishing Co. | Hilton-Sansom Paint and <br> Paper Co. | Lubbock Cotton Oil Mill <br> Company |

Dreams Are Realized As New Printing Shop Gets Trial By Tech Students | Machinery Is Tested In |
| :---: |
| Publishing of Paper | Professor Plank This Week; Wiemhold, Speaks To Groups Eaton Operate

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这 ushers this week's edition officililly in
II

 ployed to print the paper and Teol
students will also co the proofread
ing and copyreading.
 end of the bosecatent in the nort the Engin
eering building. Partuluns are bs
ing but it
 and editorial rooms. New office
furnture has been ordered and
telephone installed. The Toreador's
 date collego most modern and up-to- printig plants in the tibrarian Warns That
state and it will prove far more
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| Jackrabbit? Maybe The Staff S Spots Before Eyes |
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St. Valentine's Day STRONG MEN HAVE WEPT And Girls Have Rumpled Their Brand New Finger Waves Be-
cause.... They Did Not Know About The Smart-

## VALENTINES

BOOKSTORE



| Heot With Gos |
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| For Convenience- |
| Comfort-Economy |

Dr. Clyoe c. cralg Dentist

Lubbock Sanitarium \& Clinic


Dr in oi oreteo
or ine watlore




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Hutchinson
dentist







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Barcus iss recognized as one of
the leading judgen of all breeds of
stock in the United States.

Dr R B

DR. C. M. BALLINGER DR. W. J. HOWARD Dentists
-6 Myrick Blag.
-So Don't Say
We Didn't Tell You.-
BOOKSHORE

## ( THE THEY NEVER GET ON YOUR NERVES!

## Barricer-Durham

BRAND NEW SPRING Dresses

They're definitely new-in vibrant pastels and in sophisticated blues and combinations of prints.

The styles are different and varied. You will have to see them to realize what good $\$ 5.85$

| College Students Get Five Millions CWA Allotment <br> Uncle Sam To Send Students To College Under New CWA Plan <br> President Knapp announced that the Federal Government, through aide the sum of $\$ 5,000,000.00$ to use for the purpose of helping students In colleges to remain in schoolnish jobs for ten per cent of the Ostaber 15, 1933. <br> The students will work at jobs to sale of the college for a sufficient in $\$ 1500$ hours each month to <br> It is understood that seventy-five <br> ese jobs will be old students and enty-five per cent new students. ied application by telegram for allotment of funds for the Tex- $\qquad$ <br> , my own image, <br> race like to rayself. <br> s suffer and to weep. <br> I. joice, enjoy. <br> id I heed thee not, |
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$\frac{\text { Go to church Sunday. }}{\text { comedser }}$
Fri. and Sat.

## Meet

the lovable rogue of every womars dreams!


5ma
Miak
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Special Added Delight
 cigarettes can be made.

Here's How Intertype Looks


## CraiorGholson Co. Lubbock

Following Mrs. Gohlson's return ing daily, shipments of beautifu! new merchandise-charming examples of the new styles, colors, fabrics-consult us now, as our display of crisp new merchandise is most complete.


Woman's Store"
Myrick
Bldg.

You buy Chesterfield cigarettes every day. You may buy them one place today and another place tomorrow - or you may buy them the same place every day.

It is estimated that there are this day 769,340 places in this country where Chesterfields are on sale all the time. To make Chesterfield Cigarettes we get the best tobacco and the best materials that money can buy. We make them just as good as

We pack them and wrap them so that they reach you just as if you came by the factory door You can buy Chesterfields in 769,340 places in the United States and in 80 foreign countries.

## A package of

 Chesterfields please"
## Chestertield the cigarette that's MILDER

 the cigarette that TASTES BETTER
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