VOLUME XII

National Club

NUMBER 26

Evans' Speech Reprinted In

Bulletin Of Report Given By Professor At Meet Printed Next Week

Director Invites Students To Fall



CHRISTMAS MAY COME but noe a year, but SALLY comes to ou twice each WEEK, doing her tuty in SUCH A MANNER that AINT NICHOLAS himself can't complete the complete

Special Winter Exhibit Series Begins In Museum This Month

Small Edition

Horticulture, Home Economics, And Botany Displays
Will Feature Programs To Be Sponsored By
West Texas Museum Association

West Texas Museum Association

A WINTER series of special multiple of the original owner. Seem exhibits and programs being in this month, sponsored by the West Texas museum association. Will be ponsored by the West Texas museum association of the report on education progress within the state by Dr. W. A. Evans, head essor of education, at the Texas museum association of the will be sponsored by instruction of the will be provided and the provided and the provided and the provided and the will be sponsored by instruction of the will be sponsored by instruction of the will be provided and the pro

Professors Hear Praise Of Team At Convention Legal-Organization Gives

Plank, Ashburn, Root Return From Fourth Girls Sponsor **Annual Meeting**

Administrative Council

Sun Princess



Pre-Law Club **Dines Tonight**

Banquet Tonight In Doak Hall

Yuletide Sale

Featuring three speakers the an nual Pre-Law club banquet will be held informally tonight in the dining room of Doale hall at 7:30 o'clock.

Plans Formulated For Opening Campus Nursery Building Soon Honors School

Dormitory Association

Art Institute

Furniture And Curtains
To Be Installed Early
Next Week

CONSTRUCTION of the fourroom frame nursery building will be completed this week and plans to open the nursery school right after Christmas holidays are being formulated this week by Miss Sannie Callan, head professor of child development and family relations, of the home economics division. The furniture will be installed next week, along with curtains and other decorations made by home economics students.

Twelve children between the ages of two and one-half to four and one-half years will be enrolled in the school. Letters will be sent to the parents of the prospective of the school. Letters will be sent to the parents of the prospective of the conducted by nurses from the Lubbock Sanitar lum.

Mrs. Flora Lena Lovelace and Gladys Pierce, both experienced in working with children, are assistant at the school. Mrs. Lovelace for rest periods.

Honors School

Aggie Chapter

Block And Bridle Group Receives Award For Annual Reports

TECHYS chapter of the National at 10:45. A lunch will be served the children is scheduled the annual award given by that so-clety for the nurse ry grounds has been planned by O. B. Howell Landscapes

Landscaping of the nurse ry will be plantaged by the prospective of the children will be plantaged as soon as funds for the prospective award, along with the example of a circular cement play area for the children when the ground is a banget held in connection with the next few days. The public of the prospective some and shrubbery will be plantaged by the prospection of the full of the prospective some public of the nurse ry grounds has been planned by O. B. Howell I and scaping of the nurse ry grounds has been planned by O. B. Howell I and scaping of the public of the pu

plant variety Reception

Plan Varsity Reception

Plan Varsity Reception

Name Association

Plan Varsity Reception

Reception

Plan Varsity Reception

Plan Varsity Reception

Plan Varsity Reception

Students Get Acquainted
With Football Squad
Sunday Afternoon
Students Gently, and welfore

Students Gently, and welfore
Students Gently, and welfore

ecimens Returned To Architectural Students Gifts At Forum Meeting

Freedor Invites Understand To Program Concert Program architectural and allied arts derignering and the partners students, met Monday views on "What Should the Christian Student be performed and Mills the Engineering auditorium. A prevue showing was given Toward Military Training?" The Debby Crouch, Ruth Cleveland and Mills of the film "Intolerance" that will fireshmen meet at the same hour, in room 302, administration building. Treasmer meet at the same hour, in room 302, administration building, the east rotunda of the Art Institute of the college. Imagine Mountains On Plains Of West Texas? One-Half Million Years Ago Amarillo Was A Hill BY IVAN LITTLE Tickets for the Davis mountains. Frank Spitter was elected vice-president, and Helen Hollingsworth, secretary the Administration building, the men's and women's dormitories, studenter gave an illustrated lecture concerning the Davis mountains on in room 202 of the Home Economics building. Studenter gave an illustrated lecture concerning the Davis mountains of the Administration building, the men's and women's dormitories, said of tickets is under the auspices of Phi U, home economics building. The club adopted a tentative program. The club adopted a tentative program. The club adopted a tentative program for the year and set the date for the next meeting for January. The club adopted a tentative program and Saturday. The club adopted a tentative program for the year and set the date for the next meeting for January. The club adopted a tentative program and Saturday. The club adopted a tentative program for the year and set the date for the next meeting for January. Can You Imagine Mountains On Plains Of West Texas? Geologists Have Proof That Approximately Two And

man since CASANOVA, he thinks) beth Lyles will pour from 7 to 8 doclock, and Miss Ocelle Crade Miss Oc

Specimens Returned To



OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE

Burgess Dixon	Editor-in-Chie			
Morris Laine	Business Manage			
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Are You A Publicity Hound?

PUBLICITY is a great word, a great weapon, a considerable convenience. Almost everybody wants it. Almost everybody who wants it expects it. Almost everybody who gets it figures it wasn't suf-

ficient.

Almost everyone who wants and asks for publicity makes the request in everyday stride, considers it a newspaper's obligation to fill the order as it stands . . . and becomes offended when it isn't.

Rare is the person who can consider publicity impartially in the light of its relative importance and not thinks he's getting gypped.

Rare is the person who doesn't think the particular thing he is interested in publicizing is far more important than it really is.

is.

And rare indeed is the person who appreciates the fact that his publicity costs somebody a lot of money to produce for the public consumption.

The newspaper is in the newspaper business primarily for the dissemination of newspaper.

of news.

The dessemination of publicity is a byproduct which sometimes comes under the
classification of news and sometimes does-

n't.

The average newspaper, at least the progressive newspaper, gladly accepts as part of its job the handling of publicity for organizations and groups and enterprizes which will help their projects along.

It considers its assistance an opportunity to help and is glad to help, although some of the demands which are made upon it become unreasonable.

The newspaper doesn't expect anybody to express any appreciation for the news it dispenses, nor for its other editorial services which are the basic parts of its product.

services which are the basic parts of its product.

But somehow, those of us in the business who handle publicity and promotion for everybody and everything, would be tickled pink if we thought, day after day, that the folks we are doing these free jobs of publicizing for . . . appreciated it.

Their publicity costs newspapers money to present in type on paper, distributed to thousands of offices and homes. Very few of the beneficiaries ever think of that.

Not that it makes any difference. But when your daily or weekly newspaper . . . maybe your metropolitan paper . . . does a publicity stunt for you, think it over and see if you don't think you're getting a break in the direction of a favor.

—The Home Towner, in Temple Telegram

Coed Cheer Leaders

ON Saturday of this week representatives from every college participating in the Southwest conference convene at which time the Texas university member will re-commend admitting Texas Tech to the con-

ference.

If we are admitted, and prospects loom favorable that we will be, our future will be assured, we will grow, our All-American talent will be recognized nationally and we must be ready to uphold the honor bestowed upon our alma mater.

This year we only had two yell leaders until the latter part of the football season when another one was appointed by the head cheer leader and they were all boys. Enthusiasm was below par at the games and many times the cheering could have been bettered by a class B high school aggregation.

gregation.

We have more than 3100 students en-rolled in college this year and the turn out for games has been good but when it came to sacrificing enameled formality for the to sacrificing enameled formality for the "Tarzan instinct" all but a meager pittance of the group were apparently mute. This lack of enthusiasm cannot be placed on the heads of a few but blamed on the citizenry of the college. The cheer leaders have worked hard and efficiently and the student council has cooperated in every possible manner to aid in the correction of this fault but the "don't care attitude" is still prevalent on our campus.

Our comprehension of the reason for this lack of interest is vague but we realize

this lack of interest is vague but we realize

Student Pulse

Texas Technological College, Lubbock, Texas.

The sudden and untimely death, a few days ago of Dr. W. A. Jackson, Dean of the Division of Graduate Study of Texas Technological College cast a pall of gloom over this institution and city in which he lived and labored. The old saying "Death loves a shining mark" was never better illustrated than in his passing.

saying "Death loves a shining mark" was never better illustrated than in his passing.

A man educated to the highest degree, blessed with the carm of geniality, and a warm affection toward his fellow man, which constantly sought to aid in every way, possible the students of this institution, and the city in which he lived, he was the exemplar of a great educator, a loyal friend, and of the highest and best type of citizenship.

To the students of this institution, to the citizens of Lubbock, Bill—as he was affectionately termed by all, was a leader, a warm friend, one to whom they instinctly turned for guidance and for help, knowing that his great heart and keen mind would joy in the task of solving their troubles and perplexities. At any time, at any place, any student or citizen could got to him in the assurance that Bill would spare no pain or effort to aid them in their endeavors.

In the prime of life, filled with hopes and aspirations for the betterment of this institution and community, he has been called away. We, who are left behind, cannot voice our bereavement and sorrow at his departure, nor can we through the mist of tears that cloud our eyes, pay to him in fitting words the tribute which his character warranted. His influence will be a living thing as the years pass, and as we turn away from the grave which covers his mortal remains we can truthfully say: "Here lies the noblest Roman of them all."

Sincerely,

Sincerely, L. L. Steele, Member Board of Directors, Texas Technological College

Toreador, Lubbock, Texas. Dear Sir:

Dear Sir:

I have a perplexing matter in mind that I think that a large number of the present musical students in Tech would like to have discussed. Why does the Texas Tech college chorus put on only one program a year, and why must it continually year after year be the same song? For several years the group has numbered over a hundred and is a collection of the finest singers in this section of the state; for instance, one of the yast year's chorus members is studying Grand Opera in New York City, and a large number of the other vocal students in school have placed very high and have won several state contests, as well as a few places in national contests.

have placed very high and have won several state contests, as well as a few places in national contests.

A school the size of Texas Tech should have a very fine chorus and could be in demand for personal appearaces all over this portion of the state if they would show any desire to do so, as the Tech Band has done, and would prove still another drawing card for musicians in Tech. The smaller colleges in the state do it, and so should and could we if we were interested enough.

This year the group numbers over one hundred fifty students, over five percent of our present enrollment, and is the largest single organization on the campus, besides having one of the largest enrollments in the southwest. These students have joined because they wanted to be able to say they were a member of a COLLEGE chorus. This was something supposed to be advanced over their previous experiences. These students resent singing songs that would have been more appreciated for a small JUNIOR HIGH group, they would rather sing something either very difficult or at least interesting. For this reason the cuts in Chorus are greater in number than any other credit class on the campus. Too, there is a large number of the finer students and singers who refuse to take chorus for credit and wait until some more interesting music is put out before they report to the class.

The Director is one of the finest musicians in the country today, and on a recent occasion when he interpreted a very difficult piece in the presence of the chorus in a very fine manner, the students showed their appreciation for REAL music by their enthusiastic rounds of applause. This shows alone that the music appreciation is great enough to warrant the study of better music.

Speaking as an advanced pupil of music, and for many other music students of Tech, I say,

music.

Speaking as an advanced pupil of music, and for many other music students of Tech, I say, HERE'S TO A BIGGER AND BETTER COLLEGE CHORUS AND TO A MORE INTERESTING AND INSPIRING CHANCE FOR THESE, THE FINEST MUSICIANS ON THE SOUTH PLAINS.

PROPAGANDA ANALYSIS

An organization that expects to tread on a great many lender toes in the course of its career, the new and unique Institute for Propaganda Analysis, Inc., came into being last month. Circulating a private monthly letter to educators, students, journalists, business men, trade unionists, ministers and others, it aims to show how to recognize and appraise propaganda itlself.

Such noted liberal educators as Charles T.

da itiseff.

Such noted liberal educators as Charles T,
Such noted liberal educators as Charles T,
Shotwell of Columbia make up its board of directors and advisory board.
The institute is the materialization of a dream
of the late Edward A, Filene, wealthy Boston
business man and liberal Through his good will
funl, he advanced the money to finance the organization. Except for the income from subscriptions to the letter, the organization has no other financial support.

—Junior Colegian

something must be done as a corrective measure before next year if we play such teams as Texas university, A. & M., Baylor, Rice, T. C. U., S. M. U. and Arkansas university. And we will more than likely play some of these teams next year if we are admitted to the conference.

some of these teams next year if we are admitted to the conference.

Our team, when playing it's best is as strong as any in the nation but for it to play it's best at all times, it must have the full support of it's partisans in the stands.

As we have mentioned in previous editorials this year we believe that the addition of girl assistant cheer leaders will accomplish much in correcting the lack of this enthusiasm. We should try this, anyway, as it has proved beneficial in numerway, as it has proved beneficial in numer-ous colleges older and better established



Rich, successful, Emile Zola (Paul Muni), muses on his coming election to the French Academy, little knowing that his greatest battle, the Dreyfus case, is still before him. See this outstanding picture at the grand opening Thursday night. Showing also Friday and Saturday.

Books And Authors

BY RUBY LEE LEARY

B' HIND every book is a personony much better organized and a
peep behind the curtain and can
didly see some of the authors. Louisa M. Alcott despised girls . . .
Victor Hugo was particularly fond
of asparagus . . . Charles Dickens
wore gaudy and excessive jewelry
. . . Metro-Goldwyn-Mayer will
make a film of Francis Brett
Young's novel of South Africa,
"They Seek a Country' (Reynal &
Hitchock). Clark Gable will play
the lead . . "America's Sixty Familles," by Ferdinand Lundberg, was
the November selection of the Book
Union. M. Lundberg's book, which
was published by the Vanguard
Press on Oct. 29, deals with the
sixty richest and most powerful
families in this country . . . Georgs
Jean Nathan, whose newst book
on the theatre, "The Morning After the First Night," Knopf will
publish in January, has been elected president of the New York
Drama Critics' Circle.
According to Publishers Weekly,
book production for November was
greater than that for September,
1936. The number of titles published was 942. The total for the first
nime months of the year is 7,514,
as compared to 7,226 for the corresponding period of 1936 . . . Helen
Simpson, whose new novel, "Under
Capricorn," Macmillan will publish
in February, has been in New York
for the past ten days, on her way
back to England after a visit to
her native Australia . . "Slogum
House," by Mari Sandoz, was published late last month. It is a novel
of Nebraskan low-life a generation
ago, by the author of "Old Jules,"
which won the Atlantic non-fiction
prize for 1935.
P. G. Wodehouse, English author,
salled for home yesterday on the
lide of France of the French Line,
having completed his second visit
as a film writer in Hollywood.
Since his first American film experience he has found the film col-

Tea Room-Home Ec Buildi

From Other Campuses

But the best way to meter, Is to meter alone.

Thoughts

Note found pinned on a door in the boys' dormitory: "When you make the beds this morning, don't make it if I am in it."

The Pine Log

An Honest Prof

The story of an honest professor: axxious to clear the good name of one of his ancestors who was in a Hanover police-court March 1, 1664, he sent the Board of Selectment of Hanover, Mass., the sum of \$3 cents to pay a 273-year-old fine.

Local busybodies got to work and figured that the professor owed the town about \$10,000 in back interest. He hasn't paid it—the interest—yet.

—The Sunflower

Noisy Facts

A professor at Carnegte Institute of Technology in measuring the decibels of sound in the men's dormitory found that between 50 p. m. and 12 midnight, the average noise level was \$112.1 decibels, or "requivalent to that given by two, riveting machines or a sustained roll of thunder."

—The Maroon

Dates and Chess

A date with a coed is like a game of chess. First you're "rooked," then out comes the "check," after which you "pawn" everything, And more often than not, you end in a "stalemate," just a "king" for a "kinght."

—Valparaiso Torch A Long Way At an Ohio State dormitory, a Room of the state of the professor and the state of the professor owed the town about \$10,000 in back interest. He hasn't paid it.

Maxine Fry: No. It embarasses me for the girl friend to "dutch it."

Maxine Fry: No. It disagree. If he wan cannot afford to pay the shole entertainment check, he should wait until he could or find some three the professor owed the town about \$10,000 in back interest. He hasn't paid it.

Maxine Fry: No. It disagree. If he man cannot afford to pay the whole entertainment check, he should wait until he could or find some three the professor owed the town about \$10,000 in back interest. He hasn't paid it.

Maxine Fry: No. It disagree. If he man cannot afford to pay the whole entertainment check?

Maxine Fry: No. It disagree. If he had a could or find wait until he could or find wait until he could or fi

"knight."

"Valjaraiso Torch

A Long Way

At an Ohio State dormitory, a
waiter decided to find out exactly
how far he walked waiting tables,
so he bought a pedometer. He
found that for breakfast he walked about a mile, for lunch a mile
and one-tenth, and for dinner
nearly a mile and a haif.

Then the cook borrowed the instrument and proved that she
walked ten miles a day without
leaving the kitchen.

—The Skiff

Friday and Saturday "Craig's Wife"

Rosalind Russell

John Boles Billie Burke Tech Theatre

CHRISTMAS LOAN FUND
SALE
Sponsored by Home Ec Club
Lasts until Xmas or until
supplies are exhausted
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Candles, Mexican Glass, Closet
Fixtures, Silver-Pewter, Etchings-Prints, Toys, Linens.

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Broadway

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"Make A Wish"

"RHYTHM ON RAMPAGE"

Lyric

SAT. NIGHT PREVIEW SUN., MON., TUES.

Dorothy Lamour Ray Milland -In-

"Jungle Princess"

"XMAS COMES" "CHAMP MEET"







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Are Athletic Award

Grid!

RED RAIDERS RESUME WORKOUTS FOR SUN BOWL FRAY

Back In Shape For Tilt With Virginia Gridmen Texas Christian Cagers Clash

Matadors Seek To Stop Mountaineers' Speedster
In Sun Bowl; Tarbox, Williams And Webb
Out For Week Of Basketball Training

With Huffman's Hoop Hunters

Grid Letters

Athletic Council Okehs Awards For Varsity, Fish And Managers

Friday night in the Matador gym, the Red and White des-habilies waltz the walnut with the purple clad Frogs from Fort Worth as partners. Not only does this battle mark the initial cage fray of the season, (See DOUBLE T, page 4)

ALWAYS A GOOD SHINE

YELLOW JACKET

Mother Leva's Hungarian Cafe



THIRD TEAM
Wysocki, Villanova
Shirey, Nebraska
DuBois, Navy
Brock, Nebraska
tuharich, Notre Dame
Belnor, Notre Dame
Holland, Cornell
Heap, Northwestern
Chapman, California
Made California

North Plains Is Downed By

Coats Comes Through To Win Wichita Meet



Featherweight Title In Kansas AAU Is Won By Tech Boxer

BY BILL WOOD



000000000 Presenting A Few of the Latest Designs in Embossed Leatherette Gift Box with 1 quire envelopes and folded sheets 500 \$1.00 \$1.00 \$1.00 \$1.00 Card Boxes Desk Baskets See Our Display of Gift Pieces in these New and Attractive Texas Tech College **BOOKSTORE** "On The Campus"



A coonskin coat, we've heard it said, Wards off chill winds from heel to head; In which respect its chief vocation's Much like No Draft Ventilation's.

Rolks take such things as No Draft Ventilation as a matter of course now that all GM cars have this improvement. But when you add Knee-Action, the Unisteel Body, the Turret Top, improved Hydraulic Brakes and a steady parade of betterments-you see how a great organization moves ahead-using its resources for the benefit of the public giving greater value as it wins greater sales.

> GENERAL MOTORS MEANS GOOD MEASURE



Pre-Law Banquet, 7:30, Wolner-Dorm Double "T" Club, 7:30, Gym Las Leales, 7:15, H. E. Tea Roon Social Clubs THURSDAY

YYMCA & YWCA, 7:15, 220 Freshman YMCA & YWCA, 7:15, 302 Texas Tech Matador Band, 7:30, T105

FRIDAY
Silver Key Dance, 9-12
Las Armonias Party, 8-11, 1310
Ave. R.
YWA Party, 7:30, Baptist Crurch
Las Chaparritas Party, 8-10, Mrs.
J. T. Hutchinson

FRIDAY



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Offering a Complete Line of

KING'S JEWELRY

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