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La Ventana Now!



The MATADOR



Did You Know?
That next week is Mid-Term and that there are only five weeks left before final examinations will be given.

VOLUME VIII TEXAS TECH LUBBOCK, TEXAS, THURSDAY, JANUARY 26, 1933 NUMBER 17

Sixty-Five Per Cent Of Tech Students Sign Up For Special Technical Work, Survey Shows

Figures Show That College Is Meeting Demand For Specialized Type Of Work; Freshman, Sophomore And Junior Classes Are Larger; Seniors And Graduate Groups Decline

"A better name for the school of liberal arts at Texas Technological College would be the school or division of arts and sciences," says Dr. Bradford Knapp, president. He states that careful analysis of enrollment answers the criticism often made against the institution that a large part of the students are taking general courses in the liberal arts, and throws a different light on the work that Tech is doing.

Prexy's Paragraphs

BY BRADFORD KNAPP
The papers are full of "Technocracy." We need another society and that is one devoted to "Less-nocracy," or possibly we ought to call it "Non-nocracy." Anyhow, we need less knocking. It sometimes seems to me that everything is the matter these days—that nothing is good and about all we have left is hope. Possibly we should add to that faith and love, which I trust are not entirely dead yet.

There is a fascinating article in the Journal of the National Education Association. Its subject is, "I believe in the American College." It is full of the beautiful and cultural side of college education, and worth your reading.

We need tolerance and breadth of vision these days. It is hard for all of us to see into the future for the veil which hides the future from our eyes is darker and more impenetrable than it has been in years past, but we need vision just the same.

We have reached the time when certain fundamental principles must be accepted. One of these is that we are our brethren's keepers. We cannot go forward on the basis of our own interests alone. In the field of education, the government must be interested in the broadest sense of all its people, or rather in the equal opportunity of all the people to secure an education.

Within the state, it is a sound principle that we in West Texas are just as much interested in the welfare of the remotest corner of Texas, as we are in our own section. We can never go forward without the deepest concern of all the people of the state for every section of the state. In a Democracy we can never win a fight alone—we must win by the breadth of our thinking and the broad purposes of our plan. While we believe that West Texas, and especially the Plains country, should be reasonably provided with the facilities of education within the powers of the state, we must recognize that every other section of Texas ought to have opportunities equal to our own.

I have always said, for example, that the South, with its struggle for education and economic development, ought to be as interested in the nation as is the industrial East or the North. To be a great

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Carter Talks At Press Meet

Use Of Simple Words Explained By Speaker; Association To Plan For Press Conference; Style Is Stressed

"Words that fit" proved to be an interesting subject when presented by Dr. A. L. Carter at a meeting of the Press Association, Monday night, in room 314, ad building. Dr. Carter stressed the tendency in large newspapers and publications of the better types, to use simple words, often monosyllables, and to omit all foreign phrases. He has made a special study of the New York Times, and has found that they very seldom print anything given by Dr. Carter when he was discussing prominent and their antecedents was this sentence, "Neither you nor I am entirely ourselves." The logical reply is, "Then who else am we?"

Dr. Carter read William Cullen Bryant's "Index Expurgatorius" and enlarged upon it. This "Index" was a list of words and phrases not to be used, which Mr. Bryant compiled for the use of his newspaper employees. In this century, it needs a few additions, but is still an excellent guide for forceful, intelligible writing.

Many new members were present at this meeting. The second Monday night in February the association will meet and discuss plans for the journalism conference to be held at Tech this spring.

Pictures For Beauty Pages Are Asked For

All Beauty Pictures Must Be Turned In To Doak's Office By February 1; All Girls Are Eligible

To List Names

Class Pictures May Be Taken Until February 15; Work Is Proceeding Satisfactorily; Snapshots Desired

With a margin of 101 more pictures of the student body than had been made this time last year for the 1932 annual, La Ventana for 1933 is deemed to be one of the best year books ever published representing Texas Tech life and activities.

According to Everett Fairchild, editor-in-chief, all beauty pictures must be made by February 1. This date has been set as the deadline for club material to be turned in for La Ventana. Clubs must also make reservations by that time and turn in money and the names of all club members.

Russell Patterson, internationally famous artist, will choose the eight prettiest girls in Tech. His selection of the Tech beauties will be arranged and photographed in fan shape to avoid dispute regarding selection or order.

All girls are eligible and their pictures must be size 8x10 glossy prints. The pictures must be turned in to Mrs. Mary W. Doak's office not later than February 1. These photographs will be sealed and mailed in the presence of the annual staff, publication committee, and a representative of the student council.

Names of the girls whose pictures are entered for selection for the beauty page will be listed in the "Forador" when all entries have been made and the pictures of the eight beauties will be published immediately after Mr. Patterson has made his selection.

Students are urged to cooperate with the annual staff. Snapshots may be placed in envelopes and slipped under La Ventana door. These snapshots will be returned to the printer. New students may still have their pictures made at Brown's studio for \$1 but students who were in college last term will be charged \$1.25.

Correcting an error in last week's "Forador," student pictures may be made at Brown's studio until February 15.

AWS Council Will Sponsor Tech Carnival

Proceeds Of Event To Send A Delegate To Conference Of College Women Conference In New York City

An all-college carnival, the first entertainment of its kind for this session, will be sponsored by the A. W. S. council the night of February 4, in the Tech gymnasium. The proceeds of the fun night will go to sending a council delegate to a conference of college women in New York City the third week in April.

To carry out the true carnival spirit, girls social clubs have been asked to decorate booths and to nominate some members as a carnival queen, and to purchase a booth which will entitle the customer to so many votes which he may cast for his favorite. The successful booth will be crowned at 11 o'clock.

The doors of the gymnasium will be opened promptly at 7:30 o'clock, and the admission is five cents per person. Voting will last from the beginning to 10:30.

Half of the floor space will be reserved for dancing, at 10 cents a number. Music will be furnished by Ned Bradley and his Varsity Rhythm Kings.

Members of the A. W. S. council are: Melba Tatom Maxey, resident; Eleanor Simmons, secretary; and Mary Leidigh, Evighn Clark, Cecile Horne, Sara Lou Stevens, Lesley Bullock, Geraldine Clewell, Virginia Hash Roberts Myrick, Louise Campbell, Louise Sneed, Charlotte Lindsey, and Mary Frances Senter.

Freshmen Urged To Get Pictures

The Freshman Class met Monday night at 7:30 o'clock in room 302 of the ad building. About 150 members were present.

An appeal was made for all freshmen to have their pictures made for the annual. According to "Hop" Halsey, class president, only a few of the approximately one thousand freshmen enrolled have had pictures made and the class officers are trying to get a good representation of the class in the yearbook.

Artist Course Program Is Set For February 22

Michall Ragini, tenor, and Lillian Rehberg, cellist, will appear in a recital more the high school auditorium February 22 at 8:00 p. m. This is the first appearance of either of these artists in Lubbock.

Ragini is an American of Italian parentage, born in New York City. Ten years ago, critics were so impressed with the possibilities of this young artist, that he was sent abroad to be trained for grand opera. In Italy, by good fortune, he had Alfredo Martino as his teacher.

Mr. Ragini made his first appearance in Rome at the famous "Teatro alla Scala." There followed several performances under the well known conductor Molinari. He then went to Milan and soon thereafter was engaged to sing in Spain. He made his debut in Valencia and for three months toured the country, singing a wide repertoire of operas including Rigoletto, Barber of Seville, Traviata, and Elisir d'Amore.

Miss Rehberg appeared as soloist with the Chicago Symphony Orchestra when she was only fifteen. This is her second season as a member of the Marianna Kneisel String Quartet. She studied in Chicago and in New York under Hans Hess and Alfred Wallenstein, first "Cellist of the New York Philharmonic Symphony Orchestra. Lillian Rehberg is one of the artists sponsored by the National Music League.

Technocracy Is Explained By Engineer Dean; Claim Of New Idea Is To Avoid Bankruptcy

Result Of Modern Industrial Life Has Been To Speed Up Nation; Causes Of Debt Increase Is Discussed

During the past two or three months a great deal has been written and said concerning technocracy. It is a word that appears to be on everybody's tongue whether any one really understands what it means or not. Technocracy may be defined as a trade name adopted by a small group of engineers and professors living headquarters in Greenwich village in New York and desk room at Columbia university. Their letterhead states that the group is "dedicated to the design of greater America." The history and personality of the group is worthy of consideration.

During the world war every possible method was used to speed up production and to increase industrial efficiency in order that men might be released for military duty. The sudden ending of the war months before the great majority had any reason to hope that it would not leave a great mass of machinery and many industrial plants with the demand for their production suddenly gone. Certain individuals which seem to have included the late Charles F. Steinmetz, whose socialistic leanings were well known, and Thorstein Bunde Veblen, radical economist, seem to have been members of the original group, which was organized to study the effects of the increase of mechanization during the war.

Some Of The Spokesmen
Howard Scott, a consulting engineer on the Muscle Shoals project, was one of the first to speak among its chief spokesmen today. The group today also said to include Dr. Richard Tolman of California Institute of Technology; Frederick Lee Ackerman, architect, and between 30 and 40 engineers and draftsmen, most of whom were unemployed before going to work for technocracy. It should be noted that although many of the men composing the group have presumably had engineering training, the work which has been done and the conclusions which have been reached have not been approved and endorsed by any of the national engineering societies.

Articles setting up the claims of technocracy have appeared in the New York Times, the New York Herald and in Harpers for January. Other articles disputing the facts submitted and the conclusions reached have appeared in the Business

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Allen Talks To Tech Pre-Law Club; Coker Presides At Meet

Robert J. Allen, local attorney, spoke to the Pre-Law club Monday night on law and enforcement. There were twenty members and the sponsor, H. G. Bender, present.

President G. R. Coker presided. There has been a series of programs planned for the rest of the term, which will carry out as near as possible the theme of a basic Pre-Law course. There will also be a mock trial this term.

The club meets regularly on the second and fourth Mondays of each month.

Farming In Foreign Nations Is Discussed At Aggie Meet

Talks on agriculture in foreign countries were the features at the club regular meeting of the Aggie club Tuesday evening in the stock-judging pavilion.

A contest is being held in the club to increase the attendance before election of officers, which will be sometime in February.

Captains in the contest are Curtis Williams and Elizabeth Montfort. All members are now urged to pay for La Ventana pictures before the deadline, February 15.

Home Ec Club Holds Meeting Tuesday Night

Varied Program Is Offered At Meet Sponsored By Double Key Members; Miss Parmley Entertains

Ideals Stressed

Thomas, Smith Discuss Values Of Scholarship; Recognition Day Is Explained; Worth Of Honor Society Set Forth

Four speeches by students and one by Miss Sybil Thomas, district home economics supervisor, were features of a meeting of the Home Economics club Tuesday night sponsored by Double Key association.

"Standards of High Scholarship" was the theme around which the program was built.

Miss Thomas spoke on "Scholarship Plus," and Miss Effie Smith, president of Double Key, Texas, speak at their banquet on February 25th. Arrangements are being made by Warren Poole for the banquet to be held at the Hotel Hilton.

Those wishing to have their pictures made for the Pre-med club must pay Warren Poole before February 1st.

Tech Aggies Prepare For Stock Shows

Nine Students Work Out For Livestock Team; To Make Trip Saturday To Do Some Practice Judging

With the Collegiate Live Stock Judging contest, to be held in Fort Worth, in mind, nine Tech junior aggies turn their work to the practice judging of the live stock on the campus. Five of the nine of these boys will make the trip to Fort Worth on Saturday, March 11.

The men out to get a place on Tech's judging team are: Earnest Barton, Jack Downs, William Gregory, Odie Holly, T. L. Leach, E. R. Sleen, J. E. Strickland, Ira Sturdivant, and Jesse Young.

Saturday, January 28, these nine men will make a trip to the state agricultural experiment station east of Lubbock, where they will practice judging swine under the supervision of Mr. F. C. Mowery, assistant professor in Animal Husbandry. Mr. Mowery is planning other trips in live stock judging for the men.

Miss Grimes Delivers Lecture For Faculty Science Club Sat.

"Opportunities and Training for Research Work" is the subject of a lecture to be delivered by Miss Mary Anna Grimes, research worker for Texas Agriculture and Experiment station, College Station, Saturday morning at 11 o'clock in the engineering auditorium.

Miss Grimes is an exchange lecturer brought here by the Faculty Science club.

Miss Grimes is to be entertained with a luncheon at the practice house at 1 o'clock Saturday afternoon, and at 6 o'clock she is to read a paper on "A Gilmore at Textile Research" at a banquet in the Hilton hotel.

Two Tech Holstein Cows Set Records

According to the last monthly report from the Holstein-Friesian Association of America two registered Holstein cows owned by the Texas Technological College have completed long time tests and each exceeded 5000 pounds fat.

Flowerdale Echo Cynthia, a 7-year-old, made 501.2 pounds in fat and 14,481.5 pounds milk in 296 days in Class A. Her stable mate Tech Payne Alacarta, a senior 4-year-old is credited with 570.8 pounds fat and 16,353.1 pounds milk in a year in Class A.

Three other cows in the herd are on test, one making a Class A record and two are in Class B.

Contracts Let For Senior Invitations

Class Cards To Have New Scene; Gift Is Discussed

Announcement of a change in the traditional senior invitations and of the letting of the contract for class engraving was made at the senior class meeting Monday night by Fred Seely, chairman of the invitation committee. The 1933 class cards will have a new picture, probably a scene taken south of the administration building, on the cover instead of the Matador that has been used heretofore.

Discus Gift
Pursuing the selection of the senior gift, it was decided that each class member give \$2.50 toward its purchase; fifty per cent of the sum being payable by April 1 and the rest by May 1.

Prof. W. L. Stangel, president of the athletic council, collected \$7.75 in a free-will offering to buy sweaters for the yell leaders. A committee of Alfred Jensen, Sam Hopper, Jack Flowers, Vonelle Gilkerson, and Nora Elliott was to make dates a week end on Sunday night, the date of which will be set late in the spring.

Father Gabriel Talks To Students

Reverend Father Gabriel, local Catholic priest, addressed the discussion group of the Wesley Foundation Thursday, January 12, at the home of Miss Marie De Bardeleben, 2311 Sixteenth street, on the history and tenets of the Roman Catholic Church. Father Gabriel for ten years previous to his appointment here, served as vicar in Saint John's College, New York City, Thursday evening, January 26, he will again meet with the group to informally discuss such questions concerning the Catholic faith as those present desire.

Tech students are particularly welcome to these weekly discussions.

Doak Explains Regulations For Girls Rooming Houses

Student life regulations for women were discussed by Mrs. Mary W. Doak, dean of women, at a special meeting of girls' housemothers Tuesday afternoon in Seaman hall. Twenty-five women were present for the discussion.

To create a better understanding of the college rules and a like interpretation by all townpeople who house college women, Mrs. Doak explained each one thoroughly. Underclasswomen are allowed three dates a week and on Sunday night and two more on week nights. Special privileges of four nights a week out may be had by upperclasswomen who have met grade requirements and who made a request to Mrs. Doak.

Members of the housemother are customarily called once a month and always at the beginning of each term.

Art Exhibit To Bs Held Here

A group-study correspondence course in Spanish was begun at Colorado the beginning of the winter term as an experiment of the college extension department. Dr. C. B. Quilla has charge of the work.

Plains Museum Society Sponsors Exhibit To Begin Feb. 22; Entry Blanks Due Before Feb. 10

An art exhibition by South Plains artists, sponsored by the Plains Museum society, will be from February 22 to March 1 in the engineering auditorium. Professor F. A. Kleinschmidt, head of the art department and director of the Plains Museum society, has sent out entry blanks which are to be returned not later than February 10, and the pictures to be exhibited for competition are to be delivered before February 20.

Each artist may present only two pictures. These pictures must be either oil, pastel, or water color, with no two of the same type. Two first prizes will be awarded and three honorable mentions will be given.

Double Key Initiates Two New Members Monday Night

Miss Geraldine Clewell and Miss Novis Lewis became members of the Double Key, home economics honor society, Monday afternoon at an initiation in the home of Dean Margaret W. Wasko and Miss Mabel Ervin. Membership in the society is gained on the basis of scholarship and leadership.

Student members now number four: Miss Effie Smith, president of Double Key, and Miss Christy Sawyer, secretary, are old members. Following the initiation, a short business meeting was held.

THE TOREADOR OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE Lubbock, Texas

Parker Taulman Editor-in-Chief A. B. Brown Business Manager J. M. Jackson News Editor Kathleen Jennings Assistant News Editor Calvin Hazelwood Assistant News Editor Lorene Childers Society Editor Bob Tracy Sports Editor Mrs. Laurence Priddy Woman's Editor

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Campus news covered by students in the department of journalism

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INDEPENDENCE OF THOUGHT

A Chicago dean, J. R. Jewell, has been giving freshmen some advice on how to get good marks. He warns against too much independence of thought, and adds that "A" students are usually the ones who are careful not to disagree with instructors.

This bit of counsel sounds like the kind a worldly sophomore might give a first year man. But since a dean of an important university has seriously offered it, the statement is worth some comment.

Generally speaking, it takes more intelligence and more knowledge of a subject to disagree with the instructor than to nod in agreement. Excepting the annoying students who always disagree with their teachers on principle, it is almost certain that a student arguing with his professor is above the general level of his class. To disagree with the text or the teacher, a student must be thoroughly familiar with their point of view as well as with some other. Such a student deserves a better mark than one who is willing to accept his professor as the final authority.

Forced acceptance of a certain point of view is foreign to the spirit of a university. A modern university, like Chicago or Minnesota, has an army of scholars at work, drawing conclusions only after they have weighed all evidence on both sides. Should these scholars, who are the faculty of a university, teach their classes only one side of a controversial question and lower the mark of a student who introduces evidence on the other side? Most faculty members, at least those of our acquaintance, would be the first to answer "No!" But there are all too few of them who can really remain unprejudiced against a student who has the knowledge, the intelligence, and finally the courage to disagree violently with them.

Too many professors are quick to dismiss such a student as one of the objectionable type we have already mentioned, and overlook his sincerity, his interest in the subject and his desire to learn. A great many faculty men and women, who would publicly brand Dean Jewell's words as very poor advice, would do well to consider carefully whether independent thought actually counts for or against a student in their classes.—(From Minnesota Daily).

The education of the American girl should include four fundamentals: how to keep her character; how to keep her health; how to keep her husband; and how to keep her money.—Mrs. Roger W. Babson.

American music is not jazz, and jazz is not music.—Paul Rosenfield.

To speak of the horse-sense of most people in this world is to insult a useful and noble animal.—Ludwig Lewisohn.

Every ship is a romantic object, except that we sail in. Embark, and the romance quits our vessels and hangs on every other one in the horizon.—R. W. Emerson.

Nothing makes gentlemen get so definite as looking at nature when it is moonlight.—Anita Loos.

This is the great age. Men no longer look for an idol upon which to pin their emblem of achievement. They look for a goat upon which to hang the cause of their failure.—Henry Stude.

Life is short and time flows staunchlessly like blood from a mortal wound.—Aldous Huxley.

We are all in the gutter, but some of us are looking at the stars.—Oscar Wilde.

STUDENT CRUISES

Magazine subscription scholarship workers and crew managers write immediately for the very best student scholarship offers of leading publishers. Can be worked there now. Permanent positions if experienced, also summer crews for U. S. and foreign territory. For full details write—The Collegiate Scholarship Institute—219 Republic Building, Miami, Fla.

This Month Only

pay nothing for brand new Parker Duofold Pencil regularly \$3.25 to \$5.00 when you buy the pen to match

Your chance to get the world's finest pencil—the famous Parker Duofold, without cost—comes solely because Parker is about to change the Duofold Pencil to hold their new lead cartridge. This month only, we give one of these regular \$3.25 to \$5.00 pencils—FREE to every purchaser of a Parker Duofold Pen to match at \$5 to \$10. And what a pair! Smart, streamlined style—jewel-like colors, and non-breakable barrels. Come early, don't miss this wonderful "buy."



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TEXAS TECH COLLEGE

Mysterious Mike Moses Around

After last week's column I guess that OLE MIKE had better be careful of MRS. DOAK will have him and his staff, MOSES, behind her make out that BLACK LIST. Well them CENTAURS threw a party good dance after all last FRIDAY NITE. Considering JELLY KELLY and HELEN BARSTOWS act, and also their way of handing out BIDS. Is that right MILO? But we are still wondering why FRANCIS FORD called her date off. Was it because SIM O'NEAL was up for the week end? You know a funny thing shore did happen to ABE LOUGHRIDGE last Saturday afternoon while he was a gettin his picture taken down at BROWN'S STUDIO. He asked MRS. BROWN if he could see the pictures taken of the COLLEGE CLUB dance. Well she told him that those pictures were not any good but that she could give him a GOOD ONE OF THE DANCE LAST FRIDAY NITE. MOSES was sneaking around town SATIDAY AFTERNOON and seen DON MADDOX in a GREEN WHEELED FORD leaving out fer their sheep ranch at MENARD. When the MATADORS were on their road trip and was playing a basket ball game, EDDLEMAN was substituted and when he ran out on the court, one of the opposing players yelled, "THERE IS TERRIBLE TRIBBLE, LET ME GUARD TRIBBLE. And who gave TRENT CAMPBELL his bid to the COLLEGE CLUB DANCE. Yes and who are KEY WATERS and FLORENCE. Your guess is about as good as mine about this two. The SAN SOUCIS OPEN HOUSE FER THE LAS CHAPS. Is the WAR over or were they trying to show off the NEW HOUSE AND MEMBERS. Some feller told me that they had the lights focused about rite to do the latter. The MATADOR CLUB DANCE shore was a corker. There were lots more people at it than attended the LAST ALL COLLEGE. But why did BILL TEAL know so many people, especially women, at the dance. Believe it or not ole MIKE seen ROSE HEATLY at the DANCE PALACE and she was smiling. Well it is about time fer the INTRA-MURAL football games to get under way. MOSES and ME have picked the LIBERAL ARTS to win. But of course you understand that we are pickin them from only a sneaking viewpoint. You know there is a gal on this campus that stated that SHE SHORE WAS GLAD THAT MIKE DIDNT KNOW HER. Well she is the one

High School Teams To Judge In March

The Eight Annual Vocational judging contest, held by the Texas Tech agricultural school, is being tentatively arranged for some time in March, according to Mr. F. C. Mowery, associate professor in Animal Husbandry. The contests that have been held in the past years are live stock judging, dairy cattle, poultry, plant production, and farm shop. These contests will, also, be the events to be held this year. Last year thirty high schools participated in the judging contests.

who had better look out next week. We wonder how much MALCOLM MARTIN and BEN ANTHONY are getting out of belonging to the NATIONAL GUARD. From what I hear there is one person who could tell us. I reckon that is about time that COLLEGE INN got some publicity. HELLO TYLENE WALKER, LAZELLE GOLDSMITH, MARGARET DUFF, JEAN BAINE, and by the way WHEN MRS. JAMES going to let you have YOUR DANCE? I noticed where the A. W. S. are goin to have some kind of a CARNAVAL. Well OLE MIKE hopes that they will let him have a MIND READING BOOTH. Another feller from WAY BACK WHEN has started to skul again, ole RAY WAITTS. There is a new student from MART staying at DUCK INN. I has been trying to get me and see if he could tell me any thing on JOE HARTER. I think that her name is JOHNSON. What was G. L. BEENE doing so far away from LUBBOCK last week end? DOG SMITH is one of the new hands up at DAVES PLACE WALTON NIXON and PREXY BASIL HILL, MATADORS B. C. (before CAWTHON) had better watch out and quit walking checks, no I mean being so absent minded. Looks like JELLY BROWN IS ONE UP. The KO SHARI and SILVER KEYS will have their dances this week end so lets hope that they will do enough fer ole MIKE to get some skandal fer you. Until after then be careful.

MIKE. P. S. I just heard that AUDREY FERRIS shore likes little GILT FRAMES. Oh, yes, did you hear about that pet KITTY that that AGGIE, FISH WEDDLE found. He shore were surprised.

Don't miss the big event!

College Calendar

THURSDAY, JANUARY 26 Student Council, 7 o'clock. FRIDAY, JANUARY 27 Ko Shari Formal Dance. SATURDAY, JANUARY 28 Silver Key Formal Dance, 9-12. MONDAY, JANUARY 30 TUESDAY, JANUARY 31 Social Clubs, 7-8 o'clock. Las Leales. WEDNESDAY, FEBRUARY 1 Oklahoma City University-Tech Basketball, 8 o'clock, Gym.

The Great Commoner Visits Scenes Of Former Greatness McADOO, Texas, Jan. 19—(Special to Toreador)—The quaint little city went to bed very early tonight a week ago. Marshal C. Forby, known by many as the "Great Commoner" departed from this city that afternoon despite the walls of local McAdoo High Coeds. The former Toreador is visiting in Lubbock for a few days to greet friends and review scenes of last year's greatness. Forby has turned down 234 offers of jobs since his graduation and states that he is still waiting to be named publisher of either the McAdoo Morning Times or the Lamb County Leader.

Former Tech Student Has Part In University Opera Verlena Stringer, former Tech student who is now attending the University of Texas, has been selected to fill the leading role in Rudolph Frim's "Katinka" which will be presented next April by the University of Texas Light Opera company. The company is to tour San Antonio, Houston, Dallas, and Fort Worth after presenting the light opera in Austin.

JENNINGS RUNS MACHINE Kathleen Jennings has charge of the mimeograph machine for the engineering faculty this term. This position was formerly held by Miss Ruth West who is now on a vacation.

Two dresses, of the type worn by women in Korea, are on exhibit in the display case in the home economics building. The garments were sent to Miss Laura Song, native of Korea, and a senior student of home economics.

Personals

J. H. Smith has been receiving medical treatment at the West Texas hospital. A nasal operation was performed on Carlos Brummett at the West Texas hospital. Quannah Lewis, Tech student, had her tonsils removed Sunday at the West Texas hospital.

Mildred Miller was admitted January 11 to the West Texas hospital for medical treatment. Buster Thompson, who recently was the victim of an accident in which his skull, several ribs, and his jaw bone were fractured, is much improved. He will be dismissed from the West Texas hospital soon. Miss Mary Edna Steele, a graduate of Tech, is teaching English in Idaho high school. David Parker, sophomore from Flagstaff, Arizona, has dropped out of school and returned home. He will enroll in the University of Southern California next term.

Miss Reba Merle Boyles, who graduated from Tech in August, has recently received the position of home economics teacher at

Dr. Marshall Harvey FOOT SPECIALIST Surgical Chiropodist 403 Myrick Bldg. PHONE 840

A Special Service For Tech Co-Eds Co-Ed Beauty Shop 1115 Avenue K East Of Hotel Lubbock Phone 331

Southworth Talks On Technocracy

Fritz Southworth, as guest speaker, led a discussion of Technocracy at the bi-monthly review of the Y. W. and Y. M. C. A. Current Events group, Friday evening at Shropshire's boarding house. Victor Bearden and Eleanor Simmons are co-chairmen of the group.

HELL EAT OR ELSE SALT LAKE CITY, Utah.—William Allen has an aptitude for getting meals without working for them. When the Salvation Army refused to give him breakfast because he wouldn't work for it, he threw a chair through the window. The result was that he received a nice ride to the station house where he arrived just in time for lunch. The big event. It's coming soon. Watch for IT! It'll be here soon.

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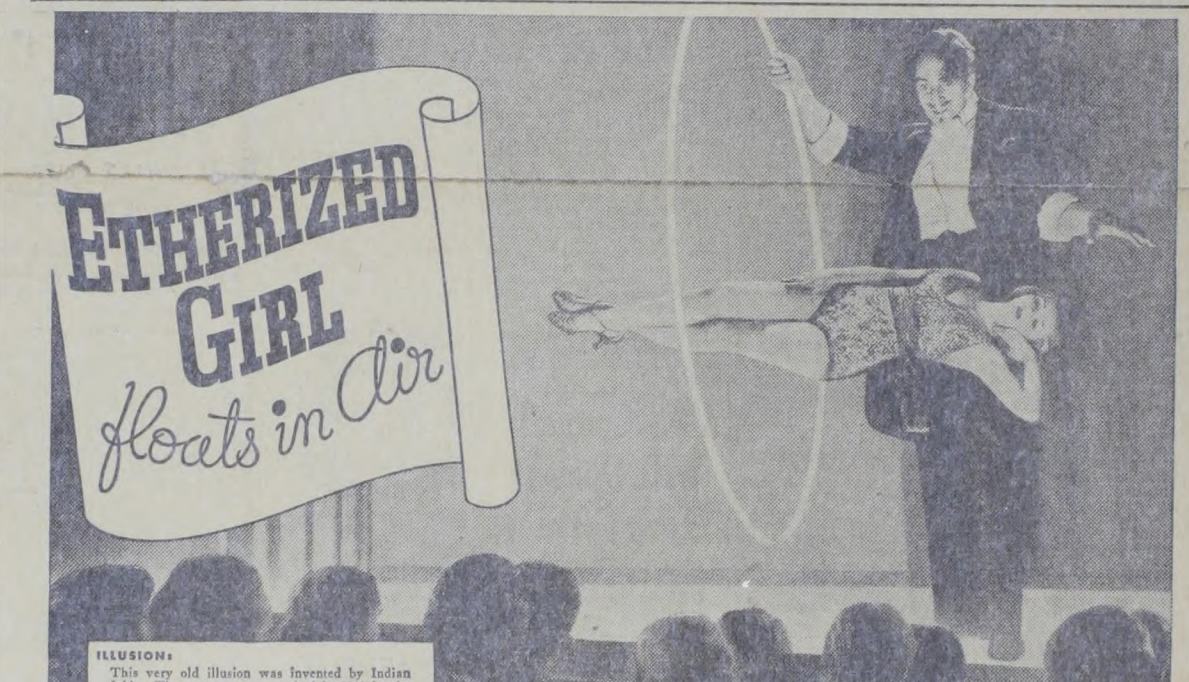
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Lubbock Sanitarium & Clinic Dr. J. T. Krueger Surgery and Consultation Dr. J. T. Hutchison Eye, Ear, Nose and Throat Dr. M. C. Overton Diseases of Children Dr. J. P. Lattimore General Medicine Dr. F. E. Malone Eye, Ear, Nose and Throat Dr. J. H. Stiles Surgery Dr. H. C. Maxwell General Medicine Dr. Olan Key Urology and General Medicine Dr. Jerome H. Smith X-Ray and Laboratory C. E. Hunt Superintendent J. H. Felton Business Mgr. A chartered training school for nurses is conducted in connection with the sanitarium.



It's fun to be fooled ... it's more fun to KNOW

Another "magic show" is cigarette advertising. One of its greatest tricks is the illusion that cigarettes can be made miraculously "MILD" through manufacturing methods. THE EXPLANATION: All popular cigarettes today are made in modern sanitary factories with up-to-date machinery. All are heat treated—some more intensively than others, because raw, inferior tobaccos require more intensive treatment than choice, ripe tobacco.

NO TRICKS ... JUST COSTLIER TOBACCO IN A MATCHLESS BLEND CAMELS This is why Camels are so mild. This is why Camels have given more pleasure to more people than any other cigarette ever made. It's the secret of Camels' rich "bouquet" ... their cool flavor ... their non-irritating mildness. All the natural, ripe goodness of Camel's tobacco is kept fresh for you by the famous air-tight, welded Humidor Pack. Don't remove it.

Tech Intramural Football Begins Saturday Afternoon

Under The Double "T"

BY BOB TRACY
Toreador Sports Editor

In reading through the pages of several of the papers on our exchange list we happened to run across an article in the Tempe Teachers college publication. The substance of the article was that the presence of Texas Tech in the border conference was not so beneficial to it. This is not exactly the statement made, but the writer of the story has left this impression at any rate. Their reasons for this assertion is that Tech only plays two teams in the conference, Arizona and New Mexico. The article goes on further to state that with the entrance of the Lubbock institution into the conference, they were heralded as the outfit that would put the conference on a higher athletic scale because of the caliber of the teams produced at Texas Tech, but still the presence of the Matadors is not helped the conference.

The writer agrees with the Teacher's viewpoint thoroughly, but the report that comes from the last meeting of the Border Conference, at which Texas Tech was represented there seemed to be a disagreement with several of the other schools on the question of taking on the "bull tossers" as an opponent. So far as a solution to the problem is concerned, there can not be one unless a happy medium is reached between the officials of the conference. A meeting between Tempe and the Tech footballers might be a drawing card in either place, here in Lubbock or at Tempe.

Lester Tribble, Marion Harris, and Bill Stubbs, instructors in wrestling, boxing, and tumbling in the order named, broke loose here the other night and put on a show for the local Legionaires. A wrestling match, two prize fights and a tumbling show were the features of the evening. To give you an idea how much the American Legion appreciated the show, a doughboy stunt was offered as the main feature. This was none other than a bout between Dr. W. A. Jackson, commander of the Allen Bros. Post 148, and Judge T. A. Riley, an ex-convict. The weapons used were home made doughnuts and coffee.

"Al" Simmons, engineer bruiser and star intramural football player for the slipstick crew is entering his seventh season as drawback to the engineering school's team. According to the report over at the engineering building, the "Grate One" has been purposely flunked by the same professor exactly seven times so the engineers would have a veteran on their team. It is also rumored that he was to play against "Battling Moe", the blonde headed flash from Crowell, Texas, but this versatile man is lost forever to the Army because of a sprained foot he received in a motorcycle accident. Simmons has the record of being the only veteran for the engineers that has never broke the handle off of the water bucket while in action.

Whacker Barton, coach of the Army, seems to think that he has the pennant in the bag before the season starts. Coach Barton says that he has found a couple of dark horses over at the mule barns and that if Speed Moffett does not mind, he is going to put them on the field next Saturday. Harold Crites, late last night had his proteges over at the water tower, and a statement could not be taken from him as he was busy giving out a few of the famous "Crites system" plays. It has been said that ever since Crites heaved that long pass to Hitchcock in the Baylor fracas last season, he has been working on a deceptive play that is a combination of an end-around, double wing back, and a line buck. Of course Mr. Crites will have to get permission from the rules committee to use twenty-two men on this play, but he says that he only wants to use it once in each quarter.

Big George Langford, head coach of the Aggies, is also getting ready to slip a fast one over on the opponents next Saturday. The Mighty George has gathered enough of cotton pickers to start a young prison farm, and the way they handle that ball is something scandalous. Somehow or another George has got them into the notion

Student Teams To Open Season Next Saturday

Champion Liberal Arts Are To Meet Army; Aggies To Battle Engineers In Second Game; Players Ready

Football warfare, dormant for the past two months along the Texas Tech gridiron front, will flare up anew Saturday afternoon when four intramural teams move into line for the first two skirmishes of the league campaign.

At 2 o'clock the Liberal Arts will take the first step in defense of their championship crown by attempting to silence the siege guns of the Army. The Baker-Price coached Engineers, better known as the Slide Rule boys, will try to take the measure of the Aggies in the nightcaps which immediately follows the Army-Liberal Arts fracas. The games will be played on the practice field back of the gym and are open to students and townpeople free of charge.

Army Is Favored
Campus enthusiasm is rife as to the outcome of these intramural battles. Last year the Artlets, bolstered by most of the members of the Lubbock High Westerners, bi-district champions, downed the Army, 12 to 0, and eventually won the loop flag. But this season the general consensus of the campus wisacres is that the military boys will stop the Artlets, while the less bold critics have backed away and merely rate the game as a toss-up. The Aggies are overwhelming favorites to stop the north campus boys.

After putting their charges through lengthy scrimmage sessions during this week and last week, the various coaches have pronounced them in fine fettle and ready to go when the whistle sounds Saturday.

Veterans Ready
Despite the loss of most of their stars of last year, the Artlets still have quite an array of grid talent on display. "Squarehead" Collins, Jimmie Lauderdale, McClain, and Davis are seasoned veterans and along with others are expected to make the Arts a strong contender

that they can snatch passes like they pick cotton. One Aggie gathered a hundred pounds of the choicest pigskins on the lot in thirty minutes.

All of which means that the lid is going to pop off of the intramural football jug about 2:00 p. m. next Saturday, and that if you fall to see the array of would-be's, you are going to miss the greatest treat offered on the campus this year. Come on out and find some of our future football men of Texas Tech. That is if they are good enough.

Fullback



E. C. Simmons, powerful fullback who will be with the engineers intramural club this year.

for honors. The Artlets are determined to prevent any of the other squads from taking charge of the Administration building, according to coaches Harold Crites and Bill Teal.

When the Army line begins to creak the Soldiers will be able to place a formidable aggregation on the field. "Shotgun" Moore, Clyde James, and Cherry Foster, former Lubbock High products are showing up well in the line. Mentors Barton and Solls have no worries in regard to the backfield with such capable ball carriers as Rucy Beard, Cy LeMaster, Allan McCrummen, Ray Mitchell, and Andy Anderson. Tracy Watson will probably be used at end on the defense and at halfback on the offense.

Aggies Are Tough
The Aggies boast of one of the heaviest teams in the circuit and are expected to be up among the leaders. Brumbly, Caudle, Davis, and Reben are looking good in the Farmer forward wall. Harlan Howell, former varsity end, is the Aggie quarterback and Manning, McGinty, Young, and Martin are the other ball luggers who have the edge for positions.

The Engineer coaches are shy of material with which to develop an eleven of championship calibre. "Al" Simmons, former Matador tackle adds strength to the backfield line. Jack Grundy, Ince, and Johnson are shaping up well.

Enrollment for the extension class in the first term of beginner's Spanish is still open, according to an announcement received late Tuesday from the department of extension. The work is open to the citizens of Lubbock especially teachers, and to any Tech students who need it and who has his dean's approval.

Tech Host To War Vets On Thursday Night

Tumblers, Boxers And Bone-benders Present Program; Luper Referees All Bouts; Refreshments Served

Tech's tumblers, boxers and wrestlers swung into action for the first time this year at the regular meeting of the Allen Bros. Post No. 148 of the American Legion last Thursday night. The combined mat and milt program was staged by Lester Tribble, instructor of boxing and wrestling, and Bill Stubbs, head of the tumbling classes.

Heading the athletic activities on the program for the evening's show, the tumblers put on a series of tumbling stunts and strong man acts. The boys taking part in the entertainment were Bill Stubbs, Albert McGinty, Grady Box, Marshall Bagwell, and Fred Penn. The appearance of these men was the first of this year and the applause of the Legionaires was extended to the Tech athletes on numerous occasions.

Boxing Is Second
The second number on the program was two bouts of boxing, each for two rounds of one minute each. The headliners for this feature of the program was a bout between Marion Harris, 160 pounds, and George Lancaster 161 pounds. Harris has the distinction of having gone to the finals in the Oklahoma Olympic tryouts. Lancaster is a letterman from New Mexico Military Institute. Both of these boys were only allowed to travel two sixty-second periods and during this time they showed the ability to mix it up from every corner of the ring.

Melvin Havis of Roaring Springs, last year's champ in his class took on as his opponent, Morris Alford. Both scrappers weighed in at 135 pounds. To close the show for the night, two promising young neck twisters, Tommie Zorn and James May went five minutes to a draw. This was the first public appearance of either of these two boys. Carlton Luper of Houston refereed the bouts for the whole night. After the program the Legionaires complimented the Tech athletes with a light feed of doughnuts and coffee.

Miss Sibyl Thomas, district supervisor of home economics in high schools and Miss Vivian Johnson, of the teachers training department are visiting former Tech students who are visiting in nearby schools.

Both Miss Thomas and Miss Johnson are ex-students of Tech.

Charles Glaszer, who underwent an operation at the West Texas Hospital, is recovering very satisfactorily.

Matadors Win Three Out Of Five On Trip

Canyon Teachers Stop Tech In Last Two Games; Robinson, Crews And Green Show Stuff Against Opposition

The Texas Tech basketball team experienced a successful four day trip defeating Sul Ross and New Mexico A. & M.; but they hit a stump a few nights later when they lost a two game series to the powerful West Texas State Teachers at Canyon.

In the first game of the trip, the Matadors defeated Sul Ross at Alpine 37-18, with Alvin Crews and Polk Robison on the heavy end of the scoring. Tech took a lead shortly after the state of the game when Robison sunk a one handed shot from the free throw line, and they kept that lead throughout the contest. Alvin Crews was high point man for Tech with four field goals and one free throw.

Win Two
Tech won a two game series with New Mexico A. & M. at Las Cruces, New Mexico, taking the first tilt 48-24, and the second 42-25. In the first game the team play of the Matadors started clicking, and they ran up 20 points in the first few minutes, with Polk Robison doing most of the scoring.

The second game was a rough and hard fought contest but the fine team work and accurate shooting of the Matadors was too much for the Aggies. Robison and Crews registered the most points.

Teachers Cap
The elongated West Texas State Teachers proved what height combined with skill in tapping the ball in the basketball around the goal really means in running up points. The Teachers, with "Too Tall" Fortenberry amassing 18 points, won the first game 66-27, and then took the second contest 41-17.

The work of Robison in all of the games was outstanding. Crews has again hit his stride in running up

Russell Gives Directions To Control San Jose Scale Now

The time to spray shade trees, shrubs and fruit trees is before the leaves start, according to C. V. Russell, professor of horticulture in the school of agriculture at Texas Tech. "San Jose scale can be controlled by proper spraying," Mr. Russell said. "We have found a lot of it around Lubbock and we have heard of a lot more. Scale is found on shade trees as well as fruit trees and shrubs.

"Buds here open late in February or early in March, depending on the season. It is a good thing to spray and this should be done before the buds open. After they open it is too late."

Theater Gives Unique Picture

Lindsey Theater Presents Odd Picture At Preview Tonight; "The Mummy" Featuring Boris Karloff Offers Thrills

All the mystery, intriguing beauty, splendor and spectacle of the days of the Egyptian Pharaohs will come to the Lindsey Theatre when Universal's amazing drama of reincarnation, "The Mummy" opens a feature engagement on Thursday night, 11:30.

"The Mummy" conceived by Nina Wilcox Putnam and Richard Schayer and adapted to the screen by the eminent British writer of the occult, John L. Balderston, deals with an ancient sacrilege committed by a High Priest of Osiris and a Priestess of Isis. A British archeological expedition uncovers the mummy of the Priest who had been embalmed alive as a penalty for his crime. When a sacred scroll is unearthed, the mummy comes to life, bringing to the modern world his ancient occult secrets. He discovers the reincarnated soul of his unholily love in a beautiful Anglo Egyptian girl, and his efforts to carry her back through the ages so that their love may be

points. While Green's work at guard was brilliant.

Home Ec Club Sponsors Supper January 31; Is Loan Benefit

A Chinese supper will be given by the Home Economics club for all who wish to attend Tuesday night, January 31, in the tea room of the home ec building at 6 o'clock. Tickets are 35c and may be obtained from any girl in the club.

The proceeds of the supper will go into the loan fund, which is sponsored by the club.

consummated provides one of the most singular and strangely fascinating themes of any recent screen drama.

The film is replete with spectacular sets of Ancient Egyptian splendor executed by the noted stage designer and artist, Willy Pogany. Costumes and relics of the past enhance the unusual beauty and effectiveness of "The Mummy", which presents the great make-up artist, Karloff, in the starring role of the re-incarnated mummy. His uncanny make-up is his greatest achievement, surpassing the unforgettable monster of "Frankenstein." Zita Johann, alluring Hungarian actress, and David Manners provide the love interest of today, which struggles against the power of the past, exemplified by Karloff. Arthur Byron, Edward Van Sloan and Bramwell Fletcher enact the other important parts in the film under the direction of Karl Freund, whose artistic camera eye is evident throughout "The Mummy."

Mr. James G. Holcomb, class of '31, dept. of Dairy Manufacture, has resigned his position with the Mauden Dairies of Amarillo, Texas to accept the position of plant superintendent at the Spur Creamery Company, Spur, Texas.

Dr. A. B. Cunningham, professor of English, is teaching an extension course in "The American Novel" one night each week at Snyder. Membership of the class is composed of teachers of the Snyder and Scurry county schools.

Al Ray Cooper received eye treatment at the Lubbock Sanitarium this week.

Awards To Be Presented To 27 Lettermen

Sweaters To Be Given To All First Year Men; Watchfobs To Be Given To Second Time Lettermen

Coach P. W. Cawthon will present 27 awards and sweaters to lettermen at the first Fun Night to be held February 6 in the Gym at 7 o'clock.

This year, awards other than sweaters will be given to the men who have lettered one, two, and three years.

Men who have lettered for their first year will receive scarlet sweaters with a scarlet and black "Double T" on the front. Second year lettermen will be presented with a watch fob which will have the Tech seal, two gold bars, and a football on it. Men lettering for the third year will also receive watch fobs of a similar type and their choice of a sweater or a Texas Tech blanket. All of the three-year lettermen have chosen blankets.

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RIDING TOGGERY

Just Received Trousers—All Sizes—Whipcord and Corduroy

\$2.95 to \$3.95

Vests and Jackets Gaberdine \$3.95

CO-ED SHOP

"Just Off The Campus" 1107 College Avenue

SPOOK! PREVIEW LINDSEY -

Tonite 11:30

It's Wild, Weird, Wonderful!!!
The Uncanny KARLOFF

MUMMY

—Yesterday a mummy; today a living, breathing, fighting MAN, battling for the love of his vestal virgin of 3000 years ago—meeting modern science with the black art of a buried past—INCONCEIVABLY THRILLING.

"STRANGE INTERLUDE"

— With —
NORMA SHEARER — CLARK GABLE
STARTS SUNDAY
WITH PREVIEW SATURDAY NITE 11:30

VALENTINES

It's such fun to send Valentines these days that most everyone does it. You, know, besides the real mushy kinds, of which we have many, there are cute ones just for friends or relatives. Why not join the happy throng and Scatter Sunshine with Valentines? You'll enjoy it and your friends will too. Come in now, before the rush, look over these new, smart and clever creations.

Texas Tech College Book Store

LYRIC AIR HOSTESS

SATURDAY NIGHT PREVIEW 11:45
And SUNDAY, MONDAY, TUESDAY

— WITH —
EVELYN KNAPP — JAMES MURRAY
THELMA TODD

BASED UPON THE SERIAL PUBLISHED IN TRUE STORY MAGAZINE

SEND IT TO US!

We Return Your Shirts Looking Like New

You will have the satisfaction of wearing shirts that will look as though they have just come from your favorite haberdasher.

Special Students' Service

20% Discount

FOR CASH AND CARRY
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STUDENTS' IDEAL SERVICE

No Fooling!

FEB. 15

IS THE DEAD LINE FOR PICTURES IN LA VENTANA

HAVE THEM MADE NOW AT BROWN'S STUDIO

Meet Your Friends At

Tech Drug

The Friendly Store

Course we call for and deliver your Prescriptions

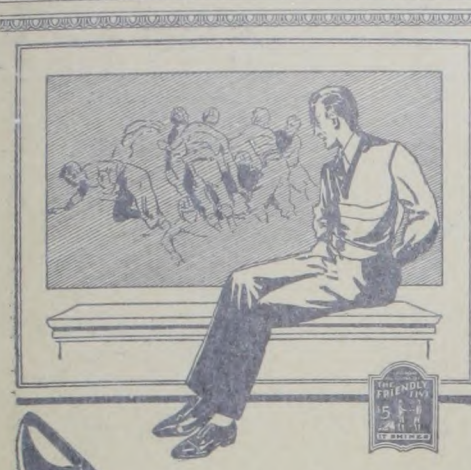
2 Registered Pharmacists

2 Suits MADE TO MEASURE FOR \$25.00

Newest Patterns

College Tailors

"A Trial is a Conviction"



Adroit stitchings and medallions in the Spring Friendly Five Shoes have found favor with university men who prefer gay styling confined within the limits of fashionable correctness.

ON EXHIBITION
"Where Collegians Feel At Home"

\$5

Hemphill-Wells Co.
FRIENDLY FIVE SHOES

Prexy's Paragraphs
BY BRADFORD KNAPP
(Continued from Page One)

Nation, all parts must be protected, developed and safe-guarded. To be a great State, all parts of the state must be protected, developed and the lives of the people conserved and encouraged. Our appeal to the State of Texas ought to be founded upon these principles. In these difficult times, when development is arrested and when things are so out of joint, each must bear his just proportion of the burden of carrying the state through the time of difficulty and coming out in the better day of the future which lies ahead of us, enriched in spirit and with every facility ready to serve the broadest and best way when that time comes.

Let us not be dismayed. We must have faith that this institution is a servant of the people. It is a servant of all Texas, conceived in a better day with a far-flung vision of the great future—a future which cannot be realized in a few years. It must be the product of long years of patient faith and service.

What makes the school? You cannot create a great institution by a mere act of law, or the construction of buildings, or even by the hiring of a faculty or by attendance of a student body—it is a gradual long-time process. The most important element in that process is the continuity of its objects and purposes. It can begin to be felt as an institution only when its graduates and its former students begin to create for it a place in the minds and affections of the people through years of service. Older institutions have reached the time when this great asset is a part of

Musicians Play
Los Trios Flores Give Program

Los Trios Flores, local Mexican musicians sang and played native songs at the Capa y Espada club meeting Tuesday evening at 7 o'clock in room 310 of the ad building.

A Melendez, graduate student in Tech spoke on "The Characteristics of the Mexican People" in Spanish after which he explained his talk to the club in English.

Lois Freeman sang a Spanish song accompanied on the piano by Iona Dodson. Miss Dodson conducted the program for the evening.

Members decided to arrange for a page in La Ventana. Twenty-five members attended the meeting.

their strength, but Texas Technological college has yet to reach that day. Few people in Texas, apparently, realize how few years this institution has had in which to build this intangible part of the real institution. If it can, as the years go by, graduate men and women of cultured minds, if it can be a center of broad cultural and intellectual growth, if its graduates can take their places in the industries, in agriculture, in the home life, in the business and professional life of Texas, ultimately they will come to have a strong part in building, not only West Texas, but all of Texas. We see many difficulties and criticisms. There still stands that great objective—the best interests of the whole of Texas—the best interests of every institution of the State—the best interests of its people. This must be our hope and our faith for the future. May we be given the vision to sell this idea to the people of this State in no selfish or narrow way, but in a broad way for the benefit of all Texas.

IT'S FUN TO BE FOOLED--

But it's more fun to get the facts and be funny

It's Coming And Soon - -

Watch Out!

There will be a meeting of the Community Relations committee of the Y. W. C. A. this afternoon at 5 o'clock in the "Y" office, room 202 of the administration building. It is of great importance that all committeewomen attend, announces Marie Price, president.

SSS To Meet On Thursday

Dr. A. B. Cunningham To Be Speaker; Representatives To Attend Annual Convention This Spring

Dr. A. B. Cunningham is to address the Southern Scholarship Society next Thursday afternoon at 5 o'clock on "Value of Scholarship to the Modern Student." The meeting is to be held in room 214 Ad building, and all new and old members are urged to be present.

Representatives will be selected to attend the annual Southern Scholarship Society meeting convention at San Marcos. Plans are to be made for the SSS banquet. A page in the annual is also to be provided for.

Members of the program committee are: Mark Pederson, Elkin Smith, Mary Spring, Ruth Reed, and Dr. A. W. Evans.

There are now about forty-five members of the society. Eligibility for membership is determined by ten per cent of the students making the highest grades in all schools during their sophomore year.

Technocracy
(Continued From Page One)

Week for December 4, 1932, and Iron Age, December 1, 1932.

Chief Claim is Threat

An excellent article along the same line appeared in the January issue of Technology Review, published by the Massachusetts Institute of Technology, (the article being entitled "Industrial Dis-equilibrium.")

Technocracy's chief claim is that "We are faced with the threat of national bankruptcy and perhaps general chaos within the next 18 months due to the failure of the 'price system.'" This failure will have been brought on, they say by the constant tendency of automatic machines to displace human labor. They also state that all social systems up to this time including those of Plato and Marx, Fascism, Communism, and Socialism are inadequate to cope with our present social problems. They propose that the "price system" be abolished and a "system of value" shall substitute a set of values based on the amount of energy required to produce the various commodities and articles of trade. They claim to have prepared upward of 3,000 graphs showing the fluctuations in price, production, etc., of various commodities.

Some Of The Statements

From these they have arrived at the conclusion that energy required for production constitutes the only satisfactory method of value. A few of the statements upon which their conclusions are based may now be considered.

(1) They state that the machine is increasing unemployment; that maximum industrial employment was reached in 1918, and that it has declined since that time despite greater production. These statements are based only on the manufacturing mechanical industries. Something over three years ago President Hoover appointed a research committee on social trends. The work of this committee has recently been published by the McGraw-Hill Book company. It has studied employment in the specific lines over the past 60 years or from 1870 to 1930. During this time the total number of persons gainfully employed in the United States increased from approximately 13 million to 48 million while the number in manufacturing and mechanical industries increased from 2,700,000 to 14,500,000. The percentage of those employed in manufacturing and mechanical industries increased from 22 per cent to 28 per cent of those gainfully employed. It is true that this survey shows the highest percentage of those employed in the manufacturing and mechanical industries to have been in 1920, and that it has declined slightly since that time. This can certainly be explained by the tremendous industrial development incident to the war which has already been mentioned.

Say Debt On Increase

(2) They state that under our present system debt is necessary for the creation of wealth and that it has now reached in this country a total of 218 billion dollars; also that it is increasing rapidly in production. Other authorities on this subject state that our total debt is much lower than this, being from 158 to 165 billions.

They claim that debts have been constantly increasing, and must continue to increase, and that this is due to increases in investment for automatic machinery and industrial plants. Again we may doubt the logic of these conclusions. Is it not more reasonable to suppose that the increase in debt was caused by the world war and the high pressure selling campaign which followed? These selling campaigns as we all know made use of the installment selling in a great many lines to attract purchasers who could not otherwise have bought. This has also been a major factor in creating unemployment for as this tremendous expansion of credit approached the point where all who could possibly be induced to buy had so, the rate of increase of sales began to decline. Men were thrown out of work in factories due to lower sales, and others all along the line were thrown out of work due to the resale of repossessed articles. This soon became a vicious circle from which we have not as yet been entirely able to emerge.

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SOCIETY NEWS

Centaur Present New Members

The Centaur club presented its new members at its fourth annual formal dance last Friday evening in the ballroom of the Hilton hotel.

Spanish moss hung from the chandeliers and was arranged with fern over the doorways and at the orchestra stand.

The presentation was made at 10 o'clock. The new with men and their dates stepped from two doors as the "Sweatheart" song was played. A spot light played on the couples as they entered the ball room.

Members presented their dates with bracelets embossed with the Centaur seal.

Largent-Peret's orchestra from Plainview played for the occasion. One hundred and fifty guests were in attendance.

Las Leales Attend Bridge Party

Mrs. Wilbur Pearson, 2224-A 17th street, entertained Tuesday evening for the Las Leales club. Bridge games followed a short business session. Refreshments were served to Misses Eunice Cone, Ruth Douglas, Ella Armstrong, Ruby Rae Williamson, Roma Yarbrough, Mary Leidigh, Lizzie Bell Clements, Christine Sawyer, Geraldine Clewell, Lucille McCummen, Ruth Thompson, Margaret Green, Louise Lawson, Pearl Harrison, and Mrs. Alfred M. Eubanks.

Silver Keys To Entertain Guests Saturday Evening

Honoring new members, the Silver Key will entertain guests Saturday evening with their annual formal dance in the ball room of the Hilton hotel.

Largent-Peret's orchestra from Plainview will furnish the music and the ball room will be decorated in black and silver.

Club members are: Carl Rogers, Jesse Rogers, Kenneth Rollo, Ned Bradley, Marlin Humphries, Ellis Foreman, Raymond Barton, Seth Cox, Milo Pierebend, Clarence Spacek, Alfred Jensen, Eugene Edwards, Ford Benham, Jelly Brown, Ven Earl Sams, Felix Ballinger, Fred Seely, Bob Tracy, Harold Welch, Woodrow Holt, Jay Timmons, Frank Wright, Max Harrison, John Renken, Loftin Baugh, Brooks Penney, Billy Murray, David Rutledge, W. A. Stevens, Roe Harris, H. C. Kenemer, John Jordan, Jack

Stevens, Sol Bunnell, S. S. Shultz, and Wayne Greer.

Matador Dance Given Saturday Night

The Matador club held its annual football dance last Saturday evening in the Uptown Dance palace. This dance was in honor of letter-men and their dates, and the proceeds will go to the Tech athletic fund.

Largent-Peret's orchestra from Plainview furnished music for the occasion.

Matador letter-men attending the dance were Harold Crites, Milton Moffett, Lefty Solis, Bill Teal, Gwyn Dowell, Matt Hitchcock, Toby Greer, Leonard Curfman, Woodrow Wilson, Demp Cannon, Walton Nixon, Bennie McWilliams, Truett Owens, Lester Tribble, Ed McKeever, Yancy Price, Raymond Barton, Ross Ayers, Elva Baker, Melvin Havis, Malcolm Martin, Brigham Young, Hugh William, Adrias Clark, Harlan Howell and Lucy Turner.

Their dates were Misses Audrey Farris, Ann Caldwell, Eugenia Smith, Glyds Grimsley, Beth Wulfman, Dorothy Dobbins, Pete Hawkins, Frances Maric, Evelyn Parrish, Polly Barrow, June Lawrence, Odessa Hayes, Christine Bundy, Katie Walker, and Gail Quinlan.

Sans Souci To Initiate New Members

Sans Souci club held formal initiation of new members Tuesday evening in the club house, 2401 Broadway. A supper was served afterwards. Miss Roberta Myrick was hostess for the supper.

New members of the club who were initiated are Misses Eleanor Halbert, Ruth Herd, Polly Shultz, Lois Pitts, Lois Watson, Christine Bundy, Audrey Farris, Mary Genevieve Hardberger, Lena Grace Sanderson, Nancy Ruth Leaverton, Helen Barstow, and Fay Brown.

Other club members are Misses Roberta Myrick, Catherine Jamison, Mary Wilbanks, Julia Davis, Effie Smith, Mary Lee Bardwell, Frances Snyder, Rosemary Leaverton, Wanda Butler, John Anna Boyd, Melba Watson, Coleta Baker, Virginia Bacon, Ann Lou Bennett, Dorothy Rushing, Dorothy Dobbins, Evelyn Price, and Mrs. D'Aun Hunter.

The club entertained with an official "housewarming" at their club house last Friday evening. The special guests were members of L&S

Co-Eds Flock to Marriage Class



Co-eds of Butler University, at Indianapolis, are eager for this class to begin, for the subject is marriage. The chief instructor, inset, is Charles R. Metzger, 39-year-old lawyer and divorce referee, who has himself been twice married. University authorities were concerned when they found that 40.55 marriages in 100 in Indianapolis were turning sour. The percentage for the nation is 16.6. So the new course in marriage, open to students and the public alike, was started.

Chaparritas club, Sans Souci alumni members, husbands, and dates, and all club members and dates. The two sponsors, Mrs. Lorenz V. Ellis and Miss Jonnie McCreery, entertained with a luncheon Saturday noon in the home of Mrs. F. R. Friend, 2005 Broadway.

The club's formal dance will be February 3 at the Uptown Dance Palace. The new members will be formally presented at that time.

KoShari Club To Present New Members Friday

KoShari club will present its new members Friday night formally at their annual presentation dance which is to be given in the Hilton hotel ball room. Ned Bradley's orchestra will furnish the music.

The club held its formal initiation of new members Tuesday eve-

Girls Tennis Club Hold Meet; Tournament To Be In April

The Tennis club met Tuesday afternoon. Seven girls played for an hour and a half. The members are working out in order to take part in the tournament to be held in April. Two extra afternoons a week are had for the purpose of trying for points.

The Tennis club now has twelve members and meets on Friday. Leopal Chisum is president of the Club.

Beginning with the spring term, Mrs. Deak and Miss Margaret Weeks are to conduct a tennis instruction for beginners, intermediates, and advanced players.

Hazel Is Elected Prexy Of Spur Club

At a meeting of the Spur club last Monday night in room 214 of the Ad building, Lancy Hazel was re-elected to the presidency by acclamation, and Ruby Mae Williamson was elected vice-president and social director, and Hope McClain was re-elected secretary-treasurer, Dick Perrin was re-elected sergeant-at-arms and Velda Crouch was elected reporter for the club.

After the election, a short business meeting was held and the club decided to have two meetings a month as has been the custom since its organization. One of these meetings will be devoted to business, while the other will be held as a social function. The club also will have a picture in La Ventana for this year.

There are ten new members this term, making the total number come to forty students from Dickens county.

A social with Mrs. Odis Holly in charge was given at the home of Mr. and Mrs. J. P. Middleton, 1604 Avenue Y last Friday night. New members were initiated, and the entertainment for the rest of the evening consisted of cards and forty-two. Refreshments were served.

You smoke a Pipe

and we'd like to talk with you about it

All races of people since the beginning of time, so far as we have been able to read, have had some kind of a pipe and have smoked something—whether they called it tobacco or what not.

AND since smoking a pipe is so different from smoking a cigar or cigarette, we made a most painstaking, scientific study in an effort to make, if we could, a tobacco which was suited to pipes.

We found out, first, that there was a kind of tobacco that grew in the Blue Grass section of Kentucky called White Burley, and that there was a certain kind of this tobacco which was between the tobacco used for cigarettes and the tobacco used for chewing tobacco. It is this tobacco which is best for pipes.

We found out that Mr. J. N. Wellman, many years ago, made a pipe tobacco which was very popular. But it was never advertised and after he passed away nothing more was heard about it. We acquired this Wellman Method and that is what we use in making Granger.

Next was the cut. We knew that fine tobacco burnt hot because it burnt so fast. You could hardly hold your pipe in your hand, it got so hot at times. So remembering how folks used to "whittle" their tobacco we cut GRANGER just like "whittle" tobacco—"Rough Cut." It smokes cooler, lasts longer and never gums the pipe.

So far, so good. Now we wanted to sell this tobacco for 10c. Good tobacco

—right process—cut right. So we put Granger in a sensible soft foil pouch instead of an expensive package, knowing that a man can't smoke the package.

GRANGER has not been on sale very long, but it has become a popular smoke. And we have yet to know of a man who started to smoke it, who didn't keep on. Folks seem to like it.

Liggett & Myers Tobacco Co.

TEN CENTS

The Granger pouch keeps the tobacco fresh.