VOLUME X

UBBOCK, TEXAS, SEPTEMBER 14, 1934

Home Sick Edition

Be Here For The Texas U. vs. Tech Game

NUMBER 1

New Members Are Added To College Staff

Three Professors Leave
To Study In Other Colleges And Universities
During Year

Many Changes

ix New Appointments Made In Division Of Arts And Sciences; Two In Music

Plans Outlined For Toreador

Staff Appointments Are Not To Be Made Until The Opening Of School; Features Added

New Tech Dormitories **Are Nearing Completion**

Work Is Expected To Be Finished By School Time In October; Officials For Dorms Are Announced

Texas Steers **Working Daily** For Tech Tilt

Score Of Seasoned 1933 Lettermen Fight To Hold Places; Chevigny

Students Homesick For A Rolling Campus Will Follow Trail To Tech

New Courses Are Offered

Geophysics Is Listed In Geology Department; General Course Will Be Offered Again

Subjects Named

Clay Modeling Has Been Added To Department Of Architecture And Engineering

Many n

Two New Ticket Booths Are Built On Campus

STUDENTS-

Lubbock

and

Texas Technological

College

WELCOME YOU

TO

the fastest developing section in the United Stateswhere you find more undeveloped resources and great-

er possibilities for the future for young men and wom-

Lubbock Chamber Of Commerce And

Board Of City Development

en than in any other part of Texas.

Large Band Is Predicted By New Tech Director Opens At Tech

To Students Wiley Expects 100-Piece Organization For Current Year

Fish Caps Go On Sale At Hemphill-Wells October 1

Band Leader



Second Yaqui Party Leaves **On Expedition**

Dr. Holden Heads Group; Plan Further Study Among Indians Of Rio Yaqui Region

Artist Creates Collegiate Kids For 1935 Annual

Tenth Session On October 1

Freshmen Will Register On October 1; Upper-classmen And Sophs On October 2

Study Catalogue

Physical Exams Required Before Registration; Lubbock Sanitarium To Conduct Tests

College Prexy Greets Studes

President Knapp Extends Welcome To Old And New Students For The Coming Academic Year

Notices Of Approval For FERA Jobs Sent Students

Studes Are Asked To Sign Pledges

THE TOREADOR

Official Student Publication of THE TEXAS TECHNOLOGICAL COLLEGE

Phones: 1280—Day 1283—Night

Tech's Tenth Anniversary

Tech's Tenth Anniversary

Texas Tech is turning into its tenth year with a future that looks as bright as any of the previous years. With the completion of the 1934-35 session, the 'baby school' of the state will have rounded out a decade of educational service.

Tech has set records during the past and it will continue to shatter records in the future. Enrollment figures each fall have always surpassed those of the previous year, and this one promises to be no exception. Despite adverse conditions over which we have no control, Tech will continue to march forward.

Judging by the flood of inquiries concerning matriculation, Dr. Knapp predicts that the enrollment will at least equal the high mark of last year. There is every indication that it will go ahead.

One hears on every side cries of hard times, drouth, empty coffers, and the land that once flowed with milk and honey is now purported to be barren and unproductive with recovery very uncertain. This is indeed a gloomy picture for youth seeking an education. But it takes more than a few depressions and drouths to deter the growth of Texas Tech.

The Torcador urges all prospective students to start the new college year off properly; prompt registration and payment of fees will prevent confusion and waste of time.

Be here and ready for registration day, ready to cooperate in every way to make the tenth anniversary of Texas Tech a memorable one.

Welcome to our campus, freshmen. Welcome back, old students.

Welcome to our campus, freshmen. Welcome back, old stu- Bradley's Band Returns

A "New Deal" For the Band

ONLY a few more days and Prof. D. O. Wiley's Tech band will be playing the Matador song and other stirring tunes at the opening football battle with the University of Texas.

A band is as necessary to a football game as is the referee. A good band inspires a team and is really the "twelth man." Nothing helps more to promote and preserve college spirit than does a group of well-trained musicians.

A well-organized, neatly uniformed band reflects to the credit of any school and for this reason, if for no other, the student body should take pride in its band.

Band members started rehearsing for the coming year the

good bands.

Tech is fortunate in having a band leader who can "deliver the goods." Under Wiley's direction, the Simmons and Hardin university Cowboy band became internationally known. With help he can do the same for Tech. Under his leadership it means a "new deal" for the college musicians.

What could be a better advertisement for Tech than to send the band to Los Angeles. Oklahoma City or to Tucson with the Matadors? A well-drilled band would help further to spread the fame of Tech.

But then the band must have material aid to function properly and smoothly. Heretofore members of the band have had to pay their expenses if that organization accompanied the football square to out-of-town games. In some instances the band has had to sponsor campaigns to raise money, or to accept donations from supporters of the band.

sponsor campaigns to raise money, or to accept donations from supporters of the band.

As has been the case in the past, finances are at a low ebb at far as the band is concerned. Uniforms must be purchased and if the musicians are to travel with the Matadors, a certain amount of money must be raised.

Why shouldn't this worthy organization receive aid from each student and faculty member of the college. Since assistance doesn't seem forthcoming from any other agency, it is up to the students to aid the cause.

Why not establish a \$1 fee, similar to that of the artist course, and by this means the band would have a sinking fund for all expenditures. This would be the wisest investment that one interested in the support of the football team, and recognition the college would receive, that could be made.

The band needs your support.

Our New Dormitories

TWO imposing gray-brick structures are now nearing completion on the campus and a long felt need at Texas Tech has been realized. When the Public Works Administration at Washington granted a loan of \$650,000 to the college for the dormitories a meant another step forward in the development of the school.

It means that at last Tech is getting something that has been needed since it opened its doors to students in 1925. Dormitories located on the campus proper will solve many problems that have been in existence for nearly a decade.

First, it will go a long way toward solving the housing problems of a student body of more than two thousand. More than six hundred students will be banded together for one purpose—to get an education.

muster a few. But construction of the dormitories means more than just physical advantages. They will unite the student body in a closer bond of fellowship which is not so evident in the various boarding houses. Citing instances in other colleges it is found that the spirit of friendship and loyalty is stronger in schools that have their own housing facilities than in those that do not. The college atmosphere is more prevalent in dormitories and students naturally feel more at home. If students are scattered to the four corners of the city it is probable that they will meet and mingle with only a small per cent of their fellow classmates. The dormitories signify more to Tech than just a mass of brick, concrete and steel. Erection of these buildings is an achievement that deserves the highest of praise and The Toreador at this time wishes to commend those responsible—Dr. Bradford Knapp and the board of directors of Texas Tech.

Prexy's Paragraphs

By BRADFORD KNAPP

BILL SAYS:

Tech Barber Shop

Come On Back Home

We've Got The Flowers For The Homesick Students



Lubbock
Sanitarium & Clinic
Dr. J. T. Kruger
Surgery and Consultation
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. C. Overton
Diseases of Children Dr. M. C. Overton
Diseasses of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. B. Malone
ye, Ear. Nose and Thre
Dr. J. H. Stiles
Surgery
Dr. J. C. Maxwell
General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory
Dr. Olan Key
Obstetrics

Among the Alumni

We Welcome You-

TO LUBBOCK AND TECH

Home cooked regular priced meals-Special plates prepared for clubs, parties etc. Mexican dishes prepared by Mexican cook. Our own Double Rich Ice Cream . .

Welcome Home

STUDENTS OF TEXAS TECH

Symbol of Dealer

exas Gas

Glorieta

Welcome Students

We Will Be Truly Glad To See You

> Get Them Ready For Fall

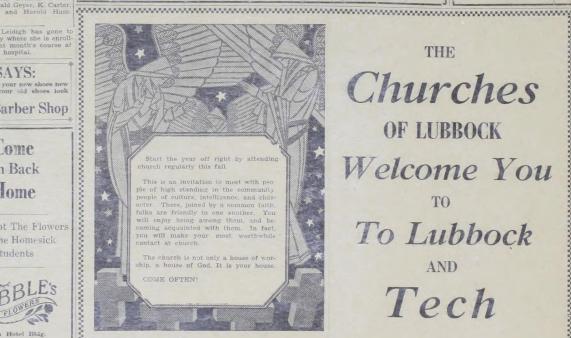
> > Suits

Cleaned and Pressed 50c

DRESSES Cleaned and Pressed 50c and Up

COLLEGE **TAILORS**

1109 College Avenue Phone 1696



THE

Churches OF LUBBOCK Welcome You To Lubbock Tech

First Presbyterian Church **Cumberland Presbyterian** Church

Broadway Church of Christ First Methodist Church **Asbury Methodist Church**

Sanaranananan sanaran sanaran

West End Baptist Church Central Baptist Church First Baptist Church Calvary Baptist Church Protestant Episcopal Church

Here And There With Techsters

Bob Crawford, Rosemary Leaverton Are Married

Robert Crawford and Miss Rose-nary Leaverton, daughter of Mr. nd Mrs. D. N. Leaverton, 1812 13th treet, were wed September 1 in Plainview at the home of the Rev. nd Mrs. Walter P. Jennings. The ouple is now at home at 1723-B

DR. ROGERS Sweet Air Dentist
Conley Bldg.
50 percent Off to all Tech
Students
Bdwy. and Texas Ave.
"He Does Not Hurt"

Any Magazine 50

Dr. R. B. Hutchinson

DENTIST 03 Myrick Bldg.

MARK HALSEY'S Jumbo Malt

9c

LUBBOCK'S ORIGINAL CUT RATE DRUG

College Social Calendar For October Released

Friday, Oct. 5: Baylor vs. Tech. Open house by a A. W. S. Tag Da

Friday, Oct. 26:
Y. W. Halloween party.
Centaur club party.
D. F. D. open house.

Saturday, Oct. 27: Ko Shari dinner. All-College dance

Marriage Ceremony Read For Rosamond Langdon

Back To School Days

A Call For Smart New, Well Tailored Clothes

plenishing, don't be abse

REMEMBER -Pup Thomas "Has Fits"

THOMAS CUSTOM TAILORS

WHERE TECH BOYS AND FINE CLOTHES "CONNECT

Seven Dances Are Listed For Year Miss Johnnye Gilkerson, George Langford Wed Placed On St Listed For Year

DR. CLYDE C. CRAIG Dentist

Welcome--Tech Students Of 1934-35

Let Us Do Your Photography Work

Brown's Studio

Tech's Official Photographer

CLEAN CLOTHES!

a simple job for us

SEND THEM TO THE LAUNDRY



Dirt and grime may look hopeless but we'll make any fabric shed dirt like a duck sheds wa-ter. Send anything that's soiled to us. We're experts in our line . .

per cent

DISCOUNT ON CASH AND CARRY

Jodel Laundry STUDENTS IDEAL SERVICE

STUDENTS

We are glad that you have found our stores so convenient, so useful, and so satisfactory in the past---We hope that we can continue to serve you in that same pleasing way, and wish you success for the coming year.

Wylie-Jarretts

Two Drug Stores

Placed On Sale



"Cushioned" safe dainty glasses FUL-VUE NO-SCRU

Have Your Eves Examined!

BROOME OPTICAL COMPANY

1201 A Broadway

Lubbock, Texas

Lubbock's Finest Theatres

WELCOME

With A Line Up of All the Best Pictures for the Coming Season

TO BE SHOWN IN THE NEAR FUTURE:—
"CHAINED" with Clark Gable and Joan Crawford
"CLEOPATRA" with Claudette Colbert and Warren Williams
"BIOGRAPHY OF A BACHELOR" with Robert MontgomeryAnn Harding
"AGE OF INNOCENCE" — Irene Dunne, John Boles
"GAY DIVORCEE" Fred Astaire, Ginger Rogers

And all of the better pictures from the major
producing companies

Preview Every Sat. Night 11:30



TO A FLYING START AT **OLD TEXAS TECH!**

Hemphill-Wells Co

Texas Steers

New Members

Home Ec Club To Sell Date Books

Welcome---

Back To Tech. Lubbock Old Students And New Students



Craig-Gholson Co.

Makes Plans pended bet Ad building

Howard Reed Announces Contracts Have Been Awarded For 1935 La Ventana

Tech Will Open

Miss West Names Library Staff

BROADWAY

Most Modern Theatre On The South Plains

WELCOMES

Always Good Attractions at Reasonable Prices

Don't Fail To See

COLIN CLIVE

"Jane Eyre"

VIRGINIA BRUCE CLAUDETTE COLBERT CLARK GABLE

"It Happened One Night" COMING SEPT 28-29

You'll be Surprised

at the many changes we have made in the Bookstore

We have added many new features--new ideas--new plans -- and are better equipped to serve you at our lunch counter

Hurry over just as soon as you get here -- We'll be looking for

Annual Editor Homesick Students YOUNG DEMOCRATS TO HOLD

Lubbock's Exclusive Man's Shop

Welcomes You

To An Enlarged and Remodeled Store

Before Buying Look At

Walton's Complete Line Of Men's Wear

JAMES LAUDERDALE-Tech Representative

Students Welcome!

To Lubbock And Texas Tech

See Us For Good Clothing

Barrier-Durham

(Incorporated)
PAUL BARRIER, Mgr.



Just Opened Students—Let Us Do Your Work

BERNARD'S Beauty Shoppe 1211 College Ave.

Personality Haircutting Burnham Facials

BERNARD'S Beauty Shoppe

TECH STUDIO

"Better Photographs"

Extends Its Welcom
To New And To
Old Students

We Are Offering ...

Superior Quality in our
Photography
At prices that doubtless
Are Cheaper
Because of our closer
Location
To you—and—because
We Cooperate!

West Texas Leading Studio

We Welcome The Old Students Back And Extend To The New Students A Most Cordial Invitation To Attend Texas Tech....

Make this store your headquarters while attending school . . .

"WHERE THE STUDENT SHOPS AND SAVES"

We Are In Every Way Prepared To Take Care Of All Your Automotive Requirements

KUYKENDALL CHEVROLET CO.

100000000000000 1000000000000000

13th and Avenue J.

New Cars -- Used Cars -- Service

Calendar For 1934 Released

Registration Will Begin October 1; Reception Will Be Given By Dr. And Mrs. Knapp

Faculty Members Spend Vacations In Many Places

Jackson Drug

And WATCH REPAIR

REASONABLE PRICES



1610 Bdwy. Phone 1880

New Course Is Added In Division of Agriculture A new course in rural engineering and farm machinery has been added in the division of agriculture, Dean A. H. Leidigh announces. Eugene C. Bule joins the faculty as assistant professor of agriculty as assistant professor of agriculture, Dean A. H. Leidigh announces. Eugene C. Bule joins the faculty as assistant professor of agriculty as assistant professor of agriculture, Dean A. H. Leidigh announces. Eugene C. Bule joins the faculty as assistant professor of agriculture with white and green stripes on the same and the faculty of the peagreen with white and green stripes on the same professor Bule. The fact Coaching School Brawn by an imposing teaching and field; Bery Whitaker of Texas the fourth annual Texas Tech Coaching School on the Has Large Attendance

SHOE NEWS!

\$3.95

And

\$4.95

Plans Announced | Mrs. Dingus Leaves For Aggie Rodeo For New York To Attend Convention

The HOTEL

Lubbock

Welcomes

TECH STUDENTS

West Texas Most Complete Hotel

TEXAS TECHNOLOGICAL COLLEGE

Opens The Fall Term of 1934---October 1st, 1934



New Dorms Look Like This

The soon-to-be completed women's and men's dormitories, two grey-tan brick and stone structures, now flank the College Avenue drives. In color scheme and architecture the dormitories are concordant with the other buildings on the campus. The hall floors of Terazzo tiles and the bathrooms are finished in white tile. Both of the buildings are entirely fireproof, heated by steam from the central plant, lighted by electricity, and provided with every modern convenience. Floors of rooms are covered with thick rugs and each student will have a separate roll-away bed of the latest type. The kitchen in both of the buildings is equipped with modern and sanitary features. Ceilings in all rooms are made in a manner to eliminate noise. Texas Tech is proud of these imposing additions to the biggest college campus in the world.

THIS AD MADE POSSIBLE BY THE FOLLOWING FIRMS AND COMPANIES

Kitchen Equipment For The Texas Technological College Dormitories At Lubbock, Texas

Furnished By HUEY-PHILP

We carry a complete line of modern equipment for hotels, resturants, and institutions. See Us Before You Buy

Complete Service - Highest Quality
HUEY AND PHILP Dallas, Texas

Eugene Ashe Electric Company

Contracting Engineers

Fort Worth, Texas

SUPPLYING COMPLETE ELECTRICAL IN-STALLATION—INCLUDING DISTRIBUTION SYSTEM AND LIGHTING FIXTURES

The List Of Supplies Furnished By Us Are:

> Chest of Drawers, Tables, **Mattresses And Dressers**

OLIVE & MYERS

MANUFACTURING In Dallas Since 1899

We are glad to see you back

in Lubbock-Texas Tech

Students

The Best In Cleaning And **Pressing Service**

Tech's 'Red Raiders' Begin Training For 1934 Grid Season

Matadors Work Hard In Tech Will Play **Preparation For Contest** With Texas Longhorns

He Leads 'Em

Davis Is Named

Matador Manager

Tech Grid Candidates Are Shaping Up Well For Opener

For College

Get a New Royal Portable



Ten Grid Tilts

Tech Gridsters To Open Season September 22 Against University Of Texas Steers

Lubbock Transfer

Baggage Transfer

Day Pho. | Nite Pho.

The Voice Of Service

As Near As Your Phone -- 1900

Try us first for all your needs--Day and night delivery -- Service Free.

We Have a Real Drug Store. Close To You

PINSON DRUG CO. NO. 2

Students Welcome

Cut Rate Prices

WELCOME

New And Old Students Of Tech To LA FONDA

(FOR MEN)

"Best Meals In Texas" Dietician In Charge

For Reservations Write MRS. B. T. THOMAS 2406 MAIN ST.

Better Light

Phone 193

Better Sight

1412 Broadway

Up to the age of twenty your eyes are still developing are still delicate, and easily subject to strain. This means that you must be doubly careful now to protect those eyes, to see that you have proper light to study by and to prevent future eye troubles.

Rule for Reading

Read with a shaded lamp lighted by one 100 watt bulb, by two 60 watt bulbs, or by three 40 watt bulbs.

Texas Utilities Co.

SMARTLY STYLED ---



COLLEGE CLOTHES FOR

MEN

Hogan & Patton

Carl Patton, Pres.

Welcome Students

MAKE LEVINES YOUR HEADQUARTERS



Everything for the well dressed Boy or Girl

-- Wearing Apparel at Popular Prices

HILTON HOTEL

Football Headquarters

TEXAS U. vs TECH

September 22--8 P. M.

Better Get Reservations For This Big Game

HILTON HOTEL