

Ever sigh for a little real action?



The hard-looking stranger only yawned at the pay-day activities of Red Gulch.

Piqued at his indifference, several citizens asked why, if Red Gulch wasn't tough enough to interest him, he didn't go back where he came from.

"I can't," the stranger drawled. "That place is so all-fired hard, they kicked all us sissies out!" A clear case of relativity. If you've smoked

merely mild cigarettes all your life, you can't imagine how much you'd cotton to a cigarette that's mild and something more! We refer, as you guess, to Chesterfield.

For mild as they are, they satisfy. You know you're smoking them—and you're right glad of it. They're rich with taste, tobacco taste. They... there's no other word, and no other cigarette that fits it... they satisfy.

CHESTERFIELD

MILD enough for anybody... and yet... THEY SATISFY

LOGGITT & MYERS TOBACCO CO.

C. M. BALLENGER

Dentist

505-6 Myrick Building

CLASS TO MAKE TRIP THIS AFTERNOON

The Food Purchasing class of senior Home Economics students taught by Katherine Harper is making field trips to jobbing and produce houses. The first one is to be made this afternoon at 3 when the group goes to Weales-Platter Grocery. Mr. Fred Rhea, manager, is to give a three hour lecture and demonstration.

"Nature's Credits" Shown Last Night

Natural beauties of scenic California made up the background of the three reel movie, "Nature's Credits," which was shown in the auditorium of the Engineering building last night. Hydro-electric developments in California, together with detailed pictures of all the engineering operations necessary in constructing a modern hydro-electric plant, was the feature of the picture. However, the natural background was a primary attraction. These films were furnished by the Stone and Webster Engineering Corporation of Boston. "Conowingo" is the name of another movie, furnished through the courtesy of the same company, which will be shown in the Engineering building auditorium on the night of March 25. The title represents the name of a famous hydro-electric plant on the Susquehanna river in Pennsylvania, pictures of which will be shown. All the steps in the original surveys to the time a plant is in operation are also to be shown. It is said that all students whether enrolled in the school of Engineering or not, and outsiders who care to come, are welcome at these performances.

Three members of Ross Owen's physical training class refused a ride home from town recently, saying they were going to walk for exercise. Maybe Ross is not doing his work right as far as they are concerned. (This is our chance to get back at Ross, who might be our instructor also.)

While You Wait



RE-BUILT—

With Comfort Intact!

We specialize in shoe repairing that adds style and service to your old shoes, while removing none of their comfort.

Tech Shoe Shop 1109 College Ave

Basketball Squad Finishes Season With 12 Victories Out Of 20 Games

Men Are Ranked According To Points Scored And Number Of Fouls Made

Entering the season with the weakest team (on paper) in the history of the college—due to ineligibility, illness and the failure of several lettermen to return—the Matador basketball team finished the season with 12 wins out of 20 games, and scored 655 points to 569 for the opposition.

The Matadors won four games from the McMurry Indians; two each from A. C. C., Sul Ross and Wayland; one each from Daniel Baker and the Canyon Buffs and lost four to the Wildcats, and one each to Daniel Baker and Simmons. This record gives the crimson tide a season average of .600. Seven of the games were played away from home, while the remaining 13 were played on the home court.

The failure of Captain-elect Dopic to return to school was a severe blow to the defensive power of the club at the very beginning. With the ineligibility of Jimmie Kerr, the other guard, came a blow that sent the guarding stock tumbling downward. But this was somewhat checked with the return of Vinzant to school in the fall term. Together with these two of the leading scorers of the team, Captain Hunter and Jerry Walker were late in joining the squad and a result several of the first games were played minus the services of these two stellar men.

Records of the individual men show that the high point man of the season was Clarence Hodges, a product of Abilene high school. Below will be found a list of the men in order of their scoring records for the season:

Hodges	140 points
Walker	79 points
Hunter	72 points
Dalton	50 points
Fincher	41 points
Madlock	40 points
Reeves	37 points
Vinzant	27 points
Ces	22 points
Wilkins	19 points
Kerr	18 points
Pace	14 points
Coppage	14 points
Rainwater	10 points
Peterson	10 points
Puckett	5 points
Hardberger	5 points
Loewersch	2 points
Taylor	1 point
Matheny	0 points

It will be noticed that Hodges was in the lead in the race with a total of 140 points. But he holds the honor of being the only man who played in all of the 20 games of the season, which partly explains his being so far in the lead. His nearest competitor, Fisher, was injured early in the season and for that reason only played in 11 games yet he was able to place second and above many of his teammates. Walker leads the guards with 72 points and places third in the list. Jimmie Kerr, also a guard, although playing only five games, was well up among the leaders, coming in the time played. Captain Hunter, entering the game late, was able to place fourth.

Below will be found a list of the men who were leading scorers in each game and the number of times, each has it to his credit:

Hodges	6 times
Walker	5 times
Fisher	3 times
Fincher	3 times
Dalton	2 times
Hunter	1 time
Wilkins	1 time
Hunter and Walker	1 time
Fincher, Fisher and Hodges	1 time

WE CALL FOR AND DELIVER

At no extra cost to you— Our Phone Number Is 269

All work guaranteed.

Electric Shoe Shop

1013 Main St.

Hotel Barber Shop

Basement Hotel Lubbock

Soft Water, Clean Towels and—

"A Service That Satisfies"

CHIROPRACTIC

Dr. R. D. Allen, Chiropractor
Mme. C. E. Hetzel, Masseuse

Electro-Magnetic and Mineral Baths
Suite 202-3 Leader Building Lubbock
Phone 540

Hodges	16
Fisher	15
Pace	15
Madlock	13
Dalton	10
Fincher	8
Ces	6
Coppage	5
Reeves	3
Peterson	3
Puckett	1
Hardberger	1
Rainwater	1
Matheny	1
Robertson	0
Taylor	0

The Matadors made their highest score of the season in the first game of the Sul Ross series when they got their scoring machinery working and ran up a total of 52 points before the time-keeper stopped them. While they were doing this the Lobos were having a difficult time in scoring 12 points for themselves. They were able to sink only three field goals, he remaining six points coming on free throws.

The highest score that was made against the Tech quintet was administered by the Canyon Buffs, when they beat the Matadors in the last game of the season, scoring 52 points also. But the Bull Fighters were able to score 22 points, which was quite a bit better than Sul Ross did when they suffered their 52 point alter. To the McMurry Indians goes the honor of scoring the least number of points against the Matadors in the last game of the season, scoring only four of their games from McMurry. For the second time won 2 and lost 2 to A. C. C. For the first time they beat Sul Ross in both games. It will be remembered by old students that Tech won her first basketball game she ever played, when they downed the Lobos early in January, 1920. But the next night the tables were turned, and the Matadors lost a hard-fought game. Next, the irresistible Canyon team won all four games this year, whereas they lost one of the four played last year. Only one game was played with Simmons in the case in past years. Unquestionably the best two games of the season were the Daniel Baker games. Tech won the first one, 47-46. The Goats took the second encounter, 28-25. In the first game March 25, Hodges, star forward of the Matadors, made his highest score of the season when he scored 24 points. The next night saw both men covered and as a result Miller sank only four field goals, while Hodges made even lower and made only three free pitches.

Prospects seem fairly bright next year, with the return of nearly all of this year's men and with the freshmen coming up. Walker, Hunter and Dalton will not be back next year, having either played their allotted four years, or graduating.

High School Team Practices Here

A high school dairy judging team from Plainview was at the college Friday and Saturday doing practice judging on the Tech dairy cattle in preparation for a contest which will be sponsored by A. and M. the latter part of April. The team was accompanied by Geo. P. Grout, well-known in the Panhandle section as a breeder of Guernsey cattle.

Plainview boys who were at the college were: Neulan Williams, Frank Rorex, Nelson, Ellis, Harry Garretson, Jack Conner, J. C. Line, and Edward Clegg.

Margaret Sherrill, a freshman of unquestionable pluckitude, had a narrow escape from drowning last summer. She says that her principal thought when she was going down for the second time was about how mad her father would be when he heard of it, since he had told her not to go in the deep water.

Which Will It Be? A "Pass" or A "Bust"?

As a student, do not imagine that you can save money through trying to "get by" without owning text books for every subject on which you want credit.

With such a policy, the exams and quizzes are a nightmare—resulting too often in a "Bust" or a "Flunk" and the work must be gone over and made up. This is a waste of energy and a far greater expense than if you had fortified yourself with the required books in the beginning.

Just figure your time and tuition, and you will easily see the cost of a text book is only a small fraction of the aggregate expense.

In the long run you will save both time and money if you prepare, by possessing texts on each of your subjects.

When your professor assigns a book for you to buy, he is NOT asking you to buy a book because it is stock at some BOOKSTORE; but for the simple fact that he has requested the BOOKSTORE to order that particular book for his classes, and he therefore expects his students to secure the books ordered in advance for them.

You will find that your grades would have been of passing quality had you availed yourself of the proper tools—BOOKS—as your instructor holds you responsible for assignments he makes in the text.

This advertisement of the TEXAS TECH BOOKSTORE is published for the benefit of STUDENTS who do not understand that text books in our stock have been especially ordered by the instructor in advance to have assignments made in them.



"Beauty—A Joy Forever"

Our only business is to keep you looking your best; and we are well prepared to do that!

Lubbock Beauty Shoppes

1115 Broadway Phone 832

606 Broadway Phone 1774

When your head is crammed full of classes, balance up by filling YOU up here.

—Two minutes from classes!

Tech Coffee Shop

1107 College Ave.

College Tailors

"A Trial Is A Conviction"



—a miracle!

—many an old dress has appeared at a party to attract the admiration and envy of everyone present—such is the miracle of our cleaning, pressing, and altering service. We can give your wardrobe new life, at little cost to you.

Phone 1696

1111 College Ave.

West Texas Gas Co.

Headquarters For Gas Appliances

1717

LOS GAUCHOS MEET
 "Los Gauchos" held their second meeting for the month of February last Thursday night. After the house had been called to order by President Frank Stone, the names

of new members were discussed. It was decided, however, to wait until the next meeting to vote on their admission. The only other business was the selecting and ordering of club stationary engraved with the

club emblem. The next meeting is to be held March 14, and it is desired of the president that all members be present in order to complete unfinished business.



SPEED
 And a wheelbarrowful of Good Things To Eat

"WHERE SANDWICHES ARE REAL"
TROW DRUG and CONFECTIONERY
 (Guy Trow)

Endeavor Societies Convene At Church

All the young people's Christian Endeavor Societies in Lubbock met Sunday night at the Presbyterian church for an inspirational meeting and pep rally for the District C. E. convention which is to be held in Memphis, Texas, on Friday, Saturday and Sunday.

Dr. Horn Speaks Before Las Leales
 Las Leales club met in regular session Wednesday night at 7:30 in Dr. Horn's office, with Dr. Horn as the main speaker. The main topic was the Relation of the Faculty and the Student. During the evening the possibilities of Student Government were discussed. Several student problems were brought up. The club will meet Saturday at one o'clock in room 203 in regular meeting. Several important items will be discussed and every member is urged to be present.

AG People Will Participate In Southwest Show

Dean A. H. Leidigh, of the school of agriculture, and Professor W. L. Stangel and Professor B. O. Mowery, both of the department of animal husbandry will leave for Fort Worth Saturday to take leading roles in the Southwestern Exposition and Fat Stock Show. Dean Leidigh will judge the agricultural exhibits, while Mr. Mowery will judge the 4-H club sheep exhibits. Mr. Stangel will be judge of the Junior and Teacher's colleges contest. Mr. Stangel is also general manager of the swine department and a member of the sifting committee. The latter responsibility calls for the inspection of all animals in the show confirming the entry of each animal in its proper class.

Chaparritas Club Has Theatre Party

Las Chaparritas, social club of the college, were the theatre guests last Saturday afternoon of Misses Irene Frnks and Mary Jo Underwood at the Palace theatre. Following the picture the girls went to Our Cafeteria for a refreshment course.

Those in attendance were: Misses Bernice Patterson, Edna Christman, Lynn Dougherty, Lela Jo Dunman, Faye Hunt, Edna Yonge, Flossie Burkholder, Pearl Hensley, Willette Waters, Virginia Murray, Marjorie Ann Ainsworth, Camille Stobaugh, Pauline Patterson, Rita Hulstedler, Sylvia Wilson, Sue Bryan, Sarah Michie, Dorothy Rushing, Frances Ford, Mary Lois Gamel, Zella Riegel, Beth Wulfman, Ruth Lefforge, Margaret Puckett, Elizabeth Prince, Gladys Grimesley, and Mrs. James G. Allen.

Joshua Lee Will Speak Here Soon

At a convocation of students and faculty, to be held on Monday, April 22, there will be an address delivered by Dr. Joshua Lee, the Head of the Department of Public Speaking of the University of Oklahoma. Dr. Lee is said to be an excellent speaker and his address will be a treat to all who hear him. The opportunity for students to hear Dr. Lee is afforded through the courtesy of Mr. Clifford B. Jones of Spur, Mr. W. O. Stevens of Lubbock and the South Plains Banker's convention.

Stockman-Farmer Features Course

The last issue of the Southwestern Stockman-Farmer published in El Paso has quite a bit of space devoted to Tech's farm short course. A front page picture layout consisting of the instructors at the course and a large group of the farmers who attended, a page writeup about the course, and an editorial commending the school of agriculture are included in the space which is devoted to the course.

Announcements

The Student Council will have a special meeting Thursday, March 7, at 7:30 in room 209. An important matter is to be presented and every member of the council is urged to be present.

Officials of the Dallas-Tech club have announced that the regular meeting of the club on the second Monday of the month, March 11, will not be held this month on account of the final examination.

The Latin Department of the school of Liberal Arts wishes to announce to the pre-law and pre-med students that a course in Beginners' Latin will be offered in the fall term 1929, continuing throughout the year. The course will be especially adapted to the professional needs of students of law and medicine.

Derivation of English words from Latin will be stressed. A study of word-formation, vocabulary, the fundamentals of syntax, followed by easy reading will complete the course. All students of science will find the course helpful, and very definitely "in touch with present day life."

The course will fulfill the college entrance requirements in foreign language. It will also serve as a foundation for further language.

Mrs. William Dignus, Instructor.

College club will have its regular meeting tomorrow evening at the home of Cecil Hilley, 2019 10th St. The time is 7:30.

The film "The Story of Portland Cement" will be shown in the Engineering auditorium on Monday evening at 7:30, March 11, 1929. This film is sent through the courtesy of the Portland Cement Association.

Sponsored by the Civil Engineering Department.

Red Rollins, president of the Dramatic club, has written to president-

Scholar Society Plans To Receive Honor Students

The Scholarship Society of the Texas Technological College is planning a reception to all students who are on the honor roll for the winter term. This reception will be held shortly after the opening of the spring term. A banquet is also planned for the Scholarship Society a little later. Dr. Stockton Axson of Rice Institute has been invited to make the address for this occasion, but has not yet definitely signified his acceptance.

Plans Made For New Study Hall

In order that better opportunities for study may be afforded students who may find it necessary to spend an entire hour at the Administration building in between classes, steps are being taken to fit up a large room on the third floor in such manner as may be used as a study hall. The seats available for such purposes in the library are not sufficient and the new arrangement will accommodate many more students. It will also make it possible to relieve the congestion that frequently exists in the upper corridors of the Administration building.

Dean J. M. Gordon, School of Liberal Arts, addressed the Ropesville Chamber of Commerce and Parent-Teacher's association at a banquet Friday on the subject "Responsibility."

Lu-Beta Delphian club, composed of Tech faculty wives and town ladies, met at Tech Thursday in regular session. In a business meeting it was decided to hold the annual banquet March 28.

TYPEWRITERS
 Standard size, Reconstructed Underwood Typewriters 2-year guarantee
\$46.75
Portable Underwood TYPEWRITERS
 3 row, Portable, brand new Underwood
\$42.25
 Standard keyboard, brand new Underwood Portable
\$61.00
MONTGOMERY WARD & CO.
 1107-09 13th St. Phone 816 Lubbock, Texas

The **TECH** **CAFETERIA**
 Broadway at Ave. K.

Barrier Bros., Inc.
 Announce A Great **TWELFTH ANNIVERSARY SALE**
 Begins 9 A. M. **FRIDAY, March 8th**
 SEE OUR BIG FOUR PAGE COLORED CIRCULAR
 SALE FILLED WITH SURPRISES
BARRIER BROS., Inc.
 "QUALITY STORES OF WEST TEXAS"

Subscribe For The Treador!
 Fire and Automobile **INSURANCE**
W. M. NOTT
 Phone 972 R
 Student Representative Of Bondurant & Biggers Insurance Co.

Red Fox Athletic Clothing
 Made In Dallas for Southwestern Athletes
Cullum & Boren Company
 DALLAS

"COSTLY THY HABIT AS THY PURSE CAN BUY, FOR THE APPAREL OFT PROCLAIMS THE MAN."
 —SHAKESPEARE
 In modern lingo Shakespeare would say: "Spend as much on clothes as you can reasonably afford, for they express you to the world."
 "The well dressed man of today is not fooled into believing that appearances don't count. He knows that clothes express personality; that his costume plays an essential part in the little daily drama."

TO BE COLLEGIATE IS NOT TO BE SLOVENLY—not even with sand storms blowing!
 All our equipment is installed and our service operated to keep your appearance at its best—by laundering and dry cleaning.
PHONE 64
Model Laundry
 STUDENTS' IDEAL SERVICE

DANCE
 AT HOTEL LUBBOCK
 SATURDAY, MARCH 9
 MUSIC BY THE **COLLEGIANS**
 TAX: COUPLE \$1.50
 STAG \$2.00

LUBBOCK SANITARIUM
 And **LUBBOCK SANITARIUM CLINIC**
DR. J. T. KRUEGER
 Surgery and Consultations
DR. J. T. HUTCHINSON
 Eye, Ear, Nose and Throat
DR. M. C. OVERTON
 Diseases of Children
DR. J. P. LATTIMORE
 General Medicine
DR. F. B. MALONE
 Eye, Ear, Nose and Throat
DR. J. H. STILES
 Surgery and Physiotherapy
DR. H. C. MAXWELL
 General Medicine
DR. J. R. ANDERSON
 X-Ray and Laboratory
C. E. HUNT
 Business Manager
 A chartered Training School for Nurses is conducted in connection with the Sanitarium.

THE PERIOD
 "WHERE WE ALL STOP"
 College Avenue
 For Snacks And Lunches

BIGGER — and Better —
 ANNOUNCING THE OPENING OF OUR NEW BANQUET ROOM, LARGE ENOUGH FOR 265 PEOPLE TO BE SERVED COMFORTABLY—BIG ENOUGH, YET SMALL ENOUGH FOR ANY TECH GATHERING.
 WE THANK YOU FOR YOUR CONTINUED PATRONAGE!
Our Cafeteria
 "EATS THAT SATISFY"
 On Texas Avenue first door south of FIRST NATIONAL BANK