Number 1

Enrollment Figures Reach

President William M. Whyburn Extends Welcome Convocation Held

Post-War Need For Graduates Cited By Prexy

Long Appointed Superintendent Of Tech Campus

Preflight Prof Goes To K. U.



Artist Course Plans Four Big Entertainments

Steber, Baum, Travers, Slavenska Scheduled To Appear This Year

Course Offered In Astronomy This Semester

Student Head Welcomes New, Old Enrollees

New President Takes Office September 30

Davis Serves As Head Prof In Government



College Cancels Army Contract As Of Sept. 30

Extension Work

To Be Offered On Campus Soon

Whyburn Holds

First Meeting

With Faculty

Replacements, Increases In Enrollment Demand Eleven New Instructors

For Student Body

First Day Shows Increase Over Last Year's Total

Applications For Publication Job Will Be Accepted

Three Courses

To Be Offered

In Chinese

Dean Denies Housing Rumor



45. Hilton. Kappa Kappa Psi, 8, T. 105. Tau Beta Sigma, 8, Ad 210. Tuesday, Sept. 19 Convocation, President's address.

THE TOREADOR



Associated Collegiale Press

BETTY DAVIS RICKS Editor

Business Manager

Activities Tickets

DON'T let 'em stick you for anything you don't have

advice, as is evident by the number of students—old and —who ask that their activities fee be "marked off."

This attitude is understandable, perhaps, in freshmen, who may not always realize just what the activities fee includes. Many of them, and a number of upper-classmen as well, evidently think that an activities book is only a season ticket to Tech football games. Thus they conclude that they are being 'gypped.'

But the holder of an activities book is entitled not only to admission to all home football games. He may attend any inter-collegiate or intramural game or contest played on the home grounds and sponsored by the Tech athletic department. Of the amount \$1 goes for a subscription to the TOREADOR. Twelve and a half cents is for the dramatics teams, and payment of the fee entitles the student to admission to the all-college play. The remainder of the fee supports the following college activities: Student council, Matador band, senior live-stock judging teams, intercollegiate debate teams, Engineering show, Home Economics open house and conventions, plant industry judging team, senior dairy products judging team, meats judging team, Association of Women Students.

Without these activities there would be little more at Tech

Without these activities, there would be little more at Tech than classes to attend and lessons to study. Extra-curricular functions, student government, departmental groups, all contribute to the full life that Tech offers.

Although some of these items may seem inconsequential to the casual reader of the list, it is the sum total of them that make our college what it is a pay to fit to student activities fee is optional to the student activities fee is optiona

Although they are urged to pay the fee and explanations of it are posted in the Administration building, they are not given any "high-powered" sales talk.

Since the students are the ones who benefit from activities, it is the students who must do much toward support. It should be considered not only a duty but a priv for every student to do his part in making a success of school's activities.—J. G.

Department Clubs

BEFORE are new student has been long at Tech he will be confronted with a number of organizations which he may join. In some of his classes his attention will be called to departmental clubs, in which membership is not restricted, the only requirement being that he show interest in the kind of work done by the club.

If the student wonders whether such a club will be worth the small amount of time, effort and expense required, he should stop to consider for a moment. Most departmental clubs meet only once or twice a month, and dues are seldom more than a dollar a year. The little effort and money thus expended bring advantages which the student will not want

The departmental club offers the best opportunity he have for associating with other students whose interests similar to his own. He will be able to discuss informally them and with the instructors of his department phases of work which interest him. Talks by experts in his field further his knowledge of the subject, and other programs we the club sponsors will be not only educational but entertain In each club are traditions which are carried out year a year—certain social affairs, educational features such as through various types of engineering plants, educational entertaining movies.

Belonging to a club gives the student an expectativity to the

Tech Offers Variety Of Clubs To Meet Each Students Needs

Reviewers. Any girl is elig-this club, but there is a 40 members. gn Language Club. Students nish, French, Portuguese, and Chinese may become

ules. Twenty girls of soph-anding or more compose

WELCOME STUDENTS

Let's Go

Over To

The Avenue

and

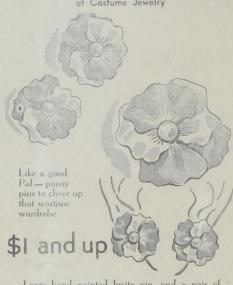
DANCE

THE JIM

JIMMY JAMES



See Our New Fall Shipment of Costume Jewelry



Large hand painted lucite pin, and a pair of smaller pins, earrings to match. Wear them separately or all together.



WELCOME STUDENTS

NEW and OLD



CLIF COCANOUGHER, Mgr.

Welcome Techsans We Are Always Glad To See You



Drugs Sundries Lunches



TEXAS TECH COLLEGE BOOKSTORE

"On The Campus — West of Girls' Dormitories

SLIDE RULES

LOG-LOG DUPLEX DECITRIG with Leather Case \$13.50

RAL NOTEBOO

60c

VING BOARD Two 75c Tetal Clip \$1.05

60c LETTER TRAYS 30c

\$1.35 to \$3.50 Chemistry and Physics Handbook

COLLEGE SEAL STATIONERY

35c pkg.

\$1.00 to \$3.50

e LOOSE LEAF COVERS 2 or 3 Ring 25c to \$1.50

• T SHIRTS in Texas Tech Seal 85c

\$2.00

VED FRESHMAN ENGINEERING DRAWING KIT

OVER 75 GOOD USED APPROVED DRAWING INSTRUMENTS

THE

Ten Games Scheduled For Tech During '44 Season

Raiders Ready For LAAF In First Home Game, Sept. 23

Nov. 4 Rice—Houston
Nov. 11 T. C. U.—Fort Worth

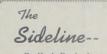
Nov. 25 S. M. U.—here



COACH DEL MORGAN

Rowland To Handle Athletic Publicity

Make Our Store Headquarters for Clothes that are Different





WELCOME

U

BROWN'S SADDLE SHOP

Captain Clene



Vogue Cleaners

1209 College

Dial 2-2491

COMPLETE STOCK

School Supplies

Engineering Drawing Equipment

Drawing Sets

T-Squares

Metal Edge Boards

Tiangles

Art Supplies

For the Commercial Art Student we have

Lettering Guides

TECH STICKERS

PENNANTS

WEBSTER'S COLLEGIATE DICTIONARY

'Get a WEBSTER'S COLLEGIATE DICTIONARY

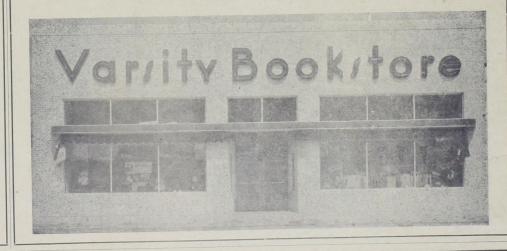
For the Applied Art

Tempera Sets

Commercial vellur

Manila Drawing Paper No.* 7 Brushes

TECH SEAL STATIONERY





1201-A BROADWAY



Handsome All Wool Suits \$35 — \$60

Sport Coats \$10 - \$35

The Home of Hollywood Styles

SeQ Clothiers

1108 Broadway

ROOME OPTICAL COMPA Serving the Eye Physician and his Pai



Where's That School Spirit? Come To The First Pep Rally

Red Raider Fight Song

Film Library Reduces Fee On Motion Pictures

FOR AN EVENING OF PLEASURE

COME IN AND VISIT US

student lunches (40c)

For A Good Time And Courteous Service Bring Your Date To

steaks

chicken

We are looking forward to photographing you for LA VENTANA

and

for your FRIENDS

Palace Studios

A pep rally will be held next (Still faste riday night at Tech gym precedig the game the following night with Lubbock Army Air Field The ally is set for 8 o'clock and both Hip. hip. (Leaders)

Rah Rah Rah Rah T-E-C-H

1210 AVENUE Q

disaster.
heir backs to the Texd and Blacks.
run like hell, we'll ring the
hand show who wears the

KEY CHAINS CRASH BRACELETS

COSTUME JEWELRY

Make Your Time

Count on the Tech Campus

JEWELRY

ICE CREAM

"Its Deliciously Different"

PHONE 8742



WELCOME STUDENTS!

We are always glad to see you here and we want you to come down to get acquainted at any time Remember—

TECH CAFE



The Moccacin with that Casual Appearance, so Admired by the school crowd. Genuine! land Sewn

Promptly Filled

beautiful shoes

