

Lovely . . .



HELEN JEPSON

And Talented . . .



ROBERT VIROVAT

Artist Course Is Crammed With Best In Entertainment

By JACK NELSON

Helen Jepson, the Ballet Russe de Monte Carlo, the Don Cossack Chorus and Robert Virovat will appear on Tech's artist

Greatest Summer School Ends; Fall Plans Made

Dormitory Plans In Housing And Programs Made

Small Increase Due In Room and Board Rates; Private Parties 'Out'

College dormitories will open their doors to incoming residents Saturday, September 16, at 8 a. m., according to Miss Mozelle Craddock, manager. First meal will be served at noon the same day.

The three dormitories combined will accommodate 960 students. All reservations are expected to be made by the opening date; only three vacancies existed in Horn hall a month prior to that time. Both of the others exhibited a waiting list.

A hike of prices over former years will go into effect this year. In lump sums the amount is \$225 over \$203.75 a year, or a charge of \$25 per month for nine months will be made. Additional income to be derived from the three dormitories to be in operation next year will amount to over \$20,000 a year, due to the increase in prices of board and room.

Regarding programs and entertainments, Miss Craddock said there will be little or no change. Private parties are not allowed, and only those organizations, which directly benefit the college will be permitted to engage the dormitories for entertainments. The larger banquets, she said, will probably be held in the new men's dormitory because of the newer equipment and better facilities. Others will be held in the girl's dorm as usual.

Miss Craddock plans to eliminate all-college dances in the dormitories this year. Such dances as will be permitted will be restricted to dormitory residents only.

The dormitory staff is as follows: Miss Craddock, manager of the dormitories and director of the new men's dormitory; Mrs. Bennie Buford, social director of the old men's dormitory; Mr. and Mrs. Ralph Fawcett, social director of the new men's dormitory, and Mrs. Mrs. both Young, social di-

Nothing Too Good For Techsans . . . !

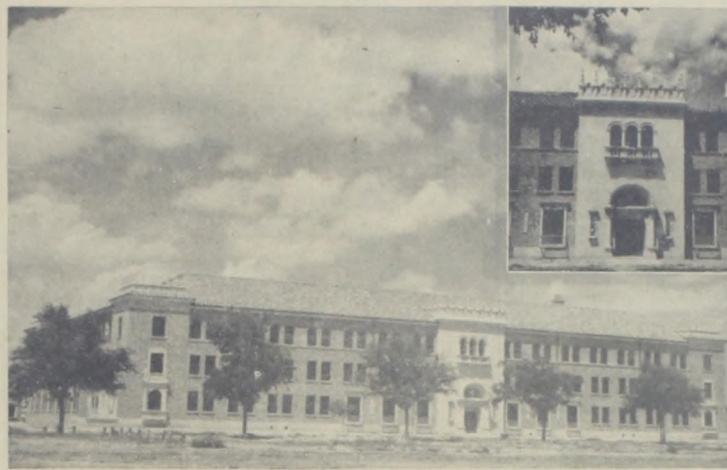


Photo by Jimmie Roberts

One of the finest dormitories for men in Texas will be open for occupancy about September 15. Although no reservations are available at this time, there is a small waiting list and a few vacancies are expected. The new structure contains 160 rooms to house 320 men. The dining hall and lounge are located on the first floor, together with administrative offices which give it an appearance of a deluxe hotel lobby. The kitchen is equipped with the most modern cooking appliances. Every room is fitted with venetian blinds and study lamps with indirect lighting. Miss Mozelle Craddock, manager of dormitories, has announced that there will be no "open house" this fall, and any dances given in the building will be for dormitory residents exclusively.

Home Ec Recapitulates; Makes Plans For Coming Year

Enrolled in the home economics school through summer were 221 students, 15 of whom were graduates, according to Miss Virginia Johnson, head of the department of home economics education. Over 600 should enroll in that school this fall, according to calculations based on last year's enrollment of over 500. Enrollment increases approximately 15 per cent each year over the previous year. Visiting teachers at the summer session were Mr. and Mrs. of Tennessee, Miss Johnson, Miss Gerdine Clewell has been teaching in the University of Maine at Orono, and Miss Mabel Erwin has been teaching in the teacher's college of Columbia university, New York.

Graduates recently receiving positions are: Olga Ann Elliott will teach home economics at Divide consolidated high school near Sweetwater, and Ione Gill at La Fors. During the past sessions Miss Johnson cooperated with the Aggies club on its series of "Know Texas Tech" programs over the KFYO when she discussed the

Highlighting the future program of this division are two important annual functions, first of which is a sale, near Thanksgiving, of oddities and unusual articles suitable for gifts. Returns of the sale will go into the Margaret W. Weeks loan fund to help students needing financial aid.

Additions To Faculty Are Announced By President

August Commencement climaxes the greatest summer school in Tech's history. Enrollment reached 1,931 as compared with 1,839 for the 1938 session. Dean James M. Gordon, director of the summer school announced that an additional appropriation of \$6,000 for the 1940 session would result in even greater enrollment.

"This fund will enable us to strengthen the faculty. In addition, our summer recreation program which has been of so much interest will be supplemented by men of renown who will teach and lecture during the next session," Dean Gordon said.

Figures released by W. P. Clement, registrar, showed that 1,839 of the summer students came from Texas, and 92 from out of state. From 150 counties in Texas represented, Lubbock leads with 477 students.

With the closing of summer school, President Clifford B. Jones issued a tentative list of new faculty members for the 1939-40 terms. Ranking as assistant professor is J. D. Strickland, Silverton, assigned to the animal husbandry department. He holds a B. A. in Animal Husbandry from Tech and has done graduate work at A & M College.

Hugh A. Anderson, Lubbock, will teach in the Economics and business administration department as assistant professor. Former teacher in Lubbock high school, Anderson holds an A. B. and M. A. from Simmons university, and has done graduate work at the University of Texas, University of Kansas and Chicago university.

Emmett A. Hazlewood, Mansfield, Pa., enters the department of mathematics as assistant professor. He is a former instructor at WTSTC, New Mexico A & M, head of the mathematics department at State Teachers College, Mansfield, Pa.

Miss Lilla Alred, Chillicothe, Texas, will enter the Home economics division, clothing and textile department. She previously taught at Wellington

Miss Lilla Alred, Chillicothe, Texas, will enter the Home economics division, clothing and textile department. She previously taught at Wellington

the walk a senior tradition. Every Tech graduate from the opening of school to the present will have his name permanently stamped in concrete if tentative plans by the Alumni Association to construct additional blocks for each graduating class since 1927 go through.

Joe Stanley of Brownwood was president of the summer school seniors, with Jack Quinn of Lubbock serving as vice-president. Secretary was Addie Lee Terrell of Lubbock.

Committee in charge of arrangements for the gift was composed of Parker Brown, Eastland; A. F. Reese, Shallowater; James Forbis, Whitesboro; Frank Wilson, Amarillo; and Summy Lea Eaton, Rule.

Idea of the senior walk was originated at the University of Arkansas, where it has been a tradition for more than thirty years.

W. L. Johnson, representative of the American Molstening company, has been cooperating with the textile department and local cotton men on the problem of static elimination in ginning and weaving industries.

M. E. Heard, head of the department, presented the idea at the textile show at Greenville, S. C., last April. "The principle is an atomizer to be placed in strategic spots in the gin to raise the humidity content. Static exists only in dry air, making work difficult on hot days," Heard said.

Experimental units are to be installed at various places to determine initial and operating costs. According to Heard, this is the first practicable attempt at correction of the static problem.

Winners of the freshmen scholarships are: Truett Babb, Post; Travis Black, Olton; John Campbell, McAadoo; Edwin L. Dawson, Tulsa; C. W. Dennison, Jr., Floydada; James Dickson, Ropesville; Jarrell Fuller, Clyde; Robert Harrogate, Jr., Roby; J. Harrell, Jr., Rt. 3, Lubbock; George Langley, Wellington; Buddy Levens, Rotan; Keith Levy, Farwell; Weldon McWhorter, Lubbock; LaVern Moss, Whiteface; Glen Nelson, Dimmitt; Ted Powers, Barksdale; O. H. Rablfs, Jr., Happy; J. F. Robinson, Seymour; Bill Vardeman, Slaton; and James Welch, Crowell.

The sophomore scholarship of \$200 was awarded Frank Rapstine, White Deer, and the junior scholarship of \$200 was awarded to

the living standard of those students working, but will provide work for more students as well." The proposed organization will serve as a virtual employment agency for boarding house labor. Students working or desiring work, as well as boarding houses will register with the agency. All employment will come through this office. The "waiting list" will be observed in giving work. Workers, once they receive jobs, cannot be removed without sufficient cause.

What requirements other than registration and cooperation of workers with the union will be made is uncertain. Daniel seems to be in favor of placing a maximum dollar-equivalent on the amount a student may earn per month. It is not thought that scholastic qualifications will be placed upon members.

"We've only started," Daniel said in conclusion, "give us a few weeks and we'll have a well worked out and efficient organization."

School Year ...

Expected To Take Training For Credit

Each ROTC unit received equipment during the summer to outfit a 28-piece band, and a separate unit for the military unit is being contemplated by officials according to Captain Frank A. Pettit, in charge of the department.

Enrollment for last year was 175; 300 are expected to enlist this year. Membership of this unit is limited to physically fit males between the ages of 14 and 26.

Plans are to organize the unit this year as an Engineer battalion to be composed of three companies. Additional equipment has been added to supplement text and instruction by laboratory methods.

The ROTC is in no way affiliated with the war department, except that upon completion of two years' basic work and two years' advanced work the student is eligible to a commission in the Officers' Reserve Corps. The first two years satisfies the physical education requirement. Enrollment in the unit is for a two-year period.

A training camp for advanced student has been established at Fort Logan, Colorado, which 20 Tech students attended the past summer.

Only engineers are eligible to the ROTC.

Uniforms are furnished, except for ornaments, to members of the preliminary course.

A new dance designed to aid wallflowers was introduced at the last dancing conference in New York. The new hop enables two girls to dance with the same boy.

The best of all...

TEXAS TECH

We're Glad

We're certainly glad it's that time of the year again . . . when all our old college friends start coming to town . . . and when green caps start bobbing up here and there . . . when the talk turns to the Red Raiders . . . and when numerous other activities automatically take form . . . then is when we enjoy our grand city and college to its fullest.

Memphill-Well, Co.

AIR CONDITIONED

Welcome Home Techsans!

Cash Awards Won By Ag Students

Jackpot Drops \$2900 In Scholars' Pockets

Twenty-four agricultural students have received scholarships and a fellowship given by Sears Roebuck Company amounting to \$2,900, according to A. H. Leidigh, dean of the Agricultural division.

The winners, chosen from 75 applicants, were selected by a committee upon the basis of need, scholarship, reputation, leadership and interest in agriculture.

Winners of the freshmen scholarships are: Truett Babb, Post; Travis Black, Olton; John Campbell, McAadoo; Edwin L. Dawson, Tulsa; C. W. Dennison, Jr., Floydada; James Dickson, Ropesville; Jarrell Fuller, Clyde; Robert Harrogate, Jr., Roby; J. Harrell, Jr., Rt. 3, Lubbock; George Langley, Wellington; Buddy Levens, Rotan; Keith Levy, Farwell; Weldon McWhorter, Lubbock; LaVern Moss, Whiteface; Glen Nelson, Dimmitt; Ted Powers, Barksdale; O. H. Rablfs, Jr., Happy; J. F. Robinson, Seymour; Bill Vardeman, Slaton; and James Welch, Crowell.

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Students Organize To Stop 'Sweat Shop' Conditions In Boarding Houses

Tech labor union for boarding house workers will come into being soon if the plans of A. L. Daniel, junior pre-med student from Ballinger, and his colleagues materialize. Purpose of the union, the promoters say, is to raise the working standard of students in that type of employment.

In his effort to better working conditions of these students, Daniel will use as a standard the college dormitories which pay their workers the equivalent of \$25 per month for three hours work a day.

According to the wage scale of the proposed union, off-the-campus eating houses will be required to pay twenty-five cents an hour or its equivalent, that is, three hour's work for straight board or four hours' work for room and board.

"With this financial arrangement," Daniel said, "students will receive 25 cents per hour rather than the 9 to 12 cents they are now working for. Furthermore," he continued, "it not only will raise

La Ventana Will Undergo Radical Changes In 1940

"The 1940 LaVentana will be distributed to the student body a week before the last examination of the spring semester," declared Freddy Boswell, editor, in discussing yearbook plans.

Meeting the prime objection to last year's yearbook, Miss Boswell plans to mount more student pictures on each page of the class sections and to devote the excess pages to feature pictures of every phase of student life. Following an idea used in the 1939 Rotunda yearbook of SMU, a humor section of some kind will be worked in with advertising matter in the way of cartoon, pictures and stories.

"The old idea of a joke section is definitely out," she said.

In addition to the large portraits of campus beauties there will be inset "action" pictures.

"There will be no 'chosen few' appearing on every annual page, and there will be more elaborate appointments in the settings—even if I have to make them myself," she announced.

Daniel Studio will make the individual pictures for the 1940 LaVentana, and a representative will be on hand at registration to make appointments. A special price of 75 cents will be charged for a limited time.

Miss Boswell urges all students to secure their pictures before Thanksgiving.

New Rules For Rushing Are Announced

Dean Of Women Opens Rush Week With A Convocation

Rush week for women will begin Monday night at 7 o'clock, September 18, with a convocation at Hotel Lubbock. All girls who are interested in becoming a member of a social club are invited to attend this meeting.

An AWS representative will explain registration and a YWCA member will talk on the advantages of joining the "Y" organization and how to belong.

There will be no club dances during the week. The final convocation is to be Saturday night at 9:30 o'clock in room 202 of the administration building according to the president of the council. At that time preference slips will be signed. The girls cannot be asked or promised before the final convocation.

Each club will have only two parties. One will be from 5 to 7 o'clock and the other will be from 7:30 to 9:30 o'clock. In this way there will be no conflicts and the rushee will be expected to keep the dates she makes with each club.

Rushing this year will be different from what it has been in previous years. The women's council planned the rules last spring. Some of the most important rules are as follows:

Rush cards have been sent out by most of the clubs but if a girl is presented one after rush has started then she must check them, keep one, give one to the rush captain of the club and the other will be filed in the Dean of Women's office. It is possible to get as many as five rush cards and a girl must accept dates with all the clubs that ask her.

Transportation will be furnished by the rushee. No club girl will be responsible in seeing that her guest gets to the party.

Gleanings From — Texas Techsans

Candid glimpses and interviews around the campus during the past few days tell of new plans and notions about next year's students. With "rush week" a few days early this year and a larger number of new students expected, hurrying eds and coeds are making last moment reservations and preparations.

Marie Shook, senior from Sweetwater and president of the Association of Women Students was on the campus recently making plans for the 1939-40 issue of "As We Like It", a handbook of "Do's and Don'ts" for Tech coeds. More plans are being made by Junior Council President Dorothy Margaret Forbis, Wellington, to help freshmen and first semester campus girls learn about campus clubs in their orientation classes.

One Tech ed of long campus standing forecasts a decrease in "petticoat" fever around the circle—with the lights out there now.

A Tech booster has wagered 50 pounds of country sausage against wrestling tickets that

the powerful Texas Tech line will not be scored through this season. Eddie Brietz, Associated Press sports writer and Everett Clay, sports editor of the Miami Herald called the bet—so the story goes.

There's a new name for the Demos, so some polticollegians are talking. This time it's "Garner-crats" instead of Democrats.

TRADE TIPS for CAMPUS CUTIES



To the returning College Coeds we extend hearty greetings. We know our old friends will come in to see us and we invite all new ones to visit and shop in the women's apparel shop that is complete in service, style and merchandise . . .

The Vogue

1018 Broadway

Phone 922

TAILORED AT FASHION PARK



MODERN MEN WANT EASE

Ease is in Fashion. Through the Park Ease men have found real comfort . . . and a modern impressive appearance. The Park Ease builds you up . . . without artificial gadgets or tricks . . . It's done by Fashion Park's skilled designing, plus the use of specially loomed fabrics . . . Ask to see the Park Ease.

See Our \$25.00 Feature Suits—
Extra Trousers \$5

Walton's
Store for Men

1022 Broadway

Phone 2211

100 Homes Listed To Accommodate Men

Approximately one hundred houses for boys have been registered that will furnish room for about seven hundred students, according to Miss Lorene Childers, secretary to the dean of men.

An approved list of boys rooming houses compiled August 15 may be had by calling or writing to the dean of men's office. A revised list will be compiled by the beginning of school.

When girls have good pins boys usually come quickly to the point.

Greetings . . .



We'll Be Watching For You Like A Hawk

REEVES

Photography

Photoengraving

And we patiently await your return with the same good service

THOMPSON and LEA
BARBER and BEAUTY
SHOP

1113 College Phone 2542

HAVE YOU SEEN IT?

The New 1940

ROYAL PORTABLE

Five Models: with

- Magic Margin
- Shift Freedom
- Touch Control
- Automatic Paper Lock

more and MORE ADVANCED improvements than has ever before been on a portable typewriter.

DeLuxe Quiet	\$64.50
Aristocrat	\$59.50
Arrow	\$54.50
Varsity	\$44.50
Mercury	\$34.50

These outstanding Royal Portables are waiting for you when you come to Tech. And they may be purchased on monthly payments with a year to pay.

Hester's OFFICE SUPPLY CO.

"11 Years in Lubbock"

Artist Course Program

1939-40

Fall Semester:

Helen Jepson, soprano, Metropolitan Opera Company. October 6.

Don Cossack Chorus, Thrity-five Male Singers. November 13.

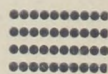
Spring Semester:

Ballet Russe de Monte Carlo. Glamorous Theatrical Company of more than 100 members, including 60 Dancers. February 19.

Robert Virovai, Violinist. April.
Student Tickets \$1.00 each semester.

WELCOME

To Old and New Students



We are going to do our part to make the 1939 La Ventana the best in Texas Tech history.

DANIEL STUDIOS

La Ventana Photographs—1939-'40

This Semester's Special by MALLORY



To the Classmen . . . and

THE CAMPUS: For a style "life" on school days has your hat. Created in the famous Mallory Mello-Ease for it combines this season's foremost fashion features—a lower-slung brimline, narrower band, and deft edging. Showerproofed by "Cravenette." Lined in glowing satin.

Bray's Campus Shop

"Everything for the College Man's Wardrobe"

1107 College Avenue

"Everybody Dances the Walker Way"

20 for 10

The first ten Tech students to write or call in will receive a \$20.00 dance course for \$10.00

LARRYMORE SCHOOL of DANCE

Private and class instruction in all types of dancing — Ballroom a Specialty

LARRYMORE

"If You Can Walk We Can Teach You To Dance"

1906-13th Street

Phone 2520

310 Will Receive NYA Jobs At Tech

800 Applications Are Under Consideration

NYA employment this year will be extended to 310 students, according to figures released by the president's office. This is an increase of nearly one hundred over last year's employment roll.

Over 800 blanks for application had been sent to prospective workers a week prior to the August deadline. Five hundred of these were sent from the dean of men's office and approximately 325 from the dean of women's office.

Requirements for NYA employment are that a student must be between the ages of 16 and 24, and must maintain at least a "B" average in 12 hours work.

Compensation for NYA jobs is thirty cents per hour, paying up to \$15 per month. Where students do not require the maximum amount, jobs will be divided into half or three-quarters time to give employment to more students.

Those to receive jobs will be notified from the president's office following checking of the application list after August 25.

Forum Is A Real Help To Students

Forum is an organization composed of the fifteen most outstanding girls on the campus. They are of junior or senior standing and last year each member was an officer in some other organization and outstanding members in others.

"Fireside Forum" is sponsored on several Sunday afternoon. Last year Miss Martye Poindexter talked to the group on how to wrap "Christmas packages attractively. Other programs held were "Religion in Relation to Organizations," Rev. H. L. Gantz, pastor of the First Christian church; "Productions Seen at Stratford-on-the-Avon," Dr. W. B. Gates; "Yagui Expedition," Dr. W. C. Holden, who showed motion pictures of the trip. At the close of the year five representatives, all members of Forum, reported their trip to the AWS convention at Lawrence, Kan. Anyone is invited to attend the meetings.

Other activities included assisting the freshmen in beginning an honor society. This organization attempts to bring about a better life on the campus of Tech.

Welcome to TECH

Remember When You Are Ready To Be "Taken To The Cleaners" We Are Always At Your Service . . .

SOCIALLY SECURE



THE MINUTE YOU arrive in Lubbock your social activities will start. You will want to have that "spic and span" look when meeting new friends and renewing old acquaintances. Pack your complete wardrobe and bring it in to us to clean. Clothes freshly cleaned and pressed will give the impression which you will want to create during your first few weeks in school. And the impression that we will make with you due to our highly satisfactory methods of handling your dry cleaning will make you our customers for the rest of the school term

Conveniently Located Just Across The Avenue From Your Campus

VOGUE CLEANERS

1207 and 9 College Phone 2820

WELCOME STUDENTS

JUST AN OLD CUSTOM OF OURS TO WELCOME NEW AND OLD STUDENTS TO TECH. MAY THIS YEAR BE YOUR VERY BEST

Lindsey Theatres, Inc.

Extend A Hearty Welcome To TEXAS TECH STUDENTS And An Invitation To Make Our Theatres Your Amusement Headquarters.

PALACE, LINDSEY, BROADWAY LYRIC, CACTUS and TEXAN

PALACE

"Where are all the Tech Students Tonight?"
"They're down town in the PALACE looking at 'The Man in the Iron Mask!'"



Preview Sat. Night 11:00
SUNDAY-MONDAY-TUESDAY



LINDSEY

FRIDAY SATURDAY AUG. 25-26

"ISLAND OF LOST MEN"
—with— ANNA MAY WONG

—PREVIEW— SATURDAY NIGHT 11:00 SUNDAY-MONDAY-TUESDAY



—ALSO— Charlie Chase in "Rattling Romeo" Color Parade and Fox News

BROADWAY

FRIDAY-SATURDAY AUG. 25-26

BING CROSBY JOAN BLONDELL
—in— "EAST SIDE OF HEAVEN"
With MISCHA AUER

PREVIEW SAT. NIGHT 11:30 SUNDAY-MONDAY-TUESDAY



Browning Accessory Shop

Joins all Lubbock in extending greetings to the former and the prospective students of Tech. We will be glad when you are in our midst.

To The Co-ed This Shop Offers

- | | |
|----------|-----------------|
| SKIRTS | HOSE |
| BLOUSES | COSTUME JEWELRY |
| HATS | BAGS |
| SWEATERS | BELTS |

And a Cordial Invitation To Visit Us Often

1102 AVE. J NEXT DOOR TO CITY BUS

For Another School Year . . .

Happy to extend a Welcome to Returning students, we are proud to have the privilege of offering a the Finest in Women's Apparel for Tech

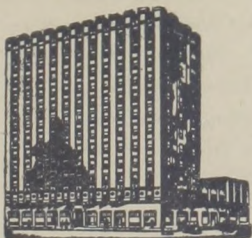
Grollman's

FASHION WITHOUT EXTRAVAGANCE

1106 Broadway Phone 634

HILTON HOTEL

WELCOME BACK TO TECH



CHIMAYO, AZTEC and MATADOR BALLROOM

At your service for all club and organization functions.

Moderate Rates — Excellent Food

VERNON HERNDON, Mgr.

The Time Is Come . . .

For the fourteenth consecutive year THE TOREADOR has issued a Homesick Edition calculated to reach the hands of old students and to sift down to hundreds of prospective ones.

Its declared purpose is to awaken new interest among returning students in their work and activities, and to revive memories of past seasons which form a valuable part of a student's education and which contributes so much to that "something" known as school spirit.

To entering freshmen and transfers, it is hoped that this edition will give some index to the activity and academics, the sports and entertainments, the spirit and atmosphere on the world's largest campus, and general information necessary for a better understanding and appreciation of Texas Tech.

To both old and new, THE TOREADOR extends a hearty welcome, urging all to participate wholeheartedly in the activities, sports and student government which contributes much to making Texas Tech the fine college it is.

All "Ism's" Are Bad . . .

Last week a prominent Lubbock citizen of influence cried out for a ruling out of free discussion by organizations on the campus of Fascism and Communism. Embracing the newest "ism"—Americanism—he violated the letter and spirit of the Constitution which specifically guarantees to every individual the right of peaceful assembly and freedom of speech and press.

They would forbid these discussions—by force! What a monstrous paradox! They would make it certain that Fascist and Communist propaganda would circulate underground, thus subjecting people to its most insidious and powerful form; they would have their colleges run as in Germany, Italy and Russia by stifling truth and discussion and ramming their own perverted form of Americanism down the throats of students who seek the truth. The German-American bund at least advocates a shift to its philosophy by ballot, but Americanism would use force!

These inflamed patriots who owe their all to the ideals expressed in the Constitution are evidently afraid that the foreign "isms" contain something attractive and good which Americans might seize upon and put into practice. If there is something good which the people like, is it not their constitutional right as well as their duty to adopt it? Far better it is that the "isms" be brought into the pure light of investigation and understanding. If they are in the light will show them false. If they are in the light men can halt its progress.

Let supporters of these "isms" be brought into the light of investigation and understanding. If they are in the light will show them false. If they are in the light men can halt its progress.

Students this coming year will have opportunity to fight openly and honestly for these civil liberties, and to impress upon local "American bund" leaders that the real American recognizes on "ism" imported or homemade.

Thumbnail Opinions —

To bring back national prosperity, we must spend more . . . and to insure individual prosperity we must save more. It's getting so a fellow doesn't know which policy is best ANY-more!

THE TOREADOR

The Toreador Homesick Edition is issued annually on the campus of Texas Technological college by students of the Journalism department.

ERNEST JOINER Editor-in-Chief
EUGENE WHITT Business Manager

STAFF

Lois Marie Daniel Society
Joe Pierce Sports
Reporters: Vorus Kelly, Eugene Rainwater, Jack Nelson, Vernon Bundrant, Keith Axline.

Toreador says welcome stude!

West Texas HOSPITAL

Lubbock, Texas

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C. J. Hollingsworth Superintendent
Miss Edna Engle, R. N. Director of Nursing

What Happened During Your Absence

On the Campus

Summer school attendance broke all previous records by enrolling 1931 . . . 549 degrees granted from June to August . . . Wiley's Matador band has biggest summer clinic in history . . . Texas Press Association gorged good Tech barbecue at annual convention . . . Paul Horgan, Gordon Gaines, J. Frank Doble and Frances Rix brightened the recreation program . . . SB 28 gave Tech a chance to erect additional buildings with privately borrowed capital . . . Aggie school takes to air with semi-weekly radio broadcasts . . . M. E. Heard cried heart out for textile graduates to fill requests for jobs from Tennessee to New York, but all are employed . . . Students demanded that professors be on time to classes . . . Mrs. G. W. Dingus was delegated to speak before the International Federation of University Women, Stockholm, Sweden. She accepted . . . A course in marriage is to be offered this year—a great idea, for only 49 Tech students exchanged compliments before the "hitching post" this summer . . . President Jones, Dr. H. L. Kent and Julien Paul Eltz were awarded Doctor's degrees . . .



549 Strong!



M. E. Heard, center left

changed compliments before the "hitching post" this summer . . . President Jones, Dr. H. L. Kent and Julien Paul Eltz were awarded Doctor's degrees . . . Faculty Not So Dumb, Either!

In Sports . . .

Marsh Farmer broke national AAU record in low hurdles at Lincoln, Nebr. . . G. C. "Mule" Dowell was named graduate manager of athletics . . . Board of Directors formally banned Sunday football games . . . President Jones announced new athletic council set-up which definitely places responsibility . . . Pete Cawthon and Raider "bitches" off the School of Mines on September 23 . . . Cecil Horne climaxes ambition of lifetime with a hole-in-one . . . Harry Holton, who coached the famous Four Horsemen of Notre Dame, was a visiting prof from SMU . . . Jack Kennedy won summer tennis title . . . Dixie White, given up for lost because of a serious operation is in the line-up for the opening football game.



Preview of Raiders at El Paso



Farmer Crosses Finish Line at Lincoln

Among The Grads . . .

Joe Alford works for the utilities in Dallas and will attend law school at SMU . . . Buck McNeil and Clifton Oliver got scholarships to LSU—the school with the largest "hauls" in the nation . . . Johnny Wells is with the Childless Index . . . Queenelle Sawyer tackles a master degree in Tech . . . Elvira Smith does publicity for United Artists, Inc., Dallas . . . 5,000, more or less, get teaching jobs . . .



McNeil and Oliver Get Their Cut

Freshman Pots Are Ready . . .



. . . To Bloom Again!

Entering College Is Easy; Like Washing An Elephant

Getting out of college is child's play compared with getting in. Naturally and psychologically, a college is justified in teaching students right from the start that life isn't a round of pleasure, and they feel that any student who can weather the vicissitudes of registration day is well equipped, physically and mentally, to continue his college work. The survival of the fittest theory prevails, and those who fall exhausted in line are scraped up and thrown back according to rule 245684503941 in the Yellow Book, Code II, Sec. 6, paragraph 14.

First procedure is to find out where to go. That question, bluntly put, often draws peculiar answers. However, never ask a senior or a junior. Some of them haven't registered since the "mule barn" days, anyway, and secondly, they never remember. Where students are stacked three rows deep will be the building.

First, however, run across to the Avenue and get yourself a box lunch. Salami, cheese, pretzels, pickles and rye bread topped off with a cup of ovaltine is good enough.

Secure your trial schedule card, consult your catalog and put down all the courses you want to take.

A TIMELY TIP FOR YOUR COLLEGE TRIP..

RAILWAY EXPRESS AGENCY INC.

1011 Avenue E LUBBOCK, TEXAS Phone 222

RAILWAY EXPRESS AGENCY INC.

NATION-WIDE RAIL-AIR SERVICE

Quatrain by The Jeerful Seraph

H. G. MOORE

Those lies called "white" might be okay
If color were not so intriguing;
To keep 'em spotless has a way
Of growing more and more fatiguing.

Forest's Prime Evil
"Vacation Spot" once meant a lake,
A quiet woods, a sky benign;
But now our spirits fairly ache
Unless we're near a hot-dog sign.

Oxymoron
Your choicest friends go far and wide,
And your yourself go wide and far;
But nincompoops stay by your side
Most constantly, where'er you are.

Semantics in Flight
Most writers yearn for words with wings
(The kind to charm a world that's calloused),
And then they load the fragile things
With meanings scarcely fit for ballast.

Gang!! We Miss You . . .

Hurry Back, And Don't Forget To Call Us When You Want Electricity For Your College Apartment . . .

Texas-New Mexico Utilities Company

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Popular Drugs and Sundries

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We serve all kinds of sandwiches, short orders and regular meals. Complete fountain and kitchen service, catering to smokers and parties to be held in our private party rooms adjoining the basement. In the air conditioned basement there is room for 200 people to comfortably be seated. Come in and loaf as long as you like. The College Co-Op will be student headquarters for the "Avenue Gang" when they return to school again this fall.

We Have A Complete Line Of Every Kind Of Equipment The Ed And Coed Will Need

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- Stationery and Clocks
- Wahl, Shaeffer and Parker Fountain Pens

College Co-op Store

Delivery

1313 College

Phone 4542

Matador Band Is Facing Eventful Year In Programs

Much Marching And Musical Variety Is Promised For Group

Colorful as their scarlet uniforms is the tentative program outlined for the band this year.

Highlighting the program is an invitation to play for Texas Music Educators Association convention at Mineral Wells in February when they will play about half the contest list for 1940. They tentatively accepted the invitation, said D. O. Wiley, director.

From Beethoven to Gershwin best describes the numbers in the music library which offers types from the classics to modern day jitterbug promoters. A hundred and fifty new selections have been added to the list. A number of featured artists can be expected, including soloists of the baritone, trombone, and cornet class with an intersprinkling of others, Wiley said.

Enrollment this year should be around 200, according to the director, who based his estimate on yearly increases of previous enrollments, about one half of which will be in concert band. Last year there was a total of 173, a 25 per cent increase over the previous year.

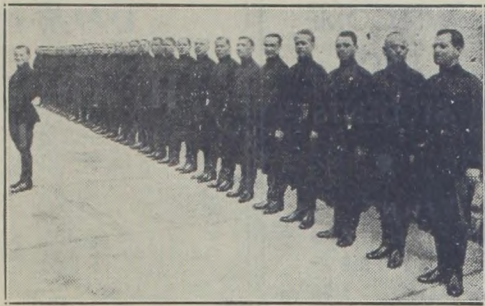
Concerts, an important item of band programs, will begin in November rather than December as in former years. About six will be given here and about twenty on the road tours.

The matter of trips hangs on plans to take one or more trips with the football team, but when or where is indefinite.

First rehearsal is scheduled for September 18, 7:30 p. m. A change regarding rehearsals following that has been effected. The concert of "A" band will rehearse 1 to 2 o'clock each MTWT rather than Tuesday and Thursday nights as has been practice the preceding five years. The "B" band will practice from 5 to 6 o'clock each MTWT. Band majors will be required to rehearse at these times plus their regular section rehearsals. Non-band majors will not be required to meet any section rehearsals as has heretofore been in effect.

First home game of the Raiders will witness the first public appearance of the musical group. New maneuvers will be used this year, and something different along that line will be offered at each game. Wiley expressed belief that marching exhibitions should be much better this year because of additional practicing time allowed by the new schedule of rehearsals.

Commissars Of Song . . .



Beauty, Talent On Program

Continued from page 1

The Don Cossack Chorus, second on the entertainment list, will be presented at the high school auditorium November 13. This choral group, composed of 37 men, is one of the most consistently sensational groups ever to come to America. Diminutive Serge Jaroff, Russian Cossack and officer during the World War, has led and directed the chorus in over 3,000 concerts. Songs, war and occupational songs

of Russia form the bulk of their offering. Directed with military precision, dressed in the traditional Cossack uniform and singing with superb voices, the Don Cossack Chorus is considered one of the most brilliant and inspiring groups of today. Incidentally, "Don Cossack" is not the man who owns a copyright or patent to the company. Don Cossacks are simply Cossacks from the valley of the river Don.

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things on your mind . . .



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And to make your life in College real College Life

we've ordered pennants, stickers, college seal jewelry, plaques, die stamped stationery, athletic emblems, and—well, the old general store on the corner has nothing on us. There aren't any Go-to-Meeting dresses hanging from the ceiling, but we've got most everything else.

Texas Tech College BOOKSTORE

"On the Campus"

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The satisfaction in use and smartness of appearance afforded by this completely new and different idea in eye wear is enthusiastically endorsed by wearers all over the country—this is most natural, for as you will see by the illustration at the right, the construction of Wils-edge is such as to relieve you of the trouble and inconvenience of frequent repairs and adjustments.

You will soon be enrolling at Tech—many for the first time—others to continue their college work. To the new as well as to the old students we wish to greet you and tell you we are well equipped to take care of your optical needs while you are in Lubbock. We also give a special discount to students.

Since a complete examination of your eyes is included in your registration and medical fee why not take advantage of this by consulting your oculist.



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Double T Trends and Topics

By JOE PIERCE

Hello, everybody!

Time for the fourteenth annual issue of the Homesick edition of The Toreador; time for you to begin thinking about coming back to school, and in just a few days, time for 45 candidates for the Red Raider football squad to report to Pete Cawthon and Dutchy Smith.

On down the line we'll tell you more about that football team. Just now we consider it right and proper to tell those of you who haven't kept in too close touch with Tech this summer about the season's developments in the athletic department.

First and foremost, we must introduce a new member of the department, one G. C. "Mule" Dowell, who replaces Bo Williams as athletic manager.

The name is probably new to the younger generation of Tech students, but it is old in the annals of Tech gridiron prowess. Back in 1932-33-34, the Mule was a stalwart halfback for the Red Raiders.

During his three-year sojourn, his team won 28 games, while losing 4. In '35-36, Gwynn played professional football with the Cardinals of Chicago; after that he was in the automobile business until this summer.

Dowell is a big likeable fellow in love with football in general and his new job in particular. His addition to the athletic staff is another step up the ladder toward national recognition. The winning teams he will help develop will be more big jumps toward that goal.

You'll want to do your part by being certain to purchase your student activity book when you register.

Also worthy of note is the reorganized athletic council. Now composed of five members, the ruling body of athletic activity is modeled on the system in use at the University of Texas. Membership consists of three faculty members, the same three who were on the old setup, and one representative each for the student body and the alumni.

Reorganization of the council was necessitated by last year's mixup on eligibility which resulted in Tech's expulsion from the Border Conference.

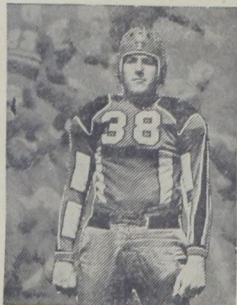
W. L. Stangel, who has served in that capacity since the establishment of the school, will remain as head of the council.

See you soon.

"We'll Moider De Muckers!"



"BULL" RANKIN



REX WILLIAMS

WELCOME
BACK
STUDENTS

KINNEY'S
SHOE
STORE

1005 Broadway Phone 1764

DOWNTOWN HEADQUARTERS

for

Tech Students

WELCOME Home Once More

Wylie's Drug Store has always been the downtown meeting place for Tech students. Whether it is for a drink between dances during the social season, or a get together after a Sunday show, students gather at Wylie's to chat and drink. Our pleasant and courteous service, together with a complete lunch and fountain service, have won for us the confidence and patronage of the collegiate trade. The byword next year as always will be—"Meet you at Wylie's."

Wylie's Drug
Store

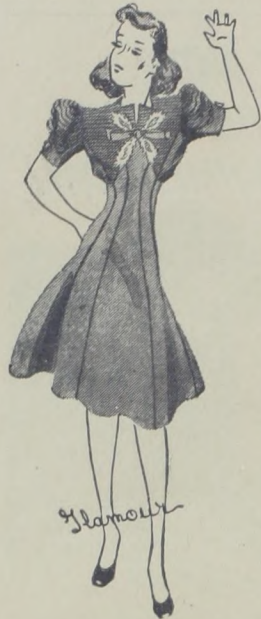
1007 Main

Phone 1082

THE TREK TO TECH

As the thousands of students, both old and new, return to Tech, Piggly Wiggly eagerly awaits the opportunity to prove again that quality merchandise and economical prices can go hand in hand. When you have settled in that apartment, or are preparing the picnic feed, let one of our courteous clerks help you with your grocery needs. Lubbock Piggly Wiggly stores are owned and operated by local men, conveniently located at

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- NO. 2 603 BROADWAY
- NO. 3 2422-B BROADWAY
- NO. 4 1517 AVENUE Q
- NO. 7 2420 19th STREET



Welcome TO RETURNING TECH STUDENTS

AND AN INVITATION TO MAKE THE
THIRD FLOOR OF OUR STORE THE
SHOPPING CENTER FOR YOUR
WINTER WARDROBE

A Brand New Shipment of Laura Lee Junior Dresses Awaits You — All The New Fall Shades — Sizes 9 To 17.



Welcome "HOME" AGAIN Techsians To The Cleanest City In Texas



LUBBOCK CHAMBER of COMMERCE — SCOREBOARD —

- Always in Whitespot on Map of Nation's Business
- Lowest Tax Rate of Any City in Texas with More Than 20,000 Population
- 786 New Homes Built in 1938
- \$516 Per Capita Retail Sales as Compared with \$270 Nationally
- "Hub of the Plains"—Largest City in a 300 Mile Trading Radius

The City of Lubbock is always glad to extend a hearty welcome to the new influx of Tech students each year. She realizes that they are an asset to the town, and that the town would not seem the same without 4,000 Tech students each winter. But she in turn takes pride in pointing to the advantages to be

gained by the students themselves in living in Lubbock. With the lowest tax rate in Texas cities over 20,000 population, an annual payroll of three and a half million dollars, with retail sales showing an annual increase of over 25% each year, Lubbock is the fastest growing town in Texas. An invitation to ev-

ery one who reads this to come to Lubbock and Tech to make their home is an invitation that stands good the year round. We hope to be able to greet many new students and their families this fall, and prove to them that "a move to Lubbock is a move in the right direction."

The Lubbock Chamber of Commerce

Elephant

Continued from page four
 it being for your own good. Be indomitable. He will then appeal to you from an institutional standpoint, and before you can say "scotch and soda" you will find yourself saddled with the entire fiscal problems of the college. Remain Herculean. Bullying is the third approach. Your arm is twisted and you are bludgeoned over the head, threatened and intimidated. Stay Cyclopean.
 With resignation reminiscent of a suddenly deflated balloon, he will send you to a "checker-offer" with directions like this:
 "Go 200 yards to a stone in the ground, turn right and travel 57.3 rods northwest by north. Climb 3 flights of stairs, turn to the right, describe an arc and begin at a point 34 feet from a stake, measure off two furlongs to a hole in the wall, knock three times and ask for Gertrude."
 Gertrude is an obliging lass with a temporary desk fully equipped with a five-cent pencil, whose duty it is to take care of those hardy pioneer souls who weather the journey to her cranny. This, however, is a good arrangement, for it not only gives another student a job, but disciplines the student in the intricacies of official redtape which is to enslave him for four years—if he can take it.
 Anyway, Gertrude whips out her pencil and makes some history-making initial, usually F O B or P D Q because they are easily remembered. Then, with the feeling that you have won a great moral victory (and you have) you start in again at the end of the line with the pretty initialed card and get up to the window just in time to get it slammed on your lower lip. Business is over for the day.
 Do you think you've saved your fee? Not by a bottlefull. The next day you get soaked \$2 for late registration fee, and you are smirkingly reminded that you would have saved money if you had been a good guy and paid the fee in the first place!
 Well, anyway, you still have enough money left to buy that sport coat and take the little freshie to the dance. But that's what you thought, for standing at the door as you pass out are three vultures who have watched the proceedings and have counted your money for you in advance. In order to be a good fellow and a loyal collegian, you forthwith and with a sigh purchase a ticket to convocation, a reserved seat to a mythical floor show, a string of beads, a picture of the yell leader with autograph, and a ticket to the 1928 junior prom—all for the price of whatever you have left.
 Having run the gamut of fees, you are now free to wire home for money to buy books and pay your room and board.
 But whatever comes, you are now one of us. Greetings!

IN THE MAIL POUCH

Gal's Rebuttal . . .

Dear Editor:
 Another female speaking her mind. I am also one of your public who has been an ardent reader of your columns this summer and would like to commend you on your work. But after reading one of the articles in your last issue (it consists of trash and more trash), I wonder if I haven't been mistaken.
 In the issue of August 11 under the caption of "Girl 'Bull Session' Gives Index to Desirable Males," the content is a "high-schoolish" desire for some unenlightened female to put into words the knowledge lacked by her inexperience. I suggest she have a date and go out with a young man some evening.
 Speaking from ten semesters of experience in college "them's fight'n" words in any gal's language." If the five girls described are examples of Tech coeds—the AWS should start a campaign against such menaces. I will admit that in "girl bull sessions" men are discussed quite freely, but I am looking forward to seeing a girl "make her appearance jerking off her clothes, pulling her hair and gnashing her teeth, stomping her foot and raving forth in general."
 In the first place, a girl is treated by men as her attitude demands. A man spends no more money, time or effort to entertain a girl that what he thinks she is worth. How else could he estimate her worth except by her attitude? Her reputation, maybe, but she gained that reputation by her attitude toward other dates. I would also suggest the author read "Advice to Freshmen," and Dorothy Dix isn't so bad either.
 I cannot comprehend from the article which is worse than a snake, the man or the woman. Personally, I think it's all "bull" about the sin and destruction of the modern generation and any ed or coed on Tech campus can find what they are looking for—good or bad.
 Daphne Hutchings.

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Rough Dry	6c	All work finished if you prefer.
All Press	8c	
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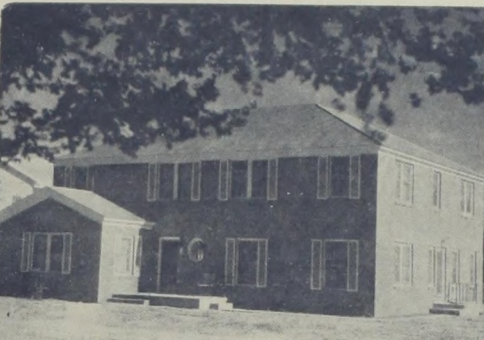
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Another thing! "Browsing about" among Gene-Constance's College Clothes is like a thrilling glimpse into "College Wonderland!" For, you'll find clever things that take you smartly from Campus Tennis Courts, to swanky "week-end" Dance rendezvous! Correct College Clothes abound in wide variety here at pleasing prices Won't you come and see them?

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9^c Any Flavor	These Prices Everyday at our Fountain	19^c Qt.
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Giant Jumbo MALT **Vitamin ICE CREAM**

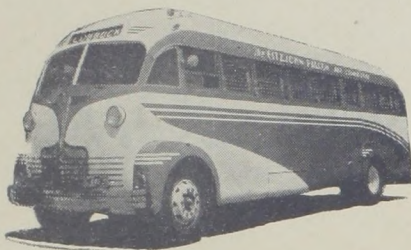
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TEXAS-NEW MEXICO AND
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Cash Awards Go
To Ag Students
In Scholarships

Continued from page 1

arship of \$100 went to Hughes Fish of Swearingen.

Cleveland Littlepage, Rotan, was given a graduate fellowship in vocational agriculture. Littlepage is a Tech graduate who won the \$600 fellowship because of his record in teaching vocational agriculture at Rotan.

Sears Roebuck Company has given the awards for the past three years; ten the first year, thirteen scholarships and one fellowship the second and twenty-two scholarships and one fellowship for 1939.

"These cash awards carry no strings. It will not interfere in any way with the students holding other jobs on the campus, and the only restrictions are those imposed by the college whereby half the amount is given the first semester and the other half the last," Dean Leigh said.

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Craig-Gholson Co.
The Woman's Store

THE COLLEGE COED'S
CLOTHES TROUBLES

Let Hackel's solve your clothes problem by helping you with your fall ensemble. Here you will find the latest styles at prices that will fit the most economical purse. Our courteous sales ladies can always find the dress, suit or coat that you will want. Also make this your headquarters for a complete line of accessories such as purses, hats, and hose. We welcome you back to Tech, and are glad to have the opportunity to serve you . . .



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In the Conley Bldg.

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TO TECH—STUDENTS



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HURRY UP AND COME ON BACK!

We are anxiously waiting to see our winter customers, and dying to see the new "crop." So here's hoping you'll be back and welcoming the new students . . .

The Marihelen Beauty Salon

Marihelen Beasley

And Look !! We've got something new! The cutest sweaters, belts, anklets, and some exciting costume jewelry. Also handling hose this winter. Hurry over and see what we've got when you get here.

The College Accessory Shop

Alice Townsend
Phone 2737

Just across from the campus at 1207 College Avenue

GREETINGS

To New Students
from
A New Business



While you were vacationing, (or earning next fall's tuition) this summer, a new face appeared in Lubbock's business directory. It gained a reputation for being "the" drive-in-stand so quickly that within a month, new additions had to be built. We are now inviting the returning Tech students to come and see why this place has received such hearty patronage. One visit will show you the reason. Don't fail to drop by and see us. Fried chicken our specialty . . .

LANE'S DRIVE-IN

19th at R

We carry a complete stock of wear—"The first with the latest."

CORCORRAN'S
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To The Campus
and our Drug Store

We'll be looking for you soon — so hurry back and be sure you come to see us — 'cause we have everything a student needs.

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College at Main

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