

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

Editor: Bob Tracy; Business Manager: Joe Harter; Assistant Business Manager: David Rutledge; Circulation Manager: Buster Moxley; Associate Editor: Mary Elizabeth Dryden; News Editor: Lloyd Glover; Assistant News Editor: Finis Mothershead; Sports Editor: Lawrence Messersmith; Sports Editor: Lomer Nelson; Society Editor: Lorene Childers; Feature Editor: Ruth Hurnence

MOVIES GOING HOLLYWOOD

Marion Davies plays one of the most entertaining roles of her film career in the novel musical production, "Going Hollywood", her new starring vehicle which is to be seen Friday and Saturday at the Lindsey theater.



CAMPUS CHATTER

I'm going to have a hard time trying to fill a column of size this week. I'm afraid. Nothing much of interest has happened since Xmas and I don't know much that happened during Xmas.

HER SWEETHEART

Co-starring for the first time on the screen, Marie Dressler and Lionel Barrymore bring comedy heart interest and gripping drama to their fans in an inimitable blend in "Her Sweetheart", at the Lindsey Sunday, Monday, and Tuesday.

FOG

One of the most popular mystery stories of the past year has reached the talking screen.

FROM CHICAGO

A Century of Progress Revue with Don Pablo and his "Victrol" recording "rhumba" band appear on the stage at the Palace theater on Sunday, and Monday.

AT TEXAN

Weekly schedule at the Texan theater follows: Sunday and Monday: "Ann Vickers," with Irene Dunne and Walter Huston.

INTRAMURAL FOOTBALL

Last year for a great many reasons, Tech did not have a completed intramural football season. The squads of the schools, army, aggie, engineering, and liberal arts, worked out listlessly with repeated absences of men for several workouts in succession; however, the first round was played.

EVERYBODY GRIPED

Everybody griped last week 'cause they didn't receive the Toreador. Everybody but Ned Bradley and he says the Toreador is no good. I suppose he don't like it because Bradley's band doesn't get enough publicity.

THE SULTAN

Liz Dryden couldn't tell you about the Sultan of Swat if you were to ask her.

WEST TEXAS LIKKER

West Texas likker is like trying to swallow a barbed wire fence with the posts still on it.

SAID MIKE YOU HAN

Said Mike you han, have you got any scandal, if you need any help come around and see me. I know several bits that will help you and won't do for me to print because I'm not a many people know me.

Alumni News

Taylor White, graduate of 1931, from the Division of Engineering has been teaching vocational agriculture in the high schools of Odessa and Tahoka. He is still engaged in that work.

Chas. Woodridge, Engineering graduate of 1930 is now employed by the Texas Power & Light Company in the capacity of a junior engineer.

Robert S. Rogers, August graduate of 1932 has been attending the law school at the University of Texas since graduating from Tech.

Charles M. Rogers received his Masters degree at Tech in 1931. He is now employed by the Public Schools of Amarillo, Texas, where he has been for several years in the past.

Velma Rogers, August graduate of 1932, is now Mrs. Anall O'Neal of Morton, Texas where she has lived since marrying. She married October 12, 1932.

Arvil G. Ross, Coolidge, Texas, is teaching school in his home town. Ross graduated in May 1933. He was a social science major.

Jas. A. Strange, graduate of 1931 is living at Tulla, Texas, where he is principal of the Salem school. Previous to getting in the teaching game Strange worked for the Phillips Petroleum company.

Teaching is also the occupation of Raymond Swofford, 1933 graduate. He is living and working in Rio Grande, Texas.

School teaching is the vocation and New Home is the place of residence of Olivik L. Vaughn, graduate of Tech in 1931. Vaughn is superintendent of the schools of the above mentioned place.

Miss Lois Hall, Tech graduate, who is now grade school instructor in Quitaque public schools, visited in Lubbock during the Christmas vacation. Miss Hall received her degree in the liberal arts division this past summer.

La Stelle Collum, freshman in the liberal arts division, spent the holidays in Hobbs, New Mexico.

Marshall Formby, Tech graduate, who is now living in McAdoo visited in Lubbock during the holidays. Mr. Formby was 1931 editor of the Toreador.

MARK HALSEY'S Jumbo Malt 9c LUBBOCK'S ORIGINAL CUT RATE DRUG STORE

DR. MARSHALL HARVEY Foot Specialist Surgical Chiropodist 403 Myrick Bldg. Phone 840

Mysterious Mike Moses Around

Mike and Moses HEV missed you all so much. This am the NOO YEER and MIKE am trying his best to DISH IT OUT. CAN YOU TAKE IT? PRETTY GRIMES is a SNAKE. He would snore on his own KLUB BRUDDER. LORRAIN MILLER says they call her "CUE BALL" now. ROOCEEY BAIRD am a NAMB-WANDA PAMBY. VAN EARL SAMS said BANDA BUTLER may be little but she am a HANDFUL. MARGARET DUFF said she liked to go to the LIBRARY on SATURDAY night.

How do you feel TOOSY WAKE-FIELD? JACK MURCHISON sed SEVEN WEEKS WITH A BLONDE WOMAN was too long. "BUNION" HOLT sed MILK MAKES YOU HEALTHY. DAHL CAMPBELL drinks lots of milk.

ROBERT OVERTON has the BLUES. FOR WHY? BEAR CUP-MAN am a LADIES MAN. BENTON TEAL sed he enjoyed the CONCOCTION that BIFFLE mixed for him the other night at MARTIN'S DRUG. DOYLE HARRIS sed LATE DATING was being done this SEASON. Moses told MIKE he were in the best position to know. I heard ELIZABETH DRYDEN talking about MIKE. BETTER watch your step, MOSES knows something on you.

ROB CHAIR get his CHRISTMAS present. CHILDERS got a pair of BLUE SATIN BED ROOM

SLIPPERS. Frances Mayhugh received PERFUME WEAR 'EM DOWN BALLINGER sed he thought green HATS were FETCHING. EDITOR TRACY'S car's name is TRUE LOVE. RUTH HURNENCE sed her FRESHMAN was taking all of her time. SILVER TONGUE ULLRICH says AWS is always on his tongue. JOHN DAVID RUTLEDGE hev been disappointed in his tongue. JOHN DAVID RUTLEDGE hev been disappointed in his tongue.

Love, MIKE.

COLLEGE IN CLUB

At a club meeting of the College Inn at last Wednesday afternoon plans for this semester's entertainment were formulated. Katherine Hill presided at the meeting. It was voted to have a dance at the Inn. Arrangements are being made for an orchestra.

Subsiding exports of ready-made clothing by the Polish government has resulted in a steady increase in shipments to Great Britain, France and Holland.

Dr. R. B. Hutchinson DENTIST 403 Myrick Bldg. Phone 131

DR. CLYDE C. CRAIG Dentist 515 Myrick Bldg. Phone 282

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

NOTICE!

Your Credit Is Good At

COLLEGE TAILORS

See H. D. Boyd For Arrangement College Ave Phone 1696

The New Roget's Thesaurus \$1.00 The Right Word at the Right Time! Never have we sold a thesaurus for under \$3! Now a new American edition, at only \$1. A treasure-book of English synonyms, antonyms and phrases.

Have You Read... ANTHONY ADVERSE, by Hervey Allen . . . \$3.00 MORE POWER TO YOU, by Walter Pitkin . . . 1.75 THE ADAMS FAMILY . . . 1.00 N by E. Rockwell Kent . . . 1.00 ONLY YESTERDAY, Allen . . . 1.00 THE JULES VERNE OMNIBUS . . . 1.00 IS THAT IN THE BIBLE? . . . 1.00 ELBERT HUBBARD'S SCRAP BOOK . . . 1.25 THE NOTEBOOK OF ELBERT HUBBARD . . . 1.25 THE FOUNTAIN, by Charles Morgan . . . 1.00 THE MAGIC MOUNTAIN, by Thomas Mann95 DEATH COMES FOR THE ARCH BISHOP, by Cather .95

Chesterfield CIGARETTES ... to me they're Milder ... to me they TASTE BETTER They Satisfy

Lella Mae Zorns liberal art freshman, visited in Abilene during the Christmas vacation.


1934 OT MODEL ROYAL PORTABLE NOW \$45 Formerly \$60 Ribbons and Service for all Typewriters. OFFICE SUPPLY CO. "The Typewriter Store" 1008 13th Phone 78

DR. C. M. BALLINGER DR. W. J. HOWARD Dentists 505-6 Myrick Bldg.

5c Any Magazine READ A BOOK FOR 15c 5c 1004 1/2 MAIN HILTON BLDG.

There Isn't Much STYLE, but the Eats Are Good and We Have Plenty of It At... ROCKNE HALL "Ask Anyone of the Many We Serve."

Carterettes "Snuggies"
 "They lie smoothly 'neath the frock"



REGULAR 79c VALUE
 NOW
49c

Made of mixed rayon, cotton, and wool with elastic top and tight knee. Small, medium and large sizes, pastel shades.

Barrier-Durham
 DEPENDABLE MERCHANDISE

This ad prepared by Melvin Schumpert.

Prexy's Paragraphs
 By BRADFORD KNAPP
 (Continued From Page One)

the welfare of all and the common good of every resident of the dormitories must be a part of the plan. Much time and thought is going to be put in on the task of making these dormitories set a new standard of living, with new, noble, and ideal attractiveness for the students of this institution. The best thoughts and the best purposes of all of us must be combined in such a fascinating enterprise. Above all, they will lend themselves to that fine democracy which we prize so very highly.

Education cannot stop. We cannot turn back and re-adopt the old type of education—it would not fit our day. We must move forward. Education, least of all of the factors in our modern life, can afford to stand still. We must be willing to try new things, new ways, and new methods. It is the only way we shall make progress. I know how difficult the task is, but, nevertheless, education must respond to the needs of our day and these needs are tremendously exacting. No group of men in America have a greater task or more tremendous responsibility than those who are endeavoring to guide the education of the youth and upon no shoulders does that burden rest more heavily than upon the shoulders of those of us who are working in college and university education. For we know that this education must inevitably have its effect upon every part of the whole educational system. As an old friend of mine once said, "We must keep on keeping on."

I know that many of you may not stop to think of it, but I cannot help constantly recurring to the place of this institution in the development of a great section of the country and what that means and what a challenge it is to us. We are working with forces whose power we cannot fully comprehend. We are, whether we know it or not, in some way molding the lives of those in whose hands will rest the leadership of this great section of the country. That is why every step that Tech takes seems so tremendously important to me. I pray only that we may have the strength, the vision, and the wisdom to plan the work of this great institution to best serve the people of this great section.

Passing Year
 (Continued from Page One)


the gift from the Carnegie corporation to the Architects, the organization of the first Tech graduate society with Dean J. M. Gordon as sponsor, and registration for the spring term. The eight beauties were selected by Russel Patterson, and Miss Pauline Cawthon, a freshman, declared the most beautiful girl in Texas Tech.

Social events included the Las Vivarachas for a presentation dance and the engineers' banquet. In March, too, the bank moratorium caught the students short of cash, and the mannish mode in women's fashions began to assert itself.

News highlights in April included the engineers' show with its 5707 visitors, the Double T minstrel, and the sale of the Scarlet Scavenger.

Elections Held
 May was election month. Publication officials and the president of the Student Council were chosen. At the annual Women's Recognition Day services, 70 women were honored for outstanding achievements. This month also brought the big

College Campus FROCKS
 REG. U.S. PAT. OFF.



Introduce colorful prints—pleated trimmings—gay flowers on high necklines. In altogether wearable campus clothes.

Mrs. Allie M. Dyer is now shopping in the California markets. New spring designs are coming in every day.

Remember, "College Campus" Frocks are handled exclusively by The Vogue.

THE VOGUE
 "Coed's Downtown Headquarters"
 1018 Broadway Phone 922
 (This Ad Prepared by Ruth Douglas)

Christmas Season Ushers In Weddings For Tech Students

Two Occur On Twenty-Third Out Of Town; Local Wedding Takes Place On Christmas Eve For Other Pair

the ceremony in the home. Mrs. James H. Goodman poured coffee and each guest cut a piece of the wedding cake. Others in the house party were Misses Mary Thomas, Josephine Powell, Charlotte Rediff, Elaine Henry, Nedelie Hughes, and Sue Michie.

The couple are at home at 1805 Avenue S.

With the Christmas season at its best, three weddings of interest occurred among the students in Tech during the holiday season.

Mr. Welborn Hudson and Miss Ruth Sparks were married in Lampasas, the home of the bride, December 23. The wedding took place in the home of the bride's parents, Mr. and Mrs. L. R. Sparks with the Rev. William Harvey Andrews, pastor of the Baptist church of Lampasas, officiating. The couple left immediately after the ceremony to spend the Christmas holidays in Monterey, Mexico.

Matadors Feted At Hotel Dance

Mrs. Allie M. Dyer Entertains Members Of Varsity And Picador Teams; Thirty Young Ladies Are In Attendance

Members of the varsity and freshmen football teams were honored last Friday evening with a dance in the Hotel Lubbock when Mrs. Allie M. Dyer entertained.

WEST-POWELL
 Mr. and Mrs. M. E. West are now at home at 1608 1-2 Broadway following their marriage in Wichita Falls December 23. Mrs. West is the former Doris Powell of Memphis, and Mr. West is a senior in the business Administration department.

WELCH-SPAUDLING
 The marriage of Mr. M. L. "Colton" Welch and Miss Annie Byrd Spaulding took place December 24 in the home of the bride's parents, 2403 Nineteenth street.

Mrs. Welch, daughter of Mr. and Mrs. M. H. Spaulding, is a junior arts and science student.

Mr. Welch is the son of Mr. and Mrs. John Welch of Phoenix, Ariz., and is employed by the Bell Ice cream company.

The wedding reception followed to their classes. It's a crazy, boisterous story, without a great deal of sanity, but that's just what it is intended to be.

SOCIAL CALENDAR FOR THE WEEK

THURSDAY, JANUARY 11
 Science Club, 7:30.

FRIDAY, JANUARY 12
 Centaur club will be hosts with their annual formal dance in the Auditorium. Presentation of pledges will be featured and Jack Casteel's orchestra will play.

SATURDAY, JANUARY 13
 College Inn Dance.
 Las Vivarachas club will be at home to guests from 7 until 9 o'clock in the home of Mrs. Maple Wilson, 2409 Broadway, honoring pledges. Club sponsors, pledges, and active members will constitute the receiving line. Guests will be met at the door by Miss Idell Bacon. Patronesses will preside at the serving table, and alumnae members will assist in the house party.

MONDAY, JANUARY 15
 A. W. S., 6-8, room 309.
 Pre-Med Club, 7-8, room 302.
 W. A. A., 7-8, room 208.
 Double T Association, 7-8.
 Pre-Law, 7-8, room 302.

TUESDAY, JANUARY 16
 Sock and Buskin, 7-8, room 202.
 Physics Club, 7-8, C116.
 Home Economics Club, 7-8, H107.
 Aggie Club, 7:30.
 Chess Club, 8 o'clock.
 A. S. M. E., 7-8 o'clock.

WEDNESDAY, JANUARY 17
 Social Club, 7-8 o'clock.

Germany has fitted up more than 2,000 castles as hotels for tourists.

Williams, Bishop Keeling, Jim Nell, Jim Crow, Bill Holcomb and Terrell Mashburn.

Young women guests attending were Misses Glyds Grimsley, Linda and Ann Caldwell, Gail Quinlan, Beth Wulfman, Dorothy Dobbins, Martha Gholson, Gene Dubberly, Ruth Bradley, Vonelle Gilkerson, Johnnie Gilkerson, Kathryn Immel, Irene Kirk, Eleanor Halbert, Jane Tinsley, Geraldine Wicker, Billie Bob Jones, Tory Dean, Maxine Clark, Minnie Horton, Enid Sears, Freddie Edwards, Theresia Sloan, Helen Lehmgren, Theresa Loky, Lucille Hunt, Lorraine Miller, Virginia Bacon, Jane Schneemann, and Eugenia Smith.

Freshman Class Attends Dinner

Miss Woodruff Acts As Toastmistress At Meeting Of Miss Dysart's Orientation Class At Glorietta Tuesday

Miss Jane Woodruff acted as toastmistress Tuesday evening when members of Miss Bonnie K. Dysart's freshman orientation class attended a semi-formal dinner at the Glorietta Tea shop. Several special guests attended with the class.

An address of welcome was extended by Miss Dysart followed by an introduction of the special guests by the toastmistress. Class members introduced themselves.

Miss Josephine Powell gave a toast to the guests followed by a toast by Dean Mary W. Doak.

Music was furnished by Misses Mary Robinson and Johnnie Mullins. Readings were given by Misses Nell Hughes and Ruth Marie Howard. The dinner was concluded with the group singing one verse of the college hymn.

The invited guests included Mesdames Doak, Bradford Knapp, W. C. Holden, William Dings, Misses Johnnie Gilkerson, Gussie Teague, Dean Margaret W. Weeks, and Dr.

Bessie League.

Hostesses were Misses Woodruff, Powell, Robinson, Mullins, Hughes, Howard, Julia Albin, Evelyn Blissett, Frances Brown, Winnie Lee Coleman, Mary Dell Gill, Janet Hambricht, Mildred Jackson, Willie Kelley, Lois Marie Killian, Lella Lane, Maxine Langford, Johnnie L. Mullins, Florence Phillips, Fannie Reaves, Etha Sheriff, Lucille Sims, Eufa Grace Tidwell, Lucille Weatherby, Lorrene Sweath, Lella Mae Zorns, Mary Francis Pinso, Jean Randall, Irene Terry and Nell Marie Powell.

PHYSICISTS MEET

The Physics Club will have their regular meeting at 7:00 o'clock Tuesday in room 116 at the Chemistry building. The program will be a discussion of current science events. All students.

OUR ANNUAL APPRECIATION



Clearance! Ends Saturday!

You can still find a good selection of many items—perhaps the very garment that best suits your needs is among the remaining lots. Come in before closing time Saturday and see.

COATS	DRESSES
Regular \$18.50 to \$98.50	Regular \$10.75 to \$34.50
\$9.25 to \$69.50	\$5.75 to \$16.75

Many other items at 1-3 to 1-2 off

Craig-Gholson Co.
 "The Woman's Store"

Luckies

Reach you fully packed

THE TOBACCO DOES NOT SPILL OUT

Good tobaccos... real good tobaccos... that's the reason for Lucky Strike's fine, smooth quality. We use only the center leaves of the finest Turkish and domestic tobacco plants. Not the top leaves—because those are underdeveloped. Not the bottom leaves—because those are inferior in quality. We use only the center leaves—because these are the mildest leaves—fully ripe for perfect smoking. Only these choice tobaccos are used to make Luckies—so round, so firm, so fully packed—and no loose ends to spill out. That's why Luckies are always mild and smooth. That's why always "Luckies please". And don't forget—"It's toasted"—for throat protection—for finer taste.



Lucky Strike CIGARETTES



Always the Finest Tobacco and only the Center Leaves

Copyright, 1934, The American Tobacco Company.