

Assist In Naming Tech Dormitories

February 10 Last Day For Turning In Your Desired Choices



The TOREADOR



Get Behind The Uniform Drive!

Help 'Doll Up' Members Of Texas Tech's Band; Buy Concert Ducat

VOLUME XI

LUBBOCK, TEXAS, WEDNESDAY, FEBRUARY 3, 1937

TEXAS TECH

NUMBER 32

Drive For New Band Uniforms Gets Impetus In First Stages

Campus Heads Commend Student Response But Continue Appeal

SALE of 825 Matador band concert tickets added impetus to the drive for funds with which to purchase new uniforms for the Texas Tech musicians that started on the campus Monday morning.

Plans for the campaign were made at a meeting of campus representatives in President Bradford Knapp's office Saturday morning. Present for the session were Director D. O. Wiley of the college musical organization, Student President Claude Thompson, Dean James M. Gordon of the arts and sciences division, Jim Lindsey, Toreador editor, and Dr. Knapp.

To Name Committees
The drive ends March 10 when the band appears in new uniforms at the concert.

"The concert program will not consist of march numbers exclusively. Band members are to pre-

Their Objective Is Dressing Up College Musicians



FROM this meeting in President Bradford Knapp's office of representatives from different phases of campus life came plans for the Matador band uniform drive now in progress. Tickets to a concert by the Texas Tech musical organization were placed on sale Monday at registration. Money derived from this sale forms a fund for purchasing new scarlet and black uniforms.

Seated, from left to right: Student President Claude Thompson, Dean James M. Gordon, Dr. Knapp, Toreador Editor Jim Lindsey and Director D. O. Wiley of the Texas Tech Band.

2400 MATRICULATE

Wayne Brown, sophomore representative to the Student Council, reported yesterday at 4 o'clock that 750 tickets to the Matador band concert March 10 had been sold to students registering for the spring semester. The business office told the Toreador that approximately 2,400 applications for registration had been issued at that time. Twenty-seven hundred and three completed matriculation procedure in the fall.

Classes begin this morning at 8 o'clock. Yesterday was the last official registration day, or the last day faculty members and deans will be in the gymnasium to see enrollees. Persons may secure permits to register by going to the registrar and faculty members in their offices.

sent novelty skits and various other music during the concert, "Wiley said.

Thompson plans to appoint committees at the Student Council Meeting tomorrow night to assist the local American Business club in handling downtown sales. Administrative officials and student leaders urged the purchase of tickets that sell for one dollar, pointing out the need for classy uniforms at institutions of higher learning with Tech's rating.

Colors Given
The uniforms are being made from scarlet and black whipcord, Director Wiley explained.

Alumni, Exes Organize Club

Former Students Living In South Texas Name Officers Tuesday

HOUSTON, Feb. 2.—(Special)—Officers of the new Texas Tech alumni and ex-students' organization of Houston will be elected Tuesday when members of a nominating committee meet here, Jack Hardy said yesterday.

Purposes of the organization, as revealed in its charter session in January are: To promote fellowship and good will among its members; to recommend advantages of Texas Tech to prospective students and to legislators; to gain and maintain a voice and rightful place in the now existing Alumni and Ex-Students' association of Texas Tech; and to compile and maintain a list of alumni and ex-students residing in this area.

Wires Toreador
Hardy, who attended Texas Tech in 1927 and 1928, yesterday wired The Toreador, semi-weekly student newspaper in the Lubbock school, notifying the publication of Tuesday's election session.

Charter members of the Houston group include: Carroll J. Atchinson, Roy W. Nettles, Hal Hitchcock, Walter Nowlin, Phyllis Pool, Juanita Pool, Cornelia McCann, Mr. and Mrs. W. D. Lemons, Mrs. Christine Denny Ammons, Harold Ammons. (See EX-STUDENTS, page 4)



NEW SEMESTER! New BOY FRIENDS, NEW girl friends, new students TO SPY ON, new COURT SPOTS TO FERRET, but the SAME OLD SALLY, echoing NEW SCANDAL.

LIKE THE WHACK of a RAZOR as it RASPED over the MALE TECH faces as examinations ended, so does SALLY'S OPENING THRUSTS CUT KEENLY INTO THE LATHER of a CAMPUS GONE WILD in CELEBRATING passing grades and WORK WELL DONE.

A CHRISTMAS MESSAGE that just got in CONCERNS LARRY MESSERSMITH and HOW his BEAUTIFUL GOLD BEADS, given to the GIRL FRIEND, didn't stack up SO GOOD with the DIA- (See SALLYPORT, page 4)

Names Of Horn And Doak Lead In Poll To Designate Dorms On Campus

Looking Ahead To Downstate Meet, Judges Prepare

With their eyes focused on the judging contest at the Southwest Exposition and Fat Stock Show in Fort Worth March 13, the junior livestock judging class began work Saturday and will continue to do practice judging until time for the meet, Ray C. Mowery, coach of the team, said yesterday. Nineteen agricultural students with Mowery and Casey Fine, instructor in animal husbandry, judged Hereford cattle Saturday on the Wimberly Hereford farm in Sweetwater and on the C. M. Largent and Sons ranch near Merkel. Largent is one of the outstanding Hereford breeders in the United States, Mowery stated.

Students making the trip were J. R. Payne, Jr., Wade Mills, Steve Brock, Frank Seale, Clifton Cole, Lewis Dunlap, Burrell Jackson, Tommie Kennedy, Archie Meekma, J. L. McDade, M. K. Williams, Walter Coulson, G. C. Shearer, A. Fowler, Leslie Browning, Herbert Fields, Murrell McMurry, Dean Harman, and Jack Welch.

Morrison Woodrow Liston, 1934 graduate in engineering, is employed by the United States department of Agriculture as operation foreman of the Soil Conservation service at Jacksonville. Liston formerly taught in Friona Public schools.

Jones Trails Late Head Of Institution, Dean In Student Voting

Most students ask that the dormitories on the campus be named Horn and Doak Halls. This is the desire revealed after tabulation of votes cast in a poll being conducted by The Toreador. The name of the late president, Dr. Paul W. Horn, who was Texas Tech's first administrative head, dominated nearly 1,300 ballots reaching the student newspaper office. Mrs. Mary W. Doak, dean of women, leads the field in names submitted for the women's dormitory with Horn preferred for the boy's campus residence. Clifford B. Jones of Spur, Board of Directors chairman and a member of Tech's first directorate, occupies the third position in the tabulation ladder.

Others Honored
Others honored included: Amon G. Carter, publisher of the Fort Worth Star-Telegram and a member of the first board appointed by Governor Pat Neff when the school was founded; James M. Gordon, dean of men and the arts and sciences division; President Bradford Knapp; the late Florence N. Drame, member of the initial directorate and acting head of the college following Horn's death.

The poll, which began January 16, ends Wednesday. Toreador heads urge students, and others interested in naming the campus buildings, to submit selections by that date.

Dormitory Coeds Choose Parsons For Presidency

Cecile Parsons, senior arts and sciences student from Amarillo, was elected president of the Women's Dormitory House association at a recent meeting of the residents. Miss Parsons fills the vacancy left by Jeannette Jones of Clarksville, who finished degree requirements in January.

Lila Marie Brannen, junior arts and sciences student of Aspermont, won over Marie Zimmermann of Tulia by a small margin for secretary, filling a vacancy left by Cecile Parsons. Succeeding Christine Harris of Fort Worth, who has withdrawn from schools, Grace Stengel of Menard is the new sophomore representative of the house senate.

Association Members Hear Talk By McCrery

Miss Jonnie McCrery head professor of foods and nutrition, is in Nashville, Tenn., today attending a meeting of the Southern Agricultural association. She will report to the group on research work.

"Basal Metabolism of Normal College Women in Texas Technological college at an Altitude of 3,165 Feet" is the subject of a discussion by Miss McCrery during the session.

Student Heads To Set Dates For Elections

Council Meets Tomorrow Night; Thompson Lists Items Before Group

"ONE of the most important meetings of the year faces Student Council members tomorrow evening at 7 o'clock when they gather in room 210 of the Administration building, President Claude Thompson announced this week. The governing body finds its calendar of duties crammed full of events that necessitate immediate attention.

Paramount among the items of discussion, Thompson pointed out yesterday, is the selection of dates for elections of beauty candidates and publications officers. In the recently adopted amendment to the constitution, the council was given power to name the method of choosing prospective yearbook favorites.

Plan Uniform Drive
The student by-laws state that heads of The Toreador, semi-weekly newspaper, and La Ventana newspaper, and La Ventana shall be elected during the last week in February. Tomorrow evening a definite date will be chosen for the election.

Thompson said committees to steer the drive for Matador band uniforms that started this week are to be named and their respective duties outlined. Students will work with members of the local American Business club in combing the downtown district for sales, he explained.

Band Schedules Concert
The drive ends March 10 with a concert by the Texas Tech musical organization in the college gymnasium. Director D. O. Wiley said yesterday that the band will appear in the new black and scarlet uniforms for the first time at the entertainment.

On the date chosen by the Council, students name 16 coeds who vie for a page in the annual. Moving pictures of this group, taken in color, will be sent to Billy Rose, Broadway producer and director of "Jumbo," "Casa Manana" and other shows at the Fort Worth Frontier centennial. These selections eight girls whose pictures appear in the order named on individual La Ventana pages.

Ledbetter On Council
Talbot Ledbetter of Brady, senior engineering student, replaces Mack Scoggin on the governing body. Scoggin, senior class president, resigned at the conclusion of the first semester. Ledbetter, chosen vice-president last fall, automatically becomes a council member after replacing Scoggin.

Officials At Columbia University Name Erwin On Summer Faculty List

Miss Mabel D. Erwin, head professor of clothing and textiles, returns to her alma mater, Columbia university, this summer as a visiting instructor in dress design.

Miss Erwin is to be an instructor for six weeks in the Teachers college, one of the main divisions of the New York institution. Registration begins July 8 and regular class work starts July 12.

TAKES WACO POSITION
Margaret Anderson, Tech graduate, has been appointed dietitian at the Methodist Orphanage at Waco. Miss Anderson received a degree from the division of home economics with a major in foods and nutrition.

Politicalcollegians Start Campaigning; Four New Candidates Enter Races

Heard Describes City In Path Of Swollen Waters

BY FRED HARRELL
The Ohio river flood is very real to M. E. Heard, textile department head.

The water was everywhere, but he got only half a glass at mealtime—if he insisted on it.

The lighting system was the type our grandparents knew—candles. Elevators ran every 15 or 20 minutes.

In comparison with the tragedies which occurred all about him, these inconveniences were minor ones.

Wander About Streets
People without homes wandered the streets amid scenes of the flood's desolation.

Heard was in Cincinnati to appear on the program at the National Cleaners and Dyers association convention, and to speak over Radio Station WLW under the sponsorship of the Consumers Council of Greater Cincinnati.

The convention time was decreased from four to two days. Money meant for entertainment was donated to those stricken by the flood. Additional money was solicited.

Make Requests
Heard didn't speak over the radio station. He couldn't find passage through the water covered streets. Also, the station's facilities were given over to flood relief.

Food was plentiful but newspapers and radio stations asked people not to stock up on food. Drug and grocery stores were the only business firms open.

Each person received one cup of (See WATER, page 4)

Applications For Faculty Position Pour In To Knapp

Applications for the position held by the late Ben E. Condray, head of economics and business administration, are still pouring in by the hundreds, said President Bradford Knapp this week.

"I shall have no announcements to make concerning the appointment of such official until reports have been received when appropriations are made for teachers' salaries," Knapp added. Whether the teacher shall receive \$2,700 per year, \$3,000, or \$3,600 will determine whether or not we can get the best man for the place," he explained.

T. C. Root, Dr. E. H. Plank, and other members of the business administration and economics department have taken over Mr. Condray's work temporarily, and will continue until an appointment is made.

National Rating Critics Get Copies Of Toreador

Copies of The Toreador, published from October 1 through January, have been submitted for rating in the Seventeenth All-American Newspaper Critical Service by the Associated Collegiate Press of the National Scholastic Press association.

The semi-weekly student publication received first honors by the national service last year. Results of this year's criticism will be announced in April, Editor Jim Lindsey said yesterday.

Three-Way Tussle Looms; Two Aspirants Have No Competition

ANNOUNCEMENT of four candidates in examination period left two publications office aspirants unopposed, but three-way races were assured in two other battles.

Marie George, who this week became a journalism student, has no opposition in her campaign for editorship of La Ventana, college yearbook. Miss George, assistant editor of the book, was associate editor of the 1936 annual. Other unopposed candidate is Morris Laime of Spur, junior journalist, seeking election to business manager of The Toreador. Laime is associate editor of the newspaper. He is an assistant in the business department.

Race Warm Up
Greatest heat is promised in a three-way race for editorship of The Toreador. Paul White, junior from Hamlin, this week adds his name to the ballot, opposing Raymond Lee Johns of Slaton and Burgess Dixon of Big Spring, whose announcements were made before examinations. White is managing editor of the newspaper, and Dixon is news editor. Johns is a member of the feature staff.

"In making a definite announcement for one of the most important student posts on the campus, I particularly want every Tech student to investigate my record before casting a vote. If elected, I only promise to do everything to advance Texas Tech in every field of endeavor, to cause closer harmony between the students, the Administration and the faculty, and to uphold democratic principles so evident in our school," said the Hamlin candidate.

Watson Makes Statement

Three candidates have proclaimed intention to seek election as business manager of La Ventana. First to begin circulating petitions was Lawson "Buddy" Stiff, Beaumont, junior pre-law student and a former member of the Clovis (N. M.) Daily Current Argus advertising staff. Jerome George, Lubbock, sophomore pre-medical student, and Bobby Watson, Brownwood, junior arts and sciences student, are seeking election to (See CAMPAIGNS, page 4)

Knapp Makes Appeal Today

House Committee Hears President Argue For Graduate Division

President Bradford Knapp appears before the committee on education of the house of representatives at 2 o'clock today to present arguments that Texas Tech should be allowed to retain its graduate division. He left for Austin Monday night.

The house has resolved that:

Resolutions Listed

1. "Texas university should be encouraged to become the greatest graduate school of the South.
2. "That other institutions of higher learning should not give graduate work save in those technical fields for which they were created and which would not mean an overlapping with the graduate work done at the University of Texas.

3. "That the various boards regents be advised of this view of the house of representatives and urged to make their budget recommendations accordingly."

Texas Technological college should be allowed to retain its graduate work for four reasons, Doctor Knapp said.

Reasons Given

The reasons are: "that the amount of graduate work here is relatively small, not accounting for more than one per cent of the student semester hour credits; that when amount paid for tuition by graduates and the work they do is as graduate assistants are considered, graduate work here costs the state only between \$3,000 and \$4,000 in the 1935-36 session; that Tech is doing high class work has been proved by work done on doctor's degrees from Tech, and that it is impossible to carry on a first class institution without the 'creative factors bound up in graduate work.'"

Members Of Esperanto Club Gather Tomorrow

Esperanto, international language club, holds its initial meeting of the spring semester tomorrow evening at 7 o'clock in room 220 of the Administration building.

Miss Ruth Louise Johnson, instructor in French and organization sponsor said that periodicals relating to Esperanto, including a new text, "Kennott's 'Esperanto Course'", will be available to club members this semester.

They Seek Positions On Student Publications Next Year



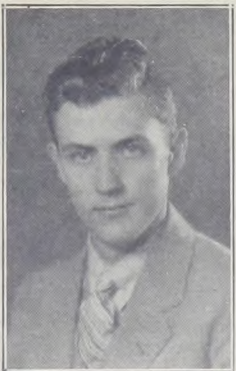
EXAMINATION week added the names of four candidates to the list seeking publications offices next year. Three students entered the campaign for La Ventana business manager. Paul White is asking for the office of Toreador chief during the 1937-38



long session. Lawson (Buddy) Stiff, junior pre-law student from Beaumont, began his appeal for votes in the election scheduled the last week in February. He desires to serve as yearbook business manager. Entering the same race with



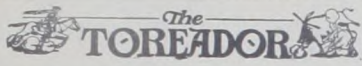
Stiff, Bobby Watson of Brownwood started circulating petitions last week. Watson pursues his academic work in the arts and sciences division of the college. He is a junior student.



business man, has placed his name on this month's ballot. The sophomore arts and sciences enrollee is a member of the present annual staff and asks promotion to the post of business manager. The first to announce for Toreador chief, Raymond Lee



Johns presented his claims in a previous issue of The Toreador. The junior in arts and sciences lives in Slaton. Present managing editor of the semi-weekly newspaper, Paul White of Hamlin tossed his hat in the ring for Toreador editor. White is a junior journalism major.



Established in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Jim Lindsey Editor-in-Chief, Burnice Walker Business Manager

EDITORIAL STAFF

Managing Editor: Paul White, Associate Editor: Morris Laine, News Editor: Burgess Dixon, Society Editor: Josephine Powell, Associate Society Editor: Lorena Owens, Feature Editor: Mary Howell, Copy Editor: Mary Cobb, Religious News Editor: Ruby Lee Leary, Staff Artist: R. B. Pardue

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Telephones: 1280 (Dept. Desk - Sport, Society Editor's Desk, Eng. Bldg.), 1283 (Night Editor, Eng. Bldg.)

1935 Member 1936 Associated Collegiate Press

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Remove "Rags" That Dress Matador Band Members; Buy Concert Ticket

A WRITER of Biblical passages looks into eternity and describes the separation of the "sheep" from the "goats". Such a classification could have been made, during registration Monday and Tuesday for the spring semester.

Often this year while the Matador band was parading at a football game or an athletic event, students have remarked in disgust, "Gee, what a sloppy looking college musical organization."

But in those words you, too, visualized the truth. One meager glimpse at the boys dressed in cheap corduroy outfits gave you the same description.

BUT you are not the only one that has realized the Matador band is in dire need for classy and snappy uniforms. Student leaders, the capable and interested director, D. O. Wiley, Administration and faculty members realize that the time has come to remedy that condition.

This week, as enrollees passed through the east wing of the Administration building enroute to pay their fees at the business office, an opportunity knocked with the privilege and duty of purchasing a ticket to a Matador band concert March 10.

From the place of sales passed the two groups rightfully called "sheep" and "goats" in the first paragraph. The "goats" listened attentively to the plea for support in the drive.

IN this flock of registrees were an overwhelming number of "sheep." They too, presented open ears for the explanation of the drive's purpose, topped by an evening's enjoyable entertainment.

Like the day of reckoning found in Biblical chapters in connection with the "sheep" and the "goats" so there will come a day of reckoning for purchasers of concert tickets.

"It seems strange that it took eleven years to find out that a president was not a good executive." Dr. Ray Lyman Wilbur of Stanford university detects the odor of a rat in the dismissal of Dr. Glenn Frank from the University of Wisconsin.

An Open Letter

Dear Mr. State Legislator: The Administration, faculty, and student body of Texas Technological college realize that it is the desire of every member of the state legislature to become acquainted with the needs of citizens of Texas and satisfy those wants as far as they deem it necessary and resources allow.

Did you know that The total enrollment at Texas Tech for the long session of 1935-36 was 17.8 percent above that of 1932-33, or an increase from 2,332 to 2,748?

The increase in enrollment in 1935-36 over 1932-33 in the Division of Agriculture was 54.1 percent, or an increase from 205 students to 316 students, and we already have this fall 328 students in that division?

The increase in actual students in the long session of 1935-36 over 1932-33 in engineering was 32.8 percent, or a jump from 369 students to 489 students; and this fall engineering took another tremendous jump and now there are over 565 students enrolled, which is by far the largest number in the history of the division?

The division of Home Economics grew from 206 students in the long session of 1932-33 to 294 in the long session of 1935-36, an increase of 42.6 percent?

Three hundred and seven students, the largest number in the history of that division, attend home economics classes daily?

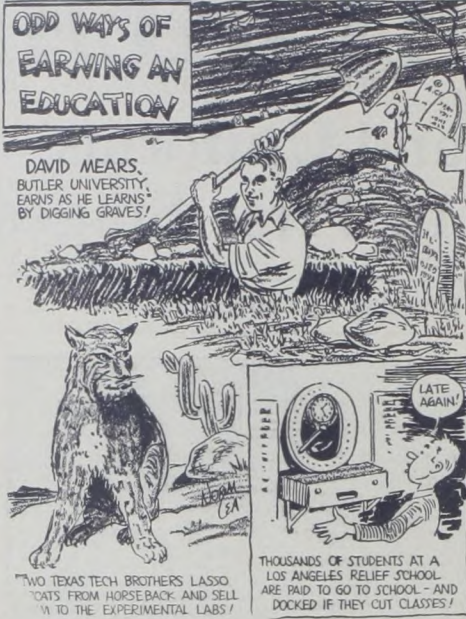
Arts and Sciences increased from 1552 students in 1932-33 to 1640 in 1935-36, or 6.2 percent?

Texas Technological college is the only college offering a four-year course in agriculture not a Land Grant college, or a college organized under the Merrill Act of 1862?

The Texas Technological college senior livestock judging team is the only team in the United States ever to win the International Livestock Show in Chicago not from a Land Grant college, and that Texas Tech is the youngest college ever to win first place in the history of that contest?

Respectfully, Jim Lindsey Editor, The Toreador

CAMPUS CAMERA



THOUSANDS OF STUDENTS AT A LOS ANGELES RELIEF SCHOOL ARE PAID TO GO TO SCHOOL - AND DOCKED IF THEY CUT CLASSES!

The Student Pulse

FIRST YEAR STUDENT SUBMITS CLIPPED POEM AS ADVICE TO FRESHMEN DURING STAY IN COLLEGE

Being a member of this year's freshman class and having completed my first semester of college work, I've learned that experience is a great teacher. It is said that we profit by other people's errors.

ed up, were almost one big "D". Take warning, all you Freshmen, and others not so fresh, lest idleness and bottled beer your whole life should enmesh.

He hefted them at Ernie's from nine till nearly one. He wore some swanky pants, his ties were of the best, He dated all the coeds, you'll have to guess the rest.

He attended convocation - just once, and that was all, He never learned the pathway from gym to science hall. He cut a lot of classes, and slept through the rest, He pledged a bunch of social lights, and "whooped" with a zest.

A year went by and Jimmy, though constantly in college, Didn't really do much work, and garnered little knowledge. The Registrar took pen in hand, and mumbled "Now let's see" And Jimmy's grades, when averaged

Dr. Marshall Harvey Foot Specialist Surgical Chiropodist 1109A Ave. K. Phone 840 Across Street and North of Hotel Lubbock

The Coats House Room and board for Boys \$24.00 Extra Meals 2402 Main 993W

Tech Theatre Wed. and Thurs. "REMEMBER LAST NIGHT?" EVEN ITS MEMORY WILL THRILL YOU!

REMEMBER LAST NIGHT? ALSO-SELECTED SHORT SUBJECTS Admission 10c and 20c

The New ROYAL PORTABLE TYPEWRITERS with Touch Control and many other new features, a real buy for only \$49.50. Small monthly payments if desired. All Makes of Used Typewriters Sales-Service-Rentals-Supplies

One-Minute Interviews

Question: As a student of Texas Technological college, what do you consider as the most urgent needs of the institution? Be specific.

Ralph Brown: A better library, and higher salaries for Tech's faculty members.

Wilmot Eaton: Student union building, aggie building, library and better classroom facilities in all divisions.

Helen Lehberg: Buildings of all kinds.

Claude Thompson: Agriculture and home economics buildings, gymnasium with swimming pool and new uniforms for the band.

R. L. Read: A new library building and a department of journalism.

Dank Richards: More Mary Price personalities.

Don Henry: A library and higher salaries.

Aaron Williams: A library building.

Talbot Ledbetter: More buildings and equipment for the ever-growing student body.

Grace Stengel: I think that first among our needs is that of a library building.

Mary Cobb: New gymnasium with swimming pool.

Travis Hicks: More dormitories, a library, a gym and more red-headed coeds.

Morris Laine: Library, union building, larger agricultural buildings, gymnasium, two dormitories, home economics annex, and completed museum, separate journalism department, a college magazine.

CAMPUS Echoes

THE University of Arizona has a "Stood-up Club," composed of males whose girl friends have "stood them up" or have given a phoney excuse for breaking a date. The policy of this group is never to request a date from those gals again... an excellent idea, we'd say.

Found in a coed's notebook, I want to be kissed by lips that tremble, Yet cling with a longing twine, I want to pledge vows of love enduring

Of Cupid's wondrous shrine, I want to be crushed in arms so strong,

To a manly breast I know; I want to look into eyes so brave

In whose depths slumbering love fires glow, I want to be cuddled, caressed and "deared";

And "darlinged" and "honey-doved"; Oh, pshaw, I want to be loved.

WANTED-A HOME! "Lost, strayed and bewildered-15 Indiana coeds want places to park their hats and stay overnight near the campus."

The above ad, which appeared in the Lafayette Journal and Courier, explains the predicament of fifteen Indiana sorority girls who were seeking lodging for the weekend of the Purdue-Indiana game.

Since the university rules say that women students may not leave the campus without giving a definite destination, the Crimson supporters inserted the ad as a last resort.

5c Any Magazine 5c READ A BOOK FOR 15c 1013 Main St.

DIAMOND LOANS Watches, Guns, etc. Also Bargains in Unredeemed Mdse. JENKINS JEWELRY Pawnbroker 1206 Broadway Phone 3234

THE NEW Palace SOUTH PLAINS FINEST Friday-Saturday WHEN THEY PUT THEIR PRETTY HEADS TOGETHER ...LOOK OUT! They looked as innocent as angels - but were smart as the devil!

Special Sale

Student Desk Lamps



Flexible Arm Desk Lamps... adjustable to any angle... With 6 foot cord... Choice of Bronze or Verde Green... These have retailed for \$1.35 all year. We offer our entire stock of 41 lamps at-

99c Each

Texas Tech College BOOK STORE "ON THE CAMPUS"

McMAKIN MOTOR COACHES G. C. McMAKIN, Manager 1614 Main St. Phone, Office-2184, Bus. Sta.-100 Lubbock, Texas Round-trip Ticket for Fare and a Half Price All new 1936 model 21-passenger buses. See us for charter trips anywhere, any time. Phone 2184 for information.

Today's Thoughts

Two kinds of people are always in tough luck: Those who did it but never thought, and those who thought but never did it.

AIM HIGH. It won't be any harder on your gun to knock the tail feathers out of an eagle than to splinter a barn door.

If you sleep on the floor, you can't fall out of bed, says Prof. T. V. Smith, University of Chicago... it must be nice to be a college professor and think up things like that.

Vertical text on the right edge of the page, including 'Wednesd', 'Ed Smith', 'annual aw', 'W. Stande', 'ball playe', 'trophy is a', 'Ma', 'Cas', 'To', 'TH', 'GL', 'Aro', 'Mata', 'Borde', 'Appea', 'Raid', 'BY', 'AFTER a', 'from fr', 'are turned', 'to', 'Berl Hut', 'have turned', 'started an', 'Borde' or 'com', 'presence of', 'Matadors, al', 'eligible to e', 'Hale, an as', 'quints, and', 'marks to st', 'circuit mot', 'Tonight', 'champion', 'hope) scar', 'the fir', 'squable w', 'Mines and', 'writing, th', 'Tech rect', 'why the m', 'they migh', 'swant has', 'in the lo', 'loop jour', 'in the me', 'use runni', 'now in th', 'defeat', 'It's a fac', 'thing can', 'ference has', 'doubt our', 'ing Berl H', 'to tell y', 'dressing no', 'heard-th', 'the tough', 'State is g', 'record show', 'campaign w', 'the 1936 g', 'sets were', 'sure, you'll', 'situation w', 'lasted thro', 'Clearing', 'from Fr', 'news servi', 'info...', 'Raiders h', '66 footba', 'der the st', 'Pete Cav', 'Smith...', 'to opponen', 'sore have', 'in only sh', 'competition', 'teams from', 'Intramural', 'tramaral D', 'couldn't be', 'performing', 'and is putti', 'est intramur', 'campus...', 'ing; it equa', 'versity...', 'ed resources', 'bearing the', 'here's Cya', '... the tal', 'be held Pat', '... more', 'perhaps in', 'also the see', 'touch footba', 'for importan', 'from week', 'come thick', 'From a', 'Despite an', 'is attempti', 'hind the li', 'W. contin', 'sador of g', 'Paducah', 'tomorrow', 'Klela, ex', 'coach at', 'takes mov', 'Paul game', 'McMillan', 'pany "Tex', 'er"...', 'chne', 'department', 'cal sports', 'ness in th', 'Smith and', 'good ambas', 'they have', 'stom's illnes', 'went to shi', 'last week', 'field... M', 'been accom', 'Paducah', 'to bring alo', 'and he's go', 'aided Dorly', 'Pete Owens', 'somefoke', 'boy that ma', 'Bo McMill', 'university's', 'birthday by', 'tions for a', 'er athletic', 'Crimson Cr

Smith Gets Award

Ed Smith of Del Rio, Matador back, receives the annual award given by Drs. R. T. Canon and Fred W. Standefer, local physicians, to the varsity football player with the highest scholastic record. The trophy is a gold miniature football.



Elder Tops Welters

FORT WORTH, Feb. 2—Joe Elder of this city, former Texas Tech student and campus welterweight champion at the West Texas Institution, is heavily favored to take the state title during the Golden Gloves tourney which starts here tomorrow.

Matadors Conclude Series With Texas Mines This Evening

Casaba Chasers Leave Tomorrow For Jaunt Through Border Loop

Glancin' Around The Matador Arena Border Circuit Road Appears Rough For Raider Quintet

BY JIM LINDSEY

AFTER a two-weeks vacation from floor sports while cagers turned to academic duties Mentor Berl Huffman's casaba chasers have turned in passing grades and started an uphill climb toward Border conference reign. With presence of a new semester, two Matadors, already in fine fettle, are eligible to enter Tech's lineup. Bob Hale, an asset on Lubbock, Hi Quints, and Garrison have brought marks to standards prescribed by circuit moguls.

Tonight at 8 o'clock, the championship bout between the scintillating sharpshooters begin the finish of the two-game squabble with the College of Mines and Metallurgy. At this writing, the opening melee is yet to be unreeled but if the Tech rectangle troopers didn't whip the Muckers last evening, they might as well toss the scant basketball togs far back in the lockers and cancel the loop journey that commences in the morning. There is no use running straight into sorrow in the form of defeat after defeat.

It's a fact, however, that anything can happen in a Border conference basketball game. If you doubt our assertion, contact Burley Berl Huffman. He'll be quick to tell you—and he's the best dressing room orator you've ever heard—that the circuit is among the toughest in these United States. A glimpse over last year's record shows that the loop cage campaign was even rougher than the 1936 grid wars. Far as upsets were concerned, And, we are sure, you'll agree that the football situation was a nightmare that lasted throughout the season.

Clearing the sports desk: from Fred Griffin's college news service comes this bit of info. "Texas Tech's Red Raiders have won 46 out of 66 football games played under the six-year mentorship of Pete Cawthon and Dutchy Smith... scoring 1,158 points to opponents' 404... the Matadors have been held scoreless in only six games... yearly competition had averaged teams from six states."

Intramural notes: Our slant—Intramural Director Cy LaMaster couldn't be beat for the job he's performing... Cy has outlined and is putting over one of the finest intramural programs on any campus... comparatively speaking, it equals that at Texas university... yes, despite our limited resource... we mean, coin bearing Uncle Sam's stamp... here's Cy's latest announcement... the table tennis tourney will be held February 18, 19, and 20... more about this later... perhaps in Saturday's issue... also the second half schedule for touch football... watch this page for important intramural plans from week to week... they'll come thick and fast this spring.

From athletic headquarters: Despite an attack of flu that is attempting to tackle him behind the line of scrimmage, P. W. continues to be an ambassador of good will... talks at Paducah Lions club banquet tomorrow... guest of Eddie Klein, ex-Mat who is line coach at Paducah High... takes moving pictures of De-Paul game with him... W. G. McMillan sees fit to accompany "Texas Tech's Will Rogers"... operates the film machine... we join the athletic department in thanking the local sportsman for his willingness in this matter.

Smith and Huffman assume the good ambassador role also... they have substituted during Cawthon's illness... the line builder went to Silvertown and Petersburg last week... Huffman to Littlefield... Matador gridsters have been accompanying their superiors... Paducah wants Peter Willis to bring along Red Ramsey and he's going... Charley Duval aided Burly Earl at Littlefield... Pete Owens should have given his homefolks a break... "the local boy that made good" angle.

Bo McMillan, coach of Indiana university's gridmen, celebrated his birthday by presenting two suggestions for a suitable name for Hoosier athletic teams: "Pioneers" and "Crimson Crusaders."

Cagers Open Eight-Game Road Journey Against New Mexico Aggies

THE Matador cagers continue their quest of the Border conference championship tonight in the gymnasium, tipping off at 8 o'clock in the second game of the series with Texas School of Mines. This is the last opportunity for local followers of cage wars to view Coach Berl Huffman's court artists in action until February 19. Tomorrow morning nine members of the Black and Scarlet squad and their mentor embark for a ten-day cruise through the Border conference. During this period, Huffman expects to practically cinch the circuit title, lost last year after three consecutive crowns. Eight games appear on the trip itinerary.

Mats Look Ahead True the Matadors are looking ahead but this morning finds them scratching their heads for methods with which to take the Muckers which to take the Muckers this evening. Coach Marshall Pennington, who showed Southwest-ern conference teams something in the way of court play as a member of Texas university quintets, has transferred much of that knowledge to the mental capacities of an improved squad. Illness struck hard in the ore digger camp last week but O. P. May, Brody Arnold, both regulars, and Homer Armes, all victims of influenza, are apparently recovered and ready to shoot the works. May, chief scoring threat among the visitors, paces the Muckers in tallying this season.

A capable running mate for May in the goal shooting department is found in Horace Matthews, who performs tonight before many spectators already well acquainted with his ability under a goal. While holding down a position on the Lamesa High quintet, Matthews was selected on the all-state interscholastic league five. Spurred on by old admirers, the tricky forward is likely to cause Huffman to put on a sideline show for the onlookers.

Strain At Leash Tech's fiery cage skipper, however, doesn't plan to be slipped up on and his regular combination drilled and straining at the leash for the concluding contest with Pennington's men and the approaching league tour. Judge Garrett anticipates adding points to his topnotch rung in the Matador scoring ladder from forward tonight. Hustling Bob Case helps Garrett with tallying chores, Curly Wilkins takes center, and Leroy Crews and Hugh Snodgrass fill the guard slots.

Coach Aubrey Butts, who doesn't worry about material in the Picador ranks with close to fifty reporting daily for workouts, sends the Frosh to battle with Wayland college in the curtain raiser tonight. The encounter gets underway at 7 bells sharp.

Invade Arizona After spending Thursday night in El Paso, the Tech caravan of (See RAIDERS, page 4)

Gridders Face Eleven Teams Next Season

Texas Steers, Montana U., Duquesne Engagements Highlight Schedule

Dana Bible's remodelled University of Texas football machine will face its first test next fall against Texas Tech's Red Raiders, it was revealed last week when the Matador schedule was announced by the college athletic council.

Following a Border conference tilt against Arizona State September 18, the Raiders journey to Austin the following weekend to meet the Longhorns. Remainder of the schedule follows:

- October 2—Montana U., Lubbock
October 9—Detroit university at Detroit, Mich.
October 16—Arizona university at Lubbock
October 23—New Mexico university at Lubbock
October 30—Oklahoma A & M at Stillwater, Okla.
November 5—Loyola of the South at New Orleans, La.
November 11—Duquesne university at Lubbock
November 20—Centenary at Shreveport, La.
November 25—Creighton university at Lubbock

The eleven-game schedule includes teams from nine states, and coaches described the card as "the most attractive ever undertaken by the Red Raiders." Montana, Duquesne, and Creighton are newcomers to Texas Tech's calendar. Other 1937 opponents whom the Matadors did not meet last year are Arizona State of Flagstaff, New Mexico university, and the Longhorns.

Completion of the schedule was announced this week after conclusion of negotiations with Montana to fill the October 2 date.

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"Wild Bill" Holcomb Gets Opportunity To Continue Work In Gridiron Togs; Receives Three Pro Football Contracts

Latest Proposal Comes From Cleveland Rams; Giants Make Offer

If "Wild Bill" Holcomb, Matador tackle who finished his collegiate eligibility period last fall, desires to continue playing football, he certainly has an opportunity.

The third offer from a professional football team seeking Holcomb's services this year came in the mails last week. Bosses of the Cleveland Rams, a club to be announced soon as an addition to the National league, presented the proposal. Previously, the student from Sulphur Springs had received contracts from the Pittsburgh Pirates and New York City Giants,

members of the same circuit. Jim Neill, Matador luminary, recently signed the dotted line on a Giant contract. Holcomb is undecided about playing pro ball in the first place, he stated yesterday, and should he make up his mind in the affirmative, he declined to hazard a guess as to his choice of aggregation. "Naturally, I will play with the club offering the biggest salary. That is only human," Holcomb explained. "I've written managers of



Holcomb

the three teams for definite terms. Yesterday I mailed a missive to the Cleveland bosses and expect to make a decision when I get a reply from the inquiry," he continued.

Gaines Davis, former Red Raider guard, was a member of the New York Giant squad last season. Holcomb plans to talk with him before announcing his intentions.

Holcomb left a lingering picture of his ability while a member of the Red Raider forward wall in the game that concluded his eligibility. University of Arizona backs found the 220-pound tackle charging at them in Tech's final skirmish at Tucson last December. Matador ball carriers took advantage of holes made by Holcomb.

Athletic Department Plans First Fun Nite Tuesday In Gymnasium

Athletic Director P. W. Cawthon, following a conference with members of his staff, yesterday announced Tuesday as the date for the opening Fun Nite this winter. This is the first of a number of such events held annually in the gymnasium.

Intramural Head Cy LaMaster is already lining up boxing and wrestling matches for the program next week. Varsity and freshman football lettermen will receive awards. Cawthon said special trophies given for outstanding work among the Matadors are to be given at the fun fiesta.

Authorities at San Jose college are planning to establish a museum of crime tools for the students in its police school.

LYRIC Wednesday

ROMANCE FLAMES ON A FLOATING HADES OF HATE!



... AND NOW "THE INVISIBLE MAN" MAKES THE FUTURE VISIBLE... CLAUDE RAINS "The" FAY WRAY Clairvoyant

Thursday

"One Way Ticket" —WITH— LLOYD NOLAN PEGGY CONKLIN

Friday and Saturday

"Pinto Rustlers" —WITH— TOM TYLER ALSO SELECTED SHORTS

Broadway Wed. and Thurs.



... AND NOW "THE INVISIBLE MAN" MAKES THE FUTURE VISIBLE... CLAUDE RAINS "The" FAY WRAY Clairvoyant

Friday and Saturday

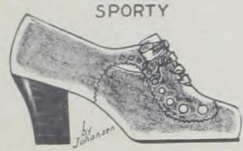
"In Caliente" —WITH— KAY FRANCIS —AND— WILLIAM POWELL ALSO SELECTED SHORTS

Advertisement for Texas Tech College Bookstore. Features a large 'CLASS ROOM SUPPLIES' sign, a list of items like spiral notebooks, drawing boards, and pens, and a 'Save!' slogan. Includes a 'Special' offer on one lot 2-ring notebooks.

New for Spring



There's youth in every line and curve of the Johansen styles for Spring... Heels are new, toes are perky, colors stylefully toned... the designing is sparkling with distinctive originality... everything about them is definitely Spring 1937.



(above) "Sporty"—an all blue bucko sport oxford with perforated vamp... with 16-8 covered Cuban heel... also comes in light grey bucko... priced... \$6.75

(below) "Madelon"—and all black patent leather open toe, open shank pump... with port-hole perforations... 15-8 square Cuban heel... priced... \$6.75



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Buy Used Books And Save We Exchange Books

- We Buy Sell Exchange Drawing Sets Slide Rules Typewriters
- Sheaffer Fountain Pens
- Westclock Alarm Clocks
- Elbe Zipper Notebooks
- Crosley Radios
- Royal Portable Typewriters

Varsity Bookstore

Wilmeth Heads Centaurs During Spring Semester

Roy Wilmeth, senior arts and sciences student from Spearman, was elected to succeed Tom Hutchinson, Lubbock, as Centaur president at a recent meeting of the organization.

Others taking office this semester are: Kenneth Clinton, junior engineering student from Sherman, vice-president; L. G. Raney, junior arts and sciences student from Childress, secretary; and Robert Watson, junior arts and sciences student from Brownwood, treasurer. Watson was re-elected.

Wilmeth acted as vice-president this fall and Clinton was secretary of the stag organization.

Campaigns On Campus Heat Toss Hats In Ring For School Posts

Four New Candidates Toss Hats In Ring For School Posts

(continued from page 1) the same position. Both Stiff and Watson were advertising managers of high school publications, while George has worked on business staffs of The Toreador and La Ventana.

Said Watson in appealing for support: "I confidently believe that I am capable of filling the office, and if elected, I will make a conscientious effort to serve all the students by helping put out an annual that they will be proud of themselves and proud to show to their friends."

Stiff Gives Essentials

This statement came from Stiff. "In my mind, the first essential of any candidate is that he or she be desirous of serving the students. That I intend to do if elected. Secondly, a person seeking a publications office must be qualified. Experience built on a well-rounded foundation gives me necessary knowledge for filling the business management of La Ventana as it should be filled."

"I am a local boy, living in Lubbock all of my life. This being the fact, I am well acquainted with merchants which would be an asset in soliciting advertisements for the yearbook," George stated in announcing his candidacy.

Continues Plea

The son of a local business man continued with his plea for votes: "Having been interested in the work for years, I expect to spend more time at the post than previously devoted to the business manager's duties if I am elected. I shall produce a larger book and sell it to more students than has ever been done before without additional costs," George promised.

The eight candidates have almost finished circulation of petitions, each bearing names of fifteen percent of the student body. Student constitution provides that petitions be presented to the Student Council secretary fourteen days before voting. Officials will set a definite date for balloting at a governing body meeting tomorrow night, said Claude Thompson, president.



(continued from page 1) MOND, WHICH A RIVAL CONTRIBUTED.

THRU THE MAILS comes a PREDICTION THAT A FOOTBALL player WILL WED a school teaching JOB soon. The TEACHER has MADE UP HER MIND.

LIKE A COUNTRY WEEKLY'S inquiry, DID YOU SEE, SALLY asks the AVENUE HANGOUT 'JOHNNIES' if they saw "MOCO" COGDELL as he COURTED along the AW-VOO-NOO Sunday night?

KENDELL ONSTOTT'S FAREWELL TO THE ARMS OF "NAT TANDY" might be INTERESTING DATA for MERLE JONES to PAINT A PICTURE ABOUT. The PORTRAIT would need to be done IN RED because the JONES-TANDY GOOD BYE TO EACH OTHER PARTY was PAINTING the TOWN in that COLOR.

DON'T CALL TOWARD BUCHENAN and ALVIN ATTAWAY A COUPLE OF CHESTERFIELDS. These TWO DORM RESIDENTS wouldn't LEAVE the HALL FRIDAY NIGHT, despite a PROMISING INVITATION. IN A CASE LIKE THIS, please call SALLY at NUMBER 0 and 0 and 0.

THIS COLUMN has a STRONGER NAME THAN "GOATS" for those who SARCASTICALLY REFUSE TO BUY BAND CONCERT TICKETS (see EDITORIAL PAGE about "GOATS"). CAMPUS TERMINOLOGY for MALE ROOM MATES is coming to be "OLD LADIES" and ORVAL LEWIS and J. W. TRIBBLE even PUT THE DOMESTIC TOUCH to IT in THEIR FRIDAY NIGHT MELEE, but NO ROLLING PINS were allowed.

IF YOU didn't get in this column last semester, YOU'RE LUCKY; if YOU DID, YOU'RE UNFORTUNATE. IF YOU DO THIS TERM, YOU'VE STEPPED OUT OF LINE. STAY OUT OF SIGHT OF,

SHADOWY SAL

Ex-Students Form Club At Houston

(continued from page 1) Mrs. Leona Busby, Harold Busby, Herman W. Houk, jr., W. B. Caldwell, Elton Smith, Mrs. Maurine Havis Smith, Clayton Barfoot, John Sneed, Dan Murrell, P. S. Viles, Rev. Hubert Hopper, W. T. White, W. T. Thomas, J. M. Crawford, Margaret Mayhugh, John M. Lowry, David Powell, Floyd Woodridge, Dr. and Mrs. T. P. Reeder, Wayne Burkhard, Bob Tracy, and Hardy.

Others Listed

Other members are: Mrs. Dorothy Hall Neuschwander, Roscoe Bayless, Mr. and Mrs. Edwin Cole, Messrs. B. B. Baker, Marion Evans,

Anna Cecil Evans, Troy Foster, Preston Conner, Porter Green, John Hopper, Leslie Hall, Al Jensen, Ann Bennett Jensen, Felix Ballenger, Pete Boverie, John Richardson, Cecil Hagen, Ed McCullough, Maynard Knight, R. C. Douglas, Wilson Drake, A. W. Crawford, Charles Houston, Billy Bush, Carolyn Powell, Eulala Aycock Duke, Pete McGuffey, Russell Thompson, Inez Hensley Crawford, Gus Crawford, H. A. Willis, Izora Adams Franks, T. W. Thompson, Almeda Murray Cole, Bill Swain, Mrs. Ray Smith, Hershel Tadlock, and Mrs. Henry Yarborough.

Raiders Start Journey Around Loop Tomorrow

(continued from page 3) automobiles progresses on to Las Cruces for a two-game series with Apodaca brothers and company, listed in the loop as New Mexico A. and M. Fray and Saturday. Invading Arizona, the Texans encounter the State Teachers college in Tempe Monday and Tuesday. Coach A. M. McCreary's Lumberjacks seek revenge over the Mats February 10 and 11. Games with NMU February 19 and 20 finishes the road calendar.

Roster Given

The travelling roster is made up of Paul Morris, Elmer Tarbox, Wayne Wilkins, Cotton Wiginton, Case, Wilkinson, Garrett, and Crews. They return to Lubbock February 15.

Jack Conroy, freshman engineering student from Cleburne, and John Sheehan, Hermleigh, junior engineer, entered West Texas hospital Saturday for treatment of throat infections.

'BORN TO DANCE'

At Valentine Parties

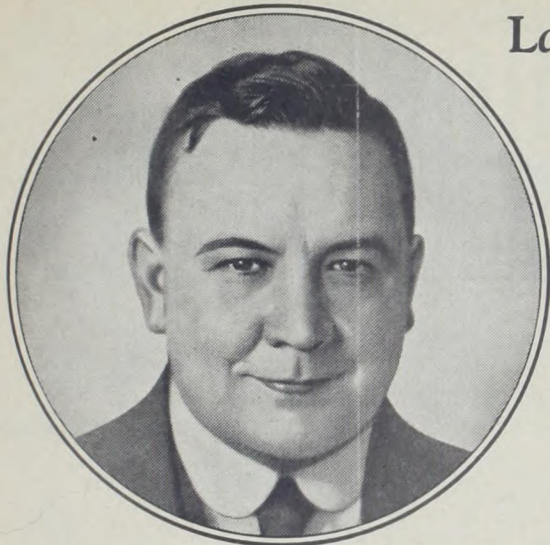
\$ 1975



Full skirted swishing taffetas... brilliantly printed crepes... the kind of frocks that were 'Born to Dance'! More so though for Valentine parties... because their soft feminine lines make them heart-breakers. Misses' sizes.

Craig-Gholson Co.

Metropolitan Opera Star chooses light smoke for his throat



Lauritz Melchior says:

"The hardest test I can give a cigarette is to try its effect on my throat after hours of intense rehearsal. I've found that a light smoke meets this test. And so, although I am not a constant smoker, I favor Lucky Strike for the sake of my throat. And, incidentally, so does my wife. When we go back to Europe we never forget to take along a good supply of Luckies."

Lauritz Melchior



THE FINEST TOBACCOS— "THE CREAM OF THE CROP"

An independent survey was made recently among professional men and women—lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, 87% stated they personally prefer a light smoke.

Mr. Melchior verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen, and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat!

A Light Smoke "It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH

Copyright 1937, The American Tobacco Company

Water Was Everywhere But Prof Heard Gets Less Than Half Glass

(continued from page 1) coffee. All water for cooking and drinking purposes was boiled. Streets were kept open for doctors. Red Cross helpers and others were requested not to congest the thoroughfares.

Hotel Surrounded

Heard's hotel, the Netherland-Plaza, was on one of Cincinnati's famous hills. Water did not reach closer than three blocks.

He had planned to visit manufacturing plants but was unable to reach them.

In leaving Cincinnati, Heard rode a bus 11 miles from the city where he took one of many trains brought there to take away the refugees.

A letter addressed to "The Bedbug Professor, University of Minnesota" was finally turned over to the department of entomology by the partially puzzled university postmistress.

Journalists Plan To Attend Parley

Preliminary plans for attending the annual Southwestern Journalism Congress on the campus of Texas State College for Women in Denton April 13 and 14 were discussed at a meeting of the Press club Monday night.

In an effort to have the largest delegation present for the ninth consecutive session of the congress, the Press association has already started making arrangements for the downstate trip. President Burgess Dixon said. Cecil Horne, professor of journalism, is negotiating for sight-seeing tours through newspaper plants in Fort Worth and Dallas.

Following the discussion a short business meeting was held. Two new members joined the club, bringing the membership total to 64 for the spring semester. Paul White, vice-president, presided in the absence of Dixon, who is ill.

IMPORTANT

For convenience of Mid-Term Seniors Orders for Invitations will be accepted now.

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Silk Chiffons Full Fashioned! 43¢

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J. C. Penney