Matadors Vs. Loboes

Gymnasium

Tonight, 8 P. M.

VOLUME 5

THURSDAY, JANUARY 30, 1930

# Three-Day Farmers' Short Course To Start Monday

Directors Discuss

Coaching Situation

To Excavate Ruins

On Canadian River

Hundreds Of People Expected To Gather Intramurals Drill
On Campus To Hear Outstanding Leaders On Program

DUTSTANDING PERSONALITIES, a well-planned protein gram, cooperation of many organizations, a large attendance, widespread interest—all these factors are expected to unite in putting over the farmers' and homemakers' short course starting here Monday morning and continuing for three days.

Present indications are that the coming short course, the second in the history of Tech, will be a notable success, according to officials in charge of its promotion. It is expected that there will be at least 1500 visitors here for the occasion, and there is a possibility of twice

See SHORT COURSE Page 6

#### Qualia To Lecture In Religious Series

## Evergreens And Shrubs Received

#### The Bull Wheel

## Intensively For **Gridiron Honors**

Large Numbers Of Aggies, Engineers, And Liberal Arts Enter Second Week Of Steady Training

#### Competition Keen

College Dances To

Be Resumed Soon

## Dr. Horn Attends Series Of Meetings

To Send Big Exhibit

To Fat Stock Show The largest exhibit ever sent

promoters of the group will be selected todight.

Club Pages Now

Being Arranged
Club pages in La Ventana must
be contracted for by Saturday, February of Lacoording to Rajoh Branfound pages in La Ventana must
be contracted for by Saturday, February of Lacoording to Rajoh Branfound that the mimber of
club pages in La Ventana must
be contracted for by Saturday, February of Lacoording to Rajoh Branfound that the mimber of
club pages in La Ventana must
be contracted for by Saturday, February of Lacoording to Rajoh Branfound that the selection of stationers, was elected
publication. Brandenburs and station and twenty-five Duroe
publication. Brandenburs and stationers and the selection of stationers will be exhibited only
work of the Contract that time.

Resume Work of

Tech Press Club
Work of the college Press club
will be resumed in a meeting Wedthat the site charge for the page
must be padd at that time.

Because of the large number of
clubs on the campus there is likeflined that the number to be included in the annual will have to
be limited, according to Holmes
Webb, editor. Webb says that there
webb, editor. Webb says that they according to the program will be given
The club was reorganized at an
as already been a very strong deman for space in the yearbook.

Work of the college Press club
will be resumed in a meeting Wednesday agift,
must be possible that the number of the serve of the server of the serve of the server of the serv

#### Appears On Artist Course



#### Matadors Win Two From A. C. C. To Sweep Series And Count 9th Victory

Tech Cage Artists Continue Tactics By Defeating Christians 40 to 21 and 35 To 25

#### Try La Salle And They Speak All Languages.

Thompson Goes To Mother's Funeral

#### "What, No Mail For Me?"

# Zimbalist, Renowned Violin Virtuoso, To Play Tuesday

The Kid's Clever

Never Written

Be Given Monday

Postpone Debate

Open To Everyone

With Teachers

#### College Sustains Heavy Damage In First Tech Fire

#### Origin Unknown

Two Cows And A Calf Are Killed; Milk Room And Equipment Burned; Dairy Barn Badly Damaged

French Plays To

Mrs. Dingus To Talk | William Nelle, Florence and Mrs. Ova May Etter.

#### Graduate Studes

Organize Society

World Famous Violinist To Appear On Third Number of College Artist Course; Marionettes To Follow

BY GORDON DICKINSON

FFREM ZIMBALIST, the world famous violinist, will appear here on Tues day, February 4th at eight o'clock in the Tech gymnasium, in the third of a series of artist course numbers being presented by the Texas Technological college.

He is known to the world as Zimbalist, the violin virtuoso, and is ranked as one of the greatest of masters in his particular line. Students of Tech and the citizens of Lubbock are fortunate in having the opportunity to hear this famed artist.

Stude Reads Theme

# Miss Harper Holds

Cotton Body Meet

#### Calendar

Y. W. C. A., room 310,

o'clock.
Las Peteneras, room 302, o'clock.
TUESDAY, FEB. 4
Zimballst, gymnasium, g

Zaneo'clock.
Ft. Worth club, room and
o'clock.
Y. M. C. A. freshman council,
room 12, 6:30 o'clock.
Freshman girls' council, room
203, o'clock.
Scurry county club, room 314,
7:30 o'clock.
WEDNESDAY, FEB. 5
Ag club, slock Judging pavilelack.
Ag 130

WEDNESDAY, FRES.
Ag club, stock judging pavil-ion, 7:30 oclock.
Pre-law club, room 217, 7:30 oclock.
Choral club, room 202, 7 oclock.
Press club, room 216, 7:30 oclock.

WILSON OWEN says that FRANCES FORD will never know any more than anybody else because she tells everybody all she knows.

#### Golf Club To Be Formed Tonight

Tech Postmistress Reveals That Boys More For Letters From Girls Than Vice Versi

#### The Toreador

#### The Lecture Series

#### "Water Marks"

#### Tech Four Years Ago

By SARAH MICHIE

#### Tech Campus Ins And Outs

Louise Hardin is ill with measles

Mrs. Vance Gilbreath and Ruth Gulwell visited in Matador over the week-end as the guests of Mrs. Gil-breath's mother.

with cigarette stain," "Jesses little abster. So weeks old, James." B. D. Balley," "2317 17th," "G. H. C." John," "In plus 10 d. 1," "I like goobers." "Readiful abster. So was also been so that the sense of the same while I was a boy. But it came while I was a boy. But it was a boy. But

#### Prominent Leaders To Take Part In Women's Division Of Short Course

#### Open Forum

ANIMALIA STUDIORUM

The College World

TO BUILD STADIUM

INTRAMURALS BEGIN

START TRACK WORK

VISIT NEWS PLANT

IS BEAUTY QUEEN

Little Mother White out of spite Called her listener a dolt The boy thought her crude but not a prude Por she always does as she's tolt.

A certain Miss Brown sat in a gown

Esting a Milky Way,

A boy espied her and sat down
beside her

But poor Sue fainted away.

swain
Called there far more than
twice,
The dean brought him in, and
said it was a sin
Because soon she'd throw old
shoes and rice.

One James Harley held a parley To find the cause of his love; He scratched his head, and then he saw red And concluded he didn't even like her, by Jove.

Abswers to Last Week's Rhymes Margaret Williams

#### College Cafeteria

"On the Campus"

Delicious pies \_\_\_\_ 10c Butter roll \_\_\_\_\_ 5c
Baked apples \_\_\_\_ 5c Green beans \_\_\_\_\_ Rice Navy beans Dressing for meat \_\_ Meat \_\_\_\_\_

#### Open From 7 To 5 Daily

Breakfast 7-11 Noon Mean 11-1:30 Short Orders 1:30-5

Students, meet your friends at your own

College Cafeteria

BILL'S

Shines Last. Get Them at

Tech Barber Shop

#### RED FOX Athletic Clothing

Manufactured in Dallas Worn by the leading college and high school teams everywhere.

Distributors for the most complete line of-

Sporting Goods

Order through your

Cullum & Boren Co Dallas, Texas

#### Lubbock Sanitarium & Clinic

Sanitarium & Clinic

Dr. J. T. Krueger
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. B. Malone
Eye, Ear. Nose and Throat
Dr. J. H. Stilles
Surgery and Physiotherapy
Dr. H. C. Maxwell
General Medicine
Dr. R. L. Powers
Disterices and General Medicin
Dr. B. J. Roberts
Urology and General Medicin
Dr. A. A. Rayle
X-Ray and Laboratory
Dr. Y. W. Rogers
Dentitt
Dr. John Dupree
Resident Physician
C. E. Hunt
Business Manager
A chartered training school for

#### De Que's Initiate Pledges Go Thru

Freshman Fun

# Out Of Stationery?

This is our suggestion—you can't go wrong on any style we have in stock. Collegiate embossed Steel die papers engraved with the seal of the college. We have over 15 styles to select from.

Priced From 90c to \$2.25 A Box

Tres Chic-an imported French paper-with a design on every sheet. May be had in white and gray.

\$1.25 Per Box

Write home Stationery-Plain Pound papers with envelopes to match.

75c to \$1.20 Per Pound Box

We urge you to hear

ZIMBALIST

February 4

College Gym

TEXAS TECH COLLEGE BOOK STORE

# Hilton Hotel RALPH BRITT Present George Ellis and his 12-piece nation known orchestra, with vocal soloists, singing trios, with novelty entertainment. Noon and evening you will hear this leading orchestra play your popular DANCE 9:00 O'CLOCK SATURDAY NIGHT Mrs. Blackburn, Chaperone HOTEL HILTON Dance every Saturday night

COMING!



EFREM ZIMBALIST

WELCOMING!

# THE GREAT ZIMBALIST

TUESDAY, FEBRUARY 4th., 8 p. m.

TO THE

# TECH AUDITORIUM

One of America's foremost artists, Efrem Zimbalist, concern violinist supreme will play to an appreciative audience at the Texas Technological College Auditorium on February the fourth.

Not only one of the foremost concert violinists of the world but possessor of a very expensive violin is Efrem Zymbalist. The violin with which he shall prove his artistic capabilities is worth more than twelve thousand dollars. He is also possessor of many other expensive

Alma Gluck, another accomplished artist of the world. He is young and inspiring to the youth of today. He is a man with a magnanimous personality.

Efrem Zimbalist is the husband of Upon his second visit to Lubbock he shall find many friends listening attentively to his creations. We the people of Lubbock and the students of Texas Tech WELCOME this artist to our city.

## TICKETS ON SALE AT CITY DRUG STORES

# THIS PAGE MADE POSSIBE THROUGH THE

B. & H. Service Station Bray's Tailoring Neil H. Wright Mogul's, Inc.

Bradley Drug Hilton-Sansom Paint & Paper Company Sherrod Bros. Hardware

Lyric Theatre Pinson Drug Dr. J. W. Philips, Dentist Dr. Pepper Co.

Carnett's Electric Texas Technological College Maxfield Music Co. Associated Variety Co., Inc.

#### Horn Optimistic Of Securing Aid From Legislature

Shortage Of Funds In Next Session Pictured Unless Current Expenses Paid; Meet At Corsicana

#### **Enrollment Given**

Gain Of 275 Revealed Over Same Period Last Year; Directors Told Money Is Needed To Meet Expenses

DRSICANA, Jan. 28.—Faced by a shortage of funds in the 1930

or the summer well was second with 11 counters discussed by the and the matter committee com-

gain since there is an appro-on of \$20,000 available at the of next September for the se of making an addition to seating plant. There is also propriation of \$7,000 for addi-well which will also be avail-text September.

#### Miss Johnson to Teach in Iowa

#### Harold F. Lovitt, Christian Endeavor Secretary, To Address Students At

First Presbyterian Church Tonight

arold F. Lovit, of Topska

ans. field secretary of the KanChristian Endeavor Union will

it at the Frist Presbyterian

Student Leader

Student Leader

Student Leader

Student Leader

Student Leader

Christian Endeavor union will

it who is fouring the entire

of the International Society

Christian Endeavor will discuss

of the International Society

Christian Endeavor will discuss

of interest to college students

will make plans for the district

that make plans for the district

Texas Tech 40 Wayland 29 at Plainview.

Texas Tech 40 Wayland 29 at

#### Matadors Take 2nd O. C. C. Go

riumph Over Flashy Team From Oklahoma By 42-24 As Hodges And Maxwell-emeter ean of

# Lecturing Tour

From Sanitarium



HAROLD F. LOVITT

#### El Toro

#### How The Matadors Stand

Texas Tech vs. W. T. S. T. C. at Canyon, Feb. 19 and



HATS FOR SPRING



#### C. M. BALLENGER

DENTIST

505-506 Myrick Building

#### WELCOME! TECH STUDENTS

At Your Service Sanitary, Soft Water, Clean Towels

#### HOTEL BARBER SHOP

#### TECH CO-EDS

Our Shop Is Open To You. Call Us For Appointment Our Service Includes:

PERSONALITY BOBS—SOFT WATER SHAMPOOS—FINGER WAVING—MARCELS PERMANENTS

"Individual Attention to Magnify the Personality"

#### Hotel Lubbock Beauty Shop

#### ATTENTION STUDENTS

ANNOUNCING THE OPENING OF OU Valet and Tailor Shop

SPECIAL TO STUDENTS

Hand Tailored Suits at Exceptionally Low Prices

Each suit bought from our shop will be pressed free of charge for the balance of the school term.

#### HILTON HOTEL TAILOR SHOP

RALPH EWING, Valet

diately ahead on the Matador cage line-up, we can not help but look forward to the coming series with the Canyon Buffs. We just as well cast all dope to the winds when these two clubs meet. The first series will be two games played in Lubbock on February 10 and 11. The next grounter cumes the 10th.

# To Be Opened Soon and are urged to qualify to expert class according to

YOU

Tech

Rica

Gur



the middle afternoon. When tired and hungry after shopping, come in and enjoy the exclusiveness of our booths, while you sip and bite the delicious refreshments. Also a large assortment of Chocolates, and other palate-pleasing "Sweets."

#### ANNOUNCING

The

ALVERSON DRUG and Confectionery (Formerly Trow Drug)

Sandwiches Fountain Drinks Tobaccos Magazines A Large Assortment of Drugs **Phone 1755** 1606 1-2 Broadway

Avoid the inconvenience of having to go home at noon and prepare a mea! for yourself. Drop in and indulge in one of our toasted sandwiches and a glass of our delicious fountain drinks. Generous portions, more than enough to satisfy you.

For a briefer repast we have delicious Malted Milks, Ice Cream and drinks of all kinds

SERVICE QUALITY SERVICE





# Hilton Hotel BEAUTY SHOPPE

Will Be Open

FEBRUARY 1ST

MEZZANINE FLOOR Mrs. Guy U. Davis, Manager HANDLING

Conturation Treatments.
Toilet Requisites.
Susanna Cocroft Unexcelled Preparations.

Miss Cocroft needs no introduction to American women. Through her scientific methods we give individual treatment to each person's needs . . . both health and beauty.

#### SUPERVISOR OPERATOR

MRS. LEE McCOMB
A graduate of Marinello School of Dallas. Seven years experience
and a special course recently in Los Angeles school.

MRS. A. J. MONTGOMERY
With three years experience and diploma from Marinello School
of Roswell, New Mexico.

MRS. J. T. SAYERS
Two years experience in leading Beauty Shoppes of Lubbock.

We have the very latest in modern Beauty Culture equipment and devices. The Keen Permanent Waving Machine, renown for its wonderful work.

CROQUIGNOLE \_\_\_ SPIRAL



Our Permanents are perfection in their enduring precision—artistic in the stunning manner in which they grace and complete the contour of the head; in charm and smartness in which they frame the face with cunningly curled wisps and ringlets that express youth and feminine chic. A complete "Admiration" Permanent.

MARCELS - FINGER WAVES - MANICURES SOFT WATER SHAMPOOS - HAIR SHAPING

PHONE FOR APPOINTMENT



TLEMEN WHO FAVOUR WEARING THE MOST ENGAGINGLY STYLED AND FINELY TAILORED HAT IN AMERICA.

> SEVEN TO TWENTY DOLLARS

AGENTS IN THE PRINCIPAL CITIES OF THE UNITED STATES

#### You'll Never Know

The comfort of your old Shoes-and style of a

> 'Til you Get it in

Expert Shoe Repairing

Tech Shoe Shop

Friday & Saturday

Ricardo Cortez

#### "The Gun Runners"

A Picture That Is

It's A Spanish

"Cat Comedy"

-And-

"Comedy"

Admission Child 10c Adults 30c

1210 BROADWAY

PORTABLE TYPEWRITERS

# In Tech Society

De Que Club To Have Formal Presentation

WE SPECIALIZE IN HOME MADE CANDIES!

For the month of February only, we will sell to Tech Students, ROYAL PORTABLE TYPE-WRITERS on easy monthly payments at the regular cash price of \$60,00. We have them in many beautiful colors. GET YOURS NOW.

You can buy them like rent at-

TYPEWRITER SALES CO.

"WELCOME ZIMBALIST"

To

"THAT FRIENDLY

STORE"

MINTER GAMEL CO.

Convenient

Pre-Med Club
Plans Dance
At the last regular meeting of
the Pre-med club, definite plans
were made for the first annual
dance of the club to be held March
7 in the gym. Roy Huut and Bot
King are in charge of strangements.

Annual School Class
To Have Party
The Methodist Sunday school
class taught by Mrs. William Dingus will have a party tonight at so
o'clock at Mrs. Dingus' residence
2002, 21st street.
This class is composed of young
men and young women of the college above the freahman year. All
members of the class are invited
to attend.

Wranglers Club
Holds Meeting
Members of the Wranglers held a
meeting in their club rooms at the
Besque Apartmente Tuesday evening, January 28, to discuss plans
for their first annual banquet and
to the foll

PHONE 1366

Miss Matthews
Entertains Las Leales
Members of the Las Leales Chub
met at the home of Mr. and Mrs.
R. W. Matthews, 2109 18th street,
Thursday evening with Miss Ozra
Matthews as hostess. Miss Eufala
Wiss. president called

haul."
cond Burgier: "I'm too tired,
waste and look in the mornGeological Society

#### HAVE THAT ANNUAL PICTURE ENLARGED

A Phonograph Picture Is Always Appreciated

Conley Bldg. Phone 573

#### Tech History Compiled Periodically From News Items Furnished Library By Texas University Clipping Bureau

#### George Ellis To Engineers Plan Introduce Song Coming Banquet "See here," said the Irlahman, "If you're going to get on I'll get

#### Plans Big Banquet

size mispring in geology will also be given special invitations to attend.

Elmer Moore, president of the society, was selected as master of coremonies for the occasion, Denton Underwood and Clyde Drake were appointed to compose the decoration committee, and Movee Clark, or commerce Cole and Enitor Powers former School Powers for Cole and Enitor Pow

Y. W. C. A. Plans Program Series

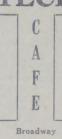
#### **Baptist Students** Plan To Build Hut

Will Be Constructed Near Campus In Spanish Style; Estimated That Structure Will Cost \$1000

How the rain is providential— Anything that's non-essential For variety; How the strow is beneficial— Word's just so they're superficial— That's society!

—H. Y. Pricefi Jr.

THE 19th & College Avenue



Át Avenue K

#### NOTICE

Suits cleaned and pressed— 50c Wool Dress Plain, Cleaned and Pressed 60c

Plain Silk Dresses Cleaned and Pressed \$1.00

Pleating at reasonable prices.

# Bray's Tailoring

2430 19th St. Phone 1878

"Cheap Overhead Enables Us To Undersell,"

## WELCOME ZIMBALIST

We Are Artists In **Feminine Beauty** 

### LUBBOCK BEAUTY SHOP

Mrs. McElroy, Manager

1115 AVENUE K.

PHONE 332

## **WELCOME ZIMBALIST**

"Where You Always Meet A Friend"

THE LOG CABIN 1301 College Avenue

WELCOME ZIMBALIST TO THE HOME OF STUDENTS IDEAL SERVICE

#### TECH FURNITURE CO.

We buy or Trade for your Used Furniture

"Your Credit Is Good."

Phone 2114



can buy the most choice Flowers at no extra cost

Fresh And

Beautiful Every Day

Choice cut Flowers Also nice assortment of Pot Plants Floral designs for any occasion

Broadway Flower Shop

(Opposite Lubbock Sanitarium) 1308 Broadway Phone 336

#### MANHATTAN AND EAGLE SHIRTS

Neckwear in New Spring Colors to match

\$1.00 \$1.50



The New Version Of

#### John Barrymore Shirt

A slip-over model with two pockets and collar points not quite so long; completely perfecting an already successful style.

A bandless construction allows the collar to lie low, and points flat.

If a slightly more formal effect is wished, a simple adjustment of the tie brings the collar up higher. The points become shorter, but there is no change in the easy, breezy drape of the collar.

SHOWN IN THE FOLLOWING COLORS IN NUMBER ONE QUALITY OXFORD CLOTH AT A NEW LOW PRICE THIS SEASON OF—

\$2.50

Hemphill-Wells Co.

Tech Wins Series

#### WE HAVE A COMPLETE STOCK OF ZIMBALIST RECORDS

MEIER MUSIC CO.

1008 Broadway



#### **Investigate Before** You Invest

HERE is a good thing to bear in mind:

When an investment proposition offers big returns with very little chance of loss, it is not necessary to send salesmen around the country letting the public in.

4 The next time a stranger comes to you with a "sure shot" business opportunity, ask yourself if he isn't going to a good deal of trouble in order to let you make some money. Ask yourself why he didn't let a few big financiers handle it. If a thing is safe for you, it would have been safe for them.

4 Before you Invest, investigate! The Citizen's National Bank will be glad to obtain reliable information for you without charge.

CITIZENS NATIONAL BANK



### Methodist Church Plans Big Student

# **Conference Here**

#### Short Course

(Continued from page 1)

#### Wide Variety Of Collections Found In Tech Museum: Have Been Obtained By Exchange, Field Trips, And Donations

#### Henninger Talks To Spanish Club

of the on, and fon ser
Postpone Sock And Buskin Club Meet



### Relax in a suit of PAJAMAS

Why, they even unharness a horse after a hard day's work in the field. If your business day has fatigued you - RELAS -in a suit of Coopers pajamas.

You'll find here color tones that soothe the eye - fabries that rest the skin tailorings that allow free movement. Relaxation is complete in a Coopers. Prices \$2.50 to \$10 the suit. See this



# TECH BARBER SHOP

"WHERE TECH MEN MEET"

Across from the Campus

HILTON HOTEL PHARMACY

Featuring the

**NEW HILTON SERVICE** 

Between the 12th Floor and the Earth

WATCH THIS SPACE FOR THE OPENING OF

> LA MODE SHOP

FEATURING HOLLYWOOD AND NEW YORK STYLES FOR THE COLLEGE CO-ED

"Exclusive But Not Expensive"

# Zimbalist

TO YOUR HOME IN LUBBOCK

# HOTE

The Home of the Matadors A Good Place to Eat

A DANCE EVERY FRIDAY EVENING

# Welcome

# LUBBOCK

C. A. SHEFFIELD, Mgr.

The first thought for that girl-

Candy, of course. Delicious, palatable delights in an amazing assortment. Surely you'll want the best and

More Than

You will find our stock complete at

all times with varieties in both Kings and Whitmans chocolates. The best to be had for the best girl in the

"Where Tech Men Feel At Home"

Hotel Drug Co.

PHONE 1043