President's Annual Reception To Be Given Tonight

Faculty, Students Invited To Affair

President Clifford B. Jones and Mrs. Jones join members of the Administrative council in inviting members of the faculty, college staff, and students to the annual president's reception Saturday evening, October 12, from 8 to 10 p. m. at the Women's Residence hall.

This affair is a tradition of Texas Tech, and is usually given during the first week of school; however, it has been postponed this year in the hope that the entire student body will be present.

The house party will include members of the Administrative council and their wives; Messrs, and Mmes. Clifford B. Jones, Ardur H. Ledigh, O. V. Adams, J. M. Gordon, Robert C. Goodwin, W. T. Gaston, W. P. Clement, H. L. Kent and Dean Mary W. Doak, De an Margaret W. Weeks, and Miss Elizabeth H. West.

Others in the receiving line will be members of Student Council resident, James Snyder; vice-presentent, Roy Wilkes; secretary, Enery V. Ann Mack, John Council resident, Roy Wilkes; secretary, Enery Cher, Mary Burk Yeager, Haynes aumgardner, Harold Thompson, hylls Bench Council will be given and and a dinner will be give members and their dates to attend the present of the club will a specific present and the present of the club will a specific present and and a dinner will be give members in May.

Las Vivarachas club will entertain with a semi-formal dance at the Hilton hotel tought from 90 members in May.

Las Vivarachas club will entertain with a semi-formal dance at the Hilton hotel tought from 90 members in May.

Las Vivarachas club will entertain with a semi-formal dance at the Hilton hotel tought from 90 members in May.

Las Vivarachas club will entertain with a semi-formal dance at the Hilton hotel tought from 90 members in May.

Las Vivarachas club will entertain with a semi-formal dance at the Hilton hotel tought from 90 members in May.

Las Vivarachas club will entertain with a semi-formal dance at the Hilton hotel tought from 90 members in May.

Las Vivarachas club will entertain with a semi-formal dance at the Hilton hotel tought from 90 members in

BBA Faculty Go To Amarillo Meet

Faculty members of the economiss and business administration department attended a meeting of the Panhandle Commercial Teachers association October 5, in Amilia. The meeting, held in the home of tra. Agatha M. Shaw, head of the epartment of business administration in American and the epartment of business administration of in American process of the epartment of business administration of incomercial teachers of West Texas. This council is to act as a coordination of a council composed of conservation and temporary chairman. Those attending from Texas Tech were: Dr. and Mrs. J. O. Enderthold and the enderthold is the end of the head with process of the endividual schools and the National Squard and the Mational Squard and the Mational Squard and the second Club spontage of the endividual schools and the National Squard and the Squard and the second Club spontage of the endividual schools and the National Squard and the second Club spontage of the second Club spontage

HE Club Initiates **New Members**

Female Snoopers Elections Of Plan For Year

Mary Margaret Tunnell and Poly Price were elected to members who billy Price were elected to membership in Junior Council at a recent with the process of the council at a recent with the available at wall be available to any interest in the details of the election procedure will be available to any interest the candidates will be judged in person, this year, and not by submission of photographs as has been procedure in past elections.

All organizations will be judged in person, this year, and not by submission of photographs as has been procedure in past elections.

All organizations will be required to the the process of the council at a recent will be available to any interest to any interest to any interest to a claim for the claim of photographs as has been procedure in past elections.

Candidates will be available to any interest to any interest to any interest to a claim for the claim of photographs as has been procedure in p

ear are: Katherine Mebus, viceresident; Janice Buie, secretaryreasurer. Betty Shryock, reportrei, Dorothy Burton, parliamentaran, and Margaret Simmons, AWS

FORMER STUDENT WEDS

Announcement of the marriage
f Homer Eugene Roberts and
files Wardie Earnestine Lyles Segmeher 18, at Fort Worth, Texas,
as been received by Dr. Leroy T.
relaton, head of the department of
celogy.

Roberts recently returned from
Ragoon, Burma, where he was an
mployee of Socony Vacuum Olli
ompany. He is a 1930 graduate
of Tech, with a major in geology.

CHESTER

BETTER MADE FOR BETTER SMOKING

Every Chesterfield must conform to the one right standard of size and shape for a cooler,

better-tasting, definitely milder smoke.

(As seen in the new film "TOBACCOLAND, U. S. A.")

Beauties For

Kemp Announces New Deadline Of Club Picture Contests

Phi Psi Gives Museum Bricks

Fraternity Adds 100; More Follow

Fraternity Adds 100; More Follow

The "Give a Brick" campaign to add two stories to Tech's museum has received the support of Kappa chapter of Phi Psi, national honorary textile fraternity and the department to extend its experiments to rate fedding, nursery elaboration of the Harold MacDaniel, president of the chapter, said today.

Meeting Tuesday night, the members voted to give 100 "bricks" to the fund. MacDaniel stated that more would be donated soon.

A Advording to MacDaniel, the members voted to give 100 "bricks" to the fund. MacDaniel stated that more would be donated soon.

A According to MacDaniel, rechesting the fund of MacDaniel stated that spring are in mention. Phi Psi, he said, its the ranking textile fraternity and gits 11 chapters are situated in the leading textile schools of the U.S. of Officers who were elected last spring are: MacDaniel, president; to the trick the strip of the str

Nutrition Class Gets Laboratory

Royal Portable

TYPEWRITERS VARSITY BOOKSTORE

Geology Graduate Gets Promotion With Company

Gets Laboratory

Additional laboratory space was obtained this week for the nturition and applied arts departments. The basement of the Home Economics building has been repainted and remodeled to give two new laboratory rooms.

A drying oven, ball mill and

Mix 'em-Match 'em



The Vogue

Do you smoke

the cigarette that

SATISFIES

rright 1940. LICCETT & MYERS TORACCO Co.

DO YOU SMOKE THE CIGARETTE THAT SATISFIES IT'S THE Cmoker's Cigarette **Definitely Milder, Cooler-Smoking** decidedly Better-Tasting, Chesterfield is one up on 'em all Smokers say that Chesterfield is the one completely satisfying cigarette. Everybody who tries 'em likes 'em. Chesterfield's right combination of American and Turkish tobaccos is the best that money can buy.

Campus Organizations And Social Clubs

May We Serve You?

We have the pleasure of serving the following organizations with their Club Pins, Pledge Buttons, Club Stationery and Favors

Diamonds, watches, guns, musi-cal instruments, typewriters or anything of value. Licensed and Bonded PAWNBROKER JENKINS JEWELRY 1208 Broadway Phone 3094

RIDE

5c

THE BUS

Lubbock City Bus Co.

If you have some problem let us help you. We will be glad to submit sketches, samples and prices. The convenience of ordering through us saves time and money.

"May We Serve You"

Texas Tech College BOOKSTORE

TEXAS TECHNOLOGICAL COLLEGE, LUBBOCK, WEDNESDAY, OCTOBER 16, 1940

Friday Is Traditional Parents Day Here

Complete Program Planned For Fifth Celebration

Parents of all Tech students have been invited to attend traditional Parents' Day Friday, October 16, according to nvit tion from President Clifford B. Jones, W. L. Stangel, rman of the athletic council, and James Snyder, student

Offered By CAA

Instruction Begins Today For Students Who Have Licenses

Lose Your Hat?

Tie It On Like Fish Has His

Techsans Go To Waco BSU Meet

Advanced Flight **Training Course**

Dean Is Elected To Church Post

Pre-Med Society Adds Six Friday

College Calendar

THURSDAY

Campus Struggles Today's the Day, For Western Day Choice to It

Hundred Contestants Signed For Rodeo; Dance To Follow

This Would Call For a Math Book

40,852 Books Repose On Library Shelves

Into Its Boots And There's No

Team Places In National Meet

\$7,866.10 was spent on uringn the year. Both special magazines are a swell as a number Elect Officers

Heart Attack Fatal For Head Of Tech Board

Director Dies



Boucher Elected At IRC Meet

Regional President To Head Local Club

INSTRUCTOR ATTENDS SHOW

Joe T. Sneed Succumbs In Amarillo; Chairman Since '38

Joe T. Sneed jr., chairman of the board of directors of Texas Tech, died Tuesday morning from a heart attack at his residence in Amarillo. He was 63 years old. Sneed, a prominent oil and cattleman, has been a member

Faculty, Studes Fill Brick Pot

Ko Shari Club Leads

Society Enrolls 635 Engineers

Council Plans November Dance

You'll See Them At The Rodeo



Professors Will Appear In Play

Hard To Make A

The Toreador

THE TOREADOR, student newspaper of Texas Technological college, is published every Wednesday and Saturday on the campus of Texas Technological college at Lubbock by students of the journalism department.

Entered as second class matter, October 31, 1925, at the postoffice in Lubbock, Texas, under the act of March 3, 1879.

Editorial offices, Engineering building, 3, 4, 5. Telephones: college switchboard; Night Editor, 1286.

SUBSCRIPTION RATES

National Advertising Service, Inc.

ED KIDD GEORGE MUSICK	72 1 25
Fanibeth Harris	Associate Editor
Patti Crawford	Advertising
Jack Yelton	Sports Editor
Dexy Sudduth	Technical Adviser
	Feature Editor
Doris Peavy	Society Editor

Beauties!

that elections for beauties to represent Tech 1 edition of La Ventana, and surety that such with it the usual amount of hard feeling to wonder just how far and how great g college years tend to carry an indivi-

tetty, and that a small percentage are what can tiful—there still remains the fact that clubs past—sought to elect candidates to represent our would be considered lovely only by their mothers. tes, it would seem to those gazing at a page of beauspirit goes just a little far—or else some people have a sense of humor than we have suspected in the past.

It is all to seldom that those elected as beauties are far from from just what they are cracked up to be. This is often the audit of the student voting, and is not necessarily that of the young woman who may have to do what she is told.

Outsiders looking through the pages of La Ventana have no alternative but to accept the word of the editor that these women are beautiful—even though the stranger may have some doubts to himself. He has nothing else to go by other than the judgment he sees reflected on the pictured pages—which sometimes would leave one with no other thought than to get up and go find a copy of Dante's "Inferno."

It is for that recommendation to the picture of the pict

It is for that reason we urge students to consider more carefully those for whom they vote. And if lack of knowledge is dominant not to vote at all.

It were better there were no such section in an annual. Better, at least, than gazing at a group of women who are not representative of what they are supposed to be.

We Need The Military

If compulsory military training for our youth had begun five years ago, we would be in a far better condition today. Con scription will save democracy, not destroy it.

—By Jack Yelton

Short, Short Editorial

Campus Camera



There Shall Be Music, Yes But It Won't Be Kyser

The whole truth
The report that Kay Kyser is to be in a false. At least, that seems to be the general idea since Amarillo this week end is false. At least, that seems to be the general idea since Amarillo the papers have no wind of it. During the last few weeks we first heard that Gene Krupa was to pound his drums in Amarillo's Nat, but that e is also untrue, so don't make plans to go to Amarillo, they won't be there.

The nearest thing to a big name be and to play in this vicinity is Herbie Kay who will play a dance in Kay's band, down and out, for a season or two, coming back with one-night stands such as the Seagraves and he'll draw a big crowd in Seagraves. The tax should be within reason.

No culture allowed

HAVE you heard about two Midlands Doys, one of them becoming pretty well known on the camp treas grains this week-end. Their may have been the conting pretty well known on the camp the something to any girl, beautiful or not in the hotel before leaving home, so defend of course by Mom and Pop, and at the kids really did up the town. The funny part is that the old of course by Mom and Pop, and as the kids really did up the town. The funny part is that the old of the before leaving home, so the beat was quite a party. The gang made the rounds including Abe's and Pappy's which is on the Hock-aday black list. Yep, it was a ray the form and the box were the counted in the property of the period of course by Mom and Pop, and and pappy's which is on the Hock-aday black list. Yep, it was a ray the form and the box were the rounds including Abe's and Pappy's which is on the Hock-aday black list. Yep, it was a ray the form and the box were the rounds including Abe's and Pappy's which is on the Hock-aday black list. Yep, it was a ray the form and the rounds including Abe's and Pappy's which is on the Hock-aday black list. Yep, it was a ray the form and the course of the proposition and the reason of the promise and the words of the promise. And lo, the words of the promise and the words of the promise and the wo

War can't be fed at so much a day—Crobylus (3rd cent. B.C.)

The old worn-out fable that the way to have peace is to prepare for war.—William Edgar Borah, U. S. Senator, Idaho.

My country; In her intercourse with foreign nations, may she ever be right; but, right or wrong, my country!
—Stephen Decatur.

I have come to say to you that the American people would be proud to be engaged in the greatest battle in history.
—Gen. John J. Pershing.

A Parable

For More Fun Out of Life

Chew Delicious

DOUBLEMINT GUM Daily

Highspot your days and evenings—enjoy the fun of chewing refreshing DOUBLEMINT GUM.

The velvety smoothness of DOUBLEMINT GUM

adds to the natural fun of chewing. Delicious, cooling, real-mint flavor helps make your mouth feel refreshed . . . adds fun to everything you do. Chewing this healthful, inexpensive treat

helps sweeten your breath . . . aids your digestion . . . helps keep your teeth attractive.

DOUBLEMINT GUM.

Treat yourself daily to healthful, delicious

Buyseveral packages of DOUBLEMINT GUM today

Episode 1

A Parable

Lo, it comet to pass at the time of the great dust storms, that there is a certain young man who dwelleth in a house that is called by many names.

For lo, to some it is a "boarding house", while to others, it is called that which may not be spoken beyond a whisper.

And the young man hath desire the desire that he may become the pride of the student body and the delight of the eyes of his parents. For verily he hath decided that he will run for office.

He maketh his mind up to maketh a darn fool of himself—verily, to beg for votes on the public greens of the college.

And lo, he climbeth upon the scapbox, and he blowelh off like unto a freight train. Yea.

And they was an ass braying in the wilderness, so doth he blast forth seeking the clusive vote. And lo, he lieft, and for forty days he lieft to beat all hell.

And that which he promiseth is named legion—verily, to he would give to the voters the sun, the moon, and the stars—and legion—verily, be would give to the voters the sun, the moon, and the wilderness, so doth he blast forth seeking the clusive vote. And lo, he lieft, and lieft had the voters the sun, the moon, and the stars—and legion—verily, to the words of all sorts.

And that which he promiseth is named legion—verily, to the words of all sorts.

And that which he promiseth is named legion—verily to the words of all sorts.

And the while may be a him.

Verily, as an ass braying in the wilderness, so doth he blast forth seeking the clusive vote. And lo, he lieft, and lieft had the voters the sun, the moon, and the stars—and legion—verily to the voters the sun, the moon, and the stars—and legion—verily to the voters the sun, the moon, and the stars—and legion—verily to the voters the sun, the moon, and the stars—and legion—verily to the voters the sun, the moon and the stars—and legion—verily to the voters the sun, the moon and the stars—and legion—verily to the voters the sun, the moon and the stars—and legion—verily to the voters the sun, the moon and the stars—and legion—verily to the

Tech Theatre

LAST TIMES TODAY "Hotel For Women"

Ann Sothern Linda Darnell

THURSDAY

"The Day the Bookies Wept"

Joe Penner

0 PAT O'BRIEN

TOWER

POWER - DARNELL - JAGGER

'HOUSE ACROSS THE BAY'



BROADWAY

DR. CHRISTIAN MEETS WOMEN"

Jean Hersholt

—Plus— Magic Carpet and Musical Act COMING FRI-SAT THE GIRL FROM

GOD'S COUNTRY Jane Wyatt Wayne Morris

TODAY & THUR BLONDIE ON A

Artie Shaw MUSICAL ACT

COMING FRI-SAT "THE RANGER AND THE LADY'

Ko Shari Patrons and Patronesses Entertain With Barbecue

Guests Will Attend Game Following Annual Supper

Ko Shari club members, pledges and their guests will be homored at 5:30 o'clock Friday night when the club patrons and patronesses will entertain with an annual barbecue at the home of Mr. and Mrs. Robert J. Allen, 2408 Thirteenth street. Immediately following the supper, they will attend the Texas Techsrigham Young football game.

Hosts and hostesses will be Messrs. and Mesdames H. L. Allen, R. C. Harvey, W. G. McMillan, Allen, Roy Riddel, H. F. Godeke, Dan Blair, Julien Paul Blitz, R. F. Hinchey, Paul Jones, Wright Kerr, Frank Maddox, Clark Mullican, W. S. Posey, W. L. Stangel, C. J. Wagner, Robert Wright, A. B. Strehli; Drs. and Mesdames R. P. Reeds and M. C. Overton; Mesdames W. H. Bledsoe and Frank Winn and Miss Sammie Callan.

Members to attend are Misses Minne Jo Hooser, Emily Ann Mack, Vondee Lewis, Jane Brownfeld, Milton Joyce, Marguerite Brannen, Ruth Tinkler, Mary Louise Tinkler, Vivini Wharton, Patsy Wharton, Georgia Sue Wharton, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland, Nancy Vyola Wood, Frances Gary, Virginia Renaron, Agnes Gary, Virginia Renaron, Patsy Wharton, Georgia Sue Wharton, Nancy Vyola Wood, Frances Gary, Virginia Renaron, Patsy Wharton, Georgia Sue Wharton, Nancy Vyola Wood, Frances Gary, Virginia Renaron, Patsy Wharton, Georgia Sue Wharton, Nancy Vyola Wood, Frances Gary, Virginia Renaron, Patsy Wharton, Georgia Sue Wharton, Patsy Wharton, Georgia Sue Wharton, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood, Frances Gary, Virginia Kennedy, Doroland Patron, Nancy Vyola Wood,

Hebrank Joins Industrial Engineering Faculty Here

Eugene F. Hebrank arrived last Wednesday to assume his duties as natructor in industrial engineering and industrial drawing at Tech. Hebrank comes to Tech from Stevene received his degree in mechanizal engineering and is now working towards a masters degree in mustrial engineering. He has served as an instructor n Stevens and as sales engineer for the Joseph Dixon Crucible company.

Patronize Toreador Advertisers

FAMILY STYLE MEALS for both Boys and Girls Mrs. Brady's Dining Room

West Texas HOSPITAL

STAFF
Charles J. Wagner, M. D.
Surbery and Consultation
and G. Dunn, M. D., F.A.C.S.
Surgery and Gentto-Urinary

wm. L. Baugh, M. D. Surgery and Diagnosis Fred W. Standefer, M. D. Robert T. Canon, M. D. Eye, Ear, Nose, Throat

Eye, Ear, Nose, Throat
Allergy, Halfever
W. E. Cravens, M. D.
General Medicine
Denzill D. Cross, M. D., F.A.C.S.
Surgery, Gynecology, Urology
O. W. English, M. D., F.A.C.S.
Surgery, Diseases of Women

Surgery, Gynecology and Obstetrics
C. C. Mansell, M. D. Dermatology and General Medicine
M. H. Benson, M. D. Infants and Children Clyde F. Elkins, M. D. urgery, Gynecology and Gereral Medicine
R. C. Douglas, M. D. General Medicine
M. D. Watkins, M. D. General Medicine
Elmo Alexander, M. D. General Medicine
C. J. Hollingsworth
Superintendent

Pickens-Minor Vows
Read In Slafon; To
Be Home In Lubbock
This week end was no exception in the raid on the marriage license bureaus which has monopolized the society pages with former and present Tech students, single and double ring ceremonies.

Miss Doris Minor, daughter of Mr. and Mrs. P. A. Minor of Slaton, were married Friday night in the home of the bride.

Miss Pickens was a member of Slaton, were married Friday night in the home of the bride.

Miss Doris Minor, daughter of Sans Souci club and served as vice president in 1839, Mr. Pickens was president of Inter-chib council in 1939 and served as vice president of Inter-chib council in 1939 and served as vice president in 1839, Mr. Pickens was received their degrees from Texas Technological college in June 1940.

The couple will be at home in Lubbock.

Parkinson-Eilison
Miss Mary Grace Eilison, daughter of Mrs. J. W. Eilison, 1312 Avenue, K. and Mrs. W. W. Parkinson of Mr. and Mrs. R. Parkinson, and of Mrs. A. W. W. Parkinson of Mr. and Mrs. W. W. Parkinson of Mr. and Mrs. R. Parkinson will receive her Mrs. Parkin

READ
Fort Worth Star-Telegram
See Wallis Cozzens,
College Agent, Room 238
Knapp Hall —or call—
Arcadia News Stand
1108 Texas Ave.

Continued from Page one

ert Moseley, Bill Craddock, Paul New, Pack Horton, Nathan Allen, Norman George, Gene Finley, Ray Griffin, Paul Aston, Buster Smith, Fred Owens, Noel Percifull, Wayne Hildreth, W. Curtis Back, Buford Peas, Roy Rogers and Crby Jar-vis.

Episode-

Continued from Page two

RIDE 5c THE BUS Lubbock City Bus Co.

Snyder And Gray Thriller Stars . . .



dence rule."

Absurd? Certainly, but it made good copy, and David Veile of Monroe, Wisconsin won the National Tell-Tale contest by repeating it last spring.

MONEY TO LOAN
Diamonds, watches, guns, musical instruments, typewriters or
anything of value.
Licensed and Bonded
PAWNBROKER
JEKKINS JEWELRY
1208 Broadway Phone 3234

Request Made By British Group For Ambulances

ial Taxi Rates to Tech ents from the dormitories College Avenue to down-Business district.

Bryant's Taxi Pho 70 or 1800

Sub-station at College Avenue Drug

CLASSES STARTING NOW

BILLY NATION STUDIO

Committees For

appointed general chairman and Lyman McGehee, assistant chairman.

Committees, as appointed by George Wilson, president, are: meat, Jack Whellis as chairman, Byron Range, Vance Black and J. T. Cardwell (to be assisted by meats class); coffee, Vernon Loveless as chairman, Robert Deats, Max Perry and Kenneth Lewis; paper plates, cups, spoons, etc. Roy Belville as chairman, James Gunter, Claude Witten and Luther Loveless; beans, E. F. Havaran as chairman, Lewis Herron, Charles Martin and Robert Kelley.

Other Committees are: ice cream and apples, Joe Doyle as chairman, Nathaniel Nelson, Rex Creitz, Ralph Davis, and Russell Day; bread and pickles, Billy Beavers as chairman, Loyd Hahn, Herman Deinken and James Humphreys; slaw, Bob Armstrong as chairman, Maurice Malone, Hershel Lamb and Bill Wheeler: invitations Roger Lindsay as chairman, Bob Spencer, Tom Ingram, Edwin Dawson and Kenneth Grisson.

The Vogue

Broadway at Ave. J

Borden Wins First Roast Appointed | Place "By A Nose"

TECH TYPEWRITER SHOP

Catalina Just LOOK at all these Sweaters **BEST-SELLERS**



PocketBOOKS

TEXAS TECH COLLEGE BOOKSTORE

