VOLUME XI

NUMBER 30

Young Democratic Club Elects Officers; Name Halsey New President

McPherson Calls Initial Russian Experts
Meeting; Eubank Hits Voting Rights

Officials Plan **Welding Parley**

Mechanical Engineering Department Sponsors February Meeting



See Machines In Textile Division

Graduate Speaks
At Joint Meeting Of Campus Groups

Students Direct Play For Meeting

College Receives Foreign Plants For Local Tests

Schuck Leads Texas Survey

Study Of Teeth

Senior Students To Judge Contest

Council Talks New Student Activity Fee

Ince Outlines Semester Tickets; Announces Election Plans

Wiley To Meet **Band Leaders**

Local Director Presides At State Convention In South Texas

Matheson Wins Election For Queen Of Fish Class

First Year Enrollees To Give Annual Dance In March, Shaw Says

College Director Sustains Surgery After Long Illness

Faculty Women's Club Plans Affair T

Reigns At Dance

Cast Enters Speech Meet

Dramatic Students Send Representatives To State Contest

Manufacturing Company Gives Water Softener To Clothing Department

Students Review Books At Literary Gathering

Williams Places Seco In Thursday Poll Of Frosh Students

Examinations To

Begin January 25

Dead Week Starts On Campus Sunday As Activities Stop

Examinations Begin In Week

College Calendar Shows No Social Functions For Coming Days

Capa Y Espada Members Hear Drama Discussion







Foods Professor Begins Statewide Research

Faculty Members,

Freshmen Rave, Upperclassmen Feign Indifference When First Spring Sandstorm Befogs College Campus



OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

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"Buy British" Policy Can Be Applied To "Buy Texas Tech"

"BUY British!" is the slogan which canny British businesses adopted as the war cry against old man Depression. It is a wise policy and worthy of imitation. If British shopgirls use British lipstack and British lords drive British cars, industry must certainly be stimulated and everyone of the subjects of King George being benefitted by the policy.

In Lubbock there is a group of business men who are loyal and ardent supporters of the college. They, as leading property owners, pay the taxes which buy our buildings and equipment. They freely contribute their time and money to any project which is for the institution. Their season tickets, advertisements and contributions through the Matador club make our athletic program. Many students find employment in their firms. The Toreador would not be possible except for their advertisements.

On the other hand there is that independent group of business men who do not appreciate the college being in their city. They do not realize the benefit of the school. They do not realize the benefit of the school. They do not see the large amount spent annually by students and faculty. They do not visualize the sums spent by visitors to football games. Yet these persons continue to profit, some in big amounts, from the presence of the school in Lubbock.

Following the British policy we would do well to adopt the slogan "Buy Texas Tech." In return for the things that the foreseeing merchants have done for the college it is no more than right that we, as students of Tech, should show our appreciation by trading with them. Read The Toreador advertisements and support Texas Tech indirectly and the college's backers by "Buying Texas Tech."

Today's Thought

It is well to learn caution by the misfortune of others.—Publius Syrus.

Vanderblit Phi Psts and Betas had a private war recently with eggs, (old), mud balls and garder hose.

DR. L. M. JONES DENTIST

25% Discount To Tech Students

ated Over Carnett's Electric

Phone 2604

Gardenias And Orchids Are Now In Season

Send Her Some In That Next Corsage



Hilton Hotel Bldg.

Entertainment Scope

WITH the coat tails of old man depression rounding the well-known corner, there has come about with his passing, wide-spread changes that have been developing during the past four years of economics and social relationships. Few of these fields have undergone such radical changes for the better than that of the range and scope of entertainment possibilities for collegians.

Primed up to the high pressure life of their time, it was not unnatural that the means and types of entertainment of the average college student were expensive, widely scattered, and frequently of a very shallow nature. It seemed to be an avenue of escape from the very world which they were building, a world that produced a racoon coat-frivolous combinations, and a time-clock performance of intellectual exercises to be dropped and avoided except during "hours."

Then again, through financial necessity, or through the influence of an inner yearning, or perhaps by accident, the average student found himself and, consequently, found pleasure and contentment in a number of quieter, more regular, inter-related activities. Not that stalling youth can be called progress of any sort, but when youth, of its own accord, adopts measures of entertainment that blend in harmony with the topics and interests of their lives, then progress is being made.

PARAMOUNT among the advanced.

and interests of their lives, then progress is being made.

PARAMOUNT among the advanced agencies of entertainment is the radio. What was formerly a novelty and an awkward youngster in the scientific world is now being changed into a disciplined agency for enjoyment and enlightment; and in like manner, the stage and screen.

However, far above these forms of entertainment, there is still another prime importance in the educational advancement of students—the revival of conversation.

The collegiate youth is finally becoming coherent, trying out his ideas, finding out that which he knows, that which he thinks is so, and that which he does not know. It is by this last means that we believe the greatest gains will be made in the years just ahead, for through this exchange of ideas will men's minds be made more elastic, their convictions become crystallized more firmly in the light of discussion, and will their understanding and fellowship and human progress be most richly realized.—The Reveille.

Student Forum

UDENT ASKS ABOUT CONSTITUTION

Patronize Toreador Advertisers



Play Leading Roles In Feature Film



PONALD COLMAN and Elizabeth Alien have the leading ro the picture portrayal of Charles Dickens' novel, "A Tale c Cities." They are shown above in a scene from the Metro-Go Mayer production which is to be shown for three days at the

From Other Campuses

By FRED GRIFFIN
UNIVERSITY of Colorado
freshman found guilty of steala chemise from the clothes
in the backyard of the A. O,
ouse was given a suspended
ence when he pleaded that it
his first slip.

DR. ROGERS

WHERE TECH STUDENTS
ARE ALWAYS WELCOME'
Special rates to Tech students

LYRIC 3 Days Starting Sun.



A BARRYL F. ZANUCK production falsoned thre UNITED ARTISTS

One Minute Interviews

QUESTION: WHAT WAS YOUR NEW YEAR'S RESOLUTION?

1915-"You have no social sta-

Texas Artist Sends Work

SHINES!! Tech Shine Parlor

Let "Isom" Give Your Shoes That

VARSITY SHINE PARLOR

Sunday, Monday, and Tuesday

WE STILL PUT ON Ladies Rubber or Leather Cap for 15c per pair or two pair for 25c We Dye Shoes Any Color 1013 Main St. Electric Shoe Shop

> NOTICE Special Rates to College Students For A Party Of 20 Or More



Added Color Cartoon And Fox News

AMUSEMENTS

For Exhibition At College

Dr. Marshall Harvey Foot Specialist

Surgical Chiropodist Myrick Bldg.

Duke University SCHOOL OF MEDICINE

Durham, N. C. erms of eleven weeks each year. These may be assecutively (graduation

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ginbotham Bartlett Co.
-Patton



Matador Quintet Looks Forward To Conference Journey

Basketeers Hang Up Suits Until Finals End; Open Trip With Mines



Huffman Asks Entry Blanks BASKO For Tourney

Athletic Director Names Final Deadline; Plans Court Tournament

Artist Writes Name On Piano

Guieseking Autographs Instrument After American Tour

Debating Teams Discuss Intercollegiate Question

Practice February 2; Repay Lobo Visit

Court Artists Resume

Captains Team



Fencing Squad Prepares For League Meet

Former Mustang Drills Aspirants Of New College Sport

The Toreador's All-Intramural **Touch Football Elevens**

Material For Three Good Teams Helps Solve Worries Of Coach Aubrey Butts; Fish Make Showing In Early Games

Picadors Show Form In Early Wins; Please Frosh Mentor

EVERYBODY'S TALKING... ABOUT CAMEL'S COSTLIER TOBACCOS!















CAMEL'S COSTLIER TOBACCOS mean so much to so many people that we invite you to try them too-confident that they'll win you.

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Smoke 10 fragrant Camels. If you don't find them the mildest, best-flavored cigarettes you ever smoked, return the package with the rest of the eigarettes in it to us at any time within a month from this date, and we will refund your full purchase price, plus postage.

(Signed) R. J. REYNOLDS TOBACCO COMPANY

READ OUR INVITATION

COSTLIER TOBACCOS

Kemas Social Club Has Parties Honor Formal Dance Tonight Bride-Elect In In Downtown Ballroom

Organization Celebrates
Fifth Anniversary
With Function

are Bryan Harper, Carl wen Ingram, Chandler C. Mitchell, Lee Roy and Pattillo, Glenn Storest Weimhold, Raiph cil Ayers, Jack Bostick, ark, Travis Hicks, Watersynard Hall, Wayne Harsheehn, Chancy Waters, Chancy Change, Canada Ca

Double T Club Gives Dance

Athletic Organization Is Host For Annual Affair At Gym

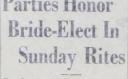
Most Students

Stand Foibles-

Not This Coed!

Faculty Members Plan Affair For Classes In Dorm Monday Night

College Calendar



Student Architect Weds Former Enrollee In Early Ceremony

Wind

thru the Sallyport

Basketball Tournament Starts At Gymnasium

Graduate Seeks Office Of Dickens Judgeship

Marshall Formby, who graduated from Tech in June, 1932, is a candidate for Dickens county judga. He is a former editor of The Toreador.

Biology, Evolution, And The Bible

The Bear Of Oakland Supply Ship



HERE is The Bear of Oakland, Admiral Richard E. Byrd's supply ship during his stay at the South Pole, drawn up beside the Antarctic ice barrier. Many scenes on board The Bear of Oakland are included in the 9,000 feet of film to be shown by Byrd with his lecture at the High school auditorium February 19.

Student Council Outlines **Activities For Semester**

Governing Body Studies Models Of Proposed Tech Handbook Scarlet Cagers

Texas Student Mails Dispatches From Ethiopia

Down Sul Ross

Matadors Win Opening Game With Teachers; Score Is 26-19

1	The box score:			
н	TEXAS TECH	fg	ft	tp
Н	Hale, f	2	2	6
ř	Garrett, f	_ 4	0	8
	Wilkinson, c	_ 4	0	8
	Snodgrass, g	_ 1	0	2
	Morris, g	_ 1	0	2
1	R. Case, g	0	0	0
	Totals	. 12	2	26
	SUL ROSS	fg	ft	tp
5	Luna, f	_ 1	0	2
3	Bagwell, f	2	1	5
3	Tipps, f	0	-0	0
	Osborne, f	0	0	0
3	Green, f	0	0	0
3	Morris, c	3	0	6
	Carll, g-f			
	Conley, g			0
	Addison, g			0
9	Totals			19

5c Any Magazine 5c

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Credit Group Meets In Gym Here Are Reasons

Production Association Stockholders Gather On Tech Campus

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DUANE **FUQUA**

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Orchestra Presenting

Novel Impersonations Of Famous Orchestras On The Screen AT THE PREVUE ONLY SATURDAY NITE

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