Exams Start Friday Morning Registration Begins February

Registration For Spring Is February 8,9


## Students Are

In Auto Wreck

## mex

 Forum Group Meet 10


| $\begin{array}{l}\text { Students Turn To } \\ \text { Skating For New } \\ \text { Sport On Campus }\end{array}$ |
| :--- |



|  | and Ann Caldwell. ${ }_{\text {and }}^{\text {and }}$ Faculy members leading the |
| :---: | :---: |
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|  | $\xrightarrow{\text { Tee }}$ |
| only badly shak | Wid |
|  | McPher |
| Musical Pro | Prexy Of Cade |

$\qquad$ Musical Program
Five Numbers Scheduled Engineers Will For Tech Artist Course

At Women's Dorm

McPherson Made
Prexy Of Cadets


West Elected To National Society



DingusGoes To Dallas Meeting


Courses Added
In Philosophy
Selection W ill Includ
Study of Principal
World Religions



Nine Candidates Signify Intentions Of Entering Publications Elections

 Book Composed By
Plains Writers
C. Luker Attends
Judging Contests

Professor Invents Board Which Will Reduce Errors In Registration; Is Aid And Time Saver For Schedulers
pace twi
THE TOREADOR


# Ghe $\cos$ NORTM 

## Frank Thomas Signs To Teach At Summer Coaching School

Alabama U. Mentor Has Matador Grid Impressive Grid Record Former Notre Dame Sta
Produces Undefeated
Team This Year Team This Year

'Bama Coach



WANTED TO BH 50 Good Used Men'
Suitc-Also Old Suits-Also Old
Gold Silver

Pawnbrokers Sales
Store
1204-1206 Av

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\text { Anytime Is The } \\
\text { Best Time } \\
\text { Our Food Is The } \\
\text { Best Food }
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\text { BUSY BEE }
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& \text { 1106 Broadway }
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Broadway Theatre PREVIEW SATURDY NITE 11:30 HARDINC
"Enchanted April"


Risimbes
Hilton Hotel Blag.


## TECH STUDIO

KODAK WORK (9 Hours Service)
PORTRAIT PHOTOGRAPHY PORTRATT PHOTOGRAPHY
COMMERCIAL - ILUSTPATO MMERCIAL - ILLUSTPA
PHOTOGRAPHS MALE Anytime, Anywhere, By Appcintment West Texas' Leading Studio



## Hemphill-Wellscoe

Shopping Headquarters for Co-eds

| QailaiceFri. And Sat. |  |
| :---: | :---: |
| Jackia Tho <br> Coopar Mei |  |
| Popeye cartoon de para. news | Bad Boy' LSo ON \& PARA. NEWS |
| PREVIEW Saturday Night, 11:30 |  |
| PAXMER MYR MOY Sose |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Color | Professional Football |



Clear Vision Is Essential To Clear Thinking

If you see life as through a glass darkly, the impressions on the brain are warped, uncertain.

Consult your oculist first, then seeBROOME OPTICAL COMPANY for perfect fitting.
BROOHE OPTICAL CO.

THE TOREADOR
Friday, January 31, 1935



|  | Parkivg request Mra. Bennie m. Buord. matron |
| :---: | :---: |
|  | at the boys dormitory. reauests |
|  |  |
|  | Knapp has sent a leter to Mrs Eutord with this request. |
|  | a good joke, but others think the idea is "lousy." "They look to be the general current of |
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| 開 F St. Valentine's Day |  |
| ש\% E STRONG MEN |  |
| 箱 B HAVE WEPT |  |
| R $\begin{aligned} & \text { And girls have rumpled their } \\ & \text { brand new finger waves be- }\end{aligned}$ |  |
| cause |  |
| They didn't know alout |  |
| R The Smart |  |
| Valentines |  |
| 14th |  |
| BOOKSTORE |  |
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| - |  |
|  |  |

- so far as we know tobacco was first used about 400 years ago
- throughout the years what one thing has given so much pleasure.. so much satisfaction


They came looking for gold . . but they found tobacco
... and tobacco has been like gold ever since!
The tobacco raised in Virginia and exchanged for goods helped the struggling colonists to get a foothold when they came to America.
Later on, it was tobacco that helped to clothe and feed Washington's brave army at Valley Forge.
Today it is tobacco that helps-more than any other commodity raised in this country-to pay the expense of running our Government.

In the fiscal year 1933-34 the Federal
Government collected \$425,000,000 from
the tax on tobacco. Most of this came
from cigarettes - six cents tax on every
package of twenty.
Yes, the cigarette helps a lot-and it certainly gives men and women a lot of pleasure.

Smokers have several reasons for liking
Chesterfields. For one thing, Chesterfields
are milder. For another thing, they taste
better. They Satisfy.

