Engineering Get Jobs Over State

Creamerymen

Have Meeting

Pep Rally At Gym Tomorrow Night

Get Behind Matadors In First Home Game

VOLUME XI

LUBBOCK, TEXAS, WEDNESDAY, SEPTEMBER 25, 193

College Holds Convocation In Gym Tuesday

President Knapp Delivers Annual Address Before Large Gathering

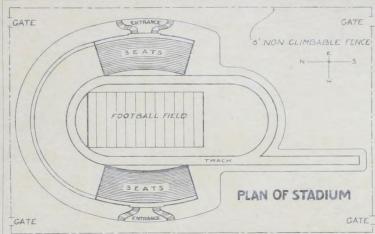
rking cars in the driveways a See CONVOCATION page 4

Strehlis Study On Continent

Spanish Teacher Works On Doctor's Degree During Summer



Diagram Of Proposed Tech Stadium



Classes Name Leaders For Year At Meeting In Gymnasium Next Week

Jackson Talks To Crosbyton County School Teachers

Clements Leaves To Enter Oxford

Professor In Return To Opening Of Fall Session

Aggies Enter Booths At Panhandle Fair Exhibits

FOUR GIRLS REGISTER

Ince Calls Gathering Of Students For Election Tuesday Morning Engineering Get

Freshman Gets Schepps Award

Cheer Leaders Schedule Two Pep Meetings

Freshmen Meet At Gym Tonight; Big Rally On Tomorrow

Students Hold **Dorm Election**

Ince Supervises Meeting In Dormitory Lounge This Evening

Group Sees Experiments Under Direction Of Professor Renner

Girl Student Enrolls In Department Of Textiles

Holden Talks To Junior Twentieth Century Club

Figures Of Enrollment Approach New Mark As Time Limit Nears Close

ASME Holds First Numbers Reveal Slight Daily Increase Over Preceding Year

Many Events On Calendar

Social Organizations Of Campus Schedule Large Number Of Affairs

Magazine Prints Jackson Article

Florists Visit Campus Soon

Professor Howell Speaks
At Convention Here
Next Weekend

College Calendar

Tech Professor Hears Shot That Killed Huey Long



Jim Lindsey	Editor-in-Chief Business Manager
EDITORIAL	STAFF
Managing Editor	
Associate Editor	Ruth Hurmence
Desk Editor	Hollis Blackwell
	J. H. Nail
Assistant News Editor	Morris Laine
Sports Editor	Bob Cannon
Society Editor	Josephine Powell
Feature Editor	Wayne Sellers
Copy Editor	Jamie McNeill

Orientation Classes?

Hungarian Cafe

Bryant's Taxi We Haul Trunks and Baggag

1800 Phone 70

Let's Hear From You

ACAIN this year the student body, faculty and alumni of Texas Tech will be afforded the opportunity to express their opinions in the official college publication. Making their debut with this issue are two columns which may be used in expressing your opinion to Toreador readers.

Under the heading "Student Forum," letters and editorials from contributors are to be printed. "One-Minute Interviews" gives an opportunity for answers to questions pertaining to college affairs.

Student Forum

Almost everything that is great has been done by youth.—Benjamin Disraeli.

ECHOES

One-Minute Interviews

CAMPUS

Real Hosiery News We have decided on

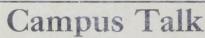
\$1.00

Save

All the new Shades including Green Blue and Burgundy.

TARETT'S (INDERELLA CHOP

Get Your Hosiery At Jaretts and



B. E. NEEDLES
SINCE 1921 AND WILL BE HERE NEXT YEAR

IT'S TRUE—We do have the smartest, most complete line of

STUDY LAMPS

\$1.35

BOOK! FORE



IN LUBBOCK

Priced Right--\$1.00 to \$5.95

HATS For Every Occasion

KAYSER

The Hose That Wear Quality—Beauty PRICE \$1.00 TO \$1.25

Brighten Your Dress, Suit, Coat, With Fashion's Newest Demand FLOWERS

Brown's Hat Shop

EYE SIGHT

And

Laws of Average



The Science of Seeing explains to us that much of the eyesight trouble of today is the result of using eyes under conditions far inferior to the ones Nature designed eyes for—Including light that is a far cry from natural outdoor light.

Scientists estimate that 87 per cent of the impressions we receive are recorded by our eyes. When we realize that one of every five grade school children suffers from defective eyesight and that percentage is double among high school and college students, we cannot fail to appreciate the importance of providing better conditions for the use of eyesight.

The most scientific examination by your occulist is of little value unless the glasses represent his findings in every detail. With our experience and facilities, we guarantee accuracy and dependability.

Brooms Optical Company Manufacturing Dispensing Opticians

1201-A Broadway



Last Times To-

nite The Whole Town Is Excited About

Fred Astaire Ginger Rogers In "Top Hat"

Thursday Only 1 'til 2:30 25c

> Edmund Lowe Karen Morley

"Thunder In The Night"



It seems like we never saw so many green caps at one time before. Looks like good material. No doubt such quality is going to merit fair play.

Texas Utilities Company

We Want To Congratulate The Matadors



The New Royal Portable

Now Only \$49.50

Raiders Tangle With Daniel Baker On Matador Field Friday





Hoffman, assistant coa See DOUBLE T, p. 4

Shines

Phone Us

Ladies Shoes A Specialty

Varsity Book Store Phone 1014





Abney's Apparel Shop Hotel Lubbock

Tech Grid Machine Makes Cowboys Bow First Home Appearance To Matadors

Sophomores And Juniors Athletes Gather Make Up Scrapping Hill Billy Team

In First Game At Gym Clubroom

For First Meeting
The Double T club holds its inial meeting of the year tonight in
From Beauchamp

Baze Shows Heels To Cowbovs

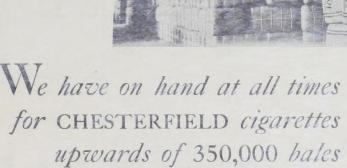


Sooner State **Squad Boasts** 22 Lettermen

Many Veterans Report To Coach Exendine For First Drill

The leaves of Turkish tobacco are strung one by one like beads (see how it is done in the picture). After the leaves are strung they are packed in bales (see picture) - sometimes as many as 80,000 leaves to the bale.

Knot Hole Gang Stand



The pleasing aroma and flavor of Turkish tobacco is almost necessary if you want a good cigarette.

of Turkish tobacco...

Turkish tobacco is more costly when you take into account that you have to pay 35c a pound duty, but we have to have it to blend with our mild ripe homegrown tobaccos.

It helps make Chesterfields milder, it helps give them better taste. Just try them.



.... ARE YOU JOINING THE ARROW FRATERNITY THIS YEAR?



Why do two out of every three college men wear

Because Arrow Shirts are authoritative in style.
Because they are tailored with deft, inimitable

use every Arrow Shirt has the most famous r in the world—an Arrow collar.

collar in the world—an Arrow collar.

Because every Arrow Shirt is Sanforized-Shrunk—to insure permanent fit.

Come in—browse around and see the new college shirts with English wide-spread collar; with button-down collar—and many other styles which represent the trend on the major campuses of the country.

We feature the famous "Form Fitting"

MITOGA Shirt

All Arrow Shirts Priced

\$2.00 And Up

Hemphill-Wells Co.

To Take Eye Test

Aggies Have Textile Students 22 Lettermen

Oklahoma Eleven Meets Red Raiders On Tech

Double T



Cowboys Lose To Matadors

Duval Scores Touchdown After Snatching Pass From Beauchamp

Convocation

Cheer Leaders

Goes To Oxford



Many Events On Week's Calendar

Matadors Meet Daniel Baker In First Home Game

5° Any Magazine 5° READ A BOOK FOR 150

Dr. Marshall Harvey Foot Specialist

MEADOWBROOK

Yellow Cab Co. 888 Phone 888

Baggage Handled Promptly Radio Heater



For many decades the outstanding merits of **K & E**Slide Rules have been recognized and appreciated by engineers throughout the world.

KEUFFEL & ESSER CO. NEW YORK America's foremost manufacturer CHICAGO S. Of Drawing Materials, Surveying Of Drawing Americals, Surveying ST. Louis

HOSIERY

All Silk Knee Length Hose 39c

CROOK'S

1205 Broadway Opposite Hotel Lubbock

59c

SMART CLOTHES For The Co-Ed

RIGHT STYLES REASONABLE PRICES QUALITY ALWAYS



Craig-Gholson Co.

Dr. B. F. Moore
Osteopathic
Physician and Surgeon
mer Trainer E. T. S. T. C
Football Team
313 Myrick Bldg.

DRESS SHIRTS Tech Drug Store



Lubbock Beauty Salon

Balcony Of Bdwy Pharmacy Broadway Phone 1021

Jackson's Waten Repair

Service And Prices

Dr. Rogers DENTIST

WHERE TECH STUDENTS ARE ALWAYS WELCOME

CONLEY BLDG

AT BILL'S

USED BOOKS WANTED!

AND OTHERS-Varsity Book Store

Dress Up For Fall

Suits Made To Order. Let Us Your Fall Suit. Expert Tallor

HIGHEST QUALITY CLEAN ING AND PRESSING



College Tailors



Stephen's Dry Goods