Nineteenth Street Pharmacy Free Delivery

PHONE 1900



VOLUME XI

Twelfth Fall Registration Begins September 15

Changes Made In Tech Staff

Reeves Edits Year's Annual

Candid Camera Idea Will Feature La Ventana; Benson On Staff

the book, pictures Graduate A

Knapp Reports Contractor Ends Work On New Matador Stands

No Danger Of Early Death A If Reading Is Substit

Dr. Eunice Gates Takes Position Left Vacant By Language Head Texas Christian Opposes Raiders In Dedication Game Ser ember 26 Artist Course This Fall Lists National Political Lists National Political

Statesman From Illinois, Robert LaFollette, To Lecture In City

Dietitian Accepts New Position At Galveston

Leaves College



DR. C. B. QUALIA

May Increase NYA Jobs, Knapp Says

Freshmen Matriculate In College Gymnasium During First Morning

Sophomores Continue Trek Through Building That Afternoon; Upperclassmen Receive Schedule Blanks Next Day; See Large Enrollment

Campus Gets **New Building**

Structure Houses ROTC Unit This Fall; Pettit Gives Local Setup

zification

ERMEN and college out the nation a month

TION OF THE COLLEGE

ed and printed in the laboratory of the Texas nological college Journalism Department. Entered as a second-class matter, October 31, 1925 at the postoffice at Lubbock, Texas, under the act of March 3, 1879.

Associated Collegiate Press

The Toreador Greets The Old Students; Welcomes The New

Today's College Youth

CONTRARY to the belief of the writer of OUR MUDDLED YOUTH appearing in the August American, the recent discussion in Fortune magazine and summarized in Readers Digest bears out the observations of professors and students of sociology over the entire nation.

CAMPUS CAMERA



From Other Campuses

Among The Alumni

SHINI S!!
Bill's Shines Are The Best Be Tech Shin Parlor

DUST

From Archives Of The Toreador

BE SURE



Star Motor Coaches



-Lubbock—Floydada — Silverton— uanah — Crowell — Vernon — Al-oma City. Connection at Vernon

00 P. M.—10 P. M. -6:30 P. M.—12:15 A. M.

uted on Red Star Coaches.

ORT—SPEED C. M. Owens, Mgr.,

y Day--Everywhere



Round-Trip Fares 14-5c PER MILE each way, 10 day limit, good in

coaches or chair cars only. 2c PER MILE each way, 10 day limit, good in all classes of equipment.

21/2c PER MILE each way 10 day limit, good in all classes of equipment.

or RT



Fall Training Chores Start September 10 For Red Charges

Cannon, Jones **Lead Raiders** This Season

Cawthon And Smith Face Toughest Schedule In History Of School



Introducin' The Raider Captains





IF

Co-Ed Hose Shoppe

Mrs. George Burns, Mgr.

1211 College Avenue

PHONE

City Cab Co. TAXI

PHONE

Call our truck for baggage transfer. Sub-Station Collegiate, Phone 2272

Carlton Luper, Kelley Hinkle, Lee Bell, Barney Boyd, and Sam

Welcome Back!

To Good Ole Teck

Same Fine School Same Fighting Matadors Same Beautiful Co-Eds Same Handsome Men . .

A Brand New Band With a New Brand of Music—

Bob Sandusky and His Hotel Lubbock Orchestra

Welcome Dance September 16 Hotel Lubbock Ballroom

Cowboy Hopes Dowell, Davis Sign With Williams To Place Soar With Cox Pro Gridders This Fall

It's Time Again

To start planning your Rush Week Parties and Dances



New Coaching Regime At
Oklahoma Institution
Makes No Promises

Hormer Matadors Join
Big Show;" Gained
Laurels At Tech

Schoolboy Gridders Begin Grid Drills On Tech Field

Sale At Walton's

WELCOME STOKES SERVICE

Phillips "66" Products

Phone 262

1613 College Avenue Lubbock, Texas

STUDENTS!

BROOME OPTICAL CO.

1201-A Broadway

Have You Ever Been Embarrassed

When someone you ought to know speaks to you and you can't call his name?

Have You Ever Wanted Information

Concerning students or organizations and could not find anyone who knew?

Have You Ever Wanted To See The Old Gang

When you were at home or away from school?

Have You Ever Thought

That your annual contains all of these things?

For Hours of Pleasure and Hundreds of Pictures of Friends, Classmates, and of the School--

Sign For Your

LA VENTANA

At Registration

Social Clubs Arrange Varied Entertainments For Period Of Rushing Miss Kathleen Jennings Weds Tony Ulrich In Dallas Ceremony

Weds In Dallas

KATHLEEN JENNING

Plans Reunion

Alumni Members Gather In Brady Next Month

For Convention

College Club

Dances, Smokers, Picnics Appear On List During First Two Weeks

Graduates Wed In Los Angeles

Ruth Hurmence Becomes Mrs. Truman Green This Morning

Ex-Students Marry Today

Nelson And Lynn

Buy Newspaper

Students

WELCOME BACK TO TEXAS

Kill your spare time in our completely air-conditioned store.

We have fountain drinks, lunches, and a

OPEN DAY AND NIGHT

See us after the dance Opposite the Hilton Hotel

Tech Studio

We are glad to have the college photographic work for the coming school year. We are looking forward to a very happy and prosperous year. If you have any photographic work to be done come around and see us. Sample our excellent work.

We are anxious to see you back in school this fall. Bring your friends and come around; we want to meet you.

2415-A Main

Phone 2730

Peveto-Raymond Marriage Rites

RESIGNS POSITION

Dr. Cecilia Schuck Goes To Purdu University At Lafayette

Are Announced

The Chocolate Shoppe

Delicious Home-made Ice Cream and Candies Sandwiches Drinks

Broadway at Avenue Q

Welcome, College Miss

To Tech and Brown's Hat Shop

Hats, Bags-

Hosiery-

Smart Accessories or Smartly Dressed Ladies

BROWN'S HAT SHOP

Opposite Hotel Lubbock

1201 Broadway

Lubbock

Interest In Yaqui Indians Spreads; Bulletin Order Comes From Sweden

THE ART STUDIO

IN LUBBOCK SINCE 1919 We Do Kodak Finishing

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Ask about our easy payment plan-No interest, no carrying charges—as long as five months to



Guaranteed up to eighteen months-Against everything—Including tread-wear

Star Tire Company

Ave. H, at 13th St.

You Are Not Just Talking Baby Talk When You Say "Meet

Me At

GA-WA Confectionary

We are prepared to serve you in a speedy, up-to-date fashion with:

FOUNTAIN DRINKS All Kinds SANDWICHES Butter-tosated HAMBURGERS Big and Juicy CANDIES ... A large variety TOBACCO Cigarettes, etc. SCHOOL SUPPLIES

Come around and enjoy the music and roominess of our confectionary. See the new improvements that have been made during the holidays. Better service to the students is our highest aim.

Make our place your "Hang-Out Headquarters." We enjoy having you around. We want to get acquainted with all the new

Our business is for your service and when there is anything you need that is in our line just let us know. Our Confectionary is equipped with modern fountain, refrigeration, and hot water facilities for your health and protection.

We are anxious to see all of you back in

Come in and loaf with us.

1311 College Ave

(Curb and Delivery Service)

Phone 171

This document has been deacidified with Wei T'o aerosol solution.

wavx1eV **Burial Rites** Held Tuesday

Popular Young Student Dies Of Meningitis At Local Hospital

EE Graduates **Get Positions**

Report By Bullen Shows Engineers Get Jobs For Next Year

WELCOME STUDENTS

PALACE LINDSEY TEXAN

Assists Horne



Horne Selects New Assistant

Fred Griffin, Journalism Graduate, Accepts Job In College Office

BROADWAY

Preview Saturday Nite 11:30 (First Time In Lubbock)



HOPKINS-OBERON

Benge Named As Instructor

Former Faculty Member At Oklahoma U. To Teach Languages

APPOINTED TO BOARD

Twenty-Five Year Old Globetrotter Plans Return To Mexico To Become Rancher After College Graduation

MONEY LOANED

JENKINS JEWELR

Jackson Watch Repairs

Jarrett-West Drug Co.

1314 Broadway

Phone 160

Speedy, Courteous Service

Walton's

Disribute Tech Football Tickets and Clothe the Spectators Correctly

\$25 suits in alternating colored stripes or plaids. Also, Fashion Park Clothing. See the new 1936 models that ye offer before you buy.



STORE FOR MEN

1925-1936

Eleven years old this year...Texas Tech continues to thrive as a growing institution. We want to congratulate the "newcomers" on your choice of schools.

Texas Utilities Co.

RATES HIGH

Hinson, Graduate, ment As U. S. Eng

Sidwell Writes On Dust Storms For Magazine

Hello, Old And New Students

Glad To See You All

Come To See Us And Meet Your Friends At The Student's Headquarters

A Brand New 1936 Liquid Carbonic Soda Fountain—P. A. Taylor Ice Cream Machine Just East Of The Boys Dorm At 1101 College Avenue

A Complete Line Of School Supplies

TECH DRUG STORE

Tech Artist Course

Attractions For Fall Semester

MANHATTAN STRING QUARTET

October 12, One of the outstanding quartets in America. Recently returned from a successful tour of Europe.

SENATOR ROBERT LAFOLLETTE

November 18, United States Senator from Wisconsin.

> KRYL'S SYMPHONY ORCHESTRA December 1, 40 pieces.

The Tech Theater

Welcomes The Students Back To Texas Tech

The Theatre is owned and operated by Tech graduates

We Run Only The Best Pictures and Will Appreciate Your Patronage

Every Student Will Be Given a Free Pass When He Registers

DON'T MISS IT!

Preston Smith and W. O. Bearden

1211 College Ave.

Horned Frogs Highlight Stiff Raider Schedule

Centenary Comes Here; Wesleyan Rams Open Current Campaign

By JIM LINDSEY



The Backs Come Crashin' Through



Vinzant Takes Post As Successor To Red Petty

Ex-Matador Star Gives
Up Head Position At
Greenville High

CLARK'S DRUG STORE

P- 2340

Broadway and Avenue Q

Tech Barber Shop

-AND-

Campus Beauty Parlor

We Want to Meet All the New Students and Are Anxious to See the Old Ones Again

1103 College Ave.

Phone 982

Sees Ram Victory

Picadors Look Like Powerful Team This Fall

Prep Stars Report To Huffman Next Month For First Drills



T. H. BARNARD, Prop.

Blue Bonnet Laundry

WE TREAT YOUR CLOTHES WHITE to 1448

(Incorporated)

PAUL BARRIER, Mgr.

PHONE 213

888

Yellow Cab Co.

PHONE 888

We Haul Trunks and Baggage Tech Drug--Sub-station Phone 138

Tech Student Drivers Radio and Heater Equipped

MATADOR SERVICE STATION

Welcomes

You to Texas Tech And to Lubbock Coureous Service

J. W. Harrison

Cor. College and 16th

Phone 9511

Freshmen Begin Seasc Against Wayland Eleven; **Encounter Six Teams**

Portales Junior College, October Cameron Aggies, Altus Also On Calendar

NEW BUILDING

LARGER STOCK REASONABLE PRICES



Buy a Used Book and Save

Good Old Tech!

Not so old in years—but quite a Piece up the Road in Progress.

-A GOOD START

By That Prince of Presidents

Paul W. Horn

And Ably Carried Onward and Upward Under the Efficient and Energetic Administration of

President Bradford Knapp

And Let Us Not Forget The Great Record Made by Our

Fighting Matadors

Three Cheers For The New Stadium

and increased seating capacity of 14,000

Let's Boost Our Team All the Time

HILTON HOTEL

BE RIGHT ...

- · In Class Room
- On The Campus Social Activities

In The Vogue's New COLLEGE **FASHIONS**

The Voque



Welcome

Back To College

For Correct Fashions For Campus Life and All Its Activities

Remember



1015 Broadway

McMAKIN MOTOR COACHES

G. C. McMAKIN, Manager

1614 Main St.

Phone, Office-2184, Bus. Sta.-100 Lubbock, Texas



read down				iv. arr.		read			
	1:00pm	12:30am	4:00pm	8:30am	Lubbock	6:00am	10:15am	1:00pm	
	2:15pm	1:30am	5:30pm	9:40am	Brownfield	5:00am	9:00am	11:55am	
	a:00pm	4:15am	8:30pm	12:30pm	Odessa	2:05am	6:15am	9:15am	
			10:15pm	2:30pm	McCamey			7:30am	
	I:00pm	12:30am	4:00pm	8:30am	Lubbock	6:00am	10:15am	1:00pm	
	3:15pm	2:30am	6:45pm	10:45am	Seminole	3:25am	7:45am	10:45nm	
	3:15pm	2:30am	7:00pm	10:45am	Hobbs	12:15am	6:00am	8:45am	
			9:30pm	1:15pm	Carlsbad			6:30am	
	1:00pm	12:30am	4:00pm	8:30am	Lubbock	6:00am	1:00pm	9:15pm	
	2:15pm	1:30am	5:30pm	10:45am	Brownfield	5:00am	11:55am	7:55pm	
				No. of Manager	*********		W.D.Dunn	H. Y. France	



On the Campus

A Mighty Warm **Welcome Awaits** You At Lubbock's Finest Department Store!

You'll shortly be returning to your old haunts around campus and down here in town— We want you to we that a most hearty welcome awaits you in this fine

We hope you will hurry—we miss you in the summer months—We'll be watching for you whether your arrival is by Air—By Train—By Model T or by the conventional "Thumb" route—

It will be a greater year than ever at Teas Tech-

Hemphill-Wells Co.

We're One Hundred Per Cent BEHIND TEXAS TECH

Magnolia Service Station 591 K. C. Jackson, Prop.

College Avenue and Main

Phone 586

THE GLORIETTA Welcomes You

The best place to eat and the most reasonable prices.

1212 Broadway

Phone 1366

Welcome, Students To

Tech, Lubbock, and Our Store

Come In and See the Values that Have Made Our Reputation Outstanding

Griffon Suits, Bob Smart Shirts, and Stetson



Picadors Take Up **Football Training Early Next Month**

President Knapp Reports Changes In Tech Faculty

Home Economics Division Gets New Table Pottery

STUDENTS. WELCOME

Cleaing, Pressing, Fur Renovating, Alterations

ANYTHING THAT IS GOO FOR YOUR CLOTHES— HUIE HAS IT



PHILCO As Low As \$22.50

52 New Models - EASY TERMS

Household Supply

Co.

D. A. DAVIS, Mgr.

For The Last 81-2 Years

When Carnett puts his approval on anything it has to be good.

Carnett's Electric

1209 Broadway

Phone 382

Announcing . . .

THE FORMAL OPENING OF STEPHENS' MONDAY NIGHT, AUGUST 31

A new store full of new merchandise for the future student.

FOR LADIES
Redfurn Suits
LeVine Dresses
Devine Dresses
Hercules Knit Suits
Mendoza Fur Coats

FOR MEN

R MEN Curlee Suits and Overcoats Van Heusen Shirts Cheney Ties Davis Hats

STEPHENS Dry Good Co.S

Star Brand Shoes For Both Phone 2031 907 Broadway

'A Sound Mind Within a Sound Body'

was the old Greek motto.

Be sure you have good equipment to begin with and make it much easier.

GYM-SHOES with a double tread, cushion sole for protection of your feet.

\$1.00



FAP-SHOES with an alumnium tap on the toes. Patent-leather, strongly built, but light as a feather.

\$1.98

When You Get Ready To Buy Your Gym Equipm and See Us



Homesick? Blue?

Cheer up . . . it's only a short time until school opens . . . then registration, classes, football and good times.

You'll be surprised at the many changes made in the store . . . the added new features. . . . new ideas . . . fresh, new college novelties.

Hurry over just as soon as your arrive . . We'll be looking for you . . .

THAT OKEN FORE

Welcome----

Back To Tech. Lubbock **Old Students And New Students**



Gholson's can you get sistance on proper clothes selection?"

Craig-Gholson Co.

Welcome, Students to Lubbock and to Our Shop

If it is a hat you need-

Abney's Hat Shop

Has the latest styles in all the new fall models. The CO-ED will like them.

If it is a dress or coat-

Lubbock Hotel Dress Shop

Has the newest collegiate fashions. They are smart and will add to your personality.

In Hotel Lubbock

1206 Bdwv.

WELCOME - STUDENTS

To The

Nineteenth St Pharmacy

FEATURING....

Drugs--At Competitive Prices Butter-Toasted Sandwiches Complete Fountain Service School Supplies -- Parker Pens, Pencils Airmade Hosiery--79c to \$1.65

A registered pharmacist is on duty at all times to fill your prescriptions. We will call for and deliver promptly

FREE DELIVERY **Phone 1900**

One Block Off the Campus

Here And There With Techsters

Calendar For 1936 Released

Entrance Examinations Begin September 14; Register Next Day

Home Ec Graduates Get Teaching Jobs In State

Voters Okay Him



Defeating Halsey, Settle Wins Race For District Post A

It's Time To Dye

TECH SHOE SHOP

Band Sponsors Dance In College Gym Next Month

GIVES SCHOLARSHIPS Formby Defeats Cloud For County Judgeship

Harris, Also Ex-Student, Gets Majority In Race For Representative

Welcone

To

Lubbock

West Texas Gas Co.

Good Gas With Dependable Service



Perkins Invites Erwin To Houston Conference For Study Of Problems

See our new location...

Come around and give our plant the once over. We have location, new equipment, and some very attractive prices:

1 three piece suit cleaned and pressed

1 one piece dresss cleaned and pressed ..

We have two new delivery trucks that deliver all of 50c or more at no extra cost.

Suits Made-to-order

We appreciate your patronage.

COLLEGE TAILORS

Thoro-tone Cleaning

"Eat, Drink, Be Merry"

Eat Our Tasty Short Orders, Sandwiches- Candies, & Ice Cream Drink Our Refreshing Coffee, Milk, & Fountain Drinks Be Merry With Our Music In Our Roomy Store

We Like For You To Loaf With Us

We Are Looking Forward To A Great Year At TECH With You

THE COLLEGIATE

J. T. Epperson & Dwight Epperson, Props.

1301 College Avenue

D.T. (Jack) Potts

Phone 2272