

**Broadway Producer** To Name Yearbook Beauty Winners After Election

Floyd Ray

Reeves Announces New Plans; Rose To See Local Movies

BILLY ROSE again will turn his eyes toward Lone Star state pulchritude next spring when he views colored motion picture film portraying Tech's sixteen most beautiful grils, said Winston Reev-es, La Ventana editor, after stu-dents yesterday gave the publica-tion head a free hand in methods of selecting eight code to fill the d a free hand in methods ting eight coeds to fill the 's beauty section. a, who had withheld an-ent of the judge's name students constitutionally heir opinion in a convoca-terday morning, said he d the famous Broadway niter Centennial producer Worth last summer, from the 16 wom named in a forth -wide election, ac

e agreement. Opposition Gathers ii the student association, ioned amendment of the con-ion, La Ventana beauties to have been selected by ar vote of the student body. sition to the measure had gathering since last spring, more than a month ago the nt Council recommended yes-r's amendment.

\*s amendment. W. A. Jackson, head profess-s graduate division, explained ac convocation methods of ing votes by the Hare sys-The innovation in ballot tab-n was included in the new trent.

ABC Backs Drive esenting the American Bus-lub J. E. Malsen revealed of the downtown organizancil President Claude the spring sen date then, he

## **Radio Program Sketches Tech**

### WFAA Audience Hears News From Campus This Evening

silfulions form the way discussion. than twenty colleges and i the are already represent-the broadcast. Raiph W. as, WFFA program direc-role, "It is WFAA's intent to the cooperation of every institution in the South-in furnishing news for fu-medicast.



following ITEMS DRTANT in PROF. S ECTURES. Junt NOTES in March will be discussed at a bund NOTES in darch will be discussed at a bund NOTES meeting of the Press club Monday WAIN for a state of the State of the State NATES of the State of the State of the State NATES of the State of the State of the State National State of the State of the State State of the State of the State of the State State of the State of the State of the State State of the State of the State of the State of the State State of the State of the State of the State of the State State of the State of the State of the State of the State State of the State of the State of the State of the State State of the State of the State of the State of the State State of the State State of the State of th

 DRCEEF from SAN ANGELO
 President Burgess Dixon annound

 ay night by popular EMILY
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 LAST MINUTE. This was in
 Texas State College for Womer

 LAST MINUTE. This was in
 year, and has tentatively schedul

 KHED as A MORAL; AS YOU
 24.

**Before Starting** AAUW Sponsors Lecture 'Run,' Pressman **Turns In Coupon** 

GEORGE LYMAN KITTRED

already are indicative of the votes T already pouring into the student paper office. Names from Ivy Hall to Roose, men velt Hall were included in the inti-tial voting. Doakwood Arms and auth student added a footnote to his thoise that read, "by all means a appear Vest. The local chapter of the Ameri-an Association of University Vomen and the English depart-nent are sponsoring the discussion n Shakespeare. John A. Lomax,

Names from Ivy Hall to Roose, vert Hall were included in the ini-tial voting. Doakwood Arms and Jones Commons were listed. On-student added a footnote to his advantage of the start of the start horn Library also." Several votes hole thall. Only a single votes indicated Doak Hall for boys. Dr. Knapp and Dean Gordon Dr. Knapp and Dean Gordon Were also honored. **Gym Doors Swing Open February interested** and delighted with the lecture." Lonax stated. A fresh start for 'old' Teen strike dents and a new start for 'fresh new students features the opening college grammound works more strike strike the opening of college grammound works more and a new start for 'fresh mew students features the opening of college grammound works more strike the start for 'fresh mew students features the opening of college grammound woors more to college grammound woors mo Gym Doors Swing

Shakespeare

**To Talk Here** 

By George Kittredge At High School

the

dents and a new start for 'fresh new students features the opening of college gymnasium doors Mon day morning, February I, when registration for the spring semes-ter gets uder way. Registration lasts two days, instead of the scheduled one day. Freshman students matriculate Monday morning, sophomores that afternoon, an d upperclassme Tmesday. Hours for registration '1.30 to 5 o'clock both days. Students entering for the first time this year must present grad books before registering, and will be the scheduled on day. Time students on the first find is emester do not need grade. Facuity assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not need grade. Faculty assignments for registration fall semester do not nee

tor identification purposes. Stu-idents who were enrolled for the file of Louisiana. Baton Rouge: Batal semester do not need grade-books. Faculty assignments for regis-tration duties are being made by department al chairmen engineer-ing division, H. F. Godeke; home economics-division, Mrs. Edna Buster; agriculture division, C. E. Russell; and arts and sciences the vision Dr. W. B. Gates. Judging frm othe increased num-bor of inquiries this year, Registrar-W. P. Clement estimated that be students would enroll for the spin students would enroll for the spin subser; "This has been the usual number the last three or four years," Clement commented. Dyers And Cleanners Cet

 This Evening
 semester. This has been the usual number the last three or four humber the last three or four over station WFAA, Dallas, the from 9:30 until 9:45 of the model.
 10 o'clock Tuesday morning in the office of President Bradford, N. Bryant, William T. Savage, Nos W. Dowdy, James H. Cowan, The board probably will give Dr. Rapp.
 F. Reinhold; sergeants, William T. Savage, Nos W. Dowdy, James H. Cowan, The board probably will give Dr. Rapp.

 is new series of broadcasts ints extra-curricular activities in the Southwest. End "On southwester College works the program is an "ooms, were shipped Monday tale at the suberist or distribution at the association for distribution of the National Association for distribution at the association institutions form the basis for metho asis for methons.
 0 o'clock Tuesday morning in the office of President Bradford, N. Bryant, William T. Savage, No SW, Dowdy, James H. Cowan, Cowan, States and secretary of the board probably will give Dr. Rapp authorization to enforce and secretary of the board, stated were allowed by that Thompson, weil alumni of the National Association for distribution at the association for distribution at the association and, Oho.
 One hundred and forty-four ties, and noth call the secretary of the board, stated for distribution at the association for distribution at the association for distribution at the association for the National Association for the National Association for distribution at the association and, Oho.
 Book Reviewers Hear Stanberry Summarize Narrative By Walpole

 Book Reviewers deub members
 Narrative By Walpole

 Regents are: Clifford B. Jones, Narrative By Walpole
 Narrative By Walpole

 </tr

convention next week at Cincin-nati, Ohio. M. E. Heard, acting head of the sync, chairman, Spencer A. Wells, Sunday to attend the session. He discusses "Modern Trends" in Uni-ma G. Meharg, Plainwiew; John A. versity Training" before the con-man G. Meharg, Plainwiew; John A. versity Training" before the con-man G. Meharg, Plainwiew; John A. versity Training "before the con-man G. Meharg, Plainwiew; John A. versity Training "before the con-man G. Meharg, Plainwiew; John A. versity Training "before the con-man G. Meharg, Plainwiew; John A. versity Training "before the con-man G. Meharg, Plainwiew; John A. versity Training "before the con-man G. Meharg, Plainwiew; John A. Weise the self the con-man G. Meharg, Plainwiew; John A. Schield Charge States the self the self the self the self the self the self the Bowle. SCHEDULE EXAMS

Press Club Plans Trip

Plans for attending the an

the organization. In a special broadcast over Sta-tion WLW, Cincinnati, at 7 that evening, Heard discusses consum-er interest regarding textiles and modern textile education. Heard expects to return to Lub-bock January 29. How the state of t

ness manager. While assisting in soliciting ads, Laine holds down the associate editorship of the newspaper. Marie George, first coed to enter such a campaign in five years, is asking the student body for perimssion to edit La Ventana, college yearboas THIS week a trio of candid-ates announced their in-tentions of seeking campus publication offices for next member of both the ediadvertising staffs orris Laine of Spur llation of petitions or Toreador busing staffs e of Spur La Ventana, college yearbook during the 1937-38 scholastic

Alpha Chi, Honorary Scholastic Group, Holds Initiation Tomorrow Afternoon

### **Pettit Announces Officers In Cadet** Corps On Campus

Frank A. Pettit, commanding of-

with the following officers: Major L. J. Dugger, battallion commander; Capt. Rufus E. Ry-an, battallion adjutant; Capt. Am-

Organization Also Honors Seniors Second Time **Association Gets** Lithographs That During Assembly

Forty-nine new members will b nitiated into Alpha Chi, honorar cholarship society, tomorrow af ermon at 5 o'clock in room 214

 Trank A. Petiti, commanding of the organization also honors nine the sense of the second time. Sensors are Mart y Catherine Couch, Ruth Lewis, Martha Mathis, Mary Mathis, John W. Shaver, Langer, Stanberr Stanberry Summarize Narrative By Walpote Active Wers Hear Stanberry Summarize Narrative By Walpol Book Reviewer's club members Man at's and sciences student man at's and sciences student or My Son" (Walpole) at a science with the science student or My Son" (Walpole) at a science with the science student will am at sciences student or My Son" (Walpole) at a science with the science student westerday affective at a science student wester with the science student of the science student wester with the science student of the science science student of the science stu

WAA Schedules Final

John Grissom, graduate in busi ess administration last year, and eacher this year in the Arche

of the girl's hall have privileges and are be-redom to study as etited

Produce Harris Drama

MARKED as A MORAL: As You
 MANONG CHEMISTRY NOTES, the FORMULA or REAMSSTUP
 AMONG CHEMISTRY NOTES, the FORMULA or REAMSSTUP
 AMONG CHEMISTRY NOTES, the FORMULA or REAMSSTUP
 Autor Lagineering Graduates FLASH, the San Angelo maiden TURNED UP MARIDED LAST WEEK.
 IN CAMPUS OLOGY, night Course, A REFERENCE book by the OCHINESE AUTHOR WUN-HOOKNOWS, lists MARJORET
 A local company requested eight to the ten boys displaying the method in doming the first of method, and college clubs sid of method and college clubs sid sid starts of the organization method and college clubs sid of method and college clubs sid sid starts of the organization mark showing the first of method mark shows bear at are graduates for the first time in several years.
 And college clubs sid works the thickes back and starts club before the chickes back and the method sin the side start of the college topic long the thickes back and the think shows that are graduates. College Playhouse. The demand-tic years is neveral years.
 And college club the first time in several years.
 And college club the first time in several years.
 And the dis is the home economic to

period. Miss George, who re-sides in the city is now assist-ant editor of the annual. Burgess Dixon asis promo-tion to the editor's chair. The college publication masthead lists the enrollee from Big Spring as news editor.

Finals in the girls' intramural

**Second Place** 

Team From Winner In Denver Contest

Tech Murray Ballenger,

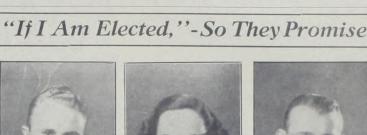
Clip This Coupon! Give Preference In Naming

Clip this coupon now! Foreador is anxious to p tire enrollment. DON'T WAIT VOICE YOUR OPINION TO-DAY!

(Signed)

## To Congress In March | Midnight Oil Burns; Eyes, Strained By Long Hours Of Study, Peer Through Heavy Whiskers As Exams Near

THE smoke screen that arkened the vitality of for generations since Ignatius L



**Publications Offices Next Year** White Remains Silent On Plans; Rumors Divulge **Possible Candidates** 

White Undecided

Picture Big Dam

**Judgers Take** 

Eighteen Points Separate

ng 3,547 points, Tech's ju

Cage Contest Friday als in the girls' intramural Graduate Starts Work In Hospital At Boston

**Campus Dormitories** 

Editor, The Toreador: I favor naming the boy's dor mitory and designating the girls' cam

pus residence as

Page 2

## TOREADOR Established in 1925

## OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

lim Lindsey		Editor-in-Chi	
Burnice Walker		Business Manage	
EDI	TORIAL STAL	FF	
Managing Editor		Paul Whi	
Associate Editor		Morris Lain	
News Editor		Burgess Dixe	
Society Editor		Josephine Powe	
Associate Society Editor		Lorena Owen	
Feature Editor		Mary Howe	
Copy Editor			Mary Col
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## If Inventory Brings Failure, Second Semester Gives A New Opportunity

I STARTED in September with my mind and heart ablaze-

October came and vanished and I still felt pretty sure I could hold the pace I'd started and keep my record pure-

But I found out in November, with the season going good, I would have to hustle harder than I ever dream-ed I would!

And December saw me struggling on through doubt and misery To keep my record running as high as B and C--

And I'll never forget, I know, that January race To make the port in time and save my academ-ic face!

And now I'm starting over, full of purposes and hope . I wonder if it means again, the same, sad, down-ward slope?

## -Francis C. Cook

AGAIN it is time for individual inven-tory! Dead week took hold of campus activities Sunday and final examinations start Saturday. With the concluding tests comes a summary, in the form of grades, of your work during the opening scholastic period.

scholastic period. Tabulating of grades shows different student types. To some, final examina-tions are just another stepping stone tow-ard a degree, met with the same determin-ation that other tasks saw during regular class sessions. No fear of failure or dis-appointment causes wrinkles on the brow. He is ready, and when the cards are plac-ed on the table, his reward is satisfaction from a job well done.

To others, examinations bring long hours of studying filled with minutes of worry and ultimate disappointment. This budgeting there has been no thought for tomorrow's reckoning. He realizes stiff questioning is ahead; also that he is emp-ty-handed and discouraged. This type al-hows his expected doom to get the upper hand and he quits, defeated even before the start.

the start. Between the groups described in the foregoing paragraphs stands another stu-dent. He has managed to skim through his courses of study. The professor's grade book shows him passing with D's and per-haps one or two C's. Taking the attitude that has dominated his scholastic actions for four and one-half months, he glances at the examination schedule with the same hought of just getting by again. Per-haps he passes and probably he doesn't, but neither cause him any worry. He is satisfied with either result. The next word picture presents a stu-

satisfied with either result. The next word picture presents a stu-dent who doesn't care whether he passes or whether he doesn't. He came to col-lege to "run and play." His scholastic record means nothing to him as he gives no thought to the future. He is financially independent now, that is all he considers. Maybe he will make three, six or nine hours—maybe none—it doesn't matter.

hours—maybe none—it doesn't matter. EXAMS end Friday, January 29. Three days later registration for the spring semester finds the college gymnasium hum-ming with activity. With matriculation to over a new leaf. All groups begin a new stretch of work with a clean slate. But before a month has disappeared from the college calendar, these students will wore than likely drift into the groups of which they were a part this semester. Considering the plight of the members of each group, there are several under-table facts concerning each student. Here is another break. He may join the group reaping the satisfaction from a task per-formed in a commendable manner or slide into the same old rut that walled him this semester. Even yet he may pin him-

### Here's Food For Thought; A Little Less Padding

HERE is some food for thought by Texas Tech's Administration! Students in the College of Arts and Sciences at the Uni-own in at least one respect beginning next semester, champions the Missouri Student, weekly publication at that institution. Their attendance record will cease to be a matter for University attention and will be left more to the individual's own discre-tion. Only where a repeated absence from class shall cause the professor to believe studies will University authorities inter-vene.

vene. We agree with the Missouri editorial writer when he states that this move will be effective in the liberal arts school on-ly. We also speak up with him in pro-claiming that this move is a step away from the suffocating blanket of rules and regulations which has taken the student's initiative away from him, and made the getting of a degree merely a routine mat-ter to be discharged in a certain period of time by following a certain set of behav-ior rules. ior rules

A LITTLE bit of the cotton batting which A LITTLE bit of the cotton batting which has been padding the college student from reality is being stripped away by the move. The student is told in effect: "If you can't get an education by regular or irregular attendance at class, fine. If you can't manage your class attendance so as to maintain a good scholastic record, we'll look after you, but really you ought to go back home. This is no place for you."

you." Although the suggestion for class at-tendance elasticity is specially adaptable in the arts and sciences division, it pre-sents a good thought for the entire college faculty. Professors and what-have-you on the teaching staff might give up the self-assumed role of educational nurse maid and let themselves go "hog wild" on a for you to get, but we'll be hanged if we are going to drive you to it." Away with the petty restrictions telling people when they should go to bed, what they- shall be seen when and where.

seen with and when and where. "It's no secret to anyone that possess-ing knowledge alone is no sign of educa-tion. The educated person should be able to evaluate and choose for himself. Too much swathing on the part of the Univer-sity induces persons incapable of the act to attempt to make the grade as degree-holders. In that case the function of the University is perverted from savant to governess." Thus asserts the Missourian, to which we say "A-men."

### Assist In Constructive Work: Help Toreador Name The Dorms

TODAY'S issue of THE TOREADOR carries another coupon soliciting student sug-gestions in naming the dormitories con-structed from PWA loans. The college newspaper again makes it convenient for enrollees to voice their opinion in mat-ters pertaining to the institution.

ters pertaining to the institution. A splendid response was recorded last week when The TOREADOR opened the poll by printing a coupon on the front page. Students reacted readily, revealing an earnest desire to aid in designating the campus residences. True, a very small number took advantage of the occasion to show their need for concentrated thought, and turned in what they thought were "bright" answers to the paper's in-quiry. However, real honest-to-goodness thinking dominated the selecting, for which the student publication, endeavor-ing to promote the best interests of Tech, is grateful. With this purpose, expressed in the

is grateful. With this purpose, expressed in the sentence above, in mind, THE TOREADOR continues its vote tabulation until Febru-ary 10. Since publication will be discon-tinued until the third of February because of final examinations, TOREADOR staff members plan to canvass the entire en-rollment as far as possible. THE TOREADOR solicits your support in this piece of con-structive work, begs your cooperation in obtaining preferences for dormitory names, and promises accurate tabulations, okayed by a notary public, as the poll progresses. ary 10. tinued of

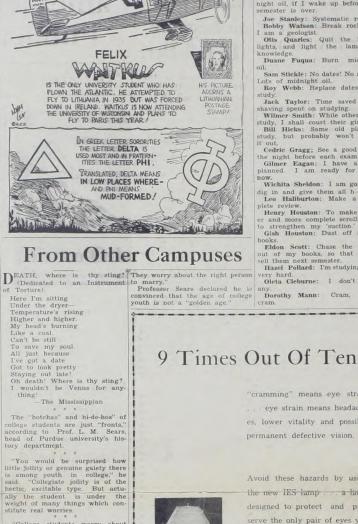
### **Today's Thought**

A person that would secure for himself great deference will, perhaps, gain his point by silence as effectually as by any-thing he can say.—*Shenstone*.

Americanism: to be sorry for an under-dog as long as the underdog has nothing you want and as long as you are not oth-erwise interested in him.

Mae West curves this one: "Well, the ng's business seems to be everybody's king's these days . . . I've never had that love and duty trouble myself. I haven't had to give up my career, and I haven't been neglected, either."

self to hours of concentrated study and get a general summary of the fall semes-ter's work. But there is one assertion no one can deny. The enrollee may choose which group he will enter, and his ability to stick with that selection shall determine the degree of success that awaits him in the rapidly approaching years.



THE TOREADOR

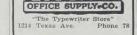
Campus Camera

"College students worry about their studies and whether they are pleasing their professors. They worry about whether they are pleasing their fellow students and thus obtaining popularity. They worry about their careers—wheth-er they will have careers at all.

The New ROYAL PORTABLE TYPEWRITERS with Touch Control and many other new features, a real buy for only \$49.50.

Small monthly payments if de-All Makes of

Used Typewriters ales-Service-Rentals-Supplies OFFICE SUPPLY-CO.



**Tech Theatre** Wed. and Thurs. The MONSTER 8 MARLOFF THE BRIDE of RANKENSTEIN A COLIN CLIVE W Friday and Saturday



Admission 10c and 20c

50 pipefuls of fra-grant tobacco in every 2-ounce tin of Prince Albert

Wednesday, January 20, 1937



Question: What are your plans of preparation for final examina-tions? Jerome Harkey: Resolute study with diligent application. Prepues Houston: Start 'digging in my notes and burning the mid-infit oil, if I wake up before the sight oil, if I wake up before the somester is over. Joe Stanley: Systematic review. Bobby Watson: Break rocks, as I am a geologist. Otis Quarfes: Quit the bright lights, and light the lamp of knowledge. Duame Fuqua: Burn midnight oil. Sam Stickle: No dates! No shave!

Duale Fugue. But mining off. Sam Stickle: No dates! No shave: Lots of midnight oil. Roy Webb: Replace dates with study. Jacknog sport on studying. Will sport on studying. Will a stated "The style study, I shall court their girls. Bill Hicks: Same oid plan to study, but probably won't carry

Palace

SOUTH PLAINS FINES

Friday and Saturday

You've got a heavy date with a light moment!

GIBL FROM PARTS

Herman Bing - Mische Auer - Lucille Ball Frank Jenks Birceted by Leiph Janon, Muric Barbon Edwardt Herman, Pradro S. Fricture Barman Production

Gala Premiere

Saturday Night

GARY COOPER JEAN ARTHUR

Cecil B. DeMille's THE

PLAINSMAN

Mickey Mouse

Novelty-News

1 SAG

Pase

AV-LA

it out. Cedric Gragg; See a good show the night before each exam. Gilmer Eagan: I have already planned. I am ready for them ow. Wichita Sheldon: I am going to ig in and give them all h-!Leo Haliburton; Make a com-

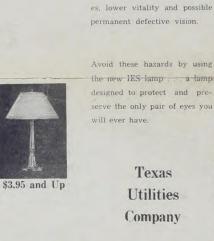
lete review. Henry Houston: To make long-r and more complete scrolls, and o strengthen my 'suction.' Gish Houston: Dust off a few

ooks. Eldon Scott: Chase the moths ut of my books, so that I can ell them next semester. Hazel Pollard: I'm studying very,

ery hard. Oleta Cleburne: I don't have Trofessor Sears declared he is convinced that the age of college youth is not a "golden age." Cram. cram.

"cramming" means eye strain

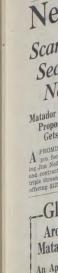
. eye strain means headach-







agrant pipefuls of Prince Albert. If you don't find it the mellow-pipe tobacco you ever smoked, return the pocket tin with the obacco in it to us at any time within a month from this date, and d full purchase price, plus postage. (Signed) R. J. REYNOLDS TOBACCO COMPANY PRINGE ALBERT THE NATIONAL DOY SMOKE



Wednesda

Pass

Pete Ca Fish grid he'd heard by. Huffmi and as a J

An Ap In Se On BY YOUVE P bout ti their accomp iron. You've the Matado the basketba you're going comment c

Realizing

thetic boss









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66

Wednesday, January 20, 1937

13

Passes Like Slingin' Sam Pete Cawthon might have called Berl Huffman, Fish grid mentor, into conference immediately if he'd heard his remarks about Gene Alderson recent-ly. Huffman, who coached Alderson in high school and as a Pleador, compared him with Sam Baugh.

Neill Signs Pro Offer; Keys, North Plains, Main Street Lead

**Crafty Passer** 

THE TOREADOR

Scampering Jim Signs Second Offer Made By New York City Giants

Matador Triple Threat Backfield Ace Turns Down Propositions From Four Other Football Clubs; Gets "Considerably Better Pay" In Gotham

BY JIM LINDSEY U'VE read reams of copy bout the Red Raiders iron. You've heard tall tales about the Matadors performing under creased the basketball goals. From now on you're going to run into lots of rapidly comment concerning Intramural Director Cy LaMaster and the year's program outlined by the athletic bosses. accomplis

Realizing the interest being (See GLANCIN', page 4) eral All-America teams, place on the Associated squads. He was the o 

HAIL, HAIL THE GANG'S ALL IN THE C. C. C.

Morrison • Paul Kelly

Charles "Chic" Sale . Rosalind Keith Directed by Edward F. Cline

Friday and Saturday

"Morals of Marcus"

With LUPE VELEZ and IAN HUNTER Also Selected Short Subjects

Admission 15c and 25c

LYRIC

Wednesday and Thursday

FISTS

VICTOR JORY . SALLY O'NEIL Thurston Hall Directed by D. Ross Lederm A COLUMBIA PICTURE

Friday and Saturday "Riders of Whistling Skull" With ROBERT LIVINGSTONE

Comedy and News

**10c** 

20c

BROADWAY Wednesday and Thursday

After Exams, **Raiders Meet Miner** Quint

Pennington Brings Mines Cagers To Local Gym For Two Contests

Street; Plains Take Lovell Hall Team BOASTING two victories against no defeats, North Plains and Main Street Independents are tied for the top notch in the Independ-ent loop race. The Main Streeters upset Los Ratos, rulers in the In-dependent circles last year. Sun-day adternoon. The Independents climbed to the circuit heights Friday and Satur-day by defeating Bo Jars 6 to 0 and Los Ratos by the same count. Pass Is Good 0 SULTS League College Club 8

Ratos Fall Before Main

Centaurs Mark Up Win Over Los Camaradas In Social Melee SILVER KEYS continue to de

Page 3

inate sports activities in so club circles, resting on top of Social league in touch footba he first pits his team, already pot the school basketball cu inst Los Camaradas in a

er. Intramural Director Cy LaMas-ter asks team managers to con-fer with him this week concern-ing postponed games. He may be found at the gymnasium.

It's Gene To Dud Again; **Result?** Ask A Centaur

Like College Club, the Centaurs found the Alderson to Brummet passing combination too much of a puzzle; the consequence, a 12-0 defeat at the hands of the Silver Keys on Westerner Field Sunday afternoon.

Despite Gene Alder espite an embryo surferbac le Alderson, Key quarterbac naged to find the anxious arm Dudley Brummett, one pleds Dudley Brummett, one Key brothers are esp (See **KEYS**, page 4)

> MUSIC BOX For RENT Phone "Dub" Rushing

1014 For Digestion's Sake\_Smoke Camels

Digestion often needs Camel's aid too!

OFTEN during a hard, tiring day, smokers pause to get a ''lift'' in energy with a Camel. And at mealtimes, Camels offer a helping hand to good digestion. They help you to enjoy your food more. And Camels increase the flow of digestive fluidsalkaline digestive fluids-so vital to a sense of wellbeing. Make every meal more zestful-more pleasant -by smoking Camels. With their matchless mildness, Camels are better for steady smoking.

ight, 1937, R. J. Reynolds Tobacco Co

LL-AMERICAN HOCKEY STAR. Phil La Batte (below), says: "Good digestion and healthy nerves are 'musts' in this game. I moke Camels - 'for digestion'

sake'- and because Camels never get on my nerves."

RADIO'S NEW SMASH HIT!

RADIO'S NEW SMASH HITI "Jack Oakie's College" Irrepressible Jack Oakie at his best, Also Beany Goodman's 'Swing" Band, George Stoll's Concert Or-chestra, Hollywood comedians and binder Deven 'Twest predictions' prediction of the store of the store was constructed by the store of the store was constructed by the store of the store of the store was constructed by the store of the store of the store was constructed by the store of the store of the store of the was constructed by the store of t

CLAD IN ASBESTOS SUIT (right),

'Pat" Patton tackles a blazing oilwell-quickly gets the inferno under control. "Even after that I can tuck enjoying a hasty bite (above). "Smok-

BIG ASSIGNMENTS

(right) don't seem so hard with Camels! For Camels

In the spent of the descense of the southwest reaches a reference of the

CAMEL





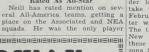
away a hearty meal—provided I have plenty of Camels handy," says "Pat," ing Camels helps keep my digestion in proper trim. I smoke mighty oft-en. And Camels don't get on my nerves!"

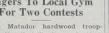
COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS – Turkish and Domestic – than any other popular brand.

ast season, au rised him to re turn the firs vised turn the first proposition un-signed. Then came the second

### the East Rated As All-Sta





13? Issue A Pink Slip!

**Club In Opening Intramural Contest** 

The

ery few points should be scored on the Texas sol of Mines cagers this season if an over abund-supply of guards means anything. Coach Mar-l Pennington had thirteen guards and one cen-report for the first practice.

School Basketball Champions Show Grid Strength By Whipping College

Pct. 1.000 .500 .000 .000 .000

Gets "Considerably Better Pay" In Gotham A PROMISE of "considerably better pay" by the New York Giants ing Jim Nell, Matador halfback, signatured the dotted line on his sec-ond contract mailed from the Gotham headquarters. The Matador hardwood troop-reforms \$125 per game, plus the regular cut on exhibition contests. Around The Matador Arenan An Appeal For Help In Securing Dope On Intramurals

Page 4

### North Plains And Main Street Lead Independents

War has been put on the extra-turricular study program of Dart-mouth college. president: one student prankster sign on the president's office.

Students of orga who study under of who study under Prof. Lest weeks have found that tea serv

not When the University of Wiscon-sin Board of Regents ousted the sweeter to take.

THE NEW HOME OF FLORSHEIM SHOES

> For more than forty-three years Florsheim Shoes have set the style pace for well-dressed men, and have been the yardstick of quality by which other makes of shoes are judged. We cordially invite you to see our complete selection of this famous footwear. You'll like their smart style, the many comfort features found only in Florsheim Shoes . . . and, because of their fine quality, we know that they will actually cost you less by the year.

# \$875 and \$10 Hemphill-Wells Co:

THE TOREADOR



(continued from page 1) AN OLD ENGLISH THEME, VA MAE O'NEAL ON THE ALCONY WITH PRESTON ONNERLY, WAS REVISED at he KEMAS DANCE.

KEMAS DANCE. SWERS to the TRUE-FALSE IS oftow many MALE TECH. NDE VENUS CIGARETTE in VARSITY shows TRUE I for it. FOOT MOTE: JOE totat a report reaches our desk inmediately after the game. I torit. FOOT MOTE: JOE With three or four contests in progress at the same time, it is totat the FOOT of his BED. With three or four contests in progress at the same time, it is to sat the SOOT URGENT to it at the FOOT of his BED. With three or four contests in progress at the same time, it is to for next TERM but BLACK contest when our limited staff is celebrate passing the EX-or you will be FLUNKED by STUDIOUS SAL

ANNOUNCING

The Opening of

**College Inn** 

College Avenue at 15th

**RESIDENT HOTEL AND COFFEE** 

SHOP

Steam heat with hot and cold water in every

Tasty lunches served under cheerful sur-

Adah B. Mills, Coffee Shop Hostes Call 3260 for Reservati

roundings.

John LeMond Hotel Prop. Phone 9539

Glancin' continued from page 3

(continued from page 3) created through intramural competition, this department is more than anxious to give full coverage of intra-class contests to Toreador readers. contests to Toreador readers. In doing this, we earnestly solicit cooperation from team managers. If a representative of the student newspaper is not watching from the sidelin-es during the touch football campaign now in progress, see that a report reaches our desk immediately after the game.

Keys, With Two Wins, Top Social Standings

(continued from page 2) proud of since intramural touch football started, for the two touch-downs. The pair just wouldn't wait until the initial period was concluded and near the end con-nected a 15 yard heave that found Brummett exploring pay territory.

A fast talker speaks as many as 150 words per minute. LOST

small round yellow-gold wri atch. Imperial make. Lost c ollege Ave. and 14th. Retur b Elray Lewis or the Toread

There's nothing like

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for

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provides an abundant, de-able supply of hot water never you want it—day or t! Low cost and nothing to

effortless. No fuel to

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Wednesday, January 20, 1937

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lively little hat! The silhouthe stress of the science of the sinou-etter is the secret of its charm. The sweep of the brim is an effective foil for your finger-wave. Felt, in all the colors of the season . . . . <sup>4</sup>5.00



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When smokers find out the good things that Chesterfields give them nothing else will do