Bonfire Granted For Homecoming

Student Council Asks Administration To Sanction Event

NUMBER 15

Dean Comfort Speaks Friday

Oklahoma Educator Cites Sources Of Modern Popular Idealisms

ding Dean Comfort's ee COMFORT, page 6)

Dairy Team Ranks Eighth In Orleans **Judging Contests**

Campus Groups Arrange Gaston Cites Homecoming 'Menu' Of Fun And Eats For Exes City Contractor Erects

From Barbecue And Red Beans At Chuck Wagon Feed To Breakfasts Of Social Clubs; Alumni Gets Plenty To Eat Here Saturday

Dpening Day Enrollee Visits On Campus Again ember Of First Four Year Graduating Class Taught In China, Guided Terrollee Opening Day Enrollee

Member Of First Four Year Graduating Class Taught In China, Guided Tours In Siberia; Globe Trotter Stops To Teach Course

Taught in China, Guided Tours in Siberia; Globe Trotter Stops Te Teach Course

the only regular agriculture building to the camput his week last in the control of the first "assembly", when President for the control of the first pages, he recalled he told about the first "assembly", when President of the control of the first pages, he recalled he told about the first pages, he recalled he told about the first pages, he recalled the told about the first pages, he recalled the proceeds which will be put in the lounge. A mailbox soon will be and ministration courses.

Dr. King has been student, teaching the production of the process of the first pages, and the was based that of 1924 the professor of farm management at the University of Nanking, Nanking China, for the school years at the University of Nanking, Nanking China, for the school years at the University of Nanking, Nanking China, for the school years at the University of Nanking, Nanking China, for the school years at the University of Nanking, Nanking China, for the school years at the University of Nanking, Nanking China, for the school years at the University of Nanking, Nanking China, for the school years at the University of Nanking, Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the school years at the University of Nanking China, for the Internation

was the only non-land grant o enter the contests which teams from all over the states and Canada. Before Trips To Soil Plots In Local

Trips To Soil Plots In Local Area

Trips To Soil Pl

Frame Structure For Child-Study Unit

Nursery Spot

Child-Study

Cocation for a child development laboratory and nursery school building was chosen Monday, announces W. T. Gaston, business manager of the college. The children of the college book-

Nets Nice Profit,



College Officials Break Ground For New Library



Council Grants Bonfire For Big November Rally

Interest In Raider-Duquesne Homecoming Game Will Be Stimulated By Big Celebration On Campus With Visiting Students

The first homeoming bonfire in five years will be the feature of the Raider-Duquesne pep rally, to be held in the area between the Men's Dormitory and gymnasium November 10. The bonfire, which has been a banned activity on the campus since 1932, was approved by the Administrative council as a result of efforts initiated by the Student council.

Petition As Submitted
The Student Council wishes to resent the following program for tor consideration:
The petition granted by the administrative council is:
1. That this is not a precedent for legal authorization of an annual Bonfire, but only a grant as an experiment 10, preceding the Alumni

the bonfire.

That the Student Council stands ready and willing to settle for any damages which may be cause of by any violations of the rules and methods laid down in the methods.

Foreign Material

Dairy Department Steps Ahead As One Of State's Leading Producers

1927 the Texas Tech Dairy allowed to compete this year, win

Many Students Look On As President Knapp Opens Ceremony

American Linens Displays Models

Read By Students morning by Dr. H. S. manufacturer of American and former professor of Puniversity.



OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Entered as second-class matter, October 31, 1925, at the postoffice at Lubbock, Texas, under the act of March 3, 1879.

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Desk Editor	
Assistant Sports Editor	Bill Wood
	Sylvia Smith
Advertising Staff	John Wells

National Advertising Service, Inc.

School Spirit Must Be Stimulated; Let's Have Girl Assistant Cheerers

FOLLOWING an editorial in last Satur-

FOLLOWING an editorial in last Saturday's Toreador campaigning for two girl assitant yell leaders, a concensus of student opinion on the subject was derived in the Wednesday edition from one-minute interviews and the yeas were in the majority. As we all well know pep and enthusiasm have been lacking at athletic contests and rallys this year. Why? We do not know. The present cheer leaders are very efficient but together with the sadle tramps they cannot do it all.

Several times fans attending football

cient but together with the sadle tramps they cannot do it all.

Several times fans attending football games have been reminded over the transmitter to YELL. The players cannot entirely have their heart in the game when they are in doubt as to whether or not the fans are pleased. And the only way we can show them that we are for them while they are on the field is to make a lot of noise, open our mouths wide and let the Tarzen instinct sway our characters during the period of time necessary to play a game. This includes professors, instructors and the administration as well as students. If we will forget all false pride and enameled formality and enter into the spirit of the occasion with the feeling that we are part of the team engaged in combat, that every time a running play is made we are the ones blocking all opponents from his path thereby making the touchdown possible, or we are passing, receiving the pass, blocking the punt, tackling opponents or doing any of the other duties required of the men in red, we can unknowingly rejuvenate a school spirit that has steadily been on the down grade for the past four or five years. down grade for the past four or five years.

REMEMBERING the wonderful spirit of fans in 1932 we cannot help but say that comparatively speaking we have no school spirit at all this year. This may be an aftermath of restrictions placed upon our heads because at the beginning of the fall semester of that year the smacking sounds paddles intermingled-with cries and yells of pain and indignation from freshmen, resounded from College avenue, the campus and other prominent localities. Freshmen were known to walk out of their way to avoid encounter with upperclassmen. Of course though this was before hazing was banned and the pledge adopted. At this same time a bonfire was annually held, to our way of thinking one of the greatest interest stimulants until it was stricken from the list of traditions. Shirt-tail parades by freshmen were prevalent, prominent and held often and were invaluable for the stimulation of interest. They were also stopped.

As long as these old measures of interest stimulation were found brutal impractical and unnecessary, we must develop new traditional methods of kindling the fire that will burn our foreheads and chill our blood when the team appears upon the field of battle. SO LET'S TRY SOME-THING NEW AND PLACE TWO GIRL ASSISTANTS IN FRONT OF THE CHEERING SECTION TO AID THE PRESENT YELL LEADERS. REMEMBERING the wonderful spirit of

Today's Thoughts

It is nothing to give pension and cottage to the widow who has lost her son; it is nothing to give food and medicine to the workman who has broken his arm, or the decrepit woman wasting in sickness. But it is something to use your time and strength to war with the waywardness and thoughtlesness of mankind, to keep the erring workman in your service till you have made him an unerring one, and to direct your fellow-merchant to the opportunity which his judgment would have lost. —John Ruskin

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces, and took the changes and chances of this mortal life like

Conditions On The Campus Invite Inmmediate Administrative Regard

THERE are so many things needed on our campus that it is hard to tell just what is most pressing and should be done first. Roads behind most of our buildings are perhaps the greatest eye-sores and cause the most discomfort at present and should be remedied at once.

If a person has super-human resistance and a pressing desire he can drive up to the side of the \$300,000 Women's hall. The road and parking space there is so rough that cars are expected to fall apart at any time. Imagine what parents thought when they visited our school last week.

Students and instructors are requested to park their cars behind the Administration building, to keep the front drives clear and safe for students who walk. But very few people could be expected to venture behind the building when there is a doubt that you will ever be able to get out, with the parking lot covered with "chug holes" and stray posts that were once a fence.

The Engineering building is harboring

fence.

The Engineering building is harboring the same circumstance, with hardly enough room for cars to get close enough to the building so that you can get in the building. Something must be done about the ex-

ing. Something must be done about the existing circumstances.

None of us expects to have these places hard surfaced, or expensive work done on them, but by utilizing the facilities we have, they could be smoothed somewhat and a satisfactory drainage system be constructed so that these spots wouldn't look like a "hog-waller" every time a shower falls. They could be smoothed sufficiently that visitors wouldn't be afraid of ruining their cars. Why don't the college heads get together and see what can be done?

Don't Hamper Construction

MAJOR construction again is underway on

Major construction again is underway on the campus, excavation having been started for a library building which will fill a great need and promises to be an architectural asset to the college.

Many thousands of pounds of material will go into the structure, and between 125 and 130 men will lend their efforts to erecting the building within 220 days from Monday.

125 and 130 men will lend their efforts to erecting the building within 220 days from Monday.

Both for our own safety and in cooperation with efforts of those workmen, students and faculty members should ban visits to the premises of building activity. By untimely curiosity we might hinder smoothness of the building process or might run the risk of accidents.

Unlike the situation when the dormitories were being erected in 1934, the library is on no route often traversed.

Especially in the case of the women's dormitory, many were forced to go out of their way to avoid the scene of activity.

By remaining clear of the library site when work is underway students would undergo no discomfort and might contribute to success of building operations.

Student Pulse

Student Pulse

The Tech Toreador
Attention: Editor
Lubbock, Texas
Gentlemen:
Although I favor economy in State government this does not mean that I favor sacrificing either the pressing needs for Social Security or the reduction in necessary appropriations to support our education institutions. I have assumed the position as taken by the framers of our Constitution that Democracy can survive only by means of education of the masses and special preparation for Life's work.

I make no apologies, therefore, but on the other hand I am happy that I, as your Senator, together with the aid of your Representative, have been successful in efforts to defeat any cut in the appropriation made for Tech College. The fight is over in that respect, and we have won an important battle so far as our section of the State is concerned.

Likewise, I make no apologies for voting for such necessary tax as may be needed to adequately finance our secondary schools and more particularly to secure the needed revenue to carry on the transportation of Texas school children to Texas school houses. Certainly I favor the elimination of all unnecessary departments, bureaus, and commissions, retained. This has been my program in the past and has, I think, been well demonstrated by my votes in the Texas Senate. During this session I have tried to abide the mandate of the people to provide adequate revenue for the blind and dependent children, for the teachers' retirement fund, and for old age assistance. I have done my best to raise this revenue from sources as would be least oppressive on the masses of the people and to levy a tax to secure this needed money as far as possible on the mone-sentials of life.

In this program I have had the full cooperation of the constituents of my district. Not one letter of criticism has been received by me taken on these matters, for all of which I am happy and deeply grateful.

"There is little to be attained in thumbing a ride in the rumble seat of a college curriculum."

"There is little to be attained in thumbing a ride in the rumble seat of a college curriculum." warns Dean Guy Stanton Ford, acting president of the University of Minnesota. "It is not the business of a university to educate its students against their will. What you get out of college and out of life will be a measure of what you put in it."

Any personal grievance is that you are all too busy-you go, see, hear, play too much," President Ada L. Comstock told young women at the opening overeises of Radeliffe college. "... your lives are too broken by telephone calls, meetings, rehearsals and other distractions."

Love Knows No Distinction



ents he was killed, skinned, and tuffed. Now he's merely specimen 1042 in the museum.

MAYBE FISH CAN THINK

DRESSES - C & P 35c and up SUITS - C & P - 25c COLLEGE TAILORS
2415 MAIN

COLLEGE CAFE

\$ Save Money \$

896 UN-DELIVERED TAILORED TO ORDER SUITS AN O'COATS \$30 — \$40 — \$50 — and \$60

PUP THOMAS

Mrs. George Burns Announces A Convenient Student **Laundry Station**

IN JOHN WALLACE'S Only Representative on the Avenue with these price

SHIRTS-10c FINISHED WORK-10c LB.

1 Day Service

20 Percent Discount

Collegiate Cafe

Where Old Students Meet and New Studes Come

Latest Dance Records "On the Avenue"



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SOMETHING NEW FOR THE COLLEGIAN SWEET TOOTH Try one of the Chocolate Shoppe's

Nut-Pufs

The Chocolate Shoppe

Books And Authors



Crim



There is nothing so stunning as a well-groomed leg in a stocking that fits snugly and smoothly. ARCHER achieves this with Hosiery in crepe chiffon that is lasting in loveliness, clear, ringless, durable and reasonably priced.

Grollman's

You Can Be Assured a Comfortable Seat at the Completely Remodeled

Tech Theatre

Our Seating Capacity Has Been Doubled!

LAST TIMES TODAY

"There Goes My Girl"

GENE RAYMOND-ANN SOTHERN

SUN.-MON.-TUES.

"Pennies From Heaven"

BING CROSBY-MADGE EVANS COMEDY and NEWS

RED RAIDERS TANGLE WITH OKLAHOMA AGGIES TODAY

Pressure On Aggies In Today's Battle: Raiders Show Good Aerial Form

Crimson Clads Plan To Release Razzle Dazzle Pass Attack At Farmers; Holmes And Tarbox Slated For Leather-Lugging

STILLWATER, OKLA. Oct. 30.—Prospects of a sell-out crowd heightened Oklahoma A. and M.'s victory hopes today, and promised to stave off Alumni Wolves who have been howling at Ted Cox's door since the Aggie's 27-0 loss to Tulsa last week. In workouts at Oklahoma City yesterday afternoon, Texas Tech's rambling Red Raiders amazed the select few who witnessed their pre-game drills. It was Bubbles Barnett's accurate passing and the never-miss shagging of Capt. Red Ramsey that drew most of the spectator's attention. The jackrabbit running of Bobby Holmes and Charley Calhoun's spiraling punts also impressed sports writers along the sidelines.

The twenty-six Crimson Crusaders who haven't won a game away from their own back yard since 1935, poured a scarlet stream from a specially chartered bus here this morning that drowned the Farmers' few remainship hopes of victory.

Cawthon's grid disciples arrived apparently free from any serious injury, other than has plagued their squad in preceding games.

OKLAHOMA CITY, Okla., Oct.



5c Any Magazine 5c Read a Book for 15c



Hungarian Cafe



Amateur Leather-Slingers Hold Season's First Meet; Drill For Clovis Tournament



Raiders Vs. Aggies
Loop Crown Battle
Final Tennis Meet
Loyola Comes Next
Coed Intramurals

BY REFYES HENLY
Torrador Sports Editor

IN STILLAWATER. Oklahoma, today the charges of Pete Cawayary from home since 1935. On pager, the Mats look at the land of the first victory away from home since 1935. On pager, the Mats look at the land of the first of the season coached by Ted Cox, but in actual playing of the game in the first fight fet of the season.

Then too, the Cowboys are defending their home field today, which gives them at least a tax-point advantage. Add this office method in the first fight fet of the season.

Then too, the Cowboys are defending their home field today, which gives them at least a tax-point advantage. Add the common field today, and the common for a win in 1945.

Then too, the Cowboys are defending their home field today, which gives them at least a tax-point advantage. Add the common field today, and the season of the first fight feet of the season.

Then too, the Cowboys are defending their home field today, which gives them at least a tax-point advantage. Add the common field today, and the season of the first fight feet of the season.

Then too, the Cowboys are defending their home field today, which gives them at least a tax-point advantage. Add the common field today, and the season of the first fight feet of th

Cox outfit since the 31-0 lacing handed them in 1928 by the same school.

Paul Monnett, 175-pound senior from Yale, and veteran Stan Orloski, 170-pounder from Bartlesville, will line up at ends. Captain Jack Sharp and Bob Williams, both lettermen, will get the calls for keypositions. Rookie Edirdige Anderson and letterman Jim Patton will line up at the guards. George Vog.

Touch Football League

Six Games On Tap For Today And Sunday In Intramural

Six Games On Tap For Today And Sunday and Sunday and Sunday, with six games on tap for pigskin followers in Texas Tech.

Lewis Spear's intramural grid league, while the Blues have dropped one come through today with their usual brilliance, the Aggies may find themselves for the first time the social League swings into mid-season form today and Sunday, with six games on tap for pigskin followers in Texas Tech.

Three of the clashes are in the social club circuit with another trie being cared in the independent schedule.

The Aggies hope to come through today with their usual brilliance, the Aggies may find themselves for the first time the slues white the Blues have dropped one come through today with their usual brilliance, the Aggies may find themselves for the first time the social teague senting from Ramona, and Melville Webb. 150-pound letterman with a brace (See OKLAHOMA, page 5)

Touch Football League

Six Games On Tap For Today And Sunday and Sunday and Sunday and Sunday and Sunday.

Six Games On Tap For Today and Sunday and Sunday

Eat At The Glorieta Cafe

Rooms for Banquets, Teas, or Club Parties

Phone 1366 Original Mexican Dishes Reasonably Priced

WE URGE YOU To Wear These Finer Shoes There is a difference in the fit and comfort of Nunn-Bush shoes you should experience. You'll always wear them if you do. . . . Nunn-Bush Ankle fashioned Oxfords ... FOR MEN \$1100

PATTON'S

Coach "Killer" Coffey

Lubbock Sanitarium & Clinic

Dr. J. P. Lattimore Dr. H. C. Maxwell Dr. J. K. Richardso Dr. U. S. Marshall Obstetrics Obstetries
Dr. O. P. Hand
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X-Ray & Laboratory
Dr. James D. Wilson
Resident
Dr. J. W. Sinclair

Two three piece suits or one suit and overcoat for the price of one, only-

\$29.50

Just Received: 300 Suits and Overcoats

Don't delay—come in today and see Lubbock's LARGEST and BEST SELECTED STOCK of Men's and Young Men's suits and overcoats

A Small Deposit Will Hold Any Suit

If you don't need two suits — bring a friend and SPLIT THE COST.

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TAILORS — CLOTHIERS (Across from Avalanche-Journal)



AT LEVINE'S \$14.95 \$16.95 \$19.85

LEVINE'S MAIN FLOOR! LEVINEONY!

Now is the time to save on that overcoat that you will be needing for colder weather.

LEVINES has a large stock of overcoats in latest styles and models.

Be economical and enjoy longer wear from these o'coats that are sure to become a campus



N FLOOR!

EVINES TOOSE TEAINES TO STANDS A SAINES TOOSE TEAINES TO STANDS A SAINES THISD ETC.

Campus Clubs Use All Saints Eve Theme For Gala Week-End Parties

Witches And Ghosts Dance Tonight At Annual Ko Shari Masquerade Ball; Sans Souci Honors Patronesses And Sponsor At Luncheon

Sock And Buskin To Meet Tuesday

Knapp Speaks To BSU Group

Fourteen Schools Have Delegates For State Union Church Meet

Housing Project Sees Completion In Near Future depa

ALWAYS A GOOD SHINE YELLOW JACKET SHINE STAND



• Very attractive imitation side tie pump, 20-8 china heel

· As shown in black

\$4.95

This Week Only

Full fashioned silk hose, new fall shades, 69c



BSU Leader



Hallowe'en Crazy House Features A Spooky Entrance

Weddings Of Former Students Announced

Six Nuptials Involving Many Graduates And Exes Are Listed

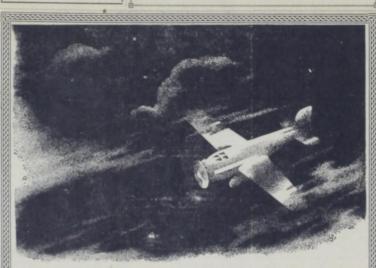
Post Slide Rules



DO YOU DANCE?

DO YOU DANCE CORRECTLY?

HOLLYWOOD DANCE STUDIO



Blind Flying Is No Safer Than Blind Buying

Think It Over, Tech Students

ADVERTISING is the guide to BLIND BUYERS. Students should KNOW as much as they can about what and where they BUY. THE TOREADOR is the SHOPPING GUIDE, and MERCHANTS, who advertise in its columns are VISIBLE SUPPORTERS OF THE COLLECE and HAVE SOMETHING to offer the student buyer. Read the Toreador advertisements and BUY WITH YOUR EYES OPEN.

Think It Over, Lubbock Merchant

The student body and faculty of TEXAS TECH offer a CONCENTRATED MARKET of some 3500 PROSPECTIVE BUYERS, and everyone can be reached at one time by ADVERTISING in the medium that IS AN OFFICIAL COLLEGE PUBLICATION.



College Calendar



LAST TIME TODAY Gary Cooper Geo. Raft IN

"Souls At Sea"

PLUS: Betty Boop Carto and Paramount News

Mid-Nite Hallowe'en Whoopee Party

At 11:30 Tonight PREVIEW OF Ann Sothern Jack Haley

'Danger, Love At Work'

Stage Program NOISEMAKERS AND FAVORS FOR ALL

C'MON AND MAKE Whoopee -It's Everybody's

> Party AT THE

PALACE Palace 4 Big Days



Lindsey

PREVIEW TONIGHT 11:15
ALSO SUN-MON-TUE





BE REASONABLE

Craig-Gholson

PICADORS MEET NMU FROSH IN HOBBS, NOVEMBER 12

Work For Fourth Clash

Sports Scribes Praise McKnight's Play In Cameron Aggie Tilt; Storrs And Simms Carry Torches In Backfield; WTST Fish Last On Card

Agrie Tilt; Storrs And Simms Carry Orches In Backfield; WTST Fish Last On Card B, Bull, WOOD Well provided spectral and the close behind them, Burl Harman's Picadors settled down lose behind them Burl Harman's Picadors settled down lose behind them them and the provided settled settled town lose them them and the first year bringing game of the feath with Wells Justice Callar Barbon and the first year bringing bounded by the lose of the first year bringing game of the feath with Wells Justice Developed the Pice states and conclusion and the first year bringing bounded by the Pice states of the Pice states o

backs.

A home game with West Texas
Teachers Frosh, November 19, terminates the Picadors' five game

Oklahoma Aggies Seek Come-Back **Against Raiders**

signal calling duties.

Amarillo Workout

In a recent notice from Amarillo, Tex., where the Crimson Class worked out Thursday afternoon, head coach Pete Cawthon announced that Bostick and Ramsey would start at ends: Murphy and Davis at the guards; and Frank Guzick would line up at center, Bobby Holmes, speed merchant from Haskell, and Elmer Tarbox, another mail freighting flash, will begin at the halves. Charley Calhoun, the Texans' hardest driving fullback who recently outshined Arizona University's Walt Nielsen, is down for the fullback. Ed Smith will be on tap for signal chanting, but may be replaced by the hard tackling Babe Curfman. Fireworks are scheduled this afternoon for 2:30 in the Aggie Stadium. The Farmers will be fighting to avenge the 12-0 setback handed them in West Texas last fall by the Tech unit, although the Ags eliminated seven Raiders from further grid competition during the season in that game.

Huffman's Huskies Begin Arizona Tilt Decides Border Champion

Wolves Prepare For Raider Tilt

been outstanding key men in the pic line. The two tackles have allowed opponents a minimum of yardage through their defensive slots.

Accurate Passing

The accurate passing and steady defensive work of center Rafe Nabors lengthened his lead over other candidates in the pivot post field. The 235 pounder from Lubbock high is understudied by Wayne Hildreth, all-state snapper back from Fairview, Okla. Nabors aggressiveness and extra weight gives him the call over his 190 pound opponent.

A brace of hard tackling guards have accounted for practically all the losses in yardage suffered by Picador opponents this fall. Tom McQuillan, former standout from Thomas Edison high of San Antonio, and Primo McCurry, another Lubbock grid product, have remained in the van of freshman guards. Both weigh over 180 pounds and have set new records in freshman play.

Abundance of backfield alternates has kept the Pic leather-lugging quarted intact. The passing of Billy Dodd and Ray Flusche. 170 pounders from Sherman and Electra, has been an important facter in keeping the fish aerial bombardment hovering around the 300 percent mark.

Hard-driving little Frank Svetlick, Bay City line buster, may earn him a starting position against the Number of the heavy weight fulbacks.

A home game with West Texas Teachers' Frosh, November 19, terrest and the starting position against the Number of the heavy weight fulbacks.

A home game with West Texas Teachers' Frosh, November 19, terrest and the starting position against the Number of the heavy weight fulbacks.

Students' Business And Professional Directory

Drs. Bloom & Bloom 517 Myrick Bldg. PHONE 266

Dr. R. B. Hutchinson DENTIST 403 Myrick Bldg. OFFICE PHONE 131 RESIDENCE 122

Dr. J. B. Jackson 507 Myrick Bldg. OFFICE 535 RESIDENCE 796

K. L. Riggs GREAT AMERICAN LIFE INSURANCE COMPANY

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Broome Optical Co. "SERVING THE EYE SICIAN AND HIS PATIENTS"

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Dr. B. F. Moore GENERAL PRACTICE Physician & Surgeon Osteopath 313 Myrick Bldg.

Injured Cats **Underdogs** In

Tech Netmen Playing Last Of Fall Inter-collegiate Matches This Week



And Be There On Time



Smartly Styled and Beautifully Made! WOOL-LIKE

DRESSES 3.98

Perfect to wear right now—and later on under a coat! Ad-vance styles in rich colors. The dressmaker knits are particu-larly smart. 12-20.



- · The newest color themes
- · The latest color styles
- · The most superior tailoring
- · In shirts that you're ready to buy right

MARLBORO SHIRT

SPECIAL

Starting Monday Regular \$1.65 and \$1.95 Values

John Wallace, Inc.

1207-A College Avenue

Phone 2710

Freshmen Journalists Make Plans For Bureau

Committee Selected To Ex-Student Says Organize Group Into News Association

Alaskan Teacher **Has Many Duties**

"Duties of a teacher in Alaska are varied,' said Mrs. Ruby Jameson, former student of Tech, in a letter to Dr. Doyle D. Jackson, associate professor of education. "In addition to teaching he must be a carpenter, doctor, lawyer, and reindeer supervisor." she added.

Mrs. Jameson and her husband, both of whom attended Tech, recently took a civil service examination and were appointed by Federal authorities as teachers in the Tundra School in Bethel, Alaska. Stationed in an Eskimo village,

Season Of Colorful Masquerade



College Art Institute Plans Program Series

Noted Speakers Booked Catholics' Study

Photographs Are Gilbert Talk

ICC And Transportation Is Basis For Address By Visiting Expert

VICTOR GILBERT, supervisor of Texas motor transportation from the United States Interstate Commerce commission spoke to 120 students of government and eco-nomics at 10 o'clock Thursday mor-ning, room 220 in the Administra-

Classes Hear

about the students promised d Libbock twenty-six days later. Those who attended the meeting in addition to the above made and committee, include Paulia Howard.

Those who attended the meeting in addition to the above made and the composition of the above made committee, include Paulia Howard.

The college Faulia Howard.

Common carriers, on regular schedule for the band given being the students of the band given being the given being the students of the band given being the students of the band given being the students of the band given being the given being

Library



Your La Ventana Photographer...

INVITES YOU

To Attend the Formal Opening and Open House of Lubbock's Newest, Most Modern Studio of Photography and Photo-Engraving Sunday Afternoon, October 31 from Two till Six

In every detail to make your La Ventana photographs and give you prompt service on all proofs and orders. It is with great pleasure that we are supplying the Texas Tech yearbook with photographs in this, our first year as an established firm.

Your picture in an anual is worth far more than its material value. The character and artistic qualities of a picture made by REEVES will live forever in the pages of your 1938 La

If you do not already have an appointmen to have your picture made, you may arrange it by calling 3584. The deadline is December 1



As personal friend we invite you to visit us tomorrow (Sunday) afternoon between the hours of two and six. The entire staff will be on duty to show you through Lubbock's Newest, Most Modern Studio of Photography and Photo-Engraving — from the reception room, done in stunning modernistic appointments, through the sales rooms, tidy dressing rooms, into the spacious camera room where portraits are made. You will be allowed to inspect the workrooms, dark rooms, and retouching offices. Experts in photo-engraving will show you how a picture is made into a "cut" to be printed in a newspaper.

Displays will present examples of each type

Displays will present examples of each type of work done by REEVES and his staff. No detail will be overlooked in showing you the workings of an up-to-date plant for artistic photography and efficient photo-engraving.



Winston Reeves General Manager

Photography

.



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