Annual Dance Planned For Saturday Night In Gymnasium

NUMBER 23

VOLUME XII

(Z742)

Formal Initiation Rites Planned By Alpha Chi For 90 Juniors, Seniors

Club Services Will Be Held Tomorrow Afternoon For Tech Upperclassmen Nominated To Membership
Of National Honorary Society Chapter

FORMAL initiation for 41 seniors and 49 juniors elected to membership in Alpha Chi, national honorary fraternity, in a meeting Novemer 23, will be held tomorrow afternoon at 5 o'clock in room 220 administration building.

The following seniors were elected: in the arts and science division Robert Lindsay, Fluvanna; Sid Stout, Lubbock; Jessie Mae Messiek, Wellington; Marion Hurmence and Virginia Landwer, Lubbock; Virginia Will, Snyder; Raymond Lee Johns, Slaton; Owen Loyd, Amherst; Mrs. Minnie McGee, Lawton, Oklahoma; Juanita Thacker, Roaring Springs, Marie Zimmermann, Tulia: Betty Bizzell, Lubbock; Travis Foster, Rising Star; Forcest G, Houston, Fort Worth; Paul White, Hamlin; Edwin Smith, Del Rio; Oleta Kelly, Lubbock; Asta McGuire, Lameas; Artie Hicks, and Welty C, Wright, Shallowatay.

Home Economics Seniors Chosen

Junior engineers elected are Lee mithermann, Athens; Joe E. Markers, Slaton; Herbert Brasher, tobbs, New Mexico; James H. Jowan, Spur; Raymond Glass, Amerilio; Clytus Parris, Wilson; Herban Granbery, Mt. Calm; Clinton, Walker, Lubboc &; Wayner, Suanton; Dosh T. Mc-reary, Santa Anna; King I. Glass, weetwater; and Wendell Sparks, weetwater; and Wendell Sparks, Deadline for sale of tickets to Deadline for Sale of



W. A. Jackson Is Victim Of Heart Attack

Popular Professor And Dean Dies Suddenly Tuesday Morning

Chosen By Design

Dies Suddenly

LUBBOCK, TEXAS, WEDNESDAY, DECEMBER 1, 1937





Art Institute Stages Shows For Engineers

Series Depicts American Screen During Era Of Silent Pictures

Knapp Asserts Approval Of Board Necessary For

College Head Says No Amount Of Influence Would Cause Reopening Of An Application Through Public Works Administration Channels

FOUR films characterizing the American screen of 1908 to 1912 will be shown tonight at 7:30 in the Engineering auditorium. The program is sponsored by the Art Institute of the college and this, "The Rise of the American Film," is the second in the series of seven that are being shown to members.

Included in this series will be "The New York Hat", produced in 1912, starring Mary Pickford and Lionel Barrymore. "The Fugitive", whose cast is composed of Williams. Hart, Enid Markey, and S. C. Smith, is described by the Museum of Mordern Art Film Library as "a film ruthlessly tragic and composition of space for analyzed to secure the approval of the board of directors analyzed to secure the approval of the board of directors of the college of an application based upon a new and more difficult set-up, the RFC," said Dr. Bradford Knapp after returning condations of securing a loan for erection of college dormitories.

Regarding possibility of the new dormitories at Tech, Dr. Knapp said no amount of influence or effort would cause the "The New York Hat", produced in 1912, starring Mary Pickford and Lionel Barrymore. "The Fugitive", whose cast is composed of Williams. Hart, Enid Markey, and S. C. Speech Club Play Speech Club Play (Cast for a three-act play, "Night of January 16th", by Ayn Rand, of January 16th, by Ayn Rand, of January 16th 66 FINANCIAL resources of the college, I think, will have to be

Dill. W. A. Jackson, 17. bead and supported and works of the first program of the program of the

Securing Dormitories

Wells expressed himself as "stumble for 8 years. In the business meeting, plans to be held December 8 at 7:30 p. m. in the dining room of Doak half on Social Calendar For Next Three Weeks were discussed. The program committee has arranged for speeches has a ranged for speeches as a special guest and freshman athletes at the Aggic pavillon tomorrow evening and policy of the club. He also announced that the tickets will cost 75c for one and for purchase of the tickets will cost 75c for one and for purchase of the tickets will cost 75c for one and for purchase of the tickets will cost 75c for one and for purchase of the tickets will cost 75c for one and for purchase of the tickets will cost 75c for one and for purchase of the tickets will cost 75c for one and for the purchase of the tickets will cost 75c for one and for a wresting match at 15c to be held Monday to complete final plans for the banquet. The Lions club holds a banquet for varsity and freshmen at the tick of varsity and freshmen at the ticket will cost 15c for one and Mrs. Varsity and freshmen Priday night 9 to 12 o'clock in the edity auditorium. The Lions club holds a banquet for varsity and freshmen at the ticket will cost 15c for one and Mrs. V. Stangel, Professor and Mrs. T. C. Bost of the down and Mrs. T. C. Bost of the club members and pledges with a state of the club. He and Mrs. T. C. Bost of the club members and pledges with a state of the club. He and Mrs. T. C. Bost of the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and pledges with a state of the club. He and the club members and

Classes will be dismissed at 12 o'clock noon today for the rest of the day, James G. Allen, dean of men announces. Funeral services for Dr. W. A. Jackson who succumbed from heart failure yesterday will be held at 3:30 o'clock this afternoon in the First Baptist church.

Las Armonis, 7:15, 220
THURSDAY
Student Council, 7:00, 210
Junior Council, 5:00, Women's
Lounge
YMCA & YWCA, 7:15, 220
Freshman YMCA & YWCA, 7:15, 302
Freshma



Established in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Burgess Dixon Morris Laine	Editor-in-Chief Business Manager		
Edited and printed in Technological college J	the laboratory of the Texas		

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

1280	Dept. Desk - Sport, Society
Telephone:	Editor's Desk Eng. Bldg. Night Editor Eng. Bldg.
Managing Editor Associate Editor Sports Editor News Editor News Editor Society Editor Copy Editor Literary and Exchang Deak Editor Assistant Sports Editor Assistant Business M Advertising Staff	Sam Drake Doris Jobe Lorena Owens Editor Ruby Lee Leary Mary Bynum Cobb Bill Wood

National Advertising Service, Inc.

Show The World We're Proud Of Tech With A Neon Double T Sign

IT IS AN established fact that any institu-tion which doesn't go forward will either go backward or die. There is no standing still. This principle applies to schools as well as to anything else, and Tech is no ex-ception to the rule.

One sign of an institution that is going forward is the fact that knowledge of it is being imparted to constantly enlarging groups of people. It's name is becoming more familiar to persons who had not heard of the college before.

heard of the college before.

Texas Technological college has been fortunate in receiving nation-wide publicity from it's football team, the colorful red raiders who have earned for themselves a deserved respect from 'big time' teams and authorities of the football world, as indicated by the selection of Herschel 'Red' Ramsey, current captain and star left end, to Collyer's Little-all American first string line-up, and to the NEA All-Southwest selection.

The last mentioned honor extended the stalwart captain brings even more local recognition than does the Littie All-American selection in that Tech is the only team represented outside the Southwest conference. The team's national publicity comes from deteating such teams of the property of the state of Smith's highly touted Iron Dukes of Duquesne, a team ranking second in the

Smith's highly touted from Dukes of Duquesne, a team ranking second in the nation last year.

Last year Tech publications gave national recognition of the college by both the Toreador and La Ventana receiving All-American distinction, an honor that bestowed knowledge upon all sections of America that our publications were 'tops' in the academic world.

The senior livestock judging team proved to be the nation's best in contest and a Tech agriculture department head has the distinctive honor of recognition as the national president of the Block and Bridle club.

the national president of the Block and Bridle club.

There are instructors and students in every division who make possible either sectional or national recognition of our school, and yet believe it or not there are many persons living within a radius of several hundred miles of Tech who do not fully comprehend or appreciate our alma mater. This is because we are still infants in age even though adults in actions. We have not fully lived down adverse publicity started eleven years ago when we first came into existence and it is up to us as students and individuals to correct these misinformed rumors, some of which are still in circulation. We can do this by singing our laurels.

still in circulation. We can do this by singing our laurels.

Let's begin this corrective drive by PLACING A LIGHTED DOUBLE T AT THE ENTRANCE TO OUR CAMPUS, ONE SO LARGE THAT IT WILL STAND OUT ABOVE THE HOUSETOPS, CASTING A SYMBOLICAL SPIRIT THAT WILL FILL THE SOULS OF ALL SPECTATORS WITH REVERENT AWE AND RESPECT. Not only would students, faculty members and town people be constantly reminded of TEXAS TECH but tourists as well would make it a point to drive to the western extrimity of Broadway to see for themselves what lay behind the flaming symbol.

An aluminum Neon double T, fifty feet high could be constructed for approximately \$1.500, and it's psychological results would more than pay for itself in a short period of time.

Today's Thoughts

To pursue trifles is the lot of humanity; To pursue trifes is the lot of minimity, and whether we bustle in a pantomime, or strut at a coronation, or shout at a bonfire, or harangue in a senate-house—whatever object we follow, it will at last conduct us to futility and disappointment. The wise bustle and are important; and this probably is all the difference between them.—

Every school boy and girl who has arrived at the age of reflection ought to know something about the history of the art of printing.—Horace Mann.

The Racketeer

(A parody on Alfred Noyes' "The Highwayman" written by Earl Gormaine.)

The wind was a torrent of darkness staking the tenement shutters,

The moon was a piece of metal, gleaming in filth-laden gutters,

The road was a paper-strewn alley with rats that scuttled and ran,

And the racketeer came riding—riding—riding—Tony Bonnetti came riding in his big black sedan.

He'd a twenty-buck feit on his forehead and a twenty buck scarf on his chin. His coat was custom tailored and his buttons were kangaroo skin; His trousers were tailored in London and his gloves were elephant hide, and he'd two gats in their holsters, two gats slung in their holsters, one on either side.

To the door at the front rolled that black sedan with the curtains so tightly drawn.

And he pulled to the curb, and he stopped up the street, when he saw that all were gone. Then a pebble tossed to the window and who should be waiting there But Mae, Red Mary's daughter.

Mae, Rivell's woman.

Mae of the full red lips and the beautiful shiny black hair.

But crouched in the darkened window of a house across the street Was Rivelli planted to spot them should they prove indiscreet. He strained his ears in the darkness and he caught an occasional word. He leaned and he strained and he listened and this is the last he heard.

"Slong and wish me luck, babe, I'm shooting high tonight; But I'll be back and bring the kale before the morning's light. Yet, if we miss, if we muff the plan, if some guy misses a cue, Then I'll be back by moonlight, watch for me by moonlight

Their hands met over the door sill and while he waited there
He felt her lips, her full soft lips go wandering over his hair.
He gripped her hand 'till she almost screamed, her knuckles faded white.
They felt, they sensed, they must have known That something would happen that night.

Part Two
He did not come at dawning, he did not come

He did not come at dawning, he are noon;
But out of the tawny sunset, before the rise of
the moon,
When the road brooded under the street lamps
and the traffic had ceased to roar,
Four bodyaurds came strolling, Rivelli's men
came strolling
Sudden death came strolling up to old Mary's
door.

door.
They said no word to Red Mary, they drank her

Iney said no word to Red Mary, they drank her gin instead,
But they gagged her daughter and bound her to the foot of her narrow bed.
Two or them knelt at her casement and stuck their gats at her side.
There was death at every window, but hell at

For Mae could see through that window, the road that he would ride.

They had tied her up to attention with many a sniggering jest.

A Tommy gun squatted beside her with its muzzle aimed at her breast.

"Now keep good watch," and they kissed her.

And she heard the dead man say.

Look out for me by moonlight, I'll be back for you by moonlight;

I'll come for you by moonlight though hell should bar the way!

She twisted her hands behind her; but all the knots were tight.
She writhed her hands till they ran with sweat but still the knots held good.
She stretched and strained in the darkness; and the hours crawled by like years,
Till now, on the stroke of midnight, cold on the stroke of midnight,
The tip of one toe just touched it. The trigger at least was hers!

The tip of one toe just touched it' she strove no more for the rest.

Up she stood at attention, with the barrel between her breast.

She would not risk their hearing; she would not strive again;

For the road lay bare in the moonlight; blank bare in the moonlight;
And the blood of her veins in the moonlight throbbed to her love's refrain.

Listen-had they heard it? His engine's whine

so near;
And listen—that squealing of heated brakes—were they deaf that they didn't hear?
Click went the door as they shut it, and click went his heels in the night.
And the racketeer was coming, Tony Bonnetti was comine

was coming
They knew that he was coming; she prayed for
strength in the night.

"Get him as he turns up the steps". The words bit into the night.

Nearer he came and nearer! Her face was like a light!

Her eyes grew wide for a moment; she drew one last deep breath.

Then her gaudy pump moved in the moonlight, The Tommy gun shattered the moonlight. Shattered her breast in the moonlight and warned him as she died.

He threw himself back out of danger. He did not know who stood Bowed with her head hanging lifeless, drenched with her own red blood. Not till the dawn he heard it, and slowly drench-ed to hear how Mae, old Mary's daughter, Red Mary's black haired daughter, Had watched for her love in the moonlight and died in the darkness there.

Back he went like a madman his eyes on fire in

Back he went like a madman his eyes on fire in the mist
With his black sedan swaying and rocking—an automatic stuck in his fist
He got as far as the first step when he hit the wall of lead,
He spun around on lifeless legs, tore at his shirt gone red.
Sprawled on his face in the moonlight, cursed and prayed and was dead.
—The Detroit Collegian.

Because the boys at St. John's college, Annapolis, Md., have been eating too fast, Miss Georgia Smith, college dictition, is arranging to have a radio installed in the dining hall to slow the pace with waitz music.

CAMPUS CAMERA



"POP" WARNER WAS THE RED TERROR'S MENTOR AT CARLISLE!

From Other Campuses

tators."

One student, Joseph H. Smith,

91, said he felt younger already,

—Los Angeles Collegian

Potent Mixture

Happy Ending

A new exclusive school has been opened in Chicago—exclusive to the extent that no student under 70 years of age may register.

The headmaster and founder of the "School of Mataurates," is Dr. Charles E. Sharp. 78, unusually active, who conducts a private practice besides supervising the novel school.

The 50 students will study regular courses. The purpose of the school is to create new interests for old people. As a physician, Dr. Sharp claims he has long felt the need for something to stir them to an interest in life, something to occupy their minds so they wouldn't feel life was passing them by.

"I' am certain this school will provide that stimulant and prolong the life of these people and make their last years happy ones," said Dr. Sharp. 'Study and activity will make them live. They will feel they are part of life, not forgotten spectators."

One student, Joseph H. Smith, 91, said he felt younger already.

—Los Angeles Junior College plays that role at Metro-Goldwyn-Mayer. Dick, whose features have the same impish cast as those of the same impish cast a

Los Angeles Collegian

Slander?

Voice from the darkness of the theatre balcony as a herd of a dormitory gals stumbled in: "Who opened the corral gate?"

—The College Star

Last Day! Last Day! After midnight tonight, the price for your La Ventana pic-ture will be \$1.75.

Books And Authors

By RUBY LEE LEARY
USING the familiar device of successive generations in a single family, as was so successfully used in Hergesheimer's "Three Last Pennies", Micheal Poster's "American Dream" does not deal with a particular period or place; with a particular period or place; with a particular period or place; with a particular period of place in the present. This warm, searching 506-page novel holds the reader's attention from chapter with a tenacity seldom found in historical novels. Initiated by Shelby Thrall of the third generation as a tired, distillusioned newspaperman who statical in the present of the prese

Now, what does that mean?"

The bewildered news reporter

the control of the control of the control

bed attic. From a little tin trunk

partial and complete pictures of

his father and grandfather found

in letters, log books, and notes ans
wers his question in the lines of

these vivid, Penthesilian charac
ters.

wers his question in the lines of these vivid, Penthesilian characters.

At first Thrail concluded the American Dream had been "befouled by the hands of the grabbers and peddied by the shouters through noisy streets and dirty marble corridors, and lost . and Shelby saw suddenly that the dream did live . . as it would live forever, and be seen always by a few men, somewhere by a nation, through slaughter and ruin and though slaughter and ruin and though followed the same should be a summar faith that somehow, somewhere, a time might come when man would stand on the ruins of an old world and an old self, with the starlight on his shoulders. That time might come when man would deal among themselves with justice and tenderness, and truth.

1 1 1 1 1 1 1 1 day left to have your picture made for La Ventana by REEVES 1719 Bdwy.

Broadway

PREVIEW SAT, NIGHT SUN.-MON.-TUES. George Brent **Beverly Roberts**

"God's Country And A Woman"

ALSO
"RAH, RAH FOOTBALL"
"HOUSE CLEANER BLUES" NEWS

Lyric

PREVIEW SAT. NIGHT SUN.-MON.-TUES.

Shirley Temple Gary Cooper Carole Lombard IN

"Now And Forever"

ALSO 'UNDER SOUTHERN SKIES' NEWS





special interest to all students!

HISTORY IN THE MAKING!

See the coronation of King George VI . . . an event of a life time . . . Probably you will never see again. ..













IF YOU'RE A BEGINNER AT PIPE-SMOKING, WHY NOT HAVE IT MILD, MELLOW, TASTY RIGHT FROM THE START? PRINCE ALBERT IS COOL AND EASY ON THE DRAW BECAUSE IT IS CRIMP CUT-PACKS RIGHT! AND P.A. IS MILD - IT'S TREATED TO REMOVE THE BITE

Smoke 20 fragrant pipefuls of Prince Albert. If you don't find it the mellowest, tastiest pipe tobacco you ever amoked, return the pocket tin with the rest of the tobacco in it to us at any time within a month from this date, and we will refund full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

PRINGE ALBERT THE NATIONAL JOY SMOKE

Cent

Wednesda

Hard

Raider Ba

· CLEA · BLOI · STYL









Twis And Heisenson With 27-0 Bluejay Wi. See and the conference of the conference



other cigarette in the world - give a hearty o-kay to Camels!



ARTHUR WALDO, JR. is a Senior in College. He says: "Working out a tough assignment often can make me feel all tuckered out. The second I feel myself getting tired, I like to get a 'lift' with a Camel."



WINIFRED CASTLE works long hours at her editorial desk
- smokes a lot. She says: "I
think there's nothing like Camels for mildness. I can smoke as
many Camels as I please and
they never get on my nerves."



PETER KILLIAN is a news photographer. His slant: "Camels are always in the picture with me—on the job—at home—and especially at the table. Camels help my digestion to keep click-ing day after day."



EDWARD HURLEY, a successful, busy architect, says: "To my way of thinking, a man doesn't really know what honest-to-goodness natural flavor means until he smokes Camels. 'I'd walk a mile for a Camel!'"



ED GRAFFE, gym in-structor, says: "Yes sir, I can smoke Camels all

MARIE DRISCOLL business girl, speaks for lots of stenographers when she says: "Camels certainly have every-thing I like a cigarette to have"



NEW DOUBLE-FEATURE CAMEL CARAVAN





For Cash and Carry Call at 1209 College

For Prompt Delivery Phone 2820

Wind



The Smartest Tech Belt **Ever Designed**

Be sure and see our new Tech Belt buckle . . . it is really a classy affair . . . in striking design illustrated above with the buckle itself in chrome, the outer circle in red with silver letters . . . the inside area in black with a gold Tech seal . . . its something you'll want to wear home Christmas . . . and it's a clever gift idea.

\$1

Tech Buckle the leather strap \$1.00

Give Tech Belts as Christmas Gifts

Hemphill-Well Co:

Mid-Season CLEARANCE SALE

of Coats, Suits, Dresses and Hats Is Now In Full Swing

This Is Your Opportunity to Choose Quality Winter Apparel at Worth While Savings



1015 Broadway

Here's A Dance You Can't Afford to Miss!



Annual Sophomore Hodge Podge

Saturday Night, 9-12, Gym

Get Tickets Before Friday at 5 O'Clock

STAGS \$1.00 DATES 60c

(Prices higher at the door)

Double T

(Continued from page 3)

GRADUATE VISITS CAMPUS

1 1 1 1 1 1 1 1 day left to have your pictur made for La Ventana by REEVES 1719 Bdwy.

Last Day! Last Day! After midnight tonight, trice for your La Ventana pure will be \$1.75.

REEVES

Friday and Saturday

"One Rainy Afternoon"

Francis Lederer Roland Young Ida Lupino

Tech Theatre

Last Day! Last Day!

After midnight tonight, the rice for your La Ventana picture will be \$1.75.

MONEY TO LOAN

Jenkins Jewelry

CHRISTMAS

CARDS

Thousands To Choose

CHRISTMAS LOAN FUND SALE Sponsored by Home Ec Club Begins Dec. 3 Lasts until Xmas



Women everywhere are devoted to Rollins Runstop stockings for they've got what it takes to make them popular!

Ringless and beautifully sheer in appearance-made of the

79° \$1.00 \$1.29 STEPHEN'S

Phone 2031

907 Broadway

Campus Cotton Farm Produces Large Yield

thru the

TEACHER.

And now its A SWAN DANCE, Presented for your ENTERTAIN-MENT by MARY ALICE CARNES and FRANK RAMSEY. They swished and SWUNG at a dance place MONDAY AFTERNOON.

POLLY IONES WAS IN THE TRANSPORT OF THE TR

my resented for your ENTERTAINMENT by MARY ALICE CARRES
and FRANK RAMSEY. They
swished and SWUNG at a dance
place MONDAY AFTERNOON.
POLLY JONES who is by no
means POLLY ANN AISH was
BURNED UP when a column in
the downtown newspaper linked
her love, PRESTON FOSTER,
with another damsel as a PROSPECTIVE BRIDEGROOM.
ADVICE TO YOUNG GIRLS:
Visiting a boys dormitory is O. K.
providing these visits TAKE
PLACE AT PROPER HOURS,
and under proper conditions, BUT
SALLY knows some girls
WE'LL TELL TOO.
TO YOUNG BOYS.
The weeks prize goes to FOOTBALLER G. L. WEBB, who
started with PAULINE MCCARTHY to a FABULOUS dance last
Friday might. NINE O'CLOCK
found the BASHFUL MISS
WALKING HOME BY HERSELF
from the local high school.
BILL TREADWAY and LU-

day left to have your picture made for La Ventana by

REEVES
1719 Bdwy.

Last Day! Last Day! After midnight tonight, the price for your La Ventana pic-ure will be \$1.75.

1000000000

Do Your CHRISTMAS SHOPPING



Don't wait until the last minute. Do your book shopping now. There's a selection of hundreds and hundreds of books for all

50c 75c \$1.

Texas Tech College BOOKSTORE

Co Dinner and

Direct from HOLLYWOOD

looking pretty in this slender Silhouette Dinner Dress, a paisley top sparkling with multi-colored



Craig-Gholson Co.

A. C. Ludlam Co.=

A Suggested Gift "For Her"

Costume Jewelry

Lingerie Hosiery

Gifts that women wear always please women who are discriminating.



Gifts Wrapped and Ready to Mail

Announcing the 1938 Ford See It Today In Two New Models



We have improved on that car in the newly styled Standard horsepower.

But some folks wanted still experience states and style, with the servery one, they were used only car to fit your needs exactly. Whichever one you choose you get the same proved Ford features.

LUBBOCK AUTO COMPANY

Sales—Service

BDWY.-AVE. K