Today's Editorial: Patronage or Proficiency? THE TOREADOR

Artist Course Program Ad-Building Green 8 P. M.

Volume XXIII X7142

Texas Technological College, Lubbock, Friday, July 29, 1949

Number 61

<section-header><section-header><section-header><section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text> Goethe Bicentennial Committee Presents 17 Ex-Student

Deep River Singers, Colored Quartet,

Even Students Help To Beautify Campus

Moves To Various Camps For Training

<section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>

Page 2

THE TOREADOR

Student newspaper of Texas Technol-College, published every Friday or Campus in Lubbock, Texas, by stud

Centered as second class matter Oct. 31, 1925, at the Postoffice in Lubbock. Texas. under the Act of March 3, 1870.

STAFF

FRANKLIN GRANT . . Editor RICKEY ARCHER . Bus. Mgr. CHARLES SCHAFER

ALLES SCHAFER Associate Editor REPORTERS A. J. Bishop, Pug Davidson, Ron-ald Jansen, Mary McWilliams, Clyde Bradshaw, Frank McNelll, Joy Suxon. CLARK H. SCHOOLEY . . Sponsor

National Advertising Service, Inc. —College Publishers Representatives— 420 Madison Ave. New York 17, N.Y. Boston—Low Angelas—San Vrancisco

AN EDITORIAL

Patronage or Proficiency?

AN EDITORIAL
PATCHARD
PATCHARD
PATCHARD
PATCHARD
A constrained of a proper activation to the activation of the proper activation to the proper activation of the proper

alschuler's

POTPOURRI

Salesgirl: Could I interest you n some underwear? Male customer: Fil say you

Every man has his won but the iceman has his pick.

The man who invented the buch is responsible for making

THE TOREADOR

Ku Klux Loses Strength

Another Vain Attempt?

LUBBOCK, TEXAS



<text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>

RENTAL

Typewriters

Adding Machines.

ROYAL

Portable

Typewriters

SCESTEDS OFFICE SUPPLY CO.

STORE NO. 1 OFFICE SUPPLIES

AND MACHINE SALES

Dial 6645

1214 Texas Ave.

1924-A Texas Avenue

OUR MOTTO:

"Cleanliness

and

Good

Food

COFFEE

HOT DOGS-STEAK SANDWICHES

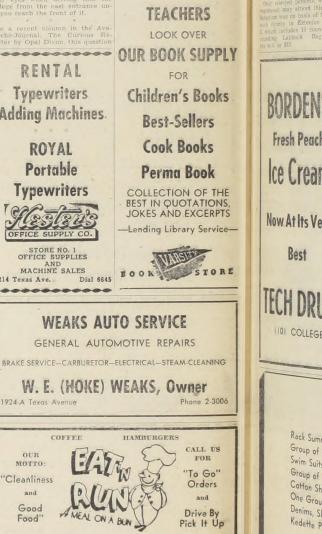
1205 College Ave.

OPEN 7 A. M. - 12 P. M.

-We Now Give Curb Service-

LEE WARD, Tech Student-Manager





alschuler's CAMPUS TOGGERY COLLEGE STYLES IN SPORTSWEAR

2422 Brondway

"Hey," cried Safan to the new arrival. "You act as if you own-ed the place?" "I do." came the reply. "My wife gave it to me before I died." PARTS AND REPAIRS ON ALL MODELS Work Guaranteed—24 Years Experience PHILCO—GE—MOTOROLA—RADIOS

2420 Broadway

809 COLLEGE AVE.

RODGERS GREGG SERVICE CO. 2417 Main (Back Tech Drug) Dial 4202

WATCH FOR THE BIG OPENING

OF

GOSSELINS VARIETY STORE To Feature A Complete Line of

VARIETY GOODS

RADIO SERVICE

In Plains Music Co. Location

Friday, July 29, 1949

Friday, July 29, 1949 Extension Servi Offers New Cou

Tech Extension Service educational short Family Needs,

ng Famin) gh 4. Gh 4. Margaret sessions economics, will pre-margaret Weeks, economics, will re-Mina Lamb will s-Mina Lamb will s-Mina Lamb will s-Mina Margaret Mina Marga

ion will be give accessories for making crafts, can d hair styling, sl peral grooming an

Y .

es a high schi of those que

d have been wo they will e most of us d

HERS OVER K SUPPLY OR 's Books Sellers

Books a Book ON OF THE

JOTATIONS, D EXCERPTS brary Service-

ISITY STORE

CE AIRS AM-CLEANING

wner

Phone 2-3006 CALL US

FOE "To Go" Orders and Drive By Pick It Up

Friday, July 29, 1949

Extension Service

Ice Cream

Now At Its Very

Best

TECH DRUG

1101 COLLEGE

Rack Summer Dresses

One Group of Blouses

Swim Suits

Group of Suits

Sewing Workshop Offers New Course Plans Are Made

Dunlap Stores Scholarships Awarded To Nineteen High School Graduates

LADIES SPORTSWEAR

2418 College

In the second sensets of the scholarship at the sch

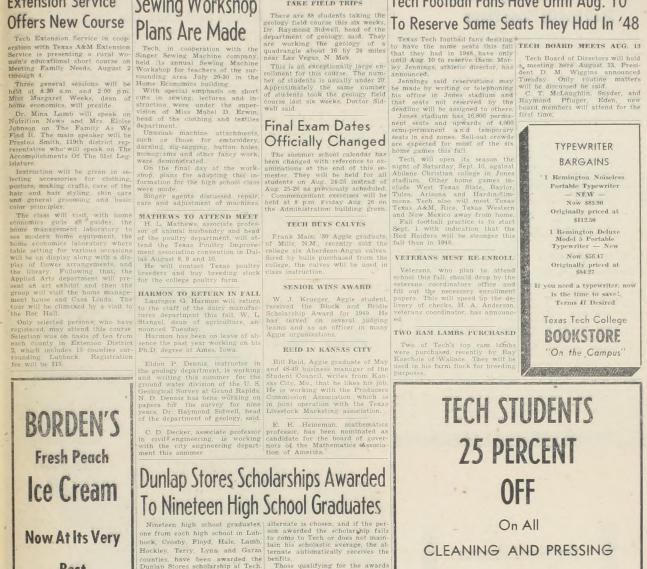
THE TOREADOR

EIGHTY-EIGHT STUDENTS TAKE FIELD TRIPS

Tech Football Fans Have Until Aug. 10 Take FIELD TRUES There are 88 students taking the geology field course this six weeks. Dr. Raymond Sidwell, head of the department of geology and They are working the geology of a quadrangle about 16 by 24 miles near Las Vegas, N. Mex. This is an excentionally large en-

1107 COLLEGE

Pho. 4319



Heath Tailors & Cleaners

LEAKS

... and all other faults of pens and pencils quickly repaired by factory trained repairmen at factory author-ized prices ...

West Texas Pen Repair Service 1305 College (Varsity Bookstore Bldg.)

> Owned by Tech Student EARL LOCKHART

Parker & Sheaffer Of The Panhandle



Page 3







Page 4

THE TOREADOR

Friday, July 29, 1949



CAR-TRUX RENTAL CO., INC.

III8 MAIN ST. :-: LUBBOCK, TEXAS :-: TELEPHONE 3-2622

New Cars for Rent by Day, Week, Month, or Lease Agreement Service Is Our Specialty

The Silent Salesman Advertise in THE TOREADOR **Published Every** Friday **During The Summer PHONE 8548**