## THE TOREADOR

Annual Homecoming Features Tech's Past


## Dean Announces TCU Trip Rules

> Tickets Available For Trip To TCU

Volume XXV Texas Technological College, Wednesday, October 4, 1950 Number 6

La Ventana Contest To Select Beauties





## Class Officers Decided Today

Wiggins Begins
Three Week Trip


## Local Fair Spotlights Tech Students In College Day Festivities Friday



Silver Key Holds Formal Initiation

## 152 Women Pledge Social Clubsi Group I Slargest InSchool history

 noon at the Hitton hotel.Richard Clark of Midand was elected best pledge. Best member honors went to - Willie Berry of
Lubbock.
New members of Silver Key clude Henry Blackoburn, Donnie
Stevens, Jack Litte, all of Ama Stevens, Jack Little, all of Ams-
rillo, John Hicks, Denison; Charlie
Myers, ML. Pleasant; Ray Shook, Lubbock; and Clark.
Larry Sharp and J. R. Jennings Larry Sharp and J. R. Jennings
pleage trainers, were in charge of

College Club Has Initiation Poage Chosen Best Pledge

$$
\begin{aligned}
& \text { Twelve members and a sponsor } \\
& \text { were formally initiated by College }
\end{aligned}
$$

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\begin{aligned}
& \text { were formally initiated by College } \\
& \text { Club Sunday afternoon at Hilton } \\
& \text { hotel. The initiation service was }
\end{aligned}
$$ hotel. The initiation service was

conducted by Allan Dunbar, pres
ident, club reporter Jack Shelby ident, club reporter Jack Shelby
said. said.
Scott Poage of Waco was elected
best pledge. Other new members are Joe Barclay, Spur; Dennis
Gingham. Spur: Bill Bumpass, Gingham, Spur: Bill Bumpass
Quanah; Claude Caperton, Dozier Bryan Close, Shamrock; Jack Eubank, Ranger: Bill Fite, Troup:
Wayne Leath Olney; Joe JJay,

Rohy; Royce Smith Stamford. Ray Roby; Royce Smith, Stamford; Ray | Tomlinson. Tulia. |
| :--- |
| Jack Ashworth was initiated as |

## IS"POT" DEAD?

Do YOU Want "POT" To Continue As $\ln$ The Past?


MAIL IN YOUR OPINION TODAY CONTEST CLOSES

## \$10

 Saturday, Oct. 7, 1950Saturday night the letters will be judged to determine who wins the Ten Dollars in Merchandise for the best reasons-pro or con. The letfers will count as ballots. Pot will be put to Test! If the pros win Potpourii will continue as in the past, if the majority think "Pot" should be wilhdrawn from the pages of the Toreador, the column will cease pubication. Mail your letter today-its your column!

Bell To Head Square Dance Club
Tuesdays in the Recreation hall for Tommy Bell was named president square dance instructions. All perat the first meeting of Circle Eight, square dance club. Richard Kleinschmidt was chosen vice-president.
It was decided that the club
would meet on the first and third annual Parents' Day cele-
3421 Ave. $Q \quad$ Dial 3-2388

## Castume Studia

RENTALS
COSTUMES FOR ALL OCCASIONS NEW TUXEDOS

## TOWER CAFE

Serving Delicious

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## EARL JACKSON

AND
JERRELL PRICE
TECH-TEXAS GAME
DICK PIRTLE
TECH-A\&M GAME
? WEST TEXAS STATE GAME
? TCU GAME
? BAYLOR GAME
? TEXAS WESTERN GAME
? RICE GAME
? TULSA GAME
? ARIZONA U. GAME
? NEW MEXICO U. GAME
? HARDIN-SIMMONS GAME
RAIDER PLAYER OF THE WEEK
Listen to KFYO each Saturday 6:45 p.m. to 7:00 p.m. for the announcement of YOUR player of the week, also football scores in the state.


Your Downtown Campus Shop Just North of Hotel Lubbock

## Puzzling Professor

Canadian Problems Whiz Continues Work On Book; Writes For Magazine Have you ever run across one
those vicious mathematical puzz which always seem to remain un
solved no matter how many invec tives and hours of hard work ar The creator of some of the more fiendish devices is disguised as
kindly professor at Moser, professor of math, is ney ready contemplating bestowin some of these mathematical won
ders on his hapless students. Born in Vienna, Austria, 29 year ago, he lived in Canada from the
time he was three until his recen ve to Texas.
peg, where he lived the of Winniof his life, is working on a book of mathematical puzzles and games
with Mel Stover of Winnipeg. Moser and Stover are problem co-editor of Science and Mechanics magazine Parts of their book are already appearing in the magazine
Moser said that puzzles and games because they stimulate interest in math. The more serious side
He has
research papers and holds mem bership in several mathematica societies and in Sigma Xi , nation-
al scientific research organization Although he had been told the said that he was not very impress ed by them. "This section of Texas
is very similar to the country In commenting on the similarit between Texas students and Can
adian students he said more difference between student there is in an average Tech than dent and one from Canada."
He said that there were dents, however, and explained th Canadtan students axp more ad vanced because of the extra it school.
as many holds three degrees fro BSC from the University of Mar Itoba in Winnipeg: an MA from versity of North Carolina.

Toreador ads get results.


THE PEN POINT-1305 COLLEG Varsity Bookstore Bldg.

## MAC'S

Flower Shop
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Special Flowers And Corsages For All Occasions
She'll glow with happiness when she receives a corsage from WAKEFIELD'S. You're sure of design-originality and fresh, perfect flowers.

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IN YOUR FAVOR when you Sly PIONERR Texas Tech vs. TCL


Phone 4646

## STUDENTS! MAKE MONEY WRITING LCKC STRIKE "HAPPY-GO-LUCKY"INGGES! <br> It's easy! It's fun! No box tops to send! No essays to write! Just write a simple four-line jingle, and you may make $\$ 25$ ! Start today! <br> Write a "Happy-Go-Lucky" jingle, like those you see on

 this page, based on some phase of college life. If your jingle is selected for possible use in Lucky Strike advertising, we will pay you $\$ 25$ for the right to use it and your name in our advertising. Start today. "Happy-Go-Luckies" will soon be running in your paper. Send in your jingles-as many as you like-right away, and $\$ 25$ can be yours pronto if your jingle is chosen. Be the first to write a jingle in you school. Watch this paper for more "Happy-Go-Luckies."
## READ THESE SIMPLE INSTRUETIONS

1. Write your "Happy-Go- Be sure your name, college and Lucky" four-line jingle on a plain address are included - and that piece of paper, or postcard, and they are legible. send it to Happy-Go-Lucky, 2. Every student of any college

## L.S.M.F.T.-Lucky Strike Means Fine Tobaceo

## Be Happy-Go Lucky!

Enjoy truly fine tobacco! Enjoy
perfect mildness and rich taste!


Better Instruction


## Club Budget

Each fall the 100 －plus departmental，social and honorary organizations make their big drives for members，If you plan in on the year＇s activities from the first．But in picking your
organzations，keep in mind that each tme you add your name to a club＇s roster，you have made a contract to do your part in
making the club a success．This includes attending all meetings and doing what outside work is assigned you
depend on the quality of work you do but departmental clubs are open to all students and are organized for your benefit． Freshmen who find it hard to make new acquaintances can these organizations．Not only can one gain practical experience in his major field，but he can feel that he is actually a part of he is working with people who are interested in the same things． An added advantage in belonging to a departmental club lies in the fact that it often brings students into contact with exi chosen field． They help you develop social presence，give you a chance to
cooperate with others and help develop your outside interests． It is generally agreed that college without extra－curricular ac－
tivities would not be college．But it must be remembered that you are here primarily to develop intellectually．You can defeat your purpose by joining too many clubs．

The trick is to budget your time，decide how many outside activities you can afford to have and choose them carefully
according to which ones appeal to you most．Then go out and join with the intention of working for what you have chosen． The old cliche，＂You get out
still holds true．（G．M．，S．T．）

## Cokes Make Cents

Are we， 1950 students，willing to donate an extra $\$ 544$ to big order，but let＇s consider it for a minute．
We are all eagerly awaiting a Student Union building，but what are we，individually，doing to promote this project？The
proceeds from all coke and candy machines in campus buildings， including the dormitories，go toward paying for bonds on the Student Union building．Net profits on the coke machines last
year were $\$ 10,657.03$ ．A total of $\$ 5,000$ was netted from the other machines
Yet exactly $\$ 544$ was needlessly lost last year on the coke contract by broken and unreturned bottles．A profit of one two－thirds cents is lost each time that bottle is not returned． building fund，we are sometimes actually taking it out through

Notice the various benches on the campus and how many
coke bottles are under them．Cast a sweeping glance down the halls and notice how many are visible．Glance into the class－
rooms at the number on the tables and in the corners．We are profits by indifference to this situation．
If we are allowed to enjoy the luxury of coke machines in our campus buildings，the least we can do is abide by the rules
set up for them．The fanitors and coke men do not have time job，but ours．It is our jab to take an extra minute and place this，let＇s remember we are donating one and one－fourth cen－c
to our Student Union building．Let＇s make up that $\$ 544$ lost last year；let＇s even double it by starting today to work toward


West Of College Avenue
Wanted：Early lssues Of Toreador； Roominmaies Quizzed In Survey


## ABOUT THE CAMPUSES

The SMU campus discovered that politics this year is about the only of at the same old rates．

A Wyoming student at Creighton
university began crying during violent windstorm．When her class－
mates pointed out that the storm mates pointed out that the storm
would soon pass，she said she
wasn＇t scared．The wind just mad wer homesick．

Texas Tech library doesn＇t have
quite the problem of Centre college in Kentucky．A book was recently returned to them after 100 years
The fine（which won＇t be collected） amounted to $\$ 1,095$ ．

The girls in the dormitories at New Mexico Western keep a file
on all men who own cars．Motor
scooters and pogo sticks
 and Parole＂because hat learned． An editorial in The South Texan elections with this reminder！＂A rnment is a hard group to run from the outside and a good group strong．＂
fring two new major courses thi all，one in retan merchandisin The Daily Texan of the Univer－
ity of Texas has put out its firs Saturday paper since pre－war days week during the war and had oper－

Motorized＊Texans＊eem to be causing parking problems through－
out the state．A Student council committce at SMU is studying the parking space close to the campu Texas students with the completion of three new parking lots．
Football games Saturday opened
wo new stadia in the Southwest two new stadia in the Southwest

## THE TOREADOR

THE TOREADOR，student news．
paper of Texas Technologicaf col and Saturday on the Campus of
Texas Technological college at

Qui

2415 MA


## TECH BEAUTY SHOP

Basement Drane Hall Phone 505I

Basement Drane Hall Phone 505I | WHO |
| :---: |
| Tells The |
| FRESHMAN |
| What To Buy? |

Nobody much-he's no fool, that kid-mostly he uses his eyes and follows the trend of campus preference.
That is why years after years of freshmen select the COLLEGE BOOKSTORE to service their needs for their class work-and stay with them thru their college years.
They too realize that they are making an investment in college life for years to come-fo all profits of the bookstore are to be used for support of the union building.

## BOOKSTORE

"On the Campus"

## QUALITY STEAMLAUNDRY

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## we pare them aut

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 any other leading brand to suggest this testHUNDREDS OF THOUSANDS OF SMOKERS, who tried this test, report in signed statements that PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY MILDER!


1. . Light up a PHILIP MORRIS Just take a puff-DON' INHALE-and s-l-o-w-l-y let the smoke come through
your nose, Easy, isn't it? And Now... Other brands merely make a difference from PHILIP MORRIS to compare, to judge, to decide for yourself. Try this simple test. We believe that you, too, will agree . . . Philip Morris is, indeed, America's FINEST Cigarette!

## NO CIGARETTE HANGOVER

means MORE SMOKING PLEASURE!


| Holleman Hollers . . . . <br>  <br> Maybe its just that we don't see every Texas A\&M football game, but we have come to the conclusion that Bob Smith, Aggie fullback, is a specialst. He runs over Texas Tech as though its line were populated with his relatives. <br> - No other single player has been so much trouble to one team. It's | almost as though he popped up with a year's supply of sadism and violence saved specially for Tech. Running the guards, tackles or ends, it makes no difference to him how he scores, and a touchdown scored on a pass is still six points as he demonstrated, Saturday night. <br> Leading ground gainer of the Southwest conference last season, Smith was considered the outstanding performer in the circuit by many observers. Like many great players, however, he seems to be on the national scene. <br> He will probably be preventeà | one of the few very weak Texas A\&M teams in recent years. <br> A Tech defensive line which seemed able to stop Byron Townsend, a much more publicized playwhere Smith was concerned. On only a few occasions were such men as Price, Hix, Cavazos and Pirtle able to stop the heller, However, Pirtle apparently got mad in the second half and waged a personal war with the Aggle backfield. Two consecutive thrusts at his position were stopped cold by the Tech wingmen. He then by the with wingmen. He then | right end Diok Cavazos, to thwart a third down attempt to pass by Te quarterback Sikes. <br> Tech will be taking on another toughie (are there any other kinds this year?) when they meet the West Texas State Buffaloes here, Saturday night. The Buffs won their third straight game of the year, last weekend, when they took the McMurray Indians by a score of 41-19. <br> It may be all ${ }^{\star}$ SMU ${ }^{\star}$ on the SouthRusty another gang of last minute winning Frank Merriwell imitators to continue in the Doak Walker | radition. <br> Fred Benners' sensational performance in the Mustang's game with Ohio State, last week, gave substance to a rumor going the rounds that Kyle Rote isn't the only football player on the pony roster. <br> Three touchdown passes in one quarter is a pretty good record in any game. When that performance allows the lucky team to take a victory it indicates substantial talent on the part of the passer. <br> After Texas university's poor showing in "its first two games, it <br> See HOLLEMAN, Page 7 |
| :---: | :---: | :---: | :---: | :---: |



Aggies Down Raiders 34-13 in Grid Tilf At San Antonio

 ed in Tech touchdowns. Stuver and
Jackson again led the Ralder attack, although the return of Tim
Okinhoma doesn't get all of the
Hateh to action lent considerable material from that sec-
tion. Maybe OU oonch Bud WikinThere was $\pi$ noticeable improve-
ment in the Raider aerial attack.
Quarterbacks Edwa Quarterbacks Edwards, Arterburn
and Don Seale, who saw his first varsity action during the game,
completed 7 of 16 passes for the
night.
The glaring weakness the
Raiders demonstrater game was a lack of a strong re
serve Iine-up. Whereas the Aggies serve line-up. Whereas the Aggies
substituted such men as Gardemal,
Schaeffer and Royalty with little loss of power, the class of Tech
play was lowered when first string ers left the game.
Toreador ads get results.


PHIL'S SMOKE SHOP 1/2 Block West of Lindsey

HOLLEMAN -

NEW, FUIL-SIZED
STANDARD PORTABLE The ROYAL COMPANION
WITH SHIFT FREEDOM 565is. Prus CARRYING
LAXX CASE]



The Tech rodeo was started in $\left\lvert\, \begin{aligned} & \text { D. O. Wiley opened the 1934 gea- } \\ & \text { the fall of } 1929 .\end{aligned}\right.$ son with a 50 piece Matador band.
HIS LUCKY NUMBER


JOE SOCKWELL
WINS
A Beautiful Men's ELGIN WATCH

For Seeing His Number
In Our Window Last Week

Watch For Yours
5 Numbers - 5 Prizes THIS WEEK
Yes, this week you will, see 5 Lucky Numbers in our window- 5 separate Prizes - 5 different Winners. Check the number on your Football Schedule Card presented by us on registration. You may have one of the 5 Lucky Numbers.

WATCH FOR YOUR LUCKY NUMBER IN THE WINDOWS OF THOMAS JEWELRY

1301 College Avenue Running through every position
in the line, Smith alone kept A\&M
in the game during the fire Dropping his power role for a moment in the second quarter,
Smith turned pass receiver when he Smith turned pass recelver when he
gathered in a short shot from Sikes and galloped over the goal. Smith scored three up another with his consistent
gains. $\underset{\substack{\text { gains. } \\ \text { Most }}}{\text { gat }}$
made around and lies yardage was Sun Devils Crush Lobos In Grid Tilt The Border conference spotlight
was turned this week on Arizona
State of Tempe State of Tempe as the Sun Devils
crushed the New Mexico crushed the New Mexico
$41-6$ in the only conference game played.
Arizona Flagstaff dropped LaVerne of California to rack up their
first victory, 37 to 20 . The game between Loyola of Lo
Angeles and Texas Western, sched uled to play at Texas Western Sat urday night, was canceled.
West Texas State's Buffaloes sparked by fullbacks Bill Cross
Chartie' Wright, and the accurate throwing of Gene Maytield, de feated powerful McMurray Satur til the last five minutes the Buffs led by only a scant $20-19$, but then
rushed three rushed three scores across to Hardin Simmons' Cowboys wo night by a top-heavy 41-0. The Cow boys were held scoreless by stub-
born Trinity until the last play of the first half when Ken Watsop scored on a 35 -yard pass from John (Modle T) Ford
Utah converted two costly Ari zont Wildcat fumbles and one pass interception fowns Saturday night in Salt Lake
PLAINS
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Body Building, Judo,
Weight lifting, Hand Bal-
ancing, Tumbling, Weight
Gaining and Reduction
Sweat-Massage,
Treatments
Dial $2-1102 \quad 2403$ Main


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EECH BROADCASTING CLUB
MEETS AT 5 PM. TODAY 
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Whites Down Reds In Freshman Game


On Tech Campus
_"Mr. T" $\qquad$
Is seen everywhere you look! The well dressed man on the campus learned fast that he could always depend on the Hub to bring him the latest in college styles.
The Hub is the place to shop for the latest in sports wear. Here you will find the latest styles in the newest designs in beautiful slacks, sweaters, shirts and shoes. Drop in today!
 in their eligibility lists by Thurs iay, George Philbrick, instructo ed. All entries in Intramural tennis doubles and singles, must be in by Each dorm has already signed up about 30 players for the table tennis tournament which starts today. The champions of each dorm, both singles and doubles, will meet
in a playoff for the all-college championship. All dormitory champlonships will be played on dormiENGINEERS SHOW DRAWINGS Drawings made for various movie sets are on exhibit in the Enfineering hall. These drawings
were shipped to Tech by the Amer cal Institute of Decorators and will be displayed until Oct. 14, F. A. Kleinschmidt, professor and head of architecture departmen
said.

FTA TO MEET THURSDAY The Future Teachers of Amerithe Extension building. This will be the last meeting FTA can accept dues for this se-
mester. Everyone who is interested is urged to attend. President Bob

## DAIRY-

N. J. This is the largest exposition held by the producers of daity sweepstakes award to the top team and gold, silver and bronze medals will be given for high point indiThe te Becker, Paducah; Flake Tompkins, Fort Worth; Emmett Koen jr, Luboock and Ralph Button, Austin. The team will return to Lubbock

Campus Whirl
WEDNESDAY Forum- $7: 15$ p.m., Methodist StuSadde Tramp pledges-5 p.m., C THURSDAY Phi Gamma Nu-7:30 p.m., home
of Mrs. James Quicksall. Slide road. Saddle Tramps-5 p.m. C101.
Alpha Phi Omega-6:45 p.m., Ad Diry. 2 . 7:30 p.m., Aggie grove. Forum- $: 30$ p.m., Aggie grove Phi Psi-7:30 p.m, Textile building. Tech Institute of Fina
m ., Ad207. Dance- $8: 30-11: 30$, Rec Informal dance-Band hall. Informally sponsored by Saddlo

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Jewelry Needs
For The Finest In

- WATCHES
- SILVERWARE

OUR CAMPUS See RERESENTATIVE
CECIL BRANSCUM



