

THE TOREADOR

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE
Lubbock, Texas

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Campus news covered by students in the department of journalism

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AN ELECTION CONVOCATION

The fourth week in February, students of Tech will elect four individuals to serve at the head of student publications for the ensuing year. This is the first year for student elections to be conducted since the new amendment to the student constitution was adopted.

Last year, there was heated rivalry between the candidates, with an abundance of signs, pamphlets, and circulars. Candidates talked up their own campaigns with student to student canvassing, and some appeared at various club meetings to make talks. Even with the unusual interest manifested by the students in the election, less than seventy per cent of the enrollment voted. Surely the other thirty per cent knew of the election. Either they did not know the candidates personally, or they had not been approached or urged to vote. A small per cent may not have voted because they did not care. But the majority failed to do so because they were not vote blindly—they did not know the candidates.

Obviously, this thirty per cent is the group of students who would not know the candidates, regardless of popularity of an individual or extent of his campaign. There should be a way for the student body to see and hear each candidate.

A new semester is beginning February 1. At the first general convocation of the semester, candidates could be introduced to the student body. This would give everyone an equal chance; and enmities and jealousies which often develop during torrid campaigns may be avoided. Such a procedure would tend to put the elections on a friendly rivalry basis.

SCORE ANOTHER FOR PREXY

If CWA funds allotted Texas Technological college for paving campus drives go far enough, sidewalks will be built to connect college buildings, Tech officials announce.

The paving program, estimated to cost \$50,000, has met with general acclaim.

But student pedestrians outnumber car owners five to one. Thus if paving is a godsend to motoring students, think what walks will mean to those trudging across the campus and back for widely separated classes.

Something more—there prevails a sentiment to lay walks in the most direct lines. "Some college official," says President Knapp, "has said that no campus should have walks before it has paths. 'He's right. There's no use building walks if students won't use them. Where it is possible, we'll lay concrete along paths already worn between buildings.'"

Chalk up another score for prexy.

We are not trying to live down a reputation, but we are trying to build up one. Three meals per day for \$17.50 per month. La Fonda—Adv.

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ROYAL PORTABLE
Now \$45—Formerly \$60

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Everlasting loveliness is the ideal of CHARME. Nature gives you the basic fundamentals of Beauty with one hand and she casts the devastating forces which destroy it with the other. It is the work of CHARME to protect these treasures nature has given you and to guard you from the ravages she would exact. We handle a complete line of Charme products. Let us furnish you with this scientific aid to beauty.

TEXAS TECH FOLIO

This ad prepared by Winslow Dahinke



CAMPUS CHATTER

Now is about time for all you geezers to sit up and take notice of what's going on around here. For one thing elections for the publication offices are not very far off I see, some of the worthy candidates have already announced their honorable intentions of running. But I'm not going to mention any names this week because I have not had enough time to get around to all of them and look them over, finding their bad and good points yet. But I'll give it to them before elections.

A little gossip I heard: I don't know how I managed to find out one of these things. Just lucky enough to run into it I suppose. Anyway don't ask any of the San Soules about it. They won't tell.

Also none of the S. S. pieces can have dates this week. That is, during dead week. That's right girls, see if you can pull up that club grade average a little.

Here's one that you can ask. Ask Tracy Watson and Charles O'Neal who the best trickster around here is. Wonder why some of the girls in school have started wearing braids? Hello Liz Dryden. You been making a line in this column quite often and I hate to give you too much publicity. But what I really want to know is, what is your hair's natural color, what color is it going to be next, and when are you going to make up your mind about it. (Your hair).

Pictures for the beauties are pouring in for the annual like water out of a sieve. And a right nice selection they are too. Pictures flatter in a great many cases. You can't all have yours in the annual. One social club says to another, "We can turn in as many pictures for the beauty pages as you can." It seems that way from the amount they are pushing forward. Some of you other girls that don't belong to social clubs and oughta put yours in the scramble cause some of you are swell looking too.

There's a college picture show in town now. I like to go to them, and

Alumni News

do every time one comes to town. Never yet have I been disappointed in expecting them to be exaggerated when it comes to portraying real college life. Dances for instance are not shown right. Out here where there are more dances than anywhere pastime, we have an opportunity to know what college dances are. They are all tag dances for one thing. I know one little girl that never fails to get a big rush when she goes to a dance. She can dance and she is cute. Do the boys grin when they tag her? They walk away with a grin. Maybe it's because they know they won't get stuck. A good expression to watch is that on a boy's face when he is stuck with some unwelcome blend. Both the boys and girls that go to the dances regularly acquire a good dance LINE. Perhaps the boys are a little better than the girls. Tag one when he is the middle of that line and see how much he can get away with. And if the girl is saying, "Oh this is a duty dance, eh?", see how fast he can make her feel that it really isn't and he just loves to dance with her. When you think of these things that you invariably say and do at dances, don't they seem foolish and silly when you are not actually there. It sounds still more foolish when you stand out at the edge of the stag line and listen to them as the couples dance by. Yet, the boys are the luckier of the two. But they have to take advantage of this opportunity of being able to break when they want to and who they want to, in several ways. And I think that duty dances are a lot of hokey.

Lay off me Mike or I'll go out and climb Aphrodite Hill and shout to the four winds who you are and who they want to, in several ways. And I think that duty dances are a lot of hokey.

This little verse was found written on the office wall:
Confessions Of A Crumb
By Finis Tracy
(Editor's Note—The author is a Houston lad studying to be a steam-fitter. He wrote these beautiful lyrics between halves of the Tech-Baylor football game. "I smoke incessantly," exclaimed Mr. Tracy in his shrill Lithuanian patois.)
I am a dirty scoundrel!
I house without a name
I kicked my dying Grandma
And called her a nasty name.
(Second Spasm)
Angus McDougal and Pimples McGrice
These dirty little Scotch lice
Refuse to play with loaded dice
Unless the girls are extra nice.

John K. Wherry, was labor foreman for the United States experiment station at Lawton, Oklahoma, from June 1931, until September, 1932, after having received his B. S. degree from the Division of Agriculture at Tech. He resigned his position at Lawton to become superintendent of the Texas Tech farms. He is now starting his second year in that capacity.

Murray White, graduate of 1932, is now in the teaching business. Since graduating, he has been teaching chemistry at the Round Valley High school at Springerville, Arizona.

Sylvia Wilson, a member of Tech's first graduating class, is secretary to the Dean of Women, Dean Doak. She has taken an A. B. and A. M. degree at Tech.

Mrs. Mildred Poole Zeigler, is now living in Plainview, Texas, keeping house for her husband, R. S. Zeigler, Jr. She received her M. A. degree from Tech in 1932, after having graduated from the University of Texas some time before.

The former Merle Williams is now Mrs. James Pittman. She is dietitian for Barnes Hospital at St. Louis, Missouri. Mrs. Pittman graduated from the Division of Home Economics in 1928.

Gordon G. Mills, who graduated last spring, is now teaching school at Loco, Texas. During the session of 1931-32 he taught school and coached athletics at Ropesville, Texas.

Ronnie Shepperd, graduate of 1932 from the Division of Engineering, is connected with a local tailoring company, where he is serving as silk finisher.

Mrs. Leola Cox Sides, home economics graduate of 1928, is still located with the extension service at Bay City, Texas. She is county home demonstration agent for Braxton county.

Ann Summers, is teaching school at Liberty, Texas. She graduated in 1931 with a B. A. degree.

O'Brien Thompson, graduate of 1931 is now living in Amarillo, Texas, where he is employed by the Texas company. He describes his work as "chemical treator."

Mr. and Mrs. A. J. Van Dyke are

Society Planning For Spring Show

Along with other engineering organizations of the campus the Geological Engineering society is now making plans for the spring engineering show, according to H. Houston Hinson, president.

Requests have been sent to several rock companies and to some of the larger mining companies of the country for samples of rock and mineral ore. The samples will be displayed during the show.

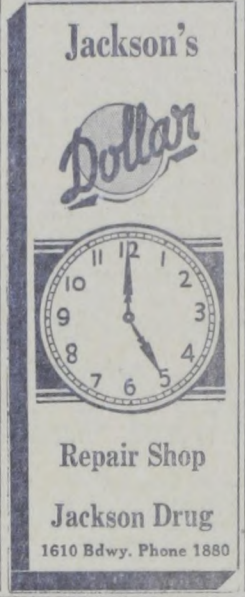
"Plans cannot be definitely announced yet," stated Hinson late Tuesday, "but one hint is that there

will be a large table display of miniature mines, oil fields, railroads, and related industries."

Further development of plans will be made at the next meeting of the society, the second Tuesday in February.

Jessie Walker, home economics graduate of 1931, taught home economics in the Canadian High School last year. Her home is in Lubbock, Texas.

Jackson's Dollar



Repair Shop
Jackson Drug
1610 Bdwy. Phone 1880

No matter what your tastes are, we have the things to satisfy that whim for home cooking. La Fonda, 2406 Main.—Adv.

Dr. R. B. Hutchinson
DENTIST
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Eye, Ear, Nose and Throat

Dr. M. C. Overton
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Dr. J. P. Lattimore
General Medicine

Dr. F. S. Malone
Eye, Ear, Nose and Throat

Dr. J. E. Stiles
Surgery

Dr. R. C. Maxwell
General Medicine

Dr. Olan Key
Urology and General Medicine

Dr. Jerome S. Smith
X-Ray and Laboratory

C. E. Hunt J. S. Felton
Superintendent Business Mgr.

A chartered training school for nurses is conducted in connection with the sanitarium.

ROCKNE HALL

NEW RATES

Room And Board	Meals Per Month
\$20.00	2 Daily \$13.50
	3 Daily \$18.00

We Will Have Several Room Vacancies At End Of First Semester

Ad by Lena Grace Sanderson

Lucky Strike the fully packed cigarette



no loose ends

Always the finest tobaccos and only the center leaves are purchased for Lucky Strike cigarettes. We don't buy top leaves—because those are under-developed. And not the bottom leaves—because those are inferior in quality. The center leaves—for which farmers are paid higher prices—are the mildest leaves. And only center leaves are used in making Luckies—so round, so firm—free from loose ends. That's why every Lucky draws easily, burns evenly—and is always mild and smooth. Then, too—"It's toasted"—for throat protection—for finer taste.

Lucky Strike presents the Metropolitan Opera Company
Saturday at 8:15 P.M., Eastern Standard Time, over Red and Blue Networks of NBC, LUCKY STRIKE will broadcast the Metropolitan Opera Company of New York in the complete Opera, "Aida".

Always the Finest Tobacco and only the Center Leaves

NOT the top leaves—they're under-developed
The Cream of the Crop
NOT the bottom leaves—they're inferior in quality



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In Jarett's Cinderellas New Spring Styles; we have tried and we believe we have just what you would want in the New and Smart things for spring.

We have enlarged our shoe stock to cover all your needs. We carry a complete line of sizes from 3 to 9. Widths from quadruple A's to B.

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1105 BROADWAY "NEXT DOOR TO KRESS" Ad Prepared by Lena Grace Sanderson

Economics Authority Says NRA Reforms Permanent

Popularity Of FDR Not On Wane Belief Of Administrator

An emphatic "Yes" is Dr. Edwin A. Elliott's answer to the oft-repeated query of whether or not the NRA reforms will be permanent contributions to American life?

Dr. Elliott, head of the department of economics of Texas Christian University, is in Washington, D. C., on a four months' leave of absence from his school to serve as assistant deputy administrator of wholesale and retail codes for the NRA.

"There are groups in Congress which will take pot shots at the NRA," Dr. Elliott writes, "but no broadside attack will be made, I think."

"Signs of recovery here and abroad are gradually and increasingly appearing. The popularity of the president does not wane. Small business, workers, and consumers want the government to umple the economic game. All of these influences will deter united action against the NRA."

"The threat against the NRA comes from the groups and the minds that brought us into the war, and the groups and the minds that made the depression inevitable. But I think, overwhelm American thinking groups nor its youthful group as they join hands with the president in taking the first step in the direction of building an America of security, plenty and spiritual realization."

Chess Players Will Choose Three Ranking Men In Tourney

The three best chess players will be chosen at the next meeting of the local Chess club, which will probably be held February 13 at Seaman Hall.

Everyone is eligible to enter the tournament except sponsors of the club. A set of chess men will be given to the high score man. Winners will represent the Lubbock club in the tournament planned with other college chess clubs.

Officers are: President, Hubert Allensworth; and secretary-treasurer, John Spencer. Dr. R. S. Underwood and Dr. A. L. Strout are sponsors.

Catering to the distinctive tastes of twenty five boys at La Fonda, that's our job. \$17.50 for three meals per month.—Adv.

DR. MARSHALL HARVEY Foot Specialist Surgical Chiropractist 403 Myrick Bldg. Phone 840

Eight Beauties Will Be Named

Penrhyn Stanlaws Will Select Eight Most Beautiful Girls From Photographs Entered By Tech Co-Eds

Approximately 18 Tech coed pictures have been made for the La Ventana Beauty Section. Penrhyn Stanlaws, eminent portrait painter will select the eight that he considers most beautiful.

Stanlaws is a well known artist, having completed a study of art in Paris and London. He is also the author of several plays and was movie director of the Famous-Lasky Corporation in 1921-22. He is an excellent authority on beauty and lost his job because he dared tell the world the truth concerning Hollywood stars.

Any Tech coed may enter her picture. The pictures must be 8 x 10 inches in size and of a glossy finish. They are to be entered in Dean Doak's office not later than 5 o'clock, February 1.

The glossy prints will be wrapped in the presence of the publication committee, president of the student body, editor and business manager of the yearbook and shipped to Stanlaws, who will make his selection and return them in order in which he has chosen them.

FROM HISTORIC TREE HARTFORD, Conn. (AP)—A gavel from wood of the linden tree at Quincy, Ill., under which Lincoln and Stephen Douglas held their historic debate in 1858 has been given to Governor W. L. Cross in recognition of services to the state.

Brazil Steps Up RIO DE JANEIRO (AP)—With the 1934 quota set at 27,000, compared with 26,000 for 1933, Brazil's Japanese population will pass the 150,000 mark. All except 1,000 of the new immigrants will go to Sao Paulo and farm.

The Christian world never has adopted one uniform Bible. There are 10 different versions in use today.

A new place to eat in an old location, La Fonda meals are prepared by a responsible staff of cooks and dieticians.—Adv.

Business Managers Of School Publications Issue Statement

Issuing the first financial statements of the school year, the business managers of the Toreador and La Ventana, Jos Harter and Marvin Messersmith, have submitted the following reports to the publications committee:

Financial statement of 1934 LA VENTANA to January 15, 1934: Credits: Number of books sold 1000 Total sales \$5,000.00 Refund from Studio \$ 350.00 Total credits \$5,350.00 Debits: Southwestern Engraving Co. \$1,500.00 Economy Advertising Co. 3,150.00 Requisitions, supplies 22.00 Requisitions, cabinet 35.36 Requisitions, postage 20.00 Editor's salary 75.00 Western Union 1.95 Total debits \$4,809.31 Free Balance \$ 540.69 Report of the TOREADOR to January 15, 1934: Debits: Miscellaneous help \$320.24 Printing of Toreador 788.00 Supplies 1.45 Supplies-office 2.06 Stamps 11.81 Sundry 1.20 Telephone & Telegraph 17.04 Inc. Dec. expenses 270.00 Total debits \$1,412.00 Credits: Miscellaneous income \$1188.31 Foreign advertising 45.00 December income 380.00 Total credits \$1613.31 Free balance \$ 201.31

Collegians Seem To Have Thrown Into Discord That Outworn Hatless Craze

We cannot exactly sit on the library steps and click off the number of hats which pass us by, but a hasty survey shows that the hatless collegian of several years past has gone out of existence. The sight of all the brown hats, black hats, new hats, faded hats, low back brims, high back brims, and all other kinds of varied headgear on the campus this year brings forcibly to the editorial mind one of the greatest hoaxes of the modern generation: the late lamented hatless fad.

The hatless fad, which was started in 1923 by Abraham Vogel, a bald-headed little publicity seeker who said it would help to grow new hair, actually has been proved to be an active cause of much scalp trouble and premature baldness. Vogel hired a hall and displayed Eko and Iko, the woolly-haired circus freaks, who testified that they got their yellow tufts through going bareheaded from infancy.

Trial Uniforms Are Made Here

Textile Department Receives Wool To Be Prepared For Tailors; No Bids Are To Be Let On Tailoring

The Textile department has received 2000 pounds of raw wool which is being made into material for uniforms for members of the Matador Band.

Bids for the tailoring of the uniforms has not been let, but will be given to one of two local tailors. Each tailor is making a sample suit for the band's approval. One of these has been tailored for Chick McElya, business manager of the Matador band. Another has been fitted for Ralph Douglass, band member.

The band plans to get sweaters later, but no arrangements have been made. The sweaters will be scarlet with a black emblem of an eighth musical note or a musical lyre.

One of the highlights of the fun night to be given in the gymnasium tonight is the program by the Tech music organization.

lets to complete loss of hair." And Dr. E. Lawrence Oliver, clinical professor of dermatology at Harvard University, recently verified this from his own observations, and said there had been a definite increase in symptoms of baldness while the hatless fad lasted. We guess Will Rogers summed it up with his remark: "If your head hasn't got enough in it to carry a hat, why all the sunshine in the world won't do it any good."

Sharing the hall with Vogel was Mrs. Madge Barnwell, a sweet old lady who wanted men to wear their shirts outside their pants instead of inside.

The shirt crusade didn't get over. Men continued to tuck the shirt tails in. But Vogel found a number of men who wanted to look like Eko and Iko, and for several years had quite a following.

And now for the joker. Dermatologists and physicians heard of Vogel's theories and shouted them as ridiculous. As Dr. Charles F. Fabst, chief dermatologist of Greenpoint Hospital, said "Over-exposure of the head to the sun's rays often

ISSUES OPIUM PERMITS CALCUTTA, India —Some 3,000 opium smokers have been given permits to continue the habit under rationed allowances certified by physicians. The aim of this method is to prevent the younger generation from contracting the habit.

The Spectator, a daily paper published two centuries ago, barred news from its pages as being unimportant.

The Graf Zeppelin makes scheduled flights from Germany to Spain and then across the south Atlantic to Brazil and back.

Send for COMPLETE set of TENNIS STRINGS 80¢ Don't play tennis with broken or worn-out strings in your racket. Why not buy enough TOMMY COURT TENNIS Silk Tennis Strings for your racket (37-ft. coil) in white, orange, green or blue and white for 80¢ postpaid, cash with order or 96¢ C. O. D. Includes tennis information and price-list of TOMMY COURT TENNIS Tennis Strings. It's easy to save on your racket and earn splendid profits selling rackets for others. Treat your racket ... boost your game. ORDER TODAY!

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MARK HALSEY'S Jumbo Malt 9c LUBBOCK'S ORIGINAL CUT RATE DRUG STORE

TURNOVER IN YOUR BUSINESS AND OURS Few people realize how much money is necessary to finance a public utility industry. The need for money does not end with the completion of the property. Continuous expansion of business year after year makes necessary the raising of new money to keep pace with the growth of the community it serves. A public utility has almost its entire capital invested in permanent plant and property instead of salable goods like the merchant. This means that electric utilities must raise from four to five dollars of capital to obtain one dollar of gross annual revenue, whereas a good merchant will do about four or five dollars worth of annual business on one dollar of capital. In other words, an electric company must use somewhere between sixteen and twenty-five times more capital for a given volume of business than the merchant requires. Therefore, it will be seen that The Texas Utilities Company cannot stop with its original investment but is continually faced with the necessity of spending large additional sums for extensions and improvements, even in the face of a very small turnover. TEXAS UTILITIES COMPANY LIGHT—POWER—ICE AD. PREPARED BY JIMMIE LAUDERDALE

SLAM!! Another sign of jangled nerves... Door banging, teeth gritting, foot tapping, arguing over trifles—or the old favorite—telephone slamming... Just little ways which prove nerves are getting out of hand... Danger signals... If you're guilty of such gestures, check up— Watch your nerves... Get your full amount of sleep every night. Eat regularly and sensibly. Find time for recreation. And smoke Camels—for Camel's costlier tobaccos never get on your nerves. COSTLIER TOBACCOS Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes! CAMELS — THEY NEVER GET ON YOUR NERVES! How are YOUR nerves? TEST No. 13 Take a large sheet of paper, approximately 20" wide by 12" deep. Along the top draw ten circles, each the size of a penny. Along the bottom put ten real pennies... Now pick up the pennies one by one with your right hand and place them as quickly as you can exactly inside the circles at the top of the page, beginning at the left. Have someone time you. Average time is 12 seconds. Wm. T. Tilden 2nd (Camel smoker), tennis champion, did it in 8 seconds. Copyright, 1933, E. J. Bepko Tobacco Company

Under Dou... FRITZ OF... WAR W... Other sections seem to have a of Texas. The native sons of State grow hat and that the staged to the of a barking for carry out this Matador floor through Arizona cording yells th a cross between call's front a war-whop, du As a result, the ed overtime, an ferred to the Ma hara, the "B and the "Tore Although the United the Matad in given some en boy White slat dropped one into

Sale Of Chiffon Hose

Regular Value, 89c
Specially Priced At - - - 69c
Pure Silk Chiffon Hose With Fancy Lace Tops

Extremely good looking and in the most popular shades.
Sizes 8 1-2 to 10 1-2

Barrier-Durham
DEPENDABLE MERCHANDISE

(Incorporated)
PAUL BARRIER, Manager
This Ad Prepared by Geo. Simms

The Library Shelf

BY HERBERT R. SOUTHWORTH

I have before me the current issue of HARPER'S magazine. Its headlines scream out the feature article "God Save the Church". In another article Drew Pearson and Robert S. Allen sum up the political trend with this statement, "Unquestionably the President is heading toward the left." An account of Southern agriculture finishes with this probing question: "Are there not many chapters in history which show that no government, can withstand the impact from below of millions of its population who always, in the end, refuse to starve to death?" The leading story is a dingy-hued canvas of white trash and decadent aristocracy done in his most violent manner by "William Faulkner of Oxford, Mississippi, and Hollywood, California."

And thus, though we move slowly, we do move. Flip through the pages of any of the quality magazines of ten years ago and you will see more clearly what I mean. Life in 1924 is neither so simple nor so sweet as it was in 1924. Four and a half years spent in questioning our economic behavior has purged our reasoning. Covering a period of ten years, a very interesting chart could be drawn to indicate the change in American thinking as revealed in the magazines. It would begin with the complacency of 1924 and it would end with the note of direful questioning with which we face the future.

Likewise the fiction follows the times. I can hardly envision Faulkner ten years ago in a good magazine, although the wave that washed him in started with the war. That wave is gaining momentum. On January 25 the first "made in America" copy of Joyce's ULYSSES may be purchased. Over at the bookstore Boccaccio and Rabelais are for sale. How well I remember my first copy of Rabelais, shipped by express and privately printed!

There is a copy of ESQUIRE in the library, a gift from Walton's, the man's shop. This issue seems a bit more substantial than the preceding two, for which I did not particularly care. They are still buying all the big names. They have the latest of Ring Lardner's short stories and they've added, among others, George Milburn, Whit Burnett, Thorne Smith, and Douglas Fairbanks, jr. Young Doug writes on clothes. He wants to spruce up the men out in Hollywood. He feels the statesmen look at the dandified brains trust. Look at Rexford Guy Digwell, Beau Nash of the Potomac spas. But don't look at the congressmen; they dress for home consumption.

The library has recently acquired a four volume set of THE MEMOIRS OF WILLIAM HICKEY. Opposite page 138 Volume III is a portrait of Robert Pott, a young Englishman, who in 1783 was living five miles up the river from Calcutta, India. In the current issue of the SATURDAY REVIEW OF LITERATURE, Hervey Allen identifies Pott as the "physical type" of Anthony Adverse. Allen also gives a bibliography of the source material used in his novel. Some of these books can be found in the library if there are any of the curious-minded whom Mr. Allen has not left all exhausted. Some of the New Mexico scenes came from Gregg's COMMERCE OF THE

ROOM FOR RENT

Two blocks off campus. Completely furnished.

MRS. T. L. MILLER
3202 15th St. Phone 9493
Ad by W. Armbruster

Stop that cold with
GLEN-CO-LINE

Once used always a friend. GLEN-CO-LINE, Dr. Miller's own prescription, has never failed to give relief. Ask for it at
Mark Halsey's Drug Store
Ad by W. Armbruster

Alluring New Evening Frocks

For The Formal Season

\$10.85

Rustle out on the ball-room floor in one of these new taffetas or organdies. Or perhaps you would choose to dance in a more sophisticated frock of silk net... "Lovely" is the word that explains their attractiveness, "dashing" their smartness.

The stag line can't help but go into action when you waltz across the floor in one of these truly modern evening gowns.

Hemphill-Webb Co.

This Ad Prepared By Heber M. Ellsworth

Mysterious Mike Moses Around

MIKE and MOSES are continually HARASSED all the time. They can't even find any PRIVACY to write their OBSERVATIONS every week. EP you GUESS Mike out, he will sure get you. MIKE heard that a CERTAIN RESIN'T BLON was getting laid out for his writing. MIKE am glad cause he HEV snuff worries as a Los RATOS pledge without that.

FRANK BAILEY sed BILLIE BLOOM would do until he get to FORT WORTH. GERALDINE WICKER am called FISH WICKER? cause she nearly didn't get rid of a FISH tother night. PREACHERS and FISH am DYNAMITE. Jerry. MIKE hears another fish story, too, about one in chemistry lecture, who GOODNOT wait.

PINK TEA MAN can't take it. He says the SOC EDITOR can't have any Bruders. MARJORIE ST. JOHN HAS to rest every afternoon. WHATAMAN STAHLER! MIKE he observed theeset to keep on a social prestige, he must appear at the HOOKSTORE at least three times a week.

Am FAY BROWN kin to DANIEL BOONE. She heve a hat like him. KATIE WALKER'S eye lashes am all wore out, and she had to hem some new ones put on. JACK NOWLIN sits on SIDED.

MIKE wood court VERLINA STRINGER one week end, of he knoo whether it was AIK LOUGH-RIDGE'S blonde or RED-HEADED week end. LEON SPARKS am from SALTILLO. MOSES says he am very SALTY, too.

POGAHUNTAS hev kum back to life, by the way MIKE HEV seen TECH KOEDS with their hair all braided. DOUGLAS ROSS am SNOOTY and a SNARK, too. Ain't theeset right, 1933 MIKE?

CAMPUS CHATTER told MIKE this dirt, so as bad as he hates to use his stuff MIKE am going to tell you. No, he am going to ask you. WHAT DID CHRISTINE BUNNY say when the AVALANCHE-JOURNAL called her up for the story of the MERRIGE of JON BUNNY and JACK MURCHISON?

Incidentally, CHRISTINE BUNNY, CHARLOTTE RATLIFF,

Tech Dairy School Will Teach Women

Dairy school officials of Texas Tech will take leading roles in conducting a one-day school for farm women of Lubbock in the production of home-made cottage cheese, butter, and ice cream the last of next month.

Joining with Miss Hazel Bradley, county home demonstration agent, the dairy profs will present a full program for the farm women. K. M. Renner, dairy department head, will be in charge of arrangements made by the Tech division.

He will be assisted by M. G. Pederson and Arthur Prichard, also of the dairy school.

La Fonda is the center of eating activities seven days in the week. Three meals per day, \$17.50 per month.—Adv.

Complete Good Year Equipment

Bynum's Shoe Repair Shop
The Home of Modern Shoe Rebuilding

1209 Ave. J Lubbock, Texas
This Ad Written by C. H. Elkins

TECHNICAL PROGRESS

The last year of the great buffalo hunters on these West Texas plains was 1878. From 1874 to 1878, the present site of Lubbock was crossed the last time in the most historic hunt for this game on the plains.

In 1878 the south was still in many respects a slave territory. Many households had servants who spent their time cooking, cleaning yards, cleaning and pressing clothes.

Can a man be a technical expert when he is a jack-of-all-trades?

Bray's modern plant uses over a hundred chemicals, 15 different machines, and many other articles on a work of art on your clothes.

TELEPHONE 1878

BRAY'S TAILOR SHOP

2436 Nineteenth Street Telephone 1878
1704 Main Street Telephone 818
Ad Prepared by Cecil Kersey

MOVIES

"Dancing Lady" reunites Clark Gable and the sparkling Miss Joan Crawford for the fourth time. It is recalled that Gable first won attention when he played opposite Joan in "Dance Fools, Dance." Later he again scored with her in "Laughing Sinners" and "Possessed." In the present picture Miss Crawford plays the type of role upon which she built her greatest popularity in "Our Dancing Daughters," and its equally successful sequels, "Our Modern Maidens," and "Our Blushing Brides." She is seen as a girl born to dance who fights her way to fame on Broadway.

Gable Two Fisted
Gable's role is another two fisted characterization. He plays the part of a hardboiled dance director in a musical comedy who eventually falls in love with the fresh chorine whom he has tried unsuccessfully to browbeat. Outstanding names in the large supporting cast include Franchot Tone, who played with Miss Crawford in "Today We Live," May Robertson, Winnie Lightner, the famous stage dancer, Fred Astaire.

GAS AND OIL

It is a pleasure to drive when you are using Phillips' gasoline and oil—the very best.

Let us fill your gasoline tank with our gasoline and you will come back for more.

Phillips Service Station
Corner Ave. Q and 13th St.

PRAT CRAWFORD
EBBIE LEE
MERLE FULTON

This Ad Written by C. H. Elkins

DALACE

10c and 25c

Thursday, Fri. and Sat.

Geo. O'Brien

—In—
"FRONTIER MARSHALL"

ALSO CARTOON
And 2nd Episode
PERILS OF PAULINE

Love's Mistake

"Before we part Let me confess If you'd sent me roses Then I'd have said 'yes.'" **RIBBLE'S FLOWERS**

Hilton Hotel Bldg.
Day or Nite Phone 221
"Tech's Favorite Florist"
Ad Prepared by Sanderson

Lindsey

SHE DANCES LIKE A FLAME AND LOVES LIKE CHAINED LIGHTNING!

CLARA BOW

In
'HOOPLA'

With PRESTON FOSTER
RICHARD CROMWELL

Herbert Mundin—James Gleason

Also
Andy Clyde Comedy

OTEXAN

THURSDAY, FRI. AND SAT.

A THRILL ROMANCE OF HOLLYWOOD'S DEATH DEFYING STUNT MEN!

BILL BOYD

—In—
"LUCKY DEVILS"

with
Wm. Gargan, Dorothy Wilson

Also Cartoon
And Musical

Snyderknit

CALIFORNIA SPORTSWEAR

Greet Spring in a warm manner—wear Snyderknits in just the same manner as you did in the Fall. They're such a comfort—never muss, never wrinkle—be loyal to knits, see the striking new styles that we are showing.

La Fonda's meals average less than twenty cents per meal, but that does not mean that they are cheap in quality.—Adv.

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Also Cartoon
And Musical

Craig-Gholson Co. Lubbock

"The Woman's Store"

La Fonda's meals average less than twenty cents per meal, but that does not mean that they are cheap in quality.—Adv.

the cigarette that's **MILDER**

the cigarette that **TASTES BETTER**

We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality—and hence of better taste—than in any other cigarette at the price.

LIGGETT & MYERS TOBACCO COMPANY

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They Satisfy...just try them