

"The Transportation That The Whole Student Body Uses"



Texas Tech Begins Ninth Year On September 8

Bullfighters To Play Squads From Four States; Bears And Mustangs To Visit In Lubbock

Prexy's Paragraphs

BY BRADFORD KNAPP

The editor and manager tell me that even the "homesick" edition of The Toreador would be incomplete without a few words from Prexy...

We are trying a new experiment this year by having the entire registration process at the gym where every member of the faculty can be present...

There are a great many important things for the student body to consider regarding student activities. For example, we cannot carry our program of intercollegiate and intramural athletics unless a vast majority of all students can give some financial support through the purchase of the athletic ticket...

New courses of study have been organized. I have already mentioned the courses leading to the degree of Bachelor of Science, which you will find to be thoroughgoing and well-constructed courses suitable to young men and young women of a scientific turn of mind...

Back to a glorious year of as in every field of endeavor the institution and let us get to set forward the name and fame of Texas Tech College, as a great Demonstration, where the boys and girls of Texas may come to fit in for real places of service in our new day which lies just ahead...

Matadors To End Season With Kansas Aggies; Six Of Nine Game To Be Played At Home Under The Lights

The 1933 Texas Tech football schedule promises to be the most attractive ever arranged for a Matador team. Included on the colorful and strenuous card are nine elevens renowned for their prowess on the gridiron...

September 30 is listed as "open" on the official schedule but it is probable that the varsity will engage the freshmen on that date in the opening tilt.

Only one Border conference team appears on the schedule. On October 14 the Techsters journey to Princeton to battle the University of Wisconsin Varsity Eight team.

Louisiana Polytechnic Institute, a football power among the small colleges of the South, will clash with the Matadors under the lights on October 20. The Louisiana school will be the first team from that state to meet the Scarlet in athletic combat.

When the Cawthornen trek to El Paso October 28, they will attempt to break a jinx of three years standing when they tangle with Mack Saxon's Texas School of Mines footballers.

Delighting in upsetting the proverbial dope bucket, Tech's old rivals, the Simmons university Cowboys, will be here November 11 in the annual homecoming contest.

New Course In Geology Given

Principles of Geology 121x will be a new course added to the geology department this year, according to a report received from Dr. L. T. Patton, head of the department.

The course consists of two lectures a week without laboratory and is only a one-semester subject. There will be a class offered for both semesters.

Matador Coach



According to Coach Pete Cawthon, Tech athletic director, Matador fans can look forward to some good football games this fall.

Other members of the staff are: Parker Taulman, assistant editor; Mary Elizabeth Dryden, news editor; Kathleen Jennings, woman's editor; Calvin Hazelwood, campus editor; Ed McKeever, sports staff; Lomer Nelson, sports staff; Ruth Burmance, feature editor; Lorene Childers, society editor.

Medical Exams Will Be Given By Sanitarium

Lubbock Sanitarium will have full charge of the examination of Texas Technological college students for the school year 1933-34, according to Dr. A. L. Borchardt, who is to take the position of school doctor this year.

The sanitarium is now prepared to take any students who wish to avoid the rush. The staff of the hospital will be employed in the examination work at the hospital located at 1301 Broadway.

This is being done in order to speed the early registration of the students, who are required to have their certificate of examination before becoming enrolled in the college.

Members of the Lubbock Sanitarium staff who will take part in the examination of the staff are: Dr. J. T. Hutcheson, M. C. Overton, J. P. Lattimore, H. O. Maxwell, J. B. Smith, Olan Key, and A. L. Borchardt.

Sans Souci Club Announces Social

Sans Souci will entertain with an open house the night of October 14 at the home of Mrs. Jack Parsons, 2523 Nineteenth street.

Miss Rosemary Leaverton is president of the club. Miss John Anna Boyd is vice-president, and Miss Frances Snyder is secretary-treasurer.

Coleta Ester has been visiting this summer in Dallas. She attended a Century of Progress in Chicago.

Staff Members Are Announced For This Year

Special Reporters Will Report News For Aggies, Engineers, And Home Economics; Staff Meeting Announced

With 30 members already selected for the 1933-34 Toreador staff, the official student publication is making preparations for the coming year.

Staff appointments by Bob Tracy, editor of the Toreador, have been made according to the ability of each of the members, and are subject to change at any time.

Other members of the staff are: Parker Taulman, assistant editor; Mary Elizabeth Dryden, news editor; Kathleen Jennings, woman's editor; Calvin Hazelwood, campus editor; Ed McKeever, sports staff; Lomer Nelson, sports staff; Ruth Burmance, feature editor; Lorene Childers, society editor.

La Ventana Is To Be Planned By Zorns Staff

Plans for the 1934 La Ventana are nearing completion. Bruce Zorns, editor, announced Tuesday.

The theme has been worked out and will be made public later. Tech beauties, selected by some famous outsider, will again compose a section of the La Ventana.

A definite plan for purchasing the annual has not been worked out, but it is possible that payment will come out of the blanket breakfast and library deposit.

Doyle Settle has been appointed postmaster at the Tech branch post office for two years. Settle received his B. A. degree from Tech in June, 1933.

Judging Teams To Benefit By Student Rodeo

Event Is Sponsored By Block And Bridle Club; Gregory, Brumley, Stubbs To Be In Charge Of Affair

Bronc riding, calf roping, and wild cow milking contests will be the featured events at the annual Tech Aggie Rodeo to be held October 13, at the Aggie barns.

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Editor Of Tech Yearbook For 1934 Announces Method By Which Beauties Will Be Selected; Theme Is Secret

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The rodeo is being sponsored by the members of the local chapter of the Block and Bridle club for the purpose of securing money to send the Senior Livestock Judging team to Kansas City and Chicago where they will enter national and international competition.

Barbecue Scheduled An afternoon and night performance will be given. Following the night performance, there will be a barbecue for all people holding night tickets.

Tech President

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College Prexy Greets Studies For This Year

Dr. Knapp Sends Welcome To All Students; Announces New Rearrangement Of Courses

To old students, welcome back for another year's work; and to new students, welcome to this institution.

You will be greeting the old friends of last year and making many new ones as well. The prospects look very good indeed. New courses of study have been organized, old ones consolidated or re-arranged; and all of it has been done with the end in view of serving the best needs of students who come to Texas Tech.

I trust that your vacation has been both happy and profitable; that you have made the best of your time. I sincerely hope that you are coming back with a renewed conviction that education is worthwhile and with a new determination to make the most of your opportunities.

Those of us who are working so earnestly to build up this institution are trying to do it only in the interest of the State of Texas and its people. We shall fall short of our mission if we do not here offer you a real opportunity for a real, worthwhile education.

Welcome back to the campus and to a new year of progress, success, and spiritual, moral, and intellectual advancement.

Sincerely yours, Bradford Knapp, President.

Aggies Make Social Plans

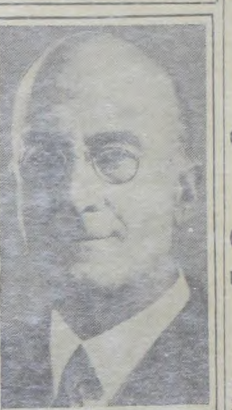
First Society Affair To Be Held At Country Club On October 20; Strickland Is President Of Group

Varied events are included on the social calendar for the Aggie club for the fall semester. The first social will be a dance held at the Country Club October 20.

There were 92 members in Aggie club last year, according to J. D. Strickland, president of the club, a larger membership is expected this year.

Officers for the year are J. D. Strickland; Bill Gregory, vice-president; Homer Brumley, secretary; Clayton Fuller, treasurer; Elizabeth Montfort, reporter; and Joe Smith, marshal.

Se Re Se



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Out Of Stat Charged Fees Are \$25 Is S Charges

Uniform Break ed Of All St. tration To Be Held Two Exam Periods

Beginning its ninth acad September 21, Texas Tech college will be under the plan. Several new innovations will be seen in the college registry system.

The semester plan has been prepared since the close of the spring term. Several departures have been rearranged and division of the college bear different titles. A new system of registration also is being placed into effect, and tuition fees have been changed in accordance with the state law.

Expenses Lowered The saving of expense to the state and to the student was responsible for the board's action.

TECH'S OPENING SCHEDULE GIVEN The opening schedule at Technological college: Sept. 15 - Opening faculty meeting. Sept. 18-19 - Entrance examinations. Sept. 20-21 - Freshman orientation. Sept. 21-22 - Registration students. Sept. 23 - Open house for students by the churches of Lubbock. Sept. 24 - Annual opening moon, 8 p. m. in college gymnasium. Sept. 25 - Fall semester begins at 8 a. m.

rectors accepting the plan tion to cutting down expenses will help arrange the entire student body. Many high schools are operated on a semester basis, and the annual year turn-out of students from schools will be attracted to Technological college. In the

Third Coach School Is Held On The Campus

Eleven Coaches Lecture During Course Of School; Football Players Give Fun Nite; 250 Coaches Attend Event

Headlining the Tech summer session was the third annual Texas Tech coaching school which was held from July 31 to August 12.

As usual, an imposing staff of teachers held sway over the school. Harry Kippe of the University of Michigan opened the session with a series of lectures and demonstrations on the short punt system. A "Fun Nite" was staged July 31 in which Matador athletes supplied the bulk of the entertainment.

Intramurals Stressed Bernie Bierman, head coach of the University of Minnesota, presided over the single wing back system during the first week and Clyde Atfield of the University of Texas conducted classes in track and intramural sports.

Major John L. Griffith, Commissioner of Athletics of the Western conference and "Doc" Sprague of Texas A. & M. were also on the program the first week.

Noble Kizer, who guides the Purdue Boilermakers of the Big Ten conference, opened the second week of the school by setting forth his theories of the Notre Dame style of play. "Doc" Andy Kerr of Colgate taught the wing back system.

Craig Ruby of the University of Illinois, recognized as one of the foremost basketball mentors in the country, taught the principles of play. Other features of the game taught by the better during coaches included Ed Gallagher of Oklahoma and boxing by C. M. W. Woodrow Holt is working in Lubbock.

STUDENTS! OLD, NEW AND PROSPECTIVE LUBBOCK --- Wants You! TECH --- Wants You! WEST TEXAS --- Wants You! INVESTIGATE The wonderful possibilities offered here before you decide "where" you go to college... if you have already attended Tech, you know you are WELCOME... if you have already decided to attend Texas Technological College... you haven't made a mistake, and the hand of welcome is already extended to you. Let us give you further information about THE FASTEST GROWING EDUCATIONAL INSTITUTION IN THE SOUTHWEST.

LUBBOCK CHAMBER OF COMMERCE

LUBBOCK BOARD OF CITY DEVELOPMENT

TORREADOR
PUBLICATION OF THE
TEXAS TECHNOLOGICAL COLLEGE
Lubbock, Texas

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of Abraham, Doris Mullins, Helen Bush, David Rutledge, Helen Kinslow, Gus White, Lorene Oliphant, Jesse Hart, Farrell Walraven, and Burgess

Students in the department of Journalism
October 31, 1933 at the postoffice at Lubbock, Texas, at the rate of 10 cents per copy.

columns inch by contract; 350 per column inch by insertion.

REGISTRATION DAY SUCCESSFUL!

Technological College is beginning its ninth year that looks as bright as any of the years in the past, the College has grown steadily increasing enrollments.

of the College has called for necessary changes, the plan of registration has been such an extent that students will require more time that it formerly took to enroll.

things which would make the improved registration a success would be for all students to be on registration day and be ready to make full payment of all fees. In the last three years, there has been some reason for delay in paying fees but there has been a good reason for late registration. The "New Deal" and the NRA have so stimulated business that, in many cases, straightened finances have been made possible.

The Torreador urges all prospective students of Texas Technological College to start the new college year properly; prompt registration and prompt payment of fees will result in lack of confusion and waste of time.

Be here and ready for registration day; give the "New Deal" an opportunity to help you and the College at the same time.

WE'LL BE GLAD TO HAVE YOU!

Welcome to our campus, Freshmen. The president of the college, the faculty, and the Torreador extend their greetings to the class of 1937. In extending this greeting to you through the Torreador there is one suggestion to make to you, the future students of Texas Technological College. In the past it has been the custom for the Freshmen to paint their class on the water tower. This year, the suggestion is that the first year students do not place their initials at this point, in the interest of the giant Double D which has just been painted there this summer. Know that this suggestion will be followed, the college is forward to a banner year for the freshmen. Welcomes Freshmen, we will be glad to have you.

A FAIR DEAL ALL AROUND

The question of room and board presents itself to the college campus. This time, the recent changes in the price of foodstuffs has caused some of the board-house proprietors to advance the price of room and board.

After investigating prices of grocers and packing house owners since the government has placed their prices under their respective codes, the Torreador can make allowances for a reasonable hike in the prices. Some of the boarding houses have given the students some thought before they raised their prices on meals, but so far the student who is working for his room and board has yet to receive a fair consideration.

Some students who are working in boarding houses are working six and eight hours per day. According to the restaurant code, these students work about twice as much in comparison. Of course there could hardly be any way to place the eating places around the college under a government code, but there should be some plan worked out whereby the students would receive the full benefits of their labor.

The Torreador suggests that the campus boarding houses co-operate with the students and the officials of the college in fixing a uniform wage for the waiters and dishwashers.

Perhaps the most powerful stimulant for a more equitable working arrangement for students employed in boarding houses would be for student patrons to give their custom to those establishments which consider both sides of the student versus employer question.

The Torreador wants a fair deal all around.

WELCOME

NEW AND OLD STUDENTS

OF TECH TO

LA FONDA

(Formerly Cheri Casa)

LA FONDA HAS BEEN REMODELED AS A HOME FOR MEN STUDENTS

RUNNING WATER IN EACH ROOM, TUB AND SHOWER BATH, STEAM HEAT

BEST MEALS IN WEST TEXAS
DIETICIAN IN CHARGE

FOR RESERVATIONS
WRITE

B. T. THOMAS 2406 MAIN ST.

Alumni News

Students and Alumni returning to Tech this fall will find one of last year's seniors, J. Doyle Settle, as the regular postmaster. Settle began his new duties on the first of September.

The following is a list of persons who this past summer received their M. A. degrees and who had previously received their B. A. degrees from Tech: J. B. Caldwell, James C. Chamberlain, Lloyd Crostin, Lois J. Freeman, Anne L. Hammons, Catherine E. Heierman, Roy L. Hooten, Virginia Hufstader, Ernest Nelson, Sylvia Wilson. The following also received M. A. degrees: E. H. H. Baze, J. L. Burke, Jr., John A. Copeland, G. S. Dowell, George A. Heath, Artie J. Lynn, J. B. Speer.

To E. L. Hooten goes the distinction of being the first person to buy a life time membership in the Alumni Association.

Gordon Treadaway, who received his M. A. in June, taught Government during the second term of the summer session. He plans on continuing his graduate work at the University of Texas next fall where he has received an appointment as graduate assistant.

All Alumni and ex-students should remember that the Simmons game, which will be played on November 11, has been designated as Home Coming Game.

Solon and Canon Clements, holders of five degrees from Texas Tech between them have gone to Harvard where they will study law and business administration.

The average alumni association, J. L. Burke, Jr., superintendent of the Hobbs, New Mexico school, is the retiring president. Burke received his M. A. degree during the past summer.

The 1933 graduates of the Aggie Division have the honor of being the only group ever to graduate from Texas Tech that immediately joined the alumni association and paid up their dues 100 per cent.

Alumni and ex-students might be interested to know that almost 1400 people have received degrees from Texas Tech. The vast majority of these degrees have been B. A. degrees but with the passage of a few years the B. S. degrees will be in the lead due to the fact that majors in all of the natural sciences and some education majors will receive B. S. instead of B. A. degrees.

All graduates of the Home Economics, Agriculture, and Engineering divisions will continue to receive their respective degrees.

Harold Griles, stellar fullback on last year's football team, is perhaps the second Matador to enter professional football. He left several weeks ago for Chicago to enter training camp. Gene Alford, star halfback during the Freeland regime, was the first.

Professor Charles C. Galbraith, member of the Tech Chemistry department, has resigned his position so as to devote his time to the Gilliam Chemical company, the president of which is Hughes Gilliam, who graduated from Tech last spring with a B. S. degree. This infant industry started by Tech people has now expanded into a prosperous firm giving employment to several people.

Miss Anne Snyder is working as secretary to Cecil Horns while Mrs. James Allen is on her vacation.

Biologists Collect Specimens of Mammals; Trips Made

Professor F. M. Langdon of the biology department and Jasper Hubbert spent the summer on two field trips in the Texas Panhandle. While on these trips, specimens of native Plains mammals were collected and mounted. The ecology of the specimens was recorded and samples of vegetation and of soil of the different areas were taken.

The price collection of the trip was made near Dumas, Texas. Four live kit foxes were captured. Other animals, ranging in size from tiny pocket mice about two inches long up to badgers weighing sixteen pounds were taken, most of them alive.

All animals taken were killed and mounted and are on display in the biology department show cases.

Douglas Ross has been shooting doves near Brownwood. James Henley, Tech graduate, was also one of the Ross party.

Jean Shelby Jennings will teach this year at Lorenzo.

perous firm giving employment to several people.

Miss Anne Snyder is working as secretary to Cecil Horns while Mrs. James Allen is on her vacation.

WELCOME
BACK TO SCHOOL

We are better prepared for your fall needs. See our swagger and sport suits in shades of black and brown.

The Vogue
"CO-EDS DOWNTOWN HEADQUARTERS"



Welcome
Back To Lubbock
Tech Students

When your wardrobe needs replenishing don't be absentminded.

- Remember -
Pup Thomas
"HAS FITS"

THOMAS CUSTOM TAILORS
1011 MAIN PHONE 1026
WHEELS TECH BOYS AND FINE CLOTHES "CONNECT"



Smart Pumps
Styled in Three Manners

The Pump, this season like many other seasons, is the all occasion Footwear. We are showing this Pump in black, browns, and eel grey.

New Fall Footwear is arriving daily.

Poderie
QUALITY PLUS STYLE

WELCOME BACK
TO
LUBBOCK
AND
TECH

Yes Sir ---

WE'RE STILL HERE AND WITH A LINE-UP OF ALL THE BEST PICTURES FOR THE COMING SEASON.

As Usual

LINDSEY
THEATRE

PALACE
THEATRE

AND THE NEW LOW PRICED

TEXAN
THEATRE

STUDENTS!

WELCOME

BACK TO TECH
And
LUBBOCK

DISTRIBUTING

NATURAL GAS SERVICE
To 42 Cities and Towns
On the South Plains

WEST TEXAS
GAS CO.

Miss Lesley Bullock, home economics graduate of last June will be located at State university hospital in Oklahoma City. She will be employed as head dietitian there.

Miss Melba Watson is leaving this week for Oklahoma where she will be joined by Miss Hazel Cates, Tech graduate of '32. They will visit Miss Anne Lou Bennett in Fort Worth.

Bo Williams is in Lubbock getting ready for the coming football season. He will publish the programs for all games.

Lucy Baird is working in Lubbock.

Jerry Durham is spending the summer in Hamilton.

Tom Hutchinson and Bob Taylor are leaving for Washington, D. C. where they will attend George Washington university.

Harold Griles has received a contract to play professional football this winter with the Chicago Cardinals.

Jesse Rogers visited the fair in Chicago this summer. He will return to Lubbock on Sept. 15.

Cecile Horne and her mother are spending a few days in Mineral Wells.

Carl Rogers August graduate returned to Houston where he works for an oil company.



STED INTO A PAIR OF UPTOWNS

Here's a style that is correct to the last little detail. It knows neither age nor season. Just a plain, good looking, fine fitting shoe—one that will make you all the more proud of your investment as the days and months roll by. Come and see it.

Family Shoe Store
1101 Broadway Phone 1466

WELCOME

Room and Board
For Boys ...

Best Meals in Town ...

Close to Campus

MRS. S. M. REED
2311 13TH STREET PHONE 450-J

WELCOME
BACK TO TECH
And Lubbock

THE HILTON HOTEL
PRESENTS
LOGAN LARGENT
AND
HIS ORCHESTRA

THE HILTON COFFEE ROOM
DINING AND DANCING DAILY
12:30 TO 1:30 7:00 TO 8:30
NO ADVANCE IN PRICES

WELCOME

Why Not Include Dancing
In Your Budget?

Special Classes in Ballroom
And Tap Dancing

LEWIS WALKER'S
SCHOOL OF DANCE
209 1/2 Broadway

Matadors Take Practice Game At Army Camp

Athletes Display Old By Trouncing Picked Of Former Corsicans School Players

Football players of Texas undoubtedly very interested in art as they displayed their art at the annual National camp which was held at Pecos.

They themselves with nothing other than the regular camp the Matadors challenged the Field Artillery to a football game and were promptly accepted.

The Matadors were well entertained in the game in order to win over opponents by a score of 13-0.

The first quarter Cliffman scored a reverse play after the ball been carried down to the three line. The second quarter also ended eventful for the Matadors.

As the game progressed when a touchdown was made by a completed pass to the end.

Butts plunged over the line in extra point.

An outstanding play of the game was made by Cliffman's sensational 15-yard run from halfback.

The players were togged in overalls and army shoes.

The lineup: Matadors: L. E. Malone; Martin; L. T. Woodrow; W. L. G. Harris; C. Fortner; R. Greer; R. T. Barlow; R. E. Hancock; Q. B. St. John; R. H. Baker; F. B. Curtman; L. H. Lefty.

Substitutes were Griggs for Butts; Curran, Orr for Low; E. Gilmore for Hancock; Hancock for Solle.

The opponents were made up of Corsicans high school players and were men from S. M. U. Outstanding players were Wilson and Spalding who will be in S. M. U. next fall.

Ray Morrison Directs Waco Rules Meeting

Cawthon And Smith Journey Overland To Get Interpretation Of 10 Yard Neutral Zone Rules

Having returned Tuesday from Waco, where they attended the rules meeting, coaches Smith and Cawthon announced a very successful meeting with about two hundred attendees.

The meeting was directed by Ray Morrison, head coach of S. M. U. During the course of the meeting a discussion of new rules was brought up and several changes were adopted for the 1933 football season.

The most important of these changes was in regard to clipping and the 10-yard neutral zone. Concerning the latter, there will be a zone of 10 yards inside of the side lines whereby if a player is tackled within this zone, the ball is brought to the inside zone line before play is resumed.

Other West Texas representatives besides coaches Smith and Cawthon were Bill McMillan, local official, Al Pasgett, coach at Canyon Teachers college, and Lee Crainfill, coach at Simmons university.

It was unanimously predicted that S. M. U. will win the Southwest conference championship with A. & M. and Baylor running close seconds.

Lenore Brownfield, Tech student in 1932 will attend the Columbia School of Speech, in Chicago this fall.

David Banta has just returned from Houston, where he has been spending a few days.

Al Jensen is working as cashier in a bank this summer. He will attend medical school at Galveston this fall.

BEST MEALS IN TOWN

MRS. D. ROBERSON
2413-14th Phone 2393

LaMaster Takes Manager's Post

The student managers of the Texas Technological football team for the 1933 season are as follows:—Cy LaMaster of Perryton, Texas—Senior manager, Trenton (Colton) Davis of St. Jo, Texas—Junior manager, Ed Klien of Waco, Texas and Hal (Little) Hitchcock of Leanington, Texas—Sophomore managers. The Freshman manager will be selected from applications from the Freshman class.

Las Chaparritos Plans For Year

Las Chaparritos club plans as its first entertainment a coffee to be given Wednesday, September 27. During the course of the meeting a discussion of new rules was brought up and several changes were adopted for the 1933 football season.

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Matadors Get New Grid Togs

Pete Cawthon's Boys Will Start Out In New Jerseys And Hoods; Shoes Are The Lightest In The Complete Outfit

Ed Williams, manager of the Texas Technological football team, has announced that a complete stock of new equipment has been ordered for the 1933 football season. The uniforms will consist of knit wool pants and linen jerseys of scarlet and black with white numerals on the back of the jerseys. The Matadors will have lighter and better shoes than they have used in the past. In addition to the regular uniform the boys will have warm up jerseys of scarlet and black. These jerseys are to be made on the order of a basketball jersey with a V neck cut. They will also have longer bench hoods of scarlet and black.

Duck 'N' meals average 22 cents and they know no depression—adv.

Welcome To Tech!
We Cordially Invite Students—old and new to visit our store.

Lee Jones
Jay Harston
Ed Hambricht

SPORTING GOODS CO.
Myrick Bldg.

Lubbock Sanitarium & Clinic

Dr. J. E. Krueger
Surgery and Consultation
Dr. J. T. Hutchinson
Eye, Ear, Nose and Throat
Dr. M. C. Overton
Diseases of Children
Dr. J. P. Lattimore
General Medicine
Dr. F. B. Malone
Eye, Ear, Nose and Throat
Dr. J. H. Stiles
Surgery
Dr. H. C. Maxwell
General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory
Dr. Olsen Key
Obstetrics and General Medicine
Dr. A. L. Borchardt
Urology and General Medicine
C. E. Funt
J. H. Felton
Superintendent
Business Mgr.

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

Duck 'N', the center of Tech eating activities, welcomes you back. Mrs. Vernon Brown, prop.—adv.

Mary LeB Bardwell has visited in Austin, San Antonio, Houston, and Galveston this summer.

Walter's

"THE MAN'S SHOP"

An Exclusive Man's Shop Which Offers You...

Authentic 1933 fashions from outstanding nationally advertised lines.

A complete stock of the newest and smartest men's wearing apparel.

Exceptional values—as goods were purchased before big price advances.

Walter's

Corner of Broadway and Ave J.

Welcome--- Students

Gentlemen - - Carter-Houston

Has Lined Up A Complete Fall Outfit For You For

30.00

With An Extra Pair Of Trousers
Suit 22.50

STYLE-PLUS suit in Men and Young Men patterns and styles. Double breasted and single breasted styles. Hand tailored, hand finished coats. All suits have two pair of trousers.

Shoes 4.00

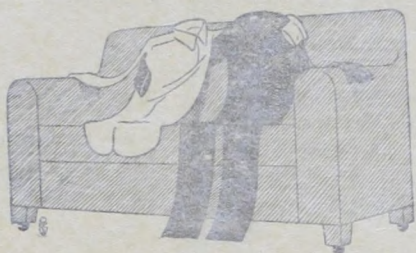
Black and brown Scotch grain and calf oxfords. Smart, comfortable. Made by FORTUNE. Every pair tested for quality. Come in and test these smart modern shoes for yourself.

Hat 3.50

Smart styles in new felts that have just arrived. New in shapes, and colors. Small and medium snap brims. Excellent value.

Total Cost 30.00

It's A GOOD DEAL in Men's Clothing!



WELCOME STUDENTS

BUT... Red Pajamas and Broadcloth Shirts Shouldn't Keep Company!

And they don't at this laundry. Every article you send us is laundered according to its own personal make-up in gallons and gallons of pure rain-soft water.

Model Laundry

STUDENTS—IDEAL SERVICE

WELCOME..... STUDENTS

SUCCESS TO YOU----

FOR THE COMING SCHOOL YEAR

SEE US FOR FALL WEAR

Men's and Boy's Clothing

THE HUB

CLOTHIERS

1002 Broadway—Across Street From Citizens National Bank

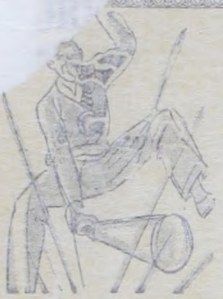
BOTH OF US FACE A NEW YEAR OF SCHOOLING---

Yours Academic Ours Practical...

Yet, the lessons of life are the same. Much depends on our attitude and response. Common sense should prevail.

TEXAS UTILITIES COMPANY

LIGHT--POWER--ICE



THREE CHEERS COLLEGE IS STARTING AGAIN SOON WE WELCOME YOU BACK

Yes sir, that is just the way we feel about it... The summer grows rather dull and lacks excitement... for us, we'll take the good old long term months, while the town is full of enthusiastic collegians... We've missed those fascinating "bull sessions" very much and are looking forward to having some good sessions soon... Come in to see us the minute you hit town. We'll sure be glad to see you.

Don't buy your new fall school suit until you see our new Varsity Town models... university styled clothes... They're knockouts... We have everything in smart wearing apparel you'll need styled especially for collegians.

A WORD TO THE FRESHMEN

We are always glad to welcome the freshmen each year... you'll find that you'll always feel at home in Hemphill Wells Co. And by the way Hemphill Wells Co. is the one and only place to get the "official freshman cap"... And believe us boy it's a good idea to have one, if you know what we mean... we'll be waiting for you.

Hemphill-Wells Co.

You will not meet Mr. and Mrs. J. M. Jackson, editor of the summer Depression at Duck 'N, but you will meet Mr. and Mrs. NRA.—Adv. J. M. Jackson, editor of the summer Treador, is working as an accountant in Lubbock.

Barrier-Durham DEPENDABLE MERCHANDISE



These Old Prices are still Good—
"Allen A" Hosiery
the price was
weight or
our price...
3c
Welcome
We wish you success
for the coming
Year

WE welcome back all old students and extend greeting to all new students.
Just remember that Mark's Jumbo Malted Milk still sells for nine cents and it is even better than last year.

Mark's Jumbo Malt

Any Flavor
9 CENTS
Halsey
Drug
Lubbock's Original Cut Rate Store
1219 Broadway Phone 140

Semester Plan

(Continued from Page One)

Students have been required to await the Spring term before entering college or else enroll in other institutions having the semester system.

Blanket Fee Charged

The new tuition fee which was recently passed by the state legislature will be \$25, which is a blanket fee. There will be an additional fee of \$7.50 as a breakage fee to all students whether they are taking laboratory courses or not. This is returned to the student at the end of the semester if he intends to withdraw from the college. This fee makes the average cost to the students come under a uniform rating.

Duck 'N gets the gray when it comes to serving hot rolls.—adv.

the hands of the college. This could be signed over to La Ventana, the college annual, if so desired. It has not been decided how the yearbook will receive its finances for this year. It may be that part of the breakage fee will be signed over to the publication at the beginning. No definite information has been received concerning the matter.

In totaling the general fees for 1933-34 year, there is very little difference in the cost per student than last year. Out-of-state fees will fluctuate according to the fees charged by their institutions. Oklahoma students will not have to pay any more than they do in their own state.

Los Camaradas Members Entertain Guests

Los Camaradas club members entertained with a watermelon supper at the home of John Vickers Monday evening, September 4. Games were played.

Special guests were Kendrick Green, Charles Truett, O. B. Haight, Ben Marker, Richard Godeke, By-

Doctor Bray AND HIS Clothes Specialists ARE

Braying and Praying For You to Come Back To Lubbock and Tech

Our new Luster-Sheen-Process which we have just adopted is the most sensational and practical improvement in Dry Cleaning methods in recent years. It's safer for your garment. It's food for your fabrics.

BRAY'S TAILORING

No. 1 2436-19th No. 2 1704 Main

WELCOME STUDENTS



Your fall clothes that have been summering in dark closets should come out this minute for thorough dry cleaning!

COLLEGE TAILORS

1109 College Avenue
Phone 1696

Jean Ayres has been in Lubbock all summer. She has been employed by a local concern.

Martha Gholson has returned from a visit to California.

Lorene Childers, society editor of the Treador, is spending the summer in Fort Worth.

The ad building stairs are being polished off for the girls social clubs.

Old Mike says: "Get on the wagon, and let's all go to Duck to get a good meal.—adv."

Calvin Hazelwood will work in publication department this year.

College Classics



We're not so much concerned with your Shakesperian and Greek classics, as we are with good fashion classics which every bright college girl should know by heart.



"Where else but Craig-Gholson's can you get such well informed assistance on proper clothes selection."



Craig-Gholson Co. Lubbock

Welcome Back To Tech, Lubbock Old Students And New Students

The Best In Cleaning And Pressing Service



Phone 193 1412 Broadway

LEVINE'S MAIN FLOOR
LEVINE'S THIRD FLOOR
LEVINE'S MAIN FLOOR
LEVINE'S BALCONY

New Fall SUITS

\$16.85 to \$19.85

YOUNG MEN'S SUITS

Chalk stripes are new for Fall in double and single breasted models.

Bob Smart Shoes \$4

New Fall Hats Mallory \$2.50 Others \$2.95

LEVINE'S

PRICES TALK



THE CHURCHES OF LUBBOCK

Welcome You Back To LUBBOCK AND TECH

- First Baptist Church
- Calvary Baptist Church
- West End Baptist Church
- Central Baptist Church
- First Presbyterian Church
- Cumberland Presyterian Church
- Broadway Church Of Christ
- First Methodist Church
- Asbury Methodist Church
- St. Paul's on the Plains
- (Protestant Episcopal Church)
- Redeemer Lutheran Church
- Nazarene Church

THIS is an invitation to meet with people of high standing in the community, people of culture, intelligence, and character. Start to Church regularly this fall. There joined by a common faith, folks are friendly to one another. You will enjoy being among them, and becoming acquainted with them. In fact you will make your most worth while contacts at Church.

The church is not only a house of worship, a house of God. It is your house, COME OFTEN.