Alumni Edition Welcome, Exes

Be Here For The Annual Homecoming

Noted Speaker Discusses Parent Education And Home Relations

Phi Psi Makes

Plans For Year

Seniors Will Be Sent On

Tour Of East-South Textile Mills

VOLUME X

# Plans For Homecoming Celebration Are Complete

# **President And Four Faculty Members Named In Current** Publication Of "Who's Who'

Knapp, Cunningham, Holden, Patton And West Are Among Famous People Of 1934 Book

# Pre-Law Club Plans Dinner

Barbecue Will Be Held At Jackson's; 21 New Members Join

# Renner Named On Committee

State Cream Grading Council Will Draft New Program

McPherson Made

# Pen Meeting Called For Tonight In Gymnasium

**Toreador Staff** Eats Ice Cream

# Sophs Choose Two Sponsors

Class Will Enter Float In Homecoming Day Celebration

# Dormitories To Be **Dedicated Friday**

# Toreador Editor Defendant In Libel Suit Brought By Dark-Haired Co-Ed Hard

DOROTHY Frank Clements, dence to merit damages in a large dark-haired campus beauty, filed suit Monday against Lomer Nelson, Toreador editor and campus when questioned.

Welson, in his statement for the Molecular Clements.

Play Is Presented By Tech Dramatic

**Club For Members** 

Cadet Club Prexy

# Dorm Election Is Undecided **Tuesday Night**

Lack Of Parliamentary Rules Causes Boys' Adjournment

# **Delegates Will** Go To Chicago

Fine, Shipman Represent Tech Chapter Of Block And Bridle Club

# At Press Meeting

Heads Alumni



# Alumni Prexy Greets Exes

Pederson Welcomes Old Students To 1934 Homecoming

# Labay Named Head Of Tech Dairy Club

# Home Ec Majors Learn Metal Craft Trade As Well As Art Of Cooking

# Annual Trek To Tech Will Begin Next Week As Invitations Are Sent To Graduates And Exes

Parade And Pep Rally Open Festivities; Tech-DePaul Game Features Ninth College Homecoming

Morgan Talks At Assembly

# PROGRAM

# **New Extension** Course Added

Curriculum Construction Will Be Organized At Big Spring

Students Will Be Excused From Classes Monday

Tech Debate Club To Elect Officers

# The Toreador

OFFICIAL STUDENT PUBLICATION OF THE Texas Technological College Lubbook, Texas

Lomer Nelson David Rutledge	Editor Business Manager
	1 No. 1 1919
	AL STAFF Clay Thompson
Managing Editor	Lloyd Giove
Associate Editor	Elizabeth Dryden
News Editor	
Ass'L News Editor	James Ethridge
Night Editor	Forrest Weimhold
Campus Editor	Bob Tracy
Sports Editor	Jim Lindsey
Society Editor	Lorene Childers
Feature Editor	Ruth Hurmence
Woman's Editor	Josephine Powell
Literary Editor	
Proof Reader	Doris Mullins
	Arrest over I can't course I have

bock and a greater Tech.

Let has charged greaty since YOU were here it has developed, expanded, and gained more respect in the eyer or rexas in the last two years than any other coilege in the state. If you were proud of tech two or eight years ago. Tother has cracted all enrolment records this fall with 2,429 full-time students, representing a 25 per cent increase, and of time number, approximately 600 are treshmen, giving a higher percentage of uppercast men in relation to fixyear students than 1 ech has ever enjoyed before tech can not only attract new students, but, contrary to recent charges, it can hold them.

There are two new dormitories on the campus, made possible by a Public Works Administration to an of \$550,000. They are an asset to coilege spirit and they are bringing about a better organization and cooperation of the student body. The students are proud of them. They add to the joy and fellowship of college life.

ALUMNI and exes, YOU will be surprised to see the payed entrarges land.

ALUMNI and exes, YOU will be surprised to see the paved entracres leading to the Adbuilding. There are no more muddy streets, and muddy cars.

Ine Matadors are putting the coilege on the map, and are gaining more presige and fame for the technol every year. As one of the chief attractions of the homecoming program, the Matadors pay an intersectional game with DePaul university of Chicago.

Last, alumni and exes, YOU will be surprised to learn that part of YOUR homecoming celebration has been changed from the familiar bonfire to a student body parade. The bon-fire was abolished by a vote of the student body; it was too expensive to the good-will of the college to continue if longer.

Our praise, of the college must be suppressed too, even though we want to broadcast it to the world. What we want to say most now, is that Tech gladiy welcomes its alumni back—those that we a part of its beginning, and those that began its reputation to make the school the great natution it is today. YOU have a right to be proud of the college YOU have to firmly founded. Alumni and exes, Tech is looking forward to welcoming you back on November 16.

Scholarships

## Scholarships

Scholarships

AWARDS, prizes, or recognition for faithful, concentous and outstanding work should be a ideal for any college. It compensates a undern in a small way for his superiority in a particular field, or at least, gives his pride satisfaction for winning an award. Awards are one way of making a superior student feel that it is after all worthwhile, and it does really mean sime hing to be above the average.

Tech has reveral worthwhile scholarships which are worthy of any college and are ample reward for a superior student, as the Dr. Over ton Scholarship of \$200, the Standefer-Canagaward, and the Pan Hellenic society award. Tech ured to have a cash award for the highest ranking Erglish student, one for the highest ranking Erglish student, one for the highest ranking freshmen students, boy and girl respectively.

Winners of these awards are usually announced at the commencement exercises in June This last year, for some unaccountable reasor, the English award, highest ranking studer award, and freshmen awards were forgotten. It is true that the morey was not available which goes along with these awards, but nevertheless the winners could have been announced, and the students could have been announced, and the students could have been announced, and was not forthcoming.

Tech has several excellent rewards which are worthy of any student to win, but other rewards have been neglected. The Toreador does not know the reason, or the caure, but it does believe that the winners should at least be announced.

My advice is, don't worry.—John D. Rock feller.

# ONE WORD MORE

Welcome Back

We



SAYS TOREADORS ARE HARD TO GET To the Editor:

# Prexy's Paragraphs

BY BRADFORD KNAPP

It was a pleasure to and discuss with ther conception of the four received at Texas Tech lection for Texas Tech



Will JIMMIE LINDSEY quit cut

"2 lb. boxes of CANDY" to "SUEY"
STEWART.
Where is "ALABAMA SAM"
HERGERT?

HERGERT?
Why does PETE HUDGINS spend so much time on THIRTEENTH STREET? Ask ELLEN K.
A dozen GARDENIAS to MAXINE FRY and PAULINE ANDERSON who conduct themselves as

of a fellow.

If asked for a date MISS
"HORSEFACE" MURRAY is always busy that night or HOUR, but she can work you in her SCHEDULE. If you don't believe this, ask the GREASY GREEK (ZARAFONETIS).

FARE THEE WELL, dear READER. We'll see you next week, much to your regret.

# DR. CLYDE C. CRAIG Dentist

Friday And Saturday ER PRYOR AND GLORIA STUART IN
"I LIKE IT THAT WAY"

Music, Songs, Dances
PREVIEW SAT NITE, SUNDAY, MONDAY, TUESDAY

(First Time In Lubbock)
"GRIDIRON FLASH"
EDDIE QUILLAN And BETTY FURNESS
( Heart Thrilling Football Drama

**BROADWAY THEATRE** 



ON who conduct themselves as addes should.

DIXIE ANDERSON is a PRINCE

Every form of co-operative hum n endeavor cries out for men an-romen who, in their thinking pro-esses, will know something of th-roader aspects of any given prob-m.

# FOR COLLEGE

Get a New Royal Portable

(Formerly \$60)



# RECALLING THE PAST

CAMPUS

ECHOES

By JIM LINDSEY

Examination paper boners as presented by the Los Angeles Junior Collegian:
"He was a very graceful dancer and tangled beautifully.
"The patient at the hospital required a blood confusion.
"The coming detractions were announced at the theatre.
"My little world dissolves around my family."

Students at T. C. U. have coined many new phrases in their definition of words. For example, we learn that "tapestry" is a story of the Billion and "gargoyle" is a thront antiseptic. The student writing the follow-

5° Any Magazine 5° READ ANY BOOK 1-2 Main St. Hilton Bldg

DR. ROGERS DR. RUGERS
Sweet Air Dentist
Conley Bldg.
50 percent Off to all Tech
Students
Bdwy. and Texas Ave.
"He Does Not Hurt"

Finally they're getting down to fundamentals in our schoos on versity of Oklahoma has just start-

Itch Is Contagious

Lubbock

Sanitarium & Clinic
Dr. J. T. Kruger
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 Ear, Nose and Throat Dr. J. H. Stiles

Surgery
Dr. H. C. Maxwell
General Medicine
Dr. Jerome H. Smith
X-Ray and Laboratory
Dr. Olan Key
Obstetrics









# AFTER EVERY CLASS IT RINGS THE BELL!

PRINGE ALBERT



# Home Economics Club Members Kemas Club Makes Receive Guests In Open House

Annual Affair Is Held In Home Ec Management House On Campus

Banquet To Be Held Por Former Students Of College In Dorm Government Leidigh, Mary Elsise Pendleton, Frances, Ratherine Leidigh, Mary et Couch, Vera Perriman, Searland Newsom.

Beulah Dunn's string quartet the home economics club furnished music during the Piano numbers were furny Mrs. E. F. George, Misses Taylor, Mary Leatherman, Griffith, Frances Moore, aroline Sweatt Members of ome economics club quartet lisses Booker, Virginia Sins, et Brown Eaton, and Mary Leatherman, and Mary Leatherman, and Mary Leatherman, and Mary Leatherman, and before 3 o'clock November 16.

The plates will be fifty cents apiece and reservations must be plate and before 3 o'clock November 18.

There will be a reception in the lounge of the dormitory immediates Brown Eaton, and Mary Leatherman, and Mary Leatherman, and Mary Leatherman, and Mary Leatherman, and before 3 o'clock November 18.

There will be a reception in the lounge of the dormitory immediagement of the dor

# Dinner Dance Given By Club

Sans Soucis Entertain At Hilton Hotel Last Saturday Night

# Students Marry

# College Calendar

g Soc. 313. b, 7:30, 214. ov. 13 ab, 7:30, Pavi 7:30, Armor

# Exes To Have **Annual Dinner**

# Home Ecs Add New Course

Six Seniors Are Enrolled In Institutional Management

Fenner Tubbs, Ray Moore, JeStocking, Clarence Mast,
Ins Howell, Mark Welch, Felix
er, and Bob Crawford.
Idents Marry
In Bride's Home

The Bride's Home

In Bride's Home

In Bride's Home

In Bride's Home

# Plans For Annual Tech Homecoming

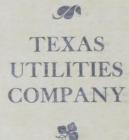
ted on a new 4-cent stamp to placed on sale soon in Wash-ton and at the Mesa Verde Na-ton and at the Mesa Verde Na-ton and Park, Col.

the pipe tobacco that's COOL

\_folks seem to like it

# 

The vim, "vinegar," and vitality of Tech football is but one expression of the same spirit which seems to permeate the whole institution -We know you'll be glad to make the 1934 "Home-Coming" and see the new dormi-



In advance of publication we asked Collier Parris,

Sports Editor of the Lubbock Avalanche-Journal, to forecast the Simmons and DePaul games. Here it is: November 9—Tech 20, Simmons 0

November 16-Tech 26, DePaul 0

ranger Rough Cut "Why-I don't believe I have used a pipe cleaner in three or four weeks In the manufacture of Granger Rough Cut Pipe Granger leaves no gum Tobacco the Wellman Process in the bowl of my pipe or moisture in the stem. The Wellman Process is dif-It burns down to a clean ferent from any other process or dry ash." method and we believe it gives more enjoyment to pipe smokers. ... it gives the tobacco an extra flavor and aroma ... it makes the tobacco act . . . in a right in a pipe—burn slower and smoke cooler common - sense package-10c ... it makes the tobacco milder ... it leaves a clean dry ash no soggy residue or heel in the pipe bowl LIGGETT & MYERS TOBACCO CO. the pipe tobacco that's MILD



# Cowboys And Matadors Renew Gridiron Rivalry Tomorrow

# Cranfill Brings Ranchers To Town For Conflict With Cawthon's Charges



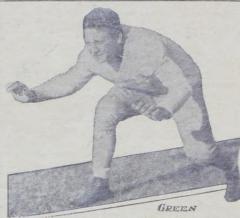


Unimpressive Record Of Abilene School Means Nothing Here

ALL	TIME SCOI	RES
Year	Tech	Simmons
1926	0	0
1987	10	6
1928	0	19
1929	0	21
1930	6	20
1931	- 6	0
1932	12	13
1933	7	0
	_	-
Totals	41	89

Probable si		
Texas Tech	Pos.	Cowboys
Prim	L. E.	Neely
Browning	L. T.	Murphy
W. Wilson	L. G.	Routh
Wiginton	C.	Hall
Katrola	R. G.	Calloway
Jones	R. T.	Green
	—E.	Winters
Beauchamp	Q. B.	Burgamy
NeiH	L. H.	Milby
McKeever -	R. H.	Rigaby
Buze	F. B.	Tyler

# All-Stater In Cowboy Lineup



# Matadors Run Roughshod Over Texas School Of Mines, 27-0

Shock Troops Play Most
Of Contest Against
Ore Diggers

Ore Diggers

Ore Diggers

BARRIER-DURHAM CO. HEMPHILL-WELLS CO.

LUBBOCK SANITARIUM JARETT'S CINDERELLA SHOP

WALTON'S MAN'S SHOP

-- LOOK --See Your Backers

These Firms Have Given Us Ads For Our La Venta -Back Them Students

AND

# Priddy, Gilmore Named Captains Of Tech Cagers

# **Tech Faculty Golf** Meet Is Underway At Meadowbrook

# Meet The "Bear"



# Tech Men Are To Receive Plaques

# Palace Fri. & Sat.



-ADDED-Toddy Kelly

# Sat. Nite

REMEMBER "THE THIN MAN"
Well, Here They Are Together Again
WILLIAM POWELL
MYRNA LOY

"Evelyn Prentice"

With UNA MERKEL, ISABEL JEWELL

# VISITORS EXES

Let Us Help You Celebrate

# Homecoming

By Serving You ---

After the Game--Dance--Or anytime . . . .

Old students as well as new remember

# Wylie-Jarrett's **Drug Stores**

Two Complete Stores

No. 1--1007 Main "Open All Night"

No. 2--1314 Bdwy. Phone 1082-160

# DePaul Will Invade Tech Friday Week

Game With Chicago Club Features Homecoming Day Next Week

# Cagers Start Season's Scoring **Annual Chase**

Be Fair To Yourself

School Champion Will Be Determined After Two Weeks Of Play

And Your Future ...

TODAY I KNOW ... I REALIZE THE ADVANTAGE I LOST BECAUSE I COULD NOT SEE ....!

Don't let these be your words in later years. Thousands of ambitious men and women, handicapped by confused thinking and impaired judgment, see their fond hopes crash, yet remain wholly unaware that their eyes cheated them..

Cleaning---

---Pressing

All Work Guaranteed Located For Your Convenience

> COLLEGE **TAILORS** 1109 College Ave.

# CAMPUS BEAUTY SHOP

Welcome Tech Students
To Our Shop
Your Entire Beauty Needs
Shampoo and Finger Wave
Finger Wave
OCTAVIA THOMSON—MANAGER
SYBIL TORRANCE—OPERATOR

REAR TECH BARBER SHOP



ITS THE TIME TO THINK ABOUT CHRISTMAS AND THE FRIENDS ON YOUR GIFT LIST. YOUR PHOTO-GRAPH IS THE MOST PERSONAL, THE MOST APPRECIATED OF ALL GIFTS . . . .

You'll be busy in December. Why not make an appointment today?

12091/2 Broadway

Over Carnett's Electric

# **WELCOME "HOME" ALUMNI**



With "Homecoming and formal dances just around the corner, you will need new evening clothes. Evening clothes that will give you glamor and style during the formal affairs.





The Voque Broadway

"Co-Ed's Downtown Headquarters"

Man! What Big Values In

Energy, especially brain energy, wasted upon an effort to see cannot be used to aid thinking. Be sure your eyes are not impairing your fu-ture—Consult your eye physician (oculist) for a complete examination and be safe.

BROOME OPTICAL CO. Manufacturing and Dispensing Opticians

Men's Topcoats

You have to see these coats to appreciate 'em! Feel the fine new fabrics, examine the tailoring, the finish, the details. See the rich colors. Note the single and double breasted models. Don't miss them tomorrow!

J. C. PENNEY CO.

1102 Broadway

Lubbock, Texas

# DRESS UP FOR -"HOMECOMING"

You Can Save By Buying

at



-Suits-

- Shoes -

- Dresses -

- Overcoats -

-Accessories-

# Alumni-Exes Welcome

Every year at home-coming we extend our thoughts and best wishes to the success and well being of a good football team of a great college --- Dedicated to your service.

Vest Texas Gas Co.

# Welcome Home ALUMNI TECH'S NINTH ANNUAL HOMECOMING



FRIDAY, NOV. 16
TECH vs. DE PAUL
MATADOR FIELD 3:15 P. M.

DePaul is somewhat of an unknown and looms as a formidable foe. The present Matadors have beaten every out of state invader. And they'll do it again! Matadors, just remember, that during every minute of play we're pulling for you.

811 Bdwv.



Lubbock's Exclusive

# -- MATADOR SUPPORTERS --

Kuykendall Chev. "It Pays To Belong" Furr Food Lubbock Cotton Oil Tech Drug Store Company Stores Company South Plains Auto Club "We Know Chevrolet—You Know Us" Hilton Hotel - Lubbock, Texas AFTER THE GAME VISIT E.K. Hufstedler Clyde Ragland Hilton-Sanson Palace Sanders And Sons Paint and Paper Co. Motor Company Phone 700 1420 Main Agricultural Implements 2202 Avenue H Phone 89 Friday and Saturday Grace Moore In "ONE NIGHT OF LOVE" **Lloyd Dry Goods Stephens Dry** West Texas Gas Co. Piggly Wiggly Company Goods Stores "Good Gas With Dependable

"The Price Is The Thing"

# Aggie School Livestock Require Constant Care

oliman's

Hospital

Jison's Furniture

bock Cotton Oil Co.

bock Sanitarium

den's Produce Co.

Penny Co.

kendali Chevrolet Co.

Texas Gas

S Utilities

ock

Archie Underwood
Hub Jones
Caprock Dry Goods & Uniform Co.
Bill Bray
Unique Barber Shop
Walton's The Man's Shop
Praig-Gholson Co.
Levine Dry Goods
Jubbock Hotel
J. L. Peterman
John Jarrott
Jack Campi
Palace Theatre
Dr. Clark
Jags

# **Tech Faculty** Standing High

Thirty-Five Members Of College Roster Have Doctor's Degrees

Itemized Statement Of Funds Used To Send Band To Los Angeles Given

An itemized statement of funds from contributors who helped send the Texas Tech band to Los Angeles with the Matadors is listed below:

# DORMITORY SNAPSHOTS

# hunting someone who hadn't heard about her trip to Big Spring.

# rmitory Girls Are Judged By The Rooms They Keep; Habits Revealed Rooms They Keep; Habits Revealed Patrick Round Rooms They Rooms They Rooms Track Revealed Rooms They Rooms I featured in all pictures and trinkets in her room. Fish Likes Crackers Dormitory Girls Are Judged By The

Rosalle Brisco humbly learning the great difference between dates and grasshoppers.

Carol Kitchen inquiring of Mrs. Young's supervision.

Emma Smith industricusty scrubbing her spilled ink off the floor in front of the lounge, under Mrs. Young's supervision.

Hazel Dell Dunn elaiming honors as the best "hell" player on third floor.—(You're all wrong, its a card game.)

Rowena (pronounced as Row my Tucker, wanting her suppervented as disturbance) Gibson with meaning a disturbance of the room with potential and trinkets on the room of the read and black "Texas Tech" and trinkets in her room twice in succession.

The secret is out! Don't judge the red and black "Texas Tech" and trinkets gibs that is given the place of honor on dormitory wails. Stickers and probable windows wills; potray the windows, but the room she keeps. Personalities are revealed and characters a few in the single of the room of ormitory wails. Stickers and probable windows will refer to a recent tree bodroom manners, she will refer to a recent tree bodroom manners, she will refer to a recent tree bodroom manners, she will refer to a recent tree bodroom manners, she will refer to a recent tree bodroom the family tree and boy friends are the family tree on the hornoitory wails. Stickers and ormitory wails, Stickers and other that is given the place of honor on dormitory wails.

Fish Likes the room. Fish Likes probable will that is given the place of homor on dormitory wails. Stickers and ormitory wails, stickers and ormitory wails, stickers and probable will re

# Which Of These Best-Sellers "formerly \$2.50 to \$5.00" Do You Want

NOW YOU CAN OWN MANY OF THE GREATEST BOOKS OF MODERN TIMES AT ONE-HALF TO ONE-FIFTH THEIR ORIGINAL PRICE.





FOR ONLY

SKYWARD, by Admiral Richard E. Byrd THE STORY OF RELIGION, by Charles

TREATISE ON THE GODS, by H. L.

ELIZABETH AND ESSEX, by Lytton

GENGHIS KHAN, by Harold Lamb A biography of the terrorist of the an

JOHN JACOB ASTOR, by Arthur D. Howden Smith fe of the emigrant boy who bought a y, built a fortune, and opened up a

THE HUMAN BODY, by Logan Clenden-ing, M. D.

MAN AND HIS UNIVERSE, by John Langdon-Davies king presentation of the facts and ations of the new findings of

The dramatic story of bacteriology and the ceaseless warfare waged against

MICROBE HUNTERS, by Paul de Kruif

THE JULES VERNE OMNIBUS

THE STORY OF CHEMISTRY, by Floyd ar history of a widely applied

THE CONQUEST OF FEAR, by Basil

HOWS AND WHYS OF HUMAN BE THE HUMAN MIND, by Karl Menninger

MAKING THE MOST OF YOUR LIFE by J. J. B. Morgan and E. T. Webb

THE MARKS OF A CLEAR MIND.

THE MARKS OF AN EDUCATED M.

MARRIAGE AND MORALS, by Bertr

THE MEDICI, by G. F. Young
A distinguished piece of historical writing originally published in two volumes

ONLY YESTERDAY, by Frederick Lewis A fascinating, informal history of the nineteen-twenties up to the stock mar-ket crash.

THE OUTLINE OF HISTORY, by H. G. Wells

PROPOSED ROADS TO FREEDOM, by Bertrand Russell The famous philosopher interprets the trends of modern socialism.

HUMANITY UPROOTED, by Maurice

LION, by Martin Johnson Adventure and danger in pursuit of the

ON THE BOTTOM, by Commander Edward Ellsberg
The drama and dangers of ocean diving.

THE RED KNIGHT OF GERMANY, by Floyd Gibbons

THE STORY OF AMERICA, by Hendrik

THE MAN NOBODY KNOWS, by Bruce

CAN EUROPE KEEP THE PEACE?, by Frank H. Simonds

WITH LAWRENCE IN ARABIA, by Lowell Thomas

ALES OF LONELY TRAILS, by Zano e colorful trips through the mount and desert country where his nov

THE STORY OF MONEY, by Norman A clear explanation of the gold stand-ard, inflation and other puzzling mone-tary theories.

STRATEGY IN HANDLING PEOPLE, by E. T. Webb and John J. B. Morgan

THE TRAGEDY OF WASTE, by Stuart A noted economist considers the factors in our national life that make for waste

CORONADO'S CHILDREN, by L. Frank Doble

THE SCIENCE OF LIVING, by Alfred Psychology which does not tie all actions to morbidity of sex.

SEX IN CIVILIZATION, ed. by V. F. Calverton and Samuel Schmalhausen

WHY WE BEHAVE LIKE HUMAN BE-INGS, by George A. Dorsey A popular book on human nature.

THE STORY OF INVENTION, by Hen-drik Van Loon

arik van Loon A lively and compact history of inven-tions and of the important part they have played in human progress, with 167 inimitable Van Loon illustrations.

THE STORY OF MANKIND, by Hendrik Willem Van Loon A history of the world written in the author's charming style.

TOMBSTONE, by Walter Noble Burns Life of the toughest town of the Weslin the old days.

THE TRAGIC ERA, by Claude G. Box WASHINGTON MERRY-GO-ROUND

The sensational inside story of society, politics and politicians in the capital before the present administration. WHITHER MANKIND, ed. by Charles A.

Seventeen thoughtful writers discuss the implications of our machine age. THE BEST KNOWN WORKS OF OS-

QUEEN ELIZABETH, by Katharine An-Amazing era of the Virgin Queen who built an empire and dled of heartbreak.

RASPUTIN: THE HOLY DEVIL, by Reme Fulop-Miller
The story of the priest with the mys-terious power which led to the downfall of the Russian Empire.

THE STORY OF THE WORLD'S LIT-ERATURE, by John Macy

CATHERINE THE GREAT, by Kathar

CHARLES DICKENS, by Ralph Straus The life of Dickens is almost as dra-matic as the best of his stories. Fresh material impartially told.

A vivid portrait of the people and times by a distinguished biographer. GENGHIS KHAN, by Harold Lamb A biography of the terrorist of the an

GOETHE, by Emil Ludwig The astonishing life of Germa emineut man of letters.

GOODBYE TO ALL THAT, by Robert

USEFUL QUOTATIONS, by Tryon Ed-

THE HIGH PLACE, by James Bra

A great modern novel of the South.

COMPLETE WORKS OF SHAKES.

PEARE

Every known

PEARE Every known work of the great Eliza-bethan—poems, sonnets and tragedies Also the famous Temple Notes by Gol-lance 1420 pages DOWN THE FAIRWAY, by Bobby Jones and O. B. Keeler

ASTRONOMY FOR EVERYBODY, by

THE PHILOSOPHY OF LIFE, by Anderson M. Baten

son M. Baten Life's gens in literature since Confucius GREAT ENGLISH SHORT STORIES, ed. by Lewis Melville and Reginald Hargreaves Eighty-three stories by as many auth-ors, illustrating the growth of the short

GREAT SHORT STORIES OF THE WORLD, ed. by Barrett H. Clark and Maxim Leber Contains 177 short stories by as many suthors, covering 5000 years and 35 dif-ferent literatures, 100 pages.

TRACKET FORE

Texas Tech College Bookstore "On the Campus"

"On the Campus"

Lubbock
Please send books indicated at the right.
Send them C. O. D.
Remittance Enclosed.
(Fostage paid on 6 or more)

# AMUSEMENTS

# Featured At Lindsey Tuesday



# Film Fare

'Homecoming All-College' 'Ned Bradley's Band'

# The Bookshelf

# **Industrial Course** Added In Drawing

The clean Center Leaves these are the mildest leaves

They Cost More

# Typing Students Are Using Latest Equipment

# WAA Girls Meet Fourteen States Are To Discuss Outing

# Represented At Tech



# The HILTON HOTEL Welcomes

All Visitors And Texas Tech Alumni To The "Homecoming" Celebration And The Tech-De Paul Game

Special Homecoming Luncheons And Dinners Orchestra--Noon and Night

Headquarters For Tech College Activities



Luckies are firm, Luckies are fully packed with only the clean center leaves-these are the mildest leaves - they cost more - they taste better.

VYour threat trategies

# AMONG THE **ALUMNI**

Walker Lane, who received his B. S. degree in 1931 in A. E., is now serving as district clerk of Donley county. He is located at Clarendon Texas.

W. D. (Windy) Watkins is living Lubbock where he is employed the Lubbock Cotton Oil Millimany.

Evelyn Sowell, who graduated from Tech in 1929, has been teaching school. She has taught four years at Clairemont and one year at Abliene, Texas.

J. B. Speer, of Morse, Texas, was in Lubbock recently. Speer took his B. S. degree from West Texas.

Eachers college in 1929. Later he received his masters degree from Tech. He is the immediate past president of the Alumni association of the Canyon school. His brother, J. E., is a former president of the Alumni association of Texas Technological college. It is believed that this is the only instance in Texas history in which two brothers held such positions at the same time.

Frank Spring, A. B. graduate of 1930, is now employed by the Fri-

# Speaks To Club

Alumni Officer

Directors To

Course Offered



# Tech Decennial Planned In '35 Radio Operating

Alumni Association Will Sponsor Homecoming Celebration

Alumni Association Will
Enter Float In Parade
The Tech Alumni association has
voted to enter a float along with
the social clubs and other campus

# **Jackson Drug** And WATCH REPAIR

SAME

REASONABLE

PRICES



1610 Bdwy. Phone 1880

Hold Meeting Alumni Leaders Will Meet On Homecoming Day To Make Plans

Aggies Rally To Support Of Alumni, Records Show

Records in the alumni office show that graduates in the division of agriculture support the Alumni association better than any other school of the cottege.

A greator proportion of aggie students have paid their dues for several consecutive years than either bome economics, arts and sciences or engineering graduates.

In 1928 a spirited effort was being made by officials to have Texas Tech made a member of the Southwast conference, Quite a controversy was raging between the sports writers of the Toreador and sports writer

Girls Are Refused Right To Go Nude In Forest







LEAF-TOBACCO



OSTLIER TOBACCOS NEVER GET ON YOUR NERVES!



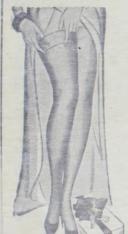
# SWEATERS...

play an important role in a smartly dressed co-ed's campus life.

\$1.98

\$9.98

# Hemphill-Wells Co



SALE Chiffon

Hose

VELVETS SATINS CREPES TAFFETAS

\$12.75 To \$29.50

EVENING WRAPS IN VELVET AND TAFFETA 59.85 — \$14.75 — \$16.95

SEQUIN AND BEADED EVENING BAGS \$1.98 to \$3.95

SHOES — In gold or silver or tinted any color desired.

Handkerchiefs, Hosiery, and Other Accessories . . .

THE FASHION CORNER

# Sponsors Named For Junior Class Seniors Will Give Dance Tomorrow Aggies Sell Prize Bull To J. I. McDonald Of Barton

# Annual Trek

Continued from Page One)
off is scheduled at Tech fiel

# **Faculty Members**

ARTCRAFT

Mayetta Beauty Shop

SHINES ... 10c See Clyde First Floor, Men's Bldg.

- Welcome -**Exes And Alumni** 

> WEAR A MUM TO THE GAME





