

Enrollment Expected To Top Four Thousand

Dairy Building Being Added To Aggie Division

Structure Will House Offices, Laboratories And Freshmen Classes

Construction of a one-story, two-story dairy building on Texas Tech campus will probably be completed by Oct. 15, according to K. M. Renner, head professor of dairy manufactures. The new temporary building, which contains three laboratories and four offices, will relieve pressure in the other agricultural buildings and will permit doubling of freshmen classes in dairy manufacturing, said Dean A. H. Leidigh of the agricultural division.

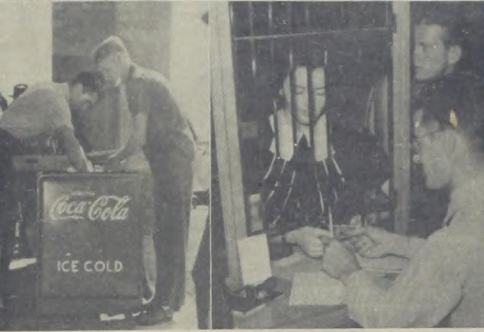
Twenty-four students can be instructed in freshmen classes. The freshmen laboratory will be used primarily for teaching fundamental principles of dairying lab technique.

Equipment provides for twelve advanced dairy manufacturing students in each of the laboratories concerned with the physical and chemical tests made to determine quality of dairy products. Research work is also made possible for the first time through addition of space and equipment.

Dairy merchandising will be taught for the first time this year, Renner said, to give advanced students training in the most up-to-date methods of merchandising dairy products.

The L-shaped building, which is being erected east of the main Agricultural building, will harmonize in appearance with the others in the agricultural unit.

Registering Students Travel Miles Before Pay-Off



Many students stood many hours in line during the past two days but the group in the upper left hand corner found chairs and decided that sitting in line was much easier. In the upper right hand corner Fleda Harrell on the right returns a carefully checked schedule card to Ina Bacon while Marilyn Riggs stands patiently waiting her turn. Probably the busiest man on the floor but the least rattled was Dean J. M. Gordon shown in the lower left hand corner surrounded by a group of not too patient students. In the center photo Joyce Stone and Helen Robinson have taken time out from

registration for a "coke", while Ralph Balfanz and Tom Douglas replenish the cooler. That cooler was an oasis to thirsty students in the middle of the long process of registration and a gold mine for the boys who operated it. And last but not least, a painless process which almost everybody cried about: the payoff. Reluctant to let loose of the cash is Doris Minor. Taking it from her is M. H. Kinman of the First National Bank who aided the business staff during the rush.

Record Smashing Numbers Worry College Officials

Smashing all previous records for enrollment, 3668 students had taken out permits to register by 3 o'clock Tuesday, according to a statement issued by W. P. Clement, registrar. Activity in the line showed little sign of relaxing which caused worry in some administrative quarters as to where the students would be housed and how the present staff could accommodate the 12 per cent increase.

ROTC Receives New Equipment

Band And Additional Military Unit Added

With Tech ROTC enrollment figures soaring to the 200 mark by Tuesday noon, Capt. Frank A. Pettit, department head, estimated that the unit may register over 300 students.

The growing ROTC organization has received equipment to outfit a 28-piece band and an additional military unit is to be added, Capt. Pettit announced. Plans are to organize the unit this year as an Engineer battalion to be composed of three companies. Motion picture educational equipment has been added to supplement text and instruction by laboratory methods.

At the close of the second day of last fall semester 3216 permits had been issued as compared with the 3668 issued yesterday. Total permits for last fall semester totaled 3507; 4000 may be reached this year if present activity continues.

James G. Allen, dean of men, announced that 2249 housing permits for men, more than the total issued for the fall semester last year, had been issued by Tuesday.

No check has been made since Monday of the number of students paying fees at the business office, but it was believed that only a few of those receiving a permit to register would not pay fees. Although yesterday was the last day for freshmen and stragglers, several hundred are expected to register before the late registration fee goes into effect Friday.

Fears are being expressed by officials that students may not be able to secure desired courses because of increased enrollment and lack of space and teaching facilities. Quotas for classes were closed rapidly, and many students were barred from enrolling for desired courses in several divisions. Classes open this morning.

The President Extends . . .



DR. CLIFFORD B. JONES

Greetings To Tech's Largest Student Body

On behalf of the Faculty and Officials of Texas Technological College, a warm welcome is extended to the incoming student body which, undoubtedly, will be the largest in our history.

It is hoped that we may always have a proper appreciation of the opportunities afforded by the educational facilities of this State, but especially so in those days of world-wide tribulation and anguish. Best wishes for a profitable, successful, happy, and healthful year. Clifford B. Jones, President.

NYA Aids Many Tech Students

Approximately 315 Tech students have received employment for the fall semester through funds provided by the National Youth Administration.

Approximately 315 Tech students have received employment for the fall semester through funds provided by the National Youth Administration. The jobs have been hired. All other jobs have gone to undergraduates. The number of positions in each division is in proportion to the number of students enrolled in the division last October. Deans of the divisions selected students in their respective divisions from applications submitted during the spring and summer.

Tech, like all other institutions, was allowed \$15 a student each month for ten percent of the students between 16 and 24 years of age enrolled in October, 1939. Most of the NYA jobs pay \$15 a month, but a few pay only \$10, allowing officials to give more than the 309 jobs allotted to Tech.

Coach Issues Call For Students Playing Tennis

Dean James G. Allen, tennis coach, has announced that all students interested in either varsity or freshman tennis meet in his office this afternoon at 5 o'clock for registration and arrangement of matches.

He's First Again! . . .



Eugene Rainwater, Vernon, was the first student to pay his fees Monday. Appearing early at the cashier's window, he tendered no check but was given back plenty in change—a result of his winning the J. T. Hutchinson award for scholarship in journalism last year. Rainwater was also the first to pay his fees at the beginning of the '38-39 term.

Operatic



Helen Jepson

Helen Jepson Will Open Artist Course Program Oct. 6

Helen Jepson, noted Metropolitan Opera soprano, opens Texas Tech's artist course Oct. 6, it was announced today.

Other world famous artists have been selected to appear on the program during the forthcoming season according to Prof. R. A. Mills, head of arrangements.

Miss Jepson, who is under the management of Columbia Concert corporation, is a graduate of the Curtis Institute of Music. At the local campus she will render performances of "La Traviata," "Faust," "La Boheme," "Martha," and other renowned compositions.

Refugees from war-torn Europe, the Don Cossack chorus, will perform at the second presentation Nov. 13.

La Spree Picnic Is Held Tonight

Barbecue And Games Are For Frosh Only

La Spree, the first annual fellowship picnic for freshmen, to be held tonight beginning at 6 o'clock at Mackenzie State park, is open to all boys and girls beginning their college career at Tech this month, according to Miss Allene Atkinson, executive secretary of the Tech YM-YWCA, sponsor of the outing.

Distribution of the first edition of a freshman newspaper titled "Freshman Flashes," barbecue, games, and a camp fire program with a sing-song are highlights of the evening's entertainment.

Chartered buses will take all persons who have tickets from in front of the Administration building to the park at about six o'clock. Freshmen may obtain tickets from "Y" members and at the "Y" office for La Spree at 15 cents.

An informal atmosphere encouraging quick friendship and exclusion of upperclassmen are promises set forth as selling points by Miss Atkinson. A nominating committee for the Freshman Fellowship Club will be named during the campfire program.

Matador Band Is Ready For Action

With 70 members attending initial band rehearsal Monday night and registration turnstiles still clicking, Prof. D. O. Wiley predicts the largest band in Tech's history.

Figures for the ensuing year are expected to exceed last year's enrollment of 173, the band director said. He estimated 190 players would turn out for daily practice.

Though an extensive program has been tentatively arranged, the Matador aggregation has been definitely scheduled for Tech's first home football game with Texas Wesleyan, Sept. 30.

Tech Students Invade Air As Aviation Unit Matures

About fifty Tech students will be given civilian pilot training by the Civil Aeronautics Authority during the coming school year. Sophomores, juniors and seniors may obtain application blanks now at the registrar's office but the course will not begin until about Oct. 1.

As yet no members of the staff have been named but the administrative offices will probably start appointing the ground school instructors immediately after signing the final contract. The Civil Aeronautics Authority allows the college to choose its own ground school instructors but specifies that they must have certificates from

Student Prexy . . .



LEE BYRD

Byrd Welcomes Student Body

Lee Byrd, student body president, extended his official greeting to enrolled students today.

As president of the student body, I welcome the many returning students and the great body of freshmen entering Tech for the first time. With the greatest enrollment in the history of the college, I feel sure that it will also prove the best. To make it so, the student council urges all students to bring their problems to it. In turn, I pledge myself to work for the betterment of the student body in every possible way," Byrd said.

At present the student council has only two other members, John Amos Wright, business manager, and Marie Shook, secretary. At a convocation to be held this semester the classes will elect representatives to the body.

Byrd especially urged the students to support their campus activities. "Half the fun in college is attending the extra-curricular activities and becoming acquainted with a fine student group," he said.

Red Raiders To Give Preview Of Power Tonight

Students will have their first glimpse of the Red Raiders at Tech stadium tonight at 8 o'clock. Coaches Pete Cawthon and "Dutchy" Smith will send the team through formations to be used against the Texas School of Mines Muckers on Saturday.

D. O. Wiley's Matador band will play the college songs and students will rehearse yells. Freshmen in particular are urged to attend and become acquainted with "football game" ethics. Lee Byrd, student body president, indicated that "frosh" who do not learn the Matador song and other college numbers and yells at this time "will be educated later."

New uniforms in black and red silk will be displayed by the squad as they go through their aerial, blocking, and running formations. Also on parade will be the freshmen members of the squad, who will be introduced to the fans. Members of the athletic department will be present.

Coaches are holding this preview in an effort to get the Raiders into smooth working order for what they consider the toughest game of the season with the Miners.

Museum Pieces Are Collected

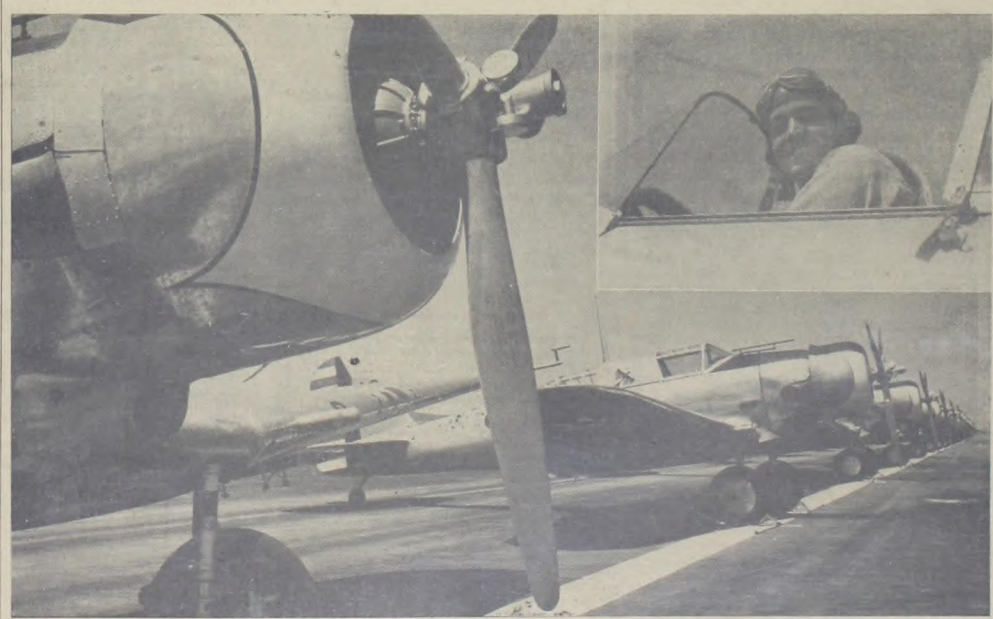
Work Done Under Grant Given Last Spring

Artifacts believed to belong to the Folsom group have been collected by WPA workers, under the \$16,596 allotment granted Texas Tech last spring for special archeological research. They are being sent to the Museum of Natural History in Denver for identification.

The project, which covers Borden, Jones, Kent, Crosby, Motley, Floyd, Lubbock, Lamb Hockley, Garza and Lynn counties is supervised by Joe E. Wheat of Van Horn, former Tech student and graduate of the University of Southern California. The work, which began August 1, continues twelve months and provides for about 15 employees.

The grant provides for evacuation, removal, and restoration of items of archeological nature, collection of data pertaining to such material, and the cataloguing and interpretation of materials and data.

Tech Wings Will Beat The Skies



Pictured above are attack planes of the 17th Attack Group, March Field, Calif., which are an integral part of the air defense of the west coast. With the establishment of an air training unit at Tech, similar sights may be in evidence. (Insert) Lt. J. C. Bailey, Air Reserve, son of Mr. and Mrs. Charles C. Bailey, Dumont, Tex.,

is a graduate of Paducah High school. He attended Texas Tech for three years, enlisting in June, 1936, in the Army at Randolph Field. Upon graduation Lt. Bailey received a commission in the Air Corps Reserve and placed on active duty with the 34th Attack Squadron at March Field, where he is serving at this time.

"What's In A Name?" . . .

Texas Tech has six men's dormitories. In order of their importance, they are Horn Hall, Knapp Hall, men's residential hall number one, men's residential hall number two, old men's dormitory and new men's dormitory. Although only two men's dormitories exist, the college has sanctioned the use of three names for each of them by announcing that they will be known as men's dormitory number one and men's dormitory number two.

According to student polls the dormitories are named Horn and Knapp halls, which at least give some character and personality to the structures. However, administrative circles stuck last year to "men's residential hall" and have further involved themselves in much-prized red tape by the new tags "men's dormitory number one" and "men's dormitory number two." Next year, for clarity's sake, it may be expected that such titles as "gentlemen's hostelry and recreational center with dining facility attached numbers 564223567 and 234-867181" will be conferred upon the already heavily laden roster of names.

This ridiculous confusion of names might be a heartwarmer for redtape artists, but students and postal officials have already begun their long task of hit-and-miss translations. It is difficult to explain where men students live, and only after wading through three or four different "unofficial" names may a person impart the information.

It is hoped that the administration will make up its mind definitely just what name is "official"—whether student selection of names is permitted, or whether the administration is taking over the job. The least that can be done is to inform the student body who is "officially" designated to make the labels. It makes small difference whether Horn or Knapp, 45-345678 or WPA-456781, prevail; just make it official and avoid needless confusion in the mails and in the minds of students.

Fun Is Secondary . . .

Vocal loads of oratory about the "good life," tradition and "standing on the threshold of a new life" usually greet students entering college at this time of year. This laudation often gives freshmen erroneous concepts as to just what college really is and what may be expected from a college education.

In order that freshmen may have a clearer vision of what lies ahead, it should be understood that he stands on no new "threshold of life." College is not a rosy dream, nor is it a round of pleasure punctuated periodically by a necessary evil referred to as an examination. Racoon coats, baggy trousers, football games and flasks are not even a small part of college life, and those persistent in the belief will find nothing short of disappointment and failure.

Prepare for months of intensive study, work and sleepless nights over textbooks. Any fun and frolic is probably encountered is not the end of college life, but only a means of relaxation to endure the educational grind.

Use This 'Club' . . .

Social clubs are enrolling hundreds of pledges this week who will carry forward work in promoting friendship and social adjustment in college life.

One of the finest features of the social club has been its democratic attitude toward rival clubs and campus organizations, and it is to this sense of fair play and democracy that an appeal is being made regarding the formal recognition by the inter-college council of Las Armonias—a social club composed of both men and women which, heretofore, has been excluded from the "inner circle."

Members of Las Armonias are no less deserving than members of other clubs. Individually and collectively, this organization is on a par with others of its kind, and the fact that it has been excluded from club status because of its mixed membership is not sufficient reason to ignore it. The club neither seeks nor desires publicity, but it has expressed a desire upon numerous occasions to be formally recognized by allowing it to send a representative to the inter-college council.

Inasmuch as arguments against recognition are admittedly weak; because precedent is the only rule which eliminates Las Armonias from club participation; since clubs and students are notably democratic in their outlook and policy, it is suggested that the inter-college council demonstrate their sense of fairness by inviting Las Armonias to send a representative to the council to lend what aid it can in bettering club and collegiate conditions.

Obey Traffic Rules . . .

For the first time in years a concerted effort is being made by the college and Alpha Phi Omega to eliminate traffic hazards on the campus. Although college authorities and organizations have "talked" such campaigns before, APO is putting their ideas into action by marking parking zones, erecting traffic signs and personally patrolling the campus in the interest of student safety.

The entrance on College avenue has been designated as a boulevard, and no parking will be allowed on the street before the two men's dormitories. Also to be made into one-way passages is the boulevard running west to the Textile building, and students are asked to observe "no parking" signs placed on the curbing. Parking space is being made available off the streets, and signs will be erected as quickly as arrangements are completed.

Strict observance of traffic regulations will result in less congestion before main buildings and erase the possibility of eventual physical injury to pedestrians. Alpha Phi Omega is to be congratulated upon their efforts which has already proven of merit, and students will find it to their own advantage to cooperate with the organization in its new system of traffic regulations.

Movie Dime Buys Ads . . .

Not long ago the moving picture industry felt the pangs of declining box office receipts eating into its vitals and in an effort to recover made a self-diagnosis of its ills. One of its plans was to make better pictures—a commendable procedure. Another was to launch an intensive advertising campaign using such slogans as "Motion pictures are your best entertainment."

But there are some evils of the cinema business that advertising and slogans will not cure. One of these is the repeated and continued practice of forcing screen advertising upon a suffering public. Advertising is the life blood of all newspapers, and with it there is no quarrel, but in Lubbock, with its high percentage of theatre-goers due largely to Tech students, issue must be taken with the flashing on the screen of extraneous advertising when the patron has paid a price for entertainment only.

Newspapers use advertising, but anyone who even mildly investigates will know that the selling price of a newspaper will pay only a fraction of the production cost, and yet the reader is free to turn past advertisements without a glance. Radios are sustained by advertising, but the listener may hear the best talent the world offers free of any charge save for listening—if he wishes—to a very short commercial announcement by the sponsor.

Theatre patrons are not free to skip the ads; they are unable to turn the page or tune out the program when advertising begins. They must sit and stare, usually at a most uninteresting exhibit designed to sell something to a man who is interested at the moment only in entertainment, as evidenced by his presence. Occasionally an attempt is made to dramatize an advertisement. Amateur actions and insipid plots turn such dramatizations into boresome attempts at comedy.

Other theatres have found it expedient to eliminate screen advertising. Like many, they have found that when an audience pays a price for entertainment it is entitled to get it. Only ill-will is created toward those who attempt to secure business by such methods and their purpose in advertising is defeated. Students of a New York university once took matters into their own hands and when advertising was paraded before them, they bombarded the screen with ripe fruit and vegetables. Lubbock audiences, time and time again, have indicated their dislike for such advertising.

Lubbock theatre owners will do well to heed the "wee small voice" of patronage and take steps to eliminate a much despised policy. In this manner they will increase attendance and goodwill more than by telling the public in childlike faith, "Motion pictures are your best entertainment."

Let War Be Brutal . . .

Modern paradox is the argument advanced by certain world figures for a humane conduct of the new world war. Such an ethical, and idealistic practice would forbid the bombing of civilians, women and children, and the suspension of the rules of international law governing conduct of neutrals and belligerents on land and sea.

Chivalry, however, is not a factor in modern warfare. The sole idea is to win, and the slaughter of innocents and the destruction of property is significant in that winning. No ethics, no civilization and no law governs war, and the non-combatants must suffer with the soldier on the front.

Far from being a heinous crime against society, this suspension of civilized practice seems far more desirable than tempering war with humanity. In the new war there will be no quarter shown to soldier or civilian; no end to letting of blood and destruction and despair—and that is as it should be. Only then, with nations knowing the inevitable results of war, will they be more conscientious about entering upon such a program. They will know in advance the penalty of winning—and of losing. The world, all suddenly, learned the consequences of a peace concluded without putting the defeated nation to the sword. The loser of the new world war will not fare so easily.

Thumbnail Opinions —

The Toreador's Berlin Correspondent has just sneaked startling news from Germany. Der Adolf has proclaimed that henceforth, in an effort to get away from foreign mannerisms, Epsom's Salts will be referred to as Old Deutch Cleanser.

"Be a machine gunner; romantic, adventurous work" was the essence of Monday's radio appeal for army enlistments. We can hardly wait to enroll for the "thrilling, delightful" course in bombing civilians, women and children.

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The TOREADOR, student newspaper of Texas Technological college, is published every Wednesday and Saturday on the campus of Texas Technological college at Lubbock by students of the Journalism department.

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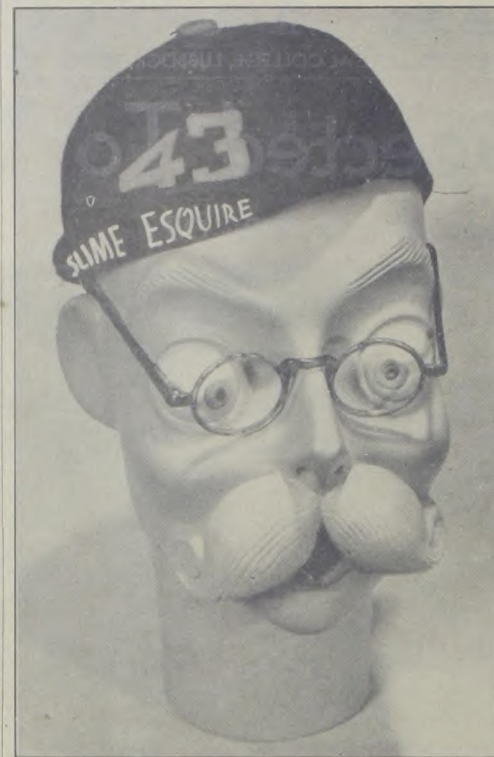
REPRESENTED FOR NATIONAL ADVERTISING BY National Advertising Service, Inc. College Publishers Representative 420 MADISON AVE. NEW YORK, N. Y. CHICAGO - BOSTON - LOS ANGELES - SAN FRANCISCO

SUBSCRIPTION RATES 1 Semester \$1.00 1 Year \$1.50

ERNEST JOINER Editor-in-Chief EUGENE WHITT Business Manager

STAFF Rollin Herald, Lois Marie Daniel, Joe Pierce, Eugene Rainwater, Bill Clark

Be A Good 'Fish' . . .



First expression of loyalty upon the part of freshmen is the blossoming out in the new "pots" which are now on sale for one dollar. One half of the money goes toward the freshmen student loan fund and the balance to the athletic council. Besides contributing toward the upkeep of a worthy loan fund and sending the Red Raiders smashing across the nation, freshmen will get a million dollars worth of fun from this highly practical emblem of "I-just-come-to-college."

Upperclassmen Give 'Concrete' Definition of '39-40 Freshmen

A Slime is a gift of nature, but a GOOD Slime is an accomplishment. Your duties are as numerous as the fish in the sea, ranging from a walking date bureau to a modern housewife.

First, get a cap—and wear it at all times, except in classes, church, during grace and in bed, but keep it handy in case of fire, flood, tornado, and beautiful women. This is for proper identification at a distance. . . .

Though few fish have proper mechanism for good crooning it is imperative that you learn the "Matador Song" and practice it diligently. Numerous recitals will be held throughout the year and you may be called upon at any time to render a number.

All fish must attend ball games dateless, must be properly attired, sit together in the same section and yell. Any freshman boy seen with a girl at a football game will be quickly and painlessly extracted from her presence. . . .

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Ferdinand Has No Place In College Newspaper Business

By REEVES HENLEY Toreador Editor '38-39

There is a spot on the campus that causes me to shudder every time I pass. Ordinarily it wouldn't be particularly awesome—just a few scraps of warped lumber lying about several shallow ditches in which grass is beginning to grow. Other students go by without giving it a thought, yet to me it has become a shrine, representing many sleepless nights and lessons learned at the foot of maljudgement.

Except for an inch or two of cold type those boards and benches would have grown into a woman's residence hall, filled with students in a college where housing conditions are hard pressed. But the numerals on freshmen caps may change many times before those benches are filled with concrete and the sound of rivet hammers beat out across the world's largest campus. Until that time they will remain, a stern warning to every campus newspaper editor—"You edit at your own risk."

This is necessarily a case history, an attempt to show briefly the rough waters in which an All-American Pacemaker college newspaper has at times been forced to sail. Even the best of us, it is said, have our faults; but after sitting in the curve of a horseshoe desk for nine months, I am inclined to think a college editor has more than his share.

Back to the matter of ditches and dormitories: Texas Technological college late last year was attempting to obtain a PWA grant for a new dormitory. Hoping to get the allocation on a 1938 charter, college officials set men to work the night of December 31 digging foundations. Thereby it could have been claimed that construction of the structure began last year. For more than a week

the work continued, and the college administration was exceedingly hopeful of securing the grant.

On January 11, however, THE TOREADOR, student semi-weekly newspaper of which I was more or less unfortunately editor, carried an editorial. Ostensibly it was harmless enough, although it was somewhat scathing in language. It scored Texas' senior Senator for attempting to reinstitute the Eighteenth amendment and pointed out that he might employ his time in Washington to better advantage. As a result my morals, ethics, and sanity immediately were questioned. Suffice it to say that a copy of the paper reached Washington. Nothing further has been heard with regard to the federal grant for the college.

The carpet in the president's office might not have become exceedingly worn had the matter rested there. But I was healthy, my neck was sound and perhaps I had an insane desire to get it chopped off. Anyway, less than a month later my associate editor led with my chin.

A flour salesman had just taken over the governor's mansion of the Lone Star State. One of his first moves brought vituperations from newspapers throughout the nation—he delayed the execution of a condemned man in order that the latter might suffer the "dreadful punishment" of seeing "death staring him in the face for 30 days before he is relieved by death in the electric chair."

My editorial staff, like the Crusaders of old, felt called upon to engage in a holy war. And what a war it was, although I must admit it was very short-lived.

Yes, our paper was supposed to go to Austin, the Texas capital. One went to every state legislator.

Continued on page five

EDUCATION CAN ONLY OFFER KNOWLEDGE Can You Take It?

Use National Looseleaf ring backs and fillers. Two ring or three ring—leather or imitation—with or without college seal—

Eye ease three hole fillers—the green tint paper. 10c pkg.

10c to \$4.95 each

Texas Tech College BOOKSTORE "On the Campus"

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SAYS THE RAILROAD SPIKE—"IN ONE OF THE 5 TORTURE TESTS I WAS CRIPPLED FOR LIFE BY FERRIC CHLORIDE (ACID) SOLUTION."



SAYS THE PARKER VACUMATIC—"I WAS FILLED WITH THE SAME ACID—WROTE ALL DAY—A 5-MILE LINE—AND I'M JUST AS GOOD AS EVER!"

GUARANTEED for LIFE

1st—"Filled with Acid" (strong ferric chloride solution which ate away a railroad spike) instead of with ink, this incredible pen wrote a 5-mile line with the acid on a revolving paper-covered drum and finished in perfect working order.

2nd—"Bomb" Test: Parker's Diaphragm filler encased in an oxygen bomb FOR WEEKS, where a single day equals 6 months' normal age—to prove its long life.

3rd—"Electrocution": Every Parker Diaphragm proved 100% leak-proof by exposing it to 5,000 volts of electricity which flashes a red light if there's even a pinhole leak.

4th—"Drip Test": Pens filled and hung points down for hours in frigid temperature, then in torrid temperature.

5th—"Dropped 3,000 ft. from an airplane to prove the lovely laminated pencil barrel and cap are Non-Breakable."

You never saw such a pen. You never owned such a pen. A stress pen that holds far more ink than ordinary rubber sac pens—shows the ink level at all times, hence won't run dry without warning, in classes or exams. So go and see it now and get it for college and for life.

The Parker Pen Co., Janesville, Wis.

VARSITY BOOKSTORE

1309 College Ave.

Texas Tech College BOOKSTORE "On the Campus"

Information Keeps Sanity

First test of the information girl's disposition at Texas Tech this year comes from a faculty bride. Answering a mid-morning call on one of her busier days, the girl heard a sweet voice say: "This is Mrs. Blank. Will you please ask John to bring home a small sack of corn meal at noon?"

Vertical text on the far right edge of the page, partially cut off, including 'Friday, S', 'JU', 'Partic', 'Urgen', 'Caref', 'inter', 'by the', 'suggest', 'which a', 'Campu', 'ed into', 'four', 'servic', 'compar', 'being r', 'but club', 'tions are', 'any stud', 'gave a lit', 'need for', 'fewer in', 'pus organiza', 'In order', 'with all', 'Toreador', 'for Council', 'ed on this', 'pus club', 'Very little', 'of the social', 'plete resum', 'the social nee', 'Depart', 'Activit', 'Department', 'a larger mem', 'er groups of', 'it is here to', 'all pleasur', 'sion or hobby', 'All of the', 'are made up', 'in the respect', 'many also in', 'interested in', 'the few cases', 'honorary frat', 'department', 'whereas th', 'to only a few', 'the engineer', 'all of its stud', 'ering Society', 'which is to fos', 'cooperation and', 'the engineering', 'provide a mean', 'terprises for the', 'vision of Engi', 'A society for', 'Engineering sch', 'ed the entire d', 'Each departm', 'ering division', 'by an organizat', 'erican Society', 'engineers. Amer', 'Chemical Engin', 'ests of Civil En', 'Engineering Soc', 'stitute of Electric', 'dustrial Engin', 'gyle Club (archi', 'Pal Fraternity (h', 'In like manne', 'club is made up', 'division which', 'the Cy Luter ch', 'ture Farmers of', 'or more of the', 'Heads, Plant In', 'and Bridle, and', 'The purpose of', 'club is to foster', 'tended in agric', 'encourage suppo', 'jects of the col', 'mote social me', 'tests, entertain', 'assistance for it', 'All Home Ec', 'are invited to a', 'the Home Econo', 'Omega chapter of', 'iron, national h', 'nomics fraternit', 'club affiliated w', 'There is no club', 'dents enrolled', 'Sciences division', 'numerous depart', 'veral departments', 'than one such club', 'interested in', 'making such divi', 'Stock and Busin', 'phi Pal Omega (S', 'the) and the Debat', 'sored by the Spe', 'Several clubs are', 'Foreign language', 'order that studen', 'organization repres', 'ed. They are: Fran', '(French), Ledite', 'Cape V Espada (Sp', '(Latin) and the Es', 'To the average T', 'Pre-Law club is', 'group of employe', 'to keep out a consti', 'who occasionally s', 'disturbance on th', 'stageing a delect', 'crime and accident', 'president of the', 'The Pre-Law club', 'sion Delta (presu', 'marly interested', 'for and the work', 'will do in later sch', 'All persons inter', 'paper work are invit', 'Press club. The in', 'club is an honorary', 'junior and senior', 'jors', 'The Double "T", 'of all Tech athlete', 'tered in any sport', 'asking in campus ap', 'ble to join the Wom', 'Association', 'Other departmental', 'Business Ad club, Inte', 'national club, Pi Sigma', 'ional Political Sci', 'phy club, Sook Revie', 'terary Society, The', 'honorary band), Phys', 'ma Gamma Epsilon (h', 'logical) and the Biolog

Junior Council Gives Resume Of Campus Organizations

Participation In Clubs Urged For New Students

Careful examination of all campus organizations of interest and then affiliation with at least one is the course urged by the college administrative offices to all new students. They suggest these as some of the best extra-curricular activities in which a student can engage.

Campus organizations are divided into four groups: departmental, service, social and general. Only a comparatively few students are being rushed by the social clubs, but clubs in the other classifications are open to and looking for any students who are willing to give a little of their time. The need for more active members and fewer inactive members in all campus organizations is great.

In order to acquaint students with all campus organizations The Toreador with the aid of the Junior Council has compiled and placed on this page a review of campus clubs.

Very little is said on this page of the social clubs because a complete resume of them is given with the social news on page four. Be-

Departmental Clubs Offer Activity In Varied Fields

Departmental organizations have a larger membership than all other groups of clubs combined, for it is here that students have an opportunity to study and discuss all phases of their chosen profession or hobby.

All of the departmental clubs are made up of students majoring in the respective departments and many also invite all persons interested in the field to join. In a few cases there is a club and an honorary fraternity in the same department. The club is open to all, whereas the fraternity is open to only a few upperclassmen.

The engineering division enrolls all of its students in the Engineering Society, the purpose of which is to foster a spirit of unity, cooperation and friendliness among the engineering students and to provide a means for promoting enterprises for the welfare of the Division of Engineering. Tau Beta Pi, a society for the promotion of Engineering scholarship, also served the entire division.

Each department of the Engineering division is also represented by an organization. They are: American Society of Mechanical Engineers, American Institute of Chemical Engineers, American Society of Civil Engineers, Geological Engineering Society, American Institute of Electrical Engineers, Industrial Engineering Society, Argyle Club (architectural) and Phi Psi Fraternity (honorary textile).

In like manner the Agriculture club is made up of students of that division who may also belong to the Cy Luker chapter of the Future Farmers of America and one or more of the following: Cabbage Heads, Plant Industry Club, Block and Bridle, and Dairy club.

The purpose of the Agricultural club is to foster and promote interest in agricultural matters, to encourage support of major projects of the college and to promote social events, athletic contests, entertainments, and aid and assistance for its members.

All Home Economics students are invited to attend meetings of the Home Economics club. The Omega chapter of the United Omicron, national honorary home economics fraternity, is the only other club affiliated with that division.

There is no club uniting the students enrolled in the Arts and Sciences division, but there are numerous departmental clubs. Several departments sponsor more than one such club, widely separated interests in one department making such division necessary.

Sock and Buskin (dramatic), Alpha Psi Omega (honorary dramatic) and the Debate club are sponsored by the Speech department. Several clubs are sponsored by the Foreign languages department in order that students may join the organization representing the language in which they are interested. They are: Francals-Amercalne (French), Leiderkranz (German), Capa Y Espada (Spanish), S.P.O.R. (Latin) and the Esperanto club.

"To the average Tech student the Pre-Law club is a cannibalistic group of embryo lawyers who suffer from a constitutional inability to keep out of campus politics and who occasionally create a small disturbance on the campus by staging a deceptively realistic crime and accidents as a build-up for their mock trials" according to president of the Pre-Law club.

The Pre-Law club and Alpha Epsilon Delta (pre-medical) are primarily interested in preparation for and the work their members will do in later schooling.

All persons interested in newspaper work are invited to join the Press club. The Women's Press club is an honorary organization of junior and senior journalism majors.

The Double "T" club is made up of all Tech athletes who have lettered in any sport. All girls engaging in campus sports are eligible to join the Women's Athletic Association.

Other departmental clubs are: Business Ad club, International Relations club, Pi Sigma Alpha (National Political Science), Philosophy club, Book Reviewers club, Literary Society, Kappa Kappa Psi (honorary band), Physics club, Sigma Gamma Epsilon (honorary geological) and the Biology club.

Service Clubs Assist Projects

Five Organizations Emphasize Student Aid

Five service organizations on the Tech campus attempt to support and promote worthy projects. They have proved a real aid in the movement to make Tech campus a better one. Each has its individual projects and occasionally lends a hand with the projects of other clubs.

Forum was the first group to be organized on the campus. It sent a representative to Oklahoma in 1928 and was recognized by a national group at that time. Members are selected from outstanding girls on the campus. The club sponsors the Fireside Forum, assisted in establishing Recognition Day, studies campus problems and makes suggestions to campus groups regarding these problems.

Sincerity, honor, fair play and scholarship form the basis of membership in Las Leales. The membership is limited to 20 junior and senior women students. Their largest project is aiding the Quarterly club for the next five years and establishing the Paul Whitfield Horn Memorial Fund. Annual project is a Christmas benefit dance where admission is by clothes, toys or food to be given to Lubbock underprivileged.

Junior Council is an organiza-

Churches Offer Student Program

By MARY WHITE

Bright colors and plaids are good in something more than clothes this fall. The Baptist church union is using books with different colored pages and the college red and black backs. The open house program for Thursday night will be a surprise to all except those who have part in the stunts. Refreshments will be served and souvenirs given to those attending.

If you like to jam your week in a day and have a big time, then you should attend the open house program at the First Methodist church. The "FAIR" will consist of seven big events with side shows of minor events. As you go out to tea you will get your share of the refreshments.

Students of the Church of Christ will sit in a body at the church and will be given recognition at the service. After the service is closed, a chartered bus will take all students to the home of J. C. Roney for a reception.

The regular night of open house has been changed from Friday night to Thursday night at 7:30 p.m., because Student Day at the fair is on Friday.

Two honor societies at Tech are attempting to promote scholarship on the campus. Alpha Chi is a national honorary scholastic fraternity selecting its new members from the highest ten percent of the Junior and senior classes. The Freshman Honor Society is strictly for freshman girls who at the end of the first semester have maintained a B-average.

Fellowship is the primary purpose of the two "Y" organizations; however, they offer entertainment and a chance to develop leadership and personality to all their members. The Freshman Fellowship Club will carry on a program designed to aid and entertain students in college for the first time. The Upperclass club of the YM-YWCA offers an interesting series of programs supplemented by All-College mixers, dances, picnics, hay rides and steak fries.

The Student Religious Council is composed of student and faculty representatives from each church. Its purpose is to encourage unity in approach to religious life on the campus, to promote fellowship among the various churches and to provide a body to attack common problems.

A common desire for fellowship and association with students from "back home" was the influence which brought about the organization of the Fort Worth, Castro County and Parmer County clubs.

New Inter-Club Council Members Are At Work

Activities of social clubs on the campus will be governed this year by a Men's Inter-Club Council and a Women's Inter-Club Council instead of by the old Inter-Club Council which last spring dissolved itself in order to form the two groups.

The councils are made up of the presidents and one representative from each club. These are the groups which laid out the new plan of rushing which is now in effect. As part of these plans all girl rushees met a convocation at the Lubbock Hotel Monday night and all boy rushees will meet in C-101 Saturday at two p.m.

tion of twenty girls of junior rank whose primary purpose is to help freshman and transfer girls get adjusted at Tech. They hold a convocation of freshmen girls before registration, give lectures to orientation classes, aid the A.W.S. with the Big Sister-Little Sister movement and for the first time this

year cooperated with THE TOREADOR in presenting this club page.

Alpha Phi Omega, a national service fraternity, is represented by a chapter on the Tech campus which this year is attempting to put into effect a solution of the campus traffic problem. They also con-

ducted an information booth in the sallyport of the Administration building which saved administrative offices time and trouble.

The student council is made up of representatives of each classification in each division. Its duty is to be the executive and legislative organization of the student

body. It supports and lends aid to all worthwhile projects.

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The College CALENDAR

TODAY

La Spree for all freshmen, 6 p.m., Mackenzie State Park

Alpha Phi Omega, 10 p.m., Horn Hall

Las Chaparritas Tea, 5-7 p.m., 2613-19th

Ko Shari Buffet Supper, 7:30-9:30 p.m., Hilton

Pep Rally, 8 p.m., Gym.

THURSDAY

Open house at all churches, 7:30 p.m.

DFD Swedish Dinner, 7:30-9:30 p.m., Hilton

Sans Souci Barbecue, 5-7 p.m., 1902-23rd

FRIDAY

President's reception for all students and faculty, 8 p.m., Knapp Hall

Las Chaparritas Buffet Supper, 7:30-9:30 p.m., 1519 Broadway

Las Vivarachas, 5-7 p.m.,

Social Clubs Open Rush Week With Series Of Parties

Rushing Rules Explained At Monday Convocation

Rush week is in full swing. Some of the parties have already passed and other are to come. The rushees have become acquainted with what is expected of them.

Monday night at 7 o'clock a convocation was held for all girls interested in being rushed by social clubs. Four club members, the president and the sponsors were present. Maxine Wheatley, representative of AWS talked to the girls on directions for registration and Alma Rhea Eades from the "Y" organization spoke to them on becoming a member of that group. Joyce Craven presided for the meeting and introduced Mrs. Mary W. Doak, dean of women, and Miss Bonnie K. Dysart, sponsor of the Women's Inter-Club council.

At this meeting the rules for rushing were explained and the girls were allowed to ask questions. Each girl signed the registers for the five social clubs.

The first affairs for the scheduled rush week were held Tuesday night. D. P. D. entertained with a Spanish fiesta at Hotel Lubbock from 5 to 7 o'clock and the Las Vivarachas held a formal dinner at Hilton hotel.

During the remainder of the week all the parties will be during the above hours. Tonight the Las Chaparritas will entertain with a tea in the home of Dr. and Mrs. R. T. Cannon, 2513 Nineteenth street. Ko Shari game party will be at Hilton hotel from 7:30 to 9:30 o'clock. The affair is sport.

Thursday there will be a Sans Souci Jam Session and supper in the home of Mr. and Mrs. Arno Dalby, 1902 Twenty-ninth street. The second affair will be the D. E. D. formal dinner at Hilton hotel.

During the two parties Friday the Las Vivarachas will have a Bridge dinner at the home of Mrs. F. R. Friend, 2005 Broadway, and the Las Chaparritas will entertain at the home of Dr. and Mrs. J. T. Hutchinson, 1519 Broadway.

The series will be closed with the Ko Shari Indian dinner at the Hilton hotel and the Sans Souci traditional gold and white dinner at Hotel Lubbock.

After the Sans Souci dinner there will be a convocation for all rushees in room 202 of the Administration building. The girls will sign preference slips telling which club they wish to join. No girl can be asked to pledge or promise to pledge before this meeting. Dean Doak and her assistant will check the slips and the club lists of prospective members and will notify all concerned.

All girls who were rushed are expected to attend this convocation. As the girls probably already

Muckers

Continued from page five

ly Dodd, southpaw jack-rabbit; Roger Smith, listed by All-America annual as one of the sophomore stars of 1939; Tom Douglass, another good-looking soph; Woodrow Ramsey; Eugene Carl, up from the intramural ranks; Milton Hill and Glenn Lowe.

The lineup in the forward wall is a little safer to guess. Rex Williams at center, Holt Waldrep at left guard, Captain Dixie White at right guard, Line Captain Bill Davis at left tackle if he is able to play in time for the Mucker tilt, Rafe Nabors at right tackle, and Prince Scott and Francis Bingham at the terminals is the likely starting eleven.

All but Nabors and Bingham have plenty of varsity playing experience.

Backing up Williams will be Chester Hensell, squadman, and Sophomores Ed Irons and Stan Sigman. If that trio fails to see action it will not be because of lack of ability, but because they sub for an iron man who is just the best center in the Southwest.

Guard posts are well backed, with Phillip Harmon and Lonnie McCurry doing firstline reserve duty.

J. B. Gilbert, Hipockets Overton, Durwood Herring and Thurman Bostick provide able backing for Davis and Nabors.

Ends are as thick as German soldiers in Poland. Arthur Weber and Jack Wheelers are best bets for second string duty, but a gang of good-looking sophomores are making it tough for them.

If and when the Raiders get by their first road trip they can take a breather against Texas Wesleyan at home, Sept. 30. Then comes the roughness, as Gonzaga comes to Texas October 7th. Cawthon contends that Gonzaga was the best team Tech played last year, even better than St. Mary's.

Tech plays host to Arizona State and New Mexico University the next two Saturday nights—souvenirs to show that she once belonged to the Border conference.

After that it'll be smooth sailing, with nobody to play but Duquesne, Miami, Centenary, Marquette, Montana and Loyola.

President's Reception To Be In Knapp Hall

Friday night at 8 o'clock President and Mrs. Jones, assisted by the administrative council will receive members of the student body and faculty in the lounge of Knapp hall.

Las Armonias To Start Rush Week

Las Armonias club, only social organization composed of both men and women students, will initiate rush week Saturday night with a dance at Hilton hotel from 9 to 12 o'clock. Two hundred guests are expected.

This will start a series of banquets, dinners parties and dances during the year.

Officers for the year are: president, Miss Annetta May; vice-president, Miss Jewel Jennings; secretary, Miss Helen Honschu; reporter, Miss Wilma Milburn; parliamentarian, Wayne Jones.

The group met during the summer and held regular meetings. There were several attending summer school.

Professor Lonnie Langston, who had been on the mathematics staff since 1928, recently resigned to enter the life insurance business.

"Here's To The New Social Season!"



Receiving punch from Miss Bonnie K. Dysart are three young ladies who attended the convocation Monday night for all girls wishing to be rushed by social clubs. They were caught while being served refreshments immediately after the convocation. All are freshmen, Martha Fisk and Jeanne Ashley on the left are from Amarillo and Beverley Wade on the right is from Fort Worth.

AWS President Advises New Girls To Locate Sisters

"If your Big Sister has not contacted you or if you do not have a Big Sister, come by the A. W. S. office in L129 between four and six any afternoon this week." This advice was advanced by Marie Shook, A. W. S. president, to the freshmen girls who met at Doak Hall Monday night.

All freshmen girls not interested in joining social clubs were invited to be present at the convocation. Dorothy Margaret Forbis, president of junior council, outlined the activities of that organization, qualifications for membership and then introduced the members that were present.

Mary Eleanor Diggs gave a complete and detailed explanation of the processes through which each student would have to go to get registered.

Mrs. Elizabeth Young, social director of Doak Hall, was introduced to the new students and made a short speech welcoming them. Nettie Belle Batton outlined the qualifications and purposes of the Woman's Honor Society.

Doris Hankins Weds James Rice

The wedding of Miss Doris Hankins, daughter of Mr. and Mrs. R. C. Hankins of Quanah and James C. Rice, son of Mr. and Mrs. J. F. Rice of Lubbock, took place Saturday morning at the home of Dr. L. N. Lipscomb, pastor of the First Methodist church.

Miss Bernice Bowles and Warren Fulton were attendants. Mr. Rice is a graduate of Lubbock High school and a former student at Tech. He was a member of the Kemas club.

ELLSWORTHS GIVE PARTY

Dr. and Mrs. J. O. Ellsworth entertained the staff of the Economics and Business administration departments and their wives with a garden party Friday evening, Sept. 15, at the Ellsworth home. President and Mrs. Jones, Dean and Mrs. Gordon and Dr. and Mrs. Kent were also guests.

Former Student Accepts Position In New Mexico

Paul McGuire, graduate assistant in the English department last year, began work Sept. 1 as assistant editor of extension publications for the extension service of the New Mexico Agricultural College.

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Muckers, Red Raiders Set For Lid-Blasting At El Paso

Veteran Line And Green Backs Hold Tech Hopes

Muckers Swear Vengeance Due

Rely On Heineman's Dangerous Throwing

El Paso, Sept. 19—(Special to the Toreador)—Flashy Ken Heineman and his School of Mines mates are losing no time in getting ready for their game with Texas Tech's Red Raiders Saturday.

Heineman and 36 other ambitious candidates for the Mucker eleven worked out twice daily from Sept. 5 for ten days, and since then have been working through one stiff workout every day.

Sixteen lettermen, anxious to avenge the tough 7-14 loss to the Raiders at Odessa last year, are among the large squad working out under Coaches Mack Saxon and Harry Phillips.

Just as last year, the Muckers are modelling their game around the brilliant throwing of Heineman, who last year was selected All-Border conference quarterback. This season, however, the Miners threaten to unlimber a strong running attack built around the plunging of Fullback Johnny Green. A transfer from Murray Junior College, where he built a reputation as a plunger and blocker, he is expected to give the rough Red Raider line no end of trouble. He weighs in at 198 pounds.

Saxon and Phillips are going around with smiles on their faces, largely due to the surprising lack of early season injuries on the squad.

Ferdinand

Continued on page two

ordinarily. College authorities deemed it best to localize the circulation of that issue, however, after staring back at the editorial over their morning coffee. It so happened that Tech was seeking an appropriation from the legislature for a new agricultural building at the time the editorial appeared. Apparently there was nothing to fear, for the legislature never gave the governor a chance to veto such a measure. Nevertheless, every Aggie on the campus took the matter as a personal affront, and at the close of the school year no such building had been forthcoming.

After these two episodes I concurred with the president that our national and international editorials should be limited to Mr. Chamberlain, Herr Hitler, and the advisability of socialized medicine. "Don't bit the hand that feeds you" was resurrected from the days of the World War to apply to THE TOREADOR's policy.

That which hurt the newspaper more directly, however, concerned the Arabs and faraway Palestine. One day when we had nothing to say and plenty of space to fill, we stoutly declared that England should not take Palestine away from the Arabs to form a Jewish state. Since the Arabs were in a majority, we reasoned, they had a right to the country and that no more Jews should be allowed to return to the Holy Land. Immediately our advertisers cancelled their contracts, and our largest accounts were poised. The business department yelled to high heaven. Thus, the next week we carried a scorching tirade against Nazi persecution of the Jews. To some extent the mistake was rectified. England's decision to adopt a plan similar to that we proposed earlier did much more toward saving our face.

Not all the trouble was confined to editorial policy—or the lack of it. Hell itself broke loose when an apparently insignificant piece of verse appeared labeled "To the Ladies in Hades." The author, having read perhaps a bit too much "Divine Comedy," listed more than one of the "ladies" by name. Strangely enough there were girls on the campus with names similar to those in the poem. The dean of women believed she saw a connection, called the girls in, tried to get them to sue for libel, and threatened them with expulsion from college if their names appeared in the paper again. Once more I was a heel, although there was some compensation in the fact that most of the girls cited thought the poem amusing.

Many more examples could be given to expound on the thesaurus that you edit at your own risk. Once we accused a faculty member of writing an obscene, anonymous letter; again we branded a certain girls' organization as practitioners of unethical politics—to the extent that some inferred (and unjustly so) that we doubted the integrity of a beauty candidate who was also a Student Council member. We were said to have played politics in the newspaper by setting certain material in blackface type. Finally we went so far as to support our own candidate for Cotton Queen, who incidentally, was elected. Each time some students agreed, some disagreed. But in each instance there was a decided, definite reaction.

Undoubtedly it is nice to adopt a conservation, middle-of-the-road attitude in college editing, to sit and smell the flowers as it were. I am of the opinion, however, that

hour have been working at quarter, with Calhoun the probable starter. Rankin is a cinch to start at full, but the other two slots lie between E. J. McKnight, who lettered as an end last year; C. L. Storrs, ex-Lubbock High star; Bill— See MUCKERS, page four

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TO-DAY, AS THEN, the BOOKSTORE meets every need of the College personnel.

THE BOOKSTORE has not only furnished students with textbooks and school supplies, but has served in many other ways. It has given employment to many worthy students thereby enabling them to complete their college education; it has aided athletics and other activities, both in a material and moral way, and has aided and sponsored every worthwhile organization on the campus in many different ways.

THE BOOKSTORE IS AN ORGANIZATION WORTHY OF YOUR SUPPORT AND PATRONAGE... OLD STUDENTS HAVE RECOGNIZED ITS WORTH... NEW ONES DO WELL TO INVESTIGATE ITS POSSIBILITIES.

Texas Tech College
BOOKSTORE
"On the Campus"

FREE!

Dancing, fun, wherever you go. Great stuff when alone or with people.

All-wave. No aerial, no ground, no plug-in. Plays indoors, outdoors, anywhere. See this great set at your supply store now.

It plays as you travel. Take it canoeing, skating, visiting.

WHO WANTS THIS G. E. CARRYABOUT FREE? Complete with Batteries—Retails \$19.95 GIVEN

To the student who best completes this simple sentence in 20 words or less: "Sheaffer's Fineline pencil is best for classroom work because....."

PONY!

Like the "pony" full of answers in the back of the book, this contest is a cinch—for here are samples of Fineline information that will help you write the kind of an entry that may win for you this great radio:

"... because Fineline's double-length, thin, strong leads are permanently sharp." "... because Fineline's same-weight, balance and firmly-held point enable me to write accurate shorthand and make graphs, sketches, mechanical drawings, foolproof." "... because Fineline leads come in 4 colors, and an average year's supply costs only 15¢." "... because Fineline has a double-sized eraser." "... because so fine a line makes intelligent, small notes, figures, duck soup for me!" "... because Fineline is the only REAL pencil writing improvement in 54 years." GO AFTER IT! WIN! and have music, sports, entertainment, everywhere!

MAKE 50 ENTRIES IF YOU LIKE!

Contest rules: At your dealer, save the sales slip you get when you make a Sheaffer purchase of 10¢ or more (SKRIP, leads, adhesives, pens, pencils, etc.). Write your entry on any piece of paper and send it and the sales slip to Carryabout Radio Contest, W. A. Sheaffer Pen Co., Fort Madison Iowa. Send as many as you like—each has a chance to win! Judges' decision final. Judges: An ad expert, a lawyer, a minister. Remember—you are competing with students on your own campus only. Winner will receive his radio on November 1 from dealer indicated on sales slip.

SHEAFFER'S

PENCILS FROM \$1—PENS FROM \$2.75
ENSEMBLES FROM \$3.95

SKRIP-WELL
Know Sheaffer's Feathertouch pen by the two-tone point trade-mark!

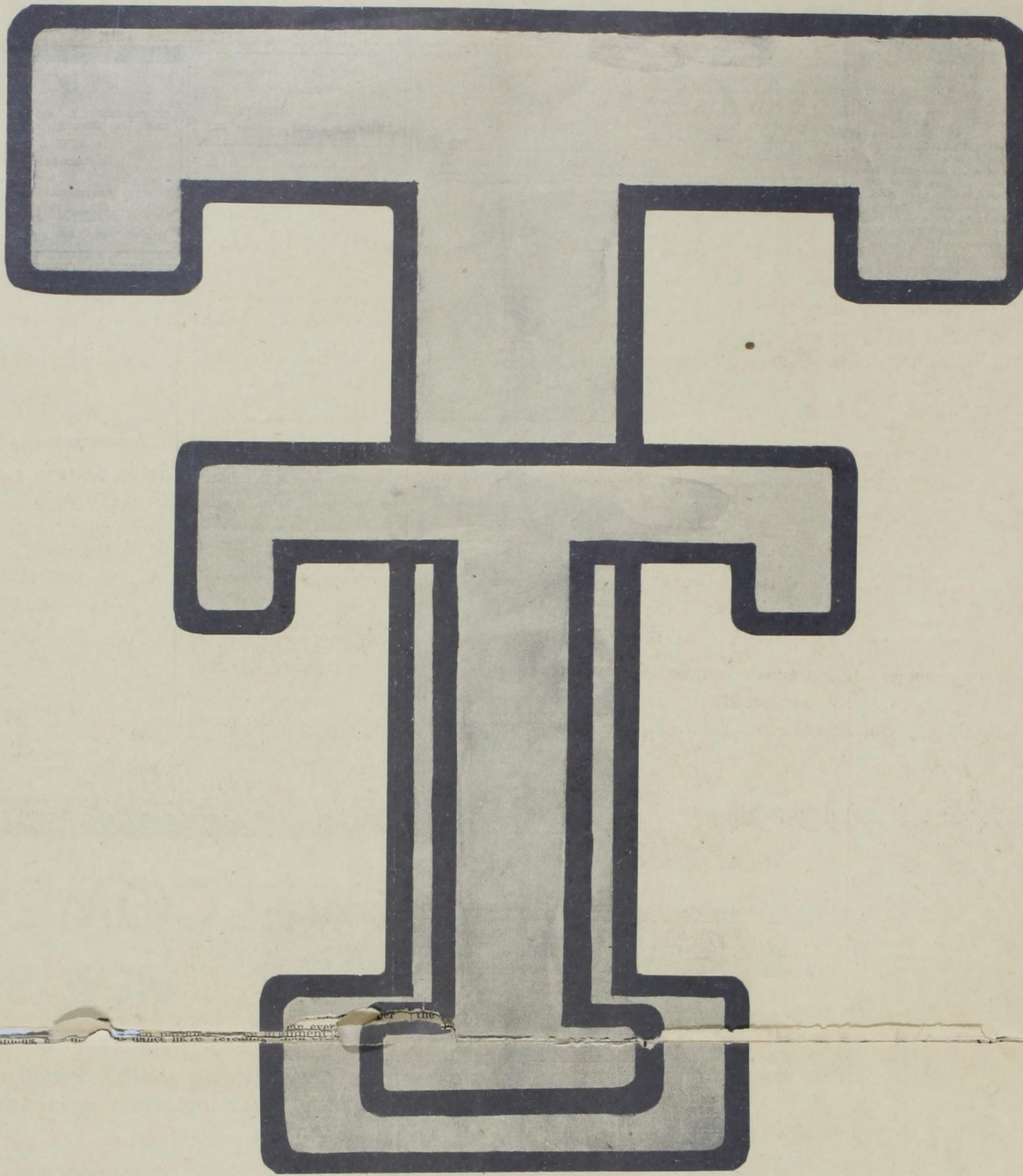
Feathertouch \$8.75 and \$10

Fineline
New thin lead discovery! Permanent sharpness! World's easiest, fastest, smoothest pencil writing! \$1 up

PARA-LASTIK, the NEW way to paste; does not curl! thickest sheets; 15¢ up

Texas Tech College
Bookstore
"On the Campus"

Varsity Bookstore
1309 College Ave.



The Spirit of the Double "T" Prevails Again

This grand symbol of Texas Tech has a special meaning for everyone the athlete covets it the Freshman respects it the upperclassman has learned to cherish it as a part of him and the alumnus has a deep-rooted sentiment for it to us it means all this and more.

For when September finally rolls around and the spirit of the Double "T" prevails again, it means that Lubbock and West Texas are gay and alive and vibrant with the stimulating atmosphere of youth it means that instead of talking of wars and the like we talk of touchdowns and forward passes it means that we see many of our old friends and make many interesting new friends (especially among the brave ranks of the "green caps") it means that we too, are under the spell of the Double "T".

We like to feel that in our daily contacts with students and faculty members that it is possible to move in an environment a little apart from one of just dollars and cents basis that's why we truly enjoy expressing these sentiments whenever the occasion affords itself and that's why we want to say now that we're delighted to be in the same atmosphere with the folks of Texas Tech as the school year begins.

Hemphill-Wells Co.

Lubbock's Finest Department Store