

The TERROR

Did You Know?

That Coach 'Pete' Cawthon's Suicide Schedule Has Turned Out To Be A "Gravy Train" For The Matadors. Tech Has Lost Only One Game This Season.

Howdy!

Freshmen, Begin Today Collecting Wood For The Bonfire. Make It The Largest In History.



VOLUME VIII

TEXAS TECH

LUBBOCK, TEXAS, THURSDAY, NOVEMBER 3, 1932

NUMBER 8

Plans Are Made To Erect Pole To Support Bonfire; Freshmen To Gather Materials For Pile

Prexy's Paragraphs

I am very much encouraged by the splendid reports regarding the game on Friday night, it was attractive and reflected credit upon all of us.

In every college kindred clubs will be drawn together. Clubs will form naturally out of common interests, our departmental clubs, other organizations will arise to serve various purposes.

But it should be understood that at this institution, the question is settled for the present. The Board of Directors passed at the beginning of the year...

I do not think that this institution is in any danger of considering the question of fraternities now, if it should ever give the matter consideration.

Then, above all, we have our professional societies and clubs, and there again we have an opportunity for democracy.

I would like to see on this campus a recognition of every division as being equal to the others. We are all here together and I, for one, want to recognize that there is value in every division of the institution.

Let us strive to set the standard of a broad-minded democracy among the faculty and the student body as the ideal of this institution.

Work To Begin Next Monday As Slimes Scour Lubbock Alleys Waste Wood; To Be Lighted Home Coming Night

Annual Custom

Huge Stack Will Be Placed On Campus West Of Tech Drug, Fish Urged To Be Careful When Getting Old Lumber

Next Monday afternoon, a telephone pole will be erected on the campus, just west of College avenue at Main street.

Rob O'Hair, head yell leader, requested all freshmen to begin immediately to gather up old boxes, sticks, and any waste wood they can find and bring it all to the campus.

The bonfire is an annual affair at which the pep rally for the homecoming game is held.

Mysterious Mike Moses Around

Conts the editor of the TORRIDOR told me that this was the subject of the alumni edition of the paper I have been thinking of some of the former editors of it.

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Student Prexy



As president of the present Tech student body, it gives me great pleasure to bid all graduates and former students of the college a sincere invitation to attend the Tech-Baylor football game on Armistice Day.

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Baylor Exes Plan Reunion

Luncheon To Be Held Before Tech-Baylor Game; Vaughn Wilson To Be Toastmaster At Event

Plans have been formulated for the reunion of ex-students of Baylor university in conjunction with the Texas Tech-Baylor football game to be played here November 11.

A get-together luncheon will be held in the Chimayo dining room of the Hilton hotel from 12 to 1 o'clock.

Several of those connected with the faculty of Texas Tech have attended the reunion, and other speakers have included a number of graduates.

It is a real joy to me as dean of the college of liberal arts to extend a hearty greeting to the alumni and former students of the Texas Technological college.

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Tech C. Of C. To Entertain During Games

Group Holds Banquet Monday To Discuss Plans; Special Committees Are Named; New Secretary Appointed

The Baylor university chapter of commerce members and the members of the Blue Key fraternity from Trinity will be the special guests of the Tech chapter of commerce during the games held this week and next week.

A banquet followed by a business meeting was held in the Chimayo room of the Hilton hotel Monday evening at which time general business for the year was discussed.

The meeting concluded with a short talk from Professor H. C. Pender, sponsor.

Stultz And McClain Discuss "Light" Before Physics Club

Two papers on light were presented to the Physics club when it met Tuesday evening. Carl Stultz spoke on the importance of polarized light in the study of crystals.

The Physics club program committee has planned a series of meetings which will be of interest to both freshmen and advanced students.

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Luncheon To Be At Hilton For Ex-Grads

Dr. Bradford Knapp To Be On Program; Street Requests Early Reservation For The Event

A luncheon for alumni, their families and guests, will be held in the Matador ballroom of the Hilton hotel.

Write Miss Mamie Wolfarth, secretary, for reservations including your money for the tickets, specifying where you want your seats, i. e. on the 40 yard line, or the fifty, how high up, etc.

At 2:30 or 3 o'clock, the game will start between Baylor and Tech.

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Alumni Prexy



W. E. Street, president of the Alumni association, who will be in charge of Alumni activities during Homecoming week.

Aggie Home Ec Party Will Be Held In Pavilion On Saturday

The Aggie Home Ec party will be held in the Stock Judging Pavilion Saturday evening from 7 until 10 o'clock.

Margaret Eskin, physical education assistant, will direct the games. Plans for a party to be given November 12 at 8 o'clock in the freshman studio were discussed.

Architects Make Plans For Party; Worley Is Chairman

The Architectural society will host Tuesday night at 7 o'clock in room 205 of the engineering building.

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Tech Alumni Group Plans For Home Coming Day; Events Are Planned For All Ex-Students

Hilton To Be Headquarters For Visitors; Speer Leads Drive For Association Dues; Local, State Officers Named

Plans Are Made

Athletic Council Lowers Price Of Tickets To Alumni; News Is Sent Out By Association To All Members

The president of the alumni association and other officers are looking forward to Homecoming Day with much interest.

Armistice Day is a college holiday this year and for that reason headquarters for all alumni, families, and friends will be at the Hilton hotel.

"Campus spirit" and the enthusiasm of everyone connected with Texas Tech is much more pronounced this year than it has been since the beginning of the institution in 1925.

The alumni association is very proud of the interest shown in the association this year.

Alumni Plans Made

This year, the association plans to send out more active members of the alumni association than for the corresponding time last year.

The athletic council has ruled this year that Alumni Association members in good standing may purchase student season tickets to athletic events at the student price of \$5.00 plus the 50 cent tax.

Here's how the record now stands: Oklahoma Panhandle A. & M.; Tech 4—Oklahoma A. & M.; Tech 0—A. & M. 7; Southern Methodist University, Tech 7—S. M. U. 0; Austin college, Tech 65—Austin college, 0; Arizona University, Tech 21—Arizona, 0; New Mexico Normal, Tech 43—New Mexico Normal, 7; Colorado School of Mines, Tech 21—School of Mines 0; Notre Dame university "B", Tech 38—Notre Dame 0.

The coaches and the athletic council have tried to arrange a first class schedule. They want to keep it up. However, athletics at Tech so far have never paid for themselves.

HOME COMING DAY PROGRAM NOV. 11

Registration 8-12 a. m. Hilton Hotel, Alumni and family. Luncheon, Noon-12, Hilton Hotel, Alumni and family.

Football, 3 p. m., Tech Field, everybody. Alumni All College Game, 9 p. m.—Till, Tech Gym, Alumni etc. Come and Bring Someone With You.

Jitney Players Are To Be Here On November 9

The Jitney Players will present two plays, "Arms And The Man," by George Bernard Shaw on Wednesday, November 9, and "Murder In The Red Barn" on Thursday, November 10.

The plot of the "Murder In The Red Barn" reveals the heartless young murderer who shot his sweethearts and then hurriedly fled to the Red Barn. Scenes from the death cell where the murderer spends his last days are the climax of the story.

The name, The Jitney Players was given to the present troupe years ago when two young Broadway players, Alice Keating and Bushnell Cheney married and used their wedding checks presents to buy two Ford cars. One of the cars was made into a stage and the other into a property truck.

Alumni Buy Season Tickets

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CHEMICAL NOTICE

The Chemical society will meet Tuesday, November 8, in room 101 of the chemistry building at 7 o'clock.



# THE TOREADOR

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE  
Lubbock, Texas

Parker Taulman Editor-in-chief  
A. B. Brown Business Manager  
J. M. Jackson News Editor  
Kathleen Jennings Assistant News Editor  
Lorene Childers Society Editor  
Bob Tracy Sports Editor  
Lowell Dalton Assistant Sports Editor

Reporters: Lorene Olophint, Margery Johnson, Mrs. Lawrence Priddy, Opal Louise Creighton, James Lindsey, Elizabeth Montfort, Ruth Hurmer, Bonnie Thomas, Jasper Hubbert, Mary Frances Senter, Mary Elizabeth Dryden, Evelyn Guidede, Helen Williams, Lomer Nelson, Earl Wilson, Joyce Ooley.

Campus news covered by students in the department of journalism

Entered as second-class matter, October 31, 1925 at the postoffice at Lubbock, Texas, under the act of March 3, 1879.

Advertising rates: 30c per column inch by contract  
25c per column inch by insertion

## WELCOME HOME!

WELCOME HOME!  
That age-old greeting always brings a return of kindly feeling and fond recollections to the heart. Ever since the day the prodigal son returned to his father's house to be received with much rejoicing and feasting, homecoming has been a gala occasion.

Texas Technological college is in its eighth year of existence cannot boast of a great number of "returning prodigals". Only about one thousand graduates have passed from Tech cloisters in the past seven years. The number is small compared to older and longer established institutions.

But returning graduates can be assured that the homecoming greeting they will receive will be warmer than those of other schools. Long known for the Democratic spirit displayed on the campus, Tech offers a more personal greeting, students and professors having known each other more intimately than in older and larger schools.

Although Homecoming days are comparatively new at Tech, the sixth celebration scheduled for November 11 when Tech meets the Baylor University Bears on Matador field is due to find a host of 'old grads' and 'exes' returning for a visit to 'the old school'.

Under the leadership of W. E. Street, B. S. in E. E. '29, the alumni association has been more active this year than at any time in its history and preparations for entertaining returning alumni and former students have been made for several weeks.

So to "returning prodigals" Tech says, "Welcome home!"

Be sure and get here early Armistice day and see all the old gang.

And remember the Matadors will be out there on the grid fighting to build that Homecoming tradition by trouncing the Baylor Bears in football.

## TT

**A CHALLENGE!**  
Texas Tech's alumni association is functioning better this year than ever before.

It has more active members, more dues paid in and more interest shown in the association than at any time in the six short years of its existence.

Dr. Bradford Knapp, Tech's new president, declared soon after arriving in Lubbock from Alabama Polytechnic Institute where he served as president, that "a school isn't known so much by its buildings, its football teams and its student body as it is by its alumni. When I look at a school, I always think of it in terms of its alumni".

And so a challenge was flung to graduates of Tech. The Tech president also declared, "no school is stronger than its alumni" . . . . . and there he flung another challenge.

Tech's new president is a leader! Wherever he has appeared in a public address or meeting, the big, genial, near-bald educator has made a lasting impression on his audience and a closer feeling for Tech.

His challenge to Tech alumni is of the same nature.

They must be leaders, they must show the world that Texas Tech turns out real men!

And for a school to be strong, its alumni association must be strong.

Membership dues in Tech's alumni association are far below the average charged by any charged. One dollar per year pays you up as an active member. Only about twenty per cent of Tech's graduates are active members.

Why not send in your dollar to W. E. Street, president, care of the Engineering school now?

TT

## HOMECOMING, SMILES AND TEARS--

Homecoming, a tradition becoming more popular for Tech graduates and ex-students, will be characterized this year by a few more smiles and tears than usual. For on the Tech campus has come numerous changes during the past 12 months.

There will be tears caused by the absence of Tech's first great leader, Dr. Paul W. Horn. But on the other hand there will be smiles and feelings of satisfaction that in Dr. Horn's place has come that true Southern leader, Dr. Bradford Knapp. From every section of this great state there has come voices of approval from Tech exes of the Board's selection of Dr. Knapp for the Tech presidency.

There will be smiles during the 1932 homecoming for Pete Cawthon and his fighting Matadors. Athletics at Texas Tech are at last on the up and up and the college may rest assured that Tech exes will be on the lookout for promising athletes to send to their Alma Mater.

There will be smiles on homecoming when old friends greet each other and learn that the greater majority of former Tech students have kept their chin out during the world's greatest financial panic, and that most of them are holding responsible positions.

Homecoming is becoming a more looked-to affair for Tech exes and this year's event will be the greatest in the history of the school. For college-day memories are the most popular ones no matter the professions Tech exes have chosen to pursue.

TT

## ON WITH TEXAS TECH

Texas Technological college in presenting its needs to the next session of the legislature will stand squarely on its merits. Few people at the present time question the need of a great state supported institution located in West Texas. But Texas Tech is more than a West Texas school. Its student body comes from all over this great state, from many other states, and a few foreign countries. The cosmopolitan character of its student body, the general scholastic attainments of its students, and the relative position of Texas Tech in the eyes of the general public justify its existence and are evidences that the college has fulfilled the expectations of its founders.

The duty of all students, ex-students and alumni of Texas Technological college is to carry on. This can be done by showing the needs of our college, not only to those governmental officials in control but to the general public as well, for the public officials merely reflect the wishes of their constituents. If the needs of our college are adequately diffused among the citizenship of our state, it will not be long before this will be reflected in the appropriation granted to our college.

Since the opening of Texas Technological College approximately 1000 students have been graduated and thousands of others have attended school here. These the pursuing their separate vocations throughout the state and throughout the entire nation. The Star of Destiny of Texas Tech has just arisen on the eastern horizon. Its ascendancy depends in a large part upon the ex-students of our institution. They must carry on. Their rallying cry should be "On with Texas Tech."

## Alumni News

E. A. McCullough who received his B. A. degree in Geology in 1931 returned to Tech for the session of 1931-32 at which time he received an M. A. in the same department. His home is in Waco.

Ross McDonald of Lamesa is employed by his father at Lamesa.

Lora Mae McFarland is employed in the public schools of Levelland.

J. Willful Mallard is a proud father and a teacher in Ropesville high school.

Robert Martin, former assistant in the library and well known student for a number of years in Tech, graduated in 1931. He is now on the faculty of Benjamin High school.

Henrie Mast, pre-med student graduating in 1931, is now in John Hopkins studying medicine.

Homer Maxey, a business ad major of 1931 is employed by the Continental Oil Co. with headquarters at Lubbock. His wife is the former Melba Mae Tatum, a student. They were married in the spring of 1932.

Sara Michie is now in the University of Virginia working on her Ph. D. Miss Michie graduated from Tech in 1931.

Campbell Loughmiller, former student of Tech, is now working on a higher degree in the University of California at Berkeley. He is majoring in the philosophy.

The University Medical school at Griveston is due to graduate Pauline M'Far who graduated from Tech in 1929. She majored in biology while in Tech.

Eleanor . . . elson is at home in Lubbock.

Winfield Nicklaus perhaps better known as Windy, a former plunging full back for the Matadors has quit the coaching game and now resides in his home town Amarillo. Since graduating in 1928 Windy now answers to the name of Papa to his daughter Nancy.

Einer Earle Noble '30 graduate in English taught school during the

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## Grads Organize Local Tech Clubs

In addition to the home organization of the Alumni Association there are several subsidiary clubs over Texas that are serving the purpose of aiding Tech in every way.

Perhaps the liveliest of these organizations is the Panhandle Alumni and Ex-student Club with headquarters at Amarillo. Mrs. Anna Belle Collier (formerly Anna Belle Collins) is President, "Windy" Nichols, Vice-President, and John Forkner Secretary.

Last spring a tea was given to the girls of the graduating classes of the high school and the junior college. A hodge-podge was held for the boys.

The preceding fall a banquet at the annual State Teachers Convention for Tech Exes. They are now planning another banquet honoring Dr. Knapp to be held in a short time. Seventy-five Alumni and Exes

last long session at Stanton, Texas.

Raymond Painter, a student of 1929, is engaged in a grocery business of his own in Lubbock.

Bruce Parks is engaged in the livestock business with his father since graduating in 1931 at Clifton, Texas.

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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. Olan Key Urology and General Medicine  
Dr. Jerome H. Smith X-Ray and Laboratory  
C. E. Hunt J. H. Felton  
Superintendent Business Mgr.  
A chartered training school for nurses is conducted in connection with the sanitarium.

belong to the group.  
Mrs. Anna Belle Collier, has written the home office that a large number of her group will be on the campus for the Home Coming game with Baylor, Friday November 11, 1932.

Superintendent Homer Franklin, Meadow, Tech graduate, is sponsoring the high school bi-weekly paper "Broncho Booster." This paper is published by the senior class, containing all school notes, jokes, cartoons, and personal items.

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Bruce Parks is engaged in the livestock business with his father since graduating in 1931 at Clifton, Texas.

Ella Mae Blanton has returned to do student teaching while her school at Ralls is out for cotton picking. She is doing her practice teaching in home economics at Lubbock High school.

Mabel Howell, '30, was a Saturday visitor on the campus. She is teaching at Hedley.

Virgil Hobby, former Tech journalist, is now editor of the Southwestern Stockman. His headquarters are in Amarillo.

**MATADORS**  
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Attend this sale and your savings will pay for your ticket to the Tech games.  
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Tech vs. Baylor  
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"IF EVER I SAW a picture of content, it's you when you're puffing on a pipeful of Granger. And I admit I like the fragrant aroma myself."  
It is surprising how much better a pipe tastes when it is filled with tobacco that's made especially for pipes. And the Granger package is just right, too.  
The tobacco that's right and the package that's right  
**GRANGER IS AMERICA'S PIPE TOBACCO**



# Matadors Down The Ramblers; Picadors Defeat A.J.C.

## Matadors Defeat Notre Dame B Team 39-0 On Tech Field With 8000 Howling Fans Looking On

Shock Troops Hold Own Against Ramblers; Crites Passes 50 Yards To Hitchcock; Linemen Rush Irish

BY LOWELL A. DALTON  
Toreador Sports Staff

When the Notre Dame B team was defeated by the Tech Matadors last Friday night, it marked the second time that the Southenders have lost a game since the organization of the B team. Matadors shock troops started the

game and played the Notre Dame starters on even terms. Both sides found it hard to gain and a punting duel ensued with Leonard Cuffman outkicking Cavendar of the Irish. Near the end of the first quarter, Demp Cannon began tossing passes to McKeever, Martin, and Luper. Martin, Cuffman, and McKeever carried the ball to the Notre Dame 1 foot line where the Ramblers took it in downs. At this time, the Matador regulars entered the game. Back in a punt formation, Crites faked a kick, then passed to Hitchcock for 58 yards and a first down on the Irish 25 yard line. Crites and McKeever took turns carrying the ball and finally Crites bucked it over. Notre Dame was unable to gain though the line and tried passes but wound up by kicking. Cannon began passing again and the ball was carried to the 5 yard stripe where Martin carried it over on a long end-around play. The next touchdown came about as the result of a fumble by Notre Dame with Eli Harris of Tech covering the ball. On the scoring play, Cannon started around left end, cut back, and crossed over standing up. The last quarter was featured by the Tech linemen rushing the Notre Dame backs. Hitchcock and Price gave the Irish passers no chance to throw the ball. Hitch-

cock intercepted a desperately thrown pass and ran about 15 yards for another score. McElroy ran 30 yards for the next marker. With the Ramblers tossing passes in any direction, Speedy Moffett intercepted one and ran 54 yards for the last score.

The final score was: Tech 39, Notre Dame 0.

The starting lineups:  
Notre Dame (9) Pos. (39) Tex. Tech  
Glede L.E. Martin  
Mariani L.T. Wilson  
Jaeger L.O. E. Harris  
D'Amora C. Fortner  
Shamla R.O. Friddy  
Cousino R.T. Young  
Murphy Q.B. Luper  
Caldwell Q.B. Beauchamp  
Dilling R.H. McKeever  
Cavendar L.H. Cannon  
Hagan P.B. L. Cuffman

Score by periods:  
Notre Dame 0 0 0 0—0  
Texas Tech 0 7 13 19—39

Scoring touchdowns:  
Texas Tech—McElroy, Crites, Martin, Cannon, Hitchcock, Moffett.

Scoring points after touchdowns:  
Texas Tech—Crites, Butts, Moffett.

Officials: Lipscomb (Center), referee; Sears (Kentucky), umpire; Price (Austin), head linesman; McMullan (Texas A. & M.), field judge.

Summaries  
Notre Dame B Texas Tech  
5 First downs 12  
116 Yards gained rushing 223  
9 Passes 15  
0 Passes completed 5  
2 Passes intercepted by 4  
0 Pass yards, average 30  
13 Punt 7  
35 Punt yards, average 33  
1 Punt returned by 5  
3 Return yards, average 8  
3 Fumbles 0  
1 Fumbles recovered by 2  
8 Penalties 12  
50 Penalty yards, total 157  
0 Kickoff yards, average 48  
7 Return yards, average 0  
5 Times out 0  
Substitutions: Notre Dame B—Winterbottom for Dilling, Esser for Mariani, Burke for Caldwell, Begley for Jaeger, Jaeger for Steinburger, Donnelly for Burke.  
Texas Tech—Turner for E. Harris, Price for Martin, Greer for Friddy, Baker for Wilson, Moffett for Beauchamp, Crites for L. Cuffman, McElroy for Cannon, Hitch-

## Under The Double "T"

BY BOB TRACY  
Toreador Sports Editor

The long looked for moment came last Friday night, and the Matadors did themselves proud. "Hunk" Anderson's week end was spoiled as the Fighting Irish lost to Pitt after the "B" boys took a lacing here. The Notre Dame squad was roundly outplayed in every department of the game. They made a fine stand in the first quarter, but "sumph" went wrong and the Indiana lads faded out of the picture from then on out. Folks, it was a grand sight to see, and Tech has a team that the whole state should be proud of.

Did you notice who was one of the officials in the game last Friday night? None other than the great "Ziggy" Sears of Texas as league baseball fame. He was the guy with the striped shirt on that was built like a Greek god. "Ziggy" as you can remember, used to trot around the outer pasture down in Fort Worth under the foremanship of the famous "Jake" Atz. A favorite stunt of the former Fort Worth outfielder was to get himself ousted out of the park for talking back to the "Umps". Anyway, now "Ziggy" is a dignified official in Southwest Conference athletics.

Here's a line on what was said out at Matador field between a Notre Dame player and "Big Ben" Anderson for Luper, Owens for Young, Tribble for Fortner, Teal for Hitchcock, Anthony for Barton, Welch for Priddy, W. Gilmore for Teal, McAdams for Beauchamp, Morris for Luper, Cowan for Martin, Butts for McKeever, Eddleman for Young, Howell for Cowan, B. Gilmore for Howell, Burton for Morris, Solis for Butts, M. Harris for L. Cuffman, Barton for Tribble, Walker for Solis, Gaylor for McElroy, E. Harris for Turner, Barton for Tribble, Turner for R. Cuffman.

## First Tech Athletes Were Forced To Be Tough

In The Good Old Days, The Matadors Had To Scrimmage On A Field Covered With Grassburrs And Thistles

In the early days of Tech football, going was pretty tough for the boys who wanted to work out. The campus in the immediate vicinity of the buildings had grown up in grassburrs, goat-heads, and thistles to such an extent that football practice was almost impossible, and most uncomfortable. Consequently, Coach E. Y. Freeland trotted the future Matadors down to some vacant lots in the Ellwood addition for workouts. Later, he got a nearby

farmer to plow up a plot of ground just west of Tech Drug, and with the "stickers" turned under, it was a bit easier on the boys. There were no shower rooms any where around, so showers were installed in the building that is now occupied by Harry LeMaire and the band. You can imagine the confusion of housing all the necessary equipment, uniforms, and making dressing space for 150 football candidates in so small a building.

It happened that after the Irish had finished a short work-out Friday morning, they asked "Cy" LaMaster for a mirror so they could comb their hair. "We can't use those things," said Cyrus, "and furthermore we don't comb our hair." The Irishman was taken aback, and with a sarcastic remark said, "Well, I guess we'll have to comb your hair tonight with cleats." When Anthony entered the game minus a headgear, a Notre Dame man warned him with these words, "Cheer up! ya better don a helmet," but Ben only retorted, "No, buddy, I'm waiting for yuh to comb my hair."

Harold Crites threw a pass last Friday night that fairly sailed through the air. The ball never reached a height of more than ten feet, and when "Hitch" snagged it you could hear him grunt. The play netted just an even 52 yards.

You fans who missed that Amarillo college-fish game missed a good game. Morgan's slimes showed over a touchdown in the early part of the game and then fought the rest of the way to keep from being scored on. The Fish beat a team that had not lost a game in two years.

them this year. The Longhorn, best an inspired bunch of Methodists from Dallas, and to Texas that means a lot. Somehow or another, S. M. U. has been a jinx to Littlefield and his boys, but this year it was too much Koy, Hilliard, and Stafford. Armistice Day, we will be haste to Morley Jennings and his esteemed bunch of gentlemen ball players. Let's all be on hand to see the Matadors take the glint off of those Golden Bears. Baylor will be tough, no doubt, after their performances against the Aggies and the Frogs. It is out duty to show Baylor that we are not a poor bunch of sports as we have been advertised in the Southwest, but a well-meaning student body with the out-fightest team in West Texas.

Fish, in about a week the biggest event on your year's schedule will be here. The home coming bonfire which has a reputation of being bigger and better each year depends largely on the Freshman class. Old wood, boxes, and rubbish are the eligibles for the big ceremony. Bob O'Hair and his hard working assistants are only asking that you put your shoulder to the wheel and make that "old" Tech spirit flare up in the bonfire.

## Tech Picadors Defeat Amarillo Junior College 7-6; Fish Makes Score After Recovering Fumble

Wilson Plunges Line For Only Marker In First Quarter, Is Second Defeat For Badgers In History Of School

Continuing in their winning ways, Tech's Picadors chalked up their third successive victory Saturday afternoon by noting out the highly touted Amarillo Junior college Badgers, 7 to 6 in a hard fought battle.

The Badger's loss marked their second defeat in the history of the school, and the first time they had bowed to a Tech team. The Amarillo eleven had registered 15 consecutive wins before losing to the frosh.

Picadors Score  
On the sixth play after the opening kick-off, the Picadors put over a tally. "Sad" Sam Jones, a member of the champion 1931 Adlene Eagles, recovered Gilbreath's fumble on the Badger 15-yard line. Four plays later Ted Wilson, burly Tech fullback from the Haskell Indians, plunged over for the touchdown. Gaines Davis, freshman guard, dropped back and converted the extra point that spelled defeat for the junior college boys.

The Badger score came in the second period on a pass which was partially intercepted by a freshman back, the ball finally bouncing into the waiting arms of Craig, an Amarillo end who was across the goal line. The kick was blocked by a swarm of Picador linemen.

Amarillo Holds  
Twice during the game the slimes drove to the Badger's one yard mark but a powerful Amarillo forward wall repulsed them each time. Ted Wilson supplied the sparkling play of the afternoon late in the last quarter when he twisted through the Badger line and fought

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Phone 1696  
College Tailors  
"On The Avenue"



Tech Annual Homecoming—Tech Vs Baylor—Nov. 11. We send a cordial invitation to all Alumni to visit one of the most up-to-date Fashion shops in WEST TEXAS.



You will naturally want to be YOUR SMARTEST SELF at this BIG OCCASION—New ARRIVALS of WOOLEN AND SILK DRESSES.



Paris COPIES — Every model Authentic — Colors in BLACK, BROWN, GREEN, WINE — Saucy Little Berets, Turbans and Paris copies in the new Wool CREPE.

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1018 Broadway Phone 522

THE HILTON WELCOMES TECH ALUMNI And "EXES" HOMEcoming DAY Friday, Nov. 11—Football — 2:30 TECH VS. BAYLOR

Be our guests during your visit to your Alma-Mater and Lubbock  
Phone for Dinner Reservations

THE HILTON HOTEL

MATADORS Vs. BAYLOR BEARS

WHAT A WELCOME!  
WHAT A COLLEGE!  
... WHAT A STORE!

Never before—probably never again will you witness such a joyous occasion as

Tech's Homecoming

And we proudly welcome you visiting "Grads." As in the past, you are not only cordially invited, but expected to make the Bookstore your headquarters.

TEXAS TECH COLLEGE BOOKSTORE

What is Cross Blending?

an Artist might explain it this way...

"Let's say you're painting clouds. You've got your primary colors here on the palette. But you haven't the clouds until you blend certain colors into the special tone you want.

"This is very much what happens in making a good cigarette. And I gather that what Chesterfield means by Cross-Blending is what an artist does with colors. Their Domestic and Turkish tobaccos—many varieties of each—are the primary colors.

They blend and cross-blend these tobaccos until they get the special tone they want—in other words, the Chesterfield flavor.

"And just as each color you use acts on the others to change and enrich them, so each Chesterfield tobacco partakes of the fine qualities of every other.

"You 'weld' different kinds to get a better kind. That's Cross-Blending!"

Chesterfield  
Cross Blended—that's why they're Milder that's why they TASTE BETTER



**COLLEGE CALENDAR**  
 Wednesday, November 2  
 Social Club, 7-8 o'clock.  
 Thursday, November 3  
 A. W. S., room 203, 5 o'clock.  
 Friday, November 4  
 Trinity-Tech game at 8 o'clock.  
 Saturday, November 5  
 Engineers' Ball, 9-12 o'clock.  
 Aggies-Home Ec Party.  
 Monday, November 7  
 Forum, 7 o'clock, room 312.  
 Chamber of Commerce, room 220, 7 o'clock.  
 W. A. A., room 307, 7 o'clock.  
 Y. W. C. A., room 314, 5 o'clock.  
 Tuesday, November 8  
 Debate society, room 302, 7 o'clock.  
 Phi Psi, textile building, 7 o'clock.  
 Chemistry club, 7 o'clock, chemistry building 101.  
 A. I. E. E., 7 o'clock.  
 Home Ec club, room H 107 7 o'clock.  
 Aggie club pavilion, 7 o'clock.  
 Capa Y Espada, room 210, 7 o'clock.  
 Math club, 7 o'clock.  
 Geology society, 7 o'clock.  
 Wednesday, November 9  
 Social clubs, 7-8 o'clock.  
 Artist course, afternoon and evening, high school auditorium.  
 Las Leales, 7 o'clock.

**SENIORS—NOTICE**  
 The date of the senior class party has been changed from November 19, to December 3, according to a report from Eugene Edwards, president of the class. The change was made because a more favorable date could be secured on the social calendar.


Tom N. Taylor, freshman liberal arts student from Cleburne, was called home last week at the death of his father, Tom J. Taylor who died last Sunday. Funeral services were held Monday.

**ART GROUP TO MEET**  
 The Lubbock Art association will meet Tuesday night in the engineering auditorium at 8 o'clock. Professor F. A. Kleinschmidt, art director, will speak on "Tendencies of the Nineteenth Century French Painting". Pictures and slides will be exhibited.

**DEBATERS—NOTICE**  
 All students interested in debate are requested to meet in room 202 of the Ad building tomorrow afternoon at 5 o'clock. Miss Annah Jo Pendleton, sponsor of the club, has some important announcements to make.

**Lyric** Sun.-Mon. Tues.  
**JANET GAYNOR**  
**CHARLES FARRELL**  
 In  
**Delicious**  
 George Gershwin's  
 Music With  
 El Brendel and Raul Roulien

New Conley Building **THE HUB** Across From Citizens National Bank  
**Women's Cossack Suedette Jackets**  
 Red, Green, Wine, Tan  
  
**The Smartest to Be Found on College Campuses**  
**2.95**  
 Guaranteed Weather-Proof—They Are Ultra-Smart

**LINDSEY** FRIDAY SATURDAY  
**BERT WHEELER**  
**ROBT. WOOLSEY**  
 Football's greatest "drawbacks", with 3 more scream scenes in a prison RIOT!  
**HOLD 'EM JAIL!**  
 With EDNA MAY OLIVER, ROSCO ATES, EDGAR KENNEDY. Directed by Norman Taurog.  
 Starting Sunday  
 With Preview Saturday Nite  
 The epic thriller of man's race against time and the elements—with  
**PAT O'BRIEN**  
**RALPH BELLAMY**  


**Men's Trench Coats**  
**\$3.95**  
 Made of extra fine tan Gaberdine

**Overcoats**  
 Dark blue oxford greys in Ulsters and Polo coat styles—  
**\$12.50**  
 The Best Buy in Town!

**Suits**  
 Fellows come in and look at our suits—all the new materials and all new styles—  
**\$12.85 & \$14.85**  
 Every Suit Guaranteed!

**The NEW DERBY SHIRTS**  
 Three Button Cuffs  
 Dark Blue—  
 Dark Tan—  
 Dark Grey—  
**\$1**  
 All Sizes—

**CARTER-HOUSTON'S**  
**Anniversary SALE**  
  
**3rd.**  
 Anniversary specials that offer real opportunities for the thrifty buyer—listed below are some of the many items on sale. Not all are listed, however, and a complete shopping tour will be advisable in order that you miss none of the many, many specials.

**An Outstanding Group Of**  
**Dresses**  
**\$8.89**  
 Values \$9.95—\$12.50—\$16.75

**It's Blanket Time!**  
 And Here Are Real Values For You.



**Exceptionally smart dresses—choose from sheer wool, silks, or combinations of silk and wool—a size and style for every one and in beautiful colors and combinations of colors.**  
**Many Others Sale Priced!**

**\$12.50 Coats now - \$8.89**  
**\$19.75 Coats now - \$13.95**  
**\$45.00 Coats now - \$38.50**  
**\$59.50 Coats now - \$54.50**  
**\$69.50 Coats now - \$61.50**  
**\$89.50 Coats now - \$78.50**

**Silk Gowns**  
**\$1.89**  
 Made of fine quality French crepe—either tailored or lace trimmed—\$2.50 values.

**Dress Gloves**  
**\$1.79**  
 Fine kid dress gloves—in black and brown with contrasting colors—all sizes—\$1.95 values.

**Plaid Silk**  
**98c**  
 Heavy rough silks in beautiful plaids—regularly priced at \$1.29.

**Rough Crepe**  
**98c**  
 Very popular—heavy weight all silk crepe—all dark shades for wear now—was \$1.29.

**\$3.95 Velvet**  
**\$2.89**  
 Chiffon velvet in black, brown and pink colors only—a very exquisite quality.

**Bath Towels**  
**\$1.50 Doz.**  
 Heavy quality—18 x 36 inch size—solid white only—regularly priced 15c each.

**Napkins**  
**75c**  
 Hand made madeira napkins—on fine grade of linen—very specially priced—boxed 4 to set.

**House Shoes**  
**69c**  
 Fine grade felt house shoes—in all colors—with trimming of kid—98c value.

**Mesh Hose**  
**98c**  
 All silk mesh hose of a very fine quality—regularly priced \$1.95—all colors.

**Flannel Robes**  
**\$3.95**  
 Solid color and blazer stripe—all wool robes for women—all sizes.

**Wool Dresses**  
**\$2.69**  
 All wool Jersey dresses for women—good colors—regularly \$3.95—all sizes.

**Wash Dresses**  
**\$1.59**  
 Made of fast color prints—next styles and pretty patterns—\$1.95 values.

**Men's Boots**  
**\$9.95**  
 Riding boots for men—either black or brown—all sizes—\$12.50 values.

**Child's Sweater**  
**\$1.89**  
 Sweaters with tans to match—slipover and coat styles—excellent values.

**Jodhpur Boots**  
**\$7.45**  
 Short boots for women—a very special price—regularly sold \$9.50—black or brown.

**Riding Boots**  
**\$7.45**  
 Exceptional values in women's black or brown riding boots—all sizes in b & c widths.

**Riding Breeches**  
**\$3.59**  
 Riding breeches for women—in tan and black wool and cotton mixed fabrics—were \$3.95.


**Riding Coats**  
**\$3.95**  
 An ideal garment—light yet very stylish—regularly sold \$5—black and brown.

**"Nature in the Raw is seldom MILD"**



**THE INDIAN RAID**  
 "Nature in the Raw"—as portrayed by the celebrated artist, Fred Medan... inspired by that wild, bloody scramble of covered wagons in the Colorado Gold Rush (1858), as described in the National Geographic Magazine. "Nature in the Raw is Seldom Mild"—and raw tobaccos have no place in cigarettes.

**No raw tobaccos in Luckies —that's why they're so mild**



**WE** buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so these fine tobaccos, after proper aging and mellowing, are then given the benefit of that Lucky Strike purifying process, described by the words—"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

**"It's toasted"**  
 That package of mild Luckies

**Men and Young Men! Here's Real Value For You In**

**Overcoats**  
**\$15.50**  
 All wool coats for men and young men—topcoat weight in good colors and many patterns—half belted and plain models—regularly priced at \$19.75.

**Suits**  
**\$15.50**  
 Of all wool fabrics—beautifully tailored and in styles for men and young men—suits that sell for \$19.75 regularly—blues, browns, greys and blue serges—35 to 42 sizes.

**Sizes For Men And Young Men**

**Suede Coats**  
**\$6.95**  
 Zipper or button style suede coats for men and young men—in cocoa color or champagne—regularly priced \$9.95.

**Wool Sweaters**  
**\$1.39**  
 All wool sweaters for men and young men—they are in slip over style with V-neck—blue, maroon, black and other colors—were \$1.95.

**Dress Shirts**  
**98c**  
 A very fine assortment of shirts—all are full cut and pre-shrunk throughout—in plain colors and many pretty patterns—all sizes.

**Men's Gloves**  
**\$1.95**  
 Regularly priced at \$2.50—pigskin in natural color—all sizes in the lot—special.

**Boys' Suits**  
**\$5.95**  
 Wool suits for boys—with two short knee length pants—brown or blue—sizes 4 to 7.

**Boys' Suits**  
**\$6.95**  
 Blue and brown all wool suits—with two pants and shirt—regularly \$7.95—good sizes.

**Boys' Suits**  
**\$2.59**  
 Wash suits by "Tom Sawyer"—for boys of 3 to 7 years—all wool—were \$2.95.

**Boys' Suits**  
**\$1.59**  
 Wool suits for boys of 3 to 7 years—good patterns and many new styles.

**Men's Pants**  
**\$3.69**  
 Dress pants for men and young men—all wool fabrics in many new patterns—were \$3.55.

**Men's Pants**  
**\$2.69**  
 All wool tweed pants for young men—black and brown mixed effects—all sizes—very special.

**Luggage**  
**1/2 Price**  
 A small lot of all leather luggage—very special at 1/2 the original price.

**Boys' Pajamas**  
**59c**  
 Rayon or broadcloth print pajamas for boys of 4 to 12 years—regularly priced at \$1.

**Suede Coats**  
**\$5.50**  
 Suede coats for men and young men—cocoa color only—all sizes—very special.

**Sport Coats**  
**\$8.89**  
 Polo cloth sport coats for misses and women—brown, tan, blue and black colors—they should sell for \$12.50—all sizes to 42.

**Dresses**  
**\$4.89**  
 Silk or wool dresses for the miss or the matron—a very practical frock at a very low price—ordinarily sold at \$5.95—see them.

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