

THE TOREADOR

OFFICIAL STUDENT PUBLICATION OF THE
TEXAS TECHNOLOGICAL COLLEGE
Lubbock, Texas

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Campus news covered by students in the department of journalism

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FRESHMAN QUEEN

Today the polls are open for the election of the Freshman Queen. The ballot box is located in front of the Toreador office on the third floor of the Ad building. Every freshman in school should cast a vote in this election.

There will be some electioneering done by the various social clubs on the campus. Doubtless they have some desirable candidates entered in the race, but don't be influenced by the social qualifications of the candidate alone. If there is a candidate who is a non-club girl, but who proves herself to be the logical one for the place, choose her.

The idea is to find the real Queen of the freshman class whether she be "social or non-social."

TENNIS AND TRACK

In last week's Toreador, there appeared a "Letter to the Editor" discussing athletics for students on the campus who do not participate in such sports as football and basketball.

The author said, "There is little doubt in my mind that funds for the purpose of carrying on athletic programs are low, but it seems to me that there is an unfair distribution at Tech."

He continued, "Tech has a name of being a Democratic school. I do not believe the athletic council is being intentionally undemocratic, but there are enough students in school who are interested in track and tennis to deserve the considerations of the council."

The author is right. There are enough students in Tech interested in track and tennis to deserve the considerations of the council and they should have it.

Tech has some tennis courts and a reasonably good track. With a small amount of money, these could be put in excellent condition. The time of year for both of these sports is nearly here. Can't something be done to give more students the athletic advantages which they deserve?

The Toreador would like to have the opinions of students about the student life and problems at Tech. A column, "Letters to the Editor," will be set aside each week to take care of these opinions.

These letters must be submitted by 5 o'clock on Tuesday afternoon. Though only the initials of the writer will appear in the paper, the letters must be signed and must not be of a partisan or libelous nature.

The Toreador feels that this is a good way to get ideas of the students before the school, and in general to better acquaint the members of the various schools with what is happening outside of their own departments.

I would point out that to cultivate art, to love it and to foster it, is entirely compatible, with those qualities which make a successful business man.—Otto H. Kahn.

LIKES ROAST SWAN
LONDON—Roast swan is a delicacy on the menus of several clubs and restaurants here now, and one can buy them whole, roasted, in department stores. Each bird

weighs about 30 pounds and will feed about 20 persons. They taste much like roast goose.

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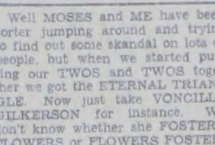
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Sunday Monday And Tuesday
First Times In Lubbock
Columbia Pictures Presents
"AS THE DEVIL COMMANDS"
With Alan Dinehart, Neil Hamilton and Mae Clarke
An Unusual Mystery Drama. Added—Comedy and Pathe Sound News

STUDENT CRUISES
Magazine subscription scholarship workers and crew managers write immediately for the very best student scholarship offers of leading publishers. Can be worked there now. Permanent positions if experienced, also summer crews for U. S. and foreign territory. For full details write—The Collegiate Scholarship Institute—219 Republic Building, Miami, Fla.

Mysterious Mike Moses Around



Well MOSES and ME have been sorter jumping around and trying to find out some skandal on lots of people, but when we started putting our TWOS and TWOS together we got the ETERNAL TRIANGLE. Now just take YONCILLE GILKERSON for instance. We don't know whether she FOSTERS FLOWERS or FLOWERS FOSTER. OLE MIKE still wonders why GEO. LANGFORD was so sorry that he had a date the night of the STAG BRIDGE PARTY? Now that we are on that subject lets wonder why MISS LEVERTON and GHOLSON blushed so much when they opened the prizes for HIGH SCORE. Seems to us that FRANK WRIGHT got the highest score then. The SAN SOUCIS went down into defeat that night, and OLE MIKE pities some of them when they have to pay off some of their BETS. THOMAS HICKEY was back in town for last week end, I think that he stayed over in front of COLLEGE INN most of the time. And now that we are over there let OLE MIKE tell you POLLY BARROW and ANN CALDWELL some advice about calling boys and telling him that they are some one else and to meet them at DAVES. Is that right ANDERSON? Well editor PAIROHOLD got his beauty pictures mailed to the JUDGE. I think that he had some thirty pictures too. STEVENS AND GRIMES shore are funny guys. I seen them signaling right when they were STOPPED IN THEIR CAR. I reckon that is why they were doing by the way they were REACHING UP. From what all I heard LACY TURNER shore are a good BASKET BALL PLAYER. But JOHN BEAUCHAMP AND MILLTON MOFFETT told me not to KID HIM ABOUT IT. I wonder why HOWARD REED hasn't as many NAMES as his bud SLOK RUBY LIPS CLAYTON REED, et al. OLE MIKE wants to put forth a new PRESIDENT FOR THE COR-SAGE CLUB. BENNETT bought one that cost \$13.50 and we think that he should occupy the throne. But not the same one that BILLY BUSH is planted in. BIG DOWELL has been going down to see BETH WILMAN every night cents Foot-ball season was over. They are gettin nearly as bad as LEFTY SOL-LIS and GENE SMITH. Well that statement took us to DUCK INN. The gals over there took in a stray Cat but the thing ran off. OLE MIKE would say that it was MOS-ES in disguise but they called it BETTY BLACK. S.S. SEELY and SAM SPACEK are two fellers who live off to themselves so that me and MOSES won't know when they go snaking, but they had better watch out. How often does BILL CALDWELL have a POT ROAST over to his room. HOP HALSEY has been telling around that he and HIS BUNCH has the election of the FRESHMAN QUEEN sewed up. And RUTH HURD said that she could go for PREXY HILL, just cause he could DANCE. BASIS why did you dance so fast the other night at the LAS CHAP dance. Well I didn't think that I would travel to that, but it looks like we did since it was GIVEN TO PLEASE SOME PEOPLE. I wonder why JELLY BROWN got mad that night when

Library To Open From 6 to 7 Daily

For the convenience of students and faculty members the library will remain open between 6:00 and 7:00 o'clock for the present. It has been closing this hour to enable student assistants to shift material to new shelves.

Eighty-nine master's theses, for 1928 to 1932, have been catalogued recently; also an engineering volume, giving scenes from the life of Buddha.

Others included in the newly-catalogued books are: "The Agony of Christianity" by Unamuno translated by Pierre Loving; the apocryphal books of the Bible, including all the gospels, epistles, and other pieces now extant not included in the authorized New Testament; an illustrated dictionary of United States history, arranged alphabetically, by J. Franklin Jameson; a book on the art and craft of leather work, by Cecile Francis-Lewis; and a guide to the best fiction, English and American, including translations from foreign languages, by Ernest A. Baker and James Packman.

he heard some of the CENTAURS framing up on him? And at the CLIMAX of the SOCIAL SEASON, as OLE MIKE read in the paper. Well the boys who went over to N. M. M. I. to box and wrestle said that they agree with ROSS AYRES and SQUARE COLLINS. PAULINE CARRIGUES is another one of them HOME EC gals that ole MIKE would like to talk to, maybe she could tell him some news on some of them SLATON fellers like the CRAWFORD BOYS, MANIRE BROTHERS, and others. CURTIS WILLIAMS and PEDERSON are the two AGILES who really gin at these dances.

Them boys what works in the LA VENTANA office said that FLOYCE SNODGRASS had BYRON TERRELL hen-pecked. Now ain't that a shame for such a nice boy. ED NASH got a cal-jun-tin complex last SATURDAY nite and got STUCK under the house. JASPER HUBBERT got him LOOSE, but they didn't get no CATS. RED HOPKINS was shore cuttin up at HOL-DENS house tother nite. So was BUSINESS MANAGER UNDERWOOD.

I spect OLE MIKE had better start snooping some more on account there is going to be a JUN-IOR QUEEN elected purty soon. BILL TEAL had better be careful.

Yours,
MIKE.

Downs Bill Boards

AUKLAND, N. Z.—Disfiguring advertising boards are being removed from the countryside throughout New Zealand. American

Fresh Water Kills Cattle

MANILA, P. I.—Cattle that die unless given brackish water to drink were found by Dr. Emilio Sanam, government veterinarian, on several

Small Islands in the Sulu Archipelago

He said the odd variety was of little commercial value, because the animals could not live on fresh water.

Tennis Specials

Tennis Rackets
Special Price... **\$1.29**
Special Weights and Sizes
\$2.25 \$2.50 \$3.00 \$4.00
\$4.50 \$5.00 \$7.50



Tennis Balls
New Style Club Balls
25c Each
4 for 90c

Tennis Shoes 10% Off
Sweat Shirts, Special 95c
Heavy Wool Sox 40c Pair

Racket Covers, Special 75c
Racket Presses, Special 75c
1932 Guides 25c

Tennis Racket Restringing
Done by Experts—
One Day Service ---- **\$2.50** Up

Tennis Trousers
Heavy White Duck—Full Length
Special **\$1.85**

TEXAS TECH COLLEGE BOOKSTORE

*Rabbits and Radishes
Babies and Bouquets
Carrots and Cabbages
all from an
EMPTY TUB!*

ILLUSION:
Right before your very eyes the man of magic draws rabbits, vegetables, flowers, fruits—even babies—all from an empty tub! What an astonishing fellow he is!

EXPLANATION:
The assorted rabbits, babies, carrots, cabbages, ribbons and other magical "props" are not created by magic. The tub has a false bottom that is conveniently displaced, and numberless wonderful things spring to life in the magician's nimble fingers. They do literally "spring" because they are made to compress into the bottom of the tub, taking their natural shape as the magician lifts them out.

Source: "Tricks and Illusions" by Will Goldston, E. P. Dutton & Co.

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

*It's FUN TO BE FOOLED
...IT'S MORE FUN TO KNOW*

Tricks are legitimate on the stage but not in business. Here's one that has been used in cigarette advertising... the illusion that blending is everything in a cigarette.

EXPLANATION: Blending is important...but it makes a lot of difference what is blended. Inferior tobaccos can be blended to cover up their humble origin. But your taste soon detects the trick.

The proper use of blending is to bring out the full "round" flavor of mild, high-grade tobaccos. It's the costliness of the tobaccos, as well as the blending, that counts.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Hundreds of thousands of dollars have been spent by others in the attempt to discover just how Camels are blended. The blend is important.

But all the while Camel spends millions more for choice tobaccos...to insure your enjoyment.

Light up a Camel. Relax, while the delicate blue smoke floats about you. Enjoy to the full the pleasure that comes from costlier tobaccos.

Keep Camels always handy...in the air-tight, welded Humidor Pack.

**NO TRICKS
..JUST COSTLIER
TOBACCOS
IN A MATCHLESS BLEND**

Athletic Carnival Is Sponsored By ABC Club Tuesday

Matadors Win Six Basketball Games; Intense Cold Fails To Stop Rampaging Scarlet Team

Under The Double "T"

Matadors Claim Border Crown As Result Of Victory Over New Mexico University; To Meet Possible Challengers

Braving sub-zero weather and surviving one of the worst snow storms in years, the Texas Tech Matadors took six games in a row from three New Mexico institutions. Two game series were played with N. M. U. of Roswell, Las Vegas Normal, and New Mexico University. The Tech lads played inspired basketball throughout the whole campaign despite the adverse weather conditions.

Coach Del Morgan took eight men on the trip and Bo Williams as the student manager. These boys were forced on several occasions to don their warm-up uniforms to fight off the cold while traveling through the country by bus. According to Williams, the Matador basketball team showed more ability than has ever been displayed before. The whole squad developed a confidence in themselves that almost turned to cockiness.

Matadors Get Hot
After having a comparatively easy time in bowling over the Cadets at Roswell the "thirty clads" journeyed to Las Vegas and took two in a row from the Normal boys. The Matadors demonstrated to the spectators in the first game of this series that they had a powerful scoring punch by rolling up sixty nine points. New Mexico furnished the toughest competition of the trip. With the score standing 13-13 in favor of the New Mexico team in the last few seconds of play, Wilson Gilmore looped a backhand shot that gave the Morgan outfit victory. The following night the Lobos came back with determination, but again, they were defeated.

The double defeat of New Mexico U. gave the Matadors the unofficial title of champions in the Border conference. Any team in the conference that wishes to dispute the locals right to the crown, will be given an opportunity to play the Matadors. Up until the time that New Mexico had played Tech, they had played ten Border conference games and won all of them. This marks the second time that a Tech team has occupied the top position in Border conference athletics. Reports have not been confirmed yet as to whether the athletic department will send the Matador Basketball team to the National AAU tourney to be held in Kansas City next month.

Of another automobile. Of course our coach was unaware that he had done damage to another person car so he proceeded on to a filling station a few miles down the road. When he pulled up in front of the gasoline pump, the local constable, who styled himself "The Law West of the Pecos," had the Tech mentor charged with everything included in the city statutes. The whole trouble was that the driver of the other machine, wanted Del to buy him a new windshield, but was rather impertinent about it. Any way to keep from sleeping in the city battle, which would have been the school house, the damage was paid for and the Matadors trekked homeward.

GOODWIN TO TALK
Dr. R. C. Goodwin will give information about graduate fellowships offered by the American Association of University Women to women students interested in science and scholarship.
Dr. Goodwin, head of the chemistry department, will assist students who wish to learn about the large variety of fellowships.

Last Monday night at the all fun nite, Pete Cawthon offered a choice dish of mitt slinging between two wellers that the gratis customers enjoyed immensely. The young battlers, Demp Cannon, pride of Slaton, and Jack McGuff, who dislikes the monicker of "Tuffy", and hails from Houston down in Southeast Texas, brought the gallery and box seat fans to their feet in the third round. Cannon, who had a slight edge over the tough little Irishman, who by the way, does a little bootmaking back home when he is not playing football and training for boxing. It is hoped that the next fun nite, these two boys will meet again in a decision box.

One other feature on the program was the wrestling match between Ted Wilson, former Haskell football star, and Matt Hitchcock, Matador footballer. Hitchcock, a wrestler of some means found Wilson to be a wrestler who has been trained for the mat game and knows how to throw a few of those Indian holds.

While we are on the subject of boxing and the ring game, we are very much interested in the condition of "Gentleman" Jim Corbett, one of the greatest boxers in the history of the ring. At the time of this writing, reports are out that the former champ is near death at his home in New York. Corbett, who won the "heavy" title from Bob Fitzsimmons in a New Orleans saloon, saw service in what was the greatest era of the boxing game.

One of his battles, fought at Texas City, Mississippi, went thirty five rounds under a blazing July sun. Bare fists were the rage in those days. The fight was fought just a few miles from the colorful Mississippi river on the plantation of a noted New Orleans sportsman and race horse enthusiast. The Mississippi legislature, at that time prohibited prize fighting, and the fight was stopped with the decision going to Corbett. An old clipping from the Times-Picayune of New Orleans states that liquor was as free as water. Corbett lost his title to Jim Jeffries at Carson City, Nevada, in 1897.

About four years ago, "Gentleman Jim" visited several Texas cities on the stage and delivered health talks over the radio. Like Gene Tunney, he was a great reader and kept up with the current events of sportedom. He attributed his great athletic career to two things; eight hours sleep and slow mastication of food.

It looks like the adverse weather conditions here in the past few days has put a crimp in intramurals definitely. The athletes have been unable to get in the necessary practice and have not been training. The athletic department wishes to see the intramurals go on, but flatly refuse to see the thing half done. It is too risky for an athlete to get out on the field without the proper preparation and play a hard sixty minutes of football. Serious injuries in the past seasons have been attributed to this fact all over the country. It is interesting to note that the Matador basketballers are doing well on their road trips this year. Also it is interesting to note that Alvin Crews, who has not really hit his stride on the home court this year has been high point man in two games away from home. Crews is a capable man, and so far has not shown his true form or worth to Coach Morgan and his basketballers. His game is consistent, and it is not in his easy going nature to lose his head even when he is hard pressed.

To the kind reader, who sent in his opinion on the under distribution of athletics at Tech, the editor and the entire sports staff extends their heartiest thanks. Letters of this sort are expected from the readers, and it is the policy of the paper to further the interests of the entire school. In regard to track and tennis, it is the wish of the sports staff that Tech should have them, but until the department gets a few frog skins stored away in its coffers, it just can't be. Tech is not the only school in this shape, but some of the larger schools in the southwest conference had a hard time in keeping baseball on the athletic calendars last year.

It looks like the Matadors will have to take an attorney and legal advisor along with them from here on out on their road trips. While driving through the little town of Vaughn, N. M., last week, the strong arm of the law reached out and stopped the basketballers for about an hour or so.

It seems that Del Morgan was driving along at a lively clip on New Mexico's famous gravel highway and his wheel threw a rock about the size of a peanut into the windshield

Tech Captain



HARVEY DUNN
GUARD

Harvey Dunn, Captain of the Tech Basketball squad who led the team through a series of victories on a trip made recently by the team.

College Calendar

Thursday, February 16
Simmons-Tech Basketball Game.
Friday, February 17
Simmons-Tech Basketball Game.
Los Camaradas Formal.
Saturday, February 18
Ko Shari Luncheon.
Monday, February 20
Forum, room 313, 7.
A. W. S., 5, room 209.
International Relations Club.
Double T Club.
Tuesday, February 21
Sock and Buskin, room 202, 7.
Physics Club, C116, 7.
A. S. M. E.
Pre-Medic Club.
Home Economics Club.
Aggie Club.
Wednesday, February 22
Social Clubs, 7-8.
Las Leales.
Artist Course.

More than 200 World war veterans of the 62nd coast artillery company from northern, Minn. innesota have organized a "Last Man's club" at Duluth, Minn.



... So
Clean!

And it was so soiled! But the things that come back from MODEL LAUNDRY are always perfectly done.

20% Discount
FOR CASH AND CARRY
The Model Laundry
STUDENTS' IDEAL SERVICE

Sport Show Is Scheduled For Tuesday Night

Boxing And Wrestling Show Is To Be Held At Dance Palace Next Week; Tickets On Sale Now By Matador Club

The first Matador athletic carnival of the current year, sponsored by the ABC club of Lubbock, will be held at the Oplown Dance Palace Tuesday night February 21. The proceeds of the carnival will go to the Matador club and to the painting and placing of posters of the 1933 Texas Tech football schedule on all the highways leading into Lubbock.

Matches Listed
Morris Alford and Fleming Austin will tangle in the lightweight division.

Demp Cannon and Otis Cannon, welterweights in a brother act, will be the feature fight of the program. Marion Harris and Gil Carter, will meet in the middleweight class. Toby Greer and D. M. McElroy are to box in the light heavyweight division. The wrestlers will be: G. L. Beene and "Wrong" Austin, 135; Walter Nichols and James May, 145; Truett Owen and "Outmeal" Wilson, heavy-weight; and Matt Hitchcock and Ted Wilson, light heavyweight. As the highlight of the program, Jimmie Kennedy and "Judge" Raley will box an exhibition match. There will be a battle royal consisting of five Negroes.

Home Ec Girls Display What The Well Dressed Baby Wears
What the model baby should wear is the subject of an exhibit put in the display case of the home economics building by students in Miss Mabel Erwin's class in children's clothing. Next week the display will feature ideal clothing for small boys, and the next week a suitable wardrobe.

Field-Ball Teams To Clash On Tech Gridiron Thursday

A girl's field-ball game will be played on the football field Thursday evening at 5 o'clock. The WAA team, sponsored by Zella Riegel, and a girl's field-ball class in physical education, taught by Miss Riegel will be the participants.

Athletes To Start Series Of Programs
Palace Theater To Be Scene Of Event; Tech Girls To Dance; Prices Are Not To Advance

The first of a series of athletics programs, consisting of boxing, wrestling, with singing and dancing, will be held at the Palace Theater Thursday night, February 16. The program will start at approximately 8:30 o'clock and will last 45 minutes. There will be no advance in prices. According to Bo Williams, manager of the program, "the purpose is to give the students and citizens of Lubbock a good show and to benefit the Matador club."

J. Ammons and James May will wrestle in the 155 pound division. Walter Nichols and Forrest White, of the freshmen football team, will clash in the 145 pound class. The boxers will include: Demp Cannon, Marion Harris, Morris Alford, George Lancaster, Gil Carter, and Harry Guthrie. Jerry Durham, Dorothy Vandagriff, Christine Bunnady, and Esther Cline will do a clog dance. Dorothy Dobbins and Margaret Baskin will dance to the All-American girl. Alie Eason will sing a Spanish song.

Oklahoma Cage Team To Meet Tech Friday

Matadors Make Clean Sweep Of Border Conference Games On Trip; Durant Teachers Will Be Tough

Home again after making a clean sweep of the last six games at the expense of three colleges in New Mexico, the Texas Tech Matadors, under the able direction of Coach "Del" Morgan, are preparing for their clash with the Southeastern State Teachers college Savages of Durant, Oklahoma, tomorrow at 8:00 p. m. in the Tech gym.

The Teachers will make their appearance here with the reputation of having defeated the strong Oklahoma City Boosters, semi-pro team that handed the Wichita Henrys of Kansas national A. A. U. champs of last year, their first decisive defeat this year. Coach "Runt" Ramsey has built up an even more powerful machine than the one that nosed the Matadors out by one point last season. The feature of this game was the finish, which was played with only four Savage basketballers in the lineup. The rest of the team had been disqualified in the earlier minutes of play.

Savages Are Tough
Ramsey has a wide reputation of turning out winning combinations in football and basketball. Several years ago he produced one of the greatest state championship high school teams at Okmulgee ever assembled on an Oklahoma gridiron. This year the Savages come to Lubbock as second place contenders for the Oklahoma collegiate conference championship. Early in the season Baylor took a drubbing at the hands of the Durant five.

Some of the men that will display their wares at Tech gym tomorrow night are James Calhoun, forward and letterman of last year; Vic Holt, lanky center and captain of the Savages, who is playing his third year; Julie Bowden, three year all conference fullback, and

Picadors Nose Out Ropes High

Tech's Picador basketballers added to their string of victories Monday afternoon by nosing out the Ropes high school cagers in a bitterly contested game 36-25.

Ropes forged into an early lead and held it until the last few seconds of the game. With only two seconds to play, Leon Marks, Picador forward, was fouled and dropped in two charity tosses to put the frosh one point to the good.

WAA Clubs Desire New Members Now
WAA clubs meet every week and invite new members to join any club any time.

The tennis club meets at the gymnasium every Friday afternoon from 4 until 6 o'clock. WAA offers three points an hour to members; but all girls who like to play tennis are invited to come. The Bowling club meets every Wednesday afternoon at 4 o'clock at the Matador Bowling alley, and the members play one hour. The club has seven members, and others are urged to join. The field ball club meets on Tuesday and Thursday afternoons at 5 o'clock at the gymnasium. It is composed of eighteen members.

Miss Harriet Tulden, assistant professor of applied arts, was confined to her home Monday and Tuesday. According to a recent survey there are 50,000,000 radio listeners in the United States.

NMMI Defeats Tech In Dual Ring Meeting

Beene, Turner, Owen, Cannon, Alford, Guthrie Win; Final Affair Ends In Knockout As Harris Takes Count

New Mexico Military Institute defeated Texas Tech in the first inter-collegiate wrestling and boxing meet of the season.

Handicapped by the loss of a middleweight wrestler, the Matadors were forced to move the grabbers up a division. G. L. Beene, 135, Joe Turner, 125, and Truett Owen, heavyweight, of Tech all won their matches.

Demp Cannon, welterweight, won from Kilgore of the Institute. Morris Alford, lightweight, outboxed Cadet Singer to gain the decision. Harry Guthrie, Matador heavyweight, won from Whittington of the Cadets.

The feature bout of the evening was the fight between Marion Harris of Tech and "Whop" Chulomonte. For two rounds Harris had the better of the New Mexico champion, but in the last few seconds Chulomonte caught Harris with a right hook on the neck that knocked the Tech boxer out.

Ruby Gilbert To Speak To Pre-Meds On Tuesday Night
Miss Ruby E. Gilbert, superintendent of nurses of the West Texas hospital, will be the main speaker at the Pre-Med club meeting Tuesday night, at 7 o'clock in room 101 of the chemistry building. Her subject for the evening will be "Hospital Organization." Harry LeMaire will give several musical selections.

WOOD IN GERMAN TOYS
JERUSALEM (U. P.)—Fifteen tons of eucalyptus wood have been shipped to Germany for manufacture into toys. The wood was cut near the Jewish colony of Hedera between Jaffa and Haifa.

Tobacco to smoke right

has to be a different kind of tobacco from that used in cigarettes... and it has to be made by an entirely different process...

OUT in Kentucky, where they have pretty women, fast horses, and blue grass, there grows a tobacco called White Burley. It doesn't grow anywhere else in the world.

There is a type of this White Burley that is best suited for pipe smoking. It is neither too thick nor too thin. It is not light and chaffy; at the same time, it is not rank or strong. "U. S. Type 31" is the government classification for White Burley.

Since no other pipe tobacco has yet been found which seems to equal White Burley, this is what we use in making Granger Rough Cut.

Next, we use the Wellman Method, a famous 1870 method of making pipe tobacco, to give Granger its fine flavor and fragrance. Then, too, Granger is "Rough Cut"—just like they used to "whittle" their tobacco off a plug with a jack-knife. It smokes cool, lasts longer and never gums a pipe.

And finally, we want to sell Granger for 10 cents. Good tobacco—right process—cut right. So we put Granger in a sensible soft foil pouch instead of an expensive package, knowing that a man can't smoke the package.

Granger has not been on sale very long, but it has grown to be a popular smoke. Folks seem to like it.



Liggett & Myers Tobacco Co.
TEN CENTS
The Granger pouch keeps the tobacco fresh

PALACE Tonite
LUBBOCK'S POPULAR PRICE AMUSEMENT THEATRE

TECH AMATEUR NITE

ON THE STAGE

BOXING — WRESTLING
DANCING — SINGING

ALL TALENT FROM TEXAS TECH
20 STUDENTS PARTICIPATING

STARTS AT 8:45

BENEFIT OF **MATADOR CLUB**

ON THE SCREEN

FACE in the SKY
Spencer TRACY
Marion NIXON
Stuart ERWIN

NO ADVANCE IN PRICES