

The LUBBOCK NEWS-RECORD

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NUMBER 17

INTRAMURAL FOOTBALL SERIES BEGINS TOMORROW

Freeland Is Appointed Head Of Physical Education And His Post Is Filled By Grady Higginbotham

Former Coach Gets Professorship While Three Other Men Are Assigned Coaching Duties.

The retirement of Head Coach E. Freeland from active coaching duties and his subsequent appointment to head of the Physical Education Department and Athletic Director, leaves his former post to be filled by Grady Higginbotham, assistant director of Physical Education at Texas Tech in the fall of 1925. Under the new organization, football coaching duties will fall upon the shoulders of Higginbotham as head coach and Vic Payne as assistant. Basketball and track will, in the past, be handled by Payne, Higginbotham will handle the duties of the baseball squad. Rhodes, present head of the department of P. T., will become assistant coach in track and head of the athletic department in all sports except basketball, which will be handled by Higginbotham.

Freeland to Assign Instruction With Freeland as head of the department of Physical Education, three assistants—Payne, Ingerton and Higginbotham—having rank as associate professors, the instruction will be handled as he assigns. Actual coaching will, however, be carried on under the direction of the head coach in each of the four major sports.

Is All-American Tackle
An all-American tackle from Vanderbilt, playing tackle on the line and fullback on the defense, Freeland is one of the most famous players in the Southwest. He coached at Daniel Baker, Austin, Texas, and S. M. U. before coming to Tech. Credits in a large measure go to Freeland for laying the foundation for the professional lines that have helped the Aggies to win national recognition in recent years.

Higginbotham from A. and M. Higginbotham is a former star from Texas A. and M. and a professional baseball player. He has been in the coaching staff since Tech opened its doors in 1925. Tech could have a powerful backfield at year with Higginbotham in the center, the return of Floyd Wood, and Kerm Aldridge at a host of year's fish team and the present material on hand, the Matadors promise of presenting the most wonderful aggregation in its history.

Ingerion to Coach Freshmen
Rhodes Ingerton, a former star center of the Aggie line, and Bill Ingerton, former coach of the football team, will be assigned to coach the freshmen in all sports except basketball, which will be under the direction of Higginbotham.

Regents Ask For Air Course Money
A little more development toward aeronautics course for the college was made the other day when the Board of Regents asked the legislature to appropriate money for the salary of one man to teach dynamics and for the construction of a wind tunnel.

After spending the night in the Lubbock Sanitarium, Taylor returned to his room but is confined to bed because of the injured foot. The swelling and pain in the injured member will probably keep Taylor out of basketball for the remainder of the season.

Miss Horn Gathers Material For M. A.
Miss Ruth Horn is writing a master's thesis on "Texas Art" and is spending about two weeks in Houston and San Antonio gathering material for the work.

She is expected to return here on the first of February.

El Toro

We happen to know one class of people who never get lonesome—they are always busy, industrious, and look upon the world with sympathetic understanding. True they are just a little inclined to blow about certain things, and their gestures become slightly lacking in variety; but, on the whole, allowance can be made for that.

This class of people is inclined to be hermit-like; but we are certain that this is only because they are thinking about something that must come out in the due process of time. As a general rule they are not combative, preferring, rather, to wave the flag of truce in a conciliatory manner.

When one is speaking with them, one is afforded the opportunity of observing their emotional nature. Usually, they are of a husky quality, and occasionally they give evidence of inherent diplomacy by the forthright indulgence in an apologetic cough. They are great adherents to the grand old Spanish belief that "a sneeze in time saves later embarrassment." As a general thing, they are fond of music, though they rarely indulge in vocal attempts without sympathetic accompaniment. "Sweet Adeline," and "Darlitz Delle" are favorite selections.

We are sure that you are qualified with this class of people; and in fact, YOU may be listed among their cohorts (or co-sports, whichever). If you have ONE then you are a charter member. We have had ONE for the past two weeks, and we are sure you will do us a sincere regard for the truth that we have blown the nose enough to run a steam engine forty years.

However one can be philosophical even about a cold. It afforded the Village Blacksmith an excellent excuse, one Sunday, for not signing in the village choir. And there was once an Old Gold smoker who blamed his cough on an alleged cold. It has helped many a basso reach low 'C' at the crucial moment of the song. A description has been written upon the strength of a sneeze.

So you may as well be cheerful. You have nothing to do but smile, and pray that we, the American people, will not be called upon to go through a handkerchief famine.

2 Schools Have Hilarious Time

Aggies Round Up Home Ec Co-Eds For Grand Get-Together Of Two Schools Friday

"Gee" and "Haw" sounded and resounded once again down the streets of Lubbock last Friday night as the Aggies "rounded-up" the Home Economics girls for a grand get-together party for the two schools in the pavilion. The pioneer or early frontier motif was resorted to throughout the entertainment even to the old fashioned costumes. The fun started when the "countrymen" from the southwestern portion of the campus started out to bring the girls to the pavilion in two wagons.

At 8:30 p. m. about 75 couples gathered at the stock-judging pavilion. Frank Main, as master of ceremonies, directed the activities of the evening. Banana eating and milk drinking contests and "rooster" fights were staged to the delight of both participants and audience. Square dances, yells, and other group activities helped make the gathering a hilarious one.

Refreshments of hot chocolate and chicken salad sandwiches were served.

Taylor Is Injured In Basketball Play

Thomas Taylor, a junior of Stratford, Texas, received a painful injury Thursday night while playing basketball in the gymnasium. Taylor was jumping for the ball and came to the floor, landing on another player's foot and at the same time turning his ankle which resulted in the pulling of ligaments in his left foot.

After spending the night in the Lubbock Sanitarium, Taylor returned to his room but is confined to bed because of the injured foot. The swelling and pain in the injured member will probably keep Taylor out of basketball for the remainder of the season.

Faculty Club Has Party Saturday

There were many interesting features on the program for the party held by the Faculty club last Saturday night in the gymnasium. The first of these was a number of clog dances, including a Billy Magee dance and a newboy dance. Some tumbling stunts were then given by members of the physical education class after which Mr. Wagmore directed the singing of parodies, and thirteen faculty women performed the stunt known as McNamara's Band. Following this, everyone was invited to participate in the old-fashioned country dances which were held on the floor. Refreshments were served, Mrs. Schmidt being chairman of the committee which prepared them; and the program was closed with more old-fashioned dancing and some social dancing.

All the women at this affair wore costumes, music being furnished by Barber Horton. An electric phonograph was also used to good effect.

9 Students Leave For Rio Grande

Horticulture Students Will Spend Eight Days Studying Citrus Fruits, Vegetables, and Irrigation

Junior and Senior Horticulture students left early Sunday morning on an eight day trip to the Rio Grande Valley for the purpose of studying citrus fruits, vegetables, and irrigation.

The itinerary includes the winter garden district between San Antonio and Laredo, Brownsville, Corpus Christi, and points in the Magic Valley proper.

Students making the trip are: Claude Hope, Riley Alexander, Tom Chapman, Richard Stein, Ransome Walker, Ike Walker, Pecos Cench, Horace Hershey, and Ogden King. The school has carried the eight students and an Ag faculty instructor on the journey.

Tech Graduate Gets Promotion

Jimmie Biggers, graduate of last year, now employed by the Truscon Steel company of Youngstown, Ohio, has been promoted from draftsman to the position of checker, according to a communication received recently by Professor M. Douglas of the department of Civil Engineering. This is a more responsible position than that of draftsman, and the promotion is rather notable for an inexperienced employee with only one year of service on record with the company.

The fact that a graduate of the Tech Civil Engineering department can do so well within a short period after graduation shows in a material way that the Engineering School of Tech can compete with that of any other college in the United States.

Part Of Magazine Copy Is Prepared

According to information received from C. W. Ratliff, editor of Tech Alumnae magazine, a portion of the copy for the first issue is ready for the printer but is being held up on account of funds.

It is likely that a meeting of the Alumnae association will be held soon.

Most of the members of the Association have agreed to contribute \$5 dollars toward publication of the magazine but according to the secretary, Mary Hope Westbrook, quite a bit of the money is yet to be collected.

Just as soon as the financial end of the publication is attended to, the copy will go to the printer.

WELCOME

You who have come from various sections of the State to get the benefit of Tech's Farm Short Course:

WELCOME. Welcome to Texas Tech! Welcome to the young Democratic institution of the West.

You'll find here one of the most courteous student bodies to be found anywhere. You'll find a faculty that is ready and willing to serve you.

You'll find an institution which Texas is continually spending money on but an institution which is honestly trying to pay double returns to the State for her investments.

May you see in this institution a future as great as that which we have seen in her. May she inspire you as she has inspired us.

Summer School To Begin June 3rd

Terms of Six Weeks Each; Dean Gordon Is Chairman Of Committee

The fourth session of the summer school of Texas Technological College is scheduled to open June 3. The first term will last until July 13 with the second beginning July 15 and lasting until August 23.

Dean J. M. Gordon, chairman of the summer school committee, announced that the faculty will be larger than ever before and will include regular college faculty together with a number of outstanding visiting educators.

The work in the Tech summer school beyond the bachelor's degree is attracting superintendents and high school principals from a very wide area. Last summer graduate students were registered here from the following institutions: Abilene Christian College, Baylor, Baylor College of Industrial Arts, Columbia, East Texas Normal, North Texas Normal, Oklahoma City College, Oklahoma College for Women, University of Missouri, University of Denver, Rice Institute, Sam Houston Normal, Simmons, Southwestern State Teachers College, Southern Methodist University, University of Texas.

Mrs. Gates Talks To Spanish Club

Mrs. W. B. Gates, who spent the larger part of her childhood in Brazil, talked to the Spanish club at the last regular meeting, giving Brazilian customs and language.

In the course of the talk she pointed out the difference between Spanish and Portuguese languages, talking up each part of speech. She showed Portuguese calling cards which were engraved or printed in bright colors. She showed a bamboo vase and pictures of various cities in Brazil.

In mentioning the customs, Mrs. Gates told how the girls get their beads and necklaces. A certain variety of tree produces beans which are of many colors. These beans are strung and used for beads and bracelets. Mrs. Gates said.

Following the talk, Lizzie Bell Clements and Mary Frances Gale played a saxophone duet accompanied by Alene Houston.

Houston Chronicle Has Tech Photos

The Houston Chronicle for January 13 carried a full-page of Tech buildings in a rotogravure section. The layout contained exterior pictures of four buildings including the new chemistry building, the textile building, the engineering building, and the administration building. An interior of the home economics practice house and a special view of the cloisters of the Ad building were also included.

Santa Fe Official Visits Here Friday

General passenger agent of the entire Santa Fe railroad lines, Jerry Black, and his wife were visitors at the college Friday. They were accompanied by Tom Gallagher, general passenger and freight agent of the Panhandle Santa Fe.

Engineers Finish Plan For Banquet

Last Monday night the Engineers completed plans for the third annual banquet. On account of the number of Engineers expected it was decided to have the banquet at "Our Cafeteria" located on Texas Avenue. W. E. Street was made chairman of the entertainment committee while John A. Davis was placed in charge of the decorations. The banquet will be held March 1, as usual. This will be the largest affair of the year and over two hundred and fifty are expected.

Society Elects Officers And Votes To Adopt A Standard Society Pin

The members of the society voted to adopt a standard society pin which is to be worn by any member of the society who has one hundred and five hours or more credit. The design of this pin is open to competition of any member in the society. The designs must be on a sheet of paper seven inches square, with the designers name in the lower right corner. Any designer may submit as many designs as he sees fit. The closing date for this competition will be February 11 at which time all designs must be in the hands of the secretary, R. J. Candler. The prize for the winning design which is to be selected by a faculty committee and voted upon by the society will be either a pin or the price of a pin. The winner will be announced at the banquet.

La Ventana Gets "Makings" Proper

With the completion of class and beauty pictures for La Ventana the book goes into the "makings" in rapid order.

According to announcement, 1338 individual photos have been made for the class sections. This number exceeds that of any former year by several hundred.

Last Saturday nearly thirty beauty pictures had been submitted for the contest. These photos will be submitted to an artist who will give them the finishing touch.

June Hewett was elected president of the society. John A. Davis was elected first vice president and Cary Lodge was made second vice president.

Girls Aplyntly Are At Costume Dance

Co-eds aplyntly were present at the girls' all-college costume dance which was held last week in the gymnasium. Many unique costumes were seen at this affair, besides numerous costumes reminiscent of the last century. Among the characters represented were Tom Sawyer, Buster Keaton, Martha Washington, and sheiks and "up-town jellies." It is said that such a riot of color has never before been seen at a Tech dance.

The prize for the tuckiest couple was awarded to Velma Eubank and Sue Brown, and it was unanimously agreed that Miss Reigel was a charming desperado. Then followed the grand march, after which there was held a hopping contest between the freshmen and the upperclassmen, the freshmen winning.

According to the Arena-Ritas, sponsors of the dance, \$37 was the total amount which was cleared.

Frank Stone and his orchestra furnished the music.

DR. CARTER TO SHOW FILMS AT WOMEN'S FORUM

The program Sunday afternoon of the Women's Forum, a recently completed organization, will consist of a lecture by Dr. Carter, head of the English department.

Dr. Carter insists that the "lecture" will be very informal, and will touch on the status of woman in Europe since the war, as Dr. Carter himself has observed in that country.

More Companies Give Equipment

A considerable number of supplies having a rather high total value which has not yet been estimated has been donated recently to the Department of Textile Engineering. Many of the principal companies of the textile industry are included in the list of equipment donors, such as the following: the Buffalo Electro-Chemical Company; the Roessler and Haslach Chemical Co. of Perth-Amboy, N. J.; the Corn Products Refining Co. of New York; the Cleveland Cliffs Iron Co.; the General Chemical Co.; Rhine and Haas Co. of Philadelphia; the Proctor and Gamble Co. of Patterson, N. J.; the Laurel Soap Mfg. Co. of Philadelphia; E. F. Houghton and Company of Philadelphia; the Robeson Preserpi Company of Clinton, Michigan; the Fleischmann Co. of N. Y.; the Gely Co. of N. Y.; and the Celonese Corporation of N. Y.

An immense variety of materials has been given by these companies, including: Becco Electrolytic Hydrogen Peroxide, solozone, trichloroethylene, methylene chloride; an industrial set of samples and books; iron liquor for dyeing mineral shades; olate flaked soap; textile bulletins; literature on the hydrolysis of starch and enzymes; cream softener; monopole and turkey red oil; olive oil soap; water-purifying compounds; and numerous dyes-stuffs.

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College To Enter Stock Show Again

According to R. C. Mowery, coach of the livestock judging team, Tech will have the task of upholding the standards set by the previous teams.

The team now consists of the following men: Guy Blanton, J. R. Boyd, R. L. Burdette, Clarence Grable, Davis Pounds, Frank Main, W. C. Roane, and E. E. Wright. The entries will be selected from this group.

Jeerful Seraph

Sometimes I prate of problems great,
And how I conqueringly face 'em;
Sometimes I'd like the linotype
To put my commas where I place 'em.

Engineers And Liberal Arts Will Open Championship Tug Thursday; Aggies To Enter Competition Feb. 5

It won't be long now! The thud of the pigskin will be heard and flying footballs will fill the air. Tomorrow the first game of the Intramural football championship contest will be played by the Engineers and the Liberal Arts. The following schedule as arranged by Athletic Director E. Y. Freeland, Rhodes Ingerton, Professor of Physical Education, and the three representatives of the three schools namely, Profs. Condy of the Liberal Arts, Mahoney of the Aggies, and Murdough of the Engineers is as follows:

Thursday, Jan. 31, 1929—Liberal Arts vs. Engineers.
Tuesday, Feb. 5, 1929—Aggies vs. Liberal Arts.
Saturday, Feb. 9, 1929—Aggies vs. Engineers.

The first two games will be started promptly at 4:15 each day. The final game which will determine the championship will be called at 2 o'clock. The game will be of four quarters of eight minutes duration. Ten minutes intermission between halves will be allowed.

The eight minute quarters which is reduced from the regulation quarter will allow each club to send in its first string men and allow them to give everything they have throughout the entire game.

Corley Has Largest Squad. Vaughn Corley, mentor of the Farmers, has the largest squad of the entire school. He has had as many as 35 men coming out regularly. At the present time he has 32 men who are eligible but the rules permit only 22 men to the club he will be forced to drop 10 men between now and tomorrow afternoon.

The roster includes: Guy Blanton, Billy Alexander, W. T. McKinney, Carl Dietrich, James Dornley, Colton Parker, Jason Gordon, Carmichael, Kirksey, Scott, Browning, Marshall Howard, Keller Hervey, Dick Criswell, Blarmichael, Nelson, Willie Roane, Curtis Grimm, Hardy, Scott, Main, Founds, Griffith, Cochran, Fryer, Harris, J. M. J. Cochran, Parker, Walter McJunkin, Dinwiddie and Gough.

Corley has more reserve material in this respect has it over the opposition but most of his material is green and inexperienced at the game, but they are big and husky. No captain has been elected but Coach Corley will appoint a man (Turn to Page 3, Column 4, Please)

Commerce Group To Meet Tonight

Initiation Is Big Feature Of Program; Songs To Be Sent To Toreador Office

The Texas Tech Chamber of Commerce met Monday night in regular session but due to other social engagements the meeting was cut short and a special meeting is called for tonight at the regular meeting place and at the regular time—7:30 o'clock in the auditorium of the Engineering building.

The feature of tonight's program will be the initiation of several new members. All members who have made application to membership will be there, tonight.

The rules of the Chamber of Commerce's school song contest are as follows:

1. Any person or persons are eligible to make entries.
2. The final date for entries is April 15, 1929. Songs are to be presented on or about April 15, 1929; they shall be presented in any manner as the contestant may choose.
3. Music and words must be submitted together. They may be free from any copyright restrictions.
4. The judges of the contest shall be the Texas Tech Chamber of Commerce and the Student Council sitting together as one body. From the number of songs submitted this body shall select the five best.

These will be given to the student body in convocation, where the students may accept one.

5. The Texas Tech Chamber of Commerce reserves the right to reject any and all songs submitted.
6. Preference shall be given to those songs of a distinctive or original nature, and which is inspirational and designed to arouse an aggressive school spirit.
7. For the presentation to the Student Council and Texas Tech Chamber of Commerce, the author may select any method of presentation, but the Texas Tech Chamber of Commerce will request the Glee club to present any author's song at the request of the author. The final presentation to the Student Body shall be made by the College.

REGENTS ARE PLEASSED WITH COLLEGE

In a Board of Regents meeting which has just closed in Ft. Worth, the group expressed itself as being well pleased with the work of the college Y. M. C. A.

SOPHS PLAN DANCE
Plans for a dance to be held sometime in the near future were made at the sophomore class meeting last week. The date will be announced later.

To Be Here Soon



MISS MCCOY, A SOPRANO OF FEW equals and a late understudy of the famous Madam Schumann-Heink, will appear here the 32nd when she and Alberto Selva, the world's greatest harpist, will render a unique and artistic program.

Emergency Fund Passed By Senate

Bill Appropriating \$187,500 For Equipment and Maintenance Now In Hands Of House

A bill appropriating \$187,500 as an emergency fund for Tech has been approved by the state senate, and is now in the hands of the house committee awaiting final action by the lower branch of the legislature. President Horn was notified of the action of the senate in a telegram last week from Senator Pink L. Parish of this district. This fund for Tech is a provision of the Texas education bill, which also provides appropriations for other colleges of the state. It is to be used to buy equipment for the new Chemistry building, for the Engineering building, and for maintenance.

Calendar

- Wednesday 30. Girls' Glee club, room 310, 4 o'clock; Tech Rifle club, Army in Gym, 7:30.
- Thursday 31. Boy's Glee club, room 310, 4 o'clock; Methodist Students' banquet, 7:30; Methodist church; Band rehearsal, 8 o'clock, room E. 208.
- Friday, Feb. 1. Daniel Baker-Tech basketball game, Gym; H. E. Club; Las Chaparritas club dance, Dance Palace, 9-12.
- Saturday 2. Daniel Baker-Tech Basketball game, Gym; All-College dance, 9-12.
- Sunday 3. Dr. Carter will speak on Germany, room E. 208, 4 o'clock.
- Monday 4. Girls' Glee club, room 310, 4 o'clock; Band rehearsal, 7-9, room E. 209; Forum, room 102, 7-9; Dallas club, room 208, 7-9.
- Tuesday 5. Boy's Glee club, room 310, 4 o'clock; Dramatic club, room 202, 7-9; Canyon-Tech basketball game, Gym.
- Wednesday 6. Girls' Glee club, room 310, 4 o'clock; Hall County club, room 209, 7-9; Press club, room 314, 7-9; Ag. club, room A-109, 7-9; Canyon-Tech game, Gym; Central Texas club, room 310, 7-9.

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WELCOME TO THE FARMERS AND THEIR WIVES

The students of the Texas Technological College extend a most hearty welcome and a most hearty greeting to the farmers who are at the college this week attending the first Short Course in Agriculture offered by Texas Tech. They would also not forget the farmers' wives who are likewise in attendance for the purpose of studying their own particular problems.

While this is the first Short Course put on by Tech, it is by no means to be the last. It is expected that the Short Course within the future be one of the annual events in the history of the college.

Two among the four schools into which the Texas Technological College is organized are the School of Agriculture and the School of Home Economics. These are of equal importance with the other two schools; namely, the School of Engineering and the School of Liberal Arts.

The great object of the Texas Technological College is service. Its great ambition is to be of the greatest possible service to all the people of Texas and of the Southwest. While this service is primarily for the younger people, it is intended for the grown men and women of the state as well.

A large number of our students, probably the majority of them, came originally from farm and ranch homes. They know at first hand some of the difficulties of farm life. They are familiar with at least a few of the problems that confront the farmer and his wife. They know that if these problems are solved, the solution will also help with many of the problems of the town and city. They know that if the farmers and their wives are contented and prosperous and successful, the state as a whole will be in good condition.

The students will be glad indeed to extend any courtesies in their power to the farmers and their wives. They hope that their stay among us may be both pleasant and profitable. They hope that these good people will come again.

THE PRINTING PRESS

Tomorrow, the 31st of January, marks the 290th anniversary of the introduction of the printing press into the United States.

It is impossible to enumerate the advantages which have come to the United States through the press in this period of time.

We wish Tech could have a printing press—with all the machinery which goes with the modern press—TOMORROW.

A printing plant would save the college much money. Quoting: "Eventually, why not now?"

With a printing plant at the college, we could have a semi-weekly Toreador.

CONVOCATIONS

Some students complain that we are not having enough convocations. One student, for instance, pointed out to us that he believed the officials should have called a convocation when the distinguished Chinese university president came to our town the other day.

We think we can offer two explanations for the lack of convocations. In the first place some members of the faculty are too reluctant to turn their classes loose. And, in the second place, all students do not attend convocations when they are called.

While we understand that convocations are not held in the extremely large universities, where it is almost impossible for the student body to convene, we are of the opinion that Tech students and faculty members are missing much because we don't have more convocations and better attendance.

BORROWED EDITORIALS

It is all right to be ignorant but do not abuse the privilege.

The great sweet people of the world do not worry about themselves. It is only the little diseased folk that turn themselves inside out and discuss their poor little physical insides thus exposed in either private or general company.

Only the thoroughly disillusioned expect nothing from others.

I suppose there can be nothing beautiful in anything that has gone on a long while without changing; it is only the ugly part of us that can live through so many centuries of flesh and blood.

All the comfortable furniture of any period is speedily worn out; only the ball-room chairs, the heavy, carved settees and other like cheerless lumber, survives the hard usage of one age in sufficiently good condition to pass on to another.

As Solomon, I am a failure.

The high standard of living which requires well trained servants, beautiful gowns and grounds is not

necessary for the happiness of one who has a high standard of thinking.

Take boldness from a lover and he is done for; you may write him with those who are fit subjects or a dirge.

DEVOTION TO A CAUSE

You have heard of a star athlete who was disliked by the entire team with which he played. He made his boasts that he could do certain things—make so many scores, for instance—and the team disliked him because he boasted.

Although the team was correct in disapproving the boasting, it no doubt overlooked one of the deepest things at the bottom of the athlete's life: devotion to a cause. The fellow believed he could do a thing so strongly that he could not avoid giving expression to his belief. He believed thoroughly in himself.

The other day at Emory college a law student was burned to death while he was trying to get his law books out of a burning building. The student had already escaped from the building when he thought about his books which were left behind. So well did he like his study; so dear was his profession and its tools to him, that he gave his life trying to get the books which contained a knowledge he needed.

If every college man was devoted to his work as the athlete who believed so strongly in himself and what he was trying to do, or as the student who attempted to save his books, we daresay, there would be more successes. And, after all, devotion to a cause is perhaps the greatest thing we can possess. In the first place, a man accepts the championship of a cause because it meets his natural desires. In the second place, his honesty in trying to do well the things he has chosen to do, is practically above reproach. Such an individual lives a life which is in direct contrast with the one who stands for nothing in particular.

We are almost ready to believe that the man who is devoted to some particular task is to be commended when he is in the wrong. To say the least, he is not in different and immovable in opinions. Nor is he on the fence; ready to jump with the crowd which offers him the least resistance.

He is devoted to a cause and he gives all he has to the success of that cause. Such a man, we believe, can be corrected if he is on the wrong track. Then his devotion becomes equal to that of his fellow who gives his best to what happens to be the right. His energy, backed by his devotion to a cause, becomes a positive force. His utter confidence in himself naturally drives him to success when others fail.

Student Opinion

Every day, if I have a moment to spare, I go to the library, take down one of the newspapers and read Brisbane's column. Then I glance over the front pages and through a paper or two, trying to glean what little information I can. But I'm not well-read, and my knowledge of such things as I read is very little.

I believe it is the same way with every other college student. The only way we are going to gain in this knowledge and get this broader vision is by rubbing noses with the outside world. But how are we going to do it?

The other day a Chinese by the name of Dr. Yan, the president of Soo Chow University of Peking, spoke at the Methodist church and it was my privilege to hear him. He wasn't at all pretty to look at. Just a little, short typical Chinaman; and when he first got up and started mumbling in Chinese it seemed kind of funny. But he didn't keep us waiting long. We were soon listening to one of the most interesting talks I have ever heard. His English was perfect and he spoke fast and with emotion. No Englishman I have ever heard has delivered a more highly educational speech. And marvel about it all was that he was a foreigner.

I couldn't help thinking at the time: "If some of the Tech folks could hear this man their interests in a bigger world would surely increase. Why didn't we give this man the reigns in a convocation? We could have profited immensely from hearing him."

And thus it is, as from time to time unusual men come to our lit-

tle city. Many we'll admit, are not worth giving the time to, but now and then one comes which we certainly ought to hear. Fellow students, don't you thing something ought to be done about it?
—P. K. L.

Exchanges

Since the Texas University as a unit voted to dispense with the honor system, it is of interest to note that The Daily Texan reports the Law School petitioning that the honor system continue to be maintained in that branch of the University.

"Well folks I have been chasing news items all day, and all I gotta say is that th' great American public ain't got no idea how much runnin' and askin' questions and telephoin' an' checkin' up it takes to fill up the columns of a newspaper which is why we appreciate it when folks send in items voluntarily."—Jeffersonian.

The "Megaphone" from Southwestern University announces an essay contest on the subject "What Type of College Does a Student Want?"

A \$5,000 capsule of radium belonging to a group of Fort Worth doctors, which was accidentally thrown away, was found by two S. M. U. students with the aid of three electroscopes—The Semi-Weekly Campus.

Is the true college man typically collegiate? asks a Rutgers University questionnaire, which is to be sent to over 400 college deans in the United States.—The Targum.

According to statistics gathered by students in the Department of Sociology at Baylor University, forty-five co-eds of eighty-five questioned, are opposed to the practice of "petting"; sixteen were un-



We are not going to tell you how glad we are to be with you again. Such breach of long established customs is not due to any inability of ours to express our thoughts. When we do think of something to say, we can usually express it one way or another. The truth is that we are temperamental—Greta Garbo beingly so. If we were not glad to be here, we simply would not be here. That ought to be understood. We never do anything we don't like to do. If we cannot find something pleasant and interesting to do, we don't do anything.

Furthermore we are sophisticated. We are rarely pleased by anything. In fact we are bored to death all of the time. Being temperamental and sophisticated at the same time offers a highbrow explanation of our non-productiveness. We are not lazy—far from it. We have simply adopted the philosophy that we want to do, and not finding anything we want to do, we do nothing.

We offer this warning. Do not adopt our philosophy unless you are great, unless you have arrived, so to speak. Greatness is a prerequisite for temperment and sophistication. It is only he who can command the admiration of thousands that can properly disdain their admiration. The ordinary person must do nonsensical things such as writing silly columns for newspapers, rushing to eight o'clock classes, appearing gently the abuse of teachers, and writing home to say that, at long intervals if studies were not so heavy, letters would be more frequent. Unless you are great, instead of being considered temperamental and sophisticated you would probably be considered lazy.

Now, ladies and gentlemen, we beg to be pardoned—not once, but a thousand times. We are neither temperamental nor sophisticated. We were only being. We are a little bit lazy, perhaps, but we can't lay it on to the more highbrow reasons. We haven't achieved our prerequisite yet. We are not great. We are afraid that we failed to fool anyone. But we wanted to try. We see so many other persons who appear to be so sophisticated and temperamental that we decided to try it ourselves. We failed because we never been able to make out the greatness of the persons whom we have endeavored to emulate. They have dared to scorn the meaner things of life without the assurance of their own importance. We wonder if they are any trying to fool somebody, too? But as for ourselves, hereforward we promise to be supposed to be and aren't.

THE BEING THAT WE FIND OURSELVES IN 1929
Down from the ages we come. Down from where? The philosophically inclined student may honestly ask himself this question. The less philosophical may contend that man has no right to question his derivation and his existence. By what right does it make any difference to us to be what we ARE and that is enough.

The troubles we encounter, he may contend, are merely the test which we must undergo in order to merit a glorious future. Even the scientist who is attempting to explain the existence of things is often closed-minded. If he is of the decided and twenty four favored it. Seventeen of those in favor were cases which had been observed, and the participants were classed as being in favor of "petting" without their being questioned.—The Lass-O.

"Students Goes to Sleep as Professor Explains How to Keep Attention" announces The Optimist, from A. C. C. in a special feature article.

class who do not question even the most apparent profound truths he is not much above the man—it might be better to say, he ranks about equal to the man—who accepts things as they are and questions nothing.

An open mind and honest mind are two of the most perfect things with which we can come into contact. Regardless of how we came to our present 1929 status, it is doubtless there is anything which is more real than the fact that things and opinions are continually changing. It is unnecessary to mention progress and change in ideas with reference to material things. And, it is almost equally as apparent that the things which are usually termed abstract are continually changing their concepts in the minds of men. Today some of the most honest men find themselves contradicting the creeds of former generations. When we were kids, we accepted, usually, that which was told to us by our elders. Especially did we place confidence in those who began molding our attitudes while we were in what we might call the formative period—the period in which we did practically no thinking for ourselves.

But in 1929 we have grown up, so to speak. Though we have not experienced all that those elders which we have mentioned have experienced, we have confidence in ourselves enough to believe that we could support a family and do just about as well materially as our elders have done. But the question appears to us: When we have done this, have we managed to do anything other than what we were doing in some sport or talking about some sport.

Someone reported to us that Pauline Patterson, Little Sister of Ruth Lefforge, is using something to take the "reckles" away.
Hope it won't take 'em off though for she wouldn't hardly be Pauline without 'em.

The other day a person told Stella Ledger that she looked like Clara Bow.

A paper found in the News box begins like this: "Some girls are becoming but what?" We wish that person would give us his or her name for the paper shows some signs of a good feature writer.

On one paper we find the names of Jno. R. Johnson and Sime Smith.
If we were going to judge the beauty pictures for La Ventana we're afraid we could not eliminate enough pictures to keep the book within proportions. We'd have to hand the prize to all of them. There's a lot of good ones this year. Among them we find Louise Long, Estelle Hutto, Lena Beth Medlin, Irene Frnka, Twilight Baker, Rita Hufstuler, Anabel Pool, and . . .

DR. HORN DEDICATES HIGH SCHOOL

Among the chief speaking engagements of Dr. Horn for last week is that at Wellington, Texas, where he dedicated the local high school.

Last Sunday Dr. Horn spoke in the Methodist church of Big Spring, Texas.

Getting Our Names In The Paper

Martha Pfaff, student at Tech in 1927-28 and student at the college of Industrial Arts the past semester, has returned to Tech.

Holmes Webb, art editor of La Ventana, had charge of the Pre-Law club program the other night. And, the program was a knockout.

Naomi Haisell, a philosophically inclined lass, says she is kinda tired of going to school, having gone since she was five years old. She expects to graduate this year.

"The Relation of Industry and the Secondary School" is the title of a baby thesis called a term paper by R. G.'s professor.

Didja know that Mary Frances Gale could make a saxophone talk?

Lois Gable is the new secretary-treasurer of the Press club. She writes poetry, having published her first volume when she was just a child.

If you want to know anything about sports ask Elton Archibald. We say frankly that we don't remember ever seeing him outside of class when he was not either engaging in some sport or talking about some sport.

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The dots means that there are many other good looking ones but when we try to name them we fail to recall their first name or we don't know them well enough to give them any name at all. Such things as "who she runs with," "what class she's in," and "who she goes with" crowd our brain as we try to think of their names.

College Cafeteria

The College Cafeteria is the most convenient place for members of the Tech Short Course to get meals—conveniently, cheaply, and enjoyably.

The Cafeteria is a part of Tech College; and the staff of the Cafeteria join the rest of Tech in welcoming our visitors today. We invite you to visit our building "On The Campus". You will find here an attractive, clean dining room, well balanced meals at reasonable prices, and our meal hours will fit your program for the day.

College Cafeteria "On The Campus"

Announcements

A sophomore class meeting will be held in room 302 Administration building, Wednesday night, 7:30 p. m. Final arrangements concerning the sophomore dance are to be made at this meeting, and it is urged that all sophomores be present.

A called meeting of the Chamber of Commerce will be held tonight in the auditorium of the Engineering building at 7:30, for the purpose of initiating several new members into the club. Plans are also under way for the annual banquet.

The regular meeting of the Press club will be held tonight at 7:30 in room 214 Administration building. An interesting program has been arranged. Plans for the contest of the T. I. P. A. will be discussed as well as other matters of current interest to the club.

A special call meeting of the Dallas-Tech club, to take the place of the regular monthly meeting for February, has been called for Monday night, Room 205, Ad building.

When the meek inherit the earth, it is going to be worth walking across town to see the unmeek take it away from them.—Macon Telegraph.

Welcome, Visitors To Tech's First Short Course!

We are glad to see farmers of our section taking advantage of this progress in the development of the South Plains.



A CHECKING ACCOUNT WITH THIS BANK IS A BUSINESS RECOMMENDATION

One of the best business recommendations you can give to any business concern in this community is the fact that you have a checking account in this bank. They know that we do not carry accounts unless they are sponsored by responsible men.

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Chinese University President Says "The Difference Is Only Skin Deep" In Address Which Students Hear

President Of Soochow University Of China Has Interesting Life

"Any real difference between us is only skin deep," said Dr. Y. C. Yang referring to the American people and his own country, China. Dr. Yang is president of Soochow University which is located in the city of that name about sixty miles from Shanghai. The occasion was a recent address at the Methodist church at which several Tech students were in attendance. Dr. Yang is a native of Soochow. He was born in 1889 under the auspices of the Sun Methodist church bringing the name from the same source. He received a B. A. degree from the University of Soochow. Then he studied at the University of Wisconsin. He transferred to Washington University so that he could carry his expenses by working as secretary to the Chinese legation in Washington. This University awarded him a master's degree and later he attended the League of Nations conference and also at the Washington Arms conference he served as secretary to the Chinese delegations. Dr. Yang also served at London in the legation service and in the Chinese ministry in China. Then he came to the United States to Chong University has an enrollment of 1400, according to the president, co-education is fast becoming dominant in China. Practically all government schools are of this nature. This and other changes in China are coming quickly, are very radical in nature, and are of revolutionary effect. A new China is arising today. "The United States enjoys in China a greater degree of respect and a greater degree of confidence than any other nation in the world," said the speaker. He further remarked that the non-Christians in China is taking a large part in bringing that country out of its antiquity and placing her among the foremost republics of the world. Dr. Yang spoke flawlessly English and displayed considerable humor. "The nearest approach," he remarked, "to drinking soup with chop sticks was when I sipped a soda through a straw in an American soda fountain."

Girls' Club Fetes Stage Bridge Club

Las Chaparritas, social club, entertained members of the Stag Bridge club last Wednesday evening at a large bridge party given at Hotel Lubbock. Thorndock and Clyde Williams made high scores and low scores went to Oscar Slaton and Winfield Watkins. After the games refreshments were served. Guests included A. V. Weaver, Jr., Harold Roberts, Thorndock, Carl Hensley, Gaylord Hankins, W. Watkins, Dutch Wiggington, Bailey Carroll, Elbert Martin, Clarence Rolfe, Red Moore, Harry Fryer, John Keahley, Oscar Slaton, Clarence Underwood, Mr. and Mrs. James G. Allen and Marlin Smith. Hostesses were Misses Irene Franka, Sylvia Wilson, Mary Jo Underwood, Marjorie Ainsworth, Virginia Murray, Zella Reitel, Mary Lois Gamel, Sara Michie, Bess Williams, Dorothy Rushing, Pearl Hensley, Sue Bryan, Thelma Caraway, Edna Christianman, Floy Fryer, Gladys Grimsley, Joe Dunman, Rita Huffstader, Flossie Burkholder, Frances Ford and Mrs. Marlin Smith.

AMARILLO-TECH CLUB PLANS PARTY

Amarillo-Tech club met Thursday afternoon at 5:30 and made plans for a party to be held soon. Plans are also being made with reference to the annual banquet of the Amarillo-Tech people at Amarillo. The banquet is usually held in Hotel Herring. Members of the club who were not at the meeting Thursday are asked to watch for further announcements with reference to the party. Ruth Lettford, secretary, says that it is the object of the club this year to double the number of students who come to Tech from Amarillo.

HOME EC SENIORS ENTERTAIN

Practice house seniors entertained last Wednesday with an informal luncheon, and Friday night with a buffet dinner. Wednesday's Friday night is usually entertainment night at the house, states Miss Mayme Telford, new Home Ec. faculty member in charge of the house.

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Tech Math Profs Participate At National Meeting

Two Tech professors were participants at the Mathematical Association of America meeting which was held in Houston, Texas, Saturday. Professor Fred W. Sparks, chairman of a committee appointed to recommend means by which the condition in the freshman math classes might be improved, sent in a written report which will be read by Dean Puryear of Texas A. and M. Professor E. R. Heineman will read a paper which he has prepared on "Vandermonde Determinants and their Application to Symmetric Functions." Mr. Rosen, also of the Tech math department, accompanied Professor Heineman. They are expected back today. The Mathematical Society meets annually. Professor Sparks retires at this time as Vice-President of the Society.

GIRLS INVITED TO Y MEETING

Every girl interested in Y. W. C. A. work is invited to come to a meeting this evening at five o'clock in room 314, at which time a new constitution will be submitted for adoption by the Association. Under the new organization the Board of Management and the Student Council of the Y. W. C. A. will hold mutual responsibility. It is said also that there will be other important changes; accordingly, this will be a meeting of exceptional importance.

DEAN GORDON ASKED TO BE TOASTMASTER

Dean J. M. Gordon has been asked to act as toastmaster at a fellowship banquet given by the convention of Presbyterian Men in Waco, February 26. The chief speaker at the banquet will be Dr. Robert W. Covert, of Philadelphia, Wm. C. Covert, of Philadelphia, secretary of the Presbyterian Board of Education of the United States. More than 800 are expected to attend this banquet.

Intramural

(Continued From Page 1)

to serve as such before his first game.

Chubby's Men Drilled in Aerial "Chubby" DeWitt, into whose hands the destinies of the Hairy Engineers rest has out exactly 20 men from which to select his team. At the present time he has them well drilled in the fundamentals of football and especially in his aerial game seeking the possible exception of the Aggies the Engineers will have the heaviest team on the field. Those who have been working out and who are eligible include: Bergfeldt, McWhorter, Maddox, John A. Davis, Fry, Happy, Burns, Earnest, Graham, Lodal, McClain, Red Perry, R. C. Davis, Coker, McDonald Barker, Edwards, J. Kerr, Laramore and Wesner. At the conclusion of Monday's workout Jimmie Kerr was elected captain of the squad.

Knowles Has Fifteen Men "Deleful Doc" Stewart, erstwhile coach of the Texas Longhorns, famous for his pessimistic view of the prospects of his team has nothing on Sid Knowles. Liberal Arts coach and tackle on the Varsity, Knowles has had, on the average, the smallest number of men to work out of the three schools. In addition his men are all with one or two exceptions, small men. Injuries and sickness have played havoc with what material he has had. At the present time Knowles and his assistant Red Walter have only 15 men. They are: Wesley Doak, Julius Craver, Busteroney, George Best, H. Hanna, R. Kenniger, W. D. Grenger, Edward Garland, Alvin Allison, Dub Jones, Holman Roberts, Curry Mills, Whacker Barton, Hubbard and Aloney. After their workout of Monday afternoon, Dub Jones was elected line captain and Buster Honey was elected backfield captain.



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"Best Yet" Is Said About Law Program

"The best program of the year!" That was the verdict handed in by members of the Freshman Law Club after their meeting last Wednesday evening. Everything that comes usually in a program was represented and some things that do not occur very often.

Vaughn E. Wilson, County Attorney of Lubbock County, was the chief speaker of the evening. In his pleasing and amusing manner, Wilson told the future members of the bar what they might expect to experience in the "starvation period," that falls to the lot of every lawyer unless he has other means of revenue.

Arguments Fly Thick and Fast The business session was as usual spirited and argument flew thick and fast. The proposed amendment to the constitution which was passed favorably last time, was rejected by a small margin on the final ballot. A nominating committee was appointed by Mary Webb, Vice-President to nominate the officers to be voted upon to fill the office of Presidency that has been vacant for the past three weeks.

Two Webbs Arrange Program A musical program arranged by Holmes and "Modeling" Webb went off with a blim. A duo duet by Lizzie Belle and Solon Clements was followed by a reading by De Alva Shelby. A quartet composed of Fred Hinger, Olin Hastin, Wade Hartrick, and Bert Wojo gave three popular selections. Alvin Allison and Bob Taylor gave one of their original skits before their brother, Pre-Laws. This part of the program was concluded by a saxophone duet by Lizzie Belle Clements and Mary Frances Gale, with Alene Huston accompanying at the piano.

New biographies are aimed at the debunking of Buffalo Bill. Those old yarns about the plainsman probably were just a lot of bear stories.

First Initiation Held By Council

Last week the first initiation ever conducted by the Freshman Y. M. C. A. Council was held, a group of more than ten being taken through. Another group was initiated last night, and there will be two more large classes to be taken care of at later meetings of the Council. After the completion of initiations, there will be a final induction ceremony of a formal nature, in which Roy McCullough, Y. M. C. A. secretary and sponsor of the organization, will administer the oath. Then a stag banquet, to be given at a date and place not yet set, will round off the events auspiciously.

Others May Petition The present Freshman Y. M. C. A. Council will induct future freshmen into the organization, and these initiations are expected to establish a tradition. Meetings are held on Tuesday nights from 7 to 8 p. m. in the Y. M. C. A. office, room 308, and any freshman who wishes to join the council may still present his petition to be initiated into the order, and it will be considered.

At the first initiation Norman was chairman of the committee that managed the affair, and Holman Roberts, his chief assistant, is said to have manipulated a paddy with effective results. Those that were initiated were formed into two committees to prepare the other initiations. Luther Williams and W. C. Cotton being named chairmen, and the committees consisting of: Hugh Pendley, Lloyd Zellner, E. B. Fincher, Don Boggs, Bob Moxey, Price Leach, Otis Taylor, Charles Chenoweth, Rector Roberts, and Hubert Hopper.

The Los Angeles cruiser over Florida for a couple of days recently. Now what this country needs is a dirigible named Miami, St. Petersburg or Jacksonville to cruise over California.

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We are offering a big reduction on our complete line of Ladies' Hosiery!

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Hungry?

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Our hours are from early till late.

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And His Imperial Orchestra

(Chaperone)

Hotel Lubbock Thursday Evening, Jan. 31

The Same Good Gang Tax \$1.50

Red Fox Athletic Clothing

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Our equipment to render you satisfactory service will prove its worth in savings

Equipment in complete repair is the mark of a good farm.

Attentions! Poultry Raisers

At this time we have on display a full line of hatchery supplies that we have priced unusually low because of our sincere interest in promulgating this industry on the South Plains. Incubator, brooders, feeders, leg bands and all equipment that is necessary for the successful poultry farmer.

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Short Course Ends This Afternoon

An art exhibit for the women's group, and a dairy cattle discussion led by Prof. W. L. Stangel for the men's group, will conclude Tech's first annual Farm Short Course this afternoon.

An address by Dr. Horn, lectures on seed selection, soil conservation, and animal husbandry were features of the farmers' group, while clothing, foods, and health talks were given by Home Economic faculty for the women.

The Short Course is expected to become a factor in the development of the South Plains as the A. and M. Short Courses have aided in the development of Eastern Texas.

TECH DAIRY TO TEST FEED GROUND BY ECONOMY MILLS

A test on new Plains-made dairy feed will be made at the Tech Dairy following the gift of several hundred pounds of the feed from the Economy Mills, according to W. L. Stangel, of the Aggie college. This feed is a mixture of ground

Attendance And Interest Indicate Importance Of Scientific Farming

Tech's first annual Farm Short Course, which consists of approximately twenty lectures by leaders in Agriculture, comes to a close today, a grand success, if indications of attendance and interest can be used as a criterion of judgment.

Early yesterday, only a short time after resignation had begun, over 100 leading farmers of the section had registered for the course. Approximately 50 farm women had registered at the same hour. And, others were still coming.

Dr. Gives Welcome Address.

Immediately following an address of welcome by President Horn, county agent, talked to the men's group on "Seed Selection." Mr. Eaton laid stress upon the need for every farmer selecting seed that are adapted especially to his particular locality.

Then Mr. J. D. Tinsley, former assistant director of the Ag experiment station of New Mexico and who has had a lot to do in the development of agriculture in West Texas, made a talk on wheat which looked toward increased profits for the farmer and better quality of products for the miller.

Lunch Served By C. of C.

At 12:00 lunch was served to all by the Lubbock Chamber of Commerce.

Later, R. E. Dickson, superintendent of the Agricultural Experiment Station at Spur, talked on "Moisture Conservation." The talk centered around the prevention of washing of lands.

Dr. Ellsworth, of the faculty, spoke at 2:15 on what constitutes cooperation, stressing the importance of the people's willingness to cooperate.

Demonstrations Given This Morning

This morning's program consisted mostly of demonstration of Tech stock and discussions as to "WHY certain stock are good while others are not."

In the women's meeting yesterday Dean Weeks talked on "Eating For Health." Grace Baker, of the clothing department talked on "Fashions."

Demonstration of healthful salads were made by Dorothy McFarland, of foods department, and by Louise Baird, Lubbock home demonstration agent.

Standards for children's clothing were given by Mabel Erwin, head of clothing department.

Butter judging was discussed by K. M. Renner, head of the department of products and manufacture.

This morning program in the women's meeting consisted of discussion on "color selection" and "curtains and draperies for the home," by Marie Dellaney and Mabel Erwin, both of Tech faculty.

Program To Follow.

The following is a schedule of events which is to follow and conclude the course. Women's meeting:

10:00—Demonstration: Attractive desserts, room 107 H. E. building; Mayme Twyford, foods department; school of home economics, Texas Technological college, and Vivian Johnson, foods department, school of home economics, Texas Technological college.

1:00—Yard improvements, room 104, H. E. building; C. H. Mahoney, head of department of horticulture, Texas Technological college.

2:00—Exhibits in home economics building and practice house. Tea.

Men's Meeting.

1:00—The development of dairying and dairy herd improvement; F. G. Louhan, Hale Center.

1:30—Value of testing in Dairy herd improvement and possibilities of testing by mail; R. B. Davis, agricultural agent, Brownfield.

2:00—Dairy products that can be produced on the farms in the South Plains; K. M. Renner, head of department of dairy manufactures, Texas Technological college.

2:30—Dairy cattle; W. L. Stangel, head of the department of animal husbandry, Texas Technological college.

In Other Colleges

Contrary to a growing opinion that college men are incapable of satisfactorily holding a position in the business world is the statement of Dr. Walter T. Marvin, who says that corporations have found in college men the training and character essential to success in business. Dr. Marvin is dean of the college of arts and sciences at Rutgers University. He further adds that since the World War the American colleges have been regarded as employment agencies by business men and corporations.

Profits from dances and theater parties are used by the women students of the University of Pittsburgh to provide a source of loans for needy students. While the money is loaned at a low rate of interest, qualifications such as good character and high scholastic standing are necessary to obtain the loan.

WACO CLUB ELECTS OFFICERS AND HAS THEATRE PARTY

The Waco Club met to elect its officers for the second term. Those elected were Ed McCullough, President; Walter Nixon, Vice-President; and Kathleen Stewart, Secretary-Treasurer. The social committee consists of Katherine Holstead, W. T. Nettles, and Calvin Swift. They planned a theatre party for Saturday evening January 26. Those present at the theatre party were: Ed McCullough, Frank Maddox, Henry Carter, W. T. Nettles, Halls Ford, Kermit Carson, Adolphus Wendorf, Louise Austin, Kathleen Stewart, Katherine Holstead, Florence Lawson, Ruth Coward, Mildred Palmer and Moezelle Gable.

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We invite you to
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best food in
Lubbock

Welcome Farmers! To Tech's First Short Course

Too, we congratulate the institution for securing the Farmers' Short Course for this section of the state.

Mistletoe Creameries have for years worked hand in hand with the agricultural institutions of Texas . . . believing that our own business success depended to a great extent upon the prosperity of the Farmers of Texas.

We maintain a sound market for Dairy products in all sections of Texas and believe that our service has been of great assistance to the promotion of farm prosperity.

We cordially invite every Farm visitor to the Short Course to visit with us and let us go into details just how interested we are in the dairy market.

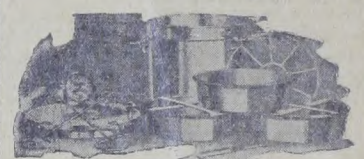


Lubbock Branch
Ice Cream — Butter

Greetings

To South Plains Farmers Attending the Short Course at Tech

Get Ready Now For Canning



We have made special preparations this year to take care of the largest demand for canning supplies in our history. You will find fireless cookers, sealers, cans and every kind of supplies to make your canning easier and more profitable.

WHY YOU SHOULD USE A NATIONAL STEAM PRESSURE COOKER

- (1) Saves approximately two-thirds the time and three-fourths the cooking fuel used in ordinary cooking.
- (2) Foods are never scorched or burned.
- (3) Money saved on meat bills through fact that cheaper, and oftentimes more nutritious, cuts of meat can be cooked tender and with a juicy natural method.
- (4) An entire meal of several courses can be cooked at same time and over one flame, without the flavors blending.
- (5) Cooker is durable, easy to operate and will last for years with reasonable care.
- (6) In cooking vegetables there is only a minimum loss of mineral salts (vitamin content) that is so essential to human life.

THE BURPEE HAND CAN SEALER

Brings into your kitchen the simple sure method of canning in tin cans as is used by the large commercial canning plants.

The Burpee seals the open mouth sanitary can with a closure just like on the canned goods purchased at your local grocer—all without the use of heat, acid or solder.

MASSIE HARRIS

(FORMERLY J. I. CASE)

Farm Machinery

What ever your need may be for the coming tilling and planting season might be, we can supply your every demand with an intelligent service at our usual courteous and nominal cost.

Sherrod Brothers

Hardware Store

LUBBOCK, TEXAS

PHONE 837

Welcome Folks To The First Farmers Short Course

Another step in the advancement of this wonderful South Plains country.

Congratulations to you in taking advantage of this unusual opportunity. May you profit, in time to come, thru this country's achievement.

We are proud to be able to assist in the building of this vast empire.

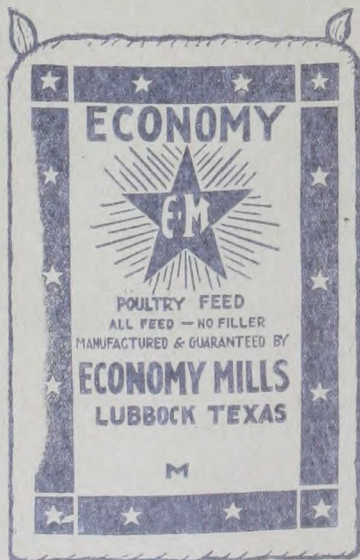
WELCOME

To our plant. Let this be your stopping place. We can be of mutual assistance.

Let the Star Bag Be Your Guide to Good Feeds.

ECONOMY MILLS

Lubbock, Texas



Coach Payne Brings Quintet Back With Three Wins And Two Losses

Matadors Demonstrate Bewildering Passing Attack Which Wildcats Are Unable To Solve

Coach Victor Payne brought his basketball quintet back from Abilene Saturday evening with a record of 2 losses and 3 wins. It all started when the Matadors rushed the Abilene Christian College Wildcats off their feet in the opening game on Monday 27 to 23. The next night the Wildcats turned a little wilder and nosed out the Paymenen 33-32. A long field goal in the closing moments of the game by a Wildcat substitute changed the tide of the game and enabled the Christians to split the series.

Simmons Wins.
In the roughest game of the week the Simmons Cowboys beat out Tech on Wednesday night in one of the worst defeats of the season. Thred out by the two preceding hard fought games with A. C. T. the Matadors were not equal to the big huskies of Simmons.

McMurry Gets Defeat
The next two nights were spent on the McMurry reservation, where the Matadors were busy in scalping Medley's Indians. The first night produced a game when it ended 22 to 20 in favor of the Matadors. But Friday night saw the Indians defeated the worst they ever were at the hands of the Matadors. When it was all over the score was 18-11 Tech.

Three Tech Men Out.
Throughout the week the Payne men were without the services of Dopping, Kerr, and Captain Hunter. Fisher, star center, and one man who threatened to be high point man of the season was injured in the last A. C. game. An old knee injury was hurt and it is not known when he will be able to play again. However, Wilkins and Fincher played a pleasing game. The playing of Walker was another thing that was gratifying to say the least. Joining the squad late he has improved more than any man on the squad.

In regard to the Simmons game he least said the better. Gregg was high point man for Simmons, with 14 points. Wilkins got hot for Tech and as a result was second with 10 points. Most all of Wilkins' cops were of the long variety from the vicinity of the center of the court.

BOX SCORE:

	FG	SP	PF	TP
Tech	10	15	12	24
Hodges, f	1	0	1	2
Dalton, f	1	1	3	3
Reeves, f	0	0	0	0
Pace, f	0	1	1	1
Wilkins, c	3	4	3	10
Fincher, c	0	0	0	0
Walker, g	4	0	3	3
Vinzant, g	0	0	4	0
Tadlock, g	0	0	0	0
Totals	9	6	15	24

Simmons

	FG	SP	PF	TP
Jregg, f	6	2	2	14
Houghton, f	1	0	0	2
Andrus, f	0	0	0	1
Ladd, f	0	0	1	0
McCollum, c	1	1	1	3
Matthews, s	2	2	1	6
Telemire, c	0	0	0	0
Fitzgerald, g	2	5	0	9
Smith, g	0	1	2	0
Rubble, g	0	0	0	0
Totals	12	11	10	35

Series Is Evened Thursday
Tech evened the Abilene series on Thursday night when Walker and Hodges were on the business end of a heavy end of a scoring spree. The Indians forged ahead in the closing minutes of the game

Athletic Items

Monroe high, or perhaps we should say Monroe, as it is such a small school, is apparently headed for the county championship. Only two teams have been able to defeat them. Tech Varsity and Halls High nosed them out in two games recently. Monroe's latest victim was the Tech fish team. Monday afternoon they beat the fish 3-11.

THE BOX SCORE:

	FG	FP	PF	TP
Tech	3	1	3	7
Hodges, f	0	0	1	0
Pace, f	2	0	1	4
Dalton, f	0	0	0	0
Reeves, f	1	0	1	2
Fincher, c	0	0	2	0
Wilkins, c	4	1	3	9
Walker, g	0	0	3	0
Vinzant, g	0	0	0	0
Totals	10	2	14	22

This year's cage season is marked by the closeness of the games. According to several men statistically inclined, more extra periods have been required at the end of the game to break ties than has been the case in several years.

The Canyon Buffs still hold their winning ways. They defeated Wayland College last Saturday night to the tune of 57-20.

Tech students and fans will get their first glance at this machine next Tuesday and Wednesday nights, when the Buffs come to town with their wonder outfit.

Holmes Webb, staff artist for La Ventana, has been busy the past few days sketching the profiles of the letter men in football. Posing by some members of the squad, as they sit in the publication office, gives the impression that they are competing in a beauty contest.

Are you going to see the opening game in the Intramural football contest tomorrow? If you do, you will more than likely see some additions to next year's Matador football squad. The two contests of past years has contributed quite liberally to the Varsity in material.

The baseball schedule is not yet ready for release. The difficulty is in arranging games. Many colleges are not yet sure they will be represented on the diamond next spring. McMurry had the only team in Abilene last spring. Canyon, because of lack of interest, was forced to play all games away from

THE BOX SCORE:

	FG	FP	PF	TP
Tech	4	0	0	8
Reeves, f	3	0	1	6
Hodges, f	0	0	0	0
Dalton, f	0	0	1	0
Geo, f	2	0	1	4
Fincher, c	0	0	2	0
Wilkins, c	5	0	3	10
Walker, g	0	0	1	0
Tadlock, g	0	0	0	0
Totals	14	0	9	28

McMurry

	FG	FP	PF	TP
Ledbetter, f	0	2	0	2
Thorp, f	2	2	0	6
W. Hill, f	1	0	0	2
Mitchell, c	0	0	0	0
Turner, g	0	1	1	1
Moody, g	0	0	0	0
Isaacs, g	0	0	0	0
A. Hill, g	0	0	0	0
Hale, g	0	0	0	0
Totals	3	5	4	11

SOWELL DIRECTS "THE UNDER DOG"
"The Under Dog," a play directed by Evelyn Sowell, was given at the meeting of the Dramatic club last night. This play was written by the same author as "The Valiant," a play which was given by the club some time ago.

Essay On Elevators

"What floor, please?" said the elevator boy as he closed the door behind one of Tech's co-eds.

"The top," she replied sweetly. That's an imaginary conversation. But elevators for the Administration building are no joke if we can judge by the way people complain when they reach the third floor of the Ad building.

A scientific investigation was once started with reference to this matter. One man, in collecting data, ran across the following quotation: "An article on elevators is no place to treat shoe leather. Even though the shoe leather is saved by elevators, there can be little doubt that the best place to treat shoe leather in modern times is in a shoe shop."

Drawing on the quotation: "Water, water everywhere, and not a drop to drink" we have been prompted to say: "Classes, classes everywhere, and not an elevator to ride."

At the present time the vast expanse of the campus must be forgotten for this is a discourse on ELEVATORS. (We mention this fact because we realize that in the minds of some there arises a desire for a bus line between buildings.)

Elevators would fit just right in the four spiral stairs of the building. Hence very little space in the building would be wasted. The only thing it might prevent some eds and co-eds from leaning on the banisters and sticking their heads over to gaze at the world below.

As to the expanse of such an undertaking, it would be almost negligible. The eds would, we dare say, be willing to hold the co-eds by pulling on a rope. That would get near a thousand of our two thousand students. The other thousand could walk.

Contestants are requested to send or submit their entries to the Texas Tech Toreador office.

home. Baseball everywhere is on the wane. What the final outcome is to be no one knows.

Several Schools Give Scholarships

Scholarships to several universities are offered at the present time. The University of Oklahoma is offering twenty or more scholarships amounting to from \$200.00 to \$250.00 and also those including free tuition and remission of all departmental and incidental fees. These scholarships are awarded to those who show promise of research ability; all applications must be in by March 1. Fellowships and graduate assistant positions are also offered, amounting from \$300.00 to \$800.00 a year. Applications for these offers should be made by those who have demonstrated research ability.

Bulletins near Dean Gordon's office explain these scholarships more in detail. Scholarships from the University of Syracuse are also offered including \$500.00 and free tuition in the School of Citizenship and Public Affairs, sixteen including \$170.00 and graduate school tuition. Detailed information may be gained from the Dean of the Graduate School, University of Syracuse, Syracuse, New York.

Discussion about the coming of Mr. A. E. Thompson, blind reader, occupied the time of the Thespians in a meeting last Wednesday.

A short program followed this discussion. Readings by various members of the club were given.

S. P. Q. R. TO HAVE PROGRAM
A program has been planned for the meeting of S. P. Q. R., the College Latin Club, which is scheduled for Monday, February 4, in Room 310. Anyone who has had Latin in either high school or college is invited to attend this meeting.

Another BIG STEP FORWARD FOR THE SOUTH PLAINS

We feel a great amount of satisfaction in the inauguration of a Farmers Short Course in West Texas—by our own Texas Technological college!

It is further proof of the desire of that institution to be of real assistance to the section it was created to serve.

Farmers, We Congratulate you

We do that because you have the opportunity of creating prosperity for yourselves and for all who live in this section. New methods of improved farming means prosperity.

Your attendance assures you of that knowledge. We again congratulate you on evidencing a desire to improve your own condition by attending this first course.

You will always find this bank "The Old Reliable"

THE

First National Bank

IN LUBBOCK

It is with the Greatest of Pleasure that the Lubbock Cotton Oil Company calls your attention to the program of the first

ANNUAL FARMERS' SHORT COURSE

—which closes today at our own Texas Technological College.

We believe this to be one of the very greatest steps forward taken by the college and opens up to the farmers of this section the biggest opportunity of improving their condition.

WELCOME AND CONGRATULATIONS!

—to those farmers who attended this first course. It indicates your desire to improve your condition and that is one of the best things that could happen.

The Lubbock Cotton Oil Company is vitally interested in the agricultural phase of Texas Tech and in the prosperity of the farmers of this section. We are particularly pleased to congratulate the institution on this big step.

Lubbock Cotton Oil Mill Company

Manufacturers of LUCKO brands of cottonseed products

Doctors
Frank C. Scott
M. D.
And
Millard F. Swart
Optometrist
Eye, Ear, Nose, Throat
Electro Therapy
General Practice
GLASSES FITTED
Main Floor
Myrick Building
Lubbock, Texas
Phone 1760

LUBBOCK SANITARIUM
And
LUBBOCK SANITARIUM CLINIC
DR. J. T. KRUEGER
Surgery and Consultations
DR. J. T. HUTCHINSON
Eye, Ear, Nose and Throat
DR. M. C. OVERTON
Diseases of Children
DR. J. P. LATTIMORE
General Medicine
DR. F. B. MALONE
Eye, Ear, Nose and Throat
DR. J. H. STILES
Surgery and Physiotherapy
DR. L. P. SMITH
General Medicine
DR. H. C. MAXWELL
General Medicine
DR. J. R. ANDERSON
X-Ray and Laboratory
C. E. HUNT
Business Manager

A chartered Training School for Nurses is conducted in connection with the Sanitarium.

Montgomery Ward & Co.

Satisfaction Guaranteed or Your Money Back

Extends congratulations to the South Plains and to all West Texas on securing the FARMERS SHORT COURSE in our own TEXAS TECHNOLOGICAL COLLEGE.

We commend those Farmers of this section who are showing interest in the Short Course, an interest that indicates the desire to improve.

Montgomery Ward & Co.

Next Basketball Games Promise To Be Hardest Fought Of Season; Hill Billies Expected Here Friday

Coming Contenders Have Records Which Cause Them To Look Toward Championship

Meeting the Daniel Baker Hill Billies Friday and Saturday nights, two days of rest, two games with Canyon, another day of rest and two more games with the McMurtry Indians. That's the schedule for the Matadors for the remainder of this week and next week. Six games in nine days. The first four of these promise to be the hardest fought of the entire season.

Have Eyes on Championship
Daniel Baker's Goats have their eye on the T. I. A. A. championship but a wrench was thrown into their plans when the San Marcos Bobcats won two victories last Friday and Saturday nights. On paper the Goats have the best chance to win the bunting they have had in several years. The Canyon Eagles or the Canyon Buffaloes have always in the past had a slightly better team. Chivers and Miller two star men guard and forward respectively, are playing their fourth and last year on the team. These men have been named on the all-conference teams regularly from year to year. Reports have it that they are ending their collegiate days in a path of glory. Early in the season, Texas University was taxed to the limit to defeat the Goats on two successive nights. Last week end the San Marcos Bobcats ran wild over the Daniel Baker lads. Having won the conference championship in football they are now on the trail to annex the basketball championship also. The Hill Billies also meet the Canyon Buffs on their tour of the Plains country.

OUR MOTHER, TECH

Oh Mother of the inner light,
Like the sands of the ocean are we,
Who rest on thy bosom wide
And then put out to sea.

Oh Mother, long-enduring,
You shape our minds today,
You fill our hearts with learning
You show our souls a better way.

And though we wander far
Our hopes with you will be,
When the sands have come to rest
At the bottom of the sea.
—JAVE VELIN.

Letter Review

"Masks in a Pageant," by William Allen White is an admirable book for the students of contemporary history, according to President P. W. Horn in a recent statement. "The author deals with the lives of famous men at Washington whom he has known. Intimate details of such men as Bryan, Roosevelt, Taft, Wilson, Cleveland, and Coolidge are revealed in an interesting manner," said Dr. Horn. He further added that the book was written along the line of thought which the author used in his speech before the college while here a few weeks ago.

Another commendable book that I would recommend to the student is Steize's "A Sin of the Bower." This book deals with the problems of labor in New York, and particularly with its problems in that section of New York known as the "Bower." Mr. Steize, who is one of the prominent labor leaders in the East, a treatise of the relation of Labor to the Church, taking up in an interesting manner the relations which exist between the two institutions.

Dr. Horn has accepted an invitation to address a Y. M. C. A. conference of older boys at Childress, March 9.

Advertisers' Index

Advertisements in the Toreador Do Pay
But they are bound to do so, anyway. One hundred and fifty thousand dollars a month is spent for the best of everything by the Tech community. Advertisements in the Toreador help to guide this amount of money into the right places. Advertisers in this issue of the Toreador are:

- On the Campus
- Tech College Bookstore.
- Tech Cafeteria.
- Lubbock
- Avenue Q Barber Shop.
- Ballenger, Dr. C. M., Dentist.
- Hotel Barber Shop.
- Blue Bonnet Shoppe.
- Boone & Boone, Chiropractors.
- Brown's Studio.
- Citizen's National Bank.
- College Tailors.
- Cullum & Boren, Sporting Goods.
- Economy Mills.
- Electric Shop Shop.
- First National Bank.
- George's Shoe Shop.
- Grady Gilder's Dance.
- Hallmark Self-Instructor.
- Hemphill Wells Co.
- Hotel Barber Shop.
- Jack O'Lantern.
- J. C. Penny Company.
- Lubbock Beauty Shoppe.
- Lubbock Cotton Oil Co.
- Lubbock Laundry.
- Lyric Theater.
- Lubbock Sanitarium and Clinic.
- Lobker-Gamel Co.
- Mistletoe Creamery.
- Model Laundry.
- Montgomery Ward & Co.
- Moore Bros., Hardware.
- Morris Slipper Shop.
- Sherrrod Bros., Hardware.
- South Plains Music Co.
- Swart & Scott, Opticians.
- Tech Cafe.
- Tech Drug Co.
- Tech Coffee Shop.
- Tech Shoe Shop.
- The Period.
- Trow Drug and Confectionery.

What Tech Offers

Told By Department Heads

(Editor's Note: This is one of a series of articles dealing with the various departments of instruction at Tech. Each department head is being asked to submit an article giving the relation of the subjects to life. The series is designed to give a better insight into the whole college.)

CHEMISTRY

Most students would find some difficulty in defining a majority of the subjects in which they have completed courses. This is particularly true in the case of the natural sciences. There is so much of one in the other that it is very hard to draw a line and say "Here ends the science and there the other begins." Chemistry has to do primarily with those changes in matter which involve the production of new substances with new properties, such changes taking place according to definite proportions by weight and with the expenditure of definite amounts of energy. In studying, classifying, and controlling these changes the chemist draws largely on the work of the physicist, particularly that in the field of the structure of the atom. On the other hand the biologist and geologist deal very extensively with processes that are primarily chemical.

A student begins the subject of chemistry for one or two reasons. One is that the subject is required as a part of the curriculum in the professional field in which training is sought. The other is in order to have a clear idea of the world in which we live. The reasons are thus professional or cultural. Chemistry is required in the Texas Technological College for all Engineering, Agriculture, and Home Economics students. The majority of these students take only one course, but a limited number must take other and more advanced courses. In the School of Liberal Arts, one or two sciences must be studied, depending on high school credits offered. A certain group of Liberal Arts students, those preparing for medicine, must take a considerable amount of chemistry to meet professional school requirements.

All of these students will use chemistry directly in the practice of their professions. The engineer wishes to know the composition and behavior of metals, alloys, stone, brick, concrete, fuel, water, and lubricants with which he deals daily. The agriculturist is interested in the subjects of soils plant foods, plant products, animal foods, and animal products such as meat, bone and leather. The home economist deals with foods, nutrition problems, the composition of textile and dyestuffs. An example of a specialized demand is that of the textile engineer, who has not only the mechanical engineer's interest in materials of construction, but also the chemist's interest in the chemistry of textile fibers and their application of sizing, mordants, and dyes. Medicine, once largely biology, is becoming rapidly applied chemistry as well. It is no longer a matter of drugs and remedies alone, but the chemistry of vitamins, internal secretions, and reactions in the cell.

In some of the larger institutions of the country, special provision is made for training men going into business in the field of industrial chemistry in order that they may be more intelligent and efficient purchasing agents, salesmen, and executives.

The natural sciences enter so largely into everyday life that the student who sincerely wishes to know and to appreciate the complex world of nature and of commerce is sadly puzzled to know which to choose. Chemistry naturally claims its share of such students and reveals to them a marvelous order and system in what at first appears to be a bewilderingly complex world of facts.

The point of view in the teaching of chemistry is that of fundamental principles. Once these are understood and appreciated and mastered until they can be used, the descriptive material drops into its proper relation and has a meaning.

The question is naturally asked by students, particularly by those who become fascinated by the ideas and principles of science: "What opportunities are open to those trained in chemistry?" This question has been admirably answered by a very distinguished chemist, Dr.

C. M. BALLENGER

Dentist

505-6 Myrick Building

Let George Do It!

He Knows How!

Shoe Repair Work—All Kinds

George's Shoe Shop

1116 1/2 Broadway

Next door to new City Bus Terminal

Studes Organize And "Jar Loose"

Business finance takes on a rather Democratic for mat Tech as groups of three or more students pool their money, organize a corporation, and "jar loose" for the purchase price of a textbook.

A President, a Vice-President, a Secretary-Treasurer, and a Stock Salesman usually constitute the officers of such an organization. Stock is sold in the corporation until the price of the textbook becomes almost negligible to the individual members.

PRESS CLUB MEETS TONIGHT

Los Escritories, Tech Press club, will meet tonight and attend final matters with reference to the T. I. P. A. According to announcement, Cecil Horne, sponsor, will talk to the club. Miss Lucile Gill, also a sponsor, is expected to be present and it is likely that she will talk to the club, too.

PROFESSORS TO APPEAR IN LITTLE THEATRE PLAY

Professors Langston, Smallwood and Sparks are to take part in "Sunup," a play to be given by the Lubbock Little Theatre tomorrow night.

Tech's class in stagecraft has been working the past month on scenery for this play.

A Pullman porter was robbed the other day. Maybe there's something to Emerson's law of compensation after all.

John E. Temple of New York. He says that chemistry may be regarded as a trade, a profession, or an instrument. As a trade it is a very poor one. Almost any class of skilled labor, plumbing, carpentry, steam fitting, is better paid than a routine analyst or laboratory worker. As a profession it is very limited in its scope. There is of course the opportunity to teach in university, college, or high school. Although the numbers are increasing, and there is always a place for the very gifted man, only a relative few people are employed in chemical research in universities, private institutions, government laboratories, and in industry. As an instrument, along with biology, geology, physics, and mathematics, chemistry is widely and extensively employed in the greatest variety of ways. Hardly a manufacturing process is now in operation that does not require some knowledge of chemistry on the part of at least some of those connected with it.

The field of chemical engineering is a relatively new one, and so far there are few chemical engineering industries in Texas. A chemical engineer is concerned with quantity production at a profit of those substances in which chemical changes chemically controlled predominate. In the Texas Technological College, no effort is made to give complete training in this field, but a course is arranged so that its graduates may easily complete the required work for a degree in chemical engineering in one year in those institutions specializing in this field. In conclusion it is hardly necessary to point to the new Chemistry building, now housing all the natural sciences, but designed primarily for use as a chemistry laboratory and to be used as such as soon as other buildings are provided for physics, biology, and geology, to show that Texas Technological College will have the best of facilities for the teaching of chemistry as well as the investigation of problems that have immediate and direct bearing on the growth and advancement of agriculture and manufacturing in Texas.

—W. T. Read.

After the Dance

As well as every day—
come by to get a sandwich—
cooked right—
served right at the—

Jack O'Lantern

Broadway at Ave. L

NOTES IN AN OLD TEXT-BOOK

Some interesting indications of character may be found in the margins and fly-leaves of second-hand books. Girls are more inclined to gossip than are boys (according to the boys), and perhaps that is the explanation for the special interest of their notations. The proper place to begin a perusal of such a book is not in the front but in the back, for the first notes are usually made there. Look at a typical book, formerly the property of some diligent co-ed. On the inside of the cover a dialogue on the merits and demerits of the instructor is to be found.

"I like the way the prof talks."
"Yeh, and isn't he cute."
The soothing qualities of the prof's voice are not so well appreciated later.

"I wish he would dry up."
And then in the midst of inarticulate sketches of unrecognizable people is found the startling information that the most important results of the American Revolution was the separation of the colonies from England and that so and so had a date with the best looking thing last night. Then follows an uncomplimentary discourse on the questionable pulchritude of the aforementioned so and so, evidently written for the benefit of some sister student in the next seat.

Comments on everything from the constitution of the United States to the marriage prospects of ex-beans are to be found in the book. Perhaps it is lucky that for the majority of the public, books are unexplored mysteries.

Moral: Be careful what you write in your book.

Spring Fabrics for Home Sewing

What could delight a woman more than to design and make her own clothes? And if it is impossible to take time to actually make those beautiful garments—she would enjoy selecting her materials—her pattern—trimmings, etc. We have materials—new and crisp—styles, by Butterick—everything for those new spring frocks and due to our immense buying power and wonderful cash plan, can sell them so you may save by buying and designing your own apparel.

We call your attention to our 36-inch fast colored, new Palm Prints that make a splendid value at our own price of the yard—

29c

Barrier Bros., Inc.

"There's No Substitute For Value"



For Tech Faculty and Students

Announcing

the opening

Thursday

January 31,

of the

Avenue Q

Barber Shop

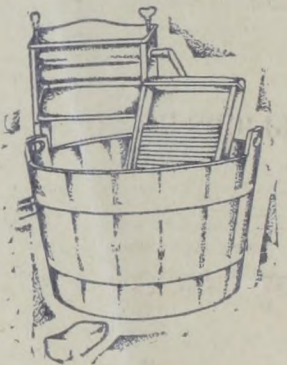
New Modern Expert Barbers

The Avenue Q Barber Shop

BLUEBONNET SHOPPE

—A lovely assortment of pajamas—lingerie of all descriptions for school girls— sheer, soft, beautiful —And at prices as attractive as the lingerie is. —A special offering in millinery.

—1211 Ave. J



"I used to be the best, but I'm only a used-to-be now"

The Model Laundry

uses rain-soft water and only the most efficient machinery in laundry work.

Our Dry Cleaning Service

now in operation we offer the following price.

Men's Suits Cleaned-Pressed 75c

less 10 percent for bring-and-call

Phone 64

THE MODEL LAUNDRY

1211 College Avenue

"Students' Ideal Service"

LYRIC

Wednesday and Thursday

Lois Wilson

—in—

"Sally's Shoulders"

—also—

H. C. Witwer's Famous Comedy

—with—

Alberta Vaughn and Al Cooke

—in—

"Wages of Synthetic"

Admission 10c and 25c

Friday and Saturday

Tom Tyler and "His Pals"

—in—

"When The Law Rides"

A 6-reel Western

—also—

"Cat Comedy"

—and—

Extra Comedy

Admission 10c and 25c



Just An Outline Just A Sketch Just A Word

About University-Type Clothes

For Spring

Two button Peaked Lapels—Shoulders with rolled sleeveheads—Tattersall Vest—High rise Trousers, that really fit up on your waist; with one and two plaits—Trousers that act right at your shoe tops. And best of all remarkable choice of fabrics.

Hart, Schaffner & Marx and Manor-Brooke made 'em—Could we say more?

\$35

Lots to choose in greys and blues



Everything for University Men— Particularly Clothing



Fine Hair Cutting

BY MR. COX AND MR. BOBBITT, HAIR CUTTING ARTISTS

BOBBER BEAUTY SHOPPE

Balcony Hall Music Co. 1010 Broadway

Drs. Boone & Boone

Specialists

CHIROPRACTIC — CORRECTIVE DIET

5th Floor Myrick Bldg.

Hotel Barber Shop

Basement Hotel Lubbock

Soft Water, Clean Towels and—

"A Service That Satisfies"

"SWEET HEARTS"

for

"HER"



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