Meet The Matadors, Miners-You'll Know Them Better Tomorrow Night

Under The Double 66T"

BY LYLE HOLMES



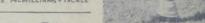














LUBBOCK, TEXAS, THURSDAY, OCTOBER 22, 1931

Monster Pep Rally Scheduled Tonight At 8 o'Clock In The Tech Gymnasium; All Invited

Jay Timmons Announces Big Meeting In Preparation For Colorado Mines Game Here Tomorrow Night

YWCA Council Announces Drive

Plenty Pep



Frank Maddox Named Prexy

Senior In The Textile Depart-ment Of The Engineering School Is Elected Head Of The Engineering Society

Let's Be 99 Per Cent Pure

A handful of loyal supporters of the Matadors journeyed to Dallas to back Captain Jack and his boys in their first big intersectional contest. To be exact—about two hundred Tech roaters were in the stadium when the scarlet clad eleven gave the Haskell Indians the scare of their lives. Two hundred is about ten per cent of the student body.

lives. Two hundred is about ten perbody.

We'll blame the small attendance of Tech fans on the "depression", Republican administration, the weather, or what have you. Tomorrow night, however, those boys who stand up and take punishment while the rest of us enjoy courting, bridge, and tea parties are going to be mighty discouraged if at least eighteen hundred students do not kick in their tribute to the "fightingest team" in Texas Tech history.

Let's be 99 per cent pure backers of our Alma Mater's at letters!!!

The Colorado Miners can be taken — and of course you'll help put the Matador victory across.

Freshmen Plan | Changes Made Annual Party

First Year Students Will Hold Affair On October 30; Var-ious Committees Appointed To Work Out Plans

Baker, Price, Nichols And Close May Take Over Different Jobs Against Miners Here Tomorrow Night

Annual Rummage Sale Slated For Latter Part Of October

Student Directory On Sale In

Near Future; Possibly Monday

By Cawthon

ALL-COLLEGE SATURDAY

Miss Bonnie Nell Gordon Is Killed, Martin Hamilton Is Injured Seriously Monday



Sigma Xi Holds Belgian Girl First Meeting

onorary Scientific Fraternity
To Study Status Of Research
In Texas Tech; Dr. Patton
Grand Opera Company Will Heads Society

Fights Orediggers One Student Killed, One Seriously Injured And Six Others Hurt In Car Accidents This Week

To Sing Here

Grand Opera Company Will Be Heard In Recital Next Thursday; Special Rates

Tech Graduate

Matadors Set For Big Clash Tomorrow Nite

Invading Rocky Mountain Con-ference Eleven Reputed Ar Heavy And Experienced Squad; Arrive Today

Battle Assured

Cawthon Makes Several Shifts In His Line-up; New Plays And Stronger Line Give The Matadors Edge

BY LYLE HOLMES Sports Editor as Tech vs. Colorado Mir

Rump; Halves, Bond and Harris; fullback, Schnars. Game called at 7:30 tomorrow night.

Becomes A Wife Pledges Wear Masks

THE TOREADOR

TEXAS TECHNOLOGICAL COLLEGE

PUBLISHED EVERY THURSDAY

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ubscription covered by Student Activity Fee. By subscription \$1.50 school year.



WE SALUTE YOU, MR. LEACH

Our hats go off to Jack Leach of Northwestern Uni-

Brave words for a mere youngster to deliver to the riminal whose command has sent dozens of men to their leaths. Jack is not alone in his belief, Old Scarface will ell you that himself. The thousands who rose to "razz" he Chicago beer baron as he departed from the Nebrasa-a-Northwestern football game several weeks ago feel the ame way that Jack does.

And, Jack, the Toreador congratulates the Daily Northwestern on its stand against popularizing a "public nemy". Too many of our elders have looked upon Alcapone as a hero. Youth, we believe, has a slightly different attitude towards Public Enemy Number One.

Tech students who find it necessary — and who ion't—are always grateful for a chance to work while gring to school.

If the business men of Lubbock can see fit to make a special effort to place Tech men on part time jobs, giving them an opportunity to attend school, a dozen good turns will be done at once.

It is certain that Tech men will give a good account of themselves. They will work; and will work hard. They would do their loading at home where their board is already paid.

The student body is grateful to the town pacentary.

The Aggle-Home Tech men are plutocratics you see wear-ing the med winged collar every of the backed up by a stack of photo-the method of the organization are reliangly and provided the recks through a start necking and a narrow escapes, impromptu battles, in method or reliangly and a place to the line of a narrow escapes, impromptu battles, in method or reliangly and provided the reach though a special effort to place Tech men on part time jobs, giving the produces in the recks through a story of service with the backed up by a stack of photo-the provided that all members pictured to illustrate what he is must stretch their necks through a substance of the re-Law club boasts a total meeting of the organization are reliangly and a prove escapes, impromptu battles, of the pre-Law club boasts a total meeting of the organization are reliangly and a prove escapes, impromptu battles, of the pre-Law club boasts a total meeting of the organization are reliangly and a part of the pre-Law club boasts a total meeting of the pre-Law club boasts a total members pictured to illustrate what he is market policy and the pre-Law club boasts a total meeting of the

would do their loating at home whete the town people for ready paid.

The student body is grateful to the town people for their support, for their help in many ways, and especially that many of them have seen fit to employ Tech students in their places of business.

Mr. Lubbock Business Man if you can see your way clear to use a good man, in one capacity or another, kindly phone the college.

Thank you, sir!

ONE DANCE PER YEAR

recent ruling limiting social clubs to one major dance clubyear.

The resolution was drawn up by the senior class of 1931 and submitted to the council. The council acted wisely, we think, when it passed favorably upon it.

It cannot be denied that there were too many dances last year, in fact so many they grew boresome. There were as many as eight big dances a month, while each club gave from two to three or more during the year.

With the clubs limited to one annual dance, the members can look forward to this event with much more pleasure. There is no question but that the one dance will be more of a success than if it were only one of the three or four.

A LITTLE LONGER, FRESHMEN

First year students are reminded that the year has just begun and that those green caps are still supposed to be worn.

As a rule the first year students this fall have shown great sportsmanship in wearing their caps; while others, as during every other year, have not done so well.

When the Matadors run over the Cowboys Thanksgiving, maybe freshmen can tuck away their green lids.

Until then, Fish, see that your head is covered with green.

TT

One once had the right, as an American, to live his

One once had the right, as an American, to live his own life as he chose, so long as he did not interfere with the rights of others—their rights, not merely their prejudices.—Brand Whitlock. ___TT__

Any sort of English (grammar) is wrong if it sounds ugly. Not all the copy books in the world can support it.—Heywood Broun.

Large streams from little fountains flow, Tall oaks from little acorns grow.—David Everett.

TT

We are surrounded by traditions that once were living but now are dead.—Havelock Ellis.

TT

We perpetually believe that a serious subject makes what is said about it important.—H. C. Bailey.

TT

The purpose of an education is to help find the truth in order that we may do the right.—Dr. Boyd Edwards.

Matadors, Beat Those Miners!

STUDENTS, if you haven't made your pictures for La Ventana, do so at once and avoid the last minute rush.

BROWN'S STUDIO

Debators Hold

be elected at the next meeting.

Jack did not mince his words when he informed Alapanone that his presence was not desired at the "home" ames of the Wildcats.

As Chairman of the Editorial Board of the Daily orthwestern, Mr. Leach issued the following ultimation the Scarface:

"You are not wanted at Dyche stadium nor at the stadium of the wanted at Dyche stadium nor at the stadium of the wanted at Dyche stadium nor at the stadium and the wanted with the wanted at Dyche stadium nor at the wanted with the will be eligible for the varieting away with anything and you are only impressing a oronic few who don't matter anyway."

Brave words for a mere youngster to deliver to the timinal whose command has sent dozens of men to their

Winged Collars

Meet Your Friends At Tech Drug

"We Have It-When You Want It"

MATADORS! Beat Those Miners!

Plenty Of Thrills Here! First Meeting Tech Student Tells Of Experiences While Enlisted With Marines In Various Places

Several Old Members Of Debate
Squad Back This Year To
Tryout For Team; Officers
To Be Elected Oct. 27

The Debate club held its first meeting Tuesday, October 13. The informations Between the Debate Teams—Frank Ward, "The Difference Between High School and College Debating," Carroll Thompson, and "How to Make a College Debate Team; Grainand Smith.

To Elect Officers
The Obeate Club and the Debate Teams—Frank Ward, "The Difference Between The Debate Teams—Frank Ward, "The Difference Debate Teams"—Frank Ward, "The Difference Between The Debate Teams—Frank Ward, "The Difference Debate Teams—Frank Ward, "The Deb

THE TECH

F

George Zournas, Prop.

Broadway At Avenue K

WEAR A MUM!

TO THE NEXT

FOOTBALL GAME

YES-that's what they are doing at Yale, Hargate, Princeton, Texas



Extra large Mums, 50c, 75c, \$1.00 each Tied with your school colors-ready to go.

TEXAS FLORAL CO.

2105 21st Street



Baptists Flock
To Convention

"The Reality of Christ" is the theme of the eleventh annual cantender of the eleventh annual cantender of the reventh of



Curved French Heels

. . are always smart-and Vanette features them in flawless chiffon hose, very fine gauge, picot tops, pure silk heel. A stocking that wears unbelievably well for one so cobwebby fine. . . And you can depend upon the correctness of the color 1

Always \$1-Chiffon or Service

Oh! You Lucky Tab!!

MOISTURE-PROOF CELLOPHANE Sealed Tight-Ever Right

The Unique HUMIDOR PACKAGE

Zip-

and it's open!



one half with your thumb. Tear off the other half. Simple. Quick. Zipi That's all. Unique! Wrapped In dust-proof, moisture-proof,

germ-proof Cellophane. Clean, protected, nest, FRESHI - what could be more modern than LUCKIES' Improved Humidor package - so easy to open! Ladies-the LUCKY tab isyour finger nail protection.

Made of the finest tobaccos-The Cream of many Crops-LUCKY STRIKE alone offers the throat protection of the exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays - the process that expels certain biting, harsh irritants naturally present in every tobacco leaf. These expelled irritants are not present in your LUCKY STRIKE! LUCKIES are always kind to your throat.

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A compl ing of Dresses a

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campus we

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And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

Sport Ticklers For Side Line Coaches

Vanities Given **Party Visitors**

Students To Meet Tonight For Special Columbus Program

What They Tell The Editor



Mrs. Vernon Brown

Entertains Guests

Y. M. C. A. Five Leads Tech Play

Swede Sixteen

Hallowe'en Is Party Motif

Choral Club Practices On

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flavorings...oLD GOLDS do not faint the breath with lingering odors, and do not

good taste . . . smoke natural-flavored OLD GOLDS. They'll give you a finer smoke, without any unpleasant aftermaths of any kind.

NO "ARTIFICIAL FLAVORS" TO TAINT THE BREATH OR STAIN THE TEETH . . . NOT A COUGH IN A CARLOAD

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Materials of Jerseys and Knits.

Ideal for class or campus wear.

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CONGRATULATIONS

MATADORS WE'RE FOR YOU BEAT THE MINERS AND REMEMBER Our Toasted Sandwiches Are Only 15c JACKSON DRUG STORE

MATADORS

On Your Recent Game with the **Haskell Indians**

NOW WE WANT A Victory Over Those Colorado Miners

Then Nothing Can Stop Us!

West Texas Gas Co.

Texas Tech Golf Tournament To Open October 28

Lime Lines ★ ★ ★ GRIDIRON GRIPES FROM

GOSSIP'S GRAVEYARD

19; Vanderbilt 0.
la 32; North Carolina 7.
ern California 53; Oregon t
7; Chicago 0.
U. 21; Rice 12.

BON VOXAGE Give them hell, Texas, and

Tech Matadors Will Meet Baylor Bears In Waco Next Week The Terrible Terror Of Texas Tech | Badgers Take | Baylor Bears



Miners Ready

Tech On Lubbock Gridiron

BOTTLE FED



For Tech Tilt

Determined To Up-hold Stand-ard Of Rocky Mountain Con-ference In Battle With Texas

Annual Game Appear Next From Fishmen On Schedule

Amarillo Junior College Wins
From Picadors 14 To 0 In
Contest Featured By Close
Defensive Play

Only Game This Season With A
Southwest Conference Team
Will Find Matadors Eager
For Victory

Terrill Next Picador Foe

Morgan To Take Freshmen To Dallas For State Fair Game With Powerful Prep Eleven;

Veteran Freshman Now Varsity Star



Tough Break

Tennis Tourney In Semi-Finals

Enter Annual Tech Tourney

Star Golfers

Hughett, Clark, Pendleton, Kel-ly, Smith And Holmes Will Take Part In Championship Play Next Week

Турен

Lubbo





Cleaning - Pressing - Alteration Fur Storage and Renovating

Phone 193

1412 Broadway Extends

Congratulations To The

MATADORS

On Their Game With Haskell Indians Now **Beat Those Colorado Miners!**



NEW LOW PRICES

Smart College Clothes

\$22.50 up

HOGAN & PATTON

"The College Store"



Matadors Beat

The Colorado Miner

Congratulations MATADORS!

On Your Splendid Showing Against The Haskell Indians

Now Nothing Can Stop Us!

Beat Those Miners Next

FOOTBALL TECH FIELD

Friday Nite, October 23

7:30 P. M.

TECH

VS

Colorado School Of Mines

Admission: Grandstand, \$1.00; Bleachers, 50c

Will You Be There



This Page Made Possible By The Following Tech Boosters

The Log Cabin
1301 College Avenue

ek

Maxfield Music Co.

Typewriter Sales Co.

Conoco Oil Co.

Broadway at Y
Emmett Kerr—Lewis Kerr
Tech Students

Lubbock Hardware & Supply Co.

Piggly Wiggly

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Eat and Drink at

The Glorieta

M-System Stores Lubbock Laundry Co.

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College Tailors

Tech Cafe
Broadway at K



Beyond his live and care

DISLIKES MURDER

TEMPERATE BEER

Many Guests At

BUCK'S CONFECTIONERY

In The Myrick Building

Lindsey



MATADORS WE'RE BEHIND YOU IN FRIDAY'S GAME

BEAT THOSE COLORADO MINERS

AND THEN TO A SUCCESSFUL SEASON

HOTEL LUBBOCK

"Lubbock's Finest Hotel" C. A. (Sheff) SHEFFIELD, Mgr.

Quietly

with effortless ease....words flow from the

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THE GEM OF ALL TYPE-WRITERS. LET US DEMON-STRATE ITS VELVET TOUCH— ITS WONDERFUL ACTION—A MACHINE FOR THE HOME— SCHOOL—FOR PROFESSIONAL AND BUSINESS ACTIVITIES

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TIME AND TIDE

BY WILL BRISBARTON

vel or surprise, done that life and death rey underlies. ot where his islands lift

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Physician—Surgeon Osteopath

409 Myrick Bldg. 469 — Phones — 831-W

Tech Students and Faculties

We are prepared to serve you with lunches and dinners

Lubbock Coffee Shop

We also have a private dining room for clubs and sororities See us for your arrange-ments

Gus Kallas, Manager

LA CASITA Across from Cherl Casa "Easy" Nettels

Palace Finn Junior Durkin

Janet GAYNOR

Charles FARRELL

Merely Mary Ann

Mitzi Green Jackie Searl Eugene Pallette

College Spirit Of Notre Dame

MATADORS!

You fought a good battle against

Now Beat Those Colorado Miners

You will find a complete line of drinks, candies, and drugs at

The Hotel Lubbock Drug Store Hotel Lubbock Building

TOREADOR PERSONALS

Raymond Reed, '28 Aggle graduate, now employed in the University Mills at Stamford, was on the campus the first of the week.

Elwyn Walling spent the week-nd in Plainview.

Rhoda Lou Clark spent the week-nd in Lamesa.

Lonnie Langston was a Brown-field visitor Sunday. ADD PERSONALUS TORDOR

Sam Scott, former Tech student, yas in town visiting lady friends at College Inn Sunday.

Centaur Event

Special Events For "Y" Girls

Waghorne Composes Hymn; Record Of Four This Season Mr. W. R. Waghorne has been notified by the Lorenz Publishing

STAR QUARTER-BACK VISITS

Miners Due To **Arrive Today**

bock Today

context will be piayed in the aftermon.

Play Third Season

Nine members of the Miner squad
are playing their third season with
the team while nineteen others on
the squad are doing second year
t duty. Boasting the best pair of
tackles in the Rocky Mountain conserence, a husky plunging fullback,
and a halfback that holds an allestar reputation, the Miners will not
enter tomorrow's game with any
idea of losing in their minds.

Big Dee Michealson, sk-foot
two and weighing 197 pounds, and
either R. T. Preston, 186 pounds, or
Bull Trumbull, 206 pounds, handle
the tackle assignments for the invaders. Buck Schinars, you'll see a
big number 3 on his back, tips the
scale at 183 pounds and is the fullback star for the Miners Eddie
Bond, not exactly a lightweight,
steps with pienty of style at right
half-back

Will Prove Match

Although the Miners' do not appear as winners on paper they
should prove more than a match for

Congratulations Matadors! BEAT THOSE MINERS

Tech Shoe Shop Jack Davis, Prop.

Veteran Squad From Golden,
Colorado, Scheduled To Get
Their First Glimpse Of Lubhock Today

THE HILTON

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Breakfast - - 25c-50c Lunch - - - 40c-50c Dinner - - 50c-75c-\$1.00

Headquarters for all visiting Football and Basketball Teams

College and High School students are Hilton

We appreciate your par-ties and Dances.

L. M. Drown, Manager

EAT AT

La Casita

Across From Cheri Casa Phone 9544 "Easy" Nettles, Prop.





Eastward ho! Four thousand miles nearer the rising sun-let's go! To the land of mosques and minaretsso different from our skyscrapers, stacks and steeples.

Let's see this strange, strange country. Let's see the land where the tobacco* grows in small leaves on slender stalks-to be tenderly picked, leaf by leaf, hung in long fragrant strings,

shelter-dried and blanket-cured. Precious stuff! Let's taste that delicate aromatic flavor-that subtle difference that makes a cigarette!



XANTHI.. CAVALLA.. SMYRNA .. SAMSOUN . . famous tobaccos!

*Turkish tobacco Is to cigarettes what seasoning is to food—the "spice," the "sauce"
—or what rich, sweet cream is to coffee! You can taste the Turkish in Chesterfield

-there's enough of it, that's why. Chester-field has not been stingy with this important addition to good taste and aroma; four famous kinds of Turkish leaf—Xanthi, Cavalla, Samsoun and Smyrna-go into

the smooth, "spicy" Chesterfield blend. This is just one more reason for Chester-field's better taste. Tobaccos from far and near, the best of their several kinds—and the right kinds. And pure, tasteless cigarette paper, the purest made. The many requisites of a milder, better smoke, complete!
That's why they're GOOD—they've got

to be and they are.



■ 1931, LIGGETT & MYERS TOBACCO CO.