

Established in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Jim Lindsay Editor-in-Chief
Dixie Anderson Business Manager

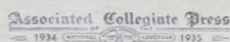
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Desk Editor: Hollis Blackwell
Assistant News Editor: Morris Laine
Sports Editor: Bob Cannon
Society Editor: Josephine Powell
Feature Editor: Wayne Sellers
Copy Editor: Jamie McNeill

BUSINESS STAFF
Ad Solicitor: Charley Davis

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ANY newspaper, regardless of size, scope or the class of people to which it caters, must have an editorial policy. This policy should be clear and well-defined. A newspaper is run in strict accordance with its editorial policy just as a democratic government functions according to its constitution and laws.

Whereas large city dailies, through their editorial and news columns, steadily gain their objectives of better state and local government, likewise The Toreador will attempt during the school year to bring the student body into a compact, friendly and efficient unit working for the benefit of each student and for Texas Tech as an institution. It is the aim of the student publication to bring about a closer relationship between the student body and the college—its administrative heads and faculty members.

As suggested by the Auburn Plainsman, this aim of the student paper can be accomplished in three major ways: through the news columns, editorials and discussion by the students. Pertaining to the latter aim, the student body may express its opinion through the "Student Forum" and "One-Minute Interviews" columns of this page. Constructive criticism is especially desired by the paper. However, criticism pertaining to anything concerning the college is welcomed.

In order that a better coverage of the campus can be made, The Toreador asks full cooperation of the student organizations on the campus. All such news will be given equal consideration and handled in an unbiased manner.

This year, as last, The Toreador is one hundred per cent for the interests of Texas Tech. In its editorial columns, it will oppose what it thinks to be wrong and advocate what it believes to be right.

The Toreador is the student publication. Each student will consider himself part owner of it. He has an equal voice in how it shall be managed. He has the opportunity to use its columns in the promotion of the best interests for Tech.

THE past year has seen an increase in the demand for Tech athletes to fill the coaching positions in the high schools and colleges of the state.

Dozens of inquiries and requests were received at the coach's office during the spring and summer. Many of the requests had to be returned because of a limited number of graduating athletes. Of the thirteen players finishing their eligibility last fall, nine are coaching in the state, two have joined the professional ranks, and one has employment with a reliable firm.

In proportion to the number of athletes turned out each year by other institutions of higher learning in the state, Tech has placed more young men in coaching positions in the last three years than any other school. There is a reason.

It is of wide opinion that the reliable and progressive instruction received in the Tech ath-

Somewhat Literary

EDUCATIONAL PROCESS

September
I'VE been three days at Texas Tech, Wrestling with registration— And the prettiest spot in town, by heck, Is the Santa Fe railroad station! I'll get out my good old high school sweater And touch it tenderly; I'll write my folks a loving letter, And tell 'em to look for me! "I'm thinking of you and the girl next door, And the dog and the cat and the cow, And all the fellows at Johnson's store, And I want to come home right now. "Everyone seems to know but me Just how to go and come. Mommer and popper, hear my plea— Please send me the dough to get home!"

November
I've found a gal with a new V-8, I've borrowed the money for cokes, I've just got a minute before my date, But I've got to write the folks! "Dear folks: I think I'm going to be All right at Texas Tech; But mommer and popper, hear my plea— Please send me a bigger check!"

—Francis C. Cook

Intercollegiate Opinion

TRUE AIM OF COLLEGE

"The drudge may fret the linker Or labor with lusty blows, But back of him stands the thinker, The clear-eyed man who knows." The men who guide the destiny of this nation, those who forge into unknown territory for the purpose of exploration, and those behind the wheels of industry are the real thinkers of the world; and chances are that most of them began to do their serious thinking while in college. In college they learned facts; but more important still, they learned to apply their knowledge of these facts toward some constructive end.

One should not go to college for the sole purpose of learning so many cut and dried facts from countless textbooks. Facts alone are worthless. One must learn how to use them in order to forge ahead in a continual search for the truth. A pedant may as well have not learned anything, for what good will all his knowledge do if he cannot apply it?

Too many cases are on record of men and women holding college degrees who do not appear to do any better in life than those with no degrees at all. If those people had only mixed in with their learning a little thought toward practical application, how much better equipped they would be. The saying that knowledge is power is all right within certain limits. Rather it should be—ability to use knowledge is power.

It is true that college cannot make a man think unless he has the ability to think at the beginning, but nevertheless it is a great help to those who want to learn what the past has given in order that they might give to the future.—Exchange

Today's Thought

The men and movements we support, we must support, not because we hold them to be comprehensively quite right, but because we are convinced they tend in the right direction.

The Sages Say

I am of the opinion that a stupid servant is worse than a wicked one, or at any rate more harassing; one can be on one's guard against a knave, but not against a fool—Jacques Casanova.

letic department and on the field is of the highest type. It ranks high in leadership, morale, discipline and scholarship.

The wide demand for Tech athletes is a tribute to the coaching staff. Under its supervision, athletes learn as they play to become a leader, a fighter and a worthy citizen.

CAMPUS ECHOES

THE radio technicians of a broadcasting class at Drake university recently conducted a thorough investigation into the sounds of kisses. The research disclosed that the best way to indicate a kiss over the radio was by kissing the back of the hand.—Arkansas Herald.

With the purpose of impressing his students with the serious nature of his subject, a Nebraska professor, who was giving a series of lectures on war came to class in full military attire. The class appeared at a later lecture equipped with gas masks.

Headline in the College Star, publication of Southwest Texas State Teachers college reads: "Large Group See Lunar Eclipse Atop Science Building."

A student initiative committee at Loyola university has adopted as its slogan, "Visit a Class." Their purpose is to arouse student interest in attending classes outside the regular curriculum.

From the Arkansas State College Herald: At a certain college in Scotland, students are fined a small amount for each class they cut. At Christmas time the money is pooled to buy the president of the college a Christmas present. The Vernon Cynic reports that the institution head received a stick of gum last Christmas.

In an Arkansas student publication, this bit of sarcasm concerning West Texas is printed: "They will tell you down at Fort Worth that 'It's the Place Where the West Begins.' The Skyline, Sul Ross State Teachers college paper, holds as its motto, 'Out Where the West Is.' That leaves it up to the California Chamber of Commerce groups, who'll probably take the credit, 'Here's Where the West Ends.'"

Craig McNeese has employment with the Shell Petroleum company. He is working in a geophysics party at Morgan City, La.

Wanted To Buy

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Cowboys Have Rejuvenated Grid Machine

Kimbrough Predicts Win For Red Raiders On Cowhand Field

(Continued From Page 1) on the gridiron. To date they have played nine games both schools having won four games each. The first game in '36 was a scoreless tie, but the Matadors copped the second game in '27, 10-7.

The next three years were a washout for the Matadors as the Cowboys won all three games by wide margins. In 1931, the last time the Raiders visited in Abilene, they upset a powerful Cowboy eleven to win 6 to 0. The next year the Hardin-Simmons eleven turned the tables and defeated the strongest Tech ever, 13-12. Since that time the Raiders have managed to eke out victories over the Cowhands.

This year the Cowhands boast the strongest team in recent years with a complete new coaching staff and several helpful junior college additions, regardless of the fact that Coach Kimbrough indicated that the Raiders would win by 25 points. In veteran experience both teams stack up about even. Where Tech has a large crop of sophs, the Cowhands are well equipped with junior college transfers, 10 or 12 squadsmen and about a dozen promising sophs.

Squad Leaves Thursday
The entire varsity squad, 52 in all, left by motor bus yesterday before noon for Sweetwater. They worked out there in the afternoon, remained over for the night and most of today. Coach Cawthon planned to move into the enemy's vicinity just before game time this evening.

Coach Cawthon and Dutchy Smith, Ed Klein and Hal Hitchcock, senior student managers, and Bo Williams, business manager, accompanied the team.

Assistant Coach



Above is Dutchy Smith, chief aid to Head Coach Pete Cawthon for five years. The Raider forward walls tutored by the line mentor have been a big factor in the football success of the Matadors.

Double T Club Meets Tonight

Beauchamp Heads Group Of Lettermen For Coming Year

The Double T club, an organization of Tech lettermen in all sports, holds its first meeting of the year tonight at 7 o'clock in the clubroom at the gymnasium. Plans for the year and other business will be discussed at the initial gathering.

J. V. Beauchamp, football star from Greenville, was named president for this year at a meeting of the club last spring. Sam Jones, Abilene, fills the office of vice-president. Other officers serving the association are: Walker Nichols, San Angelo, captain of the Raider gridlers, secretary; Leroy Crews, Wilson, varsity basketball captain; treasurer, and Bert Williams, Lubbock, sheriff.

Prouty Heads Matador Club For Next Year

Organization Chooses Raley As Treasurer For Tenth Year

At a director's meeting held Monday night in the Lubbock Hotel, Parker F. Prouty, business manager of the Avalanche-Journal paper, was re-elected president of the Matador Club for next year. J. A. Raley, secretary-treasurer since the club was organized, was chosen for the tenth time.

Organized in 1926
The Matador Club, a group of professional and business men who foster Tech athletics and assist the coaching staff in financial matters, is composed of more than 250 members. The club was organized in 1926.

The club's annual financial drive began Monday. The campaign will continue for two weeks. Coaches Pete Cawthon and Dutchy Smith attended the meeting Monday night.

ARIZONA IS STRENGTHENED WITH RETURN OF VETERANS

Tucson, Ariz., September 21 (Special).—Tex Oliver, University of Arizona football coach, whose ability of developing reserve material in the past two years has been almost uncanny, has revealed that he will not be forced to depend alone upon 1934 reserves and incoming freshmen to build his 1935 "Blue Brigade."

From his 1935 crop of players, a quartet of huskies will be returned to varsity play. A pair of freshman prospects from the 1932 fold, and two transfers who displayed commendable talents during spring training last April and May complete Oliver's latest source of income for beef, brawn and football brains.



By BOB CANNON Sports Editor

WERE going down to Abilene this afternoon to watch the crimson garbed Raiders make a riotous season debut tonight before the Hardin-Simmons Homecoming folks. Aside from the game, we understand through our "grapevine telegraph" that the Baptists are giving points. That is hard to believe. We've never heard of the Baptist giving anything but they'll usually take all they can get.

No doubt the game between the Matadors and the Cowhands will be a corker, as season opens go; but nevertheless as for rivalry and personal grudge, nothing could be meaner than an annual Tech-Hardin and Simmons battle royal.

Most of the fans talk Ed Cherry and Pete Tyler as the men to stop in the Cowboy offense. But Coach Cawthon has arranged that they get no further than the line of scrimmage which would seemingly mean that the Hardin-Simmons offense would go "baloney" without their support.

But this department is tempted to believe that should the Cowhands upset the Raiders, and the Ranchers are known around these parts for their upsetting aptitude, the only (See DOUBLE T page 4)

Picador Grid Squad Not Impressive, Coach Says

Ranks Dwindle Rapidly As Few Candidates Get Into Form

"Freshman football prospects are not coming up to expectations", Berl Huffman, frosh mentor announced last night. "Every day we have been cutting down on the squad, and only a few of the small group that we have out now are giving any signs of possibilities".

During the first few days of practice more than seventy freshmen reported for the workout. Day by day the squad has been cut down until there is not more than four complete teams working out at the present. Huffman said that final whittling on the squad ranks would take place at the first of next week.

"Leonard Latch of Cisco and A. B. Murphy of Beaumont are looking pretty good at tackles. Rufus Ryan of Lubbock and Allen Plummer of Beaumont are the most

promising backs", Huffman said.

Plummer Outstanding

Ryan was a star halfback with the Lubbock high school Westerners two years ago under Huffman. Ryan attended S. M. U. last year. Plummer is probably the most outstanding backfield candidate. However, he is having trouble with his eyes, and may not be able to continue as a fish football candidate. Al Foster of Amarillo is the guard standout.

The fish play their first game October 2 against the West Texas State Teachers college Calves here.

Noted Sports Authority Names Three Matadors As All-American Timber

Gaines Davis, senior guard, Bill Holcomb, tackle, and Winford Baze, senior fullback, are listed in the Illustrated Football Manual for 1935 along with more than 100 others as possible all-American grid timber this fall.

The selection was made by numerous coaches, sports-writers, and officials over the country and compiled by Arthur T. Wynant.

In the same magazine pictures of Demp Cannon, Jim Neill, J. V. Beauchamp and Baze appear along with an article concerning the Tech football situation for 1935.

Attend Tech - Hardin-Simmons game at Abilene tonight.

Attend Collegiate Dance

After Tech-Cowboy Grid Classic

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His Orchestra

Wooten Hotel Ballroom

Abilene

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Registration Figures Indicate Large Fall Semester Enrollment At College

"Hell's Bells" Sound Wakes Dorm Boys At All Hours During Night

"Hell's Bells" might aptly describe the sentiments of several residents of the Tech Men's Dormitory who were rudely routed from their beds last Monday night by a series of ringings from the electric gongs. Bells call the boys to their meals, wake them in the morning and tell them when to start studying at night.

An electrician was called in Monday to set the bells for their fall schedule of ringing, "and they rang as they should up till 12:45, midnight, Monday night," said Mrs. Bennie M. Buford, housemother.

Mrs. Buford said that the next morning her "boys" were telling her how they scampered through the halls thinking there was a fire. One boy thought it was time for breakfast, got up, dressed, went into the hall, blinked at the clock, saw the darkness outside and went back to bed muttering about the bells in the dormitory.

Most of the old residents, long since seasoned to the bells, slumbered peacefully on, Mrs. Buford stated, as she breathed a sigh of relief that the dorm bells were running on their normal course.

Large Crowd

(Continued From Page 1) introduced Dr. Knapp. The college head spoke of the Hardin-Simmons game and the 1935 schedule in his speech. He announced the chartering of a special train by Sam Rosenthal, local merchant. The need of a school spirit was stressed in his talk.

Following the words by Dr. Knapp, freshman yell leaders were chosen. Bud Thompson, Lubbock, and Steve Parker, Vernon, were nominated and elected unanimously after demonstrations. Announcement by Burchfield was made that there would be a freshman rally in the gymnasium Monday night. A special yelling unit will be formed.

The Matador band played several numbers during the rally and assisted in the yells. With students standing at attention, the playing of the Matador song closed the rally.

(Continued From Page 1) tion for the jobs before registration got underway.

Insufficient Accomodation
More than 200 students are on the waiting lists for accomodations in the men and women's dormitories. This amount does not include those who have been on the waiting list and have received places. Over 175 students made application for dormitory jobs, according to Miss Mozelle Craddock, business manager of the dormitories.

Physical examinations have been given to more than 1700 students at the West Texas hospital and medical room in the Chemical building and sanitarium, hospital authorities said last night.

Double T

(Continued From Page 2) part Cherry and Tyler would play in the reversal would be to pave the way for meek looking deer-hipped little fellow who goes to pay dirt when once he gets into the open. Buck Howell is the name of this pint sized will-o-the-wisp. He will sit on the bench most of the time under the mothering eyes of Mentor Kimbrough who has hysteria when Howell even turns lest he might fall and sprain an ankle. He shifts to a wingback and when either Paul White or Estes Burgamy whisks a spinner to him, it's bye-bye birdie if he finds an opening gnat width.

Howell's frail looking figure against 200 pounders didn't impress Fats Cranfl much last year, and he rode the bench most of the year at the disgust of the Abilene fans. But Kimbrough kept him plenty busy last spring behind the flying heels of Captain Milby, Cherry or Tyler. He is not a ball carrier that uses his hips to get around. He is a Malcolm Campbell in disguise and Yours Truly means just that.

He and the Brown twins of A. C. C. hold the Texas conference record in the century, and Howell tops the list in the 220. He will bear keeping a watchful eye on, even if he doesn't reach the line of scrimmage.

Miss Nell Blackstock, 1934 graduate, is teaching public school music in the Mertzon schools this year.

The university of Arizona plays five intersectional games this year with Whittier university, Loyola of California, Oklahoma City university, Texas Tech, Centenary college and Drake university.

College Calendar

Friday, September 20
Tech-Hardin-Simmons' foot ball game, Abilene, 8:15 p. m.
Saturday, September 21
All-College dance, sponsored by W. A. A. Gym, 9-12 p. m.
Sunday, September 22
A. W. S. tes, girls' dormitory, 3-5 p. m.
College Club speaker, Hilton Hotel, 6:30 p. m.
Special church services.
Monday, September 23
Botany club, CZI, 7 p. m.
Las Vivarachas, 8:3 p. m.
Tuesday, September 24
Convocation, gym, 11 a. m.
Aggie club, pavilion, 7:30 p. m.
Capa Y Espada, room 210, 7:30 p. m.
W. A. A. cabaret party.
Centaur smoker.
Wednesday, September 24
Double T association, gym, 7:30 p. m.
Social clubs, 7 p. m.
Los Camaradas Smoker, clubhouse, 8 p. m.
DFD bridge party, Hilton Hotel ballroom.

Many Affairs Fill Week's Calendar

(Continued From Page 1) Hotel Wednesday from 5 until 7:30 o'clock. Los Camaradas club members will have a smoker that same evening.

At Tree Top Inn the Sans Souci club will have a supper for rushes Thursday. Kemas club has a smoker that evening also.

Keys Have Dance
Silver Key members will be hosts for a dance at the Hilton hotel Friday, before the Tech-Daniel Baker football game. Ned Bradley and his orchestra is to play. Wrangler club has a smoker that evening and plan to attend the game in a body.

Saturday afternoon Las Chaparritas club will have a luncheon for members and rushes. That evening College club will have a dance at the Hilton Hotel from 9 until 12 o'clock.

Las Leales club entertains with an annual tea honoring freshmen women Sunday afternoon. Ko Shari club will have a dance at the Hilton Monday from 6 until 10 o'clock.

The St. Mary's university Rattlers make a three week trip this fall into the East playing St. Thomas college, Catholic university and St. Vincent college in order named.

Back the Raiders in body and spirit to crush the Hardin-Simmons Cowboys.

Theater To Have Annual Premiere

Famous motion picture actors will be impersonated on the stage of the Palace theatre tonight at the annual "Hollywood Premiere." Forty-five local persons will represent the different movie stars. When the impersonators arrive at the theatre at 8 o'clock they will speak to the crowd over an outdoor public address system. After this part of the program is completed they will appear on the stage. Practically all of the famous movie stars will be impersonated. The actors are to go through their routines as if they were on a sound stage in Hollywood.

Dean A. H. Leidigh arrived home Sunday after spending several days in California.

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FREE TO THE PUBLIC 8:00 P. M.
The reception will be free to the public—it will consist of welcoming the local people who are to impersonate the moving picture celebrities as they ascend the platform erected in front of the theatre. They will be presented under brilliant floodlights and over an Oltidoo Public Address System. We invited you to be present to assist in welcoming Lubbock's celebrities of the screen.

THE STAGE SHOW WILL BE...
An impersonation of the popular screen stars by local people resembling them. They will go through their routines as impersonators just as though they were on one of the great Hollywood Sound Stages—which will produce a great fun show for all.

DR. CLYDE C. CRAIG
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A REAL MOVIE STAR IN PERSON
MISS BOBBIE LA SALLE will be on the stage in person. Miss La Salle has played in Gold Diggers of 1934, Footlight Parade, and many other pictures.

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With Edward Everett Horton, Helen Broderick, Erik Rhodes, Eric Blore