VOLUME XI

NUMBER 9

Inspired Wichita Wheatshockers Upset Matadors, 6-0

Dairy Cattle Judging Unit **Enters Meet**

Local Team Participates In National Contest At Dallas Show

THE dairy cattle judging team leaves tomorrow for Dallas where they will compete with 22 teams from different sections of the United States in the National Dairy show contest Monday. Tech

Offer Trophies
ne states that a committee of
hes will judge each of the five
dis of dairy cattle to be exhibitHeretofore only one judge has
ted in this capacity. Ayrshires,
no Swiss, Guernseys, Jerseys,
Holateins are to be graded by
different teams.

The power of coaches assigned
charts made in judging. Each
the group of coaches assigned
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est score on their class, Fine

Heal to Overn

Team Leaves Tuesda;
For Kansas City

classes will sit in separate units this entire the discussion of arrangements for the Homecoming program this month is made and voting on the proposed amendment to ne constitution, printed in Theorems of the student overning body.

Will stop at Dalias to assist in ji ing at the swine exposition will last from October 20 to 22. He display that the sum of the student of the student of the student overning body.

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Annual Show By Aggies Artist Course Ready For Presentation Presentations

Queen Tonight



The serior of the student to the student council announced late years.

Student Head Calls Assembly

Enrollees Gather In Gymunocation

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Parade This Afternoon Starts Activities For La Remuda Program

Begin Monday

Manhattans Appear Next Week At High School In Two Programs

"Big Shots" Drill Behind Closed Gates; Face Ray Stiff's

These Musicians Open Artist Course



MANHATTAN STRING QUARTET **Campus Social Organizations Announce Pledges For Session**

Renner Convenes With Experts At

Dairy Exposition

Press Club To Discuss

Kemas Club Heads List With 21 Prospective

Members For Group

Secretary To President Knapp Takes New Post

"Playboys" In Donkey Polo Game Tonight At La Remuda

of the front of the gridders farewell and put of the gridders farewell and put of the didnitions in front of the didnitions.

Mowery Takes Position On Committee For Show Ray C. Mowery, head of the animal husbandry department, has recepted an invitation to serve on the Rules and Awards committee the State Tunian and introducing the State Tunian and invitation to serve on the Rules and Awards committee for Show which is held annually in Santonian.

After corresponding with James A. Gailager, president of the meet. Mowery learned that he will be a committeemant in 1807. The board of the meet and the work of the serve of the State Tunian and husbandry department. Assert the State Tunian and husbandry department, has recepted an invitation to serve on the Rules and Awards committee.

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Wichitans Foil Raider Passes On Soggy Turf

Running Plays Also Bog Down As Tech Suffers Defeat At Wichita

Student Rules At Dairy Show

Lillian Heard Reigns As Dallas Exhibit



TOREADOR

Established in 1925

OFFICIAL STUDENT PUBLICATION OF THE TEXAS TECHNOLOGICAL COLLEGE LUBBOCK, TEXAS

Jim Lindsey Burnice Walker	Editor-in-Chief Business Manager	
EDITORI	AL STAFF	
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News Editor	Burgess Dixon	
Society Editor	Josephine Powell	
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	Night Editor	Eng. Bldg

1935 Member 1936 Associated Collegiate Press

Sole and Exclusive National Advertising Representatives NATIONAL ADVERTISING SERVICE, Inc. 420 Madison Avenue, New York City

Rapidly Growing Institution Needs Chamber Of Commerce

EVERY progressive city supports a Chamber of Commerce. Such an organization under the able direction of Secretary A. B. Davis has done much to help the rapid progress of the South Plains section, Lubbock and Texas Technological college. Its work is very noticeable whenever an enterprise needs pushing and is made a successful project. cessful project.

cessful project.

The college needs a body to promote its interests on and off the campus. Growing by leaps and bounds, the institution has gained a commanding position, not only among the 97 colleges and universities of the state, but in circles of higher learning throughout the Southwest and the entire nation. This story of progress is prevalent in athletics, enrollment, different divisions and in most departments making up the school.

In the future there must be an impetus to push other projects necessary for further advancement. This work could not be handled better than by a united body composed of Administration officials, faculty members and students discussing Tech's needs and co-operating to see that these are met and results realized.

ON the campus in the past there was a Tech Chamber of Commerce. Due to lack of interest and leadership the organization gradually faded and disrupted. But looking into its history, many accomplishments dot its short-lived history. Such enterprises as appear on the college activity calendar this month were fostered and backed by the organization of enrollees. If a Chamber of Commerce existed at the present time, it could go far in helping the success of the pep rally broadcast October 23 over the Texas Quality network. This body would also be a great aid in assisting the Student Council and Alumni and ExStudents association with their outlined programs for the Homecoming celebration.

Already Student President Claude

Programs for the Homecoming celebration.

Already Student President Claude Thompson, The Toreador editor and college officials are putting their heads together for formation of a campus Chamber of Commerce. If their plans materialize, and we feel confident that they will, there is to be an enterprising body on the campus soon to make alumni, students and others Tech-minded; the result being a higher position for Tech among the colleges and universities of the country.

Death Lurks On Campus Drives Again With Crowded Conditions

drive cars to the campus have been warned often in the past against the practice of double-parking in front of the Administration building. Signs have been placed along the drive with this request printed on them. But the discourteous, and often dangerous, practice continues on the campus thoroughfare.

the campus thoroughfare.

Not only does leaving cars parked along this and other drives on the campus create an actual hazard for other drivers throughout the day, but it also sets the stage for a potential fatal accident for every student who has to cross the drives between classes. This is the greatest objection that can be raised against such a situation. And it is from the students that the protest necessary for solving the insidous problem should be forthcoming.

Every driver of an automobile knows

should be forthcoming.

Every driver of an automobile knows that ample parking space is provided south of the Ad building, and at other less vital traffic points over the campus. If the drivers do not of their own accord comply with this often-repeated injunction, it will become the duty of the students and officials to verbally or otherwise remind car owners of the regulations governing this point.

You cannot build a reputation on the things you are going to do.—James J. Hill.

Fish, Fall In Line To Work For Completion Of Whole

UNDOUBTEDLY there is, in the mind of every individual freshman, a pre-conceived idea of what college is all about and what they are going to make out of it. To some of them it is a pleasant surprise, to others not so pleasant, when their ideas do not jibe with the plans and preseribed requirements of the college in regard to freshmen. All this must be taken with the same spirit regardless of those pre-conceived ideas, for if each rook and rookess maintained his or her premature campus visions there would be no unison, no co-operation, no mass direction, and the whole affair would be a sad mess.

Each one of you, speaking directly to the

Each one of you, speaking directly to the freshmen, are a new part of this vast institution and you must realize that cooperation and wilful benevolence in your college days to come will aid you greatly and also maintain this college with present excellent standing.

It may all be a little strange to you and you may have a hard time getting around at first, but you will find that taking things as they come, and falling in line with your new classmates and the upperclassmen, will assist you in getting off on the right foot and may avoid tangled situations for you and the school.

It is not intended that you should restrict It is not intended that you should restrict originality and self-assurance within yourself and follow along as a lamb, but that you should apply yourself as a part to make the completion of the whole. Make it a comprehensive working machine that will carry you through four years of college on this campus and you will leave the school with a satisfied feeling of accomplishment.

—Oregon State Barometer

Advertisers Shun Opportunity

WITHOUT a very thorough knowledge of arithmetic, any person who thinks for a minute will realize that the student body of Texas Tech is by far the largest and most discriminating group of customers served by stores of Lubbock. More money is paid by Tech students in Lubbock's drug, department, and clothing business establishments than by any other single body of people on the South Plains. Enrollees in Tech buy in the stores which have the best names. Students buy from firms in which they place the most confidence. And they buy in large cash amounts every month. How does the Tech student know where to find the suit, the dress, the hat, the coat, the radio, the typewriter, or any other article which he wants to buy? He decides by reading the advertisements of Lubbock stores, and by word-of-mouth advice he hears around the school campus. The Toreador is by far the most widely circulated advertising medium on the Tech campus, and students have grown to accept it as standard.

Merchants have in the past been reminded of the proven value of advertising space.

it as standard.

Merchants have in the past been reminded of the proven value of advertising space taken in The Toreador, but perhaps they have not thought of it in this way: that an advertisement in The Toreador will be placed in the hands of two thousand potential customers twice a week; that students in Tech read The Toreador more thoroughly than any other newspaper; that Tech students pay out more money every month for merchandise than any other group on the South Plains; and finally that Tech students buy from the stores whose names are most familiar to them.

FROM THE HALLS OF LEARNING

Magna Charta was a soldier in the Revolutionary war who was seriously wounded. His wife, hearing of the incident, immediately went to him, picked up his gun, took his place in the battle, and said, "Shoot, if you must, this old gray head, but I will fight it out on this line if it takes all summer."—Kablegram.

Donald Duck, graduate of the University of Arizona, has enrolled in the Indiana School of Law. Among the other famous names on the registration lists are two Robert Taylors, Joe E. Brown, and Ben East-

The National Association of Fortune Tellers have just decided that Governor Landon will win the presidential election unless Roosevelt is re-elected. ****

According to alumni office records, 750 Duke university alumni married as the result of campus romances. One observer remarked: "A lovely school."—Daily Texan.

Freshmen in the American university at Washington, D. C., must wear blue and orange pants and black socks and garters. ange pants and black socks also gatters. "Drastic punishment" was given frosh who refused to comply to these regulations by the Freshman Rules committee.

An upperclassman boner made at Syracuse university, while the student was en-rolling, breaks into sight. The student filled out the blank after "Date" with a "yes."

The height of something or other is a dumb girl turning a deaf ear to a blind date.—The Collegian.

CAMPUS CAMERA



and then simply as "Charles" or "my husband".

Perhaps no figure in New York had as many anecdotes attributed him in recent years as the late Oliver Herford. One of the better-known stories concerns a drunk, who, according to Herford, was an amount of the provided him in recent years as he late Oliver Herford. One of the better-known stories concerns a drunk, who, according to Herford, was a small park opposite the Players, shaking the bars and mumbling in low tones, as though he had an important mission becknoning him inside the inclosure. The hour was late, and a suspicious policeman approached. Seeing him, the drunk's face lighted up with loope. "Say," he cried, "I don't know how I got in here, but I sure as he was a superior with the construction of the proposition of the propositio

1302 Main



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West Texas Hospital

One of Our Fall Leaders

OVERCOATS

Many in Double Breasted Models

\$19.95

Store for Men

One-Minute Interviews

DUST

From Archives Of The Toreador

ELEVEN YEARS AGO: The

he coming presents.

In the would you cast your ballot and why?

Eugene Struve: Roosevelt is the deserving man because of the things he has done to help the forgotten man. He will get my vote. Allridge Salyars: For Roosevelt of course; look how he has helped college students.

Louie Wright: Roosevelt, My dad works for the government.

Mrs. Minnie McGee: For FDR. My husband is a farmer. Roosevelt is the farmer's best friend.

Burgess Dixon: I would vote for Roosevelt. He started the New Deal so let him be the one to bring it to an end without complications. He has proved to be worthy of the task.

Course Passalls, If, I, could pay

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Fans Go F

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Raid

Radios -- Terms V ARSIT Y Bookstore

Broadway

Preview Sat. Nite 11:30 And Sun., Mon., Tues.

> Janet Gaynor and Robert Taylor in

"Small Town Girl"

EXTRA: Pirate Party on Catilina





\$650 up

Purses to Match Any Shoe

LOOK AT YOUR HEELS If they don't wear down straight, you probably have wobbly ankles. Let Styl-EEZ shoes with their Flare-Fit innersale hold your foot in balance. You'll want them for their sheer love-Hosiery Colors for Any Shoe

Duvall Appears In Films



Brill Says Milk Did It

"Speedy" Brill of Wichita university, who dealt misery to the Matadors with his running thrusts, says in newspaper advertisements that his gridiron ability is due to drinking a popular Kansas brand of milk.

Nursing First Defeat, Matadors Arrive Home Tonight

Around The **Matador** Arena

Fans Seeing Goldbug Go View One For Robert Ripley

By JIM LINDSEY Toreador Editor

fair

Speaking of passing, Scribes, fans and critics may shout to the high heavens about the passing ability of the Christians but spectators viewing the OCU game will not deny that the Raiders rank with the best of 'em in that department. No team, pro or otherwise has ever performed more beautiful heaving than three passes completed during that meeting on the green-sward. The Jim Neill to West and Ramsey combinations unreeled and aerial attack that was letter perfect.

PICKUPS: President Knapp took part in the first game that Vanderbilt U. ever played . . . that was way back in 1889 . . a headline in the Skiff reads: Inspired TECH II beats Frogs 7-0 . . true, the Raiders taught the Frogs some football knowledge . Loyola of the South dreads its game with Tech on Turkey Day . . states the Maroon, student newspaper: "Now if Tech could soundly trounce the Frogs as they did they must be good. Out team has a plenty tough task in repulsing the rugged Texans

Tech Theatre

Sun., Mon., Tues.

EVERY DOG Has Its DAY. Here's a BIG DAY for YOURS



Also Comedy and News admission 10c and 20

-Glancin'--. Shocker Team **Stops Raiders** On Wet Field

Vaunted Passing Attack Lacks Punch In Game With Wichita U.





Barbara Stanwyck Robert Taylor BROTHER'S WIFE" JEAN HERSHOLT JOSEPH CALLEIA

—plus— POPEYE THE SAILOR -in-N'EVER KICK A WOMAN

Plan Centenary's Attack On Tech







Director Sets Final Deadline

LaMaster Says Campus Organizations Must List Teams Today

Candidates For Boxing Squad Show Ability

Milton "Killer" Coffey, boxing coach, announces that the roster of his squad has been increased to forty this week with the addition of several new recruits.

List Teams Today

The deadline for entries in the intramural basketball leagues is o'clock this afternoon, Cy LaMaster, director of the intra-class program, emphasized yesterday. Organizations are asked to submit request for membership in the loops to LaMaster at the college gymnasium.

Managers of several clubs met with LaMaster Thursday afternoon in the gym and decided to divide the teams into two leagues. Independent clubs form one circuit with social clubs composing a separate group. LaMaster appointed a rules committee. Schedules will be issued next week, the director stated. Urges Support

The present plan calls for a round robin tournament in each league. Circuit winners meet in a playoff series for the school championship. Games are to be played during afternoons and nights.

"The athletic department has outlined and is sponsoring the most."

Tracy Accepts Position



joy them any time. They never jangle your nerves or tire your taste. Camels set you right!

Uva Kimmey [1eft), America's outstanding girl parachute jumper with 48 jumps to her credit, says: "I smoke Camels for digestion's sake. They encourage digestion in a pleasant way."

"THERE'S NOTHING like a Camel to set you right," says Bill Ferguson (below), crack salesman. "Camels give me an extra sense of well-being

CULINARY MASTER-PIECES by the chef of Washington's famous Hotel Shoreham. Here the joy of living is the keynote of the cosmopolitan patronage. Rare dishes gathered from world markers delight the taste. And Camels dot the tables of the diners. Robert—maitre dihiel—observes: "People demand the finest in foods and they also demand the finest in cigarettes. Camels are the outstanding favorite."



COSTLIER TOBACCOS!

Campus Social Organizations List Pledges For This Semester

Kemas Leads Groups; Sans Souci Members

Coaches Aggies

Aggies Stage

Airplane Speeds Patton

Slack In College Social Show Tonight Circles Follows Rushing

Lehmberg Leads Parade
This Afternoon; Rules
At La Remuda

Los Camaradas Schedule
Breakfast At Hilton
Sunday Morning

College Calendar

TODAY La Remuda, stadium, 7:30 p

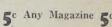
m.
Los Camaradas club breakfast, Hilton hotel, 8:30 a. m.
College Young Peoples group,
Seaman hall, 7 p. m.
Monday, October 12
Artist course — Manhattan

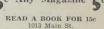
Monday, October 12
Artist course
Manhattan
String Quartet, High school
auditorium, 2:30, 8 p. m.
Engineering society, engineering auditorium, 7 p. m.
Society of Geological Engineers, C205, 7:15 p. m.
Botany club, C217, 7:30 p. m.
Press Association, 214, 7 p. m.
Tuesday, October 13
Home Economics club, H107,
7 p. m.
Sigma Gamma Epsilon, C201,
7 p. m.

m. Capa y Espada club, room 302, 7:30 p. m. AIEE, E152, 7:30 p. m.



be ABLE to tell you.
HOLE.
SLIME MORRIS CLINTON has
steadily REFUSED to buy HIS
CAP and WEAR IT. HE should
be TAKEN CARE OF,
LOVE AND KISSES,
SALLY





It's Time To Dye

TECH SHOE SHOP

Read The Latest BOOKS As They Come Out! We carry all of the latest books in fiction, blography, history, drama, travel and all subjects. Build up your personal library with good books. Our stock is open—new ar-rivals daily—a large and varied as-sortment to select from—in reprint inexpensive editions and the latest best sellers.

"COME IN AND BROWSE" BAJ CHEN FOR

FEATURING-

A Complete

Fountain And Sandwich Service

FREE DELIVERY AT ALL HOURS

Phone 1900

Ladies Airmaid Hosiery 79c — \$1.00 — \$1.35 — \$1.65

A Registered Pharmacist

To fill your prescription any hour day or night

Nineteenth Street Pharmacy

of rich, ripe-bodied tobacco — A LUCKY.





As Gentle as it is Delicious!

For Lucky Strike is not merely mild and mellow in taste, but a genuine light smoke which always treats you gently. You will find it easy on your throat, kind when you inhale, friendly all day long. If you believe in a gentle smoke, you believe in Luckies! Among all cigarettes, this is the one which offers you the welcome protection of that famous process known to the world as "It's Toasted." And this is the one that millions turn to-for deliciousness, for protection, for all-day smoking pleasure! Luckies are A Light Smoke of rich, ripe-bodied tobacco.

* NEWS FLASH! * *

"Sweepstakes" employs 6,000 to address entries!

dressing return entry cards for that great national cigarette game, Your Lucky Strike "Sweepstakes." Entries come from every State in the Union.

Have you entered yet? Have you won your Luckies—a flat tin of 50 delicious Lucky Strikes? Tune in "Your Hit Parade"—Wednesday and Saturday evenings. Listen, judge, and compare the tunes—then try Your Lucky Strike "Sweepstakes."

And if you're not already smoking Luckies, buy a pack today and try them, too. Maybe you've been missing something. You'll appreciate the advantage of Luckies—a Light Smoke of rich, ripe bodied tobacco.

uckien OF RICH, RIPE-BODIED / TOBACCO - "IT'S TOASTED"