

THE TOREADOR

TEXAS TECHNOLOGICAL COLLEGE, LUBBOCK, SATURDAY, AUGUST 17, 1940

Homesick Edition

Is Off The Press

For 15th Time!!

VOLUME XV

NUMBER 1

Summer School Ends; Plans Made For Fall

New Dorm And Press Buildings Approved

Girls Move Into New Structure In September 1941

Relief from congested housing conditions for women students here at Tech was seen in the near future, as a contract for building of a new women's dormitory and approval of a building to house the department of journalism were given by Tech's board of directors Saturday, August 10.

The women's dormitory is scheduled to be completed in September 1941. It has been announced, and contract for its construction was awarded to W. C. McMillan, Lubbock builder.

McMillan's bid was the lowest submitted, totaling \$253,400, and was awarded him after all bids were opened at the board of directors meeting in Fort Worth, Saturday.

Other bidders who were awarded contracts were Roache Newton of Lubbock, plumbing, heating and ventilation, \$56,575; and Empire Electric Company of Fort Worth, electrical wiring, \$17,488.

Work on the new dormitory is to begin immediately, announces President Clifford B. Jones. Schedule for work on the new journalism building is not yet definite.

The dormitory will be located somewhere south of the present women's dormitory, facing east toward College avenue. It is to be identical with the new men's dormitory constructed last year, and will have modern housing facilities for 320 students.

General contracts were signed August 10 by Joe T. Sneed, president of the board, W. T. Gaston, business manager, and W. G. McMillan.

The journalism building will house the Tech Press, TOREADOR offices, and a department of publicity and public relations offices, as well as classrooms for students in the department of journalism. It will be located north of the library, will be two stories in height, and will be approximately 40 x 100 feet. Modernistic fixtures and fluorescent lighting inside the building are planned for the new structure.

In discussing plans for the new women's dormitory, officials of the college pointed out that congested housing conditions in the past have caused many women students to have to seek accommodations in town, and that the new building will at least partially remedy such conditions.

Placing of the dormitory south of the present women's dormitory will be done to insure privacy on the part of occupants.

Redding Appeals For Activities

Seeks Support Of All For Activity Tickets

In an appeal to old students as well as to freshmen, Paul Redding, student representative to the athletic council today urged student cooperation in the purchase of activity tickets.

Pointing out that activity tickets not only admit students to virtually every event of importance on the campus, but help support activities of departmental organizations as well. Redding requested students to think at least twice before they refuse to purchase a ticket.

Activity tickets furnish part of the funds on which THE TOREADOR, judging teams, debate teams, engineering shows and many other activities depend for their existence, and combined with the fact that they give admittance to all athletic events of the college are most reasonable when compared to prices in many schools.

According to latest information, tickets this year will once more carry the owner's photograph, as has been the case in past years up until 1937. Rollin Herald, college photographer, has already started making arrangements for securing these photographs as well as those which all students will have for identification purposes next year.

June Grads Go To Work

Jimmie Fay Compton, graduate assistant in the department of economics and business administration, has accepted a position with the War Department. She will be located in Fort Worth.

Miss Mildred Pratt, June graduate in the division of home economics, has received a position in the schools at Crosby, Dean Weeks, dean of the division of home economics, announced.

Miss Argen Rix of Wellington, 1940 home economics graduate of Tech, has started work as assistant home management supervisor of the Farm Security administration at Tahoka.

New College Band Formed At Tech

"A new college band for 1940-41"—That is what Sandy Sanderson announced today.

Plans have been completed and an entirely new musical organization is ready to "swing out" for Tech students this fall.

The band is composed of ten musicians, all students and with an average of 21. A sweet variety of music, labeled by Sanderson as "Collegiate Swing", is to be featured. Aside from all the favorite numbers of the day, numerous new novelty and specialty acts will be presented by the band, the vocalist, and Sanderson.

The new band opens in the Coffee Shop in the Hotel Lubbock September 15, playing daily for luncheon and dinner periods there. Plans are being made for a "Howdy Dance" to be given sometime the first week of school, however, the date has not been set.

Plans For Annual Next Year Seen

Spitler Foresees Big La Ventana In 1941

Predictions that La Ventana, yearbook of Tech, would be the largest in history, and that many new features in the 1940-41 edition will lend tremendous help to sales were made yesterday by Frank Spitler, business manager of the yearbook.

"Without overstatement," Spitler said, "I feel that I can safely say that La Ventana for 1940-41 will be not only the largest in the history of Tech, but will incorporate numerous features not found in the past, which will lend much to student interest."

Specifically, Spitler referred to plans of A. J. Kemp, editor of the annual, which will give more coverage of phases of student life, outside of official or semi-official activities. Kemp, it is understood, plans to draw heavily on incidents in the lives of individual students for his material, and to give much more space to activities in which great numbers are participating, outside of bringing about a more representative annual.

Purchases of next term's La Ventana will be made possible at the beginning of the term during registration as has been done in the past, Spitler further stated, remarking that he plans a vigorous campaign to insure adequate number of early sales.

Miss Fern Smith, June graduate in the division of home economics, has received a position in the Big Spring high school.

Howdy-Day at Texas Tech" campaign. Margaret Turner, Avalanche-Journal women's editor, and J. W. Jackson, Texas Tech government professor, were staff members in the fall of 1937 under editor Tom E. Morrison.

It was under the Morrison regime that THE TOREADOR stepped into its first confirmed editorial policy—against student bootlegging on the campus and "public petting exhibitions on the student bus."

Under 1932-33 editor Otis Koen definite milestones were passed—John Phillip Sousa's famed March band played here; the late George T. Morrow became Tech's first benefactor by his \$20,000 loan fund established here; and student president Jack Maddox led the student council for drafting of Tech's first constitution.

Gossip Column in 1930 Hal E. Lary took over editorship of THE TOREADOR at the turn of the decade and film star Gary Cooper selected Tech La Ventana beauties. "The Bull Wheel" became Tech's first scandal column and the administration inaugurated "Dead Week" on the campus.

Under Lary the first April Fool edition of THE TOREADOR, also welcomed Peter Cawthon to Tech as head coach and athletic director. The paper was awarded first place in Texas Intercollegiate Press Association contests and opened an editorial war against excessive hazing.

Editor Charles A. Guy of the Avalanche - Journal and editor Frank Emison of THE TOREADOR opened hitch-hiking debates in 1930, a year which saw elimina-

He Plays . . .



Pictured above is "Sandy Sanderson," one of Tech's yell leaders for the coming year who has recently added to his accomplishments by supplanting Ned Bradley's college orchestra with one of his own. "Sandy" is a former student of NTAC, and this is his first venture into the field of making money by music. He sponsored several dances during the past year, and has planned a number of dances for the coming term. Sanderson's band, which he sponsors, but in which he does not play direct, is a recently organized musical organization formed to give competition to dance bands of non-college men who have played in the past for several college dances. First dance sponsored by Sanderson will be the "Howdy" dance, a tradition among Tech's dancers for many years. See story to left.

Examinations To Begin This Week

Second semester final examinations will be held Wednesday, Aug. 21 and Thursday, Aug. 22, it was announced by the registrar's office.

Classes meeting from 8:30 to 10:00 or any time between these hours will meet from 8:00 to 11:00, and classes meeting from 11:30 to 1:00 or any time between these hours will meet from 2:00 to 5:00 on Wednesday.

Thursday all classes meeting from 7:00 to 8:30 or any time between these hours will meet from 8:00 to 11:00, and classes meeting from 10:00 to 11:30 or any time between these hours will meet from 2:00 to 5:00.

Any classes not scheduled will meet at a time to be approved by the dean of the division concerned. This has been deemed to be made in the class on or before Monday, August 19.

All senior grades must be in the office of the registrar by 5 o'clock Thursday, August 22.

BBA Department Adapts Courses To Wage Earners

Arrangements Made For Students Working During Fall Of Year

Dr. J. O. Ellsworth, head of the department of business administration, said provisions are being made in the business administration department for students who must finance their own education to complete work for a degree of B.B.A. by attendance through the second semester and both terms of summer school after the freshman courses have been completed.

"We are working on an orthodox system of nine months of schooling in the fall," Dr. Ellsworth said. "Students will work full time during the first semester and attend school during the spring semester and terms of summer school."

Dr. Ellsworth said the fall is the busiest season on the South Plains. "There is an increase of six times as much business in November as in July and August, therefore there is a need for more clerks and more students could be gainfully employed."

Some students, he pointed out, haven't been here a single fall and have taken work wholly during the spring and summer. He added, "We don't intend that all students should do that, but more and more are adapting themselves to the plan and more employers are cooperating."

The department is attempting to give all of the first semester courses from February to September. This has tended to even the load of classes during the year, to even the load of the instructor as well as the student.

She Works . . .



Winner of the Mrs. J. T. Hutchinson award for outstanding scholastic work by a student of journalism of sophomore or junior standing is Mary Margaret Tunnell, pictured above. Miss Tunnell is a junior journalism major from Tahoka and was awarded the \$100 scholarship which is given annually for the best scholastic average in all works of a journalism major of sophomore or junior standing. Her average for the year was 92 grade points with 31 hours of work being carried. Other winners of journalism scholarships of \$50 each were Virginia Glenn, senior from Wellington, who won the Avalanche-Journal scholarship for the best reporting done by an advanced reporting student of junior or senior standing, and Roy Krebs, senior from Levelland, who won the Wilbur C. Hawk Memorial scholarship for best reporting by a junior or senior during the spring semester.

Tech Library To Get Art Exhibit

"The Ring," a painting by the artist Robert Vonnoh, recently presented to the college by L. C. Harrison.

The painting, valued at \$7,500 and insured by \$2,500, was hung above the mantel in the top floor reading room of the library building. The picture was painted in 1892 and depicts four young women dressed in costumes of the period. One young woman is seated on a log displaying her newly acquired engagement ring to her friends.

Harrison, prominent West Texas oil operator and resident of Lubbock, expressed the desire the gift would form a part of a great collection and that in the future Texas Tech's museum would rank among the outstanding art galleries of the nation.

Vonnoh's painting hang in various leading museums in the United States. The Metropolitan Museum in New York has "A Portrait of An Old Lady" in the permanent collection. Records of his works can be found in Who's Who, Encyclopedia Britannica and American Art books.

Museum Displays Art Collection

Thirty original paintings have been placed on exhibit in the museum, R. I. Lockard, assistant professor in art, sculpture and allied arts, announced.

These paintings, collected since the art department was established, include a number of nationally and internationally famous artists, such as Frank Bergman, George Post and Birger Sandzen.

"The aim of the department is to collect works of art for the community as well as for the college," Lockard said. "When completed, the whole collection will be placed in the museum."

The department is affiliated with the American Federation of Arts, the College Art Association and the Museum of Modern Art.

Through the art institute the department was able last year to bring 15 exhibits to the college. Mr. Lockard said the institute had furnished two traveling exhibits per month for several years.

To encourage local art productions the department sponsors two exhibits each year. One is a children's exhibits from which the best pieces are selected and placed on display in the museum. The other is the plains art show which stresses local art productions.

MUSTY AND YELLOWED TOREADOR FILES REVEAL THAT Fifteen Year Old Student Newspaper Was First Published Two Days Before Texas Technological College Began Student Registration

Buried in the library basement, pages yellowed by time and tradition, reposes the paramount chronicle of Texas Tech progress, aging files of the student TOREADOR.

Seldom seen by students or faculty, they conceal the joy, and sorrow, the success and failures of the West Texas school which grew from 1043 charter students to the second largest coeducational institution in the Lone Star state.

Toreador Antedates Classes Oddly enough, THE TOREADOR was circulated even before Texas Tech became an official state school by student attendance. Harry Montgomery, now of the Associated Press, and John R. Forkner received permission from the late President Paul W. Horn to publish an official student newspaper, and two days before registration opened in September, 1925, THE TOREADOR was born.

It was just a four-page six column weekly, but as preserved for posterity, it heralded the first campus death—George Crow, a Matador football player who died in a scrimmage with Lubbock High school, October 24, 1925. It told of the Texas legislative fight to keep Tech alive, and of John Young's being elected first student association president.

"Homesick" Theme in 1925 July 31, 1926, marked the first annual "homesick" edition and the first Toreador page-one by-lines—three by C. W. Ratliff, now managing editor of the Lubbock Avalanche-Journal. Ratliff became editor of THE TOREADOR in 1926-27 and opened an "Every-Day's

of spring sports at Tech, and Cecile Horne, daughter of Prof. Cecil Horne, society editor.

Campaigns Are Waged Marshall Formby, currently running for state senator in the 30th district, became editor in 1931 and reduced THE TOREADOR from eight to seven columns. Paramount editorial fights by the student board costs and against a Lubbock pastor who publicly attacked a Tech department head as teacher of "atheism and infidelity."

With Parker Taulman at the helm in 1932-33, "technocracy" topics swept the campus and a 14-page band edition set an all-time record in TOREADOR publications. Too, under Taulman first appeared a string of journalism students who were to force the paper to the front as a student voice. Lomer Nelson was a sports writer and a year later Editor Bob Tracy, Jim Lindsey and Burgess Dixon were reporters. Tracy campaigned against professional gambling devices sapping student sources and asked student recognition of Tech traditions.

Tech Press Starts in 1934 Through January issues of the 1934 TOREADOR, the publication had been varying from six to eight columns, but on Feb. 8, 1934, the first TOREADOR, as it appears today, was printed in the newly completed Texas Tech Press. THE TOREADOR moved from its old office in the administration building to the basement of the engineering building, where it is published today.

The first TOREADOR printed under the new system was several

hours behind distribution time because of "unfamiliarity with the new equipment in the printing department." It was a seven-column weekly publication, with a completely new typographical face.

Nelson was elected editor of the 1934-35 TOREADOR and without further ado waged an editorial battle for freedom of the student press and more efficient medical service for students. His voice was strong against compulsory military training being instituted in the school. Nelson's reign marked the birth of "Wind Through the Sallyport," destined to fame as a TOREADOR scandal column. His was Tech's first All-American TOREADOR.

Lindsey Serves Twice Following Nelson in 1935-36 came Jim Lindsey, who made THE TOREADOR semi-weekly and asked for hitch-hiking zones, better dormitory foods and warned against censorship and drinking at athletic events. He became the only editor to be re-elected for a second term and with such advent added the unpleasant working conditions of THE TOREADOR staff members to his long list of campaign topics. Again the college paper was All-American.

And it was May 5, 1937, that the late Reeves Henly's first by-line appeared—student political story. He returned to Tech in 1937-38 as sports editor of Burgess Dixon's TOREADOR, then sailed into the editor's office unopposed.

Henly took over by junking old type faces and headline schedules employed since 1934, and kept pace with other leading American college student publications styles by

Registration Made Faster And Easier

Time-saving, energy-conserving pre-registration procedure will be in effect again this year, W. P. Clement, registrar, said this week.

Permits to register will be given out beginning about September 10 preceding actual registration on September 16 and 17. By this means students can obtain housing approval, physical examinations and registrar's approval. Fees must be paid to the business office before students will be given a number by the registrar's office designating the time they may go to the library to sign up schedules.

A new addition to the pre-registration procedure may be made by requiring an identification photograph to be made before the student can receive final approval from the registrar. These photographs will be made in the form of cards which the students can present for identification to merchants, for medical care and perhaps they will be required to be presented with activity and artist course tickets. Photographs will be made in the administration building, probably in the west rotunda, by a college photographer and a small fee will be charged for each one.

Pre-registration activities are held in the administration building except the physical examinations which are given in the medical office in the library. Following completion of these, the student goes to the library building and fills out a trial schedule. This is approved and signed by his scheduler and sectionizers for each subject that the student takes.

The trial schedule is then taken to master checkers together with other filled-out forms which are approved. The dean of the division the student is in gives final approval to the proposed schedule. With this the student is prepared to start classes on Wednesday, September 18.

Enrollment in Tech for the 1940-41 session will depend entirely on what Congress does about conscription, Clement stated. Until it is settled if, when, and who will be drafted, the registrar is puzzled as to how many registration forms to have printed. If students are drafted as they were in 1917, he said, the number of students to drop for the first time in history. If they are not drafted, the enrollment will probably increase as usual.

Only one woman student has applied for the course. "It is doubtful as to whether any women will be accepted this year or not," Vail said.

Five alternates will be accepted each semester to begin ground training and will fill in any places where students cannot drop out. This will make a total of 50 students taking the ground school work.

Assisting Vail in the ground school instruction will be James Hollis Cross, physics instructor. William Clent Breedlove and M. R. Dagley of Lubbock will be awarded contracts for flight operations. Flight instructors have not been chosen to date.

Physical examinations will be given by Dr. Fred Standifer, flight physician.

Students will train in 72 hours of ground school work and from 35 to 50 hours of flight training.

Those to receive scholarships of \$100 each from Sears, Roebuck & Co., are all high school graduates. They were chosen from 57 applicants who were interviewed by a scholarship committee and took tests.

The winners are John Bayles, Balmorhea; Jerry Beavers, Camp Springs; Glenn Bowen, Jacksboro; Bobby Boyd, of near Sweetwater; W. C. Brewer, Otton; Pete Dowell, Quail; Pascal Garrison, Silverton; Boyd Glover, Littlefield; James Gunter, Conway, graduate of Claude high school; Joe Harbin, Levelland; Francois Harris, Merkel; Raymond Elmer McLaughlin, Laketon, graduate of Miami high school; Wendell McClure, Plainview; Marvin McSwain, graduate of Crosbyton high school; Jack Mullins, Anton; Jimmy Sprawles, Scranston; Henry Stence, Lorenzo; Ernest Thaxton, Jr., Lubbock; George Warren, Baird; and Dean Terrell, Darrouzett.

J. R. Bertrand of Claude, 1940 graduate of Tech in the division of agriculture, has been awarded a Sears, Roebuck & Co., fellowship of \$600 for the next session. Under terms of the grant he will do graduate work and research in vocational agriculture.

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All-American Rating Again He was handicapped at the first of his term by only spasmodic knowledge of THE TOREADOR, but after editing the weekly Summer Session paper, Joiner gathered a staff about him and pushed through another All-American rating in intercollegiate competition. It was Tech's first successive All-American honors.

All told, those musty-paged papers ably depict the struggle of a student body and the growth of a school spirit. For ten turbulent years from 1930 to 1940 THE TOREADOR editorials were along the same vein, fighting against the same conditions, depending upon time to rectify what one year's writing had not.

And what the next ten year period may hold will probably be much the same, but in 1950, some enterprising editor will dust off a copy of the student newspaper, and find to his surprise that way back in 1930 another editor had already thought of the same wrongs and tried to solve the problem in much his own manner.

Sears Announces Scholarships To Amount To \$2000

20 Incoming Freshmen Given Awards After Interviews And Tests

The department of agricultural education has announced the winners of the 20 freshman agricultural scholarships which have a combined value of \$2,000 and will be effective next session at Tech.

Those to receive scholarships of \$100 each from Sears, Roebuck & Co., are all high school graduates. They were chosen from 57 applicants who were interviewed by a scholarship committee and took tests.

The winners are John Bayles, Balmorhea; Jerry Beavers, Camp Springs; Glenn Bowen, Jacksboro; Bobby Boyd, of near Sweetwater; W. C. Brewer, Otton; Pete Dowell, Quail; Pascal Garrison, Silverton; Boyd Glover, Littlefield; James Gunter, Conway, graduate of Claude high school; Joe Harbin, Levelland; Francois Harris, Merkel; Raymond Elmer McLaughlin, Laketon, graduate of Miami high school; Wendell McClure, Plainview; Marvin McSwain, graduate of Crosbyton high school; Jack Mullins, Anton; Jimmy Sprawles, Scranston; Henry Stence, Lorenzo; Ernest Thaxton, Jr., Lubbock; George Warren, Baird; and Dean Terrell, Darrouzett.

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Ag Students Get Civil Service Jobs

Through the Civil Service examinations five Tech graduates were appointed temporarily as workers on the Agricultural Census at Washington, D. C., for a period of approximately two years starting this fall. Their appointments were received through Civil Service examinations held July 29. They expect to be in the Agricultural Census bureau until December 1942.

The men are: George O. Elle, graduate student; Alvis Phillips, 39; Russell Cook, 39; John Cogdell, 40; Randall McClure, 40 and all completed B. S. in agriculture at Texas Tech.

IN THE Amusement World

By A. C. Lambert

Bags all packed? Ready to join the crowd at school, eh? You understand, no doubt, that there are such things as classes and books here, but they sometimes become secondary to the events that hold entertainment and fun for the kids at school. Ask any one who has been to Tech and he will tell you that no better gang of eds and co-eds exists than there is to be found along the Avenue, in the dorms, in the club houses, and in other places of eating, sleeping and dishing out the dirt.

This year's enrollment is lucky. When it arrives a new theatre will have reared its marquee on the Avenue, and a new deluxe house will open downtown soon after everyone has settled down to the routine. These new houses are owned by Lindsey Theatres, the owners of the Palace and those other downtown houses. The new Avenue hangout is to be called the Tower and will show second-run features, that is, those just shown at the New Lindsey downtown. New equipment will be installed, and there will be popular prices. It is needless to say that the new cinema salon at Main and J will be something to focus the eyes upon. There'll be fourteen hundred seats, the very latest type, with plenty of leg-room for the boy friends. Plans are being made to have a grand opening featuring the flash-and-blood appearance of movie personages on about October 15th. The Tower opens August 22nd.

Besides the two movie shacks mentioned, there are eight other houses in town. So the guys and gals will not go far to find good flicker entertainment during the coming year.

But movies cannot be considered the only major form of diversion at Tech by any means. One of the chief features of social life at any school is dancing, and Texas Tech is no exception. Under

the new plan the Student Council sponsors two big all-college dances a year, one each semester. These dances are big affairs with music by big-name bands who appreciate the reception always given them out here on the South Plains of Texas. One of the most enjoyable dances of the Fall Semester is the Sophomore Hodge-Podge, given by the sophs for the lowly fish, and living up to its name in every detail. The feature swank junior prom honoring the seniors. And then there's the awe-inspiring Military Ball, with every man in dress uniform, and his date in her best formal. Then there are numerous other dances where there is little or no restriction. Social club dances are important too. There are thirteen social clubs and each of them gives at least one dance a semester, with some of the women's clubs sending bids to three dances. Yes, dancing is important here. You might take two or three or maybe six lessons if you want to be in the swim. Jitterbug or sophisticated, you'll find your match here.

To radiate culture in entertainment form there is the regular Artist Course provided for the students with a back fee each semester. This year's program will include famous artist of stage, radio, and the concert halls. The numbers will be announced for your inspection soon.

Then the Avenue hang-outs furnish fun for the remainder of your spare time. The hash-joints are becoming better and better, what with remodeling, and new managements taking over. College Avenue drug has the old hang-out remodeled and the old-timers won't even know the place, and it will be great for the new-comers. Since Hop Halsey has become a success politically, we may not see much of his expressive face, but his business will be there on

Alaskan Exhibit Is Featured By Tech Museum

Former Tech Students Teaching In Alaska Loan Museum Exhibit

Recently received by the museum was an Alaskan exhibit loaned by Mr. and Mrs. Ray L. Jameson, former Tech students now teaching in Kigillingok, Alaska.

The exhibit includes dolls, articles of dress and utensils made by the natives. A rain coat made of seal gut, a pair of child's mukluks, shoes, made of seal skin, a boy's cap made of squirrel tails with hand beaded trim, and a man's wolf dancing hat made of fur and beads are displayed with dolls which show the native dress.

There are four dolls in the exhibit. Each is worth at least \$500. The head of one of the dolls is carved from one piece of ivory. Another doll, of unusual size, is dressed in a skirt of calf skin with wolverine tails and muskrat trimmings. The body of the coat is made of squirrel skin. The costume is completed with mink boots and seal skin gloves. The face is made of seal skin. Elaborate fur parkas are worn by all the dolls.

Grass rugs with seal and linen thread designs and seal skin rugs with muskrat trim are displayed with grass baskets woven by the natives.

the corner, and the same atmosphere will be hanging around in hundreds of cups of coffee, hamburgers, and good talk. The college bookstore will offer its share of time-passing as the gang consumes dozens of rolls and gallons of coke. There'll be new and old faces on the campus to speak to, to smile at, and lots of backs to slap and new stories to tell. For the fish there may be a rush captain lurking in the bushes with sharp promises of fame and fortune if you join his or her club, and hundreds of other activities to occupy studying time.

For the guys there will be new dates to date, to take to the Avenue, to squire to football games (except fish, who will learn why upon arrival). For the gals there will be new conquests to make, and new males to make them forget Junior back home who did not hold a collegiate pipe between pearly teeth, and never offered her a cigarette. There'll be cool moonlight nights during September, perfect for a walk around the campus, or a coke date behind the Ad building.

Later on there'll be basket ball, christmas social seasons, new people enrolling, and more things to do than you can imagine.

So come on, ready for fun, ready for laughs, ready for new friends, unafraid to change your ways, and you will have a grand time, with all the trimmings of a college holiday.

Big Names On Artist Course

Richard Viroval, 19 year old child prodigy, will appear on the Tech Artist Course Nov. 12, R. A. Mills, chairman of the Artist Course committee announced.

Born in the European Balkans, Viroval played his first court performance at the age of seven. A second program will be scheduled in a few days, Mr. Mills said. There are a number of possibilities from which to choose and the committee has been unable to choose and the committee has been unable to reach a decision as to what number will be scheduled. Among the possibilities listed by the Columbia Concert Corporation are, Lansing Hatfield, baritone, the Trapp Family Singers, a group of ten, John Carter, popular tenor, Ana Kaskas, contralto and Igor Goren, known as the "Prince of Baritone."

"The Artist Course this year will be up to the usual high standard," Mr. Mills said as he cited a number of performances such as Ballet Russe de Monte Carlo, James Melton, Helen Jopson, Richard Bonelli, Carola Goya, Rose Banpton and the Mozart Boys Choir which have previously appeared at Tech.

Program of the spring semester will be announced shortly after the beginning of the fall term, Mr. Mills said.

Artist course tickets are \$1 a semester. This fund partially pays for the performances scheduled by the committee, Mr. Mills said.

West Texas HOSPITAL

Lubbock, Texas
STAFF
Charles J. Wagner, M. D. Surgery and Consultation
Sam G. Dunn, M. D., F.A.C.S. Surgery and Genito-Urinary Diseases
Allen T. Stewart, M. D. Obstetrics, Gynecology, Surgery
Wm. L. Baugh, M. D. Surgery and Diagnosis
Fred W. Standefer, M. D.
Robert T. Canon, M. D. Eye, Ear, Nose, Throat Allergy, Hayfever
W. E. Cravens, M. D. General Medicine
Denzil D. Cross, M. D., F.A.C.S. Surgery, Gynecology, Urology
O. W. English, M. D., F.A.C.S. Surgery, Diseases of Women
Ewell L. Hunt, M. D. Surgery, Gynecology and Obstetrics
C. C. Mansell, M. D. Dermatology and General Medicine
M. M. Ewing, M. D. General Medicine
M. H. Benson, M. D. Infants and Children
R. S. Knapp, M. D. General Medicine-Surgery and Obstetrics
Clyde F. Eldins, M. D. Surgery, Gynecology and General Medicine
R. C. Douglas, M. D. General Medicine
M. D. Watkins, M. D. General Medicine
Elmo Alexander, M. D. General Medicine
C. J. Hollingsworth Superintendent

Welcome

To

TECH

Co-eds . . .



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WE HAVE A COMPLETE LADIES CUSTOM TAILORING DEPARTMENT WITH A RECOGNIZED DESIGNER THAT ENABLES YOU TO SELECT YOUR PATTERN OR STYLE FROM A MAGAZINE PHOTO AND HAVE YOUR GARMENTS MADE AND FITTED TO YOUR INDIVIDUALITY RIGHT HERE IN THIS DEPARTMENT.

- DRESSES—evening . . . street . . . sport
- COATS
- SUITS

Re-Styling A Specialty

Fellows . . .

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DOWNTOWN HEADQUARTERS FOR TECH STUDENTS

The Toreador

THE TOREADOR, student newspaper of Texas Technological college, is published every Wednesday and Saturday on the campus of Texas Technological college at Lubbock by students of the journalism department.

Entered as second class matter, October 31, 1925, at the postoffice in Lubbock, Texas, under the act of March 3, 1879.
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SUBSCRIPTION RATES	
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1 Year	\$1.50

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Dexy Sudduth	Technical Supervisor
Jeanne McDonald	News Editor
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Jack Yelton	Sports Editor
Doris Peavy	Society Editor
Mona Pierce	Desk Editor
Rollin Herald	Rewrite

We Go Our Half . . .

CREATION of a board of student advisers on editorial policies and of representatives from the staff of THE TOREADOR represent two steps taken by the new TOREADOR staff in an effort to go our fifty per cent of the way in cooperating with students and faculty alike to bring about a truly representative college newspaper.

THE TOREADOR has been accused in the past of being partial to certain divisions, clubs, and departments at Tech—and without arguing the point—the staff of the 1940-41 paper has no desire to be accused of such actions.

We realize that there is no truer saying than: "You can't please all of the people all of the time," but we still believe that a person who tries to cooperate with his fellows as best he may will find that such cooperation as he gives will be returned.

Creation of student representatives to all clubs, both social and non-social alike, is designed with a view to helping those organizations understand what they must do in order to secure the publicity they desire. Beyond explaining the difficulties involved in getting adequate news coverage, and aiding the clubs in obtaining proper space, THE TOREADOR does not expect its representatives to go further. This is our medium of going half the way—and we expect the same amount of cooperation from the clubs at Tech.

We of the staff also believe that many clubs which are offering constructive programs of work are being neglected in order that social clubs may be given space. It is also for this reason that we welcome the chance to learn more of the work of every club on the campus—it is for this reason we are creating the positions mentioned above.

Creation of the student advisory board is designed not to censor the paper in any form, but to enable the editor of THE TOREADOR to form his editorial policies around what the majority of students believe is right, and to their best interests. Members of this board will be in no way responsible for editorials in THE TOREADOR, as their capacity will be merely advisory, and such advice may be taken, or disregarded by the staff. We believe, however, that such a board, chosen from every division equally, will be able to bring much constructive criticism to this student newspaper.

The student advisory board is now in a mere state of formation, and without cooperation on the part of those chosen, cannot possibly survive. There is no doubt, however, that if

conscientious workers are found for such a group that much good will be accomplished by it.

These, then, represent the first two steps being taken by the "new regime" of THE TOREADOR to cooperate properly with students and faculty alike. We believe that we are going our half of the way—we hope that we may expect similar cooperation!

Congratulations !! . . .

TECH may do well to pat itself on the back for obtaining two much-needed buildings, scheduled to be begun early next year.

Students of all departments welcome the appearance of the new women's dormitory and of the building which will house the department of journalism's Tech Press, TOREADOR, and class rooms.

Tech is Texas' fastest growing institution of education, and one of the fastest growing colleges in the entire nation—in spite of lack of equipment and ample space for students. Appropriations from the state in the past two years have been too small to allow for ample expansion, but the new buildings which were acquired this summer will do much in relieving congested conditions here.

One of the more interesting points made to us the other day by a Tech student was that building of new dormitories has already had the effect of making relations between Lubbock people who keep students and the students themselves much better.

Competition is the spice of all trade, and knowledge that ample dormitory facilities are available causes private citizens who are making their living from student trade to look toward giving these students better service and accommodations.

The new journalism building represents years of hard work on the department's part to provide for one division of Tech an adequate place and equipment for working. Tech's journalism school has an ever-growing reputation, considerably aided by the record of THE TOREADOR, and housing of the department in a building of its own, with ample equipment, is bound to bring more interest to students in this division, as well as their friends outside.

So once again, we pat ourselves on the back, and say to our school, "CONGRATULATIONS!"

Take An Editorial . . .

"WRITE an editorial, then, and tell 'em we're against it!" And this simple statement, heard thousands of times a year by editors of college newspapers and their big brothers on other newspapers, is what drives the editor to drink.

Sometimes we wonder just why it is that we are supposed to be constantly out on a limb for people who don't seem to really care about it when they put us there. Sometimes we wonder why it is that an editor who is "agin" it is generally considered to be of higher calibre than one who is in favor of plugging rather than beefing.

It is often a rather amusing thing, this matter of "Take an editorial!" The persons who want something done about conditions, usually, seem to take the attitude that after they have done their beefing to the editor it is his duty to go out on the limb for them, to stay there till someone saws it out from under him, and to laugh about it if he gets hurt in the meantime.

So remember next year, if the staff refuses to put itself in a squeeze for someone's personal grudges that time and time again we have seen it happen—the editor takes the blame, and nobody is sorry about it. On the contrary, he is "that guy over in the newspaper office who is always raisin' hell about something or the other!"

Welcome Back

Students we've missed you this summer and will really be glad when you are with us again . . . You will find McGuire's is still the best place to eat and drink after the dance or show . . . So it is, Tech students, that McGuire's says to you

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Your medical fee entitles you to a complete and thorough examination of your eyes.

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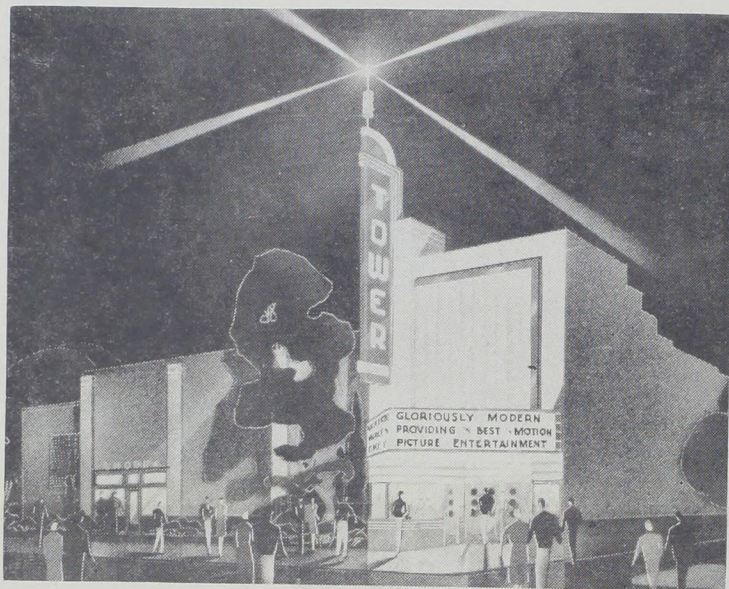
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RUSH RULES REVEAL:

Compulsory Convocations To Begin And End Rush Week

First day of registration, September 18, will open the rush week whirligig, with the compulsory convocation, sponsored by the Women's Inter-club council, for all girls who wish to be rushed. At 7:30 o'clock in the ballroom of the Lubbock hotel, they will hear the rush rules explained, and the presidents of the clubs will outline the purpose and functions of their respective clubs.

The Rush rules are as follows:

1. Date cards will be used for the purpose of checking "rush dates."
2. A convocation will be held on date specified on card. All girls who wish to be rushed MUST attend this convocation. Every girl present at this convocation will sign each of the five Social club registers.
3. Rush Week shall last five days, beginning the second day of registration.
4. Each club will have only two affairs during the rush period.
5. Two affairs will be held each night.
6. Dateless rushing will be observed.
7. There will be no registration dates.
8. A rushee will be expected to secure her own transportation to and from all parties. No club girl can furnish this transportation.
9. A rushee must accept dates with at least two clubs if asked by more than one.
10. There will be no split dates during the rush period.
11. Rushees and club members will observe a silence period after the last rush party Saturday until 2:30 o'clock Sunday afternoon at which time preferential slips will be signed at a convocation. If the girl does not sign a preferential slip, she cannot become a pledge until after the second semester.
12. No girl can be asked to pledge or promise to pledge a club prior to the second convocation. At that time, she will list the clubs in the order of her preference. Each club will submit two

lists of the girls it wants to pledge to the Dean of Women.

13. The Dean of Women and assistant will check preference slips, and a notification will be made to all individuals concerned and the clubs.

14. A party consists of more than six people.

15. Special cases of rush week will be handled by the Dean of Women. Late arrivals, sickness, etc., must be reported to her office immediately.

There are five women's social clubs, Sans Souci, who won first place on their homecoming float, Ko Shari, with the highest scholastic average for the fall and spring semesters, Las Chaparritas, who had a "Sweethearts on Parade" presentation, DFD, who celebrated their tenth anniversary with their annual Founder's Day dinner, and Las Vivarachas, whose name means "lively ones."

There are eight men's social clubs, Silver Key, with A. J. Kemp, La Ventana editor-elect, and THE orchestra leader, Ned Bradley, College Club, winner of the Men's Inter-club council award for the highest scholastic average for three consecutive years, Centaurs, who won the Intra-mural basketball championship, Kemas, with the largest membership, Los Camaradas, their James Snyder, president-elect of the student body, Wranglers, maintaining a strong alumni association, Socii, who traveled to Lake Kemp near Wichita Falls in May for a stag picnic, and Sequoia, organized last spring.

Rush rules for the boys, outlined by Men's Inter-club council, are little different from those of the girls. Their convocation will be September 22, and the rush period will end Monday, September 30. Each club has only one affair, a three hour affair and only one each night of the week. After the last party on Sunday night, September 29, the boys silence period will last until Monday night when the rushees will sign their preference slips.

Ko Shari To Open Rush Week, With Ranch Party First Mexican String Bands And Cowboy Orchestra Will Be Featured Here

Ko Shari rushees and members will open the clubs' rush week activities with a "Ranch Party" Wednesday afternoon, September 18, from 5 until 7 o'clock at the Hilton hotel. A cowboy orchestra will play during the evening. The ranch motif will be featured in the decorations.

An annual tradition of Ko Shari club will be carried out when members of Ko Shari entertain with a formal Indian dinner Friday evening from 7:30 until 9:30 o'clock at the Hilton hotel. A Mexican string orchestra in costume will play from a balcony during the dinner. Autumn flowers, leaves, ears of colorful corn, strings of pepper and wooden fruit will carry out the "Indian Summer" theme. Rushees will receive Indian favors from Santa Fe, New Mexico.

Ko Shari officers for this year are: President, Winnie Jo Hooser, Plainview; Vice President, Emily Ann Mack, Ft. Worth; Second Vice President, Peggy Lovelady, Ft. Worth; Secretary, Vondee Lewis, Brownfield; Corresponding Secretary, Agnes Rowley, Pratt, Kansas; Treasurer, Mary Gaither, Ft. Worth; Rush Captain, Nancy Vynola Wood, Ft. Sumner, New Mexico; Patroness Chairman, Pauline Barrier, Lubbock; Pledge Advisor, Frances Gary, Ft. Worth; Historian, Evelyn Patty, Waco; and Parliamentarian, Jeanne Draper, Memphis.

Miss Dorothy Rylander and Mrs. John E. Harding are sponsors of Ko Shari. Dr. and Mrs. W. C. Holden are honorary sponsors of the organization.

H. Grant (Wimpy) Taylor, instructor in economics and business administration, is attending the International Business Machines school in Endicott, New York.

Rindlaub Heads Tech ROTC Corps

Captain Bruce D. Rindlaub, the new commander of the Texas Tech ROTC, has arrived to assume his new duty.

Captain Rindlaub was transferred from Fort McKinley, Philippine Islands. In the Philippines Captain Rindlaub served with the 14th engineers, Philippine Scouts.

The new CO will live at 3008-20th street. He is a married man and has one daughter, Funky.

Captain Rindlaub went to school at North Dakota Agricultural college for two years, Yale for one year then he took on West Point and received his commission in 1929.

After he received his commission from West Point, he went to the University of California and got a degree of BSCE in 1932. In 1935 Captain Rindlaub received his MSCE from the University of California.

Boucher Predicts Big IRC Spree

Plans for the annual conference of the West Texas and New Mexico International Relations clubs of which there is a chapter at Tech, are being made for spring by Mayo Boucher, president of the conference. The annual conference will draw students from nine colleges over New Mexico and West Texas to the campus, Maurice Pool, president of the local club, has announced.

The international relations clubs over the nation are sponsored by the Carnegie Endowment for International Peace for the purpose of creating more interest in international affairs, and to encourage study of international problems and relations. The West Texas and New Mexico conference is composed of nine colleges and universities in West Texas and New Mexico. It was organized as a result of the efforts of Dr. M. E. Ogdon of the Tech government department, in 1930. The convention was last held at Tech in 1937.

things on your mind



Sure you've got things on your mind. We don't expect you to remember whether Professor Jones wants you to buy the 5th edition or the 4th edition, the Brown translation or the White translation, and we really don't expect you to even remember the author, title, and publisher or the text he assigned. That's what we are here for. While you were getting that coat of tan we were bombarding pros with questionnaires. We interviewed a hundred salesmen while you played tennis. We pored over catalogs while you learned the Australian crawl. And now we've got the RIGHT books and the RIGHT supplies for every course and they're marked to sell at the RIGHT price. We've stocked everything you need and most everything you want. COME IN AND TRY US!

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And to make your life in College real College Life, we've ordered pennants, stickers, college seal jewelry, plaques, die stamped stationery, athletic emblems, and—well, the old general store on the corner has nothing on us. There aren't any Go-to-Meeting dresses hanging from the ceiling, but we've got most everything else.

Texas Tech College
BOOKSTORE
"On the Campus"

Ed And Coeds Make Final Leap As Cupid Runs Riot Among Students

Present and former Tech students have spent the entire summer pairing off for life. We'll begin with July 14, and the wedding of Rolinda Chappell and Eugene Alderson. The next, just one week later, was that of Eileen Suter and Kenneth H. Woods, July 20. Then on July 21, Eleanor Jungman wed Leonard Earnest. Lucile Brown and Bill Shook celebrated

their first anniversary July 24, however, we did not know they were married until this summer. Tommie Davenport became the wife of Alton E. Hankins on the twenty-fourth. Word from California tells us that Alice Rorex and Joe Waidhofer took the vows July 26. Two days later in Pecos, Mildred Dutton Knox and Joseph A. (Jo Jo) Stanley became man and

wife, when only the night before, Mary Beth Stanley and A. J. Robinson took the oaths of matrimony. It was Wednesday night, July 31 that Doris Juddleston became Mrs. Melvin Rathael.

The month of August was ushered in the second, when Dorothy Ruth Lynn was wed to G. A. Ragsdale. August 3 was the "red letter" day for Jorga Barkham and Weldon George, La Wanda Sherrod and J. Louis Murfee, Jean DeLane and Willard E. Gollightly and Mary DeLane and James Alexander. Fiser Middleton is bringing his bride of August 4, Doris Florence Miller, to live in Lubbock. Plainview will be the home of Louise Weil and Leo V. Witkowske, who were pronounced man and wife August 7. It was in the garden that Ruth Allen and A. T. Fowler were married Sunday evening. Monday brought the ceremonies of Geraldine Conner and Raybon Lam, Katherine Leidigh and Henry Meredith and Mary Frances Standefer and Howard Hurmence.

August half gone, it seems that the number of weddings should be decreasing, but they aren't. The following couples have recently announced their approaching marriages: Betty Lee Lindsey and James G. Baker, August 18, Maxine Fry and Hugh D. McCullough, August 21. Dollie Clements and Richard Clayton Harris, August 25.

Could it be that the Marriage License Bureau has outdone the Advice to the Lovelorn column this summer?

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You will find an air of genuine friendliness, combined with efficient and convenient service, when you take your cleaning troubles to us.



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Backing Tech's Red Raiders 100%

1940 Schedule

- Sept. 27 Oklahoma A & M
- *Oct. 8 Loyola of the Coast
- Oct. 12 Montana University
- *Oct. 18 Brigham Young University
- Oct. 26 Marquette University
- *Nov. 1 Miami (Fla) University
- Nov. 11 Centenary University
- Nov. 16 Wake Forrest University
- Nov. 21 St. Louis University
- Nov. 30 New Mexico University
- Dec. 7 San Francisco University

*Night Games

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In Lubbock

Growing With Tech

Tech Theatre

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LA VENTANA

Texas Tech's Yearbook is "The Window" through which may be seen a complete picture of the college for each year.

You will find that your record of college life is enhanced, and that your pleasure in college will not be complete without a record as kept in the college Yearbook.



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"West Texas' Finest Foods"

Lee Hubby
Mgr.

Under The Double T

Welcome back to the old stomping grounds. It is the old cue for the homesick paper to say howdy stranger and hello old students. Tech will start off with a bang this year. The football team will be back on the gridiron this fall carrying on in the old Texas Tech way. This year the Raiders will have the fastest team in all of their history, but while it is fast, it is also the lightest team in nine years at Tech.

Lonnie (Primo) McCurry is in the National Guard and no one of us knows whether he will be able to dodge this bill for the National Guard to serve one year with the regular army or not.

Incidentally, that is where the next year's sports editor is, in the National Guard. Coach R. T. (Dutch) Smith went to Ft. Worth and stole the coaching school show. He had Primo McCurry, Red Murphy, Red Ramsey and Frank Guzik to demonstrate his lectures. Primo's blocking amazed the coaches from all over the United States.

Barly Berl Huffman and Coach Pete Cawthon have lined up a fish team that is really going to be a honey for this year. In the All-Star High school game in August J. B. Gallahan stole the show, and he is one of the Tech frosh for the coming year. Pat Farris, the Lubbock All-State Tackle, is another one of the frosh.

From what Coach Cawthon said all the other coaches would have traded everyone they had for Callahan after the All-Star game.

No one knows about this year's basketball team. As you know all of last year starting line-up graduated last year. J. B. White is to be captain this year, but is the only one that played much last year who is returning. Of course, nothing is as bad as it seems. Coach Huffman has a bunch of junior college boys coming in to take over where last year's squad left off. All we can do is hope that they are half as good as the bunch last year.

Tennis in Tech is on the uplift according to Sidney Moore. Sidney said that Tech would never have the team of three years ago but that this team would be second in all of Tech history.

The golf team is going to have a hard struggle this year, but we will leave that little problem to Coach J. W. Jackson. Coach Jackson informed us that he did not have but one letterman returning this year, but that he had some good material in mind.

The Dr. Pepper baseball team, composed of Tech students, is breezing along this summer, and at the present they are in TAAF tournament. Doc Spears informed us that they are ready for the TAAF playoffs.

The intramural sports this year are going to be handled a little different than ever before. The opening game will be softball, then comes basketball, next will be hard baseball. These three compose the major sports. The minor sports will be track, tennis and volleyball.

The object of the minor sports program is to build interest in the minor sports teams on the campus. If a man shows up good in track Coach Huffman will try to talk that man into coming out for the track team. You old heads that think you are track men get into shape and try out for the team. The tennis players can try out for the tennis team under Dean Allen. As for volleyball it is just a good game in our estimation, and good teams make it an interesting game.

No one will be allowed to run in track meets without at least two weeks of workouts. This is for the tracksters own benefit, and will keep bad hearts from coming out of intramural sports.

Going back to football we have the lightest team in nine years. This will be a handicap for it will take beef to stand the shocks of an eleven game schedule. This schedule does not have a single breather. Wake Forrest has one of the better teams in the Southern conference, and is one of the oldest colleges in the South. In the first game of the season we will need every possible break to beat the Oklahoma Aggies. The Aggies are picked to win the Missouri Valley conference, and the team that wins that conference is good.

The next column you read in this space will be written by the sports editor, Jack Yelton. Yelton is in Alexander, La., with the National Guard, but he will be back if he can get back, and we think that the army will let him out to finish his education. Although at the present none knows whether or anyone but married men are going to get out of the National Guard. We hope that Yelton will take over this typewriter and this worry and turn out a good sports page for the rest of the year. He is a good writer and as dependable as the clock. We hope that you all like his stuff and get along with him.

McCUSTON GETS JOB

Miss Dorothy McCulston, graduate of Tech, has secured a place in the Department of Commerce, Washington, D. C., as a clerk in compiling information on home life in connection with the census.

Red Raiders Are Ready Again

Lightest, Fastest Team In Raider History Is Seen

Speed, Hard Blocking, Brains Are Expected To Carry Red And Black

Red Raiders of Texas Tech will turn out the bumpy gridiron this fall against the Oklahoma Aggies. The Aggies are picked to win the Missouri Valley conference this fall and are supposed to have one of the best teams in their football history.

Tech will have the fastest team in Red Raider history. The Red Raiders have the lightest team in nine years taking the rectangular battle field this year which will be a great disadvantage. A fast team has never been a disadvantage to anyone, but you have to have beef to stand the shocks of a hard eleven game schedule. Tech will take on eleven teams all over the nation this fall without a single breather. Most teams have as many as two breathers to a season but not Tech. Coach Cawthon turns out the teams so he expects the teams to turn up the victories.

Lonnie (Primo) McCurry is the line captain of the Techsters this year while Tyrus (Ty) Bain is backfield captain. From the right to the left end the team will show speed as well as hard blocking.

Speedsters To Be Shown
The Speed Merchants of Texas Tech will take to the football field this year. E. J. McKnight, who was Tech's best dash man last year, and Milton Hill, McKnight's running partner on the dashes, will be the two fastest men on the squad. Both of these boys can run the hundred in 9.9 seconds.

All of the team can run the hundred in 10.5 seconds except Rafe (Moose) Nabors and Durwood (Mama) Herring. Nabors and Herring are the only boys on the squad who weigh over the 200 mark. The rest of the squad will tip the scales between 154 and 187 and most of the boys weigh between the scale markers of 179 and 187.

Texas Tech has a schedule of eleven games of which five will be played at home. The Raiders will open the season at Oklahoma City against the Oklahoma Aggies on Sept. 27. The Aggies are picked to win the Missouri Valley conference title this year. Next comes the Loyola (of the coast) Lions. No one knows much about the Lions since they have a new coach.

Tennis Team Has Best Outlook In Several Years Now

The Texas Tech tennis team is on the uplift this year with a group of fine prospects coming from last year's fish squad and a few ineligible.

Nearly all of this year's hopefuls have been playing tournament tennis this summer. Dave Storey, number one hopeful, won the junior singles crown in Albuquerque. He also took the Amarillo City open tourney junior crown. Lloyd Brunson has been touring the country playing doubles with Sidney Moore, last year's number one man. Moore has completed his eligibility, but expects to help coach the team next year. Jack Lovis will be the number two man this coming year if all turns out well. Lovis just became eligible this year. Harold Beckmeyer and Buster Houston make up the rest of the squad. Houston and Beckmeyer were the three and four men of last year's

Here's Your 1940 Red Raider Football Game Schedule

Sept. 27	Oklahoma A & M	Oklahoma City
*Oct. 8	Loyola of the Coast	Lubbock
Oct. 12	Montana University	Missoula
*Oct. 18	Brigham Young University	Lubbock
Oct. 26	Marquette University	Milwaukee
*Nov. 1	Miami (Fla) University	Lubbock
Nov. 11	Centenary University	Lubbock
Nov. 16	Wake Forrest University	Lubbock
Nov. 21	St. Louis University	St. Louis
Nov. 30	New Mexico University	Albuquerque
Dec. 7	San Francisco University	San Francisco

*Night Games

Just an old custom of ours to welcome new and old students to Texas Tech. May this year be your very best.

Texas New Mexico Utilities Co.

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The Heart of Greater Lubbock

WELCOME BACK CO-EDS



While you were home this summer we were moving and remodeling—getting ready for you this fall—

Sport Shop . . .

Miss Carolyn Thomas, manager of our new basement Sport Shop, invites you and your friends to make this popular department your downtown headquarters and meeting place. Our buyer shopped in New York for the most outstanding college clothes.

The Vogue

Corner Broadway and Ave. J
Phone 922

Hilton Hotel

LUBBOCK, TEXAS

Extends A Cordial Welcome To

TECH

- STUDENTS
- FACULTY
- ORGANIZATIONS

BEST WISHES For A Big Year



VERNON HERNDON
Mgr.

"Your Hotel on the Plains"

ANOTHER

Hilton Hotel

Collegiately Yours, Dapheene Hutchings

A welcome to old friends—a greeting to new ones. Only this summer was Collegiately Yours introduced to the campus. It is my hope that it will become a reflection of student life and of campus activity. That it will become an item on your "must" list of light reading and entertainment. I, nor the editor, expect it to take the place in your hearts that Sally Port occupied, yet, but we do expect to make it as exciting and as interesting. We make our wish on the brightest star—a wish to make you like us more, much more.

Now that all the back-slapping and hand-shaking is over, one of our professors has said that "an education is the only thing a man is willing to pay for, and hope to God he doesn't get."

I can already visualize the hurly-burly, long line of pushing, stomping waiting students with faces of impatience, amazement, anticipation, bewilderment—the thrill of seeing old friends, the calls of greeting, the romance of meeting new acquaintances—all go to make up the excitement of seeing the registrar stamp his approval on little white cards, the fight for satisfactory schedules, the dean's nod of o. k., the master checkers smile of dismissal, housing approval—the long day ends and a new era begins in the endless cycle of educational evolution.

At this time we must mention Sally again. Although we have buried Sally in a magnificent ritual and dressed ourselves in mourning, she comes back to haunt us, her spirit must speak or her soul will never rest; her sleep will never be tranquil. Just the other day, I had the following letter from Sally:

Dear Dapheene,
Here's a scoop! It's being told Mary Nelle Gullede and H. L. Gunter took the final step together on July 4th. They were supposed to have been picnicing at Roaring Springs on this day. We hope this is true, because we never could see why they were wasting time. They make one good-looking couple who will succeed if anyone will!

Yours truly,
Sally

To Sally: Thanks for the good news, but I don't like the idea of your stealing my thunder.

Mr. and Mrs. R. C. Dark of Mart, Texas, recently announced the marriage of their daughter, Merle, to Jack Wheelis, Texas Tech Red Raider. A waffle iron, a black cocker spaniel called "Skipper", and a German police

pup called "Hitler" are their total house-keeping equipment. Merle makes delicious waffles and Jack eats dozens. The only regrettable thing about the marriage is that all we girls are going to miss Jack's broad shoulders on the football field. However he will be in school in the Aggie department and can sit in the bleachers with the rest of us.

TEN REASONS WHY GIRLS GO TO COLLEGE: L. Dean Butler . . . Charles Lockhart . . . L. A. Ritter . . . Winston Pettus . . . Allen Webb . . . Carroll Claitor . . . Scott Casey . . . Gordon Shackelford . . . Jerry Kane . . . Billy Hieronymus.

Ogden Nash says, "Some ladies smoke too much and some ladies drink too much, but all ladies think they weigh too much."

In a recent survey by one of the more currently popular magazines, in co-operation with Joe Belden of the University of Texas, editor of Student Opinion Surveys of America, a firsthand and accurate way of click as a co-ed has been computed. The survey declares "you don't have to be exactly beautiful to be popular—but you are sunk if you don't always look fresh and stylish. And that takes brains. The surest road to campus popularity is that certain smartness, in class and out." Tech certainly has plenty of examples . . . for instance Dorothy Jane Wright, Ruth Cox Waldeen Donnell, Catherine Dillard, Maxine Wheatley, Betsy Dan Bihl, Patsy Ayres, Jenn Etta Dodge, Pat Fullbright, Martha Price, and dozens of others.

One of our modern writers gives a tip to professors. He says that "when you see somebody with a hoarse voice and a pallid face and eyes bleary and red-rimmed and sore, it doesn't mean they've been on a party themselves, no, it probably means that they have experienced a party next door."

CAMPUS PERSONALITIES EVERY STUDENT SHOULD KNOW: James Snyder, student council president, congenial, attractive, likeable . . . Jane Hill, versatile president of Association of Women students, cheerful and smiling . . . Dorothy Lou Emmitt, chosen first among eight of the most beautiful girls on the campus in '39-'40 . . . A. J. Kemp, editor of La Ventana elected by popular vote, always friendly, always happy . . . Ty Bain, a man's man, captain of Red Raiders, will play quarterback . . . Hazel Ann Wilson, Home Economics club president, charming and lovely, a leader of women . . . Raymond Goodrich and Orville Shofner, both hold debating cups, good showmanship, moulders of opinion . . . Kathleen Webb, popular and attractive president of Women's Dormitory Association . . . Lois "Cowboy" Nance, energetic yell leader . . . Clarence "Mike" Kelley, outstanding engineering student to be head of Engineering show . . . George Wilson, president of Aggie Club, brilliant student, admirable personality



FRESHMAN LUGGAGE AND LAUNDRY PROBLEM—SOLVED!

Take a tip from upper classmen. Forward your luggage to college by trusty, convenient RAILWAY EXPRESS. When you phone we'll call at your home for your trunks, bags, boxes, anything, and deliver them promptly and safely at your college, without extra charge in all cities and principal towns. Low rates and you can take your train with peace of mind.

And at college you can solve your laundry problem easily and economically. Arrange to "express" the laundry home and back by our quick, dependable service. You can send it collect or prepaid. Just phone

1011 Avenue E
Phone 222
Lubbock, Texas

RAILWAY EXPRESS

AGENCY INC.

NATION-WIDE RAIL-AIR SERVICE

Welcome Back

Piggly Wiggly's six modern stores extend a hearty welcome to our old friends at Tech and the same welcome to those of you who will begin college life in the finest school in West Texas.

No. 1 1402 Broadway	No. 2 603 Broadway
No. 3 2422-B Broadway	No. 4 1517 Avenue Q
No. 7 2420 19th Street	No. 14 1220 Avenue Q



Welcome Home Techsters!

One of the most popular plans used by Tech students for purchasing a new tuxedo is our "pay as you wear" rental purchase plan.

Here's the way our plan works . . . When you rent a new tuxedo from us you pay the customary deposit of five dollars, but when you bring the tux back you have your choice of taking back two dollars above the rental fee or leaving it to apply on your tuxedo . . . which is put away for YOU alone, the first time you rent it. In this way, you are enabled to begin purchase of a new, high quality tuxedo the first time you rent it. You may take back the deposit money above rental fee if you wish, or you may pay only five dollars each time you rent the tuxedo.

A few times of renting the tux, and it is yours!

Ask any of the satisfied students who tried our plan last year!

They will tell you that it is convenient . . . practical . . . and fully satisfactory!

Come in to visit us when you arrive at school and let us explain ALL of the benefits of the plan that enables you to purchase a new, high quality tuxedo on a rental plan.

We Carry A Complete Line of Men's Wear

SUITS . . .
SHIRTS . . .
SPORTSWEAR . . .

Corcorran's

TAILORS AND CLOTHIERS

Welcome "HOME" AGAIN Techsans To The Cleanest City In Texas



For ten consecutive years Lubbock has been awarded a silver trophy by the National Clean Up and Paint Up Campaign Bureau in Washington, D. C. for being the "cleanest city in Texas."

Lubbock Chamber of Commerce SCOREBOARD

- Always in the Whitespot on Map of Nation's Business
- Lowest Tax Rate of any City in Texas over 20,000 Population
- Over 2,200 New Homes built in Lubbock in the past three years
- \$516 Per Capita Retail Sales as compared with \$270 National
- "Hub of the Plains"—Largest City in a territory extending 300 miles east and west and an equal distance north and south

The citizens of Lubbock are always glad to extend a hearty welcome to the new influx of Tech students each year. They realize that these students are an asset to the town, and that the town would not seem the same without 4,000 or more Tech students each winter. We take pride in pointing to the advantages to be gained by the students

themselves in living in Lubbock. With the lowest tax rate in Texas cities over 20,000 population, an annual payroll of over three and a half million dollars, with retail sales showing an annual increase of over 25% each year, Lubbock is the fastest growing town in Texas. An invitation to

everyone who reads this to come to Lubbock and Tech to make their home is an invitation that stands good the year round. We hope to be able to greet many new students and their families this fall, and prove to them that "a move to Lubbock is a move in the right direction."

The Lubbock Chamber of Commerce

It's "B" "T" "C"

For You

... and for "Us," too

Yes, "thank goodness" it's Back-to-College before long . . . and it's mighty glad we'll be to have you back, too . . . for when the long term ends and all of you go home, it leaves us with a rather "hollow" feeling. . . You are so much a part of Lubbock and a part of our daily contacts that you don't really realize just how much we miss you . . . so when the green caps start "abobbing" up here and there . . . and the street corners become filled with "hitch-hikers" . . . and the campus is overflowing with good-looking coeds . . . with all this in evidence, and many other things to indicate that the "bunch is back again" no one will be happier about it than we will be.

Hemphill-Wellb Co.

WELCOME STUDENTS

To
LUBBOCK
HOME OF TEXAS TECH
And
BROADWAY & LYRIC THEATRES

Always the Best in
Motion Picture
Entertainment

BROADWAY Today & Sat.

Gene Raymond
Wendy Barrie
— in —
"CROSS-COUNTRY ROMANCE"

Prevue Saturday Nite
Sun.-Mon.-Tue.

"Gold Rush Maisie"
Ann Sothern
Lee Bowman

LYRIC Today & Sat.

"THE BAD MAN FROM RED BUTTE"
Johnny Mack Brown
Fuzzy Knight
Bob Baker

Prevue Saturday Nite
Sun.-Mon.-Tue.

"My Son, My Son"
Madeline Carroll
Brian Aherne
Loris Hayward

Silver Keys Hold Annual Reunion

Annual convention of the Silver Key club, second oldest men's club on the campus of Texas Tech, was held in Ruidoso this year, July 19 through 21.

Reporting on the success of the convention, Robert Snyder, president of the organization, stated that the convention was the most successful ever held by the Keys, and that plans for a similar conference are already being made for next year.

Present at the meeting were Robert Snyder, Jimmy Brown, Roger Kuykendall, Homer York, Leon Keene, Dale Walker, Joe Davidson, A. J. Kemp, L. D. Whiteley, Ned Bradley, Jimmy Robertson, Monroe Dunn, Neil Wright, Jr., Wayne Prather, G. C. Barrier, Felix Walter, and Horace Humphries.

The convention held at the Navajo Lodge is an annual affair of similar nature to those held by other clubs on the campus each year.

Programs besides business considered at the convention included horse-back rides, bowling, skating, and trips into the Indian Reservation near Ruidoso.

Dances during the convention were furnished music by Ned Bradley, leader of the all-college orchestra at Tech, and a member of the Silver Key club.

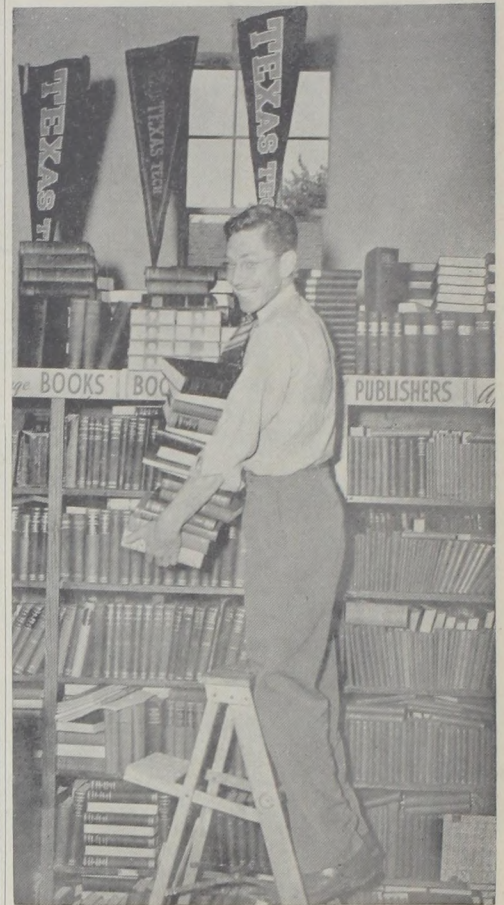
With the beginning of this year, the Silver Key club will have a club house for the first time in several years. The house is located at 2211 Main street, and will facilitate room and board for eight members of the organization, and board for several more.

The house will be used for the regular meetings, called meetings, and social functions planned by the club for the coming school year.

Dessie Kathryn Lewis, June graduate in the home economics division, has received a position teaching in the Shamrock schools.

Merle Houston, former Tech co-ed, has been employed as hostess on the Braniff Air Lines.

Anne Sproules, former Tech co-ed who taught dancing while attending college, is one of the new recruits in the ranks of the top-ging girls in Hollywood. She is a member of the cast in "Strike Up the Band," with Mickey Rooney and Judy Garland.



LOADS OF GOOD USED BOOKS

Varsity BOOKSTORE

College Avenue -- Dub Rushing, Owner

Have You Heard

About

The New Shoe Department And The New Budget Departments That Have Been Added Since School Closed In June?

Achilles Corcanges Has Tried To Make It A Complete Shopping Center For Each Co-Ed And Personally Welcomes You Back To School And A Visit To The Shop Where Campus Fads And Fashions Will Be Priced And Styled For You All Year.

ACHILLES CORCANGES SPORT SHOP

Broadway at College Avenue

Across From Your Campus -- Phone 3711

Hello!

Remember Us?

We're Always Glad

To See You Again.

REEVES

PHOTO ENGRAVING PHOTOGRAPHY
1719 BROADWAY

Welcome Back Fellows

We want our friends at Tech to come in when you first arrive, to the friendliest college man's shop in Lubbock.

We carry a complete line of shirts, suits, and accessories for the college man, and feature the famous M. Born line of clothing.

Try our custom-made suits for the best and most practical made-to-measure men's wear on the Avenue.

We feature all nationally advertised merchandise.



Slacks

The well dressed College Man will have to have plenty of classy slacks for sport, school and for loafing. We have a new assortment of Fall Slacks in the latest colors and weaves.

Priced from \$4.95 to \$8.50

Bray's Campus Toggery

On the Avenue

Welcome Students

To The Comfortable

Midway Theatre

1800 BLOCK ON BROADWAY

Lubbock's favorite neighborhood theatre, bringing back to Lubbock only pictures of proven entertainment quality.

Make The MIDWAY Theatre Your Entertainment Headquarters

See The Best Pictures At POPULAR PRICES

SHOWING SUNDAY

Rudyard Kipling's Immortal

Gunga Din

Starring

Cary Grant Douglas Fairbanks, Jr.
Victor McLaglen Joan Fontaine

Get Your Student Tickets For The

MIDWAY

Lubbock's Favorite Neighborhood Theatre

Welcome Students

Both Old and New

DEEP CUT PRICES ON DRUGS

BEST FOOD

COLLEGE SUPPLIES

VISIT

... Our Redecorated Basement

College Avenue DRUG

JIMMY RONDEAUX
TOMMY STARNES