

THE TODEADOR

Official Publication of the TEXAS TECHNOLOGICAL COLLEGE

LUBBOCK, TEXAS

Published Weekly, on Saturdays

Harry Montgomery Editor Jno. R. Forkner Business Manager

STAFF

ASSOCIATE EDITOR Tom E. Morrison ASSISTANT EDITOR Virgil E. Hobbs SPORTS EDITOR C. W. Bell SOCIAL EDITOR Edna Howard FEATURE EDITOR Richard Cavett HUMOROUS EDITOR James Higgins CIRCULATION MANAGER Olla Ross ART. BUSINESS MANAGER Kenneth Hamilton

Advertising rates, 25c per column inch. Subscription covered by Student Activity Fee. By subscription \$1.50 per school year.

Mailing rights applied for

VANDALS AND THIEVES

(Note: We suffered a slight remorse of conscience while writing this little outburst, but ye gods! some one "swiped" our eraser—which was a brand new, five cent cut—while we were engaged in the task. The eraser is a small thing, but indispensable when one's typewriter is tired.)

An editorial appeared in this column not many weeks ago under the heading of "Vandalism," which pointed out some true evidence of the practice in one of its earliest stages. The matter of carving, marking, branding, some of which has approached the modern stage of "whittling"—has been much in evidence, but not so much as the habit of plundering, ravaging, "sacking" and stealing. Very few cases of actual theft have been reported since the opening of the Tech, but tons of things have "walked off" undoubtedly encouraged by something possessing life—evidently human beings, and, likely, students. At first it was merely a nuisance and inconvenience, but the thing is becoming unbearable. The person who leaves his office unlocked is likely to need an entirely new stock of office supplies upon his return. Not only a nuisance and inconvenience but an expense.

This little spurt of criticism and sarcasm may be slightly personal. The Toreador office has been ravaged of everything of value—that could be carried off—a number of times. But an incident which we would class as an actual theft occurred immediately preceding the holidays when some moron ransacked the desk and took a complete file of the Toreador up to date, which is a very convenient way of having the other fellow serve you. However, the matter was not entirely personal, since the numbers of the paper which were taken comprised a part of the permanent record of the publication, which is indirectly a record of the institution. The act was evidently committed by some one without forethought—a physiological way to look at the thing inasmuch as he did not possess the intelligence to preserve his own files.

The Toreador is a student publication, and we encourage the visits and cooperation of the student body. We are also fairly good natured, but we cannot appreciate the freedom which some person exercise when they are in the office.

"ROCKS AND ORE"

The punctuation of the heading above is an indication that it was stolen. A popular modern columnist recently used this head, under which he discussed books and reading material in general. He divided books into two classes and compared them with "rocks and ore." The reader was presented as a miner in a search of useful material. By a careful selection of books, according to this writer, the reader is enabled to delve into the class of literature wherein is found a vein of thought that is worth mining. By selecting this type of reading material, the reader is assured of finding a wealth of important knowledge that will repay him for his time and effort. On the other hand, the writer points out that there is a class of literature which contains little, if any, worthwhile material. The reader who spends his spare moments with this type of literature is likened unto the miner who pecks away at a pile of rocks and accomplishes nothing.

Tech students are reading the type of literature classed as ore, according to the librarian, Miss Elizabeth H. West, who states that the greatest demand of the library is for the better grade of material. A great deal of reference work is done in the library, according to Mr. Neeley, who is in active charge of the books in the library. The books on the reserve shelves are almost constantly in use, as well as some of the better works of fiction. Miss West is of the opinion that the leading magazines, of the list of more than one hundred on file in the library at all times, receive more of the students' attention than does the poorer grade of fiction which some of the magazines still cling to. Tech students have learned that it is the better class of literature which will be most beneficial to them in their work. They have been convinced of this through the assignments of the instructors demanding outside reading.

BUSINESS AND PROFESSIONAL MEN

"Nation's Business," the official publication of the United States Chamber of Commerce, carries an article in its current issue dealing with the bitter feeling of modern writers toward business. The article says that this is nothing new to the world, that such feeling has existed between these two types of men for centuries, but that it is becoming more pronounced and more bitter.

Whether or not such a feeling is more in evidence at present than formerly, it must be admitted that there does exist a wide channel of misunderstanding between not only the writers and the business world but between the professional and the business man. The men who direct the destinies of our schools and colleges, the college graduate, the professional world in general is often misjudged by the man of business as being impracticable and a dreamer. On the other hand, business men are often misjudged by professional men as being selfish, hard, and unmindful of public interests. Both sides are generally wrong.

There should be more personal contact between the two groups. The business and professional men should through the medium of the Rotary Club, chamber of commerce, and through other similar institutions come to a finer appreciation of each other. We believe that the American college should help in fostering such a spirit, and we believe that it, in cooperation with certain business groups, is doing a great deal toward that end.

First—What does Darwin's theory amount to, anyway concerning those "thousand years of evolution" which, today, a woman can make a monkey of a man inside of an hour? Second—Yes, but think of that wonderful hour.

FRESHMAN WRITES THEME ON PHOTOS HIT HIM YOURSELF; MY AXE IS DULL SETTING FORTH STAGES OF EVOLUTION



(Editor's Note: The minds of freshmen are so feeble to entertain but one thought at a time, and they usually adopt the most talked of thing in writing themes. The annoying den which has been created over annual photos has inspired one Fish to write the following "bumble creature." Did you see? You hit him; my axe is dull! Photos are our blemishes which we have took so as to look as near unlike us as is possible. Whereas, we ourselves have perhaps a mole on our nose or a wart just above our left eyebrow our faces are free from such disfigurements, being painstakingly smoothed by a shading pen while still in the negative state.

Our first photos are had taken by our prospective mothers, and are usually in the raw state, that is, with undecomposed on. There is a big demand for large white bows in which the raw material generally poses in, and a anxious effort is made to wear a pleasant smile upon its rather blank visage, but such an effort is usually a unsuccessful failure. The foto grafer is usually a confectionist and has read all the leading and misleading comic strips so as to be fully qualified to cause a fleeting expression of something to be superimposed upon baby's face, and who would be surprised? Anyway, the general effect is exquisite or something like that.

After that comes more fotos, stage by stage as follows: long dress, rompers, blouse and pants, kneepants and

She (head on his shoulder)—Your shoulder is so soft. He—So is your head.

Y. M. C. A. Elects Officers and Starts Work of New Year

Y. M. C. A. work for the coming months of the term was started off with a bang last Sunday afternoon in the first meeting of the term. The meeting had been announced as a business meeting and the program was adhered to. Some five or six different items of importance were acted upon during the hour, the most important, perhaps, being the election of officers for the year.

Eugene Jordan, who has been chairman of the executive committee of the Y, was elected president. Mr. Jordan is an experienced worker in the Y. M. C. A., and he is worthy of the post. Tristram, who has also been active in the work since it was instituted here, was elected vice president. Ned Camp was elected secretary. Camp has been acting in that capacity since the beginning of the work, and will go right on in that office.

The meeting proper was opened with a prayer by Mr. Street. Dr. Read was in the chair, prior to the election of officers, and among other items stressed by him was the fact that Tech needs a paid Y worker, and that Tech can get one. Mr. Casham, who is now with the Austin college at Sherman, has agreed to take the position for three thousand a year. This includes, however, his work as general secretary of athletics in the college, a position which he is very capable of holding. Three objectives were stressed for the Tech Y for this year. First in rank, perhaps, is the employment bureau system. This will provide free service to Tech students in getting employment, and will be of untold benefit.

Planned programs, instructive and interesting, will be presented at each meeting and a program committee is at work seeing that this is carried for joint meetings with the Y. W. will be held at appropriate times, so putting the work of the two organizations on a common basis.

Of special interest was Dr. Read's announcement that on Feb. 3 and 4 a very prominent speaker, in the person of Henry P. Van Dusen, will be here to speak before the students of the school, but especially for Y work. Mr. Van Dusen is a Y worker of repute and Tech is fortunate to have him here.

Meetings will continue, as in the past, of alternative Sundays, at 2 P. M. On Thursday, Jan. 23, a joint meeting with the Lubbock H. Y. will be held. Dr. Dwyer, chairman of the athletic committee, was authorized to purchase eight basketball jerseys for the Y, thus added impetus to the athletic movement already inaugurated. The meeting was adjourned until Sunday, Jan. 24.

Dawson County Studes Organize

Students attending the Tech from Dawson county met Tuesday evening and organized the Dawson county club, the first and only county club in the institution. Although there are 12 students in the Tech from this county, only nine were present at the first meeting. The club has made application for a place in the annual, and will probably be the only county club in the year book. It will meet every two weeks, on Thursday nights.

The following officers were elected: Carl Peterson, president; Gordon Cochran, vice president; Miss Nimitz, secretary-treasurer. Other members were: R. E. Simpson, Jr., R. L. Myers, Jr., James Harris, Elyman Carpenter, Chas. Hatchett, C. L. Houston, Elmo Shover, Hayden Barron, Tom Gallenberry.

Y. W. C. A. Members Entertain With Tea at President's Home

The women of Lubbock were guests of the girls of the Y. W. C. A. at a dinner tea Friday afternoon from 4 to 5:30 at the home of Mrs. E. W. Horn. This was the first social affair given by the college girls to which the women of the city were invited, and many of them took advantage of the invitation which was extended through the press and the various clubs and spent an enjoyable afternoon.

A program was rendered by the girls of the organization and Mrs. Horn and the members of the cabinet were hostesses. Members of the cabinet are: Miss Almeda Murray, president; Miss Sylvia Wilson, vice president; Miss Cornelia Ratliff, secretary; Miss Rebecca Quinn, treasurer; Miss Gladys Murrie, representative at large; Miss Dennis Cobb, Miss Agnes Brown, Miss Verda Hinton, Miss Ann West, Miss Eula Howard, Miss Mary Leech, Mrs. von Rosenberg, Mrs. Ballenger, Mrs. J. T. Hutchinson.

The girls were richly complimented for the success of their undertaking which was made possible by the careful direction of Mrs. Deak and the courtesy of Mrs. Horn.

On account of the tea given last Friday afternoon the Social Economics club did not meet. It will meet however next Friday afternoon at 4 o'clock. A very interesting program in office. Everyone interested in home economics work is invited to come.

Kearn Aldridge, who was formerly associated with the student tailors, has sold his interest to Dal Blake who is now sole owner. Mr. Blake is being assisted in soliciting by students.

We've Got It Everything you can find in any up-to-date drink and sandwich parlor. An ideal place to spend your idle moments. The Matador On College Avenue

STUDENTS A BARBER SHOP FOR YOU! We invite you to have your barber work done here this term. Ask about our retail toilet articles and— SHINES -- BARBER WORK BATHS Tech Barber Shop On College Avenue

Dr. Ferguson DENTIST Ellis Building

STUDENT'S DEN Hot Drink, Tasty Toasted Sandwiches, Drugs and Sundries. VISIT THE PALM GARDEN Weaver Bldg. Under Elks Hall.

Nunn-Bush Ankle-Fashioned Oxfords THE TAILORED-TO-FIT APPEARANCE of Nunn-Bush oxfords lasts as long as they are worn. That is because they're ankle-fashioned to fit snug around the ankle. \$8.50 to \$10.00 Hemphill-Price Co. Nunn-Bush

THE TECH CAFE GIVES ESPECIAL ATTENTION TO PARTIES AND BANQUETS FOR COLLEGE ORGANIZATIONS LUNCHEONS SERVICE DINNERS QUALITY Tech Students Always Welcome

REX PROGRAM FOR WEEK ENDING JANUARY 23 MONDAY and TUESDAY BIG DOUBLE BILL FORD STERLING and DOROTHY REVIER in "STEPPING OUT" A dramatic comedy with a thousand laughs. Also, REED HOWES in 'The Snob Buster' —the automobile speed king in a new role. WEDNESDAY and THURSDAY Another Big Double Program Agnes Ayers in 'Her Market Value' Bob Burns, the great western star, in 'THE RIDING FOOL' Two big pictures for the price of one. Also a Special Laugh Month Comedy FRIDAY and SATURDAY —are Universal days—with a special western picture 'WESTERN PLUCK' with Art Acord, and his wonderful horse. Also— 'EIGHTEEN CARAT' —a funny comedy. REMEMBER THIS IS LAUGH MONTH AND WE ARE FURNISHING THE LAUGHS

THROUGH THE BASKET

The night squad are fast rounding into shape and the first game will see a fairly organized team on the floor.

Gene Alford is the fastest man on the court and Higg will have a nice line selecting a running mate for him.

There are a few men on the afternoon squad who are showing up well and may soon be shifted.

Higg has one idea in view, and that is making the men realize that a basketball team is composed of five players.

Tech Students

WE WANT YOU TO KNOW THAT THE 1013 1/2 MAIN STREET - extends to you a cordial invitation to call here for your barber work.

HAIR CUTS 25c SHAVES 25c SHAMPOOS 25c TONICS 25c BATHS 25c

ALWAYS WELCOME

We Welcome

Both Students and Faculty on your return from the Christmas vacation, and extend to you a cordial invitation to make this store your store during the coming term.

YOU ARE ALWAYS WELCOME

Bowen's

THE GANG HEADQUARTERS

1205 AVE. G PHONE 1278

TYPEWRITER

THE PERFECT GIFT

South Plains Writing Machine Co.

C. R. ENGART, Mgr.

L. C. SMITH & BROS. TYPEWRITER CO.

Re-Builts Repairs Rental

The coeds of the college have been on the court for the past few days and have much promising material for a season.

Miss Gilkerson stated that a faculty team would challenge the winners. That contest will be the feature of the season.

Lila Underwood and Margaret Oliver are wonderful players and would be good in any Texas collegiate circle.

The first college game of the Matadors will be played on the local court with Daniel Baker college of Brownwood, Jan. 25.

How about department basketball? It is a cliché that all of the 50 men on the afternoon squad will not have a chance to make the first 15 men.

This is one of the best ways of keeping up interest in a school during the winter months.

Anna Belle—Do you sleep with your window open? Ruth—Now, just my mouth!

"Gosh, you're small." "Precious articles always come in small packages, you know!"

It has been found, as a result of a church survey in the city, that some religions require being wound up every seven days.

World Court Problem Will Feature Debate

The world court problem and the advisability of the United States entering the world court will be the theme for debate in the Texas Tech, according to announcement made this week.

Challenges have been received from A. C. C. and McMurry, at Abilene, and the Tech has issued challenges to Chisnol college and W. E. B. C. O. Work in this direction including elimination contests, will be started in the near future.

"Standing room only." Methinks the best way to describe The modern skirt we know Would be to hand upon its side, The placard S. R. O.

Slim—Hand painted China is expensive. Slam—Yeh, but handpainted America keeps me broke.

SERVICE We offer students service by students. We can supply your every drug need.

Step right out of the Postoffice into our store and try a drink at our Fountain.

WELCOME ALWAYS POST OFFICE DRUG STORE

PILGRIMAGE OF THE FACULTY

Since there was a great deal of FREELAND in one of our Southern States, a company of about fifty decided to travel WEST and homestead the land.

GORDON, the leader of the scouts, wanted to fish awhile. After a few minutes of patient fishing, he cried "MURDOUGH!"

Mock Trial Will Feature Program Literary Society

Group A of the Literary Society held its first meeting for the term on last Monday evening, with a reasonably good attendance of members and several visitors.

Debates Held In Agronomy Classes

In Dean Leidigh's agronomy classes this week an interesting debate took place. The subject was: Resolved, that the farmers in this section who raise as much as 45 head of livestock should put up and use silage.

Those taking part in the debate were Affirmative: Barnes and Alexander; negative: Griffith and Hope; affirmative: Pynes and Brooks; negative: Burroughs and Corley.

English Prof.—Somebody give me a sentence. Student—Quick, somebody, call the judge!

LUBBOCK CLINIC NOW OPEN

3rd Floor Temple Ellis Bldg. Phones 1200 & 902

V. V. CLARK, M. D. J. R. LEMMON, M. D. W. M. LEMMON, M. D. G. M. TERRY, D. D. S. Dentist

J. E. CRAWFORD, M. D. J. F. CAMPBELL, M. D. ELLWOOD HOSPITAL

The Elk Barber Shop

MERRILL HOTEL BLDG. 1018 AVE. I

Where Most Students Trade—There's a Reason Why

A Service to please both Men and Women We Invite You

Stangel Selects Jersey and Holstein Breeds of Cattle

Mr. Stangel, professor of animal husbandry of the Tech, left Lubbock Monday, Jan. 8, for various places in the state for the purpose of visiting dairy herds with a view to selecting foundation stock for the college dairy.

Mr. Stangel while in Dallas attended the meeting of the Jersey cattle club of Dallas. He also visited the modern poultry farm of C. C. Harrison at Fort Worth for the purpose of examining poultry houses built by the James Mfg. company.

A pig was born out at the college dairy barn. Upon investigation it was found that he had an extra bone. Upon further investigation, however, it was found that it was only his spare-rib.

West Toonerville news item—Little Zero Smith hobnobbed with swallows a revolver bullet, and his old man don't dare to wallop him for losin' it, for fear it will go off in him.

One—Say, I wish I'd taken a course in bookkeeping. Two—Why? One—Cause I can't keep mine. Somebody has stolen three books from me this quarter.

Cheri Casa native—May I call this evening? C. I. inmate—Oh, I'd be tickled. He—Oh, I'm not that kind of a boy!

NOTICE! TECH BOYS

New Dormitory. Rooms newly furnished. All modern conveniences in each room. 2 blocks north of Cheri Casa. 1 block of campus on 9th St. Rooms with or without meals. VERY MODERATE RATES

We are at Your SERVICE

—We keep a complete stock of Drug Sundries that the student needs.

Our Sandwich Parlor and Fountain Service satisfies. Good all the time.

You receive courteous service and the best of attention here.

STUDENTS ARE ALWAYS WELCOME

Tech Drug Store

TECH STUDENTS

When in need of a car to drive YOURSELF

Phone 992 Cars Delivered

RENT CAR STATION 1214 Ave. H

COLLEGE GIRLS—LOOK

2 FOR 1 SALE

BUY 1 GARMENT—GET 1 FREE



Hose, Gloves, Corsets, Bras-sieres, Novelties, Etc.

Coats, Hats, Suits, Dresses and you may select any combination of your choice—All Spring Merchandise—Less 10 per cent.

"Savings—Worthwhile"

McAfee Co.

Exclusive Ladies' Furnishings

YOU ARE INVITED

—to spend your idle minutes loafing with us. You will always find the gang here, and find that you are welcome at all times.

As for your needs, we will be glad to supply you with anything in the drug and sundry line.

TRY OUR FOUNTAIN SERVICE

CHERI CASA PHARMACY

A COLUMN FOR "BEEFERS"

Do you see the cow? The cow sees the signboard. You need not get astonished as the signboard anyway. It says, "Beef is a fine food." And it is when taken moderately and at the right time.

Some persons "beef" about everything, while others only indulge occasionally. This column is to be maintained for the accommodation of the habitual "beefers" and all others who care to expose pet grievances.

This doesn't necessarily mean that you are to "gripe" about everything under the sun, and it isn't the intention of the column to encourage "beef-

ing" on the part of the readers. But it is evident that there are many things connected with the Tech and your activities as students that you do not approve of, and this column will provide some source of giving vent to your feelings. Just a student's pulse, if you please. May we feel your pulse?

And it is not our intention to exclude faculty members from taking part in the fun. They may have some things to "beef" about, too. Or probably it would be nicer to say, "Some oddities which they would like to discuss through the medium of this column."

It would be just like some one to "beef" about this column. Many, no

doubt, will have some suggestions for the improvement of the Torreador and the annual, and other student activities. In fact, there are many things that need "airing out" to use a modern term. Every communication will be published, provided the substance matter will permit of publication. Each complaint must be signed, but the name will be withheld if requested. Articles of the most severe criticism will be published above the name of the writer.

This is your column, and your one chance to "beef" effectively. Do your "beefing" early.

"Ag" Students Hear Ousley's Address to Local Farm Bureau

Lee Campbell of Dallas, state secretary of the farm bureau association, and Col. Clarence Ousley of Fort Worth called on the school of agriculture Monday, Jan. 11, and both seemed well pleased with the work of the college. Mr. Campbell is an old friend of Dean Leidigh while Col. Ousley is a long time friend of Dr. Horn. Col. Ousley was at one time editor of the Fort Worth Star-Telegram and at another time was director of extension of the A. and M. college of Texas. Under the administration of President Wilson he was an assistant secretary of agriculture. He is at present connected with the Texas farm bureau cotton association.

At a meeting of the local organization of the farm bureau Tuesday afternoon, Jan. 12, Mr. Campbell presented an attendance banner to the Lubbock county farm bureau from the national organization in appreciation of the record of attendance made by members of the local chapter. The local organization has the highest attendance record of any of the west Texas districts. The Lubbock county demonstration agent then introduced Dr. Horn who in turn introduced the principal speaker of the evening, Col. Ousley.

Col. Ousley, in a forceful and clear manner, presented the necessity for a sales organization to dispose of the farmer's products. He contrasted the methods of a manufacturer in disposing of his products and the methods used by the average farmer. He showed clearly why the farmer was the only one who could do much to better his condition. Col. Ousley enjoyed an appreciative and attentive audience and was frequently applauded during his discourse.

Agriculture students were urged by Dean Leidigh to attend the meeting and many of them did so. Col. Ousley's talk was in line with the work agriculture students are taking and is a helpful addition to their regular classwork.

And it came to pass that Adam had noticed his leaf on the verge of deterioration, for winter was nigh. He raised his eyes: "Eve, dear, what shall we do this winter?"

Eve—"We'll be forced to use fir, dear."

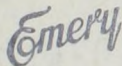
Joe, the barber, says there are two kinds of girls—those we like to see get on the bus, and those we don't.

Heard in chemistry class:
Izzy—What is the difference between ammonia and pneumonia?
Dizzy—Search me.
Izzy—Why, ammonia comes in bottles and pneumonia comes in chests.



Would You Risk an Unlabeled Bottle

Why take a chance on an unlabeled shirt when you can get an



at the same price!

Barrier Bros.
DEPENDABLE MERCHANDISE

COLLEGE INN COL YUM

We are very glad to boast that two winners in the La Ventura contest are from College Inn. We do not know of a greater honor that could be bestowed upon the club than to say that two of its representatives are the best looking and most popular girls in Tech. Miss Edna Yonge is from Sweetwater where she is very popular with the social set. She is a graduate of Post high school and is a freshman in our institution. She has won the hearts of her many friends in Tech and in Lubbock with her cheerful words and never ceasing smiles.

Miss Ruth Officer of Turkey, is a graduate of Memphis high school where she was very popular. She, also, is a freshman and has won her many friends with her sunny disposition and lovable character.

The new girls were welcomed into College Inn Thursday evening by a little social gathering in the parlor. Misses Austin, Muriel Radloff, Tency Hancock, Edna Houghton and Margaret Bell are to take the vows of initiation some time during the week. It was decided at this meeting that some new rules must be enforced and as the girls are the ones which the rules affect in the long run and as they are the most interested in them, it was voted that each girl interested make one rule. These rules were solemnly sworn to and anyone breaking them will be given nothing less than the death penalty.

1. Do not study, it's liable to interfere with the ones that want to play in the hall.—Lila Underwood.
2. Do not go to classes unless you expect to derive interests other than in the lessons.—Ruth Benedict.
3. Sing, whistle and laugh all during quiet hours.—Margaret Bell.
4. Converse with boys from the windows just any time.—Anna Belle Collins.
5. Take all that's left on the table. Midnight feasts are grand.—Lucile Davis.
6. Give wild cat yells in the dining room.—Maud Des Sken.
7. Keep your lights on as late as you want them.—Jim McVickers.
8. Never pull your shades down at night.—Punk Waskom.
9. Never refuse to ride with a boy, whether you know him or not.—Margaret Oliver.
10. Be sure to have a date every day and night.—Frances Ferguson.
11. Never get in until the doors are locked.—Edna Yonge.
12. Do as you please at all times, there's no one to alter your plans.—Aenes Brown.

Spring has come. Edna and Anna Belle are blossoming out in new hats when it ain't even Easter. I think they must be old ones trimmed over but they think they are awful cute and had to smart out down town everyday last week just to show them off.

Serenade did you say? Man! we had a perfect one Sunday morning. Even if it was about 4 o'clock in the morning who could sleep with that melodious tenor voice, with baritone and bass chiming in, singing, "Chinese Moon" etc. under your window? Good old college songs, there's nothing prettier with just a ulse for an accompaniment. And the best part, they didn't sing just a few songs and run; they serenaded until half frozen. Please hurry back for their's nothing we appreciate as much as a serenade like yours.

Muriel—I think the Charleston is awful.
Lila—I can't do it either.

REUBEN The Realist

(Or Something Like That). Statistics have begun to indicate that through sheer persistency the feminine element has descended, finally, to the masculine level in the social world. The subtle graces of the gentle art of letter writing are being displaced by rank realism; witness the following "missile."

"Dear Patsy:
"Gee, girl, I certainly hate to be cooped up here writing to you when I could be getting my trig. I guess you won't mind my using this scratch paper and this pencil because it's so much trouble to use a pen. I don't suppose I would be writing you at all if you hadn't sent me your photo for Christmas. I felt under some obligations. But say, kid, you're not near as good looking as you used to be; you're getting fat. Too much candy, I guess. That's the reason I didn't send you a box of it for Xmas. And too, I had to buy rather a nice present for a little lass here at Tech. Ah, girl, her hair would make yours look like a widow woman's haystack; beside her dainty little face, yours would resemble a bowl of country butter in mid-August. Up against her smile, your grin would look like a wate on a beer-mug. Just telling you facts, Patsy, no harm meant."

"I received your would-be letter last month, and I'll frankly say that I was in a most philanthropic mood, else I would never have wasted time reading it. 'Twas the same old mush. You haven't changed your line since you were magnanimously passed from the first grade. Just telling you fact, Patsy, no harm meant."
"You may not be able to read this scribble, but I am in an awful hurry. You see, I have a date tonight with that cute little dame I was telling you about. Gee, those eyes of hers. Compared with them, your eyes are about as romantic as charcoal marks on a soap-box. Honest, she's just that cute. I'm only telling you facts, Patsy, no harm meant."

"Well, I've got to doll up a bit. As perhaps you know already, I have a birthday coming on the 22nd. If you just must send me something, please don't send me one of those awful ties. They remind me of those red flannel night shirts I used to have to wear when I was too small to help myself. Also, don't send me any of those so called "dress" gloves. Those last ones you sent felt like rawhide and fitted are about like a tow sack.

"Yours with reservations,
"REUBEN.
"P. S.—If you can get your old man to kick in for a new car, I might consider coming down to air it out for you."



Attention!

COLLEGE GIRLS FOR SPRING COATS AND DRESSES, MILLINERY



SILK WEAR AND HOSIERY—VISIT THE

LUBBOCK DRESS SHOP

Palace Theater Building Just Around the Corner

STUDENTS, PATRONIZE YOUR CLASSMATES!

We offer you the best quality of work, a service which you are unable to match elsewhere, and a big discount on price, provided you buy a student ticket.

WE SOLICIT YOUR PATRONAGE

STUDENT TAILORS

Blake Caloway Baur

Stand Back

NO LONGER!

A Treasure Mine of Savings Await You at

CONLEY'S Master Sale

ATTENTION STUDENTS!

All new students who wish to get their picture in the college annual and all old students who have not yet had their picture taken, please call here this week.

DANIELS STUDIOS

COLLEGE

SPORTS

call for

EQUIPMENT

With the oncoming basketball, baseball, track, and tennis seasons in view, we invite you to visit our sporting goods department, which includes complete line of—

BASKET BALLS AND EQUIPMENT
BASEBALL BATS
BALLS, GLOVES, ETC.
TENNIS RAQUETS AND BALLS

SHERROD BROS. HARDWARE CO.

An Appeal to College Students

Read the Advertisements in This Paper

The Merchants Who Patronize "The Torreador" Make Its Publication Possible—They Are Your Friends—Patronize Them!

Advertisements Are Your Shopping Guide, And It Is To Your Advantage To Read Them In Order To Know Where You Can Get What You Want At The Greatest Saving

THE TORREADOR