



The TOREADOR



Special Leaves Tomorrow Night For Fort Worth First Artist Course Number To Be Presented Tonight

Concert by Torreblanca At Tech Gym

Is the Preferred Orchestra of the Government of Mexico; Is Endorsed by President Rubio

Picturesque Dress Artists Appear in Typical Charro Costumes Known the World Over; Large Hats Are Feature

The most picturesque musical organization in the world is a phrase which has often been applied to Juan N. Torreblanca's Tipica Orquesta...

President Rubio of Mexico has taken such a personal interest in the American tour of this orchestra...

Beautiful Costumes When one thinks of the native Mexican he naturally calls to mind this typical "charro" costume...

Hats Are Feature The most distinguishing feature of the regalia is the sombrero, often the means by which the wealth of the Mexican is rated...

Spanish Origin The bolero, or jacket, is of Spanish origin and is intricately embroidered with silver and gold...

Completed By Serape The charro costume is completed by the vivid serape, originated by the Mexican Indian...

Seen At Gym These "charro" or cowboy costumes will be seen in the Tech concert of Torreblanca's Tipica Orquesta...

When the spectator sees the dazzling flash of these colorful ensembles and hears the vibrant, haunting, romantic melodies...

Hands Off! No Finger Prints On This Lamp

"And Aladdin rubbed the wonderful lamp" but not even Aladdin could rub one of the lamps on display at the College Book Store...

Extension Is Not Hurt By Present Times

Financial Depression Seems To Help Rather Than Hinder Work in Department Of Extension in College

"Hard times do not seem to have any effect upon correspondence and extension work," stated J. F. McDonald, director of the department of extension...

Shows Increase With an increase of 702 students in the correspondence work since 1927 hard times seem to help rather than hinder this department...

The Bull Wheel

It is rumored that Captain Killin's grandfather was a Confederate soldier, but he wore a union suit. Marshall Formby says that the man who said that kissing short-necked life, meant single life.

First Annual Aggie Rodeo To Be Staged

Wild buffalo riding, calf roping, steer riding, trick roping and riding, relay races, wild cow milking, and pack races are on the program. The rodeo grounds will be south of the Aggie building...

To Have Queen

A queen, selected at large from the student body will be crowned queen of the rodeo at the opening performance Friday. Two candidates from the Liberal Arts school and the Home Economics school will be impartially selected...

Will Parade

The down-town parade on Saturday will be led by the Tech Matador band, followed by the queen of the rodeo and her attendants...

Wild Horses

Wild horses have been secured from the Johnson ranch north of Slaton, Brahma and Mexican steers from Leatherback Brown of Woodrow, who furnishes stock for rodeos over the entire country.

Dr. P. W. Horn Accepts Task Of Bringing Texas Geographies Up To Date

The task of bringing Texas Geographies up to date, in the face of rapid progress and change in production of the state, has been accepted by Dr. Paul W. Horn, president of Texas Tech.

Frosh Council Is Organized

Tech Y. W. C. A. Departs From Usual Method By Organizing Friendship Council; Over Fifty Members

Marking a departure from its usual method of work among the men of the freshman class, the Tech Y. M. C. A. has organized the Frosh Friendship Council with a membership of the present time of over fifty.

MEETS TONIGHT

La Capa y Espada will meet tonight at 7:30 in room 310 of the administration building. After a short program, the club will go in a body to the gymnasium to hear the concert.

Matadors To Battle Frogs On Saturday

Coach Cawthon Will Invade Cowntown For Fourth Time In His Career As A Football Coach; Dope Against Him

For the fourth time in Cawthon's career as a coach, he will invade Fort Worth Saturday with eleven of the hardest fighting Matadors ever to suit up on Tech field.

Science Club Goes On Trip

Faculty Members Make Study Of Different Features Between Lubbock and King Counties Last Sunday

Last Sunday the Faculty Science Club made an all-day field trip to Dickens and King counties to study the Tertiary, Triassic, and Permian systems and the physiographic features between Lubbock and Guthrie in King county.

NOTICE FRESHMEN

Warren Cole, chairman of the Y. M. C. A.'s fish athletic committee, wants all freshmen who are interested in athletics to see him and get lined up for the year.

Lights Out! New Student Rules In Effect At Dorm

"Lights out!" This was not the command of the matron, but it was the request of a College Inn proctor.

Directories Expected Off Press Soon

New Directories Will Include Campus Clubs, Song Of Matadors, Classification Of School, Religious Affiliation

Campus clubs, their presidents and addresses, song of the Matadors, classification in school and religious affiliation of all students, are to be among the features of the Tech Student Directory for 1930-31, compiled by the Woman's Forum.

Although they will be larger and contain more information than ever before, 1930 Directories will cost 35 cents a piece to students, as the books for 1928 and 29 have cost one-fourth of an inch both in length and width, have been added to the size of former copies, in order to contain the new features.

VISITS SCHOOL

Mr. Wilson E. Newton, a California poultry expert, visited the Ag school last Saturday while on his way to San Angelo, where he will assist the U. S. Department of Agriculture's school of instruction in turkey grading this week.

Dr. Horn Buys First Ticket For Special

Dance Will Be Given For Tech Students By City Of Fort Worth; Other Attractions Are Promised

By Jean Shelley Jennings Dr. P. W. Horn has purchased the first ticket for the football special which is to leave for Cowntown from the Denver station in Lubbock Friday, Oct. 24 at 9:30 p. m.

Team Leaves

T. C. U. Band To Meet Train On Saturday Morning At Station; Special Leaves Fort Worth Late Saturday

The Hollywood Theatre of Fort Worth has made a special rate of 35 cents to Tech students for the picture which is to be shown there Saturday night. The feature will be the latest William Fox all-star movie special, "Soup to Nuts."

ARE ENTERTAINED

Sunday night at 6:30 the girls who live in the Practice House on the campus had as their guests for a buffet supper, Misses Margaret Puckett, Oleta Milsted, Margaret French, and Carl Shirley.

Will Be Heard Tonight At Tech Gym



Mexico's Ambassadors of Music, under the direction of Juan N. Torreblanca, will officially open the Tech Artist course season tonight at the Tech Gymnasium at 8 o'clock. The orchestra will present the romance of Mexico in melody. Tickets on sale at City Drug, and at the Business office of the College.

COLLEGE CALENDAR table with dates and events: Thursday, October 23, Artist Course, Gym, 8 o'clock; Friday, October 24, Capa y Espada, room 217, 7:30; Saturday, October 25, Tech-T. C. U. game in Fort Worth.

Powerful Miners Down Texas Tech Matadors 31-0 On Tech Field Friday; Pippin Is Star

Miners Score On Kickoff To Start Scoring Spree; Kick Only One Goal For Extra Points; Matadors Fight Hard

MINERS VS. TECH

"War" was back in the days of old "Miners" came in search of gold. "But Friday they found more precious ores."

"By defeating the Matadors, with numerous scores."

No doubt this is the way in which the great Shakespeare would have put the game Friday had he seen the Matadors in their desperate struggle with a team whose greatness can not be questioned. With Cotton Pippin leading seven, presumably functioning, heavily lined drivers at a much lighter wall, hole after hole was punched, in which he placed dynamite in the form of Andrews, O'Donnell, Neugebauer and himself, the well timed blast of which gave forth thirty-one golden points. Opening the game with a bang, the result of which seemed to weaken the Matadors for the entire hour, a Miner guard returned the kickoff eighty-five yards through a bewildered, unbelieving squad of Matadors for the first touchdown of the game. The Miners were quick to follow through with other blasts gaining for them five more scores.

Although the Matadors fought and held with an admirable ferocity, Dame Nature ruled that when an object of greater weight strikes a force of lesser weight the direction of the resulting force will be in the same line with that of the initial greater weight.

Play Stellar Roles

Doose, Brothers, Moffit and Franz played stellar roles in the ever fighting backfield but regardless of their end skirring, line bucking plays and attempts the Miners tackled them hard and fiercely to keep them from scoring.

Tech's line with Captain Durham figuring in nearly every line play, often held, but then the wary Miners resorted to passes that frequently resulted in long gains. The line strength of the Matador line was tested to the utmost when the ball was carried to the one foot line, they withstood one, two, three terrific rushes but on the fourth, Andrews of the Miners carried the ball over the seemingly invulnerable goal line for a gain of twenty yards.

In the first period the eighty-five yard gain of the Miners was set back to the goal line by a series of plays which resulted in a total of one yard.

Stewart Stars

In the first period the eighty-five yard gain of the Miners was set back to the goal line by a series of plays which resulted in a total of one yard.

Second Quarter

In the second quarter after three or four ground gaining plays, Moffit, of the Miners, figured in a late play and carried the ball twenty yards for another counter and for the only time during the evening Pippin kicked the extra point. Next Walter intercepted a pass of the Miners but Moffit made the trade good by intercepting Franz's toss. After a few more marches back and forth the ball was on Tech's 44 yard line as the half ended. Score: Miners 13, Tech 0.

Third Quarter

The third quarter was featured by the strong opposition of the Matador line. Not a touchdown was made in this period. Nevertheless, the mighty little Franz was destined to make the Tech rosters stand up and raise their eager necks to watch him take Woolly's lateral pass and make forty five yards before being stopped by a faster Miner. Now Mr. Pippin, feeling that he wanted to make a grandstand play, makes an off tackle run for 28 yards before being tackled plenty

Amarillo Junior College Badgers Win From Picadors 9-0; Score In First Period

Picadors Show Up Well In Initial Appearance On Home Field; Price And Crites Are Fish Stars

Cool grey skies, that seemed to match harmoniously with the jerseys of the Amarillo Badgers, hovered over the Picadors in their initial tilt, on Tech Field, Saturday as they fought hard and long to bring forth a ray of sunshine into the score which ended 9-0, much to the relief of the visitors.

would not commit themselves at any period as what the outcome would be. With a defense of remarkable ability the Tech Fish stemmed the tide of heavy Badgers during the last three quarters, so well, that not one point was scored.

Ends Show Up Well

Both teams were the very essence of spirit and power with Price, of the Picadors, and Waggoner, of the Badgers, showing end work that would grace any coach's eleven. Anthony, playing at center, could be found at the bottom of practically every affray with his strong

arms in a love lock administered to the lower limbs of the ball totting crites, and Odum in fact every Picador entered in the fray put a drive, some speed, and spirit into the game.

Clark, Badger fullback, proved to be an ever threatening scorer when he took the ball on the two yard line plunged over for six of the points, Captain Cox, of the Badger lineup, tossed a beautiful pass to Cross who carried the ball to the Fish four yard line but that goal just wasn't to be, for the Picadors showed their elder brothers, the Matadors, who were seated on the middle benches that fighting was the closest of Amarillo squad was not to be in vain for when the ball was handed to the fish, Price's kick was blocked to make the score 2 points to the favor of the Badgers. Then in short order and by no means poor playing on the part of the Picadors the Badgers kicked to Collins and downed him on his twelve yard line. Immediately Price punted to

Cox who found the field to his right well cleared and following it up, but was tackled one yard short and out of bounds on Tech's one yard line. Clark charged with the rush and power of a couple of Locomotives (for nothing short of that would have penetrated the fish wall) to place the ball beyond the white marked. The extra point was kicked by Cox.

Is See-Saw Affair

The rest of the game was strictly a see-saw affair with first one side in possession of the ball and then the other. About the only happenings that brought forth any greater amount of cheering from either the Amarillo aggregation, or the numerous Alma Mater supporters, consisted of a twenty yard gain on a fake play pulled by the Picadors in which Crites tore through the line, dragging, stiffarming and twisting like an eel to elude the Badger tacklers who really knew the art.

about half of the Badger team to the ball fumbled by Clark, Solls feeling spryly and well heated up over the spirit shown from the side lines just up and made seven-teen yards on the very next play. Price, on the second play after Solls, started to pass but seeing lots of room to run to the left strips off a sweet twenty-one yards. The fourth quarter was crowded with plays of the battering type although Tech did try to score several times via aerial path. The game ended with the Badgers in possession of the pigskin on Tech's thirty yard line.

Summary

The Fish gained 178 yards against the Badger 83 yards. Yardage lost Tech 49; Badgers 19. Field for no gains Fish 4 times; Badgers 8. Passes, Fish 11 attempts, 2 completed for 4 yards; Badgers 6 attempts, 2 complete for 22 yards. Punting average Fish 23 yards; Badgers 27 yards. Fish 7 first downs; Badgers 6. Penalties Fish 5 times for total 25 yards; Badgers 4 times for total 40 yards.

Mitchell; Solls for, Colling, Odum for Duvallen, Smith for Dowell, Tribble for Anthony, Greer for Barton, Colling for Smith, Cook for Baker, Dowell for Colling, Colling for Duvallen, Anthony for Tribble, Barton for Greer, Tribble for Cook, Duvallen for Solls, Young for Owen, Butts for Crites.

Amarillo Substitution: Harrison for Larson, Parker for Vance, Alfred for Clark, Hopkins for Cross, Van Noy for Hopkin's Crawford for Moore, Clark for Allred, Moore for Crawford, Maness for Ingerton, Birns for Maness, Hopkins for Vance, Landauer for Clark, Warren for Clark, Saffetier for Stalls-Amarillo.



COTTON SOLD

All the cotton produced this year, almost 100 bales, by the school of Agriculture has been sold through the local Co-op, said Dean Lehigh last Monday. Part of the 7000 pounds of seed from this year's crop will be replanted and the rest will be sold at a nominal profit. We grow cotton here for students to work with for the experience and to have the land in rotation.

Andrews Passes

Starting the last period off with another bang Andrews tossed a well lined pass to Pippin who caught it on the run to score another touchdown. Pippin's goal attempt went wide. Miners 19, Tech 0.

Miners Score Again

The Miners kicked to the Matadors who failed once on a pass but got the next attempt at a pass intercepted and the mighty Andrews advanced to the Mat's 10 yard line. Andrews then passed to Pippin who fell one foot short of the goal line. Here the Matador line held for the three hard charges but succumbed under the force of the fourth. The ball passed barely over for another counter. Score: Mines 31, Tech 0.

Some of these colorful contrivances who are making the walls ring with their "Do, Re" those stereotypes must have been born to sing inasmuch as some leave "bird legs."

Miners	31	Tech	0
Points	31	Points	0
Field Goals	0	Field Goals	0
Extra Points	31	Extra Points	0
First Downs	7	First Downs	6
Passes	11	Passes	6
Completed	2	Completed	2
Yards	178	Yards	83
Losses	49	Losses	19
Penalties	5	Penalties	4
Yards	25	Yards	40
Time of Possession	28:00	Time of Possession	32:00

Your Collegiate FOOTWEAR

SMART \$5.00

FOOTWEAR \$6.00

YAGER SHOE CO. 1009 Broadway

FREEMAN FAMOUS \$5

HERE'S COMFORT

Here's how to make your \$5.00 bill do double duty—the Freeman "Monte" Looks like, Fits like, Wears like \$10.00—but sells for \$5.00. Made from imported calfskin in both black and brown.

Famous for Quality Famous for \$5

ROSS EDWARDS

We Are For You Matadors

Board that "Special" dressed in Carter-Houston fashions and the game will be half won!

BEAT T. C. U.

CARTER-HOUSTON

A SUNSET DEPARTMENT STORE

1220 Avenue

Capt. Durham and the Fighting Matadors Say Let's Go

TEXAS TECH FOOTBALL SPECIAL

TO

Fort Worth

\$6.50 Round Trip

SIXTEEN PULLMANS AND COACHES

Depart Lubbock Oct. 24th, 9 P. M.
Arrive Fort Worth Oct. 25th, 8 A. M.

RETURNING:
Depart Fort Worth Oct. 25th, 11:50 P. M.
Arrive Lubbock Oct. 26th, 10:20 A. M.

Standard lower, \$3.75 each way. Tourist lower, \$2.75 each way. Standard Upper, \$3.00 each way. Tourist upper, \$1.80 each way.

TECH BANQUET BREAKFAST will be served at Hotel Childress. Black and Scarlet color scheme to be carried out. There will be plenty for everybody—The famous Childress Shop Band will meet the special and accompany you to the hotel.

Ticket office on first floor administration building and Denver Ticket Office

MAKE YOUR RESERVATIONS EARLY

For further information phone 788 or see R. E. Stroup, Agent

BILL BRAY Broadcasting

Suits Cleaned and Pressed 25c

Dresses Cleaned and Pressed 40c AND UP

A volume of work daily in West Texas Finest Cleaning Plant.

243 19th St. **BRAY'S** Phone 1878

SMART "Collegiate" Top Coats \$22.50 Up

Hogan & Patton "College Clothes"

Las Vivarachas Give Open House

Ten social clubs were invited to attend the open house which was given by the Las Vivarachas society at the Hilton Hotel on Saturday evening, October 18. Patronesses of this club were honor guests at the occasion.

Patronesses included Mesdames J. E. Vickers, E. B. Adcock, R. A. Mills, Sam G. Dunn, B. B. Furlie, Harry Roberts, D. Z. Dobyns.

College clubs making up the guest list were the Las Chaparritas, Sans SO, D. P. D., Las Leales, College Centaur, Silver Key, Stag Bridge, De Que, Wrens, and a number of individual guests were invited.

The mezzanine floor of the hotel was employed for this affair and a long serving table was the center of interest in the decorative scheme. Club colors of silver and purple were predominant and a Spanish garniture of the hall, large baskets of cosmos were placed.

Presiding at the serving table during the evening were Misses Sue Brown, Ada Ruth May, Lorene Cassel, Lois Morrison, and Patti Hopling.

Club officers, patronesses, and the sponsor were in the receiving line. Miss D'laurel Beville is sponsor of the Las Vivarachas. The receiving line was headed by the president, Miss Milbora Pirtle. Other officers in the line were Misses Evelyn Woodcock, Maxine Guinn, Kathleen Conrad, and Eileen Graves.

Miss Loraine Gable presided at the register.

The invitation list for this occasion also included husbands of the patronesses in addition to the members of the various clubs. The list was as follows: Dr. and Mrs. Paul W. Horn, Dean Mary W. Doak, Mrs. R. M. Chittwood, Miss Johnnie Gilkerson, Miss Anna Jo Pendleton, Miss Zella Riegel, Eleanor Aycock, Evelyn Rutherford, Tina Alexander, Louise Garrison, Mary Evelyn Woodson, Monna Cowan, Harriet Swain, Temple Boone, Irene Fryor, Ouis Taylor, and Truman Webb.

Las Chap Alumnae Society Entertains

The Alumnae society of the Las Chaparritas club were hostesses to members and guests of the organization, Saturday evening at the home of Mrs. F. R. Friend, 2005 Broadway.

Guests upon entering were met by Mrs. Harold Griffith, club sponsor, who presented them to the receiving line composed of Miss Floy Fryor, president of the Alumnae association, Miss Gail Quinlan, president of the club, Miss Johnnie Gilkerson, faculty sponsor, Misses Camille Stebauch, Mary Lois Gamel, Flossie Burkholder, Vonnie Gilkerson, Sue Bryan, Sylvia Wilson, officers of the organization; Miss May Tom Simmons, Jean Shelley Jennings, Maxine Clark, and Wilma Parks, who have been received into the club since last year were also in the line.

Entertaining rooms were decked with autumn flowers and appointments were in orchid and yellow.

Other Alumnae members in the house party were Mesdames Gaylord Henkins, Marlin R. Smith, Jr., Charles Bacon, Royce Waters, Miss Glensy Honey, and Miss Clarice Scott.

Club members present included Misses Faye Hunt, Glyds Crimsley, Virginia Murray, Inez Hensley, Lucille Hartzog, Brilla Mae Willis, Elizabeth O'Connell, Evelyn Hartzog, Sarah Michie, Zella Reigel, Mrs. Clarence Hollo, and Mrs. Ed Allen.

The patronesses, matrons of the town, poured tea and were assisted in the dining room by young women of the club. The matrons were Mesdames J. T. Hutchinson, Harry Roberts, W. G. Murray, J. N. Michie, J. H. Hankins, F. R. Friend, Mary W. Doak, and I. C. Enoch.

Music during the evening was furnished by Frank Stone and his orchestra.

ON TO FORT WORTH

On to Fort Worth where the West begins. On to Fort Worth to meet our friends.

We'll sing Tech's glories all the while. And greet Cow Town with Texas Tech's smile.

We'll show Cow Town our Matador Band. That in our estimation is the best in the land—

We'll show them the pride of Texas Tech. The Matadors that no team can wreck.

A team that for playing always abounds. For they never quit till the final gun sounds.

Make your preparations and to Cow Town go. For if you're not there you'll miss a real show.

Let's all help the Matadors win that game. And put Tech's name in the hall of fame.

This may not be poetry. So call it what you wish. But don't expect anything better. From this poor fish.

—By Toots Ezell.

College Night To Be Featured

Designating Wednesday night, October 23, as Tech night, the management of the Lindsey Theatre Inc. is admitting free to the show members of the Matador football squad members of the band, and the four yell leaders.

The special college picture, "College Lovers", being featured on that evening, it promises some of the most thrilling football scenes ever filmed. The football and campus sequences were handled under the technical direction of Russ Saunders, star halfback of the University of Southern California's championship team.

The players in the picture were all members of the University teams. From U. S. C. came Marshall Duffield, Jim Musick, Nate Barrager, Marc Apsit, Don Moses, Frank Anthony, Ernie Smith, Bill Stokes, Jim Stuart, Dutch Hendrian, and Webb Caldwell. Bill Baker, star halfback of the Tulane U. team, and an All-American man, does some tricky ground-gaining in the film.

During the filming of the football scenes the plays were run through without interruption from the director, and filmed exactly as though the plays were no cameras or technicians on the field. Director John Adolff was able to do this by setting his cameras on a traveling crane, which made it possible for the cameras to follow the plays to any end of the field, and at any angle.

Featured in this story of campus life are Jack Whiting, Marian Nixon, Frank McHugh, Guinn Williams and Pbyllis Crane.

Home Economics Party Is Given

The first of the Home Economics parties was held at the home of Dean Margaret Weeks, 2421 Broadway, last Thursday night from eight until ten. Miss Hazel Gruver, president of the club, had charge of the initiation of the 50 new members. A series of games was conducted by Mrs. Gailie Burford. During the short business meeting Miss Ruth Thompson was elected as representative to the Association of Women Students. Preliminary plans for the Home Ec-Aggle party were made, and the date for the Tea Dance was announced as October 30.

Miss Mabel Erwin, one of the club's sponsors, presented Miss Gruver with an honorary Home Economics pin, the symbol of a national organization. Dean Weeks and Dean Doak are the other sponsors of the club.

Sponsors Elected At Senior Meeting

At a recent meeting of the Senior class, Dr. W. A. Jackson, head of the Government department, and Professor B. F. Condray, head of the Economics department, were elected class sponsors.

An invitation committee of Floyd Woodrife, Tommie Morrison, Cary Lodal, and Emma Jean Martain, was also elected at the meeting.

It was decided by the class that civilian clothes should be worn when pictures for La Ventana were made.

Campaign Against Foreign Insignia

The TT club, letter man club of the school has announced a campaign to be waged against the wearing of any award other than that given by the college, on the campus.

All students are requested not to wear their high school sweater or any other sweater that has a foreign insignia to class or any school function.

Backed by the coaching staff and the athletic department, the Club intends to have the campus a place where the Tech award will be highly honored. All students are expected to cooperate to the degree by removing the letters from their sweaters immediately.

Y. W. C. A. Plans For Rummage Sale

The Y. W. C. A. is planning a rummage sale for the last of this month. Committees have been placed in charge of the various schools in the college, in order that all faculty members may be asked for any old clothes or other things that could be of any use. Baskets are to be placed in the dormitories for contributions of anything that the boys and girls feel that they don't need.

Any persons that are not seen personally may bring their articles to the Y. W. office, or call 1280 or 77 and these will be called for.

Officers Elected By Pre-Law Club

Adoption of a revised constitution and the election of officers composed the chief business of the re-Law Club at a special meeting held this week. Another meeting will be held Wednesday night, October 23, to which all pre-law freshman students are invited.

Bill Sewell was elected president of the club, James Whiteside, vice-president, Solon Clements, reporter, Don Johnson, parliamentarian, and Alvis Ellis, chief justice of the court. Two associate justices, Cecil Kersey and Elvin Johnson, were also chosen. Ross Ayres and Bob Taylor were elected sheriff and prosecuting attorney, respectively. Professor M. E. Ogden of the government department was chosen faculty sponsor of the club.

The club plans to hold kangaroo courts in order to practice the fundamentals of law which it studies. The chief justice and other officers of the court elected at this meeting will serve in these kangaroo courts.

A program committee was appointed and regular meeting dates of the second and fourth Wednesdays in each month were fixed.

Wednesday, Thurs.
Oct. 23, 24

LINDSEY

ALL OUT TECH!

WEDNESDAY NIGHT IS TECH NIGHT!

The Football Team!
The Pep Leaders!
The Band!
They'll All Be There!



COLLEGE LOVERS

—Texas Own—
(Big Boy)
Guinn Williams

Advertise In The Toreador



BETWEEN THE HALVES

Or anywhere smart young fellows gather you'll see these two coats worn by young men who need no style coaching—who know a spin play from a fumble. They're the smartest things in overcoats this season.

THE BLACKSTONE

An easy hanging four button Black box coat—plenty of style and comfort, plenty long.

\$25 The Dragoon
An all purpose coat with worlds of style, half belted, raglan shoulders and double-breasted.

Memphill-Wells Co.

Where Collegians Feel At Home

Advertise In The Toreador

Minter-Gamel Co.

That Friendly Store

Styleplus Clothes
Walkover Shoes
Geo. P. Iae Shirts

Interwoven Socks and other standard lines.—All Correctly priced

SPORT TOGS

We are showing the newest styles in Dresses and Suits. Materials of Jersey, and a variety of styles ideal for class and campus.



priced at
\$6

If Miss Fern Holland will call at our shop she will receive a pair of hose. Her name was selected by the Toreador Staff.

LA MODE SHOP

1018 BROADWAY

BREAKFAST LUNCH

THE LOG CABIN

1301 COLLEGE AVENUE

ALWAYS GOOD

Go To Fort Worth Looking Your Best



All Lines Of Beauty Culture
10 Percent Discount To College Students

Broadway Beauty Shop

1117 Broadway Phone 1770
Balcony Of Meinecke Hardware
Graduate Operators

Make Your
SHOES
Look New by Getting a
SHINE
at
BILL'S
1103 College Ave.

Hair Cuts 25c
JOE GEORGE BARBER SHOP
Students We Will Appreciate
Your Patronage
1116 Avenue Q Phone 2138

FINE STATIONERY

Plain and Monogrammed Styles

COLLEGE SEAL

Correspondence Cards and Writing Paper Combinations
Deckle Edged Papers and Lined Envelopes
Colored Stationery

A Real Bargain
In Tech Seal Stationery

—30 Sheets Engraved
—30 Sheets Plain
—50 Envelopes

\$1.50

Over two pounds of writing paper put up in an attractive box.

Moderately Priced

TEXAS TECH COLLEGE BOOKSTORE



TRIM-T.C.U.

We sincerely hope that you will clean the Frogs as spotless as we clean the clothes in our UP-TO-DATE PLANT

YEA-TECH-FIGHT 'EM! WE'RE FOR YOU WIN OR LOSE!

Cash
And
Carry



25%
Discount

PHONE 64