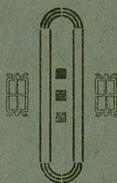


TEXAS TECH
COLLEGE
VS.
TEXAS CHRISTIAN
UNIVERSITY



T. C. U. STADIUM
FT. WORTH

OCTOBER 30, 1926

Palace Theatre

3 DAYS 3

STARTING

Monday November 1st

RUDOLPH VALINTINO

—IN—

"THE SON OF THE SHEIK"

Lloyd W. Hefner

Dal E. Blake

Student Tailors

Owned and Operated by Tech Students

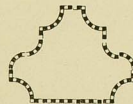
Courteous Service and the Best of Tailoring

PHONE 1219

FIGHT MATADORS

First National Bank

Lubbock, Texas



"Largest bank on the

South Plains"



A Bank of Service and Safety

Izard's Driverless Cars

WE DELIVER

The Place where most of the Matadors get
their Cars

Most Tech Men

PATRONIZE

HUIE

"THE TAILOR"

With Hogan & Patton

—Techgivemhel—

DANIEL STUDIOS

Official La Ventana Photographer

"Give your Portrait this Christmas"

This train left Lubbock at 6:00 p. m., Friday, October 29th, loaded with a crowd cowtown bound to witness the Matador-Horned Frog game on Saturday afternoon. We are supposed to arrive in Ft. Worth at 8:30, and stage a grand parade soon after our arrival, up Houston and down Main, in front of the Star Telegram building, parade will halt and give three Rahs for Amon G. Carter, the President of Board of Regents of Texas Tech and one of her Staunchest Supporters, then every one see the big

(Continued on page 6)

TEXAS TECH STUDENT DAIRY ASSOCIATION

PHONE 1280

NEW HOTEL BARBER SHOP

Basement New Hotel
Clean Towels for each customer
We invite you

Tech Cafe

Open day and night—We are for the
MATADORS, win or loose.

The Tech Squad

79 Archibald
62 Aldridge
69 Hamilton
63 Barfoot
78 Westerfeldt
87 Vinzant
65 Harris
84 Walker
80 Lassiter
88 White
73 Calloway
66 Reed
77 Hill
82 Nicklaus
72 Hayhurst
85 McWilliams
83 Smith
67 Corley
74 DeWitt
75 Woolridge
61 Cappleman
71 Goldstein
90 Carpenter
Keightley

TEXAS TECH MATADORS

VS

T. C. U. HORNED FROGS

T. C. U. Squad

Incomplete
H. Taylor
G. Taylor
B. Williams
Washnon
Breuster
Scarbrough
Parish
H. Clark
Grant
Wolfe
Acker

SCORE

	FIRST		SECOND		THIRD		FOURTH	
	Tech	T. C. U.	Tech	T. C. U.	Tech	T. C. U.	Tech	T. C. U.
Touch Down								
Goal								
Field Goal								
Safety								
Total								

Hemphill-Price Co.

"THE BIGGER THEY ARE THE HARDER THEY FALL"
WE FOR ONE PREDICT A RATHER LARGE T. C. U. FALL

For School Supplies, Hose, Novelties,
Toilet Articles

Las Marias

1109 College Avenue

high houses and find out who lives there—let them know we are from Texas Tech. We are advised the Street Car Company has made arrangements to have sufficient cars meet the special to accomodate all who care to ride—and also the Police will be on hand so “watch your step.”

NISLAR HARDWARE CO.

International Harvester & Oliver—Wind-
mills, Gasoline Engines, Pumps, Farm
Machinery, Pipe, Casing & Tanks
Sporting Goods & Builders Hardware
PHONE 105

EMPORIUM TAILORS

DAY and NIGHT SERVICE

We Press ‘em While you sleep.

PHONE 885

1010 MAIN

Rah! Rah! Rah! for the Matadors!

Don't fail to Boost for the Matadors.

It is reported Matty Bell has had to waive the red flag in the face of his Frogs to get them pepped up for this game, and if he don't watch out it will take more than a red flag to keep them going—for when they hit the Matador line they will all be seeing “Red” and can't tell a red flag from a new moon.



After the Game
Slip into a
MANHATTAN
College Men Pre-
fer them—

Hogan & Patton
“College Clothes”

We are going to blow Smoke in the Horned
Frog eye and buy our Hdwe. From—

MYRICK HARDWARE CO.

All those who escape the Cops will board the
train at 11:45 for the return trip home, arriving at
12:30 o'clock, October 31st.

While in Ft. Worth, headquarters will be at the
Texas Hotel.

Rah! Rah! Rah! for the Matadors!

MATADORS
BEAT T. C. U!

THEN COME TO
The Tech Drug Store
Everything for the Student

STUDENTS!!!

MAKE
THESE

ADVERTISING PLACES

YOUR HEADQUARTERS

BECAUSE
THEY ARE BEHIND
TEXAS TECH



AFTER WE BEAT T. C. U.
DOLL UP IN EARRINGS

Dame Fashion says earrings are going to be the mode.

We offer a color, shape and size for every custome. You may select one pair, two pairs, or a dozen pairs, all different, all attractive, and all stylish.

Barrier Bros.
DEPENDABLE MERCHANDISE

The Stude's Hang Out