

REMINISCENCES OF TEXAS TECH IN 1925

"The first year of the college the football boys, because of the rainy weather, often had to practice in the Stock Judging Pavilion, and the boys had to take turns standing at the door with a rifle to keep the jackrabbits away," is a frequent reminiscence of former Football Coach E. Y. Freeland.

The buildings so familiarly belonging to Texas Tech today, in 1925 were still largely in the minds of Tech's creators. There was no Dormitory, no Engineering Building, no Chemistry Building, no Agriculture Building, no Nursery, no Power Plant and no Gymnasium.

Students flocking to Lubbock for that first session found only the Home Economics Building, the Textile Building, the Stock

Judging Pavilion, the Cafeteria (now the Photographic Dark Room) and the partially finished Administration Building. They found debris piled around the buildings, lumber, brick and other construction materials to climb over. There were no trees, no grass, no streets, no walks, nothing for a campus but the prairie largely inhabited by jackrabbits.

Conditions found by students were luxurious compared with those found by members of the first faculty, most of whom arrived from one to two weeks before the students. Theirs was the task of finding offices and unpacking furniture, laboratory equipment, most of which had been stored hither and yon as it arrived.

There were forty-five first faculty members and twenty-one are still teaching in the college. Many of these twenty-one were interviewed on their recollections of the 1925-26 session of the college:

DOWNTOWN

IT'S ALWAYS AT WYLIE'S . . . THAT YOU
MEET YOUR FRIENDS . . . TAKE YOUR DATE
AFTER THE SHOW OR DANCE . . . THAT YOU
GET SUCH GOOD FRIENDLY SERVICE



AIR CONDITIONED

OPEN ALL NIGHT

WYLIE'S DRUG STORE

1007 Main Street

Phone 1082-83

ACHILLES CORCANGES SPORT SHOP

HATS INDIVIDUALLY DESIGNED

EXCLUSIVE SPORTS WEAR
OR
DRESSES AND PLAY TOGS

2422 Broadway

Phone 3711

MOVING FORWARD WITH TEXAS TECH

The Lubbock National Bank is proud to be a part of the progress of Lubbock and West Texas

BECAUSE

The constant growth in numbers of its depositors indicates progress.

Its entire organization is friendly and at all times eager to assist the public.

Its officers are capable men who have a thorough understanding of banking business and West Texas.

Member of



LUBBOCK NATIONAL BANK

LUBBOCK, TEXAS

DR. LEROY T. PATTON, Head Professor of Geology and Geological Engineering: "My office that first year was in room 327 of the Ad Building and I shared it with Dr. Studhalter . . . the door had clear glass in it and my desk was at the front; consequently visitors gave me a thorough looking over . . . I had 125 students enrolled in Geology and we met in room 210 which held about 20, so we were moved to room 320 . . . Geology laboratory was in the Textile Building and Mineralogy laboratory was on the second floor of the Home Economics Building . . . as an extra-curricular activity I had a boxing class.

There were no busses running out to the college in those days. One night I called a cab to go from town to the President's Home. When I arrived I asked the driver how much it was, and he said a dollar. I said, "Why don't you take a pistol and do the job right?"

I decided to walk home, and fell into several mudholes.

When I first came to Lubbock in the fall of 1925, I drove through in a car and night overtook me while I was still far from Lubbock. Roads were unpaved, and it was late and towns were dark so it was difficult to ask the way. I headed on toward the North Star. About three o'clock in the morning I saw the lights of Lubbock. I made for the brightest lights since I supposed that would be the business district. I wound up at the Fair Grounds, however, where a fair was in progress.

Finding my way downtown I stopped in a cafe to eat a bite. I asked the waiter where I could find a place to sleep. "Mister," he said, "there ain't no place to sleep in this town." A taxi driver finally found me a place in a private home.

W. E. STREET, Assistant Professor of Engineering Drawing and Industrial Education: "In 1925 the Administration Building had been erected in what was formerly a cotton field . . . at the start of the year, half of a dugout was the Power Plant . . . it was extremely difficult to get from one building to another for debris . . . the tunnels had been dug and every time it rained (which was frequently in those days) the tops of them would sink in considerably . . . no landscaping was begun until 1926 when trees were planted all over the campus . . . the only trees put there by Mother Nature were one or two cotton woods north of the Girls' Dormitory.

Crowded conditions made it imperative for the home economics and agricultural students both to hold classes in the small Home Economics Building . . . all Engineers met in the Textile Building which then

housed nearly as much equipment as it now does . . . Science students had their classrooms in the administration building, with Chemistry laboratories where the Registrar's office now is and physics laboratory where the education department is . . . I was a member of the first football squad which practiced in the Ellwood addition, then a stretch of prairie with no houses . . . the squad later changed to the field now occupied by the Boys' Dormitory . . . Games were played on a gridiron at the Lubbock County Fair grounds where the boys were transported by means of large open trucks . . . dressing for a game was an art when done in the old band house, at present used as the Dark Room . . . Winefield Nicklaus, now coach at the Junior College at Altus, Oklahoma, was captain of Tech's first football team . . . the first game was with McMurry College and ended

There's nothing like
GAS
for



Broiling

Gas gives you the intense heat needed to brown meats so fast that loss of juices is prevented. Full flavor is saved.

Roasting

Gas gives you the oven ventilation which produces crisp, juicy roasts. Excess moisture is allowed to escape preventing that flat "steamed flavor."

Baking

Baking requires even heat throughout the oven and unlimited range of baking temperatures, for light, evenly browned cakes, pies, breads. Gas gives both.

Frying

Perfect, speedy frying requires instant high heat—even spread of heat under the skillet—numberless heat variations. Gas gives all three!

Boiling

Faster! Gas brings foods to a boil in two-thirds the time or less of other fuels. More flexible, it gives you the exact shades of heat you need.

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

in a scoreless tie . . . just a second too late, Tech kicked a field goal as the final gun sounded.

Basketball games were played in the Stock Judging Pavilion, which had a wooden floor . . . convocations and class meetings were also held there . . . once the freshmen were holding their class election there and the meeting was broken up by a sophomore who climbed up on the rafters and poured ammonia down on the unsuspecting fish . . .

Pep rallies were held in front of the Ad Building . . . the first bonfire was held in the circle north of the Administration Building . . . most of the students the first year were freshmen . . . there was no graduating class until 1927 . . . I was three times president of the Engineering Society which was organized during the spring semester of the first year . . . originally named the Engineering Association . . . in 1927 it adopted the present name and started the Engineering Society loan fund with a \$50 deposit.

CHARLES DUDLEY EAVES, Professor of History: "The thing that stands out most in my mind about that first year is the sermon that was preached at the first convocation . . . Rev. R. Thomsen of Amarillo delivered an address on "Ye Shall Know the Truth and the Truth Shall Make You Free" . . . it was the finest address that has ever been delivered here . . .

I had trouble finding a home . . . when I came here in June 1925 there were no homes to be had so I built one at 2116 Sixteenth street . . . at that time there was only one house between mine and Avenue Q . . . Well, I went back to my old home town then and came out again in September . . . My wife and I looked and looked but we couldn't find our house, so many new homes had been built between it and Avenue Q . . .

Another thing I remember, there were not many students registered in History,



THE HILTON

"Lubbock's Pride"

HILTON HOTELS

ALSO IN

DALLAS, EL PASO, ABILENE,
PLAINVIEW

When STUDENTS MEET
it's usually at the...



Hotel LUBBOCK

LUBBOCK, TEXAS

LEE HUBBY, Mgr.

and there were more in Education than Doctor Evans could handle, so I taught two Education classes in addition to History.

DR. R. A. STUDHALTER, Head Professor of Biology, Botany and Zoology: "One of the difficulties we had to endure was the lack of equipment . . . we held classes in biology six weeks before any of the equipment arrived . . . at first I was the only member of the department, but after 164 students enrolled, Mrs. Studhalter was added to the staff . . . this is supposed to be a dry country, but just before school opened on October 1, it rained so much that some of the teachers were unable to get here in time for the first faculty meeting . . . they were stuck in the mud on the way.

ELIZABETH H. WEST, Librarian: "President Horn's first office was in a rented room downtown . . . in the spring of 1925 he had an office in the present Lubbock Junior

High School . . . by fall he had regular headquarters in the Home Economics Building . . . the Registrar and Business Manager had offices there and the Bookstore occupied the east room directly facing the door . . .

My own office was partly in my home and partly in the Home Economics Building—mostly at home . . . the Library quarters, consisting until 1929 of the present reading room, was the largest room in the Administration Building; it therefore was used as a warehouse, piled with all sorts of things, including several carboys of acid for the Chemical laboratory . . . furniture, as it arrived, except what was obviously for a given department was piled where it was most convenient, and you helped yourself . . . an atlas case for the Library was unpacked on the second floor . . . newspaper sticks were delivered at some remote corner of the campus and turned over to me about three weeks late . . .



FORWARD WITH
TECH

"Shopping at LEVINE'S Is a Foresight
to Thriftiness"

THREE BIG FLOORS OF
DEPENDABLE MERCHANDISE



LUBBOCK'S
MOST POPULAR
DEPARTMENT
STORE



ALWAYS
A STEP
AHEAD

DEPENDABLE MERCHANDISE



**Your Florist for the Past
Six Years**

HILTON HOTEL BUILDING
Phone 220 LUBBOCK, TEXAS

PATTON'S INC.

●
"MEN'S WEAR"
●

**Lubbock's Outstanding
College Store**

There was at first no mail delivery in the neighborhood of the College; for the first few weeks we had to get our mail in the old post office, a rented building east of the Courthouse, facing the Square . . . we also had to wait for telephones until October because the cable serving the part of town near the College was full and a new one could not be installed . . . there was no garbage collector . . . you either buried your garbage and trash or burned it in a wire basket or oil drum . . .

Most of the unattached members of the faculty took their meals at Mrs. Gregory's and we used to call her house the faculty club . . . when Dr. Thornton Read, Head of the Chemistry Department, had to wait a month or so for his household goods to be shipped from New Haven; when Dean Weeks had to wait for much of her Home Economics equipment, and the rest of us

with like troubles, there were some pretty blue faces among us and our spirits were not helped much by the rains that poured down day after day . . .

The library was not very well equipped with books, so faculty members loaned their personal books for student use.

MRS. EUNICE GATES, Associate Professor of Spanish: "I remember that Mr. Gates and I early learned how the West Texas weather affects one . . . the morning after our arrival in Lubbock, we wanted to see the college, and it was cool so we decided to walk to the college . . . I had on a light coat but before we reached the campus, it was so hot that I had to pull it off . . . the wind was blowing and the rays of the sun didn't seem hot, but by the time we had walked around the campus a bit my arms were blistered.

MISS FLORA McGEE, Associate Professor of English: "Rain and mud were bad at the opening of the college with roads almost impassable . . . one instructor had to be brought to the first faculty meeting in a buckboard . . . the scarcity of homes was one of our major difficulties . . . many of us had to move three or four times during the year . . . I remember most the friendliness of the faculty members . . . we were like a big family . . . the unmarried members organized a club and met at the home of Miss West where we had grand times . . . the club was named Stony Hearts and Steel Vests . . . Ruth Stangel, daughter of Mr. and Mrs. W. L. Stangel was the first child of a faculty member . . . the first of the town clubs, the Amarillo Tech club was organized that year.

MISS RUTH PIRTLE, Head Professor of Speech: "I was the first person to move into College Inn, then the Girls' Dormitory . . . I walked up the stairs on sacks of hardened cement . . . one of my first school duties was to help unpack desks and chairs in the library . . . I worked in the information office and taught English and Physical Education in addition to Speech . . . the Speech office (303) then housed the departments of Speech, Music, and Physical Education . . .

At Christmas we presented a pageant . . . the high spot was to be the chorus of angels, all dressed in white costumes with white wings . . . they were to sing with all lights off except a spotlight which would be played upon them . . . The Stock Judging Pavilion, in which the pageant was given,

ALL ROADS LEAD TO LUBBOCK

**The Home of the Southwest's Leading
Educational Institution**

TEXAS TECHNOLOGICAL COLLEGE

Finest and best equipped, most efficiently and capably staffed,
largest student enrollment, largest campus of any of the twelve
year-old colleges today.



Greatest opportunities in the Southwest await the Farmer, the Business
and Professional Man and all who are interested in sane, profitable
investments. This is an invitation to you to make your permanent home
in Lubbock or the South Plains of West Texas.

**LUBBOCK CHAMBER OF COMMERCE
AND
BOARD OF CITY DEVELOPMENT**

LUBBOCK

TEXAS

Fraternities and Sororities

insist on the best. Since social organizations at Tech are attracting the attention of Greek letter organizations, Tech social clubs should follow their standards and **insist on the best** of printing for dance bids, tickets, placards, stationery and invitations. Your college press will be very helpful to you in selecting paper, types, colors of ink, and drawing your layouts. Prices are the same for all college printing.

The Texas Tech Press

Engineering Bldg. Basement

Welcome . . . Old and New Students

Meet Your Friends at
Student Headquarters

TECH DRUG STORE

The Collegiate Store

CORNER OF MAIN AND COLLEGE

An Exclusive Men's Store Featuring

MANHATTAN SHIRTS
BOSTONIAN SHOES
FASHION PARK CLOTHING
OTHER LEADING LINES

Walton's

Store for Men

had only one light switch, however, and when we turned off the lights we also turned off the spotlight . . . the Angel Chorus of which we were so proud, sang in darkness.

Our first play was given in a big room which is now cut up into offices for English, Music, and Government . . . the cast was C. W. Ratliff, News editor of the Lubbock Avalanche, and Johnnye Gilkerson, now Mrs. Langford, Head of the Physical Education Department for Women . . . the title was "For Winter, For Summer" . . . Sock and Buskin Club organized that year and had 120 members . . . most of the faculty joined . . .

A social highlight of that year was a dance given by the Boys' Dormitory . . . now La Fonda . . . I was one of the Chaperones . . . There was a footman at the door and a maid upstairs to help the ladies with their wraps . . . at Midnight there was a big banquet . . .

I also directed a Little Theater . . . We used the old Palace Theater building and paid 200 dollars when we gave a performance . . . In one of these plays Dr. Leroy Patton played the part of Romeo . . . in those days it was difficult to find your way across the campus after dark . . . there were no lights or walks . . . you simply struck out in the general direction you wanted to go . . . once we went to Brownfield for a football game . . . we drove down, saw the game, and came back to Lubbock that night, reaching here just in time for me to meet my eight o'clock class . . . the students who went, stayed at home and slept, of course, but I couldn't.

DR. A. W. EVANS, Head Professor of Education and Psychology: "The most noticeable things about that first year at Tech were the piles of dirt, bricks, and lumber one had to climb over to enter the buildings.

JOHNNIE McCRERY, Head Professor of Foods and Nutrition: "One of the first things I did at Tech was to help unpack and inventory equipment for the Home Economics Building and place it in the laboratories . . . then I helped compile the curriculum . . . the first year was one of almost continuous committee meetings, because the next year's work had to be planned, catalogues, etc. issued . . . we had 67 students, four of whom were sophomores . . . in addition to Foods and Nutrition, Clothing was one of my courses.

DR. C. B. QUALIA, Head Professor of Foreign Languages: "One of the main things I remember about 1925 was the great organizing ability of Dr. Paul W. Horn which made it possible for the faculty to take care of an enrollment more than twice as large as the greatest that had been prophesied . . . class work was carried out without a hitch . . . the Department of Foreign Languages didn't exist at that time . . . we had a Department of Spanish, a Department of French and German, and a Department of Latin, the latter taught by Dean J. M. Gordon.

A. H. LEIDIGH, Dean of the Division of Agriculture: "The Aggies had the first floor of the Home Economics Building with my office in the one now occupied by Miss Weeks . . . there were three faculty members teaching Agriculture . . . at the end of the first week of school an unofficial check showed that 58 aggies had registered among a total of 821 students . . . Enrollment for the long session that year finally reached 1023 . . . men composed about two-thirds of the figure . . . we didn't

Sears

Lubbock's Most Complete DEPARTMENT STORE

●
A Store of
4-Star Values

1105 Broadway

Phone 1504

SEARS, ROEBUCK AND CO.

GOOD EATS BAKERY

●
Butter-Kist Bread

PHONE 1552

1515 AVENUE Q

KINNEY'S SHOE STORE

"HOME OF EDUCATOR SHOES"

YOU WILL ALWAYS FIND THE NEWEST
STYLES AT KINNEY'S

PHONE 1764

1005 BROADWAY

Master



Master DeLuxe

"You'll Be Ahead With A Chevrolet"

KUYKENDALL CHEVROLET CO.

LUBBOCK, TEXAS

A COMPLETE COED SHOP

Dresses—Coats—Suits—Shoes—Bags
Gloves—Millinery—Hosiery

JARETT'S CINDERELLA SHOP

A Pleasure to Serve You

1115 BROADWAY

LUBBOCK

ROYAL PORTABLE TYPEWRITERS

With Touch Control

Priced at \$54.50 and \$64.50

May be Purchased on Small Monthly Payments



"The Typewriter Store"

1214 TEXAS AVE.

LUBBOCK

have a Greenhouse then so we rented the one on the corner of College Avenue and Eighth Street . . . the Dairy Barn was completed about Christmas.

GEORGE SMALLWOOD, Professor of English: "One of the things I remember is that cars bogged down all over the campus that first year because we had so much rain and none of the roads were paved . . . my first job was the rooming house approval department . . . the big job was finding enough homes for students . . . I had to persuade people who were not in the rooming house business to take students into their homes . . . not only did students need homes but faculty members did too . . . my office was in the Home Economics Building . . . there were so few of us on the faculty that all of us knew one another, a condition that does not obtain now . . .

the whole atmosphere was suffused with romance, everything was fresh and new.

J. H. MURDOUGH, Head Professor of Civil Engineering: "Besides teaching all the Civil Engineering courses, I also taught in the department of Physics that first year . . . my office was in the Textile Building in the room Mr. Heard now has . . . classrooms were so scarce we boarded up a part of the cloisters of the Textile Building . . . I had two students in my first class, James Biggers, who was one of the first LA VENTANA editors, and Ted Sams . . . the late Dr. W. A. Jackson led the first football yell that roared across the Tech campus . . .

Christmas of that year, I played Santa Claus for College Inn, the Girls' Dormitory . . . I got too close to the fire and my red costume caught on fire . . . they had to roll me in a rug to put it out.

One Tech student described Tech back in 1925 as a place "where men are men and women ain't." Students of that year were living in a fast age indeed: they went to school across the cow pastures between the buildings pursued by jack rabbits and prairie dogs.

Co-eds wore their hair in bushy bobs with winsome "spit" curls in abundance. Their dresses were knee length and satin shoes the vogue.

Model T's were the elegant mode of transportation and they were adorned with signs like "Ten Girls to the Gallon," and "Use a Can Opener" much the same as the uncensored collegiate models today.

All college parties were given in the stock judging pavilion, with eight Tech boys, sons of rhythm and jazz, who formed an orchestra known as Texas Tech Trumpeteers.

MONTGOMERY WARD

"The Students' Store"

WE'RE 100% FOR

TEXAS
TECH

AND ITS GREAT
STUDENT BODY

MOLLOY-MADE covers—produced in a plant devoted exclusively to embossed and decorated products by an organization of cover specialists—represent the highest standard in yearbook work. Specify "Molloy"—it's your assurance of the best.



The David J. Molloy Plant

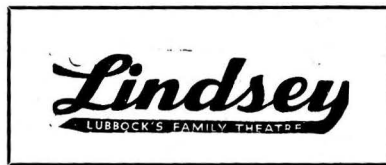
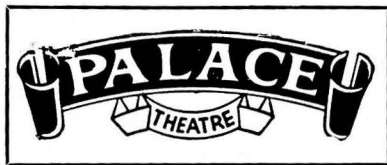
2857 North Western Avenue

Chicago, Illinois

School spirit was at its high point during the first year at Tech; the football team lost only one game—to Howard Payne. "Aren- aritas," were 50 pep squad girls performing at every game in black skirts, red jackets, and huge black sombreros.

Mrs. E. Y. Freeland, wife of Coach "Big Un" as the Matador Coach was affectionately dubbed, chose Tech's colors, red and black, and selected the name "Matadors" for the athletic teams.

Tech students had their fun too, back in the good old days . . . even in 1925 collegians were pranksters . . . the girls lived at College Inn . . . the boys stayed at Cheri Casa, the present La Fonda . . . there was heated rivalry between the inmates of the two dormitories . . . consequently:



THE AMUSEMENT CENTERS OF THE SOUTH PLAINS

LINDSEY THEATERS - INC.

LUBBOCK, TEXAS

One morning Cheri Casa boys awoke to find a pair of gorgeous feminine pink pajamas waving in the breeze on the flag pole of the ed's domain. Tech officials and Lubbock citizens were horrified and the deans proceeded to telephone the Cheri Casa to find out who was responsible, but no one seemed to know anything about the matter. After futile inquiries after the guilty jokers, the pajama episode was dropped. The pajamas reigned supreme in all their daintiness while one girl at College Inn ransacked the living quarters for her pajamas which she claimed had been stolen from her chifferobe drawers. Two days later the pajamas were replaced by a pair of masculine B. V. D.'s by unknown parties.

Quiet hour in College Inn really meant silence . . . Friday and Saturday nights were the only date nights, and date nights meant 11 o'clock privileges . . . girls had

to go through the same signing out process as today's co-eds . . . In November College Inn was placed under martial law . . . lights were installed at three corners of the building . . . flat feet walked up and down in front of the steps and the dark patio . . . shades had to be drawn in rooms where maidens were burning the midnight electricity . . . there was no more hesitating on the steps on date nights . . .

Cheri Case boys had their own troubles . . . one morning at 3 o'clock a fond father and mother came to Cheri Case looking for the two boys who were dating their daughters . . . there was no little excitement when two girls were admitted to the Matador Band . . . an article promptly appeared in the Toreador demanding that "the harassed male must be protected from the invasion of the fair sex" . . . the boys who lived in Salon Solatero, a boys' board-

**Craig-
Gholson
Co. Lubbock**

"The Woman's Store"

**BACKING TECH
IN
EVERY RESPECT
SOUTHERN AUTO
STORES**

**LITTLEFIELD, SEAGRAVES
LUBBOCK, TEXAS**

ing house better known as Bachelor Hall, had a sign writing contest . . . one Archibald composed the winning sign, "You can't expect one bottle of Listerine to cure all the halitosis in the house."

CUSTOMS AND TRADITIONS

Though Tech is still in its infancy, customs and traditions are developing and becoming established.

One of the earlier customs that no one seems to know the origin of, except, perhaps, the first love-lorn couple, concerns the towers of the administration building. There was a cupid even 10 years ago, when the college was opened. Couples sought seclu-

sion and found the towers. It was much more romantic to gaze at the stars when far above ground, and it became habitual for fellows to take their best girls up the long flights of stairs and indulge in uninterrupted courting. Consequently the towers were barricaded with high fences and padlocked doors. The reason given was that someone was likely to fall.

The most modern Tower of Babel for the lovelorn is the Press Box at Matador Field.

It is a matter of pride to Techsters that the east tower is higher than the Hilton hotel. The ground slopes downward from the college to town.

Perhaps a new and unappreciated cus-

BOWEN'S DRUG STORES

The Rexall Store

LUBBOCK, TEXAS

The Vogue

Co-eds' Downtown Headquarters 1018 Bdwy.

Students!!

The Favorite Drink On Every
Campus Is

"DR. PEPPER"

At 10 2 and 4

DR. PEPPER BOTTLING
COMPANY

2413 MAIN

PHONE 404



SPRING MENUS

ARE EASILY PLANNED AT PIGGLY WIGGLY



tom is being initiated. The east tower has twice been struck by lightning.

The traditional bonfire, discontinued for five years and recommenced this year, is built by rooters and fans at each Homecoming football game. The first bonfire was held in the Circle where the flapole now stands; the last was held behind the Men's Dormitory. During the first years of bonfires, Freshmen were forced to scour the town and outlying provinces for all available (and sometimes not privileged) wood and fuel. Occasionally porch furniture, gates, chicken coops, packing crates, and other valuables disappeared from local property. This year student council members were forced to declare themselves responsible for everything burnt in the bonfire and to supervise the material collected. Every year a dummy, usually the effigy of the opposing team, surmounts the pile of debris

SOUTH PLAINS DRUG AND SUNDRY
HOUSE

LUBBOCK

SOUTH PLAINS' ORIGINAL
WHOLESALE

DRUG HOUSE

1502-1506 Ave. K.

Lubbock, Texas

It's smart to trade at

LESTER'S

Lester's
CREDIT JEWELERS

Ladies' Ready-to-Wear Shoes, Millinery and Accessories



GROLLMAN'S

1106 BROADWAY

and a wild roar goes up from the crowd when it finally bursts into flame.

The senior class that donated the white cement double-T bench on the lawn south of the Administration building, did so with the provision that no freshman be allowed to sit on it. And no freshman has yet sat on it, to the knowledge of an upperclassman.

Freshmen are not determined by their "green" appearance alone, but by the traditional green caps they are forced to wear six months. This year, however, the color of the caps was changed to red. Upperclassmen girls seek to have freshmen co-eds wear green ribbons in their hair.

A most recent tradition is the ringing of the Victory bells after a football or other big victory for the college. Many would like to have it rung for classes, but as yet its extra activities have extended only to important events such as announcing Tech had



PATRONIZE

THE HUB

CLOTHIERS

UNIFORMS, SCHOOL EMBLEMS

"Everything A Man Wears"

received notice of a legislative appropriation, or that a Tech scholastic or judging team had won an honor.

It is the custom for each graduating senior class to leave a gift to the college. Varied have been the gifts: a painting of the first president, Dr. P. W. Horn, a cement tennis court, victory bells, cement entrance sign, scarlet and black neon Double T. sign. Each senior pledges so much of his breakage deposit, enough to defray the expense of the gift.

The college night watchman rates as a tradition. A tradition felt and contacted by many students, in more ways than one.

"Dead Week" is perhaps Tech's most colorful tradition. The week before examinations, students fall into an inertia they call dead. Boys have a contest to see who can grow the longest and thickest beard, and the campus resembles a Veterans of the Civil War Assembly. The girls leave off fingernail polish, lipstick, powder and wear

unbecoming clothing and ribbons in their hair. No dances or social events are allowed, by rules of the deans, and by rule of the students, dates are taboo. It's the best time of the year to study, even though most studying turns into interesting "bull sessions."

Every year, between halves of one of the football games, entertainment is provided the crowds in the grandstands by the Freshman Shoe Race. All Freshmen boys are called from the stands and assembled on the turf where each is made to pull off his shoes and throw them into a huge pile of other shoes. The Fish are separated, half sent to one end of the stadium, and the other half sent to the opposite end. At a given signal they rush to the pile of shoes which has been mixed up and try to find their own shoes. Many a Fish has come away wearing shoes of different size and color, and sometimes with no shoes at all.

NEIL H. WRIGHT

DISTRICT AGENT

SOUTHLAND LIFE INSURANCE CO.

Quality Diamonds—Fine American Made

Watches—Expert Repairing

KING'S JEWELRY

1020 BROADWAY

USE YOUR CREDIT

CONVENIENT TERMS

**NEWSOM-GIBSON PAINT
& PAPER CO.**

Paint—Wall Paper—Picture Framing

PHONE 2277

LUBBOCK, TEXAS

John Halsey Drug Store

1118 Broadway

1330—Phones—1331

Lubbock, Texas

FOR MANY YEARS

Kress Stores

HAVE SPECIALIZED IN SCHOOL
REQUIREMENTS

BIG VALUES—

little prices

"WATCH KRESS WINDOWS"

5—10—25 Cents

YOU ARE INVITED — JOIN NOW

SOUTH PLAINS AUTOMOBILE CLUB Inc.



Local Unit
American Automobile Association
1020 Main St. . . . Phone 939
Membership, Including \$1000.00
Insurance, 3c Per Day
"Drive With Peace of Mind"
Coast to Coast Service
ASK A MEMBER

OFFICIAL CLASS RINGS OF ANY YEAR

Boys \$14 up; Girls \$11 up

Write for Catalogue

VARSITY BOOKSTORE

1309 College Ave.

Lubbock

INSCRIPTIONS ON THE ADMINISTRATION BUILDING

Many students pass the Administration building without ever glancing at the engravings or knowing their meanings. On the north side, to the right of the main entrance there is, "Cultivated mind is the guardian genius of democracy. It is the only dictator that freemen desire." by Mirabeau B. Lamar.

To the left of the main entrance: "Righteousness exalteth a nation, but sin is a reproach to any people."—Solomon.

Above the third story window, east end of the building, are the faces of five outstanding men in the history of America; namely, Columbus, Washington, Lincoln, Lee, Wilson.

Above the third story windows, at the west end of the building, are the faces of five outstanding men in Texas history; namely, Houston, Austin, Crockett, Johnston, and Hogg.

Also along the front of the building there are:

The great seal of the College, and the great seals of the six nations under the flags of which Texas has been. These are France, Spain, Mexico, the Republic of Texas, the Confederacy, the United States of America.

The four great institutions of society are represented: Home, State, Church, and School.

The seven subjects that Texas Technological College is designed to teach are Agriculture, Science, Manufacturing, Democracy, Home Making, Art, and Literature.

And the seven educational products

BLUE BONNET LAUNDRY

"THE STUDENTS' CHOICE FOR FINE
LAUNDRY SERVICE"

**Superior Work
At Reasonable Prices**

1212 Ave. E

Phone 1448

**EVERYTHING TO WEAR
FOR MEN, WOMEN
AND CHILDREN**

HANNA-POPE & CO.

LUBBOCK, TEXAS

BUY A DEPENDABLE AUTOMOBILE FROM A RELIABLE DEALER

INVEST THIS YEAR IN STYLE

Appearance, Safety and Satisfactory Service

LUBBOCK AUTO CO., INC.
17 YEARS YOUR FORD DEALER
9th at TEXAS AVE. ~ PHONE 354

which Texas Technological College is specifically designed to bring forth are Patriotism, Religion, Industry, Virtue, Wealth, Enlightenment, and Citizenship.

On the south side, or back, of the building, are the names of fourteen people, above the archway, showing those lines of human endeavor considered most worthwhile.

For philosophy, Plato and Aristotle.
For poetry, Homer and Shakespeare.
For medicine, Hippocrates.
For divinity, Paul.
For architecture, Michael Angelo.
For teaching, Pestalozzi.
For statecraft, Gladstone.

For pure science, Newton.
For applied science, Pasteur.
For common sense, Franklin.
For invention, Edison.
For science in the vegetable world,
Burbank.

MATADOR SONG

Fight, Matadors, for Tech.
Songs of love we'll sing to thee.
Bear our banners far and wide,
Ever to be our pride.
Fearless champions ever be,
Stand on heights of victory,
Strive for honor ever more,
Long live the Matadors.

On the Corner of College and Broadway

FOR YOUR CONVENIENCE

Mark Halsey Drug No. 2

VOGUE CLEANERS

Tailoring for Particular Students
"Just Off The Campus"

1209 College

Phone 2820

HOUSEHOLD SUPPLY COMPANY

FRIGIDAIRE, DELCO-LIGHT AND
PHILCO PRODUCTS

1211 BROADWAY

PHONE 1425