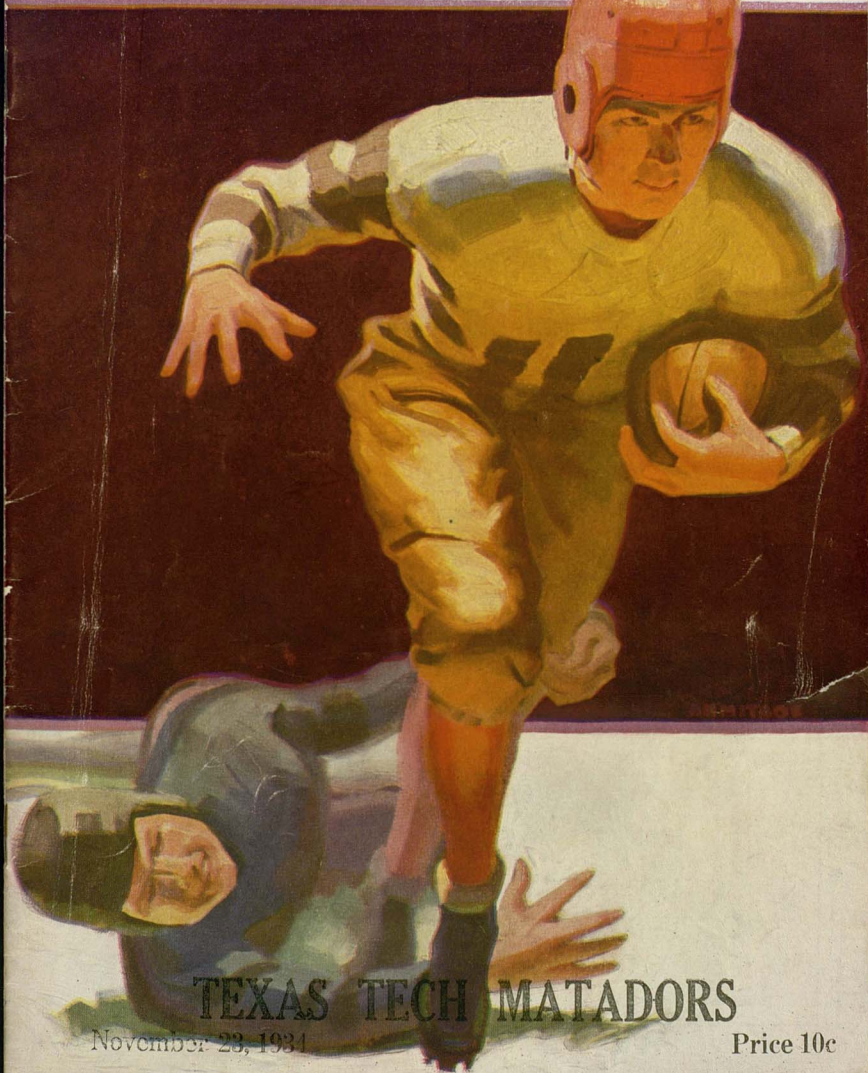


# NORTH DAKOTA STATE BIONS



## TEXAS TECH MATADORS

November 23, 1934

Price 10c

General Electric  
Refrigerator

~~~~~  
5 Year Guarantee  
~~~~~

Sherrod Bros. Hdw.  
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**Dodge - Plymouth**  
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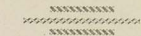
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"Largest stock Dodge-Plymouth Cars,  
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Phone 400

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LUBBOCK  
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Phillips  
"66"

PRIDE OF THE  
MATADORS

Costs Less Per Mile  
Does More Per Dollar

FLOYD BEALL, Agent

Phone 26

There Is A Station In Your  
Neighborhood

COMPLIMENTARY

to Coaches Cawthon, Smith, and Ballard  
And to the Matadors



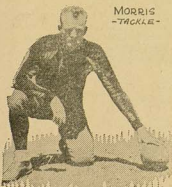
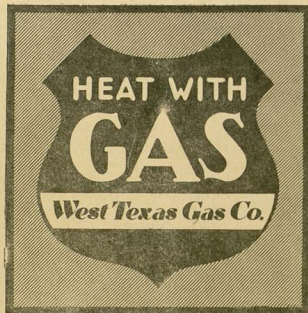
--From A Tech Booster



CURFMAN  
-FALL-



BACLOW  
TICKLE



MORRIS  
-TICKLE-



WINTER  
HALF

## :- SANDERS :- AMBULANCE



PHONE  
700



W. L. STANGE, Chairman Athletic Council

Other members are: Dr. W. A. Jackson, H. F. Godeke, P. W. Cawthon, Len Congray, Russell T. Smith; J. W. Jackson, Alumni representative; Leonard Curfman, student representative.

## Stanton & Huie Furriers and Tailors

We manufacture fur coats, match  
and repair any fur or fur coat  
there is.

1113 Avenue K Lubbock, Texas

## Boosting For The "Matadors"



## "Real Roofs"

LYDICK  
ROOFING COMPANY

Established 1890

Eat and Drink  
At The

GLORIETA

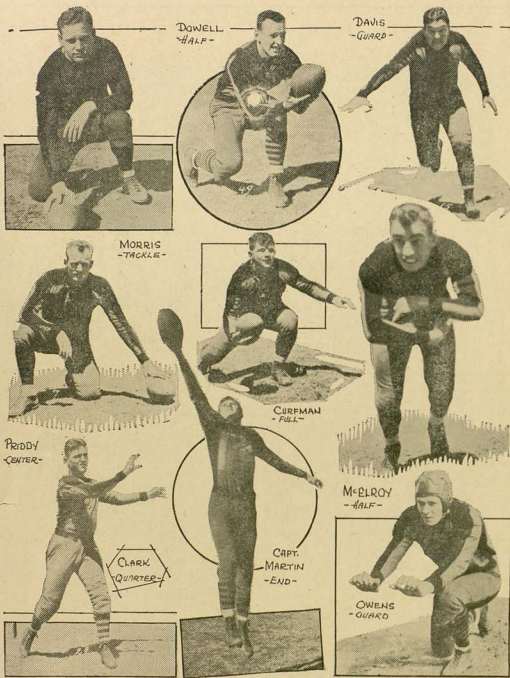
The best cooked and most reasonably priced  
meals in Lubbock. Mexican dishes a  
specialty

Glorieta Double Rich Ice Cream

1212 Broadway

Phone 1366





# YEA! MATADORS

There's a lot of thrill in a  
touchdown, but occasion-  
ally the ball will be on  
your own five yard line--  
We'll help you hold the  
line there, too -- Looks  
like a good season to us.

## TEXAS UTILITIES COMPANY

**J. I. J.**  
**SPORTING GOODS**  
Co. U

WRITE FOR CATALOGUE OF TEAM AND SCHOOL  
EQUIPMENT

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AN ORGANIZATION THAT  
SUPPORTS THE

## "MATADORS"

And Is Anxious To Serve Supporters  
of the Matadors

### Huie The Tailor

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## RIDE THE BUSES

### NEW LOW FARES

We appreciate your  
patronage

SOUTH PLAINS  
COACHES, Inc.

More Power to

## The Matadors

~~~~~  
We are for  
YOU 100 Per Cent  
Win, Lose, or Draw,  
But we want you to win.

## "THE HOTEL LUBBOCK"

Is Your Friend so Meet  
Your Friends There--

~~~~~  
A good place to eat, a  
home owned institution

~~~~~  
West Texas' Most  
Complete Hotel

~~~~~  
Hotel Lubbock



Dr. Bradford Knapp, Tech president, enthusiastic football fan and former varsity tackle at Vanderbilt university, stops for a pose after an early-morning canter around the campus.

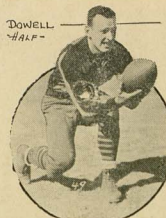
Prexy keeps a fatherly hand on the Matador pulse. When the battle becomes heated and the score questionable, he moves out of the grandstand to mingle, and root with the reserves.

New And Improved  
Conoco Germ-Processed  
Motor Oil



## Bronze Gasoline

Instant Starting, Lightning Pick-Up  
We Are Backing  
The Matadors  
J. A. Fortenberry, Agent



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*For School Values!*

Where The Student Shops and Saves

We Are Always Behind Tech Matadors  
Win Or Lose

Make Penney's Your Downtown Headquarters

**I. C. PENNEY CO.**  
INC.

In Lubbock—It's Penney's

Broadway and Avenue J

## North Dakota State



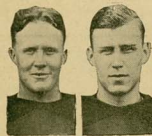
SLOAN

MAY



SCHOLLANDER

GERTEIS

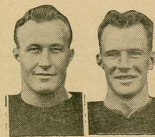


ERICKSON

STEVENS



LOURE



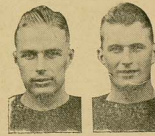
SPRINGER

DOHN



SCHRANZ

HOUSE


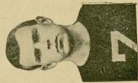





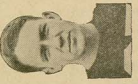




McCARTHY

MILLER



# North Dakota State

				
BEINERS	TESCHEL	GOVE	HILL	MARQUARDT
				
BETTSODEN	THOMAS	NEWMAN	HOBERVITCH	ISENSEE



Here are just a few of the hundreds of fascinating books we have on display for the gift shopper at



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Master Emeritus, <i>Emory University</i>	Complete Shakespeare
Master, <i>Kenneth S. Packer</i>	Philosophy
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Of Human Bondage, <i>Kenning</i>	Tom Stoppard
Straw, <i>James</i>	Walt Whitman
Bridge of San Kelly, <i>Wilder</i>	Emily, <i>James M. K. Martin</i>
Not Nobody, <i>Kovner, Burton</i>	Period, <i>Booth, Paul</i>
Parvovir, <i>John Hamilton</i>	Imperial, <i>Kristen Van Thams</i>
Reign, <i>Harriet</i>	Jurgen, <i>James Howard</i>
Whirlwinds of Jahn, <i>David</i>	See of the <i>Hamilton</i>
Field of Honor, <i>David Byrne</i>	Walsley's Prevalent Dictionary
Alphage's Golden Treasury	Answers to Questions, <i>Harold</i>
	The Holy Bible (Illustrated)

*Compliments---*

**to  
the Matadors  
Matador Club  
Texas Tech**

from

## Southwestern Associated Telephone Co.

Operating on the South Plains

TEXAS TECH COLLEGE

## "ON THE CAMPUS"

## Texas Tech Football Roster

No.	Name	W.	H. Town	Position
12	McKeever	152	Spoffard	Quarter
13	Duval	150	Sherman	Quarter
15	May	150	McKinney	Guard
17	Beauchamp	137	Greenville	Quarter
18	Martin (Capt.)	154	Lorenzo	End
19	Curfman	194	Electra	Full
20	B. Williams	185	Lubbock	Tackle
22	Neil	171	Brownfield	Full
23	Priddy	164	Gainsville	Center
25	Spears	165	Wilson	End
28	Clark	148	Denison	Quarter
29	McWilliams	142	San Benito	Guard
31	Prim	160	Pawnee, Okla.	End
34	Fortner	172	Sherman	Center
35	Jones	178	Ablene	End
37	Dowell	178	Royce City	Back
41	Barlow	192	Miami, Okla.	Tackle
43	McElroy	158	Dallas	Back
46	Nichols	151	San Angelo	Guard
47	Hale	168	Lubbock	End
48	Harris	148	Sallisaw, Okla.	Back
49	Morris	180	Seymour	Tackle
50	Holcomb	205	Sulphur Springs	Tackle
51	Davis	202	Ablene	Guard
52	J. Browning	185	Fluvanna	Tackle
53	W. Wilson	190	Mexia	Tackle
55	Owen	192	Sherman	Guard
56	West	165	Lubbock	End
57	Baze	172	Robert Lee	Back
58	B. Gilmore	168	Olney	End
61	Kotrola	189	Taylor	Tackle
62	L. Browning	182	Fluvanna	Tackle
65	W. Gilmore	170	Olney	End
66	Wiggington	174	Chillicothe	Center

Lubbock's Only Exclusive

Sporting Goods Store

Page Twelve



## Wylie-Jarrett Drug Co.

is the place to meet after  
the game

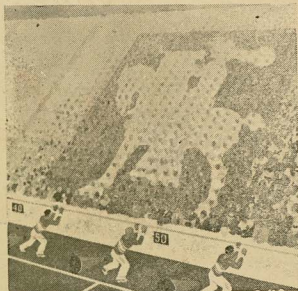
"This team will give you the best in  
drug store service."

O. E. Griffin	Dick Green
J. O. Card	Hayes O'Neal
Floyd Lane	Albert Coneway
Buster Gardner	Leonard Tarkington
Carl Jordan	Tony Ulrich
Frank Rowell	D. Jarrett
Alvin Elliott	
Jack Davidson	"From four em- ployees in 1927
Morgan David- son Jr.	To—
Troy Price	Twenty-Three
Dale Buckner	employees in
Mrs. McCoy	1934."
Mrs. Landers	"Growing with
Mrs. H. W. Wylie	Tech"
H. W. Wylie	

## WYLIE-JARRETT DRUG CO.

No. 1—1009 Main Phone 1082  
"Open All Night"

No. 2—1314 B-way. Phone 160



## We Join The Thousands In Rooting For The MATADORS

A great School—A great Team—A great Game—It's a pleasure to  
have an opportunity to enjoy such thrills—to see such action—to support such  
fellows.

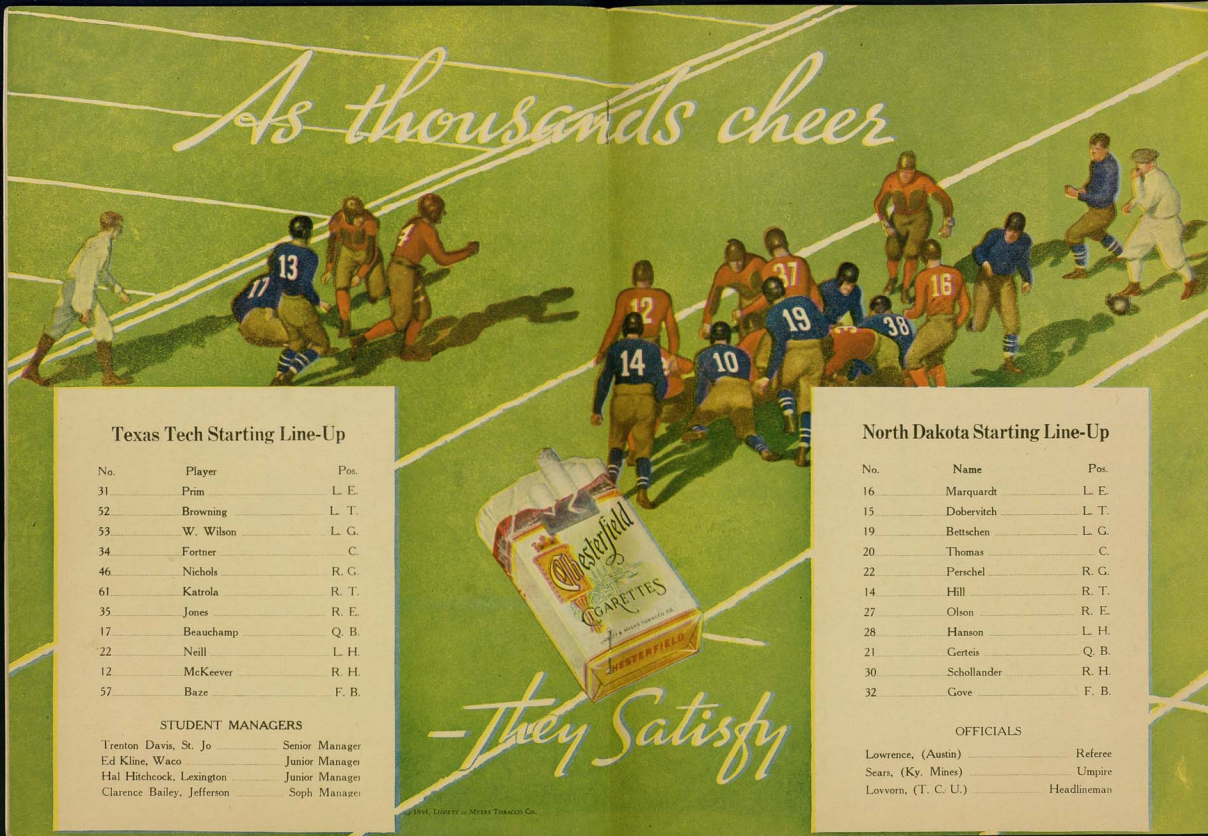
The "Trumpeter" joins us in these sentiments—for like the "Double T"  
on the uniform of the finest Team in the World, you find it sewed into the label  
of some of the finest clothes in the world.

To all of you—Pete, Duchey, Virge, Tubby and the entire squad—  
OUR BEST WISHES.

## Hemphill-Wells Co.



*As thousands cheer*



### Texas Tech Starting Line-Up

No.	Player	Pos.
31	Prim	L. E.
52	Browning	L. T.
53	W. Wilson	L. G.
34	Fortner	C.
46	Nichols	R. G.
61	Katrola	R. T.
35	Jones	R. E.
17	Beauchamp	Q. B.
22	Neill	L. H.
12	McKeever	R. H.
57	Baze	F. B.

### STUDENT MANAGERS

Trenton Davis, St. Jo	Senior Manager
Ed Kline, Waco	Junior Manager
Hal Hitchcock, Lexington	Junior Manager
Clarence Bailey, Jefferson	Soph. Manager

### North Dakota Starting Line-Up

No.	Name	Pos.
16	Marquardt	L. E.
15	Dobervitch	L. T.
19	Bettschen	L. G.
20	Thomas	C.
22	Perschel	R. G.
14	Hill	R. T.
27	Olson	R. E.
28	Hanson	L. H.
21	Gerteis	Q. B.
30	Schollander	R. H.
32	Gove	F. B.

### OFFICIALS

Lowrence, (Austin)	Referee
Sears, (Ky. Mines)	Umpire
Lovvorn, (T. C. U.)	Headlineman

## North Dakota State Football Roster

NO.	NAME	WT.	HOME	POS.
12	Sturgeon	282	Moorhead, Minn.	tackle
13	Dohn	160	Bismark, N. D.	back
14	Hill	198	Erie, N. D.	tackle
15	Dobervich	190	Crosby, Minn.	tackle
16	Marquardt	173	Moorhead, Minn.	end
18	Skurdall	150	Devils Lake, N. D.	back
19	Bettachen	185	Arthur, N. D.	guard
20	Thomas	188	Grafton, N. D.	center
21	Gerteis	180	Red Wing, Minn.	back
22	Peschel	188	Wahpeton, N. D.	guard
23	Erickson	190	Larimore, N. D.	back
24	Hause	165	Mandan, N. D.	guard
25	Isensee	180	Pine River, Minn.	back
26	Springer	181	Hettinger, N. D.	guard
27	Olson	170	Fargo, N. D.	end
28	Hanson	145	Perham, Minn.	back
29	McCarthy	165	Detroit, Mich.	guard
30	Schollander	185	Fargo, N. D.	back
31	Schranz	171	Moorhead, Minn.	back
32	Gove	196	Red Wing, Minn.	Back
33	Sloan	173	Auburn, Ill.	end
34	Maynard	175	Long Prairie, M.	center
35	Reiners	180	LaCrosse, Wis.	back
36	Millar	180	Warren, Minn.	guard
37	May	158	Aberdeen, N. D.	back
38	Newman	190	Baraboo, Minn.	end
40	Stevens	187	Devils Lake, N. D.	end

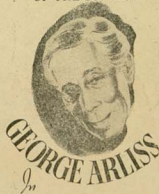
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**SPORTING GOODS**  
**CO.**

A Complete Stock of  
Athletic and Team  
Equipment

THE NEW  
**Palace**  
THEATRE

**Fri. & Sat.**

THE FIRST GENTLEMAN  
OF THE SCREEN



The Grand Successor  
to "The House of Rothschild"

*The LAST*  
*Gentleman*

with  
EDNA MAY OLIVER  
JANET BEECHER  
CHARLOTTE HENRY  
- RALPH MORGAN -  
Directed by A. DARELL F. ZANUCK  
Released Nov. UNITED ARTISTS  
Production

Presented by  
JOSEPH M. SCHENCK  
20th  
CENTURY  
FOXES

ALSO  
Musical  
AND  
Para. News

## CHEVROLET!



## MATADORS!

Drive 'em five miles in every game  
and we'll never be satisfied with any  
other team—

Count the new Chevrolets outside

**Kuykendall**  
**Chevrolet Company**

## THE MATADORS

have self-assurance because they are  
correctly trained.

## OUR CUSTOMERS

have self-assurance because they are  
correctly dressed.

**Walters**  
The Man's Shop

**Barrier-Durham**  
INCORPORATED

PAUL BARRIER, Manager



If you are partic-  
ular about your  
underwear you  
should by all  
means see our se-  
lection of fine Al-  
len A shorts and  
shirts. And they  
are not expensive.



## Jarett's Should Be Your Shop

Everything for  
the College Miss  
to wear ...

Millinery . . . .

Dresses . . . . .

Hosiery . . . . .

Coats . . . . .

Suits . . . . .

Sweaters . . . .

Suede Jackets .

Accessories ...

### Jarett's Cinderella Shop

1105 Broadway

Kress next door to us

Page Eighteen

## Grid Gossip

By JIM LINDSEY

Thirteen members of the Matador squad are wearing the Scarlet and Black today in their last appearance before local spectators. These gridders have fought their hearts out for the institution. They have made the Tech machine one of the leading football teams in the nation. Most of them were members of the 1932 scoring unit, greatest in history of the school—the team that defeated Southern Methodist, Notre Dame "B," Baylor and Colorado Miners. Vacancies occurring as a result of their departure will be hard to fill.

The following play their last contest before local fandom against the Bison this afternoon: Edward McKeever, Captain Malcom Martin, Leonard Curfman, Lawrence Priddy, Adrian Clark, Elmer Fortner, Gwynn Dowell, D. M. McElroy, Marian Harris, G. B. Morris, Woodrow Wilson, Truett Owen, and Braxton Gilmore.

Although Coach Cawthon wasn't so impressed with the victory of the Mats over the Hardin-Simmons Cowboys, one of the visitors knows well the strength of the winners. His name is Murphy, who worked out here early in the season. The Tech secondary made 100 yards over him the opening half.

Like many of the visiting teams this campaign, the North Dakota State Bisons have a shifty, speedy luminary. Fritz Hanson, known along the Canadian Border as "The Fargo Express" has been the leading scorer in the North Central conference for two years. As a sophomore, Hanson made three touchdowns against the Goldbugs of Oklahoma City university last season. The little halfback made the Associated Press honor roll in '33.

## The Hilton Hotel OF Lubbock, Texas

Invites the visiting teams and fans to  
be at home with us.

Fine  
rooms  
\$2.00  
and  
\$2.50

All with  
bath and  
running  
ice  
water



Fine  
Meals  
35c to \$1

Parties  
dances  
banquets

Lubbock's Finest Hotel  
Everything a Fine Hotel Should Be

L. M. DROWN, Manager



Drink

# Coca-Cola

In Bottles



## GROLLMAN'S WOMEN'S LEADING STYLE SHOP

Dresses — Coats — Millinery  
Hosiery — Lingerie

## RED CROSS SHOES

"Gobbie Zip"



Fawn Sueded  
ripple with  
blending calf  
trim



Page Nineteen



Steaks

Waffles

## THE WAFFLE SHOP

The Good Food Spot

Sandwiches

1108 Avenue J

J. D. Janes

### TEXAS TECH COLLEGE

#### 1934 Football Schedule

Sept. 22 Texas University	12-Texas Tech	6
Sept. 29 McMurry	7-Texas Tech	24
Oct. 5 Baylor University	7-Texas Tech	14
Oct. 12 Okla. City University	0-Texas Tech	20
Oct. 26 Loyola University	12-Texas Tech	7
Nov. 2 Texas Mines	0-Texas Tech	26
Nov. 9 Simmons University	0-Texas Tech	13
Nov. 16 DePaul University	19-Texas Tech	48
Nov. 23 N. Dakota State	Lubbock	
Nov. 29 Arizona University	Tucson	

## TEXAS TECH ANNUAL SOUVENIR FOOTBALL PROGRAM SEASON OF 1934

PUBLISHED BY MATADOR CLUB

Page Twenty



FRITZ HANSON

145-pound North Dakota Halfback



COACH "DUTCHY" SMITH

Line Coach of the Matadors

T. H. "BO" WILLIAMS, PROGRAM MANAGER

You may enjoy betting on  
your Favorite team---

BUT WHY GAMBLE WHEN YOU BUY A  
BATTERY--THERE IS NO GAMBLE  
WHEN YOU BUY A U.S. BATTERY

### QUICKSALL-PRYOR CO.

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AUTOMOBILE SUPPLIES, PARTS AND  
EQUIPMENT -- WHOLESALE

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CLOTHES COUNT IN  
SPORTS AFFAIRS--

"Where else but Craig-Gholson's can you  
get such well informed assistance in prop-  
er clothes selection."



Craig-  
Gholson  
Co. Lubbock



### SCORING!

... because they have  
what it takes to score.  
Tech Matadors  
and



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Phone 418

Bill Dean

Ross McWhorter

"The Million Dollar Tire Men"

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A House of Comfortable  
Entertainment

Admission 10c and 25c

Phone 182 and

"Count The Minutes"  
"Brigham" Young's

South Plains  
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Special Rates  
to Members

Super-Service

BROADWAY AT M  
Lubbock's Largest Complete  
One-Stop Unit

Page Twenty-one

Drink

**Dr. Pepper**  
GOOD FOR LIFE!

5¢



In Bottles

BEFORE THE GAME—AT INTERVALS  
IT WILL DO WHAT IT SAYS—  
A BITE TO EAT

Made in Texas. Home Owned.  
**DR. PEPPER BOTTLING CO**  
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For Fine Foods

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Boosters for the Best

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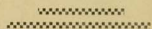
-Buick-

-Pontiac-

-School-

-Texas Tech--  
Football Team

-Matadors-

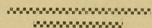


Photos of  
Matadors in this Program  
by

**DANIEL STUDIOS**

BUSH BLDG.

Between Hemphill-Wells and Bdwy.



**SPORTING GOODS**  
CO. 2

WRITE FOR CATALOGUE OF TEAM AND SCHOOL  
EQUIPMENT

**SPORTING GOODS**  
CO. 3

## Western Union Telegraph Company

Your Messages and press may be filed with Western Union Operator in press box-top of grand stand. Direct wire from Matador field. Keep folks at home posted as to progress of game.

BO SEXTON, Manager

## Clyde Ragland Motors



Hudson-Terraplane



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Hudson-Terraplane holds 72 (or all) official AAA speed, acceleration and hill climbing records

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LUBBOCK'S ONLY  
MANUFACTURER OF  
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418 Avenue H

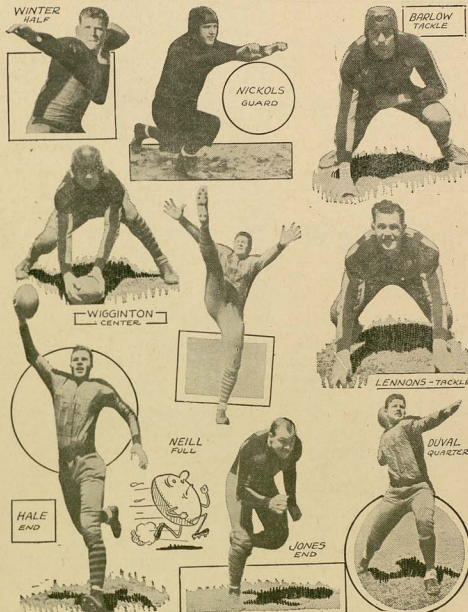
We return your  
clothes fresh and crisp  
--starting the day  
off right for  
you



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Campus



*The Model Laundry*  
STUDENTS' IDEAL SERVICE



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WRITE FOR CATALOGUE OF TEAM AND SCHOOL  
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"When your wardrobe needs replenishing—don't be absent-minded—Remember" — — —

**PUP THOMAS**  
"HAS FITS"

1011 Main St.

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Broadway and Avenue Q

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**Pulling for the  
Matadors**



**Dalby**  
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Come to  
the home of those sizzling  
hot steaks

**BUSY BEE CAFE**

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Bdwy.

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The Collegiate Store

Boosting the Matadors  
again this year

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Across from the Campus

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A Place Where the Housewife Can  
Invest Her Food Dollar with the  
Maximum of Economy, Safety and  
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Coach  
Pete  
Cawthon



Starting His Fifth  
Year As Head Coach  
of the  
Matadors

## Co-eds! Attention--

We welcome you to Texas  
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## Co-Ed Beauty Shop

ETHEL KLJNE, Prop.

Phone 331

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SHOES DYED-- ALL COLORS

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Tech  
Shoe  
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Smartly Styled  
Clothes

*The Vogue*

"Co-Eds' Downtown  
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Jack Davis, Prop. College Ave.

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All Work Guaranteed.

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JEAN CAROL'S DRESSES  
Exclusive but not Expensive

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FRAMES for your diploma.

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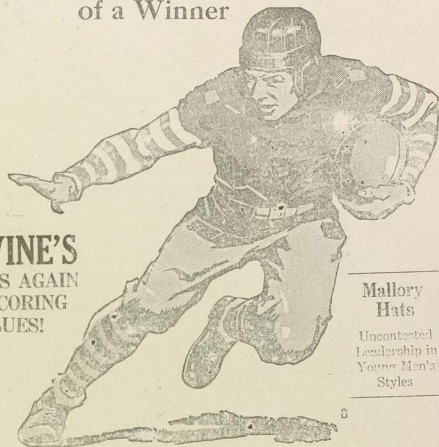


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