

BAYLOR UNIVERSITY

"BEARS"



T E X A S T E C H

November 11, 1932 — Price 10c

CAN YOU TALK ABOUT BOOKS WITH THE REST OF THEM?

Picture yourself in a gathering of "up-to-minute" people. Someone mentions Hugh Walpole or Louis Bromfield. In a twinkling everybody is talking about these much talked of writers.

What do you do? Are you able to join in? Or do you try to swing the conversation back to football?

A knowledge of books is a real necessity in business and social life. Everywhere you go, people say, "Have you read this?" "How do you like so and so?"

We specialize in good books, keeping in stock at all times new titles in the MODERN LIBRARY, Grosset and Dunlap's NOVELS OF DISTINCTION and UNIVERSAL LIBRARY, STAR DOLLAR BOOKS AND BLUE RIBBON BOOKS.

Our stocks are complete—come in and browse around.

TEXAS TECH COLLEGE BOOK STORE

Good Luck Matadors!

For the Football Season of 1932 we wish the Matadors and their faithful Coaches Success. You are playing against the "Big Boys" this year. We are proud of you.

The Hilton Hotel

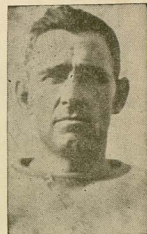
Good Food - Fine Rooms - Hospitality



DUTCHEY SMITH
Tech Coach



PETE CAWTHON
Tech Head Coach



J. O. (DEL) MORGAN
Tech Coach

A FIVE SPOT never bought a finer value—



STAR
BRAND

UP TOWN shoes for the man about town.

THE SMARTEST SHOES you see are the new TRIM-TREDS and CARRIE WELLS—



STAR
BRAND

Sizes 2½ to 10
Widths AAAA to F

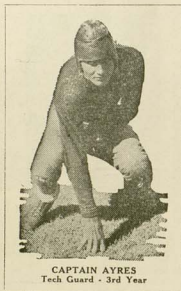
The FAMILY SHOE STORE

ACROSS FROM HOTEL LUBBOCK

Lubbock High Schedule

Sept. 30—Snyder at Snyder.	Oct. 28 or 29—Borger (Here)
Oct. 7 or 8—Sweetwater (Here)	Nov. 5—Plainview (Here)
Oct. 14 or 15—Abilene (Here)	Nov. 11—Pampa at Pampa.
Oct. 21—Slaton (Here)	Nov. 24—Amarillo at Amarillo

COMPLIMENTS OF
WEST TEXAS GAS CO.



CAPTAIN AYRES
Tech Guard - 3rd Year

TEXAS UTILITIES CO.

Serving West Texas

LIGHT POWER ICE

WEAR A MUM

IMPORTANT

In all the other schools of any size the Ladies are wearing a large Mum with colors attached. Be Smart and wear one to the next Game. Reasonably Priced.

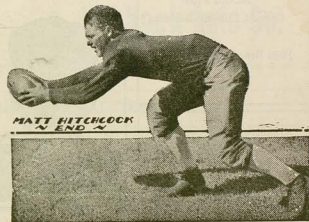
TEXAS FLORAL CO.

2107 21ST STREET

PHONE 743



SPEED MOFFETT, Halfback



MATT HITCHCOCK
~ END ~

Here' to the Winners

Texas Tech Matadors

MODEL LAUNDRY

MAKE OUR TELEPHONE YOUR CLOTHES LINE

Just Across Campus from Tech
"Student's Ideal Service"

1211 College Avenue

Phone 64

The Ater-Jones Dental Clinic

DR. G. H. ATER DR. L. M. JONES

MRS. BILLIE LOGAN, R. N.
Surgical Supervisor

Mrs. W. C. Grigsby, Secretary

Second Floor
Carnett Electric Building

1209 Broadway Phone 52

The Tech Drug Store

"The Collegiate Store"

WIN OR LOSE
WE ARE WITH YOU
MATADORS!



YANCY PRICE - End

Something Every Matador Knows!

The College Tailor Shop

Is Operated

BY REAL MATADOR BOOSTERS

1109 College Avenue Phone 1696

YEA! MATADORS!
"THE EYES OF TEXAS
ARE UPON YOU" — WE
ARE BACK OF YOU 100
PER CENT

Piggly Wiggly

The PEOPLES ICE COMPANY

LUBBOCK'S ONLY
MANUFACTURER OF
DISTILLED WATER
ICE

Phone 1232
418 Avenue H



4

DRIVE THE NEW FORD V-8
AND BE CONVINCED

Call Us For Demonstration

Lubbock Auto Co.

INCORPORATED

820 Texas Ave. Phone 354

COMMON PENALTIES

LOSS OF FIVE YARDS

1. Violation of the off side rule, which includes:
 - (a) Lineman or backs illegally in motion when the ball is snapped.
 - (b) Any player of the kicking team ahead of the ball when it is kicked at the kickoff or free kick.
 - (c) Interference with opponents before the ball is snapped.
2. Unreasonable delay by a team.
3. Running into the kicker after he has kicked the ball.
4. Failure of substitute to report to referee when entering the game.
5. Unfair play not otherwise covered in the rules.
6. Time out called more than three times during a half at the request of the captain of the team without a substitution.
7. Defensive player holding an offensive player.
8. For second or more incomplete forward pass during the same series of four downs. (Only one permitted without penalty.)
9. Crawling by the player in possession of the ball.

LOSS OF 15 YARDS

1. Substitute communicating with players before the ball is put in play.
2. Interference with a man who has signaled for a fair catch.
3. Throwing the player to the ground who has made a fair catch.
4. Offensive player pushing or pulling the runner.
5. Offensive player holding a defensive player.
6. Players of the side making a forward pass interfering with defensive players after ball is snapped.
7. Roughing the kicker after he has kicked the ball.
8. Piling on the player who is down.
9. Tackling the runner clearly out of bounds.
10. Tripping an opponent.
11. Sideline coaching.

12. Intentional throwing of forward pass to ground.
13. For hurdling, (applies only to the runner).
14. Failure to come to stop of at least one second after shift or huddle.

LOSS OF 25 YARDS

1. Clipping.
2. Delay start of first or third period.
3. Return of player to the game who had previously been in that same half, (an suspension).

LOSS OF HALF DISTANCE TO GOAL LINE

1. Disqualification of a player for rough play.
2. Any foul occurring inside the opponent's one-yard line.

LOSS OF A DOWN

1. Illegal or incomplete forward pass.
2. Forward pass striking the ground.
3. Forward pass touched by two originally eligible players of the passing side.
4. Forward pass going out of bounds on the fly.
5. Recovery of blocked punt by kicking side, regardless of which team blocked it.
6. Interference by team making forward pass, (and 15 yards).

LOSS OF A BALL

1. Ball kicked out of bounds unless actually possessed in the field of play, by an opponent.
2. Illegal use of hands or arms to prevent an opponent from securing loose ball.
3. Forward pass touched by ineligible player of the passer's team.
4. Interference by defensive side on a forward pass.
5. Failure to advance the ball 10 yards in four consecutive downs.
6. Kicking at or kicking a loose ball.
7. Player on the kicking team who touches the ball kicked in scrimmage before it touches an opponent.
8. Any foul on field of play when the ball is in the possession of neither team (free ball).

"ON THE AVENUE"

Martin's Drug

Open Day and Nite

COMPLETE STOCK THATS FRESH
SANDWICHES AND DRINKS YOU'LL LIKE
COURTEOUS SERVICE TO ALL

Delivery Service
Phone 9550

Choice Potted Plants — Best Cut Flowers

"When you think of flowers"
think of—



Specializing in Corsages and Decorations

Day—Phone 221—Night

Hilton Hotel Bldg. 1004 Main St.

YEA TECH

ELECTRICAL NECESSITIES

Most Complete Stock on
the South Plains

DeWitt Electric Co.
"OF COURSE"

2205 19th Street

Phone 920



808 Myrick Bldg.

Phone 1111



brothers
... brothers

"Happy Days Are Here Again"

Colorful stands—excited crowds—peppy yell lead-
ers—enthusiasm everywhere—

What a team—You scarlet clad Matadors—sure we
are glad to shout for you—glad to call you our own
—glad to encourage you.

Sing, Brothers, Sing — Happy days are here again!

Hemphill-Wellb Co.

Today's Game

By
LOWELL A. DALTON

Morley Jennings' Bears have been kicked around considerably in the chase for the Southwest Conference flag but they are no setup for anyone. Last Saturday they held the University of Texas Longhorns to 19 points and a team that can do that is pretty good. The green and gold have wins over the strong Loyola Team of New Orleans and St. Edwards and fought a scoreless tie with the Farmers of A. & M. a team that defeated the Matadors 7-0.

In James and Petty Jennings has two of the best ends in the conference and Edwards is one of the finest centers in the loop. James has been doing the punting for the Jenningsmen this season and has been doing it in grand style. He has outpanted everyone he has played against and his toe has been a big factor in what success the Bears have had. That good old Baylor line is hard to penetrate this year but the offense of the team has been weak. They depend almost entirely on passes and with one or two exceptions have not been too successful with those. Injuries have weakened the team in all of their games to date but the reports are that Baylor will have their full strength on the field today and a good game can be expected.

With one or two exceptions the Matadors are ready to go. Professor Cawthon should have his full strength on the field this afternoon. The Matadors have been better and better in each game and at present is one of the best teams in the country. They will be out there today to avenge that 32-0 defeat that the Bears handed them last year. All of the boys remember that and are out to avenge that beating. They have been pointing for the Bears all season and will be playing just a little harder than in games of the past.

For the first time in the history of the School Tech will be the favorite to win from a Southwest Conference School. The game is not over, however, and those who are out this afternoon will be likely to see a game that will be remembered for some time. Get set for a grand, hard fought game, and I am sure you will not regret having seen it.

A BEAR



PETTY—END
Candidate for All Conference End

Ellwood Service Station

19th & College Phone 262

STUDENT OWNED
AND OPERATED

"SERVICE THAT
SATISFIES"

New
Conley
Bldg. **THE HUB** Broadway
and
Texas Ave.

LUBBOCK'S NEW POPULAR PRICED
STORE FOR MEN AND BOYS
CLOTHING - FURNISHINGS - SHOES
—"Shop At Our Store First!"

THE HUB

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COMPLETE STOCK THATS FRESH
SANDWICHES AND DRINKS YOU'LL LIKE
COURTEOUS SERVICE TO ALL

Delivery Service
Phone 9550

Choice Potted Plants — Best Cut Flowers

"When you think of flowers"
think of—



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Day—Phone 221—Night

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Sing brothers
...

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Colorful stands—excited crowds—peppy yell lead-
ers—enthusiasm everywhere—

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—glad to encourage you.

Sing, Brothers, Sing — Happy days are here again!

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YEA TECH

ELECTRICAL NECESSITIES

Most Complete Stock on
the South Plains

DeWitt Electric Co.
"OF COURSE"

2205 19th Street

Phone 920



808 Myrick Bldg.

Phone 1111

Today

LOV

the

on

lo

in full

The Matadors

each game and at pres

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regret having seen it.

A BEAR



PETTY—END
Site for All Conference End

BOOK STORE
LUBBOCK
TEXAS

Food Service Station

College Phone 262

STUDENT OWNED
AND OPERATED

"SERVICE THAT
SATISFIES"

105 Broadway

Phone 1504

Jarett's Cinderella Shop

WELCOMES YOU ALL

Featuring College Types in
DRESSES, SPORT SUITS, COATS
MILLINERY, HOSE AND SHOES

FREE

This ad is good for one pair of hose with a pair
of shoes, or we will allow you \$1.00 on any
coat or dress from \$9.95 up.

Baylor University Roster

No.	Name	Position	Home Town	Weight
22	Peny, Austin	Center	San Antonio	175
23	Hunt, Clarence	Guard	Mart	181
24	Prie, Carl	Quarter	Chillicothe	165
25	Freels, Murrel	Full	Dennison	170
26	Parke, Jimmy	Half	Polaskine	165
27	Wallace, "Buck"	Half	Gilmer	165
28	Krone, Archie	Quarter	Dallas	175
29	Clark, Bonnie	Tackle	Ft. Worth	190
30	Barnett, J. C.	End	Dallas	175
31	Howell, Bill	End	W. Frankfort, Ill	175
34	Jones, Jack	Full	Mart	170
35	Reynolds, Herbert	End	Athens	178
36	Schneider, Tom	Guard	Gatesville	165
37	Petty, Jim Tom	End	Decatur	185
38	Hall, Hulien	Quarter	Quannah	165
42	Zimmerman, Laurice	Full	Carlsbad, N. M.	190
43	Boyd, Bill	End	Sour Lake	175
44	Norton, Arthur	Tackle	San Antonio	200
45-51	Edwards, John	Center	Waco	185
46	Hale, Wallace	Guard	Camp	172
47	Wells, Stoney	Full	Lufkin	190
49	Weatherby, Jim	Tackle	Hubbard City	199
53	Weathers, Warren	Tackle	Temple	193
54	Ewing, Maurice	Guard	Gonzales	190
55	Reeves, Raymond	Half	Pittsburgh	177
56	Clem, Harold	Guard	Dallas	200
58	Stallings, Horace	Tackle	Paducah	190
61	Mills, Gene	Tackle	Mart	195
65	James, Frank	End	Austin	180
66	Priby, Fennie	Half	McAllen	179
67	Pearce, Joe Jack	Full	Farmersville	180



LINDSEY CLARK
PREVIEW SAT. NITE
11:30
JEAN HARLOW
the lovers incomparable

RED DUST

with
Gene Raymond
Mary Astor

ALSO SUNDAY - MONDAY - TUESDAY

Wylie-Jarrett Drug Co.

TWO STORES

No. 1—1007-09 Main

No. 2—1314 Broadway

Meet The Bears



JAMES - END



CLEM - GUARD



EDWARDS - CENTER

1018 Broadway

Phone 922

The Vogue

CO-ED'S DOWNTOWN
 HEADQUARTERS

New Conley Bldg. **THE HUB** Broadway and Texas Ave.

LUBBOCK'S NEW POPULAR PRICED
 STORE FOR MEN AND BOYS
 CLOTHING - FURNISHINGS - SHOES
 —"Shop At Our Store First"—

THE HUB

Texas Tech Starting Line-Up

No.	Player	Pos.
18	Martin	L. E.
52	Young	L. T.
40	Turner	L. G.
33	Barton	C.
23	Priddy	R. G.
50	McWilliams	R. T.
24	Teal	R. E.
28	Clark	Q. B.
30	Curfman, L.	F. B.
31	Butts	R. H.
37	Dowell	L. H.

Bo Williams _____ Student Manager
 Cy LaMaster _____ Junior Manager
 Rob O'Hair _____ Head Yell Leader

Baylor U. Starting Line-Up

No.	Player	Pos.
37	Petty	L. E.
49	Weatherby	L. T.
44	Norton	L. G.
51	Edwards	C.
56	Clem	R. G.
29	Clark	R. T.
65	James	R. E.
24	Price	Q. B.
42	Zimmerman	F. B.
55	Reeves	R. H.
50	Pearce	L. H.

OFFICIALS FOR TODAY'S GAME

Barry Holden (Notre Dame) _____ Referee
 Marshall May (Centenary) _____ Umpire
 Ziggy Sears (Kentucky Mine) _____
 Headlinesman



Chesterfield

The cigarette that's Milder
The cigarette that TASTES BETTER

Tech Roster

No.	Name	Wt.	Position
10	McAdams	143	Quarter
12	Welch	150	Guard
13	Moffitt	148	Quarter
16	Walker	165	Half
17	Beauchamp	156	Quarter
18	Martin	162	End
19	Burton	190	Tackle
20	Tribble	169	Center
21	Price	175	End
22	McKeever	163	Half
23	Priddy	173	Guard
24	Teal	162	End
25	Harris, E.	170	Guard
26	Hitchcock	167	End
28	Clark	147	Quarter
29	Sollis	146	Half
30	Curfman, L.	185	Full
31	Butts	170	Half
32	Crites	175	Full
33	Barton	157	Center
34	Fortner	178	Center
35	Ayers	180	Guard
36	Cannon	161	Half
37	Dowell	190	Half
38	Gaylor	165	Half
39	Cowan	185	End
40	Turner	163	Guard
41	Luper	177	End
43	McElroy	175	Half
44	Gilmore, W.	174	End
45	Gilmore, B.	185	End
47	Greer	175	Guard
48	Harris, M.	163	Half
49	Morris	183	Tackle
50	McWilliams	190	Tackle
51	Owens	202	Tackle
52	Young	192	Tackle
53	Wilson	200	Tackle
54	Anthony	195	Center
55	Baker	200	Tackle
61	Fuqua	159	Half
82	Curfman, R.	195	Guard
85	Eddleman	196	Tackle

DRY GOODS - CLOTHING
SHOES - READY TO WEAR

WHERE THE STUDENTS
SHOP AND SAVE

J. C. Penney Co.

**Stay in There
Matadors**

A FINE TEAM IN A

FINE TOWN

WE ARE FOR YOU

WIN OR LOSE

"KEEP FIGHTING"

Hotel Lubbock

C. A. "Sheff" Sheffield, Mgr.

"The Best Place to
Shop After All"

MEN'S WEAR

WOMEN'S WEAR

RIDING HABITS

WOMEN'S SHOES

MEN'S SHOES

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**Colorless
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Tasteless**

Crystal Ice Co.

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Chevrolet

THE

GREAT AMERICAN

VALUE

The World's Most

Popular Motor Car

Kuykendall Chev. Co.

Lubbock

THE HAPPY ANSWER TO THIRST

PURE AND
WHOLESOME

DRINK

Coca-Cola

IN BOTTLES

EVERY BOTTLE STERILIZED

Lubbock
Coca-Cola Bottling Co.

What Is the Matador Club? Who Are Its Members?

These questions are asked and answered most every day—they are questions that possibly you too have wanted to ask.

The Matador Club is an association, founded and maintained solely with the objective of fostering Athletics at Texas Technological College.

Its membership is composed of Lubbock Business and professional men as well as interested members of the Tech faculty. Several members also have been included from other sections of the state as they have expressed a desire to join because of their interest in Tech Athletics.

We Would Be Mighty Glad to Have YOU, Too, As a Member

Every red blooded Football Fan is eligible for membership. We believe you will enjoy having a part in "Putting Tech Athletics on the Map," just as those of us who have been members enjoy it. You are invited to join. We believe you'll like the club. Its as democratic as the Tech Team itself.

Investigate tomorrow. See or Call any of the members or one of the officers or directors listed below.

R. C. SMITH
President
Bell Ice Cream Co.
Phone 373

OFFICERS
CARL PATTON
Vice President
Hogan & Patton
Phone 40

J. A. RALEY, JR.
Sec.-Treas.
Lubbock Bldg. & Loan
Phone 208

SPENCER WELLS
Hemphill-Wells Co.
Phone 820

DIRECTORS
RAY HINCHEY
West Texas Gas Co.
Phone 244

NEIL WRIGHT
Southland Life Ins. Co.
Phone 56

DR. W. A. JACKSON
Head of Govt. Dept.
Texas Tech

B. SHERROD
Sherrod Bros. Hardware Co.
Phone 236

BERT PINSON
Pinson Drug Co.
Phone 887

Remember—

Get quiet when Yell Leaders hold up hands.

Keep you eyes on the leader.

Do not hiss or hoot opposing players.

Be courteous to the public; they judge you by your conduct at the games.

Do not throw cushions.

q q q

STEAKS

WAFFLES

The Waffle Shop

Between the Hilton and Lubbock
Hotels, on Avenue J

Mr. and Mrs. J. D. Janes

FOUNTAIN SERVICE SANDWICHES

DRINK



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

GROLLMAN'S

WOMAN'S LEADING
STYLE SHOP

Dresses - Coats - Millinery

SHOES

Women's Latest Footwear
\$2.95, \$3.95, \$4.95 and \$6.00

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BARBER
and
BEAUTY
SHOP

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Log Cabin

"WHERE A
FELLER MEETS
A FRIEND"

1301 College

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Barbers
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H. L. Bobo
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Louelle Emerson
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Shine — Cat-Face

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Bring your car here after
the game.

Complete One-Stop Service
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13th & Ave. K Phone 1027

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Subscribing to all things
that go for the building of
better athletics at Texas
Tech.

Carnett Electric

WE REPAIR ALL MAKES
OF RADIOS

BUT ONLY SELL
ONE MAKE
PHILCO RADIO

Phone 382 1209 Broadway

HAVE YOUR
SHOES REPAIRED
AT

**Tech
Shoe
Shop**

Across from Campus



ELVA BAKER - GUARD

USE

Texas Tech

PASTEURIZED

**Dairy
Products**

Manufactured by
Student Employees



STAR TIRES - STAR OIL
STAR BATTERIES

Phone 1616 **STAR** At 13th St.

Carl Slaton, Prop.
Associated with Hicks Rubber Co.

**Lubbock Fruit
&
Vegetable Co.**

Largest Distributors
of

Fresh Fruit and
Fresh Vegetables
in the Southwest

FOOTBALL TIME
IS
BATTERY TIME

U. S. L. BATTERIES

**QUICKSALL-PRYOR
COMPANY**

COMPLIMENTS

OF

**Lubbock Cotton
Oil Co.**

FOR EVERY OCCASION
SHOP AT

Jackman's
Womens Wear Exclusively

"The Fashion Corner"
Broadway and Avenue J

**Abney
Apparel Shop**

Hotel Lubbock Building
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JOBY GREER - GUARD

**Lonnie's
STEAM LAUNDRY**

QUALITY FIRST — PLUS
SERVICE

Phone 798

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Matador Hall

"THE HOME OF THE
FIGHTING MATADORS"

AND A GOOD HOME
FOR ANYBODY.

Room and Board \$20.00
Meals \$17.50

BUICK 8
Oldsmobile 6 and 8

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**J. B. Waffle
Shop**

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'Across from Campus'

EMPLOY A TECH
ATHLETE

Plate Lunch 25c

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CHRYSLER
PLYMOUTH

Fine Automobiles

919 Texas Ave.

DRINK
**Tech Brand
Coffee**

BEST BY TEST
Every Pound you Buy
helps Two "Tech"
Students.

Plains Coffee Co.
J. T. Trigg, Manager

EAT AT

**Tech
Cafe**

AFTER THE GAME

Open Day and Night



WHACKER BARTON - CENTER

ASK ME
ABOUT MY
BUSINESS



CHAS. WHITACRE

M SYSTEM

—Convenient Self Service—

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No. 1

1704 Broadway -- Phone 2365

No. 4

1219 Broadway -- Phone 1776

No. 6

1945 19th Street -- Phone 867

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Clover Leaf Grade A MILK

**Southland Life
Insurance Co.**

Neil H. Wright
Dist. Agent

BOOSTING MATADORS

FOR FIRST CLASS
CLEANING AND
PRESSING

—See—



1412 Broadway Phone 193

**Lubbock Hardware
& Supply Co.**

HEAVY HARDWARE
MECHANICAL TOOLS
MILL, GIN AND AUTO.
MOTIVE SUPPLIES

WHOLESALE ONLY



Uniform & Emb. Co.

JUSTIN BOOTS
SPORTING GOODS

ALL kinds of
Embroidery Work
We Cater to the Students' Needs

**STEPHENS
DRY GOODS**

811 Broadway

CURLEE SUITS
STAR BRAND SHOES

LADIES' READY-TO-
WEAR AND MILLINERY

Special Favors to
Tech Students



BOBBY GREER - GUARD

**Guarantee Abstract
& Title Co.**

ABSTRACTS
NOTARY PUBLIC

1108 Texas Ave.

C. L. Adams, Manager

" . . Co-Operation Built It "

Great Teams do not "Just happen"—Co-operation builds them—the kind of co-operation we have had here at Texas Tech and Lubbock—Co-operation between faculty and student body—between team and coaches—between College and City.

You, as a purchaser of this program and as a supporter at this game can feel that you have had a part in all this. Yes there is a real reason why Tech has a Great Team this year, and for our part we thank you for this co-operation at all times.

THE MATADOR CLUB

An Association of Lubbock Business and Professional men, banded together to support Athletics at Texas Technological College.

If You Have Money To Be Burned, Lost or Stolen

keep it in the house. IF YOU WANT IT WHERE
YOU CAN GET IT, DEPOSIT IT IN A BANK.

Lubbock Clearing House Assn.

Lubbock National Bank Citizens National Bank
First National Bank

MATADORS WE ARE FOR YOU

EAT
BELL
ICE
CREAM



EL HARRIS
TECH GUARD - 2nd Year

Matador Service Station

16th & College Ave.

Watch Those Matadors,
They Have Both

TTEAM
and
PEP

TP Super Service

A Convenient One Stop Station
Phone 182 13th & Texas

"Collie Did It"

PROGRAMS OF THE
BETTER KIND
Announcements
Tickets, Placards
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LUBBOCK, TEXAS

SMARTLY

STYLED

CLOTHES

**Hogan &
Patton**

"Touch Down Tech"

**We See
You
In Action**



**See Us In
Action For
Your Needs**

**Its Our Quality That
Makes Our Price
Such a Bargain**

LEVINES
PRICES TALK



**NEVER PARCHED
NEVER TOASTED**

CAMELS are always FRESH!

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R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

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