

TEXAS TECH
VS.
SCHREINER INSTITUTE



FAIR PARK
OCTOBER 2, 1926

SLED ALLENS CAFE

"A Good Place to Eat"

ATHLETIC HEADQUARTERS

SLED ALLEN, Proprietor

1215 Texas Avenue—3 Doors South Temple Ellis Bldg.

Compliments of

DANIEL STUDIOS

Bush Bldg—Broadway and J

Photographer for

TEXAS TECH LA VENTANA 25-26

JOE HILTON COMPANY

Distributors—Chrysler Motor Cars

CHRYSLER 50 - 60 - 70 - 80

See these cars in our Salesroom

919 Ave I

Lubbock, Texas

SOUVENIR PROGRAM

FIRST ANNUAL

FOOT-BALL GAME

TEXAS TECH

Lubbock

Versus

SCHREINER INSTITUTE

Kerrville

FAIR DAY

October 2, 1926

MEET ME AT
"BOWENS"

"Has It"

STUDENT HEADQUARTERS

1100

Phones

1101

A REVIEW OF LAST SEASON

Texas Tech opened its doors for the first time in the Fall of 1925. That same year a football team represented the school. The name of "Matador" meaning Bullfighters and the colors of scarlet and black were chosen for the football team that represents Texas Tech. At the opening of the season over 100 men reported, no letter men, but all raw material, none of whom had played together. However after much work on the part of all concerned,

ALWAYS — BOOSTERS — ALWAYS
—FOR—

Texas Tech

Ladies and Gents Furnishings

EASTER DRY GOODS CO.

**WINNERS or LOSERS
WE'RE FOR THE MATADORS**

Victor, Brunswick, and Edison Records

Make Our Store Your "Hanging Out" Place"

SERVING WEST TEXAS TWENTY ONE YEARS

Rix Furniture and Undertaking Co.

"The House of Satisfaction"

BIG SPRING — LAMESA — LUBBOCK

Coaches Freeland and Higgingbotham, molded together a team that made a wonderful record. This team played nine games, lost one, tied two and won six. They won from Montezuma, Sul Ross, Wayland, Clarendon, A. C. C. and West Texas Teachers. They tied McMurray and Austin College, and lost only to Howard Payne. Thus we have the "Matadors" football record in its first and only year of competition. This year with eleven letter men and several other from last years reserves, the coaches had an easier task.

**A WELL APPOINTED STORE
WHERE
QUALITY — VALUE and SERVICE
ARE PARAMOUNT
MINTER-GAMEL CO.
That Friendly Store**

"MATADORS
BEAT
SCHREINER"

GET YOUR SCHOOL
SUPPLIES

Drinks, Cigars, Candy and
Sandwiches at

TECH DRUG STORE
"The Students Store"



Coach E. Y. Freeland

W. J. Garrett
W. J. DRY GOODS
The Store for Everybody

Lubbock, Texas



Coach Higgingbotham

WIN OR LOSE

WE ARE WITH THE
MATADORS

Hogan & Patton

"Lubbock's Largest Clothiers"

TECH — We Are For You
and the MATADORS

Myrick Hardware Co.

The most complete stock of sporting goods
on the South Plains

Hold 'em Tech We'll Shave Them
JOE GEORGE'S BARBER SHOP

FIGHT MATADORS

"We'll Clean Them"

Student Tailors

Phone 1219

Martin's Bakery

The Home of
TECH STUDENTS
and
BUTTERNUT BREAD

MOTORISTS WHO LOOK AHEAD
Put Their Faith in
DAYTON CORDS and BALLOONS

Visit us during the Fair
Texas Largest Tire House

HICKS RUBBER CO.

Students Patronize
TECH BARBER SHOP
Also—Shines and Baths

HUE THE TAILOR

THE BULL FIGHTERS HANG OUT

Phone 193

Delivery Service



THE FACULTY CAR

Kuykendall Chevrolet Co.

1105 - - - - - Main Street

WE ARE STRONG FOR
MATADORS

Lubbock National Bank

Wayne Hutson's

CIGARS • MAGAZINES • SHINES

LOBBY ELIAS BUILDING

PHONE
885

WE CALL FOR AND DELIVER
EMPORIUM TAILORING CO.

Cleaning, Pressing and Alterations

"YOU'LL FIND US BETTER"

1010 Main Street - - - Merrill Hotel Bldg.

The Tech. Squad

7	Corley	Center
51	Calloway	Center
11	Keightley	Center
19	Smith	Guard
10	Harris	Guard
33	Reed	Guard
57	Goldstein	Guard
26	DeWitt	Guard
48	Westerfeldt	Tackle
56	Carpenter	Tackle
6	Aldridge	Center
46	White	End
39	Jennings	End
4	Barfoot	End
24	Vinzant	End
54	Parks	End
9	Burrough	End
55	Hill	Fullback
1	Nicklaus	Fullbk
20	Claunch	Fullbk
38	M Hayhurst	Q. back
5	Hunter	Quarterbk
18	Lassiter	Quarterbk
21	Cappleman	Q. back
53	Woolridge	Halfback
58	Stevens	Halfback
2	G. Hayhurst	Halfbk
17	Hamilton	Halfback
	Blackburn	Halfback
23	Hollar	Quarterbk
37	Smythe	Halfback
15	Hombree	Guard
12	Pruitt	Center
13	J. B. Hamilton	Half & Quarterbk
	Ashlev	Halfback
	Bob Hayhurst	Halfbk

TEXAS TECH MATADORS

VS

SCHREINER INSTITUTE

SCORE

	FIRST		SECOND		THIRD		FOURTH	
	Tech	Schreiner	Tech	Schreiner	Tech	Schreiner	Tech	Schreiner
Touch								
Down								
Goal								
Field								
Goal								
Safety								
Total								

Hemphill-Price Co.

You'll Find Clothes Here For Every Occasion
That Are Just As Striking Looking As Tech's
Football Uniform Is On The Field.

THE

Schriener Squad

17	Hammon, Cap.	H. B.
22	Erwin	Tackle
7	Towend	Fullback
16	Hopper	Fullbk
18	Gilger	Guard
27	Coolidge	Guard
14	White	End
29	Andrews	Center
28	Dunn	Tackle
13	Lindsay	Guard
15	Mayo	Tackle
5	Stafford	Center
6	Linney	Tackle
4	Greer	Back
11	Dobbins	End
2	Hightower	End
3	Lee	End
24	Jansa	Tackle
8	Wolfmueller	Guard
9	Mueller	Back
20	Askey	Back
21	Dunsmore	Back
10	Edwards	End
1	Hill	End
19	Hamilton	Back

COLLIE FIG. CO. LUPPDK

F. W. ZACHARY

OSTEOPATHIC PHYSICIAN

308-311 Temple Ellis Bldg

Office Phone 801 Residence 1329-W

NEW HOTEL BARBER SHOP

BASEMENT NEW HOTEL

Where most Tech Students get their
BARBER WORK

Clean Towels, Soft Water, Curteous
Treatment

"We Invite You"

McWHORTER-ROBERDS

The store to buy your Suits and Top Coats

Meet the Winter with a Smile

Corner Merrill Hotel

Trade with LAS MARIAS

And Be Satisfied

College Ave.

HERE'S THE PLACE

"To Get Your Eats"

Hamburgers, Chili, Short Orders

Cold Drinks and Candy

DEW DROP INN

Elk's Barber Shop

FIGHT! TECH! FIGHT!

WE'RE BEHIND YOU

THE SPIRIT OF THE WEST
Is emphasized in Lubbock's New Half
Million Dollar Hotel

LUBBOCK HOTEL
ABSOLUTELY MODERN AND FIREPROOF
Not Merely a Hotel — An Institution

RATES \$1.50 to \$3.50
Management - - - - - W. E. La Fon

When You Need a Shine Come To
YELLOW JACKET SHINE PARLOR
MAGAZINES, CIGARS, CANDY

We're For The Matadors
HUB BARBER SHOP

1218

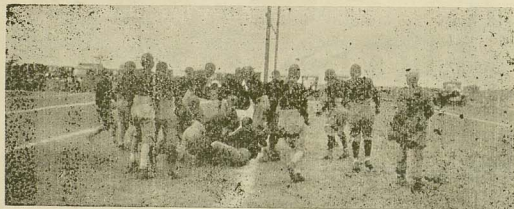
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BOYS!!!

WIN OR LOSE
WE'RE WITH YOU

YAGER SHOE COMPANY

Good Shoes and Hose



First Touchdown Last Season

LET'S GO, TECH

We're 100 Per Cent for you
Hang Out With Us

SHEPARD-SMITH, DRUGS

Where's The Matadors
— Magazines — Smokes
SNAPPY SHINES

Bank With Citizens' National Bank

Oldest Bank in Lubbock County

CITIZENS NATIONAL BANK

DOPE ON TODAY'S GAME

Today's game is expected to be a closely contested one, and will not be a walk over for either team. It is Texas Tech's second year and Schreiner's fourth. Tech has eleven letter men and several reserves from last years squad as well as several transfers from junior college, and some good High school men. Schreiner has an abundance of old material and it is rumored that they have thirteen men who captained high school teams last year.

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All Kinds of Fancy Pleating

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CITY TAILORS

CLEANERS — HATTERS — DYERS
The Home of Good Work

CALL US AND BE CONVINCED

1310 Broadway

Phone 233

Last year Tech lost one game and Schreiner lost one. Last week, Tech defeated McMurray College 7-0, while Schriener took the big end of a 33-0 score from an army team in San Antonio. Today's game will be a good one, since both are evenly matched, and the ambition of both clubs is "to win."

CAPTAIN HURLEY CARPENTER

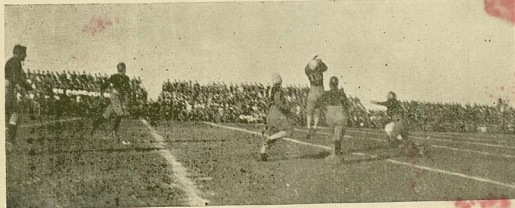
That 190 pound tackle is leading this bunch of huskies this year. Watch him go.

FIRST NATIONAL BANK

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A NATION-WIDE
INSTITUTION-
J.C. Penney Co.
INC. DEPARTMENT STORES



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MISTLETOE PRODUCTS

"Aristocrats of the Dining Table"

Phone 678

Lubbock, Texas

STUDENTS!!!

MAKE
THESE

ADVERTISING PLACES

YOUR HEADQUARTERS

BECAUSE
THEY ARE BEHIND
TEXAS TECH

After The Game

VISIT THE THEATRE

**PALACE
TO-DAY**

**LINDSEY
TO-DAY**

"KOSHER

"HONEY

KITTY

HANK

KELLY"

HARRIS

and his

It's a Laugh

HONEY GIRLS

Musical Comedy

RIOT

and

Don't Miss It

VAUDEVILLE

Stay in there and fight 'em

M A T A D O R S

Don't Let Them "hook"

OUR GANG

Tear 'em up we can

CLOTHE THEM

Barrier Bros.
DEPENDABLE MERCHANDISE