## VOLUME VIII

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| Co-Ed Riding Club Rides Friday Eve <br>  | Lighted After |
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| Co-Eds Learn How To Please Hubby! ${ }_{\text {Betty }}^{*}{ }^{*}$ Co.Edd Lives In Model Home During College Life And Finds What lis All About |  |
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## This Advertisement Is About

## YOU

Whether you are man or woman, old or young, in school or out of itLIVES. There's the real world of your workdays existence. In it are crowded the thousand routine, humdrum details of your daily life.
And then there's the world of your fancy, And that world you can Wise, successful people refresh themselves for their daily contact with the real world by dipping frequently into the world of fancy.
And what can carry you so quickly and thoroughly into the world of fancy as BOOKS? Books are the playground of the imagination. In
them, you will find adventure-romance-inspiration. In them, you can travel to the farthest lands .... do all the exciting things this cold workaday world frowns upon.

After an evening with books, you come back to your daily tasks re
freshed, ready for battle, your viewpoint broadened and your life mad happier.

THERE'S JOY FOR ALL IN BOOKS"
GBOONFFORE

Repairing 1203 Broadway

WATCH REPAIRING \$1.00 Shop


##  <br>  <br> $\square$

## Chestrufields are milder



Hand Made Boots \& Saddles Shoe repairing
specialty

Brown's Shoe


You know how it is. If a cigarette is mild-that is, not harsh or bitter, but smokes cool and smooth - then you like it and don't worry about how many or how often you smoke. And if it tastes right-that is, not oversweet, not flatthen you enjoy it all the more.
The right kind of ripe, sweet Domestic and Turkish towaco ... the right ageing and blending. . make Chesterfields milder, better-tasting...They Satisfy!

## WELCOME ‘HOME’ ALUMNI

## TECHS ANNUAL HOMECOMING

WE WELCOME ALUMNI AND FRIENDS OF TEXAS TECH TO LUBBOCK AND THIS ANNUAL AFFAIR

F00TBALL
FRIDAY, NOVEMBER 11 TECH MATADORS VS. BAYLOR BEARS MATADOR FIELD
2:30 P. M.

WRECK THAT GOOD OLD BAYLOR LINE YEA!! TECH!!

This Page Made Possible By The Cooperation Of These Business Firms

West Texas Gas Co.

Kuykendall Chevrolet $\mathrm{C}_{0}$.
$\overline{\text { Hotel Lubbock }}$

## J.C.PENNEYCO

broadway at avenue J

Charlie Adams


South Plains Pipe Line Co.

Brown's Studio

College Clubs Make ${ }^{*}$ v Present Tech Social Clubs

If It's A Team
Tech Has It
If It's Uniforms
We Have Them
Theres' None Better
Sarock
FORM \& EMBROIDERY CO.

Dean Weeks
 1 WAA Initiation
To Be Held On To Be Held On
Monday Night

## COLLEGE SPORT OXFORDS <br> 

Here is an ideal SPORT OXFORD for the Col
Grollman's

SOCIETY NEWS



Tech's Annual Homecoming Nov. 11th
Tech vs. Baylor Visit Us While In Lubbock

Visit Our Coffee Shop Managed by Gust Kallas Matadors, Beat The Baylor Bears


Visitors To
The
Homecoming
Celebration
Tech-Baylo
MAKE YOURSELVES AT HOME WITH US. Headquarters for all Tech College Activities THE HILTON

| Duck or Goose |
| :---: | :---: |
| Dinners |
| Give Us A Try |
| 1012 Broadway |$|$| 1004 Main |
| :---: | :---: |
| Phone 221 |
| "Tech's Favorite Floris" |


Make Our Hotel Your Headquarters During
homecoming
Dramatic Club Presents Play

| Presents Play | Some |
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## Cawthon Has Veteran Team To Start Against Baylor




You Old Ex-Students Know How It Was -...

This is home coming week-the occasion when old familiar faces return-the time when old
days are lived over again, even those days when you went out with your "sheep skin" and
faced dad and the world for the first time-

We are glad to welcome you back-hope you will drop in for a few minutes with us. We too
get a kick from living again with you the days "when Tech was young predict that it will be-everything including See You at the Game

## Aemphill-Wells Co:

Student Cagers Army Cagers
Get Rewards Lead League

Army And Senior Aggies Lead Intramural Basketball Begins | Intramural Basketeers; All | With Teams in 4 Groups; |
| :--- | :--- |
| Members Of Champion Team | Winners. Will Meet For The | To Receive Silver Balls

With Matador han and the lib-
and the senior aggles
hair respect are favorites to
Matador halls basketecrs, one of
the frovortise to win the champlon-
Thp, set toumament scoring rec-
trd thus for


 Will probabiy be played around Nov,
18, and the winers of the four
brakets will wie for the champlon


Tutoring in Liberal Arts Courses Special AttenBOX 31, TECH STATION

## 

New Mogadore Ties - New Colors

## 35 c

Fellows come in and see our new Overcoats-Al
Wool oxford grey-Blue in ulster and polo coat model
$812^{50}$


 Picadors Have Won Three And Lost One Game; Slimes De-
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feat Amarillo College For
studes will not interfer. I was a First Time
 The unversity, of Arizona is
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 Jackson, Treadaway Talk At
Joint IRC And AAUW Meeting

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 Rue Sawyer.


## MATADORS BEAT THE BEARS

give them a cleaning like we give your laundry work across from the campus Plodel Caundry Phone 64
FOR SALE
$\$ 60.00$ Tuxedo Just Like New-\$20.00 Size 38; Will Fit Man around $66^{\prime \prime}$ Tall and 140 Pounds

Phone 2043-W
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Simmons To Meet Matadors On Turkey Day Gane is sevent Clat of Two Squads; Cowhoys Slowed By
Injuries; Special Train To Bring Fans To Tilt
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WELCOME HOME ALL ALUMNI AND TECH "EXES"

## Phone O6IV 193 <br> 

## Is Still Here and Pulling for "DEAR OLE TECH"

 And Always Will Be, Win or LoseLet's Go Matadors! Beat the Bears
Phone

1412 Broad193


