Matadors **Hold Texas** To A Tie!

See Tech's **Exhibits At** The Fair

TEXAS TECH, LUBBOCK, TEXAS, OCTOBER 3, 1928

Matador Squad Which Beat Schreiner Institute 7-0

NUMBER 3

Many College Products Are Seen At Plains Fair Now In Progress; Have Won Places At Other Fairs

Cattle, Horses, Sheep, Swine
Poultry And Native Grasses and Grain Sorghums
Are Being Shown

La Ventana Sales
Go Over 1250 Mark
Sales of the 1928 La Ventana have

Press Club To Be Active This Year

Co-Ed Athletic

Coupe Reported

Coupe Reported
Stolen Is Found
Stolen Is Followed Stolen Is In Stolen Is In Item Woods
Stolen Is In Stolen Is In Item Woods
Stolen Is Item Woods
Stolen Is Item Woods
Stolen I

Jim Clouds Squad **Drills For Games**

Group to Have New Uni-forms this Year which consist of Black Trousers, Scarlet Shirts and Sashes

Library Receives 3 Old Magazines

Plans Given Out Magazines dating from 1880, were received by the library last week. I

In School Of Eng.

will go to the Jeff Newton Ill At State Sanatorium

AG Members Judge At Nearby Fairs

Two Girls Clubs Active Already

Wells In Union Church Address, **Emphasises The Dignity Of Man's** Struggle To Discover The Unknown

Many of the seniors have judged Toreador Conducts An Open Forum

urpose is to Stimulate Con-structive Thinking About Problems of Campus

Preparing for an extensive preparing for an extensive preparing for an extensive preparing of activities during the year

Three More Towns

Announcements

City Churches Hold "Open House" For Students; Games Are Played, Stunts Done, Refreshments Served A New Directory

Miss M. Bennett Marries Doctor

Eight Tech Stories

Matadors Will Journey To Austin For Big Game With Conference; Dope Says Longhorns Due To Win

Textile Department team, who Has Two New Profs

Will Be Out Soon

To Contain Names and Addresses of Students Faculty Members and Employees of the College

Calls Meet Tonight

Matadors Defeat Shreiners 7-0; Score Made Near End Of The Game After Much Strong Competition Bible Literature Will Be Studied

In Lubbock News

The first issue of the Lubbock ews, a new weekly newspaper publied by the West Texas Publish- are company, carried eight stories

With Few Yards To Go outcharged, the tentire gam

Longhorn Coach Is Facing Crisis; He Better Beat Tech Or He Had Better Resign Some Believe

R. O. T. C. Unit Almost Certain

THE TOREADOR
Official Publication of the
TEXAS TECHNOLOGICAL COLLEGE
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COLLEGE ENGLISH

The "Journal of Education," published at Boston, carried under the date of September 24, an article by Dr. P. W. Horn, Tech's president, entitled "College English."
The article, in part, follows:
"I think there can be no difference of opinion concerning the fact that English is in general the most important single subject taught in our schools and colleges. This is true, if for no other reason, because English is the ordinary method of communication between people of a large part of the world and is the tool used for gaining any understanding of practically all the other subjects that come up in college life or in the great world outside.

any understanding of practically all the other subjects that come up in college life or in the great world outside of college.

"Ability to use English and . . . knowledge of English literature . . are ordinarily considered essential for cultured or efficient, people.

"This statement, of course, raises the question as to what should be the purpose of teaching English in high school or college. Without going too deeply into the subject it may perhaps be agreed that there are at least four such purposes. They may be enumerated about as follows:

lows:

(1 To enable the student to speak and write English with reasonable correctness, clearness and force.

(2) To enable the student to become acquainted with the best things in English literature.

(3) To inculcate into the student a love for the best in English literature.

(4) To esablish in the student habits of reading good literature.

(4) To esablish in the student habits of reading good literature.

"It may perhaps be admitted that the ability to write and speak the English language correctly is one of the tests of real culture most frequently applied in every-day-life. The man who allows gross errors in grammar to appear in his speech or his writing is not likely to be ranked as a man of culture, no matter how great his skill may be in other particulars. Furthermore, and even worse, the man who is unable to express his thoughts with reasonable clearness to other people is not likely to receive credit for having such thoughts and is not likely to be able to place his own ideas into effect. It is of course, claimed by college men that the grosser errors of speech ought to be eliminated in the elementary school and in the high school. With many of our students this condition actually exists. Neverheless, experience shows that in any freshman class there are likely to be at least

We Cater To The Trade Of The College Men!

We are equipped to care for the Clothes of the College Man

Experienced Alteration Men, skillful Cleaners and Pressers are here

Our Hosiery Repair Department Will Interest the Ladies



193

1103 Broadway

THE STUDENT ACTIVITY FEE



Students to Hear Annual Talk Of President Today

"College Spirit" Will Be Subject; 1725 Students Are Enrolled Now; Team To Meet Texas Saturday.

-WILBUR EDELMON.

They were invented in Que Elizabeth's time," said the man with kine last year. A substantial increase in the enrollment at this time last year. A substantial increase in the enrollment at this late sidents come in.

Activities on the campus this exek are confined solely to riddy it "stelling down" to school life. It is all-college per meeting on ursday night, breaks the regulty of classes. The Matadors we either Thursday or Friday for in where they will enter their same with the University of Saturday.

Wife Ooh, you needn't think proposed to me you law is supposed to me you law in the proposed to me you law in the proposed to me you law in the later part of the week of the same with the University of Saturday.

"A Trial Is A Conviction"

Why Pay More For Ready Mades?

WE CAN MAKE YOU A SUIT OR OVERCOAT RIGHT IN OUR OWN PLANT FOR LESS MONEY

> Suits And Overcoats From \$20.00 to \$50.00

Look our New Suiting and Overcoat material over

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We Sure Clean and Press clothes to your satisfaction. We are equipped to clean and press Ladies' Dresses and Coats to their liking.

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BUY!

THE STUDENT ACTIVITY TICKET

AN ATHLETIC TICKET

A SUBSCRIPTION TO THE TOREADOR

IDENTIFICATION CARD FOR COLLEGE SOCIALS

A TICKET TO THE ARTIST COURSE

IT HELPS:

THE LA VENTANA THE STUDENT COUNCIL AND

ATHLETICS

Dr. And Mrs. H

Annual Rece

No Odors on your Clothes when delivered All we ask is that you Try Our Service

Clothes Cleaned and Pressed and Delivered the same day received

DICK LINDLEY, Prop.

Matadors

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> Texas Tech College Book Store

"On the Campus"

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Dr. And Mrs. Horn Receive Studs;

Annual Reception Given Saturday;

Administrative Officers Form Line

Student Mixers Ald In Receiving Guests; Informat Musical Program Furnished International Musical Progra

ake first downs—Tech 15; Schreiner 19: Schreiner 72. Wards from serimmage—Tech 279; by Schreiner 72. Horse for a total of 58 yards; Schreiner attempted 17; completed 8 for a total of 99 yards; 7 were incomplete; 2 were intercepted by Schreiner attempted 17; completed 8 for a total of 99 yards; 7 were incomplete; 2 were intercepted by Schreiner attempted 17; completed 8 for a total of 99 yards; 7 were incomplete; 2 were intercepted by Schreiner. Schreiner attempted 17; completed 8 for a total of 99 yards; 7 were incomplete; 2 were intercepted by Schreiner. Schreiner attempted 17; completed 8 for a total of 99 yards; 7 were incomplete; 2 were intercepted by Schreiner. Schreiner attempted 17; completed 8 for a total of 90 yards; 7 were incomplete; 2 were intercepted by Schreiner. Schreiner attempted 18.

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Imitation leather Covers in colors — Red, Brown and Black—

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Begins This Week

dethodist Students of the College to Have Charge of Services; Everyone is Invited



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Stop And Chew With Us!

The Jack-O-Lantern

BROADWAY AT AVE. L.

WE APPRECIATE **OUR PRIVILEGES** TO SERVE



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Phone 1878

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> Special This Week \$2.39

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THE FIRST NATIONAL BANK

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THE REFINEMENT OF SERVICE

Service, co-operation, mutual understanding and helpful suggestions and other such phrases have taken a new meaning in recent years.

Where they once were merely words, they now are slogans and watchwords and have a part in every live going business or institution of to-day and to these we apply, "The Golden Rule" and live it as nearly as possible to do and the growth of our business is evidence of how near we have come to

"We Do What We Say We Do"

MINTER-GAMEL CO.

Texas

Tech Students---

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E. STONE (
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Meet Buck Matthews

Buck is one of those wide-shouldered, hard-tack-ling, keen-humored birds you'll find at every University.

Buck never Dresses self-consciously smart— never wear the kind of clothes that call to you across the street—town boys think he just "ain't got no pep in his clothes"—but they ge a second glance—and the "T" Club gang copy his choice

Buck's clothes choice is directed towards-



He'd rave about them if it was proper to show enthusiasm about anything—comes back season after season for Manor-Brookes—they are his idea of typical University type garments.

Right now Buck favors Tilden 2 button peak lapel _____ \$32.50

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AT UNIVERSITY

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One 20-40 Case Tractor; One 28-48 Twin City Seperator.

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See HOMER OR ROY HUNT Before Friday Morning.

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\$10 Some Styles \$11 and \$12

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Distinctive Clothes For College Men

The Latest Shoe Styles On The Market Displayed

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Shoe Repairing Done Right

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