

Thacker Jewelry

Thacker Jewelry has built its outstanding reputation by providing the customer with quality merchandise, excellent service and the benefits of buying factor direct.

Avante

Are you in need of quality decorating and unique gifts at affordable prices? Avante, located at 8001 Quaker Suite F, specializes in unique gifts and interior design.

Zulie's

Are you looking for musical diversity? Are you looking for the only African cuisine in Lubbock? Well, you can find both on one place at Zulie's, 2414 4th St.

TECH ^{*}HOLIDAY Styles

Gift and Fashion Guide



You'll find all you need for holiday gift giving at Renegade Jeans Store, 1215 University

About the cover...



Featured on our cover is Renegade Jean Store, 1215 University Ave. Renegade has an abundant supply of Pepe & Ruff Hewn clothing for Christmas gift giving.

Thacker Jewelry offering quality, customer service, factory direct benefits since 1979

Thacker Jewelry has built its outstanding reputation by providing the customer with quality merchandise, excellent service and the benefits of buying factory direct.

Thacker Jewelry was started in 1979 in near-by Roaring Springs, and still remains as Thacker's factory headquarters. In 1983, the operation moved further into West Texas by opening its Lubbock store. From its beginning, Thacker Jewelry has evolved into a major manufacturer and supplier to the jewelry industry throughout the United States.

Factory direct benefits are what you receive when making Thacker Jewelry your jewelry store. Working one-on-one with the factory eliminates the price inflating steps of the middle

Thacker Jewelry

Address: 4401 82nd Suite 1
(82nd and Quaker)
Phone: 794-7766
Hours: 10 a.m - 6 p.m. M - S
Closed Sunday

man. Providing you with the benefits of buying factory direct is our guarantee to offer best quality jewelry for the lowest price. Factory direct benefits also include:

- free appraisals
- free sizing
- free jewelry cleaner
- free gift wrapping

Although the actual factory is not located in Lubbock, Thacker Jewelry

has an excellent repair shop that can service all of your jewelry needs. In the Lubbock store, there are four jewelers with 62 years combined experience.

Thacker Jewelry is very proud of the jewelry it carries. Ninety-five percent of its merchandise is made in its factory. Having its own factory allows Thacker to custom make jewelry designed by you — or especially for you.

The sales staff at Thacker Jewelry is very knowledgeable about its merchandise. The sales team is more than willing to take the time to educate you with its expertise in diamonds and gemstones. Thacker Jewelry feels that by making the customer a smarter shopper, they will understand why Thacker is the only place to shop.

Being able to service the customer is Thacker Jewelry's first priority. Thacker offers various payment plans, such as in-store financing and 90-day interest-free lay-a-way. Thacker Jewelry invites you to experience shopping — the Thacker Jewelry way. Thacker is also currently expanding its selection of Texas Tech jewelry and is located at 82nd and Quaker. Thacker Jewelry hopes to see you soon.



Broadway and University at Christmas time

THE UNIVERSITY DAILY FILE PHOTO

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Pictures with Santa Raider



Only \$3
Dec. 9, 10, 11
11 a.m.-2 p.m. UC Courtyard

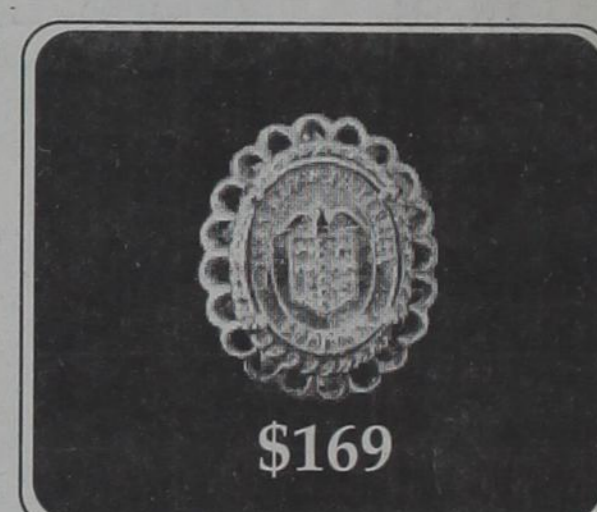
Santa's Helpers will help you take advantage of your last opportunity to buy your 1992 yearbook and charge it to your fee statement. Only \$30.

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Holiday Classic



Classic Styles



Classic Memories



CLASS RINGS

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Fine Jewelry, Factory Direct

THACKER  JEWELRY

82nd & Quaker

794-7766

MON.-SAT. 10-6

Double T advisory board selected to better serve Tech students

The Double T bookstore has once again gone one step farther in providing the best service available in the college bookstore industry. Made up of current Tech students, the advisory board will provide an inside focus to allow the Double T Bookstore to really give the Tech students what they want in a college textbook store. First and foremost their responsibility is to support and enhance the mission of the store- "Students Serving Students". By giving feedback directly to the management of the store, the advisory board will serve as a major source of information in helping the Double T Bookstore make decisions that will better serve the Tech students.

Members of the Double T Advisory Board include John Michael Courtney from Austin, Sr. Public Relations/Advertising major. John will serve as Vice-Chairman of the Advisory Board.

Tiffany Ellsworth from San Antonio, Sr. Occupational Therapy major. Tiffany serves as a Raider Recruiter, Arts & Science Senator, and a member of the Student Foundation.

Hunter Lankford from Lubbock,

Double T Bookstore

Address: 4140 19th
(near Michael's and Fuddruckers)
Phone: 799-8757
Hours: 8 a.m - 6 p.m. M - F
Saturday, 9 a.m.-5 p.m.

Sr. Family Studies major. Hunter also serves as a member of the I.F.C.

Chris Loveless from Van Vleck, Sr. Advertising major. Chris serves as an Arts & Science Senator.

Christie Padgett from Lubbock, Graduate student seeking her Master's degree in Higher Education. Christie received her B.A. degree from Texas Tech in Secondary Education and serves as an advisor for Greek Affairs.

Matt Weinheimer from Groom, Sr. Agronomy major. Matt holds the office of External Vice-President of the Student Association.

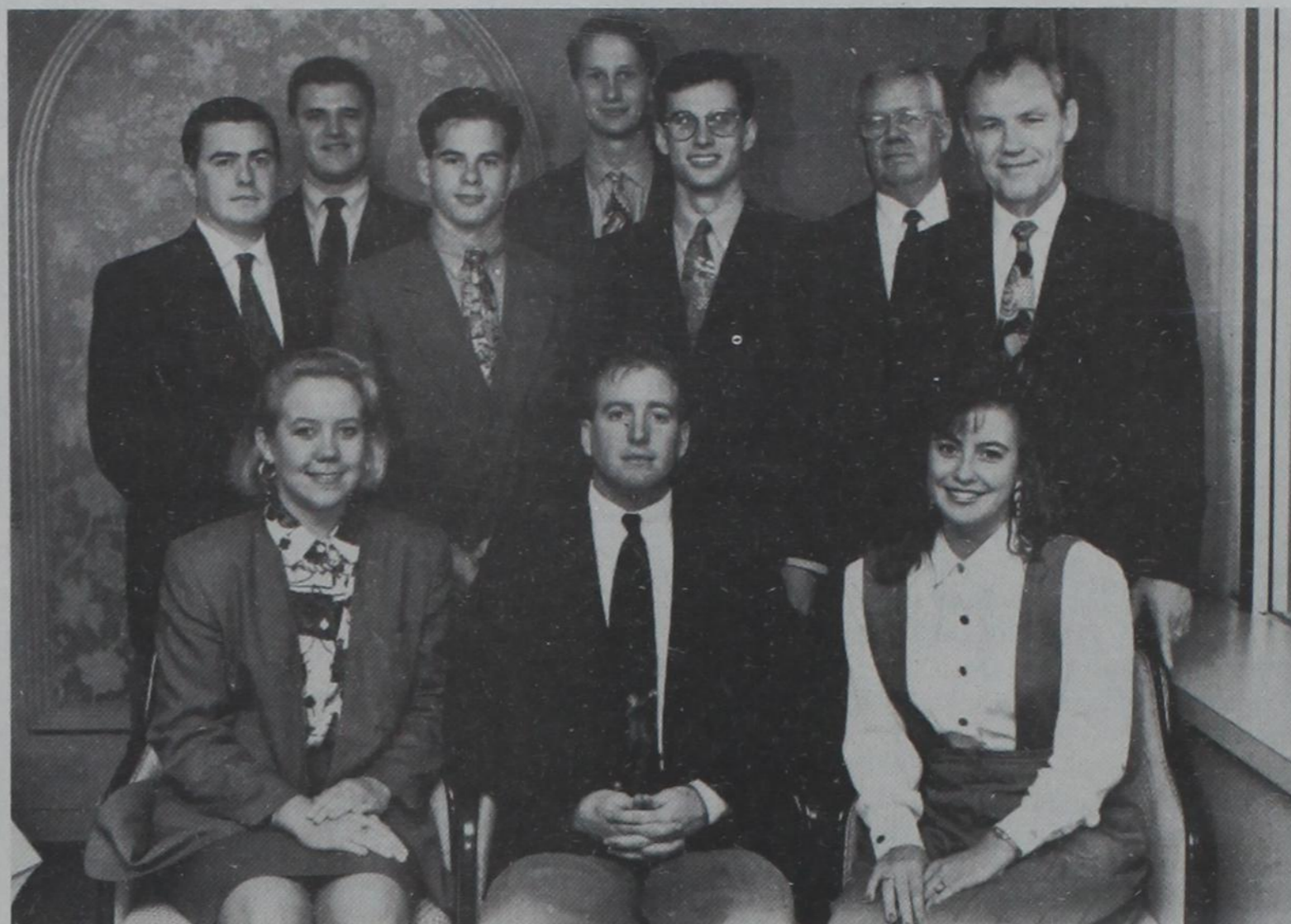
Joel Wetzel from Austin, Sr. General Studies/History major. Joel currently serves as the I.F.C. President.

Senior members of the Advisory

Board include J.C. Chambers, Matt Malouf, and Claude Dollins. J.C. serves as a Sr. Associate with the West Texas Agency of Mass Mutual Life Insurance Co.

Matt serves as retail manager and buyer for Lubbock based Malouf's Clothiers.

Claude heads up Claude Dollins & Associates, a management consulting firm based in Lubbock. Double T Bookstore Members of the Advisory Board include Dan Dollins, President, Owner, and Textbook Manager of the Double T Bookstore; Lori Axe Arterburn, Merchandising Manager; and Mike Mayberry, Management Consultant for the Double T Bookstore.



Advisory board

Back row from left: Matt Weinheimer, Joel Wetzel, Dollins. Front row from left: Christie Padgett, Hunter J.C. Chambers. Middle row from left: John M. Lankford, Tiffany Ellsworth, Courtney, Chris Loveless, Dan Dollins, Claude

STUDENT PUBLICATIONS: DARRYL THOMAS



Christmas is coming...

Christmas Shoppe in search of 'Ol' St. Nick'

by **KIMBERLEY BAKER**
 AMARILLO GLOBE-NEWS

AMARILLO — They search in holiday shops, dusty attics and nooks and crannies countrywide for the object of their desire: Santa Claus.

While Jolly Old St. Nick epitomizes the essence of Christmas for most people, collectors place the character in loftier esteem. For some the act of collecting Santa represents a childhood tradition and for others, it's a dream that began during adulthood.

"I've been collecting Santas all of my life," said Mary Stewart Pfeffer, co-owner of the Christmas Shoppe.

"My collection numbers in the hundreds now. My uncle gave me a Coca-

Cola Santa, which is about two-feet tall, when I was a little girl. My favorite ones are handmade, one-of-a-kind items.

"I especially look at their faces, because the face tells the character of the Santa. I always have about two or three on display such as a papier-mache, or an antique one from Italy. The main focus of the Christmas Shoppe is our exotic and unique Santas."

While Pfeffer gets most of her collectibles at gift shops or from a friend's mother in the Adirondacks, others look to antique stores and arts and crafts shows for inspiration.

"I've found some of my Santas at the Continental Antique shows," said

Julie Storm, whose passion for porcelain and other kinds of Santas began five or six years ago.

"I travel a lot, and I'm always looking wherever I am. My collection has about 30 of them. I have lead Santas that are from two or three inches up to 10 inches and one that dates back to the 1850s. People call me up when they find a new Santa. I love to shop and look at flea markets."

Storm's collection also includes Santas made out of old quilts.

For Charles Detten, the thrill is in finding Santas in all different shapes and sizes. Detten, an arts teacher at St. Andrew's Episcopal School, has a collection of about 50 to 60 items.

"Some of my favorite ones are a

porcelain one that's about 35 years old, a Santa Claus card that belonged to my grandmother and others that are made out of pewter, cornhusks or pecan shells," Detten said.

"I just added a new Santa pen. I like him to look like a jolly person. I also look at how they're made. Not all Santas are collectibles. I judge a collectible by whether I would enjoy displaying it. In collecting, you should go to somebody who enjoys making Santas." For Santa's helper Jenny Babb, creating items is a large part of the appeal. Babb and her mother, Nell Henderson, make Santas through their Mountain Man Santa Co.

"It's a real family project," Babb said.

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OFF

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(with this coupon)
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797-3634

Monday, Tuesday, Wednesday & Friday: 9-6pm
Thursday: 9-7pm Saturday: 9-2pm

South Plains Mall has everything you need for holiday gift giving

It's that time of year again! With only 23 shopping days left before Christmas, what better place to turn to for all your yuletide needs than Lubbock's own South Plains Mall.

Built in 1972, the South Plains Mall is eagerly awaiting its 19th Christmas season with plenty to offer West Texas shoppers.

But what makes South Plains Mall so different is its commitment and dedication to customer service.

"It's what the mall can do to make shopping easier," said Debbie Hubbard, marketing director for South Plains Mall. "The key to customer satisfaction and repeat customers is, first, customer service, then selection and quality."

Here are just a few things to expect this Christmas from South Plains Mall:

• **Holiday hosts** — These are people stationed throughout the mall, wearing black bow-ties and red vests, to help shoppers find a specific store. Beginning Dec. 9, they will be there mostly on weekends until it gets closer to Christmas.

• **Customer Caravans** — This is a free shuttle, vans provided by Frontier Dodge, to take customers from their cars to mall entrances and back again, that will run daily from Noon until close.

• **Santa Claus** — Anyone can visit

South Plains Mall

Address: Loop 289 and Slide Road
Phone: 792-4653
Hours: 10 a.m. - 9 p.m. M - S
Sunday, 1 p.m.-6 p.m.

with the man from the North Pole, with or without getting your picture taken, so make out your list.

• **Mrs. Claus** — Santa's better half will provide "story time" for all the children.

• **Jingles, the Talking Bear** — Spreading Christmas cheer to everyone, located in front of Bealle's.

"These activities are courtesies for families to make shopping more fun," Hubbard said.

South Plains Mall has many strengths that provide excellent service and selection for shoppers, including a wide variety and selection of stores and merchandise, a range of price points, convenience (parking your car and shopping the entire mall and being able to eat and continue to shop) and the quality of the merchandise.

A good community image is another aspect South Plains Mall strives for.

"We feel that we are very community oriented and supportive," Hubbard said.

The mall is involved in promotions such as the Health Fair and working with the Lubbock Independent School District. South Plains Mall has booths set up during these promotions for special programs to represent different areas of the community.

Changes are always occurring at the mall. These changes include plans for new stores to be coming in, and happen to satisfy the requests of the shoppers.

South Plains Mall is open from 10 a.m. to 9 p.m., Monday through Saturday, and Sunday from 1 p.m.-6 p.m. The mall's extended holiday hours are Monday through Saturday from 10 a.m. to 10 p.m., and Sunday from 1 p.m.-6 p.m., but department stores' hours may vary.

So hurry to South Plains Mall for all you Christmas needs.

Just a few ideas from South Plains Mall

With Christmas on its way, South Plains Mall has plenty of offer students, staff and faculty at Texas Tech.

Here are just a few things to expect, popular fads and changes for the future (new lines or services) from some of the many stores in the mall:

• **Benneton** — sweaters, leggings, turtle necks, winter coats, casual wear that a student would wear on campus everyday. All products use natural fibers. What to look for: tight pants (leggings) with oversized sweaters, bright colors and corduroy walking shorts.

• **Limited Express** — Daywear for classes, casual for going out, formal wear, holiday fashions, plenty of accessories, tote bags, weekend bags, hats, belts socks, earrings, etc... What to look for: Houndstooth patterns together, all off-white together, brights, color-block look,

colors with black and stirrup pants with jackets over it.

• **Love Shop** — Texas Tech dangle rings, specializing in friendship and inspirational items — at reasonable prices. What to look for: a wide selection of Christian music and T-shirts.

• **Merle Harmon's Fan Fair** — T-shirts, sweatshirts, caps and novelty items that are related to professional and college sports. What to look for: everything for the devoted fan. Special items for Christmas, like ornaments, lamps and bags and also including Texas Tech items.

• **First Lady of Shoes**: More of the loafers and boots that students want, including dress shoes for formals. What to look for: Shoe dying in an hour at prices set for the Tech students' budget.



Can you help me?

South Plains Mall customer ask for directions out the mall, to help find a specific store, can easily be identified by their black bow-ties and red vests.

STUDENT PUBLICATIONS: DARREL THOMAS

InSpirations

A Video Catalog of South Plains Mall

Tune in and set your VCR's to record, so you can view and review, **InSpirations**

Featuring Holiday Fashion and gift ideas ... Christmas Enchantment on

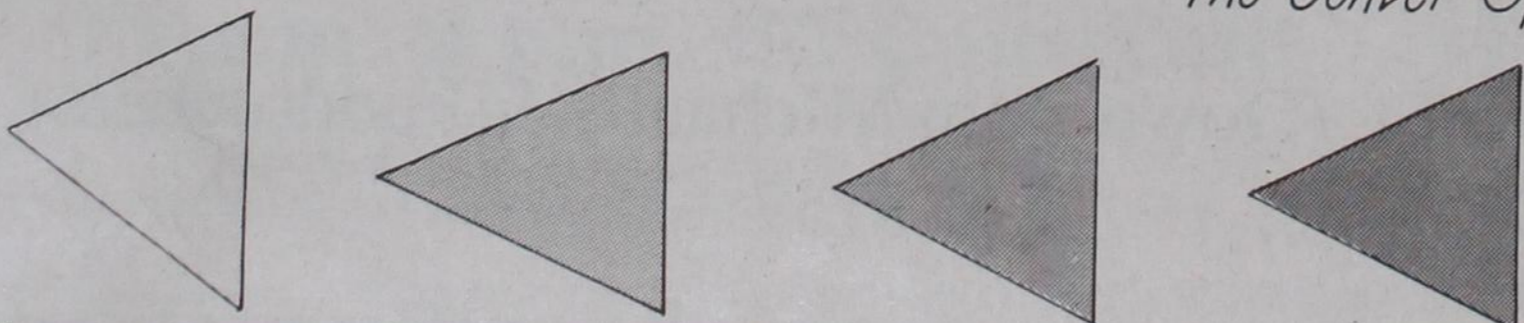
KCBD 11 Monday, Dec. 2 6:30-7:00 P.M.
Saturday, Dec. 7 12:30-1:00 P.M.

KJTV 34 FOX LUBBOCK Thursday, Dec. 5 6:30-7:00 P.M.
Sunday, Dec. 8 4:00-4:30 P.M.

SOUTH PLAINS MALL

LOOP 289 & SLIDE ROAD

The Center Of The Plains



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HONEYCOMB

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763-6151



Avante offers unique gifts at affordable prices

Are you in need of quality decorating and unique gifts at affordable prices?

Avante, located at 8001 Quaker Suite F, specializes in unique gifts and interior design. The friendly employees are glad to help anyone deciding to purchase decorations and are willing to help with great decorating ideas for any room of your house.

Many of the interior design ideas to choose from include furniture, fabrics and wallpaper.

If interior design is not what you're in need of, there are plenty of other things offered at Avante, such as beautiful fresh flowers and great floral arrangements.

What separates Avante from other stores in town are the one-of-a-kind gifts, antiques, efficient catering and great landscaping.

Avante can help with wedding ideas, setting up rehearsal dinners and covering sorority presentations as well.

Known for affordable prices, the owners of Avante also

Avante

Address: 8001 Quaker Suite F
(Roman Oaks)

Phone: 795-4440

Hours: 10 a.m - 5:30 p.m. M - S
Closed Sunday

pride themselves on carrying certain brands not found anywhere else in West Texas.

Avante is expanding rapidly to better serve the Tech community and maintain a high level of quality and perfection. They are looking forward to attaining new customers, new lines and possibly opening other stores in the Lubbock area. So the next time you are in need of interior decorating, or even just some fresh flowers, don't forget to check out Avante.



Presents all around

THE UNIVERSITY DAILY: FILE PHOTO



Carol of Lights, Dec. 6

THE UNIVERSITY DAILY: FILE PHOTO

Zulie's

Area hot-spot combines musical diversity with African cuisine

Are you looking for musical diversity? Are you looking for the only African cuisine in Lubbock?

Well, you can find both on one place at Zulie's, 2414 4th St.

Zulie's is rapidly emerging as the leader in live music for Lubbock, with music style ranging from rock 'n' roll to reggae.

Zulie's continues its effort to bring the best band and rising national acts to the Lubbock area, and are continuing to showcase the top reggae acts in

the South Plains.

And you'll find nothing but the finest authentic African cuisine in the area, served up Teranga style. But don't forget all of Zulie's American favorites, too.

Zulie's offers a culturally diverse atmosphere, and an enclosed patio—a cool place to hang out.

Zulie's is consistently offering the best drink specials in town, so order it up from the bar.

Party at Zulie's, mon!

Zulie's

Address: 2414 4th St.
(4th and University)
Phone: 741-0283
Hours: Noon - 2 a.m. Tu-Sun
Closed Monday

Tech Holiday Styles

Love on The Rocks

ZULIE'S

741-0283 2414 4th

AVANTE

Christmas Shop Now Open

8001 Quaker AVANTE 795-4440

Renegade becoming one of Lubbock's hottest retail outlets

Friendly service, a laid-back atmosphere, low prices and everything you need for that perfect Christmas gift are what you can expect from one of Lubbock's newest retail clothing outlets — Renegade Jeans Store.

"Our grand opening started two weeks ago and it is going well," said Mark Johnson, co-owner of Renegade. "We will probably continue it through Thanksgiving and Christmas."

Conveniently located across from the Texas Tech campus, Renegade specializes in Pepe and Ruff Hewen, and is now carrying Girbaud and Cole Haan. Pepe is Renegade's primary line of clothing — a European line out of London that was established in 1973.

Pepe's comfortable clothing is 100 percent cotton, pre-washed fabric, and

Renegade Jeans Store

Address: 1215 University
(across from Tech)
Phone: 744-4434
Hours: 10 a.m - 6 p.m. M - S
Closed Sunday

has been in the United States for about five years.

"We probably carry the largest Pepe line of anyone around," Johnson said. "It is really growing and is about the same size as Girbaud. We carry much more than any single store around because it is our major line."

Johnson also said Renegade will be carrying the B.U.M line of T-shirts and sweatshirts in the spring.

But don't let the name of the store throw you off. Renegade Jeans Store offers casual-relaxed wear, including jeans sweatshirts, sweaters and shoes.

"We have Pepe sweatshirts and T-shirts on sale for \$18-19 and Pepe denim shirts for \$20. Our leather jackets are also on sale for \$150," Johnson said.

Renegade has only been in business for a short time, and recently opened a second store in Austin that is

offering further discounts on some of its merchandise, and plans to open a store in El Paso by the end of the year. Johnson said Renegade has just opened Renegade On The Side, located where the old Stephen Craig On The Side was, that offers even more bargains and on-sale merchandise.

Renegade has plenty to offer everyone, but caters to high school and college students, bringing new brands to the Lubbock community.

"We have new stuff coming in every week, so student should check with us all the time to see what new lines we have," Johnson said.

Renegade Jeans Store is open Monday through Saturday from 10 a.m. to 6 p.m., and is located at 1215 University.

All I want for Christmas is my two front teeth



ANDREW HARRIS

Remember "that old song, 'All I Want For Christmas Is My Two Front Teeth'?"

Now unfortunately, that really happened to me, thank in part to my brother and an errant baseball.

But nevertheless, I still have fond Christmas memories.

Christmas is the one time of year that everyone can hang loose and really enjoy themselves. A time when you can rejoice in the yuletide spirit and sing those Christmas carols and all that good stuff.

I always looked forward to Christmas, because I was getting a bunch of new junk. The old days were good to me — bicycles, GI Joe action figure, do-it-yourself chemistry sets.

I always hated, though, those obligatory Christmas gift — you know, underwear and socks. I even survived the pet rock era, but now it is nothing but sweaters and cute T-

shirts that your mother thinks is perfect for you.

But I have finally figured out what the perfect Christmas gifts are. Inexpensive, and very, very easy to come by.

Gum: You see it everywhere, on the ground, and sometime on your shoe. So just peel it off, flatten it out, and give it out.

House shoes: When was the last time you bought house shoes for yourself.

Rubber bands: They seem like such trivial items, but these little rascals could provide hours of entertainment fun. And with a strategically bent paper clip, they make a deadly weapon that could subdue even they most pesky little brother.

These are just some of the things to ask Santa for, so roll on over to the University Center Courtyard and get your picture taken with Ole St. Nick, Dec. 9, 10, 11 from 11 a.m. to 2 p.m. for only \$3.

Andrew Harris is the section editor for Tech Styles.



Getting into the Christmas spirit

THE UNIVERSITY DAILY: FILE PHOTO



All I want for Christmas...

Remember the days of sitting on Santa's lap at the mall, telling him about that red bicycle you want?

THE UNIVERSITY DAILY: FILE PHOTO

BE A RENEGADE.



IT'S AN ATTITUDE. A STYLE. A DECISION TO GO AFTER WHAT YOU WANT.

FOR A LIMITED TIME, GET A RENEGADE T-SHIRT FREE WITH ANY PEPE JEANSWEAR PURCHASE.

AFTER ALL, BEING A RENEGADE DOES HAVE ITS REWARDS.



RENEGADE JEANS STORE

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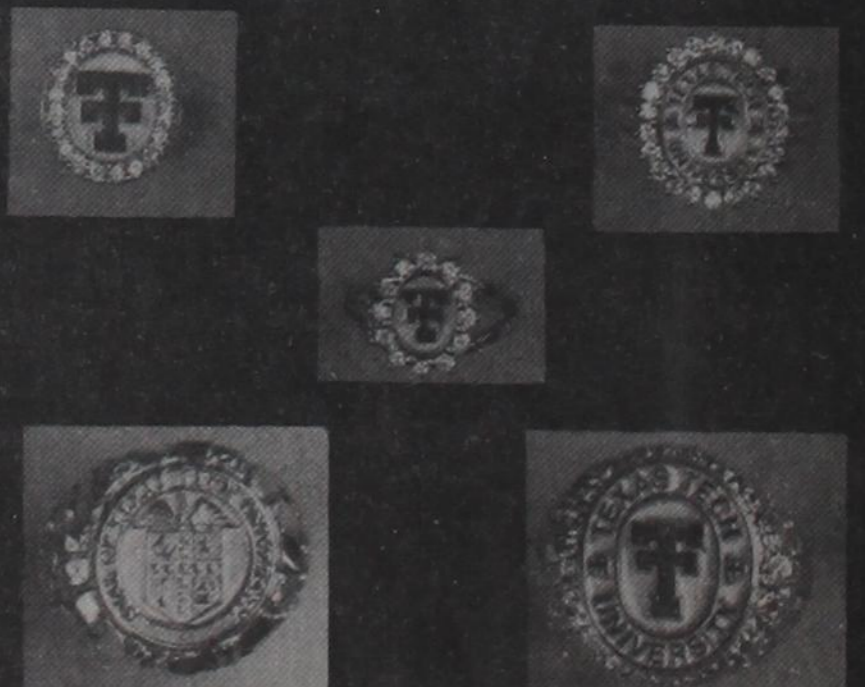
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