Character Progress Enterprise Personality

TEXAS TECH, LUBBOCK, TEXAS, AUGUST 4, 1928

NUMBER 1

## anner Year For College Forecast By President Horn: Directors Meet

Draw From 2000 to 2500 New Swim Pool Students; Equipment Will Be Better Than Ever

## hool of Agriculture

Publishes Bulletin

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# Adds More Fun

## **Good Attractions** Billed For Tech's Artist's Course

## Tech To Send Stock Judging Team To Chicago

### Tech Students Two Tech Administrators Win Tennis Doubles



DEAN J. M. GORDON School of L. A.

DR. PAUL W. HORN,

### Summer Greetings From the President

Former Students and Prospective Students

TO THE

Texas Technological College

Lubbock, Texas

We urge and invite you to come back to the Tech, to the school of your choice last year, to the friends you have already made in college, to the fastest developing section of country in the United States, to the section that has more undeveloped resources and greater possibilities for the future for young men and women than any part of Texas, to Lubbock, the "Friendly City."

# Dean Gives News

## Students Return From Encampment At Palacios, Texas,

### Football Schedule

### Coach Freeland Starts Football Tech Buys Two Beef Herd Sires **Training Season September 10**

## Represent Tech

Of Summer School

## **Cupid Shoots 30 Tech Students**

of was out Detur- as out and stole a wife. I can be the left of th

## College Cows Win High Honors

# Many Old Stars to be Back; Among Them Are Corley, Walker, Hill, Carpenter, Reed, DeWille and Smith

## Well Under Way

## We say the same as we say to former students, but add that Lubbock citizens want you in their midst, want to help you in every way possible, want to welcome you to Lubbock and the South Plains of Texas. COME—COME OUT WHERE THE WEST BEGINS—

TO ALL FORMER STUDENTS -:

TO ALL PROSPECTIVE STUDENTS .:

Out where the hand-clasp's a little stronger,
Out where the smile dwells a little longer,
Out where the friendship's a little truer,
And a man makes friends without half trying—
Out to The Texas Technological College at Lubbock.

Lubbock Chamber of Commerce

Board of City Development

### The Toreador

Official Publication of Texas Technological College

Editor-in-Chief OTTIS KOEN
Business Manager JACK CAMP

Warren Huff, C. W. Ratliff and several members of the faculty.

Sabscription covered by Student Activity Fee Subscription \$1.50 per school year.

Entered at the Postoffice of Lubbock, Texas for trans mission through the mails as second-class matter.

## Developing A Morale

BY COACH FRELAND

A good deal of criticism has been made against our athletes for a lack of training. Some of this has been just and some unjust, but nevertheless the fact remains that there has been some loosense in this respect. We feel expecially proud of our athletic accomplishments, and all hope to see the day when our teams will be real competition for the best in the country. Traditions, however, are accessary and a morale and team spirit which will put achieve and anything which would cause him to do less than his best for the team. This could be easily carried out if each member of the squad would appoint himself a committee to help carry out training rules. Just a word from a teammate would possibly straighten up. a fellow who was inclined to be a little weak. Furthermore just a word from you, a student of Texas Tech, for each member of the school at heart might get the same results 1 do not believe in snitching, but I would like to see it a tradition in Texas Tech for each member of the school at heart might get the same feutient body to feel that it is his or her business of speak. The business staff, in addition to the dustiness manager and a chector.

The Be Larger.

In 1927-28 The Tureador was a sked limit of the business tagil, in addition acceleration manager and a chector. The Be Larger.

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This edition of "The Toreador" goes out to all the old students of Tech and to a large number of prospective new students. To the old students this edition will revive old memories and tell something of what we hope to accomplish another year. To the prospective student it presents some of the advantages Tech offers him and somthing of the atmosphere he may expect to find as a Tech student. To the old student it extends greetings, and to the new student, welcome.

Next year will be to all students—old and new—pretty much what we may choose to make it. Certainly there will be new problems to meet, new fields to conduct. The old student will find a campus famaliar but changed. The new engineering building will be ready for use about the chemistry building will be ready for use about the chemistry building will be ready for use about the chemistry building will be ready for use about the opening of the second term in January. In addition there will be a larger number of courses to choose from, and a large increase in the number of the rtudent body is expected.

So again, we extend greetings and welcome, and

pected.

So again, we extend greetings and welcome, and lope that you will be one of the two thousand or more Tech students who will be on the campus next fall.

### STUDENT CONSCIOUSNESS

At the last general assembly of Tech students in the spring they voted to make the purchase of the Student Activity Ticket compulsory.

The method of coercion which they decided to use was to develop a student consciousness which would morally obligate every student to buy such a ticket.

This method is highly commendable. An individual can be driven to do almost anything by public approval of disapproval.

May the Tech students develop—among themselves—such a moral consciousness in student activities.

The result would be pleasing to everyone.

### HOTEL DRUG CO.

WELCOMES YOU BACK to COLLEGE and to OUR DRUG STORE

### Something New

In the neighborhood of Tech college. Odorless Dry Cleaners. We are equipped to do 1st class work. We will appreciate your patronage.

### ODORLESS DRY CLEANERS

1509 Avenue Q

## New Staff Plans Big Toreador; Publication May Be Semi-Weekly It is reported that Bill Sewell is first term in order to California.

## this, the first number of Four of The Toreador, the four of The Toreador, the for, Ottis Roen, and the new A. H. Dept. Plans For Sheep Plant

## UNION BUS TERMINAL SCHEDULES NORTH PLAINS COACHES LUBBOCK TO ASIABILLA

# clothing in the University manner

Fall clothing that reflects the University Style trend at its best. New shades of brown, gray and blue make a selection from this showing a pleasure. Economically priced, too, at

\$35 to \$50

with 2 trousers

## McWhorter - Roberds

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ONE-THIRD INCREASE in circulation of the two newspapers above WITHIN TWELVE MONTHS speaks volumes for the kind of service rendered Lubbock and the South Plains.

Complete Newspaper Coverage for the South Plains at LOWEST possible cost to advertisers!

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Morning-Evening-Weekly-Sunday Lubbock, Texas

GAS HEAT ALL MODERN CONVENIENCES ROOM AND BOARD FOR GIRLS \$35.00 Per Month

MRS. G. A. GUNN

TECH STUDENTS We're Anxious to see you all come back to Lubbock.

RENT A CAR CO.

The First F. Game, Sept

WAITING FOR YOU

SNAPPY SHINES

WE HAVE ADDED NEW CONVENIENCES

FOR YOU - NEXT YEAR

TECH DRUG CO.

## Pep Squad To Have 50 Members; 75 Have Applied For Membership Wichita Falls

the

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Roberd

CONVENIENCE

FOR GRES

reet From Camp

all come has

YOU

HINES

VEXT YEAR

RUG

### HERE 'N THERE (Mostly There)

Martha Pfaff will be in C. I. A.

Sylva Wison is still in Mrs. Donk's office,

James Atcheson is an architect in

Campbell Loughmiller was last heard of at Rome, Italy. Clona Swinney is at Rule. She has just returned from a vacation in New Mexico and Colorado.

Jack Hardy is in the Southern Pacific Railway Shops at Houston.

Roy McCullough, Y. M. C. A. sec retary, is in Estes Park, Colorado. Cecil Horn is "Somewhere in New

# HELLO

Don't buy that new Suit till you see me. We have all the New Ones and they look Great. The styles are all different from past season—double breast vests, pleated pants

The First Football Game, Sept. 29th

Tech vs. Shriner

## BRUCE REED

Hogan & Patton The Man's Store

## Studes Visit Wichita Falls Cheese Plant Cheese Plant Cheese Plant

"HURRY"

### S. D. BUCHANAN

News Stand and Shine Parlor

Phone 1469



Broadway At Texas Avenue

## A Little Word That Built Up A Big Business

There is one word that is more important in our business than any other. It is the word "save."

Twenty-six years ago we realized that if we could SAVE enough money for our customers, the SELLING would take care of itself. That policy has built up our housest.

has built up our business.

We buy goods in carload lots and by the thouuands of dozens. Every added store has helped us
cut overhead expenses to the bone.

Savel Savel Savel It is the watchword of our
business. We have made money by doing it, we
admit, but so have our customers. Elimination of
waste always tends to produce prosperity for
everyone concerned.

## Mr. Gamel Has Gone To Market

He's Buying New Things For Fall!

Minter-Gamel Company

## Represented In Extension School Expected By Dean Heads Pep Squad Eighty-Four Texas Counties

AG NOTES

Envollment Increase



## Otherwise

THE ELECTRIC SHOE SHOP

Guarantees All Repair Work. Shoes Call For And Delivered. 1013 MAIN

ACORN STORES. INC.

CHAIN STORES

EVERY WHERE

BETTER MERCHANDISE FOR LESS

## GIRLS

COLLEGE INN WELCOMES YOU

desirable home for girls attending Tech College. Modern re with every convenience. Reservations being made daily. Address all communication to: COLLEGE INN

MRS. H. T. WINGO, MATRON

TECH STUDENTS WELCOME

PALACE BARBER SHOP

Palace Theatre Building

## **COOK HALL**

ROOM AND BOARD FOR BOYS

Steam Heat Hot and Cold Water in Every Room

> Across Street from Campus 2425 14th Street

### LOOK!

Good News For Tech Students LOWER PRICES ON CLEANING AND PRESSING Suits and plain wool dresses cleaned and pressed, cash and carry

Suits cleaned and pressed and charged \$1.00

WE HAVE AN EXPERT TAILOR IN OUR SHOP MEN'S SUITS AND TOP COATS HAND MADE!

Give Us A Trial

EXPERT ALTERATIONS

Phone 1696

To th

To the

TEXA

COLLEGE TAILORS

1111 College Ave

WITH PLEASURE WE WELCOME YOU

# Back To School

AND HOPE

That on through the years to commencement you will always remember our theatres in a like mood. To the new students as well as the old, we are doubly glad that we will have the privilege of entertaining you while in Lubbock.

> "Offering the Highest Class of Amusement In Lubbock"

PALACE THEATRE 1018 Main

THE LINDSEY THEATRE

"West Texas' Finest Playhouse" "Home of Good Pictures"

LINDSEY THEATRE ENTERPRISES

## THE BOBBER BEAUTY SHOP

Still Has Smart Bobs

Satisfying Beauty Work

for the Tech Girls

under Grollman Bldg.

# THE



# Beacon of Success

Shining through the 'encircling gloom' the kindly light of the Savings Account will guide you to safety. Savings on deposit always constitute a bright spot in any financial difficulty-a growing reserve that will light the path to security.

4 Percent Paid On Savings

First National Bank

**OLD STUDES** 

Visit My New Place On 13th Street

## **NEW STUDES**

COME TO SEE ME AT

1103 Broadway-or-1112 13th Street



Phone

"For Tech In Everything"

## eport From Registrar's Office Full Of Facts And Optimism

IES YOU

ATRON

LCOME

HOP

JR BOYS

very Room

атрия

Students

AND PRESSING

IN OUR SHOP

TIONS

EWE

School

NDSEY THEATR 1019 Main

ENTERPRISE

75c

Production Studes To Make Cowmen's Annual Round-Up

To the Prospective Students

College, it carries the good will of the student body.

To the Summer School Students

We are looking forward with great pleasure in meeting and

serving you. Our aim and purpose here is to serve the students

and faculty of Texas Tech. Being owned and operated by the

We sincerely hope that you have enjoyed your stay here, and

that the work was profitable as well as pleasant to you. May

TEXAS TECH COLLEGE BOOK STORE

"ON THE CAMPUS"

we have the pleasure of serving you again next year.

of Texas Tech

Matador Leader

**Private Plots** 



The Two

City Drug

Stores

Welcome You!

this little pink headed girl (Maryle Fetter from Muenster is going to Future Of Alumni

To Be Very Active Barnett Declares

YES SIR — We have missed you Fellows this Summer. It will be mighty fine to see you back in September.

Our store is full of snappy things for the College Man-the styles have changed, you know, and we have the same patterns, fabrics and styles that will be worn at the large universities.

## Hogan & Patton

"The Man's Store"

LARGE ROOMS

BOYS

Address all Communications to

R. C. BURNS

Modern Conveniences

Agreeable Crowd

Gas Heat

Shady Yard

'As the Twig is Bent the Tree's Inclined'

How is it with the young people of your household? Are they saving money? Have they learned to appreciate the value of the dollar? Are you endeavoring to instil into their minds correct ideas con-cerning thrift and economy? Are you seeking the opportunity to "bend the twig?" Would you like to listen to a plain suggestion? If so, here it is

4% Interest Paid On Savings Accounts

### CITIZENS NATIONAL BANK

Lubbock, Texas

The Oldest Bank In Lubbock County Capital and Surplus \$125,000

## E. STONE CHAIN STORES

LUBBOCK . . , . . . TEXAS "WELCOME BACK TO TECH"

We Feature-

Ready-to-Wear

Millinery

Piece Goods,

Old Bowen Location

In fact everything for the Tech Student-

HAVE IT TAILORED BY A "MASTER"

Lubbock Tailoring Co.

PHONE 85

1110 BROADWAY

## Bowen's Drug Store

HAS IT

Broadway and J Phones 1100-1101

Lubbock, Texas

# Tech Jewelers It's Good if it com

Dealers in new and second hand books

Tennis Rackets

College Seal Jewelry Portable Victrolas



## Let's Go somewhere.

Pile into the old style flivver or the wicked looking "late eight"—crowd 'em on—room for a couple of more "thumb tourists"—we're going somewhere! And somewhere—someone is going to get a quick glance and a "first impression" from your clothes.

Those fellows-Manorbrooke-know just the type suits that University men like-and we've pirked some of their best.

"LUBBOCK'S FINEST DEPARTMENT STORE"

Hart, Schaffner & Marx and Manorboke Clothes for "college man not college boys" we think there's a difference-

—"Dutch", "Little Hank", "Hill" and Freshman "John R."—infact all the old gang will be here on the job to greet the old men back and "WELCOME" the Freshmen—

**Good Attractions** 

Welcome Back to Tech and Board at

MRS. J. F. GREGORY'S 2414 13th St.

A "Howdy" and a "Hurry Back"

Ed Allen's Barber Shop

HAIR CUTTING BEST DONE HERE

Our barbers are masters in the art of cutting hair.

WE CAN PLEASE THE MOST FASTIDIOUS!

TECH BARBER SHOP

When You Come Back, After the Show · VISIT

PALACE CONFECTIONERY

OUT OF GAS GOT A FLAT PHONE 1-6-1-6

SUPER SERVICE STATION

## Guard Life In Camp Palacios, The Place By The Sea Seey Sea

Student Prexy



## Summer Greetings



Whether you're going back to college or going off to school for the first time—your blood will tingle with excitement when you become a part of that hurrying, scurrying mass of youngsters from all parts of the country.

### Shufflin' Feet

Every where they're hurrying to classes—or out on the campus—or down through the streets with shirt tails flying—happy boys—and happy girls—all happy in school—Say—you've gotta come to "Texas Tech" and Lubbock—

And don't forget your friends-



THE STUDENTS' DEPT. STORE

### Summer School

## HAVE SUPPORTED: STILL SUPPORTING

"Hurry Back"

Hawkins Dry Goods

Kodak prints, with the new border-portraits, with character -commercial work, with distinction.

# Daniel Studios

"Where Three Years Of Tech History Recorded In Pictures"

## LUBBOCK NATIONAL BANK

WANTS TO HELP THOSE WHO TRY