## Th TOREADOR



## for

## Years and Years

We have been a part of the business of Texas, and have een towns grow with business from small beginnings to important units in the geography West Texas,

For four years we have watched the growth of Texas Tech from its strong beginning o this first goal-a very important link in the educational system of not only West Texas, but also of the South.

Our Congratulations
to Tech College, and to the Class of '29

## MISTLETOE CREAMERIES INC

CARE OF THE HAYR

hing contributes so thor oughly to that well-groomed appearance as well-caredof our beauty experts heighten the loveliness of "wo. man's crowning glory."

HAIRCUTTING BY APPOINTMENT Done by our experts in the syle that brings out
your individual charm. PERMANENT WAVING Nothing will enhance your appearance more than

PERMANENTS
Vacation time is near. Get a Permanent then you
may dismiss your worries about your appearance. Phone for Appointment-1196

BOBBER BEAUTY SHOPPE
balcony Hall Music Co. 1010 Broadway

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## CASH

For Second-Hand College
BOOKS
Whether used here or not 2 Days-May 22 and 23 Bring your books to

## Texas Tech College Book Store

Textile Seniors Are Offered Jobs


Life 0 OP Painter Is Interesting


 ertican Lesion pliture tucopich
the national contention of 1221.
Dr. Plotkin's best known work. it
 Portuastitof ofr. Hunt. Prentide
of McMurry and of Dandife
Presicent of Simmons, heve re cently been completed by Dr. Plop
kin. l in inishing his work on
Horn's life-sise portrait this weels Senior Ag Students Are Given Dinner Seniors in the school of Agrioul-
ture were given a dimner by Dent
and Mrs. A. H. Leidigh last Thur





[^0]Society Brand Clothes


SPRING SUITS B BnICTD MANY

1-7
PRICE


Congratulations To The Senior Class and we extend an invitation to return ing students to trade with us again when they come back.

## BOWENSDRUG STORE

Broadway and Avenue J Phones 1100, 1101

Cortboy




 '28, , st the only member of the squad
that is tut he mado good from the start. All Liorary books are due to b dhat is to be lost by graduation. His taking the plac
place will be very hara to till as he ne eomitrable way

## J.C.PENNEY CO.

Broadway and Texas Ave.

We wish to think the graduating class and all the students for their patronage in the past and hope that they will always feel that this is THEIR stone.

We hope for the graduates a successful future in whatever they may undertake.


The fine accomplishments of all the ages have been dreams before they could become actualities

So Texas Tech was: and so the first graduating class
The Texas Utilities Company is glad to go hand in hand with Tec! in the development of West Texas; and congratulates Texas Tech upon its first full senior class, and the members of that class.

To the graduates we would say this: no greater good can come from your years in school than that you be good citizens; that wu use your knowledge and skill gained not only for your own benenit, but for those also who have not gone as high as you; that, as you have been law-abiding citizens of Texas Tech you become citizens of four communnity, and so of the world
-"And this be the letter of the law, which is written; but the spirit of the law is of your own making, and the inter pretation thereof."

## GIFTS FOR GRADUATION



What could be more appropriate than a gift with the individual touch of their own College-distinctive college Jewelry.

You get "Duofold" Thanks!
Appreciation is double when the gift is a -PARKER DUOFOLD PEN and PENCLL-

In Modernistic Colors
One of our sr artest gitts-Parker Desk Sets


And, many more suggestions too numerous to mention.- Yes, we engrave names on fountain pens, vanities, watch cases, etc.

## TEXAS TECH COLLEGE BOOK STORE




As THE
"Official Photographers FOR LA YENTANA, 1929.30"
as have come to know pretty well the student body of Texas Tech; and, knowing them, to appreciate their friendship and their patronage

With the closing of this school
year and the beginning of another, year and the beginning of another, we wish to say "hola" to the new, but not "adios" to either.

We look forward to other years of co-operation between our Studio and Tech's Student Body and Faculty.

Take home pictures of the
Campus
BROWNS STUDIO
Official Photographers, La Ventana"
: 0


Grollman's joins Lubbock in congratulations to Tech and Tech's student body at this commencement occasion.

We wish for the graduating students' happiness and success-and we look forward to other commencement times when even larger classes will receive the coveted sheepskin.

## Grolmans

THE TOREADOR


AUDIENCE CONDUCT
The pageant is over, but the memory lingers on. 'Io
those few who were fortunate to witness all of the festiv-
ities of the country fair and the Queen's court, it was a

a mingling of dancers, wonderful lighting effects, gay
costumes blurred by numerous rude spectators who even
went
What could be said to account for the attitude tak puzzle. Poor behavior of certain members of the audienc dressed in Elizabethano hundred court patrons, who dressed in Elizabethan costumes, sat at the edge of the
sreen reserved for the fair. The patrons would have
added color and effect to the procession of adedres court and would rave made the age pictured
abethe
more vivid. The announcer's request that 'the people are standing at the edge of the grass please be seated
in order tnat the people in the rows may see" helped lots


## C. M. BALLENGER

 Dentist505-6 Myrick Building


We are glad to be serving practically all of the
cutomers whom these shopes secrued under the Especially do we congratulate the Tech Col-
ge upon the completion of its fourth year, and

## Seal Cleaners



| Rush madly over between Exams for your eats. They'll Pass <br> DON'T RUSH OFF WITHOUT SAYING GOODBYE <br> TECH COFFEE SHOP <br> 1107 College Ave. |
| :---: |
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## Is It Fright? irls Scream Whe


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## Looks It Up

## Pries Encyclopedia

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\section*{\section*{C A A F F E E <br> <br> Broadway <br> <br> Broadway <br> }

-THME -

AS this first all-Tech class graduates from Texas Tech, a fourth milestone is being passed in the history of the college. First there was its creation by the legislature of Texas; second, its es tablishment in Lubbock and its actual construction; next, the first en rollment, in the Fall of '25-and now, the first four-year graduating class of a hundred and sixty-eight young men and women.


Welcome indeed are you of ' 29 to the economic world where time is short, energy the touchstone, and Success yours for the making. Finance is the life-blood of business. Learn the value of money as a step toward success.

T१HE members of this class of '29, and members of classes that will follow have two gifts, TIME, and ENERGY (as College graduates, directed energy); these to combine, and from the combination to wrest the third - SUC CESS. All have equal TIME; the applied ENERGY will determine the SUCCESS of each.
-SUCCESS -

## LUBBOCK CLEARING HOUSE ASSOCIATION



-and Life, and Luck, and Fame to 29!

[^1]
[^0]:    sess

    EAT
    Whatever You Wani DRINK
    And BE MERRY Dance Free on
    Dance-rort
    Gooce Music. BLUE MOON
    Root Garden and
    

    LUBBOCK
    SANITARIUM And LUBBOCK
    SANITARIUM CLINIC DR. J. T. KRUEGER DR. J. T. HUTCHINSON
    Eye, Ear, Nose and Throat DR. M. C. OVERTON DR. J. P. LATTIMORE DR. F. B. MALONE
    Ere, Ear, Nose and Throat Ere, Ear, Nose and Throat
    DR. J. H. STILES
    DR. II. C. MAXWELL DR. General Medicine C. E. HUNT
    Buslaess Mamager chartered Tralining Scho

[^1]:    Keep that "Rainbow Round Your Shoulder," Clase of '29! Go right on "Looking At The World Thru Rose Colored Glasses!"

    Don't pay too much attention to cold water throwers who talk about the "stern realities of life." Of course, you will experience plenty of knocks and jolts. So did Hannibal, crossing the Alps. So did Columbus, keeping his little crew headed westward. But they accomplished their purpose.

    Do the things you decide you really want to do! Attempt the impossible. Lindberg did-and blazed a trail that will change the history of the whole world. There are plenty of big things left to be done. Don't think every worth while thing has been accomplished before you arrived on the scene.

    There are just as many important scientific discoveries to be made. Just as many mechanical inventions to be worked out. Just as many daring exploits to be attempted. Just as many fortunes to be achieved as ever before in the history of the world. Get busy, keep busy, and you are sure to conquer, Class of '29! Tech and Texas will be expecting much of it's first four year class.

