## ATADORS PREPARING TO HUNT BIG MEA

## BIG INCREASE IN FACULTY MEMBERS

# MANY NEW MEN WEARING THE CRIMSON AND BLACK BESIDE OLD LETTER MEN Many new men are wearing the crimson and black, beside the letter men from last year's squad, and it is still an uncertainty as to whom will trek upon the field at Abilene in the opening game with McMurray, today.

BESTOR OLD LETTER MEN

MENDE STATE PARTIES OF COMMON AND BLACK

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### ADDED MAKING TOTAL OF SEVENTY-FIVE INSTRUCTORS



## Not Only Campus

everywhere he goes, the college man is recognized today by the distinctive type clothes It's our cheerful job as clothiers to provide him with styles that have this true college character. That we do so to his satisfaction is proved by the immense number of campus clothes by Society Brand. Wonderful things to wear—and they're college through and through!

### Society Brand Clothes

The A. B. Conley, Jr. Store

"Your Store"

#### RENT CAR STATION

"You Drive 'Em" We Deliver Chyrslers, Hudsons, Chevrolets, Fords

FOWLER BROS.

1214 Ave H

Phone 992

HEFNER

BLAKE



## STUDENT **TAILORS**

The only shop owned and operated by Tech Students.

Your business will be appreciated and we promise a fair deal to all.

1111 College Ave.

Phone 1219

#### TECH TOREADOR A LETTER FROM THE STORMY DEEP

#### CHERI CASA

Under New Management. One of the Best Dormitories in State. Headquarters for Tech Boys.

> A. L. HUFF, Prop. Telephone 1425

DEPARTMENT STORES



THIS IS NO FISH STORY
WE WOULD LIKE TO MEET EVERY FISH
AND UPPER CLASSMAN IN THE TEXAS
TECH. COME IN AND GET ACQUAINTED.

#### WELCOME BACK

Trim'em high Trim'em low Matadors Let's go.

Two student Barbers.

TECH BARBER SHO

## Beat T.C.U.

Loaf With Us This Year Everything for the Student

Tech Stationery, Sheaffers Pens and Pencils Sandwiches Cold Drinks

Tech Drug Store

"The Students' Store"

1101 College Ave.

Phone 138

### Greetings Tech Students

We welcome you again to

Lubbock and trust this may

be a year of successful school

work.

## Minter-Gamel Co.

"That Friendly Store"

## Girls!

Make the most of your College life by living in the dormitories.

#### **COLLEGE INN AND WORK HALL**

Bid you welcome.

## ... THE ...

## Tech Cafe

Growing with Texas Tech.

Welcomes all students and faculty members back to Lubbock. Our more than ten years catering to and serving college people qualifies us to meet your needs in the minutest detail.

Modern equipment-Modern service.

Especial attention given to dinner parties and banquets.

The Best Restaurant in West Texas

.... THE ....

## Tech Cafe

"Service When You Want It." 

#### News From The Front

#### YE OL' STORY

out and help put it over. The meeting with anyone can get the same, our college business manager can. We have all the confidence in the world in his ability to pull the strings that will assure the Tech of a rapid growth.

—Buy Your Pep Uniform—

Hail East Texans—They are upon us; we might as well give up the guns. They are here with pine needles in their hair and the pungent aroma of turpentine in their clothes. Brandon and Love, who are from Marshall, have

DANIEL STUDIO

Welcome Back to Texas Tech-and

#### DANIEL STUDIOS

Bush Bldg.

On J Between Hemphill-Price and Broadway.

### WAYNE HUDSON

Get Your-Freshman Cap Tech Sticker Tech Penants

Magazines

And the best shines in town at

### WAYNE HUDSON

Shine Parlor

#### **OUR BUSINESS**

is to save your soles. Don't wait too long.

**GOODYEAR SHOE SHOP** 

## WELCOME! TECH STUDENTS

To The Old Students

We are surely glad to have you back. We are just as eager to serve you again this term as we were to serve you last term. Don't forget we are still student headquarters. Come in and make yourself at home.

To The New Students

We are sure glad you have decided to come to the Tech. When you are in need of anything in sta-tionery, toilet articles, school supplies, drugs and drug sundries, just remember that we have it.

## Drug Store

"Has It"

Student Headquarters.

1100

Phones

1101

## Welcome Students!

## New and Old

We are glad to see the old students back and glad that the new ones made the right decision and came to the "Tech".

We believe that patronage goes where it is invited by quality merchandise at reasonable prices and stays where it is well treated by courteous, efficient service.

## Barrier Bros.

The Plains' Largest Department Store



HELLO "FOLKS"

We are mighty glad to see you back.

#### **HOGAN & PATTON**

"Clothes for College Men"

### WE---WELCOME YOU

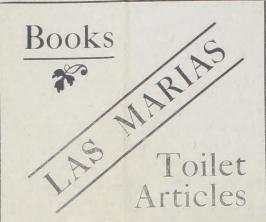
Studes, to come and get acquainted.

We have College men to wait on you and sell you Collegiate Clothes.

See us for the latest in fall and winter styles.

### McWhorter-Roberts

Corner of Main and Ave. I.



#### BEAT T. C. U.

There's a reason why. Tech students are coming here for their barber work. They find courtesy, service and satisfactory workmanship.

We invite you to give us a trial and see for yourself.

Always welcome.

ELK BARBER SHOP

COURTESY

SERVICE

### Welcome Students

### **Bobber Beauty Shoppe**

"The Ladies' and Children's Shoppe"

Hair Cutting—Marcelling—Permanent Waving Our Specialty.

Phone 1196

1102 Broadway

### Izard's Driverless Car Station



#### WELCOME HOME

The Co-Eds like to ride, Studes, so call 182 or 183, and we will deliver New Fords and Chevrolets.



## Izard's Driverless Car Station

1106 Main St.

# Truly We Are Glad Tech Is Open Again

Not because we hope to sell you Tech folks a lot of Clothes, etc., but because we are glad to see all you people about us again. We have missed the college air that we have already learned to like in the one year of our experience.

## We Want You to Know That We Are At Your Service

You will find here a most sympathetic store—one that is interested in all your activities. More than this you will find that we are interested in you personally. We would like to meet every one of you. Come in and let us do so. From manager to our most lowly employee, we are staunch supporters of "The Tech".

Lets Make This Year A Banner
One For Texas Tech

Hemphill-Price Co.

### HAWKINS DRY GOODS CO.

'Tho you search for it, wide and thoroughly, you'll never find the beauty and variety of style, the faultless fit, at the Low Prices you'll find in our complete stock, we are showing NOW.

### KORRECT KLOTHES

\$24.75 to \$39.75

#### New Fall Styles

In Black, Light Tan, and Blond, ranging in price from \$4.98 to \$8.90



#### FALL CREATION



The Style is seen at a glance.

The quality assured by the name. You will find in the prevailing shades of Copper, Tan, Pearl, and Light Blue, with Fancy and Plain Bands.

\$4.98