## Bonfire And Pep Rally Tonight

膤 TOREADOR

## Matadors To Meet Cowboys In Turkey Day Clash Annual Homecoming Plans For Thanksgiving Made




Homecoming To Be Opened By Huge Campus Bonfire Followed By Pep Meeting
 Various Jabs
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| Y' Executives To Talk |
| On Student Conditions |

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\begin{array}{|c|}
\hline \text { Senior Crops } \\
\text { Judging Team } \\
\text { Scores Fifth }
\end{array}
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Fray Between Cowboys And Matadors Is Annual Affair Between Two Rival Schools


Fifteen Books Are
Received By Club


## THE TOREADOR

TEXAS TECHNOLOGICAL COLLEGE


## THE ALUMNI BODY

President Hopkins of Dartmouth University told the American Alumni Council that the alumni body of a col
lege is the college. He states that it is rather a magnificent thought to one who is a member of a college commun ity to feel that the college at hand is but the symbol of
the interest and concern of thousands of alumni scattered over the earth. The college may be the alma-mater to some of the under graduates but it stands perhaps in the
position of a favorite child to the alumni. Each alumnus concerns himself with opinions in regarding the college as something distinctly his own. When reports of achievements, progress, or deeds well done reach the alumni it
will swell the hearts of all the graduates, and it will also cause pain and chagrin to those hearts if unfavorable reprts reach them. The success or non-success of athletic
teams brings only joy or disappointment; serious letters will pour into college officials only when the alumni be
lieve that changes in policy or administration are con-
 The alumni are intnerested in traditions that they
have started. They are interested in vital things of the college-the curriculum number of students enrolled,
and the spirit manifested among the stadents body. The and the spirit manifested among the stadents body. The
alumni of Tech are no different from the alumni scattered over the earth, they are interested in wasily proven by the vast number of letters received by J. W. Jackson, Presi-
dent of the Tech Alumni association, from Tech gradates asking about the welfare of our school. They inin athletics but scholastically and otherwise.
The Alumni are to have their homecoming here to morrow. Many of them are expected to be present and
those that find it impossible to come will send their reaze proud of and we sincerely hope that they find it here exaetly as they expected. And that their hearts will still
quicken with joy at the sight of the campus and all its quicken withe hopo tho reports that have gone out to the
buluange
alveni from Tech have been favorable and that they will be iust as proud of us as we are of them.

## THE COACHING STAFF

Thanksgiving day will mark the end of Texas rech's
lootbell schedule for 1930. The Matadors have been coached and trained under the direction of P. W. CawThe team has suffered several defeats during this season but neverthele
Matador team.
Coach Cawthon after being appointed coach assumed Ths responsibilities and began working out his plans fo
Tech athletics. During last spring term he promote spring training and during the summer talked to several place to go.
During his first year he has introduced the plan to
seep all football players housed together in one of the dormitories near the campus. He has built a club room In the gymnasium for the letter men. It is known as the
T club room and contains pictures of all athletic teams and trophies of Texas Tech since the beginning of school
It is a meeting place-a get-together room: for athletes and built for the purpose of promoting loyainess and iriendship among the players.
He has coached the men to play hard but clean. He
for true sportmanship and his motto is to never let up
Therefore with these methods he has begun this year establish in athletics that which in years will undoubt-
dly be commended and praised not only by Texas Tech edly be commended and praised not only by Texas Tech
students and faculty but by intaerested fans throughout Texas and elsewhere. We believe that this year he has Inde a great start and even the most prejudice knov
more than one year is needed to establish this goal.

With a scarsity of material to work with and being handicapped with lack of weight among the players, Caw-
thon has drilled into the team the art of defensive and offensive play. The team, has during alt the games played hard fofotball until the final whistle, and therefore, draw-
ing favorite comment from enthused fans. So with ing favorite comment from enthused fans. So with
staunch efforts to bring athletics up to a high standard and at the same time installing clean sportsmanship intno P. W. Cawthon and his able assistants, coaches Del Mor$\frac{\text { gan, Dutch Smith, and W. L. Golightly. }}{\text { WELCOME BACK }}$

To the graduates and ex-students who are gathering here today for the third annual homecoming, we extend so you a very hearty welcome back to your alma mater.
Some of you, perhaps, were members of the first graduating class, and all of you who have returned, whether you
be a graduate or an ex-student, have helped establish For every successful school there must be back of it a strong alumni association, a strong group of ex-students-
those who will back the school in every move. year, of course, this group is getting larger and larger.
Tech has every right to be proud of its graduates and Grads and exes this is your school. Make yourself at home and do as you please during your stay.
Allain we extend to you a most hearty welcome.


Make this hotel your home while you are in LUBBOCK
HOTEL LUBBOCK
Hub of all Downtown Activities
C. A. "Sheff" Sheffield Manager

Broadway At

## Welcome Alumni Simmons Visitors Hotel Drug Headquarters While In otel Lubbo Building

Have
Your
Annual
Pictures
Made Now

Brown's
Studio 1005A 13 th St

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## $\underset{\text { Famous }}{\text { FREEMAN }} \$$



THE "CHEVRON"
Equally at home on the Street or Campus is the Famous Freeman CHEVRO

It's rugged good looks are long lasting-it's a combination of Scotch Grain and Imported Calfskin

## ROSS EDIVARDS

BREAKFAS
LUNCH
THE LOG CABIN
1301 COLLEGE AVENUF
ALWAYS
GOOD

## WALLFLOWER!

Alone, neglected, and having a perfectly miserable evening-missing a pleasant evening by two
feet. Her own feet-in ill-fitting bargain shoes feet. Her own feet-in ill-fitting bargain shoes
-whil eher friends are dancing every dance, and having a wonderful time in their smart. comfortable slippers from

## Cinderella Shep

## THANKSGIVING

AS YOU observe "Thanksgiving Day" the Bank wishes you a full share of prosperity which always abounds at the season of "Gathering the Harvest."

Our reward for the past year has been a bountiful harvest of good will and confidence from the people of this community. For this we are truly thankful.

Gitizens National Bank
Since 1906

## Spending-

## Your Own Money

is sure to create in you a desire to
spend it wisely-do that and look
SATISFACTION

Minter-Gamel Co.
That Friendly Store

## VI <br> 

Not a Victory of spoils but a Victory of toil . . . A Victory of endurance born; a pursuance of an inspiration; the development of an ideal.

Perseverance plodding the lanes o FSERVICE to the Promised Land of Leadership. But the goal is ever onward. Attaining Leadership is but the prelude to maintaining Leadership.

SERVICE must be ceaseless, seeking and developing higher standards; accepting the most m dern interbretations of SERV. ICE; the most efficient farilities; e ercising the most progressive and aggressive methods in servi ig the public with a UTILITY.

Victory, yes, but not Vaingl rious Victory; rather a victory that regards success only as an e idence of community trust to be perpetuated by still greater degr es of SERVICE.


And now on this day of TH INKSGIVING we are THANK. FUL for the opportunity of havi ig served the public and trust that in the future we may serve $y$ ou even better.

# WELCOME <br> Alumni 

## And

## Simmons Vistors

1635 AVE K


## WELCOME ALUMINI <br> AND SIMMONS VISITORS

To The Matadors<br>We wish to commend you upon your good work done this seasson, and also wisi you the beet of luck in the fure To The Coaches We want to congratulate you for your un- tiring efforts this season. We will do anything

## MATADORS BEAT SIMMONS

## ThodelQaundry

Make Our Phone Line Your Clothes Line"

Phone 64


