ATADORS HOLD INDIANS TO



VOL. 1

## FIRST ENROLLMENT IN TECH SETS RECORD FOR COLLEGES AS NUMBER APPROACHES 800 MARK

COLLEGE OF LIBERAL ARTS IS GIVEN PREFERENCE BY STUDENTS; BOYS COMPRISE 75 PER CENT OF ENROLLMENT

The enrollment in the Texas Technological College had broken all records for enrollments for the first year in the history of educational institutions in the South early in the week, and according to the last report given out by the Registrar, E. L. Dohoney, early today the number had climbed to 770, with a few "stragglers" still coming in. This number has been a surprise to many, but is in keeping with the prediction made by Dr. Horn a year ago that somewhere between 500 and 1,000 students would be enrolled in the Tech ready for the first year of work.

According to the records in Mr. Dohoney's office, the College of Liberal Arts is leading the others by a substantial number, with the College of Engineering second; Home Economics third, and Agriculture fourth. This is surprising in view of the fact that approximately seventy-five per cent of the enrollment is made up of boys, which is believed to be one of the most unusual conditions ever existing in a Panhandle-Plains institution of learning, and which is a good indication that the public in general is not yet acquainted with the field of work covered by the Texas Tech.

## MILITARY SCIENCE ATTRACTIVE TO BOYS

## TOO MANY STAGS; BOYS OUTNUMBER GIRLS 3 TO 1

## Hark Ye Scribes Editors Issue S. O. S. To Get Assistance

## College Band Is **Battle Here Today**

# ADDRESS CROWDS OF STUDENTS IS

THREE NAMES ADDED TO CORNERSTONE AT CEREMONY

## Pep Squad Gets **Introduced At Grid | Hot When Matadors Battle Indians**

Sets Record With Big Enrollment

# PROMINENT MEN FIRST ASSEMBLY FORMAL OPENING WELL ATTENDED

## SPEAK BRIGHT FUTURE FOR TECH

proposition to pay it. The \$3 paid in persons are being tailed to pay it. The adder single persons are being tailed to pay it. The adder in the proposition in the alump sum if spread out over several athletic events will soon amount of training which is being of training which is being of the proposition of training which is being of the proposition of training which is being of the persons are being taught. The sacre of the persons are being taught in make raide eats with the aide grant with embossed lines and in the proposition in the proposition of the instructor.

\*\*NOTICE TO GADETS.\*\*

The cadet uniforms have been sentenced to eight years in place of the proposition of the instructor. The coverage and proposition in the proposition of the

## FINAL WHISTLE CHEATS TECH **MATADORS OUT OF BRILLIANT** FIELD GOAL FROM 30 YARD LINE

CROWDS ATTENDING FIRST GAME ON MATADOR SCHEDULE ESTIMATED AT 10,000; INTEREST IS INTERSE

The select men of the 137 who reported to Coach Freeland's camp two weeks ago were seen in action on the gridiron at the Fair grounds this afternoon, and the first chapter was writeen in the great history of the Matadors when these wearers of the scarlet and black held the Indians from McMurry college, Abilene, to a scoreles tie. The final whistle came at an inopportune time for the Matadors and cheated them out of a pretty field goal from the toe of Archibald, after a spirited battle for supremacy of the grid.

The fighting Matadors put up a stone wall of defense and the line was practically inpenetrable. Although they appeared weakest on the offensive, they gained 222 yards against 96 by the Indians, proving themselves masters of the game. They met with little success in passing, but showed improvement in their aerial attacks in the last half of the game. Individuality seemed to be absent from the players and every man who had the privilege of representing the Tech in this first game proved himself worthy of the honor.

Intense interest was shown on the sidelines and the crowds estimated at 10,000, were often brought to their feet when brilliant gains were made by either team. Bright scarlet and black banners marked the bleachers occupied by the Tech rooters, and much pep demonstrated throughout the game. President Horn occupied a seat with the pep squad.

\*\*Following is the game play by play:\*\*

\*\*Matadors kick off and McMurry returns 16 yards. McMurry around left teams 16 yards. McMurry around left

## RUTH STANGEL IS FIRST CHILD BORN AT TECH

## DR. AND MRS. HORN TO RECEIVE **STUDES**

## **Students Served** By Parlor Type Of Street Bus

#### THE TOREADOR

Official Publication of the TEXAS TECHNOLOGICAL COLLEGE

LUBBOCK, TEXAS

\_\_\_\_\_Business Manager Harry Montgomery \_\_\_\_ Jno. R. Forkner\_\_\_

(Staff to be supplied.)

Advertising rates, 25c per column inch.
subscription rates covered by tsudent activity fee. To persons not in of chool, \$1.50 per school year within Lubbock county; elsewhere \$2.00 per school year.

#### SALUTATORY AND APOLOGIES

In publishing the initial number of the Toreador, we feel that we should apologize for the crudeness in arrangement, the ungrammatical composition, and the mark of hurriedness which is spread across the entire sheet. It is the old, old story of waiting until the last moment. However, the delay this time could not be prevented and we have made an honest effort during the three days we have divided between the work and the duties of matriculating and meeting classes. Being unorganized, we have worked without outside assistance, and the task of putting out a student publication is no little job. Never-the-less, we have gathered within these four pages a blot of information which will be of interest to the student body and faculty, and a number of announcements which we feel sure you cannot afford to overlook.

The Toreador is strictly a student publication and its columns are open at all times to any class of news or any announcement suggested by any student or faculty member. It is our desire to make the publication one of interest to every student and faculty member and to do so we must have the cooperation of all. It is your publication and we are your agents. Assist us in making it worth while.

In beginning the publication of The Toreador, it is our intention to co-operate with the student publications of Texas and adjoining states, and the newspapers of the Panhandle in keeping the public informed. Our bit in this great work will be, chiefly, to tell them of the great School of Technology, and the accomplishments of this newest of educational institutions. We are going to boost, but not boast, being conservative in our statements at all times.

It is not our intention to enter the field of competition with the local newspapers, for our publication is of a different inture, for a different purpose, and will reach an almost entirely different class of readers. We expect to co-operate with the local papers in boosting for Lubbock and feel sure that we will receive their co-operation in return.

In summary, we a

#### LUBBOCK AND THE TEXAS TECH.

LUBBOCK AND THE TEXAS TECH.

Yesterday the Texas Technological College was but a fancy—the dream of prominent men. Today that dream has materialized and in doing so national records have been broken. The story of the creation of the college and the development of Lubbock are so closely associated that they are inseparable, especially when developing a treatise of either. That one has a part in the making of the other and vice versa cannot be denied.

Two years ago the site of the Texas Tech was only a broad field—the remnant of a cattle range—bordering the little city of Lubbock which was making a brave fight with its agricultural resources to gain recognition on the South Plains. The development of the city and college in the past two years cannot be treated elaborately, but a brief outline will bring out the association of the two—one an educational institution and the other a commercial center. On the 2000 acres belonging to the Tech four buildings have been erected for the accommodation of something like 1,000 students, besides the palatial mansion of the President. Although these buildings are to be enlarged, they are of such beautiful archibecture that they present a pleasing appearance even though they are yet in the course of construction. The field of work covered by the institution is broad enough to bring the interests of every prospective student within its scope, being divided into four co-ordinate colleges as follows: The College of Liberal Arts; the College of Home Economics; the College of Liberal Arts; the College of Home Economics; the College of Agriculture; and the College of Engineering, with four-year courses offered in each. Approximately 800 students have enrolled in these four divisions, establishing a record for the first year of American educational institutions.

In the meantime the growth of Lubbock has kept apace with the extensive preparation for caring for the students of the School. Adjoining the college holdings three residential additions have been opened up, restricted to hig

#### MERCHANTS CO-OPERATE.

The Toreador is being published through the co-operation of the Retail Merchants Association of Lubbock, which is one of the most vigilant and wide-awake organizations in Lubbock or in the South Plains country. Under the agreement entered into between this organization and the student management, there isn't a possibility of any one grafting off the student body or the merchants who support the publication with advertising. The price of advertising is set and the amount to be carried by a single merchant in one issue is limited. This will enable a larger number of merchants to be represented in each issue at a nominal cost. The merchants have shown the same spirit of co-operation in this matter as in all others concerning the Tech, and their organization is to be commended for its practical management of the matter.

## TECH LIBRARY **CONTAINS LIST FACULTY WORKS**

Editor
Innager

GIFTS MADE TO LIBRARY
INCLUDE WORKS OF
FACULTY
The Library of the Texas Tech is
endeavoring to collect the printed
work of the members of the faculty
and thus far has received a collection
of pamphlets and articles of Dr. Leroy

WE WELCOME THE STUDENTS AND FACULTY OF THE TECH

You will find that in your dealings with us you will receive service and courteous treatment.

Daniel Studios

Faculty and students we visit our shop.

LUBBOCK BEAUTY SHOP

## Joe George Barber Shop

Corner Broadway and Avenue K Telephone 332

## cleverly given. Mr. Stangel, the newwest father of the Tech faculty, expressed warmly thanks for the honor accorded him and for the lovely flowers, the gift of the faculty ladies, which had so pleased Mrs. Stangel and "Baby Ruth." Dr. Granberry presented Mrs. W. B. Gates, wife of Mr. Gates of the English faculty, referring to her as the "stid belie" of the Tech faculty. The "faculty bachelors" Mr. Patton, of the geology department: Mrs. Ray ception to the faculty tendered of the densistry department: Mrs. Ray **Faculty Reception** Is First Social

ost complete file of the News for past three years, it is stated by the house. And in the duing room in wit, and hospitality as a Master loop due to table was covered with a Spanish carf centered with a Spanish scarf cente

IN WELCOMING THE STUDENTS AND FACULTY OF THE TECH WE WANT TO INTRODUCE YOU TO OUR SHOP

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## Welcome--to You

We are glad to have the pleasure of extending a welcome to the students and members of the faculty of the Tech and are proud to say that you have chosen a wonderful school, a live town, where you will always be wel-

Make this shop of "Better Men's Wear" your store while in town. We will always be glad to see you, whether you buy or not. Our line of men's wear is always the newest and the price is always right.

Showing the newest in Adler, Collegian and Hart Schaffner & Marx clothes, Schobles and Dobbs hats, Dobbs and Sweets caps, Hercules sweaters and Cheney ties.

Perkins Men's Shop



We believe come closer to knowing exactly what they want by the way of clothes that any body else. Its no part of our job to tell them what they ought to have, but it certainly is our job to get for them what they want. We do that.

Strictly college clothes made according to the ideas of college men, by the makers of

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The A. B. Conley, Jr. Store

LUBBOCK'S OLDEST DRY GOODS HOUSE

## A MESSAGE TO THE STUDENT BODY

The opening of the Texas Technological College this year is an historic occasion. There will be other openings in years to come, but never again a first opening. There will be other student bodies, but never again a first student body.

The shaping of the destinies of the institution is largely in your hands. It will be yours to shape the traditions that in years to come will be even stronger than the written laws of the college. It is for you to say whether these traditions shall be in favor of kindliness, good will, courtesy, hospitality, and the helping hand, or whether they shall be for the contrary.

It is for you to say whether the dominant ideals of the institution shall be those of honesty and straight-forwardness, or whether dishonesty and cheating shall prevail, as in some institutions they unfortunately do.

Some of you arrived on the ground in time to take part in the actual building of the institution. Some of you have with your own hands helped lay the bricks and mortar of the buildings, where you are to receive your instruction.

Others may not have done this, but, nevertheless, they will have a great part in deciding the spiritual nature of the influences which shall prevail here.

Let us see to it that we lay our foundation well. Others who come after us will profit by our wisdom and will suffer for our mistakes. Let us build for the present and for ourselves.

The Fresident, on behalf of himself and the faculty,

others, and by so doing we shall build for the present and for ourselves.

The Fresident, on behalf of himself and the faculty, welcomes each one of you to the institution and invites you to take a part in helping shape its policies for good.

This initial issue of The Toreador is the first sheet off the press and on the streets of Lubbock carrying a story of the Tech-McMurry game played this afternoon. With in 2 hours after the last whistle of the game sounded football

## Welcome To Our City

Tech students and faculty visit our store. You will find it a pleasure to shop with us.

"WE SELL EVERYTHING"

#### **LUBBOCK VARIETY STORE**

W. B. Hilton

Mrs. J. L. Chase

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We want to meet the working men of Lubbock and as a special inducement we are placing on sale our entire stock of work clothes at a price that cannot be found elsewhere. Our prices on work clothes has always been less, and these special prices sure mean a big saving to the many who want to save some real money.

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sale	\$1.59
Jumpers to match	\$1.59
Dickies striped overall, a regular full cut, full size all, \$1.75 values, special sale price	
Jumpers to match	\$1.14
A heavy blue and gray work shhirt that sells every for \$1.25, our sale price	
ott's Level Best unionall, a full cut and full size uni	
One ot of boys unionalls that sells for \$1.75 everywour sale price	

A BIG SAVING ON ALL OUR WORK CLOTHING AND EVERY ARTICLE GUARANTEED DON'T MISS THIS

## Perkins Men's Shop

"BETTER MEN'S WEAR"

Lubbock

## Union Services Of Churches To Honor Opening Of Tech



## TECH FACULTY and STUDENT BODY

We welcome you to Lubbock Make our store your down town headquarters.

"Lubbock's Largest Clothiers"

## **HOGAN & PATTON**

Carl Patton, Mgr.

HAS EVERYTHING FOR THE

## **COLLEGE STUDENT**

We cater to the trade of college students and when in need of any of the following articles call and see our selections.

—TALCUM	_HAIR OILS
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—ТООТН	—LIP STICK
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—HAIR TONICS	-VANITIES

A complete line of toilet articles, School Supplies and Drugs

You will find that our fountain service is very popular—and of course there is a reason, and that-because of the quality of our drinks and the courtesy we extend to our patrons.

Call at our Store—you are welcome

## Bowen's Drug Store "THE GANG HEADQUARTERS"

## Fink Freed When First Jury Makes Its Last Report

HOUSTON, Texas, Oct. 3. -Max of the criminal assault on two girls, 14 n 13, stood free in the first trial, and Pay your student Activity Fee

## STUDENTS

We make your photograph to your liking, any price you choose to pay. We do

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Remember that with every \$1.00 purchase during our trade extension campaign, we will give you a ticket on the Ford car.

#### HODGES BROS. GENERAL MDSE.

Next Door to Postoffice

## Tech Students

ARE INVITED TO EAT AT THE

# TECH CAFE

"WHERE DINING IS AN ART"

College students are already making this place their headquarters, and we want to extend to each of you an invitation to visit us. You are always welcome. Our modern dining parlor is an ideal place to take dinner or to take a sandwich or drink after the show or dance. You will find our foods appetizing and well cooked, and at the same time delicate and daintily prepared. Both our kitchen and dining room is kept sanitary.

A PARLOR FOR PARTIES AND CLUB BANQUETS we have a private partor which is an ideal place for parties and club banquets which we will give especial attention to serving.

GUS KALLAS, MANAGER

## **MATADORS AND INDIANS PLAY SCORELESS TIE**

CONTINUED FROM PAGE ONE

## **Athletic Fund Boosted**; Student Loan Proposed



# Welcome

TECH FACULTY AND STUDENTS

TO OUR TOWN AND OUR STORE OUR'S IS THE LADIES' STORE



Make this your uptown headquarters—get

"Meet Your Friends At McAfees"

We assure you it will be our pleasure to serve you i nevery way possible.

McAfee Company

Exclusive Ladies' Furnishings

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803 Broadway

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Why? First because we always have an entire ly complete stock of merchandise in the correct styles young folks like. Second, because we insist on giving you efficient courteous service at all times. Third, because our prices are always

> START SHOPPING HERE You will be glad to make it a habit!

AVE. J, JUST SOUTH OF BROADWAY 

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4—DAYS—4

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