

Coaches enrolling in the Texas Tech coaching school are requested to bring their own uniforms as the large enrollment makes it impossible to supply everyone with individual equipment.

# Summer -:- THE -:- Session TOREADOR

"SERVING STUDENTS AND FACULTY ALIKE"

It is with great pleasure that the editors devote this edition exclusively to the news of the coaching school. We feel that Mr. Cawthon and his assistants are doing a splendid thing, not only for Tech, but for the entire State.

VOLUME ONE

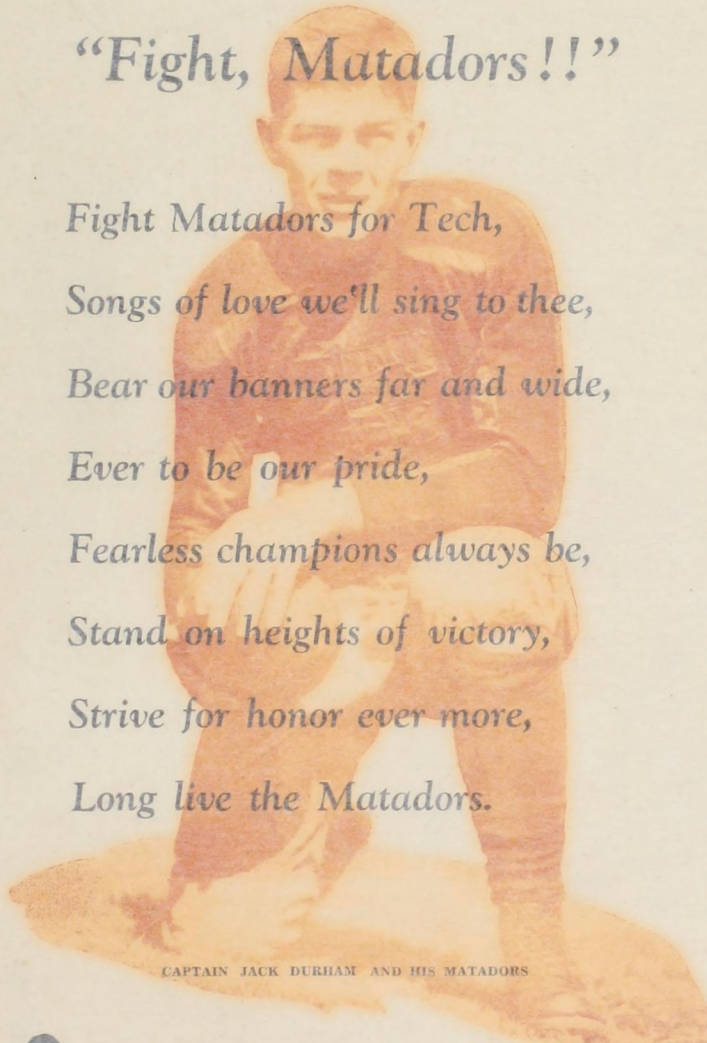
TEXAS TECH, LUBBOCK, TEXAS, JULY 23, 1931

NUMBER FIVE



## "Fight, Matadors!!"

*Fight Matadors for Tech,  
Songs of love we'll sing to thee,  
Bear our banners far and wide,  
Ever to be our pride,  
Fearless champions always be,  
Stand on heights of victory,  
Strive for honor ever more,  
Long live the Matadors.*



CAPTAIN JACK DURHAM AND HIS MATADORS

Collier

Parris

# SPYING ON SPORTS

Promoters of the Texas Tech coaching school, slated for the first two weeks in August, in their quest for a superior faculty might have searched the records long and carefully without running across many as impressive than the ones attached to the names of the men who are coming to Lubbock to conduct the various courses.

Better coaches, older heads, mentors longer in the business might have offered their services, for a price, but for the Texas Tech school which will be attended by the more youthful coaches of the nation: it would have been exceedingly difficult to procure a staff of instructors better fitted than Wallace Wade, Jimmy Phelan, "Sad Sam" Burton and Jimmie Kitts.

It is Lubbock's great honor to be host to the army of coaches who will assemble here next month at the school, but no less is the honor and the privilege afforded these visiting coaches. The intermingling, the association with one another, the exchange of ideas will have a greater importance than in former schools, and the privilege of listening to the lectures of Wallace Wade and the advantage offered by the illustrated instructions of Jimmy Phelan mark the school as one of the most outstanding of modern times.

Wallace Wade, perhaps the most brilliant example of coaching stock ever turned out in the south, famous for his University of Alabama Crimson Tides and now head coach at Duke, and Jimmy Phelan, a young man whose Big Ten teams have never failed to be a threat, need no further introduction here. Jimmie Kitts of Athens High school, and S. D. Burton of West Texas State Teachers college are as well known in the southwest and are swiftly becoming nationally important figures. The combination coming here is hard to beat, we reiterate.

Writing, we feel, for the general public as well as for the sports department of the *Avalanche-Journal*, we heartily welcome the advent of the visiting coaches, many of whom come from the far corners of the country, and hope that each of them finds Lubbock hospitality and West Texas entertainment even excelling his previous moment, deviating from previous expectations. In this the usual style seen under this heading, we realize ourself just what a large thing this coaching school is.

## COACH R. T. SMITH DISCUSSES SCHOOL

Coach R. T. Smith, when invited to discuss the coaching school, made the following suggestions:

"Texas Tech has planned this coaching school with the view of satisfying the needs of those already engaged in coaching in colleges and high schools as well as those who are preparing for coaching work in the future. As the result of our planning, those interested in coaching have the opportunity of coming under four great coaches at a very small cost."

Smith, who is business manager of Tech athletics as well as freshman coach, expressed his enthusiasm over the advance enrollment indications and went further to say:

"This college and the entire section, is particularly fortunate in having obtained the services of Wally Wade and Jimmy Phelan, two of the nation's leading football mentors, along with Texas' own basketball sensations, Jimmy Kitts and Sam Burton."

## Perry Predicts Popular Course

Lawrence Perry writing for the Consolidated Press under a New York date line said the following in a copyrighted article:

"Perhaps the man most sought this year is Wallace Wade, who is holding forth at Texas Tech—Jimmy Phelan of the University of Washington is with Wade at Lubbock and their school promises to be the most popular of all the summer coaching schools."

## Associated Press Writer Places Wade In Highest Position

Allan Gould, Associated Press Sports writer, in speaking of Wallace Wade made the following statement:

"If Knute Rockne had a rival in coaching last year it was Wallace Wade, the Tennessean, who coached so many brilliant teams at the University of Alabama."

Wade's Crimson Tide elevens at the University of Alabama traveled to the Pacific coast on three occasions. Each time the fighting Bama boys were victorious.

## The HUB-BUB

By AL HILL

### NATIONAL RENOWN COMES TO US.

The entire state of Texas will benefit by the Football Coaching School, to be held at Texas Tech. National renown will result from this event for the state, for Texas Tech and for Lubbock.

Texas, Lubbock and Tech are to be congratulated that there is a Pete Cawthon, who is probably more responsible for securing such an outstanding attraction for us, than is any other one individual.

In our opinion, there will be no better coach at this training school than Cawthon. There may be others with greater renown, whose opportunity has brought them in control of more players and better teams, but we do not believe, from the viewpoint of all football principles there can be found a better coach than Pete.

We base this opinion upon the splendid showing during his first season at Tech. He took much inexperienced material, light in weight, and imbued them with a fighting spirit that exemplifies all there is to football.

It isn't the winning teams that count—every worth while coach will tell you this. It is the determination to stay in there and fight and the spirit to remain fighting that makes football the superior game of all. It is this spirit which Pete, himself, exemplifies and which he fills the players under his direction to a very marked degree.

We will have opportunity of watching America's foremost football coaching talent.

As a result, some day Texas Tech may make the headlines of the nation's press as being among the greatest of football teams. The foundation is being laid now, Pete has started the ball rolling. Teamwork on the part of Lubbock fans and Texas Tech supporters are needed. We are of the belief that all this will be forthcoming.

The fish in New Mexico are going to get a workout. Cecil Horne, armed with a ton of tackle, will soon launch his annual campaign.

Red Waller, little brother of the famous Ray, has accepted a coaching job at Malkoff.

## SCHERWITZ SAYS SCHOOL IS GREAT

The sports editor of the San Antonio Light, G. H. Scherwitz, says that coaches whose teams are whipped next fall can blame their failure to attend the Texas Tech coaching school for the loss.

Scherwitz writes: "Texas Tech is to be congratulated on its enterprise in establishing a coaching school with such eminent instructors, and affording the coaches of the southwest an opportunity to study under such masters of the game."

"The coach who misses that school will have a perfect alibi if his team is taken for a cleaning by a school coached by a man who did jump at the opportunity of learning something."

## Mahoney Praises Coaching School

Tom Mahoney, manager of the Dallas office of the United Press, in commenting on the Texas Tech coaching school made the following remarks:

"Special training for coaches has done much to improve the game of football in high schools and colleges in the last few years. Teams now play more spectacular games with fewer injuries."

"There are benefits for both player and spectator. The plays and formations which win big games in the east and on the coast are seen on many high school gridirons the following year."

"Texas Tech is to be congratulated on having part in making the great game still more popular. Good luck to Tech's first school of this nature."

## White Of Dallas News Notes Large Interest In Tech

George White, sports writer of the Dallas News, writes the following comment on the coaching school:

"I just want to tell you of the interest I have noted hereabouts in the summer coaching school to be conducted at Tech by Wallace Wade and Jimmy Phelan."

"In these men Tech has two outstanding and very popular mentors of proven systems of play and with the ability to conduct a highly interesting school."

"It seems that every coach in this vicinity will be there and I am regretting that I can not be on hand."

Sid Knowles, former Tech captain and more recently coaching in El Paso, will enroll in the coaching school.

Visiting coaches who want an argument with a Baylor man might look up Collier Parris of the *Avalanche-Journal*.

The field trip of the Geology department is over and the boys are back in town coated with sunburn and full of thrilling stories.

Hank Morgan has returned.



By CHARLES A. GUY

Editor of The Lubbock Morning Avalanche and Evening Journal That Girl on Broadway says all the good kickers don't play football.

This being a football audience, it should be time for a football story. Try to stop me if you've heard it.

The ball was down the 18-yard line, there were two minutes to go and a touchdown meant victory. The panting players gathered, weary and tired, in the huddle.

Silence held for a moment and the quarterback muttered:

"I believe I'll pass."  
"Suits me," replied Unconscious Archie, the left halfback. "Let's everybody pass and we'll call for a new deal!"

Now to get down to facts for a minute or two.

The Plainsman isn't working for the chamber of comics. He has no connection with Texas Tech, aside from being a member of its justly famous staff of grandstand coaches.

But to the 300 athletic directors who are coming to Tech's Wade-Phelan school this column bids you welcome!

And it's no monkey-business welcome either. There's nothing stereotyped about it.

For you'll find when you get to Lubbock and Texas Tech that West Texas folks don't talk that way—and if you weren't welcome they would tell you you were, they'd just keep their mouths shut.

Of this great big, new country believe that we have a fine city and a fine college. We think you'll agree with us, after you get down here and look the situation over, or we wouldn't have taken a chance on inviting you in the first place. We believe you'll like it so much out this way that you'll want to come back to the South Plains—back to Lubbock—and that maybe you'll send some of your best graduates down to Pete Cawthon—providing, of course, they don't demand a salary large enough to pay an income tax on!

You're going to find this much true, when you get to Lubbock: You're going to find hospitality; you're going to find friendship; you're going to find the best coaching school in the United States in the lamented year of 1931!

And if you have time, drop around and get acquainted while you're here!

That Man on Avenue Q says that many schools have stopped hand-picking their football players—they've started gathering them with alumni machines!

The coaching school opens August 3.



HERE THEY ARE IN ACTION

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## WADE'S WINNING METHOD OFFERED HERE AT COURSE

Wallace Wade, new coach at Duke University and formerly coach of the famous "Crimson Tide" elevens of the University of Alabama, joins Jimmy Phelan in giving the football coaches of the Southwest their methods of developing winning elevens.

Wade, a native Tennessean, began his remarkable career as a member of the Fitzgerald-Clark school team at Tullahoma, Tennessee. From prep school he moved on to Brown University, playing guard on the Brown team that traveled to the Pacific coast for a Rose Bowl game.

After leaving Brown he became coach at the Tullahoma academy where his coaching merited the approval of Dan McGugin, coach at Vanderbilt University. McGugin brought Wade to Vanderbilt as line coach and after serving for two years under the old master he became coach at the University of Alabama.

At Alabama Wade produced six championship elevens and took three Alabama squads to the Rose Bowl, returning each time undefeated. Wade has developed his share of All-Americans but probably the best known of his pupils is Johnny Mack Brown, movie star. Brown was detoured into the movies as the result of his play in a Rose Bowl game.

Wade will instruct the "short punt" attack here during the coaching school.

## Warren Elected Men's President

As the result of the All-men's picnic held at Buffalo Springs several weeks ago the men of the summer session have organized and elected the following officials:

J. I. Warren, Bovina, president; C. C. Miller, Dallas, first vice-president; T. D. Smith, Albany, second vice-president; J. L. Burke, New Hobbs, N. M., secretary and treasurer; and J. E. Speer, Darronzette, publicity chairman.

Further announcements of the program of the organization will appear on the bulletin boards and in the next edition of this publication.

### PAINFULLY INJURED

Carl Stultz, a recent graduate of Tech now in the ranger service at Carlsbad Caverns, was painfully injured when accidentally wounded last Saturday on the rifle range.

### SCOUTS COURSE OVER

D. T. Jennings and his class of eight have completed their course in scout leadership. The course, open to Tech summer students, met for the last time Monday afternoon on the Johnson ranch where a review of the work studied was held.

Texas Tech colors are scarlet and black.



SAM D. BURTON

## ALL-AMERICANS COMING HERE TO AID JIMMIE KITTS

National championships are part of Jimmy Kitts' regular diet.

Texans need little, if any, introduction to this sensational young coach. His Athens High school quintets, twice acclaimed the best in the nation by winning the championship at Chicago University have been the toast of the entire state.

Athens High school, under Kitts' instruction, won the State pennant in 1927. The following year they finished third in the State High school race but won the Texas A. A. U. championship. In 1929 Kitts developed a quintet that swept through the state tourney and moved on to high cotton in the National tournament at Chicago when the almost unheard of High school broke into the press as winners of the National title.

Although Athens finished second in the State race in 1930 the Kitts coached quintet entered the National tournament and for the second time mowed aside their opponents to bring another National title back to Texas. This past season Kitts' five added another State championship to its already crowded trophy case.

Kitts, who joins Burton in offering a course in basketball here

## BUFFALO MENTOR OFFERS WINNING WAYS TO COACHES

"Mark up a point a minute," says Sad Sam Burton to his Canyon Buffaloes and for the past two seasons his quintets have been carrying out his instructions.

S. D. Burton, basket ball coach at the West Texas Teachers College of Canyon and who will conduct a course in basketball here during the coaching school, is claimed by sport writers and fans as the most successful mentor in the state.

His records of 178 games won to 33 lost closely shadows the ten year football record of Notre Dame elevens. Burton, if he had been a publicity seeker, today would be heralded throughout the nation as little less than sensational.

Under Burton's able guidance the Buffaloes have brought five Texas Inter-collegiate basketball pennants back to Canyon, have finished second in the race twice, and have closed the books in third place a similar number of times. Against Southwest conference foes the Buffs have won seven of ten games played.

Ten years of coaching at the Canyon college have established Burton's prestige throughout the Southwest. His quintets have always won the dread of Matador fives as well as other opponents. Local basketball fans turn out in large numbers to witness the Buffs in action against the Matadors and have always seen the Burton coached team put on a demonstration of mighty clever basketball.

Burton, assisted by several of his crack players, will join Jimmy Kitts in giving the basketball course here during the Wade-Phelan football coaching school. There will be no extra charge for Burton's instruction if the student is enrolled

during the Wade-Phelan coaching school, will be assisted by five of his former Athens stars, all of them cited as All-Americans. The Tomkin trio, Honest John, Benny, and Freddie, Doc Sumner, and Danna Henderson will be here to demonstrate the style of play they carried them through two National titles and numerous State pennants.



THE MATADORS IN ACTION

The college has ample basketball courts for use of the coaching school. It is here that Jimmy Kitts, Sam Burton, and a quintet of All-American stars will teach the latest basketball tactics on the hardwood court.

## "Red" Waller Signs As Malakoff Coach



"RED" WALLER

"Red" Waller, vest pocket edition of the famous "Red" Grange, used to scamper off yardage as a member of the Matador backfield. Red, however, graduated from Tech football and is now lined up as football coach at Malakoff High school.

Waller is the third of recent graduating athletes to sign a coaching contract. Vinzant goes to Greenville to assist Frnka, former Lubbock High school mentor, while Woodriddle is booked to direct athletics at Bartlett High school.

Waller's big brother, Ray, plays with the Lubbock Hubbers and is noted for his mid-night engagements.

### INTERESTING, IF TRUE

Bible, taught in accordance with the Baptist idea will be offered next year at Tech by Professor W. F. Frye, former Simmons' instructor. There has been mention of the establishment of a Baptist bible chair on the campus.

for the football course.

Information from Tech athletic department indicates that the basketball course will be well attended.

## FORMER PURDUE COACH TEACHES IRISH OFFENSE

The Boiler-makers of Purdue University used to be annual occupants of cellar positions in the Big Ten football race.

When Jimmy Phelan left the University of Missouri's coaching staff to carry his Notre Dame methods to Purdue the stock in Boiler-maker eleven soared skyward. Under Phelan's guidance the Purdue squad fought off Big Ten threats to win a championship in 1929 and a bid for national honors.

Phelan, a former Notre Dame star, produced winning teams while in charge of the Tiger camp at Columbia, Missouri. The Bengals, under Phelan's coaching, were feared by every Missouri Valley opponent.

Following a successful period of coaching at Missouri the Irishman transferred his allegiance to Purdue where he developed several All-Americans including "Pest" Welch, a Texas boy.

At present Phelan is in charge of football training at the University of Washington where he is developing the Huskies into winners. When Phelan moved out to the coast he carried with him the life, color, and modernity of Notre Dame football and it clicked immediately. His system is designed to fit any football situation. Phelan develops the play to the man rather than the man to the play. By this method he has obtained a maximum amount of success from his candidates.

Dine

Where It Is

Convenient

Comfortable

Cool

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\$5.50 Meal Ticket \$4.75

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SANDWICH SHOP

BOOKSTORE

TEXAS TECH COLLEGE

# CONGRATULATIONS

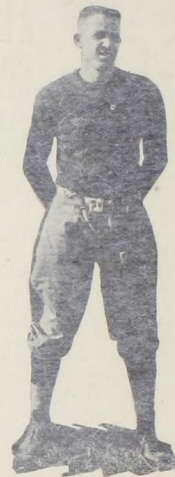
COACH MORGAN



COACH SMITH



COACH CAWTHON



## LUBBOCK

Lubbock is proud of the work accomplished by the athletic department of Texas Tech. As business men of this city we are more than glad to do our part in making the coaching school a triumph for our city and college. We invite the visiting coaches, as well as our old friends, to call upon us and take advantage of the many services we have to offer. We are here to serve you.

## TEXAS TECH

Texas Technological College is to be congratulated upon the splendid coaching school that its athletic department is sponsoring. Coaches Cawthon, Smith, and Morgan have made it possible for the coaches of the Southwest to study under two of the greatest football minds in the nation. We are proud of Texas Tech and the men who have made the coaching school a reality.

PIGGLY-WIGGLY NO.3

LUBBOCK BEAUTY SHOPPE

MATADAR BOWLING CLUB

J. C. PENNEY CO.

TECH DRUG

*Kuie*  
THE TAILOR

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STUDENTS' IDEAL SERVICE

COCA COLA BOTTLING CO.

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CALF STAND



**Congratulations: To Coaches  
Cawthon—Smith—Morgan**

**For Their Efforts in Securing the  
Wade-Phelan Coaching School  
August 3rd to 15th**

**WELCOME VISITORS**

Make our store your downtown headquarters. If we can be of any service to you do not fail to call on us. We are here to serve you.

**Hemphill-Wells Co.**

The Home of Hart Schaffner & Marx Clothes

## Coaching Courses Are Announced

Two courses, one in football and the other in basketball, have been announced for the Texas Tech coaching school. Coaches may enroll for either or both courses.

Course one: **FOOTBALL** given at two hour lecture period in morning followed by an afternoon session devoted to practical demonstrations of the theory covered in the morning lecture. Members of the 1931 Texas Tech football squad will demonstrate the courses given by Jimmy Phelan and Wallace Wade assisted by coaches Cawthon, Smith and Morgan.

Course Two: **BASKETBALL** offered by means of class-room lectures and practical demonstrations. The winning ways of two of the Southwest's greatest coaches, Burton and Kitts, will be illustrated by members of their championship quintets. Special emphasis will be laid on the pivot, passing, goal throwing, and team play.

Besides the regular courses in basketball and football the coaches will meet to discuss the various rule interpretations and officiating.

### CLUB ORGANIZED

What is known as the University Club has been organized by a group of local young folks as a medium of social relationship. The club, now boasting forty members, has elected the following officials: Howard Hoffman, president; Olen Purcell, vice-president; Miss Gail Quinlan, secretary; and Leroy Vaughan, reporter.

## "Y" WORKER



**JACK BOYD**

Jack Boyd, graduate of the University of Oklahoma and for the past two years general secretary of the college Y. M. C. A., is spending the summer in study at Union Theological Seminary in New York City.

Boyd writes that it has been his privilege on several occasions to have visited with Coach "Crip" Goightly.

"The last edition of the Toreador is a splendid one. I enjoyed every portion of it. I think, however, that you could have written a much better lead editorial than the one entitled "The Birthday of A Nation."

## Co-Eds Interested In Sport Program

About sixty co-eds have been taking advantage of the summer recreational program planned several weeks ago.

During the past week the girls have enjoyed a bridge party at Cheri Casa, swimming parties at the city pool, and bowling at the Matador alleys.

Because of the interest shown on the part of the co-eds an even greater program for this term will be announced on the W. A. A. bulletin board. All college girls are invited to participate in the sports activities.

### HELP FORMBY

Marshall C. Formby, your editor-elect, and his able associate, Tom Abrahams, are at work on the annual "home-sick edition" of the Toreador. You can greatly add to the enjoyment the vacationists will have in reading the issue by turning in all information you have on long term students.

# We Congratulate

COACHES CAWTHON, SMITH, AND MORGAN

IN SECURING

WALLACE WADE

AND

JIMMIE PHELAN

TO CONDUCT

TEXAS TECH'S

FIRST COACHING SCHOOL

# West Texas Gas Co.



**HEADQUARTERS**

for

**JIMMIE PHELAN**

and the following well known S. W. Conference coaches:

Clyde Littlefield, T. U.

Matty Bell, A. & M.

Francis Schmidt, T. C. U.

Ray Morrison, S. M. U.

Jack Meagher, Rice.

Jimmie Kitts, Basketball

Athens High School

Sam D. Burton, Basketball

Canyon Buffaloes.

Make reservations at the

Hilton where you will be

in close touch with the

best known and brainiest

coaches in the country.

Very reasonable room

and food prices at the

**HILTON HOTEL**

Lubbock's Expression of  
Western Hospitality.



**Lubbock's**

**Largest Clothiers**

**Welcome**

All Visitors To

Wade-Phelan

Coaching School

**Hogan & Patton**

1103 Broadway

**THE SUMMER SESSION  
TOREADOR**

Published weekly in the interests of the faculty and students of the two Summer Sessions of Texas Technological College  
LUBBOCK, TEXAS

**FRANK EMISON** } **Editors and Managers**  
**E. W. YOUNG** }

**TO OUR READERS**

Any erroneous reflection upon the character, standing, or reputation of any person, firm or corporation appearing in the columns of this publication will be gladly corrected upon due notice of the same.

**A FIGHTING GENTLEMAN**

The history of Texas Technological College has added the name of P. W. Cawthon to its record of genuine Texans.

During the two short years that Mr. Cawthon has been a member of the college's faculty he has accomplished more for the welfare of the institution than the average college professor accomplishes in a lifetime. "Coacher," as the athletes affectionately call him, has taught his lessons by practicing what he preaches.

Cawthon demands clean living boys—and he sets the example.

Cawthon demands honesty and sincerity from the boys,—and he sets the example.

Cawthon demands gentlemanly fighting—and he sets the example.

Probably no one will ever know the heartaches, the battles, and the uncertainty that Mr. Cawthon has faced doing those trying months when he was building the greatest coaching school in the country and asking the famous football mentors of the nation to support him here at an institution that has only recently cast aside its swaddling clothes.

Cawthon has triumphed. With his fight and determination he could not have done otherwise.

Texas Tech has triumphed. With a man like Cawthon behind the project the college could not have done otherwise.

Cawthon is admired by the entire college.

**ENJOY**

**Your**

**RECREATION HOURS**

**At The**

**MEADOWBROOK**

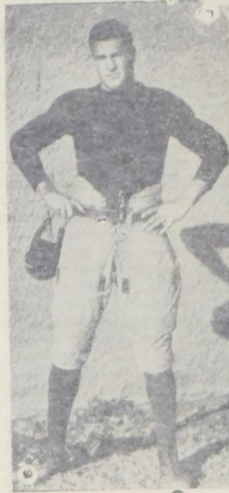
**GOLF COURSE**

**1 1-2 Miles North on Highway  
Lubbock, Texas**

**Coaches Who Attend  
The Wade-Phelan Coaching School  
Will Find Good Eats at the**

**THE LOG CABIN  
CORNER COLLEGE AVE. and 13th**

**HABALA ESPANOL**



**SID KNOWLES**

Sid Knowles, former Tech football captain and now coaching the Bowie High school eleven at El Paso, announces that he has several open dates on his next fall's schedule that he is desirous of filling.

Knowles, who has been attending summer school here, plans to enroll in the coaching school and hopes to come in contact with coaches who might be interested in booking a game with his eleven.

The former Matador football star indicated that his team will meet all comers but that he is particularly anxious to schedule teams in the high school class. Knowles says that his team will be very light.

The Bowie eleven, composed entirely of Mexicans, plays a fast open game, and is noted as a drawing card.

**HERE'S GOOD NEWS**

Ed Young, editor of the Summer Session Toreador, announces that with this edition his work with the publication ends. Young told the press that his classroom work next semester will require all of his time. He suggested that the newly organized mens' club take over the publication for the remaining weeks of the summer term.

**NICE GOING, PETE**

If the coaches step around as we expect they will under Wade and Phelan's coaching they will need to pay me a visit.

Jack Davis

**TECH SHOE SHOP**

**NIGHT BASEBALL**

The Lubbock Hubbers congratulate the Tech coaching staff on their splendid line-up for the coaching school.

We are at home to you at

**MERRILL PARK**

"Under the Lights"

**PUEBLO DIGGERS  
BACK ON CAMPUS**

Accompanied by a truck load of boncs, pottery, and remnants of ancient pueblos Dr. W. C. Holden and his party of Texas Tech archeological students arrived here the latter part of last week.

During the past six weeks the history professor and eleven students toured New Mexico, Arizona, Utah and Colorado in their study of archeology. After spending several weeks camped on the Teicolote creek near Las Vegas, New Mexico, where a pueblo was evacuated, the party moved on to Santa Fe for a brief inspection of the museums of that city.

Following the stop in Santa Fe the Matador excavating party visited the Grand Canyon, Mesa Verde national park, Aztec national monument, and the Chaco canyon.

The Tech party included Dr. W. C. Holden, Handsome Bill McWil-

**Vacation Features  
Abound In Lubbock**

The City of Lubbock and the surrounding community affords many attractions for those who desire to combine the coaching school with a vacation season.

Three well kept golf courses, numerous tennis courts, miniature golf courses, a bowling alley, the city swimming pool, and three theatres are available while within a few hours drive one can gain access to the Carlsbad Caverns, Palo Duro Canyons and the mountains of New Mexico.

The Matadors meet the Haskell Indians next fall.

You haven't seen the campus until you've visited the book-store.

Coach Cawthon is an Austin College man.

llams, Frankie Ward, Herb West, Travis Parker, Duke Ligon, Bonnie Carpenter, Nettie Carpenter, Millie Bagley, Myrtle Spurlock, Billie Hawthorne, and Kate Woods.

**CONGRATULATIONS**

To

**Tech Coaches and  
The Wade-Phelan Coaching  
Coaching School**

**THE TECH BARBER SHOP**

**WELCOME**

To the Wade-Phelan Coaching School

**DON'T FORGET**

To Visit Our Exhibit at the Tech Gym

**Caprock Uniform and Embroidery  
Co.**

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AN UNUSUAL BINDING  
TENT SHOW**

A novel of the Canvas Theater

by

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or write Al Hill, 1612 Ninth Street, Lubbock, Texas

# Coaches Look With Favor On Coming Event

## NOTRE DAME



JAMES PHELAN

James Phelan, head coach of the University of Washington and the man who pulled Purdue University football out of the cellar of the Big Ten conference, who will teach the Notre Dame system during the course writes:

"What to use and what not to use is the idea . . . I will give a system to fit your boys . . . your suits . . . and your shoes."

forward with a great deal of interest."

Jess Harper, athletic director at Notre Dame, in a letter to Tech officials said:

"Best success in your coaching school. You have two excellent men to help you."

### MEAGHER COMING

Jack Meagher, coach of the Rice Institute Owls, is pushing the coaching school down in his part of the State. Meagher writes:

"You can count on me being there. I think your course will go over big. I know the coaches will be crazy about Phelan. I will talk the school up in this section."

Ray Morrison, Southern Methodist football coach, has consented to give several lectures on the forward pass. Morrison's Mustangs have always been considered as one of the nation's crack passing elevens.

### BRINGING CARLOAD

Stillwater, Oklahoma, is bidding for attendance honors if Walt Gungoll's letter can be used as a basis upon which to judge. Gungoll wrote Cawthon that he is bringing a carload of seven.

Vic Hurt, coach at Oklahoma Baptist College writes:

"Feel you have a capable situation lined up and I expect to visit the school."

That Louisianans are interested in the coaching school is suggested in Russ Cohen's letter of comment. Cohen has nothing but praise to offer the course.

### DAN BIBLE COMMENTS

D. X. Bible, coach of the Nebraska Cornhuskers, will be unable to attend the school but speaks highly

## SHORT PUNT



WALLACE WADE

Wallace Wade, head coach at Duke University and former mentor of Alabama's "Crimson Tide," who will teach the "short punt" offensive here during the coaching school writes:

"I am looking forward to our school in Lubbock with a great deal of enthusiasm."

of the work in a letter reading:

"You have the best line-up possible. Your school should be a big success."

Morley Jennings, Baylor University, also expressed his regret at being unable to attend the course.

Miss Margaret Monaghan will leave today for an extended tour of the west and a cruise of South American waters.

Mr and Mrs Leonard Wilson and son, Escoe, have departed on an extensive auto tour of the west and Canada. Escoe was a sensation of the Commercial Law class.

Oliver Ramsey, M. A. graduate last spring, is visiting relatives in Pittsburg, Pa. Ramsey assured the editor that the famous Campbell-Toreador battle would not be mentioned to friends in the Quaker State.

Lulu Pearl Pucket dropped in on friends in Knox City between semesters for a brief visit.

The many friends of Hank Morgan are glad to see him back on the job at the book-store. Morgan and his bride have returned from a honey-moon trip to the Hollywood coast.

Jennings writes: "You have the two best men available, sorry plans take me out of the state at that time."

Fred Thomsen, University of Washington; R. N. Blackwell, Southern Methodist; and Bob Brown, New Mexico Military Institute, are others who have written letters of praise concerning the coaching school.

## Welcome Coaches

### TO OUR SCHOOL

### We Trust You Enjoy Your Visit Here

You should learn a great deal from the

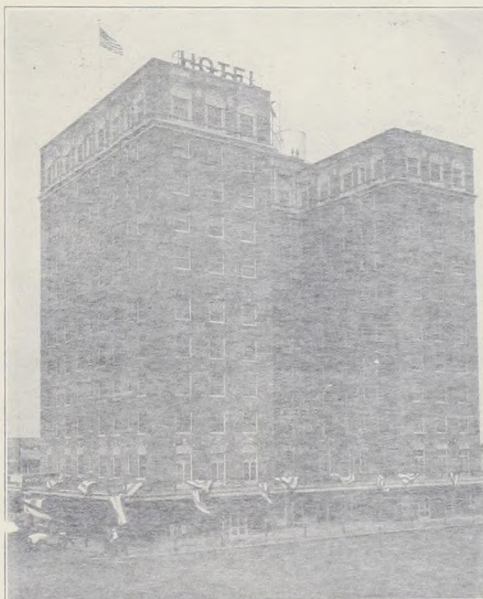
### WADE-PHELAN SCHOOL

Making you better qualified to produce a real team in the future.

We want you to make the Hotel Lubbock your home During your stay in Lubbock

For your convenience we will have a registration desk Monday Morning, Aug. 3rd, at the Texas Tech Gym

SPECIAL RATES: \$1.00, \$1.25, \$1.50



# HOTEL LUBBOCK

C. A. "SHEFF" SHEFFIELD, Mgr.

WHERE THE SING-SONGS ARE HELD



A wide and varied program of recreational features have been planned for the coaches attending the Texas Tech coaching school. Included in this program is a trip to Carlsbad Caverns, an annual event in the life of a Tech summer student, an all-men's fun night under the lights of Merrill park, numerous dances and bridges for the wives of the coaches, and all the regularly scheduled events for the other summer students.

Each Wednesday evening the students gather near the Administration building for a sing-song while during their other leisure moments they have available three golf courses, the city swimming pool, several cool theatres, and numerous croquet and miniature golf courses.

Visiting coaches will enjoy making

a careful study of the various educational features of the college. The library, textile shops, geology museum, home economics practice house, and agricultural equipment and stock offer opportunity for many hours of agreeable sight-seeing.

Within a short distance of Lubbock can be found good fishing streams and lakes, interesting canyons, and many delightful spots for picnics.

Both the Lubbock and Hilton hotels offer fine food at reasonable prices while a goodly number of high class restaurants add to the sociability of dining out.

Kenneth Hemphill, former Tech athlete and more recently a coach at Littlefield High school, will enter the University of Texas law school next fall.

# Congratulations

To

Coaches Cawthon, Smith and Morgan

For Their Efforts in Securing

WALLACE WADE

And

JIMMY PHELAN

For the South's Best Football School

August 3rd—15th

TEXAS TECH COLLEGE

## The Obligation To Serve

To be ready to serve you, we must keep ahead of the growth of our communities.

Public service carries with it the obligation to serve, instantly and constantly. When you press a button or flick a switch, you want—and must have—SERVICE at once, and for as long a time as you need it.

To give this service we constantly increase our facilities, planning years ahead; raising new money for extensions and betterments, and spending that money in your service.

Our obligation is to serve you. We shall continue to fulfil it to the best of our ability.

